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May 1997

Quirk's MARKETING RESEARCH Review

Practical applications in marketing research

Maxfli puts a new spin on its golf ball line

1997 Telephone Interviewing Facilities Directory

Quirk's
MARKETING RESEARCH
Review

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A variety of quantitative and qualitative research approaches were used to help Maxfli reposition its line of golf balls. Photo courtesy of Wallace Church Associates.

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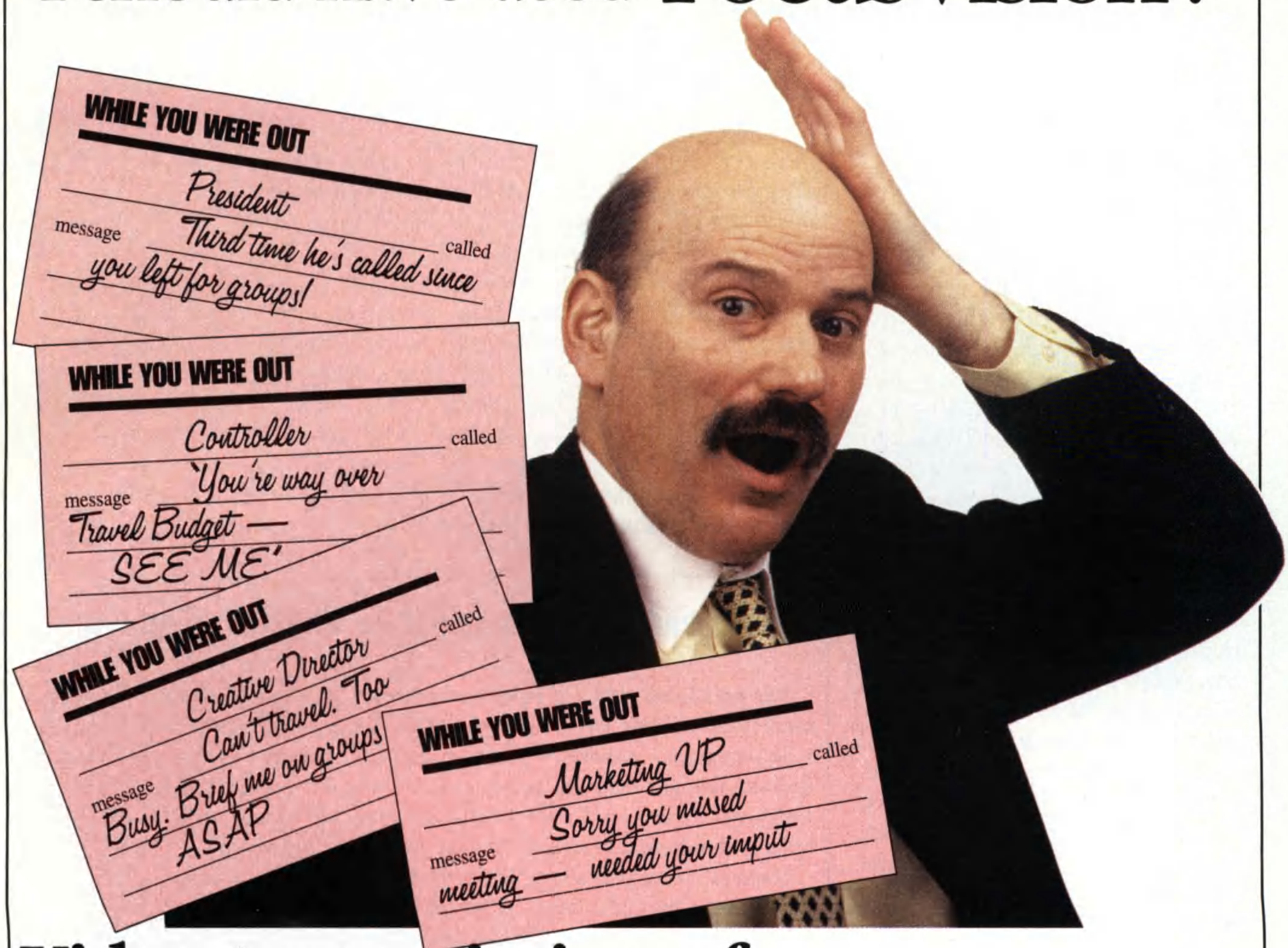

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To coupon or not coupon?

Despite efforts to create a one-size-fits-all couponing model, couponing trends continue to reflect diverse marketing objectives within individual companies, categories and brands, as illustrated by two new studies by Wallace Marx & Associates. "Saying 'coupons are going down' is to agree that if it is true in one area, it is true in all. But this assumption does not accurately portray what is happening with coupons," says Wally Marx, principal, Wallace Marx & Associates, and spokesperson for the Promotion Marketing Association of America Coupon Council. "The goal of these annual studies is to more clearly define coupon use and to set straight the many negative assertions about coupons as a marketing tool."

According to Marx's "1996 Top 100 Couponers" study, Campbell Soup increased the number of coupons distributed in 1996 across all its independent operating businesses. For other consumer packaged goods companies, increases were noted in various food categories. And, while Procter & Gamble decreased couponing in its Laundry & Cleaning and Paper divisions, increases occurred in the Beauty Care, Health Care and Food & Beverage divisions.

The Top 10 couponers for 1996 were:

1. Phillip Morris
2. Procter & Gamble
3. General Mills
4. Unilever
5. Grand Metropolitan
6. Kellogg
7. Nestle USA
8. Ralston Purina
9. Campbell Soup
10. ConAgra

This list features the consumer marketing companies that distributed the largest number of coupons via free-standing inserts (FSIs), magazines, direct mail and in-store coupon machines throughout 1996. All consumer packaged goods categories were included, such as food, health and beauty aids, and household products. This annual survey tracks the number of coupons distributed into the marketplace, the total value of all coupons distributed by company and the number of coupon "events" that a company had throughout a given year.

To achieve these numbers, Marx audited all versions of FSI books weekly. The study also included all Actmedia ICM grocery and drug chains, all 164 Carol Wright geographic marketing areas, Publishers Clearinghouse and 100 magazine titles. According to CMS, the North Carolina-based coupon clearinghouse, these vehicles account for over 93 percent of all coupons dropped.

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Today's pediatrician may not be who you think he is

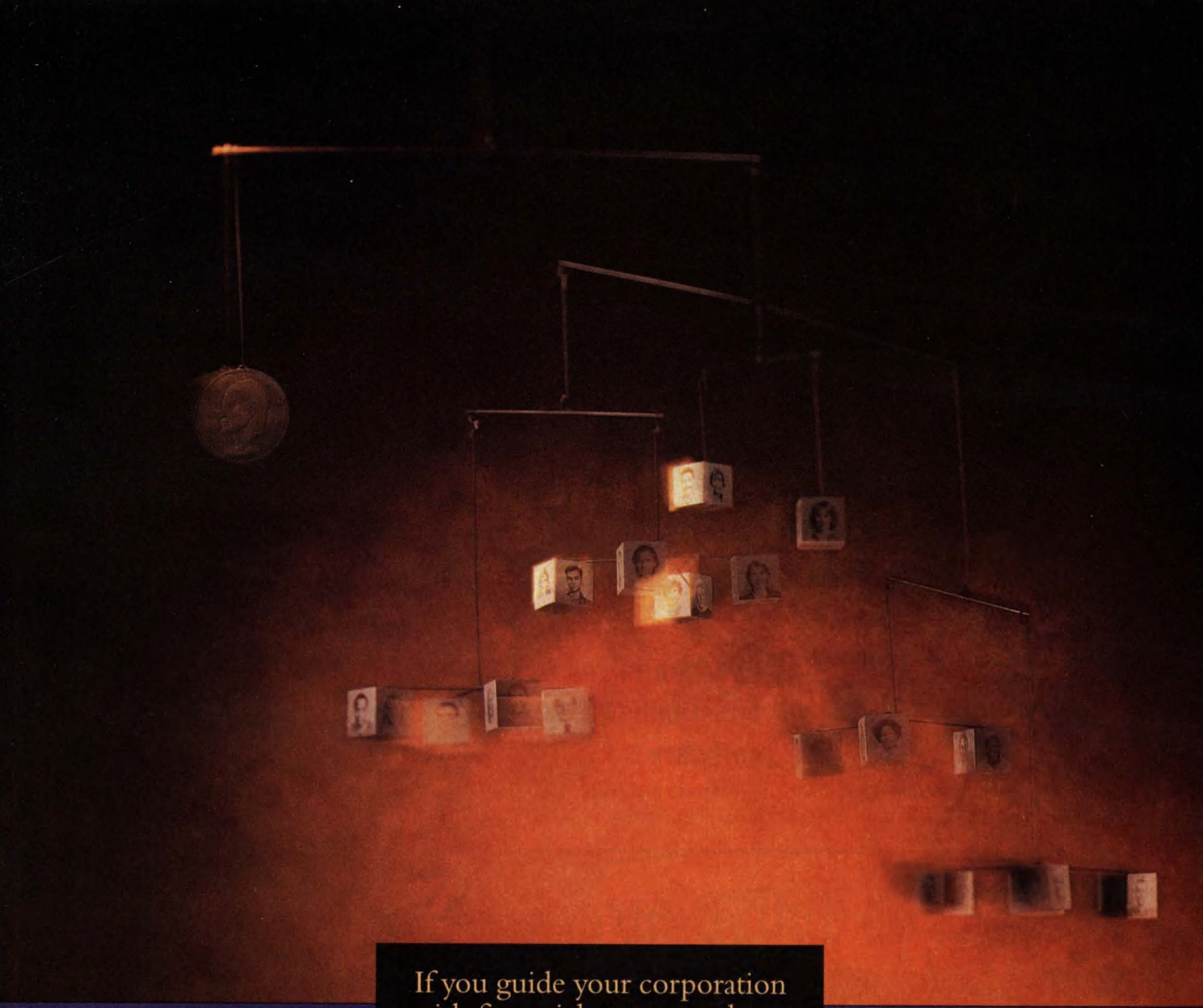
The traditional image of the pediatrician as a middle-aged family man with a satisfying, full-time job in a group practice misses the diversity of modern pediatric physicians, according to a new pediatric specialty survey, "A Profile of Pediatricians and their Practices," conducted by the journal *Contemporary Pediatrics*. The findings reflect the responses of a nationally representative sample of more than 500 pediatricians.

Today, 42 percent of all pediatricians and 58 percent of practicing pediatricians under the age of 45 are women, according to the survey. In 1995, 63 percent of pediatric interns were female. The American Board of Pediatrics forecasts that, if current trends continue, women in active pediatric practice will outnumber men by the year 2004.

"This type of change in the profession is more than just of academic interest," says Thomas Pizor, publisher, *Contemporary Pediatrics*. "Marketers trying to reach the pediatrician through advertising, detailing, direct mail, and or any other form of communication need to have a clear view of the audience for their messages. Marketing strategies and tactics are most effective when they are built on an understanding of the audience and how it will react to the product."

Although it is difficult to predict the impact of this majority shift on the practice of pediatrics, there are differences between male and female pediatricians' personal lives and professional experiences that are worth noting. At any age, the female pediatrician is more likely to be single and childless than her male colleague. Among those under 45, only 6 percent of male pediatricians are single compared to 16 percent of female pediatricians. Only one out of 10 male pediatricians under 45 is childless compared to more than one out of four females under 45. Among pediatricians over 45, 12 percent of female pediatricians are childless versus only 3 percent of the male pediatricians.

In addition to personal characteristics, the survey addresses training, information sources, prescription practices, and practice characteristics, including managed care and patient relationships. For a copy of the study, call Amy Clarke at 201-358-2224.



New dialing system designed specifically for research

Marketing Systems Group, Fort Washington, Pa., has introduced PRO-T-S (Proactive Telephony Systems), a dialing manager developed specifically for market research data collection. The system is based on a call management and auto-dispositioning module designed for the survey research environment. This system is designed to maximize production rates without the call abandonment and respondent harassment associated with predictive dialers. A point-and-click Windows interface provides beginners and experts alike with access to the underlying database management system. The initial release supports CfMC's Survent CATI software. Close integration with CfMC's sample manager enables sample requests and dispositions (i.e., busies, no answers, non-working numbers) to be automatically transferred to the Survent sample manager, while delivering contacts directly to interviewers. Features of the outbound telephone research module include capabilities for interviewer/shift management, production management and project management. For more information call 215-653-7100.

Socratic intros new questionnaire design software

Socratic Software, Inc., San Francisco, is offering VISUAL Q, a Windows-compliant market research questionnaire designer which allows running of graphical surveys for CATI, CAPI and disk-by-mail interactive formats, as well as E-mail, fax and paper-and-pencil methods. The product's pre-loaded library of research questions and context-sensitive on-line help function are designed to assist the inexperienced researcher in designing a professional questionnaire. A freely distributable Player Module allows VISUAL Q surveys to run on a respondent's or field service's PC. The product also provides automatic data entry and tracking statistics. Basic descriptive statistics, crosstabulations and data export features are integral to the core product. A downloadable demonstration of

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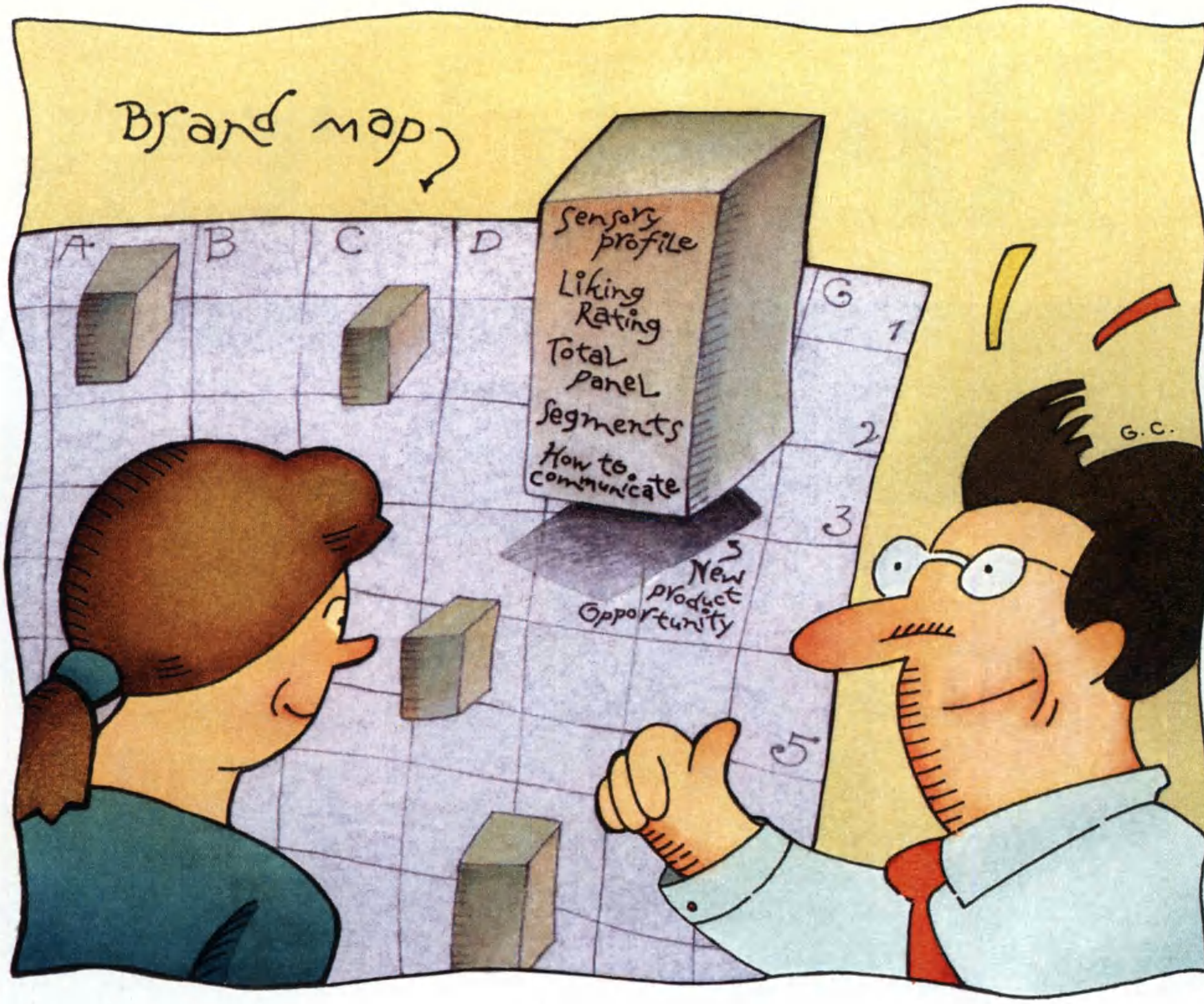
Research Calendar

TELCOM SEMINARS FROM SURVEY SAMPLING: Survey Sampling, Inc., Fairfield, Conn., is sponsoring seminars on the impact that changes in the telecommunications industry are having on survey research, particularly with regard to sampling and data collection. The seminars will be held from 8:30 a.m. to 11:30 a.m. on the following dates: May 7, Fairfield, Conn.; June 3, Los Angeles; June 5, San Francisco; June 10, Chicago; June 12, Cincinnati; June 18, New York; September 16, Minneapolis; September 18, Dallas; October 7, Princeton, N.J.; October 9, Washington, D.C. A $35 contribution is requested, which will be donated to the Council for Marketing and Opinion Research (CMOR). To register call 203-255-4200 or E-mail info@ssisamples.com. Please be sure to include your name, company and telephone and fax numbers.

FREE LATIN AMERICA RESEARCH CONFERENCE: Ziment Associates, a New York research firm, will sponsor a free conference on marketing and research in selected Latin American countries on June 5 at Ziment headquarters at 162 Fifth Ave., New York City. Representatives from member firms of the Research Alliance will speak on marketing in Brazil, Mexico, Argentina and Colombia. Space is limited. For more information call Kent Hamilton at 212-647-7200.

SAWTOOTH TECHNOLOGIES SEMINARS: Sawtooth Technologies will hold the following seminars near the company's offices in Evanston, Ill.: perceptual mapping: theory and practice, June 9; conjoint analysis: theory and practice, June 10-11; introduction to ACA & Sensus TradeOff, June 12. The seminars are designed for researchers who have had little or no practical exposure to the techniques. With the exception of the one-day introduction to ACA/Sensus TradeOff, the classes are not training classes for Sawtooth Technologies products. For information on fees and registration call Nicole Garneau at 847-866-0870 or fax 847-866-0876.

UPCOMING ESOMAR CONFERENCES: The European Society for Opinion and Marketing Research (ESOMAR) will hold a conference entitled "Fit for the Global Future?" in cooperation with the Advertising Research Foundation and Japan Marketing Association at the Hotel Ritz Inter-Continental in Lisbon, Portugal, on July 13-16. ESOMAR will also hold its 50th annual congress and trade show in Edinburgh, Scotland, on September 7-10. The theme of the conference is "Learning from the Future: Creative Solutions for Marketing Research." For more information call 31-20-664-2141 or E-mail to email@esomar.nl.



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Case history

Readdressi

Maxfli puts a new spi

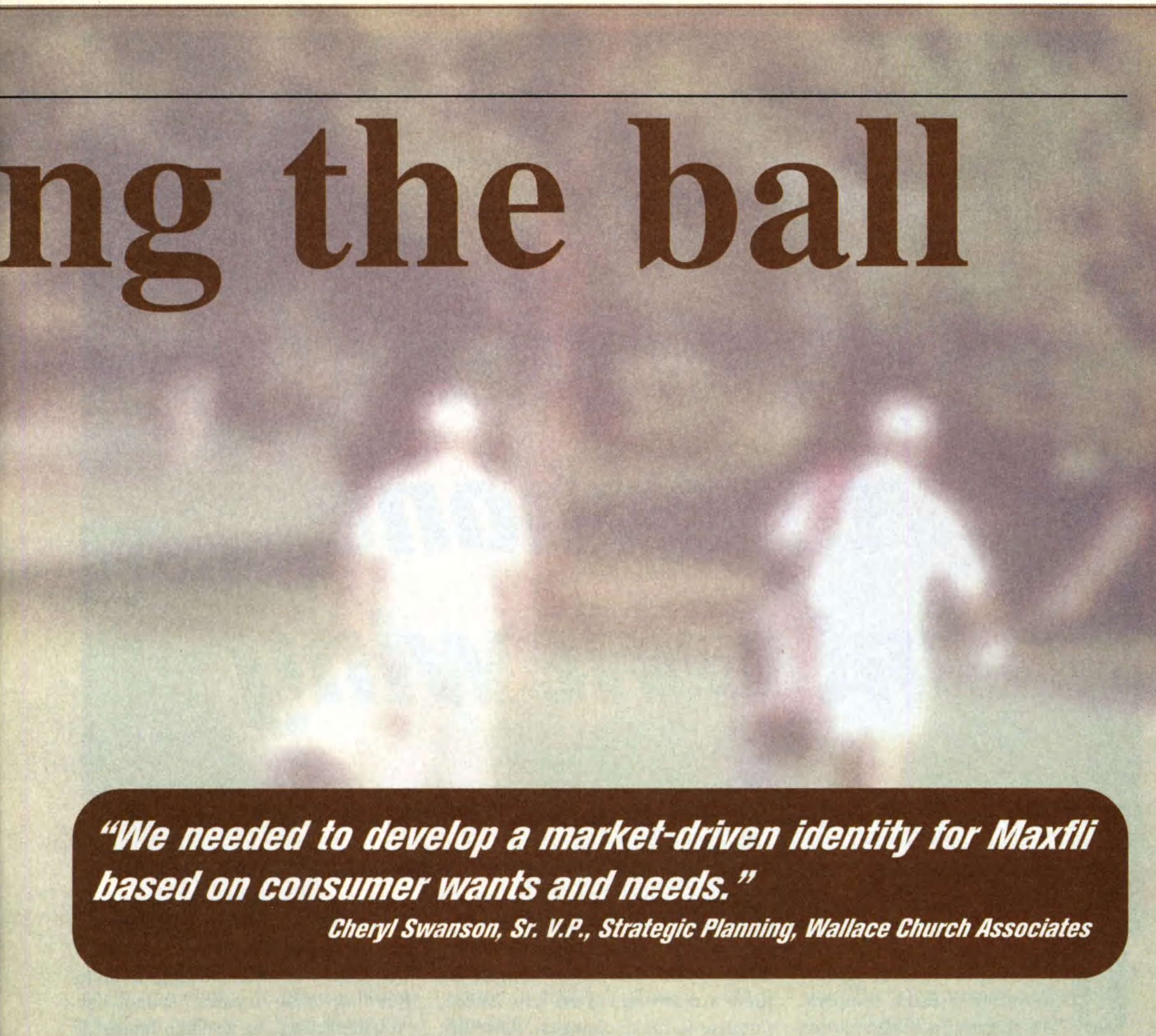
Perhaps more than any other consumer group, golfers are susceptible to manipulation. As players (some might say victims) of a game where so many things can — and frequently do — go wrong, they are forever searching for the ball, club or swing-perfecting gizmo that will inspire confidence in their abilities and silence the little voice that starts chattering the moment they address the ball.

You actually think you can hit this shot? After that last one? What happened? You must not be cocking your wrist at the right time . . .

For some golfers the answer is a favorite brand of golf ball or a $500 titanium driver with a grapefruit-sized head. No matter what it is, if it keeps your Inner Golf Devil quiet, it's your most prized piece of equipment. Trouble is, in most cases, the little voice stays quiet only temporarily. And then you have to find another talisman.

Therein lies the foundation for the multimillion-dollar golf industry.

In 1995, to increase the likelihood that its golf balls would capture the interest of golfers looking for a boost to their game, Greenville, S.C.-based Maxfli Golf began a wide ranging project to redesign its logos, packaging and advertising. The company brought in Wallace Church Associates, New York, to handle the design duties and BBDO South, Atlanta, to develop new TV and print ads.



ng the ball

"We needed to develop a market-driven identity for Maxfli based on consumer wants and needs."
Cheryl Swanson, Sr. V.P., Strategic Planning, Wallace Church Associates

n on its golf ball line

By Joseph Rydholm
QMRR editor

"Maxfli's market share was stagnant," says Debra Mager, senior vice president, account director, BBDO South. "They just couldn't seem to distinguish themselves. The golf industry is really very homogeneous in a lot of ways. There may be a few who stand out but when you look at the advertising and packaging it's all fairly similar. So our effort was to create our own niche."

Guiding these efforts were a number of research studies, including segmentation work and a variety of qualitative and quantitative approaches. "We needed to develop a market-driven identity for Maxfli based on consumer wants and needs," says Cheryl Swanson, senior vice president, strategic planning at Wallace Church Associates.

Several layers

The research process started with focus groups to uncover what motivates golf ball purchases. "We wanted to find out how people talk about golf balls," says Terry Rooke, executive vice president, director of research, BBDO South. "Do they identify a ball by its company, by the brand that's on the ball or by some numeric designation?"

BBDO found that there are sev-

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First impressions are crucial in telephone interviewing

By E.B. Feltser

Editor's note: E.B. Feltser is a freelance writer based in San Diego. She has worked as a marketing research interviewer and survey writer.

Okay, so you're a telephone interviewer at the local friendly marketing research company. You're staring at the first screen of a new survey and waiting for someone to answer the phone. In the briefing, you were strongly reminded of the Golden Rule: Read The Survey Verbatim! And there on the screen is the intro. Is it strong enough for a verbatim reading? Or will you have to make changes in order to get the job done?

[ASK TO SPEAK TO THE MALE/FEMALE HEAD OF THE HOUSEHOLD. WHEN HE/SHE IS ON THE LINE CONTINUE.]

Hello. My name is Perky Interviewer and I'm calling from Hot Shot Surveys, a marketing research company. We're conducting an opinion survey about some topics of interest. We only want your opinions. There is no selling involved. Do you have a few minutes to answer some questions?

Sounds like a reasonable start, doesn't it? And it, or a close cousin, is certainly common. But in fact it's weak, and since continued employment as an interviewer is directly related to the number of completes, there's a strong, often irresistible, impulse to make changes. After all, a telephone interviewer has maybe 10 seconds to hook the respondent, and the only tools available are the words of the survey and the interviewer's vocal persuasion.

So, what's wrong with the words? Lots. Look at it point by point.

• *Speak to the male/female head of the household*

Anybody who's ever juggled their bill paying knows that phone calls that start out asking for the head of the household are bad-news calls. Predictably, this opening seems to bring on a rash of respondents who claim to be babysitting for people who work erratic schedules 12 hours a day, seven days a week but, "Sure, call back tomorrow and maybe you'll catch them in." Apart from shooting you down before you're barely off the ground, this sort of initial-refusal-disguised-as-RNA also clutters up the call-back pool. Move this request to the end of the intro.

• *A marketing research company*

Okay, you and I know the difference, and we're proud to be working in the wonderful world of marketing research. But "marketing research" sounds like "telemarketing" to a whole bunch of people out there, and if you're lucky they won't snarl at you before they hang up. One easy fix is to change "marketing research company" to "opinion research company" and thereby nip the problem in the bud. If this is too much like a betrayal of your ideals, use "marketing research" but follow it fast with the disclaimer, "I'm not selling anything. We just do opinion surveys."

• *About some topics of interest*

This sort of vague phrase prompts many a respondent to ask, "What topics?" The interviewer must choose how to respond. Either make up an answer and risk blowing the survey design, or repeat the vague phrase and risk coming across as evasive and even downright sneaky. It's much more helpful when this what-it's-about statement is as specific as pos-

sible within study-design parameters: about household cleaning products, about automobiles. Adding geographic scope is always helpful, because it adds the weight of serious intent: a national survey about. . . ; local issues of education.

• *We only want your opinions. There is no selling involved.*

This disclaimer should be brief, personal and in the active voice. I'm not selling anything, we just do opinion surveys. Consider what it actually says: "I understand your disgust about telephone sales pitches and I wouldn't dream of doing that to you. I just want you to tell me what you think about some stuff." It's the first opportunity to connect with the respondent at a human level and start constructing the bond of trust and tolerance that leads to a completed survey. This holds true whether an interviewer favors the "I am a disinterested computer" camp's no-nonsense approach or the "I am a warm, trustworthy human being" camp's chatty approach.

• *Do you have a few minutes?*

In the ongoing debate about whether to ask this, my position is a firm "it depends." If it's mentioned, respondents frequently want to know how many (read: how few) minutes, and the survey language must supply an answer. On short surveys interviewers will often just get on with it and not mention times, although a short time frame can be an asset ("It's really short, only about 10 minutes.") But if you expect respondents to spend an unpaid half hour answering questions, at least warn them so they can turn down the heat under dinner, or whatever. One graceful way to break the news is with words like "detailed" or "comprehensive," as in, "Well, it's pretty comprehensive. But most people finish in about XX minutes," with five minutes knocked off for every 15 minutes of normal running time. The "most people finish in" phrase is also helpful, since respondents usually figure they'll do it faster and when they don't, the burden's on them.

The bottom line is, if you want your intro to be read verbatim, make sure it's something interviewers will actually read verbatim. Read it aloud, and listen to it. Does it use language that real people use? Are there reasonable answers to predictable respondent questions, such as topic and length? Finally, is the intro interesting enough to tempt you to donate part of your evening to answering the questions?

Take the time to write a strong, winning intro. Those first few seconds are crucial, because if you can't get past the intro, you can't get the complete. Besides, interviewers will instinctively start to "strengthen" a weak intro, and who knows what that might do to your survey design? ❑

Neural networks pt. II: unsupervised learning neural nets

By Mike Fassino

Editor's note: Mike Fassino is president of EnVision Knowledge Products, Media, Pa. This is the second installment of a three-part series on neural networks. The first part, "Understanding back-propagation" appeared in the April issue of QMRR.

In the first article of this series I explored supervised learning neural nets, especially the back-propagating network. To train a supervised learning neural network, one presents both the independent and dependent variables. The network's weights are slowly and systematically adjusted so that whatever the pattern of input variables, the network's output value will be maximally similar to the actual output value. As I described in the previous article, a back-propagating neural network learns a mapping from the input to the output variables. Supervised learning neural networks can only be used when it is appropriate to speak in terms of independent and dependent variables and in those applications where we know the actual value of both. The question naturally arises: what about those situations where there is no right answer, such as market segmentation and perceptual mapping, or situations where we do not know the value of the dependent variable, such as sales forecasting? In these applications, there is no specific mapping to learn and the network must discover the pattern and structure that exists in a database.

This article addresses this question by introducing a second neural network paradigm: unsupervised learning neural nets. Our focus will be on segmentation and perceptual mapping. Forecasting will be the subject of the third and final article in this series.

Unsupervised learning neural networks are appropriate when there is no uniquely correct answer and the network must learn to recognize patterns within the data, and to then organize the data so that it supports understanding of the structure and relationships among data elements. In this article, we will be especially concerned with a type of neural network known as a Kohonen self-organizing map, named for its developer, the Finnish computer scientist Tuevo Kohonen. The only other significant unsupervised learning neural network is called an ART (adaptive resonance theory) map and will not be discussed here.

The Kohonen self-organizing map (or SOM for short) results in a two-dimensional map showing the location of both respondents and survey items. In assembling the two-dimensional map, the Kohonen SOM performs three functions that make it especially relevant for market researchers. These three functions will be verbalized below and then illustrated with data from a large panel survey of attitudes toward personal investment. The three central functions of the Kohonen SOM are:

1. Topological mapping: Respondents who have a similar pattern of ratings across the set of input items end up being located close to each other in the two-dimensional

map. Obviously, this is a kind of clustering.

2. Emergent co-ordinate system: Different areas of the two-dimensional map become selectively tuned to specific survey items. The selective tuning causes a co-ordinate system of survey items to emerge which defines the two dimensions of the map. By knowing a respondent's location on the map, we can "read off" their pattern of response to the survey items.

3. Optimal discrimination: With a slight modification to the basic SOM, one can design a system in which the underlying co-ordinate system (and, therefore, the clustering of respondents) explains the greatest amount of variation in some outcome variable.

The easiest way to begin understanding these three central properties of the SOM is to dive into an actual example. Once the way to interpret the SOM is clear, I will explain how it works. I will end this article with some brief suggestions and illustrations of the unique strengths and weaknesses of the SOM.

The data

To illustrate the Kohonen self-organizing map, we will analyze a database from a large national panel. Approximately 3,000 respondents rated their level of agreement with 22 statements about personal investment strategies. The 22 statements are shown in Table 1 (see p. 49). For our illustration, we randomly selected 1,000 respondents to develop the SOM. One of the most important steps in successfully using any neural network, including the self-organizing map, with survey data is appropriately preprocessing the data. Just giving the network raw data is rarely effective.

The results

The SOM finds nine segments in this database of 1,000 respondents and provides two ways to visualize the results. One can look at the center of each of the nine segments, as shown in Figure 1, or at individual respondent points, as shown in Figure 2. Figure 1 shows the location of the center of each of the nine segments, the circles show each segment's relative size. The extreme precision and structure of Figure 1 is no accident or mistake — it is the essence of the Kohonen self-organizing map. Figure 2 shows each of the 1,000 individual respondent points. Since many points completely overlap, clusters appear as areas of greater density of data points. For example, Figure 3 shows all of the Segment 1 respondents' locations. Figure 3 represents a "blow up" of the lower left corner of Figure 2. There are 83 respondents in Segment 1. The fact that all 83 of these respondents fit into such a small area of the two-dimensional grid indicates that they form a compact cluster — all 83 have very similar ratings across the 22 segmenting items. As in a traditional point-vector perceptual map, the closer together

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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.

Susan Meyer, whose company, National Shopping Service, performs mystery shopping, supplies a list of reasons that her shoppers have given for not completing their shops:

- "I'm glad you called. I've been thinking about becoming a nun and I didn't do the shops."
- "The waiter informed me that the cook has hepatitis."
- "I could not evaluate the facility's cleanliness due to a parade suddenly marching through the lot."

Meyer also tells about one of her dedicated mystery shoppers, who reported, "I'm sorry I didn't call sooner, but my house burned down. I saved my report, though!"

Before starting *Quirk's Marketing Research Review*, Tom Quirk conducted some focus groups for a company making an insect control product. On the evening of the first two groups, the client was late, and Quirk began the meeting without the prototype package. About halfway through the meeting, the prototype package, with the product inside, arrived and was brought in to Quirk.

While the group discussed the package's appearance, Quirk tried to determine how to open the box so he could get to the actual product. Short of ripping it apart, which he couldn't do because a second group was scheduled for that evening, he just couldn't figure out how the package was supposed to be opened. So he did the logical thing — he asked participants how they would open it — but none of them could figure it out either! Receiving no help from his client in the observation room and running out of time, Quirk thanked the participants and sent them off.

After the session, the client asked Quirk why he had recruited such ignorant people.

Karen Hendersin of Quality Education Data reports that when she first started in market research in the mid-'70s she conducted many door-to-door studies. In one, interviewers asked respondents if they could take a picture of the toilet tank. They'd be paid $5 and given a sample of an in-tank cleaner (a new idea at that time). Then, later the company would come back, take a new picture, and collect opinions of the product. Some consumers became suspicious and reported her company to the police, who in turn asked local radio stations to announce that her company should not be let in because it was assumed they were casing the houses for robbery. One radio station referred to it as "the crapper caper."

Moderator Margaret Lane tells about an ad agency creative director who'd lost most of his hair. When asked his hair color, upon renewing his driver's license, he filled in, "Clear."

Speaking of hair, Saul Cohen of Saul Cohen & Associates, whose hair is naturally curly, recalls asking focus group respondents, after the warm up, if they had any questions. One woman had a question Cohen didn't quite expect, "Who's your hairdresser?"

Steve Billig of Billig & Associates tells about the typo in a proposal which a colleague sent to a client in which the ±10 percent for unanticipated costs was referred to as a "contingency feel." The client quickly called back to find out how he could get one of those.

A marketer who prefers anonymity tells about a series of focus groups he was involved with. After a long day of listening to groups, the advertising director for the client company saw fit to moon the other people in the viewing room.

He might have been making a statement on the value of the groups. The others in the room, though, just called it a case of creative hindsight.

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. ❑

Asking the right questions in telephone interviews

By Terra Friedrichs

Editor's note: Terra Friedrichs is founder of Product Management Associates, an Acton, Mass., research firm.

Asking the right questions in the right sequence is critical to successful telephone interviewing. Market research data gathered by telephone influences the spending of millions of dollars. Designing an effective questionnaire is essential to obtaining solid information on which to make investment decisions. It is essential that the person designing the questionnaire knows a client's goal for the project and can determine that the goals are realistic. The designer must also have some product knowledge and experience in what is being researched.

Obtaining accurate data depends on a combination of designing an effective questionnaire and the attributes of the interviewer. Topics to be covered in this article are: ordering the questions effectively, content of questions, asking both qualitative and quantitative questions, cultural issues, ensuring consistent answers, qualities of an ideal interviewer, appropriate length of questionnaire, use of prompts, and questionnaire flexibility.

Leverage brain power

The ideal questionnaire will order the questions to leverage a person's brain power and get them in the right mode to obtain the most comprehensive answers. The survey designer must have basic knowledge about the product and industry to insure that questions are asked in the right sequence. I use a technique that I call "tagging" of key questions to allow interviewers flexibility within the interview. There may be two or three ways to conduct an interview without sacrificing consistency. An ideal questionnaire will be flexible enough to allow the interviewer to navigate through it by taking different trails. I use tags to make sure that most critical questions are asked, and to guarantee that the interviewer can use the questionnaire with the greatest ease.

Questions must be probing enough to get to the heart of the client's focus. General questions on market size are good, but it is essential to ask specific questions to find out more specialized information. The smaller the niche being researched, the more critical are the questions.

A good questionnaire has the right mix of qualitative and quantitative questions. Intersperse "yes or no" questions with open-ended questions. Keep multiple choice answers brief enough for the person being interviewed to remember the choices easily. Interviewers must use the open-ended questions and prompts consistently from interview to interview. Interviewers can easily influence the outcome of a survey by how they ask a question. Make sure that the prompts are open-ended and do not provide a lead to the answer that could skew the results.

Effective sequence

One of the most critical aspects of survey is to ask questions in an effective sequence. Depending on the person being interviewed and their culture, it may be appropriate to ask warm-up questions first, leading up to tough questions. This is especially true in the Asia-

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David Schuster has joined *Maryland Pennysaver Group, Inc.*, as group research director.

Schuster Stakes

Vaughn Stakes has been appointed branch manager for *Marketeam Associates*' Shaker Heights, Ohio, market research, phone, field and focus group operations.

Kathleen Fischbach has been promoted to branch manager for the Minneapolis office of *Quality Controlled Services*.

Rx Remedy, Inc., Westport, Conn., the parent company of Remedy Research, has appointed **Peter Hoover** president and chief operating officer.

Geoffrey Engert, director of business development and market research at *Arbitration Forums, Inc.*, Tampa, Fla., has been elected co-chair of the Property and Casualty Subrogation Work Group within the ASC X12N Insurance Subcommittee.

Tadaaki Funayama and **Brian Heywood**, who work at the *J.D. Power* Japan office, have been promoted to partners with J.D. Power and Associates, Agoura Hills, Calif. At the firm's Torrance, Calif., office, **David Letson** has been promoted to partner-in-charge.

Robert L. McCann, Jr. has been named senior vice president-corporate planning and development and a member of Stamford, Conn.-based *ACNielsen Corp.'s* Operations Leadership Committee.

Dan Paul-Heskins has been named partner of *Bozell Worldwide*, Advertising. He has been a strategic planner with Bozell's New York office since January 1996.

Ronin Research Services, Princeton, N.J., has named **Jill Polymeropoulos** director and senior vice president.

Migliara/Kaplan Associates, a Baltimore, Md., health care market research firm, has promoted **Gerarda Collins** and **Barry Cerf** to vice president.

Elaine Hanson Cardenas has joined *Chilton Research Services*, Radnor, Pa., as a research consultant for its government/non-profit team.

Elrick & Lavidge, Atlanta, has announced a number of staff additions and promotions. In the Atlanta office, **Amy Alford** has been named project director, **Anita Shaffer** has been named moderator, **Jean Gaudreau** has been named project manager, and **Chris Echols** has been named senior accountant. In the Chicago office, **Toni Oster** has been promoted to group leader and **Debbie Sanders** to project manager. In the Kansas City office, **Terri Catlett** has been promoted to account manager and **Elizabeth Oldweiler** to account executive. In the Dallas office, **Michele DeKinder-Smith** has been named account director.

Jeff Ellis has been promoted to director, customer value assessment for *Maritz Marketing Research Inc.'s* Performance Measurement Group. In addition, **Matthew Knain** has joined Maritz as director of packaged goods research.

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Research Industry News

Fleischman Field Research has opened a new, 8,000-square-foot facility at 250 Sutter St. in San Francisco. The facility houses three large conference rooms to accommodate FocusVision, featuring three-tiered viewing rooms seating 15+ and adjacent client lounges with mounted remote viewing monitors. The fourth, smaller room will accommodate in-depth interviews and mini-groups and will seat 10 in a tiered viewing room with adjacent client office. For more information call 415-398-4140.

Shane Farrell, former vice president of international research for Macro International, Inc., and Michael Fodor, former director of Macro International's Eastern Europe Division, have left Macro to form **F-Squared Market Research + Consulting**. The Moscow-based firm will provide research services throughout the Russian Federation. The firm's address is 72 Leningradsky Prospect, 4th flr., Moscow, Russia. Phone 7-095-721-1850. Fax 7-095-721-1848.

Wirthlin Worldwide, McLean, Va., has opened a client service office in Singapore which will be headquarters for the company's operation in the Asia-Pacific region. Wirthlin Worldwide Asia Pte. Ltd. is located at 331 North Bridge Rd, #16-01/04 Odeon Towers, Singapore 188720. Phone 65-331-5280. Fax 65-334-1148. Bruce Blakeman will serve as managing director.

ICT Group, Inc., Langhorne, Pa., a provider of call center teleservices, has opened new call centers in Eddystone, Pa., and Amherst, N.Y. The Amherst call center is part of ICT Marketing Services, the company's division that offers research and financial marketing services.

Market Directions, Inc., Pittsburgh/New Castle, Pa., has moved to a new facility, featuring a phone room with 30 CATI stations and a focus group suite. For more information call 800-458-1414.

IntelliQuest, Inc., has moved to new corporate headquarters at 1250 Capital of Texas Hwy. S., Building One, Austin, Texas, 78746. Phone and fax numbers remain the same.

Sun Research Corp., Newtown, Conn., has opened a "creative retreat" at High Ridge Farm for client idea generation, team building and strategic planning. For more information call 203-270-0900.

Ellison Research has opened for business at 14804 North Cave Creek Rd., Phoenix, Ariz., 85032. Ron Sellers has been named president. For more information call 602-493-3500.

The M/A/R/C Group, an Irving, Texas, research firm, has made a long-term commitment to fund five $1,000 scholarships each year for students enrolled in the graduate marketing research program at the University of Texas at Arlington.

Spatial Insights, a Vienna, Va., geographic information services firm, has opened a Web site at www.spatialinsights.com. The site provides detailed information about the company's project consulting services, data products, software offerings and business partnerships.

Management Science Associates, Inc., a Pittsburgh analytical software and information services firm, has signed a letter of intent to acquire Focus Business Systems, Ltd., a U.K-based media software firm.

Quality Controlled Services, St.

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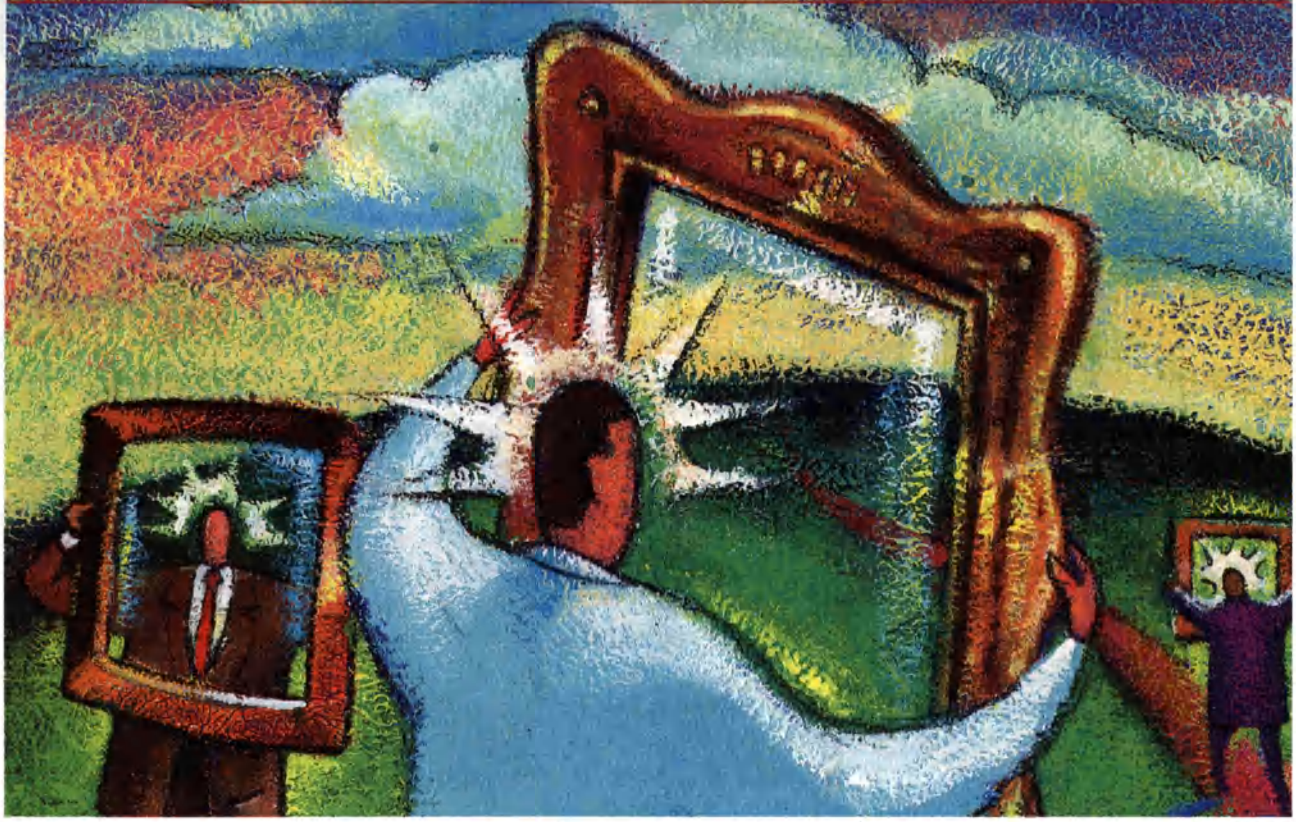


Editor's note: Yvonne Martin Kidd is president of Martin Kidd Associates, a Nashville, Tenn., research firm.

A look at focus group moderators through the client's eyes

By Yvonne Martin Kidd

Ask any focus group moderator: life in front of the one-way mirror can be a solitary existence. While moderators engage in frequent discussions with the client before, after and even during focus groups, most often these conversations are limited to details of the research project at hand. Unless specifically requested to do so, very few clients openly offer feedback about the moderator's skills and techniques or what the qualitative research process looks like and feels like from their perspective.

At the 1996 annual conference held in Montreal this past October, the Professionalism Committee for the Qualitative Research Consultants Association (QRCA) designed a presentation to encourage feedback from the client side so that focus group moderators can better understand and meet the needs of those who purchase and use their services. The committee staged "Through the Client's Eyes," a 60-minute mini-focus group in which respondents were independent consultants and QRCA members who recently served on the client side in a decision-making capacity regarding research.

Six respondents were recruited for their unique dual perspective and ability to understand the challenges and opportunities that exist on both sides of the one-way mirror. They were a geographically-diverse group of individuals boasting client-side experience in marketing, brand management and research management from companies in the packaged goods, financial services, and advertising industries. The moderator for the group discussion was Linda LaScola, a Washington, D.C.-based moderator and co-chair of the Professionalism Committee.

Key findings

There were four basic issue areas covered in this discussion. These included:

- the life of a client
- selection of moderators
- qualities of a "great" moderator
- business development

Following are key findings for each of these topical areas.

The life of a client

The client life is viewed by some respondents as "a futile exercise in time management"; these individuals describe fast-paced, hectic and often frustrating environments on the client side. They cite the continual challenge of trying to balance myriad projects and political pressures with the need to keep an eye on the "big picture." Research, though important, is just one small piece of the pie.

As a result of their experience on the client side, most respondents voice a heightened empathy for their clients. They understand their clients' situation — including the overload, demands from supervisors and company executives, and, ultimately, the need for flexibility. They feel that part of their current jobs as moderators is to make their clients look good to their internal clients. This often means "grinning and bearing" seemingly unreasonable requests regarding such things as timing or change of venue.

These respondents, based on their own experience, suggest that moderators be prepared to submit a thorough topline of the research within 24 to 48 hours of the last focus group in order to satisfy their clients' project timelines. For most projects, the preferred format for this report is a four- to five-page executive summary. Oftentimes the client will attach a brief memo for others on the project team and in management and distribute this summary in its entirety. The key piece of advice in writing reports is to be sure to query clients about their needs and preferences and to tailor the style, the length and the timing of the report accordingly.

Selection of moderators

It appears that the selection of a moderator is often left to the discretion of more junior staffers. The more senior the manager, the more they are focused on larger, strategic issues and the less interested they are in project logistics, such as moderator selection.

In relating their own experience, some of the respondents describe having a list of favorite moderators with whom they were comfortable. Once this list was established, there was little incentive to add new vendors unless this individual offered a new technique or segment specialty. Respondents were occasionally willing to test new vendors on smaller, less expensive projects before considering them for larger jobs.

Although it might provide a foot in the door, some respondents feel that there is a potential danger in establishing a reputation as a specialist — that is, becoming known for a specific technique or audience segment. Unless the moderator makes a point of showing interest in handling other types of projects, there is the possibility that he or she may become pigeon-holed into a particular specialty.

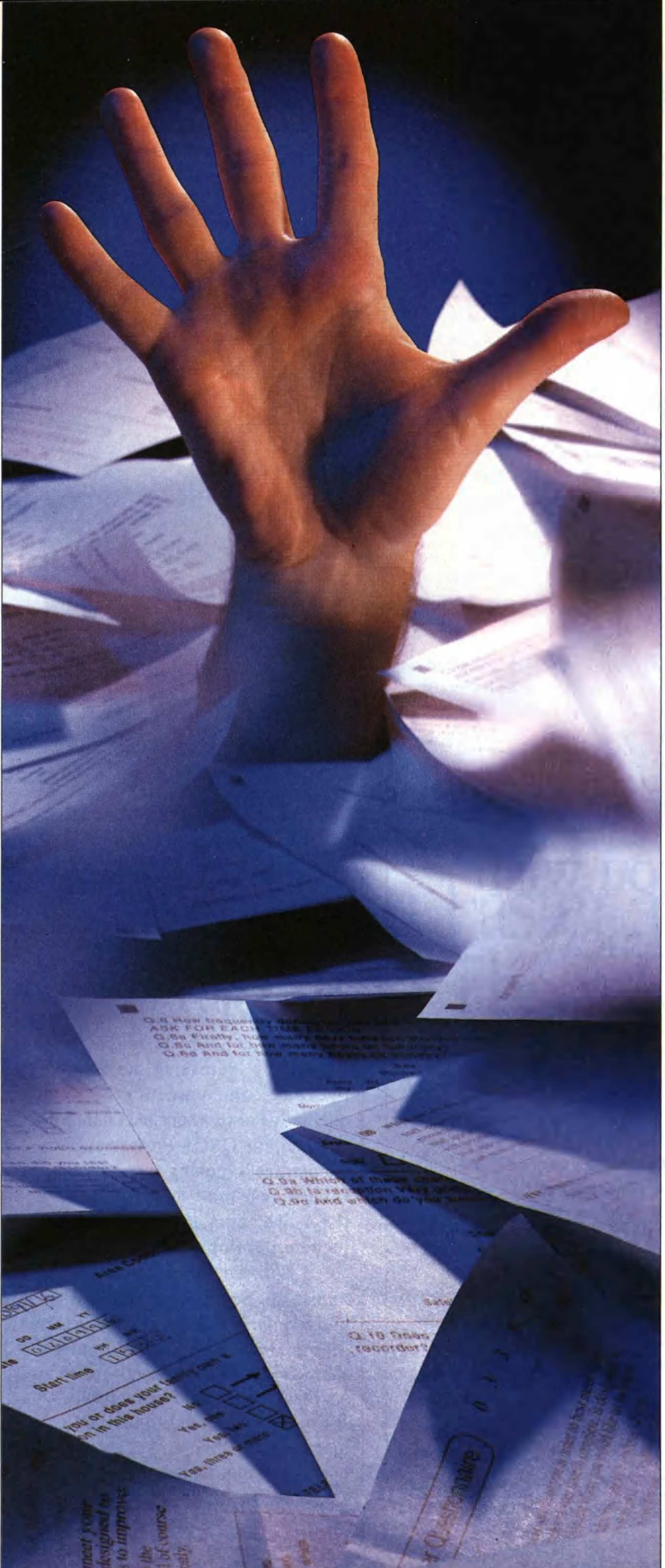
Price does not seem to be a major issue in the selection of moderators. Unless the overall project price is significantly out of line with other bids, the moderator's fee does not appear to be a motivating factor in deciding which vendor to use.

Qualities of a great moderator

Qualities that these respondents — as clients — considered part of the skill-set of a "great" moderator include:

1. An ability to understand the client's business in more than just a cursory fashion, to become an integral part of the project team, and to have credibility with senior management.

2. The ability to provide the strategic leadership in both the planning and the execution phases of a project in order to improve the overall re-



search design and to provide more relevant information on which to base decisions.

3. Providing feedback to and being a sounding board for the client at every stage of the research process, including before, during and after the groups. This included being able to turn the research findings into strategically-sound implications for the client at the end of the project.

4. Reliability, responsiveness, trustworthiness, independence, and a dogged determination to remove obstacles in order to get the job done.

5. A personal style that is a comfortable match with the client.

6. Being able to offer and/or use both qualitative and quantitative research in a complementary fashion.

As former clients, these respondents recall observing groups more for the content provided by the focus group participants; they tended not to notice or focus on the process or techniques used by the moderator. Exceptions to this seem to be when there were troublesome respondents and the clients noticed how well (or poorly) the moderator handled them, and when the moderator used new or unusual techniques.

Business development

The respondents suggest the following techniques to enhance a moderator's business development efforts.

1. Consider sales to be an ongoing part of doing business. Regularly identify new prospects and call on them as if you were selling another product or service besides yourself.

2. If appropriate, point out your shared category and industry experience to new business prospects. If you do not have relevant experience, sell yourself on the basis of your strategic skills.

3. Establish a network with clients and former business associates. Seek referrals from these individuals.

4. When presenting your qualifications and capabilities to potential clients, be yourself. Keep in mind that personal style and a personality match are an important part of their decision in selecting moderators.

Next steps

Other QRCA members who observed this focus group agreed that this presentation represented the tip of a communications iceberg and showed that there is much to be learned by increasing meaningful, two-way communication between qualitative researchers and clients. To that end, the QRCA Professionalism Committee is looking at several ways to encourage more dialogue between these two segments. Current plans include developing a QRCA-sponsored workshop to help new and established clients understand and appreciate the value of qualitative research. In addition, additional research with current clients — such as surveys or additional focus groups — are being considered to help QRCA members stay abreast of client trends, needs, and motivations. ❑

QRCA is a not-for-profit association comprised of independent professionals who share a strong common interest in advance their industry and developing their skills. Founded in 1983, QRCA is now an international association with more than 550 members in 36 states and on five continents. Members must be principals or employees of independent marketing and social research companies who are primarily involved in designing, conducting, and analyzing qualitative research. Since members must also qualify as consultants, qualitative researchers who work for advertising agencies, manufacturers, or service firms outside the research industry are not eligible. For more information call, write, fax or check out the QRCA Web site. Qualitative Research Consultants Association, Inc., P.O. Box 7576, Arlington, Va., 22207. Phone: 703-533-3280. Fax: 703-533-3650. Web: http://www.qrca.org.

Grounding attitudes in behavior – working tips for more productive research

By Stephen Turner

Editor's note: Stephen Turner is president of Creative & Response Research, Chicago.

Occasionally when I am conducting focus groups, clients, especially those who are not used to my particular style, will ask me (younger ones tend to *instruct* me) not to spend much time up front regarding respondents' current behavior vis-a-vis the subject category. The usual rationale is something to the effect of, "We have done a ton of work on the category and don't want to waste our time on things we already fully understand."

While I sympathize with my clients' need for efficiency (or escape from boredom), there is an important case to be made for a thorough discussion of respondents' recent behavioral patterns despite the fact that such conversations reveal little "news" for the client and, at least on the surface, relatively few insights regarding the product or concept being considered.

Here is the argument: Let's say we're doing focus groups about a new formulation of frozen pizza. Early on, the following exchange takes place:

Moderator: "Tell me about you and frozen pizza."

Respondent: *"Frozen pizza is pretty grim. It tastes like cardboard."*

Moderator: "But you do use it. . ."

Respondent: *"Only for emergencies. When I absolutely have no other choice. I would never use it on a regular basis."*

Moderator: "So, how many do you have in your freezer right now?"

Respondent: *"There are six. You see, we have emergencies every Thursday before soccer practice and again on Saturdays when Bill and I go out to eat and the kids have to fend for themselves."*

Clearly, this person doesn't like the idea of frozen pizza. She doesn't like herself for using it. But the truth is she does use it with considerable regularity.

Why is this information so important to gather? My client is far from naive regarding the lackluster image of the category. He has heard the above exchange many times in the past.

The answer comes with a later exchange — one following exposure of the concept being studied:

Moderator: ". . . dessert pizza with ricotta and kiwi."

Respondent: *"That's a disgusting idea."*

Moderator: "To be used only in emergencies?"

Respondent: *"Actually, it wouldn't be so bad for my Tuesday mah-jongg group. I'm always looking for something easy and different for them."*

The truth is that frequently people need to see things in the context of their own behavior before they can react to them realistically. By not accepting the respondent's first, visceral response but, instead, alluding to this individual's known behavior, the moderator has imposed a framework of thought that put consideration of the concept into a perspective reflecting what the person does rather than what she thinks.

We should note it is not sufficient to allude to people's "general" behavior. In many cases, people project an idealized vision of themselves when describing their usual patterns of activity to a group of strangers. They paint a picture having more to do with how they would like to see themselves than what actually transpires in their lives.

"I rarely watch television. When I do, it's the news and National Geographic. *And, I hate advertising. It's an insult to my intelligence."*

(This last sentence, incidentally, appears to be hard-wired, word-for-word into the psyches of most Americans.)

This is a statement of personal legitimacy. It is posturing — a way of telling others in the group that you are socially aware and adept. If you don't allow people the opportunity to make such statements as if they were gospel, they will never tell you the real truth about their lives. They will get stuck in the business of documenting the public persona they are trying to establish and carefully screen you from their private one.

But ask the same person what happened yesterday and you will find out that . . .

"Yesterday was unusual. I watched Seinfeld *— my favorite — and the Country Music Awards, which only happen once a year. Did you see that Bud Light commercial? It was hysterical."*

Here the respondent is dismissing yesterday as an anomaly — not a true reflection of his "usual behavior." He can talk comfortably about his television habits because he has made it seem atypical. He can even disregard his own disdain for advertising. *This is an unusual case. This isn't the real me we are talking about here.*

The interesting thing is that yesterday is almost invariably seen as an anomaly. Same thing with the day before yesterday — and the day before that. The fact is, we rarely do what we "usually do."

It's not that we lie about our behavior; it's that our memories get colored by our social aspirations. We replace lost details with good ideas. In the end, assessment of one's "general" behavior is almost always as much an expression of attitude as it is empirical observation.

Attitudinal information is important. Knowing that people have some serious misgivings about frozen pizza gives us some critical insights on how to position our new pizza. At the very least, we know we can't rely on a foundation of goodwill to help sell-in the basic concept.

But the job of a good researcher (qualitative or quantitative) is to put what consumers say into focus by plugging it into what they do, not just what they say. As experts in consumer-speak, we should be able to wade through the posturing of a social discourse to a more realistic interpretation of what it all means.

The only good way I know of doing that is to spend some time up front finding out what these people's lives are like, even if it means we are "wasting our time" getting information that is of limited use in and of itself. So, eat some more M&Ms and relax. Your patience will pay off in a better final report. Guaranteed. ❑

Comment cards and rating scales: Who are we fooling?

By Joseph Duket

Editor's note: Joseph Duket is president of Q&A, Inc., a Smyrna, Ga., research firm.

As a marketing researcher, I have acquired a hobby of collecting comment cards whenever and wherever I find them. These innocuous little cards come in every size and shape imaginable, from official-looking trifolds addressed to "Chief Executive Officer" to simple index cards with a few lines for open-ended feedback. The one thing which almost all cards have in common, however, is that they paint a distorted picture of customer satisfaction.

Studies have shown that 26 out of 27 dissatisfied customers — 96 percent — never voluntarily complain. Yet companies from mom-and-pop to Fortune 100 still rely heavily on these cards for measuring customer satisfaction. Compounding the dubious reliability of comment cards, companies create further bias in the design of their rating scales. As shown in the chart below, one must wonder how confused customers are with this semantic hodgepodge.

With the exception of one company that didn't think highly enough of itself to warrant an *excellent* score (*very good* was its top rating) and another that chose to deceive itself by assigning *below average* as its lowest score, the only terms which seem to be universally accepted are *excellent* and *poor*. All other terms and ratings points in between are nebulous

6-Point Scales:

(Excellent)	6	5	4	3	2	1	(Poor)

5-Point Scales:

Excellent	Very Good	Good	Fair	Poor
Excellent	Above average	Average	Below average	Poor
Excellent	Good	Average	Fair	Poor
Exceptional	Very good	Good	Needs improvement	Unsatisfactory
A lot above average	Above average	Average	Below average	Poor
A=Outstanding	B	C	D	F=Failing
5 (Excellent)	4	3	2	1 (Poor)
5 (Excellent)	4	3 (Average)	2	1 (Poor)

4-Point Scales:

Excellent	Good	Fair	Poor
Excellent	Good	Average	Below average
Great	Good	Fair	Poor

3-Point Scales:

Excellent	Fair	Poor
Excellent	Good	Poor
Excellent	Okay	Poor
Exceptional	Acceptable	Disappointing
Very good	Satisfactory	Unsatisfactory
Exceeded my expectations	Met my expectations	Did not meet my expectations

2-Point Scale:

Yes	No

to say the least.

According to Funk & Wagnalls, the term *excellent* means "being of the very best quality." As a superlative term, it requires no qualifier or adjective to increase its impact. One person or company can not be more excellent than another. If you're doing the best job or providing the best quality, no one can do better.

For the word *poor*, however, Funk & Wagnalls uses the synonyms *inferior* and *unsatisfactory* in its definition. Confusion arises when the word *inferior* is described as "lower in quality, worth or adequacy; mediocre; ordinary." *Mediocre* is then defined as "of only average quality." So, taking this exercise in interpretation to the extreme, poor performance could actually mean an average rating.

Good is perhaps the most misunderstood term used in rating scales. What exactly is good performance when it comes to customer satisfaction? As clearly shown in the examples, some companies consider good to be synonymous with above average while others consider good to be the same as average.

Average, the term many firms use as their mid-point in the scale, can be misconstrued, as well. Average can be defined as the arithmetic mean (as in batting average) or a synonym for ordinary or mediocre. If used as the mean, who determines what average performance is? According to many people, the average customer service for Ritz Carlton hotels or Nordstrom department stores is excellent. And, on the other hand, the average (mean) service level for many fast food restaurants is poor.

Depending on which scale you're using, words can have far different meanings. On a three-point scale, *fair* can be synonymous with acceptable or satisfactory while on a four- or five-point scale it's comparable to *below average* or *needs improvement*. There is danger in using the term *needs improvement* for a "D" rating since employees and managers can look upon a "C" as good enough to not warrant improvement. Does the company only need to improve when it has reached the point where customers are defecting in droves? In the real world of customer service, any score other than excellent needs improvement.

Many companies, either consciously or unconsciously, stack the deck in their favor by employing rating scales skewed to the positive side. Such scales as:

Excellent	Very good	Good	Fair	Poor
Excellent	Good	Average	Below average	
Very good	Satisfactory	Unsatisfactory		
Excellent	Okay	Poor		
Excellent	Good	Poor		

will obviously produce much higher positive scores than if more equitable scales were given or more relevant terms used. Companies can also lull themselves into a false sense of security as in the example of the company above which used below average as its lowest rating.

I can hear the customer service manager explaining to the CEO now, "Well, our customer satisfaction scores are below average but at least we're not failing."

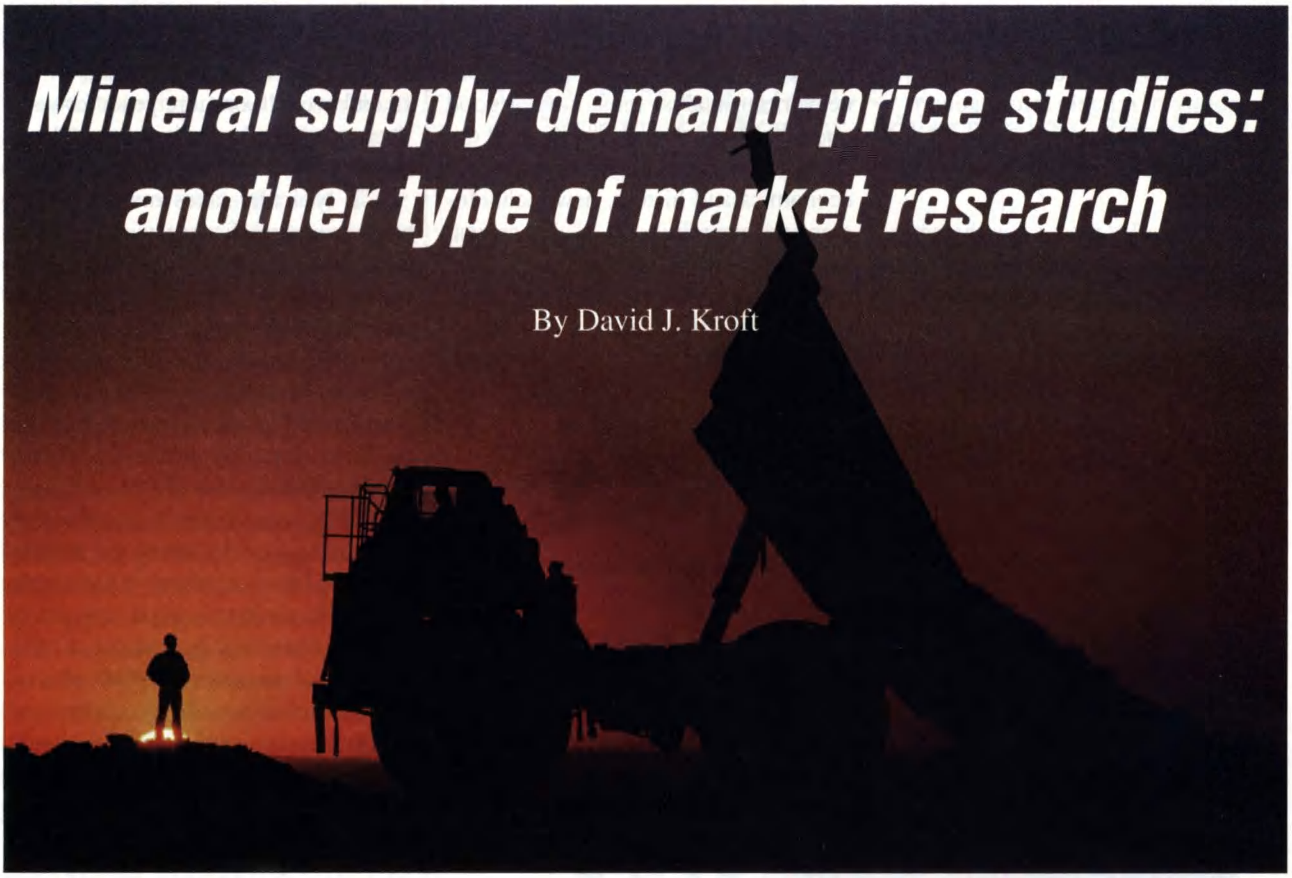
The most disturbing aspect of this name selection process — and the one which has the most detrimental effect on business — involves the middle-of-the-road satisfaction score. Whether it's called average, good, fair, okay, acceptable or satisfactory, the fact remains that no business should accept such a rating as positive. At best, a "C" means the company is providing the bare basics of quality or service. Just as it means in the scholastic arena, a "C" student is doing just enough to get by — nothing more and nothing less. It's a marginal passing score that should not be considered acceptable if the business expects to retain customers and prevent defections. And, most certainly it should never be misconstrued to be a good score.

I don't know too many parents with high aspirations of their child attending a good college who would look at a report card of all Cs and say, "You're doing okay!" or "Good job!" And I can't imagine any proud parent telling a child with a D that he or she did "fair." Yet companies continue to pat themselves on the back for mediocre performance by attaching such words to their rating scales.

The bottom line for measuring customer satisfaction in the first place is the impact it has on retaining a customer's business. One suggested scale that provides not only more relevant meanings but their possible impact upon customer loyalty is shown here.

Grade:	Name:	Definition:	Impact on Customer Loyalty:
A	Outstanding	Highest achievement	Very strong loyalty; positive referrals likely.
B	Good	Making an effort	Happy customer for the most part.
C	Marginal	Barely getting by	Riding the fence; could possibly defect.
D	Poor	Falling short	Disappointed; will probably defect.
F	Failing	Flunking	Definitely will defect; negative word-of-mouth very likely.

Companies should realize that customer satisfaction ratings can be easily biased by not only the methodology of data collection but semantics, as well. It's time we begin to inform our customers and employees what the ratings mean and how they are to be interpreted. ❑



Mineral supply-demand-price studies: another type of market research

By David J. Kroft

Editor's note: David J. Kroft, Ph.D., is policy development specialist with Oregon Division of State Lands in Salem, Ore.

Virtually every consumer product contains or is manufactured, processed or grown using minerals. The paper on which this article is printed, the light bulbs and computers in your home or office, the streets and sidewalks you use every day, the fertilizer you apply to your garden and even many of the foods you eat contain or were processed using products which have been mined.

Certainly many people have heard the names of a number of the more commonly used minerals and metals required in these and other consumer products. For example, clay is used in paper; tungsten, aluminum and copper in light bulbs; cobalt, silver and gold in computers; sand and gravel in sidewalks; phosphate, potash and sulfur in fertilizers; and salt in many foods. However, few consumers of these products are aware of where these minerals come from, how they are produced, in what forms they are used and whether substitutes exist for them. Even less well understood by consumers are the problems encountered by manufacturers in obtaining the minerals they required and mining companies in meeting demand for their production.

This article discusses a little-known type of market research used by many types of companies and organizations to forecast the future supply of, demand for and price of mineral commodities. It considers not only how such studies are conducted, but also the difficulties involved in undertaking such analyses.

Who uses mineral market research studies?

Many types of users exist for mineral market research studies. Nearly every mining company relies on mineral market research studies to determine the types of mineral deposits to explore for or acquire, whether a mineral discovery can be profitably mined, the competitive position of a mine, as well as the best way to market the product. Mineral purchasers often rely on such studies to obtain information concerning the projected availability and future price of the minerals they use. Mining equipment manufacturers consult this type of research to forecast the demand for various types of mining and mineral processing equipment, and major land owners to determine the value of mineral deposits on their holdings. Financial institutions and brokerage firms incorporate the results of mineral market studies to decide whether to lend money on mining projects and to evaluate mining companies, stocks and bonds. And lastly, governments often commission mineral commodity studies to use in developing domestic and foreign policy.

To obtain mineral market research, many mining companies and governments employ minerals economists. Other organizations requiring mineral supply-demand-price data often purchase such studies from consulting firms specializing in this discipline. Studies conducted by consulting firms may either be multi-client or proprietary. Their cost can vary markedly depending on the experience of the firm, number of minerals considered, size of the geographic area in which the minerals are produced and/or used, complexity of the market, depth of information required by the client and availability of reliable information.

The nature of mineral market research

Mineral market research is characterized by what are often long forecast periods, a lack of reliable market data, complex supply-demand-price interrelationships, regional economic uncertainties and the unpredictability of government and corporate actions. In many ways, developing a mineral market research forecast is as much an art as a science. To be successful in this endeavor, an analyst must have a good understanding of geology, mineral extraction and processing methods, world economics and history, new technologies and geopolitics. It is also critical that s/he have the ability to collect and analyze what is often disparate, fragmentary and/or unsubstantiated information.

Long-term forecasts: Many forecasts of mineral supply, demand and price attempt to project market conditions under a variety of economic and technological scenarios for periods of 10, 15 and even 20 or more years forward. There are several reasons that such long-term forecasts are necessary:

- It typically takes many years to bring a mineral discovery into production. Once a discovery is made, considerable time and money must often be spent conducting geological, engineering, environmental and project feasibility studies, as well as obtaining required permits and project financing. If this preliminary work indicates that the deposit can be economically mined, many additional years and millions of dollars are then required to bring the mineral discovery into production. For example, BHP's Escondida copper deposit in northern Chile was discovered in 1981. However, it was not until 1990, after an expenditure of over $836 million, that the first copper concentrate was produced from the mine.

A major mine will have reserves sufficient to operate for decades. Additionally, payback periods for project loans may also extend for many years. Therefore, to determine, for example, the competitiveness of a mine over its operating life, such long-term supply-demand-price analyses are required.

Data availability: It is often difficult to obtain even the most basic mineral production, consumption, or price data for many countries, much less information concerning, for example, the operating and capital costs for individual mines. Because many minerals are internationally traded, determining where the output of a mine is processed or ultimately used is frequently subject to considerable speculation. Even when supply or demand data are available, they may be out of date, inadvertently or intentionally misleading, or presented in a way which requires considerable analysis in order to "extract" the requisite information.

Complexity of markets: The complexity of the market for a mineral depends on many factors, among which include the size of the market area, the number of producers and consumers and the variety of end uses. Some minerals, such as sand and gravel, are typically produced by a limited number of producers and consumed by many end-users, all within a relatively small market area. Conversely, other minerals such as gold are produced by many mining operations throughout the world and are internationally traded. Numerous other variations exist in market complexity. In general, as the size of the market area and number of producers and consumers increase, so also does the complexity of the study.

Similarly, the number of uses for and form(s) in which a mineral is consumed also impact the complexity of a mineral market analysis. Many minerals are required in a variety of forms by often thousands of primary consumers and even more secondary users. To forecast demand for a mineral, an analyst must understand what forms of the mineral are required in various uses and whether other minerals may be readily substituted for the mineral under study. Often, a consumer may switch from one mineral or form of that mineral to another, or to a different material completely. It is therefore necessary to understand not only the reasons for and point in time when such a change is likely, but also the impacts such a substitution can/will have on the market balance.

Coproduct-byproduct relationships: A factor complicating a mineral market analysis is that one mineral may frequently occur as a coproduct or byproduct of another mineral. For example, many deposits of copper contain associated lead, zinc, molybdenum, gold and/or silver. Similarly, rutile and ilmenite (titanium-bearing minerals) are often found together with zircon in the same deposit. Many other examples exist.

Because of these geologic relationships, the production and price of the mineral under study may be contingent on the supply of or demand for the other associated mineral(s). When this is the case, market research studies may also have to be conducted for each of the associated minerals as well.

Recycling: Some minerals are consumed fully in their principal end use, for example, petroleum when used in the manufacture of gasoline, or potash in fertilizer. However, many other minerals are typically recycled such as glass, lead, copper, silver and aluminum. The amount of a mineral recoverable for reuse during or after the manufacture of a product can be a significant factor impacting global availability of that mineral. The markets for aluminum and silver illustrate this point. As much as 25 percent of United States demand for aluminum is derived from recycled scrap. Similarly, recycled silver satisfies about one-half of this nation's demand for this metal.

To determine the amount of recycling which can occur, estimates must be made of the useful life of each of the major products containing the mineral, as well as the ease and cost(s) of recovering it. Additionally, the projected price of the mineral and the rate of introduction of new technologies also effect scrap availability. Typically, as the price of a mineral increases, so also does the amount of effort placed on recovering the mineral from products for recycling. It is no coincidence that thefts of copper wire from utility poles increase markedly when the price of that metal reaches new highs.

Economic trends: Critical to determining demand for a mineral is obtaining reliable information concerning economic trends within the study area. For many regions, economic forecasts may not exist or be reliable. Even when such forecasts have been developed, they are generally for a very short term, seldom exceeding five to 10 years. Therefore, analysts must often develop a range of regional economic forecasts to use to drive mineral supply and demand forecasts.

Exogenous factors: Mineral markets can be substantially impacted by unpredictable events. Among these occurrences are labor strikes, perceptions of shortages in supply, wars, energy crises, natural or other disasters and the formation of cartels. Similarly, changes in government policies concerning tariffs, import restrictions, self-sufficiency goals and stockpiling can dramatically affect world markets.

The actions of speculators in the market(s) for a mineral can also dramatically change market dynamics. Such an example occurred in the silver market in late 1970s and early 1980s when the price of the metal sharply increased from around $5 to $48 per troy ounce. This rapid price escalation was due to an attempt by some investors to "corner" the market for silver, an event which could not have been predicted but which had a major impact on the supply of and demand for this metal.

Forecasting methods

As already indicated, conducting mineral market studies is a challenging endeavor. Critical to the preparation of such studies is obtaining and developing reliable production and consumption data, understanding the dynamics of the marketplace and selecting a model which reflects market behavior.

Data collection - marketplace analysis: Because mineral supply and demand data are often not available or may be unreliable, the analyst must frequently develop this information from scratch. One way to do this, and to gain an understanding of market interrelationships, is to conduct extensive reviews of industry trade journals, financial reports and government documents and databases. Another method is to interview mineral producers, consumers and trade organizations. To augment this information, visits to observe, for example, the operations and types of equipment used at a mine, or to transport the mineral to a shipping point or end user can also prove valuable.

In many instances, mining engineers and geologists are asked by an analyst to determine the capital and operating costs, as well as production capability of selected mining operations. With such information, the analyst can determine how much output various mines can produce at different price levels and for how long.

Model selection - development: Numerous types of models and modeling techniques have been developed to forecast mineral supply, demand and price, and to test market sensitivities. The choice of which model to use depends on the nature of the mineral commodity, purpose of the study, length of the forecast period, availability of reliable data and the analyst's understanding of market dynamics.

Unfortunately, given the often unique characteristics inherent in the market(s) for many minerals, no single all-purpose model exists to develop forecasts of mineral supply, demand and price. Although many mineral market supply-demand-price projections are publicly available, most of the models used to develop these forecasts are proprietary. Without a good understanding of how the model used to generate a forecast is constructed, reliance on such projections in a market analysis is risky. Therefore, unless an analyst has previously conducted a market study for the mineral, it will usually be necessary for him/her to create a new model.

When conducting a market study, analysts often combine and/or hybridize various models and modeling techniques to develop the model of the subject mineral market. A model may be very simple, comparing only projected supply and demand, or extremely complex, employing an econometric approach. A relatively simple supply-demand model would typically be used in an analysis of the market for sand and gravel. For this commodity, the most significant factors establishing market area dynamics and competitiveness are the ownership, degree of vertical product integration, transportation costs and relative distance from centers of demand of the aggregate producers. Conversely, a model of the copper market would be much more complex and likely contain a number of interlinked sub-models, the results of which serve to drive the larger model.

Forecasting caveats

Because the market for any mineral is dynamic, any supply-demand-price forecast is subject to change. As new deposits are discovered and brought into production, older mines exhaust their reserves, changes in use occur and government policies are adopted, the conclusions of a market research analysis may not longer be appropriate. Therefore, before any person uses the results of a mineral market research study, s/he must consider how long ago the effort was conducted and whether it is appropriate to commission an update of the analysis.

As in the case of any research analysis, it is important that the person using the results of a mineral market study fully understand how it was prepared and the methodologies and assumptions used. Ideally, the person commissioning a mineral market study should maintain close contact with the analyst during the entire research effort. By so doing, both the analyst and the user benefit: the analyst by being able to ensure that the research provides the results needed by the user; the user by knowing the study's limitations. ❑

Survey Monitor

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"A major issue facing manufacturers is the required 55-cent+ face values in markets with retailers that double coupons to attract customers," Marx says. "When most or all retailers double coupons (usually to a 50-cent limit) the competitive balance is back to where it started — only with higher costs to retailers."

Because retailers can't seem to end this high-cost practice by themselves, they pressure manufacturers not to use 20- to 50-cent coupons (which could be doubled), according to Marx, but to use 55-cent values. These higher value coupons cost more for the manufacturer, not the retailer.

The Marx analysis shows, however, that not all consumer product companies and their coupon companies abide by the "55-cent+ rule." Companies with strong brands, such as Procter & Gamble and Lever, use whatever values suit their brands, even if the retailer has to double the coupons. Other companies, however, agree to only place coupons with values of 55 cents+ and incur the higher costs on each coupon redeemed.

"If manufacturers employed the practices of companies such as P&G and Lever for example in valuing coupons," Marx says, "they could eliminate the incremental costs of 55-cent+ coupons in most markets. This savings will positively impact a company's bottom line." For more information call Lynn Liddle at 313-591-3000.

Consumers draw line between on-line information and privacy invasion

A new study by Cyber Dialogue, a New York firm specializing in on-line research, titled "Capturing Visitor Feedback: An Investigation Into Business's Need for Information vs. the Consumer's Need for Privacy" identifies ways for corporations to gather consumer feedback on-line without turning away valuable customers.

While concerns about privacy and receiving unwanted solicitations are barriers to interaction, the survey reveals that for most "netizens" (76 percent), submitting personal information on-line is seen as a positive way for companies to learn about customers.

Ninety-two percent of respondents are willing to indicate hobbies and special interests on-line in exchange for customized content; and a strong majority are also willing to participate in short surveys (77 percent) and fill out demographic information about themselves (73 percent) in order to have on-line services tailor content to their specified needs.

Willingness to interact with sites is high, the survey reveals, but drops significantly as information requested becomes more personal. Nine in 10 on-line consumers surveyed report openness to submit information about their interests and attitudes, even their age and education (89 and 90 percent respectively). However, likelihood to share drops off significantly for more personal information such as name (67 percent), salary (29 percent) and particularly credit card numbers (4 percent).

According to the survey, site registration can play an important role in profiling site traffic, if used constructively and non-intrusively. Roughly one-third of on-line users feel registration forms are a waste of time (including 10 percent who feel it is a direct invasion of privacy). However, more netizens (38 percent) surveyed consider the sign-up process to be a positive way for the site to interact with customers or a mechanism for identifying and delivering relevant customized content (34 percent). "Customers willingly appreciate the need for gathering visitor feedback if they receive something of value in exchange for their efforts," says Kevin Mabley, Cyber Dialogue's director of research. "To avoid leaving visitors with a bad taste, incorporating registration forms on a site should be optional, non-intrusive and positioned as a way for customers to receive added value from the site on their next visit."

The majority of on-line consumers surveyed revealed what they desire in return for taking time to register at a Web site is not what they believe they actually get. Rewards such as enhanced access (77 percent), customized content (68 percent) and ability to chat (53 percent) are what people want from a site, but visitors perceive their information is really being used for solicitations and distribution lists (51 percent) and junk mail at home (49 percent).

The research was conducted on-line monthly from August through December of 1996. The report represents a compilation of findings from each of the five monthly studies, in which between 300 and 500 respondents participated. These respondents were selected from within the Cyber Dialogue network of on-line consumers. For more information call 212-804-1170 or visit the company's Web site at http://www.cyberdialogue.com.

Global study finds most believe in environment/health link

A majority of people in all but one of 17 countries studied believe that environmental problems now affect their health. In most countries with comparative data, these health concerns are significantly deeper than was the case five years ago. The results would seem to contradict the belief among many policy-makers that the environment is fading as a concern for their citizens.

These are the findings from a question fielded to representative national samples of average citizens in 17 countries during the fall of 1996. The research was conducted by International Research institutes (IriS), a global network of independent market research and consulting firms. IriS member companies asked over 15,000 citizens in participating countries the following question: "Please tell me how much, if at all, you believe environmental problems now affect your health — a great deal, a fair amount, not very much, or not at all?" In all but one of the countries surveyed (the Netherlands being the sole exception), a majority of citizens responded that their health was affected "a great deal" or "a fair amount" by environmental problems.

People living in developing countries and southern Europe are by far the most likely to believe that their health has been affected by environmental problems. In fact, Greece and Cyprus are the two countries where there is an almost unanimous belief among citizens that this is the case. In Cyprus 90 percent believe that their health has been affected a great deal (64 percent) or a fair amount (26 percent) and in Greece the corresponding percentages are 66 and 23, respectively. Other countries which are at the top of the list in terms of people believing that their personal health has been affected by environmental problems include Chile (84 percent, a great deal or fair amount), Peru (80 percent) and Portugal (80 percent).

In wealthier and more developed countries, this belief by residents that their own health has been affected by environmental problems is also very high. These include Finland (75 percent), Germany (69 percent), the United States (69 percent), Spain (65 percent) and Australia (63 percent). Majorities also feel that their health has been affected in Great Britain (60 percent), Canada (59 percent), Sweden (55 percent), Belgium (54 percent) and Japan (51 percent). The only exception is the Netherlands where only four in 10 residents believe that their own health has been affected by environmental problems.

In general, women and younger people are most likely to believe that their health has been affected, although in most countries a majority of men and older people also believe this to be the case.

The extent to which people believe that their health has been affected by environmental problems has increased over the last five years in almost every country for which tracking data is available. In nine of the 17 countries surveyed by IriS companies, the same question had been posed in 1992 in the Health of the Planet Survey conducted by the Gallup International Institute. In seven of these cases, the proportions show a significant increase: Switzerland (up 31 points since 1992), Chile (up 28 points), Japan (up 28 points), Portugal (up seven points), Great Britain (up seven points), Canada (up seven points) and the Netherlands (up five points). In Germany, while overall health concerns have gone down two points since 1992, those believing their health has been affected "a great deal" has increased by 10 points. In the United States (up two points), there has been no significant change in health concerns over the last five years.

International Research Institutes (IriS), with offices in Brussels, currently includes 23 member companies covering North and South America, Western and Eastern Europe, the Middle East, Asia and Australia.

A number of IriS member companies are currently participating in a more extensive survey of environmental public opinion: the first annual International Environmental Monitor survey. This subscription-based research study is currently interviewing over 30,000 average citizens in 28 countries to explore global public opinion on a range of environmental and resource issues, including 10 tracking questions asked on previous international surveys. For more information call Jim Fouss at 609-921-3333.

Sprint offers the right price, but AT&T is still consumers' choice

As telecommunication giants battle for more customers, a new study by Aragon Consulting Group's Research Division in St. Louis reveals that 34.8 percent of adults in the United States, who were not lured by AT&T's 15-cent flat-rate offer would make the change if offered a nine or 10-cent-per-minute rate for toll calls.

Still, Aragon, a management and marketing consulting firm that specializes in telecommunications, reports that 19.7 percent of non-AT&T customers are not interested in switching to AT&T at any price.

"However, if all long distance carriers were to offer the same flat rate pricing option and consumers were then asked to pick their provider, AT&T then becomes their top choice," says Gary Miller, president of Aragon Consulting Group. "Nearly 51 percent of people we interviewed would select AT&T in this situation, while the next most frequently given response (15.5 percent) was the local telephone company."

Approximately 41 percent of AT&T's customers say they are aware of the company's 15 cent flat rate; however, only 6.4 percent of those who are aware report that they made the switch to AT&T as a result of the 15-cent offer. Nearly 85 percent of these people were already AT&T customers.

"There doesn't appear to be an advertising effectiveness problem. People understand that they have flat-rate options available to them via various carriers," Miller says. "In fact, mote than half (50.4 percent) of the people we surveyed tell us that they have heard about flat-rate services."

When the consumers who say they are aware of flat-rate offers are asked to identify companies with flat-rate programs, most mention AT&T (52.0 percent); 27.7 percent say Sprint; 24.8 percent say MCI; and 6.9 percent say LDDS, WorldCom or WilTel.

"Since most consumers are familiar with current flat rate programs, the phone companies need to employ another strategy to win the telecommunications turf war," says Miller, who suggests bundling other services with flat-rates.

"To use the AT&T 15-cent offer as an example: Nearly three-fourths (73.7 percent) of non-AT&T consumers say they are not interested in that offer while 14.7 percent express at least some interest," says Miller. "However, the pendulum swings in the other direction if a phone company starts to sweeten the pot with additional services."

Aragon's research shows that cellular and mobile service customers express more interest in a 15-cent offer when the cellular service is added to the package. Interest climbs to 49.5 percent among these consumers while the percentage of those who are not interested declines to 39.7 percent.

Likewise, consumers who have PCs at home are more interested in the 15-cent rate for toll calls when the deal includes free Internet access, according to the Aragon study. Interest increased to 53.9 percent among home computer users while the not interested group shrunk to 40.4 percent.

"When you offer consumers who use a PC at home a package that includes 15-cents-a minute flat-rate for toll calls and cellular/mobile service, and free Internet access, 50.0 percent say they're interested," says Miller. "And on the flip side of this equation, 42.3 percent say they're not interested.

"The message for the local and long-distance phone companies is: Bundle your services under a fixed flat-rate that includes cellular, long-distance and Internet access," says Miller.

A national random sample of 401 was drawn to complete Aragon's research, which produced results within a ±5 percent margin of error. For more information call 314-726-3403.

FDA too slow in approving drugs

American consumers think that the FDA takes too long to approve prescription drugs for over-the-counter use, according to a recent survey conducted by CDB Research & Consulting, Inc., the research subsidiary of the public relations agency Creamer Dickson Basford, New York.

"The buying public wants access to medications formerly available only by prescription because they are perceived as being more powerful than existing over-the-counter products," says Dr. Larry Chiagouris, executive vice president and managing director of CDB Research & Consulting, Inc.

In fact, these disgruntled consumers are nearly twice as likely as those satisfied with the FDA's approval process to believe that over-the-counter products once dispersed only through prescription are safer than other over-the-counter products (50 percent vs. 27 percent).

More members of dollar-conscious HMOs believe the FDA simply takes too long to authorize prescription drugs for over-the-counter use (42 percent critical vs. 32 percent understanding). Those served by HMOs dominated the survey sample (74 percent of the insured participants belong to an HMO).

Although both sexes were almost equally impatient with the FDA (62 percent men, 69 percent women), age seems to play a role with Americans' tolerance of the FDA process. Those respondents aged 18-34 and 55+ were more critical than not of the FDA process (age 18-34, 31 percent critical vs. 26 percent understanding; age 55+, 34 percent critical vs. 24 percent understanding). However, respondents aged 34-54 were more accepting of the FDA process (35 percent critical vs. 50 percent understanding). Education also influenced survey results. People with a high school education or less are more likely than those college educated to be critical of the FDA (73 percent vs. 60 percent).

Telephone interviews were conducted the last week of November 1996. The sample consisted of a national cross-section of 250 adults, ages 18 years or older. The margin of error is ± 6 percentage points. For more information call 212-367-6800.

"Do you or your spouse/partner have the most say in household consumer decision-making?"
(Asked of women living with spouse/partner)

	Women age 18-29			Women age 30-49		
	Me	Spouse/ partner	Both equally	Me	Spouse/ partner	Both equally
Make of new car	10%	27%	58%	6%	24%	68%
Computer products	13	19	20	11	17	35
Make of home electronics	15	37	44	12	31	56
Household saving/ investments	16	17	66	10	17	71
Vacation plans	15	11	68	10	7	81
Brand of non-prescription drugs	67	4	28	51	7	39
Selection of home/residence	13	9	75	4	6	87
Home furnishings	45	5	50	33	8	58
Interior design of home	50	4	40	44	6	48
New kitchen appliances	23	24	50	20	10	66
Brands of grocery products	53	5	40	61	6	32
Type of food for household	51	9	41	57	4	39

Source Roper Starch Worldwide, Inc., 1996 report. Base: 1,045 women nationwide

Twentysomething women declare themselves primary purchasers

Although millions of baby-boomer women rejected the June Cleaver role model, the majority are still locked into traditional roles when making purchasing decisions. Today, while most household purchasing decisions are made jointly, the latest MlleMeter report from *Mademoiselle* magazine and Roper Starch Worldwide finds that twentysomething women are more likely than their baby-boomer counterpart to declare themselves the primary decision-makers for cars, computers, electronics — everything except grocery products. For more information call Kathryn McManus at 914-833-0232.

Product & Service Update

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the program is available at the company's Web site at http://www.sotech.com. For more information call 415-648-2802.

Burke develops Web measurement tools

Burke, Inc., Cincinnati, has developed a series of Internet research tools designed to provide companies with information about their Web sites and about visitors to their sites that was previously difficult to obtain or considered unreliable. The tools include an approach for measuring the impact of a company's Internet activities on its overall brand image and positioning; and an application that resides in a company's Web site, randomly selecting every Nth visitor and routing them to participate in research surveys. For more information call 513-241-5663 or visit the company's Web site at http://www.burke.com.

Cardiff updates TELEform

Cardiff Software, San Marcos, Calif., has upgraded its TELEform family of products. The upgraded product line, Version 5.2, is optimized to create, distribute and read information from paper-based and electronic forms. TELEform Standard Version 5.2 is a single user, Windows 95/NT data collection application. TELEform Elite Version 5.2 is a production-level forms processing system. New features in TELEform 5.2 include TELEform Stats, support for Optika and Watermark document management solutions, Castelle FaxPress fax server support, enhanced NCS recognition and Thumbnail Scan Display. The company has also introduced the TELEform Internet Solution as an add-on to TELEform Elite. Optimized for Windows 95 and Windows NT, the product automates the process of creating, distributing and reading information from HTML-based forms. For more information call 800-659-8755.

Updated county projections from W&P

Woods & Poole Economics, Inc., Washington, D.C., has released its updated county economic and demographic projections through the year 2000. The new database contains historical data from 1969 and projections to 2020 of more than 500 variables for every county, state, metropolitan area (MSA/PMSA), and designated market area (DMA) in the U.S. The variables include population by race, sex and single year of age, employment and earnings by industry, personal income, households by income, and retail sales by kind of business. The new projections are based on historical county data through 1994. The projections include the regional impact of the current economic expansion. The regional economic impact of current cuts in military spending is also included in the new projections. The projections are available in printed reports as well as on disk or CD-ROM. The data on disk or CD-ROM can be used in GIS software, desktop marketing systems and in Lotus, Excel, dBASE, Paradox, ArcView and other software on IBM-compatible and Macintosh computers. For more information call 800-786-1915.

Web site guide from FIND/SVP

FIND/SVP, New York, is now offering a new report, "Competing in Cyberspace: Guidelines for Market-Driven Web Site Planning and Design," that offers Web site planners criteria for analyzing, evaluating and designing a site. The report identifies four criteria for analyzing and planning a Web site: substance, navigation, activity and presentation, or SNAP. SNAP was designed jointly by the company's Emerging Technologies Research Group (ETRG). The report offers case studies of some 25 different Web sites, from MTV to Microsoft, using the SNAP method to rate how well each site achieves its objectives. For more information call 800-965-4636 or visit the ETRG Web site at: http://etrg.findsvp.com.

Right Questions

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Pacific region and in Latin America. On the other extreme, an American might say to an interviewer, "I have three minutes. What do you need to know?" In this case, it is essential to get right to the heart of the interview. Experience with the client's product helps an interviewer find that place.

The interviewer must be familiar with cultural customs. It is important to know which phrases to use and which not to use in the questionnaire. In every country, interviewers must trust their intuition and have a sense of the person they are interviewing.

The best-designed survey can be sabotaged by an untrained interviewer. An ideal interviewer must be able to maximize the productivity of time spent during an interview, and also use the questionnaire to custom fit their interviewee. Ask the most important questions in three different ways to guarantee getting the same answer. The military calls this "triangulation." Strategists learn to set up an attack from three different angles to enhance consistency. Likewise, asking key questions from three different perspectives insures the answer is the same each time.

A typical consumer questionnaire should last between two and five minutes. The more specialized the niche, the longer the interview can be. Take the example of a study that interviewed network engineers who were planning to use ATM switches. The goal was to determine what features they wanted to have on ATM switches. Since the design will directly influence their work, the engineers would talk for up to 90 minutes. When research has a direct impact on a person's job and the design of future products, the interviewee will tolerate a 30- to 90-minute interview.

When seeking a telephone research provider, make sure the firm designing the questionnaire has an understanding of these issues and is able to design a consistent and provocative questionnaire. A properly designed questionnaire obtains valuable information. Following these simple guidelines can insure quality results. ❑

Data Use

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two or more respondent points lie to each other, the more similar their ratings across all 22 items. Figure 4 shows a comparable "blow-up" for Segment 9. There are 116 respondents in this segment; again, all are tightly clustered together. It is evident that Segment 9 is not as highly compact as Segment 1, for reasons that will become clear later.

The following table shows how an individual item from our pool of 22 items works in the self-organizing map.

Deviation Scores: I enjoy managing my own savings and investments.

SEGMENT			DEVIATION SCORE		
7	8	9	-0.85	-0.79	-1.21
4	5	6	0.49	0.06	0.04
1	2	3	1.04	0.65	0.57

The left panel of the table helps you orient by showing the location of the nine segment centers as in Figure 1. The right panel shows the deviation score for each segment on the first item, "I enjoy managing my own savings and investments." The deviation score is calculated by simply subtracting each segment's average rating from the overall grand average calculated from all 1,000 respondents. The structure of the co-ordinate system is now apparent. As you move vertically across the grid, from Segment 1, 2 or 3 toward Segment 7, 8 or 9, agreement with this item decreases. This characteristic of ratings to change smoothly as one moves across the two-dimensional grid is what is meant by a co-ordinate system. The fact that the neural network builds this co-ordinate system from the data rather than having it imposed on the

FIGURE 1: SEGMENT CENTERS

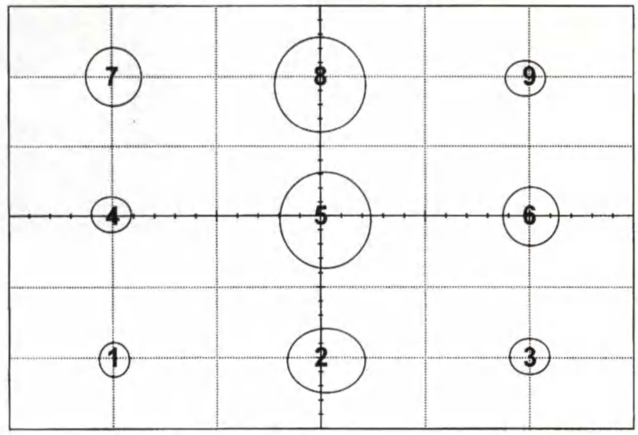


FIGURE 2: INDIVIDUAL POINTS

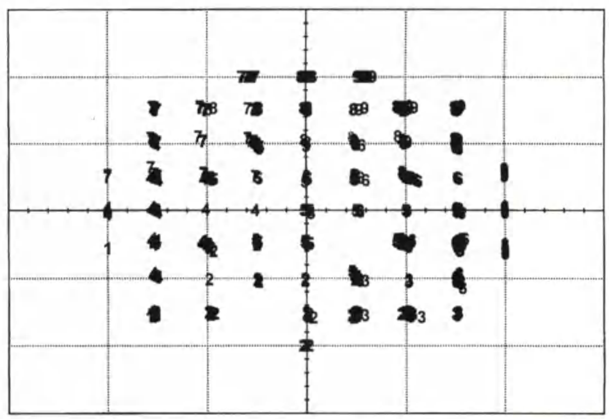


FIGURE 3: SEGMENT 1 DATA POINTS

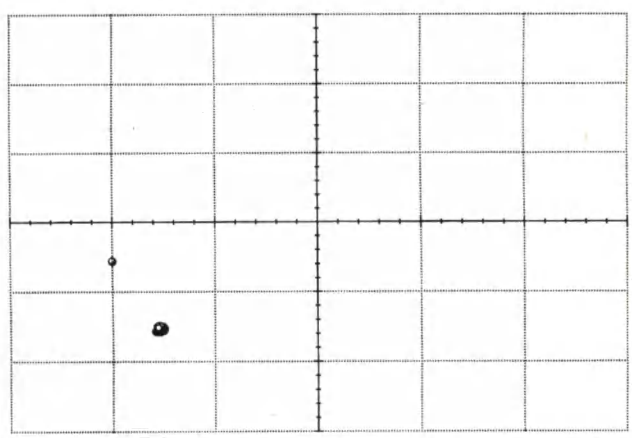
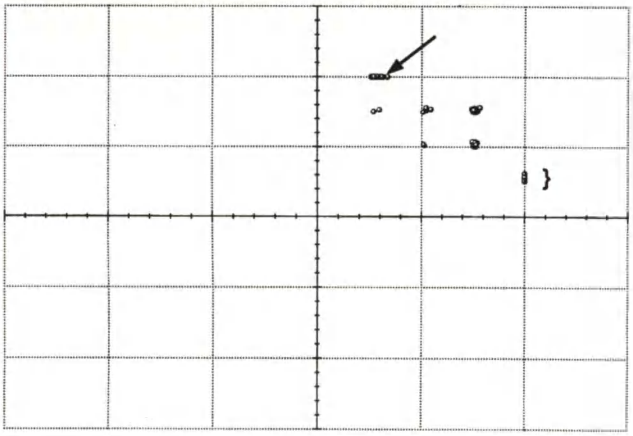


FIGURE 4: SEGMENT 9 DATA POINTS



data is what is meant by emergent. Thus, one of the characteristics of a Segment 1 respondent is a very high level of agreement with "I enjoy managing my own savings and investments."

The following table shows another example, this time for "Although I am interested in some growth, my primary goal is to preserve the principle of my assets."

Deviation Scores: Although I am interested in some growth, my primary goal is to preserve the principle of my assets.

SEGMENT			DEVIATION SCORE		
7	8	9	-0.76	0.39	0.79
4	5	6	-0.87	-0.62	0.99
1	2	3	-1.15	0.16	1.08

Again, the co-ordinate system is quite clear. As you move horizontally across the grid, agreement with this statement systematically increases. There is virtually no systematic relationship between agreement and vertical movement.

The impact matrix

As these two examples illustrate, the emergent co-ordinate system defines smooth patterns of change in agreement as one moves across the SOM grid. Even with only two dimensions, the number of patterns that the SOM is able to capture is quite large. The impact matrix shows in a single glance the relationship between variables and grid orientation:

The impact matrix provides two pieces of information for interpreting the self-organizing map:

1. The size of the coefficient shows the degree to which an axis is defined by the attribute, just as in factor analysis. Thus, "I enjoy managing my own savings and investments" has a strong definitional weight on the vertical

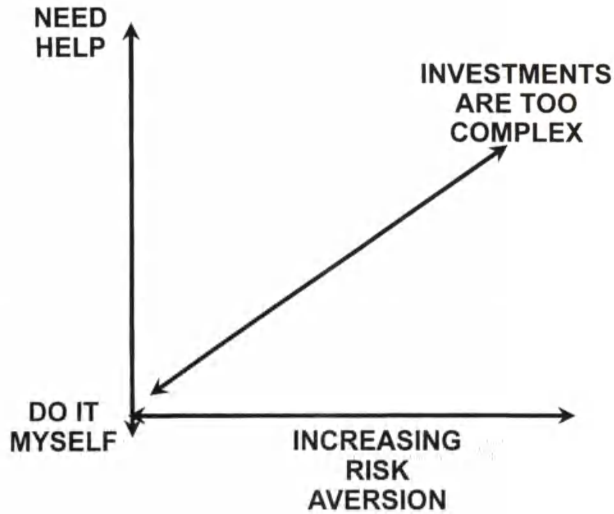
axis as we saw in the previous illustration.

2. The sign of the coefficient shows the direction of movement. A large negative weight on the horizontal axis means that as one moves from left to right, agreement decreases. Conversely, a large positive weight on the horizontal axis implies that as you move from left to right, agreement increases. Large negative weights on the vertical axis mean that agreement declines as you move downward on the grid while large positive weights imply that agreement increases as you move upward.

IMPACT MATRIX		
Item	Vertical	Horizontal
I enjoy managing my own savings and investments	-0.94	-0.23
Many investments are too complicated and difficult to understand	0.63	0.67
I stay informed about the types of investments on the market today	-0.9	-0.29
I like to divide my savings between several different types of investments rather than keep all of my money together	-0.64	-0.41
The small investor has a hard time making a decent return on his investments	0.43	0.82
I prefer to conduct most of my financial business in person rather than by phone or mail	-0.03	0.82
I usually shop around before making any investment decisions	-0.83	-0.17
I want professional advice on which specific investments will best meet my needs	0.63	0.59
I don't have time to watch over my investments as closely as I would like	0.83	0.14
I prefer investments that require me to be somewhat involved and make decisions every so often	-0.66	0.14
I can make good decisions myself about when to buy and sell investments to maximize my gains	-0.96	-0.13
I am willing to tolerate a short-term decline in the value of my investments if that's what it takes to achieve higher long-term returns	-0.29	-0.78
I would like to have one investment manager I can trust to oversee my entire portfolio	0.74	0.59
I hesitate to make investments because I am not sure what the market or the economy is going to do next	0.64	0.71
I would be interested in investment programs that focus on a life stage approach to investment management	0.54	0.24
Although I am interested in some growth, my primary goal is to preserve the principal of my assets	0.04	0.94
The interest rate environment has a substantial influence on my mutual fund investment decisions	-0.12	0.85
I think of myself as more of a saver than an investor	0.38	0.85
Over the past several years, I have become much more knowledgeable about savings and investments	-0.82	-0.2
I would never pay a fee, commission, or load to buy a mutual fund	-0.56	0.56
I would only pay a fee, commission or load if the returns on a load fund were equal to, or greater than, the returns on a no-load fund	-0.01	-0.17
I am willing to conduct mutual fund transactions using an automated telephone system as opposed to speaking personally with a representative	-0.32	-0.84

Some items will have relatively high weights on both axes, representing important compound or diagonal movements like that shown for "I would never pay a fee, commission, or load to buy a mutual fund" (20), where Segments 2, 3 and 6

FIGURE 5



are the most willing to pay. Interestingly, these segments are predominately risk averse and cover the spectrum of comfort in managing their own investments.

It is a simple thing to translate the incidence matrix into a single, simple picture that shows what's going on, as shown in Figure 5. Table 1 shows the deviation scores for all 22 items.

The vertical axis of the self-organizing map differentiates between people who feel they need help in managing their personal investments and those who feel personally up to the challenge. The horizontal axis provides a scaling of risk aversiveness. The segments to the far right (e.g., 3, 6 and 9) are more averse to risk than the segments to the left.

Segments 1 and 3 both prefer to manage their own investments, but Segment 3 is going to have a lower tolerance for risk than Segment 1, as indicated by their substantially lower

TABLE 1: SEGMENT DEVIATION SCORES

	1	2	3	4	5	6	7	8	9
I enjoy managing my own savings and investments	1.04	0.49	-0.85	0.65	0.06	-0.79	0.57	0.04	-1.21
Many investments are too complicated and difficult to understand	-1.28	-0.16	-0.03	-0.88	-0.13	0.74	0.42	0.68	0.65
I stay informed about the types of investments on the market today	1.01	0.48	-0.89	0.65	0.15	-0.44	0.27	0.03	-1.26
I like to divide my savings between several different types of investments rather than keep all of my money together	0.39	0.39	-0.37	0.19	0.20	0.13	0.07	0.07	-1.07
The small investor has a hard time making a decent return on his investments	-1.46	-0.91	-0.11	0.05	-0.06	0.67	0.29	0.84	0.70
I prefer to conduct most of my financial business in person rather than by phone or mail	-1.03	-0.88	-0.54	-0.46	1.04	-0.89	1.10	0.74	0.92
I usually shop around before making any investment decisions	0.39	0.27	-0.56	0.43	0.38	-0.43	0.12	0.27	-0.88
I want professional advice on which specific investments will best meet my needs	-1.33	-0.08	-0.06	-0.80	0.42	0.65	0.20	0.58	0.41
I don't have time to watch over my investments as closely as I would like	-1.11	0.36	0.43	-0.81	0.29	0.47	-1.04	0.91	0.50
I prefer investments that require me to be somewhat involved and make decisions every so often	0.28	0.11	-0.57	0.13	0.38	-0.59	0.02	0.75	-0.51
I can make good decisions myself about when to buy and sell investments to maximize my gains	1.04	0.06	-0.71	0.89	0.11	-1.10	0.47	0.25	-1.02
I am willing to tolerate a short-term decline in the value of my investments if that's what it takes to achieve higher long-term returns	0.48	0.44	0.09	-0.15	0.12	-0.14	-0.30	0.02	-0.55
I would like to have one investment manager I can trust to oversee my entire portfolio	-1.62	-0.53	0.14	-0.90	0.45	0.90	-0.14	0.85	0.85
I hesitate to make investments because I am not sure what the market or the economy is going to do next	-1.38	-0.81	0.24	-0.16	-0.36	0.54	-0.11	0.89	1.15
I would be interested in investment programs that focus on a life stage approach to investment management	-0.80	0.31	0.00	-0.12	0.19	0.26	-0.33	0.51	-0.03
Although I am interested in some growth, my primary goal is to preserve the principal of my assets	-1.15	-0.87	-0.76	0.16	-0.62	0.39	1.08	0.99	0.79
The interest rate environment has a substantial influence on my mutual fund investment decisions	-0.96	-0.28	-0.57	0.37	0.08	0.04	0.52	0.73	0.07
I think of myself as more of a saver than an investor	-1.56	-1.02	0.06	-0.12	-0.19	0.42	0.77	0.82	0.83
Over the past several years, I have become much more knowledgeable about savings and investments	0.48	0.30	-0.52	0.24	0.23	-0.26	0.24	0.27	-0.98
I would never pay a fee, commission, or load to buy a mutual fund	0.07	-0.39	-0.32	0.61	-0.42	-0.44	0.33	0.34	0.23
I would only pay a fee, commission or load if the returns on a load fund were equal to, or greater than, the returns on a no-load fund	0.11	0.05	0.05	0.05	-0.09	-0.07	-0.30	0.38	-0.18
I am willing to conduct mutual fund transactions using an automated telephone system as opposed to speaking personally with a representative	0.92	0.85	0.82	0.71	-0.66	-0.77	-0.66	-0.34	-0.87

levels of agreement with:

• "I am willing to tolerate a short-term decline in the value of my investments if that's what it takes to achieve higher long-term returns."

• "I prefer investments that require me to be somewhat involved and make decisions every so often."

And higher agreement with:

• "Although I am interested in some growth, my primary goal is to preserve the principal of my assets."

Moreover, as tolerance for risk decreases, there is a tendency for respondents to see themselves more as savers than investors. Similarly, as tolerance for risk decreases and a feeling of needing help with personal investments increases, there is a tendency to view investment products as overly complicated, as illustrated by the diagonal line in Figure 5.

Notice that a potential new product concept, "An investment programs that focuses on a life stage approach to investment management," is attractive to the middle tier of segments (4, 5 and 6). Using the other interpretive features of the map, it would be easy to position this product concept selectively to each of these segments: targeting Segment 4 requires that the life cycle program provide the opportunity for substantial growth with acceptable levels of risk, while targeting Segment 6 requires a low risk savings positioning. Positioning in terms of personal vs. professional management will not meaningfully differentiate the segments.

Summarizing, as one moves from segment to segment, things change smoothly. The great discontinuities you are probably used to with cluster-based segmentation are not present in the SOM. This probably jibes more with your own introspection that, as a person, we are more or less like, say a VALS Belonger or Achiever, rather than having all of the attributes of a Belonger and none of those associated with an Achiever.

It is easy to interpret any individual point in the SOM. For instance, Figure 4 showed all of the Segment 9 points and while they clearly cluster around the center, there is a subset of points (indicated with an arrow) that are apparently more open to risk than the majority of Segment 9. Similarly, there is a second subset (indicated with a bracket) that desires more personal involvement in their investments.

We turn now to a very brief overview of how the self-organizing map works. Some of the mathematical detail is very complex and, for that, the interested reader is referred to Kohonen's recent book, *Self-Organizing Maps* (Springer-Verlag, 1995). A self-organizing map consists of at least three layers:

1. An input layer where the network obtains information about the data (the 22 rating statements in our example).

2. An output layer where the network reports its results — in this case, the horizontal and vertical co-ordinates of each respondent's location in the two-dimensional grid. As I suggested previously, there may be additional layers, in which case the output of the SOM serves as an input to a back-propagating neural network or a traditional statistical procedure like linear regression. This is how my company's NeuroSeg program works.

3. A grid-like hidden layer, frequently referred to as a Kohonen layer.

I will describe how the hidden Kohonen layer works. There are three important features of the Kohonen layer: lateral interconnections, competitive learning and selective tuning.

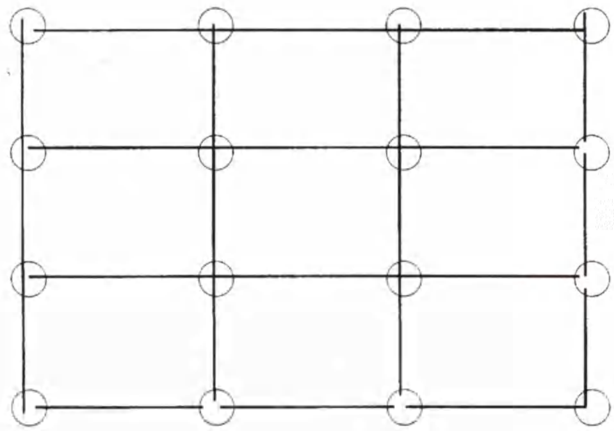
Lateral interconnections

A small Kohonen layer is shown in Figure 6. The figure shows 16 processing units arrayed in four rows of four units per row indicated by the circles. Notice that each of the 16 processing units is connected to all of its surrounding neighbors, indicated by the lines. These lateral interconnections are very important. The processing unit in the Kohonen layer works like the processing units described in my previous article. In an SOM, however, each unit's activity influences its neighbors activity and is influenced by the activity of its neighbors. Since each unit has a neighbor and is in turn a neighbor, each unit's activity influences the activity of all other processing units via the lateral interconnections. Of course, a unit influences its closest neighbors more strongly than those far away. A processing unit's activity can be either positive (excitatory) or negative (inhibitory). If a processing unit having a negative connection with its neighbor becomes activated, it makes it more difficult for its neighbor to become activated. Conversely, if the unit has an excitatory connection with its neighbor, its activity makes it easier for its neighbor to become activated. Activation means responding to a certain pattern in the input data.

Selective tuning

Training the SOM begins with presenting a line of data to the Kohonen layer. In our example case, this line of data consists of 22 variables. On the very first presentation, the processing units randomly respond to the 22 variables, some becoming activated by particular elements (questions), others being inhibited. Each time a processing unit becomes activated by a given input variable, its connection to that variable is strengthened. The next time it sees the particular variable, it is more likely to become activated. By becoming activated by a given variable, a processing unit will also inhibit other processing units from becoming activated by the same variable. After only a few presentations of data, small local neighborhoods of processing units become activated to particular patterns within the input data.

FIGURE 6



Beginning with a random seed, the Kohonen layer quickly builds an internal representation of the data wherein specific processing units become selectively tuned to specific data elements. If a processing unit elsewhere in the grid tries to become activated by these items, they are suppressed through lateral inhibition. This combination of suppressing other neurons while strengthening their own association with a given input pattern leads to the formation of the smooth co-ordinate system; neural network researchers refer to this as competitive learning since, in a very real sense, all of the processing units compete with each other for the chance to become activated by a data element and thereby have their connection to this element strengthened.

In our example, the processing units located in the lower left of the grid became selectively tuned to:

- "I enjoy managing my own savings and investments"
- "I stay informed about the types of investments on the market today"
- "I can make good decisions myself about when to buy and sell investments to maximize my gains"

The selective tuning to these elements means that a respondent having very strong agreement with these items would map onto the lower right of the grid. As agreement with these items decreases, the respondent maps away from the lower right, with a high level of disagreement mapping onto the upper right of the grid. Because of the lateral inhibition and excitation, respondents with similar patterns of ratings across all 22 items are pushed and pulled into a common area of the grid, while respondents with different patterns are pushed and pulled into different areas of the grid. All the pushing and pulling that goes on during training results in clusters that represent the central tendencies of the data. In fact, the Kohonen layer maps the probability density function of each response pattern.

This is a technical, but very important, point. Response patterns that are very rare occupy a very small proportion of the Kohonen layer while patterns that are relatively frequent take up a large proportion. Within this large proportion, the Kohonen layer is able to stretch itself to localize even small differences within groups of people whose central tendency is similar. This elasticity of the Kohonen layer (which comes about through the lateral excitation and inhibition and competitive learning) is what accounts for the easily observed clustering in Figures 1 and 2.

In Figure 2, there are nine segments and all of the respondents plot near one of the segments. The gaps of open space indicate response patterns where very few respondents fall. (These, as I mentioned, are respondents whose pattern of rating across the 22 items is very rare. These might be incorrectly coded or keypunched data, people who failed to understand the scale, people who intentionally gave inconsistent responses, or people who are just by nature contradictory, like those few in this study who felt they needed help with their investments but didn't want anyone to help them).

Applications and extensions

I will now address four very exciting and important things about applying the Kohonen SOM to segmentation data:

1. The segments appear to be very stable. Have you ever done a segmentation study on the same universe of respondents using the same questions at two different points in time and found that the proportion of respondents falling in each segment had shifted? This shifting reflects instability in the underlying segmentation scheme.

The Kohonen self-organizing map is extremely stable. This is a very important feature for segmentation analysis. It means that a particular respondent's data, measured at two different points in time, has to just be similar at both points to map the respondent into the same segment. This test-retest stability issue is a frequent problem with Q-factor analysis and discriminant analysis, which pay particular attention to global aspects of the database, like the pattern of covariation among items. The SOM, while it certainly pays attention to the entire database, turns out to care more about the interrelationship of items within a respondent. We can illustrate this with our large mutual fund database. Remember that we randomly chose about 1,000 of the almost 3,000 respondents available.

To give some illustration of stability, we carefully selected five of the 22 items and trained a supervised learning neural net like that described in my first article with our original 1,000 respondents. Here we satisfy the criteria for a supervised learning neural net: we knew the value of the independent variables (in this case, the ratings on five of the 22 items) and the value of the dependent variable (the segment the SOM put people in using all 22 items). A back-propagating neural network quickly learns the highly nonlinear mapping from the five items to segment code. We then took 1,000 new respondents from the database — 1,000 respondents not used in our original SOM — and used our back-propagating neural network to determine in which segment a person fell based on the five items.

Finally, we ran these new 1,000 respondents through our trained SOM using all 22 items. If the SOM segmentation is stable, then the segment codes we derive using only five items should line up with what we get using all 22 items. The results are shown in the following table. Along the top we show the segment our fresh 1,000 respondents went into with the full 22 items on the trained SOM. Along the side we show the segment they went into with the five-item short form and a supervised learning neural network. The entries on the diagonal show the percentage of respondents that landed in the same segment with both schemes:

LONG FORM (SOM) SEGMENT									
Short-Form	1	2	3	4	5	6	7	8	9
1	100	1	0	2	0	0	0	0	0
2	0	96	0	0	4	0	0	0	0
3	0	0	100	0	0	0	0	0	0
4	0	3	0	94	0	0	0	0	0
5	0	0	0	0	96	0	0	0	0
6	0	0	0	0	0	97	0	0	3
7	0	0	0	4	0	0	100	0	0
8	0	0	0	0	0	0	0	100	3
9	0	0	0	0	0	3	0	0	94

Even with only five of the 22 items, we are able to correctly classify over 97 percent of our new sample of respondents. (Again I emphasize that we very, very carefully selected the five items and we very, very carefully preprocessed all the data.) Anyone who isn't impressed with this finding should ask their favorite market research statistician how they think they would do on this same task using Q-factor analysis or K-means clustering to form the segments and multiple linear discriminant analysis to test the five item short form. On this database, we achieved 41 percent correct prediction using these traditional methods.

Of course, the best way to establish the test-retest reliability is to measure the same people at different points in time. Unfortunately, we do not have this kind of data available and so we must settle for the simulation outlined above.

2. The SOM can be easily modified so that the segments are always managerially relevant. Have you ever done a segmentation that told a nice story only to look at a cross-tab of market share by segment and find absolutely no difference between segments? Our NeuroSeg product adds a supervised learning neural network to the output of the Kohonen layer. This has some benefits for market researchers. For instance, you might want to do a segmentation and have the segments relate to customer satisfaction. In this case, you input the segmenting items to the Kohonen layer and the satisfaction rating (or ratings) to an output layer. NeuroSeg has an additional layer analogous to the back-propagation layer I described in the previous article sitting between the Kohonen and output layers. The errors in predicting satisfaction then feed back to the Kohonen layer, causing adjustments of all the lateral inhibition and excitation. After a moderate amount of training, the Kohonen layer becomes selectively tuned in such a way that the clustering of respondents maximally predicts overall satisfaction. In fact, the resulting SOM will have a co-ordinate system on satisfaction so that as you move across the grid, satisfaction systematically changes.

Any data can be used in the output layer to ensure that the resulting segmentation is relevant. For example, respondents in the investment database we have been examining were asked to identify the company with which they would make their next mutual fund investment. If we sent this question to the output layer of NeuroSeg, the database would not only be segmented, but the resulting segments would maximally differentiate between companies. Think of it as a simultaneous cluster and discriminant analysis where the results of the discriminant analysis are fed back to the clustering so that the resulting clusters give the best possible discrimination.

3. It is easy to determine the number of clusters that should be retained. Although I will not explain it in any detail here, there is a measure of how well the two-dimensional grid in the Kohonen layer is working. This measure is called the quantization error, or QE. The lower the QE, the better the segmentation.

Sometimes, of course, there is a trade-off. You might want six segments even though 12 have a much better QE. Generally, because of the self-organizing co-ordinate system, solutions with a large number of segments represent finer gradations of solutions with a smaller number of segments. In these cases, deviation charts like those shown earlier change much more slowly and smoothly as you move across the grid. In other words, a 12-segment solution is a lot like a six-segment solution, only each segment is much more compact and homogenous. In other cases, however, the added segments allow for entirely new patterns of interrelationships to emerge.

4. The SOM works very well for perceptual mapping data where you have a sample of respondents evaluating two or more products on three or more attributes. In this case, products with similar perceptual structure map close to each other and the attributes form a smoothly varying self-emerging co-ordinate system. The impact matrix and deviation scores show how respondents structure the marketplace and you can then easily read off the position each product occupies within this structure. Space prohibits us from showing examples of a neural network-based perceptual map, but I will be glad to send an example to anyone who is interested.

There are also some serious disadvantages and limitations of the Kohonen self-organizing map, including:

1. The SOM cannot be used with categorical data and doesn't do very well with ordinal data. With this kind of data, one will get better results with correspondence analysis than a self-organizing map. The more robust the measurement, the better the SOM works.

2. If you are using a large number of items as the basis of the segmentation, you will need a large number of respondents. This is due to the competitive learning paradigm which requires many observations in order to accurately tune the weights.

3. The Kohonen self-organizing map frequently finds a lot of segments. With interactive presentation technology, this may or may not be a serious problem since, as I suggested above, solutions with a large number of segments usually find very fine gradations which, for the purposes of marketing strategy development, can be combined.

4. If you are used to the non-overlapping, highly discontinuous kinds of segments that cluster analysis finds, the idea of smooth transitions and overlapping segments might be awkward. ❑

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Dolobowsky Qual. Svcs., Inc.
Elrick and Lavidge
Fader & Associates
Nancy Low & Associates, Inc.
Marketing Matrix, Inc.
Matrixx Marketing-Research Div.
MCC Qualitative Consulting
SIL: Worldwide Marketing Services
James Spanier Associates
Widener-Burrows & Associates, Inc.

FOOD PRODUCTS/ NUTRITION
Alexander + Parker
BAI (Behavioral Analysis Inc.)
C&R Research Services, Inc.
Greenleaf Associates, Inc.
Just The Facts, Inc.
KidFacts℠ Research
Leichliter Assoc. Mktg. Rsch./Idea Dev.
Outsmart Marketing
Paul Schneller - Qualitative

HEALTH & BEAUTY PRODUCTS
BAI (Behavioral Analysis Inc.)
Qualitative Applied Research
Paul Schneller - Qualitative
Thorne Creative Communications

HEALTH CARE
Alexander + Parker
Jeff Anderson Mktg. Rsch. Consulting
David Binder Research
Decker Research Associates, Inc.
Directions Data Research
Dolobowsky Qual. Svces., Inc.
D/R/S HealthCare Consultants
Elrick and Lavidge
Erlich Transcultural Consultants
Irvine Consulting, Inc.
Nancy Low & Associates, Inc.
Market Access Partners
Market Navigation, Inc.
Market Research Associates
Matrixx Marketing-Research Div.
MedProbe, Inc.
Medical Marketing Research, Inc.
Spiller & Reeves Research
Strategy Research Corporation
Sunbelt Research Associates, Inc.
Thorne Creative Communications
V & L Research and Consulting, Inc.
Widener-Burrows & Associates, Inc.

HISPANIC
Data & Management Counsel, Inc.
Erlich Transcultural Consultants
Hispanic Market Connections, Inc.
Hispanic Marketing Communication Research
Market Development, Inc.
Francesca Moscatelli
Strategy Research Corporation
Target Market Research Group, Inc.

HI-TECH
Greenleaf Associates, Inc.
Market Navigation, Inc.

HOUSEHOLD PRODUCTS/CHORES
Paul Schneller - Qualitative

IDEA GENERATION
Analysis Research Ltd.
BAI (Behavioral Analysis Inc.)
C&R Research Services, Inc.
Cambridge Associates, Ltd.
Dolobowsky Qual. Svcs., Inc.
Doyle Research Associates
Elrick and Lavidge
Just The Facts, Inc.
Leichliter Assoc. Mktg. Rsch./Idea Dev.
Matrixx Marketing-Research Div.
Paul Schneller - Qualitative
SIL: Worldwide Marketing Services

IMAGE STUDIES
Cambridge Associates, Ltd.

INDUSTRIAL
First Market Research

Market Navigation, Inc.
SIL: Worldwide Marketing Services

INSURANCE
Brittain Associates
Burr Research/Reinvention Prevention
Erlich Transcultural Consultants
Nancy Low & Associates, Inc.

INTERACTIVE PROD./ SERVICES/RETAILING
Leichliter Assoc. Mktg. Rsch./Idea Dev.
Perception Research Services, Inc.
Research Connections, Inc.

INTERNET
GraffWorks Marketing Research

INVESTMENTS
The Deutsch Consultancy

KEY OPINION LEADERS
GraffWorks Marketing Research

LATIN AMERICA
Market Development, Inc.

MEDICAL PROFESSION
Cambridge Associates, Ltd.
Decker Research Associates, Inc.
D/R/S HealthCare Consultants
Pat Henry Market Research, Inc.
Matrixx Marketing-Research Div.
MedProbe, Inc.
Medical Marketing Research, Inc.
Paul Schneller - Qualitative

MODERATOR TRAINING
Cambridge Associates, Ltd.

MULTIMEDIA
Marketing Advantage Rsch. Cnslts., Inc.

NATIONAL ACCOUNTS
GraffWorks Marketing Research

NATURAL HEALTH CARE/REMEDIES
Focused Solutions

NEW PRODUCT DEV.
Jeff Anderson Mktg. Rsch. Consulting
BAI (Behavioral Analysis Inc.)
Milton I. Brand Marketing Consultant
Brittain Associates
C&R Research Services, Inc.
Cambridge Associates, Ltd.
CJRobbins
Daniel Associates
Data & Management Counsel, Inc.
Dolobowsky Qual. Svcs., Inc.
Doyle Research Associates
Elrick and Lavidge
Fader & Associates
First Market Research
Greenleaf Associates, Inc.
Kenneth Hollander Associates
Just The Facts, Inc.
KidFacts℠ Research
Bart Kramer & Associates
Leichliter Assoc. Mktg. Rsch./Idea Dev.
Market Access Partners
Market Research Associates
Marketing Advantage Rsch. Cnslts., Inc.
Outsmart Marketing
Qualitative Applied Research
Paul Schneller - Qualitative
Spiller & Reeves Research

NON-PROFIT
David Binder Research
Doyle Research Associates
Performance Research

OBSERVATIONAL
Doyle Research Associates

ONLINE FOCUS GROUPS
Research Connections, Inc.

PACKAGED GOODS
BAI (Behavioral Analysis Inc.)
C&R Research Services, Inc.
CJRobbins
Doyle Research Associates
Just The Facts, Inc.
Market Research Associates
Thorne Creative Communications

PACKAGE DESIGN RESEARCH
Treistman & Stark Marketing, Inc.

PACKAGING RESEARCH
Perception Research Services, Inc.

PARENTS
Fader & Associates
Greenleaf Associates, Inc.

PET PRODUCTS
Cambridge Research, Inc.

PHARMACEUTICALS
BAI (Behavioral Analysis Inc.)
C&R Research Services, Inc.
Cambridge Associates, Ltd.
Decker Research Associates, Inc.
D/R/S HealthCare Consultants
Kenneth Hollander Associates
Irvine Consulting, Inc.
Market Navigation, Inc.
MCC Qualitative Consulting
MedProbe, Inc.
Medical Marketing Research, Inc.
Paul Schneller - Qualitative
Spiller & Reeves Research

POLITICAL/SOCIAL RESEARCH
Cambridge Associates, Ltd.
Francesca Moscatelli

POSITIONING RESEARCH
Paul Schneller - Qualitative

PUBLIC POLICY RSCH.
David Binder Research
Cambridge Associates, Ltd.

PUBLISHING
Cambridge Associates, Ltd.
First Market Research
Greenleaf Associates, Inc.
Marketing Advantage Rsch. Cnslts., Inc.
Spier Research Group

RETAIL
Pat Henry Market Research, Inc.
Leichliter Assoc. Mktg. Rsch./Idea Dev.
MCC Qualitative Consulting

SENIORS
Fader & Associates
Sunbelt Research Associates, Inc.

SERVICES
Spier Research Group

SMALL BUSINESS/ ENTREPRENEURS
Brittain Associates
Linda Fitzpatrick Rsch. Svcs. Corp.
Leichliter Assoc. Mktg. Rsch./Idea Dev.
Strategy Research Corporation

SOFT DRINKS, BEER, WINE
C&R Research Services, Inc.
Cambridge Associates, Ltd.
Grieco Research Group, Inc.
Strategy Research Corporation

SPORTS
Performance Research

TEACHERS
Greenleaf Associates, Inc.

TEENAGERS
C&R Research Services, Inc.
Doyle Research Associates
Fader & Associates
KidFacts℠ Research
Matrixx Marketing-Research Div.
MCC Qualitative Consulting
Performance Research
Thorne Creative Communications

TELECOMMUNICATIONS
BAI (Behavioral Analysis Inc.)
Daniel Associates
Elrick and Lavidge
Erlich Transcultural Consultants
First Market Research
Linda Fitzpatrick Rsch. Svcs. Corp.
Horowitz Associates Inc.
Marketing Advantage Rsch. Cnslts., Inc.
MCC Qualitative Consulting
Qualitative Applied Research
Strategy Research Corporation

TELECONFERENCING
Cambridge Research, Inc.
Decker Research Associates, Inc.

TELEPHONE FOCUS GROUPS
C&R Research Services, Inc.
Cambridge Associates, Ltd.
Doyle Research Associates
Market Navigation, Inc.
Medical Marketing Research, Inc.
MedProbe, Inc.

TOURISM/HOSPITALITY
Research Data Services, Inc.

TOYS/GAMES
Fader & Associates
Greenleaf Associates, Inc.
KidFacts℠ Research

TRANSPORTATION SERVICES
Nancy Low & Associates, Inc.
Markinetics, Inc.
SIL: Worldwide Marketing Services
Strategic Focus, Inc.

TRAVEL
Cambridge Associates, Ltd.
Greenleaf Associates, Inc.
Performance Research
Research Data Services, Inc.
SIL: Worldwide Marketing Services
James Spanier Associates

UTILITIES
Cambridge Associates, Ltd.
Fader & Associates

WEALTHY
Brittain Associates
The Deutsch Consultancy
Strategy Research Corporation

YOUTH
Fader & Associates
Outsmart Marketing

Research Industry News

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Louis, has opened a Web site at www.qcs.com. The site features the QCS Facility Guide, which includes information about QCS facilities around the country, including photos, directions to the facility, recruitment data, area demographics, hotel and restaurant data and more.

Hewlett-Packard has selected **Cardiff Software**, a San Marcos, Calif., data collection software and services firm, as it premier forms processing partner. The two firms are working toward the launch and marketing of the HP ScanJet 5 and its integration with Cardiff's TELEform automated forms processing software.

Technological changes, particularly the explosive growth of cellular and mobile phones, paging equipment, modems and fax machines, have dramatically increased the demand for telephone numbers. In many areas of the country, this demand has exceeded existing capacities, which forced the introduction of the interchangeable area code in 1995, and subsequently, many new area codes. Since the beginning of 1995, 18 new area codes have been introduced. Over 30 more are scheduled for introduction in 1997, according to information from Survey Sampling, Inc., Fairfield, Conn. (See chart.)

New Area Codes for 1997

New Area Code	Old Area Code	State/ Province	Effective Date	Grace Period
561	407	FL	13-May-96	13-Apr-97
972	214	TX	14-Sep-96	3-May-97
250	604	BC, Canada	19-Oct-96	6-Apr-97
937	513	OH	28-Sep-96	14-Jun-97
281	713	TX	2-Nov-96	3-May-97
562	310	CA	25-Jan-97	25-Jul-97
765	317	IN	1-Feb-97	27-Jun-97
760	619	CA	22-Mar-97	27-Sep-97
870	501	AR	14-Apr-97	6-Oct-97
425	206	WA	27-Apr-97	16-Nov-97
253	206	WA	27-Apr-97	16-Nov-97
724	412	PA	1-May-97	OVERLAY
248	810	MI	10-May-97	13-Sep-97
940	817	TX	25-May-97	24-Aug-97
254	817	TX	25-May-97	24-Aug-97
949	714	CA	31-May-97	30-Jun-98
850	904	FL	30-Jun-97	30-Jun-98
N/A	904	Fl.	30-Jun-97	30-Jun-98
340	809	US Virgin Is.	1-Jun-97	30-Jun-98
973	201	NJ	1-Jun-97	6-Dec-97
732	908	NJ	1-Jun-97	6-Dec-97
240	301	MD	1-Jun-97	OVERLAY
443	410	MD	1-Jun-97	OVERLAY
626	818	CA	14-Jun-97	21-Feb-98
435	801	UT	22-Jun-97	1-Feb-98
440	216	OH	28-Jun-97	1-Jan-98
671	New	Guam	1-Jul-97	N/A
670	New	N. Marianas	1-Jul-97	N/A
830	210	TX	7-Jul-97	6-Oct-97
956	210	TX	7-Jul-97	6-Oct-97
785	913	KS	20-Jul-97	1 -Oct-98
920	414	WI	26-Jul-97	25-Oct-97
650	415	CA	2-Aug-97	1 -Feb-98
867	403/819	NT,Canada	21-Oct-97	26-Apr-98
530	916	CA	1-Nov-97	1 -May-98
734	313	MI	13-Dec-97	N/A

Focuscope, Inc., Oak Park, Ill., has joined FocusVision Network for videoconferencing of focus groups. The facility features four large rooms and is managed by Kevin Rooney. In addition, four FocusVision members made the Top Ten list in the new 1997 Impulse Survey of Focus Facilities: Focuscope; Fieldwork Phoenix; Trotta Associates, Irvine, Calif.; and Superior Research, Tampa.

Cambridge Focus, a new focus group facility, has opened at 600 Memorial Dr., Cambridge, Mass. It features three focus group suites, one traditional style, one flexible modular style and one living-room style. For more information call 508-263-6617.

Survey Sampling, Inc., Fairfield, Conn., has introduced telephone sampling coverage for the United Kingdom and plans to expand coverage into Western European markets this year. For more information call Terrence Coen at 203-255-4200, ext. 323.

Students in Indiana University's undergraduate marketing program will learn marketing applications of geographic information systems (GIS) through a new course using cartographic information from **Geographic Data Technology, Inc.**, Lebanon, N.H. Beginning this fall, students seeking an undergraduate marketing degree will be required to take a database marketing class that will focus on the use of scanner data, catalog purchase data and GIS. The class will include typical GIS applications, such as distribution and site selection, and less traditional applications like customer profiling and media planning. "The emphasis will be on decisions that are not commonly thought of as geographic or spatial to show students the breadth of GIS possibilities," says Indiana University Professor David McKay.

Field Facts International has opened two new European offices. Field Facts International, Germany, is located at Schillerstrasse 5, 60313 Frankfurt-Am-Main. Phone 49-69-299873-0. Fax 49-69-299873-10. Field Facts International, France, is located at 25 rue de Ponthieu, 75008 Paris. Phone 33-0-1-53-96-02-10. Fax 33-0-1-53-96-02-50.

Maxfli

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eral layers to awareness in the golf ball category. There's the ball manufacturer, the ball brand name, and then some kind of number or letter identifier ("the GoFar X1, made by Behemoth Industries"). "As a result, we had to take a very close look at how awareness was being driven. Was it being driven by the company manufacturing the product, the brand it was being marketed under or by the ball type? The research helped us understand the inner workings of that and identify the audience," Rooke says.

"We found was that every ball needs an identifier, something that allows one golfer to tell another,

'Well, I play the HT90,' and make it appear that they know a lot about the game, even if that isn't the case. That signaled to us that we needed to not only to get the Maxfli brand into people's minds but also to give them this nomenclature hook that allows them to be inside the game," Rooke says.

Research showed a great deal of confusion over the Maxfli ball line, and golf balls in general, Mager says. "Consumers said that they couldn't understand differences between the balls, the attributes, what they were designed to do. They recognized the balls by the color of the box. They didn't know the nomenclature. They'd say, 'I play the green box versus or the yellow box.' There was a need to better organize the hierarchy of the balls and make their benefits easier to understand and also to distinguish our packaging and our brand from everybody else's."

National panel

After the focus groups, BBDO used a Market Facts national panel as a cost-effective way to generate a representative sample of golfers to contact by telephone. "The golf category is a low incidence one," Rooke says. "Total golfers only represent about 10 percent of the population and heavy golfers are a small subset of that so it's not something that you typically would survey for randomly because the costs would be prohibitive.

"The sample was broken down by where they buy balls, where they play golf, etc. So out of the sample we had a great variety of subsets, which is critical because in golf if you represent subset A but don't represent subset B, you're deluding yourself. The guy who belongs to the country club is very different from the guy who plays at the local public course. Their attitudes are different even if they play the same level of game," Rooke says.

The research showed that while many golfers are quality oriented, there is an even bigger segment that could be called the fashion crowd of golf. "They want to play the right brand and the right ball because it's stylish to do so, not because they're committed to the game of golf. These are often the country club or corporate golfers, the wannabes who want to play with excellent golfers, none of whom might be committed to becoming a par golfer but who want to use the products that par golfers use. Armed with that information we wanted to find out whether the Maxfli brand was meeting the needs of any of the segments we had identified," Rooke says.

"Segmentation studies don't tell you how many segments there are, they tell you a variety of ways that you could segment the business. You select the segmentation approach that seems to make the most sense for your category. In our case it was a four-segment solution."

"Segmentation studies don't tell you how many segments there are, they tell you a variety of ways that you could segment the business. You select the segmentation approach that seems to make the most sense for your category. In our case it was a four-segment solution," Rooke says.

Brand imagery

BBDO also conducted a Brand Fitness Study on Maxfli, a proprietary approach that seeks to identify the type of person associated with a brand (user imagery), the product-based imagery (what does the product do for you?) and the personal

drives imagery (the underlying motivating factors). "We map the three dimensions of imagery for our brands as well as all competing brands and by using correspondence mapping we're able to find both important and unique space as well as where brands overlap with competitors," Rooke says.

Meanwhile, on the design front, the people at Wallace Church Associates were busy developing options for a new look for Maxfli packaging and products. Swanson used the company's proprietary Visual Exploratory Process to identify symbolism that would capture the essence of the new Maxfli brand positioning. This process, in conjunction with BBDO research, came up with key words to communicate Maxfli's new position, such as "energy and momentum," "vitality" and "enthusiasm."

"We showed packaging and ball design alternatives including logos, and took them through a sequence of how the logo looked on ball sleeves, on the balls themselves, etc. We weren't comparing version A with version B but rather we wanted to see how different ones hit different people, what kinds of words they used to play back their impressions."

"After the segmentation and image work, we went back and explored how we might talk about this brand called Maxfli. We tested multiple positionings so we could get a better handle on how each of them would be responded to. We took that information and used it to refine the positioning," Rooke says.

After design options were created, triads and diads were conducted with respondents who said they were heavy golfers. "We showed packaging and ball design alternatives including logos, and took them through a sequence of how the logo looked on ball sleeves, on the balls themselves, etc. We weren't comparing version A with version B but rather we wanted to see how different ones hit different people, what kinds of words they used to play back their impressions," Rooke says.

Color-coded

Based on the research findings and the insights of Wallace Church and BBDO, the new positioning for Maxfli projected a youthful attitude, but one that treated the game of golf with respect. "We went with the design that best signaled the positioning we had chosen, that Maxfli stood for winning and a youthful approach, not in terms of years but in a way of living life," Rooke says.

As part of the redesign, the Maxfli line was reorganized into good, better and best levels, with packaging color-coded white, black and gold, respectively. "The new packaging ensured that each product offering fit neatly into the overall brand architecture, yet was distinguished by its own proprietary color," Swanson says.

"Average to good golfers really don't understand all the technical gobbledygook that manufacturers keep telling them. They really just want to know the basic benefits so they can choose. We tried to make the packaging and advertising very compelling," Mager says.

"We were trying to appeal to a more contemporary, aggressive golfer, one who would take more risks, who knew what they wanted and would be more assertive in their approach. A lot of golfers buy on image. Whatever they feel good about they pick. It's almost like apparel or cosmetics. The ball you choose says a lot about you." ❑

Names of Note

continued from p. 20

Traci Sinnwell has been appointed research coordinator at *Aragon Consulting Group (ACG)* in St. Louis. The firm also appointed **Lawrence A. Felix Jr.** vice president and senior consultant. Felix will work out of the firm's San Francisco-area office. In addition, **Robert Souders** has been appointed ACG's assistant controller and **John W. Adams** has been named vice president and senior consultant.

David L. Edgell has been appointed executive director of the Tourism Division of *Ruf Strategic Solutions*, Olathe, Kan.

Survey Sampling, Inc., Fairfield, Conn., has named **Christopher DeAngelis** to the newly created position of national sales manager. **Larry Chavis** has joined the firm's sales department as client service specialist. And **Peter Brownstein** has been promoted to account executive.

ICT Group, Langhorne, Pa., has appointed **James Shannon** president of ICT International Sales; **Dorothy O'Byrne** business development group manager of ICT Europe; and **Carlos Teruel** vice president of ICT Spantel.

ACNielsen Corp., Stamford, Conn., has reorganized its Asia-Pacific region and named a new leadership team. Asia-Pacific Chairman **K.N. Tang** will oversee the area of strategic business units. **Malcolm Spry** has been promoted to the new position of group chief executive—Pacific, encompassing all of the firm's Australia and New Zealand businesses. **William Pulver** has been promoted to managing director—Pacific. **Bienvenido Niles Jr.** will serve as managing director of the Southeast Asia sub region.

Diana Nicholls has been appointed senior project manager with *Market Directions, Inc.*, New Castle, Pa., and will oversee the firm's expansion into a new facility.

Steven McFadden has been named president and COO of ICR, Media, Pa. With the move, **Fred Soulas** will become chairman and CEO. New senior vice presidents include **Lynn Spitzer** and **Patricia McCue**. New vice presidents include **Daniel Soulas** and **Jane Cutler**.

Quirk's MARKETING RESEARCH Review

1997

Directory of Telephone Interviewing Facilities

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

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

ALABAMA

Birmingham

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

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
8-4-8-8
(See advertisement on p. 88)

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
Amy June Wilhite, Managing Director
20-0-20-20

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

ALASKA

Anchorage

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
16-0-16-0

ARIZONA

Flagstaff

Social Research Laboratory
Northern Arizona University
Box 15301
Flagstaff, AZ 86011-5301
Ph. 520-523-1515
Fax 520-523-6777
E-mail: FredSolop@nau.edu
http://www.nau.edu/~srl/
Fred Solop, Associate Director
12-12-12-0

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
20-0-20-0

Behavior Research Center
1101 N. First St.
P.O. Box 13178
Phoenix, AZ 85002-3178
Ph. 602-258-4554
Fax 602-252-2729
E-mail: brc@primenet.com
http://www.primenet.com/~brc/
Earl de Berge, Research Director
27-27-27-27

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
Ray Opstad, General Manager
12-0-12-0

Higginbotham Assoc., Inc. of Arizona
8010 E. McDowell Rd., Ste. 208
Scottsdale, AZ 85257
Ph. 602-946-7535
Fax 602-946-1170
Roger Bedessie, General Manager
80-80-80-80

Innovative Query, Inc.
8687 E. Via De Ventura, Ste. 207
Scottsdale, AZ 85258
Ph. 602-483-7505
Fax 602-922-0302
E-mail: Lucy@acsinfo.com
http://acsinfo.com
Lucy Haydu
48-48-48-48

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

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

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

Quality Controlled Services
6360-3 E. Thomas Rd., Ste. 330
Scottsdale, AZ 85251
Ph. 800-647-4217 or 602-941-0048
Fax 602-941-0949
http://www.qcs.com
Jo McCullough, Branch Manager
10-0-10-10
(See advertisement on p. 93)

Research Resources
8800 N. 22nd Ave.
Phoenix, AZ 85021
Ph. 602-371-8800
Fax 602-735-3270
E-mail: rrgroup@researchresources.com
http://www.researchresources.com
Dennis Anspach, Exec. Vice President
300-300-300-300
(See advertisement on p. 67)

Response Research
6868 N. 7th Ave., Ste. 110
Phoenix, AZ 85013-1150
Ph. 602-277-2526
Fax 602-247-4477
Shelly Munoz, General Manager
25-12-25-25

Strictly Medical Market Research
2400 E. Arizona Biltmore Cir., Ste. 1100
Phoenix, AZ 85016
Ph. 602-224-7979
Fax 602-224-7988
E-mail: llipsutz@aol.com
Wendy Walker, Exec. Vice President
10-0-10-0

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: llipsutz@aol.com
Wendy Walker, Exec. Vice President
10-0-10-0

WestGroup Research
1110 E. Missouri, Ste. 780
Phoenix, AZ 85014
Ph. 602-264-4915 or 800-999-1200
Fax 602-631-6844
E-mail: askarizona@westgroupresearch.com
Beth Aguirre, Project Director
35-35-35-35

Tucson

FMR Associates, Inc.
6045 E. Grant Rd.
Tucson, AZ 85712
Ph. 520-886-5548
Fax 520-886-0245
E-mail: FMRASSOC@aol.com
Helen Molloy, Bus. Admin.
55-40-55-55

PhoneSolutions, L.L.C.
1101 N. Wilmot Rd., Ste. 253
Tucson, AZ 85712
Ph. 520-296-1015
Fax 520-296-3393
E-mail: mark@phonesolutions.com
http://www.phonesolutions.com/solutions
Mark Sullivan, Managing Director
75-70-75-75
(See advertisement on p. 66)

ARKANSAS

Ft. Smith

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

Little Rock

Flake/Wilkerson Market Insight
10 Corporate Hill Dr., Ste. 100
Little Rock, AR 72205
Ph. 501-221-3303
Fax 501-221-2554
E-mail: gwilerson@mktinsights.com
http://www.mktinsights.com
George Wilkerson, COO
35-35-35-35
(See advertisement on p. 68)

Olympia, Inc.
1400 W. Markham, Ste. 400
Little Rock, AR 72201
Ph. 800-676-7600
Fax 501-372-1909
Nancy Meador, Mgr. of Mktg. Svcs.
41-41-41-41

CALIFORNIA

Bakersfield

Marketing Works
425 18th St.
Bakersfield, CA 93301
Ph. 805-326-1012
Fax 805-326-0903
Dee Simpson, Owner
15-3-2-0

Fresno

AIS Market Research
2070 N. Winery
Fresno, CA 93612
Ph. 800-548-8127 or 209-252-2727
Fax 209-252-8343
Kimberly Rudolf, Manager
30-30-20-20

Bartels Research Corp.
145 Shaw Ave., Ste. C1 & C2
Clovis, CA 93612
Ph. 209-298-7557
Fax 209-298-5226
Joellen Bartels, President
50-0-50-0

Nichols Research, Inc.
Fashion Fair Mall
557 E. Shaw Ave.
Fresno, CA 93710
Ph. 209-226-3100
Fax 209-226-9354
E-mail: fresno@nichols-research.com
http://www.nichols-research.com
Amy Shields
15-8-10-0

Los Angeles

Adept Consumer Testing/Los Angeles
16130 Ventura Blvd., Ste. 350
Encino, CA 91436
Ph. 818-905-1525
Fax 818-905-8936
Mark Tobias, Partner
25-0-25-0

Applied Research West, Inc.
6615 E. Pacific Coast Hwy., Ste. 270
Long Beach, CA 90803
Ph. 800-493-1079 or 310-493-1079
Fax 310-493-6335
E-mail: akantak@appliedmktresearch.com
Dr. Anita Kantak, Principal
10-10-10-10

Area Phone Bank
3607 W. Magnolia, Ste. N
Burbank, CA 91505
Ph. 818-848-8282
Fax 818-846-9912
Ed Goldbaum, Owner
20-0-20-0

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/
Peter Carmichael, Manager
6-6-0-0

Assistance in Marketing/Los Angeles
959 S. Coast Dr., Ste. 475
Costa Mesa, CA 92626
Ph. 714-755-3900
Fax 714-755-3930
E-mail: AIMLA@aol.com
Cindi Reyes, Manager
6-6-0-0

California Survey Research Services, Inc.
15350 Sherman Way, Ste. 480
Van Nuys, CA 91406
Ph. 818-780-2777
Fax 818-780-0329
E-mail: emailcsrs@aol.com
Ken Gross, President
40-40-40-40

Consumer Pulse of Los Angeles
Galleria at South Bay, #269
1815 Hawthorne Blvd.
Redondo Beach, CA 90278
Ph. 310-371-5578 or 800-336-0159
Fax 310-542-2669
E-mail: Consumer.Pulse@internetMCI.com
Angie Abell, Director
20-12-20-20
(See advertisement on p. 88)

Creative Data
7136 Haskell Ave., Ste. 100
Van Nuys, CA 91406
Ph. 818-988-5411
Fax 818-988-4057
E-mail: creativedata@earthlink.net
Tina Vargas
22-0-10-0

Davis Market Research Services, Inc.
23801 Calabasas Rd., Ste. 1036
Calabasas, CA 91302
Ph. 818-591-2408
Fax 818-591-2488
E-mail: davisresh@aol.com
Carol Davis, President
70-52-70-70

The Dohring Co., Inc.
550 N. Brand Blvd., Ste. 2000
Glendale, CA 91203
Ph. 800-242-8022
Fax 818-242-3975
E-mail: dohring@dohring.com
http://www.dohring.com
Nancy Ellis, Sr. V.P. Ops.
40-0-40-40

Facts 'n Figures
Antelope Valley Mall
1233 W. Ave. P, #701
Palmdale, CA 93551
Ph. 805-272-4888
Fax 805-272-5676
Renee Stapleton
12-6-1-0

Field Dynamics Marketing Research
17547 Ventura Blvd., Ste. 308
Encino, CA 91316
Ph. 818-783-2502
Fax 818-905-3216
E-mail: FIELDDYNAM@aol.com
Tony Blass, President
16-3-16-0

Garcia Research Associates, Inc.
2550 Hollywood Way, Ste. 110
Burbank, CA 91505
Ph. 818-566-7722
Fax 818-566-1113
Angelica Gaxiola
36-36-36-36

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
25-0-19-19

House of Marketing
836 S. Arroyo Pkwy.
Pasadena, CA 91105
Ph. 818-793-9598
Fax 818-793-9624
E-mail: HMResearch@aol.com
Amy Siadak, General Manager
18-18-18-18

Interviewing Service of America, Inc.
16005 Sherman Way, Ste. 209
Van Nuys, CA 91406
Ph. 818-989-1044
Fax 818-782-1309
MichaelHalberstam, President
200-185-200-200

Interviewing Service of America, Inc.
200 S. Garfield, Ste. 302
Alhambra, CA 91801
Ph. 818-282-1552
Michael Halberstam, President
62-62-62-62

Codes - (e.g. 25-10-25-10)
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4. OFF-PREMISES - No. of stations which can be monitored off-premises

L.A. Focus
17337 Ventura Blvd., Ste. 301
Encino, CA 91316
Ph. 818-501-4794
Fax 818-907-8242
Lisa Balelo, Partner
22-0-22-0

Marylander Marketing Research, Inc.
16055 Ventura Blvd., Ste. 820
Encino, CA 91436
Ph. 818-990-7940
Fax 818-990-5106
Candace Rueda, Field Director
13-0-13-13

Meczka Marketing/Research/Consulting
5757 W. Century Blvd., Lobby Level
Los Angeles, CA 90045
Ph. 310-670-4824
Fax 310-410-0780
Dona H.Browne, Exec. Director
15-0-15-0

MSI International
12604 Hiddencreek Way, Ste. A
Cerritos, CA 90703
Ph. 310-802-8273
Fax 310-802-1643
Richard Hurlburt, President
45-45-45-45

PKM Marketing Research Services
1240 W. La Habra Blvd., Ste. A
La Habra, CA 90631
Ph. 310-694-5634
Fax 310-697-8964
Patricia M.Koerner, Principal
25-0-25-0

Plog Research, Inc.
18631 Sherman Way
Reseda, CA 91335
Ph. 818-345-7363
Fax 818-345-9265
E-mail: Kim@plogresearch.com
Kim Skogfeldt, Field Director
30-30-30-30

The Research Line
Div. of C.A. Walker & Assoc., Inc.
11631 Victory Blvd., Ste. 207
North Hollywood, CA 91606
Ph. 213-850-6820
Fax 213-850-7603
E-mail: saweinstein@cawalker.com
http://www.cawalker.com
Samuel Weinstein, Sr. Vice President
80-60-80-80

Quality Controlled Services
3440 Torrance Blvd., Ste. 100
Torrance, CA 90503
Ph. 800-448-4414 or 310-316-0626
Fax 310-316-4815
http://www.qcs.com
Carol Balcom-Amundson, Branch Manager
15-0-15-0
(See advertisement on p. 93)

Quality Controlled Services
Survey Center
17100 Pioneer Blvd., Ste. 170
Artesia, CA 90701
Ph. 562-402-6640
Fax 562-924-8487
http://www.qcs.com
Debra Gamboa-Kosch, Branch Manager
66-66-66-66
(See advertisement on p. 93)

Orange County

Ask Southern California, Inc.
City View Office Plaza
12437 Lewis St., Ste. 100
Garden Grove, CA 92840
Ph. 714-750-7566 or 800-644-4ASK
Fax 714-750-7567
E-mail: Jennifer@asksocal.com
http://www.asksocal.com
Jennifer Kerstner, President
27-0-27-0

DSG Associates, Inc.
2110 E. First St., Ste. 106
Santa Ana, CA 92705
Ph. 714-835-3020
Fax 714-835-6506
E-mail: dsga@deltanet.com
Carol Hoeft, Direcor of Operations
12-12-12-0

The Gallup Organization - Irvine
18400 Von Karman Ave., Ste. 720
Irvine, CA 92715
Ph. 714-474-7900
Fax 714-474-5963
Shannon O'Keefe
260-260-260-260

Market Research Associates
2082 Business Center Dr., Ste. 280
Irvine, CA 92612
Ph. 714-833-9337
Fax 714-833-2110
E-mail: nshah@lightside.com
Barbara Fields
24-0-24-0

Peryam & Kroll Research Corp.
4175 E. LaPalma
Anaheim, CA 92807
Ph. 714-572-6888
Fax 714-572-6808
16-0-16-0

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, President
20-0-20-0

The Verity Group, Inc.
680 Langsdorf Dr., Ste. 102
Fullerton, CA 92831
Ph. 714-680-9611
Fax 714-680-9676
Scott Kincer
70-60-70-0

Sacramento

Ask America Market Research
3365 Ridgeview Dr.
El Dorado Hills, CA 95726
Ph. 888-266-7229
Michael Pettengill
20-0-20-0

EMH, Inc.
1112 21st St.
Sacramento, CA 95816
Ph. 916-443-4722
Fax 916-443-3829
Elanine Hoffman, President
75-0-75-0

J.D. Franz Research
1804 Tribute Rd., Ste. K
Sacramento, CA 95815
Ph. 916-646-5595
Fax 916-646-4839
E-mail: Kloftus@earthlink.net
Jennifer Franz
25-0-25-0

Meta Information Services
9806 Old Winery Pl., Ste. 4
Sacramento, CA 95827
Ph. 916-368-9474
Fax 916-368-0705
E-mail: metainfo@metasite.com
http://www.metapage.com
Patricia Jenkinson, V.P., Opinion Rsch.
40-40-40-6

Opinions of Sacramento
2025 Hurley Way, Ste. 110
Sacramento, CA 95825
Ph. 916-568-1226
Fax 916-568-6725
Hugh Miller, Partner
16-0-12-12

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

San Diego

Analysis Research
4655 Ruffner St., Ste. 180
San Diego, CA 92111
Ph. 619-268-4800
Fax 619-268-4892
Carol Gailey, V.P./General Manager
16-0-16-0

CIC Research, Inc.
8361 Vickers St.
San Diego, CA 92111-2112
Ph. 619-637-4000
Fax 619-637-4040
E-mail: jrevlett@cicresearch.com
http://www.cicresearch.com
Joyce Revlett, Director of Surveys
24-24-24-24

Direct Feedback
9395 Cabot Dr.
San Diego, CA 92126
Ph. 619-537-2410
Fax 619-621-2215
Kurt Adams, Director of Operations
25-25-25-0

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, President
80-60-80-80

Fogerty Group, Inc.
5090 Shoreham Place, Ste. 206
San Diego, CA 92122
Ph. 619-550-3878
Fax 619-550-3875
Ginger Schmeiser, Exec. Director
30-15-30-0

Jagorda Interviewing Services
3615 Kearny Villa Rd., Ste. 111
San Diego, CA 92123
Ph. 619-573-0330
Fax 619-573-0538
Gerald Jagorda, President
12-0-12-0

Luth Research
2365 Northside Dr., Ste. 100
San Diego, CA 92108
Ph. 619-283-7333
Fax 619-283-1251
http://www.luthresearch.com
Charlie Rosen
49-49-49-49

MDI Interviewing Services, Inc.
1101 Bay Blvd., Ste. D
Chula Vista, CA 91911
Ph. 619-424-4550
Fax 619-424-4501
E-mail: jsuarez@mktdev.com
Jose Suarez, Operations Manager
100-100-100-100
(See advertisement on p. 71)

MDi Research, inc.
5841 Edison Pl., Ste. 210
Carlsbad, CA 92008
Ph. 619-603-7600
Fax 619-603-7604
E-mail: jabmdir@aol.com
Jacqueline Arsivaud, Principal
10-0-10-10

San Diego Surveys, Inc.
4616 Mission Gorge Pl.
San Diego, CA 92120
Ph. 619-265-2361 or 800-895-1255
Fax 619-582-1562
E-mail: SDSURVEYS@aol.com
Jean Van Arsdale, President
28-10-28-0

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
30-24-30-0

San Francisco Bay/San Jose

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

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, Facility Manager
28-28-28-28

Consumer Research Associates/Superooms™
111 Pine St., 17th fl.
San Francisco, CA 94111
Ph. 800-800-5055 or 415-392-6000
Fax 415-392-7141
E-mail: superooms@aol.com
Don Orsino, President
27-0-0-0

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

Elrick and Lavidge
200 Pine St.
San Francisco, CA 94109
Ph. 415-434-0536
Fax 415-391-0946
http://www.elavidge.com
Roger Brooks, General Manager
24-24-24-24
(See advertisement on p. 79)

Evans Research Associates, Inc.
120 Howard St., Ste. 660
San Francisco, CA 94105
Ph. 415-777-9888
Fax 415-777-9281
E-mail: evansres@aol.com
Lucinda Gonion, Senior Associate
28-20-20-0

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Field Research Corp.
550 Kearny St.
San Francisco, CA 94108
Ph. 415-392-5763
Fax 415-392-2541
E-mail: info@field.com
E. Deborah Jay, Ph.D., President/CEO
85-85-85-85

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@ffrsf.com
Andy Fleischman, Principal
50-0-50-50

Freeman, Sullivan & Co.
131 Steuart St., Ste. 500
San Francisco, CA 94105
Ph. 415-777-0707
Fax 415-777-2420
E-mail: grbrino@dnai.com
Ann Garbarino, Marketing Director
28-28-28-28

Frost & Sullivan
2525 Charleston Rd.
Mountain View, CA 94043
Ph. 415-961-9000
Fax 415-961-5042
E-mail: sworthge@frost.com
http://www.frost.com
Scott Worthge, Manager
80-80-80-0

Hispanic & Asian Marketing Communication Research, 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
Felipe Korzenny, Ph.D., President
53-53-53-53
(See advertisement on p. 43)

M R & A Field & Tab
1300 El Camino Real, Ste. 370
San Mateo, CA 94402
Ph. 415-358-1480
Fax 415-341-2678
Sarah Fraser, Field Director
30-30-30-30

Nichols Research, Inc.
333 W. El Camino Real, Ste. 180
Sunnyvale, CA 94087
Ph. 408-773-8200
Fax 408-733-8564
E-mail: kathryn@nichols-research.com
http://www.nichols-research.com
Kathryn LaRoche
40-8-30-0

Nichols Research, Inc.
2300 Clayton Rd., Ste. 1370
Concord, CA 94520
Ph. 510-687-9755
Fax 510-686-1384
E-mail: concord@nichols-research.com
http://www.nichols-research.com
Sherry Thomas
15-8-9-0

Nichols Research, Inc.
1155 New Park Mall
Newark, CA 94560
Ph. 510-794-2990
Fax 510-794-3471
E-mail: newpark@nichols-research.com
http://www.nichols-research.com
Jane Rosen
20-8-15-0

Phase III Market Research
1150 N. First St., Ste. 211
San Jose, CA 95112
Ph. 408-947-8661
Fax 408-293-9909
Nancy Pitta, President
15-0-15-0

Quantum Consulting, Inc.
2030 Addison St., Ste. 410
Berkeley, CA 94704
Ph. 510-540-7200
Fax 510-540-7268
Veronica Raymonda, Rsch. Ops. Mgr.
30-30-30-30

The Research Spectrum
182 Second St., 4th fl.
San Francisco, CA 94105
Ph. 415-543-3777
Fax 415-543-3553
30-30-30-30

San Francisco Field Service
717 Market St., #603
San Francisco, CA 94103
Ph. 415-896-2378
Fax 415-896-2379
Paul Tucker
20-20-20-0

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, President
45-0-45-0

Survey Methods Group
140 2nd St., Ste. 400
San Francisco, CA 94105
Ph. 415-495-6692
Fax 415-995-8185
LindaRynazewski, Vice President Marketing
45-0-45-45

Tragon Corp.
365 Convention Way
Redwood City, CA 94063
Ph. 415-365-1833
Fax 415-365-3737
Brian McDermott, Dir. Research Services
24-0-24-0

Margaret Yarbrough & Associates
934 Shorepoint Ct., Ste. 100
Alameda, CA 94501
Ph. 510-521-6900
Fax 510-521-2130
E-mail: marge@hooked.net
Margaret Yarbrough, President
20-0-20-0

COLORADO

Boulder

Quantum Research Services, Inc.
1830 17th St.
Boulder, CO 80302
Ph. 303-786-9500
Fax 303-447-9029
Andrew Smith, President
37-30-37-37

Talmey-Drake Research & Strategy, Inc.
P.O. Box 1070
Boulder, CO 80306
Ph. 303-443-5300
Fax 303-447-9386
Mark Miller
54-54-54-54

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
8-4-8-8
(See advertisement on p. 88)

Denver

AccuData Market Research, Inc.
14221 E. 4th Ave., Ste. 126
Denver, CO 80111-8701
Ph. 800-731-3527
Fax 303-344-0403
E-mail: accudata@concentric.net
http://www.concentric.net/~accudata/
Shannon Smith
10-0-0-0

Phone Center

Beth Wilson

Christine Farber

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Colorado Market Research
Div. of Ruth Nelson Research
2149 S. Grape St.
Denver, CO 80222
Ph. 303-758-6424
Fax 303-756-6467
Ruth Nelson, President
70-0-70-16

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
8-4-8-8
(See advertisement on p. 88)

Eagle Research - Denver
12157 W. Cedar Dr.
Denver, CO 80227
Ph. 800-281-5397
Fax 303-980-2270
E-mail: eagle@atlcom.net
Christine Farber, Dir. of Rsch. Ops.
110-110-110-110
(See advertisement on p. 73)

IRi - Information Research Inc.
10650 E. Bethany Dr.
Aurora, CO 80014
Ph. 303-751-0190
Fax 303-751-8075
Norm Petitt, President
15-0-15-15

Market Perceptions, Inc.
Healthcare Research, Inc.
240 St. Paul St., Ste. 100
Denver, CO 80206
Ph. 303-388-0873
Fax 303-388-3822
15-15-15-15

Quality Education Data
1700 Lincoln St., Ste. 3600
Denver, CO 80203
Ph. 303-860-1832
Fax 303-860-0238
Karin Hendersin, Mkt. Rsch. Dir.
60-60-60-0

The Research Center
550 S. Wadsworth Blvd., Ste. 101
Denver, CO 80226
Ph. 800-432-2050 or 303-935-1750
Fax 303-935-4390
Steve Riegel, Field Director
40-25-40-40

Standage Market Research
1800 S. Sheridan Blvd., #206
Denver, CO 80232
Ph. 303-922-1225
Fax 303-922-9181
Ruby Standage, President
50-8-50-35

Sundel Research, Inc.
1150 Delaware St.
Denver, CO 80204
Ph. 303-623-3600
Fax 303-825-8131
Harvey H. Sundel, President
30-0-30-30

TMR, Inc.
12250 E. Iliff Ave.
Aurora, CO 80014
Ph. 303-751-5300
Fax 303-751-5550
Mike Felderman, General Manager
60-60-60-60
(See advertisement on p. 108)

Ft. Collins

PhoneBase Research
1228 W. Elizabeth St., Ste. D-8
Ft. Collins, CO 80521
Ph. 970-224-2202
Fax 970-224-1152
E-mail: pbr@verinet.com
Todd C. Jones, Partner
100-100-100-100

CONNECTICUT

Hartford

Beta One, Inc.
Focus Facility Hartford
270 Farmington Ave., Ste. 126
Farmington, CT 06032
Ph. 800-447-2382
Fax 860-677-4967
Cheryl Espinal, Telephone Ctr. Director
20-0-10-0

New Haven

The Center For Research & Public Policy
59 Elm St.
New Haven, CT 06510
Ph. 203-776-9222
Fax 203-777-1807
E-mail: JCL@CRPP.com
http://www.crpp.com
Jerry C. Lindsley, President
25-25-25-25

Shapiro Research Services, Inc.
Trumbull Shopping Park
5065 Main St.
Trumbull, CT 06611
Ph. 203-373-9391
Fax 203-371-4257
Sandy Shapiro, President
8-0-8-0

Stamford

ASI Market Research, Inc.
One Stamford Plaza
263 Tresser Blvd.
Stamford, CT 06901
Ph. 203-328-7000
Fax 203-323-6698
225-225-225-225

Coast To Coast Telephone Center
1351 Washington Blvd.
Stamford, CT 06902
Ph. 203-325-2335
Fax 203-325-4995
Lorraine Kweskin, V.P. Client Services
60-60-60-44

The Consumer Dialogue Center®
25 Third St.
Stamford, CT 06905
Ph. 203-356-1678
Fax 203-327-9061
Annabel Goebel
40-0-40-40

DISTRICT OF COLUMBIA

Aspen Systems Corporation
962 Wayne Ave.
Silver Spring, MD 20910
Ph. 301-495-8546
Fax 301-495-8683
E-mail: mpogozelski@aspensys.com
http://www.aspensys.com
Marie Pogozelski, Mgr. Survey Operations
20-20-20-0

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
Jeff Davis, Director
15-8-15-15
(See advertisement on p. 88)

Decision Data Collection
1489 Chain Bridge Rd., #100
McLean, VA 22101
Ph. 703-556-7748
Fax 703-356-1680
Gary Brown, Executive Vice President
40-15-40-15

Decision Data Collection
3516 Plank Rd.
Fredericksburg, VA 22401
Ph. 540-785-4423
Fax 540-785-7589
Márie Gigliello, Office Manager
16-0-16-0

Metro Research Services, Inc.
9990 Lee Hwy., Ste. 110
Fairfax, VA 22030
Ph. 703-385-1108
Fax 703-385-8620
Angela Lorinchak, President
16-0-16-0

National Research, Inc.
4201 Connecticut Ave. N.W., Ste. 212
Washington, DC 20008
Ph. 202-686-9350
Fax 202-686-7163
E-mail: nri@dgsys.com
Rebecca Craig, Vice President
50-15-32-32

The NPD Group
HTI Custom Research
6525 Belcrest Rd., #G50
Hyattsville, MD 20782
Ph. 301-779-7950
Fax 301-779-4210
45-45-45-45

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 L. Siegel, President
19-0-19-15

Shugoll Research
7475 Wisconsin Ave., Ste. 200
Bethesda, MD 20814
Ph. 800-322-4499 or 301-656-0310
Fax 301-657-9051
E-mail: Shugoll@erols.com
Rick Seale, Field Director
20-0-20-20

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

Woelfel Research, Inc.
2222 Gallows Rd., Ste. 220
Vienna, VA 22182
Ph. 703-560-8400
Fax 703-560-0365
Jeff Adler, Vice President
49-40-49-49

FLORIDA

Ft. Lauderdale/Boca Raton

Mar's Surveys
1700 N. University Dr., Ste. 205
Coral Springs, FL 33071
Ph. 954-755-2805 or 800-923-MARS (8105)
Fax 954-755-3061
E-mail: eric@marsresearch.com
http://www.marsresearch.com
Eric Lipson, Vice President
40-40-40-40

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

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

TYG Marketing, Inc.
541 S. State Rd. 7, Ste. 7
Ft. Lauderdale, FL 33068
Ph. 954-968-1660
Fax 954-968-3684
E-mail: TYGMKTG@aol.com
Paula Smith, President
15-0-15-0

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

Gainesville

Irwin Research Associates, Inc.
4112 N.W. 22nd Dr.
Gainesville, FL 32605
Ph. 352-371-7800
Fax 352-371-0087
E-mail: irwints@idm.net
Denise Henry, President
100-100-100-100

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
Dr. Elaine M. Lyons-Lepke, President
20-20-20-20

Jacksonville

Consumer Pulse of Jacksonville
Regency Square Mall, #680
9501 Arlington Expy.
Jacksonville, FL 32225
Ph. 904-723-3322 or 800-336-0159
Fax 904-723-0048
E-mail: Consumer.Pulse@internet.MCI.com
Susan Meade, Director
6-4-6-6
(See advertisement on p. 88)

Kirk Research Services, Inc.
4521 Atlantic Blvd., Ste. D
Jacksonville, FL 32207
Ph. 904-858-3200
Fax 904-858-3204
Rebecca Kirk, Vice President
15-0-15-0

Market Horizons, Inc.
9452 Phillips Hwy., Ste. 5
Jacksonville, FL 32256-1332
Ph. 904-260-2001
Fax 904-260-6266
E-mail: mkthoriz@highway1.com
Charles A. McMillin, Principal/CEO
30-30-30-30

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

Miami

Behavioral Science Research
2121 Ponce de Leon Blvd., Ste. 1250
Coral Gables, FL 33134
Ph. 305-443-2000
Fax 305-448-6825
E-mail: BSR@aol.com
Juliette Aldana-Chiles, Dir. Field Svcs.
30-12-30-30

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

JML Interviewing Service, Inc.
8415 Coral Way, Ste. 201
Miami, FL 33155
Ph. 305-264-5780
Fax 305-264-6419
Jean Light, President
10-0-10-10

National Opinion Research Services
760 N.W. 107th Ave., Ste. 106
Miami, FL 33172
Ph. 800-940-9410
Fax 305-553-8586
E-mail: nors@netrus.net
Daniel Clapp, President
72-52-72-72

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
Sandy Palmer, Vice President
28-0-28-28

Strategy Research Corporation
100 N.W. 37th Ave., 3rd fl.
Miami, FL 33125
Ph. 305-649-5400
Fax 305-649-6312
E-mail: strategy@icanect.net
Richard W. Tobin, President/CEO
36-36-36-36

Weitzman & Philip, Inc.
850 Ives Dairy Rd.
Miami, FL 33179
Ph. 305-653-6323
Fax 305-653-4016
E-mail: dphilipl@aol.com
Dan Philip, President
21-0-21-0

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

Naples

Gazelle International, Inc.
4949 Tamiami Trail N., Ste. 204
Naples, FL 33940
Ph. 941-649-8808
Fax 941-649-8861
Douglas Calhoun, President
30-30-30-30

Issues and Answers Network, Inc.
4949 Tamiami Trail North, Ste. 240
Naples, FL 33940
Ph. 800-234-7783
Fax 757-456-0377
E-mail: info@issans.com
Peter McGuinness, President
29-29-29-29

Orlando

AccuData Market Research, Inc.
500 N. Orlando Ave., Ste. 1398
Winter Park, FL 32789-2983
Ph. 407-628-1835
Fax 407-628-0571
E-mail: accudata@concentric.net
http://www.concentric.net/~accudata/
Mary Carrico
12-0-12-0

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

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
John Bonsall, Manager
70-70-70-70

Insight Orlando, Inc.
5828 S. Semoran Blvd.
Orlando, FL 32822
Ph. 407-647-3028
Fax 407-647-3016
Joe Hildenbrand, Project Manager
20-0-20-20
(See advertisement on p. 76)

Barbara Nolan Market Research
218 Jackson St.
Maitland, FL 32751
Ph. 407-629-8800
Fax 407-629-7633
E-mail: 103454.2152@compuserve.com
Ellen Shamblin, Field Supervisor
38-16-38-38

Sarasota

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

Tallahassee

MGT of America, Inc.
2425 Torreya Dr.
Tallahassee, FL 32303
Ph. 904-386-3191
Fax 904-385-4501
E-mail: mgt@mgtamer.com
http://www.mgtamer.com
Karen Kull, Dir. of Mktg.
20-0-20-0

Tampa/St. Petersburg

Communications Center, Inc.
1010 E. Rose St.
Lakeland, FL 33801
Ph. 941-686-5553
Fax 941-686-4722
Chad Harris, Director of Operations
72-72-72-72
(See advertisement on p. 75)

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
8-0-8-0

The Herron Group of Tampa, Inc.
600 N. Westshore Blvd., Ste. 702
Tampa, FL 33609
Ph. 813-282-0866
Fax 813-282-3553
E-mail: Herrontpa@aol.com
Elaine Herron-Cravens, President
24-4-24-0

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 O'Neill, Manager
24-0-24-0

Total Research Corp.
5130 Eisenhower Blvd., Ste. 210
Tampa, FL 33634
Ph. 813-887-5544
Fax 813-882-0293
Betty King
80-77-80-80

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@field-n-focus.com
http://www.field-n-focus.com
Lois Stermer, President
30-30-25-25

Profile Marketing Research, Inc.
4020 S. 57th Ave., Ste. 101
Lake Worth, FL 33463
Ph. 561-965-8300
Fax 561-965-6925
E-mail: profile@profile-mktg-res.com
http://profile-mktg-res.com
Judy A. Hoffman, President
35-30-35-35

GEORGIA

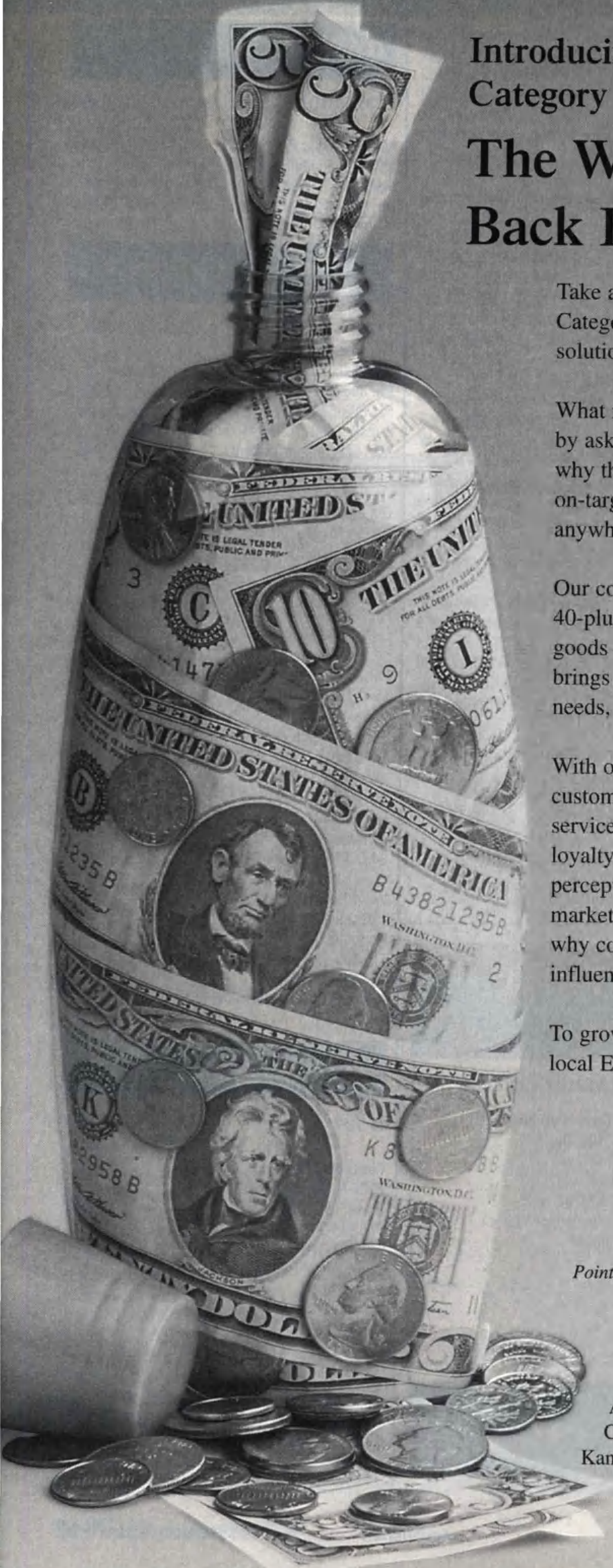
Atlanta

Atlanta Marketing Research Center
5600 Roswell Rd., Ste. 300 North
Atlanta, GA 30342
Ph. 404-239-0001
Fax 404-237-1235
http://www.pwarner.com
John Lockyer
20-0-20-0

Booth Research Services, Inc.
1120 Hope Rd., Ste., 200
Atlanta, GA 30350
Ph. 770-992-2200
Fax 770-642-4535
Dottie Nix, V.P. Field Svcs.
75-75-75-75

Compass Marketing Research
3725 DaVinci Ct., Ste. 100
Norcross, GA 30092
Ph. 770-448-0754
Fax 770-416-7586
Lowell Coverdill, Manager
120-120-120-120
(See advertisement on p. 77)

Eagle Research - Atlanta
One Dunwoody Park, Ste. 128
Atlanta, GA 30338
Ph. 800-281-5397
Fax 770-671-9708
E-mail: eaglegrp@rmi.net
Beth Wilson, President
110-110-110-110
(See advertisement on p. 73)



Introducing Elrick & Lavidge's Category Management Services

The Way To Put More Profit Back Into Your Brands

Take any product. Add the full strength of Elrick & Lavidge's Category Management Services. Then watch as our powerful solutions result in maximum revenue and profit for your brand.

What makes our insight unique is that we focus on consumers by asking them questions in the store. One-on-one, we find out why they're buying, buying again, or not buying. The result is on-target, precise, action-oriented information you can't get anywhere else.

Our concept is based on the experience we've gained from 40-plus years of working with the biggest names in packaged goods and our extensive point-of-sale expertise. This experience brings retailers and manufacturers together to satisfy consumer needs, build top-line revenue, and maximize profit.

With our Category Management Services, you can put together customized programs using an integrated array of proprietary services. And get true insight into shopping behavior, store loyalty, customer satisfaction, market basket analysis, category perceptions, merchandising, category gap analysis, pricing, market structure analysis, and more. It's a close-up look at why consumers buy and *how* they buy--leading to *how* to influence *what* they buy.

To grow your product line's revenue and profit, call your local Elrick & Lavidge Category Management expert today.

Elrick&Lavidge

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Pointing Your Business In The Direction Of Profitable Growth

E-mail: elavidge@mindspring.com
Internet home page: http://www.elavidge.com

Atlanta 770.621.7600 Chicago 708.449.5300
Cincinnati 513.671.4449 Dallas 972.869.0484
Kansas City 816.221.8117 New York 201.599.0755
San Francisco 415.434.0536

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Elrick and Lavidge
1990 Lakeside Pkwy., 3rd fl.
Tucker, GA 30084
Ph. 770-621-7600
Fax 770-621-7666
E-mail: elavidge@mindspring.com
http://www.elavidge.com
Roger Bacik, Sr. Vice President
56-56-56-56
(See advertisement on p. 79)

The Gallup Organization - Atlanta Buckhead
3333 Peachtree Rs. S., Twr. M-10
Atlanta, GA 30326
Ph. 404-816-4115
Fax 404-816-5322
Regis Humphrey
55-55-55-55

The Gallup Organization - Atlanta Downtown
303 Peachtree St.
One Peachtree Center, 27th fl.
Atlanta, GA 30308
Ph. 404-525-9930
Fax 404-525-8645
Regis Humphrey
132-132-132-132

IMAGES Market Research
1718 Peachtree Rd., Ste. 650
Atlanta, GA 30309
Ph. 404-892-2931
Fax 404-892-8651
E-mail: IMAGES USA@aol.com
Robert L. McNeil Jr., President
20-20-20-20

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, President
40-10-40-10

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

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

Message Factors, Inc.
1140 Hammond Dr., Ste. F-6200
Atlanta, GA 30328
Ph. 770-604-9983
Fax 770-604-9187
Russell Boyd, Dir. of Ops.
30-12-30-30

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
Debra Wilson
8-4-8-0

Nordhaus Research, Inc.
3355 Lenox Rd., Ste. 400
Atlanta, GA 30326
Ph. 800-860-9996
Fax 810-827-1380
E-mail: jrk@nordhaus.mhs.compuserve.com
John King, President
18-0-18-0
(See advertisement on p. 91)

Quality Controlled Services
2635 Century Pkwy., Ste. 100
Atlanta, GA 30345
Ph. 800-227-2974 or 404-321-0468
Fax 404-636-3276
http://www.qcs.com
Susan Lipsitz, Branch Manager
14-0-14-0
(See advertisement on p. 93)

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

T & K Research Associates, Inc.
1501 Johnson Ferry Rd., Ste. 250
Marietta, GA 30062
Ph. 770-578-9085
Fax 770-977-0833
Darlene McWilliams
14-0-14-0

V & L Research & Consulting, Inc.
4294 Memorial Dr., Ste. D
Decatur, GA 30032
Ph. 404-298-0139
Fax 404-298-0026
E-mail: VLResearch@mindspring.com
Dydra H. Virgil, Principal
20-12-12-12

HAWAII

Honolulu

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

OmniTrak Group, Inc.
725 Davies Pacific Center
841 Bishop St., Ste. 725
Honolulu, HI 96813
Ph. 808-528-4050
Fax 808-538-6227
E-mail: 103377.2665@compuserve.com
Alan Ellis, Vice President
22-10-22-0

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://www.starrtech.com
Barbara Ankersmit, President
16-0-16-0

SMS Research & Marketing Services
1042 Fort St. Mall, Ste. 200
Honolulu, HI 96813
Ph. 808-537-3356
Fax 808-537-2686
Jim Dannemiller, President
24-0-12-0

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

IDAHO

Boise

Clearwater Research, Inc.
2130 N. Cole Rd
Boise, ID 83704
Ph. 208-376-3376
Fax 208-376-2008
Steve Swan, President
24-24-24-24

Pocatello

David's Phone Center
640 Pershing Dr., Ste. A
Pocatello, ID 83201
Ph. 208-232-1818
Fax 208-232-1466
E-mail: dcm@poky.srv.net
David McKamey, President
48-48-48-48

ILLINOIS

Carbondale

U.S. Research Co.
1620 W. Main
Carbondale, IL 62901
Ph. 618-529-8100
24-16-24-24

Chicago

Adler-Weiner Research/Chicago, Inc.
6500 N. Lincoln Ave., Ste. 200
Lincolnwood, IL 60645
Ph. 847-675-5011
Fax 847-675-5698
Eileen Dorfman, V.P. Operations
25-0-10-0

Assistance In Marketing/Chicago
1650 N. Arlington Heights Rd.
Arlington Heights, IL 60004
Ph. 847-392-5500
Fax 847-392-5841
E-mail: AIMChicago@aol.com
Laura Shulman, President
8-0-8-8

The Blackstone Group
360 N. Michigan Ave., Ste. 1500
Chicago, IL 60601
Ph. 312-419-0400
Fax 312-419-8419
Peter Rindskopf, Field Director
60-60-60-60
(See advertisement on p. 81)

C R Market Surveys
9510 S. Constance
Chicago, IL 60617-4734
Ph. 800-882-1983
Fax 773-233-0481
E-mail: crms1@aol.com
Cherlyn Robinson, Project Coordinator
10-0-10-0

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
Terry Cotter, President
60-60-60-60

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

Consumer and Professional Research, Inc.
435 E. LaSalle Blvd., Ste. 210
P.O. Box 10884
Chicago, IL 60610-0884
Ph. 312-832-7744
Fax 312-832-7745
E-mail: CandPR@aol.com
Peter Morich
15-15-15-15

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
9-4-9-9
(See advertisement on p. 88)

Conway/Milliken & Associates
875 N. Michigan Ave., Ste. 2511
Chicago, IL 60611
Ph. 312-787-4060
Fax 312-787-4156
100-100-100-100

CTIS
6445 N. Western Ave.
Chicago, IL 60645
Ph. 312-274-3700
Fax 312-274-4021
E-mail: ctischic@aol.com
Jenny Corace, Facility Manager
50-50-50-50
(See advertisement on p. 3)

Data Research, Inc.
1319 Butterfield Rd., Ste. 510
Downers Grove, IL 60515
Ph. 630-971-2880
Fax 630-971-2267
Frank Puglessi, CEO
50-17-20-20

Richard Day Research
801 Davis St., 3rd fl.
Evanston, IL 60201-4472
Ph. 847-328-2329
Fax 847-328-8995
E-mail: RDR@RCS.COM
http://www.mcs.com/~rdr
Richard Day, President
32-26-32-32

Dimension Research, Inc.
200 W. 22nd St., Ste. 240
Lombard, IL 60148
Ph. 630-916-0040
Fax 630916-0836
Wes Peters, President
50-50-50-50

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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
Irene Lanin-Kettering, Sr. V.P./G.M.
50-45-50-50
(See advertisement on p. 79)

Fieldwork Chicago, Inc.
6200 N. Hiawatha, Ste. 720
Chicago, IL 60646
Ph. 312-282-0203
Fax 312-282-6422
http://www.fieldwork.com
Mary Pedersen, Manager
45-45-45-45
(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, Sr. Proj. Dir.
31-0-31-0

Heakin Research, Inc.
3615 Park Dr., Ste. 101
Olympia Fields, IL 60461
Ph. 708-503-0100
Fax 708-503-0101
Kevin Heakin, Vice President
65-65-65-65

Ingram Research, Inc.
0S 125 Church St.
P.O. Box 175
Winfield, IL 60190
Ph. 630-462-0402
Fax 630-462-7153
http://recall.lib.indiana.edu/~caingram/IR/index.html
Roland G. Ingram, President
20-0-20-20

M.A.B.2 Recruiting Services
4334 N. Hazel St., Ste. 210
Chicago, IL 60613
Ph. 773-296-MAB2
Fax 773-296-1892
Martin A. Barone II, Owner
10-0-10-0

Market Facts, Inc.
National Telephone Center
1010 Lake St.
Oak Park, IL 60301
Ph. 847-524-2001
Fax 847-524-2351
Jeff Samulowitz
90-90-90-90

Market Facts, Inc.
National Telephone Center
4260 Westbrook Dr.
Aurora, IL 60504
Ph. 847-851-6823
Fax 847-851-9213
Donna Barnes
60-60-60-60

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

Mid-America Research/Facts In Focus
Administrative Offices
999 N. Elmhurst Rd., Ste. 17
Mt. Prospect, IL 60056
Ph. 847-392-0800
Fax 847-870-6236
26-10-26-10

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 Tomoleoni
22-16-16-0

National Data Research, Inc.
770 Frontage Rd., Ste. 110
Northfield, IL 60093
Ph. 847-501-3200
Fax 847-501-2865
Val Maxwell, President
18-0-18-0

Peryam & Kroll Research Corp.
6323 N. Avondale Ave.
Chicago, IL 60631
Ph. 773-774-3100
Fax 773-774-7956
24-0-24-0

Precision Research, 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@preres.com
http://www.preres.com
Scott Adleman, President
20-6-20-20
(See advertisements on pp. 48, 82)

Public Insights, Inc.
825 E. Golf Rd., Ste. 1129
Arlington Heights, IL 60005
Ph. 847-364-5133
Fax 847-364-5663
E-mail: PIInc11969@aol.com
http://members.aol.com/piinc11969
Valerie Gassman, President
10-0-10-0

Quality Controlled Services
2311 W. 22nd St., Ste. 100
Oak Brook, IL 60521
Ph. 800-322-2376 or 708-990-8300
Fax 708-990-8188
http://www.qcs.com
Therese Duenas, Branch Manager
10-0-10-0
(See advertisement on p. 93)

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

The Research Group, Inc.
7900 Milwaukee, Ave., Ste. 222
Niles, IL 60714
Ph. 847-966-8900
Fax 847-966-8871
Charles Orloff, Vice President
35-0-35-35

Research House
6901 N. Lincoln Ave.
Lincolnwood, IL 60646-2605
Ph. 847-677-4747
Fax 847-677-7990
Darlene Piell, Partner
24-0-0-0

Smith Research, Inc.
1181-B Lake Cook Rd.
Deerfield, IL 60015
Ph. 847-948-0440
Fax 847-948-8350
Kevin Smith, President
24-10-24-24

Strictly Medical Market Research
Edens Office Plaza
4801 W. Peterson Ave., Ste. 608
Chicago, IL 60646
Ph. 312-202-3500
Fax 312-202-3511
E-mail: llipsutz@aol.com
Harry Balaban
10-0-10-0

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

TeleBusiness USA
1945 Techny Rd., Ste. 3
Northbrook, IL 60062
Ph. 847-480-1560
Fax 847-480-6055
Larry Kaplan, President
120-90-120-120

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: llipsutz@aol.com
Harry Balaban
10-0-10-0

Tragon Corp.
1400 E. Lake Cook Rd.
Buffalo Grove, IL 60089
Ph. 847-808-2080
Fax 847-808-0179
Sally Temple, Mgr. Midwest Ops.
6-0-6-0

U.S. Research Co.
300 Marquardt Dr.
Wheeling, IL 60090
Ph. 847-520-3600
Fax 847-520-3621
E-mail: USR142@aol.com
Dennis G. Hill, President
150-40-150-100

Peoria

Scotti Research, Inc.
1118 N. Sheridan Rd.
Peoria, IL 61606
Ph. 309-673-6194
Fax 309-673-5942
Nancy Matheis, V.P. Operations
14-0-14-14

INDIANA

Evansville

Product Acceptance & Research (PAR)
1510 W. Franklin St.
Evansville, IN 47710
Ph. 812-867-8600
Fax 812-867-8699
Woody Youngs, Sr. Vice President
40-40-40-40

Ft. Wayne

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

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Walker Information
309 Insurance Dr.
Ft. Wayne, IN 46825-4252
Ph. 317-843-8667
Fax 317-843-8897
http://www.walkernet.com
Connie Burking, Director
70-70-70-70

Indianapolis

Circle City Research Corp.
6433 E. Washington St., Ste. 145
Indianapolis, IN 46219
Ph. 317-359-2200
Fax 317-359-2386
Kathy DeMunbrun, President
11-0-11-0

Herron Associates, Inc.
710 Executive Park Dr.
Greenwood, IN 46143
Ph. 317-882-3800 or 317-236-0420
Fax 317-882-4716
E-mail: herron@iquest.net
http://www.heron-research.com
Sue Nielsen, Vice President
24-12-24-0

Jackson & Jackson Research, Inc.
5144 Madison Ave., Ste. 9
Indianapolis, IN 46227
Ph. 317-782-3066
Fax 317-788-3165
Janet Jackson, President
11-0-11-0

Stone Research Services
One Park Fletcher, Ste. 200-C
2601 Fortune Cir. E.
Indianapolis, IN 46241
Ph. 317-227-3000
Fax 317-227-3001
Toby Stone, President
20-20-20-20

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, Client Services
33-33-33-33

Walker Information
3939 Priority Way South Dr.
Indianapolis, IN 46240
Ph. 317-843-3939
Fax 317-843-8584
E-mail: cburking@walkernet.com
http://www.walkernet.com
Barbara Miller, V.P. Operations
35-35-35-35

IOWA

Cedar Rapids

Epley Marketing Services, Inc.
Four Quail Creek Cir.
North Liberty, IA 52317
Ph. 319-626-2567
Fax 319-626-8035
E-mail: epleyms@aol.com
Steve Epley, President
95-47-24-24

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 B. Cook, V.P. Field Services
138-138-138-138

Des Moines

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
30-30-28-28

Ft. Dodge

Rockwood Research Corp.
916 Superior St.
Webster City, IA 50595
Ph. 612-631-1977
Fax 612-631-8198
E-mail: rockwdplus@aol.com
Mark Sireck, Director of Operations
26-26-26-26

Mason City

Directions Research Corp.
P.O. Box 1731
Mason City, IA 50401
Ph. 515-423-0275
Fax 515-423-8494
Tom Thul, Partner
30-25-25-25

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
Ann King, Vice President
66-66-66-28

Shenandoah

Central Surveys, Inc.
111 N. Elm St.
Shenandoah, IA 51601
Ph. 712-246-1630
Fax 712-246-5420
Robert W. Longman, President
28-24-28-24

KANSAS

Kansas City
(See Kansas City, MO)

KENTUCKY

Lexington

The Matrix Group, Inc.
501 Darby Creek Rd., #25
Lexington, KY 40509
Ph. 606-263-8177 or 800-558-6941
Fax 606-263-1223
E-mail: matre@lex.infi.net
Martha L. DeReamer, President
12-0-12-0

Louisville

Communications Center, Inc.
4400 Breckenridge Ln., Ste. 320
Louisville, KY 40218
Ph. 502-491-4161
Fax 502-495-1395
Darlene Harris, Director of Operations
72-72-72-72
(See advertisement on p. 75)

Davis Research Services, Inc.
1850 Taylor Ave., #7
Louisville, KY 40213
Ph. 502-456-4344
Fax 502-456-4445
Leslie Poore, President
36-36-36-36

Fangman Research, Inc.
1941 Bishop Ln., Ste. 806
Louisville, KY 40218
Ph. 502-456-5300
Fax 502-456-2404
E-mail: fangman@compuserve.com
Allen Fangman, Exec. Vice President
13-4-10-0

MRK, Inc.
1250 Bardstown Rd.
Louisville, KY 40204
Ph. 502-458-4159
Fax 502-456-5776
Connie Pearl, President
16-9-16-9

National Dataquesting, Inc.
Div. of Wilkerson & Associates
3339 Taylorsville Rd.
Louisville, KY 40205
Ph. 502-452-1575
Fax 502-459-8392
Suzanne Elder, V.P. Field Svcs.
80-80-80-80

Personal Opinion, Inc.
999 Breckenridge Ln.
Louisville, KY 40207
Ph. 502-899-2400
Fax 502-899-2404
E-mail: persnlop@iglou.com
http://www.iglou.com/personalopinion
Rebecca Davis
25-22-22-5

Southern Research Services of Louisville
1930 Bishop Ln.
Louisville, KY 40218
Ph. 502-454-0771
Fax 502-458-5773
Sharron Hermanson, President
54-30-54-54

Wilkerson & Associates
3339 Taylorsville Rd.
Louisville, KY 40205
Ph. 502-459-3133
Fax 502-459-8392
E-mail: wassoci215@aol.com
Steve Wilkerson, Sales Manager
80-80-80-80

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 Landsberger, President
30-10-30-0

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

Survey Communications, Inc.
P. O. Box 14124
Baton Rouge, LA 70898
Ph. 504-928-0220
Fax 504-924-1174
E-mail: jsb@sciresearch.com
http://www.sciresearch.com
John Boston, President
70-70-70-70

New Orleans

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

Gulf State Research Center - New Orleans
4426 Veterans Blvd.
Metairie, LA 70006
Ph. 800-845-GULF (4853) or 504-454-1737
Tim Villar, Vice President
15-6-15-0

Linden Research Services, Inc.
3301 Veterans Blvd.
Metairie, LA 70002
Ph. 504-837-0013
Fax 504-837-0012
Marty Olson, Director of Operations
6-6-6-0

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
15-0-15-15

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

MAINE

Bangor

Northeast Research, Inc.
117 Mill St.
P.O. Box 9
Orono, ME 04473
Ph. 207-866-5593
Fax 207-866-2884
Christine Kreider, Sr. Research Associate
15-15-15-0

Portland

Market Decisions, Inc.
85 E St.
P.O. Box 2890
South Portland, ME 04106
Ph. 207-767-6440
Fax 207-767-8158
E-mail: research@MarketDecisions.com
Steve Brown, Mgr. of Interviewing Svcs.
20-12-20-20

Seaport Surveys, Maine
44 Oak St.
Portland, ME 04101
Ph. 207-756-7770 or 800-756-7710
Fax 207-756-7777
E-mail: jkick@gwi.net
John Kumnick, President
15-0-15-15

Strategic Marketing Services
148 Middle St.
Portland, ME 04101
Ph. 207-871-8622
Fax 207-772-4842
E-mail: Panatl@aol.com
Victoria Kuhn Walker, Research Director
15-0-0-0

MARYLAND

Annapolis

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

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Baltimore

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
16-0-16-0

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
16-0-16-0

Bay Area Research
9936 Liberty Rd.
Randallstown, MD 21133
Ph. 410-922-6600
Fax 410-922-6675
E-mail: baya@erols.com
Tamara Zwingelberg, President
10-10-10-0

Chesapeake Surveys
4 Park Center Ct., Ste. 100
Owings Mills, MD 21117
Ph. 410-356-3566
Fax 410-581-6700
E-mail: ebeirne@migkap.com
Elizabeth S. Beirne, Director
20-0-20-20
(See advertisement on p. 86)

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 Colwell, Director
20-12-20-20
(See advertisement on p. 88)

Hollander Cohen & McBride
22 West Rd., Ste. 301
Towson, MD 21204
Ph. 410-337-2121
Fax 410-337-2129
E-mail: SMResearch@aol.com
Scott McBride, President
20-0-20-20

Maryland Marketing Source, Inc.
817 Maiden Choice Ln.
Baltimore, MD 21228
Ph. 410-247-3276
Fax 410-536-1858
E-mail: mmsi@erols.com
Karen Medicus, Manager
33-25-25-25

Hagerstown/Frederick

Marketing & Research Resources, Inc.
5705 Industry Ln., 2nd fl.
Frederick, MD 21704
Ph. 301-694-2800
Fax 301-694-5171
E-mail: INFO@M-RR.com
Lisa Hammer, Vice President Rsch.
32-32-32-32

Westat, Inc.
Telephone Center
5303K Spectrum Dr.
Frederick, MD 21701
Ph. 301-251-1500
Bruce Allen
60-60-60-60

MASSACHUSETTS

Boston

Atlantic Marketing Research Co., Inc.
109 State St.
Boston, MA 02109
Ph. 617-720-0174
Fax 617-589-3731
E-mail: PHOOPER111@aol.com
http://www.netcom.com/~atlantic
Peter Hooper, President
36-36-36-36

Bernett Research Services, Inc.
1505 Commonwealth Ave.
Boston, MA 02134
Ph. 617-746-2600
Fax 617-746-2609
E-mail: Andrew@Bernett.com
http://www.bernett.com
Andrew Hayes, Vice President
165-150-165-150
(See advertisement on p. 87)

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

First Market Research Corp.
656 Beacon St., 6th fl.
Boston, MA 02215
Ph. 800-FIRST-1-1 or 617-236-7080
Fax 617-267-9080
http://www.firstmarket.com
Margi Priddy, Project Director
50-20-50-20
(See advertisement on p. 112)

Maguire Associates, Inc.
696 Virginia Rd.
Concord, MA 01742
Ph. 508-371-1775 or 800-581-1775
Fax 508-371-3911
E-mail: Mail@Maguireassoc.com
http://www.maguireassoc.com
Kathleen Dawley, President
24-0-0-0

Performance Plus
111 Speen St., Ste. 105
Framingham, MA 01701
Ph. 508-872-1287
Fax 508-879-7108
Shirley Shames, President
32-6-32-0

Research Data, Inc.
624 Worcester Rd.
Framingham, MA 01702
Ph. 508-875-1300
Fax 508-872-2001
Ileen Kenney, Managing Director
60-30-60-60

Voicentral
624 Worchester Rd.
Framingham, MA 01702
Ph. 508-820-1777
Fax 508-872-2001
Ilene Kenney, Operations Manager
60-30-60-60

MICHIGAN

Detroit

Affina
2301 W. Big Beaver, Ste. 411
Troy, MI 48084
Ph. 810-637-1400
Joseph J. O'Connor, President
150-150-150-150

Amrigon
2750 S. Woodward
Bloomfield Hills, MI 48304
Ph. 248-332-2300
Richard Smith, President
192-192-192-192

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Consumer Pulse of Detroit-WATS
725 S. Adams Rd.
Birmingham, MI 48009
Ph. 248-540-5330 or 800-336-0159
Fax 248-645-5685
E-mail: Consumer.Pulse@internetMCI.com
Leslie Fontaine-Dyer, Director
60-30-60-60
(See advertisement on p. 88)

Crimmins & Forman Market Research
29955 Southfield Rd.
Southfield, MI 48076
Ph. 810-569-7095
Fax 810-569-8927
E-mail: CrimForm@aol.com
Paula Crimmins
20-0-20-20

DataStat, Inc.
3975 Research Park Dr.
Ann Arbor, MI 48108
Ph. 313-994-0540 ext. 144
Fax 313-663-9084
E-mail: smarcy@datastat.com
Sherry Marcy, Sr. Vice President
68-68-68-68

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

Friedman Marketing Services
25130 Southfield Rd., Ste. 200
Southfield, MI 48075
Ph. 810-569-0444 or 914-698-9591
Fax 810-569-2813
10-0-10-0

Information Transfer Systems, Inc.
209 E. Washington, Ste. 200
Ann Arbor, MI 48104
Ph. 800-837-7487 or 313-994-0003
Fax 313-994-1228
Bruce Brock, Ph.D., President
50-50-50-50

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
Sue Prieur, Vice President
90-90-90-90
(See advertisement on p. 89)

M.O.R.-PACE Field Services
38810 Ryan Rd.
Sterling Heights, MI 48313
Ph. 810-795-3100
Fax 810-795-9655
Sue Prieur, Vice President
100-100-100-100
(See advertisement on p. 89)

Nordhaus Research, Inc.
20300 W. 12 Mile Rd.
Southfield, MI 48076
Ph. 810-827-2400 or 800-860-9996
Fax 810-827-1380
E-mail: jrk@nordhaus.mhs.compuserve.com
John King, President
60-60-60-60
(See advertisement on p. 91)

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

Quality Controlled Services
34119 W. 12 Mile Rd., Ste. 360
Farmington Hills, MI 48331
Ph. 810-553-4714
Fax 810-553-7528
E-mail: Dflock@maritz.com
http://www.qcs.com
Dianne Flock, Branch Manager
70-70-70-70
(See advertisement on p. 93)

RDA Group
450 Enterprise Ct.
Bloomfield Hills, MI 48302
Ph. 810-332-5000
Fax 810-332-4168
E-mail: Webmaster@rdagroup.com
http://www.rdagroup.com
Frank Forkin, Sr. Vice President
80-80-80-0

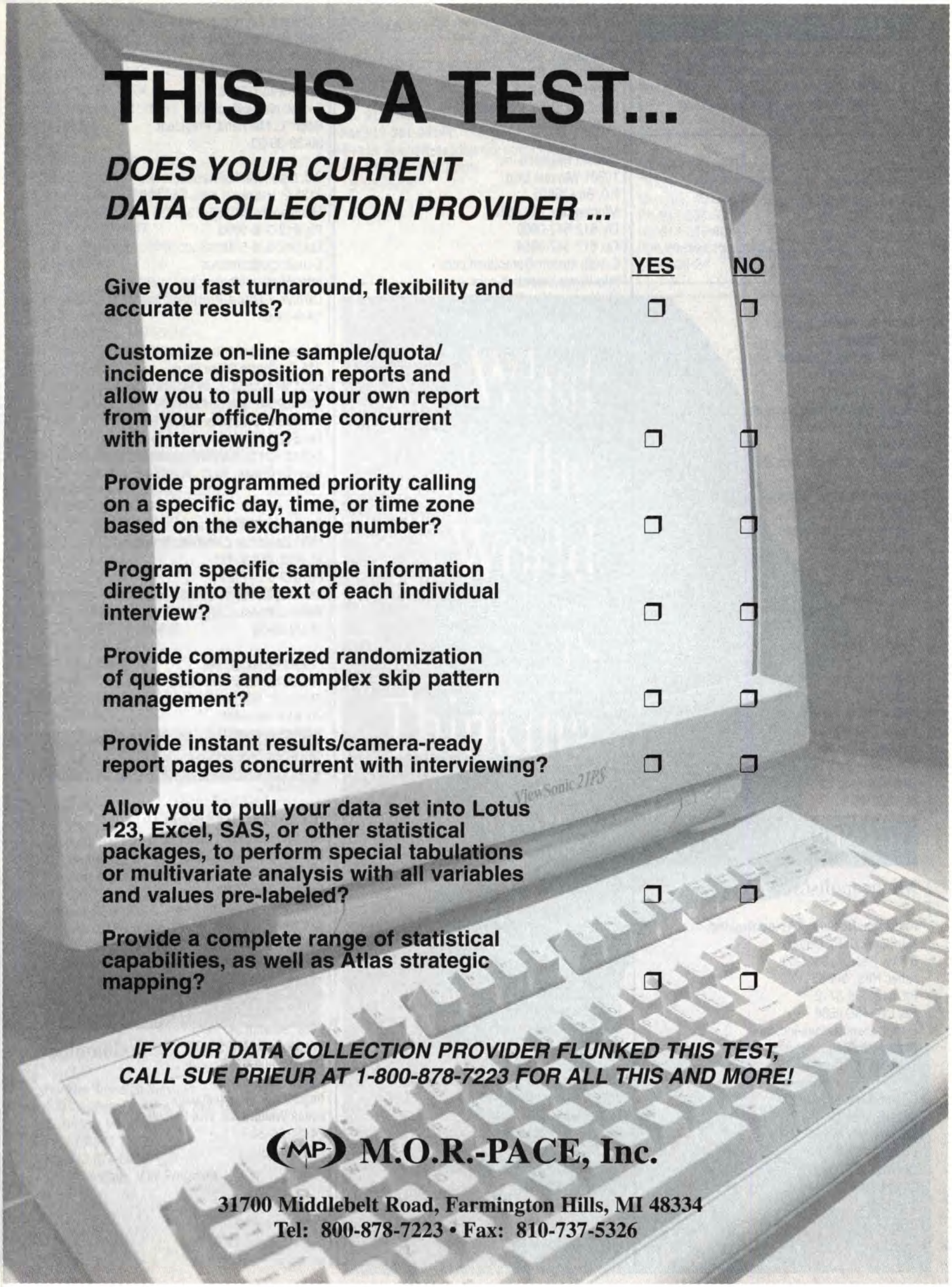
Shifrin-Hayworth
17117 W. Nine Mile Rd., Ste. 1020
Southfield, MI 48075
Ph. 810-559-1934
Fax 810-559-0411
E-mail: SHIFHAY@aol.com
Arlene Speiser, V.P. Operations
12-12-12-0

Stander Research Associates, Inc.
26701 Harper Ave.
St. Clair Shores, MI 48081
Ph. 810-778-8910
Fax 810-778-2938
David Stander, President
27-10-27-10

Yee/Minard & Associates, Inc.
27300 W. 11 Mile Rd., Ste 500
Southfield, MI 48034
Ph. 810-352-3300
Fax 810-352-3787
Dann Benso
70-32-70-70

Grand Rapids

Barnes Research, Inc.
4920 Plainfield N.E.
Grand Rapids, MI 49505
Ph. 616-363-7643
Fax 616-363-8227
E-mail: hrozema@aol.com
Sona Barnes, President
55-55-55-55



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DOES YOUR CURRENT DATA COLLECTION PROVIDER ...
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Program specific sample information directly into the text of each individual interview?
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Provide instant results/camera-ready report pages concurrent with interviewing?
Allow you to pull your data set into Lotus 123, Excel, SAS, or other statistical packages, to perform special tabulations or multivariate analysis with all variables and values pre-labeled?
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31700 Middlebelt Road, Farmington Hills, MI 48334
Tel: 800-878-7223 • Fax: 810-737-5326

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Datatrack, Inc.
2401 Camelot Ct. S.E.
Grand Rapids, MI 49546
Ph. 616-954-0303
Fax 616-954-0001
E-mail: kscheppman@wirthlin.com
Kevin Scheppman, Field Director
30-30-30-30

Nordhaus Research, Inc.
2449 Camelot Ct.
Grand Rapids, MI 49506
Ph. 800-860-9996
Fax 810-827-1380
E-mail: jrk@nordhaus.mhs.compuserve.com
John King, President
60-60-60-60
(See advertisement on p. 91)

Western Michigan Research, Inc.
6159 28th St. S.E.
Grand Rapids, MI 49546
Ph. 616-949-8724
Fax 616-949-8511
Nancy VanderVeer, President
14-0-14-14

Lansing

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

MINNESOTA

Minneapolis/St. Paul

Anderson, Niebuhr & Associates, Inc.
Northpark Corp. Center
6 Pine Tree Dr., Ste. 200
Arden Hills, MN 55112
Ph. 612-486-8712
Fax 612-486-0536
E-mail: marsha@ana-inc.com
Marsha Niebuhr
16-0-16-16

Comprehensive Research
2900 N. Rice St., Ste. 290
St. Paul, MN 55113
Ph. 612-481-6937
Fax 612-481-0020
Craig Swager, President
15-0-0-0

Cook Research & Consulting, Inc.
6600 France Ave. S., Ste. 214
Minneapolis, MN 55435
Ph. 612-920-6251
Fax 612-920-1230
Harold W. Cook, President
10-0-10-10

Custom Research Inc.
10301 Wayzata Blvd.
P.O. Box 26695
Minneapolis, MN 55426
Ph. 612-542-0800
Fax 612-542-0864
E-mail: custom@cresearch.com
http://www.cresearch.com
Liz Hanson, Vice President
105-105-105-105

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

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

Focus Market Research, Inc.
801 W. 106th St., Ste. 201
Minneapolis, MN 55420
Ph. 612-881-3635
Fax 612-881-1880
Judy Opstad, President
20-0-20-0

N.K. Friedrichs & Associates, Inc.
2500 Centre Village
431 S. Seventh St.
Minneapolis, MN 55415
Ph. 612-333-5400
Fax 612-344-1408
Doug Skipper, Mgr. Data Collection
28-28-28-10

Information Specialists Group, Inc.
9905 Hamilton Rd.
Eden Prairie, MN 55344
Ph. 612-941-1600
Fax 612-942-0747
E-mail: isgi@sprynet.com
Bob McGarry, President
21-21-21-21

MarketResponse International USA, Inc.
6442 City West Pkwy., #305
Minneapolis, MN 55344
Ph. 612-943-2230
Fax 612-943-2320
Tom Pearson, Managing Director
147-147-147-147

Northstar Interviewing Service, Inc.
4660 W. 77th St., Ste. 140
Edina, MN 55435
Ph. 612-897-3700
Fax 612-897-3878
E-mail: nisiinc@aol.com
Roger L. Maryland, President
30-30-30-30

C.J. Olson Market Research, Inc.
2125 E. Hennepin Ave., Ste. 100
Minneapolis, MN 55413-2720
Ph. 612-378-5040
Fax 612-378-5401
E-mail: cjo@minn.net
http://www.fouthgen.com/~cjolson
Carolyn J. Olson, President/Owner
14-0-14-0

Orman Guidance Research(R), 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
E-mail: 72110.2076@compuserve.com
Allan D. Orman, Ph.D., President
15-0-15-0

Plasman COMPASS, Int'l.
1301 Corporate Center Dr., Ste. 113
St. Paul, MN 55121
Ph. 612-681-1121
Fax 612-686-9981
Walter Jacobson, Vice President
24-20-20-20

Project Research, Inc.
10,000 Hwy. 55
Plymouth, MN 55441
Ph. 612-542-9442
Fax 612-542-9240
E-mail: PRI@tcn.com
Laura Anhalt, Account Executive
20-5-20-20

Quality Controlled Services
2051 Killebrew Dr., Ste. 680
Bloomington, MN 55425
Ph. 800-526-5718 or 612-858-1550
Fax 612-858-1580
http://www.qcs.com
Kathleen Fischbach, Branch Manager
16-0-16-16
(See advertisement on p. 93)

Angus Reid Group, Inc.
2929 Norwest Center
90 S. Seventh St.
Minneapolis, MN 55402
Ph. 612-904-6970
Fax 612-904-6980
http://www.angusreid.com
Eileen Wolford, Sr. Vice President
24-24-24-24

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

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

Rockwood Research Corp.
651 Campus Dr.
New Brighton, MN 55112
Ph. 612-631-1977
Fax 612-631-8198
E-mail: rockwdplus@aol.com
Mark Sirek, Director of Operations
6-6-0-0

tk associates of Minneapolis, Inc.
7701 York Ave. S., Ste. 365
Minneapolis, MN 55435
Ph. 612-893-1776
Fax 612-893-0427
JoAnne M. Tomczak, President
18-12-18-18

Twin City Interviewing Service, Inc.
3225 Hennepin Ave., S.
Minneapolis, MN 55408
Ph. 612-823-6214
Fax 612-823-6215
E-mail: TCIFISCHER@sprintmail.com
Beth Fischer, President
10-0-10-0

MISSISSIPPI

Jackson

Southern Research Group
460 Briarwood Dr., Ste. 300
Jackson, MS 39206
Ph. 800-777-0736
Fax 601-977-5393
E-mail: srg1@aol.com
Dan C. Davis, President
36-36-36-36

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
9-9-9-0

Kansas City

Applied Marketing Research, Inc.
6750 West 93rd Street, Ste. 220
Overland Park, KS 66212
Ph. 913-381-5599
Fax 913-381-94444
E-mail: jmerrill@appliedmktresearch.com
Dr. Jim Merrill, Principal
15-15-15-15

Market Directions
911 Main St., Ste. 300
Kansas City, MO 64105
Ph. 816-842-0020
Fax 816-472-5177
E-mail: kristin@mktdir.attmail.com
Kristin Cooksey, Field Director
58-58-58-20

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

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

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

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

Quality Controlled Services
Corporate Woods Office Park
10875 Grandview St., Ste. 2230
Overland Park, KS 66210
Ph. 913-345-2200
Fax 913-345-8050
http://www.qcs.com
Sue Triplett, Branch Manager
30-30-30-30
(See advertisement on p. 93)

Sprint Marketing Research Services
7015 College Blvd., Ste. 200
Overland Park, KS 66211
Ph. 913-323-7400
Fax 913-323-7410
Jo Ozburn, Client Services Spec.
100-100-100-100

St. Louis

ACG Research Solutions
7701 Forsyth Blvd., Ste. 1100
St. Louis, MO 63105
Ph. 314-726-3403
Fax 314-726-2503
Sandi Ogle, Quality Control Director
40-40-40-40
(See advertisement on p. 92)

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

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

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

Consumer Opinion Council Research 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, Manager
13-12-12-12

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, Sr. Project Director
40-40-40-40

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

Marketeam Associates
348 Brookes Dr.
St. Louis, MO 63042
Ph. 314-731-2005
Fax 314-731-1105
Kathy Sammons, Branch Manager
28-28-28-28

Marketing Horizons, Inc.
1001 Craig Rd., Ste. 100
St. Louis, MO 63146
Ph. 314-432-1957
Fax 314-432-7014
E-mail: mhorizons@stlnet.com
Stephanie Feeney, Dir. Field Svcs.
35-33-35-35
(See advertisement on p. 94)

Marketing Horizons, Inc.-South
11166 Tesson Ferry
St. Louis, MO 63123
Ph. 314-432-1957
Fax 314-432-7014
E-mail: mhorizons@stlnet.com
Stephanie Feeney, Dir. Field Svcs.
44-44-44-44
(See advertisement on p. 94)

Peters Marketing Research, Inc.
12400 Olive Blvd., Ste. 308
St. Louis, MO 63141-5437
Ph. 314-469-9022
Fax 314-469-7436
Anne Fleming
25-10-25-25

Pragmatic Research, Inc.
200 S. Harley, Ste. 420
St. Louis, MO 63105
Ph. 314-863-2800
Fax 314-863-2880
E-mail: pricoc@aol.com
Doug Sinnard, President
18-10-18-18

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Quality Controlled Services
Headquarters
1375 N. Highway Dr.
Fenton, MO 63099
Ph. 800-325-3338 or 314-827-1743
Fax 314-827-6761
E-mail: postmaster@qcs.com
http://www.qcs.com
Terri Petrik, Telephone Studies
(See advertisement on p. 93)

Quality Controlled Services
Survey Center
3701 S. Lindbergh, Ste. 201
Sunset Hills, MO 63127
Ph. 314-822-4145
Fax 314-822-9145
http://www.qcs.com
Shirley Plevyak, Branch Manager
50-50-50-50
(See advertisement on p. 93)

Quality Controlled Services
1655 Des Peres Rd., Ste. 110
Des Peres, MO 63131
Ph. 800-992-2139 or 314-966-6595
Fax 314-822-4294
http://www.qcs.com
Yvonne Filla, Branch Manager
20-0-20-20
(See advertisement on p. 93)

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
E-mail: SURVEYS4U@aol.com
Carol McGill, Partner
25-10-10-0

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

MONTANA

Great Falls

Intermountain SIR, Inc.
619 Second Ave. S.
Great Falls, MT 59405
Ph. 406-727-7050
Fax 406-727-7847
Charlotte Irish, Field Director
8-0-8-0

NEBRASKA

Lincoln

The Gallup Organization
301 S. 68th St.
Lincoln, NE 68510
Ph. 402-489-9000
Jean Timmerman, Dir. of Interviewing
184-184-184-184

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

Wiese Research Associates, Inc.
1630 S. 70th St., Ste. 100
Lincoln, NE 68506
Ph. 402-483-5054
Fax 402-483-5259
E-mail: wra@navix.net
Gary Lorenzen, Exec. Vice President
54-18-54-54

Omaha

The Gallup Organization - Omaha
10909 Mill Valley Rd., #210
Omaha, NE 68154
Ph. 402-496-1240
Fax 402-496-1062
Nancy Johnston
177-177-177-177

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

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

NEVADA

Las Vegas

I/H/R Research Group
4440 S. Maryland Pkwy., Ste. 203
Las Vegas, NV 89119
Ph. 702-734-0757
Fax 702-734-6319
Lynn Stalone, Partner
100-75-100-100
(See advertisement on p. 95)

Las Vegas Surveys, Inc.
3405 S. Cambridge St.
Las Vegas, NV 89019
Ph. 702-650-5550
Fax 702-598-0883
Carlos Kelley, V.P. Research Director
12-0-12-0

Reno

C/J Research, Inc.
Executive Plaza
1005 Terminal Way, Ste. 202
Reno, NV 89502
Ph. 702-688-3777
Fax 702-688-3788
E-mail: INFO@CJR.COM
http://www.cjr.com
Lisa Mancini
60-60-60-60

Gaming Research Group
P.O. Box 9058
Reno, NV 89509
Ph. 702-333-1223
Fax 702-333-1224
E-mail: MIDIJONAN@aol.com
Katherine Cole, President
7-0-4-0

NEW HAMPSHIRE

Manchester/Nashua

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

NEW JERSEY

Northeast Shore

Centrac, Inc.
317 Brick Blvd.
Bricktown, NJ 08723
Ph. 908-920-0500
Fax 908-920-3896
E-mail: centrac@ix.netcom.com
http://www.centracusa.com
Jay Katz, Operations Manager
100-80-50-50

Northern New Jersey

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

Capricorn Tele Plus, Inc.
198 Rte. 9
N. Manalapan, NJ 07726
Ph. 908-308-0500
Fax 908-308-1314
Tracey Kacprowicz, Dir. of Ops.
50-25-50-50

Focus World International, Inc.
146 Hwy. 34, Ste. 100
Holmdel, NJ 07733
Ph. 908-946-0100
Fax 908-946-0107
E-mail: FocusWorld@worldnet.att.net
Paulette Eichenholtz, President
60-20-60-60

Harte-Hanks Market Research
10 Elizabeth St.
River Edge, NJ 07661-1943
Ph. 201-342-6400
Fax 201-342-1709
E-mail: research@harte-hanks.com
Dan Martin, Director
40-40-40-40

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

JDR Marketing, Inc.
500 N. Franklin Tpke.
Ramsey, NJ 07446
Ph. 201-512-2600
Fax 201-818-3157
Jeff Marks, Vice President
24-24-24-24

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Schlesinger Associates, Inc.
Executive Plaza, Ste. 400
10 Parsonage Rd.
Edison, NJ 08837
Ph. 908-906-1122
Fax 908-906-8792
E-mail: sasmktres@aol.com
Steven Schlesinger, President
30-0-30-30

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

Suburban Associates
579 Franklin Tpke.
Ridgewood, NJ 07450
Ph. 201-447-5100
Fax 201-447-9536
E-mail: WeAsk@aol.com
Andrew Edwards
35-25-35-35

TMR, Inc.
Two Sylvan Way
Parsippany, NJ 07054
Ph. 201-829-1030
Fax 201-829-1031
Joe Calvanelli
30-30-30-30
(See advertisement on p. 108)

The Wats Room, Inc.
120 Van Nostrand Ave.
Englewood Cliffs, NJ 07632
Ph. 201-585-1400
Fax 201-585-1524
E-mail: louroth@thewatsroom.com
http://www.thewatsroom.com
Lou Roth, President
100-100-100-100
(See advertisement on p. 96)

Southern New Jersey (See Philadelphia, PA)

Trenton

Response Analysis Corp.
3635 Quaker Bridge Rd.
Trenton, NJ 08619
Ph. 609-587-1022
Fax 609-586-0149
Todd Myers
75-75-75-75

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
Caren Calvin, Project Manager
10-10-10-10

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
14-14-14-14

NEW YORK

Albany

Colwell & Salmon Communications, Inc.
24 Computer Dr. W.
Albany, NY 12205
Ph. 800-724-5318 or 518-482-1596
Fax 518-482-1998
E-mail: Wcolwell@Colwell-Salmon.com
http:wwwcolwell-salmon.com
Wayne Colwell, Vice President
40-20-40-20

Binghamton

Gordon S. Black Corp.
4401 Vestal Pkwy. E.
Vestal, NY 13850
Ph. 607-729-5000
Fax 607-729-5229
Joanne Burnash
50-50-50-50

Buffalo

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

Goldhaber Research Associates
One NFA Park
Amherst, NY 14228
Ph. 716-689-3311
Fax 716-689-3342
Michael J. Behlin Jr., Dir. of Mkt. Rsch.
17-17-17-17

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

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 R. Adelman, President
42-42-42-42
(See advertisement on p. 97)

Kingston

On-Line Communications, Inc.
291 Wall St., 4th fl.
Kingston, NY 12401
Ph. 914-331-0061
Fax 914-331-7016
60-60-60-60
(See advertisement on p. 105)

New York City

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

Beta Research Corp.
6400 Jericho Tpke.
Syosset, NY 11791
Ph. 516-935-3800
Fax 516-935-4092
Manny Mallo, President
45-20-45-0

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

Brehl & Associates, Inc.
11 Grace Ave., Ste. 103
Great Neck, NY 11021
Ph. 516-466-6882
Sandie Keogler
18-0-18-0

Brown Koff & Fried, Inc.
112 Madison Ave.
New York, NY 10016
Ph. 212-779-4600
Fax 212-779-2714
Michael Brown
35-16-35-35

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

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

CRC Data Systems
Opinion Access Corp.
31-00 47th Ave.
Long Island City, NY 11101
Ph. 718-729-2622
Fax 718-729-2444
E-mail: opionaccess@msn.com
Joe Rafael, Account Manager
75-75-75-75
(See advertisement on p. 98)

CTIS
650 Avenue of the Americas
New York, NY 10011
Ph. 212-627-1277
Fax 212-627-2034
Nina Mathus, Exec. Vice President
10-10-10-10
(See advertisement on p. 3)

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

Ebony Marketing Research, Inc.
2100 Bartow Ave., Ste. 243
Bronx, NY 10475
Ph. 718-217-0842
Fax 718-320-3996
E-mail: emr@interport.com
Bruce Kirkland, Vice President
21-0-21-15

Louis Harris and Associates, Inc.
111 Fifth Ave.
New York, NY 10003
Ph. 212-539-9600
Fax 212-539-9669
E-mail: htaylor@lha.gsbc.com
Humphrey Taylor, Chairman/CEO
50-50-50-0

Innovative Concepts
960 S. Broadway
Hicksville, NY 11801
Ph. 516-433-3215
Fax 516-433-3214
E-mail: ICMRI@aol.com
Scott Sycoff, Vice President
45-30-45-45

IPC (International Point of Contact)
32 E. 31st St.
New York, NY 10016
Ph. 212-213-3302
Fax 212-213-2554
E-mail: RBrooks597@aol.com
Rhoda Brooks, Partner
40-30-40-40

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, Vice President
102-102-102-102
(See advertisement on p. 23)

Manhattan Phone Center
115 E. 23rd St.
New York, NY 10010
Ph. 212-387-7550
Fax 212-387-8180
Larry Schneider, Sr. Vice President
110-110-110-110
(See advertisement on p. 100)

MKTG, Inc.
200 Carleton Ave.
East Islip, NY 11730
Ph. 516-277-7000
Fax 516-277-7601
E-mail: HowardG3@aol.com
Howard Gershowitz, Exec. Vice President
200-200-200-200

MKTG, Inc.
100 Fire Island Ave.
Babylon, NY 11702
Ph. 516-277-7000
Fax 516-277-7601
E-mail: HowardG3@aol.com
Howard Gershowitz, Exec. Vice President
40-35-40-40

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Opinion Access Corp.
31-00 47th Ave.
Long Island City, NY 11101
Ph. 718-729-2622
Fax 718-729-2444
E-mail: opionaccess@msn.com
Joe Rafael, Account Manager
75-75-75-75
(See advertisement on p. 98)

Research Management, Inc.
255 Oser Ave.
Hauppauge, NY 11788
Ph. 516-231-3277
Fax 516-435-3287
E-mail: resmanage@aol.com
http://busreslab.com/brl/
Stewart Goldberg, Managing Director
40-40-40-40

Schulman, Ronca & Bucuvalas, Inc.
145 E. 32nd St., Ste. 500
New York, NY 10016
Ph. 212-779-7700
Fax 212-779-7785
E-mail: pollmark@pipeline.com
Mark Schulman, Ph.D, President
150-150-150-150

Seaport Surveys, Inc.
34 Cliff St.
New York, NY 10038
Ph. 212-608-3100 or 800-347-2662
Fax 212-608-4966
E-mail: Seaportand@aol.com
Andrea Waller, President
25-0-25-25

The Telephone Centre, Inc.
3 Cottage Place
New Rochelle, NY 10801
Ph. 914-576-1100
Fax 914-576-0469
E-mail: ttcnr@aol.com
Adam Fleischer, Principal
135-135-135-135

U.S. Wats
29 W. 38th St., 10th fl.
New York, NY 10018
Ph. 212-819-1466
Fax 212-819-1813
E-mail: SLH1@cris.com
Carol McDonald, Executive Director
50-35-46-46

Rochester

Gordon S. Black Corp.
135 Corporate Woods
Rochester, NY 14623-1457
Ph. 716-272-8400 or 800-866-7655
Fax 716-272-8680
Joanne Burnash
70-70-70-70

The Sutherland Group, Ltd.
1160 Pittsford-Victor Rd.
Pittsford, NY 14534
Ph. 716-586-5757
Fax 716-586-7508
http://www.sutherlandgp.com
John R. Stenrud, General Manager
380-380-380-380

Syracuse

KS&R's Insite
5292 Wide Waters Pkwy.
Syracuse, NY 13214
Ph. 800-645-5469 or 315-446-3403
Fax 315-446-6719
E-mail: KSR@localnet.com
http://www.KSRinc.com
Lynette Van Dyke
40-26-40-0

McCarthy Associates
6075 E. Molloy Rd.
Syracuse, NY 13290
Ph. 315-431-0660
Fax 315-431-0672
John McCarthy, President
10-10-10-10

NORTH CAROLINA

Charlotte

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
Debbie Harsha, Director
15-8-15-15
(See advertisement on p. 88)

K P C Research
600 S. Tryon St.
Charlotte, NC 28202
Ph. 704-358-5757 or 800-852-2794
Fax 704-358-5745
Joe Denneny, Manager
60-36-60-36

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
E-mail: BNA@aol.com
Teri Leibowitz, President
15-10-0-0

MarketWise, Inc.
831 E. Morehead St., Ste. 150
Charlotte, NC 28202
Ph. 704-332-8433
Fax 704-332-0499
Beverly Kothe, Principal
22-12-22-22

Greensboro/Winston-Salem

Bellomy Research, Inc.
2150 Country Club Rd., Ste. 300
Winston-Salem, NC 27104
Ph. 800-443-7344
Fax 910-721-1597
E-mail: bellomy@interpath.com
John Sessions
150-150-150-150
(See advertisement on p. 101)

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 Research Manager
40-40-40-40

Corporate Research Center, Inc.
1 PAI Park
Greensboro, NC 27409
Ph. 800-866-2600
Fax 800-719-0719
E-mail: jdeuterman
Nicole Scullion
40-0-40-40

Olson Aycock, All Points Research
8025 N. Point Blvd., #215E
Winston-Salem, NC 27106
Ph. 910-896-2200
Fax 910-896-2201
Sherrie Aycock, Partner
22-16-22-0

Survey Partners of America
2150 Country Club Rd., Ste. 300
Winston-Salem, NC 27104
Ph. 800-348-8002
Fax 910-721-1597
Carol Hefner
150-150-150-150
(See advertisement on p. 101)

The Telephone Centre, Inc.
1605 Spring Garden St.
Greensboro, NC 27403
Ph. 910-574-3000
Fax 910-574-3007
E-mail: telectr@aol.com
Liz Winter, Principal
70-70-70-70

Raleigh/Durham

FGI, Inc.
206 W. Franklin St.
Chapel Hill, NC 27516
Ph. 919-929-7759
Fax 919-932-8829
E-mail: apurcell@fginc.com
http://www.fginc.com
Dino Fine, Dir. of Data Ops.
100-100-100-100

Harker Research
6131 Falls of Neuse Rd., Ste. 112
Raleigh, NC 27609
Ph. 919-954-8300
Fax 919-954-8844
Richard Harker, President
35-0-35-0

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, Field Sales Manager
45-35-45-45

Medical Marketing Research, Inc.
1201 Melton Ct.
Raleigh, NC 27615
Ph. 919-870-6550
Fax 919-848-2465
http://www.mmrx.com
George Matijow, President
30-0-30-0
(See advertisement on p. 39)

Rocky Mount

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

NORTH DAKOTA

Fargo

Teleforce, Inc.
601 28th St. S.W.
Fargo, ND 58103
Ph. 800-323-0810
Fax 701-232-3482 or 232-3773
Lynn Finch
96-10-96-96

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OHIO

Akron

Goodyear Research Interviewing Center
1144 Market St., Ste. D
Akron, OH 44316
Ph. 330-796-0100
Fax 330-796-0111
Dr. Dianne Davis, Manager
30-30-30-30

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

Cincinnati

Alliance Research, Inc.
2845 Chancellor Dr.
Crestview Hills, KY 41017
Ph. 606-344-0077
Fax 606-344-0078
E-mail: clint@allianceresearch.com
http://www.allianceresearch.com
Clint Brown, President
100-100-100-100

The Answer Group
4665 Cornell Rd., Ste. 150
Cincinnati, OH 45241
Ph. 513-489-9000, ext. 212
Fax 513-489-9130
E-mail: KathyT@answer.mhs.compuserve.com
22-19-22-22

Assistance in Marketing/Cincinnati
11890 Montgomery Rd.
Cincinnati, OH 45249
Ph. 513-683-6600
Fax 513-683-9177
E-mail: PBBVO3A@Prodigy.com
Irwin Weinberg
20-10-20-20

B & B Research Services, Inc.
8005 Plainfield Rd.
Cincinnati, OH 45236
Ph. 513-793-4223
Fax 513-793-9117
E-mail: BBRSRCH@aol.com
Jim Moler Jr.
20-6-20-20

Burke, Inc.
805 Central Ave.
Cincinnati, OH 45202
Ph. 513-576-5700
Fax 513-576-5777
http://www.burke.com
Karen Howard, V.P. Data Collection
200-200-200-200
(See advertisements on pp. 2, 53)

Calo Research Services, Inc.
10250 Alliance Rd.
Cincinnati, OH 45249
Ph. 513-984-9708
Fax 513-792-7404
Patricia A. Calo, Vice President
14-0-14-0

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
12-6-12-12
(See advertisement on p. 88)

Elrick and Lavidge
1329 Kemper Rd., Ste. 4210
Cincinnati, OH 45246
Ph. 513-671-4449
Fax 513-671-4490
http://www.elavidge.com
64-64-64-64
(See advertisement on p. 79)

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, Vice President
25-25-25-25

Market Inquiry
Div. of Market Probe, Inc.
5825 Creek Rd.
Cincinnati, OH 45242
Ph. 513-794-1088
Fax 513-794-1176
E-mail: mprobe@execpc.com
Cathy Noyes, Managing Partner
24-10-24-24

Marketing Research Services, Inc.
600 Vine St., #2900
Cincinnati, OH 45202
Ph. 513-579-1555
M. Randall Thaman, President
80-80-80-80

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

MATRIXX Marketing Research
MATRIXX Center
4600 Montgomery Rd.
Cincinnati, OH 45212
Ph. 513-841-1199
Fax 513-841-0666
E-mail: lgrome@matrixx.com
http://www.matrixx.com
Lynn Grome, Group Manager
85-85-85-85
(See advertisement on p. 103)

QFACT Marketing Research, Inc.
9908 Carver Rd.
Cincinnati, OH 45242
Ph. 513-891-2271
Fax 513-984-7464
E-mail: guye@one.net
http://www.qfact.com
Mary Swart Cahall, Research Manager
22-6-22-22

RDI Market Services
9920 Carver Rd.
Cincinnati, OH 45242
Ph. 513-984-5927
Fax 513-984-9735
Ronald Garner, V.P. Client Svcs.
40-40-40-40

Service Industry Research Systems, Inc. (SIRS)
201 Martha Layne Collins Blvd.
Highland Heights, KY 41076-1750
Ph. 606-781-9700
Fax 606-781-8802
E-mail: opopm@aol.com
Mirjana Popovich
34-34-34-34

Spar Burgoyne Retail Services, Inc.
30 W. 3rd St.
Cincinnati, OH 45202
Ph. 513-621-7000
Fax 513-621-9449
http://www.sparinc.com/
Thomas R. Benken, V.P. Operations
23-23-23-0

Cleveland

Gordon S. Black Corp.
945 Windham Court
Boardman, OH 44512
Ph. 330-758-7300
Fax 330-758-7709
Joanne Burnash
46-46-46-46

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
Barbara Elioff, Field Service Director
25-25-25-25

Cleveland Field Resources
25109 Detroit Rd., Ste. 330
Cleveland, OH 44145
Ph. 216-892-8555
Fax 216-892-0002
Daniel McCafferty, Dir. Client Svcs.
15-15-15-15

Cleveland Survey Center
691 Richmond Rd.
Cleveland, OH 44143
Ph. 800-950-9010 or 216-642-8883
Fax 216-642-8876
Joan Miller
10-1-10-0
(See advertisement on p. 102)

Focus Groups of Cleveland
2 Summit Park Dr., Ste. 225
Cleveland, OH 44131
Ph. 216-642-8883 or 800-950-9010
Fax 216-642-8876
Betty Perry, Director
5-2-0-0

Pat Henry Market Research, Inc.
230 Huron Rd. N.W., Ste. 100.43
Cleveland, OH 44113
Ph. 216-621-3831
Fax 216-621-8455
E-mail: phenry3@ix.netcom.com
Mark Kikel, V.P. of Operations
30-20-30-30

The Maffett Research Group
22021 Brookpark Rd.
Cleveland, OH 44126
Ph. 216-779-1303
Fax 216-779-3040
Shelly Entres, Project Supervisor
21-12-8-0

Marketeam Associates
3645 Warrensville Center Rd.
Shaker Heights, OH 44122
Ph. 216-491-9515
Fax 216-491-8552
E-mail: vstakes@doanemr.com
Vaughn Stakes, Branch Manager
30-0-30-30

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National Market Measures, Inc.
25109 Detroit Rd., Ste. 325
Cleveland, OH 44125
Ph. 216-892-8555
Fax 216-892-0002
Luci Dudich, Field Director
15-15-15-15

National Market Measures, Inc.
781 Beta Dr.
Cleveland, OH 44143
Ph. 216-473-7766
Fax 216-473-0428
Dan McCafferty, Dir. Client Svcs.
10-10-10-10

Opinion Centers America
22021 Brookpark Rd.
Cleveland, OH 44126
Ph. 216-779-3000
Fax 216-779-3040
Tina Pampe, President
40-20-30-30

OPINIONation
4301 Ridge Rd.
Cleveland, OH 44144
Ph. 216-351-4644
Fax 216-351-7876
E-mail: OPINION@ix.netcom.com
Ron Kornokovich, President
35-35-35-35

Rosen Research
25906 Emery Rd.
Cleveland, OH 44128
Ph. 216-464-5240
Fax 216-464-7864
Mary Ann Sheets, Field Director
10-0-10-0

Columbus

B & B Research Services, Inc.
1365 Grandview Ave.
Columbus, OH 43212
Ph. 614-486-6746
Fax 614-486-9958
Judy Frederick, Project Director
8-0-8-0

Focus and Phones, Inc.
2655 Oakstone Dr.
Columbus, OH 43231
Ph. 614-895-5800
Fax 614-895-5840
E-mail: fandpinc@infinet.com
Lorne Dillabaugh, Field Director
20-0-20-15

Quality Controlled Services
7634 Crosswoods Dr.
Columbus, OH 43235
Ph. 800-242-4118 or 614-436-2025
Fax 614-436-7040
http://www.qcs.com
Judy Golas, Group Manager
22-0-22-0
(See advertisement on p. 93)

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

Dwight Spencer & Associates, Inc.
1290 Grandview Ave.
Columbus, OH 43212
Ph. 614-488-3123
Fax 614-421-1154
Betty Spencer, Vice President
45-20-23-0

Dayton

Center For Business & Economic 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 Kerckaert, Associate Director
20-0-4-0

Toledo

Barbour Research, Inc.
5241 Southwyck Blvd., Ste. 201
Toledo, OH 43614
Ph. 419-866-3475
Fax 419-866-3478
E-mail: BARBOUREK@aol.com
Emily Barbour, President
53-53-53-53

Creative Marketing Ent., Inc.
1546 Dartford Rd.
Maumee, OH 43537
Ph. 419-867-4444
Fax 419-867-4470
Joyce Clevenger, Exec. Vice Presidemt
125-125-125-125

Great Lakes Marketing Associates
3103 Executive Pkwy.
Toledo, OH 43606
Ph. 419-534-4700
Fax 419-531-8950
E-mail: GLMATOL@aol.com
http://www.greatlakesmarketing.com
Mark Iott, Principal
20-20-20-20

Market Research of Toledo
3103 Executive Pkwy, Ste. 106
Toledo, OH 43606
Ph. 419-534-4705
Fax 419-531-8950
Mark Iott, Principal
20-20-20-20

NFO Research, Inc.
P.O. Box 315
Toledo, OH 43697-0315
Ph. 419-666-8800
Fax 419-661-8595
Judi Jennings
160-160-160-160

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
E-mail: info@issans.com
Peter McGuinness, President
67-67-67-67

Johnson Marketing Research, Inc.
2915 Classen Blvd., Ste. 350
Oklahoma City, OK 73106
Ph. 405-528-2700
Fax 405-528-3238
Patty Nichols-Casteel, President
14-0-14-0

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
10-0-10-0

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, Manager
25-10-25-25

Tulsa

Cunningham Field & Research Service
Promenade Mall
4107 S. Yale, Ste. LA 107
Tulsa, OK 74135
Ph. 918-664-7485
Fax 918-664-4122
Roberta Cunningham
10-4-10-0

On-Line Communications, Inc.
401 S.E. Dewey
Bartlesville, OK 74003
Ph. 800-483-4581 or 800-369-1265
Fax 918-338-2008
Peggy O'Connor, President
Nancy Hayslett
120-120-120-120
(See advertisement on p. 105)

Tulsa Surveys
4928 S. 79th E. Ave.
Tulsa, OK 74145
Ph. 918-665-3311 or 800-544-1494
Fax 918-665-3388
Tim Jarrett
30-0-30-0

OREGON

Eugene

Intersearch Corporation
Oregon Center
1000 River Rd.
Eugene, OR 97404
Ph. 215-442-9000
Bruce Shandler, CEO/President
48-48-48-48

Tel-One Corp.
1000 River Rd.
Eugene, OR 97404
Ph. 514-461-8770
Fax 514-461-8775
Ron Cosgrove, President
48-48-48-48

Gold Beach

Ask America Market Research
Ask Oregon
P.O. Box 1461
Gold Beach, OR 97444
Ph. 888-287-7926
Michael Pettengil
19-0-19-0

Portland

Bardsley & Neidhart, Inc.
1220 S.W. Morrison, Ste. 425
Portland, OR 97205
Ph. 503-248-9058
Fax 503-222-3804
E-mail: bnresearch@aol.com
Hal Wright, General Manager
26-0-26-0

Consumer Opinion Services, Inc.
991 Lloyd Center
Portland, OR 97232
Ph. 503-281-1278 or 206-241-6050 for bids
Fax 503-281-1017
E-mail: cos-info@cosvc.com
http://www.cosvc.com
Ann Kane, Manager
8-0-8-0
(See advertisement on p. 26)

CTIS
8285 S.W. Nimbus, Ste. 180
Beaverton, OR 97005
Ph. 503-644-9036
Fax 503-526-0383
Tamara Mathes, Facility Manager
60-60-60-60
(See advertisement on p. 3)

Gilmore Research Group
729 N.E. Oregon St., Ste. 150
Portland, OR 97232
Ph. 503-236-4551
Fax 503-731-5590
Denise Bauman, Vice President
20-20-20-20
(See advertisement on p. 118)

Griggs-Anderson Research
308 S.W. First Ave.
Portland, OR 97204-3499
Ph. 503-241-8700
Fax 503-241-8716
Brenda Dwyer, Field Director
59-59-59-59

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InfoTek Research Group, Inc.
4900 S.W. Griffith Dr., Ste. 274
Beaverton, OR 97005
Ph. 503-644-0644
E-mail: Steveb@infotekresearch.com
http://www.infotekresearch.com
Steve Boespflug, V.P./Principal
24-18-24-24

Market Decisions Corporation
8959 S.W. Barbur Blvd., Ste. 204
Portland, OR 97219
Ph. 503-245-4479
Fax 503-245-9677
Lester Harman, Field Svcs Acct. Exec.
46-46-32-32

Market Trends, Inc.
1201 S.W. 12th, Ste. 310
Portland, OR 97205
Ph. 503-224-4900
Fax 503-224-0633
E-mail: InfoManager@markettrends.com
http://www.markettrends.com
Nissa Meier
15-15-15-15

Research Data Design, Inc.
517 S.W. Fourth Ave., 2nd fl.
Portland, OR 97204
Ph. 503-223-7166
Fax 503-223-6760
E-mail: jdavid@europa.com
Michael Starec, Project Director
150-150-150-150

Sorensen Associates, Inc.
999 N.W. Frontage Rd., Ste. 190
Troutdale, OR 97060
Ph. 800-542-4321
Fax 503-666-5113
E-mail: sorensen@ibm.net
Bill Hruby, V.P. Marketing
24-0-25-0

PENNSYLVANIA

Allentown/Bethlehem

Integrated Marketing Concepts
3724 Crescent Ct. W.
Whitehall, PA 18052
Ph. 215-437-4000
Fax 215-437-5212
E-mail: info@integratedmc.com
http://www.integratedmc.com
Robert Williams
50-50-50-50

VFIS
Member of The ICT Group
2200 W. Broad St.
Bethlehem, PA 18018-3216
Ph. 610-807-9754
Fax 610-807-9763
Mary Ellen Fasano, V.P./G.M.
56-56-56-56

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 Mezler, Vice President
15-5-3-3

Lancaster

Visions Marketing Services
528 W. Orange St.
Lancaster, PA 17603
Ph. 717-295-8000
Allan Geller, President
35-35-35-35

Philadelphia/So. New Jersey

Chilton Research Services
201 King of Prussia Rd., 3rd fl.
Radnor, PA 19089-0193
Ph. 610-964-4600
Fax 610-964-2904
E-mail: research@chilton.net
http://www.research.chilton.net
Pedro Geraldino, Sr. V.P. & G.M.
350-350-350-350
(See advertisement on p. 40)

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 Yates, Director
15-8-15-15
(See advertisement on p. 88)

Consumer/Industrial Research Service (C/IR)
P.O. Box 206
Chadds Ford, PA 19317
Ph. 610-565-6222
Fax 610-459-7898
Gene S. Rullo, President
40-25-40-40

CTIS
920 Town Center Dr., Ste. I-10
Langhorne, PA 19047
Ph. 215-752-7266
Fax 215-741-4893
E-mail: ctislang@aol.com
Mike Dutka, Vice President
60-60-60-60
(See advertisement on p. 3)

Delta Market Research, Inc.
333 N. York Rd.
Hatboro, PA 19040
Ph. 215-674-1180
Fax 215-674-1271
Linda Celec, President
23-23-23-23

I C T Research/VFIS
Member of The ICT Group
584 Middletown Blvd.
Langhorne, PA 19047
Ph. 215-702-9300
Fax 215-702-9366
Mary Ellen Fasano, V.P./G.M.
48-48-48-48

ICR/International Communications Research
605 W. State St.
Media, PA 19063
Ph. 610-565-9280
Fax 610-565-2369
E-mail: icr@icrsurvey.com
http://www.icrsurvey.com
Steve McFadden, Exec. V.P.
195-195-195-195
(See advertisements on pp. 37, 39, 41)

Intersearch Corporation
410 Horsham Rd.
Horsham, PA 19044
Ph. 215-442-9000
Fax 215-442-9040
E-mail: bshandler@intersearchcorp.com
http://www.intersearchcorp.com
Bruce Shandler, CEO/President
100-100-100-100

Intersearch Corporation
Grant Center
9501 Roosevelt Blvd., Ste. 204
Philadelphia, PA 19114
Ph. 215-442-9000
Bruce Shandler, CEO/President
55-55-55-55

JRA, Marketing Research (J. Reckner Associates)
587 Bethlehem Pike, Ste. 800
Montgomeryville, PA 18936
Ph. 215-822-6220
Fax 215-822-2238
E-mail: jreckner@reckner.com
http://www.reckner.com
Frances Grubb, President
Nancy Kolkebeck, Vice President
50-25-50-50
(See advertisement on p.106)

JRP Marketing Research Services
100 Granite Dr., terrace level
Media, PA 19063
Ph. 610-565-8840
Fax 610-565-8870
Kathy McCarty
33-15-20-20
(See advertisement on p. 107)

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Mar's Surveys
Cinnaminson Mall, Rte. 130
Cinnaminson, NJ 08077
Ph. 609-786-8514
Fax 609-786-0480
E-mail: marlene@marsresearch.com
http://www.marsresearch.com
Marlene Teblum, President
5-0-5-0

Market Dimensions, Inc.
176 S. New Middle Rd., Ste. 201
Media, PA 19063-5295
Ph. 610-565-9610
Fax 610-565-7293
E-mail: mdimension@aol.com
Peter Haldy, Principal
30-30-30-30

MSI International East, Inc.
860 First Ave., Ste. 860
King of Prussia, PA 19406
Ph. 610-265-2000
Fax 610-265-2213
E-mail: paulstr@msn.com
Paul Strasser
36-36-36-36

PhoneLab Research
100 N. 17th St., 4th fl.
Philadelphia, PA 19103
Ph. 215-561-7400
Fax 215-561-7403
E-mail: mbdubrow@aol.com
Merrill Dubrow, Vice President
75-50-75-75
(See advertisement on p. 109)

Quality Controlled Services
Two Greenwood Square
3331 Street Rd., Ste. 130
Bensalem, PA 19020
Ph. 800-752-2027 or 215-639-8035
Fax 215-639-8224
http://www.qcs.com
Lynn Sitvarin, Branch Manager
12-0-12-0
(See advertisement on p. 93)

The Reich Group
Seven Penn Center
1635 Market St., Ste. 200
Philadelphia, PA 19103
Ph. 215-972-1777
Fax 215-972-1788
Eric Johnson
200-30-200-200

Research Incorporated
521 Plymouth Rd., Ste. 116
Plymouth Meeting, PA 19462
Ph. 610-941-2700
Fax 610-941-2711
Phyllis Santoro, CEO
15-12-15-15

The Response Center
6908 Market St., 6th fl.
Philadelphia, PA 19082
Ph. 610-352-2800
Fax 610-352-7382
E-mail: admin@response-center.com
Patrick Baldasare, President
130-130-130-130

Ricci Telephone Research, Inc.
2835 West Chester Pike
Broomall, PA 19008
Ph. 610-356-0675
Fax 610-356-7577
E-mail: cjricci@inet.net
Chris Ricci, President
50-50-50-50

RSVP/Research Services
1916 Welsh Rd.
Philadelphia, PA 19115
Ph. 215-969-8500
Fax 215-969-3717
E-mail: rsvp@wiltel.net
Neil J. Blefeld, President
65-65-65-65
(See advertisement on p. 21)

Sky Alland Marketing
Research Division
1400 Union Meeting Rd., Ste. 120
Blue Bell, PA 19422
Ph. 215-619-4900
Fax 215-619-4999
E-mail: data-group@netreach.net
Bruce Shapiro, Center Manager
300-300-300-300

Survey America
1350 S. Pennsylvania Ave.
Morrisville, PA 19067
Ph. 215-736-1600
Fax 215-736-5984
Douglas Elliot, President
35-35-35-35

Tel-One Corp.
410 Horsham Rd.
Horsham, PA 19044
Ph. 215-442-9060
Fax 215-442-9675
Ron Cosgrove, President
39-39-39-39

Tel-One Corp.
9501 Roosevelt Blvd., Ste. 204
Philadelphia, PA 19114
Ph. 215-464-1900
Fax 215-464-9235
Ron Cosgrove, President
57-57-57-57

Tele-Research Center, Inc.
2417 Welsh Rd., Ste. 202
Philadelphia, PA 19114
Ph. 215-464-7000
Fax 215-602-2354
E-mail: TelResrch@aol.com
Robert Malmud, Partner
125-125-125-125

TMR, Inc.
1974 Sproul Rd.
Broomall, PA 19008
Ph. 610-359-1190
Fax 610-359-1824
Tom Ramsburg, Principal
50-50-50-50
(See advertisement on p. 108)

The Wats House, Inc.
6908 Market St., 3rd fl.
Philadelphia, PA 19082
Ph. 610-352-5700
Fax 610-352-7381
Dan Margherita, President
130-130-130-130

Codes - (e.g. 25-10-25-10)
1. STATIONS - No. of interviewing stations at this location
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4. OFF-PREMISES - No. of stations which can be monitored off-premises

The Wats House, Inc.
12320 Academy Rd.
Philadelphia, PA 19154
Ph. 215-281-1118
Fax 215-305-3756
60-60-60-60

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
http://www.campos.com
R. Yvonne Campos, President
40-20-40-40

John J. Clark & Associates
5933 Baum Blvd.
Pittsburgh, PA 15206
Ph. 412-361-3200
Fax 412-361-3319
E-mail: jjcamandmc@aol.com
http://www.ranlog.com/jjca
John J. Clark, President
40-20-40-40

Direct Feedback
4 Station Square, Ste. 545
Pittsburgh, PA 15219
Ph. 412-394-3676
Fax 412-394-3660
Tara Hill Conroy, Pres.-Pittsburgh Div.
20-10-20-20

Direct Response Marketing, Inc.
1500 Ardmore Blvd.
Pittsburgh, PA 15221
Ph. 412-242-6200
Fax 412-731-9510
Anita F. Brattina, President
50-50-50-50

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
15-0-15-0

Intersearch Corporation
Indiana Center
699 Philadelphia St., Ste. 303
Indiana, PA 15701
Ph. 215-442-9000
Bruce Shandler, CEO/President
125-125-125-125

Noble Interviewing Service, Inc.
1610 Potomac Ave.
Pittsburgh, PA 15216
Ph. 412-343-6455
Fax 412-343-3288
Alma Noble, President
20-0-20-0

The Peer Group
224 Fifth Ave., Ste. 216
McKeesport, PA 15132
Ph. 412-675-5100
Fax 412-672-4406
Fran Leifheit, Vice President
110-60-110-60

PERT Survey Research
454 Perry Hwy.
West View, PA 15229
Ph. 860-242-2005
Fax 860-242-4857
E-mail: pertsr@aol.com
Sean Anderson
40-35-40-40

Pittsburgh Phone & Focus, Inc.
300 Mt. Lebanon Blvd., Ste. 2204
Pittsburgh, PA 15234
Ph. 412-341-8770
Fax 412-341-8774
Barbara K. Womack, President
15-2-15-15

Tel-One Corp.
699 Philadelphia St., Ste. 303
Indiana, PA 15701
Ph. 412-465-1900
Fax 412-465-1904
Ron Cosgrove, President
126-126-126-126

State College

Diagnostics Plus, Inc.
1333 S. Allen St.
State College, PA 16801
Ph. 814-238-7936
Fax 814-231-7672
E-mail: diagplus@aol.com
http://epicom.com/diagnostics
Paul Weener, President
20-20-10-10

Scranton/Wilkes-Barre

Intersearch Corporation
Wilkes Barre Center
225 Stewart Rd.
Hanover Industrial Park
Wilkes-Barre, PA 18708
Ph. 215-442-9000
Bruce Shandler, CEO/President
87-87-87-87

Tel-One Corp.
225 Stewart Rd.
Hanover Industrial Park
Wilkes-Barre, PA 18708
Ph. 717-823-2833
Fax 717-823-3107
Ron Cosgrove, President
80-80-80-80

RHODE ISLAND

Newport

Advantage Marketing Information, Inc.
580 Ten Rod Rd.
North Kingstown, RI 02852
Ph. 401-294-6640
Fax 401-294-6661
Rick Nagele, President
15-0-0-0

Providence

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

Connect Corp.
2346 Post Rd.
Warwick, RI 02886
Ph. 401-736-5400
Fax 401-736-5454
E-mail: connectcor@aol.com
Andrew M. Curry, President
30-15-30-30
(See advertisement on p. 111)

Connect Corp.
77 Eddy St.
Providence, RI 02903
Ph. 800-422-4111
E-mail: connectcor@aol.com
Andrew M. Curry, President
75-30-75-75
(See advertisement on p. 111)

SOUTH CAROLINA

Columbia

Metromark Market Research, Inc.
3030 Devine St.
Columbia, SC 29205
Ph. 803-256-8694
Fax 803-254-3798
E-mail: 72345,367@compuserve.com
Jeff Kerbow, Director
19-0-15-0

Greenville/Spartanburg

Carolina Market Research
16 Cape Charles
Greenville, SC 29615
Ph. 864-233-5775
Fax 864-288-6421
Elizabeth B. Buchanan, President
12-0-12-0

ProGen Research, Inc.
2724-A Wade Hampton Blvd.
Greenville, SC 29615
Ph. 864-244-3435
Fax 864-244-8283
Maxie Freeman, Senior Partner
22-7-22-22

Research, Inc.
211 Century Dr., Ste. 102-D
Greenville, SC 29607
Ph. 864-232-2314
Fax 864-232-1408
Leah Batson, Vice President
28-0-28-0

SOUTH DAKOTA

Sioux Falls

American Public Opinion Survey &
Market Research Corp.
1320 S. Minnesota Ave.
Sioux Falls, SD 57105-0625
Ph. 605-338-3918
Fax 605-334-7473
Warren R. Johnson, President
27-27-27-27

Robinson & Muenster Associates, Inc.
1208 Elkhorn St.
Sioux Falls, SD 57104-0218
Ph. 605-332-3386
Fax 605-332-8722
E-mail: robinson@rma-inc.com
Rick Bauermeister, Director of Marketing
96-96-96-96

TENNESSEE

Chattanooga

Wilkins Research
1921 Morris Hill Rd.
Chattanooga, TN 37421
Ph. 423-894-9478
Fax 423-894-0942
Lisa Wilkins, Manager
32-32-32-32

Memphis

AccuData Market Research, Inc.
1036 Oakhaven Rd.
Memphis, TN 38119
Ph. 901-763-0405
Fax 901-763-0660
E-mail: accudata@concentric.net
http://www.concentric.net/~accudata/
Tessa Berry, President
10-0-10-10

Market Development Associates, Inc.
5050 Poplar Ave., Ste. 920
Memphis, TN 38157
Ph. 901-682-1011
Fax 901-684-5352
E-mail: MKTDEVLP@aol.com
http://www.mdaresearch.com
Chip Hyman, Dir. of Sales & Mktg.
35-35-35-35

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, President
35-35-35-35

Nashville

Elrick and Lavidge
1850 Business Park Dr., Ste. 122-B
Clarksville, TN 37040
Ph. 615-920-2000
Fax 615-920-2019
http://www.elavidge.com
Denise Terkos, Manager
64-64-64-64
(See advertisement on p. 79)

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 E. Kilpatrick, Owner/Field Director
13-0-13-13

Perdue Research Group
2000 Glen Echo Rd., Ste. 106
Nashville, TN 37215
Ph. 615-298-5117
Fax 615-298-5668
E-mail: gfuson@mindspring.com
Greg Fuson, Acct. Mgr./Cnslt.
20-16-0-0

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

Quality Controlled Services
Fairlawns Building
5203 Maryland Way, Ste. 150
Brentwood, TN 37027
Ph. 800-637-0137 or 615-661-4016
Fax 615-661-4035
http://www.qcs.com
Mary Bryant, Branch Manager
12-0-12-0
(See advertisement on p. 93)

TEXAS

Amarillo

Opinions Unlimited, Inc.
8201 S.W. 34th St.
Amarillo, TX 79121
Ph. 806-353-4444
Fax 806-353-4718
Neil Norwood, Vice President
50-50-50-50
(See advertisement on p. 115)

Austin

First Market Research Corp.
2301 Hancock Dr.
Austin, TX 78756
Ph. 800-FIRST-TX
Fax 512-451-5700
E-mail: jheiman@firstmarket.com
http://www.firstmarket.com
James Heiman, President
50-35-50-50
(See advertisement on p. 112)

The Gallup Organization - Austin
1016 LaPosada, Ste. 290
Austin, TX 78752
Ph. 512-454-5271
Cathy Langan
125-125-125-125

NuStats International
3006 Bee Carver Rd., Ste. A-300
Austin, TX 78746
Ph. 512-306-9065
Fax 512-306-9077
E-mail: carce@nustats.com
http://nustats.com
Carlos H. Arce, President
65-30-45-45

Tammadge Market Research
1616-B Rio Grande
Austin, TX 78701
Ph. 800-879-9198 or 512-474-1005
Fax 512-370-0339
E-mail: tammadge@jump.net
Melissa Pepper, CSO
35-20-35-20

Dallas/Ft. Worth

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

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

Decision Analyst, Inc.
604 Avenue H East
Arlington, TX 76011-3100
Ph. 817-640-6166
Fax 817-640-6567
E-mail: jthomas@decisionanalyst.com
http://www.decisionanalyst.com
Jerry W. Thomas, President/CEO
65-65-65-65

DSS Research
711 E. Lamar Blvd., Ste. 101
Arlington, TX 76011-3854
Ph. 817-265-2422
Fax 817-261-0707
Dr. Roger Gates, President
50-50-50-50

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
30-30-30-30

Focus On Dallas
4887 Alpha Rd., Ste. 210
Dallas, TX 75244
Ph. 972-960-5850
Fax 972-960-5859
Mary Ulrich, President
30-0-30-0

Information Unlimited, Inc.
13747 Montfort, Ste. 218
Dallas, TX 75244
Ph. 972-386-4498
Fax 972-450-8456
Nancy Monnier, Vice President
120-120-120-120
(See advertisement on p. 113)

M/A/R/C Research
1700 Wilshire
Denton, TX 76201
Ph. 817-566-6668 or 972-506-3400
Fax 817-566-0671
E-mail: david.johnson@marcresearch.com
David Johnson
123-123-123-123

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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
18-0-18-0

Probe Research, Inc.
2723 Valley View Ln.
Dallas, TX 75234
Ph. 972-241-6696
Fax 972-241-8513
E-mail: 105361.2600@compuserve.com
Richard Harris, Vice President
25-8-25-25

Quality Controlled Services
2711 LBJ Hwy., Ste. 300
Farmers Branch, TX 75234
Ph. 800-421-2167 or 972-488-9988
Fax 972-488-9997
http://www.qcs.com
Kathi McGregor, Branch Manager
12-0-12-0
(See advertisement on p. 93)

Rincon & Associates
6060 N. Central Expwy., Ste. 670
Dallas, TX 75206
Ph. 214-750-0102
Fax 214-750-1015
E-mail: info@rinconassoc.com
http://www.rinconassoc.com
Dr. Edward T. Rincon, President
20-0-20-0

Savitz Research Center, Inc.
13747 Montfort Dr., Ste. 111
Dallas, TX 75240
Ph. 972-386-4050
Fax 972-450-2507
Harriet E. Silverman, Vice President
120-120-120-120

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
25-20-5-0
(See advertisement on p. 114)

Houston

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
50-15-50-50

The Center For Research & Public Policy
2000 W. Loop S., 16th fl.
Houston, TX 77027
Ph. 203-776-9222
Fax 203-777-1807
E-mail: JCL@CRPP.com
http://www.crpp.com
Jerry Lindsley
25-25-25-25

Creative Consumer Research
3945 Greenbriar
Stafford, TX 77477
Ph. 713-240-9646
Fax 713-240-3497
Patricia Pratt, Field Director
60-4-60-4

The Gallup Organization - Houston Bellaire
Houston, TX
Ph. 713-444-0040
Heidi Russo
80-80-80-80

The Gallup Organization - Houston North
14405 Walters Rd., Ste. 200
Houston, TX 77014
Ph. 713-444-0040
Doug Barlow
200-200-200-200

Higginbotham Associates, Inc.
3355 W. Alabama, Ste. 530
Houston, TX 77098
Ph. 713-626-3033
Fax 713-626-0418
Kathy Edwards
20-0-15-1

InfoPort Research
The Galleria-5075 Westheimer, Ste. 1267
Houston, TX 77056
Ph. 713-623-8261
Fax 713-623-0129
E-mail: infoport@compuserve.com
http://ourworld.compuserve.com/hompages/infoport
David Parker, Director
10-10-10-10

Mar's Surveys of Texas
3200 Wilcrest, Ste. 100
Houston, TX 77036
Ph. 713-773-8300
Fax 713-773-8306
E-mail: eric@marsresearch.com
http://www.marsresearch.com
Jodi Smith, Facility Manager
30-30-30-30

Market Research & Analysis Field Staff, Inc.
The Research Center
Galleria Mall Financial Ctr., #699
Houston, TX 77056
Ph. 713-271-5624
Fax 713-840-0699
Fay Parker, President
15-6-15-0

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

Opinions Unlimited, Inc.
Three Riverway, Ste. 250
Houston, TX 77056
Ph. 713-888-0202
Fax 713-960-1160
Andrew Martin, Vice President
24-8-24-0
(See advertisement on p. 115)

Quality Controlled Services
17625 El Camino Real, Ste. 100
Houston, TX 77058
Ph. 800-522-2385 or 281-488-8247
Fax 281-486-3831
http://www.qcs.com
Diana Reid, Branch Manager
20-0-20-12
(See advertisement on p. 93)

Quest Research
2900 N. Loop W., 10th fl.
Houston, TX 77092
Ph. 713-956-6569
Fax 713-956-2593
E-mail: 74454.2467@compuserve.com
Mary Jo Martin, Dir. Rsch. & Database Mkt.
50-50-50-50

Voter/Consumer Research
3845 FM 1960 W., Ste. 440
Houston, TX 77068
Ph. 713-893-1010
Fax 713-893-8811
George Workman, Vice President
112-112-112-112

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
Kerry Woodward Palermo, President
36-10-36-0

Lubbock

United Marketing Research
1516 53rd St.
Lubbock, TX 79412
Ph. 806-744-6740
Fax 806-744-0327
E-mail: UMR297@internetmci.com
David McDonald, Sales/Marketing Dir.
90-60-80-80

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
50-0-50-0

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
Linda K. Brazel, General Manager
66-66-66-66

VNU Operations Center
4801 N.W. Loop 410, Ste. 125
San Antonio, TX 78229
Ph. 954-753-6043
70-70-70-70

Waco

M/A/R/C Research
1002 Wales Dr.
Killeen, TX 76542
Ph. 817-634-1118 or 972-506-3400
Fax 817-634-1661
E-mail: david.johnson@marcresearch.com
David Johnson
164-164-164-164

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

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UTAH

Provo

BRG Research Services
500 N. 50 E.
Provo, UT 84601
Ph. 801-373-9923
Fax 801-374-2751
Luis Carter, Director
35-27-35-35

Western Wats Center
288 W. Center St., 2nd fl.
Provo, UT 84601
Ph. 801-373-7735
Fax 801-375-0672
E-mail: wwmarket@itsnet.com
Vic Walsh
184-184-184-184

Salt Lake City

Discovery Research Group of Utah
2089 E. Fort Union Blvd.
Salt Lake City, UT 84121
Ph. 800-678-3748 or 801-944-0326
Fax 801-944-0550
E-mail: mja@drgutah.com
http://www.drgutah.com
Mike Anderson, Dir. of Client Svcs.
250-250-250-250
(See advertisements on pp. 32, 117)

Paria Group, Inc.
Central Park East
1815 S. State St., Ste. 4000
Orem, UT 84097
Ph. 801-226-8200
Fax 801-226-4819
E-mail: mail@paria.com
http://www.paria.com
Stephen M. Zimmerman, President
100-100-100-100

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
10-0-10-0

Valley Research, Inc.
1800 S.W. Temple, Ste. A226-1
Salt Lake City, UT 84115-1851
Ph. 801-467-4476
Fax 801-487-5820
E-mail: valley@aros.net
http://www.valley-research.com
Sherri Guiver, V.P. Operations
28-20-28-28

Wirthlin Worldwide
1998 S. Columbia Ln.
Orem, UT 84058-8052
Ph. 801-226-1524
Fax 801-226-3483
Kevin Crandall, Director
117-96-117-96

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
http://www.actionr.com
James Fong, President
8-8-8-0

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
Dr. Greg Mahnke, Vice President
99-99-99-99
(See advertisement on p. 23)

VIRGINIA

Newport News/Norfolk/Virgina Beach

ASI Market Research, Inc.
11830 Fishing Point Dr., #215
Newport News, VA 23606
Ph. 757-873-6100
Fax 757-873-6102
David Stanley
100-75-100-100

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

Continental Research Associates, Inc.
4500 Colley Ave.
Norfolk, VA 23508
Ph. 757-489-4887
Nanci A. Glassman, President
14-7-14-14

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
Peter McGuinness, President
120-120-120-120

Quick Test
816 Greenbrier Circle, Ste. 208
Chesapeake, VA 23320
Ph. 757-523-2505
Fax 757-523-0463
Gerri Kennedy, Manager
20-20-20-20

Richmond

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Richmond, VA 23293-0001
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Fax 804-649-6863
E-mail: sshaw@media-general.com
Steve Shaw, Director of Research
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North American Research
3703 Carolina Ave.
Richmond, VA 23222
Ph. 804-329-4400
Fax 804-329-1681
Edwin Artz, Dir. Mktg. Rsch.
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2325 W. Broad St.
Richmond, VA 23220
Ph. 800-807-8981
Fax 800-715-3647
E-mail: SIResearch@aol.com
Robert Miller, President
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Roanoke

Issues and Answers Network, Inc.
Buchanan Information Park
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Grundy, VA 24614
Ph. 800-234-7783
Fax 757-456-0377
E-mail: info@issans.com
Peter McGuinness, President
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Issues and Answers Network, Inc.
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Fax 206-241-5213
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http://www.cosvc.com
Jerry Carter, Vice President
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(See advertisement on p. 26)

Decision Data, Inc.
200 Kirkland Ave., Ste. C
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Fax 206-827-2212
Russ Riddle, President
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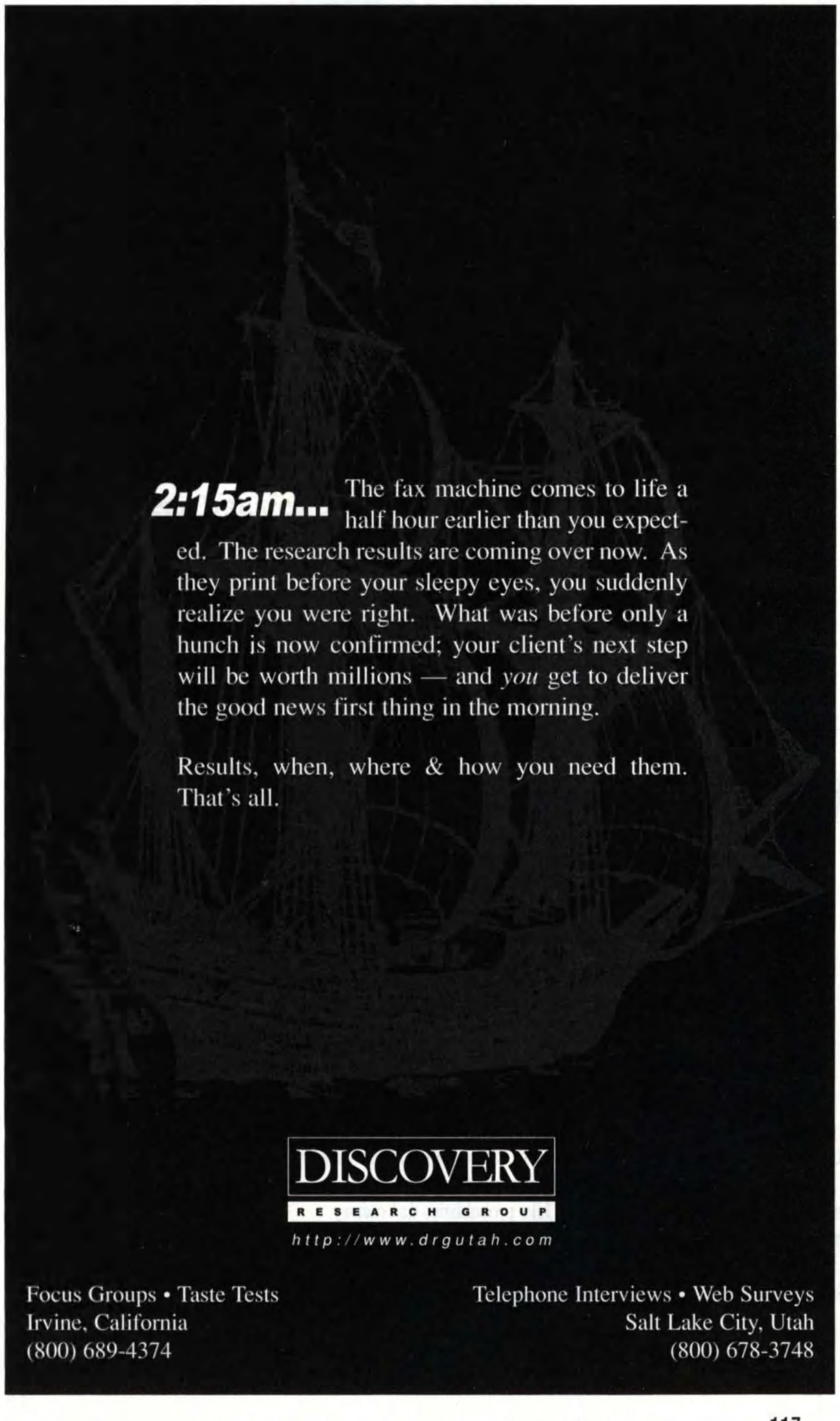
First Northwest Group
7907 212th St. S.W., Ste. 200
Edmonds, WA 98026
Ph. 206-775-3500
Fax 206-776-1202
Karen Benedict, Operations Manager
75-75-75-75

Gilmore Research Group
2324 Eastlake Ave. E., Ste. 300
Seattle, WA 98102-3306
Ph. 206-726-5555
Fax 206-726-5620
Mary Monroe, Sr. Vice President
36-36-36-36
(See advertisement on p. 118)

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, Data Collection Grp. Mgr.
34-28-24-24



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

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955 Tacoma Ave. S., Ste. 101
Tacoma, WA 98402
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Gene Starr, Sr. Principal
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Market Trends, Inc.
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Jackie Weise, Exec. Vice President
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Fax 509-624-8341
Mike McCarns, Director of Operations
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(See advertisement on p.75)

Robinson Research
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Spokane, WA 99205
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William D. Robinson, President
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Charleston

McMillion Research Service
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Charleston, WV 25301-2809
Ph. 304-755-5889
Fax 304-755-9889
Gary or Sandy McMillion, Owners
50-50-50-50
(See advertisement on p. 119)

WISCONSIN

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Quality Controlled Services
4330 W. Spencer St.
Appleton, WI 54915
Ph. 800-637-0775 or 414-731-2241
Fax 414-731-2921
http://www.qcs.com
Sharon Cornell, Branch Manager
16-16-16-16
(See advertisement on p. 93)

Wisconsin Research, Inc.
1270 Main St.
Green Bay, WI 54302
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Fax 414-436-4651
Barbara Smits, President
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Dr. Gene Kroupa, Research Director
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Chris Hess-Molloy, Branch Manager
47-47-47-47
(See advertisement on p. 93)

Milwaukee

Consumer Pulse of Milwaukee
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(See advertisement on p. 88)

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Diane Zachow, Vice President
15-5-10-0

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West Coast: Lane Weiss, Lane Weiss & Associates, 10 Black Log Road, Kentfield, CA, 94904. Phone 415-461-1404, Fax 415-461-9555

Index of Advertisers

Letters

Editor's note: This is your space to comment on the articles that appear in QMRR. We hope it serves as a forum for the exchange of ideas on all manner of research topics. When you write, please include your name, job title, company or organization name, address and phone number. Letters may be edited for clarity or space. Send letters to: Joseph Rydholm, QMRR, P.O. Box 23536, Minneapolis, Minn., 55423. Fax 612-854-8191. E-mail: joeqmrr@mn.uswest.net.

I am a long-time SPSS user and I liked Steven Struhl's review of the package in the February 1997 issue of QMRR. There is, however, one clarification that should be made to your readers.

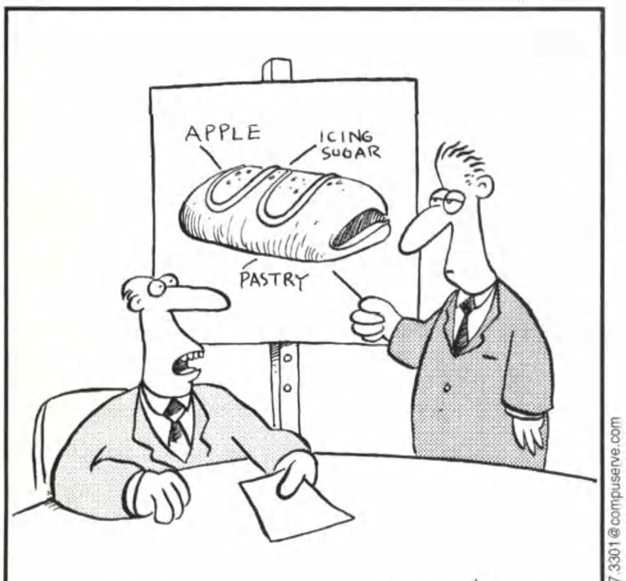
Mr. Struhl states that SPSS cannot perform multinomial logit analysis as usually used for DCM. This is incorrect. SPSS can perform a multinomial logit through the use of the Cox-Regression procedure. The Cox-Regression is a special form of a proportional hazards model which accommodates censored observations. If the user creates a constant time variable (COMPUTE TIME=1), "folds" the data by choice set (for four choices each respondent has four records), and indicates respondent choice as the STATUS, then they will obtain a multinomial model. There is also a STRATA subcommand that should indicate choice set and design blocks. This is exactly how SAS users perform this same procedure (PROC PHREG).

I hope that this will help your readers and prevent any unnecessary headaches.

Keith Crum
director of marketing sciences
IntelliQuest, Inc.
Austin, Texas

Farcus

by David Waisglass
Gordon Coulthart



"I know it's from the cafeteria, but this isn't the turnover we wanted you to study."

Jerry Thomas has written a good, thorough article on tracking research to assess advertising ("A measured response," QMRR, March 1997). I was struck by one particular aspect of the article as a whole: it demonstrated that the advertising community is still stuck in the same tunnel vision that I remember from the early 1960s, when I worked as a research executive for the Marplan division of Interpublic.

Pride of authorship is a major reason for this. The advertising agency views itself as a creative agent, and likes to use that term. It looks at research in part the way an author looks at reviews of his work. Did the public notice this clever device or turn of phrase? Unfortunately, survey research cannot tell us that. It can tell us only whether people remember noticing it. And there is little convincing evidence that advertising recall is a prerequisite for advertising effectiveness. Conversely, virtually everyone can probably recall scores of advertising messages for brands they have never purchased and never will purchase.

Another reason, which led me to the term "tunnel vision," is the complete disregard for whatever else was going on at the time the ad campaign was running. Competitors' advertising and promotions, and even general news, can be powerful distractions that impact the effectiveness of your message. The ever-growing clutter of commercials may aggravate the risk of having your advertising message confused with another, and therefore being associated with the wrong brand. An interesting way to test that is to ask advertising awareness two different ways: one with the brand name alone as the question stimulus, and one with commercial description (without the brand name) as the stimulus.

Before research is planned, it's important to determine its primary purpose. Is it intended primarily as a diagnostic tool, to help the agency improve the advertising? Or is it primarily intended to prove to the client how good the advertising is?

Thomas clearly assumes it is the former, which is as it should be. In reality, I often am not so sure.

Thomas T. Semon
research consultant
Englewood Cliffs, N.J.