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December 1996

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## Researchers embrace technology

Marketing research professionals have overwhelmingly adopted computers, on-line services and the Internet to perform their jobs — and continue to

find new ways of making themselves more effective through technology. These are key findings from a survey conducted by the Society of Competitive



Intelligence Professionals (SCIP), *American Demographics* magazine and LEXIS-NEXIS. The results are based on in-depth surveys returned by 608 individuals from two distinct segments of research professionals from across the U.S.: competitive intelligence professionals and market researchers.

Conducting research is the single greatest demand on time for market research and competitive intelligence professionals, taking up more than half of a standard 40-hour work week. In conducting this research, the overwhelming majority (80.8 percent) rely on computer technology for at least some of their research efforts.

Traditional paper-based information sources, such as trade magazines and daily newspapers, continue to be popular data resources, but the use of on-line information retrieval is rapidly increasing in the market research field. Respondents who access the Internet and/or the World Wide Web were in slightly greater numbers (86 percent) than those who use specific on-line services. Of these, 92.9 percent access the Net to obtain business information.

Between on-line services and the Web, respondents who gather information via personal computer spend an average of 7.7 hours each week on-line. These researchers spend an average of \$14,235 per year for on-

line data and information.

More than half of the respondents also rely on market research reports prepared by third-party research

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## Americans receptive to flat rates for long distance

AT&T has jumped into the flat-rate competition with other long-distance carriers with what appears to be a solid strategy for stopping the erosion of its market share, according to a new national study by Aragon Consulting Group's Research Division in St. Louis.

At least one in five households (19.3 percent) say they would be "extremely likely" to switch to an AT&T 15-cent flat-rate program that includes all long-distance and in-state toll calls regardless of when the call is placed, according to the Aragon study.

When respondents were forced to choose one provider among the 14 largest telephone companies that they would prefer to subscribe from for a 15 cent flat-rate offer, AT&T captured more than one in two households (55.3 percent). By comparison, 17.3 percent prefer their local telephone provider; 8.3 percent list MCI; 3.8 percent say Sprint; 8.8 percent mention other companies; and 6.8 percent did not know who they would pick.

"With every nickel decrease in the cost of these bundled services, we found that interest in the flat-rate package went up six-fold as the price dropped from 15 cents to 5 cents a minute, possibly giving Sprint an edge with its 10-cent offering," says Gary Miller, president of Aragon Consulting Group. At five cents a minute, 42.5 percent of people participating in the study say they would be "extremely interested" if the offer were made by their current long-distance provider. Also at five cents per minute, 38.3 percent say they would be "extremely interested" in enrolling in this package if offered by their local telephone company, and 20 percent would give the same consideration to another telecommunications company.

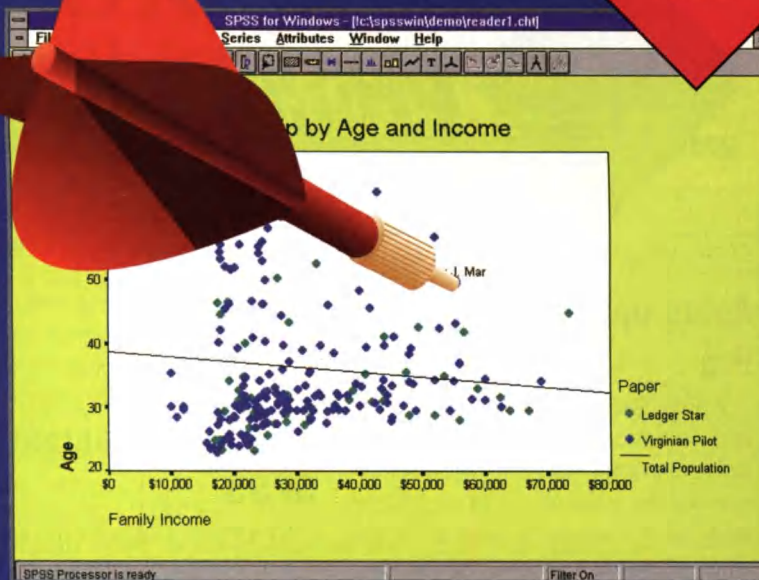
"Flat-rate pricing held the most appeal with younger, higher bill consumers under the age of 40, and those who typically pay monthly telephone bills of \$75 or more," says Miller.

A national random sample was drawn to complete Aragon's research, which produced results with a  $\pm 5$  percent margin of error. The interviews were conducted in September 1996. For more information call Barbara Hobbach at 314-726-0746.



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more information call 800-237-4565 or visit the company's Web site at <http://www.apian.com>.

## New SEM program from SPSS

SPSS Inc., Chicago, has introduced Amos 3.6 for Windows, a structural equation modeling program with a graphical interface. Amos allows users to: build models to understand the components of customer satisfaction and their effect on customer attitude; predict brand loyalty among different customer segments; model advertising's influence on consumer

behavior; and predict purchasing behavior based on demographics and attitudes. Users can create and adjust their initial model, which is basically a representation of relationships among their data, using easy-to-use drawing tools on the toolbox palette. They can draw rectangles and ovals for variables and connect them with arrows to specify relationships. They can add parameter constraints through dialog boxes and run the analysis with a click of a button. Parameter estimates are displayed right on their diagram. Amos can be run stand-alone or accessed from the SPSS menus. Amos reads and writes SPSS files, so users can access the data and file management tools in SPSS. For more information call 312-329-2400 or visit the company's Web site at <http://www.spss.com>.



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## Software simplifies package design and pallet loading

CAPE Systems, Inc., Plano, Texas, has introduced CAPE PACK '96, a packaging analysis software system for Windows-based PCs. The new version introduces simplicity and realism to package design and pallet loading programs, including generation of true-to-life graphical images. The navigation and file structure of the program are more user-friendly and the graphical image displays have been improved. The software includes the Bundle Wizard, Shape Wizard, Primary Pack Input and 3D Imaging programs. Bundle Wizard lets users create a detailed graphical image of a primary package and view it in bundles, shrink-wrapped packs within secondary packages such as cases,

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Chicago Mar. 10-12	Boston Nov. 20-21
Houston Apr. 7-9	501. Applications of Marketing Research
New York Apr. 28-30	Cincinnati Feb. 20-21
Cincinnati May 19-21	Houston Apr. 10-11
Atlanta June 9-11	Atlanta June 12-13
Philadelphia June 30-July 2	Cincinnati July 31-Aug. 1
Denver July 15-17	New York Sept. 18-19
Cincinnati July 28-30	Cincinnati Dec. 11-12
Seattle Aug. 25-27	502. Product Research
New York Sept. 15-17	Cincinnati Jan. 30-31
Minneapolis Oct. 7-9	New York Apr. 24-25
Chicago Oct. 20-22	Chicago July 15-16
Boston Nov. 17-19	Cincinnati Oct. 14-15
Cincinnati Dec. 8-10	503. Advertising Research
103. Marketing Research for Decision Makers	New York Feb. 6-7
New York May 29-30	Cincinnati May 15-16
104. Questionnaire Construction Workshop	Detroit July 24-25
Boston Jan. 20-22	Cincinnati Oct. 30-31
Cincinnati Feb. 24-26	505. Market Segmentation Research
Detroit Mar. 24-26	New York Feb. 4-5
New York Apr. 14-16	Cincinnati May 13-14
Kansas City May 12-14	Detroit July 22-23
Chicago June 23-25	Cincinnati Oct. 28-29
Cincinnati Aug. 4-6	506. Customer Satisfaction Research
New Orleans Sept. 8-10	Boston Jan. 9-10
Minneapolis Sept. 29-Oct. 1	New York May 1-2
New York Nov. 3-5	Seattle Aug. 28-29
Dallas Dec. 15-17	Cincinnati Nov. 24-25
105. Questionnaire Design	509. Using Geodemographics for Marketing Decision Making
Boston Jan. 23-24	Orlando May 1-2
Cincinnati Feb. 27-28	601. Translating Data into Actionable Information: An Introduction
New York Apr. 17-18	New York Jan. 16-17
Chicago June 26-27	Chicago Mar. 13-14
Cincinnati Aug. 7-8	Cincinnati May 22-23
New Orleans Sept. 11-12	Seattle July 10-11
New York Nov. 6-7	Chicago Sept. 25-26
201. Focus Groups	New York Nov. 13-14
Toronto Mar. 18-19	602. Tools and Techniques of Data Analysis
Chicago Oct. 23-24	Chicago Jan. 21-24
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Cincinnati Aug. 26-29	Boston Dec. 16-19
Cincinnati Oct. 7-10	603. Practical Multivariate Analysis
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Cincinnati Oct. 13-15	Chicago June 17-20
204. Qualitative Research Reports	Kansas City July 22-25
Cincinnati Feb. 13-14	New York Aug. 19-22
Cincinnati Oct. 16-17	Chicago Oct. 7-10
301. Communicating Marketing Research	Cincinnati Dec. 2-5
New York Jan. 13-15	701. International Marketing Research
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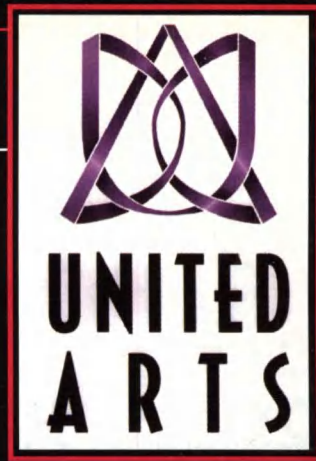
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# *For art's sake*



*Focus groups,  
phone survey give  
North Carolina  
arts councils  
valuable audience  
information*

By Joseph Rydholm  
QMRR editor



## Qualitative research

**T**he people who run your average arts organization would love to have more information on their audience. They'd love to know why people attend, why they don't attend, where they come from and what they think of the arts-going experience. That information would be, as the research industry saying goes, "nice to know."

However, finding the time and money to conduct a research project is difficult when most of your day is spent fighting to stay solvent. With their budgets a patchwork of grants, endowments, donations and ticket revenues, most local art galleries, dance troupes or theater companies are more concerned with keeping their doors open.

But as their potential audiences shrink and funding comes under fire, "nice to know" is quickly turning into "need to know." In addition to competing with each other for a slice of our leisure time, arts organizations must battle the likes of the Internet, video stores, household chores and the twin Goliaths of sloth and apathy. Plus, monetary support for the arts from public, private and government sources has come under fire as various factions wage the good art/bad art debate.

What's a research-minded arts institution to do? One solution is to find strength in numbers. That's the approach taken by the organizations served by two arts councils in Raleigh, N.C.

Earlier this year, the United Arts Council of Raleigh and Wake County (United Arts) and the Durham Arts Council conducted a joint research project called "Cultural Attendance in the Triangle: A Market Study," on behalf and with the cooperation of 34 arts and cultural organizations in North Carolina's Durham, Orange and Wake counties.

The Triangle, encompassing everything from farm communities to larger cities like Raleigh, Durham and Chapel Hill, is a rapidly growing, diverse area that's home to a number of colleges and universities and several high-tech companies.

The need to conduct such a study was identified in 1991, after the merger of two smaller arts organizations

that created United Arts, says Robert Bush, executive director of United Arts. "We knew that we needed better market information if we were going to be successful not only in raising more funds for the arts community but also in helping them build their audience. They were too

***"We knew that we needed better market information if we were going to be successful not only in raising more funds for the arts community but also in helping them build their audience. They were too dependent on grant money and they needed to do a better job of earning revenue."***

dependent on grant money and they needed to do a better job of earning revenue," he says.

### **Combined efforts**

While the need was there, the resources weren't. But in 1995, after conversations with the nearby Durham Arts Council, Bush says it was clear that if the two groups

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# Rethinking focus group reporting: dynamic debriefing



*How to wean yourself from written focus groups reports that take too long, cost too much and don't go far enough*

By Richard A. Feder and Bryan Mattimore

*Editor's note: Richard Feder is president of The Marketing Group, Inc., Stamford, Conn. Bryan Mattimore is president of The Mattimore Group, Stamford, Conn.*

**W**ith the "full speed ahead" pace of business today, companies just can't wait for a detailed written report on focus groups. Reviewing the tapes or transcripts from four focus groups, writing down findings, organizing them, developing conclusions/hypotheses and writing a deck takes an experienced moderator/analyst around 20 hours. This adds weeks to the project timetable and up to \$6,000 to the bill. Both the time and the money are unaffordable.

What can you do?

Quick and dirty are high-risk alternatives. An informal debriefing after the last group or a top-of-mind topline run the risk of just skimming the surface — missing a big opportunity or making a big mistake. There's got to be a better way. There is. It's called dynamic debriefing, and more and more companies are turning to it.

### **Underpinnings**

Dynamic debriefing sessions are usually conducted the day following the last group and take five hours. What makes the sessions dynamic is not just their speed, but also the concentrated intelligence they bring to bear on the business implications of the new learning. Roughly 60 percent of the time spent preparing a traditional focus group report goes into identification of findings and development of conclusions. Writing takes another 20 percent. That leaves only 20 percent of the time to figure out what it all means and what you should do about the findings. And this is 20 percent of the time (or about four hours) of just one person representing only one perspective.

Dynamic debriefing allocates 70 percent of the time of six to 12 observers plus the moderator/facilitator (25 to 45 total hours) functioning at the height of their creativity to the crucial action issues. The process that makes this possible combines:

- a simple, disciplined listening system to help observers develop findings and conclusions during and between groups;
- facilitated discovery techniques to rapidly identify and organize key findings and conclusions;
- small team ideation exercises to explore ramifications of key conclusions and to formulate and refine action plans;
- resources to produce a transcript of findings, conclusions and recommendations as they are developed (so you leave a dynamic debriefing session with your written report in hand).

What do you give up to get this instant turnaround? Nothing. The document you leave with is actually better than

a traditional focus group report. It contains plenty of quotes, all the conclusions you could ask for, plus the best thinking of more than one individual focused on "What next?" rather than "What happened?"

### **Data development**

The dynamic debriefing process requires a focus group moderator/session leader skilled in interviewing, analysis, facilitation and development of successful business strategies. You also need a "technographer," someone to record and organize output from the debriefing session while it occurs. But neither of these people is as important as the six to 12 observers who identify the findings and develop the conclusions on which the debriefing is based. Their job is not that difficult, but it does require marketing acumen and a fairly high degree of dedication.

During the groups the observers record on the left side of a page all respondent comments that sound like they might have important impact on what the target group buys, uses or thinks about the research subject. After each group the observers review their notes and jot down on the right side of each page the conclusions these comments would suggest. This requires some extra work, but it has the positive effect of cutting down on distractions in the back room and reducing M&M consumption (which can be a major element of research costs).

Between the groups and before the debriefing, the observers review their notes and identify the conclusions they feel have the most important business implications. These conclusions and the respondents' comments on which they are based are the building blocks of the dynamic debriefing session.

### **Data processing**

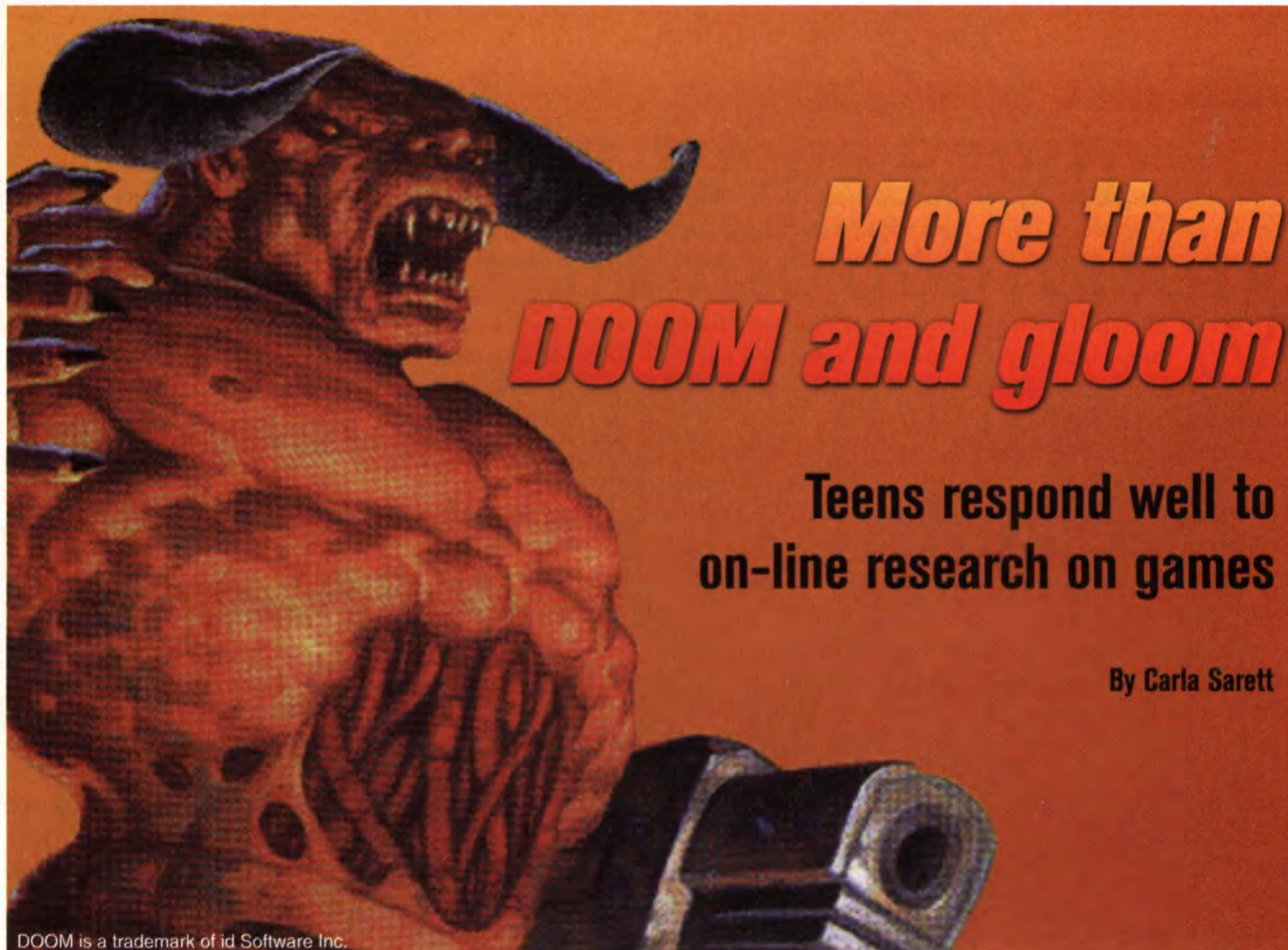
The day after the last group, the observers arrive at the debriefing session armed with pages of notes on what respondents said and with their hunches about what these comments mean. (Usually, they also arrive bleary-eyed, but a little fatigue is a small price to pay for the clearer recall and extra action time you get from debriefing immediately.)

#### **Dynamic Debriefing Session Plan**

##### **1. (30 min.) *Introduction***

- Review of research objectives
- Review of business concerns prompting research
- Review of other relevant information
- Identification of important facts/findings not covered by groups

continued on p. 41



## More than DOOM and gloom

Teens respond well to  
on-line research on games

By Carla Sarett

DOOM is a trademark of id Software Inc.

*Editor's note: Carla Sarett, Ph.D., is a research consultant with Chilton Research Services, Radnor, Pa. This article is adapted from a presentation made to the Advertising Research Foundation conference on "New Frontiers in Market Research" in May.*

There is a lot of excitement about the new data collection possibilities posed by the on-line world. Researchers are captivated by the idea of collecting data quickly and cheaply from respondents in this new environment. Companies are rushing to set up their own on-line panels, focus groups and Internet/Web surveys. Before we get too far along, it's important to sort out what we are learning from these on-line experiments and what kinds of data are appropriate to collect.

Chilton Research Services organized an on-line panel in 1995, from June to December, through a proprietary bulletin board operated by the company. We collected data on the general area of technology and media from teens (aged 11 to 18, living at home). The aim of the on-line panel was to collect qualitative data which were nationally projectable. We recognized that our panel would be comprised of teens of a special kind, that is, teens who owned computers with modems. Still, if our panel of teens were representative of modem-owning teens in general, and could provide interest-

ing qualitative data, it would meet our criteria of success.

### Creating an on-line panel

A look at how we put this on-line panel together will give you a sense of the difficulties involved. At the start of this project, we were fortunate enough to have a national sample of households with teens drawn from our omnibus surveys. We had, also fortunately, conducted an interview with an adult in the household, so we had household data going into the study. From this sample, we conducted a telephone survey with 750 teenagers and collected data on their media and technology usage, along with general attitudes and demographics.

We could therefore identify teens with access to computers with modems, either at home or at school. This gave us our eligible base; 350 teenagers qualified to be part of our panel, and 138 of these agreed, when asked to participate after completing the telephone survey. We then sent invitation letters, along with legal disclaimers, to these qualified teens, giving them a toll-free number to dial. We had decided not to implement this panel through the Internet because we wanted to make it accessible to teenagers with older computers. We hinted at future goodies but gave no incentive.

Because the legal issues involved in collecting data on-line

continued on p. 44

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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.*

**S**ome columns ago we reported on how people tend to use idiomatic expressions that, unwittingly, are connected with the research subject matter. A few weeks ago I scheduled field services to conduct interviews for a large scale taste test on chili. When informed they'd been chosen to perform the work, several of them (not just one) exclaimed, "Cool!"

Moderator Saul Cohen of Saul Cohen & Associates tells about a female participant in a focus group on luncheon meats who, when asked, "Where do you think bologna comes from?" convincingly stated that it came from "the bologna part of the cow."

Market researchers must have backbone! Gerald Linda of Gerald Linda & Associates tells about a moderator who got so fed up with her client coming into the room with messages that she locked the door. When the client knocked and then pounded to enter, she just told the group to ignore it.

How many of you would have done the same?

Sometimes market research serves another purpose than pure research. Linda cites a focus group where a man and woman who'd never met before began flirting and really hit it off. I wonder if in books and newspapers directed at singles, when they recommend ways to meet people, they'll add "attend a focus group" to the usual advice to "join a church or social group."

Linda was mystified once when a respondent, upon being told the group was being videotaped, hid his face and fled the room. Pity! Fugitives from justice have opinions too! I guess the guy didn't realize he was representing thousands of other

fugitives in the population!

Another time, Linda reports, one member of the "dissatisfied" group recruited for a focus group tried to get other group members to sign an affidavit. It turns out he was in the midst of a lawsuit against the client.

Ken Hollander of Kenneth Hollander Associates remembers the time his firm was retained by a very large computer hardware manufacturer to conduct user research. The client seemed extremely concerned about maintaining anonymity. His firm had to sign a non-disclosure agreement, and was visited by a member of the client's security department, who not only checked locked closets and files, but looked into their windows with high-powered binoculars from the roof of an adjoining building to ensure that no competitive spy could read materials on the desktops.

Having passed these stringent tests, Hollander's firm proceeded to brief the field service, stressing the need for extremely high security. The study designed was double-blinded so that no one (including the field service) would know the identity of the company sponsoring the research.

Shortly thereafter a delivery truck pulled up to the field service with the client's name and logo emblazoned on its sides. Two of its employees, wearing company uniforms, then entered the facility to deliver, in clearly marked boxes, the hardware to be tested.

So much for the security of the client's identity.

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 or E-mail me at artshulman@aol.com. □



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## **Qualitative introductions: an annotated script for meeting and welcoming focus group respondents**

By Grace Fuller

*Editor's note: Grace Fuller is a qualitative research consultant and moderator coach with Fuller Research Services, Inc., Portsmouth, Va.*

**F**ocus group introductions are essential for setting the stage to gather needed data from qualitative research respondents. A well-done introduction sets the tone for the next few hours. It welcomes the respondents, helps to put them at ease and presents information that must be presented to conduct legal, ethical research, e.g., notification of videotaping. The introduction sets up expectations for respondents. Through actions, such as energy, level and tone of voice, the moderator models appropriate behavior for respondents. Most importantly, the introduction provides an opportunity for the moderator to connect with each individual in the room to begin the process of building a group from a bunch of people.

Below is my current introductory script that has evolved over the years. Although it is presented here in black and white, I continue to change and shape it through my experiences. I am

constantly editing it. Sometimes even seemingly minor changes in words and phrases represent a lot of thought on my part and those of my colleagues who share their experiences and ideas with me. For example, I have changed "need to go smoke" (implies lack of will) to "want to go smoke" (hopefully implies choice). Additionally, the intentions and explanations, which are written in italics here, are important for understanding the words I've chosen to say.

Each experienced moderator creates a script that reflects her or his own style while presenting necessary information and establishing expectations for the path of the discussion. The script below is not intended as gospel but is offered as one way of creating an atmosphere of mutual respect for gathering rich qualitative data.

### **Stepping into the waiting area from time to time:**

"Hi, I'm Grace. Are you all getting something to eat?"

"We'll be starting soon. We're waiting on a few more people to arrive. I understand the traffic is bad today. Did any of you have problems getting here?"

Even if we start a few minutes late, I promise you we'll end on time. If you need to use the rest room or smoke, this would be a good time."

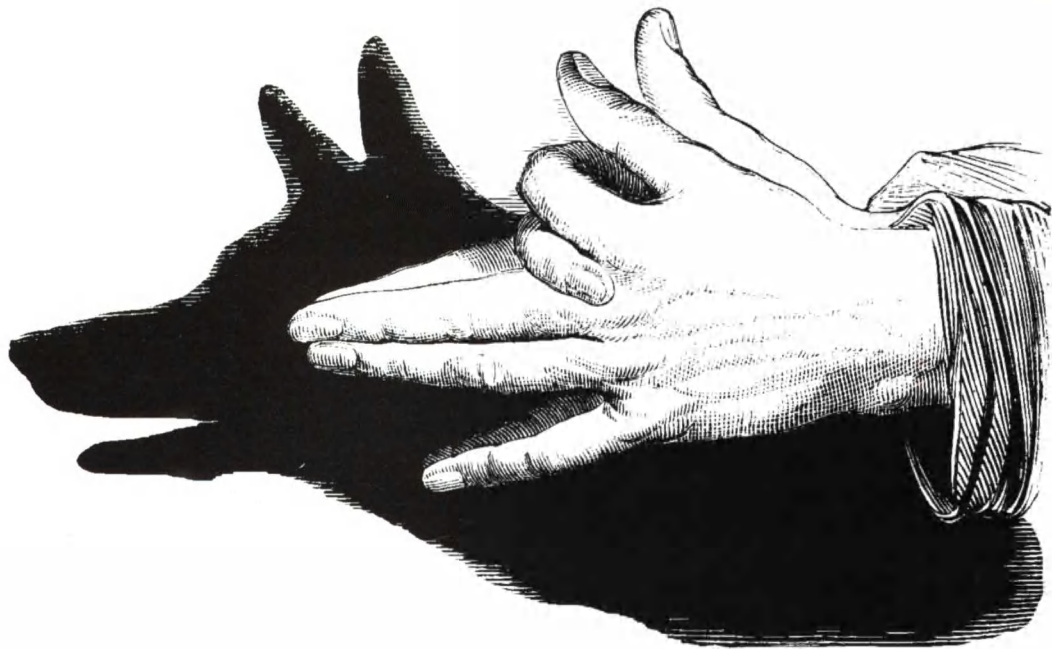
*I'm acting as hostess, helping to create a welcoming environment. Early arrivers have sometimes been waiting for 20 to 30 minutes by this time. Giving them an opportunity to use rest room facilities/smoke now means it's less likely that they'll have to leave during the discussion.*

"We're going to go back to another room in a few minutes. Last chance to grab some food out here. When we leave this room, the food fairies come take all this food away."

*This gives people warning that they'll be moving to another room. It's also an attempt to encourage shy people to go ahead and help themselves to the food that's available. It never works completely, but I keep trying. Invariably, some people won't get up to get food or another drink until they all stand up to go back to the discussion room.*

"Let's go back to the discussion room now. Bring your personal belongings

continued on p. 48



## Just because it has ten digits doesn't mean it's a phone number.

*(If you tried to find out where your telephone sample came from, would you be left empty handed?)*

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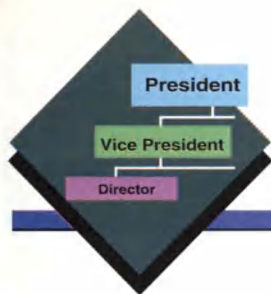


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# Names of Note

**Cathy Clift** has joined *McCann-Erickson* West Coast, Los Angeles, in the new post of senior vice president and director of account planning.

**Dean A. Slack** has joined *Roche Laboratories Inc.*, Nutley, N.J., as director of market intelligence.



Slack

Reid

*Paragon Research*, Denver, has promoted **Annie Reid** to vice president/research services.

**Dr. Ed Freeland** has joined the Social and Policy Research Group of *Response Analysis Corp.*, Princeton, N.J., as senior research director. In addition, **Jim Alleborn** has joined the firm as senior vice president and group head of organizational performance research.

*TMR, Inc.*, Broomall, Pa., has named **Joe Calvanelli** president and **Barbara Felderman** executive vice president. **Tom Ramsburg** has been named chairman of the TMR Group, which includes TMR, Inc., and Sales Information Systems, Inc.

*The Marketing Workshop, Inc.*, Norcross, Ga., has named **Michael Straus** senior vice president of corporate development.

**Kristin Tincu** has been promoted to project manager at *Aragon Consulting Group*, St. Louis. **Todd Gurley** has

joined the firm as senior vice president and senior consultant. **Gregory Rutledge** will manage the firm's new Atlanta office.

**Michael P. Smith** has been named vice president of marketing communications at *AFFINA Corporation*, Troy,



Smith

Hammerslough

Mich. Dr. **Charles Hammerslough** has been named senior research consultant for the firm's marketing research group.

**Larry Mock**, manager, market research worldwide for *Procter & Gamble Company*, has agreed to serve as co-chairman of the Council of Marketing and Opinion Research.

**Dr. Miguel Basañez** has joined *Response Analysis*, Princeton, N.J., as senior vice president, international research, to manage the company's new International Survey and Marketing Research Group.

*VMI Communications & Learning Systems, Inc.*, a Chicago firm providing international copy testing and market research, has added several new staffers. **Megan Burdick** and **Joan Basinger** have each joined the firm as account manager; **Robert Teberg** has been named director of finance and administration; **Karen Bulanda** has been named graphic arts director; and **David Cahill**

continued on p. 55

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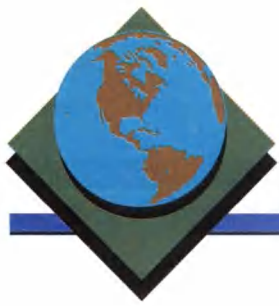
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	Very Good	Good	OK	Poor	Very Poor
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Speed of service	52	96	40	12	4
Cleanliness	79	60	33	24	8
Choice of food	43	36	68	36	24

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# Research Industry News

**Response Analysis**, Princeton, N.J., has created an International Survey Research Group. In partnership with MORI International, an independent research company in Great Britain (with partners in 14 countries), and the International Research InstituteS (IriS) network, a global network of research companies in 23 countries, Response Analysis plans to expand its market for survey research and its marketing consulting capabilities. Dr. Miguel Basañez has joined the firm as senior vice president, international research, to manage this new venture.

The boards of **Dairy Management, Inc.** (DMI), which manages marketing and research programs on behalf of America's dairy farmers, and the **MilkPEP** board, which administers the "Milk Mustache" effort on behalf of U.S. fluid milk processors, have approved a resolution to jointly use the same research and market data in developing a common understanding of con-

sumer segments for developing future marketing plans. This research is the product of a major DMI-funded dairy industry segmentation study which details the motivations, attitudes and behavior of milk, cheese and butter consumers, as well as channels of distribution and volume opportunities. This data will be used this winter in the marketing planning process involving national, state and regional dairy organizations. In the meantime, DMI and MilkPEP will coordinate their current programs where opportunities exist.

**Aragon Consulting Group**, St. Louis, has opened a new office in Atlanta, which will provide consulting services to clients in 10 states from Virginia to Louisiana. The Atlanta office phone number is 770-237-2908. The fax number is 404-713-1541.

**Treistman and Stark Marketing, Inc.**, Hackensack, N.J., can now be reached via E-mail at:

tsmi@carroll.com.

**First Market Research** has moved to: 656 Beacon St., 6th floor, Boston, Mass., 02215. Phone 617-236-7080. Fax 617-267-9080.

**EnVision Knowledge Products**, Media, Pa., has moved into larger quarters at: 77 W. Baltimore Pike, Media, Pa., 19063. Phone 800-854-0019/610-361-8000. Fax 610-361-7835.

**National Computer Systems**, Minneapolis, has expanded its capabilities, enabling it to capture data from electronic mail, data collection sites on Web pages, integrated voice response and telephone surveys. NCS' electronic data collection services are marketed under the name NCS Profiler. To provide users of these services with a faster, more secure electronic link, NCS recently partnered with GE Information Services, a firm that links businesses with their key audiences to streamline and improve the flow of information.

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## *Choosing the ideal focus group facility*

By Leslie M. Harris

*Editor's note: Dr. Leslie M. Harris is chairman emeritus of Focus on Boston, a Boston, Mass., focus group facility, and founder of the International Network of Focus Group Research Centers.*

**W**hen conducting a focus group, everyone knows that it's crucial to have an excellent moderator. But don't overlook the importance of recruiting and the focus group facility. This article explores key considerations for choosing a facility that can make the difference between successful and unsuccessful focus groups.

The number one consideration in choosing a focus group facility is the facility's ability to recruit the correct respondents in accordance with the criteria (i.e., demographics, lifestyle and product usage) specified by the moderator. A serious problem exists when the participants are not qualified to be in the group.

A facility with its own recruiting staff, one that works from the company's offices, is the most desirable. Each recruiter can be monitored and each screening question asked exactly the same. When recruiting in multiple cities, it's all the more important to be consistent.

### **Recruiting qualified respondents**

Repeat respondents are an increasing problem. When the recruiter asks the respondent if he or she participated in a focus group within the past six or 12 months, they may answer no, when in fact they have participated in one or even several studies during that time. Or they may claim false brand usage, age or income grouping or any other screening criteria they think will result in their being invited to participate.

How to avoid this? The first solution is to require the respondent to bring his/her driver's license or other photo ID to the session. The information on the driver's license can be checked against the information on the screening form.

Another solution is to require the respondent to complete a second screener when he or she arrives at the facility. This screener can be compared with the screener obtained when the respondent was initially recruited.

The Sigma Validation System is a third safeguard. Sigma cross-checks the phone number of the respondent with other studies conducted within a specified time and geographical area.

If the facility has its own computerized data files, it can check respondents by comparing telephone numbers and prior group participation.

Recruiting can be most productive when the field agency understands the objectives of the research. They can then help

continued on p. 49



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**Pittsburgh**

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**Puerto Rico**

Custom Research Center

**Sacramento**

Sacramento Research Center

**San Diego**

Fogerty Group

**San Francisco**

Consumer Research Associates  
Superrooms

**Toronto**


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# Qualities of a beginning moderator

By Marilyn J. Rausch


*Editor's note: Marilyn J. Rausch is qualitative research director at Rockwood Research, St. Paul.*


**“Y**our job looks like it’s sooo interesting. What qualifications are needed to become a moderator?” Questions like this, coupled with informational interviews with those exploring career options, may send you searching for a list of qualities to accurately inform without totally intimidating “wannabe” moderators. For years many professional researchers have relied on Naomi Henderson’s “Qualities of a Master Moderator” (QMRR, December 1989). In that article, Henderson insightfully sets forth the 25 qualities displayed by those who have become proficient moderators. But what about beginners? For those examining their skills in order to determine whether or not they could be a good focus group moderator, this set of 12 attributes and skills is offered:


 1. Genuine interest in people, their behavior, emotions, lifestyles, passions and opinions.


 2. Acceptance and appreciation for the differences in people,


especially those whose lives vary greatly from your own, what Henderson refers to as unconditional positive regard.


 3. Good listening skills, the ability to hear both what is being said and to identify what is not being said.

 4. Good observation skills, the ability to see in detail what is happening or not happening and to interpret body language.


 5. Interest in a wide range of topics and the ability to immerse yourself in the topic and learn the necessary knowledge and language quickly.


 6. Good oral and written communication skills, the ability to clearly express yourself and to do so confidently in groups of all types and sizes.


 7. Objectivity, the ability to set your personal ideas and feelings aside and remain open to the ideas and feelings of others.


 8. Sound knowledge of the basic principles, foundations and applications of research, marketing and

advertising.

 9. Ability to maintain a client-service orientation without compromising the principles of the above mentioned disciplines.

 10. Flexibility, ability to live with uncertainty, make fast decisions and think on your feet (or the part of your anatomy that is seated in the moderator’s chair).

 11. Ability to think and function on at least three different levels simultaneously.

 12. Good attention to detail and organizational ability or the wisdom to employ someone who has these skills, if this is one of your weaknesses.

If you possess all 12 of these attributes and skills to a high degree, you probably can also walk on water and should be pursuing a career as a prophet. On the other hand, if you seem to lack most of them, you may want to think again about the challenges of becoming a moderator. If you have a strong interest in moderating coupled with most of these skills, you may be ready to put on your Speedo and take the plunge. □



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# How and why to research word of mouth

By George Silverman

*Editor's note: George Silverman is president of Market Navigation, Inc., Orangeburg, N.Y.*

**W**ord of mouth is the most neglected of all the forces at work in the marketplace. Yet it's the most powerful. Word of mouth has probably destroyed more products and, conversely, made more products successful than all the other forces in the marketplace put together. Why isn't it researched more?

Because people think they are already researching it. After all, aren't they researching people's attitudes, opinions, expectations, wishes, hopes and fears — the very things that drive word of mouth?

Yes, but it is not enough to research the underlying determinants of word of mouth. You need to know the issues and concerns that your prospects actually communicate: what your prospects and rejecters are actually asking and how your customers respond.

Why? Because after hearing your sales pitch or seeing your advertising your prospects start talking about your product. The customers' private opinions about the product influence their own behavior. But they don't always express what they think and feel. What they say about the product to each other (word of mouth) influences the behavior of their friends and colleagues, multiplying throughout the land, influencing the direction and speed of the marketplace.

Most companies expend huge amounts of resources researching advertising, sales aids and other promotional ma-



terials. Companies allocate little or no time to researching word of mouth issues such as:

- What are the non-users asking the users?
- What are the users actually telling the non-users?
- How are the objections, concerns and qualms of your prospects answered?
- How do your customers actually persuade their friends to use your product?
- How do your customers suggest they initially get to know (try) your product?

Word of mouth is a live, interactive medium and depends as much on the questions of the recipients of word of mouth as it does on the senders. In other words, just because an attitude is there does not mean that it will be expressed, or paid attention to.

Not only do you want to hear the contents of the word of mouth, you want to hear the sequence and the source. Often, sequence is as important as content. Word-of-mouth research will help you put your information in the right psychological order. When things get a little out of sequence in word of mouth, people say, "Wait a minute, you're losing me. Let's back up a little." In other marketing materials such as brochures, when you've lost them, you've lost them.

Also, the source of the word of mouth is extremely important. In some situations, people won't try until they have heard the opinions of experts. In other situations, people feel

continued on p. 51



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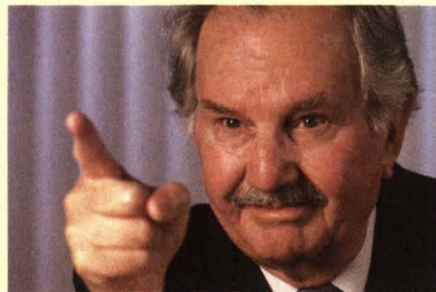
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# Making new friends



## How to optimize qualitative research with seniors

By Terrence J. Pranses

*Editor's note: Terrence J. Pranses is director of qualitative research for Mature Marketing & Research of Boston. He also heads Pranses Research Services, Hoboken, N.J.*

**A**s its numbers and buying power have grown, so has interest in the senior market. Marketers in diverse categories including automotive, finance, real estate and travel are paying particular attention to this audience, with its considerable interest in high-end purchases.

Many qualitative researchers have spent their careers focused on the habits of consumer segments like soccer moms and rising execs, so studying seniors might feel like entering a new world. A few introductory tips can greatly enhance both the recruiting and the interview/discussion process.

### Recruiting activities

There are many definitions of what a senior is. At least one major senior association reaches out to everyone 55+. Many draw the line at 60. Others tie in with the traditional retirement ages of 62 or 65. There is no one right

answer; the key is that you agree with your client up front on the definition for your study — and then pass it on to your recruiters.

If your client is new to researching the senior community, sit down with him or her to further refine your recruiting specs. Seniors are really many markets. To whom would their product or service best appeal? Work through income, education, sex, geography and personal interests so that you'll be talking with exactly the right folks. Many products and services can benefit from setting an upper end on the age dimension.

Remind your recruiters, particularly if seniors are a rare recruit for them, that seniors are often early risers and can be reached at home during the day. Conversely do not recruit past 9 p.m. — even if most seniors are up then, they may view it as an intrusion as their day is generally winding down by that time. If your database is accurate, you should have a higher acceptance rate than for younger groups; the typical senior's calendar is generally less crowded and the incentive has added appeal if they're not working.

Many are organizationally-minded, so if traditional databases are not providing adequate samples, it might be worthwhile posting notices with senior centers and churches and synagogues. (Those same organizations can be helpful in setting up venues in smaller markets, where full-service focus group and interview facilities may not exist.)

Whenever possible, send a confirmation letter — this underscores the legitimacy of the study. Seniors have outstanding show rates, so you probably need to over-recruit by only 20 percent. Give them a phone number for any cancellations, should the need arise. They'll let you know in advance if there's a problem.

### Location and research timing

Seniors are generally safety minded, so there's a real advantage to holding groups and IDIs in locales that are active and well-known. Particularly advantageous are mall locations, which provide excellent parking and often tie into public transportation and senior shuttles. Mall locations also mean that some respon-

continued on p. 64

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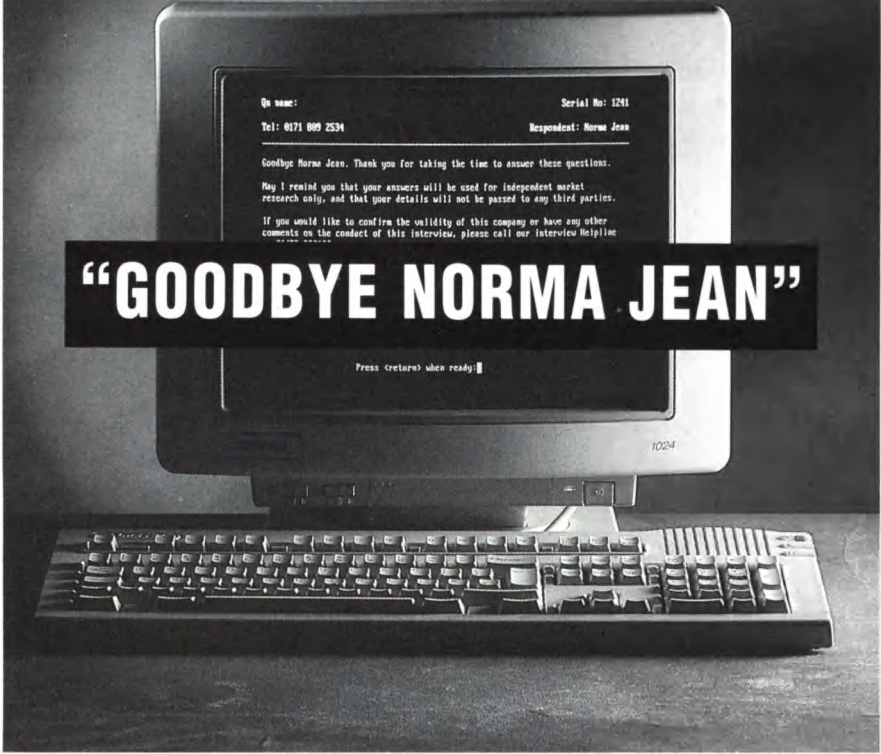
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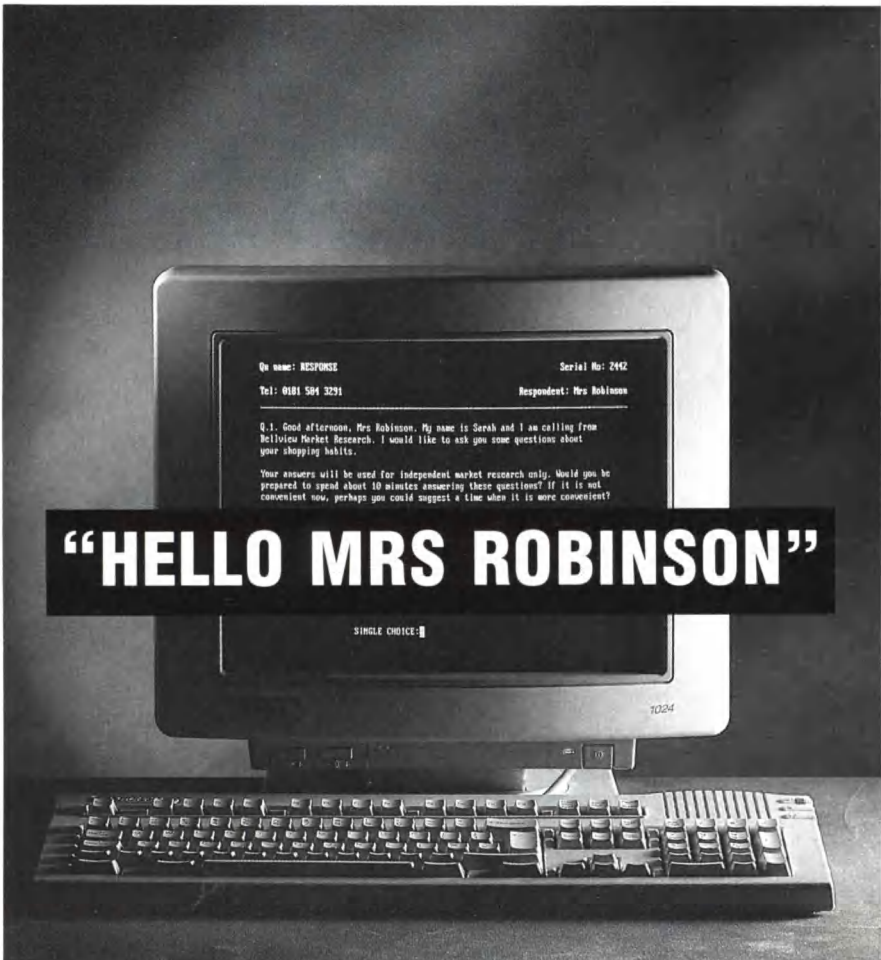
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Press (return) when ready



On name: RESPONSE Serial No: 2452  
Tel: 0181 504 3291 Respondent: Mrs Robinson  
Q.1. Good Afternoon, Mrs Robinson. My name is Sarah and I am calling from Bellview Market Research. I would like to ask you some questions about your shopping habits.  
Your answers will be used for independent market research only. Would you be prepared to spend about 10 minutes answering these questions? If it is not convenient now, perhaps you could suggest a time when it is more convenient?

**“HELLO MRS ROBINSON”**

SINGLE CHOICE

# Focus groups with kids . . .



## *imagine*

By Karen M. Forcade

*Editor's note: Karen M. Forcade is president of The Youth Research Company, Danbury, Conn.*

**W**hen qualitative research is conducted with kids, new and exciting ideas, as well as a new understanding, can yield valuable insight into their market. The possibilities with children, preteens and teens are endless, which is one reason why focus groups make such an excellent research tool, especially when you're dealing with this very complex market.

As a practitioner in children's research, I have been able to identify the following five techniques that enable marketers who target children, preteens and teens to find the right product and offerings to gain the competitive advantage. For lack of better words, I call these techniques "setting the stage."

1. Get the kids relaxed. The kids will look to the moderator to make them comfortable and relaxed. Whether sitting cross-legged on the floor, standing around a test kitchen, or sitting around the conference table, it falls to the moderator to make the children feel relaxed as quickly as possible.

A good example is a research project on shoes that we conducted with eight-

to-ten-year-old children. Most kids have little to say about shoes. We asked the children to bring their favorite pair of leather shoes to the sessions and then we asked them to put the shoes on the table. "Now, tell me about your shoes," the moderator said. After a few moments, the kids smiled (after all, who puts shoes on the table?) and they relaxed and were ready to tell us what we needed to know.

We have used the same technique when talking with teen boys about shoes. We asked this group of boys, with their arms crossed over their chests, slouched down in their chairs, looking indifferent, to put their feet up on the conference table. They laughed, lightened up and we were able to learn why they loved their brand of sneakers.

2. Use stimuli. If the child can see an actual product, an idea, smell a fragrance or taste a new snack product or hear the music for a commercial, they will talk and talk.

3. Ask the right questions. Learn to ask the right questions and be willing to understand and explore the most relevant answers. Children will answer what you ask them, but if you don't ask the right question, you won't get the answers needed to continue with the research. Ask the question several dif-

ferent ways, several different times until finally you get the answer that will help you continue.

4. Be innovative. When you conduct research with pre-teens and/or teens, you need to be more flexible in your movement, more creative in your language than with adult groups. Ask the kids to help structure the group so that they will feel comfortable participating. It's amazing how much cooperation you can get if you involve the kids.

5. Be up-front. Right at the beginning of the research, explain exactly what will be happening. Kids need to understand what we expect of them. Establish the parameters. Explain all the different goals you have for the group and the role you need them to play. Assure them that group discussions are not like a classroom — that there are no right or wrong answers.

### Conducting the group

Imagine that you're standing next to a group of freckled-faced, baseball-capped and pony-tailed ten-year-old kids. Six children all very busy speaking to one another and ignoring you.

Now further imagine that you are in a test kitchen. The counters are overflowing with brightly colored jars of all kinds of pasta shapes and every con-

ceivable kind of vegetable. You need to bring this group to order. You need their attention and cooperation because today is the day that each of the kids will be creating their own favorite pasta product.

You are ready to go, ready to stay ahead of these freethinking kids. You need to take charge and ask them to identify the ingredients and product shapes to represent the "ideal" combination of a new pasta product. Amidst the chatter and excitement, you ask each one to fill an empty jar with his/her favorite pasta shapes and veggie combination. While the kids build their own product, you just watch and wait.

Finally, the kids are invited back into the meeting area holding their multi-colored jars filled with their favorite pasta shapes and veggies. Now the probing begins; the relentless questioning of why they chose what they did, and how they think it will taste. When would they eat it? Dinner? Snacks? How often? Finally, would they like Mom to buy it?

At the end of the session, the conference table is littered with pasta shapes, dried out vegetables and most important, ideas that have been generated, by kids for kids. The research confirmed that children do indeed have their "very own" opinions on what makes a product great. By stirring up and utilizing children's creative thinking, offering them the right stimuli, asking them to interact with the product, they have in fact, developed their ideal product.

### Concluding thoughts

Qualitative research with children is very different than groups with adults. There are several reasons.

- Children are more skeptical than adults. They question the whys, the reasons, the choices. Children are completely sincere and will share their feelings and beliefs.

- Children are more truthful. Although it takes more time to set the stage and get the kids to relax, they are indeed more truthful than adults. If they don't like the idea or if they love it, children get very excited, completely animated. You can even hear their voices reach a higher pitch.

- Children are not restrained. They are not inhibited by thoughts like "this might be a foolish idea" or "this idea could cost me too much money." Kids will talk, talk and talk. And when asked to stay within certain bounds of reality, they comply. They can do that too.

When kids feel that their opinions do count, they will speak freely and be extremely honest about what's on their mind.

Through the process of group dynamics, we are able to gather true

expressions of individual values and peer relationships along with attitudes and feelings toward many subjects and products that we might otherwise not be able to learn about or understand.

In addition to helping marketers develop or improve new and existing products, kids will speak out on changes in their lifestyle, in their thinking and even their expectations and wishes for the next century. Remember, "Out of the mouths of babes comes wisdom." □



*Jack M. Shapiro*

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## Children's



## qualitative research



## past and present

By Lynn Kaladjian

*Editor's note: Lynn Kaladjian is director of sales and marketing at Doyle Research Associates, Inc., Chicago.*

**R**emember that old saying, "Children should be seen and not heard."? Back in the 1950s and '60s, many marketers of kids' products and services actually viewed their core customers this way. Times have changed and marketers have come a long way with their approach to marketing products and services to kids. Today, there probably isn't a kid marketer out there who doesn't realize the importance of listening to the unique and specific wants of this influential, ever-changing market of consumers.

Prior to World War II, there was a relatively small market for children's products and services. Over the past 40 years, the children's market has evolved into one of the fastest growing and most influential of markets. Today, kids spending continues to boom. Kids under the age of 12 reportedly have discretionary income in excess of \$15 billion. In fact, no other consumer group has a larger proportion of their income earmarked as discretionary. They are also influencing over \$165 billion of their

parents' spending annually. Savvy marketers realize the significance of this market from another perspective — these kid consumers represent their future. Eventually, this population may become customers for life.

Paralleling the boom in the kids' market is the growth of child-oriented marketing and research efforts. As the children's market matures, marketers are beginning to explore niche marketing by income, culture and media habits. Research techniques used with children are also becoming more specialized and moving beyond traditional research and into more alternative research.

Before we can look at different ways to utilize children in research, it is vital to understand and appreciate just what's involved in working with this group of consumers in marketing research. Kids are more fragile and vulnerable than adults and therefore must be handled with kid gloves to protect their interests and ensure they have a positive experience. Whether you are a client, qualitative or quantitative researcher or recruiter, the following principles should help insure that your research with children is productive.

### **Principles of working with children**

#### *Establish rapport*

When working with any respondents, it's critical to establish good rapport. It's even more crucial with children. Childhood is a time of great uncertainty and children seek comfort and understanding in their lives. For children to be most productive in group sessions, they need to feel that they are in a non-threatening environment. Entering the focus group setting can be a rather intimidating experience for a child, since it's not an environment that most kids are familiar with. The moderator must minimize the potential for intimidation.

Floor seating is another way to make kids feel more at ease. We recommend floor seating for kids 6th grade and younger. This increases their comfort during the sessions and minimizes the potential intimidation of a more formal conference room setting.

While kids do need structure and ground rules, moderators should be careful not to convey any hint of negative authority. This approach will only succeed in stifling the flow of communication necessary for a productive interview. If kids sense that they are being talked down to, you are also at risk of losing their "buy in"



and overall support for the interview. Treat kids with honesty and respect and, above all, never forget that they are doing you a favor by being there.

The moderator and client also need to establish rapport. It's essential for both client and moderator to be on the same page in terms of their expectations for each project. Both parties must set a reasonable and attainable agenda for each project so that goals can easily be met.

#### *Concrete language/visuals*

Children, particularly 6- to 8-year-olds, have limited understanding of abstract concepts and have restricted verbal abilities. Therefore, keep questions direct, simple and precise. Sometimes children will have trouble supporting preferences and answering "why." It's important for both moderator and client to keep this fact in mind when establishing objectives.

Clients need to develop concepts and copy with children's limitations in mind. The key guideline for the development of such visual stimuli is to keep it uncluttered, simple and to the point. Children cannot understand abstract representations and will take everything at face value. Therefore, visuals need to be as literal as possible. For example, visuals may include any of the following: illustrations that are accurate and true to life; photos, if the product is not available to show; a video of the product in action; prototypes; and ideally, the product itself.

#### *Listen to your consumers*

Kids have fresh, energetic and enthusiastic responses and tend to be very eager to participate in group sessions. Because kids are accustomed to playing by adult rules and conforming to adult expectations, they feel very important that they have been given the opportunity to express their own opinions. Let kids know that they have been selected to participate in the focus group because they are the "experts" and their help is greatly needed.

Don't fall into the trap of thinking that you know kids based on your individual experiences (or your own kids). Furthermore, clients should avoid setting preconceived notions on the outcome of group sessions only to feel disappointed

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## Survey Monitor

continued from p. 6

firms. Many researchers access these reports on-line, as well. Respondents who use market research reports do so for a variety of reasons. The most common usage for these reports, according to the survey, was to compile competitive intelligence (82 percent), followed by using them as a starting point for primary research or strategic planning (74.2 percent), gathering data for presentations (58.1 percent), making business decisions (56.7 percent) and confirming internal data (47.2 percent).

The majority of respondents (59.2 percent) purchase and/or use these reports during their research efforts. While 86.1 percent of these respondents purchase hard copies of these reports, nearly half (43.9 percent) access market research reports on-line. Of those who currently don't access them on-line, 84 percent said they would if they could.

Whether accessed on-line or through traditional sources, market-

ing research professionals are most interested in big-picture, actionable information, specifically, the activities of competitors. Of the top five types of information ranked by survey respondents, the top four — description of competitors/industry, competitors' new products, competitors' product/service pricing and competitor/industrial financial data — were directly related to what their rivals are doing. The fifth most popular was economic statistics and business trends, providing context for data on researchers' companies and clients.

With the exception of "competitors' new products," the most popular types of research information were most often accessed through commercial and consumer on-line services.

Of 2,000 surveys mailed, 608 were returned, for a total response of more than 30 percent. Respondents represented research efforts in dozens of industries, including various types of manufacturing companies, advertising agencies, research firms, pharma-

ceutical companies, financial services firms, consulting firms, software development companies, electric and gas utilities and telecommunications companies.

More than half (52.6 percent) of the total respondents are responsible for conducting primary and secondary market research in their organizations. Responses were received from 42 states and the District of Columbia.

The research was conducted by Public Relations Partners, Inc., Cleveland. For more information on the methodology of the survey, contact Tom McElroy of LEXIS-NEXIS at (937) 865-6800, ext. 5365.

## Credit card communications influence usage, balance

How much and how well credit card issuers communicate with their customers can affect card usage and dollars charged, a syndicated Inside Track study by Behavioral Analysis Inc. (BAI), Tarrytown, N.Y., has

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found. More specifically, the behaviors that can be affected include the dollar size of an individual's revolving balance and an issuer's share of a card holder's "wallet," the study revealed.

"This study uncovered striking differences in revolving behavior among customers of various major card issuers," says Robert Skolnick, executive vice president of BAI. "Not only are some issuers attracting card holders who are more likely to maintain revolving accounts, they are also attracting card holders who revolve higher dollar amounts."

While on average, one out of three cards have a monthly revolving balance at any given time, the number of revolving balances in an individual issuer's portfolio can vary greatly, the study found.

For example, only 22 percent of card holders of one major card institution (Issuer A) maintained a monthly balance while a second prominent bank card institution (Issuer B) had more than 50 percent of its card holders carrying forward a

monthly balance.

Further, the amount of the balance carried forward by holders of the first institution's credit card (Issuer A) averaged \$1,642 a month while card holders for the second bank card institution (Issuer B) carried forward an average balance of \$2,634, an amount 60 percent higher than Issuer A.

The average balance among all customers with revolving charges is \$2,063, the study reported.

"The study enabled us to see which issuers attracted more revolving card holders, which card holders revolved and the dollar amount revolved," says Skolnick. "We also were able to identify wallet share or the share of a consumer's total revolving dollars put on any one card. For example, the \$2,634 revolved on issuer B's card represented 43 percent of the total dollars that the holder of card B revolved, in this case about \$6,100."

There are at least three factors that could contribute to an issuer's success, says Skolnick.

1. A greater effectiveness in com-

munication with card holders;

2. Stronger ability to target the "right" customers and,

3. Creating the correct product for their target customers.

Institution B, with its higher balance levels communicated with 62 percent of its customers by including at least one statement insert a month. In contrast, Issuer A reached only 33 percent of their card holders with statement inserts.

On average, 48 percent of all bank card issuers communicated with their card holders through statement inserts each month. Further, Issuer B sent its card holders a greater variety of communications including various card promotions and merchandise offers.

"The study indicates that effective communication can influence card holders when choosing one bank card over another," Skolnick says. "With credit card users carrying an average of 2.5 cards in their wallets and issuers constantly vying for customers' spending dollars, a card holder's behavior can be changed if an issuer

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A look at the demographic profiles of the customers of different bank cards and the product offered also revealed differences that may help explain variations in behavior patterns. For example, holders of card A tended to be older. A large number of these card holders were retired. Further, the majority of the cards from Issuer A were held by individuals in one or two people households. Consumers holding cards issued by B were younger with only a few retired persons in the group. Nearly half of these cards were in households with three or more people.

While the cards issued by both A and B were primarily no fee cards, the average APR on the card issued by A was substantially higher — averaging a little over 16 percent compared to 13 percent. For more information call 212-221-1677.

**Twenty ways to market  
to mature shoppers**

Shopping for many mature consumers is a social activity and marketers who create a favorable atmosphere in their stores will earn repeat business, according to Primelife, an Orange, Calif., firm that specializes in marketing to seniors. The company offers the following tips on marketing to mature shoppers.

1. Designate “courtesy shoppers” in your stores. These people can be available to help in whatever capacity is necessary.
2. Provide smaller shopping carts alongside the regular ones. Some mature consumers use them for support.
3. Make sure employee name tags and all signs are readable. Are they large and in a bold typeface? Are they readable from a distance?
4. Create a rest area. Arrange an area with comfortable seating, complimentary coffee and reading materials.



5. Shorten long checkout lines. A possible solution is to develop a number system and always have enough cashiers.

6. Eliminate narrow, cluttered aisles. Mature consumers appreciate being able to find items quickly. Clear aisles will eliminate the chances of injury to those using their carts for support.

7. Consider background music. Try playing big band, oldies or light classical during the morning hours when more mature consumers tend to shop.

8. Explore the ideas of discounts. Offer “early bird” shopper specials during lag times or create theme days.

9. Have local police patrol the parking area more frequently. Feeling safe is an important aspect of whether mature consumers will choose to shop in a certain location.

10. Clearly mark restrooms.

11. Hire mature consumers as salespeople in customer service positions. Your mature customers can relate to these people and often are more comfortable asking them for assistance.

12. Install drinking fountains that are easy to use and accessible. Touch-sensitive drinking fountains are more friendly to mature shoppers. They should be visible and easily accessible.

13. Keep the consumer shopper in mind when merchandising. Place items purchased more frequently by mature consumers on lower shelves.

14. Reduce the risk in purchasing items by offering quality products and services. Mature consumers are wise and value quality.

15. Consider local cable television, local newspapers and talk radio personalities for advertising and promotions. Keep messages simple and concrete. Newspapers tend to be used more by mature consumers to purchase products. News radio and television are favorites of this age segment.

16. Consider offering your store for meetings and social activities attended by mature consumers. Contact the director of the local senior center to arrange such meetings. These activities will help introduce your store to mature consumers.

17. Make product comparisons

easier. Simplify your point-of-purchase displays and the advertisements associated with them.

18. Make the pharmacy area more comfortable for waiting. Provide easy-to-read literature on prescriptions and comfortable chairs.

19. View sensitivity training as an important training tool for all employees. Understanding mature consumers' possible physical, psychological and social needs can enable salespeople to better relate to their customers.

20. Emphasize the quality of your products and services, but make sure that they live up to your claims. Seniors will spend money for quality.

For more information call 714-744-1291.

## U.S. retail census finds fewer retail outlets, bigger stores

If the latest changes in U.S. retail composition are any indication, Americans are spending more time reading periodicals and less time on rollerblades. News dealers and news-

stands experienced a per capita increase of nearly 2 percent in

1996, while sporting goods stores lost more than 8 percent of their outlets on a per capita basis, according to research conducted by Audits & Surveys Worldwide, New York.

Audits & Surveys Worldwide's National Retail Census is based on a national probability sample of 35,000 outlets of all kinds throughout the country in more than 800 different geographic areas. Data is gathered through on-site, personal store visits.

- Fully 13 percent of all U.S. retail establishments are automotive related, compared to only 4 percent or 5 percent elsewhere in the world. Despite the relative prominence of automotive retailers, the sector now has 29 percent fewer outlets than it did in 1970.

- There are 11 percent fewer drug stores in the U.S. than there were in 1970, despite a 31 percent increase in

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population. The principal reason for the decline is the growth of large chain stores, which has accelerated, expanding 12 percent in the last five years alone.

• The number of luncheonettes has plunged 25 percent since 1970 as fast-food restaurants (including drive-ins and carry-out shops) have eaten their lunch. Fast-food restaurants' franchise system and marketing prowess helped them increase their numbers an astonishing 158 percent since 1970, although they expe-

rienced a slight decline in 1996.

• There were 27 percent fewer food stores in 1996 than there were in 1970 as small, independent groceries continue to lose ground to supermarket chains and even equally small convenience stores. Independent groceries and supermarkets have dropped an astonishing 16 percent in the last five years, alone. Convenience stores have proven that you don't have to be big to make it in retailing in the '90s. Despite their small size, they have grown in numbers by 50 percent since 1980.

• The growth of discount stores, which resulted in an 109 percent increase in outlets since 1970, came to a halt in 1996, leaving their numbers virtually unchanged as past success has left little room for additional market penetration and as the winning chains move in where the losers leave. There are 6 percent fewer department stores than there were five years ago as competition from discount stores and specialty stores, industry acquisitions and consolidations have each taken their toll.

• Traditional hardware stores have declined dramatically since 1970, dropping in number by 25 percent. The big winners in the hardware category are home centers which have increased 22 percent since 1980.

• While the number of retail bookstores has declined since 1990, the drop was a modest 3 percent. It appears that book superstores are correct in claiming that they have expanded the market for books (not to mention recordings and gourmet coffee).

• As department stores change their product mix and pricing policies, catalog showrooms are losing the high-priced comparisons against which they have long sold. Although the stronger continue to survive, catalog showrooms lost more than 5 percent of their outlets in the last year alone.

For more information call 212-627-9700.

## Fax machines now in over 10 percent of households

According to a recent nationwide

survey 10.6 percent of American households now have fax machines. The survey of 9,600 nationally representative households was conducted by Decision Analyst, Inc., Arlington, Texas.



"This survey makes it clear that fax machines are penetrating households at a surprising pace," says Jerry W. Thomas, president/CEO of Decision Analyst, Inc. "Some of it has to do with the proliferation of home-based businesses — and this suggests the home-business sector might be more widespread than previously thought; and some of it is related to people working at home instead of traveling to the office. The fax machine makes working at home more feasible. Lastly, the survey suggests that home fax machines may be gaining currency as simply another mode of personal communication."

The survey also found that home fax machines are most popular among the 35 to 54 age group (with over 13 percent owning home fax machines). Home fax machine ownership falls to 6.9 percent in the 55+ age group.

The presence of home fax machines is highly correlated with household income and education. The higher the income and the better educated the household, the more likely it is to have a fax machine. To illustrate, in households with annual incomes below \$25,000, only 3.1 percent of households own a fax machine. However, in households with \$40,000 or more in annual income, the ownership rate rises to 16.3 percent of households.

By census region, home fax machines are most common in the west (14.5 percent of households), while households in the midwest are least likely to have a fax machine (7.4 percent).

The survey of home fax machines, conducted in April 1996, has a margin error of  $\pm 1$  percent. For more information call 817-640-6166.

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## Product & Service Update

continued from p. 8

trays or pallet loads, with or without dividers. Shape Wizard lets users display almost any shape and style of package. Primary Pack Input allows users to graphically depict their primary package within a secondary package size. 3D Imaging works with the user's actual products. It incorporates a graphics concept by placing surface graphics on packaging components to create a visual reality. The program transfers scanned images or images obtained from imported artwork files to the surface of the primary pack, bundle packaging or outer packaging. For more information call 800-229-3434.

## New survey creation tool

Decision Architects, Cambridge, Mass., has introduced MarketSight, a survey creation and analysis tool. The Windows-based software enables us-



ers to collect and analyze information about customers, sales prospects, employees and other audiences. The product guides the user through the design, delivery and analysis of a survey, without requiring any external expertise in statistics or survey methodology. For more information call 800-788-8840 or visit the company's Web site at <http://www.decisionarc.com>.

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new Market Research Library through December 31. Customers can purchase report information on-line by subsection, eliminating the cost of buying an entire report. Users may browse the entire table of contents and study the methodology of most reports, as well as view actual tables, minus the data, before purchasing the information. The subsections of the market research reports on the NEXIS Market Research Product have been formatted by the market research providers as complete, stand-alone units of information. The product offers research data from such sources as A.C. Nielsen, Business Trend Analysts, Datamonitor, Euromonitor, FIND/SVP, The Freedonia Group, Leading Edge and Packaged Facts. For more information call 800-227-4908 or visit the company's Web site at <http://www.lexis-nexis.com/marketing/>.

## Update of SURVEYWin

Raosoft Inc., Seattle, has released Raosoft SURVEYWin Version 3.2

for Windows, Windows 95, NT and OS/2 for on-line data collection and statistical analysis. Beginners as well as experts can design sophisticated entry screens without using database code. Because the program uses Raosoft's optimized database engine, advanced analysis is immediately available, plus the collection program is small enough to allow multiple methods of electronic send-out. SURVEYWin provides many confidentiality options and collects in data format rather than text format, so that analytical reports are immediately available. New features include: a context-sensitive, unlimited skip feature, which guides a user to the next appropriate question based on one or more particular responses; the use of look-up tables; hyperlinks; and bitmapped graphics. For more information call 206-525-4025 or visit the company's Web site at <http://www.raosoft.com/raosoft/>.

## New release of Address Wizard

Qualitative Marketing Software (QMS), a Clearwater, Fla., maker of address standardization and geocoding technology, has released Address Wizard. Using the QMS GeoStan Library, Address Wizard eases real-time data entry. Searching the USPS database while the user is keying address information, Address Wizard can find a match using only partial address entries. In addition to CASS certifiable address correction, Address Wizard can append locational and demographic information to data, including: latitude and longitude coordinates, Census ID (block group and census tract), ZIP+4, carrier route, delivery point bar code, and block group demographics from Claritas or Equifax National Decision Systems. The program's Xsection option, used with the QMS Spatial Toolkit, can display and append to a database the three closest major intersections to the entered address, including the distance and direction to those intersections. For more information call 800-782-7988 or visit the company's home page at <http://www.gisnet.com/gis/qms>.

## Update from Claritas

Claritas Inc., Arlington, Va., has released its 1996/2001 UPDATE, which draws on information from more than 1,600 data sources, including the latest information from the Census Bureau, to provide census tract and block group data on every neighborhood in the U.S. It also includes projections for the year 2001. UPDATE is used for analyzing customer profiles, estimating sales potential, evaluating site locations and determining market penetration. It is available in a variety of formats, including reports, maps, tape, disk, CD-ROM and on-line through Claritas Connect software. The data is ready to be combined with spreadsheet, database and mapping packages as well as other marketing programs such as PRIZM or P\$YCLE. For more information call 800-234-5973.

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## Dynamic debriefing

continued from p. 13

### 2. (60 min.) *Findings and conclusions*

- Individual development and posting on easel pad sheets of the most important conclusions
- Development of consensus list of conclusions and identification of supporting findings
- Discussion of additional important conclusions
- Organization of conclusions by subject
- Clustering of conclusions in each subject area

### 3. (10 min.) *Break*

In a dynamic debriefing, development of findings and conclusions, and separation of important ones from those which are merely interesting, is accomplished via an application of the 80/20 rule. The 80/20 rule is based on the observation that 20 percent of products usually account for about 80 percent of the sales; 20 percent of users usually represent about

80 percent of consumption, etc. (This principle is sometimes referred to as Ferkhoff's Law. Gene Ferkhoff was a pioneer in discount retailing. When asked by the *Harvard Business Review* to describe his inventory control policy, he replied, "Heavy on the best and the hell with the rest.")

In this application of Ferkhoff's Law, participants start with a background review by the brand or research manager of the situation prompting the research, the research objectives and any relevant information not covered in the groups. Against this backdrop each participant selects from his or her notes the 15 to 20 conclusions they think have the most potential relevance and importance to the problem at hand and record them on an easel pad sheet. The group then stands back, ignores differences in wording and identifies the conclusions that appear on many people's sheets. While the facilitator records these consensus conclusions on index cards and posts them on a wall, the comments/findings on which each conclusion is based are reviewed (and recorded by the technographer). At this point any participant with a strongly held

belief in the relevance and importance of any other conclusion can make a case for adding it to the short list by citing the comments on which it is based and the business implications it might have.

Once the final list of consensus and impassioned conclusions is posted, participants work together to organize the conclusions by subject (e.g., distribution, awareness, etc.) and then to create (and label) clusters of related conclusions under each subject.

By now, only 30 percent of the session is in the past tense and all the key findings and conclusions have been developed and organized. This is one of the most exciting parts in the debriefing session, as participants step back and see how much they have learned and how it all hangs together. In fact, it's such a high that everybody needs a break. So take one.

#### Using the database

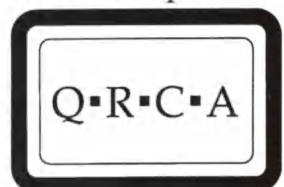
You don't conduct focus groups just because you want to know how people think and feel. You conduct them to help decide what to do about how people think and feel. Therefore, the largest portion of dynamic debriefing time is devoted

# “WHAT ARE THE BEST FOCUS GROUP PRACTICES?”

What are the rights and responsibilities of clients, moderators and facilities? Why is it important to protect the confidentiality of respondents' personal data? These are just a few of the important issues addressed by QRCA, the Qualitative Research Consultants Association, in our free handbook: "Code of Ethical Standards and Recommended Practices for Qualitative Research."\*

Founded in 1983, QRCA is the worldwide association of more than 575 independent focus group moderators. QRCA members have continuing opportunities to hone their skills and professionalism through workshops, conferences, technique demonstrations and peer critiques. Our free handbook is just one of the ways QRCA is working to elevate the practice of the profession of qualitative research.

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to formulation and refinement of action recommendations.

4. (90 min.) *Tentative recommendations*

- Individual selection of conclusion cluster
- Formation of pairs
- Pairs action ideation for each conclusion cluster
- Pairs selection and boarding on easel sheets of highest potential action recommendations for each cluster
- Brainwalking: pairs build on one idea for another pair; go to new sheet and repeat (until each easel sheet has been built on by each pair)
- Sheet owner selection of highest potential actions
- Pairs presentations

5. (10 min.) *Break*

To start, each participant signs up for one cluster of conclusions on which to work. (No duplications allowed.) Participants then pair up to work together. Wherever possible, people with different backgrounds are teamed together (e.g., a brand manager with someone from R&D, etc.). Each pair then uses each of their two conclusion clusters as a stimulus to come up with as many action ideas (i.e., tentative recommendations) as they can. After

about 10 minutes on each cluster, they stop, identify the one or two action ideas they judge to have the greatest impact potential for that cluster and post each on a clean easel sheet.

The next step in the action development process always works and never fails to amaze. It's called brainwalking. Brainwalking is a seemingly simple process that frequently produces insights which border on brilliance. It starts with each pair of participants in front of an easel sheet from another pair. The pair then builds on the idea or comes up with a new idea and writes it down on the easel sheet which sparked the idea. This process is repeated until every sheet has been built on five or six times (which is the number of iterations usually necessary to get from minor modifications to out-of-the-box ideas, if there are going to be any). Each pair then returns to their original easel sheets, picks the single action suggestion on each of their original sheets that they think has the greatest impact potential and presents their recommendations to the group.

This is another of the emotional high points in a dynamic debriefing session. Participants are now surrounded by actions the company could undertake, some with low risk and modest potential, some with almost atomic potential and high danger of fallout, and a range of stuff in between. This is the ideal time to stop and pat each other on the back, which requires

another short break.

**Gem polishing**

Companies have a finite capacity for action. The next step in the process is identification of those tentative recommendations which most merit enactment.

6. (100 min.) *Refine recommendations*

- Criteria development
- Dot voting identification of highest potential actions
- Individual sign-up for actions to champion
- Formation of new pairs
- Pairs ideation of consumer (or customer) advantages/benefits of actions
- Selection of key advantages/benefits
- Pairs identification of primary corporate concerns with actions
- Modification of actions to overcome concerns
- Presentations of refined recommendations  
(Repeat for additional actions with "Great Thinkers")

**Prioritization of recommendations**

To help participants decide which of the tentative action recommendations are most appropriate to the situation and the company, review the project objectives and develop action criteria. With this as a backdrop, a fast and fun way to accomplish the winnowing process is with dot voting. Each participant is given eight to ten adhesive dots and told to allocate them to the tentative recommendations according to their best judgment of fit with the criteria. Counting up the dots each action idea garners separates the "best" from the "rest."

The process of making these "best" even better starts with each individual picking one of the surviving tentative recommendations to champion. (Again, duplication is not allowed.) Then form new pairs (for variety). Recommendation refinement starts with each pair focusing on one of their tentative action ideas and listing as many potential buyer advantages and benefits as they can. They then star the one or two most important. This activity increases enthusiasm for the idea and sets some priorities about which buyer effects of the tentative recom-

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mendation are most leverageable and least expendable. Against this backdrop each pair addresses the question of "What are your primary concerns or fears about the company undertaking this action?" After each pair has worked in this negative, but necessary, vein for a while, their efforts are directed to "How might you modify or restructure the action to overcome each of these risks?" After about 15 minutes on each tentative action, each pair presents their refined recommendations (usually to deafening applause).

The next step is to repeat a variation of this exercise to cover the other tentative recommendation being championed by each pair. When people repeat an exercise exactly, they work faster (because of the learning curve), but their effort usually produces less spectacular output (because of the "been there, done that" effect). Therefore, it's best to interject some new element into the second pass. In this case, a good "new element" for the second pass (to insert after identification of concerns) is "Great Thinkers." Each participant selects a personal consultant from a list of people like Walt Disney, Eleanor Roosevelt, Leonardo DaVinci, Bill Gates, etc. After making their selection, they are

each given a card which provides a brief bio, a list of the person's key accomplishments and a summary of their strategy or philosophy. Each participant "asks" their Great Thinker for a fresh perspective on the concerns and for some advice on how to approach them, writing down what they think Leonardo or Eleanor, for example, would suggest. Each member of the pair then reads the advice to their partner and together they use their priceless consultants' good counsel as a stimulus to develop idea modifications to deal with their concerns.

The final step after the presentation of the last round of refined recommendations is the determination by participants of the relative attractiveness to the company of each refined recommendation and the assignment to each of a relative priority.

#### Going home

We developed dynamic debriefing to solve the business problem of how to get more useful information from focus groups, faster and less expensively. We never reckoned that it would also be highly enjoyable. Facilitated correctly, a dynamic debriefing session is a heady

experience. One day after the groups, you leave with a feeling of having been part of an exceedingly successful team effort. You also leave with a transcript concisely documenting where you ended up and how you got there. The transcript starts with a series of well-reasoned recommendations based on 25 to 45 hours of time from six to 12 impassioned people — more than ever went into the recommendations section of any traditional written focus group report. And some of the recommendations probably border on sheer genius. (After all, they were produced by a diverse group of knowledgeable, committed people working together on creative exercises that let them build on each other's best thinking.) Right behind the recommendations in the transcript are the conclusions, each supported by the findings and quotes on which it was based.

And you can review this transcript on the trip from the group site back to the office, weeks before you would have gotten a written report that would have given you recommendations formulated with substantially less brainpower.

That's what's dynamic about this debriefing. □

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## Talking to teens

continued from p. 14

from panels of kids and teens were extensive, we enlisted the help of our legal department. We were concerned that we not, as researchers, be responsible for any pornography on the on-line panel, so we limited interactive chats and had a system operator reviewing messages and E-mail. We made it clear to teens that their comments were not private.

We also put in place validation checks to ensure that the teens on-line were the same teens we had spoken to over the telephone. This meant that our sample could not snowball into a much larger, but unidentifiable, group. The proper identification of panel participants was key, because we wanted to have qualitative data that could be linked, at any moment, to the survey data we had collected on usage/attitudes. Also, from the survey data, we knew on-line teens did not express different attitudes from other teens or use other media, apart from computers, very differently. For example, they were not more inclined to believe computers were important for academic success; nor were they less sociable than other teens.

### On-line panels have their own dynamics

Our initial results were encouraging: over 50 teens signed on to the board within a month and the discussions were lively. Teens posted messages constantly through a

bulletin board-style service, and more teens, with additional reminder notes from us, began to join. However, after a few months, we noticed a sharp drop-off.

This drop-off in itself was not alarming; all panels need refreshing. But this differed from normal panel attrition. Here, it was the dynamics of the on-line panel itself that made teens drop: certain teens were "discriminated against" because they didn't fit in. Typically, panel designs don't rely on respondents getting along with one another, but because we had created an on-line community, our panel design demanded that respondents communicate with each other. This was very different from a focus group. These teens had to live with one another on-line.

We expected from the outset that on-line/Internet panels would favor respondents who enjoyed writing. However, we underestimated the effect of assertiveness. Girls, initially enthusiastic, began to lose interest because boys were more assertive verbally, often making nasty comments and making cyber life less fun for girls. By October, we had a small cohort of articulate, opinionated teens, mostly boys. We had lost many girls and also those teenagers who were more timid.

With this change, the diversity of opinions which initially existed on-line withered. So, after all the care we took to create a nationally projectable group, we ended up with a select group instead. We then had to work to bring back those who had left by sending them private messages by E-mail or traditional mail. When looking at data derived from Usenet groups and Web sites, it is important to keep this bias in mind.

### Quantitative data collection questionable

Because we recruited our panel by telephone, we knew who was on-line and who had left. It was this knowledge that made quantitative research seem undesirable. However, many companies conducting Web research don't have data about their on-line samples. While the large respondent pools visiting Web sites are tempting, the use of Web surveys as a substitute for traditional primary research seems misguided. If companies want to measure response to a Web site, then using an on-line survey is fine, similar to an insert card in magazines. However, to regard on-line surveys as an improvement on insert cards seems premature.

### The promise of "invisible" data collection

Our goals were never quantitative: we wanted to obtain qualitative data through a representative on-line panel. We found that while you can collect great qualitative data on-line, on-line data are no substitute for focus group data, and they require just as much time and effort to obtain.

On-line data collection has to be supervised. Teens wanted us to provide a grown-up leader. We at first intensively supervised the group bulletin boards through an in-house system operator (a "sysop") who questioned the group and admonished teens when language became inappropriate. However, we felt that this procedure was

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too intrusive and instead opted for an open environment; we allowed teens to guide their own on-line discussions, intervening only when they misbehaved.

This was a mistake. Teens, it turned out, did not enjoy an unsupervised on-line experience. They needed us to guide them, stimulate discussions and lead them to greater insights. In other words, they needed a moderator.

The promise of an invisible, seamless data collection process — one in which researchers more or less “overhear” rather than “gather” data — is just a promise. If you want to get data on marketing issues, you need to take an active role on-line just as you do in a focus group or in an in-depth interview.

#### **What can you learn: the case of games and gaming**

Even with all of the caveats discussed above, on-line data collection offers some genuine advantages.

Computer games and on-line gaming was a perfect kind of market to explore through our panel. We had highly sophisticated kids who had modems, liked using computers and liked expressing their opinions to one another. If we wanted to learn about how teens responded to CD-ROM games, these teens were excellent candidates. Furthermore, we knew at the outset that teens' involvement in games was intense, so it seemed on-line panels could shed light on the nature of that experience.

Because our on-line panel was a kind of mini-community, the teens started to treat one another as friends with whom they would exchange advice and/or recommendations. Therefore, we could see how kids developed word-of-mouth about games and gaming. Teens liked to recommend not only specific games, but also branches of games like MYST. Teens asked pals on-line if they had heard of specific games, like Full Throttle and ROTT, and what they thought of these games. We could monitor and “overhear” these recommendations. Teens were savvy about gaming, and they were also pretty thrifty. When one teen asked if he should buy Ultimate Doom, he was quickly warned: “I’ve played Ultimate Doom, and it’s not really all it’s cracked up to be. Why spend \$50 for the game when you can get a patch off the Internet for free? Anyway, the fourth episode is OK, it just doesn’t really keep the Doom spirit.”

DOOM and MYST still “ruled” and “rocked” during our study. The cult-like involvement surrounding these games, along with their violent imagery, made them irresistible. When teens solicited help with a gaming problem from their on-line friends, other teens rushed to the rescue. Teens use games, we saw, to test their abilities, and they want to be challenged. They don’t want the game to be uncomplicated. They want it to be tangled and complex; the more branches, the better. It’s hard to imagine another medium — even books — competing with the involvement that teens have in computer games. As one of our teens, who called himself Wolverine, put it, “One ending is pretty boring if you ask me.”

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along with learning its intricate vocabulary and rules. Our on-line panel's discussion quickly became almost indecipherable to anyone not familiar with gaming lingo. Take the following conversation thread:

*"Man, I was playing DOOM2 and I went into this room that had like 15 Barons of Hell and a CyberDemon. By mistake, I fired my combat shotgun and in like 5 seconds, I was down man."*

To which another teen answers:

*"What you have to (do) with that many big guys is put like a rocket shot into the Cyberdemon, then close the door and listen until the dying screams stop."*

A teen calling himself Highlander fires back:

*"Good point. But I've got a few better ideas. Pull out the Plasma Rifle and spread them guts around the room. #2 if you've got a LOT (200%) life, a few BFG shots would do nicely."*

We also saw how teens categorize games and gaming. Gaming was a matter of involving oneself in a close-knit group focused on winning the game. Certain games worked for teens "because you had to use your head" while for others, the "only object is to kill everything in sight and get to the exit."

Teens liked the fighting games and they definitely enjoy the visual aspects of aggression. As one of our panelists put it: "One time a Cyberdemon chased me through a

door and I ran at pack of Imps and one of the cybers missiles hit them and it was raining gore the rest of the day. It was cool." Or another teen, known as NJDFan, who recommended ROTT to our system operator because "it's more gory than you could ever believe." Guts and gore are definitely not beside the point — but, then again, they are not the only point.

Good games let teens feel that they are really fighting enemies — while they are crouched over their computer. Boys crowed about "mowing 'em down" or "getting right in their faces and KABOOM with da bazooka." Reading over these postings, and knowing what we did about these academically talented, computer-literate kids, we found it almost comical to hear them expressing all this aggression. Naturally, that is part of the point of what games mean to teens.

### Understanding the gaming experience as mastery

Playing these demanding, violent games in this protected mini-community of like-minded players was key to the gaming experience — winning through brains and knowledge about the game, rather than strength; having a small coterie of fellow teen players with whom to strategize and achieve victory; acquiring a closed vocabulary system to communicate with your gaming peers.

Good games, like DOOM and MYST, help teens achieve these goals. They aren't just about guns and shooting, they are about mastering the world. They allow kids to feel like commanders and captains, leaders and explorers. They allow kids to feel that they have secrets that others (outside the game) don't have: secret maps, secret vocabularies, secret rules. Whereas other teens may say, "been there, done that," our panel of gaming teens boast, "been there, beat that." Games that don't "take long to beat" are definitely not good games.

Our survey data had suggested to us that teens are experiencing grave anxieties about their future and sensing that the world is a dangerous place. Teens see the world today as filled with guns, economic uncertainty and family instability. Teens need to explore boundaries and find safe areas in which to test themselves and feel cool. Successful games manage to achieve this for teens. Games are one way in which teens test this danger. They can win — but winning can't be too easy, and there can't be just one way to win.

### The promise of on-line panels

As researchers, we are constantly trying to identify underlying consumer needs. We know that consumers continually turn things on their heads and reinvent the rules. From coffee to beer to *Star Trek* to DOOM, markets and consumers pursue paths that are often hard to predict. One of most gratifying aspects of qualitative research is that it sheds light on that creative part of the process.

Here, we peered into the world of teens and games. Games may start out as a mass medium which is marketed broadly, but they are used by teens to express themselves to small, exclusive groups. On-line panels are ideal data collection venues for this kind of experience. All of us continually create these groups through fashion, music and media. In the future, we feel that on-line research will be a significant part of our effort to connect with these groups and to gain insight into their shared interests and perspectives. □

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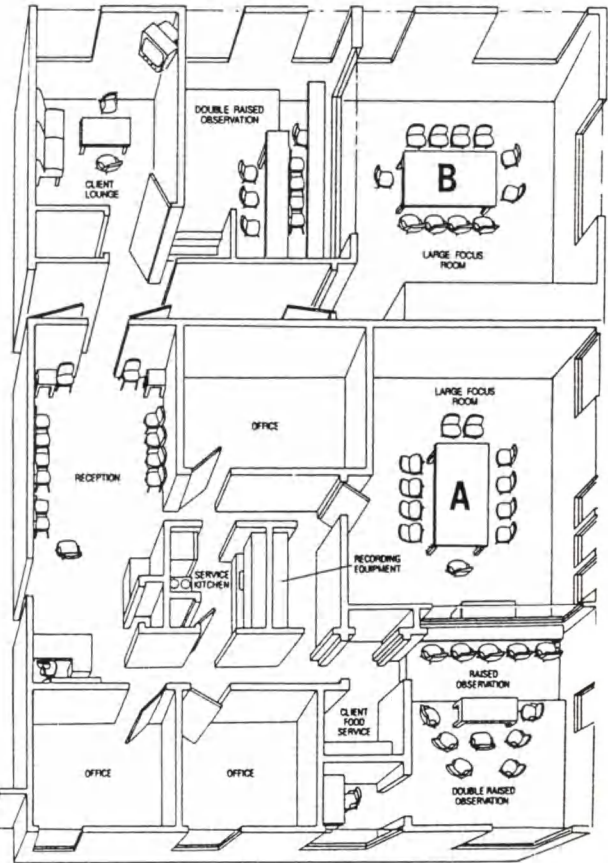
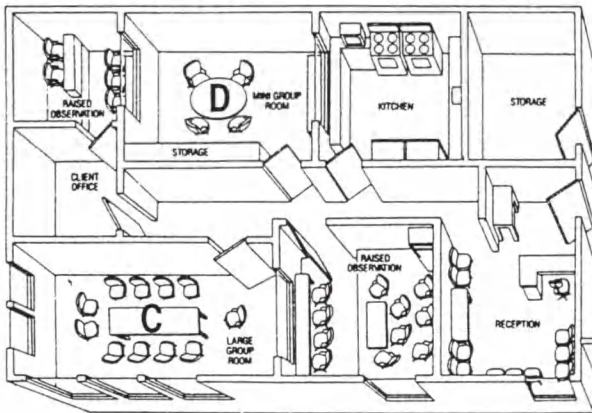
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## Qualitative introductions

continued from p. 18

with you and whatever you're eating or drinking. Does everyone have their name tag or name card, whatever they're called? Okay, let's go! (After we wait for last minute food-grabbers!)"

*I am attempting to add informality to the situation, to ease any anxieties they may have, to let them know I'm not uptight about all this "procedure." Also, I prefer to take respondents to the discussion room personally to establish I'm the leader.*

### Entering discussion room:

"Please come on in. Have a seat wherever you'd like, except where it says 'Grace.' That's me. Does everyone have a drink or whatever you want? There's more coffee and soda over here. Let's just put these cookies/M&M's on the table so everyone can get to them. Does the room feel cool/warm enough for you? If not, let me know and I'll get someone to fix it for us."

*I always have a tent card with my first name on it to signal that I'm part of the group too. I also remove or add chairs as needed so that there are not empty chairs at the table. Before bringing respondents into the room, if the moderator's chair is too different, e.g., too tall or throne-like, then I switch it out and get a chair similar to the respondents' chairs.*

*All of the paragraph above is done and said in a playful manner. I'm "fussing" over them, like a hostess. It's to let them know I care about their comfort and that it's okay to let me know if they need something.*

### Upon sitting down at group discussion table:

"Hello again. My name is Grace Fuller. I'm an independent researcher and I want to welcome you all today. Thanks for coming out (in this bad weather/on such a beautiful day/during the last night of the World Series.)"

*To acknowledge whatever obstacle they had to overcome to meet their commitment for participating.*

"We've invited you out today to explore X (summary purpose of research topic). Let me explain a little bit about

the format tonight. We're going to engage in a small roundtable discussion. It's not a one-on-one discussion where first I talk to you, then to you, and so forth around the table."

*As I say the last sentence above, I actually look around the table and attempt to make eye contact with each person.*

"This is working best when you guys are talking at least two-thirds of the time and I'm talking no more than one-third. I'm here to pose questions and ideas and to keep us on-track in order to get us out of here on-time, at X o'clock as promised."

*Most of the sentence above was developed in response to working with inexperienced clients who expected me to be more "in control." I'm not completely happy with it and am in the process of replacing it with some other ways of expressing my role. I plan to keep the sentence because it is intended to let everyone know I live up to promises and they don't have to worry about running overtime.*

"I want to assure you there are no wrong answers here tonight. This is about your ideas, feelings, and experiences. If Joe says he has had positive experiences with something and you haven't, we want to hear it. Even if it feels like you are the only one in the room that feels that way. We want to hear it all, as much as our time tonight will allow. And if you change your minds during our discussion, that's okay. In fact, if you do, please let me know because that's helpful information to me."

*I'm also in transition on this part, too. I'm trying to set up an atmosphere where everyone will feel comfortable sharing, but not pressured to share. I don't feel we have paid them to talk and everybody should have the floor an equal amount of time. Some people have to speak more words to tell what they need to say.*

"Our discussion tonight is being taped (if video as well as audio, then I say that). This is a one-way mirror behind me and there are people back there who are interested in what you have to say. We keep them back there so they can talk among themselves without bothering us."

*Legally and morally we must inform*

*our respondents about the mirror, servers and audio/video taping.*

"This is a non-smoking room. If you want to smoke or use the rest rooms, please step out and (hostess name) will assist you. I ask that you leave one at a time, please, so we can continue our discussion. And please, help yourself to food & drinks anytime during our discussion."

*This is general housekeeping information, but I want to let them know I'm concerned about their well-being.*

"There may be other things, but we'll address them as they arise so we can go ahead and get started."

*I don't tell them to speak one at a time or offer other "rules" that may inhibit discussion. I wait until the group dynamics and excitement take off, and then, if it's necessary, I ask them to speak one at a time because I want to hear what everyone has to say. If I have to, I remind them of the tape and that others later will want to hear what they had to say.*

"I said earlier we don't have to go around the table, but I break my rule to give you an opportunity to introduce yourselves to me and to each other. Please tell us just your first name and (whatever is appropriate to the group and research topic). I have a left-hand bias, (name of person to my left), so I would like to start with you and go around the table like this (and I look each person briefly in the eyes as I look from left to right)."

*There are few hard, fast rules. As each person finishes her or his introduction, I look at them directly, say their name and thank them for coming. I don't break eye contact and move on to the next introduction until that person and I have made a connection. Some people don't look at me directly until I've said their names and I wait for acknowledgement. If I can tell that someone finds it difficult to make direct eye contact, then I move on to the next person. I don't insist; I just don't rush. And I don't ask for full names to let them know they have privacy protection, as per CMOR's "Respondents' Bill of Rights."*

"Thank you, Cindy, and thanks for joining us tonight." □



## Choosing a facility

continued from p. 22

the moderator ask the right screening questions in order to recruit the most qualified respondents.

### Physical comfort

The physical comfort of respondents and clients is essential to the conducting of a successful group.

**Conference room:** Is the conference room large enough to seat 10 to 12 respondents? Are the chairs comfortable enough for the respondents to feel relaxed? Is there enough space to permit the respondents to move about? Is there room to display concept boards?

**Respondent waiting room:** Does the respondent waiting room have enough space to allow the respondents to have a light snack/sandwiches before the group?

**Private area for rescreening respondents:** Is there a private area where the respondents can be re-screened?

**Viewing room:** Will the viewing room accommodate 15 or possibly 20 client viewers?

**Moderator's room:** Is there a private room for the moderator to use for personal calls or for a few minutes of relaxation/meditation?

**Telephones and privacy:** Does the facility have telephones in private areas for calls to offices, other clients, hotels, airlines, etc.?

**One-way mirror:** Is the one way mirror large enough to permit all of the observers to view the group?

**Soundproofing:** How effective is it? Are noises easily transmitted from the client/respondent areas?

**Remote video transmission:** Does the facility provide a debriefing area with a monitor to enable your clients to view the groups other than through the one-way mirror?

### Equipment

Does the recording equipment permit the moderator to easily hear all of the group's comments? Microphones should be placed away from air conditioning units and around the conference table so that all the voices are recorded.

Does the facility check the equipment before each group? It is not enough to have expensive, high-tech equipment if it doesn't work.

Is video equipment available for showing commercials?

Are word processors/typewriters/copy machines available and in working order?

### Temperature control

Does the air conditioning system and/or heating unit provide good ventilation? Respondents who are either too hot or too cold are not likely to be alert or responsive. Is there an arrangement with the building not to shut down the air conditioning after 5 o'clock?

### Location

Is the facility convenient to a good hotel or to the airport? Does the facility provide adequate directions? Does the facility assist in making hotel reservations? Are discount rates available?

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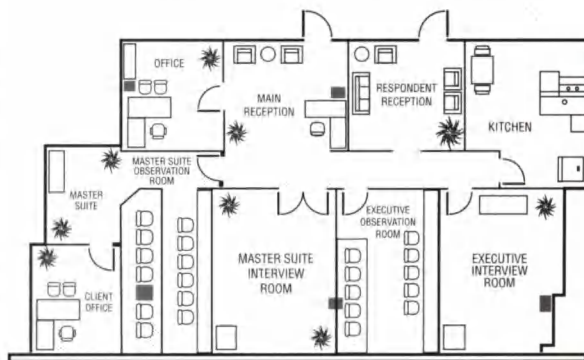
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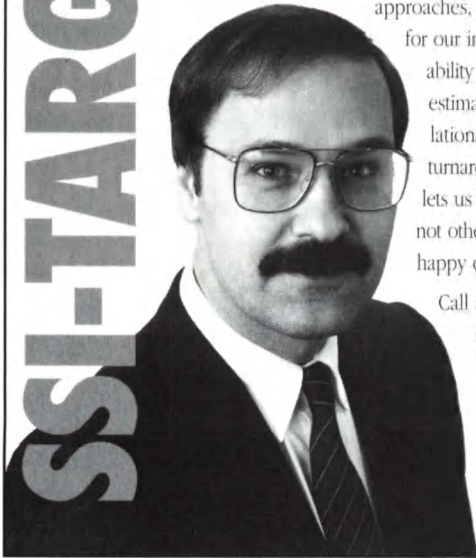
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Planes are often delayed, and moderators or their clients need to minimize the travel time from the airport to the facility. Groups frequently conclude at 11 p.m. (allowing for debriefing time). A nearby hotel is often a salvation for the wearied moderator and his or her clients.

**Other considerations**

**Responsiveness:** How quickly does the facility respond to a bid request? How responsive is the facility in providing project status reports?

**Amenities:** Does the facility make a special effort to satisfy client food requirements? Tastefully prepared food can help make spending four to six hours in a closed environment a little more bearable.

**Confidentiality:** Are there written procedures for maintaining the confidentiality of the research? For example, the name of the sponsoring company should not be visible on any of the materials the respondent might see such as the re-screening questionnaire or the incentive sign-out sheet. In addition, all materials belonging to other companies that are or will be conducting research should be stored in a private area.

**Assistance:** Is there a manager on duty who can respond to any emergencies or special needs such as the recording equipment not working or a sudden need to purchase a competitive product?

**Professionalism:** Does the facility's staff conduct itself in a professional manner, i.e., dress, demeanor?

**Consider many factors**

When choosing the right facility for your focus groups, you must consider many factors. However, the professionalism of the recruiting organization — operating according to the accepted practices of the Qualitative Research Consultants Association and the Marketing Research Association — is the most important.

Finding a facility whose management is really concerned about maintaining these practices, one that can respond to your emergency needs and to your technical requirements, and that is easily accessible and well-equipped, will go along way toward ensuring that your groups are successful. □

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## Word of mouth

continued from p. 26

that the experts are completely out of touch and will not understand their "ordinary" situation.

### How to research word of mouth

The only way to research word of mouth is to research it directly. You can't just ask people, "How would you describe the product to a friend?" That's a good first step, but you need to hear how her friend answers, what questions arise, how they are answered, etc.

Focus groups are perfect for word-of-mouth research. It's as if this methodology were invented to research word of mouth, even though it wasn't. It is the best way to directly observe and hear the actual word of mouth in process. It is not a way of asking people to recall their word-of-mouth interactions — in surveys, for instance. It is a way of hearing them directly. The focus group, using designs that I will describe later, is a way of causing actual word of mouth to happen, not just simulations of word of mouth. You can actually get customers talking with prospects in the process of convincing them. Dyads and triads can also be used.

### How to design word of mouth research

However, a different kind of focus group is needed. The following is a basic research design, which needs to be modified according to the specific circumstances and objectives of the research, one that will serve as a template from which to make modifications.

This basic research design has been called the 2-2-2 design by one of my clients. Conduct two focus groups of customers, two focus groups of prospects and two of mixed groups of enthusiastic customers mixed with skeptical prospects. Alternate the first four groups, starting with customers or prospects, depending on the circumstances. Do the usual probing about attitudes and opinions of the product, then get into questions like,

- What would you tell a friend?
- How would you persuade a skeptic?

tic?

- What questions would you anticipate from a skeptic?
- How would you answer their objections?

Then, conduct a focus group of skeptical prospects. Explain the benefits of the product as described by the first group. Then probe for the next level of qualms and objections. Listen carefully for the first signs of persuasion, which are often someone saying "Hmmm, that sounds interesting, I'll have to think about that." Notice that this person is not persuaded, but his mind has been opened up.

Keep probing for objections that have been answered by the first group but not accepted by the second group, or new objections that haven't been answered. I try out some of the answers that have been provided by the company and some of my own which are constructed on the spot, drawing upon my experience with similar situations.

Cycle through at least two more groups to get into deeper levels of objections and deeper persuasion.

Now you are ready to run actual word-of-mouth groups. These are the mixed groups of enthusiastic customers or product advocates, and skeptical prospects. Up until now, you have only gotten one side in each group, but haven't yet gotten people talking with each other in actual conversations. Sometimes you can give the customers the assignment to "sell" the product to the prospects and the prospects to either resist or "unsell" the customers. This takes a very special sort of moderating that is a mixture of subtle guidance and devil's advocacy. Sometimes you need to prod and provoke, other times you have to sit back and say almost nothing. It mostly comes from an intuitive understanding of how word of mouth works, coupled with what you have learned in the first four groups.

What you want to do, ideally, is get the product advocates to persuade the skeptical prospects. Once you have that, you know the ideal word of mouth that you want to encourage. These strategies and tactics should serve as the basis of all your advertis-

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ing and sales messages. They are, after all, what is actually persuading people. So, advertising and selling should be designed around word of mouth, rather than regard word of mouth as an accidental byproduct of promotional efforts. This is a revolutionary thought and a paradigm shift.

By modifying this research design, you can put together experts with more typical customers, local influencers with their sphere of influence, retailers with their customers, and other kinds of people that you ordinarily wouldn't put together into a focus group because they tend to persuade each other and bias each others' opinions. Here, that's exactly what you want to observe! Virtually any kind of people who are engaged in word of mouth can be researched in this way: medical specialists + general practitioners; physicians + nurses; auto mavens + car buyers; editors + their readers; travel agents + travelers; financial advisors + investors, etc. Everyone except gladiators and lions, or cats and dogs.

For instance, you can survey your new car buyers, asking why they bought their car, their level of satisfaction, etc. Or, you can run word-of-mouth research sessions to hear what they actually tell their friends. These are two completely different things, and you gain an enormous competitive advantage if you know both.

One of the best ways to conduct these focus groups is to use telephone focus groups. Telephone focus groups allow you to put people together from different cities at the same time. This in turn, allows people the psychological safety to be much more frank and open in their interactions. In face-to-face sessions, there is too much chance of people either knowing each other in a given city or worrying that they will meet each other in a professional capacity.

#### How about a new product?

What if you're researching a new product, so you don't have any users to talk to? It is important to realize that word of mouth can — and should

— be researched well before a product launch. Even before a product is launched, there are often expectations about it. Many people, particularly innovators and early adopters, have heard about the product and are discussing it. It is crucial that you know what's going on here. Even if they have not heard of your product, it is worth telling some people about it and hearing not only their reactions, as is so commonly done in focus groups, but to hear how they would explain the product to colleagues. Often, they can come up with simple, elegant descriptions, metaphors and analogies that people who are too close to the product cannot. In this situation, instead of putting together users and non-users, you want to put together people who are extremely favorable to the product idea with skeptics.

I hope this article has opened your eyes to the importance of word of mouth and given you some ideas about how to research it. □

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## Children's qualitative research

continued from p. 33

when the actual outcome contradicts their own expectations. Clients will get the most out of their research when they maintain an open mind and truly listen to their customers. In other words, allow your groups of kids to teach you what they know about your subject matter.

### *Have a sense of humor*

Laugh a little. It's very important to have a sense of humor and not take yourself or the group process too seriously. In other words, it's O.K. to genuinely have some fun; after all, kids are fun to be with. While children can be quite challenging to work with, they come with their own unique set of qualities, insights and abilities which make working with this population very refreshing.

### *Experiment with different projective techniques*

Projective techniques are another way to allow and encourage children to express themselves in a variety of ways. Drawing exercises can help children re-

veal thoughts and ideas that they cannot verbalize. Personification can help establish the child's perception of a product or manufacturer by relating it to a person, place or thing. An excellent technique for brand and user imagery research is picture sorts, which reveal consumers' behavioral and lifestyle perceptions of a brand and can liberate children's true feelings.

Some kids may not appear to have a lot to say, but utilizing different techniques may elicit feelings and responses that otherwise might stay hidden. When both client and moderator are open to new techniques your groups can be extremely rewarding and full of rich information.

### *Group composition*

When recruiting kids, tight age segmentation is crucial. Boys typically develop more slowly than girls and are much more physically active. Separating genders will minimize group management and maximize productive research time. It is also recommended, for developmental reasons, that there be no more than a two year/grade span within any given group.

The general rule of thumb in terms of group size and length is that the younger the children, the smaller the group. Typically, six to eight respondents for 45-minute group sessions are recommended for younger children and 75-90 minutes for children 9 and older.

Conducting focus groups with children under 6 years of age is not generally recommended and may not prove to be money well spent. The younger children are, the less capable they are of providing any richness or depth in their responses or opinions. Certain categories are better suited for focus groups with younger children (e.g., food samplings, toys).

### *Understand your respondents*

Clients or moderators with limited qualitative or child research experience should keep in mind that child respondents are not perfect. Therefore, it's important to allow room for failure. At times, certain groups can push your patience to its outer limits as children can be fickle, unpredictable and full of energy.

Moderators need to keep in mind that developmental levels can vary from child to child, even when kids are close in age

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or in the same grade. Some respondents will react better to certain stimuli and techniques than others. Even when one group goes smoothly, it does not necessarily mean the groups to follow will react in the same manner. Have faith in your child respondents and in the research project in general and children will do their best to not let you down.

Since kids have a limited attention span, it's essential for moderators to come armed with a "bag of tricks" and feel comfortable switching gears whenever necessary. And always be ready to repeat and rephrase your questions until they are fully understood by your young respondents. Moderators need to sense when children are either bored or confused by the material being presented and be able to adjust quickly to any dynamic.

#### *Use a little skepticism*

Children have been indoctrinated early on to play nice, cooperate and follow the rules. While many times this behavior can be greatly appreciated, in research it becomes an obstacle. Children have a tendency to aim to please and many times will seek to please the moderator and/or their peers. To minimize this tendency, it's important to encourage varied points of view and emphasize that there are no wrong answers. If children feel uncomfortable in the setting or their attention span has been pushed to its limit, they may offer answers just for the sake of answering. It is critical that kids not be pushed or forced to answer if they are unwilling, otherwise the research will suffer.

Children express themselves not only verbally, but through their body language as well. Watching a child's facial expression when they are observing advertising

or tasting a product can tell you more than anything they could put into words. If a child's facial expression contradicts their verbal response, the facial response is most likely telling the truest story.

#### **Alternatives to traditional qualitative research**

Although the majority of research conducted among children, to date, has been traditional focus groups or in-depth interviews, marketers and researchers are beginning to broaden their ways of thinking about product development and are exploring alternatives to traditional qualitative research methods. One of the most significant leaps in marketing research has been the changing roles of children in research from evaluators to idea generators.

#### *Idea generation*

Idea generation is a non-evaluative research process that is designed to explore new ways of thinking and to generate ideas in volume. Children are one of the greatest sources available to provide marketers with novelty, fresh perspectives and kid-inspired creative direction. Since kids will ultimately get the last word on the success of a product anyway, it can prove very cost effective to go directly to your target, early on in the product development cycle.

Companies are starting to understand the real value of tapping into the fresh minds of their target as a source for innovation. Microsoft and Levi's are two examples of companies that have taken a unique approach to kids in marketing research and have gone as far as incorporating kids as partners or consultants in the product development process.

External suppliers in the marketing

research industry have also experimented with new research techniques designed to work with this segment of the population. Researchers are adapting techniques traditionally used with adults and modifying them to work effectively with children. An example of this is our company's kideation idea generation process, which was developed to tap the creativity of kids for new product and service ideas.

#### *Qualitative panels*

Historically, consumer panels have been quantitative in nature and consisted primarily of adult respondents. Recently an underutilized research tool, the qualitative panel has been used with child respondents more frequently and with great success. Because qualitative panels do not need to be statistically representative of the U.S. child population, panels consist of 75-100 children with a good mix of ages across the 6-12 year range. Panels can offer marketers quick accessibility to kids and flexibility in terms of types of research that can be conducted.

#### *Observational research*

Observational research is a way of understanding what consumers mean through their behavior, as well as interpersonal dynamics and social behavior. Since kids are more visual than verbal, who better to observe than children? They represent a culture different than the culture researching them (adults). Additionally, children are probably the population most hampered by the traditional focus group process. Marketers may want to consider in-home "peer parties," audio or videotaped diaries, or in-store observation followed by an intercept interview.

Because of the rapid changes and developments within the children's market, marketers need to stay abreast of new ways to relate to and work with this explosive, dynamic population of consumers. Talking to kids is the most direct way to tap the perspective so crucial in today's competitive world of kids marketing. Besides all that, kids' marketing is fun as it provides a wonderful journey into the thoughts and perspectives that we, as adults, have since left behind. □

*Nancy Levine*  
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## Names of Note

continued from p. 20

has been named research analyst.

**Brian Carey** has joined *EnVision Knowledge Products*, Media, Pa., as director of sales and marketing. **Patricia O'Donnell** has joined the firm as project director.

*Market Perceptions, Inc.*, Denver, has added **Karen Stuth** to its staff as qualitative research manager.



Stuth

Buford

*ICT Group, Inc.*, Langhorne, Pa., has named **Victor Buford** vice president of health care/pharmaceutical sales for ICT Solution Research, the full-service research unit of ICT Research Services.

**Melanie Calahan**, marketing research manager for *Texas Instruments*, has been



Calahan

named to the Advisory Board of the University of Texas at Arlington's Master of Science in Marketing Research degree program.

**Barbara Byrne** has joined *Maritz Marketing Research Inc.*'s Performance Measurement Group in Minneapolis as a research manager. In addition, **Oma Foels** has been promoted to director of research services and **Matt Kinney** has been promoted to senior research manager. At the Performance Measurement Group office in St. Louis, **Sharon Kralicek** and **Gloria Park Bartolone** have been promoted to program manager. **Alex Vayslep** has been

promoted to vice president/division manager at the Chicago Performance Measurement Group office.

*AEI Music Network Inc.*, Seattle, has named **Birgitte Paulsen** market research manager.

**Scott Bailey** has been promoted to president of *M/A/R/C Research*, Irving, Texas.

*Chilton Research Services*, Radnor, Pa., has named **Edward Guerrero** research consultant for consumer products.

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## For art's sake

continued from p. 11

combined their efforts, they could undertake a wide-ranging research program.

"In talking with E'Vonne Coleman, director of the Durham Arts Council, we figured out that we had similar information needs and so we tried to come up with a way to work together and make it a broader effort with regional impact. We began exploring funding options and found eager supporters in the foundation community who were not only intrigued by the nature of the project but even more intrigued that the barriers were breaking down between these two very similar agencies."

Conducted with the help of ArtsMarket Consulting, Inc., a Bozeman, Mont., firm specializing in marketing and consulting to arts organizations, the research project had three parts. First was an analysis of audience information from the databases of the various organizations that make up the two councils, followed by a telephone survey and a series of focus groups.

From a gross database of 173,948 North Carolina households, a net of 84,146 households in the Triangle region resulted after elimination of duplicates and other data cleaning.

With such a wide range of arts organizations contributing, the databases, containing information on customers and their ticket purchasing habits, ranged from simple to state-of-the-art. "One of the first things we learned was about the lack of sophistication most of the arts groups had in maintaining databases of donors, subscribers and single ticket purchasers. We had every kind of software imaginable, every kind of format, from an index card system to sophisticated databases. Getting them all in formats that could be used by the researchers to create a massive database of regional arts patrons was quite a task," Bush says.

By appending other information to the database, the organizations could

look at their markets by the type of program the household attended, the admission prices paid, the venues, the amount of donations, participation in memberships and other factors. Demographic and lifestyle variables were also added.

The telephone survey was conducted with 900 households in Durham, Orange and Wake counties that occasionally, rarely or never attended arts or cultural activities. "With the telephone survey, we wanted to talk to people who had attended very infrequently or not at all, since the database analysis gave us so much information on people who already attend arts and cultural events," says Louise Stevens, president, ArtsMarket Consulting.

The third part of the research was a series of eight focus groups. Two of the groups focused on talking to African-American participants. Others focused on donors and subscribers, repeat attenders, participants (those who take classes and participate in amateur arts/cultural events) and casual/infrequent attenders.

The telephone survey and the focus groups didn't center around opinions and perceptions of particular organizations. Rather, the aim was to uncover the factors that motivated and/or prevented attendance and participation and to gauge perceptions of the arts and cultural opportunities within the region. "With so many different organizations participating we were looking for the kind of information that would give them a foundation upon which they could do their own more specific research," Stevens says.

### An embarrassment of riches

One of the most interesting findings was a classic good news/bad news scenario. While respondents felt the Triangle area was filled with interest-

ing and worthwhile arts and cultural events, that belief led to a kind of complacency. "Some respondents said that in past years they had a sense of great urgency when a big performer came to town; everyone rushed out to buy tickets. But as one focus group respondent put it, 'Now there's so much good stuff happening virtually every week, that if I miss something

good this week, something else will come along,'" Stevens says.

Because of the large number of young families in the area, respondents were very interested in events that would be affordable for an entire family. "They did not ask that the content be changed but that the programs be made more family-friendly from a cost standpoint so that it

was possible to bring everyone along and make it a learning experience for the children. That is an incredible area of opportunity to dramatically expand the audience base," Bush says.

The strong interest in family programming has helped secure sponsorships from local businesses, Bush says. "We can say, 'This audience demographic matches your store's demographic,' which makes it easier for those retail establishments or companies to buy in to the sponsorship. We have data to back it up when we say that this is a family oriented program and that this is what the market says it wants."

The telephone surveys netted a surprisingly high level of support for public arts funding. "Coming from a non-attender or a casual attender, that opinion says even more than if we had gotten it from people who are regular patrons and donors. Many people say that funding the arts with government money isn't something the public wants. Obviously it is something that people are interested in and they want tax dollars to go to," Bush says.





Respondents had low awareness that they could contribute to arts organizations on their own, as they do with charitable organizations. "There was a lot of interest in giving to the arts but people didn't realize they could give to the arts. So that's also a real opportunity for us," Bush says.

Perhaps the most troubling finding was the feeling expressed by African-Americans in the focus groups that many regional arts institutions aren't open to diversity. While they felt that the quality of programming produced in the black community was high, they felt that issues of race and culture needed to be better addressed by the region's arts organizations. "The research findings brought up some deeply held feelings in the black community that we still are having to fight to overcome. Being a progressive community, that comes hard to hear. We have a hard time accepting that those issues are something that we are still dealing with. We're going to have some training after the first of the year on how to handle that issue," Bush says.

### More active

With the voice of the customer still ringing in their ears, the various Triangle arts organizations have become more active in seeking out potential ticket buyers. The research found that one of the biggest barriers to arts program attendance was the perceived hassle of getting tickets, so the organizations are looking at ideas like region-wide ticket passes and new box office systems.

"The research motivated the organizations to move far more rapidly on a lot of significant organization-wide marketing," Bush says. "Most of our groups across the region tend to spend most of their energy on season subscriptions instead of single ticket purchase advertising and marketing. So that's requiring a real shift in thinking across the board.

"We really look at the study as a baseline that we need to continue to update. This was not the end of the project but the first step in better

addressing the needs of the community," Bush says.

Respondents also said they wanted to have better access to information about the various events and programs. As a result, the organizations are looking at restructuring customer service and communications. "It's really motivating all of the organizations to do vastly more prospecting than they've ever done before, with a variety of media, not only direct mail. It's a high-tech area. With Research Triangle Park close by, they have to be providing information via the Internet. They can't be relying on old fashioned traditional media, like a listing in the calendar section of the newspaper," Stevens says.

### Cooperation

A welcome outgrowth of the audience study has been the spirit of cooperation it fostered among the arts organizations that, while not previously hostile to each other, had nevertheless been protective of their individual turfs and their customer information. "The groups are now eager to collaborate, to look at ways that we perhaps together can create a database that is usable by the arts community across the region. We've broken down a lot of barriers now,"

Bush says.

"We're not doing things the way we've done them in the past. We're really opening up to a new array of methods rather than the traditional ways we've always used and I think the research was the cause of that reexamination."

### Mix of approaches

Stevens says that this research project was pretty typical of others her company has conducted. "With arts organizations that haven't done research before, we try to have them use a mix of approaches. We find qualitative to be very valuable because perceptions are critical. The arts have gone through very trying times with a lot of negative national publicity. That seems to be behind us but it has left in its wake some perceptions at every level that need to be dealt with and have real implications for cultural and arts organizations.

"They need to become more savvy at finding their niche. If this kind of research helps them understand their niche and helps them understand more about how they are viewed by people who have not wanted to walk in their door, and start working on ways to get them to show up, then they have a chance," Stevens says. □

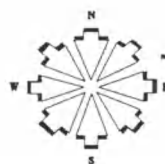
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## Research with seniors

continued from p. 28

dents can make a day of it, tying in shopping, movies and meals.

Make sure your research location is easily accessible for respondents who may use canes, walkers or wheelchairs. If such a location is not available in the city where research will occur, let potential respondents know of any access problems up front.

Seniors are very receptive to daytime groups, preferring mid-morning and mid-to-late afternoon start times. Late night sessions should be avoided, particularly in urban locations. Daytime groups are certainly appreciated by the facilities, which experience heavier demand in their evening hours.

You might also ask the facility to set up light snacks in the waiting room. Often the respondent will be accompanied by a spouse or friend who will remain at the facility the duration of the interview or focus group. And be sure your facility offers some healthy alternatives to cookies and candy — many seniors are watching their intake of calories and cholesterol.

### Research design

With seniors you might want to consider mini-groups (versus groups sized 10-12) for several reasons. Senior respondents are likely to take a little more time to respond to certain questions; rather than trying to rush them you're better off getting quality answers from fewer respondents. Mini-groups also allow you to place more respondents close to the moderator, which is helpful as many respondents may have hearing impairments. Mini-groups also make it easier

to accommodate walkers and wheelchairs.

Allow some extra time for depth in your introductory remarks and expect many more first-time participants than you would find in a typical 25-49-year-old group. Seniors may react more strongly to your disclosure on videotaping; try the line: "The bad news is that you're not going to ap-

---

*The respondent introductions are another time to build rapport while getting additional information. Seniors are pleased to talk about their neighborhoods, children and grandchildren and hobbies. Start with one of these comfortable areas that can lead into your main topic. A few well-placed compliments from the moderator can help establish a positive, cooperative mood.*

---

pear in the commercial." That usually gets a laugh and relaxes them.

The respondent introductions are another time to build rapport while getting additional information. Seniors are pleased to talk about their neighborhoods, children and grandchildren and hobbies. Start with one of these comfortable areas that can lead into your main topic. A few well-placed compliments from the moderator can help establish a positive, cooperative mood.

Team exercises such as collages and perceptual sorts are comfortable to these civic-minded respondents. Tie your exercises with the education

and demographics of those you've recruited. You may want to specify some college education if they're to review subtle differences in written concept statements or detailed product descriptions. Unlike younger groups, seniors rarely skim when reading — they've learned the importance of the fine print. So allow adequate time for the reading portion of the exercise or make a special effort to eliminate superfluous text.

Seniors are more reluctant than most to discuss finances and personal plans — particularly in front of a roomful of strangers. If these points are crucial to your study, you may wish to conduct IDIs, which allow you to probe more sensitive matters one-on-one, after rapport has been established.

Don't be surprised if seniors want, at the conclusion, to know the study's sponsor and the end use of the learning. If you've just introduced them to a product or service that matches their own needs, many will want to find out how they can purchase it. And while they will be pleased that they were asked to take part in the study, they have a special curiosity on where things go from here. To the degree you and your client can share such information, they'll feel they've made a difference and could become loyal purchasers.

### Full value

Conducting research among seniors can be both personally and professionally rewarding. Respondents are candid and want to give you the full value of their years of experience.

If you've properly set up the groups and the recruiting specs, you should have little problem filling your sample. Additional attention to the facility and the discussion guide can help eliminate any initial awkwardness and produce a rich study — full of insightful verbatims and excellent product and marketing ideas.

With such buying power at hand, it's time to make the senior market a special target, rather than a peripheral contributor to total sales. □

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1997



Photos courtesy of Focus Market Research, Minneapolis and Scottsdale, Ariz. Clockwise, from top left, the photos show the Scottsdale facility's one-on-one room, client guest office with remote viewing, and focus group room.

# ***Focus Group Facilities Directory***

The 1997 Focus Group Facilities Directory lists over 760 facilities. Each firm is listed free of charge to ensure that the directory is the most complete of its kind. The directory is designed to help you quickly and easily find a focus group facility that meets your needs. Besides the basic information, facility features (style of rooms, type of building, video equipment, etc.) are also listed. Most firms have also chosen to include the room dimensions and observation capacities of their facilities. Please let us know if there is a facility not included here that should be listed. You can contact us at 612-854-5101, fax 612-854-8191, E-mail [quirk19@skypoint.com](mailto:quirk19@skypoint.com).

## Codes

Location: Office building/complex, Free standing building, Shopping mall, Other

CR - Conference Room	TK - Test Kitchen
LR - Living Room Style	TKO - Test Kitchen Obsv. Rm.
OR - Observation Rooms	VE - Video Equipment
1-1 - One on One Room	VC - Video Conferencing
1-1OR - One on One Viewing	

When room dimensions are given † denotes Living Room Style

## Alabama

### Birmingham

Connections, Inc.  
3928 Montclair Rd., Ste. 230  
Birmingham, AL 35213  
Ph. 205-879-1255  
Fax 205-868-4173  
Rebecca Watson, President  
Location: Office building  
CR, OR, 1-1, 1-1OR, VE

### Consumer Pulse of Birmingham

Brookwood Village Mall, #612A  
Shades Creek Pkwy.  
Birmingham, AL 35209  
Ph. 205-879-0268 or 800-336-0159  
Fax 205-879-1058  
E-mail: Consumer.Pulse@internetMCI.com  
Cindy Estes, Director  
Location: Shopping mall  
CR, OR, 1-1, TK, VE  
1) 21x16 Obs. Rm. Seats 12  
(See advertisement on p. 114)

Polly Graham & Associates, Inc.  
3000 Riverchase Galleria, Ste. 310  
Birmingham, AL 35244  
Ph. 205-985-3099  
Fax 205-985-3066  
Jim Jager  
Location: Office building  
CR, LR, OR, 1-1, 1-1OR, TK, VE  
1) 15x20 Obs. Rm. Seats 20  
2) 09x15 Obs. Rm. Seats 12  
†3) 09x16 Obs. Rm. Seats 10

New South Research  
3000 Riverchase, Ste. 405  
Birmingham, AL 35244  
Ph. 205-985-3344 or 800-289-7335  
Fax 205-985-3346  
E-mail: NSRJJ@aol.com  
Location: Office building  
CR, OR, VE  
1) 20x18 Obs. Rm. Seats 10

TWM Research Group, Inc.  
2 Riverchase Office Plaza, Ste. 210  
Birmingham, AL 35244  
Ph. 205-987-8037  
Fax 205-987-8195  
Cheryl Whitlow  
Location: Office building  
CR, OR, TK, VE

## Huntsville

Polly Graham and Associates, Inc.  
Madison Square Mall  
5901 University Dr., #111  
Huntsville, AL 35806  
Ph. 205-985-3099  
Fax 205-985-0146  
Jim Jager  
Location: Shopping mall  
CR, LR, OR, 1-1, 1-1OR, VE  
1) 11x20 Obs. Rm. Seats 12  
†2) 11x13 Obs. Rm. Seats 6

## Mobile

Polly Graham and Associates, Inc.  
3289 Bel Air Mall  
Mobile, AL 36606  
Ph. 334-471-0059  
Fax 334-478-0015  
Cindy Eanes, Vice President  
Location: Shopping mall  
CR, LR, OR, 1-1, 1-1OR, TK, VE  
1) 12x13 Obs. Rm. Seats 12  
†2) 09x12 Obs. Rm. Seats 7

## Montgomery

Nolan Research  
Lecroy Shopping Village  
3661 Debby Dr.  
Montgomery, AL 36111  
Ph. 334-284-4164  
Location: Shopping mall  
CR, OR, VE

## Alaska

### Anchorage

Craciun & Associates  
645 G St.  
Anchorage, AK 99501  
Ph. 907-279-3982  
Fax 907-279-0321  
Jean Craciun, President  
Location: Office building  
CR, OR, 1-1, VE  
1) 20x33  
2) 13x19 Obs. Rm. Seats 3

Dittman Research Corp. of Alaska  
DRC Building  
8115 Jewel Lake  
Anchorage, AK 99502  
Ph. 907-243-3345  
Fax 907-243-7172  
Terry O'Leary, Vice President  
Location: Free standing building  
CR, OR, VE  
1) 12x20 Obs. Rm. Seats 6

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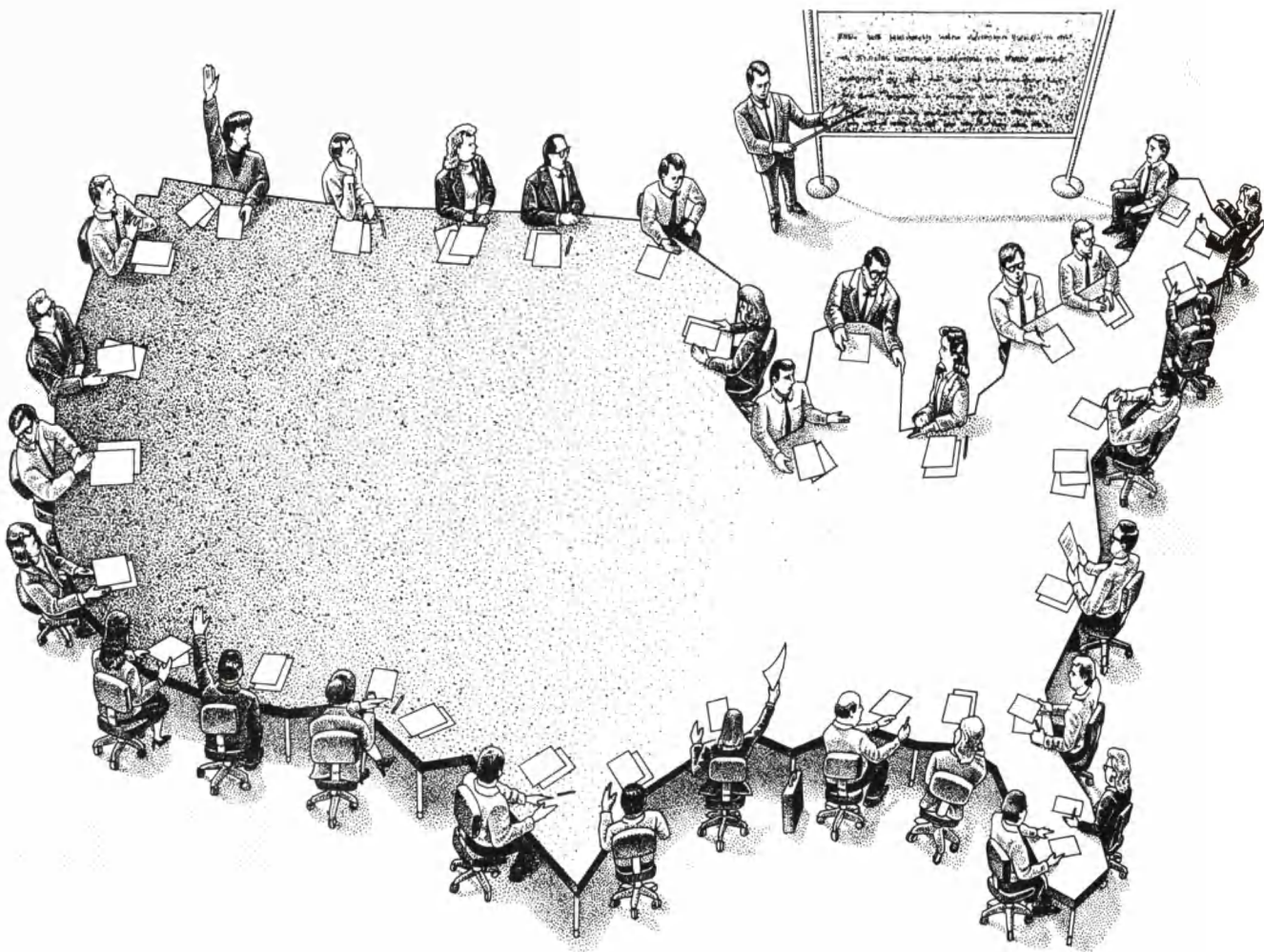
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4801 W. Peterson Ave., Suite 608  
Chicago, Illinois 60646  
Ph. 312-202-3500  
Fax 312-202-3511



2400 E. Arizona Biltmore Cir.  
Suite 1100  
Phoenix, Arizona 85016  
Ph. 602-224-7979  
Fax 602-224-7988



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LR - Living Room Style	TKO - Test Kitchen Obsv. Rm.
OR - Observation Rooms	VE - Video Equipment
1-1 - One on One Room	VC - Video Conferencing
1-1OR - One on One Viewing	

When room dimensions are given † denotes Living Room Style

## Arizona

### Phoenix

Arizona Market Research  
Div. of Ruth Nelson Research  
10220 N. 31st. Ave., Ste. 122  
Phoenix, AZ 85051  
Ph. 602-944-8001  
Fax 602-944-0130  
Kim Niemi, Manager  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, VE  
1) 20x24 Obs. Rm. Seats 25  
2) 18x18 Obs. Rm. Seats 15

Behavior Research Center  
1101 N. First St.  
P.O. Box 13178  
Phoenix, AZ 85002-3178  
Ph. 602-258-4554  
Fax 602-252-2729  
Beverly Budoff  
Location: Office building  
CR, OR, 1-1, VE  
1) 14x28 Obs. Rm. Seats 10

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Cunningham Field & Research Services, Inc.  
Los Arcos Mall  
1393 N. Scottsdale Rd.  
Scottsdale, AZ 85257  
Ph. 602-990-9788  
Fax 602-990-9795  
Kirk Pope  
Location: Shopping mall  
CR, 1-1, 1-1OR, VE, VC  
1) 12x14 Obs. Rm. Seats 12

### Fieldwork Phoenix at Scottsdale, Inc.

6263 N. Scottsdale Rd., Ste. 380  
Scottsdale, AZ 85250  
Ph. 602-438-2800  
Fax 602-438-8555  
http://www.fieldwork.com  
Barbara Willens  
Location: Office building  
CR, OR, TK, VE  
1) 15x15 Obs. Rm. Seats 20  
2) 19x20 Obs. Rm. Seats 20  
3) 19x17 Obs. Rm. Seats 20  
*(See advertisement on the Back Cover)*

### Fieldwork Phoenix, Inc.

7776 Pointe Pkwy. W., Ste. 240  
Phoenix, AZ 85044  
Ph. 602-438-2800  
Fax 602-438-8555  
http://www.fieldwork.com  
Barbara Willens  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, TKO, VE, VC  
1) 19x22 Obs. Rm. Seats 20  
2) 14x18 Obs. Rm. Seats 25  
3) 16x23 Obs. Rm. Seats 12  
Member FocusVision  
*(See advertisement on the Back Cover)*

### Focus Market Research, Inc.

Camelback Executive Park  
6991 E. Camelback Rd., Ste. A-110  
Scottsdale, AZ 85251  
Ph. 602-874-2714  
Fax 602-874-1714  
Judy Opstad  
Location: Office building  
CR, OR, 1-1, VE, VC  
1) 18x23 Obs. Rm. Seats 18  
2) 16x24 Obs. Rm. Seats 15  
Member VCAN  
*(See advertisement on p. 69)*

Friedman Marketing Services  
Paradise Valley Mall  
4550 E. Cactus Rd.  
Phoenix, AZ 85032  
Ph. 602-494-7813 or 914-698-9591  
Fax 602-996-7465  
Location: Shopping mall  
CR, OR, TK, VE  
1) 14x16 Obs. Rm. Seats 8

### Nancy Low & Associates, Inc.

8805 N. 23rd Ave., Ste. 400  
Phoenix, AZ 85021  
Ph. 602-678-3747  
Fax 602-906-9424  
Kati Brown, Mktg. Rsch. Mgr.  
Location: Office building  
CR, OR, VE  
1) 13x20 Obs. Rm. Seats 20  
2) 13x16 Obs. Rm. Seats 8  
*(See advertisement on p. 88)*

O'Neil Associates, Inc.  
412 E. Southern Ave.  
Tempe, AZ 85282  
Ph. 602-967-4441  
Fax 602-967-6122  
Michael O'Neil, President  
Location: Free standing building  
CR, OR, TK, VE  
1) 16x25 Obs. Rm. Seats 18

### Quality Controlled Services

6360-3 E. Thomas Rd., Ste. 330  
Scottsdale, AZ 85251  
Ph. 800-647-4217  
Fax 602-941-0949  
http://www.qcs.com  
Johen McCullough  
Location: Office building  
CR, OR, TK, VE  
1) 17x27 Obs. Rm. Seats 12  
2) 19x23 Obs. Rm. Seats 10  
*(See advertisement on p. 67)*

### Strictly Medical Market Research

2400 E. Arizona Biltmore Cir., Ste. 1100  
Phoenix, AZ 85016  
Ph. 602-224-7979  
Fax 602-224-7988  
E-mail: MSTABERS@aol.com  
Wendy Walker, Exec. Vice President  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, VE, VC  
1) 16x18 Obs. Rm. Seats 14  
2) 15x16 Obs. Rm. Seats 12  
*(See advertisement on p. 66)*

### Time N Talent Market Research

2400 E. Arizona Biltmore Cir., Ste. 1100  
Phoenix, AZ 85016  
Ph. 602-956-1001  
Fax 602-224-7988  
E-mail: MSTABERS@aol.com  
Myra Balaban, President  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, VE, VC  
1) 16x18 Obs. Rm. Seats 14  
2) 15x16 Obs. Rm. Seats 12  
*(See advertisement on p. 106)*

Valleywide Research, Inc.  
Sante Fe Square Mall  
1107 S. Gilbert Rd., #110  
Mesa, AZ 85204  
Ph. 602-892-5583  
Fax 602-497-3272  
DeAnn Corey, Manager  
Location: Shopping mall  
CR, OR, TK, VE

WestGroup Research  
1110 E. Missouri, Ste. 780  
Phoenix, AZ 85014  
Ph. 602-264-4915 or 800-999-1200  
Fax 602-631-6844  
E-mail: westgrp01@aol.com  
Beth Aguirre  
Location: Office building  
CR, OR, VE  
1) 14x16 Obs. Rm. Seats 15

## Tucson

FMR Associates, Inc.  
6045 E. Grant Rd.  
Tucson, AZ 85712  
Ph. 520-886-5548  
Fax 520-886-0245  
E-mail: FMRASSOC@adl.com  
Helen Molloy, Business Admin.  
Location: Free standing building  
CR, OR, 1-10R, TK, TKO, VE  
1) 12x14 Obs. Rm. Seats 6

Pueblo Research Associates, Inc.  
3710 S. Park Ave., #706  
Tucson, AZ 85713  
Ph. 520-623-9442  
Fax 520-623-1440  
Jackie Acorn, President  
Location: Office building  
CR, OR, 1-1, TK, VE

## Arkansas

### Fort Smith

C & C Market Research, Inc.  
Central Mall  
5111 Rogers Ave., #40-N  
Fort Smith, AR 72903  
Ph. 501-484-5637  
Fax 501-484-7379  
Cindy Cunningham, Vice President  
Location: Shopping mall  
CR, OR, TK, TKO, VE

### Little Rock

Flake/Wilkerson Market Insight  
10 Corporate Hill Dr., Ste. 100  
Little Rock, AR 72205  
Ph. 501-221-3303  
Fax 501-221-2554  
Sandy Gourley  
Location: Office building  
CR, OR, 1-1, 1-10R, TK, VE  
1) 15x20 Obs. Rm. Seats 10

Friedman Marketing Services  
The Pines Mall  
2901 Pines Mall Dr.  
Pine Bluff, AR 71601  
Ph. 501-535-1688 or 914-698-9591  
Fax 501-535-1754  
Location: Shopping mall  
CR, OR, 1-1, TK, VE  
1) 16x14 Obs. Rm. Seats 8

## California

### Bakersfield

Marketing Works  
425 18th St.  
Bakersfield, CA 93301  
Ph. 805-326-1012  
Fax 805-326-0903  
Debbie Duncan  
Location: Free standing building  
CR, OR, 1-1, 1-10R, TK, VE  
1) 12x20 Obs. Rm. Seats 12  
2) 12x12 Obs. Rm. Seats 6  
3) 12x22 Obs. Rm. Seats 12

### Fresno

AIS Market Research  
2070 N. Winery  
Fresno, CA 93612  
Ph. 800-548-8127 or 209-252-2727  
Fax 209-252-8343  
Kimberly Rudolf  
Location: Free standing building  
CR, OR, TK, VE  
1) 13x18

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CR - Conference Room	TK - Test Kitchen
LR - Living Room Style	TKO - Test Kitchen Obsv. Rm.
OR - Observation Rooms	VE - Video Equipment
1-1 - One on One Room	VC - Video Conferencing
1-1OR - One on One Viewing	

When room dimensions are given † denotes Living Room Style

**Bartels Research Corp.**  
145 Shaw Ave., Ste. C1 & C2  
Clovis, CA 93612  
Ph. 209-298-7557  
Fax 209-298-5226  
Joellen Bartels, Owner  
Location: Office building  
CR, OR, 1-1, TK, VE

## Nichols Research, Inc.

Fashion Fair Mall  
557 E. Shaw Ave.  
Fresno, CA 93710  
Ph. 209-226-3100  
Fax 209-226-9354  
E-mail: nichols@interserv.com  
http://www.nichols-research.com  
Amy Shields

Location: Shopping mall  
CR, OR, 1-1, TK, VE  
1) 15x20 Obs. Rm. Seats 10  
(See advertisement on p. 70)

## Los Angeles

(See also Orange County)

**Adept Consumer Testing/Beverly Hills**  
345 N. Maple Dr., Ste. 325  
Beverly Hill, CA 90210  
Ph. 818-905-1525  
Fax 818-905-8936  
Mark Tobias, Partner  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, VE, VC  
1) 20x18 Obs. Rm. Seats 20  
2) 21x15 Obs. Rm. Seats 18  
3) 12x14 Obs. Rm. Seats 8  
4) 12x12 Obs. Rm. Seats 8  
Member VCAN

**Adept Consumer Testing/Los Angeles**  
17323 Ventura Blvd., Ste. 308  
Encino, CA 91316  
Ph. 818-905-1525  
Fax 818-905-8936  
Mark Tobias, Partner  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, VE, VC  
1) 21x15 Obs. Rm. Seats 14  
2) 29x14 Obs. Rm. Seats 10  
3) 18x16 Obs. Rm. Seats 12  
4) 12x12 Obs. Rm. Seats 4  
Member VCAN

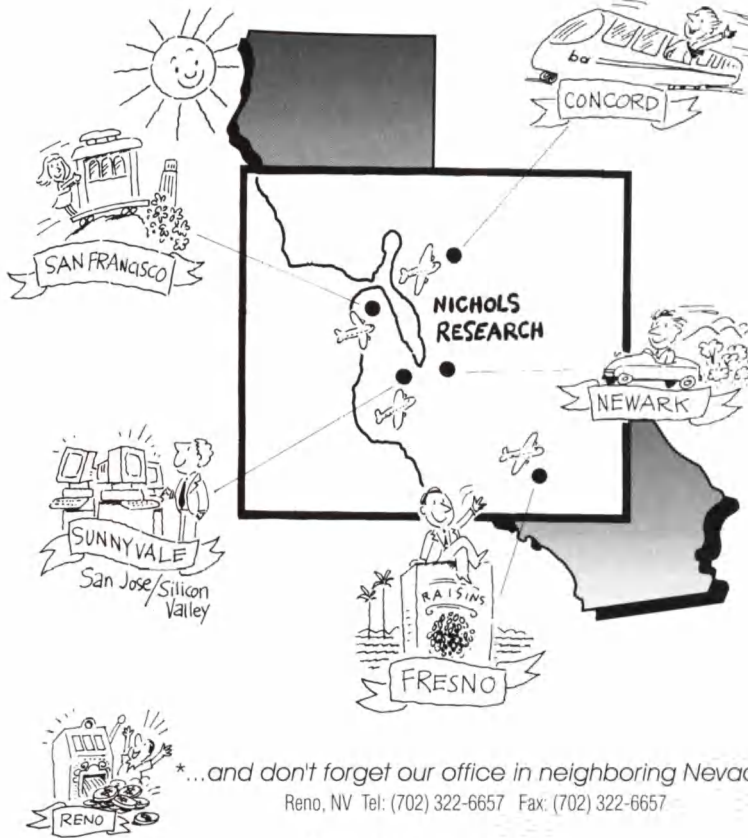
**Adler-Weiner Research/L.A.**  
11911 San Vicente, Ste. 200  
Los Angeles, CA 90049  
Ph. 310-440-2330  
Anita Wallace, Facility Director  
Location: Office building  
CR, OR, VC  
1) 20x12 Obs. Rm. Seats 12  
2) 20x15 Obs. Rm. Seats 18  
3) 21x13 Obs. Rm. Seats 12  
Member FocusVision

**Area Phone Bank**  
3607 W. Magnolia, Ste. N  
Burbank, CA 91505  
Ph. 818-848-8282  
Fax 818-846-9912  
Ed Goldbaum, Owner  
Location: Office building  
CR, OR, VE

**Assistance In Marketing/Los Angeles**  
3760 Kilroy Airport Way, Ste. 100  
Long Beach, CA 90806  
Ph. 310-981-2700  
Fax 310-981-2705  
E-mail: AIM@aim.charm.net  
http://www.charm.net/~aim/  
David Weinberg  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, VE, VC  
1) 24x32 Obs. Rm. Seats 22  
2) 20x22 Obs. Rm. Seats 12  
Member VideoFocus Direct

**Car-Lene Research, Inc.**  
Sante Fe Springs Mall  
Santa Fe Springs, CA 90670  
Ph. 310-946-2176  
Fax 310-944-4167  
Danella Hawkins, Manager  
Location: Shopping mall  
CR, OR, TK, VE

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For a brochure or additional information please call (800) 801-9991 or send email to [info@nichols-research.com](mailto:info@nichols-research.com)

# 1997 FOCUS GROUP FACILITIES DIRECTORY

## Consumer Pulse of Los Angeles

Galleria at South Bay, #269  
1815 Hawthorne Blvd.  
Redondo Beach, CA 90278  
Ph. 310-371-5578 or 800-336-0159  
Fax 310-542-2669  
E-mail: Consumer.Pulse@internetMCI.com

Angie Abell, Director  
Location: Shopping mall  
CR, OR, 1-1, 1-10R, TK, TKO, VE  
1) 16x18 Obs. Rm. Seats 18  
2) 18x18 Obs. Rm. Seats 12  
3) 14x18 Obs. Rm. Seats 10  
(See advertisement on p. 114)

Tom Dale Market Research  
9440 Cherokee Ln.  
Beverly Hills, CA 90210  
Ph. 212-758-9777  
Tom Dale, President  
Location: Other  
CR, LR, OR, TK

Davis Market Research Services, Inc.  
23801 Calabasas Rd., Ste. 1036  
Calabasas, CA 91302  
Ph. 818-591-2408  
Fax 818-591-2488  
Carol Davis, President  
Location: Office building  
CR, OR, TK, VE  
1) 16x22 Obs. Rm. Seats 15  
2) 11x14 Obs. Rm. Seats 5

Facts 'n Figures  
Panorama Mall, Ste. 78B  
14550 Chase St.  
Panorama City, CA 91402  
Ph. 818-891-6779  
Fax 818-891-6119  
Cecelia Chalvez, Manager  
Location: Shopping mall  
CR, OR, 1-1, 1-10R, TK, VE

Facts 'n Figures  
Antelope Valley Mall  
1223 W. Ave. P, #701  
Palmdale, CA 93551  
Ph. 805-272-4888  
Fax 805-272-5676  
Rene Stapleton, Manager  
Location: Shopping mall  
CR, OR, 1-1, 1-10R

Field Dynamics Marketing Research  
17547 Ventura Blvd., Ste. 308  
Encino, CA 91316  
Ph. 818-783-2502  
Fax 818-905-3216  
Tony Blass, President  
Location: Office building  
CR, LR, OR, 1-1, 1-10R, TK, VE, VC  
1) 19x17 Obs. Rm. Seats 20  
2) 16x14 Obs. Rm. Seats 20  
Member VideoFocus Direct

## Focus & Testing

20847 Ventura Blvd.  
Woodland Hills, CA 91314  
Ph. 818-347-7077  
Fax 818-347-7073  
William Bilkiss, Vice President  
Location: Free standing building  
CR, LR, OR, 1-1, 1-10R, TK, VE  
1) 37x28 Obs. Rm. Seats 10  
2) 24x20 Obs. Rm. Seats 15  
3) 20x16 Obs. Rm. Seats 15  
4) 18x15 Obs. Rm. Seats 10  
5) 10x10 Obs. Rm. Seats 6  
6) 24x20 Obs. Rm. Seats 15  
7) 20x16 Obs. Rm. Seats 15  
8) 18x15 Obs. Rm. Seats 10  
(See advertisement on p. 71)

Fox Research  
852 S. Lucerne Blvd.  
Los Angeles, CA 90005  
Ph. 213-934-8628  
Betty Fox, President  
Location: Office building  
CR, LR, 1-1, 1-10R, TK, TKO, VE

Friedman Marketing Services  
Buena Park Mall  
8623 on the Mall, #123  
Buena Park, CA 90620  
Ph. 714-995-6000 or 914-698-9591  
Fax 714-995-0637  
Location: Shopping mall  
CR, OR, 1-1, 1-10R, TK, TKO, VE  
1) 14x18 Obs. Rm. Seats 8

Girard Creative Concepts  
20854 Laurent St.  
Chatsworth, CA 91311  
Ph. 818-773-8801  
Fax 818-773-8803  
Arlyne Girard, Partner  
Location: Office building  
CR, OR, 1-1, 1-10R, VE

Heakin Research, Inc.  
Fallbrook Mall  
6633 Fallbrook Ave., Ste. 304  
Canoga Park, CA 91304  
Ph. 818-712-0660  
Fax 818-712-9229  
Gail Stutz, Manager  
Location: Shopping mall  
CR, OR, TK, VE

Ted Heiman & Associates  
California Qualitative Center  
20350 Ventura Blvd., Ste. 140  
Woodland Hills, CA 91364  
Ph. 800-283-2133 or 818-712-4920  
Fax 818-887-2750  
Ted Heiman, Owner  
Location: Office building  
CR, OR, TK, VE  
1) 16x20 Obs. Rm. Seats 12

House of Marketing  
95 N. Marengo Ave., Ste. 1  
Pasadena, CA 91101  
Ph. 818-793-9598  
Fax 818-793-9624  
E-mail: HMResearch@aol.com  
Amy Siadak, General Manager  
Location: Free standing building  
CR, LR, OR, 1-1, TK, TKO, VE  
1) 28x15 Obs. Rm. Seats 25  
2) 17x07 Obs. Rm. Seats 5



## A Luxurious Setting at Affordable Prices

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

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

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

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

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

## Convenient Location

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

## Comfortable Setting

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

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



## Professional Recruiting

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

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



## Client Service

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

## Competitive Pricing

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



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

## Codes

Location: Office building/complex, Free standing building, Shopping mall, Other

LR - Living Room Style      TK - Test Kitchen  
 OR - Observation Rooms      TKO - Test Kitchen Obsv. Rm.  
 1-1 - One on One Room      VE - Video Equipment  
 1-1OR - One on One Viewing      VC - Video Conferencing

Room dimensions follow the room style

**House of Marketing**  
 836 S. Arroyo Pkwy.  
 Pasadena, CA 91105  
 Ph. 818-793-9598  
 Fax 818-793-9624  
 E-mail: HMResearch@aol.com  
 Kevin Howe, Owner  
 Location: Office building  
 CR, OR, 1-1, VE  
 1) 15x23 Obs. Rm. Seats 15

**House of Marketing**  
 3446 Madera Ave.  
 Los Angeles, CA 90039  
 Ph. 818-793-9598  
 Fax 818-793-9624  
 E-mail: HMResearch@aol.com  
 Amy Siadak, General Manager  
 Location: Free standing building  
 CR, LR, OR, 1-1, TK, VE  
 1) 09x20 Obs. Rm. Seats 9  
 2) 09x20 Obs. Rm. Seats 9

**Juarez & Associates**  
 12139 National Blvd.  
 Los Angeles, CA 90064  
 Ph. 310-478-0826  
 Fax 310-479-1863  
 E-mail: juarez@ix.netcom.com  
 Nicandro Juarez, President  
 Location: Free standing building  
 CR, OR  
 1) 10x25

**L.A. Focus**  
 17337 Ventura Blvd., Ste. 301  
 Encino, CA 91316  
 Ph. 818-501-4794  
 Fax 818-907-8242  
 Wendy Feinberg, Partner  
 Location: Office building  
 CR, OR, 1-1, 1-1OR, TK, VE, VC  
 1) 21x16 Obs. Rm. Seats 22  
 2) 17x13 Obs. Rm. Seats 12  
 3) 13x14 Obs. Rm. Seats 9  
 (See advertisement on the Inside Back Cover)

**L.A. Research, Inc.**  
 9010 Reseda Blvd., Ste. 109  
 Northridge, CA 91324  
 Ph. 818-993-5500  
 Fax 818-993-5664  
 Adrienne Goldbaum, President  
 Location: Shopping mall  
 CR, OR, 1-1, 1-1OR, TK, TKO, VE  
 1) 16x23 Obs. Rm. Seats 10  
 (See advertisement on p. 73)

**Marketing Matrix**  
 2566 Overland, Ste. 716  
 Los Angeles, CA 90064  
 Ph. 310-842-8310  
 Fax 310-842-7212  
 E-mail: Mmatrix@primenet.com  
 Lynn Walker Moran, V.P./Focus Facility Mgr.  
 Location: Office building  
 CR, OR, VE, VC  
 1) 11x22 Obs. Rm. Seats 20  
 2) 14x14 Obs. Rm. Seats 10  
 Member VideoFocus Direct  
 (See advertisement on p. 72)



# L.A. Research, Inc... Through The Looking Glass

## The Los Angeles Market

The state-of-the-art corporate facility of L.A. Research is in the heart of the San Fernando Valley, well known demographically for its ethnic and economic diversity. Situated within a modern business and shopping center our Los Angeles office is close to a major university and three freeways. Below is a summary of our facilities and services:

- Over 2000 square feet of permanent space
- 8 private interviewing areas and a conference room
- Focus group facility that comfortably seats 18 people
- Client viewing room that seats 10 people with 12' x 6' one-way mirror
- Experienced in large mystery shops, audits and media studies
- Facilities for taste test
- Experienced interviewers for door to door, intercept and Hispanic
- All types of executive interviewing
- 20 wats lines for telephone interviewing
- Specialize in large group testing
- Close to freeways 405, 101 and 118
- Near to Hollywood/Burbank and LAX airports



## The Houston Market

Houston is an excellent test market for the Southwest because it is well noted for its cultural and economic diversity. Houston Consumer Research (a division of L.A. Research) is conveniently located in the popular and high visibility Almeda Mall, minutes from Hobby airport, NASA and a major freeway connecting the neighboring community of Galveston. Below is a summary of our facilities and services:

- 1700 sq. ft. of permanent space in an enclosed mall
- Anchor stores — Foleys, Palais Royal and Penneys
- 80 stores within the mall
- Focus group facilities — 10' x 6' one-way mirror
- Client room seats 15 people comfortably
- Mystery shopping
- Private interviewing booths
- Product placements
- Facilities for taste tests
- Executive and telephone interviewing
- 8 central phone lines
- Close to I-45 and 610 loop freeways
- Near Hobby airport



Houston Consumer Research  
A Division of L.A. Research, Inc.  
Almeda Mall, 730 Almeda Mall  
Houston, Texas 77075

Tel: (713) 944-1431 • Fax: (713) 944-3527

L.A. Research Inc.  
Los Angeles Corporate Office  
9010 Office Plaza Mall, 9010 Reseda Blvd., Suite 109  
Northridge, CA 91324

Tel: (818) 993-5500 • Fax: (818) 993-5664

## Codes

Location: Office building/complex, Free standing building, Shopping mall, Other

CR - Conference Room TK - Test Kitchen  
 LR - Living Room Style TKO - Test Kitchen Obsv. Rm.  
 OR - Observation Rooms VE - Video Equipment  
 1-1 - One on One Room VC - Video Conferencing  
 1-1OR - One on One Viewing

When room dimensions are given † denotes Living Room Style

Meczka Marketing Research  
 5757 W. Century Blvd.  
 Los Angeles, CA 90045  
 Ph. 310-670-4824  
 Fax 310-410-0780  
 Dona Browne, Exec. Director

Location: Office building

- CR, OR, TK, VE  
 1) 20x22 Obs. Rm. Seats 18  
 2) 18x18 Obs. Rm. Seats 12

Mid-America Rsch./Facts In Focus  
 Santa Monica Place  
 301 Santa Monica Pl.  
 Santa Monica, CA 90401  
 Ph. 310-260-3237

Fax 310-260-3241  
 David Ottenfeld, Manager

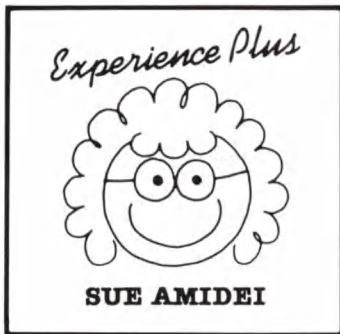
Location: Shopping mall  
 CR, OR, 1-1, 1-1OR, TK, VE

- 1) 09x10 Obs. Rm. Seats 10  
 2) 10x10 Obs. Rm. Seats 12

MSI International  
 12604 Hiddencreek Way, Ste. A  
 Cerritos, CA 90703  
 Ph. 310-802-8273  
 Fax 310-802-1643  
 Tammy Larragoity  
 Location: Free standing building  
 CR, OR, VE

Murray Hill Center West  
 2951 28th St., Ste. 2001  
 Santa Monica, CA 90405  
 Ph. 310-392-7337  
 Fax 310-392-8743  
 Sue Mender, Exec. Vice President  
 Location: Office building  
 CR, OR, TK, TKO, VE

## Your Partners in Southern California Are Smiling.



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

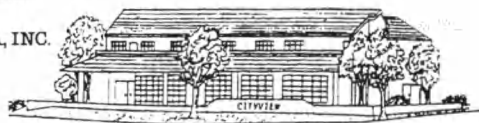
Orange County's largest data collection facility is ready to serve you. Conveniently located in City View Office Plaza at the City, Ask Southern California offers you...

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

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

**800-644-4ASK**

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



E-mail: Jennifer@asksocal.com • WWW: www.asksocal.com

### Plaza Research-Los Angeles

6053 W. Century Blvd.  
 Los Angeles, CA 90045  
 Ph. 310-645-1700 or 800-654-8002  
 Fax 310-645-3008

E-mail: LA@plazaresearch.com  
<http://www.plazaresearch.com>

Laura Peters

Location: Office building

CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE

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

(See advertisement on p. 127)

### Quality Controlled Services

3440 Torrance Blvd., Ste. 100  
 Torrance, CA 90503

Ph. 800-448-4414

Fax 310-316-4815

<http://www.qcs.com>

Carol Amundson, Branch Manager

Location: Office building

CR, OR, 1-1, 1-1OR, TK, VE

- 1) 20x24 Obs. Rm. Seats 12  
 2) 18x22 Obs. Rm. Seats 12

(See advertisement on p. 67)

### Quick Test

15315 Magnolia Blvd., #120

Sherman Oaks, CA 91403

Ph. 818-995-1400

Fax 818-995-1529

Susan Perl, Manager

Location: Office building

CR, OR, 1-1, VE

- 1) 20x20 Obs. Rm. Seats 15  
 2) 20x20 Obs. Rm. Seats 15

Member FocusVision

(See advertisement on p. 119)

### Southern California Interviewing Service

17277 Ventura Blvd., Ste. 200

Encino, CA 91316

Ph. 800-872-4022 or 818-783-7700

Fax 818-783-8626

E-mail: scis@scis.com

Doug Phillips

Location: Shopping mall

CR, OR, 1-1, 1-1OR, TK, VE

- 1) 14x22 Obs. Rm. Seats 20  
 2) 12x19 Obs. Rm. Seats 14

## Trotta Associates

13160 Mindanao Way, Ste. 100  
Marina del Rey, CA 90292  
Ph. 310-306-6866  
Fax 310-827-5198  
E-mail: TrottaM@pacbell.net  
Diane Trotta, President  
Location: Office building  
CR, LR, OR, 1-1, 1-10R, TK, VE, VC  
1) 20x20 Obs. Rm. Seats 20  
2) 20x20 Obs. Rm. Seats 15  
3) 18x18 Obs. Rm. Seats 12  
4) 16x18 Obs. Rm. Seats 12  
5) 14x16 Obs. Rm. Seats 8  
Member FocusVision  
(See advertisement on p. 75)

## Monterey

Friedman Marketing Services  
Northridge Mall  
1398 Northridge  
Salinas, CA 93906  
Ph. 408-449-7921 or 914-698-9591  
Fax 408-449-0187  
Location: Shopping mall  
CR, OR, 1-1, TK, VE  
1) 14x16 Obs. Rm. Seats 10

## Orange County (See also Los Angeles, CA)

### Ask Southern California, Inc.

City View Office Plaza  
12437 Lewis St., Ste. 100  
Garden Grove, CA 92640  
Ph. 714-750-7566 or 800-644-4ASK  
Fax 714-750-7567  
E-mail: Jennifer@asksocal.com  
<http://www.asksocal.com>  
Sue Amidei  
Location: Free standing building  
CR, OR, 1-1, 1-10R, TK, VE, VC  
1) 27x28 Obs. Rm. Seats 20  
2) 20x28 Obs. Rm. Seats 12  
3) 27x28  
Member VideoFocus Direct  
(See advertisement on p. 74)

Discovery Research Group  
17815 Sky Park Cir., Ste. L  
Irvine, CA 92714  
Ph. 714-261-8353  
Fax 714-852-0110  
E-mail: drgirvine@drgutah.com  
Location: Office building  
CR, OR, TK, VE  
1) 15x19 Obs. Rm. Seats 10  
2) 28x20 Obs. Rm. Seats 14

### Fieldwork Los Angeles, Inc.

In Orange County  
Lakeshore Towers  
18101 Von Karmen Ave.  
Irvine, CA 92715  
Ph. 714-252-8180  
Fax 714-251-1661  
<http://www.fieldwork.com>  
Toni Day  
Location: Office building  
CR, OR, TK, VE  
1) 19x20 Obs. Rm. Seats 25  
2) 19x20 Obs. Rm. Seats 22  
3) 18x20 Obs. Rm. Seats 20  
(See advertisement on the Back Cover)

## QUALITATIVE RESEARCH AND FACILITIES



*Something  
new  
under the Sun*

IF OUR EXPERT RECRUITING, GARGANTUAN DATABASE, "CAN-DO" ATTITUDE AND PRIME LOCATIONS AREN'T ENOUGH, YOU NOW HAVE MORE REASON TO WORK WITH TROTTA ASSOCIATES. A LARGER, SUN-KISSED FACILITY IN MARINA DEL REY. IN IRVINE, AN ADDITIONAL SUITE TO MEET YOUR LARGE-GROUP NEEDS.

THE ADDED SPACE IS MAINLY DEVOTED TO MAKING YOU MORE COMFORTABLE AND PRODUCTIVE: LARGER VIEWING ROOMS WITH WIDE-ANGLE WINDOWS, INDIVIDUAL CLIENT LOUNGES, NOOKS WHERE YOU CAN SET UP YOUR LAPTOP AND WORK. WE HAVEN'T MOVED SO WE'RE STILL CONVENIENT TO LOS ANGELES LAX AND ORANGE COUNTY AIRPORTS. BOTH SITES FEATURE VIDEO-CONFERENCING CAPABILITIES. EXPERT MODERATING AVAILABLE.

CHOOSE PREMIER SERVICES IN A PREMIER SETTING  
...WITHOUT PAYING PREMIER PRICES!

*For more information call:*

**TROTTA ASSOCIATES LOS ANGELES/MARINA DEL REY**  
13160 MINDANAO WAY, SUITE 100  
MARINA DEL REY, CALIFORNIA 90292  
TELEPHONE: 310-306-6866  
FAX: 310-827-5198

**TROTTA ASSOCIATES ORANGE COUNTY/IRVINE**  
JAMBOREE CENTER, 5 PARK PLAZA, SUITE 200  
IRVINE, CALIFORNIA 92614  
TELEPHONE: 714-251-1122  
FAX: 714-251-1188

## STATISTICAL ANALYSIS AND DATA PROCESSING SERVICES

*For the right direction,  
it's  
Directions in Research.*

Full Service Capabilities

Advanced Customer  
Satisfaction Technology

Data Collection  
& Recruiting

Focus Group Facilities

# DIR

## DIRECTIONS IN RESEARCH

FULL SERVICE

MARKETING RESEARCH & CONSULTING

(619) 299-5883 / FAX (619) 299-5888

CompuServe Address: 75061,02215

5353 Mission Center Road, Suite 310

San Diego, CA 92108

(800) 676-5883

## Codes

Location: Office building/complex, Free standing building,  
Shopping mall, Other

LR - Living Room Style      TK - Test Kitchen  
OR - Observation Rooms      TKO - Test Kitchen Obsv. Rm.  
1-1 - One on One Room      VE - Video Equipment  
1-1OR - One on One Viewing      VC - Video Conferencing

Room dimensions follow the room style

### Quick Test

18003 Sky Park S., Ste. L

Irvine, CA 92714

Ph. 714-261-8800

Fax 714-261-9037

Jay Reddy, Manager

Location: Office building

CR, OR, TK, VE

1) 13x15 Obs. Rm. Seats 8

(See advertisement on p. 119)

Spanish Business Services

220 E. Fourth St., Ste. 208

Santa Ana, CA 92701

Ph. 714-568-0450

Fax 714-568-0454

E-mail: SpnBusser@aol.com

Patricia Lopez, President

Location: Other

CR, OR, VE

### The Question Shop, Inc.

2860 N. Santiago Blvd., Ste. 100  
Orange, CA 92667

Ph. 714-974-8020 or 800-411-7550

Fax 714-974-6968

Ryan Reasor

Location: Office building

CR, OR, 1-1, 1-1OR, TK, VE, VC

1) 17x23 Obs. Rm. Seats 15

2) 14x18 Obs. Rm. Seats 8

Member VideoFocus Direct

(See advertisement on p. 76)

### Trotta Associates

5 Park Plaza, Ste. 200

Irvine, CA 92614

Ph. 714-251-1122

Fax 714-251-1188

E-mail: TrottaI@pacbell.net

Ingrid Robertson

Location: Office building

CR, LR, OR, 1-1, 1-1OR, TK, VE, VC

1) 22x20 Obs. Rm. Seats 26

2) 18x18 Obs. Rm. Seats 16

3) 18x18 Obs. Rm. Seats 12

4) 16x15 Obs. Rm. Seats 12

Member FocusVision

(See advertisement on p. 75)

## Sacramento

Heakin Research, Inc.

Arden Fair Mall

1689 Arden Way, #1281

Sacramento, CA 95815

Ph. 916-920-1361

Fax 916-920-1371

Nancy Cunningham, Manager

Location: Shopping mall

CR, OR, TK, VE

Opinions of Sacramento

2025 Hurley Way, Ste. 110

Sacramento, CA 95825

Ph. 916-568-1226

Fax 916-568-6725

Hugh Miller, Co-owner

Location: Free standing building

CR, OR, 1-1, 1-1OR, TK, VE

1) 16x20 Obs. Rm. Seats 12

2) 16x20 Obs. Rm. Seats 12

Research Unlimited

1012 Second St.

Sacramento, CA 95814

Ph. 916-446-6064

Fax 916-448-2355

Jaclyn Benson, Facility Manager

Location: Office building

CR, OR, TK, VE, VC

1) 14x24 Obs. Rm. Seats 12

2) 15x19 Obs. Rm. Seats 12

Member FocusVision

### Sacramento Research Center

2410 Fair Oaks Blvd., #170

Sacramento, CA 95825

Ph. 800-235-5028

Fax 800-448-1569

Sigrid Mefford

Location: Office building

CR, OR, VE, VC

1) 20x20 Obs. Rm. Seats 15

Member VideoFocus Direct

(See advertisement on p. 23)

## IN SOUTHERN CALIFORNIA



## THE QUESTION SHOP, inc.

2860 N. Santiago Blvd. • Suite 100

Orange, California 92667

Ph. 714/974-8020 • Fax 714/974-6968

Successfully Serving Clients Since 1982

For All Your Data Collection Needs

Call Ryan Reasor

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

## San Bernardino/Riverside

Field Management Associates  
3601 Riverside Plaza  
Riverside, CA 92506  
Ph. 909-369-0800  
Fax 909-369-0957  
E-mail: ATKINSFAM@earthlink.net  
Lynn Atkins, Research Coordinator  
Location: Shopping mall  
CR, OR, 1-1, 1-10R, TK, VE  
1) 15x15 Obs. Rm. Seats 10  
2) 12x16 Obs. Rm. Seats 4

## San Diego

### Directions In Research

5353 Mission Center Rd., Ste. 310  
San Diego, CA 92108  
Ph. 800-676-5883 or 619-299-5883  
Fax 619-299-5888  
E-mail: CALLDIR@aol.com  
David Phife or Janet Taylor  
Location: Office building  
CR, OR, TK, VE  
(See advertisement on p. 76)

Eastcoast/Westcoast Field Mkt. Rsch.  
523 N. Horne St.  
Oceanside, CA 92054  
Ph. 619-721-4114  
Fax 619-721-6684  
Mickey McKenna  
Location: Office building  
CR, OR, TK, VE

Fogerty Group, Inc.  
5090 Shoreham Place, Ste. 206  
San Diego, CA 92122  
Ph. 619-550-3878  
Fax 619-550-3875  
Ginger Schmeiser  
Location: Office building  
CR, LR, OR, 1-1, TK, VE, VC  
1) 20x20 Obs. Rm. Seats 15  
Member VideoFocus Direct

Intercontinental Marketing Investigations  
P.O. Box 2147  
Rancho Santa Fe, CA 92067  
Ph. 619-756-1765  
Fax 619-756-4605  
Martin Buncher, President  
Location: Other  
CR, OR, VE  
1) 20x20 Obs. Rm. Seats 10

Jagorda Interviewing Services  
3615 Kearny Villa Rd., Ste. 111  
San Diego, CA 92123  
Ph. 619-573-0330  
Fax 619-573-0538  
Gerald Jagorda  
Location: Office building  
CR, LR, OR, 1-1, 1-10R, TK, VE

Luth Research  
2365 Northside Dr., Ste. 100  
San Diego, CA 92108  
Ph. 619-283-7333  
Fax 619-283-1251  
Charlie Rosen  
Location: Office building  
CR, OR, 1-1, VE  
1) 18x13 Obs. Rm. Seats 14  
2) 22x18 Obs. Rm. Seats 16  
Member NETWORK

Novick Ayres Research  
2657 Vista Way, Ste. 5  
Oceanside, CA 92054  
Ph. 619-967-1307  
Fax 619-967-4143  
Suzette Novick, Owner  
Location: Shopping mall  
CR, LR, OR, 1-1, 1-10R, TK, VE

San Diego Surveys, Inc.  
4616 Mission Gorge Pl.  
San Diego, CA 92120  
Ph. 619-265-2361 or 800-895-1255  
Fax 619-582-1562  
Jean Van Arsdale  
Location: Office building  
CR, OR, 1-1, 1-10R, TK, VE  
(See advertisement on p. 77)

San Diego Surveys, Inc.  
3689 Midway Dr.  
San Diego, CA 92110  
Ph. 619-224-3113  
Fax 619-582-1562  
Jean Van Arsdale  
Location: Shopping mall  
CR, OR, 1-1, 1-10R, TK, VE  
(See advertisement on p. 77)

# San Diego's Finest Professionals Focus On "America's Finest City"

## Our Clients Have Called On Us Over 27 Years For:

- CATI/Telephone Interviewing
- Data Processing
- Hispanic Research Capabilities
- Full Time Auditors
- Pre-Recruited Studies
- Test Kitchen
- Taste Tests
- Radio/Music Testings
- Two Focus Group Facilities
- Mystery Shopping
- In-Store Product Testing
- One-on-One Interviews
- Medical/Executive Interviewing
- Door-to-Door Interviewing
- Mall Interviewing
- Mock Jury Trials
- Conventions

### Executive Offices

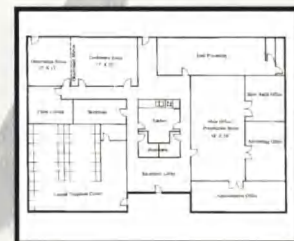
4616 Mission Gorge Pl.  
San Diego, CA 92120  
(619) 265-2361  
(800) 895-1225  
FAX (619) 582-1562  
email: sdsurveys@aol.com

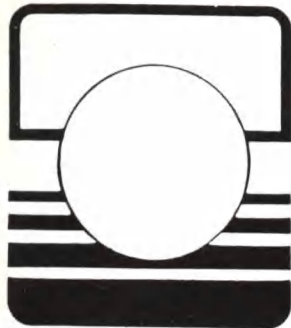
### Mall Office

3689 "D" Midway Dr.  
San Diego, CA 92110  
(619) 224-3113  
FAX (619) 224-0301

### Las Vegas Surveys

3405 S. Cambridge St.  
Las Vegas, NV 89109  
(800) 797-9877  
(702) 650-5500  
FAX (702) 650-0729



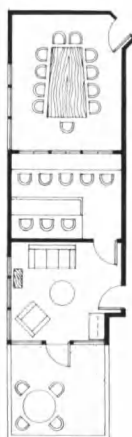


San Diego's

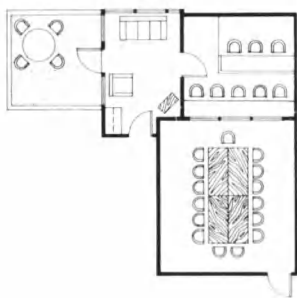
## Taylor Research!

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

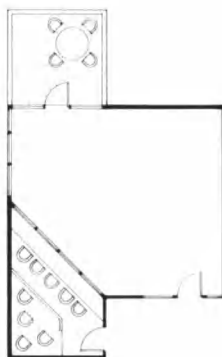
- NEW Mini Group/One-on-One Room with Viewing
- Video Conferencing
- Superlative Recruiting, SIGMA Validation
- Three Custom-Built Focus Group Suites, each with Conference, Viewing, and Client Lounge
- Multi-Purpose Room, with Viewing, that seats 32 seminar style or 75 auditorium style
- Test Kitchen,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



STANDARD #1



OVERSIZED



MULTI-PURPOSE

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

\*32 Seminar, 75 Auditorium

## Taylor Research

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

PHONE: 1-800-922-1545

(from any USA location)



### Codes

Location: Office building/complex, Free standing building, Shopping mall, Other

LR - Living Room Style      TK - Test Kitchen  
OR - Observation Rooms      TKO - Test Kitchen Obsv. Rm.  
1-1 - One on One Room      VE - Video Equipment  
1-1OR - One on One Viewing      VC - Video Conferencing

Room dimensions follow the room style

### Taylor Research

Video Conferencing Center  
1545 Hotel Circle S., Ste.350  
San Diego, CA 92108  
Ph. 619-299-6368 or 800-922-1545  
Fax 619-299-6370

Harriett Huntley, Operations Manager

Location: Office building  
CR, LR, OR, 1-1, 1-1OR, TK, VE, VC

- 1) 20x17 Obs. Rm. Seats 16
- 2) 18x14 Obs. Rm. Seats 16
- 3) 18x14 Obs. Rm. Seats 16
- 4) 560 sf Obs. Rm. Seats 16

Member VCAN

(See advertisement on p. 78)

### San Francisco Bay/San Jose Area

ConStat, Inc.

135 Main St., 16th fl.  
San Francisco, CA 94105  
Ph. 415-512-7800

Fax 415-512-9790

E-mail: qualitative@constat.com

http://www.constat.com

Amanda Chapman

Location: Office building

CR, OR, VE

- 1) 20x16 Obs. Rm. Seats 14

### Consumer Research Associates/Superrooms™

111 Pine St., 17th fl.

San Francisco, CA 94111

Ph. 800-800-5055 or 415-392-6000

Fax 415-392-7141

E-mail: superrooms@aol.com

Rich Anderson or Venetia Kourakos

Location: Office building

CR, LR, OR, 1-1, 1-1OR, TK, VE, VC

- 1) 18x22 Obs. Rm. Seats 15
- 2) 18x20 Obs. Rm. Seats 12
- 3) 17x19 Obs. Rm. Seats 10
- 4) 20x21 Obs. Rm. Seats 25
- 5) 10x16 Obs. Rm. Seats 7

Member VideoFocus Direct

(See advertisement on p. 79)

Corey, Canapary & Galanis

447 Sutter St., Penthouse N.

San Francisco, CA 94108

Ph. 415-397-1200

Fax 415-433-3809

Location: Office building

CR, OR, VE

- 1) 18x22 Obs. Rm. Seats 7

## Ecker & Associates

220 S. Spruce Ave., Ste. 100  
S. San Francisco, CA 94080-4404  
Ph. 415-871-6800 or 800-4-ECKER-1  
Fax 415-871-6815

Betty Rosenthal

Location: Office building

CR, LR, OR, 1-1, TK, VE, VC

- 1) 16x25 Obs. Rm. Seats 15
- 2) 16x19 Obs. Rm. Seats 10
- 3) 15x17 Obs. Rm. Seats 10

Member FocusVision

(See advertisement on p. 80)

## Ecker & Associates

222 Front St., 3rd fl.  
San Francisco, CA 94111  
Ph. 415-871-6800 or 800-4-ECKER-1  
Fax 415-871-6815

Betty Rosenthal

Location: Office building

CR, LR, OR, 1-1, 1-10R, TK, VE

- 1) 19x20 Obs. Rm. Seats 14
- 2) 18x23 Obs. Rm. Seats 15

(See advertisement on p. 80)

## Elrick and Lavidge

111 Maiden Ln., 6th fl.  
San Francisco, CA 94108  
Ph. 415-434-0536

Fax 415-391-0946

<http://www.elavidge.com>

Sandra McGinley

Location: Office building

CR, OR, TK, VE

- 1) 16x20 Obs. Rm. Seats 12

## Field Management Associates-San Francisco

217 Tanforan Pk.  
San Bruno, CA 94066  
Ph. 415-588-9500 or 909-369-0800  
Fax 415-588-9756

E-mail: [ATKINSFAM@earthlink.net](mailto:ATKINSFAM@earthlink.net)

Lynn Atkins, Research Coordinator

Location: Shopping mall

CR, OR, 1-1, 1-10R, TK, VE

- 1) 14x16 Obs. Rm. Seats 6

## Fleischman Field Research

220 Bush St., Ste. 1300  
San Francisco, CA 94104  
Ph. 415-398-4140 or 800-277-3200  
Fax 415-989-4506

E-mail: [FFR@sirius.com](mailto:FFR@sirius.com)

Molly Fleischman, Principal

Location: Office building

CR, LR, OR, VE, VC

- 1) 17x17 Obs. Rm. Seats 15
- 2) 15x17 Obs. Rm. Seats 15
- 3) 18x17 Obs. Rm. Seats 12

Member FocusVision

(See advertisement on p. 80)

## Fleischman Field Research

1655 N. Main St., Ste. 320  
Walnut Creek, CA 94596  
Ph. 415-398-4140 or 800-277-3200  
Fax 415-989-4506

E-mail: [FFR@sirius.com](mailto:FFR@sirius.com)

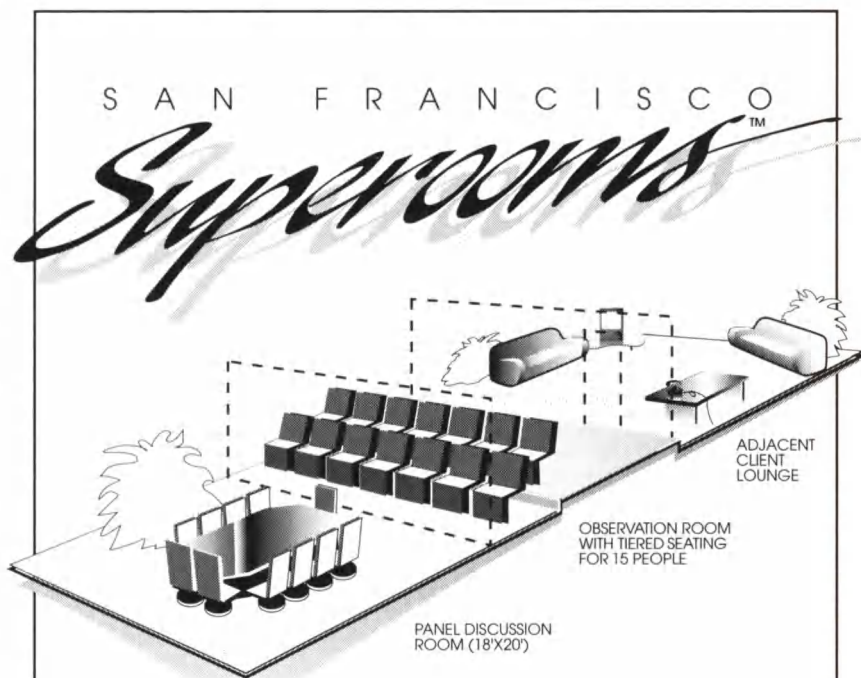
Molly Fleischman, Principal

Location: Office building

CR, LR, OR, TK, VE

- 1) 16x15 Obs. Rm. Seats 12

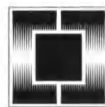
(See advertisement on p. 80)



## ALL THE AMENITIES...

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

**Video Conferencing!**



**Consumer Research Associates**

111 Pine St., 17th Floor, San Francisco, CA 94111

TOLL-FREE: 800/800-5055 • 415/392-6000

FAX: 415/392-7141 • E-MAIL: [superrooms@aol.com](mailto:superrooms@aol.com)



**Get inside San Francisco.**

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

FOCUS VISION NETWORK™ MEMBER  
Equipped for videotransmission of live focus groups



220 So. Spruce Ave., Ste. 100, So. San Francisco, CA 94080  
222 Front Street, 3rd Floor, San Francisco, CA 94111  
Phone: 415 871-6800 • Fax: 415 871-6815  
1-800-4-ECKER-1

**Codes**

Location: Office building/complex, Free standing building, Shopping mall, Other  
LR - Living Room Style TK - Test Kitchen  
OR - Observation Rooms TKO - Test Kitchen Obsv. Rm.  
1-1 - One on One Room VE - Video Equipment  
1-1OR - One on One Viewing VC - Video Conferencing  
Room dimensions follow the room style

Friedman Marketing Services  
5820 Northgate Mall  
San Rafael, CA 94903  
Ph. 415-472-5394 or 914-698-9591  
Fax 415-472-5477  
Location: Shopping mall  
CR, OR, 1-1, TK, VE  
1) 15x16 Obs. Rm. Seats 10

**H&AMCR, Inc.**  
1301 Shoreway Rd., Ste. 100  
Belmont, CA 94002  
Ph. 415-595-5028  
Fax 415-595-5407  
E-mail: gateway@hamcr.com  
http://www.hamcr.com  
Adrien Lanusse  
Location: Office building  
CR, OR, VE  
1) 14x20 Obs. Rm. Seats 10  
(See advertisement on p. 81)

Heakin Research, Inc.  
262 Bay Fair Mall  
San Leandro, CA 94578  
Ph. 510-278-2200  
Fax 510-278-6738  
Steve Teicher, Manager  
Location: Shopping mall  
CR, OR, TK, VE

Marchione & Spero Research Center  
2815 Mitchell Dr., Ste. 121  
Walnut Creek, CA 94598  
Ph. 510-210-1525  
Fax 510-210-1513  
E-mail: Research.Center@InternetMCI.com  
Kerry Satterfield  
Location: Office building  
CR, OR, TK, VE  
1) 16x23 Obs. Rm. Seats 12

MSI Hillsdale  
Hillsdale Mall, #14  
San Mateo, CA 94403  
Ph. 415-574-9044  
Fax 415-574-0385  
Liane Farber, Manager  
Location: Shopping mall  
CR, OR, VE

**Fleischman Field Research**

*SF's Premier Recruiting & Data Collection Service*

★ NEW ★  
LARGER SF FACILITY  
OPENING APRIL '97

San Francisco

Walnut Creek

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

220 Bush Street, Suite 1300, San Francisco, CA 94104  
Toll Free: 800/277-3200 Fax: 415/989-4506 E-mail: ffr@sirius.com  
&  
1655 North Main Street, Walnut Creek, CA 94596



**Nichols Research, Inc.**

333 W. El Camino Real, Ste. 180  
Sunnyvale, CA 94087  
Ph. 408-773-8200  
Fax 408-733-8564  
E-mail: nichols@interserv.com  
http://www.nichols-research.com

Mimi Nichols

Location: Office building

CR, LR, OR, 1-1, 1-10R, TK, VE, VC

1) 15x21 Obs. Rm. Seats 12

2) 15x21 Obs. Rm. Seats 10

3) 14x16 Obs. Rm. Seats 8

Member VCAN

(See advertisement on p. 70)

**Nichols Research, Inc.**

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

E-mail: nichols@interserv.com

http://www.nichols-research.com

Sherrie Thomas

Location: Office building

CR, LR, OR, 1-1, 1-10R, TK, VE

1) 24x18 Obs. Rm. Seats 20

2) 19x17 Obs. Rm. Seats 10

3) 15x19 Obs. Rm. Seats 10

(See advertisement on p. 70)

**Nichols Research, Inc.**

44 Montgomery St., Ste. 1550  
San Francisco, CA 94104  
Ph. 415-986-0500  
Fax 415-986-2248  
E-mail: nichols@interserv.com  
http://www.nichols-research.com

Paul Valdez

Location: Office building

CR, LR, OR, 1-1, 1-10R, TK, VE, VC

1) 20x18 Obs. Rm. Seats 14

2) 20x18 Obs. Rm. Seats 14

3) 19x15 Obs. Rm. Seats 8

Member VCAN

(See advertisement on p. 70)

**Phase III Market Research**

1150 N. First St., Ste. 211  
San Jose, CA 95112  
Ph. 408-947-8661  
Fax 408-293-9909

Nancy Pitta

Location: Office building

CR, OR, 1-1, VE

1) 12x26 Obs. Rm. Seats 16



**When contacting a  
research company  
through this directory,  
be sure to tell them  
you saw their listing in  
Quirk's Marketing  
Research Review**

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

## HISPANIC & ASIAN MARKETING COMMUNICATION RESEARCH, INC.

### State-of-the-Art Focus Group Facility

- Located in the center of the San Francisco-San Jose Peninsula, the heart of Silicon Valley
- One of the top Asian and Hispanic DMAs
- Experienced recruiting of general market, Asian and Hispanic respondents
- Multilingual moderators on staff

### Telephone Interviewing

- Telephone interviewing in English, Spanish, Portuguese, and most major Asian languages
- Multilingual Computer Assisted Telephone Interviewing....**Now With More Stations!!**
- Custom studies, tracking studies, and a quarterly Hispanic Omnibus
- On-site and remote monitoring capabilities

Call: Felipe Korzenny, Ph. D., Betty Ann Korzenny, Ph. D.,  
Sandra M.J. Wong, Ph. D., Rebecca Abravanel, Ph. D.

**Phone: (415) 595 5028**

**FAX: (415) 595 5407**

**1301 Shoreway Road, Suite 100 • Belmont, California 94002**

## Codes

Location: Office building/complex, Free standing building, Shopping mall, Other

CR - Conference Room	TK - Test Kitchen
LR - Living Room Style	TKO - Test Kitchen Obsv. Rm.
OR - Observation Rooms	VE - Video Equipment
1-1 - One on One Room	VC - Video Conferencing
1-10R - One on One Viewing	

When room dimensions are given † denotes Living Room Style

### Plaza Research-San Francisco

55 Stockton St.  
San Francisco, CA 94103  
Ph. 415-984-0400 or 800-654-8002  
Fax 415-984-0446  
E-mail: SF@plazaresearch.com  
http://www.plazaresearch.com  
Kris Lamb

Location: Office building  
CR, LR, OR, 1-1, 1-10R, TK, TKO, VE  
1) 15x20 Obs. Rm. Seats 15  
2) 15x20 Obs. Rm. Seats 15  
3) 15x20 Obs. Rm. Seats 15  
(See advertisement on p. 127)

### Proview

577 Airport Blvd., Ste. 130  
Burlingame, CA 94010  
Ph. 415-344-6383  
Fax 415-344-3217  
Pat Tovar, Mgr. of Client Svcs.  
Location: Office building  
CR, OR, VE  
1) 15x23 Obs. Rm. Seats 15  
(See advertisement on p. 82)

Quality Research Associates  
383 Vintage Park Dr., Ste. D  
Foster City, CA 94404  
Ph. 415-574-8825  
Fax 415-574-7855  
Deborah Muller  
Location: Office building  
CR, OR, TK, VE  
1) 21x22 Obs. Rm. Seats 10

### San Jose Focus

3032 Bunker Hill Ln., Ste. 105  
Santa Clara, CA 95054  
Ph. 408-988-4800  
Fax 408-988-4866  
E-mail: sjfocus@best.com  
Colleen Flores  
Location: Office building  
CR, LR, OR, VE

1) 16x22 Obs. Rm. Seats 17  
2) 16x20 Obs. Rm. Seats 17  
3) 16x20 Obs. Rm. Seats 17  
14) 12x16

(See advertisement on the Inside Back Cover)

Tragon Corp.  
365 Convention Way  
Redwood City, CA 94063  
Ph. 415-365-1833  
Fax 415-365-3737  
Brian McDermott, Dir. Rsch. Svcs.  
Location: Free standing building  
CR, OR, 1-1, TK, VE  
1) 16x22 Obs. Rm. Seats 10

### Margaret Yarbrough & Associates

934 Shorepoint Ct., Ste. 100  
Alameda, CA 94501  
Ph. 510-521-6900  
Fax 510-521-2130  
Margaret Yarbrough or Audrey Bramhall  
Location: Office building  
CR, LR, OR, 1-1, 1-10R, TK, TKO, VE  
1) 15x17 Obs. Rm. Seats 15  
2) 17x17 Obs. Rm. Seats 8  
Member NETWORK  
(See advertisement on p. 83)

### San Jose

(See San Francisco Bay/San Jose Area)

### Ventura/Santa Barbara

Reyes Research  
Esplanade Dr. Mall  
177 Esplanade Dr.  
Oxnard, CA 93030  
Ph. 805-278-1444  
Fax 805-278-1447  
Sonnice Gavin, Office Manager  
Location: Shopping mall  
CR, OR, 1-1, 1-10R, VE  
1) 25x17 Obs. Rm. Seats 12

## San Francisco Bay Area

### A Focus Group Facility Created With Your Needs in Mind

- Spacious conference room and viewing theater with tiered observation area
- Studio-quality sound system
- Stationary and operator video available
- Multi-media playback system
- Fully equipped kitchen



# PROVIEW

### Designed for Excellence in Qualitative Marketing Research

- Flexible and responsive staff
- Superior recruitment expertise
- Location provides diverse respondent base (both city and suburban) from 5th largest metropolitan area in the country
- Less than 10 minutes from San Francisco International Airport
- Within walking distance from major hotels and restaurants

Comfort, function and attention to detail allow you to do what **you** do best -- quality marketing research

Call us today for more information:

### Proview

577 Airport Boulevard, Suite 130  
Burlingame, CA 94010  
415.344.6383  
415.344.3217 (FAX)

# 1997 FOCUS GROUP FACILITIES DIRECTORY

## Colorado

### Boulder

Boulder Focus Center  
4940 Pearl E. Cir., Ste. 103  
Boulder, CO 80301  
Ph. 303-449-6558  
Fax 303-449-6587  
E-mail: rrcassoc@interserv.com  
Julie Wheeler, Focus Grp. Coord.  
Location: Office building  
CR, OR, VE  
1) 20x15 Obs. Rm. Seats 8

### Colorado Springs

**Consumer Pulse of Colorado Springs**  
The Citadel Mall, #1084  
750 Citadel Dr. E.  
Colorado Springs, CO 80909  
Ph. 719-596-6933 or 800-336-0159  
Fax 719-596-6935  
E-mail: Consumer.Pulse@internetMCI.com  
Mary Schneider, Director  
Location: Other  
CR, OR, 1-1, VE  
(See advertisement on p. 114)

The Springs Research  
Div. of Brewer Research  
750 Citadel Dr. E., Ste. 3122  
Colorado Springs, CO 80909  
Ph. 719-597-9869  
Fax 719-597-9869  
Esther Brewer  
Location: Shopping mall  
CR, OR, 1-1, 1-10R, TK, TKO  
1) 11x24 Obs. Rm. Seats 10

### Denver

**AccuData Market Research, Inc.**  
14221 E. 4th Ave., Ste. 126  
Denver, CO 80011-8701  
Ph. 303-344-4625  
Fax 303-344-0403  
Shannon Smith  
Location: Office building  
CR, OR, TK, VE, VC  
1) 21x15 Obs. Rm. Seats 15  
2) 14x19 Obs. Rm. Seats 15  
Member VCAN  
(See advertisement on p. 84)

Colorado Market Research  
Div. of Ruth Nelson Research  
2149 S. Grape St.  
Denver, CO 80231  
Ph. 303-758-6424  
Fax 303-756-6467  
Ruth Nelson, President  
Location: Free standing building  
CR, OR, 1-1, TK, VE, VC  
1) 14x25 Obs. Rm. Seats 20  
2) 14x25 Obs. Rm. Seats 20  
Member FocusVision

**Consumer Pulse of Denver**  
The Aurora Mall  
14200 Alameda Ave.  
Aurora, CO 80012  
Ph. 303-341-1211 or 800-336-0159  
Fax 303-341-4469  
E-mail: Consumer.Pulse@internetMCI.com  
Steve Ansel, Manager  
Location: Office building  
CR, OR, 1-1, TK, TKO, VE  
1) 18x20 Obs. Rm. Seats 12  
(See advertisement on p. 114)

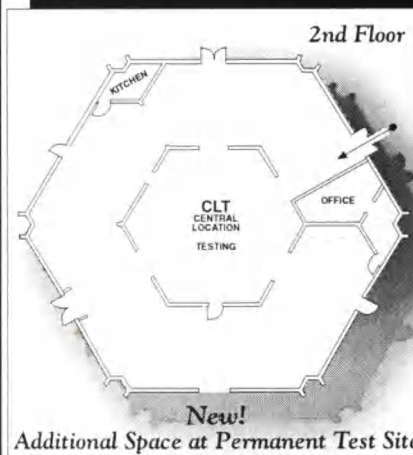
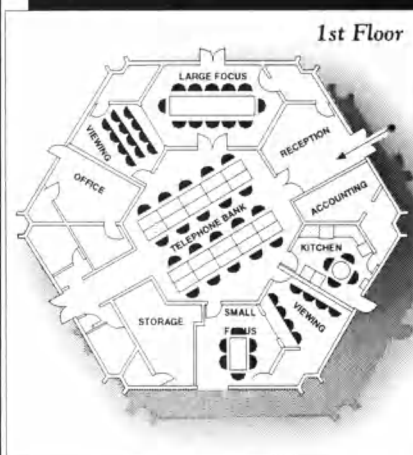


**MARGARET YARBROUGH & ASSOC.**  
934 Shorepoint Court Ste.100 Alameda, CA 94501



**The Bay Area's Premier Focus Group Facility. Over 21 years of market research experience.**

In-depth interviews. Exceptional quality recruiting.  
Located central to Bay Area's diversified communities.  
Urban and suburban resource pool.



**New!**  
Additional Space at Permanent Test Site

#### PERMANENT PRE-RECRUITING AND TESTING FACILITY

- Executive/Medical/Professional Recruiting & Interviewing
- Central Telephone Facility
- Large & Small Focus Group Rooms (with one-way mirrors)
- Central Location Recruiting & Testing
- Fully Equipped Test Kitchen (gourmet food provided)
- Jury/Trial Simulation
- Multi-Cultural Recruiting & Interviewing

#### PERMANENT SOUTH SHORE CENTER MALL FACILITY

- Year Round Availability**
- One on One Interviewing Booths
  - Product Placements
  - Mall Intercepts
  - Community Attitude Surveys
  - Store Audits/Mystery Shopping
  - Fully Equipped Test Kitchen

**New, State of the Art Audio/Video System.**  
Computerized interviewing and highest quality recruiting to client specifications. Database at both sites updated daily.

Member AMA, MRA and NETWORK.

Phone (510) 521-6900 • Fax (510) 521-2130  
eMail-marge@hooked.net

- General Information - Margaret Yarbrough ext. 303
- Mall & Field Location - Diane Kientz ext. 300
- Focus Groups, Recruiting - Audrey Bramhall ext. 301
- Store Checks & Audits - Helene Singer ext. 302

**Codes**

Location: Office building/complex, Free standing building, Shopping mall, Other

CR - Conference Room	TK - Test Kitchen
LR - Living Room Style	TKO - Test Kitchen Obsv. Rm.
OR - Observation Rooms	VE - Video Equipment
1-1 - One on One Room	VC - Video Conferencing
1-1OR - One on One Viewing	

When room dimensions are given † denotes Living Room Style

**Eagle Research - Denver**

12157 W. Cedar Dr.  
 Denver, CO 80228  
 Ph. 800-281-5397  
 Fax 303-980-2270  
 E-mail: eaglegrp@rmii.com  
 Freddi Wayne, Qualitaive Dir.  
 Christine Farber, Dir. Mkt. Rsch.  
 Location: Free standing building  
 CR, LR, OR, 1-1, 1-1OR, TK, VE  
 1) 16x30 Obs. Rm. Seats 18  
 2) 27x15 Obs. Rm. Seats 25  
 3) 27x15 Obs. Rm. Seats 25  
 (See advertisements on pp. 85, 95)

**Fieldwork Denver, Inc.**

At the Tivoli  
 900 Auraria Pkwy., #601  
 Denver, CO 80204  
 Ph. 303-825-7788  
 Fax 303-623-8006  
 http://www.fieldwork.com  
 Ann McIntyre  
 Location: Office building  
 CR, OR, 1-1, 1-1OR, VE  
 1) 16x23 Obs. Rm. Seats 16  
 2) 12x16 Obs. Rm. Seats 16  
 3) 15x15 Obs. Rm. Seats 12  
 4) 10x15 Obs. Rm. Seats 8  
 (See advertisement on the Back Cover)

Friedman Marketing Services  
 Denver Field  
 5275 Marshall St, #205  
 Arvada, CO 80002  
 Ph. 303-420-1008 or 914-698-9591  
 Fax 303-420-2049  
 Location: Office building  
 CR, OR, 1-1, TK, VE  
 1) 14x16 Obs. Rm. Seats 12

Friedman Marketing Services  
 Westminster Mall, Space 65A  
 5513 W. 88th Ave.  
 Westminster, CO 80030  
 Ph. 303-428-6117 or 914-698-9591  
 Fax 303-428-6513  
 Location: Shopping mall  
 CR, OR, 1-1, TK, VE  
 1) 14x16 Obs. Rm. Seats 6

IRI Information Research Inc.  
 10650 E. Bethany Dr.  
 Aurora, CO 80014  
 Ph. 303-751-0190  
 Fax 303-751-8075  
 Norman Pettitt  
 Location: Free standing building  
 CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE, VC  
 1) 16x20 Obs. Rm. Seats 25  
 2) 20x15 Obs. Rm. Seats 25  
 3) 21x16 Obs. Rm. Seats 8  
 Member FocusVision

Message Factors, Inc.  
 2620 S. Parker Rd., Ste. 275  
 Aurora, CO 80014  
 Ph. 303-750-5005  
 Location: Office building  
 John Maben  
 CR, OR, VE

**Plaza Research-Denver**  
 One Tabor Center  
 Denver, CO 80202  
 Ph. 303-572-6900 or 800-654-8002  
 Fax 303-572-6902  
 E-mail: Denver@plazaresearch.com  
 http://www.plazaresearch.com  
 Katie Barker  
 Location: Office building  
 CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE  
 1) 15x20 Obs. Rm. Seats 15  
 2) 15x20 Obs. Rm. Seats 15  
 3) 15x20 Obs. Rm. Seats 15  
 (See advertisement on p. 127)

The Research Center  
 550 S. Wadsworth Blvd., Ste. 101  
 Denver, CO 80226  
 Ph. 800-432-2050 or 303-935-1750  
 Fax 303-935-4390  
 Annie Reid  
 Location: Office building  
 CR, OR, TK, VE  
 1) 20x18 Obs. Rm. Seats 15  
 2) 24x24 Obs. Rm. Seats 15

**Connecticut**

**Hartford**

Access Research  
 8 Griffin Rd. N.  
 Windsor, CT 06095  
 Ph. 860-688-8821  
 Fax 860-688-2053  
 Gerald O'Connor  
 Location: Office building  
 CR, OR, VE  
 1) 14x21 Obs. Rm. Seats 8

Beta One, Inc.  
 Focus Facility Hartford  
 270 Farmington Ave., Ste. 126  
 Farmington, CT 06032  
 Ph. 800-447-2382  
 Fax 860-677-4967  
 Marnie Honiberg  
 Location: Office building  
 CR, OR, TK, VE  
 1) 18x13 Obs. Rm. Seats 14

**Hartford Research Center**  
 530 Silas Deane Hwy., #LL  
 Wethersfield, CT 06109  
 Ph. 800-235-5028  
 Fax 800-448-1569  
 Mary Ann Paccoccha  
 Location: Office building  
 CR, OR, 1-1OR, VE, VC  
 1) 17x20 Obs. Rm. Seats 25  
 2) 17x20 Obs. Rm. Seats 25  
 3) 10x12 Obs. Rm. Seats 4  
 Member VideoFocus Direct  
 (See advertisement on p. 23)

**New Haven**

**New Haven Research Center**  
 140 Washington Ave., #LL  
 North Haven, CT 06473  
 Ph. 800-235-5028  
 Fax 800-448-1569  
 Nancy Neumann  
 Location: Office building  
 CR, OR, VE  
 1) 15x20 Obs. Rm. Seats 30

RES-A-VUE®, Inc.  
 10 Stran Rd.  
 Milford, CT 06460  
 Ph. 203-878-0944  
 Fax 203-878-3726  
 John Kelman  
 Location: Free standing building  
 CR, LR, OR, TK, VE

Shapiro Research Services, Inc.  
 Trumbull Shopping Park  
 5065 Main St.  
 Trumbull, CT 06611  
 Ph. 203-373-9391  
 Fax 203-371-4257  
 Sandy Shapiro  
 Location: Shopping mall  
 CR, OR, TK, TKO  
 1) 12x19 Obs. Rm. Seats 10



**ACCUDATA**  
 MARKET RESEARCH INC.  
Memphis Orlando Tampa Denver

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**Market Research**  
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*Spruce conference*

## The Facility

Two exceptional and plush **focus group suites**. The Spruce Suite has a beautiful wood conference table & client viewing for 18. The Aspen Suite has a modular table for customized shapes/sizes & client viewing for 25. Both viewing rooms offer comfortable furnishings and tiered seating. **1-on-1 room** seats 5 clients in a more intimate setting.



*Spruce Viewing*

Large, fully equipped **Test Kitchen**. Two client lounges designed for comfort and privacy. **Complimentary 1/2" video taping.**

**110 Station CATI Phone Center**

Our quality control standards

are without equal. Our priorities are

in the details of data collection, interviewer training, coaching, monitoring and questionnaire/sample management. We deliver accurate and reliable data on time — every time.

Our facilities use ACS-Query software. Inbound 800 lines.

**Remote monitoring** is available.

## Recruiting

From our *fresh* data-base to our state-of-the-art monitoring and 100% validation, our recruiting is first-class. All recruiting is conducted and supervised in-house. To ensure quality respondents, we offer duplicate number search, past participant screen-out by date, client, moderator and topic. Our Excellent supervisor to interviewer ratio (1:4) ensures quality data and recruiting on time — every time.

## The People

Over 25 years of research experience. Christine Farber is Director of Research Operations and Freddi Wayne is Director of Qualitative Operations at Eagle's Corporate headquarters in Denver.



*Christine Farber*



*Freddi Wayne*

## Our Commitment

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



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

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

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



969 HIGH RIDGE RD., STAMFORD, CT 06905 / 203-322-1173 / FAX 203-968-0421

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**Codes**

Location: Office building/complex, Free standing building, Shopping mall, Other	
LR - Living Room Style	TK - Test Kitchen
OR - Observation Rooms	TKO - Test Kitchen Obsv. Rm.
1-1 - One on One Room	VE - Video Equipment
1-1OR - One on One Viewing	VC - Video Conferencing
Room dimensions follow the room style	

**Stamford**

Connecticut Field & Focus  
J.B. Martin Research Services, Inc.  
101 Merritt 7 Corporate Park  
Norwalk, CT 06851  
Ph. 203-846-0040  
Fax 203-846-0046

Ellen Klein, President  
Location: Office building  
CR, LR, OR, 1-1, 1-1OR, TK, VE  
1) 18x20 Obs. Rm. Seats 20  
2) 16x18 Obs. Rm. Seats 10  
3) 18x20 Obs. Rm. Seats 20  
4) 16x18 Obs. Rm. Seats 10

The Consumer Dialogue Center®  
25 Third St.  
Stamford, CT 06905  
Ph. 203-356-1678  
Fax 203-327-9061  
Ann Stabile  
Location: Office building  
CR, OR, TK, VE, VC  
1) 15x23 Obs. Rm. Seats 20

**Focus First America**  
969 High Ridge Rd.  
Stamford, CT 06905  
Ph. 203-322-1173  
Fax 203-968-0421  
Susan Weiss  
Location: Office building  
CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE, VC  
1) 20x22 Obs. Rm. Seats 20  
2) 18x20 Obs. Rm. Seats 20  
3) 16x20 Obs. Rm. Seats 20  
Member VCAN  
(See advertisement on p. 86)

Focus Room - Stamford  
1011 High Ridge Rd.  
Stamford, CT 06905  
Ph. 203-322-5996  
Fax 203-322-0819  
Kim Angione  
Location: Office building  
CR, LR, OR, TK  
1) 14x20 Obs. Rm. Seats 24  
2) 15x16 Obs. Rm. Seats 20

**Strategic Focus, Inc.**  
274 Riverside Ave.  
Westport, CT 06880  
Ph. 203-221-0789  
Fax 203-221-0783  
E-mail: manager@strategicfocusinc.com  
http://strategicfocusinc.com  
Yanawan Saguansataya  
Location: Office building  
CR, LR, OR, 1-1, 1-1OR, VE  
1) 25x16 Obs. Rm. Seats 14  
(See advertisement on p. 87)

## Delaware

### Wilmington

The Bartlett Group, Inc.  
Society Hill Office Complex  
1003 Society Dr.  
Wilmington, DE 19703  
Ph. 302-798-4333  
Fax 717-540-9338  
Jeff Bartlett, President  
Location: Office building  
CR, OR, VE  
1) 12x24 Obs. Rm. Seats 8

## District of Columbia

Area Wide Market Research, Inc.  
16017 Comprint Circle  
Gaithersburg, MD 20877  
Ph. 301-590-1160  
Fax 301-990-6690  
Ann Weinstein, President  
Location: Office building  
CR, OR, TK, VE

Cameron Mills Research Services  
2414 Cameron Mills Rd.  
Alexandria, VA 22302  
Ph. 703-549-4925  
Fax 703-549-4926  
Fern Shewmaker, Owner  
Location: Free standing building  
CR, LR, OR, TK, VE

**Consumer Pulse of Washington**  
8310 C Old Courthouse Rd.  
Vienna, VA 22182  
Ph. 703-442-0960 or 800-336-0159  
Fax 703-442-0967  
E-mail: [Consumer.Pulse@internetMCI.com](mailto:Consumer.Pulse@internetMCI.com)  
Jeff Davis, Director  
Location: Office building  
CR, OR, 1-1, TK, TKO, VE  
1) 20x20 Obs. Rm. Seats 20  
(See advertisement on p. 114)

Covington-Burgess Market Research Service  
666 Eleventh St. N.W., Ste. 730  
Washington, DC 20001  
Ph. 202-628-4641  
Fax 202-628-3840  
Elizabeth Burgess  
Location: Office building  
CR, OR, 1-1, 1-10R, VE  
1) 17x17 Obs. Rm. Seats 20  
2) 17x17 Obs. Rm. Seats 20

Cunningham Field & Research Services, Inc.  
Springfield Mall  
6691B Springfield Mall  
Springfield, VA 22150  
Ph. 703-719-7084  
Fax 703-719-6413  
Timothy Hartswick  
Location: Shopping mall  
CR, OR, 1-1, TK, VE  
1) 15x12 Obs. Rm. Seats 12

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274 Riverside Avenue • Westport, CT 06880  
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### Our new World Wide Web service provides:

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- ◆ personalized service for you and your clients;
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call 203-221-0789 or fax 203-221-0783 or  
e-mail [manager@strategicfocusinc.com](mailto:manager@strategicfocusinc.com)

## Codes

Location: Office building/complex, Free standing building, Shopping mall, Other

CR - Conference Room	TK - Test Kitchen
LR - Living Room Style	TKO - Test Kitchen Obsv. Rm.
OR - Observation Rooms	VE - Video Equipment
1-1 - One on One Room	VC - Video Conferencing
1-1OR - One on One Viewing	

When room dimensions are given † denotes Living Room Style

The Dominion Group  
8229 Boone Blvd., Ste. 710  
Vienna, VA 22182  
Ph. 703-848-4233  
Fax 703-848-9469  
Catherine Hinton  
Location: Office building  
CR, OR, TKO  
1) 20x16 Obs. Rm. Seats 10

Facts In Focus, Inc.  
5000 Rte. 301, #2006  
Waldorf, MD 20603  
Ph. 301-870-7799  
Fax 301-705-8348  
Ann O'Connor, Manager  
Location: Shopping mall  
CR, OR, VE

G.M. Market Focus  
1700 Wisconsin Ave. N.W.  
Washington, DC 20007  
Ph. 202-337-0700  
Fax 202-298-3400  
Location: Free standing building  
CR, OR, VE  
1) 15x25 Obs. Rm. Seats 10

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- Deluxe focus group facilities
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- Full service market research and marketing communications firm

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5454 Wisconsin Ave Suite 1300 Chevy Chase, MD 20815-6994 Fax 301.986.1641 e-mail n.l.a@clark.net	8805 North 23rd Ave Suite 400 Phoenix, AZ 85021-4171 Fax 602.906.9424 e-mail n.l.a@clark.net
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301-951-9200

602-678-3747

House Market Research, Inc.  
1201 Seven Locks Rd., Ste. 200  
Potomac, MD 20854  
Ph. 301-424-1930  
Fax 301-424-3128  
E-mail: EhHMR1@aol.com  
Elaine House  
Location: Office building  
CR, OR, TK, VE, VC  
1) 30x19 Obs. Rm. Seats 25  
2) 24x22 Obs. Rm. Seats 15  
3) 20x18 Obs. Rm. Seats 12  
4) 30x19 Obs. Rm. Seats 25  
Member FocusVision

**Macro International, Inc.**  
11785 Beltsville Dr.  
Calverton, MD 20705  
Ph. 301-572-0477  
Fax 301-572-0999  
E-mail: Halverson@macroint.com  
http://www.macroint.com  
Lynn Halverson, Project Director  
Location: Office building  
CR, OR, 1-1, VE  
1) 24x17 Obs. Rm. Seats 8  
(See advertisement on p. 133)

Metro Research Services, Inc.  
9990 Lee Hwy., Ste. 110  
Fairfax, VA 22030  
Ph. 703-385-1108  
Fax 703-385-8620  
Nancy Jacobs, President  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, VE  
1) 15x20 Obs. Rm. Seats 18  
2) 08x10 Obs. Rm. Seats 6

Metro Research Services, Inc.  
1729 King St., Ste. 302  
Alexandria, VA 22314  
Ph. 703-385-1108  
Fax 703-385-8620  
Nancy Jacobs, President  
Location: Office building  
CR, OR, 1-1, 1-1OR, VE  
1) 15x20 Obs. Rm. Seats 18  
2) 08x10 Obs. Rm. Seats 6

**Nancy Low & Associates, Inc.**  
5454 Wisconsin Ave., Ste. 1300  
Chevy Chase, MD 20815  
Ph. 301-951-9200  
Fax 301-986-1641  
E-mail: n.l.a.@clark.net  
Kate Koester, Foc. Grp Fac. Mgr.  
Location: Office building  
CR, OR, VE  
1) 20x20 Obs. Rm. Seats 26  
(See advertisement on p. 88)

Olchak Market Research (OMR)  
7255-A Hanover Pkwy.  
Greenbelt, MD 20770  
Ph. 301-441-4660  
Fax 301-474-4307  
E-mail: omr dc@aol.com  
Jill Siegel  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, VE  
1) 14x19 Obs. Rm. Seats 14

Shugoll Research  
7475 Wisconsin Ave., Ste. 200  
Bethesda, MD 20814  
Ph. 800-322-4499 or 301-656-0310  
Fax 301-657-9051  
Joan Shugoll  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, VE, VC  
1) 20x22 Obs. Rm. Seats 12  
2) 17x22 Obs. Rm. Seats 12  
3) 19x20 Obs. Rm. Seats 12  
4) 18x25 Obs. Rm. Seats 22  
Member VCAN

T.I.M.E. Market Research  
425 Spotsylvania Mall  
Fredericksburg, VA 22407  
Ph. 703-786-3376  
Fax 703-786-3925  
Steve Ingalls  
Location: Shopping mall  
CR, OR, 1-1, TK, VE  
1) 23x14 Obs. Rm. Seats 10

Woelfel Research, Inc.  
2222 Gallows Rd., Ste. 220  
Vienna, VA 22182  
Ph. 703-560-8400  
Fax 703-560-0365  
Adam Weinstein  
Location: Office building  
CR, OR, VE

## Florida

### Daytona Beach

Cunningham Field & Research Services, Inc.  
Administrative/Focus Facility  
7 Signal Ave.  
Ormond Beach, FL 32175  
Ph. 904-677-5644  
Fax 904-677-5534  
E-mail: CFSFIELD@aol.com  
Dottie Dixon, Field Manager  
Location: Free standing building  
CR, OR 1-1, TK, VE, VC  
1) 16x20 Obs. Rm. Seats 20  
2) 16x20 Obs. Rm. Seats 20

### Ft. Lauderdale/Boca Raton

Florida In Focus  
915 Middle River Dr., Ste. 109  
Ft. Lauderdale, FL 33304  
Ph. 954-566-5729  
Fax 954-566-6819  
Doris M. Wagman, President  
Location: Office building  
CR, OR, TK, VE  
1) 14x16 Obs. Rm. Seats 20  
2) 14x16 Obs. Rm. Seats 8

Heakin Research, Inc.  
Coral Square Mall  
9569 W. Atlantic Blvd.  
Coral Springs, FL 33071  
Ph. 954-753-4466  
Fax 954-753-4981  
Linda Bonneville, Manager  
Location: Shopping mall  
CR, OR, TK, VE



# 1997 FOCUS GROUP FACILITIES DIRECTORY

Mar's Surveys  
1700 N. University Dr., Ste. 205  
Coral Springs, FL 33071  
Ph. 954-755-2805  
Fax 954-755-3061  
E-mail: eric@marsresearch.com  
http://www.marsresearch.com  
Joyce Gutfreund, Focus Group Coord.  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, VE, VC  
1) 20x18 Obs. Rm. Seats 15

Mar's Surveys  
701 W. Cypress Creek Rd., Ste. 301  
Ft. Lauderdale, FL 33309  
Ph. 954-755-2805  
Fax 954-755-3061  
E-mail: eric@marsresearch.com  
http://www.marsresearch.com  
Joyce Gutfreund, Focus Group Coord.  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, VE, VC  
1) 20x22 Obs. Rm. Seats 20  
2) 14x16 Obs. Rm. Seats 10

**Plaza Research-Florida**  
4000 Hollywood Blvd.  
Hollywood, FL 33021  
Ph. 1-800-654-8002  
E-mail: FL@plazaresearch.com  
http://www.plazaresearch.com  
Location: Office building  
CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE  
1) 15x20 Obs. Rm. Seats 15  
2) 15x20 Obs. Rm. Seats 15  
3) 15x20 Obs. Rm. Seats 15  
(See advertisement on p. 127)

## Ft. Myers

The Consumer Center  
8191 College Pkwy., Ste. 303  
Ft. Myers, FL 33919  
Ph. 941-437-0010  
Fax 941-437-3799  
Ann Hudson, V.P./Managing Dir.  
Location: Office building  
CR, LR, OR, 1-1, 1-1OR, TK, VE  
1) 15x21 Obs. Rm. Seats 25  
2) 12x20 Obs. Rm. Seats 15  
3) 15x21 Obs. Rm. Seats 25

T.I.M.E. Market Research  
Pt. Charlotte Towne Center Mall  
1441 Tamianie Tr.  
Port Charlotte, FL 33948  
Ph. 813-625-5111  
Fax 813-625-6416  
Sharon Peoples  
Location: Shopping mall  
CR, OR, 1-1, TK, VE  
1) 12x16 Obs. Rm. Seats 10

## Gainesville

Perceptive Market Research, Inc.  
2306 S.W. 13th St., Ste. 807  
Gainesville, FL 32608  
Ph. 800-749-6760 or 352-336-6760  
Fax 352-336-6763  
E-mail: 102403.203@compuserve.com  
Elaine Lyons-Lepke, Ph. D., President  
Location: Office building  
CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE  
1) 18x30 Obs. Rm. Seats 15

## Jacksonville

Tom Dale Market Research  
235 Margaret St.  
Neptune Beach, FL 32266  
Ph. 212-758-9777  
Tom Dale, President  
Location: Office building  
CR, LR, OR, TK, VE

Kirk Research Services, Inc.  
4521 Atlantic Blvd., Ste. D  
Jacksonville, FL 32207  
Ph. 904-858-3200  
Fax 904-858-3204  
Rebecca Kirk, Vice President  
Location: Free standing building  
CR, OR, 1-1, 1-1OR, VE  
1) 12x08 Obs. Rm. Seats 8  
2) 12x08 Obs. Rm. Seats 8

The Irwin Group, Inc.  
Div. of Irwin Research Services, Inc.  
Sun Trust Building  
9250 Baymeadows Rd., Ste. 350  
Jacksonville, FL 32256  
Ph. 904-731-1811  
Fax 904-731-1225  
E-mail: irwinline@aol.com  
Kathryn Blackburn, President  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, VE  
1) 18x22 Obs. Rm. Seats 15  
2) 18x16 Obs. Rm. Seats 10  
3) 10x12 Obs. Rm. Seats 6  
Member NETWORK

Market Horizons, Inc.  
9452 Phillips Hwy., Ste. 5  
Jacksonville, FL 32256-1332  
Ph. 904-260-2001  
Fax 904-260-6266  
Charles A. McMillin, CEO  
Location: Office building  
CR, OR, 1-1, VE  
1) 14x20 Obs. Rm. Seats 10



## Miami

Behavioral Science Research  
2121 Ponce de Leon Blvd., Ste. 1250  
Coral Gables, FL 33134  
Ph. 305-443-2000  
Fax 305-448-6825  
Location: Office building  
Juliette Chiles  
CR, OR, 1-1, 1-1OR, VE  
1) 23x13 Obs. Rm. Seats 10

Cunningham Field & Research Services, Inc.  
Pembroke Lakes Mall  
11401 Pines Blvd., Ste. 702  
Pembroke Pines, FL 33026  
Ph. 954-438-9315  
Fax 954-438-9367  
Suzann Davis  
Location: Shopping mall  
CR, OR, TK, VE  
1) 16x12 Obs. Rm. Seats 8

## RIFE MARKET RESEARCH, INC.

- Focus Groups
- Field and Telephone Interviewing
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- All Phases Market Research
- Quality Recruiting Since 1957



**Rife Market Research, Inc.**  
1111 Parkcentre Boulevard  
Suite 111, Miami, FL 33169

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

**Codes**

Location: Office building/complex, Free standing building, Shopping mall, Other

CR - Conference Room      TK - Test Kitchen  
 LR - Living Room Style      TKO - Test Kitchen Obsv. Rm.  
 OR - Observation Rooms    VE - Video Equipment  
 1-1 - One on One Room      VC - Video Conferencing  
 1-1OR - One on One Viewing

When room dimensions are given † denotes Living Room Style

Findings International Corp.  
 9100 Coral Way, Ste. 6  
 Miami, FL 33165  
 Ph. 305-225-6517  
 Fax 305-225-6522  
 Orlando Esquivel, President  
 Location: Office building  
 CR, OR, TK, VE

JML Interviewing Service, Inc.  
 8415 Coral Way, Ste. 201  
 Miami, FL 33155  
 Ph. 305-264-5780  
 Fax 305-264-6419  
 Gordon Light  
 Location: Shopping mall  
 CR, OR, 1-1, TK, VE  
 1) 16x22 Obs. Rm. Seats 15

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  - ♦ Hispanic Market Studies
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  - ♦ Advertising/Copy Testing
  - ♦ Tracking Studies
  - ♦ Customer Satisfaction
  - ♦ Media Research
  - ♦ Consumer Profiles
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 Tel. 714-752-6331 • Fax 714-752-6599

Market Segment Research, Inc.  
 1320 S. Dixie Hwy., #120  
 Miami, FL 33146  
 Ph. 305-669-3900  
 Fax 305-669-3901  
 Gary L. Berman, President  
 Location: Office building  
 CR, OR, 1-1, 1-1OR, TK, VE

National Opinion Research Services  
 760 N.W. 107th Ave., Ste. 115  
 Miami, FL 33172  
 Ph. 800-940-9410  
 Fax 305-553-8586  
 E-mail: nors@netrus.net  
 Daniel Clapp, President  
 Location: Office building  
 CR, OR, 1-1, 1-1OR, TK, VE  
 1) 18x22

**Rife Market Research, Inc.**  
 1111 Parkcentre Blvd., Ste. 111  
 Miami, FL 33169  
 Ph. 305-620-4244  
 Fax 305-621-3533  
 E-mail: RIFE A@aol.com  
 Mary Rife, President  
 Location: Office building  
 CR, OR, TK, VE  
 1) 15x15 Obs. Rm. Seats 14  
 2) 15x15 Obs. Rm. Seats 12  
 Member VideoFocus Direct  
 (See advertisement on p. 89)

**Rife Market Research, Inc.**  
 Skylake Mall  
 1688 N.E. Miami Gardens  
 N. Miami, FL 33179  
 Ph. 305-620-4244  
 Fax 305-621-3533  
 E-mail: RIFE A@aol.com  
 Mary Rife, President  
 Location: Shopping mall  
 CR, OR, TK, VE  
 (See advertisement on p. 89)

**Strategy Research Corporation**  
 100 N.W. 37th Ave., 3rd fl.  
 Miami, FL 33125  
 Ph. 305-649-5400  
 Fax 305-649-6312  
 E-mail: strategy@icanect.net  
 Vivian Hernandez or Belkist Padilla  
 Location: Office building  
 CR, OR, VE  
 (See advertisement on p. 90)

Weitzman & Philip, Inc.  
 850 Ives Dairy Rd.  
 Miami, FL 33179  
 Ph. 305-653-6323  
 Fax 305-653-4016  
 E-mail: dphilip@aol.com  
 Sherry Lane  
 Location: Shopping mall  
 CR, OR, TK, TKO, VE  
 1) 15x24 Obs. Rm. Seats 10  
 2) 14x20 Obs. Rm. Seats 10

**Naples**

Gazelle International, Inc.  
 4949 Tamiami Trail N., Ste. 204  
 Naples, FL 33940  
 Ph. 941-649-8808  
 Fax 941-649-8861  
 Denise Adams

Location: Office building  
 CR, OR, 1-1, 1-1OR, TK, VE  
 1) 12x14 Obs. Rm. Seats 12

Issues and Answers Network, Inc.  
 4949 Tamiami Trail North, Ste. 240  
 Naples, FL 33940  
 Ph. 800-234-7783  
 Fax 757-456-0377

Carla Lindemann, Exec. V.P.  
 Location: Office building  
 CR, OR, 1-1, VE, VC  
 1) 27x15 Obs. Rm. Seats 6

**Orlando**

**AccuData Market Research, Inc.**  
 500 N. Orlando Ave., Ste. 1398  
 Orlando, FL 32789-2983  
 Ph. 407-628-1835  
 Fax 407-628-0571  
 Suzanne Cattell, Reg. Dir./V.P.  
 Location: Other  
 CR, LR, OR, TK, VE  
 1) 15x18 Obs. Rm. Seats 15  
 2) 14x15 Obs. Rm. Seats 8  
 3) 15x19 Obs. Rm. Seats 12  
 (See advertisement on p. 84)

Central Florida Market Research, Inc.  
 1065 Maitland Center Commons, #204  
 Maitland, FL 32751  
 Ph. 407-660-1808  
 Fax 407-660-9674  
 Vicky Stevens  
 Location: Office building  
 CR, OR, VE  
 1) 13x19 Obs. Rm. Seats 12

Hancock Information Group, Inc.  
 2180 W. State Rd. 434, Ste. 3170  
 Longwood, FL 32779  
 Ph. 407-682-1556  
 Fax 407-682-0025  
 E-mail: john.bonsall@hancockinfo.com  
 Lori Sprague  
 Location: Office building  
 CR, OR, 1-1, 1-1OR, VE  
 1) 16x25 Obs. Rm. Seats 10

**Insight Orlando, Inc.**  
 Main Office  
 668 N. Orlando Ave., Ste. 107  
 Maitland, FL 32751  
 Ph. 407-647-3028  
 Fax 407-647-3016  
 Joe Hildenbrand, Project Manager  
 Location: Office building  
 CR, OR, 1-1, 1-1OR, VE  
 1) 16x20 Obs. Rm. Seats 20  
 2) 16x20 Obs. Rm. Seats 20  
 (See advertisement on p. 91)

# 1997 FOCUS GROUP FACILITIES DIRECTORY

## Barbara Nolan Market Research

1650 Sand Lake Rd., Ste. 213  
Orlando, FL 32809  
Ph. 407-629-8800  
Fax 407-629-7633  
Ginger Everett, Study Coordinator  
Location: Office building  
CR, OR, TK, VE  
(See advertisement on p. 91)

## Barbara Nolan Market Research

999 Douglas Ave., Ste. 3307  
Altamonte Springs, FL 32714  
Ph. 407-629-8800  
Fax 407-629-7633  
Ginger Everett, Study Coordinator  
Location: Office building  
CR, OR, VE  
1) 19x20 Obs. Rm. Seats 15  
(See advertisement on p. 91)

## Sarasota

Mid-America Rsch./Facts In Focus  
De Soto Square  
303 U.S. 301 Blvd. W., Ste. 811  
Bradenton, FL 34205  
Ph. 941-746-1849  
Fax 941-746-6157  
Margaret Wilders, Manager  
Location: Shopping mall  
CR, OR, 1-1, TK, VE  
1) 10x16 Obs. Rm. Seats 10  
2) 10x09 Obs. Rm. Seats 5

## Starr Research

Sarasota Square Mall  
8201 S. Tamiami Trail, #54  
Sarasota, FL 34238  
Ph. 941-925-7827  
Fax 941-922-3289  
Vicki Pobicki, President  
Location: Shopping mall  
CR, OR, TK, VE  
1) 15x21 Obs. Rm. Seats 10

## Tallahassee

Friedman Marketing Services  
Tallahassee Mall  
2415 N. Monroe St.  
Tallahassee, FL 32303  
Ph. 904-385-4399 or 914-698-9591  
Fax 904-385-3481  
Location: Shopping mall  
CR, OR, TK, VE  
1) 09x12 Obs. Rm. Seats 6

## Tampa/St. Petersburg

### AccuData Market Research, Inc.

3815 W. Humphrey, Ste. 105  
Tampa, FL 33614  
Ph. 813-935-2151  
Fax 813-932-6265  
Holly Corson  
Location: Office building  
CR, OR, TK, VE  
1) 18x24 Obs. Rm. Seats 18  
2) 13x16 Obs. Rm. Seats 8  
(See advertisement on p. 84)

Adam Market Research, Inc.  
4010 Boy Scout Blvd., Ste. 755  
Tampa, FL 33607  
Ph. 813-875-4005  
Fax 813-875-4055  
Mark Siegel, President  
Location: Office building  
CR, OR, 1-1, 1-10R, TK, VE  
1) 16x21 Obs. Rm. Seats 15

Bordner Research, Inc.  
2535 Landmark Dr., Ste. 109  
Clearwater, FL 34621  
Ph. 813-797-6552  
Dr. Diane Bordner, President  
Location: Office building  
CR, OR, 1-1, 1-10R, TK  
1) 14x19 Obs. Rm. Seats 18  
2) 11x13 Obs. Rm. Seats 8

## THERE'S A NEW FOCUS ON DOING RESEARCH IN CENTRAL FLORIDA

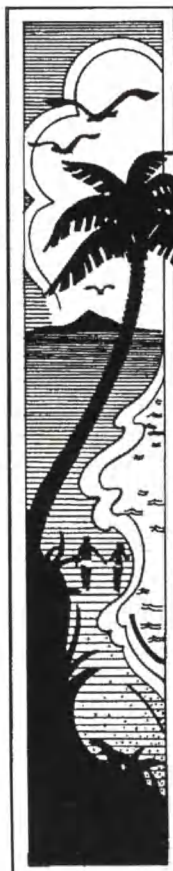
# INSIGHT ORLANDO

Just 1 mile from the Orlando International Airport

- *Two luxurious conference suites with spacious viewing areas and client lounges*
- *Excellent recruiting and a full range of services*

**407.647.3028**

## STATE-OF-THE-ART FOCUS GROUP FACILITY AND CONFERENCE CENTER



Did you know that . . .

## Barbara Nolan's NEWEST Focus Facility is on the Bay?

In the Feather Sound Corporate Center overlooking **TAMPA BAY**.

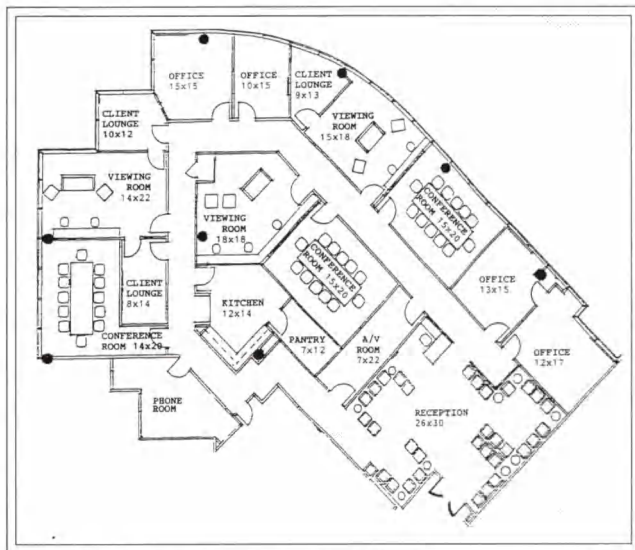
Centrally located 15 minutes from Tampa airport with recruiting access to the entire Bay Area.

Expect that same professional service, hospitality and facilities you know in Orlando.

Call Ginger Everett at Barbara Nolan  
(407) 629-8800

Market Research in Orlando since 1970

# ANOTHER REASON TO CHOOSE. . . .



## SUPERIOR RESEARCH ATLANTA ♦ TAMPA

TAMPA'S NEWEST FOCUS GROUP FACILITY  
LOCATED ON BEAUTIFUL TAMPA BAY.

- THREE SPACIOUS FOCUS GROUP SET-UPS
  - FULLY EQUIPPED TEST KITCHEN
  - SIMULTANEOUS VIEWING CAPABILITY
  - FIXED VIDEO EQUIPMENT
- LOUNGES ADJACENT TO VIEWING ROOMS
- EASY ACCESS TO HOTELS, RESTAURANTS, SHOPS AND WATER SPORT RENTALS
  - BEAUTIFUL BEACHES NEARBY
- FIVE MINUTES FROM TAMPA INT'L. AIRPORT
- MEMBER OF THE FOCUSVISION NETWORK



### SUPERIOR RESEARCH – TAMPA

3001 NORTH ROCKY POINT, SUITE 400 • TAMPA, FL 33607  
TEL. 813-282-1660 • FAX 813-287-0605  
SHARI DAVIS GONZALES/DIRECTOR

### Codes

Location: Office building/complex, Free standing building, Shopping mall, Other

LR - Living Room Style      TK - Test Kitchen  
OR - Observation Rooms    TKO - Test Kitchen Obs. Rm.  
1-1 - One on One Room      VE - Video Equipment  
1-1OR - One on One Viewing    VC - Video Conferencing

Room dimensions follow the room style

Cunningham Field & Research Services, Inc.  
Countryside Mall  
27001 U.S. Hwy. 19 N., Ste. 2074  
Clearwater, FL 34621  
Ph. 813-796-8944  
Fax 813-796-7199  
Kevin Eaton  
Location: Shopping Mall  
OR, TK, 1-1  
1) 15x18 Obs. Rm. Seats 14

Cunningham Field & Research Services, Inc.  
Brandon Town Center  
334 Brandon Town Center  
Brandon, FL 33511  
Ph. 813-681-7336  
Fax 813-681-6857  
Kevin Eaton  
Location: Shopping Mall  
OR, TK, 1-1  
1) 22x16 Obs. Rm. Seats 30

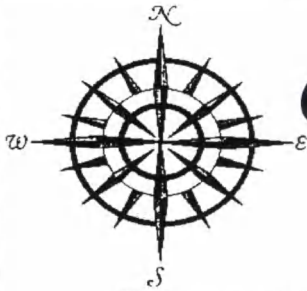
Davis & Davis Research, Inc.  
8001 N. Dale Mabry Hwy., Ste. 401B  
Tampa, FL 33614  
Ph. 813-873-1908  
Fax 813-935-5473  
Irene Davis, President  
Location: Free standing building  
CR, LR, OR, 1-1, 1-1OR, TK, VE  
1) 15x24 Obs. Rm. Seats 12  
2) 11x12

Isabel Dunn Interviewing Service, Inc.  
5811 Memorial Hwy., #103  
Tampa, FL 33615  
Ph. 813-888-9480  
Fax 813-888-9577  
Lucille Albach  
Location: Office building  
CR, OR, TK, VE  
1) 20x12 Obs. Rm. Seats 6

**Barbara Nolan Market Research**  
Feather Sound Focus Facility  
Two Corporate Dr., Ste. 670  
Clearwater, FL 34622  
Ph. 407-629-7633  
Fax 407-629-7633  
Ginger Everett, Study Coordinator  
Location: Office building  
CR, OR, TK, VE  
(See advertisement on p. 91)

Premack & Associates of Pinellas County, Inc.  
8130 66th St. N., Ste. 10  
Pinellas Park, FL 33781  
Ph. 813-544-3191  
Fax 813-544-2777  
Irwin J. Premack, President  
Location: Office building  
CR, OR, VE  
1) 12x15 Obs. Rm. Seats 6

Research Data Services, Inc.  
600 S. Magnolia Ave., Ste. 350  
Tampa, FL 33606  
Ph. 813-254-2980  
Fax 813-254-2986  
E-mail: KlagesMktg@aol.com  
Walter Klages, Ph. D.  
Location: Office building  
CR, OR, VE  
1) 22x12 Obs. Rm. Seats 5



# Compass Marketing Research

Discover the *TRUE* Course in Data Collection

The *true* course is the course that is most accurate, reliable and quick. Compass points the way to service, professionalism and integrity in the world of data collection. We have the technology, the equipment, the facilities, the staff and supervisory personnel to meet your most demanding and unusual specifications. Our experienced project managers identify problems, recommend solutions, communicate effectively.

## FACILITIES, RECRUITING AND INTERVIEWING

Focus Groups, One-on-One Interviews, Taste Tests, Audience Interviewing, etc.

### Respondents Who Meet the Requirements

- On premises, supervised, validated recruiting
- A diverse demographic population
- Consumers, professionals, executives, technicians, business owners

### State-of-the-Art Focus Group Suites

- Spacious, comfortable, client viewing and respondent rooms
- Connecting, private, client lounges with video monitor
- Portable, company owned video teleconferencing
- Latest technology for quality audio and video recording
- Separate restroom facilities for clients and respondents
- Separate client, respondent and staff entrances

### Facilities Designed to Meet Unique Research Needs

- *Test Kitchen:* ( 25 x 24 ) large refrigeration units, conventional oven, microwave, freezer, warehouse product storage
- *Display Room:* ( 25 x 29 ) wide double doors, drive up ramp to easily accommodate automobiles, recreation vehicles, boats, etc.
- *Multipurpose Room:* 500 square foot room right off test kitchen ideal for taste tests, theatre seating
- *One-On-One Rooms:* one-way mirror viewing, audio and video recording
- *CRT Telephone Interviewing:* 110 Stations  
See our ad in Central Telephone Facility Section



*Our In-house WATS Center*



*Magellan Focus Group Room*



*Display Room*

Follow your *TRUE* course to the best Atlanta has to offer

**Call: Bruce Westcott      Joe Ferris**

1-800-627-7667 (In Atlanta) 770-448-0754 (fax) 770-416-7586

## Codes

Location: Office building/complex, Free standing building, Shopping mall, Other

CR - Conference Room  
 LR - Living Room Style  
 OR - Observation Rooms  
 1-1 - One on One Room  
 1-1OR - One on One Viewing

TK - Test Kitchen  
 TKO - Test Kitchen Obsv. Rm.  
 VE - Video Equipment  
 VC - Video Conferencing

*When room dimensions are given † denotes Living Room Style*

### Schwartz-Field Service, Inc.

8902 N. Dale Mabry, Ste. 102  
 Tampa, FL 33614  
 Ph. 813-933-8060  
 Fax 813-935-3496  
 E-mail: 104146,1070@compuserve.com  
 Joyce Powell, Facility Manager  
 Location: Office building  
 CR, LR, OR, 1-1, 1-1OR, TK, VE, VC  
*(See advertisement on p. 94)*

Suburban Associates  
 Conference Center  
 4350 W. Cypress St., Ste. 535  
 Tampa, FL 33607  
 Ph. 813-874-3423  
 Fax 813-875-6789  
 E-mail: WeAsk@aol.com  
 Mandy Murphy O'Neill  
 Location: Office building  
 CR, OR, 1-1, TK, VE  
 1) 14x18 Obs. Rm. Seats 12  
 2) 14x16 Obs. Rm. Seats 10

### Superior Research

3001 N. Rocky Point Rd., Ste. 400  
 Tampa, FL 33607  
 Ph. 813-282-1660  
 Fax 813-287-0605  
 Shari Gonzales  
 Location: Office building  
 CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE, VC  
 1) 15x20 Obs. Rm. Seats 12  
 2) 15x20 Obs. Rm. Seats 12  
 3) 15x20 Obs. Rm. Seats 12  
 4) 14x22 Obs. Rm. Seats 12  
 Member FocusVision  
*(See advertisements on pp. 92, 99)*

## West Palm Beach

Field & Focus, Inc.  
 4020 S. 57th Ave., Ste. 103  
 Lake Worth, FL 33463  
 Ph. 561-965-4720 or 800-881-8301  
 Fax 561-965-7439  
 E-mail: FIELDFOCUS@aol.com  
 http://www.field-n-focus.com  
 Lois Stermer, Field Director  
 Location: Free standing building  
 CR, OR, 1-1, VE  
 1) 15x18 Obs. Rm. Seats 16

Lois Weinstein Associates  
 1655 Palm Beach Lakes Blvd., Ste. 203  
 West Palm Beach, FL 33401  
 Ph. 407-640-3242  
 Fax 407-640-3780  
 Lois Weinstein, President  
 Location: Office building  
 CR, OR, 1-1, 1-1OR, TK, VE  
 1) 17x17 Obs. Rm. Seats 18  
 2) 12x14 Obs. Rm. Seats 8

## Georgia

### Atlanta

#### Atlanta Focus

Druid Chase Office Park  
 2801 Buford Hwy., Ste. 250  
 Atlanta, GA 30329  
 Ph. 404-636-9054  
 Fax 404-636-8927  
 Marianne Polk, President  
 Location: Office building  
 CR, OR, 1-1, 1-1OR, VE  
 1) 15x20 Obs. Rm. Seats 18  
 2) 15x20 Obs. Rm. Seats 18  
 3) 15x25 Obs. Rm. Seats 18  
*(See advertisement on the Inside Back Cover)*

C I A Market Research  
 3825 Presidential Pkwy., Ste. 106  
 Atlanta, GA 30340  
 Ph. 770-454-7000  
 Fax 770-452-7225  
 Charles Fargason  
 Location: Office building  
 CR, OR, VE  
 1) 23x14 Obs. Rm. Seats 9

### Compass Marketing Research

3725 DaVinci Ct., Ste. 100  
 Norcross, GA 30092  
 Ph. 770-448-0754  
 Fax 770-416-7556  
 E-mail: CMRCOMPASS@aol.com  
 Bruce Westcott  
 Location: Free standing building  
 CR, OR, TK, VE, VC  
 1) 16x24 Obs. Rm. Seats 12  
 2) 16x20 Obs. Rm. Seats 12  
 Member VideoFocus Direct  
*(See advertisement on p. 93)*

Consumer Search  
 3918 N. Druid Hill Rd.  
 Atlanta, GA 30033  
 Ph. 404-321-1770  
 Fax 404-636-3037  
 Scott Tannenbaum  
 Location: Shopping mall  
 CR, OR, TK, VE

Consumer Search  
 2801 Candler Rd.  
 Atlanta, GA 30034  
 Ph. 404-321-1770  
 Fax 404-636-3037  
 Scott Tannenbaum  
 Location: Shopping mall  
 CR, OR, 1-1, 1-1OR, TK, VE  
 1) 20x20 Obs. Rm. Seats 15

Cunningham Field & Research Services, Inc.  
 North Point Mall  
 1000 N. Point Circle, Ste. 1002  
 Alpharetta, GA 30202  
 Ph. 770-475-3880  
 Fax 770-475-0233  
 Jodi Boyd  
 Location: Shopping Mall  
 CR, OR, 1-1, 1-1OR, TK, TKO, VE, VC  
 1) 14x10 Obs. Rm. Seats 10

### Eagle Research - Atlanta

One Dunwoody Park, Ste. 128  
 Atlanta, GA 30338  
 Ph. 800-281-5397  
 Fax 770-671-9708  
 E-mail: eaglegrp@rmii.com  
 Beth Wilson, President  
 Location: Office building  
 CR, LR, OR, 1-1, 1-1OR, TK, VE  
 1) 14x20 Obs. Rm. Seats 18  
 2) 14x20 Obs. Rm. Seats 12  
 3) 15x17 Obs. Rm. Seats 12  
 4) 24x36 Obs. Rm. Seats 25  
 5) 14x20 Obs. Rm. Seats 18  
 6) 14x20 Obs. Rm. Seats 12  
 7) 15x17 Obs. Rm. Seats 12  
 8) 24x36 Obs. Rm. Seats 25  
*(See advertisements on pp. 85, 95)*

## SCHWARTZ-FIELD SERVICE INC.

### A Complete Focus Group Facility

**Celebrating our 15th anniversary and rated #1 in Tampa. Schwartz-Field Service is pleased and happy to announce "the ground has been broken" for our new building. We plan to relocate into this extraordinary focus facility in the early spring of 1997.**

813 933-8060 Fax 813 935-3496 104146,1070@CompuServe.com



**tampa** The climate is right!

# Eagle Research-Atlanta

*"The best keeps getting better"*

## Recruiting

From our *fresh* data-base to our state-of-the-art monitoring and 100% validation, our recruiting is first-class. All recruiting is conducted and supervised in-house. To ensure quality respondents, we offer duplicate number search, past participant screen-out by date, client, moderator and topic. Our Excellent supervisor to interviewer ratio (1:4) ensures quality data and recruiting on time — every time.



Christine Farber



Freddi Wayne

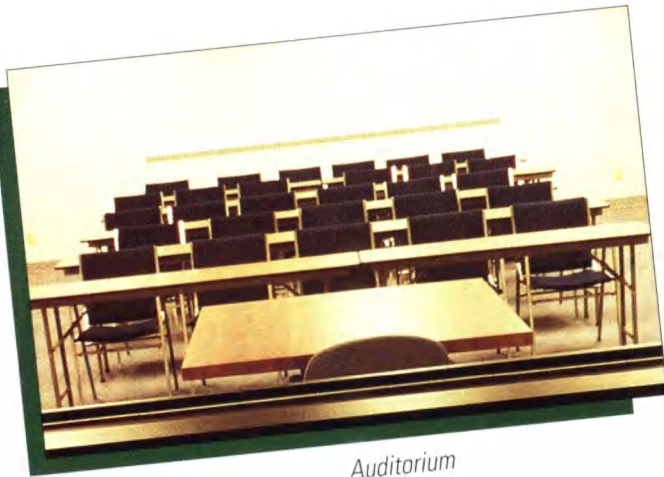
## The People

Decades of research experience. Beth Wilson is President at Eagle-Atlanta, Christine Farber is Director of Research Operations and Freddi Wayne is Director of

Qualitative Operations at Eagle's Corporate headquarters in Denver.

## Our Commitment

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



Auditorium

## The Facility

Four plush **focus group suites**. All rooms have client lounges designed for comfort and privacy. Large **auditorium** accommodates 75 theatre with viewing. **Test kitchen** and **1-on-1 room**. Complimentary 1/2" video taping.

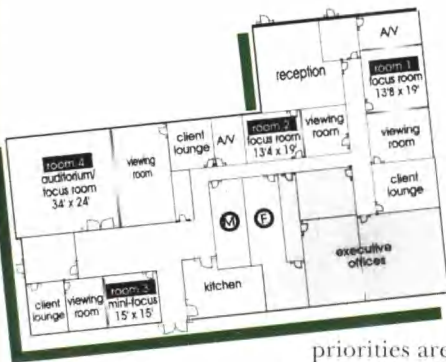


Beth Wilson

## 110 Station CATI Phone Center

Our quality control standards are without equal. Our

priorities are in the details of data collection, interviewer training, coaching, monitoring and questionnaire/sample management. We deliver accurate and reliable data on time — every time. Our facilities use ACS-Query software. Inbound 800 lines. **Remote monitoring** is available.



**DENVER**



**ATLANTA**



800-281-5397  
Fax (303) 980-2270

## Codes

Location: Office building/complex, Free standing building, Shopping mall, Other

CR - Conference Room	TK - Test Kitchen
LR - Living Room Style	TKO - Test Kitchen Obsv. Rm.
OR - Observation Rooms	VE - Video Equipment
1-1 - One on One Room	VC - Video Conferencing
1-1OR - One on One Viewing	

When room dimensions are given † denotes Living Room Style

Elrick and Lavidge  
1990 Lakeside Pkwy., 3rd fl.  
Tucker, GA 30084  
Ph. 770-938-3233  
Fax 770-621-7666  
E-mail: elavidge@mindspring.com  
<http://www.elavidge.com>

Barbara Flacker  
Location: Office building  
CR, OR, TK, VE  
1) 25x15 Obs. Rm. Seats 8  
2) 25x15 Obs. Rm. Seats 6

**Fieldwork Atlanta, Inc.**  
200 Galleria Pkwy., #1850  
Atlanta, GA 30339  
Ph. 770-988-0330  
Fax 770-955-1555  
<http://www.fieldwork.com>

Carolyn Lee  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, TKO, VE, VC  
1) 19x17 Obs. Rm. Seats 25  
2) 35x16 Obs. Rm. Seats 20  
3) 17x14 Obs. Rm. Seats 20  
Member FocusVision  
(See advertisement on the Back Cover)

Focus On Atlanta  
3953 Pleasantdale Rd., #110  
Atlanta, GA 30340  
Ph. 770-447-9800  
Fax 770-446-8038  
Clara Stokes  
Location: Free standing building  
CR, OR, 1-1, 1-1OR, TK

Heakin Research, Inc.  
Shannon South Park Mall  
577 Shannon Mall  
Union City, GA 30305  
Ph. 770-964-9634  
Fax 770-964-9665  
Charles Smalley, Manager  
Location: Shopping mall  
CR, OR, TK, VE

Heakin Research, Inc.  
Gwinett Plaza Mall  
2100 Pleasant Hill Rd.  
Duluth, GA 30136  
Ph. 404-476-0714  
Fax 404-476-3194  
Terri Clark, Manager  
Location: Shopping mall  
CR, OR, VE

Kenneth Hollander Associates  
3490 Piedmont Rd., Ste. 424  
Atlanta, GA 30305  
Ph. 404-231-4077  
Fax 404-231-0763  
Kimberly Moore  
Location: Office building  
CR, OR, VE  
1) 11x09 Obs. Rm. Seats 7

**Jackson Associates, Inc.**  
1140 Hammond Dr., Bldg. H  
Atlanta, GA 30328  
Ph. 770-394-8700  
Fax 770-394-8702  
E-mail: research@jacksonassociates.com  
<http://www.jacksonassociates.com>  
Margaret Hicks  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, VE, VC  
1) 24x16 Obs. Rm. Seats 20  
2) 22x22 Obs. Rm. Seats 15  
3) 22x29 Obs. Rm. Seats 15  
4) 12x16 Obs. Rm. Seats 7  
Member NETWORK, VCAN  
(See advertisement on p. 97)

Joyner Hutcheson Research, Inc.  
1900 Century Place  
Atlanta, GA 30345  
Ph. 404-321-0953  
Fax 404-634-8131  
Wanda Hutcheson, President  
Location: Office building  
CR, LR, OR, TK, VE

MacConnell Research Services, Inc.  
10 Perimeter Park Dr., Ste. 110  
Atlanta, GA 30341  
Ph. 770-451-6236  
Fax 770-451-6184  
Joy MacConnell  
Location: Office building  
CR, OR, 1-1, TK, VE  
1) 14x16 Obs. Rm. Seats 8  
2) 14x16 Obs. Rm. Seats 8

MacConnell Research Services, Inc.  
Avondale Mall  
3588 Memorial Drive  
Decatur, GA 30032  
Ph. 770-451-6236  
Fax 770-451-6184  
Joy MacConnell  
Location: Shopping mall  
CR, OR, 1-1, 1-1OR, VE  
1) 13x16 Obs. Rm. Seats 8

MacFarlane & Co., Inc.  
One Park Place  
1900 Emery St. N.W., Ste. 450  
Atlanta, GA 30318  
Ph. 404-352-2290  
Fax 404-352-2299  
Location: Office building  
CR, OR, 1-1, 1-1OR, VE  
1) 16x15 Obs. Rm. Seats 3

Message Factors, Inc.  
1140 Hammond Dr., Ste. F-6200  
Atlanta, GA 30328  
Ph. 770-604-9983  
Fax 770-604-9187  
Tony Kegel  
Location: Office building  
CR, OR, VE

Mid-America Rsch./Facts In Focus  
Lenox Square Mall  
3393 Peachtree Rd. N.E.  
Atlanta, GA 30326  
Ph. 404-261-8011  
Fax 404-261-5576  
Deborah Wilson, Manager  
Location: Shopping mall  
CR, OR, TK, VE  
1) 17x14 Obs. Rm. Seats 10  
2) 19x12 Obs. Rm. Seats 12

**Nordhaus Research, Inc.**  
3355 Lenox Rd.  
Atlanta, GA 30326  
Ph. 404-848-8188  
Fax 404-848-8199  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, TKO  
1) 16x17 Obs. Rm. Seats 15  
2) 16x27 Obs. Rm. Seats 15  
(See advertisement on p. 116)

P V R, Inc.  
11445 Johns Creek Pkwy.  
Atlanta, GA 30155  
Ph. 770-232-0322  
Fax 770-232-0344  
E-mail: geric@mindspring.com  
Glenda Fears, V.P. Ops.  
Location: Office building  
CR, OR, 1-1, TK, VE  
1) 20x22 Obs. Rm. Seats 18  
2) 17x22 Obs. Rm. Seats 15

**Plaza Research-Atlanta**  
2401 Lake Park Dr.  
Atlanta, GA 30080  
Ph. 770-432-1400 or 800-654-8002  
Fax 770-432-0730  
E-mail: Atlanta@plazaresearch.com  
<http://www.plazaresearch.com>  
Michele Borea  
Location: Office building  
CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE  
1) 15x20 Obs. Rm. Seats 15  
2) 15x20 Obs. Rm. Seats 15  
3) 15x20 Obs. Rm. Seats 15  
Member FocusVision  
(See advertisement on p. 127)

**Quality Controlled Services**  
2635 Century Pkwy., Ste. 100  
Atlanta, GA 30345  
Ph. 800-227-2974  
Fax 404-636-3276  
<http://www.qcs.com>  
Susan Lipsitz  
Location: Office building  
CR, OR, TK, VE  
1) 15x22 Obs. Rm. Seats 10  
2) 15x20 Obs. Rm. Seats 12  
3) 15x20 Obs. Rm. Seats 8  
(See advertisement on p. 67)



# Here's the big plan for your future.

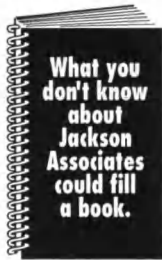
Jackson Associates has just what you're looking for in a field service.

Take our state-of-the-art focus facility in Atlanta. It features four spacious focus suites, a large auditorium with viewing, a fully equipped test kitchen, taste test center and a 40-line monitored telephone room for recruiting and CRT interviewing.

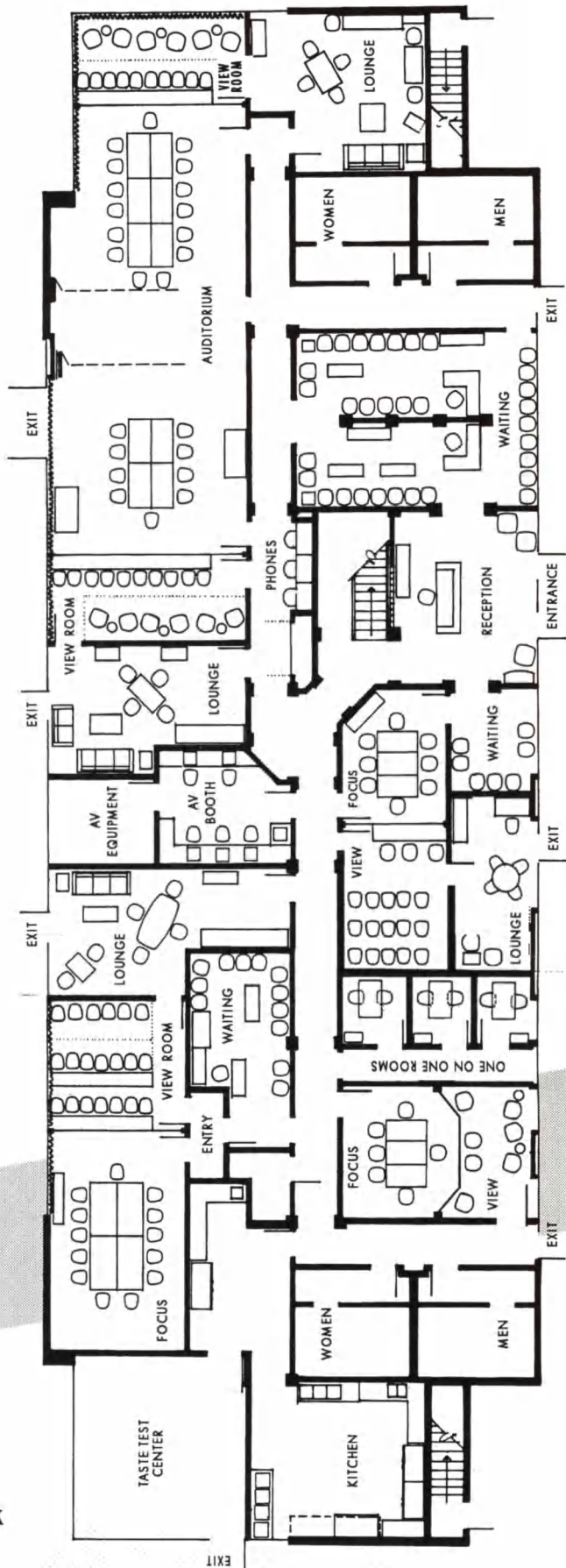
Plus, we have interactive, global videoconferencing capability that lets you sit in on focus groups without leaving your office. See for yourself in our updated field service handbook.

For your free copy, call us at 770-394-8700. Visit our Web site at [www.jacksonassociates.com](http://www.jacksonassociates.com)

**Jackson Associates Inc.**



**Twelve modem lines in each focus room.**  
Now, all your respondents can be on line at the same time.



**VIDEOCONFERENCING ALLIANCE NETWORK**

## Codes

Location: Office building/complex, Free standing building, Shopping mall, Other

CR - Conference Room  
LR - Living Room Style  
OR - Observation Rooms  
1-1 - One on One Room  
1-1OR - One on One Viewing

TK - Test Kitchen  
TKO - Test Kitchen Obsv. Rm.  
VE - Video Equipment  
VC - Video Conferencing

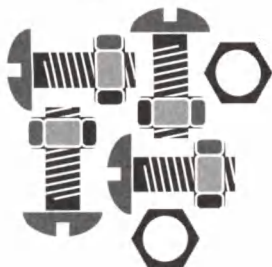
When room dimensions are given † denotes Living Room Style

### Quick Test

4205 Roswell Rd.  
Atlanta, GA 30342  
Ph. 404-843-3807  
Fax 404-843-9733  
Pat Johnson, Manager  
Location: Office building  
CR, OR, TK, VE, VC  
1) 13x15 Obs. Rm. Seats 8  
(See advertisement on p. 119)

John Stolzberg Market Research  
1800 Century Blvd., Ste. 1000  
Atlanta, GA 30345  
Ph. 404-329-0954  
Fax 404-329-1596  
John Stolzberg  
Location: Office building  
CR, OR, TK, VE  
1) 21x18 Obs. Rm. Seats 15  
2) 19x17 Obs. Rm. Seats 15  
3) 20x12 Obs. Rm. Seats 10

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nuts & bolts  
answers to  
your research  
questions in  
every issue**



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**MARKETING RESEARCH**  
Review

### Superior Research

1155 Hammond Dr., Ste. 5090-E  
Atlanta, GA 30328  
Ph. 770-394-4400  
Fax 770-391-9345  
Rhoda Davis  
Location: Office building  
CR, LR, OR, TK, TKO, VE, VC  
1) 14x23 Obs. Rm. Seats 12  
2) 14x20 Obs. Rm. Seats 12  
3) 14x20 Obs. Rm. Seats 12  
†4) 15x19 Obs. Rm. Seats 12  
Member FocusVision  
(See advertisements on pp. 92, 99)

T & K Research Associates, Inc.  
1501 Johnson Ferry Rd., Ste. 250  
Marietta, GA 30062  
Ph. 770-578-9085  
Fax 770-977-0833  
Darlene McWilliams  
Location: Office building  
CR, OR, 1-1, 1-1OR, VE  
1) 15x20 Obs. Rm. Seats 12

T & K Research Associates, Inc.  
245 Peachtree Center, Ste. 308  
Atlanta, GA 30303  
Ph. 770-578-9085  
Fax 770-977-0833  
Darlene McWilliams  
Location: Office building  
CR, OR, 1-1, 1-1OR, VE  
1) 21x18 Obs. Rm. Seats 12  
2) 22x14 Obs. Rm. Seats 10  
3) 15x09 Obs. Rm. Seats 10

Whaley Research & Associates, Inc.  
5001 Riverdale Ct.  
College Park, GA 30337  
Ph. 800-283-4701  
Fax 800-283-4733  
Marilyn Whaley, CEO  
Location: Other  
CR, OR, TK, VE  
1) 16x24 Obs. Rm. Seats 16

### Augusta

Answers, Inc.  
109 Eighth St.  
Augusta, GA 30901  
Ph. 706-724-2679  
Fax 706-724-1093  
E-mail: mark@malison.com  
Mark Alison  
Location: Office building  
CR, LR, OR, TK, VE  
1) 20x40 Obs. Rm. Seats 25  
†2) 20x40 Obs. Rm. Seats 25

### Gainesville

#### Jackson Associates, Inc.

Lakeshore Mall  
1285 W. Washington St.  
Gainesville, GA 30501  
Ph. 770-394-8700  
Fax 770-394-8702  
E-mail: research@jacksonassociates.com  
http://www.jacksonassociates.com  
Margaret Hicks  
Location: Shopping mall  
CR, OR, VE  
1) 16x14 Obs. Rm. Seats 6  
Member NETWORK  
(See advertisement on p. 97)

### 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  
Location: Office building  
CR, OR, 1-1, 1-1OR, VE  
1) 20x11 Obs. Rm. Seats 10

Omnitrak Group, Inc.  
Davies Pacific Center  
841 Bishop St., Ste. 725  
Honolulu, HI 96813  
Ph. 808-528-4050  
Fax 808-538-6227  
Location: Office building  
CR, OR, 1-1, 1-1OR, VE

QMark Research & Polling  
Pacific Tower, 19th fl.  
1001 Bishop St.  
Honolulu, HI 96813  
Ph. 808-524-5194  
Fax 808-524-5487  
E-mail: bankersmit@starrtech.com  
http://ssm/pixi.com/starr/  
Barbara Ankersmit, President  
Location: Office building  
CR, OR, VE  
1) 16x20 Obs. Rm. Seats 10

SMS Research & Marketing Services  
1042 Fort St. Mall, Ste. 200  
Honolulu, HI 96813  
Ph. 808-537-3356  
Fax 808-537-2686  
Jim Deannemiller, President  
Location: Office building  
CR, OR, VE

Ward Research, Inc.  
126 Queen St., Ste. 212  
Honolulu, HI 96813  
Ph. 808-522-5123  
Fax 808-522-5127  
Rebecca S. Ward  
Location: Office building  
CR, OR, 1-1, 1-1OR, VE  
1) 12x22 Obs. Rm. Seats 6

# 1997 FOCUS GROUP FACILITIES DIRECTORY

## Idaho

### Boise

Clearwater Research, Inc.  
2130 N. Cole Rd  
Boise, ID 83704  
Ph. 208-376-3376  
Fax 208-376-2008  
Steve Swann  
Location: Office building  
CR, OR, 1-10R, TK, VE  
1) 15x12 Obs. Rm. Seats 10

## Illinois

### Chicago

Accurate Data Marketing, Inc.  
4267 Commercial Way  
Glenview, IL 60025  
Ph. 847-390-7777  
Fax 847-390-7849  
Barbara Dorfman, President  
Location: Office building  
CR, OR, 1-1, TK, VE  
1) 16x16 Obs. Rm. Seats 12  
2) 12x13 Obs. Rm. Seats 10

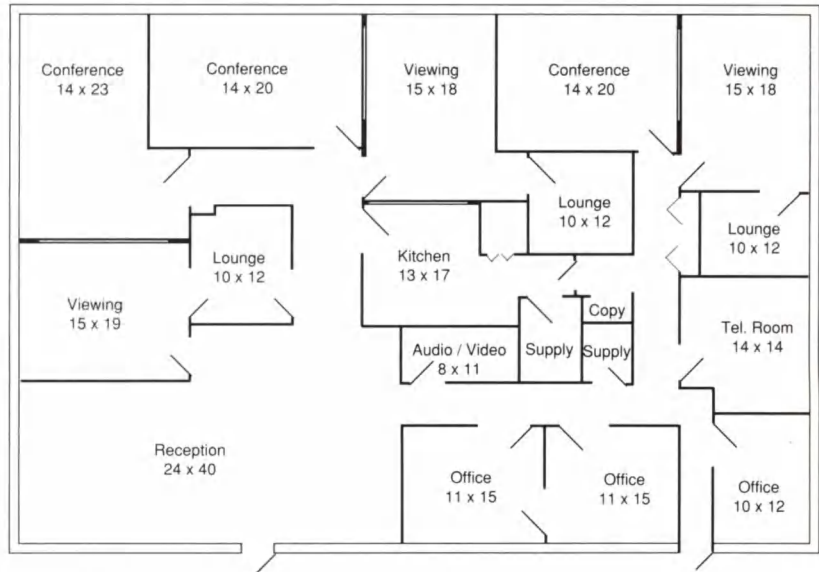
Adler-Weiner Research/Chicago, Inc.  
6500 N. Lincoln Ave., Ste. 200  
Lincolnwood, IL 60645  
Ph. 847-675-5011  
Fax 847-675-5698  
Eileen Dorfman  
Location: Free standing building  
CR, OR, TK, VE  
1) 22x19 Obs. Rm. Seats 30  
2) 16x18 Obs. Rm. Seats 18

Adler-Weiner Research/Chicago, Inc.  
John Hancock Center  
875 N. Michigan Ave., Ste. 3260  
Chicago, IL 60610  
Ph. 312-944-2555  
Fax 312-944-7639  
Eileen Dorfman  
Location: Office building  
CR, OR, TK, VE, VC  
1) 17x16 Obs. Rm. Seats 20  
2) 20x20 Obs. Rm. Seats 20  
3) 20x20 Obs. Rm. Seats 20  
4) 20x16 Obs. Rm. Seats 20  
5) 20x30 Obs. Rm. Seats 20  
Member FocusVision

All About Research  
2000 York Rd., Ste. 111  
Oak Brook, IL 60521  
Ph. 630-573-9500  
Fax 630-573-2552  
Sandy Shapin  
Location: Office building  
CR, LR, OR, TK, VE

Assistance In Marketing/Chicago  
1650 N. Arlington Heights Rd.  
Arlington Heights, IL 60004  
Ph. 847-392-5500  
Fax 847-392-5841  
E-mail: AIM@aim.charm.net  
http://www.charm.net/~aim/  
Laura Shulman  
Location: Office building  
CR, OR, 1-1, 1-10R, TK, TKO, VE, VC  
1) 20x12 Obs. Rm. Seats 8  
2) 17x13 Obs. Rm. Seats 8  
Member VideoFocus Direct

**The Blackstone Group**  
360 N. Michigan Ave., Ste. 1501  
Chicago, IL 60601  
Ph. 312-419-0400  
Fax 312-419-8419  
Claire K. Rose  
Location: Office building  
CR, OR, 1-1, 1-10R, TK, VE  
1) 14x26 Obs. Rm. Seats 15  
2) 15x20 Obs. Rm. Seats 10  
3) 13x20 Obs. Rm. Seats 10  
(See advertisement on p. 100)

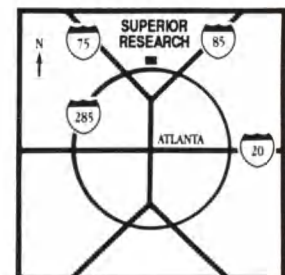


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ATLANTA'S NEWEST FOCUS GROUP FACILITY  
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- THREE SPACIOUS FOCUS GROUP SET-UPS
- FULLY EQUIPPED TEST KITCHEN
- SIMULTANEOUS VIEWING CAPABILITY
- REVERSIBLE SET-UP FOR IN-DEPTH INTERVIEWS
- FIXED VIDEO EQUIPMENT
- LOUNGES WITH EXERCISE EQUIPMENT
- GOURMET FOOD
- ADJACENT TO BANKS, RESTAURANTS, SHOPS AND HOTELS
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**SUPERIOR RESEARCH**  
1155 HAMMOND DRIVE  
SUITE 5090-E  
ATLANTA, GA 30328  
TELEPHONE 770-394-4400  
FAX 770-391-9345



## Codes

Location: Office building/complex, Free standing building, Shopping mall, Other

CR - Conference Room	TK - Test Kitchen
LR - Living Room Style	TKO - Test Kitchen Obsv. Rm.
OR - Observation Rooms	VE - Video Equipment
1-1 - One on One Room	VC - Video Conferencing
1-1OR - One on One Viewing	

*When room dimensions are given † denotes Living Room Style*

Bryles Survey Service, Ltd.  
6847 W. 159th St.  
Tinley Park, IL 60477  
Ph. 708-532-6800  
Fax 708-532-1880  
Bob Bryles, President  
Location: Shopping mall  
CR, OR, 1-1, 1-1OR, TK, VE  
1) 15x18 Obs. Rm. Seats 15

C/J Research, Inc.  
3150 Salt Creek Ln., Ste. 111  
Arlington Heights, IL 60005  
Ph. 847-253-1100 or 800-323-0266  
Fax 847-253-1587  
E-mail: INFO@CJR.COM  
http://www.cjr.com  
Sherrie Binke  
Location: Free standing building  
CR, OR, VE  
1) 24x11 Obs. Rm. Seats 12

Car-Lene Research, Inc.  
Northbrook Court, #1187  
Northbrook, IL 60062  
Ph. 708-498-1305  
Robin Rome, Manager  
Location: Shopping mall  
CR, OR, TK, VE

**Chicago Focus, Inc.**  
7 E. Huron St.  
Chicago, IL 60611  
Ph. 312-951-1616  
Fax 312-951-5099  
Lynn Rissman, President  
Location: Free standing building  
CR, OR, VE  
1) 21x13 Obs. Rm. Seats 8  
2) 21x13 Obs. Rm. Seats 8  
3) 21x13 Obs. Rm. Seats 20  
*(See advertisement on the Inside Back Cover)*

Comiskey Research  
205 W. Grand Ave., Ste. 108  
Bensenville, IL 60106  
Ph. 708-860-2255  
Sig Saltz, President  
Location: Office building  
CR, OR, TK, VE  
1) 12x16 Obs. Rm. Seats 8

**Consumer Pulse of Chicago**  
Spring Hill Mall, #1140  
W. Dundee, IL 60118  
Ph. 847-428-0885 or 800-336-0159  
Fax 847-428-4554  
E-mail: Consumer.Pulse@internetMCI.com  
Steve Lehman, Director  
Location: Shopping mall  
CR, OR, 1-1, TK, VE  
1) 15x15 Obs. Rm. Seats 15  
*(See advertisement on p. 114)*

**Consumer Surveys Co.**  
Northpoint Shopping Center  
304 E. Rand Rd.  
Arlington Heights, IL 60004  
Ph. 847-394-9411  
Fax 847-394-0001  
E-mail: fberla19@mail.idt.net  
Deanna Kohn  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, VE  
1) 15x20 Obs. Rm. Seats 15  
Member NETWORK  
*(See advertisement on p. 101)*

Conway/Milliken & Associates  
875 N. Michigan Ave., Ste. 2511  
Chicago, IL 60611  
Ph. 312-787-4060  
Fax 312-787-4156  
Kim Pinson, Vice President  
Location: Office building  
CR, OR, 1-1, TK, VE  
1) 21x18 Obs. Rm. Seats 15

Cunningham Field & Research Services, Inc.  
Lincoln Mall  
208 Lincoln Mall, Ste. 104  
Ph. 708-283-2700  
Fax 708-283-2772  
Location: Shopping Mall  
CR, OR, 1-1, VE, VC  
1) 18x16 Obs. Rm. Seats 20

Data Research, Inc.  
1319 Butterfield Rd., Ste. 510  
Downers Grove, IL 60515  
Ph. 630-971-2880  
Fax 630-971-2267  
Kathleen Cowles, Vice President  
Location: Office building  
CR, OR, TK, TKO, VE  
1) 30x23 Obs. Rm. Seats 14

Elrick and Lavidge  
Three Westbrook Corp. Center, 6th flr.  
11301 Cermack Ctr.  
Westchester, IL 60154  
Ph. 708-449-5300  
Fax 708-449-4498  
http://www.elavidge.com  
Bonnie Schroeder  
Location: Office building  
CR, OR, VE  
1) 15x24 Obs. Rm. Seats 10

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

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us at 1•800•666•9847**

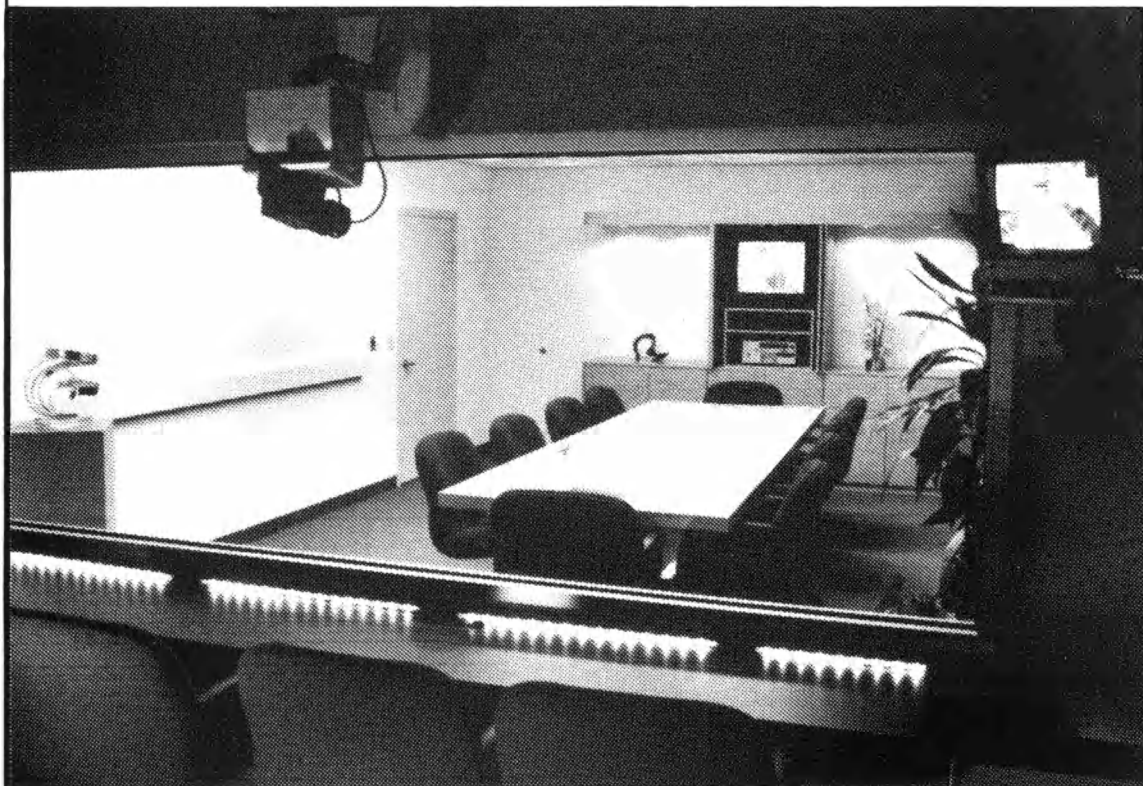
### Research Capabilities

60+ CATI Stations  
Multilingual Interviewers  
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High Volume Scanner

### Complete Focus Group Facilities

**The Blackstone Group**  
360 North Michigan Avenue  
Chicago, Illinois 60601  
(312) 419-0400

# PAMPER YOUR CLIENTS



## Consumer Surveys Company In Chicago, when you demand excellence

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

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## CS Consumer Surveys Company

Northpoint Shopping Center • 304 E. Rand Rd. • Arlington Heights, IL 60004  
Tel: 847/394-9411 • Fax: 847/394-0001  
E-Mail [fberla19@mail.idt.net](mailto:fberla19@mail.idt.net)



## Codes

Location: Office building/complex, Free standing building, Shopping mall, Other

CR - Conference Room	TK - Test Kitchen
LR - Living Room Style	TKO - Test Kitchen Obsv. Rm.
OR - Observation Rooms	VE - Video Equipment
1-1 - One on One Room	VC - Video Conferencing
1-1OR - One on One Viewing	

When room dimensions are given † denotes Living Room Style

**Fact Flow Research**  
311 S. Wacker Dr., Ste. 2350  
Chicago, IL 60606  
Ph. 312-341-8117  
Fax 312-341-8119  
E-mail: answers@ffresearch.com  
Diana Exarhos, Field Work Manager  
Location: Office building  
CR, OR, 1-1, 1-1OR, VE  
1) 17x24 Obs. Rm. Seats 10

**Facts In Focus, Inc.**  
2260 Fox Valley Center  
Aurora, IL 60504  
Ph. 708-898-2166  
Fax 708-898-2172  
Matt Johnson, Manager  
Location: Shopping mall  
CR, OR, 1-1, 1-1OR, TK, TKO, VE

**Fieldwork Chicago-North, Inc.**  
6200 N. Hiawatha, Ste. 720  
Chicago, IL 60646  
Ph. 312-282-2911  
Fax 312-282-8971  
http://www.fieldwork.com  
Karen Borgardt or Judy Piechocki  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, TKO, VE  
1) 16x20 Obs. Rm. Seats 20  
2) 16x20 Obs. Rm. Seats 25  
3) 16x20 Obs. Rm. Seats 25  
4) 17x16 Obs. Rm. Seats 15  
(See advertisement on the Back Cover)

**Fieldwork Chicago-O'Hare, Inc.**  
8420 W. Bryn Mawr Ave., Ste. 650  
Chicago, IL 60631  
Ph. 312-714-8700  
Fax 312-714-0737  
http://www.fieldwork.com  
Susan Brody  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, VE  
1) 21x21 Obs. Rm. Seats 35  
2) 21x15 Obs. Rm. Seats 20  
3) 20x20 Obs. Rm. Seats 30  
(See advertisement on the Back Cover)

**Fieldwork Chicago-West, Inc.**  
1450 E. American Ln., Ste. 1880  
Schaumburg, IL 60173  
Ph. 847-413-9040  
Fax 847-413-9064  
http://www.fieldwork.com  
Pam White  
Location: Office building  
CR, OR, 1-1, TK, VE  
1) 21x14 Obs. Rm. Seats 20  
2) 20x18 Obs. Rm. Seats 15  
3) 20x15 Obs. Rm. Seats 17  
(See advertisement on the Back Cover)

**Focuscope, Inc.**  
1100 Lake St., Ste. 60  
Oak Park, IL 60301  
Ph. 708-386-5086  
Fax 708-386-1207  
E-mail: foscope@aol.com  
Kevin Rooney  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, TKO, VE  
1) 15x20 Obs. Rm. Seats 18  
2) 15x20 Obs. Rm. Seats 18  
3) 14x16 Obs. Rm. Seats 7  
4) 14x24 Obs. Rm. Seats 12  
(See advertisement on p. 102)

**Focuscope, Inc.**  
1 E. Erie, Ste. 305  
Chicago, IL 60611  
Ph. 312-587-1893  
Fax 708-386-1207  
E-mail: foscope@aol.com  
Kevin Rooney  
Location: Office building  
CR, OR, 1-1, 1-1OR, VE  
1) 23x20 Obs. Rm. Seats 18  
2) 23x16 Obs. Rm. Seats 15  
(See advertisement on p. 102)

**Heakin Research, Inc.**  
3615 Park Dr., Ste. 101  
Olympia Fields, IL 60461  
Ph. 708-503-0100  
Fax 708-503-0101  
Linda Smith  
Location: Office building  
CR, OR, TK, VE

**Home Arts Guild Research Center**  
35 E. Wacker Dr.  
Chicago, IL 60601  
Ph. 312-726-7406  
Fax 312-346-3746  
E-mail: Research35@aol.com  
Roy Roberts  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, TKO, VE, VC  
1) 14x30 Obs. Rm. Seats 20  
2) 15x20 Obs. Rm. Seats 12  
3) 13x19 Obs. Rm. Seats 15  
4) 14x19 Obs. Rm. Seats 11  
5) 14x14 Obs. Rm. Seats 15  
Member VideoFocus Direct  
(See advertisement on p. 103)

## FOCUSCOPE.

*We'll Blow  
You Away!*



In the Windy City, Focuscope makes market research a breeze. With a choice of locations...amid the prevailing westerlies of Oak Park or the gusts of the Magnificent Mile. With fresh qualified respondents, not windbags. With luxurious facilities that let you breathe easy. And with costs that won't blow your budget.

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Focuscope — Downtown  
1 East Erie, Suite 305  
Chicago, IL 60611  
312.587.1893

Focuscope — Oak Park  
1100 Lake Street, Suite 60  
Oak Park, IL 60301  
708.386.5086

FOCUSCOPE. 17 YEARS OF INCOMPARABLE SERVICE.

# 1997 FOCUS GROUP FACILITIES DIRECTORY

Illinois Center Market Research  
155 N. Michigan Ave., Ste. 400  
Chicago, IL 60601  
Ph. 312-856-1697  
Fax 312-856-0122  
Peggy Ryan  
Location: Office building  
CR, OR, TK, VE

Marketing Services  
2525 Gross Point Rd.  
Evanston, IL 60201  
Ph. 847-864-4100  
Carolyn Ripley, Principal  
Location: Free standing building  
CR, OR, VE

Mid-America Rsch./Facts In Focus  
Orland Square Mall  
280 Orland Sq.  
Orland Park, IL 60462  
Ph. 708-349-0888  
Fax 708-349-9407  
Joan Simon, Manager  
Location: Shopping mall  
CR, OR, TK, VE

- 1) 14x13 Obs. Rm. Seats 10
- 2) 14x08 Obs. Rm. Seats 4

Mid-America Rsch./Facts In Focus  
Randhurst Center  
999 N. Elmhurst Rd., Ste. 17  
Mt. Prospect, IL 60056  
Ph. 847-392-0800  
Fax 847-259-7259  
Lori Tomileoni, Manager  
Location: Shopping mall  
CR, TK, VE

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

National Data Research, Inc.  
770 Frontage Rd., Ste. 110  
Northfield, IL 60093  
Ph. 847-501-3200  
Fax 847-501-2865  
Val Maxwell, President  
Location: Office building  
CR, OR, 1-1, 1-10R, TK, VE, VC  
1) 16x19 Obs. Rm. Seats 15  
2) 18x21 Obs. Rm. Seats 15  
3) 21x18 Obs. Rm. Seats 15  
4) 21x17 Obs. Rm. Seats 15  
5) 17x21 Obs. Rm. Seats 15  
Member VCAN

National Data Research, Inc.  
737 N. Michigan Ave., Ste. 1310  
Chicago, IL 60611  
Ph. 847-501-3200  
Fax 847-501-2865  
Val Maxwell, President  
Location: Office building  
CR, OR, VE, VC  
1) 25x17 Obs. Rm. Seats 15  
2) 21x17 Obs. Rm. Seats 15  
3) 24x17 Obs. Rm. Seats 15  
4) 26x16 Obs. Rm. Seats 20  
Member VCAN

This is our 68th year...What we've learned about focus groups keeps clients coming back



## THEN:

Chicago women come to Home Arts Guild's sponsored luncheons to learn the "home arts" of homemaking & cooking. Soon the women start to participate in surveys. We become the first CLT center in the nation.



## THEN:

Our first one-way mirrors were 2' x 2'. There were two per room. Only two clients sitting on bar stools could observe. The rest had to sit in the dark and listen. Each room was only four feet deep.

★ On-site recruiting of consumers, doctors, business people from the entire Chicago metro area.

★ The facility includes:

- A large, fully-equipped kitchen with one-way mirror.
- A separate suite for 1-on-1s, triads and mini-groups.
- An auditorium that seats 42.

We hope to have the opportunity of showing you why clients have kept coming back for projects...since 1927. Please ask for our color brochure.



## NOW:

An elegant focus group facility on the 29th & 30th floors of a skyscraper overlooking the river and lake, with five luxurious suites and every client amenity. We have 38 years of focus group experience.



## NOW:

All mirrors are wall-to-wall, and in our largest viewing room 20 clients sitting in large swivel chairs can observe. All rooms are tiered, have writing ledges and adjoining client lounges with great views (and food!)

**A** HOME ARTS GUILD RESEARCH CENTER  
**G** 35 East Wacker Drive, Chicago, IL 60601 • (312)726-7406

## Codes

Location: Office building/complex, Free standing building, Shopping mall, Other

CR - Conference Room      TK - Test Kitchen  
 LR - Living Room Style      TKO - Test Kitchen Obsv. Rm.  
 OR - Observation Rooms      VE - Video Equipment  
 1-1 - One on One Room      VC - Video Conferencing  
 1-1OR - One on One Viewing

When room dimensions are given † denotes Living Room Style

**National Qualitative Centers, Inc.**  
 625 N. Michigan Ave., Ste. 200  
 Chicago, IL 60611  
 Ph. 800-335-1222 or 312-642-1001  
 Fax 312-649-5812  
 Sandy Nidetz, Manager  
 Location: Office building  
 CR, OR, TK, VE, VC  
 Member VideoFocus Direct

### O'Hare in Focus

1011 E. Touhy Ave.  
 Des Plaines, IL 60018  
 Ph. 847-299-6636  
 Fax 847-824-3259  
 Renie Vitellaro  
 Location: Office building  
 CR, OR, TK, TKO, VE  
 1) 18x20 Obs. Rm. Seats 10  
 2) 17x19 Obs. Rm. Seats 20  
 3) 15x18 Obs. Rm. Seats 15  
 4) 12x15 Obs. Rm. Seats 8  
 (See advertisement on p. 105)

**Oakbrook Interviewing Center, Inc.**  
 1415 W. 22nd St.  
 Oak Brook, IL 60521  
 Ph. 630-574-0330  
 Fax 630-574-0358  
 Dorothy Polzin, Facility Manager  
 Location: Office building  
 CR, OR, 1-1, 1-1OR, TK, TKO, VE  
 1) 22x15 Obs. Rm. Seats 11  
 2) 16x16 Obs. Rm. Seats 13  
 3) 09x14 Obs. Rm. Seats 10  
 4) 21x16 Obs. Rm. Seats 18

### Plaza Research-Chicago

5450 N. Cumberland Ave.  
 Chicago, IL 60656  
 Ph. 773-714-9600 or 800-654-8002  
 Fax 773-714-9604  
 E-mail: Chicago@plazaresearch.com  
 http://www.plazaresearch.com  
 Holli Epstein

Location: Office building  
 CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE  
 1) 15x20 Obs. Rm. Seats 15  
 2) 15x20 Obs. Rm. Seats 15  
 3) 15x20 Obs. Rm. Seats 15  
 †4) 20x15  
 (See advertisement on p. 127)

### Precision Field Services, Inc.

O'Hare Corporate Towers  
 10600 W. Higgins Rd., Ste. 100  
 Rosemont, IL 60018  
 Ph. 847-390-8666  
 Fax 847-390-8885  
 E-mail: saa@pfschgo.com  
 http://orion.insnet.com/~pfsinc  
 Scott Adelman, President  
 Location: Office building  
 CR, OR, 1-1, 1-1OR, TK, TKO, VE, VC  
 1) 16x24 Obs. Rm. Seats 18  
 2) 17x17 Obs. Rm. Seats 18  
 3) 23x24 Obs. Rm. Seats 10  
 4) 08x10 Obs. Rm. Seats 4  
 Member VideoFocus Direct  
 (See advertisements on pp. 21, 104)

**Public Insights, Inc.**  
 825 E. Golf Rd., Ste. 1129  
 Arlington Heights, IL 60005  
 Ph. 847-364-5133  
 Fax 847-364-5663  
 E-mail: PInc11969@aol.com  
 Valerie Glassman, President  
 Location: Office building  
 CR, OR, TK, VE  
 1) 15x12 Obs. Rm. Seats 8

### Quality Controlled Services

Oak Brook East  
 2000 Spring Rd., Ste. 100  
 Oak Brook, IL 60521  
 Ph. 800-322-2376  
 Fax 708-990-8188  
 http://www.qcs.com  
 Theresa Duenas  
 Location: Office building  
 CR, OR, 1-1, 1-1OR, TK, VE, VC  
 1) 17x18 Obs. Rm. Seats 12  
 2) 17x18 Obs. Rm. Seats 12  
 3) 12x10 Obs. Rm. Seats 6  
 Member FocusVision  
 (See advertisement on p. 67)

**Questions & Marketing Research Svcs., Inc.**  
 19211 Henry Dr.  
 Mokena, IL 60448  
 Ph. 708-479-3200  
 Fax 708-479-4038  
 Marge Weber, President  
 Location: Free standing building  
 CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE  
 1) 14x21 Obs. Rm. Seats 15  
 2) 14x21 Obs. Rm. Seats 15  
 3) 28x41 Obs. Rm. Seats 15  
 †4) 14x21 Obs. Rm. Seats 15  
 †5) 28x41 Obs. Rm. Seats 15

**The Research Group, Inc.**  
 7900 Milwaukee, Ave., Ste. 222  
 Niles, IL 60714  
 Ph. 847-966-8900  
 Fax 847-966-8871  
 Charles Orloff, Vice President  
 Location: Shopping mall  
 CR, OR, TK, TKO  
 1) 20x17 Obs. Rm. Seats 15

**Research House**  
 6901 N. Lincoln Ave.  
 Lincolnwood, IL 60466-2605  
 Ph. 847-677-4747  
 Fax 847-677-7990  
 Darlene Piell, President  
 Location: Free standing building  
 CR, OR, 1-1, TK, VE  
 1) 16x20 Obs. Rm. Seats 14  
 2) 21x20 Obs. Rm. Seats 14  
 3) 10x10



## CHICAGO'S NEWEST FOCUS FACILITY

MEETING YOUR NEEDS, EXCEEDING YOUR EXPECTATIONS 847 • 390 • 8666 e-mail: info@pfschgo.com



Bernadette Schleis & Associates, Inc.  
1740 Ridge Ave., Ste. 201  
Evanston, IL 60201-3616  
Ph. 847-869-5999  
Fax 847-869-6644  
Bernadette Schleis, President  
Location: Office building  
CR, OR, 1-1, TK, VE  
1) 17x20 Obs. Rm. Seats 10

Smith Research, Inc.  
1181-B Lake Cook Rd.  
Deerfield, IL 60015  
Ph. 847-948-0440  
Fax 847-948-8350  
Kevin Smith, President  
Location: Office building  
CR, LR, OR, TK, VE, VC  
1) 18x16 Obs. Rm. Seats 15  
2) 16x15 Obs. Rm. Seats 14  
3) 15x14 Obs. Rm. Seats 12  
Member FocusVision

Smith Research, Inc.  
150 E. Huron, Ste. 1010  
Chicago, IL 60611  
Ph. 847-948-0440  
Fax 847-948-8350  
Kevin Smith, President  
Location: Office building  
CR, LR, OR, TK, VE, VC  
1) 24x19 Obs. Rm. Seats 18  
2) 16x18 Obs. Rm. Seats 14  
3) 15x12 Obs. Rm. Seats 10  
4) 16x10 Obs. Rm. Seats 12  
Member FocusVision

**Strictly Medical Market Research**  
Edens Office Plaza  
4801 W. Peterson Ave., Ste. 608  
Chicago, IL 60646  
Ph. 312-202-3500  
Fax 312-202-3511  
E-mail: MSTABERS@aol.com  
Harry Balaban  
Location: Office building  
CR, OR, 1-1, 1-10R, TK, VE, VC  
1) 18x14 Obs. Rm. Seats 14  
Member VideoFocus Direct  
(See advertisement on p. 66)

Survey Center, Inc.  
455 E. Illinois St., Ste. 660  
Chicago, IL 60611  
Ph. 312-321-8100  
Fax 312-321-8110  
Susan Stanicek  
Location: Free standing building  
CR, LR, OR, 1-1, 1-10R, TK, TKO, VE  
1) 22x16 Obs. Rm. Seats 15  
2) 22x16 Obs. Rm. Seats 10  
3) 30x17 Obs. Rm. Seats 20  
4) 40x17 Obs. Rm. Seats 20

TAI - Chicago, Inc.  
2 Prudential Plaza, Ste. 4450  
Chicago, IL 60601  
Ph. 312-565-4343  
Fax 312-565-4450  
Karen Russell or Maggie Brown  
Location: Office building  
CR, OR, TK, VE, VC  
1) 18x20 Obs. Rm. Seats 15  
2) 20x20 Obs. Rm. Seats 25  
3) 19x18 Obs. Rm. Seats 15



## Your CHICAGO Area Focus Group Center

### Excellent Location

Just minutes from O'Hare International Airport.

Our location provides convenient access from middle and upper income suburbs plus Northwest Chicago.

### State-of-the-Art Focus Group Center

Three large conference rooms.

One – one-on-one room/Triad room.

Spacious viewing rooms with wall-to-wall, one-way mirrors.

Two client lounges.

Private client entrance.

Professional quality video and audio equipment.

Flexible areas for large displays.

Available with or without recruiting.

### Test Kitchen

Fully-equipped test kitchen with freezer storage.

Direct observation of the kitchen through one-way mirror.

### Our People

Experienced staff of in-house recruiters.

Highly qualified moderators available.

### O'HARE IN FOCUS

a division of Irwin Broh & Associates, Inc.

1011 East Touhy Avenue • Des Plaines, Illinois 60018  
(847) 299-6636 • FAX (847) 824-3259

## Codes

Location: Office building/complex, Free standing building, Shopping mall, Other

CR - Conference Room      TK - Test Kitchen  
 LR - Living Room Style      TKO - Test Kitchen Obsv. Rm.  
 OR - Observation Rooms      VE - Video Equipment  
 1-1 - One on One Room      VC - Video Conferencing  
 1-1OR - One on One Viewing

When room dimensions are given † denotes Living Room Style

### Time N Talent Market Research

Edens Office Plaza  
 4801 W. Peterson Ave., Ste. 608  
 Chicago, IL 60646  
 Ph. 312-202-3500  
 Fax 312-202-3511  
 E-mail: MSTABERS@aol.com

Harry Balaban  
 Location: Office building  
 CR, OR, 1-1, 1-1OR, TK, VE, VC  
 1) 18x14 Obs. Rm. Seats 14  
 Member VideoFocus Direct  
 (See advertisement on p. 106)

Tragon Corp.  
 1400 E. Lake Cook Rd.  
 Buffalo Grove, IL 60089  
 Ph. 847-808-2080  
 Fax 847-808-0179  
 Sally Temple, Manager  
 Location: Office building  
 CR, OR, 1-1, TK, TKO, VE  
 1) 15x20 Obs. Rm. Seats 10

### Peoria

Scotti Research, Inc.  
 1118 N. Sheridan Rd.  
 Peoria, IL 61606  
 Ph. 309-673-6194  
 Fax 309-673-5942  
 Location: Free standing building  
 CR, OR, 1-1, 1-1OR, TK, TKO, VE  
 1) 20x30 Obs. Rm. Seats 14

## Indiana

### Elkhart

Midwest Marketing Research  
 214 S. Indiana Ave.  
 P.O. Box 1077  
 Goshen, IN 46527-1077  
 Ph. 219-533-0548  
 Fax 219-533-0540  
 Clifford Ahonen  
 Location: Free standing building  
 CR, OR, 1-1, 1-1OR, VE  
 1) 20x30 Obs. Rm. Seats 12  
 2) 25x30 Obs. Rm. Seats 12

### Evansville

Gore Research, Inc.  
 800 Green River Rd., #428  
 Evansville, IN 47715  
 Ph. 812-473-7112  
 Cathy Raider, President  
 Location: Shopping mall  
 CR, OR, TK, VE

Gore Research, Inc.  
 600 N. Weinbach, #530  
 Evansville, IN 47715  
 Ph. 812-473-7112  
 Cathy Raider, President  
 Location: Office building  
 CR, OR, TK, VE

Product Acceptance & Research (PAR)  
 1510 W. Franklin St.  
 Evansville, IN 47710  
 Ph. 812-425-3533  
 Fax 812-421-6806  
 Location: Office building  
 CR, OR, TK, VE  
 1) 19x15

## Ft. Wayne

Dennis Research Service, Inc.  
 3502 Stellhorn Rd.  
 Ft. Wayne, IN 46815  
 Ph. 219-485-2442  
 Fax 219-485-1476  
 Pat Slater, Director  
 Location: Office building  
 CR, OR, TK, VE  
 Member NETWORK

## Gary

Bryles Survey Service, Ltd.  
 8275 Broadway  
 Merrillville, IN 46410  
 Ph. 708-532-6800  
 Fax 708-532-1880  
 Bob Bryles, President  
 Location: Shopping mall  
 CR, OR, 1-1, 1-1OR, TK, VE  
 1) 15x20 Obs. Rm. Seats 15

## Indianapolis

### Herron Associates, Inc.

710 Executive Park Dr.  
 Greenwood, IN 46143  
 Ph. 317-882-3800  
 Fax 317-882-4716  
 E-mail: Herron@in.net  
 Sue Nielsen, Vice President  
 Location: Office building  
 CR, OR, TK, VE  
 (See advertisement on p. 107)

### Herron Associates, Inc.

First Indiana Plaza  
 135 N. Pennsylvania Ave., Ste. 1550  
 Indianapolis, IN 46204  
 Ph. 317-882-3800  
 Fax 317-882-4716  
 E-mail: Herron@in.net  
 Sue Nielsen, Vice President  
 Location: Office building  
 CR, OR, 1-1, 1-1OR, TK, VE, VC  
 1) 16x25 Obs. Rm. Seats 15  
 2) 17x23 Obs. Rm. Seats 14  
 Member VCAN  
 (See advertisement on p. 107)

Stone Research Services  
 One Park Fletcher, Ste. 200-C  
 2601 Fortune Cir. E.  
 Indianapolis, IN 46241  
 Ph. 317-227-3000  
 Fax 317-227-3001  
 Teresa Young, Dir. Client Svcs.  
 Location: Office building  
 CR, OR, VE  
 1) 21x16 Obs. Rm. Seats 10  
 2) 22x14 Obs. Rm. Seats 12

Strategic Marketing & Research, Inc.  
 9200 Keystone Crossing, Ste. 400  
 Indianapolis, IN 46240  
 Ph. 317-574-7700 or 800-424-6270  
 Fax 317-574-7777  
 Caroline Hewett  
 Location: Office building  
 CR, OR, VE

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



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

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

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

When scheduling your next project, contact Time N Talent first.

Visit our new, spacious focus group facility at:

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

2400 E. Arizona Biltmore Cir.  
 Suite 1100  
 Phoenix, Arizona 85016  
 602-956-1001  
 FAX 602-224-7988

Member: American Marketing Association  
 Marketing Research Association

Time N Talent, Inc.



# 1997 FOCUS GROUP FACILITIES DIRECTORY

Walker Information  
3939 Priority Way South Dr.  
Indianapolis, IN 46240  
Ph. 317-843-8524  
Fax 317-843-8629  
E-mail: bmiller@walkernet.com  
http://www.walkernet.com  
Barbara Miller, Vice President  
Location: Free standing building  
CR, OR, VE  
1) 17x21 Obs. Rm. Seats 12

## South Bend

Market Strategies, Inc.  
108 N. Main St., #311  
South Bend, IN 46530  
Ph. 219-233-3453  
Fax 219-287-1165  
CR, OR, TK, VE  
Location: Office building  
1) 15x17 Obs. Rm. Seats 6  
2) 20x50

## Terre Haute

Williams Research  
641 Ohio  
P.O. Box 1800  
Terre Haute, IN 47808  
Ph. 812-232-0360  
Fax 812-232-1298  
E-mail: gerryran@willran.com  
http://www.willran.com  
Gerald Randall  
Location: Office building  
CR, OR  
1) 26x13  
2) 13x13

## Iowa

### Cedar Rapids

Frank N. Magid Associates, Inc.  
One Research Center  
Marion, IA 52302  
Ph. 319-377-7345  
Fax 319-377-5861  
E-mail: jane\_cook@magid.com  
http://www.magidweb.com/  
Jane Cook  
Location: Office building  
CR, OR, VE  
1) 17x16 Obs. Rm. Seats 12  
2) 19x52

### Des Moines

T.L. Grantham & Associates, Inc.  
100 E. Euclid Ave., Ste. 157  
Des Moines, IA 50313  
Ph. 515-288-7156  
Fax 515-288-0661  
Vada Grantham, CEO  
Location: Shopping mall  
CR, OR, 1-1, 1-10R, TK, VE  
1) 12x18 Obs. Rm. Seats 6  
2) 17x20

Iowa Field Research  
2302 S.W. Third. St.  
Ankeny, IA 50021  
Ph. 515-964-1379  
Fax 515-965-8270  
E-mail: 102024,3704@compuserve.com  
Tony Soares, General Manager  
Location: Office building  
CR, OR, VE  
1) 14x20 Obs. Rm. Seats 12

Mid-Iowa Interviewing, Inc.  
1551 Valley W. Dr., Ste. 157A  
W. Des Moines, IA 50266  
Ph. 515-225-6232  
Fax 515-225-1184  
E-mail: douglas.brown@internetmci.com  
Debbie Gudehus, Manager  
Location: Shopping mall  
CR, OR, 1-1, 1-10R, TK, VE  
1) 14x16

Pirro Research  
5835 Grand Ave.  
Des Moines, IA 50312  
Ph. 515-255-3244  
Fax 515-255-1764  
E-mail: Pirro@aol.com  
Ellen Pirro  
Location: Office building  
CR, OR, 1-1, 1-10R, VE  
1) 14x21 Obs. Rm. Seats 8

PMR-Personal Marketing & Research, Inc.  
Merle Hay Mall  
3800 Merle Hay Rd., Ste. 200  
Des Moines, IA 50310  
Ph. 515-270-1703  
Fax 515-270-9070  
E-mail: PERMARRES@aol.com  
Bonnie Howard  
Location: Shopping mall  
CR, OR, TK, VE, VC  
Member VideoFocus Direct

### Quad Cities

PMR-Personal Marketing & Research, Inc.  
322 Brady St.  
Davenport, IA 52801  
Ph. 319-322-1960  
Fax 319-322-1370  
E-mail: PERMARRES@aol.com  
Patricia E. Duffy  
Location: Free standing building  
CR, OR, VE, VC  
Member VideoFocus Direct

## Kansas

### Kansas City (See Kansas City, MO)

Topeko Central Research & Consulting  
900 Bank IV Tower  
Topeka, KS 66603  
Ph. 913-233-8948  
Fax 913-233-8956  
Phil Lange, Vice President  
Location: Office building  
CR, OR, VE  
1) 15x15 Obs. Rm. Seats 10

*Shhhhh!*  
*Don't tell anyone...*



 this downtown Indianapolis building houses the finest market research facility in the Midwest!

**Herron...**

offers the best in:

- Videoconferencing
- Field & Focus studies
- Phone interviewing
- Mall intercepts
- Custom research
- One-on-Ones



**Herron Associates**  
**Market Research**  
317.882.3800 Sue Nielsen

## Codes

Location: Office building/complex, Free standing building,  
Shopping mall, Other

CR - Conference Room	TK - Test Kitchen
LR - Living Room Style	TKO - Test Kitchen Obsv. Rm.
OR - Observation Rooms	VE - Video Equipment
1-1 - One on One Room	VC - Video Conferencing
1-10R - One on One Viewing	

When room dimensions are given † denotes Living Room Style

## Wichita

### Data Net

7700 E. Kellogg, Ste. 231  
Wichita, KS 67207  
Ph. 316-682-6655  
Fax 316-682-6664  
Deanna Carter  
CR, OR, TK, VE  
Location: Shopping mall  
1) 14x21 Obs. Rm. Seats 10

Marketing Support Services, Inc.  
200 N. Broadway, Ste. 220  
Wichita, KS 67202  
Ph. 316-263-3949  
Fax 316-263-1248  
Kenneth Smith, President  
Location: Office building  
CR, OR

The Research Center  
P.O. Box 820  
825 E. Douglas  
Wichita, KS 67201-0820  
Ph. 316-268-6532  
Fax 316-268-6338  
E-mail: mjyoung@wichita.infi.net  
Marna Young  
Location: Office building  
CR, OR, VE  
1) 16x20 Obs. Rm. Seats 8

The Research Partnership, Inc.  
Wichita Marketing Research  
224 N. Ohio  
Wichita, KS 67208  
Ph. 316-263-6433  
Fax 316-263-0885  
Esther Headley, President  
Location: Free standing building  
CR, OR, VE  
1) 14x19 Obs. Rm. Seats 8

U.S. Research Co.  
Town West Square, Store #804  
Wichita, KS 67209  
Ph. 316-943-1153  
Fax 316-943-4435  
Location: Shopping mall  
CR, OR, TK, VE

## Kentucky

### Lexington

Lexington Opinion Research  
131 Prosperous Pl., Ste. 19B  
Lexington, KY 40509  
Ph. 606-263-4999  
Fax 606-263-2838  
Location: Office building  
Lori Adkins, Field Director  
CR, OR, VE  
1) 12x17 Obs. Rm. Seats 8

The Matrix Group, Inc.  
501 Darby Creek Rd., #25  
Lexington, KY 40509  
Ph. 606-263-8177 or 800-558-6941  
Fax 606-263-1223  
E-mail: matre@lex.infi.net  
Martha L. DeReamer  
Location: Office building  
CR, OR, VE  
1) 13x17

### Louisville

Davis Research Services, Inc.  
1850 Taylor Ave., #7  
Louisville, KY 40213  
Ph. 502-456-4344  
Fax 502-456-4445  
Leslie Poore, President  
Location: Office building  
CR, OR, VE

Fangman Research, Inc.  
1941 Bishop Ln., Ste. 806  
Louisville, KY 40218  
Ph. 502-456-5300  
Fax 502-456-2404  
E-mail: 73141.602@compuserve.com  
Allen Fangman, Exec. V.P.  
Location: Office building  
CR, OR, 1-1, 1-10R, TK, VE  
1) 12x20 Obs. Rm. Seats 6

Personal Opinion, Inc.  
999 Breckenridge Ln.  
Louisville, KY 40217  
Ph. 502-899-2400  
Fax 502-899-2404  
Linda Schulz, Dir. Mktg. Rsch.  
Location: Free standing building  
CR, LR, OR, 1-1, 1-10R, TK, VE  
1) 19x24 Obs. Rm. Seats 30  
2) 17x20 Obs. Rm. Seats 25  
3) 20x21 Obs. Rm. Seats 21  
4) 19x24 Obs. Rm. Seats 30

### Southern Research Services of Louisville

1930 Bishop Ln.  
Louisville, KY 40218  
Ph. 502-454-0771  
Fax 502-458-5773  
Sharron Herrmanson, President  
Location: Office building  
CR, OR, 1-1, TK, VE  
1) 24x24 Obs. Rm. Seats 16  
(See advertisement on p. 108)

Southern Surveys, Inc.  
1519 Gagel Ave.  
Louisville, KY 40216  
Ph. 502-367-7199  
Fax 502-367-7356  
Doris Kaberle, Owner  
Location: Free standing building  
CR, OR, TK, VE

Wilkerson & Associates  
3339 Taylorsville Rd.  
Louisville, KY 40205  
Ph. 502-459-3133  
Fax 502-459-8392  
Tom Wilkerson, President  
Location: Free standing building  
CR, OR, TK, TKO, VE

## Louisiana

### Baton Rouge

Gulf State Research Center  
Bon Marche Mall  
7361 Florida Blvd.  
Baton Rouge, LA 70806  
Ph. 800-848-2555 or 504-926-3827  
Fax 504-925-9990  
Robert H. Landsberger, President  
Location: Shopping mall  
CR, OR, TK, VE  
1) 14x16 Obs. Rm. Seats 8  
(See advertisement on p. 109)

## SRS FOR EXCELLENCE IN QUALITATIVE SERVICES

- Tiered client viewing room (24 feet x 14 feet)
- Private client office attached
- One way mirror (18 feet x 5 feet) with writing shelf
- Expertise in random recruitment
- Experienced moderator on staff

## SOUTHERN RESEARCH SERVICES

1930 Bishop Ln. • Louisville, KY 40218 • Phone: (502) 454-0771

# 1997 FOCUS GROUP FACILITIES DIRECTORY

JKB & Associates  
2223 Quail Run Dr., C-2  
Baton Rouge, LA 70808  
Ph. 504-766-4065  
Fax 504-766-9597  
Maggie Happe, Manager  
Location: Office building  
CR, OR, TK, VE  
1) 14x14 Obs. Rm. Seats 8

## New Orleans

Analytical Studies, Inc.  
708 Rosa Ave.  
Metairie, LA 70005  
Ph. 504-835-3508  
Myrtle Grosskopf, V.P. Field Ops.  
Location: Office building  
CR, OR, VE  
1) 16x16 Obs. Rm. Seats 10

Friedman Marketing Services  
Belle Promenade Mall  
1701 Barataria Blvd.  
Marrero, LA 70072  
Ph. 504-340-0972 or 914-698-9591  
Fax 504-341-4264  
Location: Shopping mall  
CR, OR, 1-1, TK, VE  
1) 16x18 Obs. Rm. Seats 10

**Gulf State Research Center**  
4539 N. I-10 Service Rd.  
Metairie, LA 70002  
Ph. 800-845-GULF (4853) or 504-885-3689  
Fax 504-454-2461  
Tim Villar, Vice President  
Location: Free standing building  
CR, OR, TK, VE  
1) 28x22 Obs. Rm. Seats 16  
2) 21x20 Obs. Rm. Seats 16  
(See advertisement on p. 109)

Heakin Research, Inc.  
Esplanade Mall  
1401 W. Esplanade, Ste. 118  
Kenner, LA 70065  
Ph. 504-464-9188  
Fax 504-464-9936  
Location: Shopping mall  
CR, OR, TK, VE

Linden Research Services, Inc.  
3301 Veterans Blvd.  
Metairie, LA 70002  
Ph. 504-368-9825  
Fax 504-368-9866  
Thomas Haynes, Operations Manager  
Location: Shopping mall  
CR, OR, TK, VE  
1) 16x20 Obs. Rm. Seats 18

New Orleans Field Services Associates  
257 Bonnabel Blvd.  
Metairie, LA 70005-3738  
Ph. 504-833-0641  
Fax 504-834-2005  
Andrea Gereighy, Owner  
Location: Free standing building  
CR, OR, 1-1, 1-10R, VE

NGL Research Services - New Orleans  
4300 S. I-10 Service Rd. W., Ste. 115  
Metairie, LA 70001  
Ph. 504-456-9025  
Fax 504-456-9072  
Lena Webre, Project Director  
Location: Office building  
CR, OR, TK, VE  
1) 17x16 Obs. Rm. Seats 10

Southern Spectrum Research, Inc.  
1600 Canal St., Ste. 400  
New Orleans, LA 70112  
Ph. 504-539-9222  
Fax 504-539-9228  
Linda DeCuir  
Location: Office building  
CR, OR, 1-1, 1-10R, TK, VE  
1) 17x19 Obs. Rm. Seats 20  
2) 11x14 Obs. Rm. Seats 8

## We Can Put You on the Right Track!



GULF STATE RESEARCH is the leading field research firm in New Orleans, who has been in business for 35 years. Consequently, we employ the most trained, experienced and professional interviewers and recruiters and are the only company with permanent mall locations and focus group facilities in both major cities, New Orleans and Baton Rouge.

Our beautiful NEW focus group facilities are premier in New Orleans. These outstanding focus group facilities, located in a free standing building, the ONLY ONE NOT IN A MALL, features multiple meeting rooms (AGAIN THE ONLY ONE), floor to ceiling mirrors, a complete test kitchen and other fine features.

The rooms are expansive, measuring 28' x 22' and 21' x 20'. Each room has comfortable adjoining two tiered client viewing rooms that can seat 12 to 16.

If you are considering conducting focus group in the South, then surely you expect to employ the very best field research firm to do your work. GULF STATE RESEARCH is that! This holds true for recruiting, as well as facilities. Give us the opportunity to prove this to you. We guarantee you and your clients will be pleased that you did.

7361 Florida Blvd.  
Bon Marche' Mall  
Baton Rouge, LA 70806  
1-800-848-2555  
In La. (504) 926-3827  
Fax (504) 925-9990



RESEARCH CENTER

4426 Veterans Blvd.  
Clearview Mall  
Metairie, LA 70006  
1-800-845-GULF (4853)  
In La. (504) 454-1737  
Fax (504) 454-2461

**Baton Rouge • Metairie • New Orleans**

## Codes

Location: Office building/complex, Free standing building, Shopping mall, Other

CR - Conference Room	TK - Test Kitchen
LR - Living Room Style	TKO - Test Kitchen Obsv. Rm.
OR - Observation Rooms	VE - Video Equipment
1-1 - One on One Room	VC - Video Conferencing
1-1OR - One on One Viewing	

When room dimensions are given f denotes Living Room Style

## Maine

### Lewiston/Auburn

Austin Associates, PA  
Two Great Falls Plaza  
Auburn, ME 04210  
Ph. 207-783-9111  
Fax 207-783-9130  
Rich Livingston, Dir. Mktg. Svcs.  
Location: Office building  
CR, OR, VE  
1) 12x15 Obs. Rm. Seats 8

### Portland

Market Research Unlimited, Inc.  
40 Atlantic Place  
South Portland, ME 04106  
Ph. 207-775-7249  
Fax 207-775-5223  
Fran Mavodones, President  
Location: Office building  
CR, OR, TK, TKO, VE

Strategic Marketing Services  
148 Middle St.  
Portland, ME 04101  
Ph. 207-871-8622  
Fax 207-772-4842  
E-mail: Panatl@aol.com  
Patrick O. Murphy  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, VE  
1) 15x25 Obs. Rm. Seats 10  
2) 16x18

## Maryland

### Baltimore

A-H Interviewing Service  
7 Lydia Ct.  
Baltimore, MD 21208  
Ph. 410-922-9186  
Alma Honkofsky, President  
Location: Office building  
CR, OR, TK  
1) 17x18 Obs. Rm. Seats 10

Assistance in Marketing/Baltimore  
Golden Ring Mall  
6400 Rossville Blvd.  
Baltimore, MD 21237  
Ph. 410-391-7750  
Fax 410-391-7850  
E-mail: AIM@aim.charm.net  
<http://www.charm.net/~aim/>  
Sue Roberts  
Location: Shopping mall  
CR, OR, 1-1, 1-1OR, TK, TKO, VE

Assistance in Marketing/Baltimore  
101 E. Chesapeake Ave.  
Towson, MD 21204  
Ph. 410-337-5000  
Fax 410-337-5089  
E-mail: AIM@aim.charm.net  
<http://www.charm.net/~aim/>  
Carl Iseman  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, VE, VC  
1) 20x28 Obs. Rm. Seats 15  
2) 16x20 Obs. Rm. Seats 15  
3) 16x20 Obs. Rm. Seats 10  
Member VideoFocus Direct

Assistance in Marketing/Baltimore  
1410 N. Crain Hwy., Ste. 9B  
Glen Burnie, MD 21061  
Ph. 410-760-0052  
Fax 410-760-6744  
E-mail: AIM@aim.charm.net  
<http://www.charm.net/~aim/>  
Kathy Skopinski  
Location: Free standing building  
CR, OR, 1-1, 1-1OR, VE  
1) 14x14 Obs. Rm. Seats 7

Assistance in Marketing/Baltimore  
Security Square Mall  
6901 Security Blvd.  
Baltimore, MD 21207  
Ph. 410-597-9904  
Fax 410-597-9908  
E-mail: AIM@aim.charm.net  
<http://www.charm.net/~aim/>  
Debbie Michocki  
Location: Shopping mall  
CR, OR, 1-1, 1-1OR, TK, VE

Baltimore Research Agency  
8320 Bellona Ave.  
Baltimore, MD 21204  
Ph. 410-583-9991  
Fax 410-483-9992  
Location: Office building  
CR, OR, 1-1, 1-1OR, VE  
1) 14x22 Obs. Rm. Seats 12  
2) 14x11 Obs. Rm. Seats 6

Bay Area Research  
9936 Liberty Rd.  
Randallstown, MD 21133  
Ph. 410-922-6600  
Fax 410-922-6675  
E-mail: baya@erols.com  
Tamara Zwingelberg  
Location: Free standing building  
CR, OR, 1-1, 1-1OR, TK, VE  
Member NETWORK

Chesapeake Surveys  
4 Park Center Ct., Ste. 100  
Owing Mills, MD 21117  
Ph. 410-356-3566  
Fax 410-581-6700  
E-mail: chessurv@migkap.com  
Elizabeth S. Beirnie  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, VE, VC  
1) 16x18 Obs. Rm. Seats 12  
2) 16x18 Obs. Rm. Seats 12  
3) 16x20 Obs. Rm. Seats 12  
4) 18x23 Obs. Rm. Seats 12  
Member VCAN  
(See advertisement on p. 111)

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### Downtown Baltimore's Premier Focus Group Facility

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| • B to B   | • IDI's        |
| • Medical  | • Moderating   |

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GROUP

**410-332-0400**

# 1997 FOCUS GROUP FACILITIES DIRECTORY

Columbia Focus  
10705 Charter Dr., Ste. 420  
Columbia, MD 21044  
Ph. 410-964-2245  
Fax 301-596-3946  
JoAnn R. Gaynor, Facility Manager  
Location: Office building  
CR, OR, VE, VC  
1) 15x19 Obs. Rm. Seats 12

## Consumer Pulse of Baltimore

1232 Race Rd.  
Baltimore, MD 21237  
Ph. 410-687-3400 or 800-336-0159  
Fax 410-687-7015  
E-mail: Consumer.Pulse@internetMCI.com  
Kim Calwall, Director  
Location: Office building  
CR, OR, 1-1, TK, TKO, VE  
1) 20x40 Obs. Rm. Seats 20  
2) 20x23 Obs. Rm. Seats 20  
3) 15x18 Obs. Rm. Seats 20  
(See advertisement on p. 114)

## The Family Research Group

575 S. Charles St., Ste. 505  
Baltimore, MD 21201  
Ph. 410-332-0400  
Fax 410-332-0403  
Barbara Gassaway  
Location: Office building  
CR, OR, 1-1, 1-10R, TK, VE  
1) 15x20 Obs. Rm. Seats 10  
2) 10x12 Obs. Rm. Seats 6  
(See advertisement on p. 110)

Heakin Research, Inc.  
White Marsh Mall  
8200 Perry Hall Blvd., #1160  
Baltimore, MD 21236  
Ph. 410-933-9400  
Fax 410-933-9440  
Randi Stone, Manager  
Location: Shopping mall  
CR, OR, TK, VE

House Market Research, Inc.  
1829 Reisterstown Rd., Ste. 200  
Baltimore, MD 21208  
Ph. 410-602-2800  
Fax 410-602-2806  
E-mail: EhHMR1@aol.com  
Karen House Sapp  
Location: Office building  
CR, OR, VE, VC  
1) 26x22 Obs. Rm. Seats 26  
2) 24x22 Obs. Rm. Seats 15  
3) 24x20 Obs. Rm. Seats 12  
Member FocusVision

Maryland Marketing Source, Inc.  
817 Maiden Choice Ln., Ste. 150  
Baltimore, MD 21228  
Ph. 410-247-3276  
Fax 410-536-1858  
E-mail: mmsi@erok.com  
Barbara Bridge  
Location: Office building  
CR, OR, VE  
1) 12x18 Obs. Rm. Seats 12

## Massachusetts

### Boston

Bernett Research Services, Inc.  
1505 Commonwealth Ave.  
Boston, MA 02134  
Ph. 617-254-1314  
Fax 617-254-1857  
E-mail: Andrew@Bernett.com  
<http://www.bernett.com>  
Stacey Black or Trish Herman  
Location: Office building  
CR, OR, 1-1, TK, TKO, VE  
1) 21x18 Obs. Rm. Seats 16  
2) 21x18 Obs. Rm. Seats 16  
3) 21x18 Obs. Rm. Seats 15  
4) 27x26 Obs. Rm. Seats 18  
Member FocusVision

Boston Field & Focus  
Div. of Performance Plus  
4 Faneuil Hall Marketplace  
S. Bldg., 3rd fl.  
Boston, MA 02109  
Ph. 617-720-1870  
Fax 617-720-0165  
Shirley Shames, President  
Location: Office building  
CR, LR, OR, TK, VE, VC  
1) 12x27 Obs. Rm. Seats 25  
2) 12x27 Obs. Rm. Seats 25  
Member VCAN

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

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

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

- Centralized location – Baltimore is close to Washington D.C., New Jersey, Philadelphia and New York.
- Executive, Medical & Consumer recruiting which also includes the 2% incidence projects.
- Accurate and proper recruiting done in-house.
- Computerized database of more than 10,000 households and growing all the time.
- All specs are met to your qualifications and rescreened prior to the group.
- Telephone interviewing is completely supervised at all times.

- 25 line phone center complete with on & off premise telephone monitoring capabilities.
- 25 full & part time trained interviewers using the MRA Video taped training program.
- Executive & extensive medical indepth interviewing with 70,000 health care professionals & 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 S. Beirne (410) 356-3566.

Chesapeake Survey is a Member of the NFO Research, Inc. Group of Companies.



**Chesapeake Surveys • 4 Park Center Court • Suite 100 • Owings Mills, MD 21117 • (410) 356-3566**

## Codes

Location: Office building/complex, Free standing building, Shopping mall, Other

CR - Conference Room	TK - Test Kitchen
LR - Living Room Style	TKO - Test Kitchen Obsv. Rm.
OR - Observation Rooms	VE - Video Equipment
1-1 - One on One Room	VC - Video Conferencing
1-1OR - One on One Viewing	

When room dimensions are given † denotes Living Room Style

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*Review*

Dorr & Sheff, Inc.  
190 N. Main St.  
Natick, MA 01760  
Ph. 508-650-1292  
Fax 508-650-4722  
Gary Sheff, President  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, VE  
1) 20x21 Obs. Rm. Seats 15  
2) 19x15 Obs. Rm. Seats 12

**Field Facts International**  
680 Worcester Rd.  
Framingham, MA 01701  
Ph. 508-872-8840  
Fax 508-875-4719  
E-mail: fieldfacts@mmcom.com  
<http://www.mmcom.com/fieldfacts>  
Marianne Schafer  
Location: Free standing building  
CR, LR, OR, 1-1, TK, VE, VC  
1) 22x15 Obs. Rm. Seats 15  
2) 18x13 Obs. Rm. Seats 7  
3) 15x13 Obs. Rm. Seats 4  
4) 22x15 Obs. Rm. Seats 15  
5) 18x13 Obs. Rm. Seats 7  
6) 15x13 Obs. Rm. Seats 4  
(See advertisement on p. 112)

**Fieldwork Boston, Inc.**  
800 South St.  
Waltham, MA 02154  
Ph. 617-899-3660  
Fax 617-893-5574  
<http://www.fieldwork.com>  
Vincent Stolo  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, VE, VC  
1) 17x16 Obs. Rm. Seats 18  
2) 19x17 Obs. Rm. Seats 12  
3) 19x19 Obs. Rm. Seats 15  
Member FocusVision  
(See advertisement on the Back Cover)

**Fieldwork Boston-Downtown**  
The Prudential Tower  
Prudential Center  
Boston, MA 02199  
Ph. 617-899-3660  
Fax 617-893-5574  
<http://www.fieldwork.com>  
Vincent Stolo  
Location: Office building  
CR, OR, TK, VE  
1) 17x15 Obs. Rm. Seats 24  
2) 17x16 Obs. Rm. Seats 20  
3) 20x17 Obs. Rm. Seats 20  
(See advertisement on the Back Cover)

**First Market Research Corp.**  
656 Beacon St., 6th fl.  
Boston, MA 02115  
Ph. 800-FIRST-1-1 or 617-236-7080  
Fax 617-267-9080  
<http://www.firstmarket.com>  
Ann Doyle or Jack Reynolds  
Location: Office building  
CR, OR, VE  
1) 09x15 Obs. Rm. Seats 8  
(See advertisement on p. 113)

Focus On Boston  
30 Rowes Wharf  
Boston, MA 02110  
Ph. 617-946-0755  
Fax 617-946-0850  
Terri-Lyn Hawley, Vice President  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, VE  
1) 20x20 Obs. Rm. Seats 14  
2) 20x22 Obs. Rm. Seats 15  
3) 20x20 Obs. Rm. Seats 20  
4) 06x09 Obs. Rm. Seats 8

National Field & Focus, Inc.  
190 N. Main  
Natick, MA 01760  
Ph. 508-655-1926  
Fax 508-655-0096  
E-mail: NFF@ultranet.com  
Brenda Chartoff, President  
Location: Office building  
CR, OR, TK, VE

National Qualitative Centers, Inc.  
545 Boylston St.  
Boston, MA 02116  
Ph. 800-335-1222 or 617-424-8800  
Fax 617-262-2156  
Location: Office building  
Diane Brooks, Manager  
CR, OR, 1-1OR, TK, TKO, VC  
Member VideoFocus Direct

**Panel Opinions**  
155 Middlesex Tpke.  
Burlington, MA 01803  
Ph. 617-229-6226  
Fax 617-273-5380  
Eileen Doyle, President  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, TKO, VE  
1) 20x23 Obs. Rm. Seats 15  
2) 16x18 Obs. Rm. Seats 12  
3) 13x18 Obs. Rm. Seats 12  
4) 12x12 Obs. Rm. Seats 6  
(See advertisement on p. 47)

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World for All Your  
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Email: fieldfacts@mmcom.com  
184 New Kings Road, London SW6 4SW • UK  
Tel: 0171-736-6990 • Fax: 0171-384-1764  
Email: fieldfacts@mmcom.com

Visit our site on the Internet at <http://www.mmcom.com/fieldfacts>



# 1997 FOCUS GROUP FACILITIES DIRECTORY

Pathfinder Research Group, Inc.  
179 Great Rd., Ste. 212  
Acton, MA 01720-5407  
Ph. 508-263-0400  
Fax 508-264-4065  
James Shur, President  
Location: Office building  
CR, OR, TK

Performance Plus  
111 Speen St., Ste. 105  
Framingham, MA 01701  
Ph. 508-872-1287  
Fax 508-879-7108  
Shirley Shames, President  
Location: Office building  
CR, LR, OR, 1-1, 1-1OR, TK, VE, VC  
1) 15x20 Obs. Rm. Seats 25  
2) 15x20 Obs. Rm. Seats 25  
3) 10x10 Obs. Rm. Seats 12  
Member NETWORK, VCAN

## Quick Test

Dedham Mall  
300 VFW Pkwy. Rte. 1  
Dedham, MA 02026  
Ph. 617-326-0865  
Fax 617-320-0049  
Dolly Rooney

Location: Office building  
CR, OR, TK, TKO, VE  
1) 13x15 Obs. Rm. Seats 8  
(See advertisement on p. 119)

## Quick Test

Framingham Focus  
Hamilton Plaza  
680 Worcester Rd.  
Framingham, MA 01701  
Ph. 508-620-5490  
Fax 508-626-0919

Anthony Badway, Manager  
Location: Office building  
CR, OR, TK, VE  
1) 13x15 Obs. Rm. Seats 8  
(See advertisement on p. 119)

Research Data, Inc.  
624 Worcester Rd.  
Framingham, MA 01702  
Ph. 508-875-1300  
Fax 508-872-2001  
Chuck Kenney, President  
Location: Office building  
CR, OR, TK, VE

Survey & Research Associates, Inc.  
2400 Massachusetts Ave.  
Cambridge, MA 02140  
Ph. 617-864-7794  
Fax 617-661-8425  
Agnes Piandes, President  
Location: Office building  
CR, OR, TK, VE

## Springfield

### Quality Controlled Services

Holyoke Mall at Ingleside  
50 Holyoke St.  
Holyoke, MA 01040  
Ph. 413-533-6180  
Fax 413-532-6855  
<http://www.qcs.com>  
Ivy Ward  
Location: Shopping mall  
CR, 1-1, 1-1OR, TK  
(See advertisement on p. 67)

Trends of Springfield  
Div. of Performance Plus  
Fairfield Mall  
591 Memorial Dr.  
Chicopee, MA 01020  
Ph. 413-872-1287  
Fax 413-879-7108  
Shirley Shames, President  
Location: Shopping mall  
CR, OR, TK, VE  
1) 15x15 Obs. Rm. Seats 12

## Michigan

### Battle Creek

Midwest Marketing Research  
660 Country Club Dr.  
Battle Creek, MI 49015  
Ph. 616-963-6529  
Fax 219-533-0540  
Frank August  
Location: Office building  
CR, OR, 1-1, 1-1OR, VE  
  
WJ Schroer Company  
Two W. Michigan Ave.  
Battle Creek, MI 49017  
Ph. 616-963-4874  
Fax 616-963-5930  
Bill Schroer, Principal  
Location: Office building  
CR, OR, VE  
1) 11x18 Obs. Rm. Seats 7

### Detroit

Amrigon  
2750 S. Woodward  
Bloomfield Hills, MI 48304  
Ph. 810-332-2300  
Richard Smith, President  
Location: Office building  
CR, OR, VE

# FIRST, MARKET RESEARCH.

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downtown Austin
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viewing -paper & pencil or  
computer aided with  
remote monitoring
- Special expertise in:  
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high technology  
consumer research  
health care
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1-800-FIRST-TX



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(617) 482-9080  
2301 Hancock Drive, Austin, TX 75756  
(512) 451-4000

## Codes

Location: Office building/complex, Free standing building, Shopping mall, Other

CR - Conference Room  
LR - Living Room Style  
OR - Observation Rooms  
1-1 - One on One Room  
1-1OR - One on One Viewing

TK - Test Kitchen  
TKO - Test Kitchen Obsv. Rm.  
VE - Video Equipment  
VC - Video Conferencing

When room dimensions are given † denotes Living Room Style

### Consumer Pulse of Detroit

725 S. Adams Rd.  
Birmingham, MI 48009  
Ph. 810-540-5330 or 800-336-0159  
Fax 810-645-5685  
E-mail: Consumer.Pulse@internetMCI.com  
Leslie Fontaine-Dyer, Director  
Location: Office building  
CR, OR, 1-1, TK, TKO, VE  
1) 15x15 Obs. Rm. Seats 20  
2) 20x18 Obs. Rm. Seats 20  
(See advertisement on p. 114)

Crimmins & Forman Market Research  
29955 Southfield Rd.  
Southfield, MI 48076  
Ph. 810-569-7095  
Fax 810-569-8927  
E-mail: CardF2@juno.com  
Paula Crimmins, Partner  
Location: Free standing building  
CR, LR, OR, 1-1, 1-1OR, TK, VE  
1) 27x24 Obs. Rm. Seats 15  
2) 16x15  
†3) 15x15 Obs. Rm. Seats 8

Crimmins & Forman Market Research  
26237 Southfield Rd.  
Lathrup Village, MI 48076  
Ph. 810-569-7095  
Fax 810-569-2211  
E-mail: CandF2@juno.com  
Paula Crimmins, Partner  
Location: Free standing building  
CR, LR, OR, TK, TKO, VE  
1) 20x20 Obs. Rm. Seats 10

Friedman Marketing Services  
25130 Southfield Rd., Ste. 200  
Southfield, MI 48075  
Ph. 810-569-0444 or 914-698-9591  
Fax 810-569-2813  
Location: Office building  
CR, OR, TK, VE  
1) 12x15 Obs. Rm. Seats 5

Friedman Marketing Services  
Frenchtown Square Mall  
2121 N. Monroe St., Unit 105  
Monroe, MI 48161  
Ph. 313-241-1610 or 914-698-9591  
Fax 313-241-6804  
Location: Shopping mall  
CR, OR, 1-1, TK, VE  
1) 16x16 Obs. Rm. Seats 10

Friedman Marketing Services  
Oakland Mall  
350-B. W. 14 Mile Rd.  
Troy, MI 48083  
Ph. 313-589-0950 or 914-698-9591  
Fax 313-589-0271  
Location: Shopping mall  
CR, OR, 1-1, 1-1OR, TK, VE  
1) 20x40 Obs. Rm. Seats 14

Heakin Research, Inc.  
Eastland Mall  
1800 Bernier Rd., Ste. 731  
Harper Woods, MI 48225  
Ph. 313-521-8811  
Fax 313-521-9152  
Clyde Mayberry, Manager  
Location: Shopping mall  
CR, OR, 1-1, TK, VE

Heakin Research, Inc.  
Macomb Mall  
32441 Gratiot, Ste. 440  
Roseville, MI 48066  
Ph. 810-294-3232  
Fax 810-294-3759  
Janet Baker, Manager  
Location: Shopping mall  
CR, OR, TK, VE

### M.O.R.-PACE Field Services

31700 Middlebelt Rd., Ste. 200  
Farmington Hills, MI 48334  
Ph. 810-737-5300 or 800-878-7223  
Fax 810-737-5326  
E-mail: information@morpace.com  
Linda Gondek, Project Director  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, VE, VC  
1) 18x22 Obs. Rm. Seats 14  
2) 20x28 Obs. Rm. Seats 20  
3) 28x28 Obs. Rm. Seats 14  
Member VCAN  
(See advertisement on p. 115)

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

Renaissance Ctr., Twr. 200, Ste. 2010  
Detroit, MI 48243  
Ph. 810-737-5300 or 800-878-7223  
Fax 810-737-5326  
E-mail: information@morpace.com  
Linda Gondek, Project Director  
Location: Office building  
CR, OR, TK, VE  
1) 26x22 Obs. Rm. Seats 20  
(See advertisement on p. 115)

### Market Opinion Research

31700 Middlebelt Rd., Ste. 200  
Farmington Hills, MI 48334  
Ph. 810-737-5300 or 800-878-7223  
Fax 810-737-5326  
E-mail: information@morpace.com  
Linda Gondek, Project Director  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, VE, VC  
1) 18x22 Obs. Rm. Seats 14  
2) 20x28 Obs. Rm. Seats 20  
3) 28x38 Obs. Rm. Seats 14  
Member VCAN  
(See advertisement on p. 115)

## Working with the right people is a critical matter

You don't have to be a rocket scientist to know that the data you get depends very much on the people that obtain it.

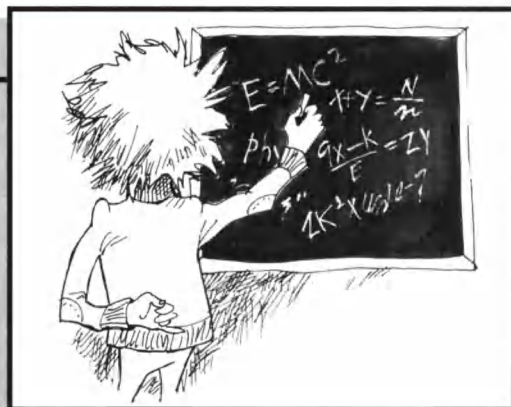
That's why, at CPI, only the most quality-oriented people work on your projects. Our Corporate Staff, Directors and Interviewers not only understand your expectations but exceed them.



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# M.O.R.-PACE FOCUS GROUP STUDIOS

"Michigan's Finest Focus Group Facility!"



Focus Group Studio



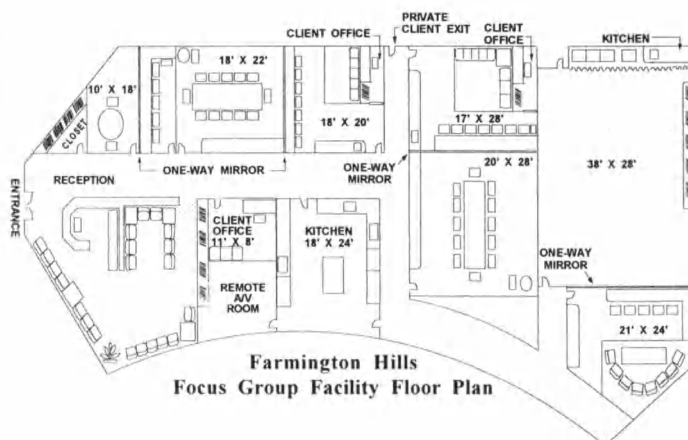
Observation Room

## Focus Group Studio Services:

- QUALITY RECRUITING to your specifications.
- FULL RANGE OF SERVICES include moderating and multiple city project management.
- MEMBER VCAN GroupNet, providing video conferencing utilizing PictureTel Concorde 4500.
- STATE-OF-THE-ART SUBURBAN FACILITY includes three spacious group studios and two one-on-one interviewing rooms.
- STATE-OF-THE-ART DOWNTOWN FACILITY offers one spacious focus group studio with all amenities, located in Detroit's Renaissance Center.
- SPACIOUS VIEWING ROOMS combine tiered seating and writing tables with living room comfort. Floor-to-ceiling observation mirrors, wet bar, refrigerator and private office. Private client exit.
- BROADCAST QUALITY VIDEO EQUIPMENT, S.M.P.T.E. time code.
- FULL SERVICE KITCHEN, gourmet catering.

## In Addition, M.O.R.-PACE Offers Data Collection/Data Processing:

- 190 WATS/CATI equipped interviewing stations.
- Bilingual interviewers.
- Sophisticated in-house data processing capabilities.



For more information, contact Linda Gondek at:

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

31700 Middlebelt Road, Farmington Hills, MI 48334 • 1-800-878-7223

## Codes

Location: Office building/complex, Free standing building, Shopping mall, Other

CR - Conference Room	TK - Test Kitchen
LR - Living Room Style	TKO - Test Kitchen Obsv. Rm.
OR - Observation Rooms	VE - Video Equipment
1-1 - One on One Room	VC - Video Conferencing
1-10R - One on One Viewing	

When room dimensions are given † denotes Living Room Style

### Nordhaus Research, Inc.

20300 W. 12 Mile Rd.  
Southfield, MI 48076  
Ph. 810-827-2400 or 800-860-9996

Fax 810-827-1380

Location: Office building

CR, OR, 1-1, 1-10R, TK, VE

1) 15x16 Obs. Rm. Seats 20

2) 19x24 Obs. Rm. Seats 12

(See advertisement on p. 116)

### Opinion Search

21800 Melrose, Ste. 12

Southfield, MI 48075

Ph. 810-358-9922

Fax 810-358-9914

Joanne Levin, Vice President

Location: Free standing building

CR, LR, OR, 1-1, 1-10R, TK, TKO, VE

1) 16x18 Obs. Rm. Seats 30

2) 12x18 Obs. Rm. Seats 12

†3) 16x18 Obs. Rm. Seats 30

### Personal Touch Marketing, Inc.

617 Detroit St., Ste. 120

Ann Arbor, MI 48104

Ph. 800-324-3216

Fax 313-741-1206

E-mail: DebB3497@aol.com

Deb Babcock, President

Location: Office building

CR, OR, VE

1) 15x30 Obs. Rm. Seats 6

### Research Data Analysis

450 Enterprise Ct.

Bloomfield Hills, MI 48302

Ph. 810-332-5000

Fax 810-332-4168

Location: Office building

CR, OR, VE

1) 20x21 Obs. Rm. Seats 20

### Shifrin-Hayworth

17117 W. Nine Mile Rd., Ste. 1020

Southfield, MI 48075

Ph. 810-559-1934

Fax 810-559-0411

E-mail: SHIFHAY@aol.com

Arlene Speiser, Vice President

Location: Office building

CR, OR, 1-1, TK, VE

1) 15x25 Obs. Rm. Seats 10

2) 13x12

### Yee/Minard & Associates, Inc.

27300 W. 11 Mile Rd., Ste 500

Southfield, MI 48034

Ph. 810-352-3300

Fax 810-352-3787

Ann Scott-Montgomery

Location: Office building

CR, OR, 1-1, 1-10R, VE

1) 16x20 Obs. Rm. Seats 20

2) 18x18 Obs. Rm. Seats 10

## Grand Rapids

### Datatrack, Inc.

2401 Camelot Ct. S.E.

Grand Rapids, MI 49546

Ph. 616-954-0303

Fax 616-954-0001

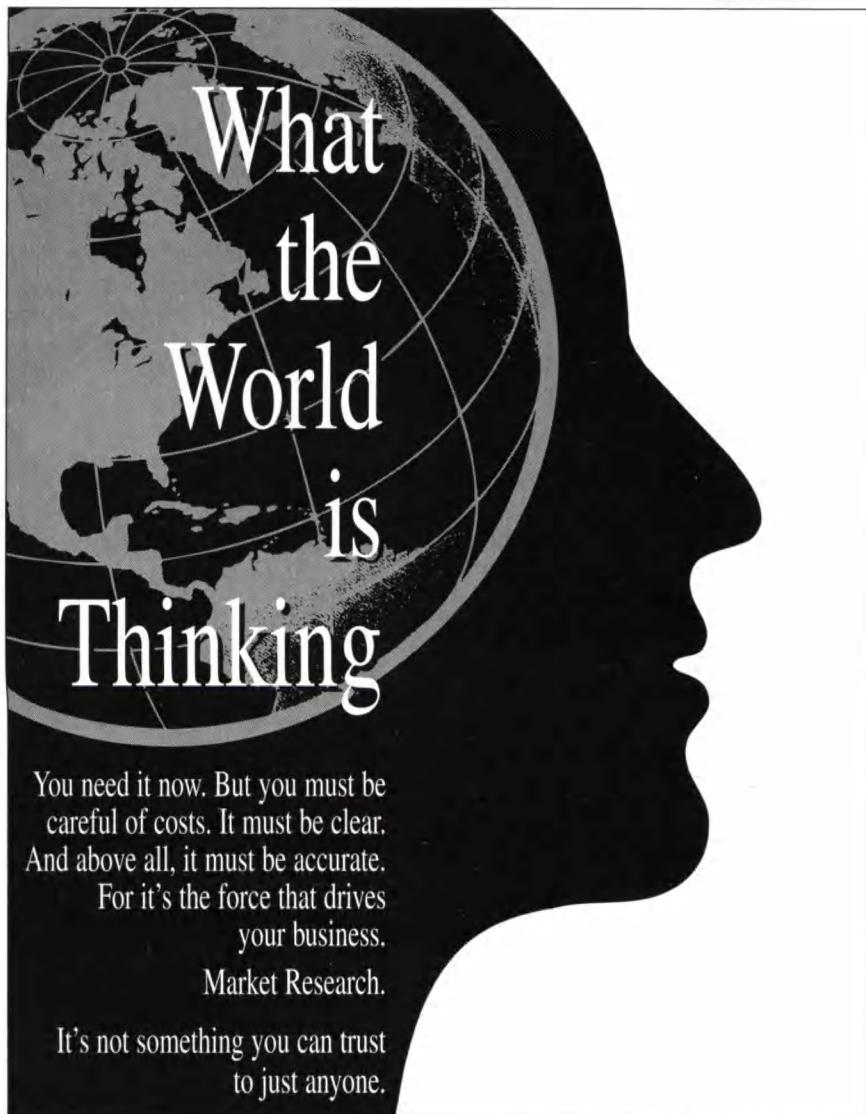
Kevin Scheppman

Location: Office building

CR, LR, OR, TK, VE

1) 16x19 Obs. Rm. Seats 14

2) 16x19



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the  
World  
is  
Thinking

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For it's the force that drives your business.

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## Nordhaus Research Inc.

### Chicago Office

2300 N. Barrington Road • Suite 400

Hoffman Estates, IL 60195

Tel: 847 • 490 • 5363 / Fax: 847 • 884 • 2878

### Grand Rapids Office

2449 Camelot Court

Grand Rapids, MI 49546

Tel: 616 • 942 • 9700 / Fax: 616 • 942 • 9189

### Atlanta Office

3405 Piedmont Road, N.E. • Suite 175

Atlanta, GA 30305

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

### Southfield Office

20300 W. Twelve Mile Rd. • Suite 102

Southfield, MI 48076

Tel: 800 • 860 • 9996 / Fax: 810 • 827 • 1380

### Minneapolis Office

Three Paramount Plaza

7831 Glenroy Road • Suite 100-N

Minneapolis, MN 55439

Tel: 612 • 820 • 4640 / Fax: 612 • 830 • 8108

**Nordhaus Research, Inc.**

2449 Camelot Ct.  
Grand Rapids, MI 49506  
Ph. 616-942-9700  
Fax 616-942-1325  
Location: Office building  
CR, OR, VE  
1) 16x17 Obs. Rm. Seats 12  
(See advertisement on p. 116)

**Western Michigan Research, Inc.**

6143 1/2 28th St. SE  
Grand Rapids, MI 49546  
Ph. 616-949-8724  
Fax 616-949-8511  
Nancy Vanderveer  
Location: Office building  
CR, LR, OR, TK, TKO, VE  
1) 24x23 Obs. Rm. Seats 6  
2) 18x32 Obs. Rm. Seats 15

**Lansing****Capitol Research Services, Inc.**

2940 E. Lake Lansing Rd.  
East Lansing, MI 48823  
Ph. 517-333-3388  
Fax 517-333-4402  
Rachelle Souser Neal  
Location: Free standing building  
CR, OR, TK, TKO  
1) 18x20 Obs. Rm. Seats 14  
2) 13x10 Obs. Rm. Seats 8

**Pace & Partners**

2417 N. Cedar St.  
Holt, MI 48842  
Ph. 517-694-9711  
Fax 517-694-7910  
Maria Sersapiglia  
Location: Free standing building  
CR, OR, 1-1, 1-1OR, VE  
1) 13x11 Obs. Rm. Seats 9

**Minnesota****Minneapolis/St. Paul****Comprehensive Research**

2900 N. Rice St., Ste. 290  
St. Paul, MN 55113  
Ph. 612-481-6937  
Fax 612-481-0020  
Location: Shopping mall  
CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE  
1) 21x22 Obs. Rm. Seats 15  
2) 15x13 Obs. Rm. Seats 10  
3) 09x14 Obs. Rm. Seats 6  
4) 18x22 Obs. Rm. Seats 20

**Cook Research & Consulting, Inc.**

6600 France Ave. S., Ste. 214  
Minneapolis, MN 55435  
Ph. 612-920-6251  
Fax 612-920-1230  
Harold Cook  
Location: Office building  
CR, OR, TK, TKO, VE  
1) 17x18 Obs. Rm. Seats 15

**Bette Dickinson Research, Inc.**

3900 36th Ave. N.  
Minneapolis, MN 55422  
Ph. 612-521-7635  
Fax 612-420-4385  
Bette Dickinson, President  
Location: Free standing building  
CR, OR, TK, VE

**Focus Market Research, Inc.**

801 W. 106th St., Ste. 201  
Minneapolis, MN 55420  
Ph. 612-881-3635  
Fax 612-881-1880  
Judy Opstad  
Location: Office building  
CR, LR, OR, TK, TKO, VE, VC  
1) 24x15 Obs. Rm. Seats 14  
2) 21x12 Obs. Rm. Seats 10  
3) 19x15 Obs. Rm. Seats 14  
4) 15x15 Obs. Rm. Seats 14  
Member VCAN  
(See advertisement on p. 69)

**Focus Market Research, Inc.**

4956 Lincoln Dr.  
Edina, MN 55436  
Ph. 612-933-0449  
Judy Opstad  
Location: Office building  
CR, LR, OR, TK, TKO, VE, VC  
Member VCAN  
(See advertisement on p. 69)

**FocusVision Network Member**  
**Equipped for Video Transmission**

**Minneapolis/St. Paul**

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Rosemary Sundin, Vice President  
Allan D. Orman, Ph.D., President

715 Southgate Office Plaza  
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Fax: 612-831-4913

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An outstanding facility designed for professional marketing researchers.  
An understanding of and concern for fulfillment of your requirements.*

## Codes

Location: Office building/complex, Free standing building, Shopping mall, Other

CR - Conference Room	TK - Test Kitchen
LR - Living Room Style	TKO - Test Kitchen Obsv. Rm.
OR - Observation Rooms	VE - Video Equipment
1-1 - One on One Room	VC - Video Conferencing
1-1OR - One on One Viewing	

When room dimensions are given † denotes Living Room Style

**N.K. Friedrichs & Associates**  
2500 Centre Village  
431 S. 7th St.  
Minneapolis, MN 55415  
Ph. 612-333-5400  
Fax 612-344-1408  
Betty Hill or Doug Skipper  
Location: Office building  
CR, OR, 1-1, TK, VE  
1) 16x21 Obs. Rm. Seats 20

**Heakin Research, Inc.**  
Knollwood Mall  
8332 Hwy. 7  
St. Louis Park, MN 55426  
Ph. 612-936-0940  
Fax 612-936-9078  
Bruce Bale, Manager  
Location: Shopping mall  
CR, OR, TK, VE

**Heakin Research, Inc.**  
Mall of America  
300 E. Broadway  
Bloomington, MN 55425  
Ph. 612-854-3535  
Fax 612-854-4375  
Location: Shopping mall  
CR, OR, TK, VE

**Ideas To Go, Inc.**  
One Main at Riverplace, Ste. 504  
Minneapolis, MN 55414  
Ph. 612-331-1570  
Fax 612-331-1602  
Virginia Morse, Sr. Associates  
Location: Office building  
CR, LR, OR, VE  
1) 24x20 Obs. Rm. Seats 10  
2) 22x18 Obs. Rm. Seats 10

**Minnesota Opinion Research**  
Three Paramount Plaza  
7831 Glenroy Rd., Ste. 100  
Minneapolis, MN 55439  
Ph. 612-835-3050  
Fax 612-835-3385  
Kristin McGrath, President  
Location: Office building  
CR, OR, VE

**C.J. Olson Market Research, Inc.**  
2125 E. Hennepin Ave., Ste. 100  
Minneapolis, MN 55413  
Ph. 612-339-0085  
Fax 612-339-1788  
E-mail: cjo@minn.net  
<http://www.fouthgen.com/~cjolson>  
Carolyn J. Olson, President  
Location: Office building  
CR, OR, VE  
1) 18x23 Obs. Rm. Seats 10

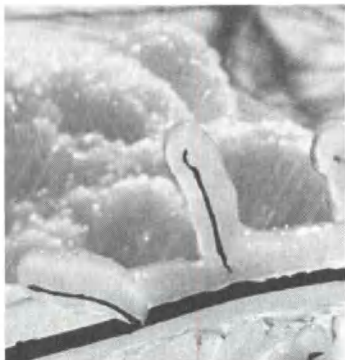
**Orman Guidance Research®, Inc.**  
715 Southgate Office Plaza  
5001 W. 80th St.  
Minneapolis, MN 55437-1106  
Ph. 800-605-7313 or 612-831-4911  
Fax 612-831-4913  
Allan Orman or Rosemary Sundin  
Location: Office building  
CR, LR, OR, 1-1OR, TK, TKO, VE, VC  
1) 17x16 Obs. Rm. Seats 18  
2) 17x16 Obs. Rm. Seats 18  
3) 17x16 Obs. Rm. Seats 18  
4) 20x18 Obs. Rm. Seats 12  
Member FocusVision  
(See advertisement on p. 117)

**Project Research, Inc.**  
10000 State Hwy. 55  
Plymouth, MN 55441  
Ph. 612-542-9442  
Fax 612-542-9240  
E-mail: PRI@tcn.com  
Laura Anhalt  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, TKO, VE  
1) 15x26  
2) 12x14  
(See advertisement on p. 17)

**Quality Controlled Services**  
2051 Killebrew Dr.  
Bloomington, MN 55425  
Ph. 800-526-5718  
Fax 612-858-1580  
<http://www.qcs.com>  
Location: Office building  
CR, OR, 1-1, TK, VE  
1) 19x21 Obs. Rm. Seats 20  
2) 21x17 Obs. Rm. Seats 12  
(See advertisement on p. 67)

**Quick Test**  
Skyline Square Professional Bldg.  
12940 Harriet Ave. S.  
Burnsville, MN 55337  
Ph. 612-894-5868  
Fax 612-894-8270  
Paula Hinkel, Manager  
Location: Office building  
CR, OR, 1-1, TK, VE  
1) 20x20 Obs. Rm. Seats 12  
2) 20x20 Obs. Rm. Seats 12  
(See advertisement on p. 119)

**Research Systems, Inc.**  
2000 S. Plymouth Rd., Ste. 120  
Minnetonka, MN 55305  
Ph. 612-544-6334  
Fax 612-544-6764  
Bill Whitney, President  
Location: Office building  
CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE  
1) 22x17 Obs. Rm. Seats 16  
2) 21x14 Obs. Rm. Seats 12  
3) 16x12 Obs. Rm. Seats 6  
4) 14x11 Obs. Rm. Seats 6  
(See advertisement on p. 118)



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The full service research firm that independent moderators and companies have depended on for 20 years – has expanded. With two complete focus group suites plus intimate small group settings. A client conference / dining room. On-site monitored recruiting. And a test kitchen you must see.

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Fax: 1-602-985-6321

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Dedham  
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**Atlanta**

(404) 843-3807

**Minneapolis**

(612) 894-5868

**Norfolk**

(804) 523-2505

**Los Angeles Metro**

Sherman Oaks  
(818) 995-1400

Orange County  
(714) 261-8800

## Codes

Location: Office building/complex, Free standing building, Shopping mall, Other

CR - Conference Room  
LR - Living Room Style  
OR - Observation Rooms  
1-1 - One on One Room  
1-1OR - One on One Viewing

TK - Test Kitchen  
TKO - Test Kitchen Obsv. Rm.  
VE - Video Equipment  
VC - Video Conferencing

When room dimensions are given † denotes Living Room Style

Twin City Interviewing Service, Inc.  
3225 Hennepin Ave., S.  
Minneapolis, MN 55408  
Ph. 612-823-6214  
Fax 612-823-6215  
E-mail: TCIFISCHER@gnn.com  
Beth Fischer, President  
Location: Free standing building  
CR, LR, OR, 1-1OR, VE

## St. Cloud

Meyer Associates  
Minnesota Survey Research  
14 N. Seventh Ave.  
St. Cloud, MN 56303  
Ph. 320-259-4000  
Fax 320-259-4044  
Murdoch Johnson, Research Director  
Location: Office building  
CR, OR, 1-1, VE  
1) 15x22 Obs. Rm. Seats 5

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Review

## Mississippi

### Jackson

Focus One  
1501 Lakeland Dr., Ste. 351  
Jackson, MS 39216  
Ph. 601-829-1231  
Fax 601-829-1958  
Linda Harmon  
Location: Office building  
CR, LR, OR, VE

Friedman Marketing Services  
Metrocenter Mall, 1275 Metrocenter  
Highway 80 and Robinson Rd.  
Jackson, MS 39209  
Ph. 601-352-9340 or 914-698-9591  
Fax 601-355-3530  
Location: Shopping mall  
CR, OR, 1-1, 1-1OR, TK, VE  
1) 10x12 Obs. Rm. Seats 6

## Missouri

### Columbia

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  
Location: Office building  
CR, OR, 1-1, 1-1OR, VE  
1) 12x22 Obs. Rm. Seats 8

### Jefferson City

Klein Market Test, Inc.  
226 E. Dunklin  
Jefferson City, MO 65101  
Ph. 573-635-9600  
Fax 573-338-3039  
E-mail: ROCKSTATE3@aol.com  
Ann Klein  
Location: Office building  
CR, OR, VE

### Kansas City

The Field House, Inc.  
7220 W. 98th Terrace  
Overland Park, KS 66212  
Ph. 913-341-4245  
Fax 913-341-1462  
E-mail: RHi@compuserve.com  
Tina Benz  
Location: Free standing building  
CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE, VC  
1) 16x20 Obs. Rm. Seats 12  
†2) 16x20 Obs. Rm. Seats 12  
†3) 19x21 Obs. Rm. Seats 18  
Member VCAN

Flaspohler Rose Marketing Research, Inc.  
4330 Shawnee Mission Pkwy.  
Roeland Park, KS 66205  
Ph. 913-384-1337  
Fax 913-831-0671  
Bill Sullivan  
Location: Office building  
CR, OR, VE  
1) 20x25 Obs. Rm. Seats 15

Heakin Research, Inc.  
Bannister Mall  
5600 E. Bannister Rd., #102  
Kansas City, MO 64137  
Ph. 816-767-8300  
Fax 816-761-0110  
Pat Stoeckman, Manager  
Location: Shopping mall  
CR, OR, TK, VE

Heakin Research, Inc.  
116 Independence Center  
Independence, MO 64057  
Ph. 816-795-0706  
Fax 816-795-1416  
Jackie Clark, Manager  
Location: Shopping mall  
CR, OR, TK, TKO, VE

Market Directions  
911 Main St., Ste. 300  
Kansas City, MO 64105  
Ph. 816-842-0020  
Fax 816-472-5177  
E-mail: chawntae@mktmdir.attmail.com  
Chawntae Applegate, Field Manager  
Location: Office building  
CR, OR, VE  
1) 18x20 Obs. Rm. Seats 10

Market Research Institute, Inc.  
7315 Frontage Rd., #200  
Merriam, KS 66204  
Ph. 913-236-6060  
Fax 913-236-6094  
Donald Weston, President  
Location: Office building  
CR, LR, OR, TK, VE  
1) 20x20 Obs. Rm. Seats 10  
2) 20x20 Obs. Rm. Seats 10  
†3) 20x16 Obs. Rm. Seats 10

### Quality Controlled Services

Corporate Woods Office Park  
10875 Grandview St., Ste. 2230  
Overland Park, KS 66210  
Ph. 800-525-1952  
Fax 913-345-2070  
<http://www.qcs.com>  
Iva Schlatter  
Location: Office building  
CR, OR, TK, TKO, VE, VC  
1) 20x25 Obs. Rm. Seats 20  
2) 17x23 Obs. Rm. Seats 12  
3) 20x20 Obs. Rm. Seats 15  
Member FocusVision  
(See advertisement on p. 67)



# 1997 FOCUS GROUP FACILITIES DIRECTORY

## Quality Controlled Services

8600 Ward Pkwy.  
Kansas City, MO 64114  
Ph. 800-628-3428  
Fax 816-361-3580  
http://www.qcs.com  
Iva Schlatter  
Location: Shopping mall  
CR, OR, TK, VE, VC  
1) 18x19 Obs. Rm. Seats 18  
2) 12x19 Obs. Rm. Seats 8  
3) 12x14 Obs. Rm. Seats 6  
Member FocusVision  
(See advertisement on p. 67)

## St. Louis

### ACG Research Solutions

120 S. Central Ave., Ste. 1750  
St. Louis, MO 63105  
Ph. 314-726-3403  
Fax 314-726-2503  
Vicki Savala  
Location: Office building  
CR, LR, OR, TK, VE  
1) 19x17  
2) 19x09  
(See advertisement on p. 121)

Bryles Survey Service, Ltd.  
227 Battlefield Mall  
Springfield, MO 65804  
Ph. 708-532-6800  
Fax 708-532-1880  
Bob Bryles, President  
Location: Shopping mall  
CR, OR, 1-1, 1-10R, TK, VE  
1) 13x15 Obs. Rm. Seats 8

### Consumer Opinion

10403 Clayton Rd.  
St. Louis, MO 63131  
Ph. 314-692-2686  
Fax 314-692-2427  
Carol McGill, Partner  
Location: Office building  
CR, OR, 1-1, 1-10R, TK, VE

### Consumer Opinion - St. Charles

1720 Mid Rivers Mall  
St. Peters, MO 63376  
Ph. 314-397-8473  
Fax 314-692-2427  
Carol McGill, Partner  
Location: Shopping mall  
CR, OR, TK, VE

Consumer Opinion Council Research Center  
222 S. Meramec Ave., Stes. 301-2  
St. Louis, MO 63105  
Ph. 314-863-3780 or 800-467-5959  
Fax 314-863-2880  
Subra Iyer  
Location: Office building  
CR, LR, OR, 1-1, 1-10R, TK, VE  
1) 14x19 Obs. Rm. Seats 10

Fact Finders, Inc.  
1852 Craig Park Ct.  
St. Louis, MO 63146  
Ph. 314-469-7373  
Fax 314-469-0758  
E-mail: 104320.1660@compuserve.com  
Claire Bruno-Bacon  
Location: Free standing building  
CR, OR, 1-1, VE  
1) 20x22

Mary Lucas Market Research  
Marietta Plaza  
13250 New Halls Ferry Rd.  
Florissant, MO 63033  
Ph. 314-838-0696  
Fax 314-838-1996  
Mary Lucas, President  
Location: Free standing building  
CR, OR, TK, TKO, VE

Marketeam Associates  
1807 Park 270 Dr., Ste. 300  
St. Louis, MO 63146  
Ph. 314-878-7667  
Fax 314-878-6743  
Liz Wagner  
Location: Office building  
CR, OR, TK, VE  
1) 13x20 Obs. Rm. Seats 10  
2) 12x18 Obs. Rm. Seats 5

Marketing Horizons, Inc.  
1001 Craig Rd., Ste. 100  
St. Louis, MO 63146  
Ph. 314-432-1957  
Fax 314-432-7014  
E-mail: Marketing\_Horizons@mcimail.com  
Stephanie Feeney, Dir. Field Svcs.  
Location: Office building  
CR, OR, 1-1, TK, VE  
1) 18x12 Obs. Rm. Seats 12

Marketing Horizons, Inc.-South  
11166 Tesson Ferry  
St. Louis, MO 63123  
Ph. 314-432-1957  
Fax 314-432-7014  
E-mail: Marketing\_Horizons@mcimail.com  
Stephanie Feeney, Dir. Field Svcs.  
Location: Office building  
CR, OR, 1-1, VE  
1) 24x20 Obs. Rm. Seats 10

Peters Marketing Research, Inc.  
12400 Olive Blvd., Ste. 225  
St. Louis, MO 63141  
Ph. 314-469-9022  
Fax 314-469-7436  
Tina Peters-Price  
Location: Office building  
CR, OR, TK, VE  
1) 12x22 Obs. Rm. Seats 14  
2) 17x18 Obs. Rm. Seats 18

## ACG RESEARCH SOLUTIONS

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

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

*Our experienced staff has served the qualitative and quantitative research needs of many Fortune 500 clients. Let us put that experience to work for you.*

RAMS™, a form of electronic audience response technology.

Quantitative data collection utilizing computer-aided phone interviews.

Focus group facility in St. Louis with FREE videotaping.

Experienced focus group moderators and one-on-one executive interviewers.

Sophisticated database technology for analysis and warehousing.

Multivariate analyses, including conjoint analysis and perceptual mapping.

## Codes

Location: Office building/complex, Free standing building, Shopping mall, Other

CR - Conference Room	TK - Test Kitchen
LR - Living Room Style	TKO - Test Kitchen Obsv. Rm.
OR - Observation Rooms	VE - Video Equipment
1-1 - One on One Room	VC - Video Conferencing
1-10R - One on One Viewing	

When room dimensions are given † denotes Living Room Style

## Quality Controlled Services

1655 Des Peres Rd., Ste. 110

Des Peres, MO 63131

Ph. 800-992-2139

Fax 314-822-4294

<http://www.qcs.com>

Yvonne Filla

Location: Office building

CR, OR, TK, VE, VC

1) 17x21 Obs. Rm. Seats 12

2) 18x20 Obs. Rm. Seats 12

3) 10x11 Obs. Rm. Seats 4

Member FocusVision

(See advertisement on p. 67)

## Superior Surveys of St. Louis, Inc.

10403 Clayton Rd.

St. Louis, MO 63131

Ph. 800-325-4982 or 314-692-2699

Fax 314-692-2427

Trish Dunn, Partner

Location: Office building

CR, OR, 1-1, 1-10R, TK, VE, VC

Member NETWORK, VCAN

(See advertisement on p. 122)

## Superior Surveys of St. Louis, Inc.

1720 Mid Rivers Mall

St. Peters, MO 63376

Ph. 314-397-8463

Fax 314-692-2427

Trish Dunn, Partner

Location: Shopping mall

CR, OR, TK, VE, VC

Member NETWORK, VCAN

(See advertisement on p. 122)

U.S. Research Co.

338 Jamestown Mall

Florissant, MO 63034

Ph. 314-741-0284

Fax 314-741-6971

Location: Shopping mall

CR, OR, TK, VE

Westgate Research, Inc.

650 Office Pkwy.

St. Louis, MO 63141

Ph. 314-567-3333

Fax 314-567-7131

Germaine Eley

Location: Office building

CR, OR, VE

## Montana

### Great Falls

Intermountain SIR, Inc.

619 Second Ave. S.

Great Falls, MT 59405

Ph. 406-727-7050

Fax 406-727-7847

Jan Reagor

Location: Office building

CR, OR, VE

## Nebraska

### Lincoln

Coy Interviewing Services, Inc.

380 Bruce Dr.

Lincoln, NE 68510

Ph. 402-488-3753

Fax 402-488-7763

Edna Coy

Location: Shopping mall

CR, OR, VE

Only one company could top  
Superior Surveys of St. Louis . . .  
WE JUST DID IT!!



**S**uperior Surveys has surpassed itself in new expanded facilities with the latest in market research technology. The best **focus group** rooms in the Heartland--two BIG suites. **Oversized viewing room** seats 20 clients in comfort. **3-Camera system** with pin-drop audio. **Video conferencing**. **15 minutes** from the airport--a shuttle to a luxury Hilton. **You won't even need a car!** Shopping (Nieman's, Saks) within walking distance. **Professional staff.**

**A**nd the client is still Number One. We make your job easy and you comfortable in beautiful surroundings. **Separate client offices and lounge**, private phones, closed-circuit TV, personal computer, fax--everything you need for ease and convenience. **PLUS St. Louis' great food.** You won't live on deli sandwiches at Superior, but will have the best St. Louis has to offer brought to you. **Same excellent recruiting. We pamper our clients!**

Mall intercepts with the best **demographics** in the Midwest.

Superior Surveys of St. Louis, Inc.

10403 Clayton Road

St. Louis, Missouri 63131

(314) 692-2699 (800) 325-4982

## Omaha

Midwest Survey, Inc.  
8922 Cuming St.  
Omaha, NE 68114  
Ph. 402-392-0755  
Fax 402-392-1068  
Elaine Bosilevac, General Manager  
Location: Free standing building  
CR, OR, 1-1, 1-10R, TK, VE  
1) 12x14 Obs. Rm. Seats 10

**Three Cedars, Inc.**  
533 N. 86th St.  
Omaha, NE 68114  
Ph. 402-393-6729  
Fax 402-393-1330  
Location: Free standing building  
CR, OR, 1-1, 1-10R, TK, VE  
1) 20x28 Obs. Rm. Seats 10  
(See advertisement on p. 123)

Wiese Research Associates, Inc.  
10707 Pacific St., Ste. 202  
Omaha, NE 68114  
Ph. 402-391-7734  
Fax 402-391-0331  
E-mail: wra@neonramp.com  
Cathy Morrissey  
Location: Office building  
CR, OR, VE  
1) 26x14 Obs. Rm. Seats 7

## Nevada

### Las Vegas

Consumer Research Center  
1370 E. Flamingo Rd., Ste. J  
Las Vegas, NV 89119  
Ph. 702-737-3272  
Fax 702-737-1023  
Location: Shopping mall  
CR, OR, 1-1, 1-10R, TK, TKO, VE  
1) 20x22 Obs. Rm. Seats 15

Cunningham Field & Research Services, Inc.  
The Galleria At Sunset  
1300 W. Sunset Rd., Ste. 1324  
Henderson, NV 89014  
Ph. 702-456-5664  
Fax 702-456-5977  
Scott Homan  
Location: Shopping mall  
CR, OR, 1-1, VE, VC  
1) 16x14 Obs. Rm. Seats 20

**Las Vegas Surveys, Inc.**  
3405 S. Cambridge St.  
Las Vegas, NV 89019  
Ph. 702-650-5550  
Fax 702-650-0729  
Carlos Kelley, Manager  
Location: Free standing building  
CR, OR, 1-1, 1-10R, TK, VE  
(See advertisement on p. 124)

# Omaha's Premier Focus Group Facility



- Executive meeting space (20x28) with fully mirrored wall, connecting observation room, respondent reception/holding area and private office.
- Full kitchen and catering
- Respondent recruitment and experienced moderators
- Dual audio and dual video recording and transcription
- Fine hotels and restaurants just minutes away

Three Cedars is located on two acres of wooded hills in the heart of Omaha. Architects designed the facility expressly to emphasize the importance of form and function, and to nurture creativity and communication. Call on the experienced professionals at Three Cedars. We can provide you with the expertise needed to organize and stage effective focus groups.



533 N. 86th Street  
Omaha, Nebraska 68114-3505  
(402)393-6729 FAX (402)393-1330

**Codes**

Location: Office building/complex, Free standing building, Shopping mall, Other

CR - Conference Room	TK - Test Kitchen
LR - Living Room Style	TKO - Test Kitchen Obsv. Rm.
OR - Observation Rooms	VE - Video Equipment
1-1 - One on One Room	VC - Video Conferencing
1-1OR - One on One Viewing	

When room dimensions are given † denotes Living Room Style

**MRC Focus**

101 Convention Center Dr., Ste. 1005  
 Las Vegas, NV 89109  
 Ph. 702-734-7511  
 Fax 702-734-7598  
 E-mail: research@mrcgroup.com  
 http://www.mrcgroup.com  
 Fara Tunnell-Karr, Marketing Manager  
 Location: Office building  
 CR, OR, 1-1, TK, VE  
 1) 14x18 Obs. Rm. Seats 20  
 2) 14x18 Obs. Rm. Seats 16  
 (See advertisement on p. 49)

**Reno**

Sierra Market Research  
 63 Keystone Ave., Ste. 202  
 Reno, NV 89503  
 Ph. 702-786-6556  
 Fax 702-786-6844  
 E-mail: SierraCB@aol.com  
 Carl Bergeman  
 Location: Office building  
 CR, OR, VE

**New Hampshire**

**Manchester/Nashua**

American Research Group, Inc.  
 814 Elm St.  
 Manchester, NH 03101  
 Ph. 603-624-4081  
 Fax 603-627-1746  
 E-mail: ARGInc@aol.com  
 Dick Bennett  
 Location: Office building  
 CR, OR, 1-1, VE  
 1) 11x16 Obs. Rm. Seats 6

Granite State Marketing Research, Inc.  
 Park II West  
 78 Nashua Rd., Ste. 3  
 Londonderry, NH 03053  
 Ph. 603-434-9141  
 Fax 603-434-4176  
 E-mail: gsmr@tiac.com  
 Dorothy Bacon, President  
 Location: Office building  
 CR, OR, 1-1, 1-1OR, VE  
 1) 16x14 Obs. Rm. Seats 10

Hollis Research Centre  
 P.O. Box 922  
 Hollis, NH 03049  
 Ph. 603-465-3034  
 Fax 603-924-2009  
 E-mail: lzivic@fsc.edu  
 Rick Hardy or Lou Zivic  
 Location: Free standing building  
 CR, LR, OR, 1-1, TK, VE  
 1) 30x43 Obs. Rm. Seats 12  
 2) 14x32 Obs. Rm. Seats 10

New England Interviewing, Inc.  
 5 Coliseum Ave.  
 Nashua, NH 03063  
 Ph. 603-889-8222  
 Fax 603-883-1119  
 Joan Greene, President  
 Location: Office building  
 CR, OR, 1-1, TK, VE  
 1) 16x17 Obs. Rm. Seats 14

New England Interviewing, Inc.  
 124 S. River Rd.  
 Bedford, NH 03110  
 Ph. 603-641-1222  
 Fax 603-666-5920  
 Stella McDaniel  
 Location: Office building  
 CR, OR, 1-1, 1-1OR, TK, VE  
 1) 26x16 Obs. Rm. Seats 20  
 2) 12x14

# Don't Gamble On Field Services, Place a Sure Bet On Las Vegas Surveys

## Join The Industry Leaders Who Depend On Las Vegas Surveys' Professionals For Market Research Needs

- 2 New Focus Group Facilities w/Full Service Business Suites
- 2 Executive Meeting Rooms
- 5 One-on-One Rooms w/Client Viewing
- 2 Blocks From Convention Center/Mall
- Recruiting/Focus Groups/One-on-One's
- Executive/Professional/Media
- Telephone Interviews
- Mall Intercepts
- Conventions
- Radio Music Tests
- Mock Jury Trials
- Hispanic Research Capabilities
- Data Processing

**Las Vegas Surveys**

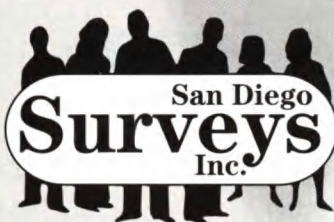
3405 S. Cambridge St.  
 Las Vegas, NV 89109  
 (800) 797-9877  
 (702) 650-5500  
 FAX (702) 650-0729

**Executive Offices**

4616 Mission Gorge Pl.  
 San Diego, CA 92120  
 (619) 265-2361  
 (800) 895-1225  
 FAX (619) 582-1562  
 email: sdsurveys@aol.com

**Mall Office**

3689 "D" Midway Dr.  
 San Diego, CA 92110  
 (619) 224-3113  
 FAX (619) 224-0301



## New Jersey

### Atlantic City

Survey Central, Inc.  
503 Mill Rd.  
Northfield, NJ 08225  
Ph. 609-383-1700  
Fax 609-383-1783  
Jody Davis  
Location: Free standing building  
CR, OR, VE  
1) 15x15 Obs. Rm. Seats 10

### Northern New Jersey

Cunningham Field & Research Services, Inc.  
1140 Parsippany Blvd.  
Parsippany, NJ 07054  
Ph. 201-331-9533  
Fax 201-331-1774  
Location: Office building  
CR, LR, OR, 1-1, TK, VE, VC  
1) 20x16 Obs. Rm. Seats 25  
2) 20x17 Obs. Rm. Seats 30  
3) 14x20 Obs. Rm. Seats 20

#### Fieldwork East, Inc.

2 Executive Dr., 5th fl.  
Fort Lee, NJ 07024  
Ph. 201-585-8200  
Fax 201-585-0096  
<http://www.fieldwork.com>  
Carol Tauben  
Location: Office building  
CR, LR, OR, 1-1, 1-10R, TK, TKO, VE  
1) 23x21 Obs. Rm. Seats 30  
2) 19x20 Obs. Rm. Seats 30  
3) 19x20 Obs. Rm. Seats 30  
4) 22x24 Obs. Rm. Seats 25  
5) 13x16 Obs. Rm. Seats 15  
6) 10x16 Obs. Rm. Seats 15  
*(See advertisement on the Back Cover)*

#### Focus Room - New Jersey

Continental Plaza  
433 Hackensack Ave.  
Hackensack, NJ 07601  
Ph. 201-488-5888  
Fax 201-488-5780  
Donna Weinberg, Owner  
Location: Office building  
CR, LR, OR, TK, VE, VC  
1) 20x20 Obs. Rm. Seats 25  
2) 17x19 Obs. Rm. Seats 15  
3) 18x18 Obs. Rm. Seats 20  
4) 18x18 Obs. Rm. Seats 20  
Member VideoFocus Direct

#### GRA Focus Center

Glickman Research Associates  
160 Paris Ave.  
Northvale, NJ 07647  
Ph. 201-767-8888  
Fax 201-767-6933  
Lynda Broer  
Location: Office building  
CR, OR, VE  
1) 14x18 Obs. Rm. Seats 15

Hygeia Marketing Associates, Inc.  
1120 Bloomfield Ave., Ste. 100  
West Caldwell, NJ 07006  
Ph. 201-227-8239  
Fax 201-227-8319  
Fran Libis, Project Coordinator  
Location: Office building  
CR, OR, 1-1, VE  
1) 19x13 Obs. Rm. Seats 8

#### Meadowlands Consumer Center, Inc.

The Plaza at the Meadows  
100 Plaza Dr., 1st fl.  
Secaucus, NJ 07094  
Ph. 201-865-4900 or 800-998-4777  
Fax 201-865-0408  
Lauren A. Heger, Field Director  
Nancy Ginty, Supervisor  
Location: Office building  
CR, LR, OR, 1-1, 1-10R, TK, TKO, VE, VC  
1) 25x24 Obs. Rm. Seats 25  
2) 18x24 Obs. Rm. Seats 20  
3) 18x24 Obs. Rm. Seats 20  
4) 14x16 Obs. Rm. Seats 12  
5) 18x24 Obs. Rm. Seats 20  
*(See advertisement on p. 125)*

## Something *Established.* Something **New.**

**Exciting news!** Meadowlands Consumer Center has moved to a new location in a beautiful atrium building! Now you can enjoy the established quality of services you've come to expect from us in a completely new environment. With our eleven years of experience in the field, you can also be assured of a successful research experience from beginning to end, including our professional staff who can handle the toughest recruit to our warm and friendly "home away from home" working environment.

- New location in a beautiful atrium building
- All-suite focus group facility with choices of large, jumbo or mini-group settings
- Viewing rooms with three-sided panoramic mirrors with seating for 20+
- Modern test kitchen
- All rooms fully sound-proofed with individual thermostatic controls
- Separate client and respondent entrances
- Fully supervised in-house recruiting
- Private Client Business Center with computer, printer, copier and fax



### Meadowlands Consumer Center Inc.

100 Plaza Drive  
Secaucus, New Jersey 07094  
(800) 998-4777 (outside NJ)  
(201) 865-4900  
Fax (201) 865-0408

## Codes

Location: Office building/complex, Free standing building, Shopping mall, Other

CR - Conference Room	TK - Test Kitchen
LR - Living Room Style	TKO - Test Kitchen Obsv. Rm.
OR - Observation Rooms	VE - Video Equipment
1-1 - One on One Room	VC - Video Conferencing
1-1OR - One on One Viewing	

When room dimensions are given f denotes Living Room Style

MetroMarket Research Center, Inc.  
855 Valley Rd.  
Clifton, NJ 07013  
Ph. 201-470-0044  
Fax 201-470-0397

Sandy Ianuzzi  
Location: Office building  
CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE  
1) 22x14 Obs. Rm. Seats 15  
2) 17x17 Obs. Rm. Seats 10  
f3) 22x14 Obs. Rm. Seats 15

Mid-America Rsch./Facts In Focus  
Livingston Mall  
131 Livingston Mall  
Livingston, NJ 07039  
Ph. 201-740-1566  
Fax 201-740-0569  
Leonard McCoy, Manager  
Location: Shopping mall  
CR, OR, 1-1, 1-1OR, TK, VE  
1) 17x11 Obs. Rm. Seats 10  
2) 17x11 Obs. Rm. Seats 12

T.A. Miller Co., Inc.  
1060 Clifton Ave.  
Clifton, NJ 07015  
Ph. 201-778-6011  
Fax 201-778-5975  
Location: Office building  
Thomas Miller, President  
CR, OR, 1-1, 1-1OR, TK, VE

Morristown Market Research  
80 Washington St.  
Morristown, NJ 07960  
Ph. 201-326-9461  
Fax 201-326-9767  
Melody Whitelaw, President  
Location: Free standing building  
CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE  
1) 22x14 Obs. Rm. Seats 8  
f2) 22x14 Obs. Rm. Seats 8

Northeast Data Collection  
Group Facility  
Wayne Towne Center, Rte. 23 S.  
Wayne, NJ 07470  
Ph. 203-797-0666  
Fax 203-748-1735  
Karen M. Forcade, President  
Location: Shopping mall  
CR, OR, 1-1, 1-1OR, TK, VE  
1) 16x18 Obs. Rm. Seats 10

Partners In Research, Inc.  
200 Braen Ave.  
Wyckoff, NJ 07481  
Ph. 201-652-6900  
Fax 201-652-7060  
Wanda Gorman  
Location: Free standing building  
CR, OR, 1-1, 1-1OR, TK, TKO, VE

Peters Marketing Research, Inc.  
4 Century Dr.  
Parsippany, NJ 07054  
Ph. 201-539-5750  
Fax 201-539-3616  
Toni McClard, Vice President  
Location: Office building  
CR, OR, VE

**Plaza Research-New York**  
120 Rte. 17 N.  
Paramus, NJ 07652  
Ph. 201-265-7500 or 800-654-8002  
Fax 201-265-7269  
E-mail: NewYork@plazaresearch.com  
<http://www.plazaresearch.com>  
Jill Gottesman  
Location: Office building  
CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE  
1) 15x25 Obs. Rm. Seats 15  
2) 15x25 Obs. Rm. Seats 15  
3) 15x20 Obs. Rm. Seats 15  
(See advertisement on p. 127)

Product Development Workshop  
195 Columbia Turnpike  
Florham Park, NJ 07601  
Ph. 201-765-0077  
Fax 201-765-9087  
Irene Bing, Manager  
Location: Free standing building  
CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE, VC  
1) 22x28 Obs. Rm. Seats 25  
2) 16x15 Obs. Rm. Seats 20  
f3) 20x24

**Schlesinger Associates, Inc.**  
Executive Plaza, Ste. 400  
10 Parsonage Rd.  
Edison, NJ 08837  
Ph. 908-906-1122  
Fax 908-906-8792  
E-mail: sas mkt@aol.com  
Steven Schlesinger, President  
Location: Office building  
CR, LR, OR, 1-1, 1-1OR, TK, VE, VC  
1) 16x20 Obs. Rm. Seats 16  
2) 16x16 Obs. Rm. Seats 16  
3) 16x24 Obs. Rm. Seats 16  
4) 16x24 Obs. Rm. Seats 16  
f5) 16x16 Obs. Rm. Seats 16  
Member FocusVision  
(See advertisement on p. 129)

Suburban Associates  
579 Franklin Tpke.  
Ridgewood, NJ 07450  
Ph. 201-447-5100  
Fax 201-447-9536  
E-mail: WeAsk@aol.com  
Bill Bartlett  
Location: Office building  
CR, LR, OR, 1-1, TK, TKO, VE  
1) 16x18 Obs. Rm. Seats 15  
2) 16x18 Obs. Rm. Seats 15

Suburban Associates  
517 Rte. One S., Ste. 1109  
Iselin, NJ 08830  
Ph. 201-855-8900  
Fax 201-855-9291  
E-mail: WeAsk@aol.com  
David Schreier  
Location: Office building  
CR, OR, 1-1OR, TK, VE  
1) 16x20 Obs. Rm. Seats 15  
2) 14x16 Obs. Rm. Seats 12  
3) 12x12 Obs. Rm. Seats 10

Suburban Associates  
Monmouth Mall  
1230 Monmouth Mall - Rte. 35  
Eatontown, NJ 07724  
Ph. 908-542-5554  
Fax 908-389-3921  
E-mail: WeAsk@aol.com  
Madeline Smith  
Location: Shopping mall  
CR, OR, 1-1, TK, VE  
1) 14x17 Obs. Rm. Seats 10



**When contacting a research company through this directory, be sure to tell them you saw their listing in Quirk's Marketing Research Review**

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



### What we offer:

Precise recruiting and the most comfortable, practical, well-appointed facilities in the country.

### How we do it:

A management team with more than 100 years of combined experience in the field...A fully integrated network sharing resources, technology, and information...Cutting edge, proprietary Computer Aided Telephone Interviewing systems which enable us to access large consumer/professional databases easily, efficiently, and with the tightest security controls...Luxurious facilities specifically engineered for qualitative research.

Please call Jill Gottesman in our Metro New York facility for more information or bids.

Toll free for all locations: **1-800-654-8002**



On the World Wide Web:

[www.plazaresearch.com](http://www.plazaresearch.com)



### MetroMarkets Nationwide

New York  
Los Angeles  
Chicago  
San Francisco  
Atlanta  
Dallas  
Houston  
Denver  
Philadelphia  
Fort Lauderdale



## Codes

Location: Office building/complex, Free standing building, Shopping mall, Other

CR - Conference Room	TK - Test Kitchen
LR - Living Room Style	TKO - Test Kitchen Obsv. Rm.
OR - Observation Rooms	VE - Video Equipment
1-1 - One on One Room	VC - Video Conferencing
1-1OR - One on One Viewing	

When room dimensions are given † denotes Living Room Style

TAI - New Jersey  
 Technical Analysis, Inc.  
 20 E. Oakdene Ave.  
 Teaneck, NJ 07666  
 Ph. 201-836-1500  
 Fax 201-836-1959  
 Joan Vicenzotti, Operations Manager  
 Location: Office building  
 CR, LR, OR, TK, VE

- 1) 18x18 Obs. Rm. Seats 15
- 2) 16x18 Obs. Rm. Seats 12
- 3) 18x21 Obs. Rm. Seats 12

TAI - New Jersey  
 The Atrium at Glenpoint  
 400 Frank W. Burr Blvd.  
 Teaneck, NJ 07666  
 Ph. 201-836-1420  
 Fax 201-836-7870  
 Carol Hepson  
 Location: Office building  
 CR, LR, OR, TK, VE, VC

Telephone Research & Analysis Ctr. (TRAC)  
 270 Davidson Ave., 3rd fl.  
 Somerset, NJ 08873  
 Ph. 800-TRAC-NOW  
 Fax 908-560-1587  
 John Lillis, District Manager  
 Location: Office building  
 CR, OR, VE  
 1) 17x23 Obs. Rm. Seats 18

## Princeton

Research 100  
 29 Emmons Dr., Bldg. F  
 Princeton, NJ 08540  
 Ph. 609-924-6100  
 Fax 609-452-0138  
 E-mail: 103461,1477@compuserve.com  
<http://www.research100.com>  
 Harriet Mack  
 Location: Office building  
 CR, OR, TK, VE  
 1) 12x22 Obs. Rm. Seats 12

## Southern New Jersey (See also Philadelphia, PA)

Group Dynamics/Cherry Hill, Inc.  
 Plaza 1000 at Main Street, Ste. 406  
 Voorhees, NJ 08043  
 Ph. 800-220-1011  
 Fax 609-424-2538  
 Merle Holman  
 Location: Office building  
 CR, OR, 1-1, 1-1OR, TK, VE  
 1) 16x24 Obs. Rm. Seats 22  
 2) 17x22 Obs. Rm. Seats 18  
 (See advertisement on p. 142)

## New Mexico

### Albuquerque

Business Information Group, Inc.  
 1114-B Pennsylvania St. N.E.  
 Albuquerque, NM 87110  
 Ph. 800-321-9244 or 505-265-4760  
 Fax 505-265-5062  
 James Larson, Ph. D., President  
 Location: Free standing building  
 CR, OR, TK, VE  
 1) 14x25 Obs. Rm. Seats 6

January 18, 1992 - A vicious tornado touched down in the Midwest and sucked up a focus group facility located in a trailer park. Sadly enough the moderator, the focus group participants and all of the test product were blown over state lines thus damaging the demographic integrity for this important study.

## AND YOU'RE AFRAID OF A LITTLE SNOW?

**In over 40 years we have *never* canceled a focus group or pre-recruited study due to snow.**



## SURVEY SERVICE, INC.

1911 Sheridan Drive, Buffalo, New York 14223

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 1-800-507-7969**



Sandia Marketing Services, Inc.  
2201 San Pedro N.E., Bldg. 1, Ste. 230  
Albuquerque, NM 87110  
Ph. 800-950-4148  
Fax 505-883-4776  
Lana Scutt, President  
Location: Office building  
CR, LR, OR, 1-1, 1-10R, TK, TKO, VE  
1) 15x17 Obs. Rm. Seats 15  
2) 15x17 Obs. Rm. Seats 15

## New York

### Albany

J.L. Whalen Markette Research  
1023 Rte. 146  
Clifton Park, NY 12065  
Ph. 518-383-1661  
Fax 518-371-0791  
Joyce Whalen, President  
Location: Office building  
CR, OR, TK, VE

### Buffalo

Ruth Diamond Market Research Services  
770 Alberta Dr.  
Buffalo, NY 14226  
Ph. 716-836-1110  
Fax 716-836-1114  
Harvey Podolsky, President  
Location: Shopping mall  
CR, LR, OR, 1-1, 1-10R, TK, VE  
1) 20x21 Obs. Rm. Seats 16  
2) 20x12 Obs. Rm. Seats 8

Buffalo Survey & Research, Inc.  
1249 Eggert Rd.  
Buffalo, NY 14226  
Ph. 716-833-6639  
Fax 716-834-6499  
Jeanette Levin, President  
Location: Free standing building  
CR, OR, 1-1, 1-10R, TK, VE, VC  
1) 11x21 Obs. Rm. Seats 8

Goldhaber Research Associates  
One NFA Park  
Amherst, NY 14228  
Ph. 716-689-3311  
Fax 716-689-3342  
Richard Ludwig, Mkt. Rsch. Mgr.  
Location: Office building  
CR, TK, VE

Marketing Decisions Group, Inc.  
9141 Main St.  
Buffalo, NY 14031  
Ph. 716-634-2045  
Fax 716-634-9560  
Arup K. Sen, President  
Location: Free standing building  
CR, OR, 1-1, TK, VE

# Environmentally Conscious

**4 spacious and comfortable conference rooms • bi-level viewing rooms seat 16, equipped with writing desks • Modern, fully equipped kitchen • state of the art audio/video equipment with on-site staff**

- private reception areas • private client lounges equipped with fax and modem
- climate control • gourmet catering

{we focus on quality}



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Executive Plaza • Suite 400 • 10 Parsonage Road • Edison, NJ 08837  
Phone (908) 906-1122 • Fax (908) 906-8792 • sas\_mktres@aol.com

## Codes

Location: Office building/complex, Free standing building, Shopping mall, Other

CR - Conference Room  
 LR - Living Room Style  
 OR - Observation Rooms  
 1-1 - One on One Room  
 1-1OR - One on One Viewing

TK - Test Kitchen  
 TKO - Test Kitchen Obsv. Rm.  
 VE - Video Equipment  
 VC - Video Conferencing

When room dimensions are given † denotes Living Room Style

### Marion Simon Research Service, Inc.

C-103 Walden Galleria  
 Cheektowaga, NY 14225  
 Ph. 716-684-8025  
 Fax 716-684-3009  
 Sharon Liedy, Office Manager  
 Location: Shopping mall  
 CR, OR, TK, VE  
 (See advertisement on p. 135)

### Survey Service, Inc.

1911 Sheridan Dr.  
 Buffalo, NY 14223  
 Ph. 716-876-6450  
 Fax 716-876-0430  
 E-mail: sservice@surveyservice.com  
 http://www.surveyservice.com  
 Susan Adelman, President  
 Location: Free standing building  
 CR, LR, OR, 1-1, 1-1OR, TK, VE  
 1) 17x17 Obs. Rm. Seats 12  
 2) 14x27 Obs. Rm. Seats 12  
 (See advertisement on p. 128)

## New York City (See also Northern New Jersey)

### A La Carte Research, Inc

6800 Jericho Tpke., Ste. 113E  
 Syosset, NY 11791  
 Ph. 516-364-4004  
 Fax 516-364-4683  
 Phyllis Gorin, President  
 Location: Office building  
 CR, OR, 1-1, 1-1OR, TK, VE  
 1) 19x20 Obs. Rm. Seats 20  
 2) 17x19 Obs. Rm. Seats 16  
 3) 12x09 Obs. Rm. Seats 6  
 (See advertisement on p. 130)

### Accu-Trend, Inc.

1045 Rte. 109, Ste. 102  
 North Lindenhurst, NY 11757  
 Ph. 516-957-8811  
 Fax 516-957-8938  
 Grace Goldstein, President  
 Location: Free standing building  
 CR, OR, VE

### Beta Research Corp.

6400 Jericho Tpke.  
 Syosset, NY 11791  
 Ph. 516-935-3800  
 Fax 516-935-4092  
 Virginia Redus, Field Coordinator  
 Location: Office building  
 CR, OR, VE  
 1) 12x16 Obs. Rm. Seats 12  
 2) 12x14

Tom Dale Market Research  
 160 E. 48th St.  
 New York, NY 10017  
 Ph. 212-758-9777  
 Fax 212-758-7520  
 Tom Dale, President  
 Location: Other  
 CR, LR, OR, TK, TKO, VE

### Ebony Marketing Research, Inc.

2100 Bartow Ave.  
 Bronx, NY 10475  
 Ph. 718-217-0842  
 Fax 718-320-3996  
 E-mail: emr@interport.com  
 Bruce Kirkland, Vice President  
 Location: Office building  
 CR, OR, TK, VE

### Fieldwork East at Westchester

555 Taxter Rd., Ste. 390  
 Elmsford, NY 10523  
 Ph. 914-347-2145  
 Fax 914-347-2298  
 http://www.fieldwork.com  
 Maria Garcia  
 Location: Office building  
 CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE, VC  
 1) 22x15 Obs. Rm. Seats 20  
 2) 22x17 Obs. Rm. Seats 20  
 3) 17x16 Obs. Rm. Seats 12  
 4) 14x15 Obs. Rm. Seats 10  
 Member FocusVision  
 (See advertisement on the Back Cover)

### Focus On Hudson

1633 Broadway, 27th fl.  
 New York, NY 10014  
 Ph. 212-727-7000  
 Fax 212-727-7023  
 Frank O'Blak, President  
 Location: Office building  
 CR, OR, 1-1, VE  
 1) 27x20 Obs. Rm. Seats 15  
 2) 10x10 Obs. Rm. Seats 2

### Focus Plus, Inc.

79 Fifth Ave., 5th fl.  
 New York, NY 10003  
 Ph. 212-675-0142  
 Fax 212-645-3171  
 E-mail: Focusplus@msn.com  
 John Markham or Liz Lobrano Markham  
 Location: Office building  
 CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE, VC  
 1) 19x22 Obs. Rm. Seats 14  
 2) 18x20 Obs. Rm. Seats 24  
 3) 14x21 Obs. Rm. Seats 16  
 Member VideoFocus Direct  
 (See advertisement on p. 131)

## LET A LA CARTE RESEARCH

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### Features

- **2 oversized** conference room/viewing room/client lounge **suites**
- **20+ viewers** fit comfortably
- **Separate central A/C** for each suite
- **Modern office building**
- **Theater seating 85** available
- **In-house recruiting**
- **Conference table flexibility:** rectangle, inverted V, horseshoe, etc.

### A La Carte Research, Inc.

North Shore Atrium  
 6800 Jericho Turnpike  
 Syosset, New York 11791  
 (516) 364-4004  
 Fax (516) 364-4683

Focus Room - White Plains  
231 Central Ave.  
White Plains, NY 10606  
Ph. 914-682-8404  
Fax 914-428-3925  
Wendy Weinstein  
CR, LR, OR, 1-1, 1-10R, TK, VE  
Location: Office building  
1) 14x19 Obs. Rm. Seats 25  
2) 14x19 Obs. Rm. Seats 25  
3) 14x16 Obs. Rm. Seats 15

**Focus Suites of New York**  
355 Lexington Ave., 13th fl.  
New York, NY 10017  
Ph. 212-867-7373  
Fax 212-867-9184  
Bill Falvo, Director  
Location: Office building  
CR, OR, 1-1, 1-10R, TK, VE  
1) 19x19 Obs. Rm. Seats 25  
2) 19x19 Obs. Rm. Seats 15  
3) 19x19 Obs. Rm. Seats 15  
4) 19x19 Obs. Rm. Seats 15  
5) 18x18 Obs. Rm. Seats 10  
6) 18x18 Obs. Rm. Seats 10  
*(See advertisements on pp. 34, 35)*

Friedman Marketing Services  
Jefferson Valley Mall  
650 Lee Blvd.  
Yorktown Heights, NY 10598  
Ph. 914-962-9400 or 914-698-9591  
Fax 914-962-1067  
Location: Shopping mall  
CR, OR, 1-1, TK, VE  
1) 16x16 Obs. Rm. Seats 10

Ideal Field Services, Inc.  
1063 Green Acres Mall  
Valley Stream, NY 11581  
Ph. 516-561-1723  
Barbara Prince, President  
Location: Shopping mall  
CR, OR, TK, VE

J & R Mall Research  
800 Montauk Hwy.  
Shirley, NY 11967  
Ph. 516-399-0200  
Fax 516-399-0205  
Patricia Bryant, Manager  
Location: Shopping mall  
CR, OR, TK, VE

Long Island Groups in Focus, Ltd.  
1185 Northern Blvd.  
Manhasset, NY 11030  
Ph. 516-365-8630  
Fax 516-365-4913  
Mary Garofalo, Managing Director  
Location: Free standing building  
CR, LR, OR, TK, TKO, VE  
Member NETWORK

## Focus Plus...

Qualitative research with all the pluses



Three custom-designed, state-of-the-art focus suites, each with its own:

- Large, professional focus room
- Over-sized client room with living room comfort (seating up to 24)
- Private client office/lounge
- Separate respondent waiting room



Other pluses . . .

- + Owner operated + International network
- + Professional in-house recruiting + Fast turn-around
- + Mid-sized and personal, NOT a "supermarket" facility
- + Located between Midtown and Wall Street
- + Comfort and luxury

## Focus Plus

79 Fifth Avenue, 5th Floor, NYC 10003  
Tel: 212-675-0142 Fax: 212-645-3171

## Codes

Location: Office building/complex, Free standing building, Shopping mall, Other

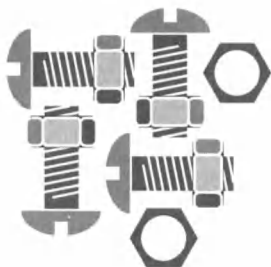
CR - Conference Room	TK - Test Kitchen
LR - Living Room Style	TKO - Test Kitchen Obsv. Rm.
OR - Observation Rooms	VE - Video Equipment
1-1 - One on One Room	VC - Video Conferencing
1-1OR - One on One Viewing	

When room dimensions are given † denotes Living Room Style

### Macro International, Inc.

100 Avenue of the Americas  
New York, NY 10013  
Ph. 888-MACRO-US  
Fax 212-941-7031  
E-mail: Rhindress@macroint.com  
<http://www.macroint.com>  
Mindy Rhindress, Sr. Vice President  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, VE  
1) 24x18 Obs. Rm. Seats 24  
2) 19x11 Obs. Rm. Seats 24  
3) 10x11 Obs. Rm. Seats 24  
(See advertisement on p. 133)

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answers to  
your research  
questions in  
every issue**



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**MARKETING RESEARCH**  
Review

Manhattan Opinion Center, Inc.  
369 Lexington Ave., 2nd fl.  
New York, NY 10017  
Ph. 212-972-5553  
Fax 212-557-3085  
Location: Office building  
Lisa Ratteray, Manager  
CR, OR, VE, VC  
Location: Office building  
1) 20x13 Obs. Rm. Seats 14  
2) 21x12 Obs. Rm. Seats 14  
3) 15x14 Obs. Rm. Seats 8  
Member VideoFocus Direct

Murray Hill Center, Inc.  
373 Park Ave. S., 10th fl.  
New York, NY 10016  
Ph. 212-889-4777  
Fax 212-889-5869  
Sue Winer, Manager  
Location: Office building  
CR, OR, TK, VE, VC  
Member FocusVision

New York Conference Center  
240 Madison Ave., 5th fl.  
New York, NY 10016  
Ph. 212-682-0220  
Fax 212-682-0214  
Anne McLaughlin, Manager  
Location: Office building  
CR, OR, 1-1, 1-1OR, VE, VC  
Member VideoFocus Direct

### New York Focus

317 Madison Ave., 20th fl.  
New York, NY 10017  
Ph. 212-867-6700  
Fax 212-867-9643  
Nancy Opoczynski, President  
Location: Office building  
CR, OR, VE, VC  
1) 18x21 Obs. Rm. Seats 25  
2) 17x20 Obs. Rm. Seats 25  
3) 17x20 Obs. Rm. Seats 25  
4) 16x20 Obs. Rm. Seats 25  
(See advertisement on the Inside Back Cover)

Recruiting Resources Unlimited  
131 Beverley Rd.  
Brooklyn, NY 11218  
Ph. 718-435-4444  
Fax 718-972-3926  
Connie Livia  
Location: Office building  
CR, OR, VE  
1) 16x12 Obs. Rm. Seats 5

RDJ Market Research  
2 Kavey Place  
Armonk, NY 10504  
Ph. 914-273-8470  
Fax 914-273-8473  
Steve Genovese, President  
Location: Shopping Mall  
CR, OR, TK, VE

A. Rudman & Associates  
151-17 82nd St.  
Howard Beach, NY 11414  
Ph. 718-835-3100  
Fax 718-641-6310  
Marcia DiGirolomo, President  
Location: Free standing building  
CR, OR, 1-1, 1-1OR, VE

Sachs Communications Group, Inc.  
200 Varick St., Ste. 500  
New York, NY 10014  
Ph. 212-924-1600  
Fax 212-924-8241  
E-mail: tammy@sachsn.com  
<http://www.sachsn.com>  
Tammy Sachs, President  
Location: Office building  
CR, LR, OR, 1-1, 1-1OR, VE

Audrey Schiller Market Research  
Nassau Mall  
3601 Hempstead Tpke.  
Levittown, NY 11756  
Ph. 516-731-1500  
Fax 516-731-4235  
Audrey Schiller  
Location: Shopping mall  
CR, OR, 1-1, 1-1OR, TK, VE

Seaport Surveys, Inc.  
34 Cliff St.  
New York, NY 10038  
Ph. 212-608-3100 or 800-347-2662  
Fax 212-608-4966  
E-mail: jkick@biddeford.com  
Andrea Waller, President  
Location: Free standing building  
CR, OR, TK, VE

Suburban Associates  
East Meadow Plaza  
1966 Hempstead Tpke.  
East Meadow, NY 11554  
Ph. 516-794-3030  
Fax 516-794-3519  
E-mail: WeAsk@aol.com  
Sherry Salus  
Location: Shopping mall  
CR, OR, 1-1, TK, VE  
1) 12x17 Obs. Rm. Seats 10

Wolf/Altschul/Callahan, Inc.  
60 Madison Ave., 5th fl.  
New York, NY 10010-1600  
Ph. 212-725-8840  
Fax 212-213-9247  
Location: Office building  
CR, OR, VE, VC  
1) 17x18 Obs. Rm. Seats 11  
2) 16x20 Obs. Rm. Seats 10  
3) 11x14 Obs. Rm. Seats 10  
Member VCAN



# MACRO

---

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Frankfurt, Germany; Moscow, Russia; Warsaw, Poland;  
Budapest and Gyor, Hungary; Prague, Czech Republic.

**INSIDE RESEARCH® reports:  
"...of 53 major U.S. MR firms  
over the past five years  
(1990-1995)...**

**Macro International, Inc.,  
with a growth rate of 202%  
was the fastest growing  
MR firm."**

Macro International's growth occurs because we put our intelligence to work, combining experienced people with innovative products and technologies to create unique solutions for our clients. Macro has more than 400 employees, with 70% of our professionals holding doctorates or other advanced degrees. We have over thirty years of custom and syndicated market research experience, including advertising, new product and legal research, positioning and brand equity studies, with more than a dozen proprietary research products such as Customer Loyalty Plus™ (CL+™) and Equity Valuation. Our 207 station CATI operation with predictive dialing can screen up to 10,000 households daily. Plus, we have advanced data scanning systems, proprietary analysis models and 7 focus group facilities. Put Macro's intelligence to work for you in the U.S. and around the world.

## Codes

Location: Office building/complex, Free standing building, Shopping mall, Other

CR - Conference Room  
LR - Living Room Style  
OR - Observation Rooms  
1-1 - One on One Room  
1-1OR - One on One Viewing

TK - Test Kitchen  
TKO - Test Kitchen Obsv. Rm.  
VE - Video Equipment  
VC - Video Conferencing

When room dimensions are given † denotes Living Room Style

## Rochester

Gordon S. Black Corp.  
135 Corporate Woods  
Rochester, NY 14623-1457  
Ph. 716-272-8400 or 800-866-7655  
Fax 716-272-8680  
Beth Fredrickson  
CR, OR, VE  
Location: Office building  
1) 18x30 Obs. Rm. Seats 18

Car-Lene Research, Inc.  
Marketplace Mall  
301 Miracle Mile Dr.  
Rochester, NY 14623  
Ph. 716-424-3203  
Fax 716-292-0523  
Carolyn Yaekel, Manager  
Location: Shopping mall  
CR, OR, TK, TKO, VE

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Fax: 612-854-8191

E-mail: [quirk19@skypoint.com](mailto:quirk19@skypoint.com)

Quirk's  
**MARKETING RESEARCH**  
Review

## Marion Simon Research Service, Inc.

Southview Commons  
100 White Spruce Blvd.  
Rochester, NY 14623  
Ph. 716-359-1510  
Fax 716-334-9423  
Marion Simon, President  
Diane Cornell, Vice President  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, VE  
1) 21x17 Obs. Rm. Seats 18  
2) 21x17 Obs. Rm. Seats 18  
(See advertisement on p. 135)

The Sutherland Group, Ltd.  
1160 Pittsford-Victor Rd.  
Pittsford, NY 14534  
Ph. 716-586-5757  
Fax 716-586-7508  
<http://www.sutherlandgp.com>  
Donna Graham  
Location: Office building  
CR, OR, VE  
1) 20x24 Obs. Rm. Seats 15

## Syracuse

KS&R Insite  
Shoppingtown Mall  
Dewitt, NY 13214  
Ph. 800-645-5469  
Fax 315-446-6719  
Lynnette Van Dyke, Dir. Mkt. Svcs.  
Location: Shopping mall  
CR, LR, OR, 1-1, 1-1OR, TK, VE  
1) 14x19 Obs. Rm. Seats 10

McCarthy Associates  
6075 E. Molloy Rd.  
Syracuse, NY 13290  
Ph. 315-431-0660  
Fax 315-431-0672  
John McCarthy, President  
Location: Office building  
CR, LR, OR, 1-1, 1-1OR, TK, VE  
1) 12x17 Obs. Rm. Seats 14  
2) 10x10  
†3) 09x19 Obs. Rm. Seats 14

## Marion Simon Research Service, Inc.

Northern Lights  
Syracuse, NY 13212  
Ph. 315-455-5952  
Fax 315-455-1826  
Angie Macri, Manager  
Location: Free standing building  
CR, LR, OR, TK, VE  
(See advertisement on p. 135)

## North Carolina

### Charlotte

A O C Marketing Research  
10100 Park Cedar Dr., Ste. 100  
Charlotte, NC 28210  
Ph. 704-341-0232  
Fax 704-341-0234  
Betty Collins, Vice President  
Location: Office building  
CR, OR, 1-1, TK, VE  
1) 30x35 Obs. Rm. Seats 20

Charlotte Research Services  
301 E. Kingston Ave.  
Charlotte, NC 28203  
Ph. 704-333-5028  
Fax 704-333-5029  
Elizabeth Peeler, President  
Location: Office building  
CR, OR, VE

## Consumer Pulse of Charlotte

Eastland Mall  
5625 Central Ave.  
Charlotte, NC 28212  
Ph. 704-536-6067 or 800-336-0159  
Fax 704-536-2238  
E-mail: [Consumer.Pulse@internetMCI.com](mailto:Consumer.Pulse@internetMCI.com)  
Debbie Harsha, Director  
Location: Shopping mall  
CR, OR, 1-1, TK, TKO, VE  
1) 18x10 Obs. Rm. Seats 12  
(See advertisement on p. 114)

FacFind, Inc.  
6230 Fairview Rd., Ste. 108  
Charlotte, NC 28210-3253  
Ph. 704-365-8474  
Fax 704-365-8741  
E-mail: [FacFind@aol.com](mailto:FacFind@aol.com)  
Tracey Snead, Project Coord.  
Location: Office building  
CR, OR, 1-1, VE  
1) 20x14 Obs. Rm. Seats 10

K P C Research  
908 S. Tryon St.  
Charlotte, NC 28202  
Ph. 704-358-5757 or 800-852-2794  
Fax 704-358-5745  
Judie Bickel, Focus Group Manager  
Location: Office building  
CR, OR, VE

Leibowitz Market Research Associates  
One Parkway Plaza, Ste. 110  
4824 Parkway Plaza Blvd.  
Charlotte, NC 28217-1968  
Ph. 704-357-1961  
Fax 704-357-1965  
Teri Leibowitz, President  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, VE, VC  
1) 18x24 Obs. Rm. Seats 12  
2) 18x24 Obs. Rm. Seats 12  
3) 18x21 Obs. Rm. Seats 8  
4) 18x25 Obs. Rm. Seats 24  
Member VCAN

W.H. Long Marketing, Inc.  
Golden Gate Shopping Center  
2240 Golden Gate Dr.  
Greensboro, NC 27408  
Ph. 910-292-4146  
Fax 910-299-6165  
John Voss  
Location: Shopping mall  
CR, LR, OR, TK, VE

# 1997 FOCUS GROUP FACILITIES DIRECTORY

MarketWise, Inc.  
831 E. Morehead St., Ste. 150  
Charlotte, NC 28202  
Ph. 704-332-8433  
Fax 704-332-0499  
Mimi Parker, Focus Group Coord.  
Location: Office building  
CR, OR, 1-1, VE  
1) 24x20 Obs. Rm. Seats 15

## Greensboro/Winston-Salem

Bellomy Research, Inc.  
150 S. Stratford Rd., Ste. 500  
Winston-Salem, NC 27104  
Ph. 800-443-7344  
Fax 910-721-1597  
E-mail: bellomy@interpath.com  
Pat Rierson, Dir. Foc. Grp. Fac.  
Location: Office building  
CR, OR, VE

CB & A Market Research  
1400 Westgate Center Dr., Ste. 200  
Winston-Salem, NC 27040  
Ph. 910-765-1234  
Fax 910-765-1109  
E-mail: cba@n.r.infi.net  
Amy Anderson, Field Rsch. Mgr.  
Location: Free standing building  
CR, OR, 1-1, 1-10R, TK, VE  
1) 18x20 Obs. Rm. Seats 18

Homer Market Research Associates, Inc.  
333 Four Seasons Town Centre  
Greensboro, NC 27407  
Ph. 910-294-9415  
Fax 910-294-6116  
Leonard Homer  
Location: Shopping mall  
CR, OR, TK, VE  
1) 13x20 Obs. Rm. Seats 10

## Raleigh/Durham

Cunningham Field & Research Services, Inc.  
Cary Towne Center  
1105 Walnut St., Ste. E103A  
Cary, NC 27511  
Ph. 919-469-5221  
Fax 919-319-6067  
Marvel Byrd  
Location: Shopping mall  
CR, OR, 1-1, VE, VC  
1) 16x14 Obs. Rm. Seats 12

Johnston, Zabor & Associates  
2222 Chapel Hill/Nelson Hwy.  
Headquarters Park, #300  
Durham, NC 27709  
Ph. 919-544-5448  
Fax 919-544-0954  
<http://users.aol.com/junghk/jzahome.htm>  
Brad Martin  
Location: Office building  
CR, OR, 1-1, 1-10R, TK, TKO, VE  
1) 20x22 Obs. Rm. Seats 18  
2) 09x09 Obs. Rm. Seats 6

L & E Research  
4009 Barrett Dr., #101  
Raleigh, NC 27609  
Ph. 919-782-3860  
Fax 919-787-3428  
Lynne Eggers  
Location: Office building  
CR, OR, TK, VE, VC  
Member FocusVision

Management Research & Planning Corp.  
601 St. Mary St.  
Raleigh, NC 27605  
Ph. 800-347-5608  
Fax 919-856-0020  
Jennifer McLauria or Beth Watkins  
Location: Office building  
CR, OR, 1-1, 1-10R, TK, VE  
1) 12x22 Obs. Rm. Seats 10  
2) 10x14 Obs. Rm. Seats 6

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**Marion Simon**  
**Research Service, Inc.**  
*Syracuse                      Rochester                      Buffalo*

**(716) 359-1510**

## Codes

Location: Office building/complex, Free standing building, Shopping mall, Other

CR - Conference Room	TK - Test Kitchen
LR - Living Room Style	TKO - Test Kitchen Obsv. Rm.
OR - Observation Rooms	VE - Video Equipment
1-1 - One on One Room	VC - Video Conferencing
1-1OR - One on One Viewing	

*When room dimensions are given † denotes Living Room Style*

### NorTex Research Group/Raleigh

7330 Chapel Hill Rd., Ste. 107  
Raleigh, NC 27607  
Ph. 800-315-TEXX  
Fax 919-557-0167

Kelly Lynn Ireland, Facility Director

Location: Office building

CR, OR, VE

1) 10x13 Obs. Rm. Seats 10

2) 06x13 Obs. Rm. Seats 5

*(See advertisement on p. 146)*

## Ohio

### Akron

The Focus Room of Akron

2872 W. Market St., Ste. D

Akron, OH 44333

Ph. 330-867-0885

Fax 330-864-2233

E-mail: AMERR95071@aol.com

Amy Merrill, President

Location: Free standing building

CR, LR, OR, 1-1, 1-1OR, TK, VE

1) 15x17 Obs. Rm. Seats 14

### Cincinnati

Alliance Research, Inc.

2845 Chancellor Dr.

Crestview Hills, KY 41017

Ph. 606-344-0077

Fax 606-344-0078

E-mail: clint@ally.mhs.compuserve.com

http://www.allires.com

Terry Crawford

Location: Free standing building

CR, OR, VE

1) 22x30

### The Answer Group

Downtown Facility

432 Walnut St.

Cincinnati, OH 45202

Ph. 513-489-9000, ext. 212

Fax 513-651-0034

E-mail: KThorman@AnswerGroup.com

Kathy Thorman, Mgr. Qual. Rsch.

Location: Office building

CR, OR, 1-1, 1-1OR, VE, VC

1) 16x20 Obs. Rm. Seats 12

Member FocusVision

*(See advertisement on p. 136)*

### The Answer Group

Suburban Facility

11161 Kenwood Rd.

Cincinnati, OH 45242

Ph. 513-489-9000, ext. 212

Fax 513-489-9130

E-mail: KThorman@AnswerGroup.com

Kathy Thorman, Mgr. Qual. Rsch.

Location: Free standing building

CR, OR, 1-1, 1-1OR, VE, VC

1) 18x23 Obs. Rm. Seats 18

2) 18x20 Obs. Rm. Seats 12

3) 20x20 Obs. Rm. Seats 12

Member FocusVision

*(See advertisement on p. 136)*

Assistance In Marketing, Inc.

11890 Montgomery Rd.

Cincinnati, OH 45249

Ph. 513-683-6600

Fax 513-683-9177

E-mail: AIM@aim.charm.net

http://www.charm.net/~aim/

Irwin Weinberg

Location: Free standing building

CR, OR, 1-1, 1-1OR, TK, VE, VC

1) 24x14 Obs. Rm. Seats 20

2) 24x14 Obs. Rm. Seats 20

3) 35x25 Obs. Rm. Seats 20

Member VideoFocus Direct

Assistance In Marketing, Inc.

9663 A Colerain Ave.

Cincinnati, OH 45251

Ph. 513-385-8228

Fax 513-385-2140

E-mail: AIM@aim.charm.net

http://www.charm.net/~aim/

Susan Odum

Location: Shopping mall

CR, 1-1, 1-1OR, TK, VE

B & B Research Services, Inc.

8005 Plainfield Rd.

Cincinnati, OH 45236

Ph. 513-793-4223

Fax 513-793-9117

Lynn Caudill, Project Supervisor

Location: Office building

CR, OR, 1-1, TK, VE

1) 12x20 Obs. Rm. Seats 8

2) 10x15

Calo Research Services, Inc.

10250 Alliance Rd.

Cincinnati, OH 45249

Ph. 513-984-9708

Fax 513-792-7404

Cindi Johnson, Field Director

Location: Office building

CR, OR, VE

### Consumer Pulse of Cincinnati

Forest Fair Mall

514 Forest Fair Dr.

Cincinnati, OH 45240

Ph. 513-671-1211 or 800-336-0159

Fax 513-346-4244

E-mail: Consumer.Pulse@internetMCI.com

Susan Lake-Carpenter, Director

Location: Shopping mall

CR, OR, 1-1, 1-1OR, TK, TKO, VE

1) 13x15 Obs. Rm. Seats 8

*(See advertisement on p. 114)*

Fields Marketing Research, Inc.

7979 Reading Rd.

Cincinnati, OH 45237

Ph. 513-821-6266

Fax 513-679-5300

E-mail: kenfmr@ix.netcom.com

Bernie Kearney

Location: Office building

CR, LR, OR, 1-1, 1-1OR, VE

1) 23x19 Obs. Rm. Seats 14

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Qualitative/Quantitative  
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Pharmaceutical, and  
Consumer Products  
Industries



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**(513) 489-9000**



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# 1997 FOCUS GROUP FACILITIES DIRECTORY

## MarketVision Research, Inc.

MarketVision Building  
4500 Cooper Rd.  
Cincinnati, OH 45242  
Ph. 513-791-3100  
Fax 513-794-3500  
Tina Rucker  
Location: Office building  
CR, OR, 1-1, 1-10R, TK, TKO, VE  
1) 16x24 Obs. Rm. Seats 20  
2) 13x18 Obs. Rm. Seats 6  
(See advertisement on p. 137)

## MATRIX Marketing-Research Division

MATRIX Center  
4600 Montgomery Rd., Ste. 400  
Cincinnati, OH 45212  
Ph. 800-323-8369  
Fax 513-841-0666  
<http://www.matrix.com>  
Lynn Grome  
Location: Office building  
CR, LR, OR, 1-1, 1-10R, TK, VE  
1) 16x25 Obs. Rm. Seats 20  
2) 20x29 Obs. Rm. Seats 8  
3) 14x25 Obs. Rm. Seats 10  
(See advertisement on p. 139)

OFACT Marketing Research, Inc.  
9908 Carver Rd.  
Cincinnati, OH 45242  
Ph. 513-891-2271  
Fax 513-791-7356  
E-mail: [guye@one.net](mailto:guye@one.net)  
<http://www.qfact.com>  
Mary Swart-Cahall or Jan Hasselo  
Location: Free standing building  
CR, OR, 1-1, 1-10R, TK, TKO, VE, VC  
1) 22x18 Obs. Rm. Seats 15  
2) 24x20 Obs. Rm. Seats 25  
3) 19x21 Obs. Rm. Seats 15  
Member VCAN

## Cleveland

Business Research Services, Inc.  
Tri Pointe Building, Ste. A  
23825 Commerce Park  
Cleveland, OH 44122-5841  
Ph. 216-831-5200 or 888-831-5200  
Fax 216-292-3048  
Ron Mayher  
Location: Free standing building  
CR, LR, OR, 1-1, 1-10R, TK, VE  
1) 14x21 Obs. Rm. Seats 15  
2) 14x21 Obs. Rm. Seats 9

## Cleveland Survey Center

691 Richmond Rd.  
Cleveland, OH 44143  
Ph. 800-950-9010  
Fax 216-461-9525  
Betty B. Perry  
Location: Shopping mall  
CR, OR, TK, VE

## Focus Groups of Cleveland

2 Summit Park Dr., Ste. 225  
Cleveland, OH 44131  
Ph. 1-800-950-9010  
Fax 216-461-9525  
Betty B. Perry  
Location: Office building  
CR, LR, OR, 1-1, 1-10R, TK, VE  
1) 16x20 Obs. Rm. Seats 20  
2) 12x16 Obs. Rm. Seats 12  
3) 10x12 Obs. Rm. Seats 4  
(See advertisement on p. 138)

## Heakin Research, Inc.

Severance Center  
3542 Mayfield Rd.  
Cleveland Heights, OH 44118  
Ph. 216-381-6115  
Eric Silver, Manager  
Location: Shopping mall  
CR, OR, TK, VE

# COMMITMENT TO QUALITY

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## MarketVision.®

### FOCUS GROUPS

- ◆ 2 fully-equipped suites with luxury tiered seating
- ◆ remote controlled video

### CONSUMER CENTER

- ◆ high tech test kitchen
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## MarketVision Research

The MarketVision Building  
4500 Cooper Road  
Cincinnati, Ohio 45242  
(513) 791-3100

An Inc. 500® Company

## Codes

Location: Office building/complex, Free standing building, Shopping mall, Other

CR - Conference Room	TK - Test Kitchen
LR - Living Room Style	TKO - Test Kitchen Obsv. Rm.
OR - Observation Rooms	VE - Video Equipment
1-1 - One on One Room	VC - Video Conferencing
1-10R - One on One Viewing	

When room dimensions are given † denotes Living Room Style

Pat Henry Market Research, Inc.  
230 Huron Rd. N.W., #100.43  
Cleveland, OH 44113  
Ph. 216-621-3831  
Fax 216-621-8455  
Mark Kikel, V.P. Ops.  
Location: Shopping mall  
CR, LR, OR, 1-1, 1-10R, TK, VE  
1) 12x20 Obs. Rm. Seats 10  
Member NETWORK

Marketeam Associates  
3645 Warrensville Center Rd.  
Shaker Heights, OH 44122  
Ph. 216-491-9515  
Fax 216-491-8552  
Sandra Traweek, Manager  
Location: Office building  
CR, OR, VE  
1) 13x19

National Market Measurements  
25109 Detroit Rd., Ste. 325  
Cleveland, OH 44125  
Ph. 216-892-8555  
Fax 216-892-0002  
Location: Free standing building  
CR, LR, OR, TK, VE  
1) 14x19 Obs. Rm. Seats 15  
†2) 14x15

National Market Measurements  
781 Beta Dr.  
Cleveland, OH 44143  
Ph. 216-473-7766  
Fax 216-473-0428  
Martha Kain, Owner  
Location: Office building  
CR, LR, OR, TK, VE  
1) 15x18 Obs. Rm. Seats 15  
†2) 14x15

Opinion Centers America  
22021 Brookpark Rd.  
Cleveland, OH 44126  
Ph. 216-779-3000  
Fax 216-779-3040  
Shelly Entres  
Location: Free standing building  
CR, OR, TK, TKO, VE  
1) 22x14 Obs. Rm. Seats 20  
2) 22x14 Obs. Rm. Seats 20

Opinion Centers America  
Great Northern Mall, Room 924  
N. Olmsted, OH 44070  
Ph. 216-779-3050  
Fax 216-779-3060  
Karen Cunningham  
Location: Shopping mall  
CR, OR, TK, VE  
1) 17x14 Obs. Rm. Seats 10

Rosen Research  
25906 Emery Rd.  
Cleveland, OH 44128  
Ph. 216-464-5240  
Fax 216-464-7864  
Mary Ann Sheets  
Location: Free standing building  
CR, LR, OR, TK, TKO, VE

## Columbus

B & B Research Services, Inc.  
1365 Grandview Ave.  
Columbus, OH 43212  
Ph. 614-486-6746  
Fax 614-486-9958  
Judy Frederick  
Location: Office building  
CR, OR, 1-1, 1-10R, TK, VE  
1) 10x18 Obs. Rm. Seats 8  
2) 10x15

Focus and Phones, Inc.  
2655 Oakstone Dr.  
Columbus, OH 43231  
Ph. 614-895-5800  
Fax 614-895-5840  
Sally Pilcher  
Location: Free standing building  
CR, OR, 1-1, 1-10R, TK, TKO, VE, VC  
1) 14x23 Obs. Rm. Seats 12  
2) 14x23 Obs. Rm. Seats 12  
3) 20x30 Obs. Rm. Seats 15  
Member VideoFocus Direct

Focus Plus at SBC Advertising  
707 Park Meadow Rd.  
Westerville, OH 43081  
Ph. 614-891-7070  
Fax 614-891-3664  
E-mail: mroullar@sbc-adv.com  
Melanie Roullard  
Location: Free standing building  
CR, OR, 1-1, 1-10R, TK, VE

**Quality Controlled Services**  
7634 Crosswoods Dr.  
Columbus, OH 43235  
Ph. 800-242-4118  
Fax 614-436-7040  
<http://www.qcs.com>  
Judy Golas  
Location: Office building  
CR, OR, TK, VE, VC  
1) 16x17 Obs. Rm. Seats 10  
2) 16x17 Obs. Rm. Seats 10  
3) 21x24 Obs. Rm. Seats 14  
4) 21x17 Obs. Rm. Seats 14  
Member FocusVision  
(See advertisement on p. 67)

Dwight Spencer & Associates, Inc.  
1290 Grandview Ave.  
Columbus, OH 43212  
Ph. 614-488-3123  
Fax 614-421-1154  
Betty Spencer  
Location: Free standing building  
CR, OR, 1-1, TK, TKO, VE

## FOCUS GROUPS OF CLEVELAND

*Yes... Cleveland!*

This demographically desirable area has a new state-of-the-art consumer research facility designed to serve today's marketing needs. Over 2,000 sq. ft. of comfort and technology in which to conduct focus groups, one-on-one interviews and on-going business in a private office environment. Only minutes from Cleveland Hopkins Airport, with excellent hotels, dining and other amenities right next door. We invite you to call...

### FOCUS GROUPS OF CLEVELAND

2 Summit Park Drive — Suite 225 • (216) 642-8883  
at the Rockside Road exit of I-77 • Cleveland, Ohio 44131

## Dayton

Center For Business & Economic Research  
University of Dayton  
300 College Park  
Dayton, OH 45469-2110  
Ph. 937-229-2453  
Fax 937-229-2371  
E-mail: kerckaer@udayton.edu  
Fantine M. Kerckaert  
Location: Office building  
CR, OR, VE  
1) 12x24 Obs. Rm. Seats 10  
2) 18x18 Obs. Rm. Seats 6

QFACT Marketing Research  
Normandy Square  
381 Miamisburg - Centerville Rd.  
Dayton, OH 45459  
Ph. 513-891-2271  
Fax 513-435-3457  
E-mail: guye@one.net  
http://www.qfact.com  
Mary Swart-Cahall or Jan Hasselo  
Location: Free standing building  
CR, OR, 1-1, 1-10R, TK, TKO, VE  
1) 24x20 Obs. Rm. Seats 15  
2) 22x14 Obs. Rm. Seats 15

T.I.M.E. Market Research  
560 Dayton Mall  
Dayton, OH 45459-3730  
Ph. 513-433-6296  
Fax 513-433-5954  
Laurette Lockwood  
Location: Shopping mall  
CR, OR, TK, VE  
1) 12x15 Obs. Rm. Seats 7

## Toledo

A Z G Research  
13330 Bishop Rd.  
Perrysburg, OH 43402  
Ph. 800-837-4300  
Fax 419-353-1511  
E-mail: azg@wcnet.org  
http://www.wcnet.org/~azg  
Jonathan Augustine  
Location: Office building  
CR, LR, OR, 1-1, 1-10R, VE

Market Research of Toledo  
3103 Executive Pkwy, Ste. 106  
Toledo, OH 43606  
Ph. 419-534-4705  
Fax 419-531-8950  
Location: Office building  
CR, OR  
1) 12x22 Obs. Rm. Seats 22

## Oklahoma

### Oklahoma City

Issues and Answers Network, Inc.  
301 N.W. 63rd St., Ste. 140  
Oklahoma City, OK 73116  
Ph. 800-234-7783  
Fax 757-456-0377  
Carla Lindemann, Exec. V.P.  
Location: Office building  
CR, OR, 1-1, 1-10R, VE, VC  
1) 15x24 Obs. Rm. Seats 8

Johnson Marketing Research, Inc.  
2915 Classen Blvd., Ste. 350  
Oklahoma City, OK 73106  
Ph. 405-528-2700  
Patty Nichols-Casteel  
Location: Free standing building  
CR, OR, TK, VE

## MATRIXX MARKETING RESEARCH

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That's how our Service Bureau customers describe their experience with MATRIXX Marketing Research. They really appreciate our:

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- Central U.S. location, 20 minutes from international airport
- Large 20' x 29' CLT room with 1-way mirror
- 20,000-household proprietary database with demographics

#### Leading edge telephone data collection

- Expansive, networked, 7-day-a-week CATI research center

- Highly experienced business-to-business, professional and consumer interviewers and recruiters
- Remote monitoring and complete inbound "800" capabilities

#### Comprehensive data processing services

- Full range of in-house capabilities, including coding, data entry, cross tabulation, statistical analysis/graphics
- CATI and conjoint programming

Most of all, they liked our full-service, confidential approach to their—and their clients'—marketing

challenges. We'll do whatever it takes. For example, we can provide topline reports within hours after fieldwork completion.

Put our exceptional resources to work for you and your clients. Call today for an on-the-spot quote.

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Cincinnati, Ohio 45212  
(800) 323-8369  
fax (513) 841-0666

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Division of MATRIXX MARKETING, INC.

## Codes

Location: Office building/complex, Free standing building, Shopping mall, Other

CR - Conference Room	TK - Test Kitchen
LR - Living Room Style	TKO - Test Kitchen Obsv. Rm.
OR - Observation Rooms	VE - Video Equipment
1-1 - One on One Room	VC - Video Conferencing
1-1OR - One on One Viewing	

When room dimensions are given † denotes Living Room Style

Oklahoma City Research  
Div. of Ruth Nelson Research  
Quail Springs Mall  
2501 W. Memorial Dr.  
Oklahoma City, OK 73134  
Ph. 405-752-4710  
Fax 405-752-2344  
Bohn Macrory, Manager  
Location: Shopping mall  
CR, OR, TK, VE  
1) 12x18 Obs. Rm. Seats 8

Oklahoma Market Research  
Data Net  
3909 Classen Blvd., Ste. 200  
Oklahoma City, OK 73118  
Ph. 405-525-3412  
Fax 405-525-3419  
E-mail: oklanitres@aol.com  
Deanna Carter  
Location: Office building  
CR, OR, TK, VE  
1) 14x22 Obs. Rm. Seats 10

## Tulsa

Cunningham Field & Research Services, Inc.  
Promenade Mall  
4107 S. Yale, Ste. LA-107  
Tulsa, OK 74135  
Ph. 918-664-7485  
Fax 918-664-4122  
Roberta Cunningham, Principal  
Cheryl Gillespie  
Location: Shopping mall  
CR, OR, 1-1, TK, VE  
1) 15x13 Obs. Rm. Seats 8

Cunningham Field & Research Services, Inc.  
Woodland Hills Mall  
7021 S. Memorial, Ste. 204-A  
Tulsa, OK 74133  
Ph. 918-254-9710  
Fax 918-254-9817  
Christy Haney  
Location: Shopping mall  
CR, OR, 1-1, TK, VE  
1) 16x19 Obs. Rm. Seats 8

Cunningham Field & Research Services, Inc.  
Eastland Mall  
14002 E. 21st, Ste. 144  
Tulsa, OK 74134  
Ph. 918-438-2116  
Fax 918-438-2117  
Leilani Hughes  
Location: Shopping mall  
CR, OR, 1-1, TK, VE  
1) 16x19 Obs. Rm. Seats 8

Tulsa Surveys  
4928 S. 79th E. Ave.  
Tulsa, OK 74145  
Ph. 918-665-3311 or 800-544-1494  
Fax 918-665-3388  
Tim Jarrett, Vice President  
Location: Office building  
CR, OR, 1-1, TK, VE  
1) 16x24 Obs. Rm. Seats 20  
2) 16x20 Obs. Rm. Seats 20

## Oregon

### Eugene

Mar/Stat Research  
5035 Nectar Way  
Eugene, OR 97405  
Ph. 541-484-6176  
Fax 541-485-3810  
E-mail: ladeane@aol.com  
LaDeane Pryor  
Location: Office building  
CR, OR, 1-1, 1-1OR, VE  
1) 11x15 Obs. Rm. Seats 12

### Portland

Consumer Opinion Services, Inc.  
991 Lloyd Center  
Portland, OR 97232  
Ph. 503-281-1278  
Fax 503-281-1017  
E-mail: cos-info@cosvc.com  
http://www.cosvc.com  
Jerry Carter at 206-241-6050  
Location: Shopping mall  
CR, OR, 1-1, TK, VE  
1) 15x19 Obs. Rm. Seats 8-10  
(See advertisement on p. 152)

### The Gilmore Research Group

729 N.E. Oregon St., Ste. 150  
Portland, OR 97232  
Ph. 503-236-4551  
Fax 503-731-5590  
Vikki Murphy  
Location: Office building  
CR, OR, VE  
1) 12x18 Obs. Rm. Seats 12  
(See advertisement on p. 153)

Market Decisions Corporation  
8959 S.W. Barbur Blvd., Ste. 204  
Portland, OR 97219  
Ph. 503-245-4479  
Fax 503-245-9677

Lauren Deming, Account Exec.  
Location: Office building  
CR, OR, 1-1, VE  
1) 18x20 Obs. Rm. Seats 12  
2) 18x20 Obs. Rm. Seats 12  
3) 18x19 Obs. Rm. Seats 12

Market Strategies  
111 S.W. 5th Ave., Ste. 1850  
Portland, OR 97204  
Ph. 503-225-0112  
Fax 503-225-8400  
E-mail: lalbrecht@mktstrat.com  
Lisa Albrecht  
Location: Office building  
CR, OR, VE  
1) 19x30 Obs. Rm. Seats 10

Market Trends, Inc.  
1201 S.W. 12th, Ste. 310  
Portland, OR 97201  
Ph. 503-224-4900  
Fax 503-224-0633  
E-mail: InfoManager@marketrends.com  
http://www.marketrends.com  
Brad Huston  
Location: Office building  
CR, OR, 1-1, TK, VE  
1) 18x13 Obs. Rm. Seats 8  
2) 19x15 Obs. Rm. Seats 10

OMNI Research  
7689 S.W. Capitol Hwy.  
Portland, OR 97219-2745  
Ph. 503-245-4014  
Fax 503-245-9065  
Chris Robinson  
Location: Free standing building  
CR, OR, 1-1, VE  
1) 21x20

## Pennsylvania

### Allentown/Bethlehem

Parkwood Research Associates  
4635 Crackersport Rd.  
Allentown, PA 18104  
Ph. 610-481-0102  
Fax 610-395-8027  
Steve Rioux  
Location: Office building  
CR, OR, TK, VE

Telephone Concepts Unlimited  
3724 Crescent Ct. W.  
Whitehall, PA 18052  
Ph. 610-437-4000  
Fax 610-437-5212  
E-mail: info@integratedmc.com  
http://www.integratedmc.com  
Bob Williams, President  
Location: Office building  
CR, OR, VE

### Erie

Moore Research Services, Inc.  
2675 West 12th Street  
Erie, PA 16505  
Ph. 814-835-4100  
Fax 814-835-4110  
E-mail: moore@erie.net  
www.erie.net/~moore  
Colleen Moore, Vice President  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, VE  
1) 20x14 Obs. Rm. Seats 12

# Who Says You Can't Improve On Success?

## Philadelphia Focus Becomes Focus Pointe.

One of the premiere research sites on the east coast just got stronger. Faster. Smarter. More attractive.

Philadelphia Focus is now Focus Pointe.

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We've also completely rebuilt our downtown facility, making it even more accommodating. You'll find conveniences like seven new private client offices equipped with phone and modem capabilities. Our spacious back rooms and

professionally trained hospitality staff represent the finest in comfort and service as well.

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Don't your clients?

Make an intelligent choice, and get right to the point.

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**POINTE**  
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215 • 561-5500



## Codes

Location: Office building/complex, Free standing building, Shopping mall, Other

CR - Conference Room      TK - Test Kitchen  
 LR - Living Room Style    TKO - Test Kitchen Obsv. Rm.  
 OR - Observation Rooms    VE - Video Equipment  
 1-1 - One on One Room    VC - Video Conferencing  
 1-1OR - One on One Viewing

*When room dimensions are given † denotes Living Room Style*

## Harrisburg

The Bartlett Group, Inc.  
 3690 Vartan Way  
 Harrisburg, PA 17110  
 Ph. 717-540-9900  
 Fax 717-540-9338  
 Jeff Bartlett, President  
 Location: Free standing building  
 CR, OR, VE  
 1) 12x22 Obs. Rm. Seats 7

## Lancaster

The Bartlett Group, Inc.  
 1910 Fruitville Pike  
 Lancaster, PA 17601  
 Ph. 717-569-8950  
 Fax 717-540-9338  
 Jeff Bartlett, President  
 Location: Shopping mall  
 CR, OR, VE  
 1) 16x22 Obs. Rm. Seats 8

## Philadelphia (See also Southern New Jersey)

### Consumer Pulse of Philadelphia

Plymouth Meeting Mall, #2203  
 Plymouth Meeting, PA 19462  
 Ph. 610-825-6636 or 800-336-0159  
 Fax 610-825-5805  
 E-mail: Consumer.Pulse@internetMCI.com  
 Eleanor Yales, Director

Location: Shopping mall  
 CR, OR, 1-1, 1-1OR, TK, TKO, VE  
 1) 15x15 Obs. Rm. Seats 20  
 (See advertisement on p. 114)

### Focus Pointe, Inc. Formerly Philadelphia Focus, Inc.

100 N. 17th St., 3rd fl.  
 Philadelphia, PA 19103  
 Ph. 215-561-5500  
 Fax 215-561-6525  
 Ilene Branderbit, Vice President  
 Location: Office building  
 CR, OR, 1-1, 1-1OR, VE, VC  
 1) 19x22 Obs. Rm. Seats 15  
 2) 17x24 Obs. Rm. Seats 15  
 3) 14x24 Obs. Rm. Seats 15  
 Member FocusVision  
 (See advertisement on p. 141)

**Focus Pointe, Inc.**  
*Formerly Philadelphia Focus, Inc.*  
 555 North Ln., Ste. 6038  
 Conshohocken, PA 19428  
 Ph. 610-397-0300  
 Fax 610-397-0308  
 Location: Office building  
 CR, OR, TK, VE  
 1) 14x22 Obs. Rm. Seats 12  
 2) 14x22 Obs. Rm. Seats 12  
 3) 14x22 Obs. Rm. Seats 12  
 (See advertisement on p. 141)

### Focus Suites of Philadelphia

One Bala Plaza, Ste. 622  
 Bala Cynwyd, PA 19004  
 Ph. 610-667-1110  
 Fax 610-667-4858  
 Kathy Jonik, Director  
 Location: Office building  
 CR, OR, 1-1, 1-1OR, TK, VE  
 1) 18x22 Obs. Rm. Seats 20  
 2) 16x20 Obs. Rm. Seats 18  
 3) 16x20 Obs. Rm. Seats 18  
 4) 10x12 Obs. Rm. Seats 6  
 (See advertisements on pp. 34, 35)



## GROUP DYNAMICS

**WHICH LOCATION IS IDEAL FOR YOUR NEXT QUALITATIVE PROJECT?**

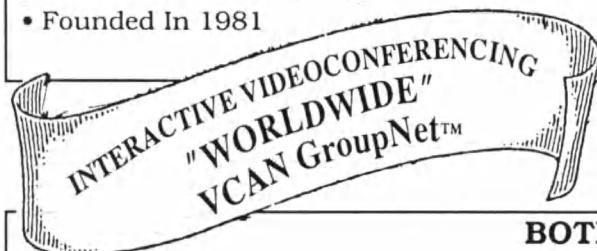
### BALA CYNWYD, PA

**Brand New Facility  
 (Same Location)**

- "City" Consumers
- Expertise in Medical/Health Care Recruiting
- All Purpose Room With Observation
- 4 Focus Group Rooms/Client Suites providing privacy and comfort
- Founded In 1981

### VOORHEES, NJ

- "Suburban" Consumers
- On-Site Phone Room Recruiting
- Commercial Test Kitchen
- 2 Multi Level Observation Rooms Seating 25 In Comfort
- 20 Minutes To Downtown Philadelphia
- Designed By Qualitative Consultants (Opened 1992)



### BOTH FACILITIES:

OWNER/OPERATED FOR PERSONAL SERVICE • 35 MINUTES FROM PHILADELPHIA AIRPORT • FREE PARKING  
**CALL (800) 220-1011 FOR BROCHURES AND INFORMATION**

## Group Dynamics in Focus, Inc.

555 City Line Ave., 6th fl.  
Bala Cynwyd, PA 19004  
Ph. 610-668-8535  
Fax 610-668-2072  
Robin Kaplan  
Location: Office building  
CR, OR, 1-1, 1-10R, TK, VE, VC  
1) 28x20 Obs. Rm. Seats 18  
2) 16x24 Obs. Rm. Seats 12  
3) 16x24 Obs. Rm. Seats 12  
4) 14x18 Obs. Rm. Seats 10  
Member VCAN  
(See advertisement on p. 142)

## JRA (J. Reckner Associates)

589 Bethlehem Pike, Ste. 500  
Montgomeryville, PA 18936-9742  
Ph. 215-822-6220  
Fax 215-822-2238  
E-mail: jreckner@reckner.com  
http://www.reckner.com  
Frances Grubb or Nancy Kolkebeck  
Location: Office building  
CR, OR, 1-1, 1-10R, TK, VE  
1) 18x18 Obs. Rm. Seats 15  
2) 09x11 Obs. Rm. Seats 4  
3) 20x40  
Member NETWORK  
(See advertisement on p. 5)

## JRA (J. Reckner Associates)

1600 Market St., Ste. 1550  
Philadelphia, PA 19103-7240  
Ph. 215-822-6220  
Fax 215-822-2238  
E-mail: jreckner@reckner.com  
http://www.reckner.com  
Frances Grubb or Nancy Kolkebeck  
Location: Office building  
CR, OR, 1-1, 1-10R, VE  
1) 18x18 Obs. Rm. Seats 15  
2) 22x15 Obs. Rm. Seats 15  
3) 11x12 Obs. Rm. Seats 5  
Member NETWORK  
(See advertisement on p. 5)

## JRP Marketing Research Services

100 Granite Dr., terrace level  
Media, PA 19063  
Ph. 610-565-8840  
Fax 610-565-8870  
Paul Frattaroli  
Location: Office building  
CR, OR, 1-1, TK, VE  
1) 20x20 Obs. Rm. Seats 18  
2) 24x20 Obs. Rm. Seats 15  
(See advertisement on p. 143)

## Mar's Surveys

Cinnaminson Mall, Rte. 130  
Cinnaminson, NJ 08077  
Ph. 609-786-8514  
Fax 609-786-0480  
E-mail: http://www.marsresearch.com  
marlene@marsresearch.com  
Marlene or Michele  
Location: Shopping mall  
CR, OR, VE  
1) 15x20 Obs. Rm. Seats 12

**JRP**  
**Qualitative Research**

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

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

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

**CALL US AT (610) 565-8840. IT'S THE FIRST STEP TOWARDS A SUCCESSFUL FOCUS GROUP.**  
**JRP—Focus Group Research with Confidence**

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

## Codes

Location: Office building/complex, Free standing building, Shopping mall, Other

CR - Conference Room	TK - Test Kitchen
LR - Living Room Style	TKO - Test Kitchen Obsv. Rm.
OR - Observation Rooms	VE - Video Equipment
1-1 - One on One Room	VC - Video Conferencing
1-1OR - One on One Viewing	

When room dimensions are given † denotes Living Room Style

### Mar's Surveys

Horizon Corp. Center, Bldg. 2, Ste. 1000

3000 Atrium Way

Mt. Laurel, NJ 08054

Ph. 609-235-3345 or 609-786-8514

Fax 609-235-1613

E-mail: <http://www.marsresearch.com>

[marlene@marsresearch.com](mailto:marlene@marsresearch.com)

Marlene Teblum or Sandy Schoffung

Location: Office building

CR, OR, 1-1, 1-1OR, TK, VE

1) 15x23 Obs. Rm. Seats 15

2) 10x10 Obs. Rm. Seats 8

### Philadelphia Focus, Inc.

#### Now Known as Focus Pointe, Inc.

100 N. 17th St., 3rd fl.

Philadelphia, PA 19103

Ph. 215-561-5500

Fax 215-561-6525

Ilene Branderbit, Vice President

Location: Office building

CR, OR, 1-1, 1-1OR, VE, VC

1) 19x22 Obs. Rm. Seats 15

2) 17x24 Obs. Rm. Seats 15

3) 14x24 Obs. Rm. Seats 15

Member FocusVision

(See advertisement on p. 141)

### Philadelphia Focus, Inc.

#### Now Known as Focus Pointe, Inc.

555 North Ln., Ste. 6038

Conshohocken, PA 19428

Ph. 610-397-0300

Fax 610-397-0308

Location: Office building

CR, OR, TK, VE

1) 14x22 Obs. Rm. Seats 12

2) 14x22 Obs. Rm. Seats 12

3) 14x22 Obs. Rm. Seats 12

(See advertisement on p. 141)

### Plaza Research-Philadelphia

Two Greentree Centre

Marlton, NJ 08053

Ph. 609-596-7777 or 800-654-8002

Fax 609-596-3011

E-mail: [Philly@plazaresearch.com](mailto:Philly@plazaresearch.com)

<http://www.plazaresearch.com>

Debby Bilofsky

Location: Office building

CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE

1) 15x20 Obs. Rm. Seats 15

2) 15x20 Obs. Rm. Seats 15

3) 15x20 Obs. Rm. Seats 15

(See advertisement on p. 127)

### Quality Controlled Services

KOR Center A

2577 Interplex Dr. Ste. 101

Trevose, PA 19053

Ph. 800-752-2027

Fax 215-639-8224

<http://www.qcs.com>

Lynne Sitvarin

Location: Office building

CR, OR, TK, VE

1) 16x20 Obs. Rm. Seats 12

2) 16x20 Obs. Rm. Seats 10

3) 12x14 Obs. Rm. Seats 6

(See advertisement on p. 67)

### Quality in Field

308 Lakeside Dr.

Southampton, PA 18066

Ph. 215-698-0606

Fax 215-676-4055

Arlene Frieze, President

Location: Office building

CR, OR, TK, VE

### Strategic Marketing Corp.

One Belmont Ave., Ste. 802

Bala Cynwyd, PA 19004

Ph. 610-667-1649

Fax 610-667-0628

E-mail: [info@smcresearch.com](mailto:info@smcresearch.com)

Julia Goodfriend, President

Location: Office building

CR, OR, VE

1) 20x20 Obs. Rm. Seats 10

### TVG, Inc.

520 Virginia Dr.

Ft. Washington, PA 19034

Ph. 215-646-7200

Fax 215-646-3664

Bette Knapp

Location: Office building

CR, OR, VE, VC

### U.S. Research Co.

224 Echelon Mall

Voorhees, NJ 08043

Ph. 609-772-2220

Fax 609-772-2014

Location: Shopping mall

CR, OR, TK, VE

## Pittsburgh

### Campos Market Research

216 Boulevard of the Allies

Pittsburgh, PA 15222

Ph. 412-471-8484

Fax 412-471-8497

E-mail: [Info@Campos.com](mailto:Info@Campos.com)

<http://www.campos.com>

Yvonne Campos

Location: Office building

CR, OR, 1-1, 1-1OR, TK, VE

1) 15x19 Obs. Rm. Seats 14

2) 20x27 Obs. Rm. Seats 10

### Car-Lene Research, Inc.

Monroeville Mall

Monroeville, PA 15146

Ph. 412-373-3670

Stacey Stanford, Manager

Location: Shopping mall

CR, OR, TK, TKO, VE

### Data Information, Inc.

Century III Mall

3075 Clairton Rd.

W. Mifflin, PA 15123

Ph. 412-655-8690

Fax 412-655-8693

Nancy Palyo

Location: Shopping mall

CR, OR, 1-1, 1-1OR, TK, VE

1) 12x20 Obs. Rm. Seats 10

### Direct Feedback

4 Station Square, Ste. 545

Pittsburgh, PA 15219

Ph. 412-394-3676

Fax 412-394-3660

Tara Hill Conroy, President

Location: Office building

CR, OR, VE

1) 24x13 Obs. Rm. Seats 13

### Focus Center of Pittsburgh

Div. of T.I.M.E. Market Research

2101 Greentree Rd.

Pittsburgh, PA 15220

Ph. 412-279-5900

Fax 412-279-5148

Ericca Dennehy, Manager

Location: Office building

CR, OR, TK, VE, VC

1) 19x21 Obs. Rm. Seats 12

2) 24x25 Obs. Rm. Seats 15

Member VideoFocus Direct

### Greater Pittsburgh Research

5950 Steubenville Pike

Pittsburgh, PA 15136

Ph. 412-788-4570

Fax 412-788-4582

Ann Urban

Location: Office building

CR, OR, VE

### Guide Post Research

21 Yost Blvd. Suite 400

Pittsburgh, PA 15221-5283

Ph. 412-823-8444

Fax 412-823-8300

Jay P. La Mond, President

Location: Office building

CR, OR, 1-1, TK, VE, VC

1) 14x22 Obs. Rm. Seats 10

2) 10x12

Member VideoFocus Direct



Heakin Research, Inc.  
Ross Park Mall  
1000 Ross Park Mall Rd.  
Pittsburgh, PA 15237  
Ph. 412-369-4545  
Fax 412-369-4473  
Sandy Turtle, Manager  
Location: Shopping mall  
CR, OR, TK, VE

Pittsburgh Phone & Focus, Inc.  
300 Mt. Lebanon Blvd., Ste. 2204  
Pittsburgh, PA 15234  
Ph. 412-341-8770  
Fax 412-341-8774  
Barbara K. Womack  
Location: Office building  
CR, OR, 1-1, TK, VE

T.I.M.E. Market Research  
366 Beaver Valley Mall  
Monaca, PA 15061  
Ph. 412-728-8463  
Fax 412-728-9806  
Shawn Bishop  
Location: Shopping mall  
CR, OR, 1-1, 1-10R, TK, VE  
1) 14x18 Obs. Rm. Seats 10

## York

Polk-Lepson Research Group  
108 Pauline Dr.  
York, PA 17402  
Ph. 717-741-2879  
Fax 717-741-4297  
Carol Morris, Dir. Field Svcs.  
Location: Office building  
CR, OR, VE

## Rhode Island

### Newport

Performance Research  
25 Mill St.  
Newport, RI 02840  
Ph. 401-848-0111  
Fax 401-848-0110  
E-mail: NEWPORT1@ids.net  
Bill Doyle, Vice President  
Location: Free standing building  
CR, OR, VE  
1) 13x30

### Providence

MacIntosh Survey Center  
450 Veteran's Memorial Pkwy., #201  
E. Providence, RI 02914  
Ph. 401-438-8330  
Fax 401-434-9219  
Ann MacIntosh  
Location: Office building  
CR, OR, TK, TKO, VE  
1) 18x20 Obs. Rm. Seats 15

## South Carolina

### Columbia

MarketSearch Corp.  
2721 Devine St.  
Columbia, SC 29205  
Ph. 803-254-6958  
Fax 803-799-9180  
Kathy Harsey, Field Director  
Location: Free standing building  
CR, OR, 1-1, 1-10R, TK, VE  
1) 16x20 Obs. Rm. Seats 14

Metromark Market Research, Inc.  
3030 Devine St.  
Columbia, SC 29205  
Ph. 803-256-8694  
Fax 803-254-3798  
E-mail: 72345.367@compuserve.com  
Emerson Smith, President  
Location: Office building  
CR, OR, VE  
1) 18x20 Obs. Rm. Seats 12

### Greenville/Spartanburg

Carolina Market Research  
16 Cape Charles  
Greenville, SC 29615  
Ph. 864-233-5775  
Fax 864-288-6421  
Elizabeth Buchanan  
Location: Office building  
CR, OR, 1-1, 1-10R, TK, VE

Market Insight  
530 Howell Rd., Ste. 205  
Greenville, SC 29615  
Ph. 864-292-5187  
Fax 864-292-8123  
Michael Shuck, President  
Location: Office building  
CR, OR, TK, TKO, VE

ProGen Research, Inc.  
712 N. Main St.  
Greenville, SC 29609  
Ph. 864-244-3435  
Fax 864-244-8283  
Maxie Freeman, President  
Location: Free standing building  
CR, OR, VE

## South Dakota

### Sioux Falls

American Public Opinion Survey & Mkt. Rsch.  
Corp.  
1320 S. Minnesota Ave.  
Sioux Falls, SD 57105-0625  
Ph. 605-338-3918  
Fax 605-334-7473  
Warren R. Johnson  
Location: Free standing building  
CR, LR, OR, 1-1, 1-10R, TK, TKO, VE  
1) 16x24 Obs. Rm. Seats 15  
2) 20x22 Obs. Rm. Seats 20  
3) 20x25 Obs. Rm. Seats 25  
14) 30x36 Obs. Rm. Seats 50

Phoenix Systems, Inc.  
2701 S. Minnesota Ave., Ste. 3  
Sioux Falls, SD 57105  
Ph. 605-339-3221  
Fax 605-339-0408  
E-mail: brianwil@phoenixsys.com  
http://www.phoenixsys.com  
Brian Williams  
Location: Office building  
CR, OR, VE, VC  
1) 22x24 Obs. Rm. Seats 10

## Tennessee

### Chattanooga

Wilkins Research  
1921 Morris Hill Rd.  
Chattanooga, TN 37421  
Ph. 423-894-9478  
Fax 423-894-0942  
Lisa Wilkins  
Location: Free standing building  
CR, OR, TK, TKO, VE



**When contacting a  
research company  
through this directory,  
be sure to tell them  
you saw their listing in  
Quirk's Marketing  
Research Review**

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

## Codes

Location: Office building/complex, Free standing building, Shopping mall, Other

CR - Conference Room	TK - Test Kitchen
LR - Living Room Style	TKO - Test Kitchen Obsv. Rm.
OR - Observation Rooms	VE - Video Equipment
1-1 - One on One Room	VC - Video Conferencing
1-10R - One on One Viewing	

When room dimensions are given † denotes Living Room Style

**"For Fast Turnaround  
On Your Project. . . ."**



**. . . . Turn To  
Nortex Research"**


**Two Cities, One Concept,  
QUALITY.**

**NEW Dallas Facility (1996)**

Facilities Located in *Dallas, TX*  
and *Raleigh, NC.*

**Top Flight Recruiting → →**

*Recruiting. Specialties Include  
African-American • Hispanic  
and the Gay Community*

**Interviewing and Recruiting In  
The Technical And**   
**Medical Field**

**Telephone Interviewing In  
Consumer, Medical and Techni-  
cal Executive Interviewing**

*Mock Trial Research And More.*

**For Additional Information or Pricing  
Call Kelly Lynn Ireland**

**1-800-315-TEXX (8399)**

## Memphis

### AccuData Market Research, Inc.

1036 Oakhaven Rd.  
Memphis, TN 38119  
Ph. 901-763-0405  
Fax 901-763-0660  
Valerie Jolly, General Manager  
Location: Office building  
CR, LR, OR, TK, TKO, VE  
1) 14x18 Obs. Rm. Seats 12  
2) 14x18 Obs. Rm. Seats 12  
3) 14x25 Obs. Rm. Seats 15  
(See advertisement on p. 84)

Friedman Marketing Services  
Century Plaza Building  
5830 Mt. Moriah, Stes. 1 & 2  
Memphis, TN 38115  
Ph. 901-795-0073 or 914-698-9591  
Fax 901-360-1268  
Location: Office building  
CR, OR, 1-1, TK, VE  
1) 19x30 Obs. Rm. Seats 12

Heakin Research, Inc.  
5501 Winchester, Ste. 6  
Memphis, TN 38115  
Ph. 901-795-8180  
Ruth Wright, Manager  
Location: Office building  
CR, OR, TK, VE

PWI Research  
5100 Poplar Ave., Ste. 3125  
Memphis, TN 38137  
Ph. 901-682-2444  
Fax 901-682-2471  
E-mail: lewinstead@aol.com  
http://www.pwiresearch.com  
Lea L. Winstead  
Location: Office building  
CR, OR, VE

## Nashville

20/20 Research, Inc.  
2303 21st Ave. S.  
Nashville, TN 37212  
Ph. 615-885-2020 or 800-737-2020  
Fax 615-385-0925  
Kathryn Harlan, Dir. Qual. Svcs.  
Location: Office building  
CR, LR, OR, VE  
1) 22x16 Obs. Rm. Seats 12  
2) 16x22 Obs. Rm. Seats 12  
3) 10x20 Obs. Rm. Seats 8

Cunningham Field & Research Services, Inc.  
CoolSprings Galleria  
1800 Galleria Blvd., Ste. 1320  
Franklin, TN 37064  
Ph. 615-771-0442  
Fax 615-771-0447  
Catherine Williamson  
Location: Shopping Mall  
CR, OR, 1-1, 1-10R, TK, VE  
1) 10x08 Obs. Rm. Seats 10

The Nashville Research Group  
1161 Murfreesboro Rd., Ste. 150  
Nashville, TN 37217  
Ph. 615-399-7727  
Fax 615-399-9171  
E-mail: TNRG@msn.com  
Glyna Kilpatrick, Owner  
Location: Office building  
CR, OR, 1-1, TK, VE  
1) 20x16 Obs. Rm. Seats 15  
Member VideoFocus Direct

### Quality Controlled Services

Fairlawns Building  
5203 Maryland Way, Ste. 150  
Brentwood, TN 37027  
Ph. 800-637-0137  
Fax 615-661-4035  
http://www.qcs.com  
Mary Bryant  
Location: Office building  
CR, OR, TK, VE, VC  
1) 14x17 Obs. Rm. Seats 12  
2) 13x16 Obs. Rm. Seats 12  
Member FocusVision  
(See advertisement on p. 67)

Soultion Point  
1321 Murfreesboro Rd., #210  
Nashville, TN 37217  
Ph. 615-399-0408  
David Furse, President  
Location: Office building  
CR, OR, VE

## Texas

### Amarillo

**Opinions Unlimited, Inc.**  
8201 S.W. 34th St.  
Amarillo, TX 79121  
Ph. 806-353-4444  
Fax 806-353-4718  
Anndel Martin  
Location: Free standing building  
CR, OR, 1-1, 1-10R, VE  
1) 22x23 Obs. Rm. Seats 12  
(See advertisement on p. 151)

### Austin

**First Market Research Corp.**  
2301 Hancock Dr.  
Austin, TX 78756-2510  
Ph. 512-451-4000  
Fax 512-451-5700  
E-mail: focusgrp@firstmarket.com  
http://www.firstmarket.com  
Kelley Hutchinson or Ron Tittle  
Location: Free standing building  
CR, OR, VE  
1) 23x13 Obs. Rm. Seats 10  
2) 15x16 Obs. Rm. Seats 8  
3) 15x16 Obs. Rm. Seats 8  
(See advertisement on p. 113)

# 1997 FOCUS GROUP FACILITIES DIRECTORY

NuStats International  
4544 S. Lamar, Bldg. 200  
Austin, TX 78745  
Ph. 512-892-0002  
Fax 512-892-3806  
E-mail: carce@nustats.com  
<http://nustats.com>  
Jahanna Zmud, Exec. Vice President  
Location: Office building  
CR, OR, VE

Tammadge Market Research  
1616-B Rio Grande  
Austin, TX 78701  
Ph. 800-879-9198 or 512-474-1005  
Fax 512-370-0339  
Melissa Pepper, CSO  
Location: Free standing building  
CR, OR, VE  
1) 18x20 Obs. Rm. Seats 10

## Brownsville

Hispanic Focus Unlimited  
Rte. 1, Box 278  
La Feria, TX 78559  
Ph. 210-797-4211  
Fax 210-797-4244  
Ruben Cuellar, President  
Location: Office building  
CR, OR, 1-1, 1-10R, VE  
1) 16x30 Obs. Rm. Seats 10

## Dallas/Ft. Worth

Accurate Research, Inc.  
2214 Paddock Way Dr., Ste. 100  
Grand Prairie, TX 75050  
Ph. 972-647-4272  
Fax 972-641-1549  
Charlotte Remkus, Field Director  
Location: Free standing building  
CR, OR, TK, VE

### Dallas Focus

511 E. John Carpenter Fwy., Ste. 100  
Irving, TX 75062  
Ph. 972-869-2366 or 800-336-1417  
Fax 972-869-9174  
Robin McClure, Pres./Partner  
Location: Office building  
CR, OR, 1-1, 1-10R, TK, VE, VC  
1) 15x20 Obs. Rm. Seats 12  
2) 15x22 Obs. Rm. Seats 15  
3) 15x20 Obs. Rm. Seats 15  
4) 19x25 Obs. Rm. Seats 25  
*(See advertisements on pp. 147, Inside Back Cover)*

Facts In Focus, Inc.  
15340 Dallas Pkwy.  
Dallas, TX 75248  
Ph. 214-386-7744  
Jeanne Kurzym, Manager  
Location: Office building  
CR, OR, 1-1, 1-10R, VE

Fenton Swanger Consumer Research, Inc.  
14800 Quorum Dr., Ste. 250  
Dallas, TX 75240  
Ph. 972-934-0707  
Fax 972-490-3919  
E-mail: FENTNSWAGR@aol.com  
Nancy Ashmore, V.P. Data Collection  
Location: Office building  
CR, OR, TK, VE

Focus On Dallas  
4887 Alpha Rd., Ste. 210  
Dallas, TX 75244  
Ph. 972-960-5850  
Fax 972-960-5859  
Mary Ulrich  
Location: Office building  
CR, OR, 1-1, TK, VE  
1) 25x18 Obs. Rm. Seats 15  
2) 25x18 Obs. Rm. Seats 15  
3) 45x20 Obs. Rm. Seats 20

Friedman Marketing Services  
Prestonwood Town Center  
5301 Beltline Rd., Ste. 2128  
Dallas, TX 75240  
Ph. 214-387-8161 or 914-698-9591  
Fax 214-385-1115  
Location: Shopping mall  
CR, OR, 1-1, TK, VE  
1) 16x12 Obs. Rm. Seats 8

Heakin Research, Inc.  
Fort Worth Town Center  
4200 S. Freeway, Ste. B-31  
Ft. Worth, TX 76115  
Ph. 817-926-7995  
Fax 817-927-2387  
Vivian Taylor, Manager  
Location: Shopping mall  
CR, OR, TK, VE

**NorTex Research Group/Dallas**  
8700 N. Stemmons Fwy., Ste. 190  
Dallas, TX 75247-3715  
Ph. 800-315-TEXX  
Fax 214-630-6769  
Kelly Lynn Ireland, Facility Director  
Location: Office building  
CR, OR, TK, VE  
1) 10x13 Obs. Rm. Seats 8  
2) 12x17 Obs. Rm. Seats 10  
*(See advertisement on p. 146)*

**Plaza Research-Dallas**  
14160 Dallas Pkwy.  
Dallas, TX 75240  
Ph. 972-392-0100 or 800-654-8002  
Fax 972-386-6008  
E-mail: Dallas@plazaresearch.com  
<http://www.plazaresearch.com>  
Susan Trace  
Location: Office building  
CR, LR, OR, 1-1, 1-10R, TK, TKO, VE  
1) 15x20 Obs. Rm. Seats 15  
2) 15x20 Obs. Rm. Seats 15  
3) 15x20 Obs. Rm. Seats 15  
*(See advertisement on p. 127)*

**Our facilities,  
expertise and services  
are all focused  
on producing usable  
results.**

We are a full-service consumer research firm with state-of-the-art facilities including video conferencing. Centrally located in the Dallas-Fort Worth Metroplex, we are only minutes from DFW Airport and major hotels.

**Dallas Focus**

972.869.2366 Fax 972.869.9174  
A part of the Focus Network

## Codes

Location: Office building/complex, Free standing building, Shopping mall, Other

CR - Conference Room	TK - Test Kitchen
LR - Living Room Style	TKO - Test Kitchen Obsv. Rm.
OR - Observation Rooms	VE - Video Equipment
1-1 - One on One Room	VC - Video Conferencing
1-1OR - One on One Viewing	

When room dimensions are given † denotes Living Room Style



# FOCUS ON EL PASO HOT MARKET OF THE 90'S

Twenty-eight line phone center with 20 CRT stations for computer assisted interviewing, and nationwide market coverage, with bilingual interviewers available.

Specially designed 3200 square feet, free standing focus group facility. Large 20' X 20' conference room, two level viewing room (seats 15), full kitchen, audio, video, expert recruiting, one-on-ones, executive, professional, medical, Hispanic recruiting a specialty. "Se habla Espanol".

Permanent mall facility also available in the region's largest mall.

**Call Linda Adams**  
Owner and Director

(915) 591-4777  
FAX (915) 595-6305

## AIM RESEARCH

10456 Brian Mooney Avenue  
El Paso, Texas 79935  
(Twenty-five Years in El Paso)

Probe Research, Inc.  
2723 Valley View Ln.  
Dallas, TX 75234  
Ph. 972-241-6696  
Fax 972-241-8513  
Richard Harris, Vice President  
Location: Free standing building  
CR, OR, TK, VE  
Member NETWORK

### Quality Controlled Services

14679 Midway Rd., Ste. 102  
Dallas, TX 75244  
Ph. 800-421-2167  
Fax 214-490-3065  
<http://www.qcs.com>  
Kathi McGregor

Location: Office building  
CR, OR, TK, VE, VC  
1) 16x20 Obs. Rm. Seats 16  
2) 20x15 Obs. Rm. Seats 15  
3) 19x16 Obs. Rm. Seats 10  
Member FocusVision  
(See advertisement on p. 67)

### Savitz Research Center, Inc.

13747 Montfort Dr., Ste. 111  
Dallas, TX 75240  
Ph. 972-386-4050  
Fax 972-450-2507  
Harriet Silverman  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, VE  
1) 30x23 Obs. Rm. Seats 25  
2) 18x21 Obs. Rm. Seats 20  
3) 23x30 Obs. Rm. Seats 6  
4) 18x21 Obs. Rm. Seats 6  
5) 08x10 Obs. Rm. Seats 6  
6) 08x10 Obs. Rm. Seats 6  
7) 08x10 Obs. Rm. Seats 6  
(See advertisement on p. 149)

### Savitz Research Center, Inc.

The Parks at Arlington Mall  
3811 S. Cooper, Ste. 2053  
Arlington, TX 76015  
Ph. 817-467-6437  
Fax 817-467-6552  
Harriet Silverman  
Location: Shopping mall  
CR, OR, TK, VE  
1) 15x17 Obs. Rm. Seats 10  
(See advertisement on p. 149)

## El Paso

### Aim Research

10456 Brian Mooney  
El Paso, TX 79935  
Ph. 915-591-4777  
Fax 915-595-6305  
E-mail: 76265.2167@compuserve.com  
<http://www.aimresearch.com>  
Linda Adams, Owner/Director  
Location: Free standing building  
CR, OR, TK, VE  
1) 20x20 Obs. Rm. Seats 15  
(See advertisement on p. 148)

## Houston

Branson Research Associates, Inc.  
1806 Wilde Oak Cir.  
Bryan, TX 77802  
Ph. 409-268-5800  
Fax 409-846-5500  
Dr. Robert E. Branson, President  
Location: Shopping mall  
CR, OR, VE  
1) 18x14 Obs. Rm. Seats 4

C Q S Research, Inc.  
5851 San Felipe, Ste. 650  
Houston, TX 77057  
Ph. 713-783-9111 or 800-460-9111  
Fax 713-954-1520  
E-mail: CQSInc@aol.com  
<http://www.cqsinc.com>  
Noel Roulin, President  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, VE  
1) 24x30 Obs. Rm. Seats 20  
2) 15x25 Obs. Rm. Seats 12  
3) 10x15 Obs. Rm. Seats 8  
Member FocusVision

Creative Consumer Research  
3945 Greenbriar  
Stafford, TX 77477  
Ph. 713-240-9646  
Fax 713-240-3497  
Patricia Pratt, Vice President  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, VE

Cunningham Field & Research Services, Inc.  
The Woodlands Mall  
1201 Lake Woodlands Dr., Ste. 1104  
Woodlands, TX 77380  
Ph. 713-363-9112  
Fax 713-363-4778  
Bonnie Hanna  
Location: Shopping Mall  
CR, 1-1, VE  
1) 07x13 Obs. Rm. Seats 10

Heakin Research, Inc.  
Galleria II  
5085 Westheimer, Ste. 3897  
Houston, TX 77056  
Ph. 713-871-8542  
Fax 713-871-8549  
Laurie DeRoberts, Manager  
Location: Shopping mall  
CR, OR, TK, VE

Heakin Research, Inc.  
1670 San Jacinto Mall  
Baytown, TX 77521  
Ph. 713-421-2584  
Fax 713-421-2514  
Catherine Sweeney, Manager  
Location: Shopping mall  
CR, OR, TK, VE

Heakin Research, Inc.  
247 Greenspoint Shopping Mall  
Houston, TX 77060  
Ph. 713-872-4164  
Fax 713-872-7024  
Valerie Owens, Manager  
Location: Shopping mall  
CR, OR, TK, VE

Houston Consumer Research  
730 Almeda Mall  
Houston, TX 77075  
Ph. 713-944-1431  
Fax 713-944-3527  
Location: Shopping mall  
CR, OR, 1-1, 1-10R, TK, VE  
1) 16x18 Obs. Rm. Seats 18

Mar's Surveys  
3200 Wilcrest, Ste. 100  
Houston, TX 77036  
Ph. 713-773-8300  
Fax 713-773-8306  
E-mail: eric@marsresearch.com  
<http://www.marsresearch.com>  
Inita Robinson, Focus Group Coord.  
Location: Office building  
CR, OR, 1-1, 1-10R, TK, VE, VC  
1) 28x25 Obs. Rm. Seats 25  
2) 25x25 Obs. Rm. Seats 20

**Opinions Unlimited, Inc.**  
Three Riverway, Ste. 250  
Houston, TX 77056  
Ph. 713-888-0202  
Fax 713-960-1160  
Anndel Martin  
Location: Office building  
CR, LR, OR, 1-1, VE, VC  
1) 20x24 Obs. Rm. Seats 24  
2) 20x24 Obs. Rm. Seats 16  
3) 20x22 Obs. Rm. Seats 16  
Member VCAN  
(See advertisement on p. 151)

**Plaza Research-Houston**  
5333 Westheimer  
Houston, TX 77056  
Ph. 713-840-9500 or 800-654-8002  
Fax 713-629-6445  
E-mail: [Houston@plazaresearch.com](mailto:Houston@plazaresearch.com)  
<http://www.plazaresearch.com>  
Bonnie Renaudo  
Location: Office building  
CR, LR, OR, 1-1, 1-10R, TK, TKO, VE  
1) 15x20 Obs. Rm. Seats 15  
2) 15x20 Obs. Rm. Seats 15  
3) 15x20 Obs. Rm. Seats 15  
(See advertisement on p. 127)

DALLAS ★ HOUSTON

## JUST WHAT YOU'D EXPECT IN TEXAS.



## LOTS OF BIG, OPEN SPACES.

### Qualitative Facilities: Dallas and Houston

- Large and small focus group rooms  
(4 in Dallas / 2 in Houston)
- 3-room focus group suites,  
with private ante-rooms and gallery seating
- Classroom, living room and auditorium settings
- One-on-one interviewing rooms  
(3 in Dallas / 1 in Houston)
- Fully equipped test kitchens

### Regional Mall Intercept: Dallas

- 2 permanent locations in the mall for faster, broader coverage
- Fully equipped test kitchen
- Anchors include Dillard's, Foley's, J.C. Penney's and Sears

### Other Services

- Executive and physician interviews
  - In-store intercepts
- Mystery shops • Retail audits

**savitZ**  
RESEARCH CENTER INC.

tel (972) 386-4050 / fax (972) 450-2507

## Codes

Location: Office building/complex, Free standing building, Shopping mall, Other

CR - Conference Room	TK - Test Kitchen
LR - Living Room Style	TKO - Test Kitchen Obsv. Rm.
OR - Observation Rooms	VE - Video Equipment
1-1 - One on One Room	VC - Video Conferencing
1-1OR - One on One Viewing	

When room dimensions are given † denotes Living Room Style

### Quality Controlled Services

17625 El Camino Real, Ste. 100

Houston, TX 77058

Ph. 800-522-2385

Fax 713-486-3831

<http://www.qcs.com>

Diana Reid

Location: Office building

CR, OR, TK, VE, VC

1) 19x20 Obs. Rm. Seats 14

2) 19x20 Obs. Rm. Seats 14

(See advertisement on p. 67)

## We're celebrating!



Ten years of serving  
the marketing research  
community

Quirk's  
**MARKETING RESEARCH**  
Review

### Savitz Research Center, Inc.

5177 Richmond Ave., Ste. 1290

Houston, TX 77056

Ph. 713-621-4084

Fax 713-621-4223

Harriet Silverman

Location: Office building

CR, OR, 1-1, 1-1OR, TK, VE

1) 22x30 Obs. Rm. Seats 24

2) 18x20 Obs. Rm. Seats 20

3) 08x16 Obs. Rm. Seats 6

(See advertisement on p. 149)

### The Woodward Group

One Sterling Plaza, Ste. 335

10101 Southwest Fwy.

Houston, TX 77074

Ph. 713-772-0262 or 800-678-7839

Fax 713-772-0265

E-mail: [woodward@intergate.com](mailto:woodward@intergate.com)

Kerry A. Paermo

Location: Office building

CR, OR, 1-1, 1-1OR, VE

## Lubbock

### United Marketing Research

1516 53rd St.

Lubbock, TX 79412

Ph. 806-744-6740

Fax 806-744-0327

David McDonald

Location: Free standing building

CR, OR, 1-1, VE

## San Antonio

### Creative Consumer Research

5411 Bandera Rd., Ste. 307

San Antonio, TX 77074

Ph. 210-520-7025

Fax 210-680-9906

Richard Weinhold, Vice President

Location: Free standing building

CR, LR, OR, TK, VE

### Galloway Research Services

4346 N.W. Loop 410

San Antonio, TX 78229

Ph. 210-734-4346

Fax 210-732-4500

E-mail: [Gallowaytx@aol.com](mailto:Gallowaytx@aol.com)

Linda K. Brazel, General Manager

Location: Free standing building

CR, LR, OR, TK, VE

## Utah

### Salt Lake City

#### Cunningham Field & Research Services, Inc.

South Towne Center

10450 S. State St., Ste. 1331

Sandy, UT 84070

Ph. 801-572-3004

Fax 801-572-3023

Location: Shopping Mall

CR, OR, 1-1, VE, VC

1) 19x11 Obs. Rm. Seats 12

#### Dan Jones & Associates, Inc.

515 S. 700 E., Ste. 3H

Salt Lake City, UT 84102

Ph. 801-322-5722

Fax 801-322-5725

Pat Jones, Vice President

Location: Office building

CR, LR, OR, VE

#### Utah Market Research

Div. of Ruth Nelson Research

Crossroads Plaza Mall

50 S. Main St.

Salt Lake City, UT 84144

Ph. 801-363-8726

Fax 801-321-4904

Cheri Ingram, Manager

Location: Shopping mall

CR, OR, TK, VE

1) 21x22 Obs. Rm. Seats 12

#### Valley Research, Inc.

630 E. South Temple

Salt Lake City, UT 84102

Ph. 801-467-4476

Fax 801-487-5820

E-mail: [valley@aras.net](mailto:valley@aras.net)

<http://www.valley-research.com>

Jennifer Guiver

Location: Free standing building

CR, OR, 1-1, VE

1) 24x21 Obs. Rm. Seats 12

#### Your Opinion Counts

Div. Gay Hill Field Service

4835 Highland Dr.

Salt Lake City, UT 84117

Ph. 801-261-4117

Fax 801-268-0247

Gay Hill

Location: Shopping mall

CR, OR, VE

## Vermont

### Burlington

Action Research  
3 Baldwin Ave.  
S. Burlington, VT 05403  
Ph. 802-862-4370 or 800-545-7168  
Fax 802-862-2349  
E-mail: jfong@actionr.com  
James Fong, President  
Location: Office building  
CR, OR, VE  
1) 20x18 Obs. Rm. Seats 15  
2) 16x15 Obs. Rm. Seats 8

**Macro International, Inc.**  
126 College St.  
Burlington, VT 05401  
Ph. 800-639-1310  
Fax 802-863-8974  
E-mail: Mahnke@macroint.com  
http://www.macroint.com  
Greg Mahnke, Ph. D., Vice President  
Location: Office building  
CR, OR, 1-1, 1-10R, VE  
1) 25x20 Obs. Rm. Seats 10  
(See advertisement on p. 133)

## Virginia

### Newport News/Norfolk/ Virginia Beach

Continental Research Associates, Inc.  
4500 Colley Ave.  
Norfolk, VA 23508  
Ph. 757-489-4887  
Nanci Glassman  
Location: Office building  
CR, OR, VE  
1) 11x21 Obs. Rm. Seats 9

Issues and Answers Network, Inc.  
5151 Bonney Rd.  
Virginia Beach, VA 23462  
Ph. 757-456-1100  
Fax 757-456-0377  
E-mail: INFO@ISSANS.COM  
Carla Lindemann, Exec. V.P.  
Location: Office building  
CR, OR, 1-1, 1-10R, VE, VC  
1) 16x22 Obs. Rm. Seats 10  
2) 24x18 Obs. Rm. Seats 15

Norfolk Focus Group Centre  
Martin Research, Inc.  
4801 Columbus St., Ste. 102  
Virginia Beach, VA 23462  
Ph. 757-518-0183  
Fax 757-518-0185  
Pamela Collins-O'Dwyer, Manager  
Location: Office building  
CR, OR, 1-1, VE  
1) 12x20 Obs. Rm. Seats 8

**Quick Test**  
825 Greenbrier Cir., Ste. 200  
Chesapeake, VA 23320  
Ph. 804-523-2505  
Fax 804-523-0463  
Gerri Kennedy  
Location: Office building  
CR, OR, TK, VE  
1) 13x15 Obs. Rm. Seats 8  
(See advertisement on p. 119)

## Richmond

Capitol Focus Group Centre  
Martin Research, Inc.  
Koger Ctr.-West End, 1504 Santa Rosa Rd.  
Dale Building, Ste.108  
Richmond, VA 23229  
Ph. 804-285-3165  
Fax 804-285-7130  
Charlee Crone, Manager  
Location: Office building  
CR, OR, 1-1, VE  
1) 12x20 Obs. Rm. Seats 8

A RESEARCH FACILITY APPEALING TO BOTH SIDES OF THE MIND.



It'll make you think.

- Premier Houston Galleria location
- Moderator-designed and operated
- 3 spacious, contemporary focus group suites with private lounges
- Numerous sophisticated amenities and high-tech features
- OpinionLab™ – central location testing using multi-media PCs
- GroupNet™ videoconferencing
- 75 CATI stations for expert recruiting and national interviewing
- Remodeled Amarillo location for a different Texas perspective



Twice.

**OPINIONS UNLIMITED**  
A PREMIER RESEARCH CENTER

FOCUS GROUP SUITES  
TELEPHONE INTERVIEWING

Three Riverway Suite 250  
Houston, TX 77056  
713-888-0202

Brought to you by  
Anndel and Andy Martin

## Codes

Location: Office building/complex, Free standing building, Shopping mall, Other

CR - Conference Room	TK - Test Kitchen
LR - Living Room Style	TKO - Test Kitchen Obsv. Rm.
OR - Observation Rooms	VE - Video Equipment
1-1 - One on One Room	VC - Video Conferencing
1-1OR - One on One Viewing	

When room dimensions are given † denotes Living Room Style

Dominion Focus Group, Inc.  
Commerce Plaza I  
2809 Emerywood Pkwy., Ste. 100  
Richmond, VA 23294  
Ph. 804-672-0500  
Fax 804-672-0567  
Bana Bhagchandani, President  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, TKO, VE  
1) 30x16 Obs. Rm. Seats 18  
2) 16x12 Obs. Rm. Seats 8  
3) 17x17 Obs. Rm. Seats 20

Richmond Focus Group Center  
Div. of Alan Newman Research  
Boulders V  
1025 Boulders Pkwy., Ste. 440  
Richmond, VA 23225  
Ph. 804-272-6100  
Fax 804-272-7145  
E-mail: gendeliv@anr.com  
Terry Brisbane, Director  
Location: Office building  
CR, OR

Southeastern Institute of Research (SIR)  
2325 W. Broad St.  
Richmond, VA 23220  
Ph. 800-807-8981  
Fax 800-715-3647  
E-mail: SIRsearch@aol.com  
Lois Abernathy  
Location: Free standing building  
CR, OR, 1-1, VE  
1) 15x15 Obs. Rm. Seats 10

## Roanoke

Roanoke Focus Group Centre  
Martin Research, Inc.  
2122 Carolina Ave. S.W.  
Roanoke, VA 24014  
Ph. 540-342-5364  
Fax 540-982-8101  
Marjorie Jeskey, V.P. Ops.  
Location: Free standing building  
CR, 1-1, TK, VE  
1) 12x16 Obs. Rm. Seats 6

Washington, DC  
(See District of Columbia)

## Washington

### Seattle/Tacoma

Consumer Opinion Services, Inc.  
12825 First Ave. S.  
Seattle, WA 98168  
Ph. 206-241-6050  
Fax 206-241-5213  
E-mail: cos-info@cosvc.com  
<http://www.cosvc.com>  
Jerry Carter  
Location: Free standing building  
CR, OR, TK, TKO, VE  
1) 15x20 Obs. Rm. Seats 8-10  
(See advertisement on p. 152)

Consumer Opinion Services, Inc.  
10829 N.E. 68th St., Bldg. B  
Kirkland, WA 98033  
Ph. 206-827-3188  
Fax 206-827-2023  
E-mail: cos-inf@cosvc.com  
<http://www.cosvc.com>  
Jerry Carter at 206-241-6050  
Location: Office building  
CR, OR, TK, VE  
1) 15x20 Obs. Rm. Seats 8-10  
(See advertisement on p. 152)

Consumer Opinion Services, Inc.  
2101 N. 34th St., Ste. 110  
Seattle, WA 98103  
Ph. 206-632-7859  
Fax 206-632-7879  
E-mail: cos-info@cosvc.com  
<http://www.cosvc.com>  
Jerry Carter at 206-241-6050  
Location: Office building  
CR, OR, TK, VE, VC  
1) 15x20 Obs. Rm. Seats 16  
2) 20x40 Obs. Rm. Seats 8-10  
Member VCAN  
(See advertisement on p. 152)

Cunningham Field & Research Services, Inc.  
Suor Mall of the Great Northwest  
1101 Super Mall Way, Ste. 1239  
Auburn, WA 98001  
Ph. 206-351-3170  
Fax 206-351-3168  
Brent Johnson  
Location: Shopping Mall  
CR, OR, 1-1, 1-1OR, TK, VE, VC  
1) 08x12 Obs. Rm. Seats 10

Decision Data, Inc.  
200 Kirkland Ave., Ste. C  
Kirkland, WA 98033  
Ph. 206-827-3234  
Fax 206-827-2212  
Russ Riddle, President  
Location: Office building  
CR, OR, VE

**NEW IN  
SPOKANE!**

# “Finally a decent focus group room,” spoke Anne

Er...we mean **Spokane** as in Washington. Consumer Opinion Services is proud to announce the reopening of our Spokane Focus Group Facility. The new room is great, offering a tapered table, full audio visual services and the kind of environment you've come to expect from C.O.S. Give us a call at 206-241-6050 for your next focus group. We think you'll agree with Anne.

## Consumer Opinion Services

We answer to you  
12825 1st Avenue South Seattle Wa. 98168  
206-241-6050 FAX 206-241-5213  
Ask for Jerry or Greg Carter

Seattle ♦ Portland ♦ Spokane ♦ Boise ♦ San Jose



# 1997 FOCUS GROUP FACILITIES DIRECTORY

Field Management Associates-Seattle  
3907 Factoria Square Mall S.E.  
Bellevue, WA 98006  
Ph. 206-641-8020 or 909-369-0800  
Fax 206-641-5902  
E-mail: ATKINSFAM@earthlink.net  
Lynn Atkins, Research Coordinator  
Location: Shopping mall  
CR, OR, 1-1, 1-10R, TK, VE  
1) 12x18 Obs. Rm. Seats 6

Friedman Marketing Services  
South Hill Mall  
3500 Meridian South  
Puyallup, WA 98373  
Ph. 206-840-0112 or 914-698-9591  
Fax 206-840-0517  
Location: Shopping mall  
CR, OR, 1-1, 1-10R, TK, VE  
1) 14x16 Obs. Rm. Seats 10

**The Gilmore Research Group**  
2324 Eastlake Ave. E., Ste. 300  
Seattle, WA 98102  
Ph. 206-726-5555  
Fax 206-726-5620  
Vikki Murphy  
Location: Office building  
CR, OR, VE, VC  
1) 14x20 Obs. Rm. Seats 12  
2) 14x19 Obs. Rm. Seats 8  
Member FocusVision  
(See advertisement on p. 153)

**The Gilmore Research Group**  
2825 Eastlake Ave. E., Ste. 200  
Seattle, WA 98102  
Ph. 206-726-5555  
Fax 206-726-5620  
Vikki Murphy  
Location: Office building  
CR, OR, 1-1, 1-10R, VE, VC  
1) 14x20 Obs. Rm. Seats 16  
Member FocusVision  
(See advertisement on p. 153)

GMA Research Corp.  
11808 Northrup Way, Ste. 270  
Bellevue, WA 98005  
Ph. 206-827-1251  
Fax 206-828-6778  
E-mail: gma70@aol.com  
Richard Secker  
Location: Office building  
CR, OR, 1-1, 1-10R, TK, VE  
1) 12x22 Obs. Rm. Seats 10

Hebert Research, Inc.  
13629 N.E. Bellevue-Redmond  
Bellevue, WA 98005  
Ph. 206-643-1337  
Fax 206-746-8138  
John Burshek, Vice President  
Location: Office building  
CR, OR, VE

Market Data Research Corp.  
955 Tacoma Ave. S., Ste. 101  
Tacoma, WA 98402  
Ph. 800-488-DATA or 206-383-1100  
Fax 206-383-0852  
Gene Starr  
Location: Office building  
CR, OR, VE  
1) 13x19 Obs. Rm. Seats 10

Market Trends, Inc.  
3633 136th Pl., S.E., Ste. 110  
Bellevue, WA 98006  
Ph. 206-562-4900  
Fax 206-562-4843  
E-mail: Jackie@marketrends.com  
<http://www.marketrends.com>  
Jackie Weise  
Location: Office building  
CR, OR, 1-1, TK, VE  
1) 15x20 Obs. Rm. Seats 10  
2) 12x18 Obs. Rm. Seats 6



**Can you find the 5 people in  
this picture who own vacation  
homes and eat guavas?  
We can.**



Focus groups are truly a valuable research tool. But only if you have the right people in your group. Your target audience. So at Gilmore Research, we make it our mission to ensure that's exactly who shows up in your focus groups. And they'll show up at one of the most modern, efficient and comfortable group facilities in the nation. Complete with video conferencing, professional hostessing and the best recruiters in the Northwest. You can get the whole story on our focus group services by calling (206) 726-5555. But please call today. We'd really like to find you, too.

**THE  
GILMORE  
RESEARCH  
GROUP**  
FORTY YEARS OF  
STRAIGHT ANSWERS  
Seattle, Washington  
Portland, Oregon

FOCUS VISION NETWORK™ MEMBER

## Codes

Location: Office building/complex, Free standing building, Shopping mall, Other

CR - Conference Room	TK - Test Kitchen
LR - Living Room Style	TKO - Test Kitchen Obsv. Rm.
OR - Observation Rooms	VE - Video Equipment
1-1 - One on One Room	VC - Video Conferencing
1-1OR - One on One Viewing	

When room dimensions are given † denotes Living Room Style

Northwest Research Group, Inc.  
400 108th Ave. N.E., Ste. 200  
Bellevue, WA 98004  
Ph. 206-635-7481  
Fax 206-635-7482  
E-mail: ethertrn@nwrg.com  
http://www.nwrg.com  
Jeff Etherton  
Location: Office building  
CR, OR, VE  
1) 12x16 Obs. Rm. Seats 15

## Spokane

**Consumer Opinion Services, Inc.**  
Northtown Mall  
4750 N. Division St., Ste. E-219  
Spokane, WA 99207  
Ph. 509-487-6173  
Fax 509-487-7205  
E-mail: cos-info@cosvc.com  
http://www.cosvc.com  
Jerry Carter at 206-241-6050  
Location: Shopping mall  
CR, OR, 1-1, TK, VE  
1) 15x20 Obs. Rm. Seats 8-10  
(See advertisement on p. 152)

Robinson Research  
524 W. Indiana  
Spokane, WA 99205  
Ph. 509-325-8080  
Fax 509-325-8068  
E-mail: Robinson@soar.com  
William D. Robinson, President  
Location: Free standing building  
CR, OR, VE  
1) 16x27 Obs. Rm. Seats 15  
2) 13x16 Obs. Rm. Seats 8

## West Virginia

### Charleston

**McMillion Research Service**  
1012 Kanawha Blvd. E.  
Charleston, WV 25301-2809  
Ph. 304-755-5889  
Fax 304-755-9889  
Gary L. McMillion  
Location: Office building  
CR, LR, OR, 1-1, 1-1OR, VE  
1) 18x14 Obs. Rm. Seats 12  
2) 25x29  
†3) 18x14 Obs. Rm. Seats 12  
Member NETWORK  
(See advertisement on p. 155)

## Huntington

Huntington Mall, Unit 290  
Rte. 60 at I-64  
Barboursville, WV 25501  
Ph. 304-755-5889  
Fax 304-755-9889  
Sandy McMillion  
Location: Shopping mall  
CR, OR, TK, VE  
1) 16x15  
Member NETWORK  
(See advertisement on p. 155)

## Wheeling

T.I.M.E. Market Research  
280 Ohio Valley Mall  
St. Clairsville, OH 43950  
Ph. 614-695-6288  
Fax 614-695-5163  
Tim Aspenwall  
Location: Shopping mall  
CR, OR, TK, VE  
1) 12x15 Obs. Rm. Seats 8

## Wisconsin

### Green Bay/Appleton

Friedman Marketing Services  
Fox River Mall  
4301 W. Wisconsin  
Appleton, WI 54915  
Ph. 414-730-2240 or 914-698-9591  
Fax 414-730-2247  
Location: Shopping mall  
CR, OR, 1-1, TK, VE  
1) 13x12 Obs. Rm. Seats 4  
  
Leede Research Group, Inc.  
1332 S. 26th St.  
Manitowoc, WI 54220  
Ph. 414-683-5940  
Fax 414-683-5950  
E-mail: Jim@Leede.com  
Mike Rusch, Secondary Specialist  
Location: Free standing building  
CR, OR, 1-1, VE  
1) 21x19 Obs. Rm. Seats 10

### Quality Controlled Services

4330 W. Spencer St.  
Appleton, WI 54915  
Ph. 800-637-0775  
Fax 414-731-2921  
http://www.qcs.com  
Sharon Cornell  
Location: Free standing building  
CR, OR, 1-1, 1-1OR, TK, VE  
1) 16x23 Obs. Rm. Seats 15  
2) 15x17 Obs. Rm. Seats 9  
(See advertisement on p. 67)

Wisconsin Research, Inc.  
1270 Main St.  
Green Bay, WI 54302  
Ph. 414-436-4646  
Fax 414-436-4651  
Barbara Smits, President  
Location: Office building  
CR, OR, 1-1, TK, VE  
1) 22x18 Obs. Rm. Seats 12

## Madison

Chamberlain Research Consultants  
4801 Forest Run Rd., Ste. 101  
Madison, WI 53704  
Ph. 608-246-3010  
Fax 608-246-3019  
Tyler Walker, Project Coordinator  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, VE  
1) 18x22 Obs. Rm. Seats 15  
2) 08x12 Obs. Rm. Seats 3

Cunningham Field & Research Services, Inc.  
Sensory Lab/Focus  
633 Odana Rd.  
Madison, WI 53719  
Ph. 608-277-8770  
Fax 608-277-8808  
Sheryl Karow, V.P., Sensory Svcs.  
Location: Office Building  
CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE, VC  
1) 18x25 Obs. Rm. Seats 12  
2) 14x14 Obs. Rm. Seats 6

Gene Kroupa & Associates  
502 N. Eau Claire Ave.  
Madison, WI 53705  
Ph. 608-231-2250  
Fax 608-231-6952  
Gene Kroupa, President  
Location: Office building  
CR, OR, TKO, VE  
1) 20x28 Obs. Rm. Seats 8

## Milwaukee

### Consumer Pulse of Milwaukee

The Grand Avenue Mall, #2004A  
275 W. Wisconsin Ave.  
Milwaukee, WI 53203  
Ph. 414-274-6060 or 800-336-0159  
Fax 414-274-6068  
E-mail: Consumer.Pulse@internetMCI.com  
Esther Young, Director  
Location: Shopping mall  
CR, OR, 1-1, 1-1OR, TK, TKO, VE  
1) 18x19 Obs. Rm. Seats 15  
(See advertisement on p. 114)

The Dieringer Research Group, Inc.  
3064 N. 78th St.  
Milwaukee, WI 53222  
Ph. 414-449-4545 or 800-489-4540  
Fax 414-449-4540  
E-mail: dieringer@execpc.com  
Dick Yob  
Location: Office building  
CR, OR, VE  
1) 12x24 Obs. Rm. Seats 10

Lein/Spiegelhoff, Inc.  
720 Thomas Ln.  
Brookfield, WI 53005  
Ph. 414-797-4320  
Fax 414-797-4325  
Arlene Speigelhoff  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, VE  
1) 20x24 Obs. Rm. Seats 16  
2) 20x24 Obs. Rm. Seats 16  
3) 20x22 Obs. Rm. Seats 12

Mazur/Zachow, Inc.  
1025 S. Moorland Rd., Ste. 300  
Brookfield, WI 53005  
Ph. 414-938-9244  
Fax 414-938-9255  
Barbara Steigerwald, Project Director  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, VE  
1) 17x24 Obs. Rm. Seats 18  
2) 16x24 Obs. Rm. Seats 18

Milwaukee Market Research, Inc.  
2835 N. Mayfair Rd., Ste. 2  
Milwaukee, WI 53222  
Ph. 414-475-6656  
Fax 414-475-0842  
Susan Lehmann  
Location: Office building  
CR, OR, TK, TKO, VE  
1) 19x22 Obs. Rm. Seats 14  
2) 19x20 Obs. Rm. Seats 14

Millie Sevedge & Associates  
6101 W. Vliet St.  
Milwaukee, WI 53213  
Ph. 414-453-6086  
Fax 414-453-6087  
E-mail: MILLIE@execpc.com  
Millie Sevedge, Owner  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, VE  
1) 21x23 Obs. Rm. Seats 14  
2) 12x15 Obs. Rm. Seats 8

Zigman Joseph Stephenson  
100 E. Wisconsin Ave., Ste. 1000  
Milwaukee, WI 53202  
Ph. 414-273-4680  
Fax 414-273-3158  
George Shiras  
Location: Office building  
CR, OR, VE  
1) 15x22

## Canada

### Alberta

## Calgary

Calgary Focus  
140, 1935 32nd Ave. N.E.  
Calgary, AB T2E 7C8  
Canada  
Ph. 403-221-9600  
Fax 403-221-9629  
Jackie White, Manager  
Location: Office building  
CR, OR, 1-1, TK, VE  
1) 17x22 Obs. Rm. Seats 12



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**Codes**

Location: Office building/complex, Free standing building, Shopping mall, Other:

CR - Conference Room	TK - Test Kitchen
LR - Living Room Style	TKO - Test Kitchen Obsv. Rm.
OR - Observation Rooms	VE - Video Equipment
1-1 - One on One Room	VC - Video Conferencing
1-1OR - One on One Viewing	

*When room dimensions are given † denotes Living Room Style*

**Edmonton**

Criterion Research Corp.  
10155-114 St., Ste. 101  
Edmonton, AB T5K 1R8  
Canada  
Ph. 403-423-0708  
Fax 403-425-0400  
Lorna Jones, Corrdinator  
Location: Office building  
CR, LR, OR, 1-1, TK, VE

**British Columbia**

**Vancouver**

Butler Research Associates  
1156 Hornby St.  
Vancouver, BC V6C 1V6  
Canada  
Ph. 604-682-4292  
Fax 604-682-8582  
Patricia Dufesne  
Location: Office building  
CR, LR, OR, 1-1, 1-1OR, TK, VE  
1) 20x18 Obs. Rm. Seats 14  
†2) 18x15 Obs. Rm. Seats 14

**Research House, Inc.**

Ste. 400 - Hudson House  
321 Water St.  
Vancouver, BC V6B 1B8  
Canada  
Ph. 604-687-3714  
Fax 604-687-3716  
E-mail: rehouse@planeteeer.com  
Pam Simpson, Project Director  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, VE  
1) 15x22 Obs. Rm. Seats 15  
2) 19x26 Obs. Rm. Seats 11  
*(See advertisement on p. 157)*

**Research House, Inc.**

Metrotown Centre  
468-4800 Kingsway  
Burnaby, BC V5H 4J2  
Canada  
Ph. 604-433-2696  
Fax 604-433-1640  
E-mail: rehouse@planeteeer.com  
Tammy Anderson or Pam Simpson  
Location: Shopping mall  
CR, LR, OR, TK, VE  
1) 14x18 Obs. Rm. Seats 12  
*(See advertisement on p. 157)*

**Manitoba**

**Winnipeg**

Opinion Place  
Polo Park Shopping Centre  
66L - 1485 Portage Ave.  
Winnipeg, MB R3G 0W4  
Canada  
Ph. 204-987-1960  
Fax 204-987-1928  
E-mail: esposito@quantext.mb.ca  
Kathy Heffeman  
Location: Shopping mall  
CR, OR, 1-1, 1-1OR, TK, VE  
1) 12x19 Obs. Rm. Seats 12

**Ontario**

**London**

Insights, Inc.  
546 Adelaide St. N.  
London, ON N6B 3J5  
Canada  
Ph. 519-679-0110  
Fax 519-679-1624  
Kathy Sorenson  
Location: Free standing building  
CR, LR, OR, TK, VE  
1) 16x14 Obs. Rm. Seats 8

**Peterborough**

**Research House, Inc.**

Portage Place  
1154 Chemong Rd.  
Peterborough, ON K9H 7J6  
Ph. 705-745-0670  
Fax 416-488-2368  
E-mail: mail@research-house.ca  
Dawn Smith, Vice President  
Linda Lane, Project Director  
Location: Shopping mall  
CR, OR, TK, VE  
1) 14x12 Obs. Rm. Seats 8  
*(See advertisement on p. 157)*

**Toronto**

ABM Research, Ltd.  
17 Madison Ave.  
Toronto, ON M5R 2S2  
Canada  
Ph. 416-961-5511  
Fax 416-961-5341  
Location: Free standing building  
CR, LR, OR, TK, VE

**Butler Research Associates**

20 Holly St., Ste. 301  
Toronto, ON M4S 3B1  
Canada  
Ph. 416-487-4144  
Fax 416-487-4213  
Allison Butler  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, VE  
1) 16x18 Obs. Rm. Seats 12  
†2) 10x16 Obs. Rm. Seats 8

Consumer Vision, Ltd.  
1255 Bay St., 6th fl.  
Toronto, ON M5R 2A9  
Canada  
Ph. 416-967-1596  
Phyllis Frieman, General Manager  
Location: Office building  
CR, OR, VE

Decision Marketing Research, Ltd.  
661 Queen St. E.  
Toronto, ON M4M 1G4  
Canada  
Ph. 416-469-5282  
Fax 416-469-2488  
E-mail: 70614.3317@compuserve.com  
John Gonder  
Location: Free standing building  
CR, LR, OR, 1-1, 1-1OR, TK, VE, VC  
1) 15x18 Obs. Rm. Seats 15  
†2) 15x18 Obs. Rm. Seats 15  
Member VideoFocus Direct

InFocus Qualitative Research Services  
920 Yonge St.  
Toronto, ON M4W 3C7  
Canada  
Ph. 416-928-1562  
Fax 416-928-3480  
E-mail: CDA1030@applelink.apple.com  
Sarah Greenberg, Vice President  
Location: Office building  
CR, OR, TK, VE

INTERtab  
4950 Yonge St., Ste. 1002  
Toronto, ON M2N 6K1  
Canada  
Ph. 416-250-8511  
Fax 416-250-8515  
Randa Bell  
Location: Office building  
CR, OR, 1-1, 1-1OR, TK, VE  
1) 19x20 Obs. Rm. Seats 8

Market Facts of Canada  
77 Bloor St. W.  
Toronto, ON M5S 3A4  
Canada  
Ph. 416-964-6262  
Fax 416-964-5882  
Gail Durance  
Location: Office building  
CR, LR, OR, VE

Opinions Unlimited  
55 St. Clair Ave. W., #127  
Toronto, ON M4V 2Y7  
Canada  
Ph. 416-920-4300  
Fax 416-920-0039  
Mary Sirota, President  
Location: Office building  
CR, LR, OR, 1-1, 1-10R, TK, VE

**Research House, Inc.**  
1867 Yonge St., 2nd fl.  
Toronto, ON M4S 1Y5  
Canada  
Ph. 416-488-2328  
Fax 416-488-2368  
E-mail: mail@research-house.ca  
Dawn Smith, Vice President  
Linda Lane, Project Director  
Location: Office building  
CR, OR, 1-1, TK, VE  
1) 20x25 Obs. Rm. Seats 20  
2) 20x30 Obs. Rm. Seats 9  
(See advertisement on p. 157)

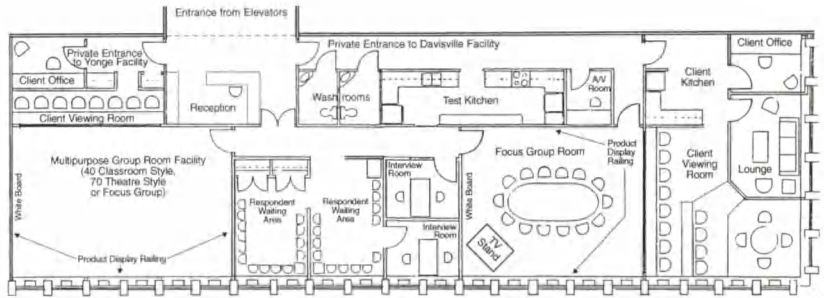
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273 Eglinton Ave. E.  
Toronto, ON M4P 1L3  
Canada  
Ph. 416-488-2328  
Fax 416-488-2368  
E-mail: mail@research-house.ca  
Dawn Smith, Vice President  
Linda Lane, Project Director  
Location: Free standing building  
CR, LR, OR, VE  
1) 13x12 Obs. Rm. Seats 8  
(See advertisement on p. 157)

**Research House, Inc.**  
500 Rexdale Blvd., Ste. C1A  
Rexdale, ON M9W 6K5  
Canada  
Ph. 416-488-2328  
Fax 416-488-2368  
E-mail: mail@research-house.ca  
Dawn Smith, Vice President  
Linda Lane, Project Director  
Location: Shopping mall  
CR, OR, TK, VE  
(See advertisement on p. 157)

Thompson Lightstone & Co., Ltd.  
350 Bloor St. E., Ste. 600  
Toronto, ON M4W 1H4  
Canada  
Ph. 416-922-1140  
Fax 416-922-8014  
E-mail: termaten@idirect.com  
Anne Termaten  
Location: Office building  
CR, OR, 1-1, 1-10R, TK, VE

Thompson Lightstone & Co., Ltd.  
25 Peel Centre Dr., Unit 260  
Bramalea, ON L6T 3R5  
Canada  
Ph. 416-922-1140  
Fax 416-926-8014  
E-mail: termaten@idirect.com  
Anne Termaten  
Location: Shopping mall  
CR, OR, 1-1, TK, VE

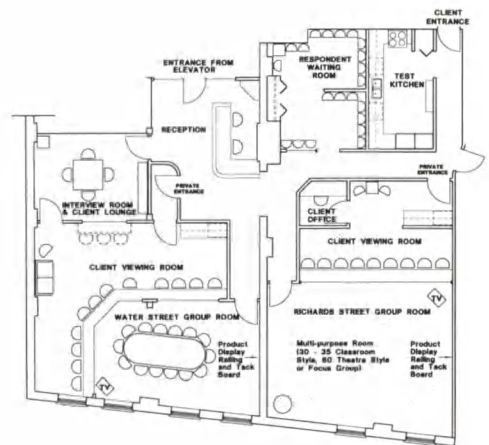
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## Codes

Location: Office building/complex, Free standing building, Shopping mall, Other

CR - Conference Room	TK - Test Kitchen
LR - Living Room Style	TKO - Test Kitchen Obsv. Rm.
OR - Observation Rooms	VE - Video Equipment
1-1 - One on One Room	VC - Video Conferencing
1-1OR - One on One Viewing	

When room dimensions are given † denotes Living Room Style

### Toronto Focus

4950 Yonge St., Ste. 306

Toronto, ON M2N 6K1

Canada

Ph. 416-250-3611

Fax 416-221-7441

Pennie Glancy, Director

Location: Office building

CR, OR, TK, VE

1) 20x20 Obs. Rm. Seats 20

2) 20x20 Obs. Rm. Seats 12

3) 20x20 Obs. Rm. Seats 12

4) 20x20 Obs. Rm. Seats 12

(See advertisement on the Inside Back Cover)

## Quebec

### Montreal

Contemporary Research Centre

1250 Guy St., Ste. 802

Montreal, PQ H3H 2T4

Canada

Ph. 514-932-7511

Fax 514-932-3830

E-mail: contemporary\_res@compuserve.com

CR, OR, VE

Location: Office building

Legendre Lubawin Goldfarb, Inc.

1172 St. Mathieu

Montreal, PQ H3H 2H5

Canada

Ph. 514-937-2079

Fax 514-937-3168

Victoria Lubawin, Partner

Location: Free standing building

CR, OR, 1-1, 1-1OR, VE, VC

1) 20x15 Obs. Rm. Seats 10

Solumar/Market Facts of Canada

1200 McGill College

Montreal, PQ H3B 4G7

Canada

Ph. 514-875-7570

Fax 514-875-1416

Denis Grenier

Location: Office building

CR, LR, OR, VE

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Vrazova 6

1500 00 Prague 5

Czech Republic

Ph. 42-2-54-2292

Fax 42-2-54-2292

E-mail: macro@glas.apc.org

http://www.macoint.com

Jan Misovic, Country Manager

Location: Office building

CR, OR, 1-1, 1-1OR, TK, TKO, VE

1) 08x12 Obs. Rm. Seats 12

(See advertisement on p. 133)

### Germany

Market Research & Services GmbH

Mainluststrasse 2

D-60329 Frankfurt/Main

Germany

Ph. 49-69-242-6650

Fax 49-69-250016

E-mail: 106006.3020@compuserve.com

Thomas Aragonés, Managing Director

Location: Office building

CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE, VC

1) 20x16 Obs. Rm. Seats 10

### Hungary

#### Macro - TQI

Vorosmarty ter. 1. Vl.em

1051 Budapest

Hungary

Ph. 36-1-266-6205

Fax 36-1-266-6205

E-mail: macro@matav.hu

http://www.macoint.com

Tamas Geczi, Country Manager

Location: Office building

CR, OR, TK, VE

1) 15x20 Obs. Rm. Seats 10

(See advertisement on p. 133)

### Japan

Japan Market Research Bureau

2-14-5 Kami-Osaki, Shinagawa-Ku

Tokyo, 141

Japan

Ph. 81-3-3473-8885

Fax 81-3-3473-8849

E-mail: jmray@jmr.co.jp

Kazuko Ohye, Exec. Vice President

Location: Office building

CR, OR, 1-1, 1-1OR, TK, VE

1) 16x16 Obs. Rm. Seats 10

2) 16x16 Obs. Rm. Seats 10

## Mexico

EPI Group

Basque de Durazos 69-403

Mexico City, DF 11700

Mexico

Ph. 52-5-596-6730

Fax 52-5-251-5431

E-mail: 74054,3117@compuserve.com

Ricardo Escobedo, President

Location: Shopping mall

CR, LR, OR, 1-1, 1-1OR, TK, VE

1) 20x18 Obs. Rm. Seats 15

2) 20x18 Obs. Rm. Seats 15

## The Netherlands

IPO, The Market Research Institute

P.O. Box 247

Grote Bickersstraat 74

Amsterdam, 1000 AE

The Netherlands

Ph. 31-20-522-5444

Fax 31-20-522-5333

E-mail: info@nipo.nl

http://www.nipo.nl

J. Visser

Location: Office building

CR, OR, 1-1, 1-1OR, VE, VC

1) 30x20 Obs. Rm. Seats 12

2) 20x20 Obs. Rm. Seats 6

## Poland

#### Macro International Sp. z o.o.

Al. Jazozolimskie 56c

00-803 Warsaw

Poland

Ph. 48-22-630-2244

Fax 48-22-630-2234

E-mail: macrowaw@it.com.pl

http://www.macoint.com

Jaroslaw Kempczynski, Country Manager

Location: Office building

CR, OR, TK, TKO, VE

1) 20x30 Obs. Rm. Seats 10

(See advertisement on p. 133)

## Puerto Rico

Stanford Klapper Associates, Inc.

P.O. Box 361529

San Juan, PR 00936-1529

Puerto Rico

Ph. 787-753-9090

Fax 787-754-6590

Barbara Bargman, President

Location: Office building

CR, OR, TK, VE

1) 12x20 Obs. Rm. Seats 12

## Russia

#### Macro International A.o.

Business Centre "Olympic" Office 39

16 Olimpiyskiy Prospect

129090 Moscow

Russia

Ph. 7-095-974-0112

Fax 7-095-974-0115

E-mail: macro@glas.apc.org

http://www.macoint.com

Mike Foder, Regional Director

Location: Office building

CR, OR, 1-1, 1-1OR, VE

1) 20x30 Obs. Rm. Seats 10

(See advertisement on p. 133)



My boss wants me to do a regression analysis. Does anyone know how to do that?  
--Dave P. *October 21, 1996*

Dave: I can E-mail you the names of a few good books on the subject.

--Tim R. *October 27, 1996*



I conducted a mail survey and got a 30 percent response rate. Is that a good return?  
--Sandy A. *November 1, 1996*



Sandy: That seems pretty good. Without an incentive, we usually expect to get 20 or 25 percent.

--Dave P. *November 5, 1996*



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## Sales Offices

**Headquarters:** Evan Tweed, *Quirk's Marketing Research Review*, 8030 Cedar Ave. So., Ste. 229, Bloomington, Minn., 55425. Phone 612-854-5101. Fax 612-854-8191.

**West Coast:** Lane Weiss, Lane Weiss & Associates, 10 Black Log Rd., Kentfield, Calif., 94904. Phone 415-461-1404. Fax 415-461-9555.

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800-390-7780 or 847-390-7777

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Tom Quirk's column in the October issue ("From the Publisher") points out the end result of a customer satisfaction program run amok, where the goals have been trampled in the quest for bragging rights. As a supplier of services to the auto industry, we are familiar with these stories, which, while regrettable, are unfortunately not unique.

Over the last 10 years or so car makers have put in place CSI programs intended to motivate their dealers to pay more attention to those things believed important to customers. The intent is to make car buying and servicing more satisfying for the consumer, thus providing a competitive advantage. Car makers believe that high scores translate into increased market share and that buyers use scores to help guide purchase decisions (a relationship that has not been clearly established).

Unfortunately, within the auto industry is a broad perception that only those things paid for are actually done, so the manufacturers put a financial premium on performance (either in dollars paid for high scores or by establishing score minimums as a prerequisite for participation in future programs or products). In many cases

the value of this bounty is more than enough to motivate dealers to attempt to manipulate customers to provide favorable responses.

The effect of this tampering is exacerbated by low response rates, thus putting an unrealistic reliance on the words of an already small number of consumers. (A relatively large dealer may sell 100-150 new cars per month. With mail response rates seldom exceeding 20 percent, this results in dealership grades based on comments from 10-25 individuals and an individual sales representative score founded — frequently — on two or three returns. Bad marks from one customer will "throw the salesman under the bus." Telephone surveys, while experiencing higher completion rates, still produce numbers that often lack reliability and lead to the same result.)

Mr. Quirk's friend was most likely asked to participate in a manufacturer-sponsored interview rather than a dealer-based survey. His comments were faxed to the dealership and the ensuing finger-pointing resulted in the call from the salesman. It is possible that the dealership score was borderline and this one interview was enough to cost them a large sum of money and a visit from the car maker's regional office. The customer thus is faulted for giving an honest appraisal of the salesman's poor performance, and his future relationship with the dealership is at best impaired. The sales department felt they could afford to offend him, as he had already responded to the survey. (We frequently encounter customers who are treated differently after the survey window is closed.) Mr. Quirk is absolutely correct when he suggests that his friend will suspect any further

attempt at learning how he feels about his car — or anything else for that matter.

The unfortunate thing is that this scenario is played out daily in the car business. Even the best-run program loses effectiveness when those being measured are rewarded for tampering. Who is the victim? Given the number of choices consumers have in today's fiercely competitive market, I believe it is the car makers and their dealers who are the big losers here. Mr. Quirk's friend will surely eventually buy another new car, and he will probably find a dealer who treats him better. The most important customer satisfaction survey is still written on the face of a check.

John D. Rule  
vice president,  
customer satisfaction service  
JDR Marketing, Inc.  
Ramsey, N.J.



The comments in the October "From the Publisher" column were right on. I recently had a similar experience when buying a new car. At the conclusion of the selling process, I was shown a copy of the customer evaluation form I'd receive through the mail, with the "preferred" marks shown in the high-end ratings. I was also told, "If you're dissatisfied for any reason, please call us first. We hope you're very satisfied."

This is more direct and brazen than the "sample" ballots distributed by political parties, PACs and unions.

It may be many things but it's certainly not market research!

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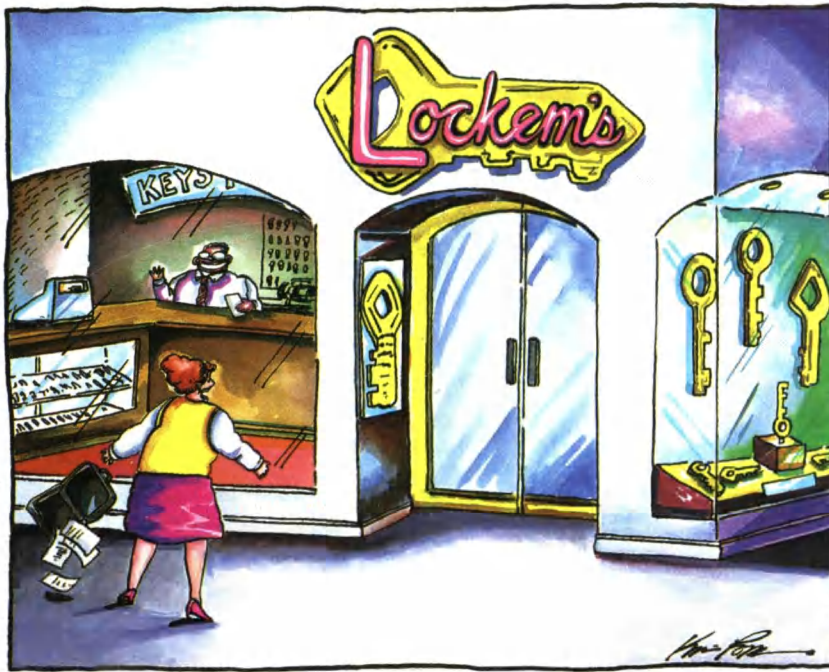
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*It would definitely be the last time Delores insisted on a Key location.*

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