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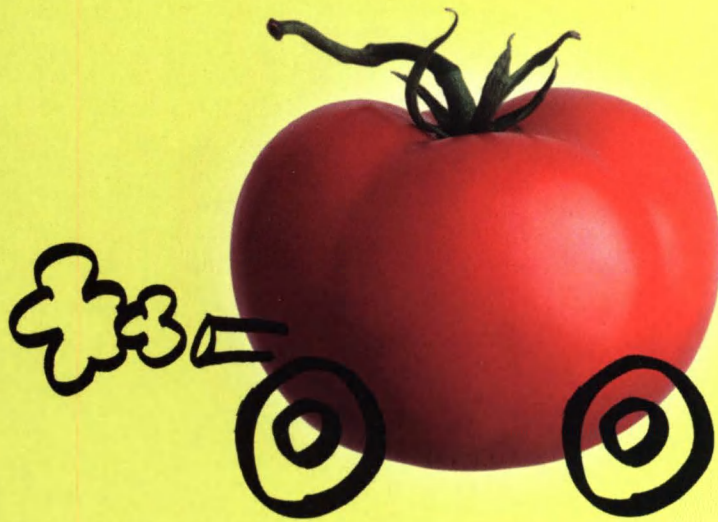
Review

Qualitative research issue

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C O N T E N T S



Volume XI, Number 10

December 1997

Our annual qualitative research issue features an updated and expanded directory of focus group facilities around the world. Cover photo courtesy of Research Systems, Inc., Minnetonka, Minn.

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In fitness, women lead the way

Females account for about 56 percent of all health club members, according to a national survey, and about



53 percent of all frequent exercisers. And they more often are the decision-maker when it comes to buying exercise equipment for

the home.

“Ever since we’ve tracked participation in fitness activities, beginning in 1987, more women than men have been frequent exercisers,” says Gregg Hartley, executive director of the Fitness Products Council (FPC), which sponsors participation studies. Hartley adds, however, that males tend to be much more involved in sports than are females.

Based in North Palm Beach, Fla., the Fitness Products Council is composed of approximately 180 manufacturers and distributors of fitness equipment. It is part of the Sporting Goods Manufacturers Association.

In 1995, the latest year for which figures are available, 29 million females aged six and over participated at least 100 times in one or more of 14 different fitness activities such as running, walking, swimming, biking, aerobic dance or exercising with equipment. This compares to 25.4 million men.

But men may be slowly gaining. In 1987, 17.9 million men were frequent exercisers, or 45 percent of the total, about two percentage points lower than in 1995. There were 21.7 million frequent female exercisers that year.

“Women make the buying decision on home exercise equipment about 60 percent of the time,” says Karen Dixon of Tunturi, Inc., which makes treadmills, stationary bikes and other exercise machines. “However, women tend to spend

Score box scores big

A poll by Eisner & Associates, a Baltimore advertising and public relations firm, finds that an overwhelming majority of viewers notice and like the network TV practice of constantly displaying the score and other game information on-screen during sporting events.

According to David Blum, Eisner vice president/strategic planner, NBC, which displays scores sporadically, may have missed out when it broadcast the World Series in October. “There was a relatively apathetic viewing public when it came to the teams in the Series. So given the public’s interest in the score box, and the fact that many of the games came down to the wire, NBC may have had an opportunity to increase its audience by hooking viewers with an omnipresent score.”



While 54 percent of the 1,000 adults polled noticed and liked the score box, an overwhelming majority (76 percent) of sports fans really liked the box. The younger the viewer, the more they liked the box.

The score box, however, may not be a great innovation for advertisers, as 31 percent of adults surveyed think the box causes them to switch channels more often, with a net result of watching fewer commercials. Six percent thought they actually watched more commercials and 56 percent did not feel the score box impacts the number of commercials they watch.

While this may be a negative to advertisers, Eisner’s study revealed that placing the score box on commercials may be the next step — especially when it comes to male viewers.

While just as many adults claimed they would watch more commercials if the score box continued to air during advertising, men were more likely to respond to watching more of the ads. “If you don’t really lose anyone, and you gain some of that elusive male audience, it may be worth looking at,” Blum says.

The study was conducted the weekend of October 25-26. The survey is proportionately representative of the American public in terms of sex, age, region of country, ethnicity and income is based on 1,000 completed telephone interviews with a ± 3 percent margin of error. For more information call 410-685-3390.

less than men on any given item. One of our goals is to persuade them to understand and seek better quality.”


The main reason women exercise is to burn fat, says Hartley. An FPC survey, conducted by American Sports Data, Inc., found that weight loss was the number one reason women exercise — cited by 87.5 percent of female fitness center members. Muscle toning came first with men, cited by 84.7 percent of members surveyed.

Fitness walking is the favorite activity of females (10.6 million walked at least

100 times in 1995). Using free weights is first with men (7.7 million participated at least 100 times).

Women, however, are moving into strength training in big numbers, Hartley says. One major reason: building muscle helps burn fat. In 1995, slightly more women (11.5 million) than men (11.4 million) used a resistance machine at least once. And although the number of women who worked with free weights doubled to 15 million in 1995 (from 7.4 million in 1987), men still dominate in

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New from SPSS: SPSS 8.0; text analysis program

SPSS Inc., Chicago, has released SPSS 8.0 for Windows, which features an overhauled graphics system based on SPSS' pivoting technology. Users can now visually explore their data by creating and editing graphs. In addition, SPSS 8.0 for Windows features more statistics, better data access and management, and improved help.

SPSS' pivoting technology enables users to interact with "live" multidimensional tables and charts. Results can be seen from new angles by dragging and dropping variables. Users can actively explore their data as they drag and drop new variables onto their graph and watch their chart update, or change from one chart type to another with the click of a mouse. 8.0 includes new chart

types, including 3-D bar charts, plotted pie charts and ribbon charts.

SPSS 8.0 for Windows users can determine if differences between multiple groups are statistically significant in experiments with an improved ANOVA. Users can perform all post-hoc analyses (in ONEWAY) and analyze their custom-made model with four types of sums of squares. SPSS 8.0 for Windows also features enhancements in other statistical procedures including: EXAMINE, CROSSTABS, MEANS, NPAR TESTS and RELIABILITY.

Up to 256-character labels can be displayed in the dialog boxes, so whole survey questions or formula names can be more easily selected. Users can save and create prompted ODBC queries so they only need to answer a question such as "Which quarter?" to get automatic retrieval of data from the ODBC database.

The new Results Coach explains each

element of the table, and highlights its analytical role on assessing report findings. With the "Ask Me" feature, by typing simple English statements such as "How do I make a bar chart?" users can find the help topics they need to proceed with their analysis.

SPSS has also released TextSmart, a software product which enables researchers to quantify and analyze a customer's responses to questions such as Why do you shop here? and What can we do to improve our service? TextSmart uses statistical algorithms to cluster terms in responses that tend to occur together. The auto-categorize feature uses a matrix of similarities to create categories from these clusters. Users can set the auto-categorize feature to create categories from clusters only, a combination of clusters and individual terms, or individual terms only.

TextSmart creates the Automatic Categories Graph every time the auto-categorize feature is run. This graph uses color and distance to give an overall picture of how terms and categories cluster within the set of responses. To focus on the detail, the Responses table provides views of a single response, all responses or only responses that have certain characteristics.

Automated filtering tools prepare text for the creation of categories. TextSmart's stemming tool finds all forms of words and combines them with the root word (try = try, tries, tried). Users can combine words into aliases with a few mouse clicks.

TextSmart does not require the user to have a background in text coding, text analysis or statistics. SPSS has designed a system with an Import Wizard that walks users through the process of importing their files for analysis. Online Help answers questions as they move through the process. Users can run the procedures they want with the click of a toolbar button or by using TextSmart's complete menu system. For more information call 800-543-5815 or visit the

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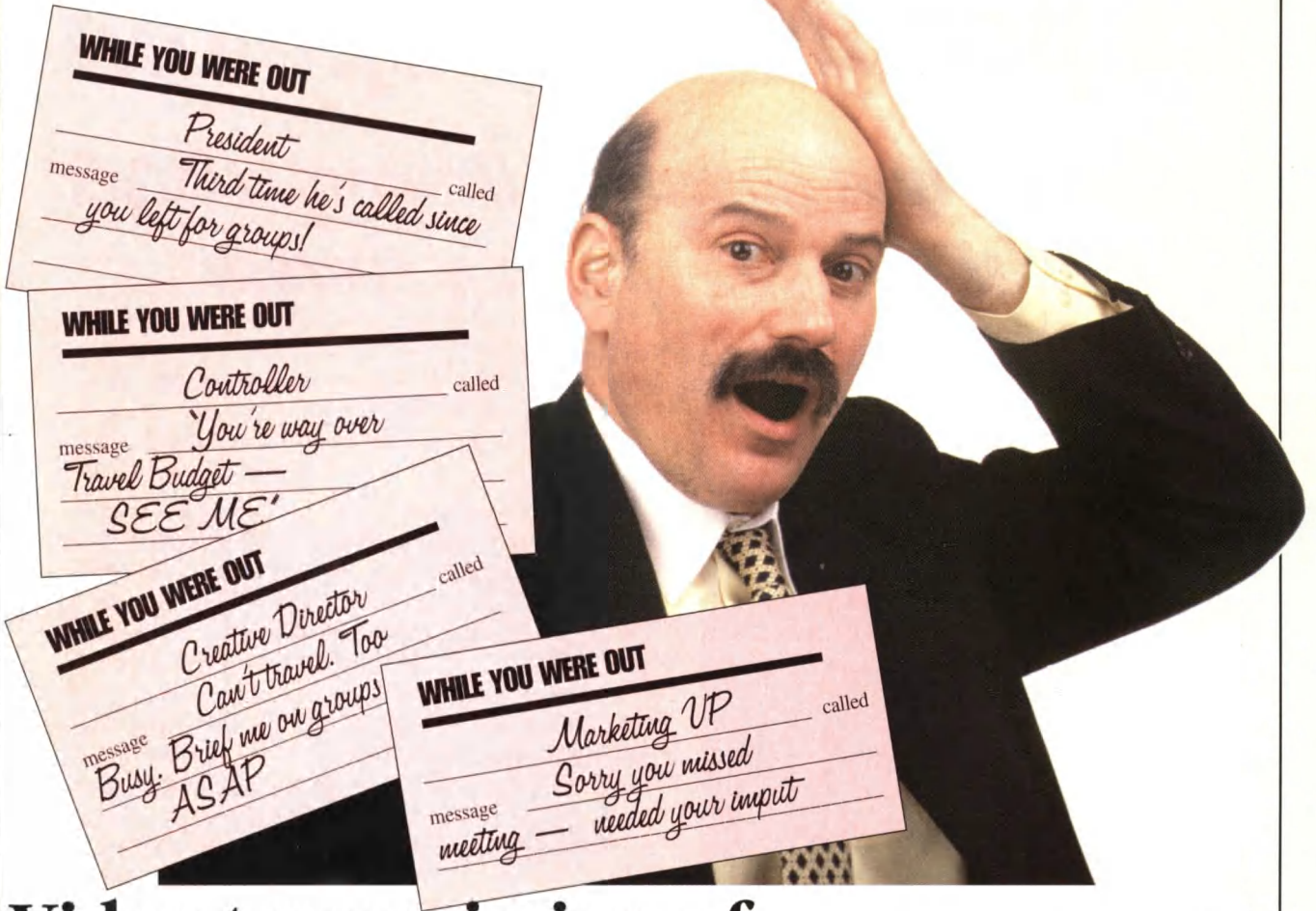
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The people have spoken

Customer input improves Oregon utility's power outage reporting system

By Joseph Rydholm
QMRR editor

When the lights go out, utility customers want answers and they want them quickly. If they have to sit in the dark they don't want to be kept in it. Most are calmed knowing that the power company is aware of the outage and has crews working on the situation.

For many utilities, the most efficient way to pass that information on to customers is via an interactive voice response (IVR) telephone system. By phoning the utility, in most cases using the same number they would call for billing information or to report a downed power line, customers can report power outages and check on service progress.

Trouble is, though IVR systems are now a standard part of communication with any large company, from credit card providers to mutual fund firms, consumers still have a hard time using them. Part of the problem is technophobia — people seem to panic when they have to “talk to a machine.” But much of the blame lies with the companies that use IVRs. Many a phone system presents callers with a maze of choices that confound logic and seem designed to obstruct communication instead of easing it.

After Portland General Electric (PGE), an electric utility serving 668,000 customers in the Portland and Salem, Ore., areas, received a host of complaints in 1996 about its outage reporting system, the utility formed an eight-person multidisciplinary task force to improve the system.

Key components of the task force's work were usability tests and focus groups, input from which ultimately helped make the system more user-friendly. “The objective was to improve accessibility for our customers,” says Linda Evens, market research analyst, Portland General Electric. “The name of the project was Getting Through, because the major complaint customers had during outages was that they couldn't get through to anyone, due to busy signals, long wait times and misdirected calls. One of PGE's service goals is to be easy to do business with but unfortunately the com-

plexity of the system contradicted that goal.”

The focus groups were conducted by Mark Camack, vice president of the Energy Research and Consulting division of Market Strategies, Inc., a Southfield, Mich., research firm. Camack, who has conducted research on many IVR systems, says that PGE’s commitment to the research process was an important contributor to the success of the project. “Everyone on the team worked together, instead of working in isolation. And everyone was committed to improving the system and acting on the information we obtained from the research.”

Usability testing

Prior to the focus groups, Chris Bond, PGE’s human factors analyst, conducted the usability testing. As Bond looked on, individual participants were asked to call a prototype of the PGE phone system and complete tasks ranging from reporting an outage to getting a service update on a previously reported outage.

The tests were conducted with customers in a range of demographic groups (Gen X, baby boomers and senior citizens) to get opinions from younger customers, who are generally more comfortable with and in some cases even prefer using an automated system, and older customers, most of whom prefer talking to a person. Bond also conducted usability tests with PGE employees and found that they were actually harder on the system than the actual customers were.

“We created a shadow of the existing system and used it as a prototype for iterative testing of the design changes,” Bond says. “With usability testing you’re more closely simulating the real world, because you’re looking at the individual experience, capturing each participant’s actions and reactions. I usually run people through a series of tasks and I measure how long it takes them, the number of errors they commit, and any problems or expressions of self-blame or dissatisfaction. If they like something I note that as well.”

After the testing, participants filled out questionnaires about the tasks they performed, rating various characteristics of the design and indicating what they liked most and least about the system.

Similar exercises

Customers did similar role-play exercises in the focus groups. Afterwards they discussed their impressions of interacting with the system. As with the usability tests, the focus group participants represented a range of ages and incomes. “By Chris doing the one-on-ones in advance, we were able to tweak and isolate issues before the focus groups, so that the groups were used to fine-tune what Chris had isolated in the one-on-ones.”

Camack says.

Focus group respondents were given index cards briefly describing the purpose of their call along with the information they needed to complete it. The descriptions were kept free of utility industry jargon to prevent respondents from listening solely for keywords during their calls.

Some were given dead-end tasks to check their reactions to how the system handled them when they didn’t supply the “correct” information. “We told them that they might be getting a twist,” Camack says. “That way they might be more open to saying that something went wrong and not be afraid to say that they made a mistake or didn’t understand something.”

Respondents had no time limits; they were simply instructed to come back when they thought they were done. They were asked immediately to write down their impressions before any group discussion.

During the group discussion, some of the words that the respondents might have heard while using the phone system were displayed on an easel. The discussion was designed to uncover confusion about the sequencing of menu items, the meaning of terms and to determine if certain terms went unnoticed by some respondents.

Set of guidelines

One of the most valuable byproducts of PGE’s systematic approach to improving its voice response system was the development of a set of guidelines that will be used to steer future changes to the system. “We have rules about wording, navigation and control, the dialog structure, how to provide feedback and error handling,” Bond says. “For example, you don’t use a word like ‘invalid.’ It’s very accusatory and it assigns blame to the caller when maybe it wasn’t their fault. They may have just been responding to prompts from the system. We documented all of the changes we made so that if anyone asks why a change was made, I can show them why and show that it’s based on empirical research.”

“They developed a system philosophy,” Camack says. “In other words, what kind of experience do we want our customers to have? They felt that the customers should go no more than three or four menus into the system before they get the information they want. They also felt that no more than three or four items on any one menu were palatable and the research verified that.”

The main goal is to keep the system as consistent as possible while reacting to customer needs, so people know what to expect when they call. Prior to the research, changes had been made on an ad hoc basis in response to customer complaints but without a thorough consideration of the effect the changes would have on the system overall.

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Ten keys to defusing political land mines in the back room



Photo courtesy of Research Systems, Inc., Minnetonka, Minn.

By Bruce Crandall

Editor's note: Bruce Crandall is a moderator with Decision Analyst, Inc., Arlington, Texas.

Focus groups are rarely predictable. Some groups know embarrassingly little about a given topic. Some groups talk too much. Others talk hardly at all. Some respondents dominate the discussion. Others can barely put sentences together. Experienced moderators know the scenarios well. They also know that the discussion taking place by clients behind the one-way mirror can often spell success or failure. Very often a moderator's success

may have less to do with how well he or she covers an assigned topic or controls the flow of a discussion than with intrigue and misconceptions in the observation room. How a moderator prepares for political contingencies in the back room is a critical, though often overlooked, variable in his or her success.

Political skirmishes in the back room are most likely to occur when client observers are (a) not adequately briefed or consulted before a group begins, (b) large in number (including observers from competing divisions within the client's company), (c) made up of executives from competing research companies or

advertising agencies, or (d) inexperienced focus group viewers. A case in point:

Some time ago, an associate was given the assignment to observe two focus groups. The moderator would conduct both groups, while the associate would sit in the back room with the client and other observers to answer questions and take notes. Since the moderator had reviewed the project with her client several times (including the study objectives, discussion guide, and the expected outcomes of the project), she anticipated that the groups would be similar to others her firm had conducted for them. This time was different.

For one thing, the client wasn't certain which other observers would show up, exactly how many to expect or when to expect them. After the first group started, the client and the other observers trickled into the back room: marketing managers, sales and promotion directors, product-line managers, and advertising executives. As they finally settled in, the back room formed several factions, each reacting independently. Many seemed to be hearing news from respondents that did not go over well. The client took the last available seat next to an agency executive.

Halfway through the group, after huddling with the agency executive, the client suddenly became impatient with the flow of the discussion and requested that the research firm change moderators. This seemed like a curious request, especially since the moderator had apparently been covering all of the assigned topics. Over the moderator's objections, the client demanded a new moderator for the next session.

The second group turned out surprisingly well from a research perspective, given the circumstances. However, the research was secondary. The experience was more about survival, about contingencies. The moral is: Back room politics can not only damage your credibility as a researcher, but can seriously undermine your relationship with your client as well.

The question is, how can a moderator not only survive in similar situations, but prevent back room land mines from exploding in the first place? Although there are no foolproof methods, here are a few simple suggestions to help moderators better prepare for intrigue in the observation room:

- Find out who will observe the focus groups. Confirm with your client as early as possible who will attend the group. Sometimes clients themselves don't know which observers will attend until the last minute, but usually they at least have an idea. If possible, limit the number of observers. The larger the group of observers, the more difficult it is to manage them. Also find out the role of the observers within their companies, and review the study objectives again to as-

sess which departments might be impacted the most by the research results.

- Arrange for an associate to manage the back room. Whenever possible, the moderator should arrange to have at least one associate (depending on the number of observers attending) in the observation room. The associate should be well-briefed on the study objectives, discussion topics, and the key observers or power brokers attending the group. The associate should also have experience moderating focus groups. After all, you never know (as in the case related earlier) when an observer will be called on to moderate.

- Meet with the client in advance. During the initial planning stages of a qualitative project, the moderator should have already developed the discussion guide and reviewed the focus group mechanics with his or her client by phone or in person. Before the start of the first focus group, the moderator should schedule a meeting with the client. The moderator should meet with the client, ideally, several days before the first group is scheduled, to confirm the most important points to cover in the discussion guide, as well as those points of secondary interest (i.e., discussion topics that can be eliminated if time runs out). The moderator should tell the client she plans to conduct the groups and the group mechanics like introduction, discussion rules, open-ended discussion flow, the moderator's final return to the back room before the discussion's end, and so forth. No matter how many times a client has observed focus groups, it's important to review the moderator's role before each group or series of groups. Most good moderators strive to be nonthreatening and nondirective during the first half of the group. If the client is accustomed to a more aggressive style, he may become impatient with the group's pace and the wandering discussion early in the session.

Additionally, a meeting the night before (perhaps over dinner) or an early morning meeting the day of the groups is a good way to review with the client how you plan to conduct the groups. A dinner or breakfast meeting between a moderator and client can also help solidify their working relationship. This can

be invaluable later on when back room politics are jockeying for position.

Frequently, however, it's not possible to schedule an early meeting. The next best arrangement is to meet with the client and other observers (if possible) at least two hours before the start of the first group to go over the same types of details. This is also the time to answer any last-minute questions, so that there will be no surprises once the group has begun. Such consultation will instill a sense of confidence in the client (and the moderator), since the client and other observers have the opportunity to provide input. Despite the need to be flexible, the moderator should not stray too far from the latest draft of the discussion guide, agreed upon prior to the group. Some executives are prone to last-minute suggestions that can wreck the planned flow of a group discussion.

Sometimes, however, despite the moderator's best efforts, observers will simply arrive late. When a client and other observers arrive late, it then becomes the associate's responsibility to brief the back room before they settle down to watch.

- Arrive early at the facility. Always call ahead for directions, so that you don't waste time hunting for the focus group facility. Plan to arrive at least two hours before the first group. This way, the moderator and associate can go over last-minute details, to ensure that they have all the materials needed before the client and other observers arrive. An early arrival also gives the moderator time to review notes and the discussion guide, to mentally prepare, and to instill confidence that things are in order.

- Have all presentation materials finalized and ready. The moderator should always provide the client and other observers with copies of the discussion guide, so that everyone can follow the discussion on paper. If the moderator is presenting concepts or bringing materials to show respondents, he or she should have all creative (i.e., storyboards, videos, mock-ups, etc.) in his or her possession and should clearly understand how to present the materials before arriving at the focus group facility.

continued on p. 60

Three-and-a-half steps to statistical success

By Dick McCullough

Editor's note: Dick McCullough is president of Macro Consulting, Inc., Mountain View, Calif. He can be reached at 415-358-1480 or at dick@macroinc.com.

Like all other true sources of knowledge, i.e., hard sciences (vis-à-vis the faux sciences, such as psychology and sociology), there are certain first principles that guide the intrepid statistician in his holy quest. This article serves to summarize these first principles in much the same way as Moses summarized the laws of organized society over 6,000 years ago last April.

In this article, we will outline the three-and-a-half first principles that guide all successful working statisticians, i.e., statisticians paid to actually do something as opposed to those paid to write about what they could do or, worse yet, those paid to teach others to write about what they could do if they were but willing to sully their hands by entering the real world.

In other words, this article is not for statisticians at all, but rather data analysts of all stripes and persuasions, who, despite checkered academic backgrounds and the occasional lack of aptitude, find themselves charged with discovering answers to very real business problems within the mystical confines of a data set of questionable heritage.

These first principles can be summarized as follows: "Seek truth and meaning, find it and then tell someone who can do something about it."

The diligent data monger who follows these rules religiously will undoubtedly find money and fame as his or her reward. Let's begin, shall we?

First principle number one: "Seek truth..." Now, I sup-

pose this sounds a bit obvious, doesn't it? I mean, after all, who, aside from the odd Satanist, actively and consciously seeks falsehoods? However, how many people do you know who start out the day looking for the truth? Who says "How are you?" and really wants a truthful answer? How about "Do you like my tie?" or "Do you think I'm getting fat?" You see my point.

And it gets even stickier about business issues. How many bosses want to know that their management style directly reduces company productivity to a degree equal to 5 percent of total profits? Or that the brilliant ad campaign that just won the agency a Cleo (and cost \$600,000 to produce and \$10 million more to air) actually caused sales to decline 13 percent? You see my point.

So we don't always cling to truth as if it were our mother's skirt because the truth often bites much harder than our baby brothers. But the intrepid data analyst needs to ignore all that and be, well, intrepid.

First principle number one-and-a-half: "...and meaning." Here's where things start getting difficult. It's one thing to preach self-righteously about truth, ad nauseam, but it's another thing entirely to talk about relevance. Especially to a statistician. Because, as a conversation topic, the concept of relevance, at least with the numerically literate, generally elicits a glassy-eyed stare and a "Huh?" reminiscent of past conversations with your teenage son.

I think the primary problem of relevance among those of us who do not need a calculator to multiply two-digit numbers is not why but how. That is to say, the problem is not why do we seek meaning but rather how would we recognize it even if we found it? Generally speaking, those

with some aptitude for recognizing meaningful information are not those who, just for fun, programmed their first computer to calculate the first million prime numbers. You see my point.

Unfortunately, however, the burden often falls on one of us intrepid data analysts to seek not only truth but meaning in our data. This is often because no one else is willing to stare at so many meaningless numbers and attempt to divine meaning. The bad news is that these same people will stare at us expectantly and ask "What's the data say?" If we simply tell them the truth, they get angry. They want meaning and it's up to us to give it to them.

First principle number two-and-a-half: "Find it." Oh, we're in deep now. Not only is the rubber hitting the road, it's starting to burn. It is not enough to, with a pure heart and a clean conscience, seek truth and meaning, we've got to find it. (If this isn't true of your situation, then you're an academic and you should read no further. It will just confuse you.)

There is but one secret to finding truth and meaning. It has been passed down from McCullough to McCullough for generations and for the very first time, I will break the code of secrecy and share this pearl of wisdom with others not surnamed McCullough. Armed with this one mandate, you are guaranteed to be successful in your sacred quest.

And this is it: Don't quit until you've found it.

You may send personal checks, money orders or credit card numbers to express your gratitude.

First principle number three-and-a-half: "Tell someone who can do something about it." Remember that guy who didn't program his first computer to calculate the first million prime numbers? He's probably the one you've got to tell. And this is important: this guy doesn't speak numbers. He barely speaks English. He is numerically illiterate, probably a vice president or maybe, even worse, a president. This guy can't sit through *Nova* or *NextStep* (too long and what's the point?), has never read Eschbach or even Hawking and thinks Tom Peters is an intellectual. You see my point.

But if you've gone to all the trouble to seek truth and meaning and then were lucky enough to actually find some, well, it would be a shame to waste it, wouldn't it? So practice your baby talk; limit syllables per word to two, words per sentence to seven and points for him to remember to three. Ignore 99 percent of what you worked three weeks to uncover, give him the tip of the iceberg and pretend nothing's under the water line and he'll think you're a genius, on par with mental giants like Frank Gifford and Dan Quayle.

Not only that, but your company (his, actually) will make more money because of you and the restraint you exercised. Then he will feel even more arrogant, look at you as an even more unnecessary cost and...well, never mind. Let's stop now. Isn't your computer beeping? □

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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. He can be reached at 818-782-4252 or at artshulman@aol.com.

Mary Ann Farrell of Mattel tells of a focus group she heard about among women who had very recently had babies. Before the session, one of the women walked up to the mirror to apply lipstick. At that instant, as she was attending to her reflection, one of the clients in the viewing room, standing just behind the mirror, lit a match for his cigarette.

The woman suddenly saw, through the mirror, superimposed on her face, the face of a man with a flame in front of it. She fainted dead away and had to be revived.

We know about a fibbing market research analyst for a major corporation (we won't mention any names) who was contacted over the phone to participate in a focus group. We're not sure whether he wanted to participate in a group so he could experience the respondent point of view, or if he was merely interested in the incentive money. At any rate, he claimed that he was not in the market research industry. So, a few days later he entered the focus group room and saw the moderator — who happened to be the same outside moderator he usually hired for his projects. The moderator threw him out of the room.

Dave Chill of the Disney Channel was conducting a focus group about cable TV when a woman in the group announced that for five years she had been illegally

receiving cable TV. This disturbed some of the clients behind the mirror, senior executives of the very cable company whose service was not being paid for.

Toward the end of the discussion the clients held a brief conference. They decided that it would be inappropriate to confront the woman when the session was over. Instead, according to Chill, she received a telephone call from a cable company representative a few days later, offering her a choice — she could subscribe to cable service or attend another focus group. She decided to pay.

An unnamed automotive market researcher tells about a ride-and-drive car clinic where, while the respondent was driving, the interviewer, a woman in her 40s, suspended her questions to chit-chat with the respondent, explaining that she formerly worked at the Post Office. "One day," the interviewer related, "there I was on the way to work. I had the gun in my car, ready to shoot my supervisor, but I thought, 'Why am I doing this. It's not worth it.' So, I became an interviewer."

An unnamed researcher tells about an out-of-town food company client of his who brought some test product in dry ice to the office. Because his client was anxious to get to the entertainment the researcher had planned for the evening, they placed the dry ice in the sink and ran water over it, instead of letting it thaw by itself, and left the office. Not a good idea. Dry ice doesn't dissolve in water. Instead, it went into the pipes, froze them, and the next morning there was major flooding at the office.

Barry Robertson, who hails from England, reports on his first day in the United States many years ago. He and

his wife were in a coffee shop when the waitress came over and said, "Hi! I'm Wendy, and I'm your server."

Not being familiar with some of the niceties in the United States, Robertson bolted up, extended his hand to the waitress, and said in his fine British accent, "A pleasure to meet you, I'm Barry, and this is my wife."

Robertson reports that the shocked waitress retreated to the kitchen, never to return.

Mark Michelson of Michelson & Associates tells about on-site interviews he was conducting in Southern California at a drugstore chain. He was taking his first customer, a woman, around the store so he could ask questions regarding signage when they reached the aisle marked, "Seasonal, Supplies, and Rubber Goods."

While looking at the merchandise in the aisle, she noticed a display of condoms hung on pegs, with each peg containing a green sticker that read, "Earthquake Preparedness Item."

Before you conclude that now we know what's important to Southern California residents, Michelson reports that the woman felt that both the signage and promotional stickers were inappropriate.

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

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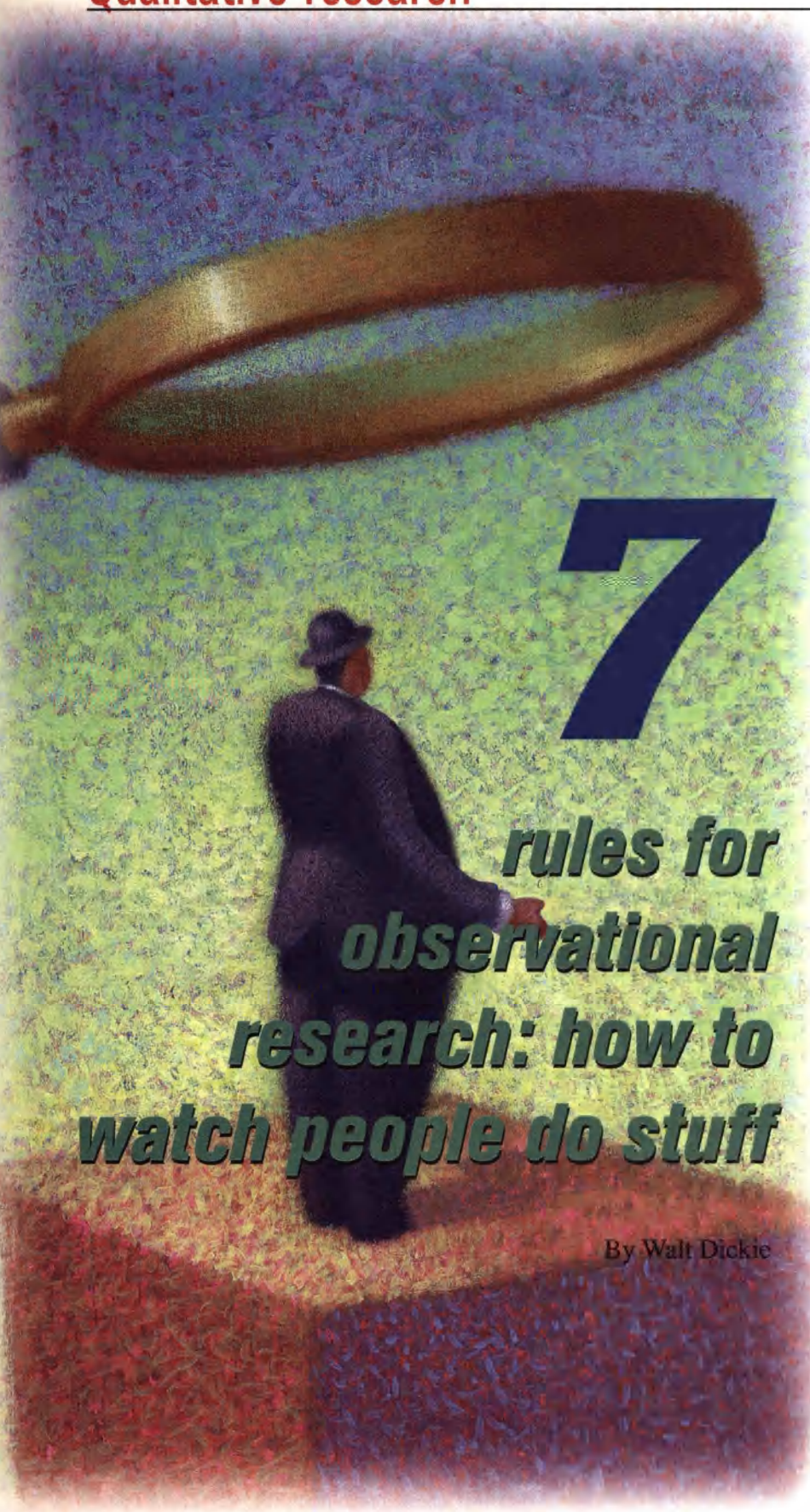
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7

rules for observational research: how to watch people do stuff

By Walt Dickie

Editor's note: Walt Dickie is a partner at Creative & Response Research Services, Inc., Chicago. he can be reached at 312-828-9200.

Observational research, ethnography, or, in plain English, watching people do stuff, seems to be hot these days. *Newsweek* touts it ("Enough Talk," August 18, 1997), which means it's getting to be mainstream, but I find that a lot of clients aren't very comfortable with it.

Certainly, compared to traditional focus groups, mini-groups, or one-on-one interviews, observational research accounts for a pitifully small portion of most research budgets. Yogi Berra's famous line that "You can observe a lot just by watching" is widely acknowledged, but observation remains the most under-utilized qualitative technique in marketing research.

One of the reasons seems to be that many clients (and researchers) just don't know how to get value out of watching. Nothing sours people on a good approach more permanently than a few "interesting but useless" projects.

Learning from watching is, in fact, hard. If you ask a not-very-deep question in a focus group, you still may get a deep and revealing answer. But if you don't know how to think about what you'll see when you watch normal people doing stuff, you won't learn much from it. And in observational research, as in all qualitative research, it's the "thinking about" that's the key.

Since observation skills don't get sharpened up in real life the way questioning skills do, you need to train yourself to see, learn, and think when you watch people do stuff. It takes some practice, and some discipline. I don't pretend to have mastered the art, but I've learned some techniques that will help. So here are my "Seven Rules for Observational Research."

continued on p. 61

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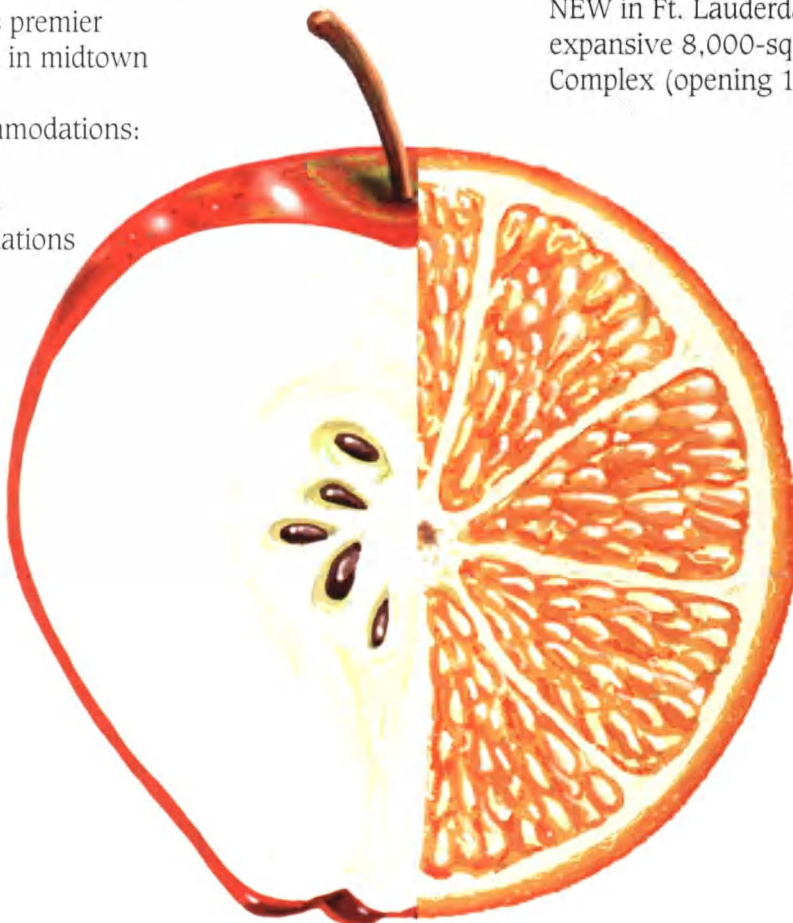
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Names of Note

Sara Ohmer will head the new Atlanta office of Chicago-based *Market Facts, Inc.*



Ohmer

Osborne

Sam Osborne has been named president of *Action Research*, South Burlington, Vt.

Directions in Research, San Diego, has promoted **Sherri Crispin** and **Mary Jo Schumann** to vice president.

Neal Hickman has been named study director of the Information & Technology division of *Market Strategies, Inc.*,



Hickman

Dwyer

Portland, Ore. In addition, **Brenda Dwyer** has been named group research manager.

James Chambers has joined *Information Resources, Inc.*, Chicago, as group president for the company's U.S. commercial businesses.

Equifax Vice Chairman and CEO **Daniel McGlaughlin** will retire at the end of the year. The company's board of directors has named **Thomas Chapman** the new CEO.

Doug Cummings has joined *Chilton Research Services*, Radnor, Pa., as a research consultant specializing in information technology. **Bill Huntting Jr.** has joined the firm as a research consultant for the ESPN/Chilton Sports Poll.

Tim Maginn has been promoted to group vice president, business development, at *Walker Information*, Indianapolis, Ind.

Charles (Steve) Stephens has been named senior project coordinator at *Aragon Consulting Group*, St. Louis.

Elrick & Lavidge, Atlanta, has added **Donna Kantak** as vice president/account director.

Candice Wysock has joined *Quality Controlled Services* as branch manager in the QCS Chicago office.

Diane Crispell has been named to the new post of editor-at-large for *Roper Starch Worldwide*, New York.

Eagle Research has added **Michael Pelaia** as an account manager at its Atlanta headquarters.

Engracia Perez-Prada has been promoted to manager of international marketing research at *Maritz Marketing Research Inc.*, St. Louis.

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11. Answers To Questions/ Long Island Groups In Focus New York, NY
12. Pat Henry Market Research, Inc. Cleveland, OH
13. JRA (J. Reckner Associates, Inc.) Philadelphia, PA
14. Probe Research, Inc. Dallas, TX
15. McMillion Research Service Charleston, WV

The European Society for Opinion and Marketing Research (ESOMAR) has issued a report on a new standard system for assessing the social and economic standing of the populations of European countries. While the system of demographic classifications is designed for pan-European studies, it can be applied in other parts of the world. The new ESOMAR standard form of demographics can be applied to international surveys despite differences in language, culture and economic development and can help ensure that the results are directly comparable from one country to another. The building blocks for the new ESOMAR Social Grade system are:

- occupation groups, defined according to the occupation of the main income earner (MIE), the person who contributes most to the household income;
- terminal education age (education level of the MIE), which sidesteps the problem of comparing the wide variety of diplomas and takes into account those who resume general education later in life;
- economic status of the household defined according to ownership of 10 consumer durables rather than by income (this is for non-active MIEs).

The ESOMAR system has been tested by the European Commission in several Eurobarometer surveys. The report includes a summary of the results obtained from using the system in several waves of the pan-European Union survey, analyzed at both EU level and country level. The report also includes a practical guide on how to apply the ESOMAR Social grade system in everyday research, together with the recommended questionnaire. For more information call the ESOMAR office in Amsterdam at 31-20-664-2141. Fax 31-20-664-2922. The E-mail address is

email@esomar.nl.

SPSS Inc., Chicago, has an agreement in principle to acquire In2itive Technologies Corp. The transaction was expected to be completed as a pooling of interests in which SPSS will issue approximately 145,000 shares of its common stock. Denmark-based In2itive develops Windows-based software for the research industry.

Audits & Surveys Worldwide, Inc., New York, has joined two other research firms, The NPD Group, Inc., Port Washington, N.Y., and GfK AG, Nurnberg, Germany, providers of the INTELECT retail sales tracking service, to form a joint venture to track the information technologies, con-

sumer electronics, imaging and home appliances markets. The new venture, INTELECT ASW Marketing Services, L.L.C., will provide retail point-of-sale tracking through a comprehensive panel of retailers and dealers in the U.S. and around the world. For more information call Jack Richman at 212-627-9700.

Wolf/Altschul/Callahan, Inc., New York, has opened a new, 8,000-square-foot facility in Fort Lauderdale, Fla., featuring four focus group suites, accommodations for 25 client-viewers, on-site recruiting, kitchen facilities and FocusVision videoconferencing. For more information call Ken Altschul at 212-725-8840.

continued on p. 66

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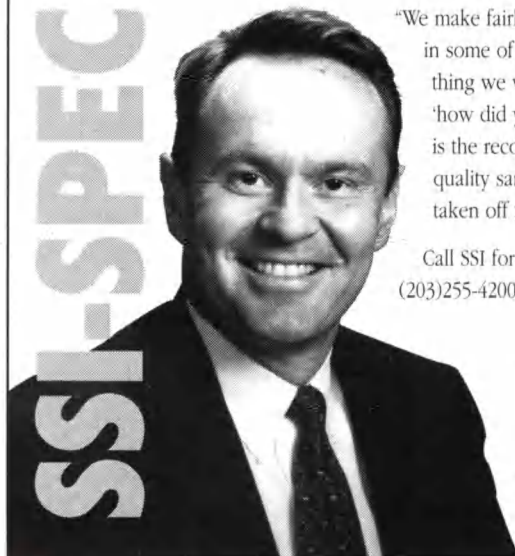
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The magic of 8



By Naomi R. Henderson

Editor's note: Naomi Henderson is CEO of RIVA Market Research, Inc., Bethesda, Md. She can be reached at RIVAqmr@aol.com or at 301-652-3632.

Qualitative research moderators often prefer to work with a specific number of respondents, for reasons of interviewing comfort and for how group size affects the research objectives. This article outlines some issues related to focus group size and desired research outcomes, since the size of the group (i.e., number of respondents) affects the skilled moderator's ability to get below top-of-mind comments.

Group size and research objectives are closely aligned. The "right" group size is often a function of a client's need for specific results to support long-range decision making. For example, a client may request a group size of four to six respondents when a few, very

important issues need to be discussed in detail. A group size of 12 may be right when the study is a one-hour "ad lab" designed to get a thumbs-up/thumbs-down reaction to the final three versions of a TV spot.

Sometimes the right group size is a function of room size. Recently, a focus group held in a mall facility required the use of a room with a round table that would only accommodate six respondents and a moderator without extreme discomfort. When a pregnant respondent had to leave to use the rest room, everyone had to stand to let her pass by to get out the door! Clearly, room size dictated group size.

In focus group planning, research design is often a blend of moderator experience (knowing how to reach the study objectives) and an attempt to honor client requests. Over the years, I've heard these quotes from my qualitative research colleagues as they identify personal rules about group size:

"I insist on no more than six, because that size lets me get a lot of answers from everyone."

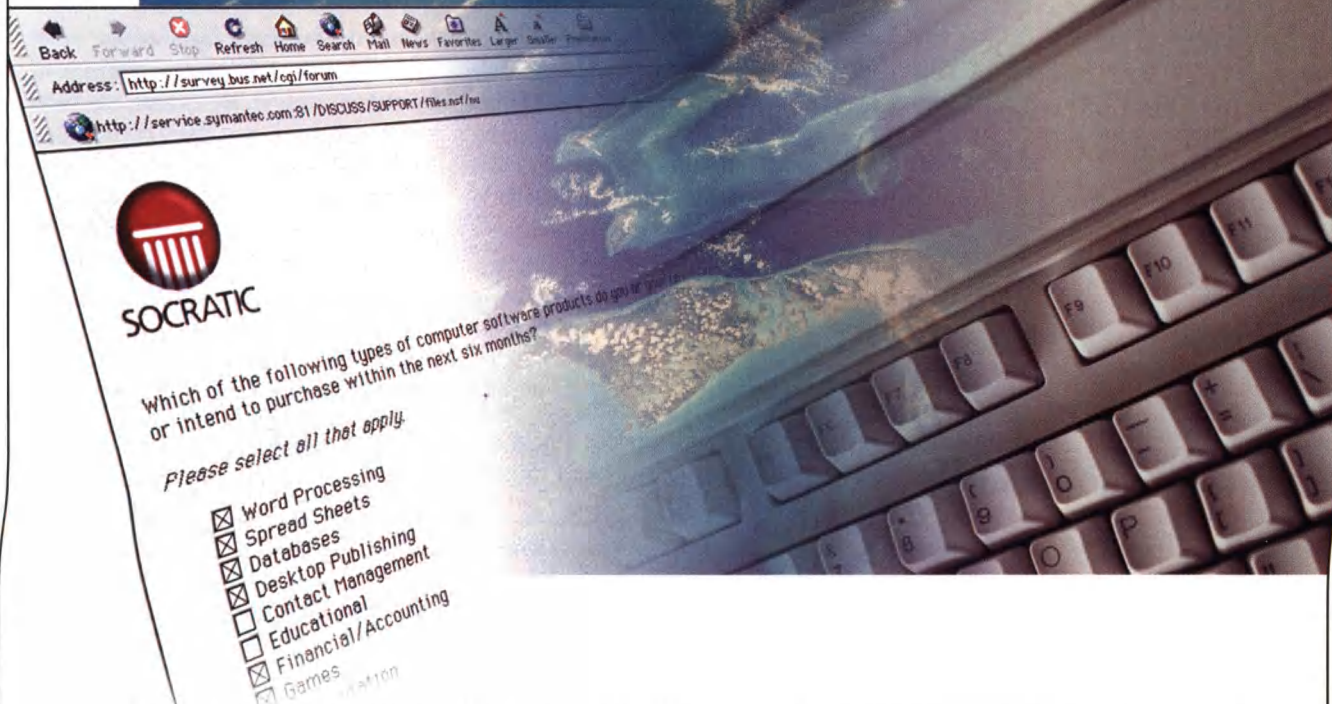
"It's OK with me to take 10 or 12 in a group because I know then that at least eight or nine of them will talk enough to get all the data — and I hate to turn people away who have been invited to a focus group."

"For me, seven is the perfect number. I like it when it is an uneven number of people because then I as the moderator become the eighth person."

"I know that conducting triads is the best research tool sometimes. However I just HATE them because I have to work much harder as a moderator to keep the creative juices flowing!"

For each of the above moderator types, there is a rationale for a group size that works and it is from that base that moderators lobby for a specific group size within the confines of good qualitative research design. Sometimes, clients have "belief" categories" about

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group size:

- a.) "More is better"
- b.) "Corporate policy"
- c.) "Feels right"

When more is not better

When I can negotiate research design elements with clients, I first have to break the "more is better" rule and to that end, I have devised a formula to share with clients so they can see that more bodies in the room actually hampers the collection of data rather than promotes it:

Formula for Calculating Research Value By Group Size

- If 12 people are present = Allows 1.66 min. per issue per person
- If 10 people = 2 min. per issue per person
- If eight people = 2.5 min. per issue per person
- If six people = 3.3 min. per issue per person

In the formula, it's clear that the more people in the room, the less time there is available for actually getting respon-

RIVA's concern is that the policy is often stated or upheld by individuals who have never led a focus group. I'm always unclear about the rationale that would have a client set a policy about group size without the personal experience of how group size affects group dynamics and the ability to collect full and rich data from participants.

When feeling right feels wrong

Group size is sometimes determined by a client who indicates that "six feels about right" for this project. Feelings are the domain of focus group conversations between the moderator and respondents and not an appropriate mechanism for determining research parameters. The moderator's experience in knowing which group size best matches the research tasks is a better gauge than client observers' expectations of which group size will produce which desired outcome.

Communication Time in Focus Groups

Baseline Data:

- A. About 100 minutes of research time available in standard two-hour group
- B. Five key issues to cover (standard flow for a two-hour focus group)
- C. If evenly divided, that would be about 20 minutes per issue

100 Minutes				
Issue A 20 min.	Issue B 20 min.	Issue C 20 min.	Issue D 20 min.	Issue E 20 min.

- Issue A: Baseline/background information (e.g., purchase patterns of syrup)
- Issue B: Brand image (How does generic brand differ from brand labels?)
- Issue C: Reactions to concept ("Now syrup can be heated right in the glass bottle")
- Issue D: Review of product names (Hot Spout, Heat 'n Pour)
- Issue E: Advice to syrup manufacturer (What to do, what to avoid)

dent opinions! The trick is to find the mix of people and talking time that best helps meet study objectives. When the group size shrinks to below six respondents, a different group dynamic occurs. Smaller groups sometimes get shy when given a lot of time to present an opinion. Different moderator skills are needed to maximize the time. The session is usually shorter than two hours since topics can be covered in-depth more quickly.

The magic of eight

In the RIVA method of conducting focus group research, we believe in the "magic of eight" for traditional focus groups. The group can act as an octet, two pairs of four or a quartet of pairs. Assuming that all participants speak equally on each of the issues — eight people will each speak 2.5 minutes per issue or about 12 minutes over the course of a two-hour group session. When compared to TV news sound bites, each lasting about 30 seconds, 12 minutes is a long time to allow a respondent to have the floor!

Corporate policy on group size dictated by non-moderators

Some clients insist that a specific group size is "corporate policy" and the demand seems to include a whisper of "we have always done it that way."

As it turns out, individuals in focus groups don't speak equally! On one topic, two to three participants speak more than others and on another, a dif-

ferent set of four to five respondents will lead the discussion.

Since there is insufficient time for each person to answer every question, the RIVA method aims for the "two-thirds" rule. If two-thirds of the group members have answered the question under discussion, the moderator asks if there are any different points of view. If not, then the group moves on to the new topic. Under that rule, we don't expect every person to answer every question on every issue — just those who have a point to make or a point to contradict or echo what has already been said.

We have found that a group of eight allows for the following to naturally occur:

- Respondents don't have to wait too long for a turn to speak.
- There is no chance for a respondent to hide out in a group of eight and everyone can be easily seen around a conference table.
- There is enough variation in eight respondents for participants to find someone else who thinks the way they do.
- There is enough conversation to pro-

mote an opportunity for diverse opinions and natural give-and-take.

Having eight respondents in the room also seems to allow for a level of comfort among respondents. The table seems full without being crowded and there is sufficient room to allow for the Western cultural need for about three feet of space between people in groups. Respondents can see the faces of most of the other participants easily and can make eye contact with a peer (one who shares the same opinions). When the group is divided for a task (e.g., two teams sorting pictures to create brand image), it is easy to form the quartets without anyone having to change seats — simply working across the table in a group of four at either end of the table. If the group is divided into sharing pairs, the even number of participants makes that an easy task and instructions can be given and followed quickly. If the session is being videotaped, it is easy to structure the seating so that it looks natural and allows every face to be captured on the behind-the-mirror camera.

Although a traditional focus group takes place in a time slot of two hours,

there is actually only about 100 minutes of true research time since the remaining 20 minutes is generally used up in getting respondents seated and introduced to the topic and then excused and escorted from the room. That 100 minutes of research time needs to be used wisely. Having a manageable group size that promotes the inclusion of respondents on every topic and allowing time to go beyond top of mind responses means that group size has to be carefully planned.

Win-win-win

Blending group size with moderator comfort and client research needs is tricky. For traditional focus group projects primarily aimed at testing respondent perceptions, opinions, beliefs and attitudes, RIVA moderators have found that the "magic of eight" promotes a win-win-win situation for moderator, client and respondent. Facilities are asked to recruit 10-11 to guarantee a show rate of eight and they win as well by having a project that is manageable — not only in the recruiting process but in the waiting room as well. □

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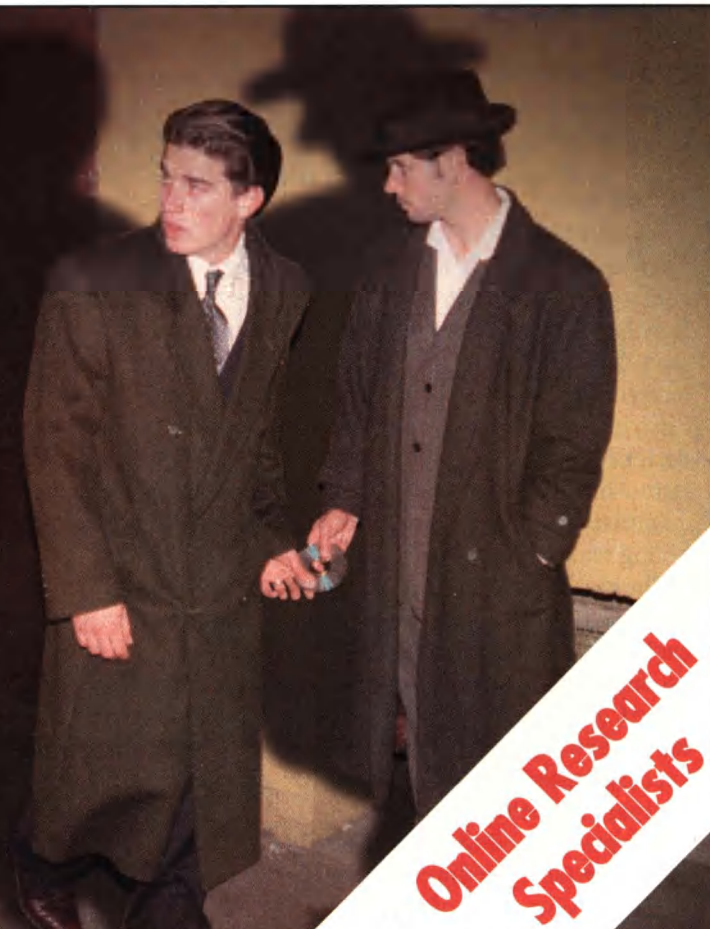
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**Why consumers
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By Ernest Potischman

Editor's note: Ernest Potischman is president of Potischman New Products, a New York new product consultancy. He can be reached at 212-580-9663.

Since the dawn of marketing history, marketers have faced the infamous and daunting 90+ percent failure rate for new product launches. This has been a seeming constant despite ever more elaborate and mathematically bulletproof consumer behavior modeling systems putatively designed to accurately foretell the relationship between qualitative and quantitative research and the unforgiving real world.

The reasons for this "success gap" are varied and changing. Like rapidly evolving bacteria throwing off the latest antibiotic, we seem constantly to invent new mistakes in researching the intentions of consumers, thus keeping pace with and foiling the evolving mathematical models.

However, based on an admittedly non-projectable sample of experience in diagnosing and correcting such

failures, it appears to this writer that to a remarkable degree the problem is often so obvious that it may be overlooked until it is either too late or too costly to correct.

Simply stated, even today's most sophisticated marketers of new products are most often confounded not by bad ideas, but by good ideas badly communicated. Failure, as measured by low purchase interest generated under actual marketing conditions, is signaled by an often drastic falloff in communication recall and concept comprehension from levels achieved in earlier qualitative testing.

Which leads to the question: What goes wrong with a bell-ringing new product concept in the transition from qualitative to quantitative assessment that befouls its communication to the target consumer?

The answer can often be traced to the nature of the research, and more specifically, to the attention or inattention paid to the research process by the respondents.

Explored and nurtured

Typically, in the course of its development, a concept is explored and nurtured in focus group discussions where moderator and respondents focus rather intensely on the verbal and graphic representation of the idea. Not surprisingly, due to the nature of group discussion, and abetted by a moderator's guidance, everyone eventually "gets it" — that is, even the least motivated or interested in the group eventually becomes equally as aware of the dimensions of the idea as the swiftest of mind and most interested. Thus, if the idea is intrinsically sound, we have a winner.

The stage is set for disaster. There will likely never be another moment in the short life of the doomed concept when so many people will focus their attention so sharply and so clearly on what the idea is, and on how that information is communicated to them. For the next step in the winning concept's progress is often a quantitative concept screen wherein the idea, represented by headline plus



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copy plus a rough illustration or two, is shown in shopping malls to just-recruited respondents.

Often, that step becomes the last. The winner is judged a loser.

There are two elements that need to be addressed in plumbing this phenomenon. First, attitudinal. How does a respondent behave in a focus group versus a mall intercept? The answer is: differently. In a focus group, the respondent has "sold" her/his time, and is more or less committed to sitting down with others for up to two hours to discuss a given subject. In a mall intercept, frequently, the respondent is inveigled to spare a few minutes from a hectic schedule to read

and rank one or more concepts.

Second, mechanical. This one has two branches: either too brief a concept has been written, allowing respondents to read what they will into the idea instead of reacting to the exact proposition behind the idea, or, oppositely, the concept wording is so thorough and lengthy that it isn't easily understood when taken out of group discussion context.

Whether too short or too long, this can lead to artificially high interest in the concept initially because, in focus group context, it doesn't matter — the respondent will come to understand the idea if enough discussion takes place.

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Better things to do

Contrast the focus group with a shopping mall intercept for a con-screen. Observing in a shopping mall as shoppers are brought in for con-screen interviews will bear out this thought: Left on their own, busy people have many better and more pressing things to do with their time

than carefully reading every last word in a new product concept. In the mall, watch their eyes as they cherry pick a path down the page, finding a few elements that, for whatever reason, attract their fleeting attention. As they do so, realize that your hopes and dreams for your product may have just been dashed by inattention to the details of your carefully constructed, if verbose, concept.

So, one way has not enough detail, the other, too much. Opposites? No. The same problem underlies: The respondent is being asked to evaluate an idea under different circumstances, and he or she, along with the client and agency representatives, have thereby been misled in their judgments as to the idea's intrinsic merits.

An example from our files: A "winning" OTC drug product concept is developed through several steps of qualitative research. The refined concept is shown in focus groups to prime target respondents and most give it an enthusiastic thumbs-up. The careful moderator asks for individual recall cards. Respondents give a rich playback, confirming that they know what the idea is and why they want it.

As a fail-safe measure prior to production and market introduction, the winning concept is sent through a well-known and respected quantitative testing system. Unexpectedly, its purchase interest falls well below the norms for successful new products in the category. Even the main selling idea comes through at abysmal levels. The project is put on hold, the consumer research team scratches its collective head, and the brand manager takes another Valium.

Someone has heard about our prior work attempting to disentangle such marketing knots and calls us in. We take the same, precise, troublesome concept as tested back into focus groups and sure enough, they love it. We wonder about contamination; that is, are respondents understanding the idea on their own or are they being educated by the discussion itself? So,

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we conduct a day of 14 one-on-one interviews, with the respondents required to read the concept on their own. After just five interviews, we conclude that comprehension is extremely low, there is confusion about the main idea, and there is low buying interest.

We call a 30-minute halt in the interviewing process and, working with the attending client, manage to deconstruct the concept, isolating the troublesome words and the confusing elements in the illustration. Lacking an available computer or artist, we make rough modifications by hand and go back to interviewing. Comprehension and interest improve immediately but there are still problem areas.

After the ninth interview, we call for another hiatus and agree on a diagnosis: Some respondents are not reading the entire concept. Their eyeballs can be seen flitting around, not through, the text and they're finishing reading it too quickly. Perhaps they're missing key information? We make bold cuts; every word deemed not absolutely essential is pruned; secondary benefit claims are sacrificed for the sake of brevity. Back to the interviews: 10 through 14 yield clear comprehension, positive interest. We have a "winner" again.

Encouraged and invigorated by this process, the client goes into management in a fighting mood and, despite the unbudgeted expense, wins agreement for another quantitative screening assessment. This time, the concept breaks through the upside of all relevant norms. It goes to market and quickly becomes a real-world winner as well.

The difference between lose and win in this case is that the original concept, as tested, was too long and too complicated, with too many promises and arguments for most readers to handle on their own as opposed to in a group educational experience. But most product decisions are made individually by consumers, not in a group context.



Is your research up to par? In golf, par is the score that, in theory, a perfect player would take to complete a hole. Two strokes under par is an eagle. In the game of research, all participants in the interviewing process want to believe their research soared like an eagle. In reality, the research project may be a "bogey" (one over par and not perfect).

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Shortened attention spans

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sages.

Concept ads designed for the Age of the Sequentially Read Printed Page are hopelessly irrelevant and impenetrable to these consumers. Our experience is that, on their own, consumers will pick up, at most, seven key words no matter how many are thrown at them. That's not very many to accomplish the tasks of establishing brand name, key benefit/point of difference, and key supporting reason why. Try it yourself, on your brand,

for a bracing experience.

So, you learn your lesson. The concept is kept clear, concise, to the point, and easy to read. You vault the con-screen high bar and you're now on your way to advertising executions and real-world fame and glory.

Not so fast. More trouble looms ahead. Its name is entertainment value, what ad agency creatives put in to build attention and share of mind versus the plethora of other attractions vying for the consumer's attention. The problem, roughly stated, is similar to offering kids ice cream at the same time as oatmeal. The eye and appetite tends to go toward the fun rather than the nourishment. Likewise, the execution of a carefully constructed and agreed upon copy strategy statement may win an award for Best Liked Commercial precisely because it is fun to watch and threatens no one with something as crass as a clearly communicated, hard hitting and motivating argument for purchasing the product.

Another case from the file. A few years back, a beverage powerhouse acquired a license to use the very well-known brand name of another company. They tested that name with target consumers and there was highly positive feedback. Encouraged, the company used qualitative and quantitative research to carefully construct a new product which was consonant with the brand name image and tailored to the target consumers' taste preferences. In-home use tests yielded gratifying levels of satisfaction and repurchase intent. Retailers expressed willingness to stock and display the product.

Based on thick documentation, the advertising agency produced three commercials, and the product went into test market, where it failed miserably.

We, as a disinterested third party, were called in to find out what went wrong, and, if possible, recommend a fix. First, we suggested simply showing the commercials to a handful of target consumers in focus groups and one-on-one interviews,

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more to give us a feel for the category than as a diagnostic tool. Imagine the shock among ourselves and the clients when we discovered that the carefully contrived strategy and message was being sabotaged by the seemingly on-target creative executions. The consumers watched them raptly, yet inexplicably misunderstood their message.

Inexplicably that is, until the respondents were interviewed one at a time and were given an opportunity to describe in unstructured style what they thought the commercials were trying to tell them. Then it became clear: nothing. There was no perceived message particular to the brand, only generics of the category. But what of all the copy points inserted in the 30-second spots? Message not received. The viewers just plain missed them, not once, but twice. No one we interviewed wanted to buy the product, or even to try it once, yet the idea had been a winner and there was nothing wrong with its intrinsic product attributes.

Drop the distractions

The fix for these faults was readily apparent: drop the distractions, get down to business with communication of a single, clear and compelling reason for purchase. Make that objective the paramount guideline for revamped creative executions, and entertainment values a secondary guideline. But in this case the will was lacking to attempt another costly market test. The project was abandoned. As the old marketing aphorism has it, "Success has many fathers; failure is a bastard." No one wanted to claim paternity for an idea that had already failed once.

Since that experience, we have conducted a number of diagnostic projects that resulted in improved concept communication and purchase interest. In each case, we and the client have undertaken a day of one-on-ones, entailing patient, painstaking exploration of the concept communications, whether in the form of concept statement, rough commercial,

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finished commercial or print ad. The interviews were interwoven with pauses allowing modifications to be made “on the fly” as learning progressed. By the end of that day, the client had a sharper, clearer, more motivating concept. Every time.

Now there is surely a point, the advertising creatives will say, when one has to trust their instincts and not those of a researcher bent on checking every last detail of the execution. Well, it’s your money. In the medical profession, it’s known as getting a second opinion. If the principle is good enough for life-threatening situations, surely it’s a sensible one for marketing situation where roughly and metaphorically speaking, nine out of 10 patients don’t make it.

The Third Eye

The lesson here is, it is vital to check the final concept, even when it has gone as far as final execution. But the question remains: how did it get to that point without the errors becoming apparent? The answer is that it is nobody’s fault, and everyone’s. If you work on something long enough, you lose objectivity, particularly the ability to see the idea as someone does who is unfamiliar with it. That goes for brand managers, in-house researchers, ad agency people, even outside research suppliers, including moderators. Including this writer. No one is objective enough to give a good first opinion and second opinion. So, you have to go to a fresh, objective viewpoint. Someone who has never worked on the project, yet has the experience to quickly diagnose weaknesses and provide solutions. Call that person The Third Eye.

Here’s how it can work for you. Make up your mind ahead of time that there will come a point, at the conclusion of qualitative concept development but before quantitative assessment, when it will be prudent and profitable to bring in The Third Eye to work over the concept with a fresh, unbiased view toward maximizing its

clarity and persuasiveness. Assume that you will catch some heat from people with a stake in the project outcome who have already had an input and don’t wish it to be challenged. Stay with it; keep in mind that there are few things that can’t be improved by a fresh point of view, and if not, if it checks out perfectly, then be doubly assured that you’re on track to successful new product launch, one of the minority every year who are.

A final story with an unhappy ending. Working with a client employed at a Fortune 500 company, we created a new product concept that depended heavily on the symbolism of a logo device. Words surrounded the device, but in all the qualitative research we conducted, the art was the central persuader to every respondent who expressed buying interest. Satisfied that a market winner was in the making, the client sent it into the company’s proprietary quantitative assessment system. The system had never allowed for art, icons and the like. It was argued that for reasons of statistical comparability, the art would have to be deleted. We argued and lost. Shorn of its prime motivator, the icon, the concept failed miserably. The project was terminated. But nature and marketing abhor a vacuum. Another company had a similar idea a year later and went ahead, icon and all. It became a viable new product, one of the less than 10 percent of new products that survive introduction.

Get around the roadblocks

The good news in all of this? There are fairly simple things you can do to get around new product roadblocks like the ones described above:

1. If the consumer is going to be asked to read the concept on their own, keep to the point: concisely* tell them what it’s for, promise a benefit, give a reason why it might be true, separate it from its competitors. Period. And make sure that symbols and/or icons carry their share of the communication load. But beware of

brainstorm winners, i.e., ideas that are incontrovertibly good, like “better value,” but as mere promises mean literally nothing in real-world purchase decisions.

2. Learn how consumers scan the concept before risking quantitative testing. Placing an attractive visual element just past the key body copy, for example, may guarantee that few people will read the copy, preferring to let their eyes take the express track to the more rewarding visual element. In that case, if the copy is necessary for developing buying interest, you’ve just lost a sale. Visuals are important, but they’re not everything.

3. Check the concept’s communication ability with a day of one-on-ones, preferably conducted by someone skilled at deconstructing miscommunication.

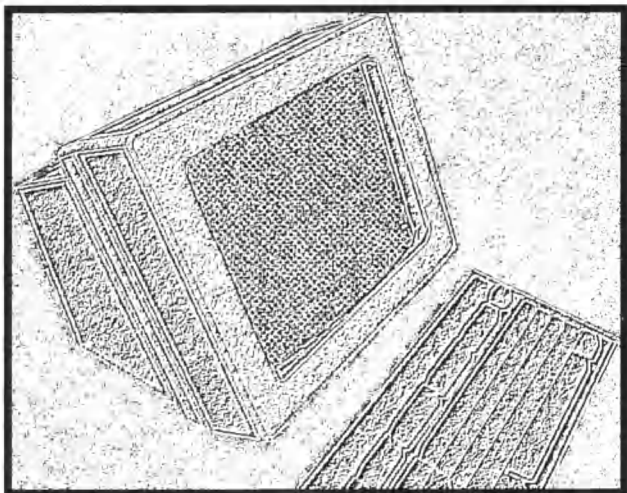
4. During that day of one-on-ones, change the concept wording as you learn what isn’t working, so that by the end of the day, you have a clear story, clearly communicated.

5. If you are at the point that TV executions are finished, try to buy enough time to undertake even a single day of one-on-ones. Obviously, if a problem is unearthed, it won’t be fixed on the spot, but a last-minute reprieve to allow some re-editing may very well save the test market or regional roll-out or even national launch from failure.

There is another benefit that awaits you. It is entirely likely that in clearing up the confusion, the concept will be markedly strengthened, turning a merely good idea into a very good one, a very good one into a great one. That ought to make the extra day or two it takes, as well as the costs incurred, one of the better bargains around. □

*Concise copy doesn’t always mean brief copy. Exceptions where long copy may be necessary are very expensive products or services (a fine car, a top-end entertainment system, a new home, an IPO stock offering, etc.). In these cases, building confidence prior to major investment may dictate that a fuller story be told.

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Why are the employees leaving?



Focus groups uncover reasons for worker flight

By Naomi Brody

Editor's note: Naomi Brody is vice president of Langer Associates Inc., a New York market research firm. She can be reached at 212-391-0350.

When a large multi-office corporation encountered sizable numbers of good employees in two entry-level positions voluntarily leaving, the human resources staff concluded there were serious and widespread problems. Exit interviews with departing employees produced little that was helpful in identifying the problem. Employees typically stated they were leaving for better opportunities, more money or more time with their families.

Since about 25 percent of the former employees were non-white, and more than 50 percent were female, the HR department suspected that racial and/or

sexual discrimination was the problem. If so, they wanted to address any inequities vigorously. But first they had to know if their suspicions were justified. Convinced that they had failed to gain ex-employees' confidence by the very nature of their being inside the company, the company went outside and turned the problem over to our company, Langer Associates Inc., a New York market research firm.

Initially, the company wanted us to conduct focus group interviews. But, due to the sensitivity of the subject matter, we felt strongly that ex-employees would feel more comfortable and would therefore speak more freely in individual interviews. We also felt that focus groups had the possibility of degenerating into employee gripe sessions and wouldn't generate valuable information. In addition, as ex-employees

were widely dispersed and face-to-face interviews would have been prohibitively expensive, we recommended that the interviews be conducted by telephone. In all, 300 people in 33 states were interviewed for the study.

Having developed a screening questionnaire and interviewing topic guide in consultation with the client company, we conducted the initial interviews to fine-tune the discussion guide and gain an understanding of the scope of the problem; later other experienced focus group moderators conducted the interviews.

Working from a list provided by the human resources department of all employees in the two job classifications who had quit during the past two years, our recruiting service contacted as many as possible and scheduled appointments for telephone interviews. Each respon-

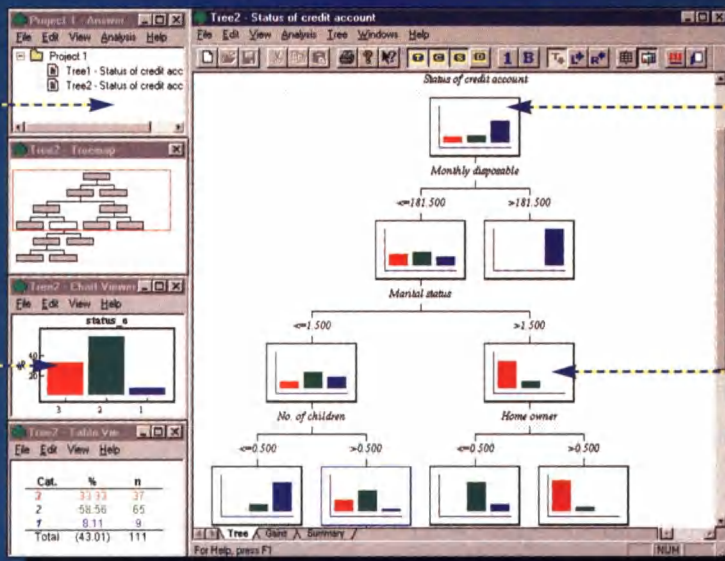
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dent was paid an incentive fee for participating in the study. Because many ex-employees were working at new jobs or were occupied with young families during the day, we often conducted interviews on evenings and weekends.

Improve conditions

Even though it would have no bearing on their job situations, most ex-employees we talked with were pleased that the company wanted to find out what was wrong and what it needed to do to improve conditions. They were also reassured and more cooperative when we told them of our independent status.

Anonymity was a serious concern. We assured the ex-employees that we would not identify them by name, except at their own request, and that in our report to the company their comments would be combined with those of all other interviewees so that they would not be identifiable. Those who had worked in the company's smaller branch offices were especially worried that negative statements they might make would be traced back to them and they would be subjected to confrontations with former managers and co-workers. One anxious young woman asked, "Will anyone come after me?"

From their responses, it was clear

that we were viewed as an objective third party and that our status as an outside firm was important in getting them to open up and be honest; they would not have been as candid with company personnel, they reported.

The interviews lasted 45 minutes. Our interviewers took pains to communicate warmth and establish rapport. They began the interview by asking non-threatening questions such as, "What did you like about the job?" Not expecting to be asked about positive experiences, respondents soon relaxed and shared their experiences, both negative and positive.

Using an amalgam of qualitative interviewing with quantitative tables, which we call "Q*Q" (Qualitative and Quantitative), interviewers slowly led the discussion to the more negative aspects of the job. Most questions were open-ended to encourage independent thought and to allow interviewees to follow up on responses with probes such as, "Can you tell me more about that?" or "What else can you remember about that?"

Additionally, interviewees were asked to rate, on a scale of 1-10, such closed-ended statements as, "You received recognition for good work." A low rating indicated a negative experience and resulted in further ques-

tioning. Closed-ended attributes are rarely used in qualitative research, where samples are usually small and the resulting percentages would be meaningless. However, when the sample size is large enough, as in this case of 300 respondents, attribute ratings provide meaningful data which strengthen the qualitative research findings.

High cooperation

In total, the study netted an extremely high cooperation rate of 33 percent. For many interviewees, it was a catharsis. One said, "I've been waiting for your guys!" Several mentioned that they respected the company for having undertaken the research. Although everyone had originally been offered anonymity, a sizable percentage later decided to allow the use of their name and/or to identify their branch office because they wanted to be as helpful as possible to current employees.

Race and gender issues were not as extensive as the company had feared. Although there were some discrimination complaints, they were not the major reasons for the exodus. Instead, problems the company had been unaware of, having to do primarily with training, managerial treatment and job expectation issues, were the most commonly cited causes of job dissatisfaction. For example, ex-employees said:

- Computer training was isolating and difficult to grasp.
- They felt overwhelmed by heavier work loads and a much faster pace than they had been led to expect in the job interview.
- Some liked their managers; others felt they had been unfairly treated.

As a result of the study, the company is examining ways to improve the training of managers, as well as entry-level employees.

Getting the most from exit interviews

A major obstacle for interviewers is that exiting employees see no benefit in being candid when they've already left, or are in the process of leaving. The interviewer's challenge

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is to find ways to motivate them.

- Money is a motivator. Pay interviewees an incentive fee.

- Show consideration and respect: Arrange interview times at their convenience and be prepared to work evenings and weekends.

- Be warm and courteous: Most people find it difficult to refuse a reasonable request from a polite person. For example, apologize for interrupting if calling someone at home. After introducing yourself, always ask, "Is this a good time to talk? If not, when may I call you back?"

- Appeal to altruism: Most people would like to help others even if they don't personally know them. Talk to them about making a difference.

- Closure: If someone was treated badly, you're giving them an opportunity to right the wrong and lay the experience to rest.

- Stress confidentiality and anonymity: Assure interviewees their identities will not get back to the company. You'll get more detailed honest information.

- Don't interrupt: Show you respect their opinions by listening carefully.

- Don't ask leading questions. Ask "How?" Say, "Tell me more."

- Follow up on leads: When the interviewee says something you don't understand, draw them out. It may lead to pure gold.

- Telephone interviewing: If your population is geographically scattered, the telephone is probably the most feasible way to reach them. Also, many people feel more comfortable and are more forthcoming talking about sensitive issues with someone they can't see.

- Consider using an outside firm: If you are doing all the right things and after a reasonable trial you are not succeeding in getting meaningful information from departing employees, the problem may be that they won't talk to anyone from inside the company. We were told by interviewees that they felt they could be more candid with us, as an outside firm, because they believed that we would not identify them to their former employers. □

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Learning from customers' stories

By Lois Steinberg

Editor's note: Lois Steinberg is vice president, client services manager with Sorkin-Enenstein Research Service, Inc., Chicago. She can be reached at 312-425-0909.

If you want to find out what your customers really think about your products or if you'd like to get their ideas for new products, you should consider listening to their stories. This advice comes from social scientists, who found in the 1970s that listening to stories was the key to understanding people's behavior. The practice was taken up with renewed vigor in the 1980s by psychologists who claimed that people remember their experiences in the form of stories which become scripts for everyday living.

Since 1990, Sorkin-Enenstein Research Service has been exploring the relevance of stories to marketing behavior. We wanted to find out what stories could tell us that traditional qualitative methods couldn't. Before conducting our studies, however, we wanted to find out why these scholars were making such claims about the importance of stories.

What's different about research using stories?

To get at the difference between traditional research and research using stories, it's helpful to look at the philosophies behind the two approaches.

For the most part, marketing research is based on methods developed in the social sciences, particularly psychology. Until recently, mainstream psychologists saw behavior and experience as two separate aspects of human beings. Their experimental studies treated people like objects whose physical and verbal behavior could be controlled, and therefore measured under scientific, experimental conditions. In other words, they believe you can study people in isolation from their social context and all trained observers will agree on the results.

Marketing research based on this approach attempts to simulate the controlled experiment by having a highly structured questionnaire or focus group guide and formal, standard, interviewing practices. All respondents are treated the same, objectively, and they are required to stick to the researcher's "script." Most of the time, the focus

group moderator can be thought of as a conversation director.

Story analysis is based on an alternative approach, which sees the individual and his world as interrelated and rejects experimental designs. The purpose of this research is to understand and interpret people's behavior and experience rather than to predict or explain. Narrative analysis is a method to access people's stories about their experiences.

The methods we have developed are designed to elicit people's stories around product related behavior. These procedures are individualized to fit the respondents and allow them to be the author of their script or experience. We encourage respondents to become co-observers of their situations.

What marketers can learn from stories

Because we wanted to find out what stories can contribute to traditional methods, our exploration of peoples' stories has combined both of these perspectives. Story analysis was included to augment findings of traditional focus groups or surveys. All of these studies have dealt with behavior around rou-

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tinely used products or services such as beverages, home fixtures, office products, financial services and telecommunications.

Results of these studies suggest the kinds of research issues where story analysis can provide strategic marketing insights.

Critical motivations behind product usage

Direct questioning about motivations around some behavior patterns frequently yields inaccurate data. There are several explanations for this:

— People don't consciously think about how they use routine products. They forget what led them to try the product in the first place.

— The social desirability factor: people want to look good to the interviewer or to give correct responses. Respondents have a tendency to give answers that are consistent with their self image or what they think researchers are looking for.

— People have limited vocabularies around products that they do not usually talk about — either because the product is so routine that it would be boring to discuss with others or because it is sensitive and not polite to discuss in public.

Direct questions allow respondents to conceal motivations they think may be assessed negatively by the re-

searcher. This proved to be the case when we asked upscale women, in one-on-one interviews, what went into their selection of a bank. To our direct questions they gave such responses as "convenience," "accurate monthly statements," and "helpful personnel." Through their stories, we discovered that most of these women wanted a bank that gave them privileges or special treatment. They did not say this outright — it was inferred in their stories about how they like to be treated in retail establishments. As one woman put it: "They treat me like a queen."

Resistance to new products

For one study, new product development managers wanted a qualitative assessment of an innovative financial service and ideas to guide marketing strategy. They did not understand the extent of resistance expressed in focus groups. By themselves, the group discussions did not shed much light on the source of the resistance or the marketing implications behind it.

In-depth interviews conducted with focus group participants were designed to evoke stories around financial transactions relative to the innovation. Results of these interviews suggested that the innovative concept was perceived as threatening to most

respondents because it would disrupt their routines around handling finances. This finding led to product modifications and a marketing strategy that would position the product in a less intrusive way than had been initially conceived.

Reasons for category or brand selection

Most researchers question the accuracy of peoples' top-of-mind reasons for selecting a category or brand. As an example, participants in our focus groups about beverages typically referred to a taste-related factor promoted in advertising as their reason for preferring a particular type of beverage.

One woman said in a focus group that she drank wine because she liked the taste. In the story analysis part of the in-depth interviews, we asked the respondents to recall their first experience drinking alcohol beverages. In recounting her earlier experiences, the same woman recalled that her father advised her to drink wine because it was most "ladylike" and socially acceptable to drink. She now feels uncomfortable drinking beer or hard liquor in mixed company.

Discovering themes around category use

Although peoples' stories around product use are idiosyncratic, they typically share similar themes. Included in the focus groups for an office product study was a section on the impact of technology. Everyone talked about how computers had changed their tasks but it was through their stories that they told us how computers changed their role in the office.

This was especially the case for secretaries who felt their role had shifted from that of a gofer to being a respected member of a team. Becoming adept at using the computer had greatly expanded their self-confidence as well as their job responsibilities.

Control is a theme that rarely surfaces in focus groups, however, it runs through the stories in almost all of our studies. People seem unable or unwilling to come right out and admit that they have a need to control,

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but their stories often suggest that such a need may be more common than we imagine.

Uncovering experiences with sensitive topics

There are products and services that are difficult for consumers to conceptualize or situations where people are reluctant to express their views in focus groups. This is especially true where understanding product usage involves discussion of sensitive topics.

For a study involving a product of this nature, the client suspected that focus groups would be unproductive. Not only did the product involve a sensitive category, but usage was private. Our client wanted to get consumer reactions to some new product concepts and to see if consumers would come up with any additional viable product ideas.

Respondents were recruited at random after passing an articulation screen to make sure they were capable of participating in this type of interview. Not surprisingly, since they seldom, if ever, discussed or thought about the product, respondents had a very limited vocabulary. In fact, several commented at the end of the interview that they never dreamed they could talk about the topic for a whole hour.

Given the private aspect of the product's usage, it was a revelation to our client to discover the extent to which product selection was influenced by self image for some respondents. This finding was confirmed by a follow-up survey.

Ideas for new products

Much has been written about the limitation of traditional research methods in generating new product ideas. So far, only the above study included this objective. Our client was as surprised as we were when respondents came up with 24 possibilities even though the follow up survey suggested that only a few might appeal to target markets.

New motivations and behaviors

For segmentation studies that involve understanding lifestyles or

work styles, story analysis helps to generate new product related motivations and trends. We typically combine the results of focus groups and story analysis to develop hypothetical, product relevant segments.

Limitations of story analysis

As mentioned in our previous article on this method, it is time-intensive and requires a highly skilled interviewer. Interviews last one hour and yield almost as much data as a standard focus group. To get respon-

dents to recall personal experiences, the interviewer must be able to immediately develop rapport.

A third limitation is respondents' capacity to relate their stories. When we recruit from focus groups, we can select people who appear to have stories to tell of interest to our client. Under these conditions, 10 story interviews are usually sufficient. When we recruit at random, there is no guarantee that stories will be forthcoming so it's a good idea to conduct from 15 to 20 interviews. □

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Connie Livia, President



Focus group videos: a survival guide

By Andrew Wright and L. K. Fitkin

Editor's note: Andrew Wright owns Premier Images, a San Francisco video production company specializing in market research. L. K. Fitkin is a video producer and freelance writer. They can be reached at 415-864-7997.

At 10 o'clock in the morning, the day you fly to Boston for a series of focus groups, your client tells you she wants an edited video of the research for an important presentation next week. "Yeah, right," you say to yourself. But you arrange for the videotaping and find an editor who will charge you an arm, a leg and your first-born child for the rush editing job.

Three days later, you have 12 hours of tapes to watch and cull for quotes. The picture and sound quality of the tapes are awful. And you still have to figure out what the major findings and recommendations are.

For some researchers, this is a fun and exciting part of the job. For others, it is a rare form of torture and abuse. However, it doesn't have to be painful. For tips on creating better focus group highlights videos without losing your mind or your job, read on.

Ten survival tips

1. Establish needs and goals. The decisions you make early in the process will save time and headaches later. During the pre-production phase, do some rhetorical analysis of the project. How will it be used? Who is going to see it? What do they expect to see? What are your deadlines? How much money can you spend? By answering these questions, you can establish some budget and quality benchmarks. Once you figure out how the video will be used and how much you can spend, you can start making important decisions.

2. Choose the right tape format for your project. If the video is going to be shown in a presentation to company officials high up in the corporate food chain, you want the best image and sound quality money can buy. (Read: more expensive videotape format.) If, however, the video is going to be sent with the report to the marketing department to view during a weekly staff meeting, you probably don't need to spend a lot of money on a broadcast-quality tape format. The chart below shows how three of the most common tape formats compare in terms of cost and

quality.

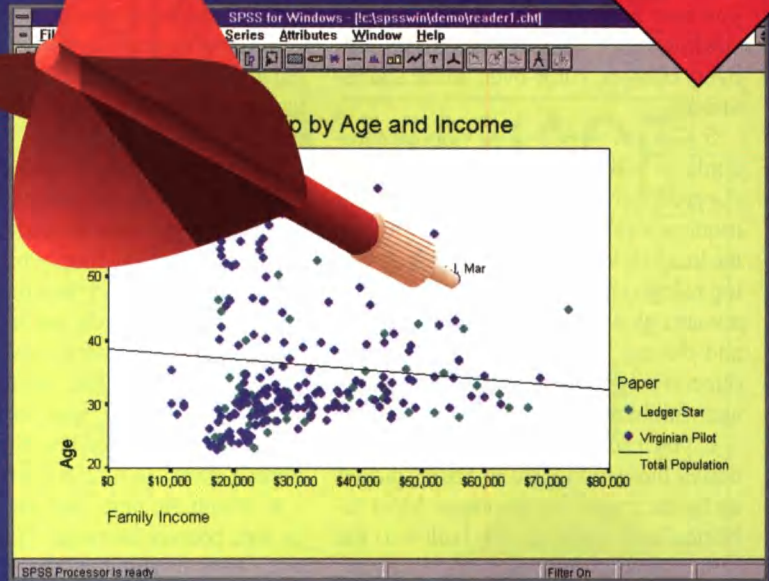
Choosing Tape Formats			
	Image Quality	Cost	Usage
VHS	Fair	~\$5/hr	Good for viewing, fair for editing & duplication
3/4"	Good	~\$25/hr	Great for editing and duplication
Betacam	Excellent	~\$40/hr	Ideal for editing and duplication

Note: Betacam always records time code automatically

3. Choose the right production company. If you are using a focus group facility, ask them what video production services they provide. If all they provide is a stationary camera, you may want to look elsewhere for video services. Look for a production company that has market research experience. Companies that aren't familiar with focus group recording may try to overcharge because rates for a commercial or corporate production are higher than for shooting focus groups. Also look for a company that has production and editing services under one roof; you have more control over quality and budget.

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4. Pay attention to price quotes. Find out exactly what is included in the price. Extra costs increase your final budget and you won't be expecting them; e.g., tape stock, waiting time between groups, delivery charges, voice-over, music and revisions.

5. Get involved in the videotape recording. When possible, look at the focus group image on the camera operator's monitor. Add or reduce light if you feel the image is too dark or too bright. Standing halogen lamps are perfect for adding a warm glow to the respondents' faces, and closing blinds or curtains prevents direct sunlight from washing out the image with harsh light.

If you can hear loud air conditioner noises, these sounds are also being picked up by the room's microphone. Most facilities have microphones built into the ceiling, and they may be near the air vent. Turn off the air conditioner immediately prior to the session. If you have concerns about the temperature getting too warm, "freeze" the room before the session by setting the thermostat slightly colder than is comfortable, and then turn it off before starting. (You may already use this technique to keep the respondents from

getting drowsy!) When using a table microphone, put a cloth or some foam padding underneath the mic to cut down on tapping and paper shuffling noises.

6. Know the costs and benefits of working with time code versus transcripts. You have two options for reviewing your findings and choosing quotes:

a. Read transcripts of the focus groups. This is definitely the easiest for you. It takes much less time to read text than to watch videos. You simply highlight the quotes you want and then refer to them by page number in the outline you give to the editor. Drawback: cost. You have to pay for the transcripts, and then the editor has to search the tapes for the quotes, which increases the editing time and cost. Benefit: takes less time to review.

b. Watch the tapes and use time code or time counter numbers. This option is more time-consuming. You must watch all of the tapes, writing down the numbers that correspond with the beginning and ending words of the quotes. Drawback: time-consuming. Benefit: cost savings. The editor can quickly and easily find the quotes, saving editing time and cost.

Let's take a moment to discuss time

code. Time code refers to the numbers — hours, minutes, seconds and frames, e.g., 01:54:33:07 — that are recorded onto the videotape. When the time code is invisibly recorded, you can have VHS copies made with the time code "burnt in," or superimposed onto the image. This is called a window dub, and it allows you to view the tapes and accurately write down time code numbers for the editor, who will then edit from the original tapes.

However, if the original tapes were recorded on standard VHS format, and you have a VCR that displays a time counter in hours, minutes and seconds (most newer VCRs do this), you don't need to spend money on a window dub. Simply put the tape into the VCR, rewind it, and set the time counter to zero before you begin watching it. The editor will do the same and will be able to find the desired quotes. The drawback to this method is that you cannot eject the tape before you have finished culling for quotes; the time counter automatically resets to zero when you put the tape back into the VCR. You must then rewind the tape to the beginning, reset the counter again to zero, and search the tape for your stopping place.

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7. Make sure your project is edited on a non-linear digital editing system. Traditionally, focus group highlights videos were edited from one videotape to another, making changes very difficult and expensive. A non-linear computer editing system is much like a word processing program; you can easily cut and paste.

8. Keep your text screens short and concise. The video should complement the report, it shouldn't be the report. Text is difficult to read on screen, so follow the design guidelines for overhead transparencies or computer presentations:

- Text: Use large, readable font sizes and styles.
- Bullets: Don't use more than seven items in a bulleted list per screen.
- Consistency: Use headings and text styles consistently throughout the video.
- Conciseness: Save the detailed explanations for the written report.

9. Don't forget about the essential extras! Adding elements such as music or voice-over will add polish to the video. Music smoothes over transitions, and helps immensely if you have a long introductory section of methodology/objectives text screens. Voice-over orients the viewer by bridging segments and highlighting critical information.

10. Critically review each draft. When reviewing the edited drafts of your video, check the following:

- Transitions: There should be dissolves between shots; straight cuts tend to be choppy and jarring.
- Text: Check for any typos or misspellings.
- Topic order: If you don't like the flow of the video, you can add, delete and/or move topics and quotes.

- Music: Does the music set the proper tone? If not, request a change.

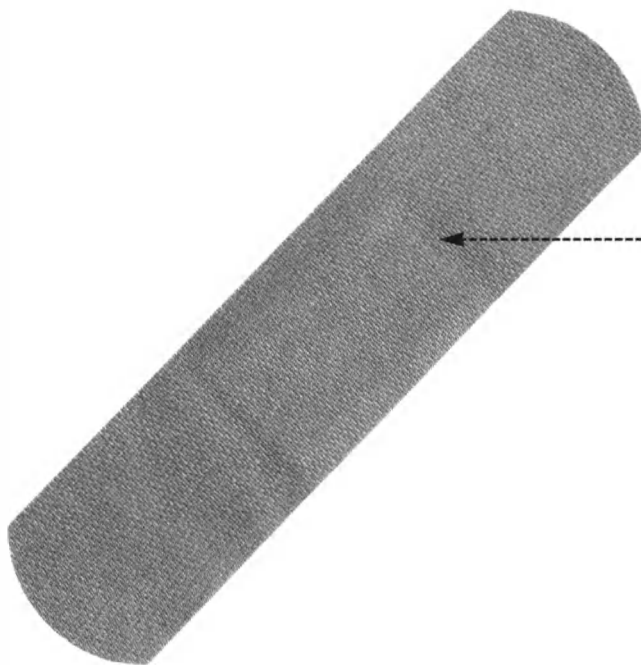
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The focus group report:

What is the moderator's responsibility?

By Tom Greenbaum

Editor's note: Tom Greenbaum is president of Groups Plus, Wilton, Conn. He can be reached at 203-834-1126.

Virtually every focus group project concludes with a report from the moderator which provides an interpretation of what he or she felt happened during the groups and how those events relate to the project's objectives. The format of the final report differs dramatically based on the needs of the client and the style of the moderator. Some people prefer a simple written top-line, others an oral debriefing, others a stand-up presentation and some a formal written document that can range from 20-60 pages and which may include verbatims from the participants.

Most organizations consider the moderator report to be the most important part of the process since it provides a summary of what occurred and the relevant conclusions and recommendations. Others consider the report to be very anticlimactic, since they attended the group and the report simply serves as a record of the proceedings for future reference.

One of the key issues facing moderators today is the nature of the report. Should it represent their views or those of the people who have retained them to conduct the groups? For example, it's not unusual for a client representative to read a moderator report and indicate they

want some of the information changed because they did not agree with the findings, conclusions or recommendations. Some moderators have been asked to change their conclusions and recommendations because they aren't politically appropriate within the client organization, or will make some people disappointed with the outputs. The key question is whether the moderator should change the report to please the client, or insist that it remain intact.

This article argues for the integrity of the moderator report and suggests an approach that should be acceptable to both moderator and client.

Keep the report intact

I feel very strongly that a moderator report should not be changed in any way by the client except to correct typographical errors or misstatements of fact. My reasons:

- Qualitative research by its very nature is subjective, and there is never one correct answer. Clients should expect that people may interpret the information differently, and realize that this is a healthy rather than a destructive process as it provides a vehicle for good communications.

- Organizations should hire an outside moderator both for their professionalism and their objectivity. A moderator should never have any stake in the outcome of the group discussion, and therefore will interpret the infor-

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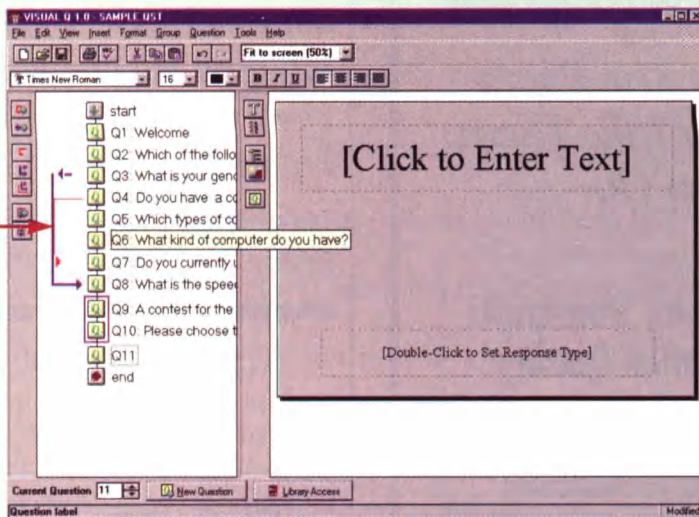
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mation from their own perspective. If the client organization does not want objectivity, they should do the groups themselves and not go to an outsider.

• Just because the client is paying the bill does not make them more qualified to interpret the findings of a group. Some clients feel that they are paying for a report to agree with what they think, rather than an independent assessment of the topic at hand.

Just because the client is paying the bill does not make them more qualified to interpret the findings of a group. Some clients feel that they are paying for a report to agree with what they think, rather than an independent assessment of the topic at hand.

• An organization's senior management deserves to be exposed to the views of their outside consultants, even if they do not agree with the junior people in their company who have retained the researcher. With these differing points of view, management will be in a much better position to make the appropriate decisions.

• Finally, a focus group report is submitted under the name of the research company, where the responsibility and liability for its contents rest. Should a problem arise which requires a reexamination of the results, the moderator can't shirk responsibility for the content of the report. In the long-term self interest of the moderator, he or she must be very comfortable with everything that goes out to clients under their name, as someday they might have to defend this information in a court of law or other forum.

An appropriate compromise

Focus groups never produce one absolutely correct answer. There should always be room for healthy disagreement. However, in view of the moderator's responsibility to be objective and their ownership of the report, it is best not to address these differences by making changes in the summary document. We believe the client and the moderator should agree at the beginning of the project that differences of opinion will be handled by a cover note that will be attached to the moderator report. This dissenting argument should be brief, and should identify only those points where the client and the moderator disagree on the interpretation of the findings from the groups. This will enable the moderator to retain his or her objectivity, integrity and legal/ethical responsibilities, while permitting client personnel with dissenting views to express them to management and to retain them for the record. □

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Diary of a moderator:

Part 1: managing multiple priorities

By Mark L. Michelson

Editor's note: Mark Michelson is president/CEO of Michelson & Associates, Inc., an Atlanta market research firm. He can be reached at focus@onramp.net or 770-955-5400. Part two of this article will appear in the January issue.

There is much more to moderating focus groups than what is seen through the mirror. Professional moderators must manage multiple priorities while dealing with numerous unexpected challenges. From preparing proposals through report presentation, a moderator must have the flexibility of a rubber band in order to ensure the quality in conducting qualitative research.

This diary is a composite of a typical week in my life as a moderator. It is my hope that this diary will help others involved with focus groups understand the many tasks, challenges and obstacles that a moderator faces on a daily basis. Any resemblance to actual facilities or situations is not coincidental. Names have been changed to protect the clueless.

MONDAY

4:00 a.m. Even though most of my focus groups are conducted in the evening, I'm definitely a morning person. No alarm clock needed. It's my time — no phones, no meetings,

no interruptions. To make up for my morning time, I try to take naps in the afternoon whenever possible. It's a habit I've learned to love.

First things first — grind the beans and make the java. While that's brewing, time to check the E-mail. Click...wheeee...zzzzz...chkhk...ahh. Now downloading...72 messages. Here are a couple of interesting ones:

- re: Do you conduct surveys online?
- re: How much do you pay to be in Focus Groups?
- re: Bid request for multi-market research project
- re: Make millions with our bulk email system!
- re: Transcripts from MRT Services attached (these are from 4 sessions conducted last week)
- re: For a good time visit www.xxx.com

I take a few minutes to read and respond to each of these, except the "xxx.com" one of course.

5:00 a.m. By now I'm on my second cup. Finished with E-mail and working on my calendar and list of things to do. This week I've got six sessions — four for a publisher; two in Boston on Tuesday another two in Dallas on Wednesday. The other two sessions are scheduled for Thursday in San Francisco for an automotive client. My plane to Boston leaves

on Tuesday at 11:00 a.m. — flying directly to Dallas on Wednesday morning. I make a note to check for upgrades.

Before I go on this week's road trip, I need to finish reports for two clients and send three proposals for three prospective clients — still waiting on a few more facility rental and recruiting estimates from Chicago, St. Louis and New York City. I placed my bid requests last Wednesday to five facilities in each market — have heard back from only seven out of the 15. I make a note in my calendar to request bids from more facilities in those markets just in case I never hear from the others.

6:00 a.m. Time to finish the first of two reports. This project involved four sessions conducted two weeks ago for a retail store design firm. First I pull key quotes from the transcript, then organize the quotes into categories based on the objectives and topic outline. Some interesting stuff — I have to be careful in my conclusions because, typically, many of the comments contradict each other — even quotes from the same respondent. One of my many conclusions is that there are different facility preferences depending on the intent of the shopper's visit. I spend an hour detailing the various shopping scenarios and their impact on store design.

Trying to add both color and substance to the report, I insert quotes from the sessions: "If I'm buying Preparation H, I don't want everyone to see what I'm buying, so I'd prefer to have high counters in this area of the store." — Henry, Age 65. "If you've got stuff on the bottom of the counters, make sure the aisle has enough butt room so I can bend over to see what's in stock." — Betty, Age 38 "I want to be able to get in and out really fast. I want to be able to see the whole store so I know where I'm going. I wish the counters were lower and the aisles were wider." — Jane, Age 23. After a few hours I finally finish the report for the retail design project.

10:00 a.m. At the office, finally. I send the report to my editor for review and advice. We need to print and send five copies today via courier. I'll work on the other report later this evening or tomorrow on the plane.

I check voice mail — 12 new messages. Two are from facilities I hadn't yet heard from in Chicago regarding my bid request. They say they want to talk with me about sample incidence for recruiting. I'm thinking "What is the incidence from a list of customers? Can't they figure this out for themselves?"

Two more of the voice mail messages are from facilities wanting to sell me their services. One is in Chicago, the very same one I sent a bid to last week that I've been waiting to hear from. I return this person's call and inquire about the status of my bid request. She says she only works part-time doing cold calls, but isn't responsible for actually preparing bid requests. I ask her who is responsible and she says I'd have to call back and speak with Diane, the owner, who should be in the office in a few hours. I decide to let Diane call me.

One call is from the retail design client whose report I've been working on all morning. I call the client to let them know their report will be coming soon. They say they need it tomorrow morning for a meeting. I assure them it will be there today. Next I call back the facilities in Chicago regarding the "incidence" question. They say they'll have the cost estimates to me shortly.

Time to prepare those three proposals. One is for a fruit

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distributor that wants consumer opinions/reactions to branding concepts, another is for a hospital that wants to conduct sessions with expecting parents and the third is business-to-business for an HVAC distributor. I've already consulted with each client regarding their objectives, budgets and time requirements (it seems everyone always wants their reports yesterday). Even though I've only heard from nine of the 15 facilities, I have enough info to prepare everything except the final cost estimate.

For the fruit distributor two, sessions each in Atlanta and New York City. (Hmmm...maybe I can schedule the NYC sessions concurrent with the upcoming QRCA conference.) Standard recruit: 12 for eight to show, primary grocery shopper, mix of demographics, not participated in any focus group in past year (seems like I am getting more professional participants in sessions these days). Also, there are some specific requirements for these consumers: must eat cantaloupe at least two to three times per week, willing to pay more for best quality produce.

For the hospital, I'll be conducting three sessions in St. Louis, the specs are specific — one session with new parents who used the hospital's maternity unit, one with expecting parents at least 3 months pregnant (equal mix between those who have chosen both my client's hospital and competitive hospitals), one with couples planning for children, undecided on hospitals. For the HVAC distributor, we'll be doing the groups during a convention in Chicago with customers and prospects from lists supplied by the client. Better remind the client I need those lists soon.

3:00 p.m. My editor has finished reviewing the retail design report. She suggests rewording the summary conclusions in a more colorful manner. I ask her which color would be suitable. She gives me "the look" and some examples. We print the report, which goes to copying/binding and shipping. Whew! One down, one to go.

5:00 p.m. My staff evacuates. Still waiting to hear from eight facilities. I call the facilities in Boston, Dallas and San Francisco to check on the status of recruiting for this week's sessions. They assure me everything is ready to go. I ask them to fax me a list for each session. I'm ready for a nap.

TUESDAY

4:00 a.m. Grind. Click...wheeee...zzzz...chkchk...ahh. Now downloading...67 messages.

re: Earn \$\$\$\$\$ online!!!!

re: I want to be in your focus group

re: Graduate student seeking info for term paper

re: Transcripts from MRT Services attached

(these are the last two of four sessions conducted last week)

re: New small business needs research assistance

Let's look at my things to do today: Finish second report. Pack bags. Call 12 clients. Catch plane at 11:00 a.m. A busy day to say the least.

When I arrive at the office at 8:00 a.m. my voice mail message light is blinking like a strobe. Fifteen messages. My inbox has four more faxed estimates from facilities. Finally, the facilities are responding. Still haven't heard from two facilities, including Diane in Chicago. Now that I have most of the field expense estimates, I can finalize the cost estimates on those three proposals and fax them to the clients.

Better get going, my flight leaves in an hour. I can usually

make it from my office to the gate in an hour — with five minutes to spare. As I crank up my Jeep, I listen for traffic reports. I-75 is a parking lot, better take I-285.

Oops, forgot to upgrade my flight. Better call now — it's a long flight to Boston. Thank goodness for cellular phones. "Thank you for calling Delayed Airlines. Press 1 for flight schedules, 2 for lost luggage, 3 for international reservations, 4 if you are a platinum member, 5 if you are flying first-class, 6 if the moon is full, all others please hold for Helen Waite." Finally, I get someone who tells me the flight to Boston is more packed than a sardine tin, but they can upgrade my flight to Dallas tomorrow. You win some, you lose some.

Zippering along at 70 m.p.h., I finally get to the airport parking lot, which is full. Don't panic, I tell myself, there is an off-site parking place nearby. After securing the last spot in that lot, I wait for what seems like forever for a van to take me to the terminal.

I have four bags, two I check at the curb, two I carry. Finally, through security, carrying my computer and hanging bag down to the transportation mall, up to Concourse A, run to Gate 34 at the end. I'm beginning to perspire — heart palpitating. There I see a sign: flight delayed until 12:00. Ahhhhh ... should've known that Delayed Airlines would be late. Time to catch my breath and return more calls.

Boarding planes is always a pain. Everyone is in a hurry to get on. I finally make my way to the plane, to a center seat between an overweight man and a 12-year-old boy with Nintendo. I had planned to continue working on my report. The 12-year-old keeps asking me questions. I oblige and let him see some of the games on my computer. So much for

catching up on my work. I decide instead to catch up on some sleep. Impossible.

After nearly three hours of interrogation by the 12-year-old, we're finally pulling into the gate. Everyone is even more anxious to get off than they were in boarding. Of course, before the seat belt light goes off, the aisles are already jammed.

Finally, getting off the plane I make my way to the pay phones first (16 voice mail messages), then to the rental car counter. The not-so-attentive employee at the rental car counter informs me that I have to go outside and wait for the van.

More waiting. Finally, I get a rental car, a small red compact. When I turn the key, the stereo blasts out some unintelligible rap noise. Luckily, I know where the hotel is. I'm ready for a light nap after the long, sleepless flight. I set my alarm for 4:00 p.m. Later, in what seems like only seconds, the alarm goes off. I clean myself up and head to the facility, which, thankfully, is only a few miles from the hotel.

As I enter the facility, carrying bags of books, a computer and a check to cover the incentives, rental and recruiting, I'm confronted by a receptionist who insists on seeing my ID. I give her my business card, inform her that I am the moderator and ask to see Jane, the facility director. She says she needs a photo ID. She takes my driver's license and disappears without saying a word. I am forced to wait in the lobby for over 15 minutes until she finally reappears and says curtly "You'll have to wait until Jane is off the phone." By now it's nearing 5:30 — several participants have arrived and are quietly eating some kind of disgusting looking

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mini-sandwiches and stale chips.

I've not met my client in person, though I feel as I already know her from our numerous conference calls, voice and E-mail messages. A professional looking woman comes into the facility and tells the receptionist she's looking for Mark Michelson — this must be my client. As I go up to introduce myself, the receptionist interrupts me and demands photo ID from my client. I try to convince the receptionist that this is my client. The receptionist gives me an icy stare and says "Everyone who comes in here must show their photo ID." My client complies. My client says she needs to call her office. The receptionist says there's a pay phone in the lobby on the first floor. Incredible.

While my client is downstairs using the pay phone, Jane finally appears at 5:45. She talks with the receptionist and then goes back to her office. I ask the receptionist if that was the Jane I needed to see before getting into the room. The receptionist says "uh huh" and nothing else. By now I am steaming. I've got to set up the room. I remind the receptionist that my session is supposed to begin in 15 minutes. She picks up the phone and from the back office comes Jessica, my hostess.

Jessica seems very friendly and apologizes for the confusion. I tell her my client will be coming back in any moment and to please keep an eye out for her, as I need to begin preparing for the session. Jessica escorts me to the discussion room and promises to bring my client back to the viewing room immediately.

The room is a wreck. There are only six chairs. Some cups and leftover food are still on the table. I realize the only way this will be cleaned is if I do it myself. I pull four more chairs

from the client viewing area which do not match the other chairs.

It's 6:10. I'm used to waiting a little while for respondents to show for the first session, to allow for traffic and all. But I haven't seen Jessica or my client. Bravely, I go to the receptionist and ask to see the sign-in sheet for my session. She says I should go back to my room and wait for Jessica to bring it in. Finally, Jessica brings my client down the hallway. I apologize to her for the facility, she says she's seen it before (unfortunately, so have I) and hopes the one in Dallas is better. I ask Jessica to bring in the participants. Within a few minutes, Jessica returns to tell me that only five of the 12 have arrived. It's now 6:15 and I've got a full two hours worth of topics to cover. I decide to go ahead with the five and allow any more who show within the next 10 minutes.

Deep breath — relax. It's showtime. I greet each participant at the door and tell them to make themselves comfortable. As I begin my introduction, two more participants enter the room. "Come on in, we're just beginning."

"My name's Mark. Thanks for coming tonight. Has anyone here ever been in a focus group?" All seven people say they have been in focus groups at this facility many times — several say they were here last week. Looks like I've got a group of professional participants. "Well I guess you all know why we're here." To break the ice, and get everyone laughing I ask everyone if they have experience as a shepherd, while explaining the topic is sheep cloning. They all say "Sure. Whatever you say." I get the sinking feeling they would rather simply be paid and sent home.

To be continued... □

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Survey Monitor

continued from p. 6

the weight room: 24.7 million lifted weights at least once in 1995.

"Not long ago, many women wouldn't venture into the weight room of a fitness center," Hartley says. "They didn't want big muscles and they might have been a little intimidated by the equipment and the atmosphere. But now women understand that it takes a tremendous effort to bulk up, that building muscle helps burn calories and that strength is important for general health."

Speaking of health clubs, can you guess what's most important to women in selecting a club? Cleanliness. With men, it's equipment or classes, according to an FPC survey of 210 facility managers.

Fitness participation statistics are from annual surveys conducted by American Sports Data, Inc. ASD sends two questionnaires to 15,000 homes each January. For the 1995 survey, some 17,000 usable questionnaires were returned. The sample is balanced to reflect the population as a whole. For more information call Gregg Hartley at 561-840-1160.

Downsizing on the decline

Downsizing and outsourcing have dropped significantly among workplace trends. Downsizing has decreased 26 percent (from 31 percent in 1995 to 23 percent in 1996) while outsourcing has decreased 23 percent (from 25 percent in 1995 to 19 percent in 1996) on a list of initiatives currently underway in organizations responding to surveys conducted by Minneapolis-based Lakewood Publications for its *Training* magazine. Reengineering (down from 35 percent to 30 percent) and total quality management (down from 58 percent to 49 percent) are also on the decline. Is a new trend on the horizon? For more information call 612-333-0471.

Convenience and health draw shoppers to prepared foods

The nation's food shoppers are demanding both convenience and nutrition, and they are finding it at the prepared

foods section in their supermarket. More than two-thirds of Americans, 68 percent, purchased prepared foods from supermarkets, and over a third, 36 percent, agree that supermarket prepared foods help them eat more healthfully, a substantial increase from last year, when only 25 percent considered prepared foods healthy, according to Shopping For Health 1997.

Shopping For Health was based on data from telephone interviews with a nationally representative sample of 1,005 adult food shoppers by Princeton Survey Research Associates from January 16-30, 1997, for *Prevention* magazine and the Food Marketing Institute (FMI). The margin of error is ± 3 percentage points.

The survey also found that seven in 10 shoppers, 72 percent, say nutrition is more important than convenience, but six in 10, 60 percent, believe that convenience foods are not healthy.

However, 65 percent agree that supermarket prepared foods are healthier than selections from fast-food restaurants. More shoppers, 43 percent in 1997 compared with 27 percent in 1996, also believe that supermarket prepared foods are healthier than packaged foods off the shelf. And four in 10, 38 percent, think that prepared foods are better for them than frozen foods.

"Time is pressing in on shoppers seeking healthy and convenient ways to feed their families, and survey results show

that the supermarket is increasingly competing with fast-food and other convenience outlets as the best place they find both," says Natalie Webb-Payne, FMI's director of consumer affairs.

"Shoppers are beginning to think of health and convenience as standard equipment, like air conditioning and power brakes on a new car," says Ed Slaughter, director of research for *Prevention* magazine.

An emerging trend in the six-year study is a decline in the perception that it costs more to eat a healthy diet. Although that perception had been increasing steadily since 1992, it now shows signs of decline. Just over half, 52 percent, think it costs more to eat a healthy diet, down 5 percentage points from last year's survey.

A related new trend indicates that shoppers may expect grocery stores to provide foods that are healthy and convenient without a price premium. While two-thirds, 66 percent, are willing to pay more for healthy versions of foods, this has dropped 7 percentage points from last year. Similarly, the percentage of shoppers who are willing to pay more for convenience has fallen from 54 percent in 1996 to 47 percent in 1997.

In other key findings, most shoppers, 90 percent, believe they can improve their health by making small changes to their diet, and 81 percent are concerned about fat in their diet. Many shoppers are trying to eat healthfully by paying attention

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to portion size, 71 percent, and counting calories, 48 percent.

While reducing fat is a major concern, almost a third, 32 percent, still are not sure how to do it. In fact, the popularity of reduced-fat products seems to have leveled off. The survey found that the proportion of shoppers eating selected reduced-fat items has not changed greatly, after significant increases in their consumption from 1995 to 1996. Two exceptions are the use of reduced-fat salad dressings, which has dropped from 74 percent to 68 percent, and consumption of reduced-fat ice cream, which has melted down to 52 percent from last year's figure of 57 percent.

Shoppers continue to be concerned about nutrition, and the survey shows they are making lasting changes in their diet. Just under half of shoppers, 44 percent, say they have changed their diet for health reasons in the last three years and 12 percent made a change more than three years ago. What's more, 79 percent say they experienced health improvements and 92 percent continued with the changes after their health improved.

Four in ten, 41 percent, shoppers who changed their diet cite heart-related prob-

lems, including high cholesterol, 14 percent, hypertension, 13 percent, heart disease, 11 percent, and heart attack, 3 percent. Losing weight was the primary reason for 30 percent of shoppers to change their diet.

Below are some additional survey highlights.

What's bad for me...today?

- 80 percent of shoppers think too many foods claim to be healthy.

- 74 percent think there is too much conflicting information about which foods are healthy and which are not.

- 60 percent of shoppers are tired of experts telling them which foods are good and which foods are bad.

- 44 percent think it is very likely that experts will have a completely different idea about which foods are healthy and which are not within the next five years.

Who do I trust for information?

- 70 percent use magazines; 64 percent consult books; 61 percent talk to family and friends 57 percent rely on health care professionals.

Who reads nutrition labels?

- 54 percent almost always read the nutrition label when buying a food product for the first time.

- 51 percent say they almost always read the list of ingredients before buying a product for the first time.

- 70 percent say the fat content is the among the first three things they look for on the label, 33 percent say the caloric content, and 29 percent say sodium is among the first three things they check.

How does the label influence purchases?

- 54 percent say fat content is the reason they purchase products after reading the nutrition label.

- 53 percent stopped buying a product they had regularly used.

- 13 percent stopped buying meat because of something they read on the nutrition label.

- 12 percent stopped buying dairy products like cheese (3 percent), milk (3 percent), butter or margarine (2 percent) or ice cream (2 percent) because of something they read on the label.

Why change what I eat?

- 44 percent of shoppers say they have changed their diet for health reasons in the last three years.

- 81 percent believe a low-fat/high-fiber diet can significantly reduce their chances of developing a serious health problem.

- 56 percent of shoppers who changed their diet are trying to decrease the amount of fat.

What helps me improve my diet?

- 71 percent of shoppers say they would use recipes for healthy meals to improve their diets.

- 58 percent would use signs and displays in the grocery store to improve their diet.

- 48 percent would ask a grocery store's nutritionist for advice to improve their diet.

- 40 percent say they would call an 800-number set up by a grocery store to answer questions on health and nutrition.

What makes me buy a new product?

- 57 percent look at price before making a new purchase, 34 percent look at a product's brand name, 33 percent look at health claims, 32 percent look at serving size, 30 percent look at preservatives and additives.

Olestra - does it matter?

- 51 percent of all shoppers are aware of Olestra.

- 41 percent of shoppers who have heard of Olestra say they are not at all likely to buy food products that contain Olestra.

- 21 percent of those aware of Olestra

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think it is very likely they would have side effects if they ate products with Olestra.

The Food Marketing Institute (FMI) is a non-profit association conducting programs in research, education, industry relations, and public affairs on behalf of its 1,500 members — food retailers and wholesalers and their customers in the U.S. and around the world. For more information call 202-452-8444.

Study reveals five automotive loyalty segments

A survey of nearly 4,000 car and truck sales and lease customers by the Automotive Research Group of Maritz Marketing Research Inc., indicates five distinct groups who behave according to differing attitudes toward loyalty. Two of the segments have below-average loyalty rates, two have above-average loyalty, and the remaining group exhibits loyalty much higher than any brand can currently claim.

The segments are:

1. "Testing the Possibilities" — A low-loyalty, cost-conscious, generally uninvolved group who gravitate toward below-mid-market models. A notable exception are sports-utility vehicle owners, who are strongly represented in this group, suggesting potential lack of stability in that category.

2. "Playing the Field" — While this segment says car dealers are significantly to blame for their below-average loyalty, they do want their cars, vans and sports-utilities to look good, be fun to drive, and have low maintenance. Women have a greater share in this segment than in any other.

3. "Purely Pragmatic" — These demanding customers have above-average brand loyalty, once it has been earned. Because most of them are married with children and have below-average incomes, they generally do not buy luxury or sport models. Here, quality product and good service result in loyalty.

4. "Driving the Best" — Also demonstrating above-average loyalty, this status-conscious group want their vehicles to make a statement. Prestige brands find their home in this segment. Members are young and have the highest incomes of all segments. Their loyalty rests on image, product, and service.

5. "Dyed-in-the-Wool Advocates" —

Tending toward big luxury cars and full-size pickups, this group is a strong brand supporter with the highest loyalty level of all. Its members seem to relish their loyalty, perhaps more as a habit than a choice. Domestic brands dominate, but certain Asian brands also do well in this group. For more information call Terry Kaufman at 310-217-4854.

Asian sauces tempt U.S. palates

In the last 10 to 15 years, Americans have learned to crave hotter and more exotic foods. This craving has, no doubt, been cultivated mainly by Mexican-Tex Mex and Cajun/Creole cuisine. In addition, the sweet notes of southern barbecue and the hot notes of buffalo wings have also contributed to America's next round of culinary maturing.

Emerging new flavors from Asia are now feeding hot and spicy taste cravings thanks to the proliferation of Asian cuisines such as Thai, Vietnamese, Indian and Malaysian. FlavorTrak, an information research database of the Foodservice Research Institute, monitors the growth of Asian and all new flavors and seasonings in its Emerging Flavors Report.

Asian sauces are generally made up of two or three basic components plus a sweet or sour or hot flavoring. Key ingredients of Asian sauces are ginger, sesame, curry, peanuts, soy, coconut, cilantro, horseradish, garlic and chili peppers and these may be blended into numerous sauces, glazes and marinades.

There are several hundred sauces monitored by FlavorTrak's Emerging Flavors Report. The Top Ten Sauces are BBQ sauce, marinara sauce, sour cream sauce, alfredo sauce, Mexican salsa, pico de gallo, avocado/guacamole sauce, honey mustard sauce, alfredo sauce and caesar dressing. It is safe to say that new Asian sauces pose little threat to any of today's leading sauces, but in 10 years, one or two Asian sauces may creep into the top 10. The FlavorTrak Emerging Flavors Report is based on menu information collected from 365 leading chains and 100 cutting-edge restaurants. For more information call Joseph Brady at 708-386-7579.

DVD will replace VHS, CD

DVD (often referred to as digital versatile disk) will take a minimal role in

the video and music industries but win big in the PC market, according to the Entertainment & Technology Strategies service of Forrester Research, Inc., Cambridge, Mass. With DVD drives, the PC's role as an entertainment platform will grow dramatically. As a result, the entertainment balance of power will shift toward PCs. Over the next two years, DVD will engender a new content model.

DVD will replace VHS tape, the compact disc, and CD-ROM, Forrester concludes. The question is when. As DVD rolls out, content providers must decide if and when to support the new format. Forrester projects the penetration rates of DVD in the video, music, and PC markets and analyzes how astute content providers should approach the medium. This analysis does not include future video game consoles based on DVD. The report concludes that:

- DVD will take a minimal role in the video and music industries for four to five years. However, it will win big in the PC market, replacing CD-ROM drives in most new systems shipped in 2000.

- Equipped with DVD drives, the entertainment role of the PC will grow dramatically. As a result, the PC will take increasing numbers of eyeballs and ears away from TV and audio systems in the United States.

- As the entertainment balance of power shifts toward the PC, DVD will foster a new content model. This highly involving, audience-tailored experience weaves the interactivity of CD-ROMs with high-definition video and digital audio. For more information call 617-497-7090 or visit the company's Web site at <http://www.forrester.com>.

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Product & Service Update

continued from p. 8

company's Web site at <http://www.spss.com>.

Skila debuts health care intelligence tool

Skila Inc., Mahwah, N.J., has introduced Skila, a turnkey competitive intelligence tool for the health care industry. Using computer agent technology, it searches on-line information sources

and pushes the information to the user's desktop. The product helps marketers compile data on medical diagnoses and procedures, medical product and equipment suppliers, and health care providers, from periodicals, Internet sources, and public and private databases. It is designed to provide big-picture overviews of the health care market and more focused insights into specific entities or aspects. A demo version of the product is available in the "Our Products" section of the company's Web site, <http://www.skila.com>. For more infor-

mation call 201-818-2277.

Lite version of Web-Publisher

U.K.-based ISPC has released a lite version of its Web-Publisher program. The program will accept both the crosstabs and any other electronic documents and convert them to HTML format. These reports are readable by any Internet browser on any platform. For more information call 914-426-2653 or visit the company's Web site at <http://www.efiche.com/efiche>.

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New product from Sawtooth Software

Sawtooth Software, Sequim, Wash., has released a new software product called ICE for estimating individual-level conjoint utilities from discrete choice (CBC) data. ICE stands for "individual choice estimation." Choice analysts have generally used aggregate analysis, which is limiting from an analytical and theoretical approach. Individual-level modeling with ICE captures the heterogeneity in the data and can result in more accurate market share simulations. IIA (independence from irrelevant alternatives, aka red-bus/blue-bus) problems inherent to aggregate logit analysis are also less problematic with individual-level models. For more information call 360-681-2300.

Neural network application from StatSoft

StatSoft, Inc., Tulsa, Okla., has released a new data analysis application, STATISTICA: Neural Networks, a comprehensive application capable of designing a range of neural network architectures, employing both widely-used and highly-specialized training algorithms.

STATISTICA: Neural Networks offers features such as training algorithms, an Automatic Network Designer, a Neuro-Genetic Input Selection facility, complete API (Application Programming Interface) support, and the ability to interface with STATISTICA data files and graphs. STATISTICA is a comprehensive statistics package from StatSoft, Inc.

Typically, choosing the right architecture of a neural network is a trial-

and-error process, but STATISTICA: Neural Networks does this for the user via an Automatic Network Designer that utilizes heuristics and sophisticated optimization strategies to determine the best network architecture.

Neuro-Genetic Input Selection procedures aid in determining the input variables that should be used in training the network. It uses an optimization strategy to compare the possible combinations of input variables to determine which set is most effective. For more information call 918-749-1119 or visit the company's Web site at <http://www.statsoft.com>.

Software codes open-ended responses

StatPac Inc., Minneapolis, has released Verbatim Blaster, a program to assist researchers in coding open-ended responses from surveys. Verbatim Blaster will automatically evaluate respondents' answers and code them into consistent response categories with minimal help from a researcher. It works by examining respondents' comments to extract key words and phrases, and then uses them to create the response categories. At the heart of the program is an artificial intelligence engine that checks grammar, spelling, and context. For more information call 612-925-0159 or E-mail blaster@statpac.com.

Microtab updates crosstab software

Microtab, Inc., Roswell, Ga., has released a new version of its crosstabulation software. This release includes Z-test, t-test and chi-square statistical testing capabilities. One-tailed or two-tailed Z-tests for independent proportions can be performed on either adjacent or non-adjacent banner points. One-tailed or two-tailed Z-tests for independent proportions can be performed on either adjacent or non-adjacent banner points. One-tailed or two-tailed t-tests for independent means can likewise be provided on either adjacent or non-adjacent banner points. Additionally, chi-square testing for independent cells can be performed to test for significant differences. The crosstabulated tables that are produced will display the results of the requested statistical tests on the tables

as they are printed — and there is no slow down in the compilation and printing time. For more information call 770-552-7856 or visiting the company's Web site at <http://www.microtab.com>.

Survey of buying power now on-line

Market Statistics, New York, in partnership with *Sales & Marketing Management* magazine, has unveiled an Internet site, Survey of Buying Power On-Line, at <http://www.sbp-online.com>. For an annual subscription fee users are granted unlimited access to its demographic reporting and mapping capabilities.

SBP On-Line allows users to analyze over 300 of Market Statistics' demographic and economic data variables (including population, income, retail sales, and consumer purchasing data) for any U.S. market, such as states, MSAs, DMAs, counties, ZIP codes and block groups.

A planning tool available to marketing and research professionals for the past 68 years, the Survey of Buying Power (produced by Market Statistics and published by *Sales & Marketing*

Management), has provided subscribers with retail sales forecasts, media planning, advertising sales, and site selection information.

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Defusing

continued from p. 13

• Check screening questionnaires and weed out unqualified respondents. Review the respondent lists with the client prior to the start of a group to verify the number of respondents who have arrived and to check the demographic makeup of the group. Screen out respondents when there's an overabundance of a particular type of attendee (e.g., too many seniors or too many females) and retain those who can help balance the group. Sometimes, however, a qualified respondent survives the initial screening process, but is later discovered to be unqualified (e.g., a current or former employee of the client's company or industry) after the focus group has begun. Unfortunately, some respondents fall through the cracks, while others simply don't tell the truth.

If possible, it's better to let the unqualified respondent remain in the group, so that the discussion won't be disrupted. The expulsion of an unqualified respondent can inhibit the other respondents from freely voicing their opinions. Sometimes, however, when a moderator be-

lieves that an unqualified respondent's remarks are damaging to the overall results of the group, the respondent should be discreetly removed so that the rest of the discussion will be as unbiased as possible. For example, the moderator may, under some pretense, excuse himself from the group and return to the back room to consult with the client. If it is agreed that the respondent should be removed, a facility staff member might be asked to enter the focus group room and tell the unqualified respondent that they've "received a phone call." This method also works well for removing unruly respondents. Although it's still the best policy to keep an errant respondent in the group if possible, retaining troublesome or unqualified respondents can sometimes raise questions about a moderator's ability to supervise recruiting or to manage the respondents.

• Sit by or near power brokers. Once the moderator has left the back room to start the group, the moderator's associate becomes responsible for managing the back room. This assignment is critical. The associate must understand who the power brokers will be and should sit close enough to answer their questions, squelch

damaging comments, and foster a positive relationship with them. In fact, the associate's presence alone will usually help to deter observer criticism. When the associate manages a back room well, he or she often builds relationships with the other observers, sometimes leading to additional work from other divisions in the client company, or from the visiting agency. In short, an associate's help in the back room can be an indispensable part of successful focus group moderation.

• Discourage back room contact during groups. Make clear during your pre-group briefing with the client and other observers that the moderator will come back before the group's end to see if the topics have been covered sufficiently. This step usually discourages note passing during a group. Frequent note passing to the moderator can disrupt the flow of the discussion, waste time, and undermine the moderator's leadership of the group.

• Review results briefly with the client between groups. After the group, the moderator should ask clients for feedback and suggestions about the group just completed, and solicit suggestions to improve future groups. If adjustments are needed, the moderator can then change his moderating approach or make slight revisions to the discussion guide. Such client input usually strengthens the moderator's position with the client.

• The formal debriefing. Arrange to meet with the client after the last group of the day (or, if multiple groups, after the series of groups) to evaluate the results of the groups and to clearly define the next steps to be taken. During the meeting, be sure that the client understands what he or she should expect regarding deliverables, deadlines, subsequent quantitative research, etc. If quantitative research will take place, the formal debriefing can be used to set up the quantitative methodology (i.e., product testing; attitude, trial and usage survey, etc.). In short, the formal debriefing is a good time to brainstorm with the client and to tie up any loose ends.

While these suggestions require planning and effort, they will greatly improve a qualitative project's execution, strengthen a moderator's relationship with the client, and help to defuse political land mines in the back room. □

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Observational

continued from p. 18

Look for the ordinary, not the extraordinary

Remember the qualitative project when the lady in the third seat on the right side of the table told the story that really made it all come clear to you? You know how you wait behind the mirror for the moderator to show the new concept so you can hear real consumers respond to it for the first time and all the questions that have been running around your mind for weeks will finally be answered? That's probably not going to happen in an observational study.

Most observational projects I've worked on have begun with a pretty nervous period while we all get past our first impression that nothing's happening! People aren't "doing" anything! They're just going about their business, and nothing that they're doing looks surprising! They're making lunch for their kids, the same way I would if I were in their shoes. They're waiting for their cars to be serviced, the same way I do. If my clients are along, they begin to get very antsy at this point, because they're seeing the same thing I am: nothing out of the ordinary.

Rule 1 for observational researchers: "Ordinary" is what you're there to observe. If you don't go looking for something extraordinary, you won't be so anxious when it doesn't appear. What you're really looking for are the insights hidden in "ordinary."

Observation gives you the chance to answer those questions such as "What do you do when that happens?" that come up all the time in focus groups. Suddenly you're not restricted by respondents' memories, or their reluctance to discuss the issue in a group, or their desire to conceal what they really do in order to present a more admirable face to the rest of the group.

Nothing people do is "natural"

The first time you try observational research, I guarantee that you'll find yourself wondering what there is about the things you're seeing that requires an explanation. You may watch people walking into a retail environment. They'll walk in, look around to get their

bearings, walk over to a display or proceed down an aisle, maybe pick up an item or two or compare prices. "Of course," you'll say to yourself, "that's just what I'd do in their shoes. It's just common sense."

Rule 2: Whatever you saw could have happened differently. Your shoppers could have taken more time to get their bearings, or less time. They might have gone down a different aisle. They might have picked up more items, or not as many. They might have sought help from an employee. They might have, but they didn't. What they did needs to be explained.

Start noticing the regularities: do most people need a period of time to get their bearings when they come into the store? Where are they when they do this? Where do they look? What do they see there? Is there something about the store environment that makes them do things they way they're doing them? Is the way they're behaving the optimum way you want your customers to behave? Look at the "rule breakers." Who are they? What regularities are they defying?

Once you recognize that everything people do is the result of something, you can begin looking for that something. Maybe it's something about them. Or the people they're with. Or the environment they're in. Or something. How do you find it?

"I am the master of the obvious"

When I was first learning to conduct and analyze focus groups, Saul Ben Zeev, who founded C&R Research and is now its chairman, told me that the psychologist, Bruno Bettelheim, his teacher, referred to himself as "the master of the obvious." For Bettelheim, it was the secret of his success. Saul trotted that out whenever one of us was stuck for a place to start working on qualitative data (and still trots it out from time to time, now that I mention it).

Think about the last series of focus groups you conducted. What was the most obvious thing about what you saw and heard? That's where to start: If it's really obvious, then it must be really basic. What does it mean? How did people get there? What does it lead to?

This was one of the first things I ever learned about qualitative, and remains one of the few really valuable generalizations I know about qualitative analysis.

The same thing is true about observation. Rule 3: Be the master of the obvious. Take the most obvious thing you've observed. Maybe you were watching people wait to have their cars fixed, and they "didn't do anything." Maybe they actually nodded off in the waiting area! Maybe they spent the whole time looking bored. That's about all you saw, and you've been poring over your field notes looking for something to get a handle on ever since.

Ask yourself why they were so bored — and remember that boredom isn't natural. Humans are the most curious creatures on earth. The room had a TV, a bunch of magazines, today's newspaper, some sales material and POP. Why didn't they get interested in any of that?

Were they interested in anything? Not really — they'd get up, check on the progress of their cars, then sit down and nod off again. But maybe that's it: all they were interested in was their cars — not the TV or the magazines or newspapers, and certainly not the POP. They wanted to see what was happening with their cars! And that's all they wanted to see. How's that for obvious?

Don't fear the details

The car repair story is real — I once spent a week watching people nod off waiting for their cars to be repaired. I was Jane Goodall and they were the chimps. And I got more and more panicky as I saw less and less "happening." Then I started thinking about the obvi-

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ous things I could see.

One seat in the waiting room actually had a pretty good view of the car repair bays, and two or three had decent views. None of the others really let you see your car at all. Luckily, I had detailed notes: I knew where people had sat and how long they sat in each seat.

As I reconstructed scenes, it became more and more clear that people tended to sit in one of the "good" seats unless they were occupied or someone was sitting in the next seat and there were a

lot of other empty seats available. When the waiting room was empty, I looked carefully at the carpet and the upholstery of the "good" seats and, sure enough, the wear patterns showed that what I had seen that week had been going on for a long time. There really were good seats and bad seats and you could tell which was which by checking out the sight lines.

Since the project was about developing criteria for understanding waiting-area designs, this was an important piece of information. A good

design would put the car center stage and use the fact that customers were riveted to that stage as a way to organize the space and its communication elements. The path for the rest of the analysis was pretty clear.

Rule 4: God is in the details. Take good notes. Make videotapes. Think about where people walk, stand, sit, and look. For how long. Doing what. With whom.

The whole activity

After "master the obvious," the next most valuable thing I've learned about observation is, "identify the whole activity."

Here's an example: We were observing people using a newly designed gasoline pump on a summer day some years ago. One of the first "pay at the pump" designs, it allowed drivers to insert a credit or ATM card so they could pay without having to walk to the cashier's station. We noticed a number of motorists driving up to the pump, getting out and looking at it, then climbing back into their cars, apparently searching for something. They'd get back out of the car, go back to the pump, and read the directions — which seemed to present some difficulty. At a certain point we began walking up to people who had done this odd little in-and-out-of-the-car dance and asking what they were doing: "Looking for my reading glasses."

There are two points to this little vignette: The first is that a concept isn't reality. In this case we found that: (a) drivers don't wear reading glasses to drive (although lots wear sunglasses), so pump directions need to be designed for legibility even without glasses (or with the wrong glasses), (b) this particular design failed because the user couldn't make it work without reading the directions, and (c) respondents in several focus groups leading up to this test hadn't noticed the problem, since they had their reading glasses on, nor had the experienced researchers working on the design (us, unfortunately).

The second is that the observational perspective redefines the object of study. We went into this project thinking, as the client did, that we were go-

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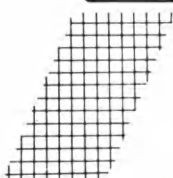
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ing to study people pumping gas. But we quickly saw that pumping gas was part of a larger activity — people driving their cars from point A to point B — and that it had to be altered to fit into that activity. By failing to appreciate the demands of the whole activity, our client had neglected to think about glasses, or driving glasses vs. reading glasses, or sunglasses. All their research had abstracted pumping gas as the activity of interest — setting up experimental situations or taking pump designs into focus groups — and it took observation to put it back into its context.

Rule 5: The “whole activity” is the key to what the consumer is trying to accomplish. Think of activities as rings of context. Pumping gas takes place inside the “driving somewhere” ring, which takes place inside the “going home from work” ring, and so forth. Most research projects involve single activity units like pumping gas, or kitchen clean-up, or visiting a fast-food drive-thru; but these aren’t generally whole activities. The whole activity is a set of behaviors that includes these small units plus at least one layer of context. It’s “what’s going on” from the consumer point of view, and it may be very different from what you (and your client) think is going on.

To get clues about a whole activity, look at how people enter the activity you’re trying to observe, and how they exit. What’s going on just before and just afterward? How do they get to the point you’re interested in? What and who do they bring with them? What mental state are they in? How do they leave? What do they take with them and what do they leave behind?

The whole activity defines the parameters for the unit activity you want to understand.

Let the arrow find the target

It’s a Zen idea. If you strive to place the arrow in the bullseye, you’ll miss. If you let the arrow find the bullseye, it will fly unerringly. Observation, like all qualitative techniques, takes some Zen. If your task is too tightly defined, all you’ll see is what you expected to see.

This doesn’t mean that you should leave everything up in the air. The project won’t define itself. You need to put together observation forms and some kind of debriefing protocol. You need to keep your notes up to date, and debrief yourself regularly. (I find that talking into a tape recorder as I drive from observation point to observation point works best for me.) But make sure you leave a lot of room for “other” in your materials.

Every observation form I make has space for what the client and I think the key issues and behaviors are; specific areas we want detailed information on. But every one also has a big space for comments or something equally open-ended. And as projects go on, those comment areas always seem to get more and more filled up.

This is where you’ll find the things that suddenly seem obvious, and where all the context issues will land. I guarantee that you won’t find either the most obvious aspects of the activity you’re observing or the clues to the whole activity in the detailed parts of your note forms. In fact, if you do, I think you should be dubious about your findings because you’ve probably missed something (unless you’re a lot luckier and smarter than I am). Rule 6: the most obvious things are obvious only in hindsight, and context doesn’t appear until it appears in real action.

Marry observation with traditional qualitative

You can learn a lot by watching, to rephrase Mr. Berra, but you can learn even more by watching and talking.

There is absolutely no better way to go into focus groups, one-on-ones, or mini-groups than with your mind full of observational detail and insight. No better way to look at collages, photo albums or other projective vehicles than with a firm grounding in real behavior. Nor can I think of a better way to follow up on qualitative analysis than going out and observing people doing stuff. Each layer adds dimension and analytic richness, and the richer the stew of data, the more savory it is.

Observation isn’t the be-all and end-all of research, and neither are fo-

cus groups or any other silver-bullet solutions — which seem to be proliferating at an almost frightening pace. We’ve been doing collage research here at C&R for quite a few years now, and we really like it. But it’s not the One True Technique that you’d think it was if you believed its press. Same thing for giving people disposable cameras, having them wear beepers, or (I swear I heard a serious discussion of this) hypnotizing them to retrieve their deeply repressed memories (about their childhood experiences with a client’s breakfast cereal, or whatever). Do you have the feeling that someone could sell focus groups done in a swimming pool because respondents would be more relaxed while floating in warm water?

My own feeling is that the deepest understanding social phenomena comes from combining an analysis of what people do with an analysis of what people have to say — observation plus traditional qualitative. So, as Rule 7, I offer that marriage as the strongest foundation on which to erect a qualitative analysis. □

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PGE

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Changes suggested by the research included shortening greetings and streamlining menus. "We eliminated the extra words, the padding, the conversational pleasantries, the anthropomorphizing. It's not a person, it's a computer and people are interested in efficiency and we try to get them through as quickly as possible. If they need to speak to someone they can do it that much quicker," Bond says.

"Chris quantified the number of words saved," Camack says. "We went from a 129-word main menu to a 45-word one, and yet, in his analysis, satisfaction rates were up, the average timing during the role play from being transferred was reduced something like 29 seconds per transaction. Multiply that by 650,000 calls per year and the manpower savings to PGE was enormous. And obviously the research suggests that the customers will be more satisfied as well."

The guidelines also helped prioritize where the various functions appeared in the phone menus. With customers making 300,000 calls each year to stop, start or move service, and 250,000 calls with billing and payment questions, it was clear which options should be highest on the menu of options.

"Good interface design is based on a body of knowledge and experience and your results from this kind of research

and the testing you do, whether it's focus groups or usability testing. It's in documenting the lessons learned. That should be the key driver to your design decisions," Bond says.

Of course, not every change can be accommodated. That's where having a strict set of guidelines comes in handy. "I don't ask participants in the usability tests to evaluate the system by telling me how they'd redesign it," Bond says. "End-users aren't designers. They're good at helping reveal the design flaws by demonstrating the shortcomings. It's through observing them and their reactions that I pinpointed the problems."

Ripple effect

The improvements to the system caused a ripple effect within the phone center, necessitating changes in staffing. "We had to avoid the hurry-up-and-wait syndrome," Evens says. "We had made it easier for the customer to get through the system only to be put on hold because of limited staffing. That was revealed very quickly."

Also, those who staff the phone center had to be prepared to handle almost any kind of call. "When customers call in, they expect that whoever answers the call can help. That affected our call center configuration because we now have to take a customer-based view instead of an internally focused, skill-based view. Before, it was set up so that certain teams worked on certain issues.

Customers aren't geared that way. They want to be able to get answers from whoever takes their call."

Expectations rising

As consumers become more comfortable with IVR systems, they expect them to be more and more efficient and user-friendly, Camack says. "Seniors now interact with them for their pensions, their banking transactions, etc., so there is a lot less blatant fear toward the systems than there was five years ago. But their expectations are rising because they see them as two-way communication vehicles. In the early days of energy utilities, customers felt happy just to get through and report that their house is out of power. Now, people expect to be able to find out more and more information."

But Camack warns against crowding the system with a ton of nice-to-have options. "You have to walk before you run. Put things on the system that you know work well and the customers like and as they become more accustomed to it then you can add additional functions. You have to be careful because when customers have a bad experience with one part of the system they feel the whole system is bad."

At its core, a utility's phone system must give callers solid information. "They want to know what the power company knows and what it doesn't know. They'd like a time-stamped message so they know how current the information is. If the utility is going to include estimates of repair times, respondents have said the utility should overestimate the amount of time because they'd rather have their expectations exceeded than be disappointed," Camack says.

He also recommends that the utility have someone on staff whose job it is to keep track of customer perceptions of the voice response system. "Especially in this day and age, when electric utilities and energy utilities are so brand-conscious as they get ready for deregulation, your phone system sends hundreds of thousands of brand impressions about your company each year. The choice of the voice talent you use, and the manner and tone and words used can imply so much about your company. It's important for someone there to keep track of how customers are interacting with the system." □

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Research Industry News

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Dun & Bradstreet (D&B) and the **Global Textile Network (GTN)** have announced that D&B's business and purchasing information is now available through GTN's Web site (<http://www.g-t-n.com>). Both companies expect the new information services to help GTN members in the textile industry evaluate the benefits and risks of doing business together. GTN was formed in 1996 to bring together buyers, sellers and traders from every segment of the worldwide textile market over the Web.

Quantum Consulting has opened a new, two-room, 2,000-square-foot focus group facility in Berkeley, Calif., at 2030 Addison St. For more information call Veronica Raymonda at 510-540-7200.

Discovery Research Group has remodeled its Irvine, Calif., facility, adding fully-equipped client offices; expanded viewing areas and office space; client conference rooms with private office; new furnishings; and an enlarged administrative suite. For more information call Myra Conti at 714-261-8353.

Directions In Research, San Diego, has moved to larger offices. The company now occupies its own building at 8593 Aero Drive. The office features a 100-station CATI room and two focus group suites. For more information call Sherri Crispin at 619-299-5883.

Chicago-based **Market Facts, Inc.**, has opened a new office at 1201 Peachtree St. N.E., in Atlanta. The office will be headed by Sara Ohmer.

Millennium Research Inc., St. Paul, is now offering international market research services in Brazil and Argentina. For more information call Jan Johnson at 612-435-6320.

Inc. magazine has named

MarketVision/Gateway, Inc., a Cincinnati, Ohio, research firm, one of the fastest-growing companies in the country.

The University of Texas at Arlington College of Business Administration's marketing department has awarded \$8,000 in academic scholarships to eight students enrolled in the Masters of Science in Marketing Research (MSMR) program. Scholarship recipients are Paige Bower and Jacqueline Cutting, both of Dallas; Li Lu of Honolulu; Athanasion Maimarides, Jinsun Park, Qing Xue and Chao-Ying Yu, all of Arlington; and Jason Petrie of Spring, Texas. The scholarships were donated by EDS, The M/A/R/C Group, The Kantar Group, Dr Pepper, UTA marketing Chairman and Professor Dr. Carl McDaniel, The Burke Institute, SBC Foundation, and Decision Analyst.

ACNielsen Corp., Stamford, Conn., posted sharply higher net income and earnings per share in the third quarter. Net income reached \$13.7 million, up 65.1 percent over last year's \$8.3 million. Earnings per share were \$0.23, compared with \$0.15 per share in 1996.

Employees of Cincinnati, Ohio-based **Burke, Inc.**, have sold 50 percent of the company to Infratest Burke AG of Munich, Germany. The remaining 50 percent of shares will continue to be held by employees of Burke, Inc. Ron Tatham remains chairman of Burke, Inc., and the current management structure will be unaffected. A board of management, chaired by Hartmut Kiock, operates Infratest Burke. Tatham and Burke, Inc., President Michael Baumgardner, along with Kiock and Infratest Burke CFO Werner Hampf will make up the board of directors for the partnership.

V & L Research and Consulting, Inc., has moved to a new location at 655 Village Square Dr., Ste. 101,

Stone Mountain, Ga., 30083. Phone 404-298-0139. Fax 404-298-0026. E-mail VLResearch@Mindspring.com. The new facility features two focus group rooms and a test kitchen.

Information Resources, Inc., Chicago, and Media Marketing Assessment will team up to conduct AD WORKS II, a study of the sales impact of television advertising in the consumer packaged goods industry. The joint study will analyze more than 2,000 brands in geographically dispersed U.S. markets. The effectiveness of advertising, pricing, merchandising and coupons will be evaluated against several known factors to determine contribution to brand performance. For more information call 312-726-1221.

The Athletic Footwear Association, North Palm Beach, Fla., a committee of the Sporting Goods Manufacturers Association, has teamed up with **The NPD Group**, Port Washington, N.Y., to introduce a biannual athletic footwear report that measures the size and trends in the consumer market. The synopsis will measure the total retail market size and performance, as well as the shoe type for men, women and children by channel of distribution, price point, primary usage, and key demographics such as age groups, household income and geographical region. For more information call Gregg Hartley at 561-842-4100.

CB&A Market Research, Winston-Salem, N.C., has been selected to provide a study of local travel habits in Denver. The results will be used to plan for future transportation needs.

InterActive Research, Atlanta, has acquired **Project Research, Inc.** (PRI), Minneapolis. PRI will operate as a wholly-owned subsidiary of InterActive. Kevin Menk, founder of PRI, will continue as president of the company and will assume additional responsibilities as executive vice

president of InterActive Research.

Ecker and Associates, Inc., has remodeled its facility in south San Francisco, adding four private client offices, a viewable living room set-up and a large conference room/viewing room suite. For more information call 650-871-6800.

NFO Worldwide, Inc., Greenwich, Conn., has filed a shelf registration for the sale of approximately 1.1 million shares of common stock pursuant to contractual arrangements with selling shareholders of two companies, Prognostics and The MBL Group Plc, which were acquired during April and July, respectively. Currently, these holders are registering only a small portion of the more than 4.6 million shares they own. "We hope that this transaction will result in increased liquidity and a broadened shareholder base of actively traded NFO shares, as well as increased visibility for NFO within the investment

community," says NFO President Patrick Healy. In other news, the company reported a third-quarter revenue increase of 29 percent, to \$49.3 million compared to \$38.2 million for the same period a year ago. Third-quarter net income rose by 41 percent to \$4.0 million and primary earnings per share increased by 36 percent to \$0.19, excluding a transaction charge of \$840,000, or \$0.04 per share, relating to the acquisition of The MBL Group. Including the charge, primary earnings per share were \$0.15, 7 percent higher than the \$0.14 per share earned in the 1996 third quarter.

IntelliQuest Information Group, Inc., Austin, Texas, has formed an alliance with **RelevantKnowledge, Inc.**, to create a new service, called the Computer Industry Media Study for the Internet, to measure and report the Web usage of technology buyers. For more information call 512-329-0808.



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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 Corp. (Heiman)
Market Navigation, Inc.
SIL: Worldwide Marketing Services

INSURANCE

Brittain Associates
Burr Research/Reinvention Prevention
Erich Transcultural Consultants
Low + Associates, Inc.

INTERACTIVE PROD./SERVICES/ RETAILING

Leichliter Assoc. Mktg. Rsch./Idea Dev.
Research Connections, Inc.

INTERNET

Knowledge Systems & Research, Inc.
Research Connections, Inc.

INTERNET SITE DEV.

Perception Research Services, Inc.

INVESTMENTS

The Deutsch Consultancy

LATIN AMERICA

Best Practices Research
Market Development, Inc.

MANUFACTURING

Best Practices Research

MEDICAL PROFESSION

Cambridge Associates, Ltd.
Colburn & Associates
D/R/S HealthCare Consultants
Pat Henry Market Research, Inc.
Matrixx Marketing-Research Div.
MedProbe, Inc.
Medical Marketing Research, Inc.
Paul Schneller - Qualitative
Susan M. Williams Rsch. & Disc. USA

MODERATOR TRAINING

Cambridge Associates, Ltd.
Macro International

NATURAL HEALTH CARE/ REMEDIES

Focused Solutions

NEW PRODUCT DEV.

Jeff Anderson Mktg. Rsch. Consulting
BAIGlobal Inc.

Best Practices Research
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 Corp. (Heiman)
Kenneth Hollander Associates
Just The Facts, Inc.
KidFactsSM Research
Bart Kramer & Associates
Leichliter Assoc. Mktg. Rsch./Idea Dev.
Market Access Partners
The New Marketing Network
Outsmart Marketing
Qualitative Applied Research
Paul Schneller - Qualitative
Spiller & Reeves Research
Sundberg-Ferar, Inc.

NON-PROFIT

David Binder Research
Doyle Research Associates
Performance Research

OBSERVATIONAL

Doyle Research Associates

ONLINE FOCUS GROUPS

Research Connections, Inc.
Thorne Creative Research

PACKAGED GOODS

BAIGlobal Inc.
Best Practices Research
C&R Research Services, Inc.
CJRobbins
Doyle Research Associates
Just The Facts, Inc.
Thorne Creative Research

PACKAGE DESIGN RESEARCH

Perception Research Services, Inc.
Treistman & Stark Marketing, Inc.

PARENTS

Fader & Associates

PET PRODUCTS

Cambridge Research, Inc.

PHARMACEUTICALS

BAIGlobal Inc.
C&R Research Services, Inc.
Cambridge Associates, Ltd.
Colburn & Associates
D/R/S HealthCare Consultants
Kenneth Hollander Associates
Irvine Consulting, Inc.
Macro International
Market Navigation, Inc.
MCC Qualitative Consulting
MedProbe, Inc.
Medical Marketing Research, Inc.
Paul Schneller - Qualitative
Spiller & Reeves Research

Susan M. Williams Rsch. & Disc. USA

POLITICAL/SOCIAL RESEARCH

Cambridge Associates, Ltd.
Francesca Moscatelli

POSITIONING RESEARCH

Paul Schneller - Qualitative

PUBLIC POLICY RSCH.

David Binder Research
Cambridge Associates, Ltd.

PUBLISHING

Best Practices Research
Cambridge Associates, Ltd.
The Eisenmann Group
First Market Research Corp. (Heiman)

RETAIL

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

SENIORS

Fader & Associates

SERVICES

guskey & heckman, research consultants

SMALL BUSINESS/ ENTREPRENEURS

Brittain Associates
Linda Fitzpatrick Rsch. Svcs. Corp.
Leichliter Assoc. Mktg. Rsch./Idea Dev.
Strategy Research Corporation
Yarnell, Inc.

SOFT DRINKS, BEER, WINE

C&R Research Services, Inc.
Cambridge Associates, Ltd.
Grieco Research Group, Inc.
Strategy Research Corporation

SPORTS

Performance Research
Research Options, Inc.

TEENAGERS

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

TELECOMMUNICATIONS

BAIGlobal Inc.
Daniel Associates
Elrick and Lavidge
Erlich Transcultural Consultants
First Market Research Corp. (Heiman)
Knowledge Systems & Research, Inc.
Linda Fitzpatrick Rsch. Svcs. Corp.
Horowitz Associates Inc.
MCC Qualitative Consulting

Qualitative Applied Research
Strategy Research Corporation

TELECONFERENCING

Cambridge Research, Inc.

TELEPHONE FOCUS GROUPS

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

TELEVISION

Best Practices Research

TOURISM/HOSPITALITY

Research Data Services, Inc.

TOYS/GAMES

Fader & Associates
KidFactsSM Research

TRANSPORTATION SERVICES

Low + Associates, Inc.
Markinetics, Inc.
SIL: Worldwide Marketing Services
Strategic Focus, Inc.

TRAVEL

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

UTILITIES

Cambridge Associates, Ltd.
Fader & Associates
Knowledge Systems & Research, Inc.

WEALTHY

Brittain Associates
The Deutsch Consultancy
Strategy Research Corporation

YOUTH

Fader & Associates
Macro International
Outsmart Marketing

1998

Focus Group Facilities



Photo courtesy of Taylor Research, San Diego, Calif.

Directory

Codes

Location: Office building, Freestanding building, Shopping mall

CR - Conference Room
LR - Living Room Style
OR - Observation Rooms
1-1 - One on One Room
1-1OR - One on One Obs. Rm.

TK - Test Kitchen
TKO - Test Kitchen Obsv. Rm.
VE - Video Equipment
VC - Video Conferencing

Room dimensions, when listed, are shown in feet.

† denotes Living Room Style

Alabama

Birmingham

Connections, Inc.
3928 Montclair Rd., Ste. 230
Birmingham, AL 35213
Ph. 205-879-1255
Fax 205-868-4173

Rebecca Watson, President
Location: Office building
CR, OR, 1-1, 1-1OR, VE
12x20 Obs. Rm. Seats 8
12x18 Obs. Rm. Seats 4

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
Sally Cherry, Director
Location: Shopping mall
CR, OR, 1-1, TK, VE, VC
21x16 Obs. Rm. Seats 12
(See advertisement on p. 135)

Polly Graham & Associates, Inc.

3000 Riverchase Galleria, Ste. 310
Birmingham, AL 35244
Ph. 205-985-3099
Fax 205-985-3066
Cindy Eanes, Vice President
Location: Office building
CR, LR, OR, 1-1, 1-1OR, TK, VE
15x20 Obs. Rm. Seats 20
09x15 Obs. Rm. Seats 12
†09x16 Obs. Rm. Seats 10
(See advertisement on p. 76)

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 Vice
Location: Office building
CR, OR, TK, VE
20x18 Obs. Rm. Seats 10

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

Huntsville

Facts

Div. of Polly Graham and Associates, Inc.
Madison Square Mall
5901 University Dr., #86
Huntsville, AL 35806
Ph. 205-985-3099
Fax 205-985-0146
Cindy Eanes, Vice President
Location: Shopping mall
CR, LR, OR, 1-1, 1-1OR, VE
11x20 Obs. Rm. Seats 12
†11x13 Obs. Rm. Seats 6
(See advertisement on p. 76)

Mobile

Facts

Div. of Polly Graham and Associates, Inc.
3289 Bel Air Mall
Mobile, AL 36606
Ph. 334-471-0059
Fax 334-478-0015
Cindy Eanes, Vice President
Location: Shopping mall
CR, LR, OR, 1-1, 1-1OR, TK, VE
12x13 Obs. Rm. Seats 12
†09x12 Obs. Rm. Seats 7
(See advertisement on p. 76)

Montgomery

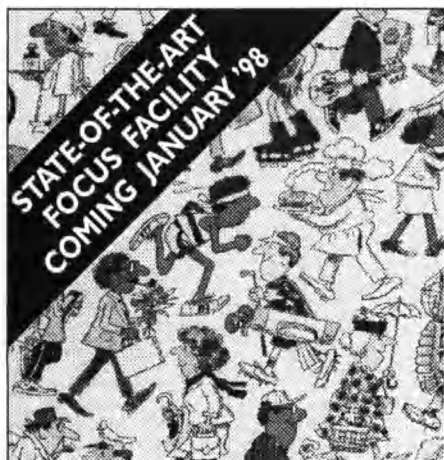
Nolan Research
Lecroy Shopping Village
3655 Debby Dr.
Montgomery, AL 36111
Ph. 334-284-4164
Fax 334-286-9788
Rebecca McDonald
Location: Shopping mall
CR, OR, VE
12x16 Obs. Rm. Seats 12

Alaska

Anchorage

Craciun & Associates
742 K St.
Anchorage, AK 99501
Ph. 907-279-3982
Fax 907-279-0321
E-mail: craciun@alaska.net
Jean Craciun, President
Location: Office building
CR, OR, 1-1, VE
20x33 Obs. Rm. Seats 20
13x19 Obs. Rm. Seats 3

Dittman Research Corp. of Alaska
DRC Building
8115 Jewel Lake
Anchorage, AK 99502
Ph. 907-243-3345
Fax 907-243-7172
E-mail: dittman@miconet.net
Terry O'Leary, Vice President
Location: Freestanding building
CR, OR, VE
12x20 Obs. Rm. Seats 6



THE VOICE OF THE SOUTH FOR OVER THIRTY-THREE YEARS!

ALABAMA'S ONLY STATEWIDE MARKET RESEARCH SERVICE

- 4 focus group facilities • executive interviewing • computer interviewing
- central location testing • central telephone bank - 25 monitored lines • one-on-one interviewing • door-to-door interviewing • indepth interviewing • statewide mystery shopper network • audits

PERMANENT MALL FACILITIES:

CENTURY PLAZA Birmingham
MADISON SQUARE MALL Huntsville
BEL AIR MALL Mobile
GADSDEN MALL Birmingham

Polly Graham & Associates Inc.

3000 Riverchase Galleria, Suite 310
Birmingham, Alabama 35244
(205) 985-3099 • Fax (205) 985-3066

Arizona

Phoenix

Arizona Market Research
Div. of Ruth Nelson Research
10220 N. 31st. Ave., Ste. 122
Phoenix, AZ 85051-9562
Ph. 602-944-8001
Fax 602-944-0130
E-mail: rnmcmrs@aol.com
<http://www.ruthnelsonresearchsvcs.com>
Lincoln Anderson, Manager
Location: Office building
CR, OR, 1-1, 1-10R, TK, VE
20x24 Obs. Rm. Seats 25
18x18 Obs. Rm. Seats 15

Behavior Research Center
1101 N. First St.
P.O. Box 13178
Phoenix, AZ 85002-3178
Ph. 602-258-4554
Fax 602-252-2729
E-mail: brc@primenet.com
<http://www.primenet.com/~brc/>
Heather King
Location: Freestanding building
CR, OR, 1-1, 1-10R, VE
14x28 Obs. Rm. Seats 10

Cunningham Field & Research Service

Los Arcos Mall
1393 Scottsdale Rd.
Scottsdale, AZ 85250
Ph. 904-677-5644
Fax 904-677-5534
Kirk Pope
Location: Shopping mall
CR, OR, 1-1, 1-10R, VE, VC
20x14 Obs. Rm. Seats 12
(See advertisement on p. 101)

Fieldwork Phoenix at Scottsdale, Inc.

6263 N. Scottsdale Rd., Ste. 380
Scottsdale, AZ 85250
Ph. 602-438-2800
Fax 602-438-8555
<http://www.fieldwork.com>
Barbara Willens
Location: Office building
CR, OR, 1-1, 1-10R, TK, VE, VC
15x15 Obs. Rm. Seats 20
19x20 Obs. Rm. Seats 20
19x17 Obs. Rm. Seats 20
(See advertisement on the back cover)

Fieldwork Phoenix, Inc.

7776 Pointe Pkwy. W., Ste. 240
Phoenix, AZ 85044
Ph. 602-438-2800
Fax 602-438-8555
<http://www.fieldwork.com>
Barbara Willens
Location: Office building
CR, OR, 1-1, 1-10R, TK, TKO, VE, VC
19x22 Obs. Rm. Seats 20
14x18 Obs. Rm. Seats 25
16x23 Obs. Rm. Seats 12
(See advertisement on the back cover)

Focus Market Research, Inc.

Camelback Executive Park
6991 E. Camelback Rd., Ste. A-110
Phoenix, AZ 85251
Ph. 602-874-2714
Fax 602-874-1714
Judy Opstad
Location: Office building
CR, LR, OR, 1-1, TK, VE, VC
18x23 Obs. Rm. Seats 18
16x24 Obs. Rm. Seats 15
†18x23 Obs. Rm. Seats 18
(See advertisements on pp. 77, 138)

Friedman Marketing Services
Paradise Valley Mall
4550 E. Cactus, #416
Phoenix, AZ 85032
Ph. 602-494-7813 or 914-698-9591
Fax 602-996-7465
Pat McWilliams
Location: Shopping mall
CR, OR, TK, VE
14x16 Obs. Rm. Seats 8

FOCUS

Phoenix • Scottsdale

This is a wonderful consumer climate!

Focus Market Research will provide you with spacious and tastefully decorated Focus suites that accommodate up to 15 clients. At Focus, you will be working with your own Qualitative Assistant who will personally handle your project with attention to detail and courtesy.

Our Focus suites provide data ports, client lounge with remote viewing, tiered seating and very large mirrors. You will enjoy working in a facility designed to offer professional conference attributes and a hospitable working atmosphere. When you work with an agency that will provide you with personal service, it will make a difference!

- All phases of Consumer Interviewing
- Medical and Business Recruitment
- Ten minutes from the airport to fine hotels, shops, museums, art galleries
- Videoconferencing—member of GroupNet™

GroupNET
VIDEOCONFERENCING ALLIANCE NETWORK
Simple. Effective. Smart.

The Phoenix market is highly diversified with active consumers of all ages who represent a wide variety of demographics. Our advanced medical community offers various types of specialties. Our business market represents a large segment of entrepreneur and SOHO business owners.

Our recruitment policies, security standards and commitment to finding your targeted respondent are what makes Focus a leader in the industry. Our reputation for excellent work has been earned over the past 26 years.

Southwest & Midwest
Come see us in Minneapolis.

Contact Judy Opstad at 602-874-2714

 **FOCUS** Market
Research INC.
MINNEAPOLIS • PHOENIX

Codes

Location: Office building, Freestanding building, Shopping mall

CR - Conference Room
LR - Living Room Style
OR - Observation Rooms
1-1 - One on One Room
1-1OR - One on One Obs. Rm.

TK - Test Kitchen
TKO - Test Kitchen Obsv. Rm.
VE - Video Equipment
VC - Video Conferencing

Room dimensions, when listed, are shown in feet.

† denotes Living Room Style

Low + Associates, Inc.

8805 N. 23rd Ave., Ste. 400
Phoenix, AZ 85021-4171
Ph. 602-678-3747
Fax 602-906-9424
E-mail: low-assoc@worldnet.att.net
<http://www.lowassociates.com>
Frank Schab, Managing Director
Location: Office building
CR, OR, VE
13x20 Obs. Rm. Seats 20
13x16 Obs. Rm. Seats 8
(See advertisement on p. 100)

NorTex Research

11024 N. 28th Dr., Ste. 105
Phoenix, AZ 85029
Ph. 800-315-8399
Fax 214-630-6769
Kelly Lynn Ireland, Facility Director
Location: Office building
CR, OR, 1-1, VE
20x14 Obs. Rm. Seats 12
(See advertisement on p. 64)

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 O'Neil, President
Location: Freestanding building
CR, OR, 1-1, 1-1OR, TK, VE
18x23 Obs. Rm. Seats 18

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
E-mail: postmaster@qcs.com
<http://www.qcs.com>
Jo McCullough
Location: Office building
CR, OR, TK, VE
17x27 Obs. Rm. Seats 12
19x23 Obs. Rm. Seats 10
(See advertisement on p. 145)

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
Location: Office building
CR, OR, 1-1, 1-1OR, TK, VE, VC
16x18 Obs. Rm. Seats 14
15x16 Obs. Rm. Seats 12
(See advertisement on p. 79)

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
Myra Balaban, President
Location: Office building
CR, OR, 1-1, 1-1OR, TK, VE, VC
16x18 Obs. Rm. Seats 14
15x16 Obs. Rm. Seats 12
(See advertisement on p. 124)

Valleywide Research, Inc.

Sante Fe Square Mall
1107 S. Gilbert Rd., #110
Mesa, AZ 85204
Ph. 602-892-5583
Fax 602-497-3272
DeAnn Corey, Manager
Location: Shopping mall
CR, OR, TK, VE
12x20 Obs. Rm. Seats 12

WestGroup Research

2720 E. Thomas, Bldg. A
Phoenix, AZ 85016
Ph. 602-707-0050 or 800-999-1200
Fax 602-707-0055
E-mail: team@westgroupresearch.com
<http://www.westgroupresearch.com>
Beth Aguirre
Location: Freestanding building
CR, OR, 1-1, 1-1OR, VE
15x20 Obs. Rm. Seats 12
16x23 Obs. Rm. Seats 15

Tucson

FMR Associates, Inc.

6045 E. Grant Rd.
Tucson, AZ 85712
Ph. 520-886-5548
Fax 520-886-0245
E-mail: FMRASSOC@aol.com
Helen Molloy, Business Admin.
Location: Freestanding building
CR, OR, 1-1OR, TK, TKO, VE
12x14 Obs. Rm. Seats 6

Pueblo Research Associates, Inc.

3710 S. Park Ave., #706
Tucson, AZ 85713
Ph. 520-623-9442
Fax 520-623-1440
Jackie Acorn, President
Location: Office building
CR, OR, 1-1, TK, VE
12x15 Obs. Rm. Seats 10

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
Cindy Cunningham, Vice President
Location: Shopping mall
CR, OR, TK, TKO, VE
14x16 Obs. Rm. Seats 8

Little Rock

Flake/Wilkerson Market Insights
10 Corporate Hill Dr., Ste. 100
Little Rock, AR 72205
Ph. 501-221-3303
Fax 501-221-2554
E-mail: facts@mktinsights.com
<http://www.mktinsights.com>
George Wilkerson or Karen Flake
Location: Office building
CR, OR, 1-1, 1-1OR, VE
15x20 Obs. Rm. Seats 10

Friedman Marketing Services

The Pines Mall
2901 Pines Mall Dr.
Pine Bluff, AR 71601
Ph. 501-535-1688 or 914-698-9591
Fax 501-535-1754
Tony Peterson
Location: Shopping mall
CR, OR, 1-1, 1-1OR, TK, VE
16x16 Obs. Rm. Seats 12

Infocus, Inc.

1501 N. University, Ste. 768
Little Rock, AR 72207
Ph. 501-663-0720
Fax 501-666-9468
Lou Smith
Location: Office building
CR, OR, TK, VE
20x24 Obs. Rm. Seats 12

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.
Location: Office building
CR, OR, VE
15x22 Obs. Rm. Seats 4

1998 FOCUS GROUP FACILITIES DIRECTORY

California

Bakersfield

Marketing Works
425 18th St.
Bakersfield, CA 93301
Ph. 805-326-1012
Fax 805-326-0903
E-mail: ddnacnud@aol.com
Debbie Duncan
Location: Freestanding building
CR, OR, 1-1, 1-1OR, TK, VE
12x22 Obs. Rm. Seats 12
12x12 Obs. Rm. Seats 6

Fresno

AIS Market Research
5707 N. Palm, Ste. 101
Fresno, CA 93704
Ph. 800-627-8334 or 209-252-2727
Fax 209-252-8343
Patricia Alviso
Location: Freestanding building
CR, OR, 1-1, TK, VE
15x20 Obs. Rm. Seats 10

Bartels Research Corp.
145 Shaw Ave., Ste. C1 & C2
Clovis, CA 93612
Ph. 209-298-7557
Fax 209-298-5226
Joellen or Patrick Bartels, Owners
Location: Office building
CR, OR, 1-1, TK, VE
12x25 Obs. Rm. Seats 12

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
Location: Shopping mall
CR, OR, 1-1, TK, VE
15x20 Obs. Rm. Seats 10
(See advertisement on p. 92)

Los Angeles (See also Orange County, CA)

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

Adept Consumer Testing/Los Angeles
16130 Ventura Blvd., Ste. 350
Encino, CA 91436
Ph. 818-905-1525
Fax 818-905-8936
Mark Tobias, Partner
Location: Office building
CR, OR, 1-1, 1-1OR, TK, VE, VC
21x15 Obs. Rm. Seats 14
29x14 Obs. Rm. Seats 10
18x16 Obs. Rm. Seats 12
12x12 Obs. Rm. Seats 4

Adler-Weiner Research/L.A.
11911 San Vicente, Ste. 200
Los Angeles, CA 90049
Ph. 310-440-2330
Fax 310-440-2348
E-mail: awrla@aol.com
Anita Wallace, Facility Director
Location: Office building
CR, OR, VE, VC
20x12 Obs. Rm. Seats 12
20x15 Obs. Rm. Seats 18
21x13 Obs. Rm. Seats 12

Assistance in Marketing/Los Angeles
959 S. Coast Dr., Ste. 525
Costa Mesa, CA 92626
Ph. 714-755-3900
Fax 714-755-3930
E-mail: AIMLA@aol.com
Cindi Reyes, Manager
Location: Office building
CR, OR, 1-1, 1-1OR, TK, TKO, VE, VC
12x14 Obs. Rm. Seats 6
18x24 Obs. Rm. Seats 20
18x20 Obs. Rm. Seats 20
18x16 Obs. Rm. Seats 12
(See advertisement on p. 159)

Assistance In Marketing/Los Angeles
3760 Kilroy Airport Way, Ste. 100
Long Beach, CA 90806
Ph. 562-981-2700
Fax 562-981-2705
E-mail: AIMLA@aol.com
David Weinberg
Location: Office building
CR, OR, 1-1, 1-1OR, TK, TKO, VE, VC
24x32 Obs. Rm. Seats 22
22x14 Obs. Rm. Seats 12
(See advertisement on p. 159)

You Never Know Who You're Talking To!



**At Strictly Medical we make sure
your people are talking to
the right people.**

Market research strategy has been determined. Next step, implementation. That's where Strictly Medical comes in. With Trained and Licensed Medical Personnel, State-Of-The-Art facilities. Member VideoFocus Direct

Strictly Medical Market Research

Edens Office Plaza
4801 W. Peterson Ave., Suite 608
Chicago, Illinois 60646
Ph. 773-202-3500
Fax 773-202-3511



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

1998 FOCUS GROUP FACILITIES DIRECTORY

Codes

Location: Office building, Freestanding building, Shopping mall
 CR - Conference Room TK - Test Kitchen
 LR - Living Room Style TKO - Test Kitchen Obsv. Rm.
 OR - Observation Rooms VE - Video Equipment
 1-1 - One on One Room VC - Video Conferencing
 1-1OR - One on One Obs. Rm.
 Room dimensions, when listed, are shown in feet.
 † denotes Living Room Style

Car-Lene Research, Inc.
 Sante Fe Springs Mall
 13350 E. Telegraph
 Santa Fe Springs, CA 90670
 Ph. 562-946-2176
 Fax 562-944-4167
 Danella Hawkins, Manager
 Location: Shopping mall
 CR, OR, TK, VE
 10x08 Obs. Rm. Seats 3

Consumer Pulse of Los Angeles

Galleria at South Bay, #269
 1815 Hawthorne Blvd.
 Redondo Beach, CA 90278
 Ph. 310-371-5578 or 800-336-0159
 Fax 310-542-2669
 E-mail: consumer.pulse@internetMCI.com
 Angie Abell, Director
 Location: Shopping mall
 CR, OR, 1-1, 1-1OR, TK, TKO, VE, VC
 16x18 Obs. Rm. Seats 18
 18x18 Obs. Rm. Seats 12
 14x18 Obs. Rm. Seats 10
 (See advertisement on p. 135)

Creative Data
 7136 Haskell Ave., Ste. 100
 Van Nuys, CA 91406
 Ph. 818-988-5411
 Fax 818-988-4057
 E-mail: creativedata@earthlink.net
 http://www.interviewingservice.com
 Jennifer von Schneidau, V.P. & G.M.
 Location: Office building
 CR, LR, OR, 1-1, 1-1OR, VE
 14x18 Obs. Rm. Seats 30
 14x18 Obs. Rm. Seats 30
 14x18 Obs. Rm. Seats 5
 †14x18 Obs. Rm. Seats 5

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
 Location: Office building
 CR, OR, 1-1, TK, VE
 16x22 Obs. Rm. Seats 15
 11x14 Obs. Rm. Seats 5

Facts 'n Figures
 Panorama Mall, Ste. 78B
 14550 Chase St.
 Panorama City, CA 91402
 Ph. 818-891-6779
 Fax 818-891-6119
 Cecelia Chalvez, Manager
 Location: Shopping mall
 CR, OR, 1-1, 1-1OR, TK, VE
 12x14 Obs. Rm. Seats 8

Facts 'n Figures
 24201 Valencia Blvd., Ste. 2317
 Valencia, CA 91355
 Ph. 805-222-2278
 Fax 805-222-2287
 Ned Christensen
 Location: Shopping mall
 CR, OR, 1-1, 1-1OR, VE
 18x23 Obs. Rm. Seats 14

Facts 'n Figures
 Antelope Valley Mall
 1233 W. Ave. P, #701
 Palmdale, CA 93551
 Ph. 805-272-4888
 Fax 805-272-5676
 Rene Stapleton, Manager
 Location: Shopping mall
 CR, OR, 1-1, 1-1OR
 16x14 Obs. Rm. Seats 6

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
 Location: Office building
 CR, LR, OR, 1-1, 1-1OR, TK, VE, VC
 19x17 Obs. Rm. Seats 20
 16x14 Obs. Rm. Seats 20

Field Management Associates
 10800 W. Pico Blvd.
 Los Angeles, CA 90064
 Ph. 310-234-3410
 Fax 310-234-3480
 Lynn Atkins, Research Coordinator
 Location: Shopping mall
 CR, OR, 1-1, TK, VE
 16x18 Obs. Rm. Seats 15

Focus & Testing
 20847 Ventura Blvd.
 Woodland Hills, CA 91314
 Ph. 818-347-7077
 Fax 818-347-7073
 E-mail: focustest@earthlink.net
 Spence Bilkiss, Vice President
 Location: Freestanding building
 CR, LR, OR, 1-1, 1-1OR, TK, VE
 37x28 Obs. Rm. Seats 10
 24x20 Obs. Rm. Seats 25
 20x16 Obs. Rm. Seats 25
 18x15 Obs. Rm. Seats 12
 10x10 Obs. Rm. Seats 6
 †24x20 Obs. Rm. Seats 25
 †20x16 Obs. Rm. Seats 25
 †18x15 Obs. Rm. Seats 12
 (See advertisement on p. 80)



A Luxurious Setting at Affordable Prices

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

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

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

1998 FOCUS GROUP FACILITIES DIRECTORY

Garcia Research Associates, Inc.
2550 Hollywood Way, Ste. 110
Burbank, CA 91505
Ph. 818-566-7722
Fax 818-566-1113
E-mail: garciarsch@aol.com
Carlos Garcia, President
Location: Office building
CR, OR, 1-1, VE
12x20 Obs. Rm. Seats 15

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

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

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

House of Marketing
836 S. Arroyo Pkwy.
Pasadena, CA 91105
Ph. 626-793-9598
Fax 626-793-9624
E-mail: HMRResearch@aol.com
Amy Siadak, General Manager
Location: Freestanding building
CR, OR, 1-1, TK, TKO, VE
28x15 Obs. Rm. Seats 25
17x07 Obs. Rm. Seats 5
(See advertisement on p. 58)

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

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

Marketing Matrix is dedicated to providing custom focus group support. Our fine service implementation will enhance your business focus product.

Westside Location

Minutes from Beverly Hills and Century City. Central access to varied respondent segments. Close to the freeways, fine hotels and restaurants. Six miles from LAX airport and downtown Los Angeles.

Focus Suite Features

- Two group rooms, expanded and refurbished for 1997
- Large areas for displays and show materials
- Tiered viewing rooms to accommodate large viewer groups
- Comfortable seating with writing surface capability
- State-of-the-art audio and video; video conferencing

Recruiting Specialty Segments

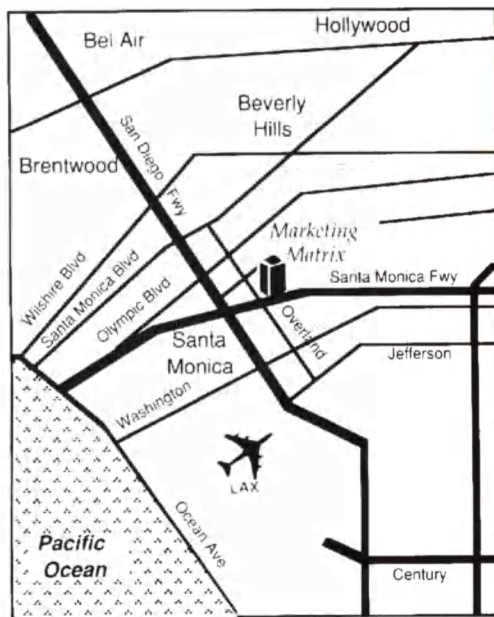
- Consumers groups
- Business - executives, managers, support staff
- Health care - professionals organizations, support staff
- Financial - organizations, brokers, and service support functionaries
- Technical - computer and related product functionaries
- Bilingual and ethnic access

Client Service

We will provide any amenities your project may require: video conferencing, 2-track audio for bilingual recording, exceptional foods, hotel reservations, tape transcriptions, qualified moderators, product purchase and any unique project needs.

Competitive Pricing

Call Lynn Moran or Marcia Selz for a bid. We'll focus on the competitive price details and help you focus *in* L.A.



**2566 Overland, Suite 716
Los Angeles, CA 90064
(310) 842-8310
FAX (310) 842-9493
E-Mail: Moran@markmatrix.com**

Codes

Location: Office building, Freestanding building, Shopping mall

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

Room dimensions, when listed, are shown in feet.
† denotes Living Room Style

L.A. Focus

17337 Ventura Blvd., Ste. 301
Encino, CA 91316
Ph. 818-501-4794
Fax 818-907-8242

Wendy Fineberg or Lisa Balelo, Partners

Location: Office building
CR, OR, 1-1, 1-1OR, TK, VE, VC
21x16 Obs. Rm. Seats 22
17x13 Obs. Rm. Seats 12
13x14 Obs. Rm. Seats 9

L.A. Research, Inc.

9010 Reseda Blvd., Ste. 109
Northridge, CA 91324
Ph. 818-993-5500
Fax 818-993-5664
Adrienne Goldbaum, President
Location: Office building
CR, OR, 1-1, 1-1OR, TK, TKO, VE
16x23 Obs. Rm. Seats 10

Marketing Matrix

2566 Overland, Ste. 716
Los Angeles, CA 90064
Ph. 310-842-8310
Fax 310-842-9493
E-mail: moran@markmatrix.com
Lynn Walker Moran, V.P./Focus Facility Mgr.
Location: Office building
CR, OR, 1-1, VE, VC
11x22 Obs. Rm. Seats 20
14x14 Obs. Rm. Seats 10
(See advertisement on p. 81)

Meczka Marketing/Research/Consulting

5757 W. Century Blvd., Lobby Level
Los Angeles, CA 90045
Ph. 310-670-4824
Fax 310-410-0780
E-mail: mmrcajd@aol.com
Anthony Diaz, Coordinator
Location: Office building
CR, OR, TK, VE
20x22 Obs. Rm. Seats 18
18x18 Obs. Rm. Seats 12

Mid-America Rsch./Facts In Focus

Santa Monica Place
301 Santa Monica Pl.
Santa Monica, CA 90401
Ph. 310-260-3237
Fax 310-260-3241
David Ottenfeld, Manager
Location: Shopping mall
CR, OR, 1-1, 1-1OR, TK, VE
09x10 Obs. Rm. Seats 10
10x10 Obs. Rm. Seats 12

Murray Hill Center, West

2951 28th St., Ste. 2001
Santa Monica, CA 90405
Ph. 310-392-7337
Fax 310-392-8743
Sue Mender, Exec. Vice President
Location: Office building
CR, OR, TK, TKO, VE
20x16 Obs. Rm. Seats 15
20x16 Obs. Rm. Seats 15
19x16 Obs. Rm. Seats 15
20x15 Obs. Rm. Seats 15

Pacific Research, Inc.

1210 S. Shendoah St., Ste. 104
Los Angeles, CA 90035
Ph. 310-273-2477
Fax 310-273-2533
Kim McDermott, Manager
Location: Office building
CR, OR, 1-1, VE
20x16 Obs. Rm. Seats 12
15x21 Obs. Rm. Seats 10

Plaza Research-Los Angeles

6053 W. Century Blvd.
Los Angeles, CA 90045
Ph. 310-645-1700 or 800-654-8002
Fax 310-645-3008
E-mail: LA@plazaresearch.com
<http://www.plazaresearch.com>
Laura Peters
Location: Office building
CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE
15x20 Obs. Rm. Seats 15
15x20 Obs. Rm. Seats 15
15x20 Obs. Rm. Seats 15
(See advertisement on p. 149)

Quality Controlled Services

3440 Torrance Blvd., Ste. 100
Torrance, CA 90503
Ph. 800-448-4414 or 310-316-0626
Fax 310-316-4815
E-mail: postmaster@qcs.com
<http://www.qcs.com>
Marty Mills, Branch Manager
Location: Office building
CR, OR, 1-1, 1-1OR, TK, VE
20x24 Obs. Rm. Seats 12
18x22 Obs. Rm. Seats 12
(See advertisement on p. 145)

IN SOUTHERN CALIFORNIA



THE QUESTION SHOP, inc.

2860 N. Santiago Blvd. • Suite 100
Orange, California 92667
Ph. 714/974-8020 • Fax 714/974-6968

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- Intercept Interviews
- Pre Recruits
- Executive/Medical
- Mystery Shopping
- Audits
- Door to Door
- Convention Services

1998 FOCUS GROUP FACILITIES DIRECTORY

Quick Test

15315 Magnolia Blvd., #120
Sherman Oaks, CA 91403
Ph. 818-995-1400
Fax 818-995-1529
E-mail: info@quicktest.com
http://www.quicktest.com
Susan Perl, Manager
Location: Office building
CR, OR, 1-1, VE
20x20 Obs. Rm. Seats 15
20x20 Obs. Rm. Seats 15
(See advertisement on p. 30)

SCIS

17277 Ventura Blvd., Ste. 200
Encino, CA 91316
Ph. 800-872-4022 or 818-783-7700
Fax 818-783-8626
E-mail: scis@scis.com
Denise DuChene-McGowan, President
Location: Office building
CR, LR, OR, 1-1, 1-10R, TK, VE
16x22 Obs. Rm. Seats 20
14x19 Obs. Rm. Seats 14
25x20 Obs. Rm. Seats 30
†14x19 Obs. Rm. Seats 14
†25x20 Obs. Rm. Seats 30

Trotta Associates

13160 Mindanao Way, Ste. 100
Marina del Rey, CA 90292
Ph. 310-306-6866
Fax 310-827-5198
E-mail: TrottaM@pacbell.net
Diane Trotta, President
Location: Office building
CR, LR, OR, 1-1, 1-10R, TK, VE, VC
20x20 Obs. Rm. Seats 20
20x20 Obs. Rm. Seats 15
18x18 Obs. Rm. Seats 12
16x18 Obs. Rm. Seats 12
†14x16 Obs. Rm. Seats 8
(See advertisement on p. 85)

Orange County

(See also Los Angeles, CA)

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
Sue Amidei
Location: Freestanding building
CR, OR, 1-1, 1-10R, TK, VE, VC
27x28 Obs. Rm. Seats 20
20x28 Obs. Rm. Seats 12
27x28 Obs. Rm. Seats
(See advertisement on p. 83)

Discovery Research Group

17815 Sky Park Cir., Ste. L
Irvine, CA 92614
Ph. 714-261-8353 or 800-689-4374
Fax 714-852-0110
E-mail: drgirvine@drgutah.com
http://www.drgutah.com
Myra Conti, Sales & Mktg. Dir.
Location: Office building
CR, OR, TK, VE
15x19 Obs. Rm. Seats 20
28x20 Obs. Rm. Seats 20
(See advertisement on p. 84)

Fieldwork Los Angeles, Inc.

In Orange County
Lakeshore Towers
18101 Von Karmen Ave.
Irvine, CA 92715
Ph. 714-252-8180
Fax 714-251-1661
http://www.fieldwork.com
Toni Day
Location: Office building
CR, OR, 1-1, 1-10R, TK, VE, VC
19x20 Obs. Rm. Seats 25
19x20 Obs. Rm. Seats 22
18x20 Obs. Rm. Seats 20
(See advertisement on the back cover)

Your Partners in Southern California Are Smiling.

Experience Plus



SUE AMIDEI

Attention to Details



JENNIFER KERSTNER

Visit Our Versatile Facilities At City View and See Why.

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

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

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

800-644-4ASK

ASK SOUTHERN CALIFORNIA, INC.
City View Office Plaza
at The City
12437 Lewis Street
Garden Grove, CA 92840
(714) 750-7566 • FAX (714) 750-7567

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



Codes

Location: Office building, Freestanding building, Shopping mall

CR - Conference Room
LR - Living Room Style
OR - Observation Rooms
1-1 - One on One Room
1-1OR - One on One Obs. Rm.

TK - Test Kitchen
TKO - Test Kitchen Obsv. Rm.
VE - Video Equipment
VC - Video Conferencing

Room dimensions, when listed, are shown in feet.
† denotes Living Room Style

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

Location: Office building
CR, OR, 1-1, TK

22x24 Obs. Rm. Seats 14
22x26 Obs. Rm. Seats 14

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

Location: Office building

CR, OR, 1-1, 1-1OR, TK, VE
17x23 Obs. Rm. Seats 15
14x18 Obs. Rm. Seats 9
(See advertisement on p. 82)

Quick Test

18003 Skypark S., Ste. L
Irvine, CA 92714
Ph. 714-261-8800

Fax 714-261-9037

E-mail: info@quicktest.com

<http://www.quicktest.com>

Jay Reddy, Manager

Location: Office building

CR, OR, TK, VE
13x15 Obs. Rm. Seats 8
(See advertisement on p. 30)

Spanish Business Services
220 E. Fourth St., Ste. 208
Santa Ana, CA 92701

Ph. 714-568-0450

Fax 714-568-0454

E-mail: SpnBusSer@aol.com

Patricia Lopez, President

Location:

CR, OR, VE

The Test Kitchen

261 E. Imperial Hwy., Ste. 530
Fullerton, CA 92635

Ph. 714-526-TEST (8378)

Fax 714-526-8384

E-mail: cathih@testkitchen.com

<http://www.testkitchen.com>

Cathi Hofstetter, President

Location: Office building

CR, OR, TK, VE
16x20 Obs. Rm. Seats 4

Trotta Associates

5 Park Plaza, Ste. 200

Irvine, CA 92614

Ph. 714-251-1122

Fax 714-251-1188

E-mail: Trottai@pacbell.net

Ingrid Robertson

Location: Office building

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

22x20 Obs. Rm. Seats 26

18x18 Obs. Rm. Seats 16

18x18 Obs. Rm. Seats 12

16x15 Obs. Rm. Seats 12

(See advertisement on p. 85)

2:15am... The fax machine comes to life a half hour earlier than you expected. The research results are coming over now. As they print before your sleepy eyes, you suddenly realize you were right. What was before only a hunch is now confirmed; your client's next step will be worth millions — and *you* get to deliver the good news first thing in the morning.

Results, when, where & how you need them.
That's all.

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(800) 689-4374

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(800) 678-3748

1998 FOCUS GROUP FACILITIES DIRECTORY

Sacramento

American River Research
8869 Greenback Ln.
Orangevale, CA 95662
Ph. 916-989-0961 or 916-989-3583
Fax 916-989-3670
E-mail: arr@quiknet.com
Charlotte Banks, Manager
Location: Shopping mall
CR, OR, 1-1, TK, VE
20x17 Obs. Rm. Seats 8

Elliott Benson
1234 H St., Ste. 200
Sacramento, CA 95814
Ph. 916-325-1670
Fax 916-498-0394
E-mail: ebinfo@elliottbenson.com
<http://www.elliottbenson.com>
Jaclyn Elliott Benson
Location: Freestanding building
CR, OR, 1-1, 1-10R, TK, VE
19x13 Obs. Rm. Seats 14
15x13 Obs. Rm. Seats 14

Heakin Research, Inc.
Arden Fair Mall
1689 Arden Way, #1281
Sacramento, CA 95815
Ph. 916-920-1361
Fax 916-920-1371
Nancy Cunningham, Manager
Location: Shopping mall
CR, OR, TK, VE
18x12 Obs. Rm. Seats 8
18x12 Obs. Rm. Seats 4

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>
Judy Marston
Location: Office building
CR, OR, VE
14x14 Obs. Rm. Seats 10

Opinions of Sacramento
2025 Hurley Way, Ste. 110
Sacramento, CA 95825
Ph. 916-568-1226
Fax 916-568-6725
E-mail: opinionsos@aol.com
Hugh Miller, Co-owner
Location: Freestanding building
CR, OR, 1-1, 1-10R, TK, VE
16x20 Obs. Rm. Seats 12
16x20 Obs. Rm. Seats 12

QUALITATIVE RESEARCH AND FACILITIES



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new
under the Sun*

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

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

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

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

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

Codes

Location: Office building, Freestanding building, Shopping mall

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

Room dimensions, when listed, are shown in feet.
 † denotes Living Room Style

Research Unlimited
 1012 Second St.
 Sacramento, CA 95814
 Ph. 916-446-6064
 Fax 916-448-2355
 Gail Simmons, Facility Manager
 Location: Office building
 CR, LR, OR, 1-1, 1-1OR, TK, VE, VC
 14x24 Obs. Rm. Seats 12
 15x19 Obs. Rm. Seats 12
 †14x24 Obs. Rm. Seats 12

Sacramento Research Center
 2410 Fair Oaks Blvd., #170
 Sacramento, CA 95825
 Ph. 800-235-5028
 Fax 800-448-1569
 Sigrid Mefford, Director
 Location: Office building
 CR, OR, VE, VC
 20x20 Obs. Rm. Seats 15

San Bernardino/Riverside

Field Management Associates
 6700 Indiana Ave., #270
 Riverside, CA 92506
 Ph. 909-369-0800
 Fax 909-369-0957
 Lynn Atkins, Research Coordinator
 Location: Office building
 CR, OR, 1-1, 1-1OR, TK, VE
 14x14 Obs. Rm. Seats 20
 14x19 Obs. Rm. Seats 8

San Diego

Analysis Research
 4655 Ruffner St., Ste. 180
 San Diego, CA 92111
 Ph. 619-268-4800
 Fax 619-268-4892
 E-mail: AnlyRsch@aol.com
 Carol Gailey
 Location: Office building
 CR, OR, 1-1, TK, VE
 17x15 Obs. Rm. Seats 12

Directions In Research

5353 Mission Center Rd., Ste. 310
 San Diego, CA 92108
 Ph. 800-676-5883 or 619-299-5883
 Fax 619-299-5888
 E-mail: CALLDIR@aol.com
 David Phife or Janet Taylor
 Location: Freestanding building
 CR, OR, TK, VE
 15x25 Obs. Rm. Seats 12
 16x18 Obs. Rm. Seats 10
 (See advertisement on p. 87)

Eastcoast/Westcoast Field Mkt. Rsch.
 523 N. Horne St.
 Oceanside, CA 92054
 Ph. 619-721-4114
 Fax 619-721-6684
 Mickey McKenna
 Location: Office building
 CR, OR, TK, VE
 15x15 Obs. Rm. Seats 6

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

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- Taste Tests
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- Two Focus Group Facilities
- Mystery Shopping
- In-Store Product Testing
- One-on-One Interviews
- Medical/Executive Interviewing
- Door-to-Door Interviewing
- Mall Interviewing
- Mock Jury Trials
- Conventions

Executive Offices

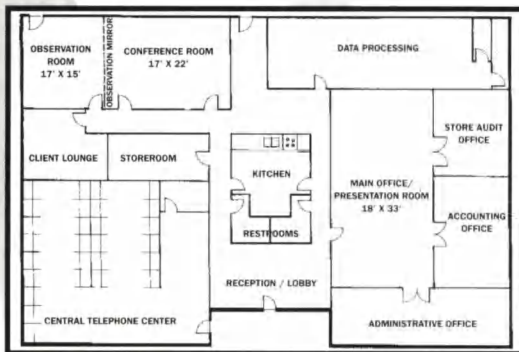
4616 Mission Gorge Pl.
 San Diego, CA 92120
 (619) 265-2361
 (800) 895-1225
 FAX (619) 582-1562
 email: sdsurveys@aol.com

Mall Office

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

Las Vegas Surveys

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



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Codes

Location: Office building, Freestanding building, Shopping mall

CR - Conference Room
LR - Living Room Style
OR - Observation Rooms
1-1 - One on One Room
1-1OR - One on One Obs. Rm.

TK - Test Kitchen
TKO - Test Kitchen Obsv. Rm.
VE - Video Equipment
VC - Video Conferencing

Room dimensions, when listed, are shown in feet.

† denotes Living Room Style

Intercontinental Marketing Investigations

P.O. Box 2147
Rancho Santa Fe, CA 92067
Ph. 619-756-1765
Fax 619-756-4605
<http://www.imiresearch.com>
Martin Buncher, President
Location: Office building
CR, OR, VE
20x20 Obs. Rm. Seats 10

Jagorda Interviewing Services

3615 Kearny Villa Rd., Ste. 111
San Diego, CA 92123
Ph. 619-573-0330
Fax 619-573-0538
Gerald Jagorda
Location: Office building
CR, OR, 1-1, 1-1OR, TK, VE
12x20 Obs. Rm. Seats 8
12x20 Obs. Rm. Seats 8

Luth Research

2365 Northside Dr., Ste. 100
San Diego, CA 92108
Ph. 619-283-7333
Fax 619-283-1251
E-mail: luthsd@aol.com
<http://www.luthresearch.com>
Charlie Rosen
Location: Office building
CR, OR, 1-1, VE
18x13 Obs. Rm. Seats 14
22x18 Obs. Rm. Seats 16

Novick Ayres Research

2657 Vista Way, Ste. 5
Oceanside, CA 92054
Ph. 760-967-1307
Fax 760-967-4143
Suzette Novick, Owner
Location: Shopping mall
CR, LR, OR, 1-1, 1-1OR, TK, VE

San Diego Surveys, Inc.

4616 Mission Gorge Pl.
San Diego, CA 92120
Ph. 619-265-2361 or 800-895-1225
Fax 619-582-1562
E-mail: SDSURVEYS@aol.com
Jean Van Arsdale
Location: Freestanding building
CR, OR, 1-1, 1-1OR, TK, VE
17x22 Obs. Rm. Seats 12
(See advertisement on p. 86)

1998 FOCUS GROUP FACILITIES DIRECTORY

San Diego Surveys, Inc.

3689 Midway Dr.
San Diego, CA 92110
Ph. 619-224-3113
Fax 619-582-1562
Jean Van Arsdale
Location: Shopping mall
CR, OR, 1-1, 1-10R, TK, VE
16x22 Obs. Rm. Seats 20
(See advertisement on p. 86)

Taylor Research

Video Conferencing Center
1545 Hotel Circle S., Ste.350
San Diego, CA 92108
Ph. 619-299-6368 or 800-922-1545
Fax 619-299-6370
Harriett Huntley, Operations Manager
Location: Office building
CR, OR, 1-1, 1-10R, TK, VE, VC
20x17 Obs. Rm. Seats 12
18x14 Obs. Rm. Seats 12
18x14 Obs. Rm. Seats 12
(See advertisement on p. 89)

San Francisco/San Jose

Asian Marketing Communication Research

Hispanic & Asian Marketing Communication
Research, Inc.
1301 Shoreway Rd., Ste. 100
Belmont, CA 94002
Ph. 650-595-5028
Fax 650-595-5407
E-mail: gateway@hamcr.com
<http://www.hamcr.com>
Sandra M.J. Wong, Ph.D., Director
Location: Office building
CR, OR, VE
14x20 Obs. Rm. Seats 10
(See advertisement on p. 91)

ConStat, Inc.

135 Main St., 16th fl.
San Francisco, CA 94105
Ph. 415-512-7800
Fax 415-512-9790
E-mail: qualitative@constat.com
<http://www.constat.com>
Amanda Chapman
Location: Office building
CR, OR, VE
20x16 Obs. Rm. Seats 14

Consumer Research Associates/Superrooms™

111 Pine St., 17th fl.
San Francisco, CA 94111
Ph. 800-800-5055 or 415-392-6000
Fax 415-392-7141
E-mail: superrooms@aol.com
Rich Anderson or Venetia Kourakos
Location: Office building
CR, LR, OR, 1-1, 1-10R, VE, VC
18x22 Obs. Rm. Seats 15
18x20 Obs. Rm. Seats 12
17x19 Obs. Rm. Seats 10
20x21 Obs. Rm. Seats 25
10x16 Obs. Rm. Seats 7
†18x22 Obs. Rm. Seats 15
†18x20 Obs. Rm. Seats 12
†20x21 Obs. Rm. Seats 25
(See advertisement on p. 88)



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 LR - Living Room Style TKO - Test Kitchen Obsv. Rm.
 OR - Observation Rooms VE - Video Equipment
 1-1 - One on One Room VC - Video Conferencing
 1-1OR - One on One Obs. Rm.
 Room dimensions, when listed, are shown in feet.
 † denotes Living Room Style

Corey, Canapary & Galanis
 447 Sutter St., Penthouse N.
 San Francisco, CA 94108
 Ph. 415-397-1200
 Fax 415-433-3809
 Location: Office building
 CR, OR, VE
 18x22 Obs. Rm. Seats 7

Ecker & Associates
 220 S. Spruce Ave., Ste. 100
 S. San Francisco, CA 94080-4404
 Ph. 650-871-6800 or 800-4-ECKER-1
 Fax 650-871-6815
 E-mail: ECKER01@aol.com
 Betty Rosenthal
 Location: Office building
 CR, LR, OR, 1-1, 1-1OR, TK, VE, VC
 24x16 Obs. Rm. Seats 15
 13x14 Obs. Rm. Seats 10
 16x18 Obs. Rm. Seats 15
 22x27 Obs. Rm. Seats 25
 †13x14 Obs. Rm. Seats 10
 (See advertisement on p. 91)

Ecker & Associates
 222 Front St., 3rd fl.
 San Francisco, CA 94111
 Ph. 650-871-6800 or 800-4-ECKER-1
 Fax 650-871-6815
 E-mail: ECKER01@aol.com
 Betty Rosenthal
 Location: Office building
 CR, LR, OR, 1-1, 1-1OR, TK, VE
 19x20 Obs. Rm. Seats 14
 18x23 Obs. Rm. Seats 15
 09x09 Obs. Rm. Seats 4
 (See advertisement on p. 91)

Field Management Associates-San Francisco
 217 Tanforan Pk.
 San Bruno, CA 94066
 Ph. 415-588-9500
 Fax 415-588-9756
 Linda Pernick, Research Coordinator
 Location: Shopping mall
 CR, OR, 1-1, 1-1OR, TK, VE
 14x16 Obs. Rm. Seats 6

Fleischman Field Research
 250 Sutter St., Ste. 200
 San Francisco, CA 94108-4403
 Ph. 800-277-3200
 Fax 415-989-4506
 E-mail: ffr@ffrsf.com
 http://www.ffrsf.com
 Molly Fleischman, Principal
 Lisa Chiapetta, Dir. of Operations
 Location: Office building
 CR, LR, OR, 1-1, 1-1OR, VE, VC
 25x19 Obs. Rm. Seats 15
 25x19 Obs. Rm. Seats 15
 21x18 Obs. Rm. Seats 15
 16x15 Obs. Rm. Seats 8
 †25x19 Obs. Rm. Seats 15
 †25x19 Obs. Rm. Seats 15
 †21x18 Obs. Rm. Seats 15
 (See advertisement on p. 90)

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Fleischman Field Research

1655 N. Main St., Ste. 320
Walnut Creek, CA 94596-4610
Ph. 800-277-3200
Fax 415-989-4506
E-mail: ffr@ffrst.com
<http://www.ffrst.com>
Molly Fleischman, Principal
Lisa Chiapetta, Dir. of Operations
Location: Office building
CR, LR, OR, 1-1, 1-10R, VE
18x16 Obs. Rm. Seats 15
†18x16 Obs. Rm. Seats 15
(See advertisement on p. 90)

Friedman Marketing Services
5820 Northgate Mall
San Rafael, CA 94903
Ph. 415-472-5394 or 914-698-9591
Fax 415-472-5477
Kathe Holt
Location: Shopping mall
CR, OR, 1-1, 1-10R, TK, VE
10x11 Obs. Rm. Seats 11



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e-mail: gateway@hamcr.com Web: <http://www.hamcr.com>

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Codes

Location: Office building, Freestanding building, Shopping mall

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

Room dimensions, when listed, are shown in feet.
 † denotes Living Room Style

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

20x13 Obs. Rm. Seats 12
 36x16 Obs. Rm. Seats 10
 18x12 Obs. Rm. Seats 8

Hispanic Marketing Communication Research
 Hispanic & Asian Marketing Communication
 Research, Inc.

1301 Shoreway Rd., Ste. 100
 Belmont, CA 94002
 Ph. 650-595-5028
 Fax 650-595-5407
 E-mail: gateway@hamcr.com
 http://www.hamcr.com
 Adrien Lanusse
 Location: Office building
 CR, OR, VE
 14x20 Obs. Rm. Seats 10
 (See advertisement on p. 91)

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

MSI International
 66 Bouet Rd., Ste. 105
 San Mateo, CA 94402
 Ph. 650-574-9044
 Fax 650-574-0385
 Liane Farber
 Location: Office building
 CR, OR, 1-1, VE
 24x14 Obs. Rm. Seats 10

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
 Mimi Nichols
 Location: Office building
 CR, LR, OR, 1-1, 1-1OR, TK, VE, VC
 15x21 Obs. Rm. Seats 12
 15x21 Obs. Rm. Seats 10
 14x16 Obs. Rm. Seats 8
 24x18 Obs. Rm. Seats 15
 24x18 Obs. Rm. Seats 12
 †14x16 Obs. Rm. Seats 8
 (See advertisement on p. 92)

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
 Sherrie Thomas
 Location: Office building
 CR, LR, OR, 1-1, 1-1OR, TK, VE, VC
 24x18 Obs. Rm. Seats 20
 19x17 Obs. Rm. Seats 10
 16x20 Obs. Rm. Seats 8
 10x12 Obs. Rm. Seats 6
 (See advertisement on p. 92)

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 Newark/Fremont, CA (510) 794-2990 Fresno, CA (209) 226-3100

For additional information please visit our website at www.nichols-research.com,
 call (800) 801-9991 or send email to info@nichols-research.com

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Nichols Research, Inc.

44 Montgomery St., Ste. 1550
San Francisco, CA 94104
Ph. 415-986-0500
Fax 415-986-2248
E-mail: sanfran@nichols-research.com
http://www.nichols-research.com
Paul Valdez
Location: Office building
CR, LR, OR, 1-1, 1-1OR, TK, VE, VC
20x18 Obs. Rm. Seats 15
20x18 Obs. Rm. Seats 15
19x15 Obs. Rm. Seats 8
(See advertisement on p. 92)

Phase III Market Research
1150 N. First St., Ste. 211
San Jose, CA 95112
Ph. 408-947-8661
Fax 408-293-9909
Nancy Pitta
Location: Office building
CR, OR, 1-1, VE
12x26 Obs. Rm. Seats 16

Plaza Research-San Francisco

55 Stockton St.
San Francisco, CA 94103
Ph. 415-984-0400 or 800-654-8002
Fax 415-984-0446
E-mail: SF@plazaresearch.com
http://www.plazaresearch.com
Kris Lamb
Location: Office building
CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE
15x20 Obs. Rm. Seats 15
15x20 Obs. Rm. Seats 15
15x20 Obs. Rm. Seats 15
(See advertisement on p. 149)

Proview

577 Airport Blvd., Ste. 130
Burlingame, CA 94010
Ph. 650-344-6383
Fax 650-344-3217
Jennifer Stuessy, Mgr. of Client Svcs.
Location: Office building
CR, OR, VE
15x23 Obs. Rm. Seats 15
(See advertisement on p. 93)

Quality Research Associates
383 Vintage Park Dr., Ste. D
Foster City, CA 94404
Ph. 650-574-8825
Fax 650-574-7855
E-mail: dmuller@foodcom.com
Deborah Muller
Location: Office building
CR, OR, TK, VE
21x22 Obs. Rm. Seats 10

Quantum Consulting, Inc.
2030 Addison St., Ste. 410
Berkeley, CA 94704
Ph. 510-540-7200
Fax 510-540-7268
Veronica Raymonda, Dir. of Operations
Location: Office building
CR, OR, VE
25x18 Obs. Rm. Seats 16
22x20 Obs. Rm. Seats 12

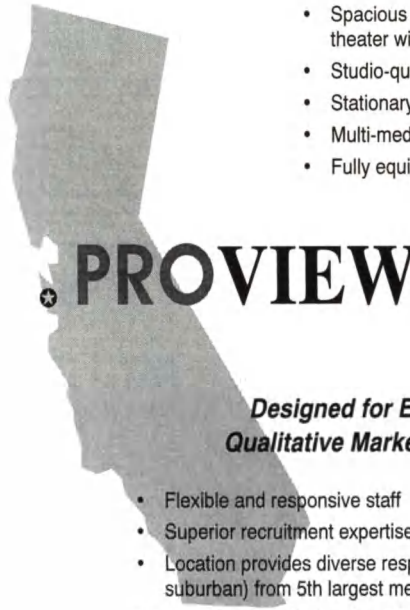
San Jose Focus
3032 Bunker Hill Ln., Ste. 105
Santa Clara, CA 95054
Ph. 408-988-4800
Fax 408-988-4866
E-mail: sjfocus@best.com
Colleen Flores
Location: Office building
CR, LR, OR, VE
16x22 Obs. Rm. Seats 17
16x20 Obs. Rm. Seats 17
16x20 Obs. Rm. Seats 17
†12x16 Obs. Rm. Seats

Technology Forecasters, Inc.
1420 Harbor Bay Pkwy., Ste. 295
Alameda, CA 94520
Ph. 510-747-1900
Fax 510-747-1909
E-mail: cbaker@techforecasters.com
http://www.techforecasters.com
Chris Baker
Location: Office building
CR, OR, VE
13x21 Obs. Rm. Seats 4

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Buffalo Grove, IL 60089
Phone: (847) 808-2080
FAX: (847) 808-0179
e-mail: TragonBG@aol.com

Tragon Corp.

365 Convention Way
Redwood City, CA 94063
Ph. 415-365-1833
Fax 415-365-3737
Brian McDermott, Dir. Rsch. Svcs.
Location: Freestanding building
CR, OR, 1-1, TK, VE
16x22 Obs. Rm. Seats 10
(See advertisement on p. 94)

Vista Marketing Research
70 Washington St., Ste. 300
Oakland, CA 94607
Ph. 510-839-0256
Fax 510-839-3075
E-mail: tmc@vistamr.com
<http://www.vistamr.com>
Anne Daniels, Project Director
Location: Office building
CR, OR, VE
19x13 Obs. Rm. Seats 4

Margaret Yarbrough & Associates

934 Shorepoint Ct., Ste. 100
Alameda, CA 94501
Ph. 510-521-6900
Fax 510-521-2130
E-mail: marge@hooked.net
<http://www.hooked.net/users/marge>
Margaret Yarbrough or Audrey Bramhall
Location: Office building
CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE
33x18 Obs. Rm. Seats 15
17x17 Obs. Rm. Seats 8
†17x17 Obs. Rm. Seats 8
(See advertisement on p. 94)

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Fax 805-278-1447
E-mail: reyesresearch@reyesresearch.com
http://www.reyesresearch.com

Arvind Datta
Location: Shopping mall
CR, OR, 1-1, 1-10R, VE
24x17 Obs. Rm. Seats 6

Reyes Research
Esplanade Dr. Mall
177 Esplanade Dr.
Oxnard, CA 93030
Ph. 805-278-1444
Fax 805-278-1447
E-mail: reyesresearch@reyesresearch.com
http://www.reyesresearch.com

Arvind Datta
Location: Shopping mall
CR, OR, 1-1, 1-10R, VE
25x17 Obs. Rm. Seats 6

Colorado

Boulder

Boulder Focus Center
RRC Associates, Inc.
4940 Pearl East Cir., #103
Boulder, CO 80301
Ph. 303-449-6558
Fax 303-449-6587
E-mail: focus@rrcassoc.com

Kristy Kaus, Focus Group Coordinator
Location: Office building
CR, OR, VE
15x20 Obs. Rm. Seats 10

Colorado Springs

The Springs Research
Div. of Brewer Research
750 Citadel Dr. E., Ste. 3122
Colorado Springs, CO 80909
Ph. 719-597-9869
Fax 719-597-9869
Esther Brewer
Location: Shopping mall
CR, OR, 1-1, 1-10R, TK, TKO, VE
18x12 Obs. Rm. Seats 8

Strategic Marketing Solutions
P.O. Box 25938
Colorado Springs, CO 80936
Ph. 719-594-6428
Fax 719-262-0383
E-mail: lizahaight@aol.com
Lisa Haight
Location: Office building
CR, OR, 1-1, VE
15x10 Obs. Rm. Seats 8

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: denver@accudata.cnchost.com
http://www.accudata.cnchost.com
Shannon Smith Hendon
Location: Office building
CR, OR, TK, VE, VC
21x15 Obs. Rm. Seats 15
14x19 Obs. Rm. Seats 15
(See advertisements on pp. 95, 103)

Colorado Market Research
Div. of Ruth Nelson Research
2149 S. Grape St.
Denver, CO 80222-5203
Ph. 303-758-6424
Fax 303-756-6467
E-mail: rnncmrs@aol.com
http://www.ruthnelsonresearchsvcs.com
Ruth Nelson, President
Location: Freestanding building
CR, OR, 1-1, TK, VE, VC
14x25 Obs. Rm. Seats 20
14x25 Obs. Rm. Seats 20

AccuData Market Research

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says everything.

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

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

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

FOCUS FIRST
A M E R I C A 

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

GroupNet
VIDEOCONFERENCING ALLIANCE NETWORK, INC.

Codes

Location: Office building, Freestanding building, Shopping mall
 CR - Conference Room TK - Test Kitchen
 LR - Living Room Style TKO - Test Kitchen Obsv. Rm.
 OR - Observation Rooms VE - Video Equipment
 1-1 - One on One Room VC - Video Conferencing
 1-1OR - One on One Obs. Rm.
 Room dimensions, when listed, are shown in feet.
 † denotes Living Room Style

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
 Mary Schneider, Director
 Location: Shopping mall
 CR, OR, 1-1, TK, TKO, VE, VC
 18x20 Obs. Rm. Seats 12
 (See advertisement on p. 135)

Eagle Research - Denver

12157 W. Cedar Dr.
 Denver, CO 80228
 Ph. 303-980-1909
 Fax 303-980-2270 or 980-5980
 E-mail: eaglegrp@rmi.net
 Freddi Wayne, Qualitative Director
 Location: Freestanding building
 CR, LR, OR, 1-1, 1-1OR, TK, VE
 16x30 Obs. Rm. Seats 18
 27x15 Obs. Rm. Seats 25
 10x08 Obs. Rm. Seats 3
 †27x15 Obs. Rm. Seats 25
 (See advertisements on pp. 97, 115)

Fieldwork Denver, Inc.

At the Tivoli
 900 Auraria Pkwy.
 Denver, CO 80204
 Ph. 303-825-7788
 Fax 303-623-8006
<http://www.fieldwork.com>
 Ann McIntyre
 Location: Office building
 CR, OR, 1-1, 1-1OR, TK, TKO, VE, VC
 23x26 Obs. Rm. Seats 25
 23x23 Obs. Rm. Seats 25
 19x20 Obs. Rm. Seats 20
 19x20 Obs. Rm. Seats 20
 (See advertisement on the back cover)

Friedman Marketing Services

Westminster Mall, Space 65A
 5513 W. 88th Ave.
 Westminster, CO 80030
 Ph. 303-428-6117 or 914-698-9591
 Fax 303-428-6513
 Patty Murray
 Location: Shopping mall
 CR, OR, 1-1, TK, VE
 10x20 Obs. Rm. Seats 6

Eagle Research

A COX Company

"When it's too important to guess..."



Our Facilities

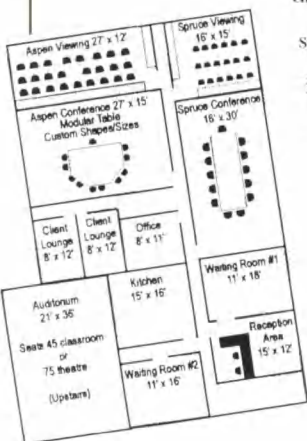
Combined in Denver and Atlanta, a total of six plush focus group suites, offering traditional rooms with beautiful wood conference tables as well as modular tables for custom shapes/sizes & client viewing for up to 25. All rooms have client lounges designed for comfort and privacy. Auditoriums accommodate 75 theatre. Large, fully equipped test kitchen and 1on1 rooms.



Quality

Recruiting and Data Collection

Our emphasis is on the highest quality work. Our interviewer training, continuous monitoring and performance motivation programs are setting new industry standards. Our fresh data-bases feature duplicate number search and past participation screening with cross-reference checks on client, moderator, topic and date. Eagle ensures first class recruiting. We validate 100% of our work. Our excellent supervisor to interviewer ratio (1:6) ensures quality data and recruiting every time.



110 Station CATI Phone Center

Our facilities use state-of-the-art ACS-Query software. We're experienced in handling complex questionnaires with data collected on CATI or paper. Our expert in-house sampling team has online access to all the major sample suppliers. High volume provides you with discounts and fast turn around. Our data processing professionals are dedicated to zero error production and use Wincross, Microtab and SPSS. Experienced programmers offer unique in-house expertise. Your data are offered on paper, floppy or via modem or E-mail. Cutting-edge capabilities include digital, audio playback to respondents, interactive voice response and easy-to-read reports using our customized Excel reporting systems. Remote monitoring is available.

The People

A total of 30 years of research experience. Christine Farber is Director of Research Marketing. Freddi Wayne is Director of Qualitative Research.



Christine Farber

Our Commitment

Our dedication to quality research and service is unparalleled. Emphasis is on delivering a "total client experience" that defines the new industry standard. We pledge to deliver competitively priced, accurate, reliable data and recruiting on time, every time.



Freddi Wayne

DENVER
303-980-1909
Fax: 303-980-2270



ATLANTA
770-395-6090
Fax: 770-671-9708



New England
Marketing
Research

A Qualitative Research Center

RATED HIGHEST FOCUS GROUP FACILITY IN TRI-STATE AREA



Overall rating: 98 — Impulse Survey of Focus Group Facilities, 1997 Edition.

The Oversized Focus Group Rooms feature product and concept display space, plus socially designed tables for interviewing and video-taping flexibility.



The Viewing Rooms designed for comfort and confidentiality have double-paned, one-way mirrors, comfortable swivel chairs and two-tiered seating for maximum visibility. Each room has solid core doors with separate entrances for each client group and separate temperature controls.



The Facility (newly constructed) designed for comfort and functionality has three viewing rooms, adjacent private lounges and three respondent rooms with a separate reception area to seat and rescreen waiting respondents.



The Client Lounges allow for a break from the viewing room. Designed for relaxation, they are luxurious and private. The lounges have separate temperature controls and monitors for continuous viewing.

WE OFFER: Free 1/2" stationary video with every focus group • video operator 1/2" and 3/4" available • private lounges connected with every client viewing room • 1/2" and 3/4" video players and recorders • access to modem line within respondent room and client's room and lounge • conference room available upon request • gourmet coffee shop within the building • 24-hour security building and parking • climate controlled rooms.

200 Connecticut Avenue • 4th Floor • Norwalk, CT 06854
Tel. (203) 855-5500 • Fax (203) 855-5501 • Home Page: www.nemr.com
E-Mail: Esouza4380@aol.com • E-mail: BrianBarton@worldnet.att.net

Codes

Location: Office building, Freestanding building, Shopping mall
CR - Conference Room TK - Test Kitchen
LR - Living Room Style TKO - Test Kitchen Obsv. Rm.
OR - Observation Rooms VE - Video Equipment
1-1 - One on One Room VC - Video Conferencing
1-1OR - One on One Obs. Rm.
Room dimensions, when listed, are shown in feet.
† denotes Living Room Style

Iri Information Research Inc.
10650 E. Bethany Dr.
Denver, CO 80014
Ph. 303-751-0190
Fax 303-751-8075
Norman Pettitt
Location: Freestanding building
CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE, VC
16x20 Obs. Rm. Seats 25
20x15 Obs. Rm. Seats 25
21x16 Obs. Rm. Seats 8

Market Perceptions, Inc.
Healthcare Research, Inc.
240 St. Paul St., Ste. 100
Denver, CO 80206
Ph. 303-388-0873
Fax 303-388-3822
E-mail: kweiss@marketperceptions.com
<http://www.marketperceptions.com>
Erika Queen, Project Coordinator
Location: Office building
CR, OR, 1-1, 1-1OR, VE, VC

MFI - Denver
Message Factors, Inc.
2620 S. Parker Rd., Ste. 275
Aurora, CO 80014
Ph. 303-750-5005
Fax 303-750-0095
<http://www.messagefactors.com>
John Maben
Location: Office building
CR, OR, VE
18x12 Obs. Rm. Seats 8

Plaza Research-Denver
One Tabor Center
Denver, CO 80202
Ph. 303-572-6900 or 800-654-8002
Fax 303-572-6902
E-mail: Denver@plazaresearch.com
<http://www.plazaresearch.com>
Katie Barker
Location: Office building
CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE
15x20 Obs. Rm. Seats 15
15x20 Obs. Rm. Seats 15
15x20 Obs. Rm. Seats 15
(See advertisement on p. 149)

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

Connecticut

Hartford

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

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

Hartford Research Center
530 Silas Deane Hwy., #LL
Wethersfield, CT 06109
Ph. 800-235-5028
Fax 800-448-1569
Nancy Neumann, Sr. Director
Location: Office building
CR, OR, 1-1, 1-10R, VE, VC
17x20 Obs. Rm. Seats 25
17x20 Obs. Rm. Seats 25
10x12 Obs. Rm. Seats 5

New Haven

New Haven Research Center
140 Washington Ave., #LL
North Haven, CT 06473
Ph. 800-235-5028
Fax 800-448-1569
Lee Abrams, Director
Location: Office building
CR, OR, VE, VC
15x20 Obs. Rm. Seats 30

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

Our Focus Is On You

A Traditional and Online Focus Group Facility



Our Single-Room Facility Provides:

- Total Security and Confidentiality
- A Large Living Room-Style Viewing Room
- Exceptional Recruiting
 - Untapped Territories
 - All Income Levels
 - All Categories
- Excellent Quality Control
 - "Triple-Check" Respondent Screening Procedure
- Six Modem Lines in Focus Room for Internet Access
- Online Focus Group Center
 - Recruiting from a Proprietary International Database of 260,000 Internet Users
 - Custom Chat Room Software in a Secure, Password-Protected Area of Our Web Site

STRATEGIC FOCUS INC.

274 Riverside Avenue
tel: 203-221-0789

Westport, CT 06880-4807
fax: 203-221-0783

email: manager@strategicfocusinc.com
www.strategicfocusinc.com

Serving Metro New York and Southern Connecticut

Codes

Location: Office building, Freestanding building, Shopping mall

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

Room dimensions, when listed, are shown in feet.

† denotes Living Room Style

Stamford

The Consumer Dialogue Center®

25 Third St.
Stamford, CT 06905
Ph. 203-356-1678
Fax 203-327-9061

Ann Stabile

Location: Office building
CR, OR, TK, VE, VC
15x23 Obs. Rm. Seats 20

Focus First America

969 High Ridge Rd.
Stamford, CT 06905
Ph. 203-322-1173
Fax 203-968-0421

Susan Weiss

Location: Office building
CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE, VC
20x22 Obs. Rm. Seats 20
18x20 Obs. Rm. Seats 20
16x20 Obs. Rm. Seats 20
(See advertisement on p. 96)

Focus Group FACILITY

- Full service marketing research
- Deluxe facility
- Precision in-house recruiting from DC, Maryland and N. Virginia
- Comfortable and spacious viewing rooms
- Professional audio/video systems
- Electronic whiteboard
- Ideally located near hotels, shops and theaters
- Minutes from downtown Washington, DC at Metro station

LOW + ASSOCIATES_{INC.}

Formerly Nancy Low & Associates Inc

5454 WISCONSIN AVE, SUITE 1300
CHEVY CHASE, MD 20815

301 951 9200

FAX 301 986 1641
focusgroups@lowassociates.com

Focus Room - Stamford

1011 High Ridge Rd.

Stamford, CT 06905

Ph. 203-322-5996

Fax 203-322-0819

Kim Angione

Location: Office building

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

14x20 Obs. Rm. Seats 24

15x16 Obs. Rm. Seats 20

16x20 Obs. Rm. Seats 20

New England Marketing Research

200 Connecticut Ave., 4th fl.

Norwalk, CT 06854

Ph. 203-855-5500

Fax 203-855-5501

E-mail: Esouza4380@aol.com

<http://www.nemr.com>

Eric Souza, Partner

Location: Office building

CR, LR, OR, 1-1, 1-1OR, VE

20x20 Obs. Rm. Seats 20

20x20 Obs. Rm. Seats 20

15x15 Obs. Rm. Seats 12

†15x15 Obs. Rm. Seats 12

(See advertisement on p. 98)

Strategic Focus, Inc.

274 Riverside Ave.

Westport, CT 06880-4807

Ph. 203-221-0789

Fax 203-221-0783

E-mail: manager@strategicfocusinc.com

<http://www.strategicfocusinc.com>

Yanawan Saguansataya

Location: Office building

CR, LR, OR, 1-1, 1-1OR, VE

25x16 Obs. Rm. Seats 14

(See advertisement on p. 99)

Delaware

Wilmington

The Bartlett Group, Inc.

Society Hill Office Complex

1003 Society Dr.

Wilmington, DE 19703

Ph. 302-798-4333

Fax 717-540-9338

Jeff Bartlett, President

Location: Office building

CR, OR, VE

12x24 Obs. Rm. Seats 8

District of Columbia

Area Wide Market Research, Inc.

16017 Comprint Circle

Gaithersburg, MD 20877

Ph. 301-590-1160

Fax 301-990-6690

Ann Weinstein, President

Location: Office building

CR, OR, TK, VE

14x17 Obs. Rm. Seats 10

14x17 Obs. Rm. Seats 10

Cameron Mills Research Services

2414 Cameron Mills Rd.

Alexandria, VA 22302

Ph. 703-549-4925

Fax 703-549-4926

Fern Shewmaker, Owner

Location: Freestanding building

CR, LR, OR, TK, VE

12x23 Obs. Rm. Seats 8

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

Location: Office building

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

20x20 Obs. Rm. Seats 20

(See advertisement on p. 135)

Covington-Burgess Market Research Service

666 Eleventh St. N.W., Ste. 730

Washington, DC 20001

Ph. 202-628-4641

Fax 202-628-3840

Elizabeth Burgess

Location: Office building

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

17x17 Obs. Rm. Seats 20

17x17 Obs. Rm. Seats 20

Cunningham Field & Research Service

Springfield Mall

6691B Springfield Mall

Springfield, VA 22150

Ph. 904-677-5644

Fax 904-677-5534

E-mail: YvonneFaysonCFS@Digital.Net

Yvonne Fayson

Location: Shopping mall

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

18x12 Obs. Rm. Seats 12

(See advertisement on p. 101)

The Dominion Group

8229 Boone Blvd., Ste. 710

Vienna, VA 22182

Ph. 703-848-4233

Fax 703-848-9469

Catherine Hinton

Location: Office building

CR, OR, TKO

20x16 Obs. Rm. Seats 10

1998 FOCUS GROUP FACILITIES DIRECTORY

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

House Market Research, Inc.
1201 Seven Locks Rd., Ste. 200
Potomac, MD 20854
Ph. 301-424-1930
Fax 301-424-3128
E-mail: EhHMR1@aol.com
<http://www.housemarketresearch.com>
Elaine House

Location: Office building
CR, OR, TK, VE, VC
30x19 Obs. Rm. Seats 25
24x22 Obs. Rm. Seats 15
20x18 Obs. Rm. Seats 12
30x19 Obs. Rm. Seats 25

Low + Associates, Inc.
5454 Wisconsin Ave., Ste. 1300
Chevy Chase, MD 20815-6994
Ph. 301-951-9200
Fax 301-986-1641
E-mail: research@lowassociates.com
<http://www.lowassociates.com>
Kate Koester, Field Director
Location: Office building
CR, OR, VE
20x20 Obs. Rm. Seats 26
(See advertisement on p. 100)

Macro International Inc.
11785 Beltsville Dr.
Calverton, MD 20705
Ph. 301-572-0200
Fax 301-572-0999
E-mail: hoch@macroint.com
<http://www.macroint.com>
Janet Hoch, Marketing Manager
Location: Office building
CR, OR, 1-1, VE
24x17 Obs. Rm. Seats 8
(See advertisement on p. 155)

Metro Research Services, Inc.
9990 Lee Hwy., Ste. 110
Fairfax, VA 22030
Ph. 703-385-1108
Fax 703-385-8620
E-mail: metrores@bellatlantic.net
Angela Lorinchak, President
Location: Office building
CR, OR, 1-1, 1-10R, TK, VE
15x20 Obs. Rm. Seats 18
08x10 Obs. Rm. Seats 6
16x20 Obs. Rm. Seats 18
10x10 Obs. Rm. Seats 6

Metro Research Services, Inc.
1729 King St., Ste. 302
Alexandria, VA 22314
Ph. 703-385-1108
Fax 703-385-8620
E-mail: metrores@bellatlantic.net
Angela Lorinchak, President
Location: Office building
CR, OR, 1-1, 1-10R, VE
15x20 Obs. Rm. Seats 18
08x10 Obs. Rm. Seats 6

Mid-America Rsch./Facts In Focus
St. Charles Towne Center
5000 Rte. 301, Ste. 2006
Waldorf, MD 20603
Ph. 301-870-7799
Fax 301-705-8348
Anne O'Connor, Manager
Location: Shopping mall
CR, OR, 1-1, 1-10R, TK, VE
17x15 Obs. Rm. Seats 5

• ORMOND BEACH, FLORIDA • JACKSONVILLE, FLORIDA • CHARLOTTE, NORTH CAROLINA • RALEIGH, NORTH CAROLINA •

ATLANTA, GEORGIA • ST. LOUIS, MISSOURI • NAPV, FLORIDA • CLEWATER, FLORIDA • LOS ANGELES, CALIFORNIA • CONCORD, NEW HAMPSHIRE • HOUSTON, TEXAS • ROCHESTER, NEW YORK • OMAHA, NEBRASKA • CLEVELAND, OHIO • MIAMI, FLORIDA

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can meet your qualitative requirements
in an effortless manner?*

*Your CFS assigned field management
specialist can show you the way!*

*Cunningham,
the nation's most innovative
marketing research firm,*

uses all its technological advantages and project management services to give you a competitive edge in today's marketplaces.

*32 mall and focus group facilities nationwide in
25 markets*

and more to come in '98 including Philadelphia, Dallas and Detroit. Our WAN of Pentiums supports all of today's interviewing software programs. Our M.I.S. and Project Management departments are second to none.

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you time and money?*

Cunningham's experienced team of professionals proactively oversee your projects on a daily basis at our headquarters.

Every facility is monitored every day.

Status reports can be updated several times a day via a digital network. This information allows our project managers to make informed changes through the day, making Cunningham the choice for cost-effective, results oriented market research.



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RESEARCH SERVICES, INC.

We seek solutions, not excuses.

CORPORATE OFFICE

770 West Granada Boulevard, Suite 101 • Ormond Beach, Florida 32174 • 904.677.5644 • FAX 904.677.5534

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Codes

Location: Office building, Freestanding building, Shopping mall

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

Room dimensions, when listed, are shown in feet.

† denotes Living Room Style

OMR (Olchak Market Research)

7255-A Hanover Pkwy.

Greenbelt, MD 20770

Ph. 301-441-4660

Fax 301-474-4307

E-mail: omr_dc@aol.com

<http://www.OMRdc.com>

Jill Siegel

Location: Office building

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

14x19 Obs. Rm. Seats 14

Shugoll Research

7475 Wisconsin Ave., Ste. 200

Bethesda, MD 20814

Ph. 800-322-4499 or 301-656-0310

Fax 301-657-9051

E-mail: Shugoll@erols.com

Joan Shugoll

Location: Office building

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

20x22 Obs. Rm. Seats 12

17x22 Obs. Rm. Seats 12

19x20 Obs. Rm. Seats 12

18x25 Obs. Rm. Seats 22

T.I.M.E. Market Research

425 Spotsylvania Mall

Fredericksburg, VA 22407

Ph. 540-786-3376

Fax 540-786-3925

Steve Ingalls

Location: Shopping mall

CR, OR, 1-1, TK, VE

23x14 Obs. Rm. Seats 10

Woelfel Research, Inc.

2222 Gallows Rd., Ste. 220

Vienna, VA 22182

Ph. 703-560-8400

Fax 703-560-0365

Adam Weinstein

Location: Office building

CR, OR, VE

17x20 Obs. Rm. Seats 25

12x8 Obs. Rm. Seats 8

Florida

Daytona Beach

Cunningham Field & Research Service, Inc.

Administrative/Focus Facility

770 W. Granada Blvd., Ste. 101

Ormond Beach, FL 32174

Ph. 904-677-5644

Fax 904-677-5534

E-mail: CFSFIELD@aol.com

Dottie Dixon, Field Manager

Location: Freestanding building

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

16x20 Obs. Rm. Seats 20

16x20 Obs. Rm. Seats 20

(See advertisement on p. 101)

Ft. Lauderdale/Boca Raton

Cunningham Field & Research Service

Pembroke Lakes Mall

11401 Pines Blvd., Ste. 702

Pembroke Pines, FL 33026

Ph. 904-677-5644

Fax 904-677-5534

E-mail: CarlaVezaCFS@Digital.Net

Carla Veza

Location: Shopping mall

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

18x12 Obs. Rm. Seats 8

(See advertisement on p. 101)

Florida in Focus

915 Middle River Dr., Ste. 109

Ft. Lauderdale, FL 33304

Ph. 954-566-5729

Fax 954-566-6819

E-mail: Infocus@icanect.net

<http://www.floridainfocus.com>

Doris M. Wagman, President

Location: Office building

CR, OR, TK, VE

14x16 Obs. Rm. Seats 20

14x16 Obs. Rm. Seats 8

Heakin Research, Inc.

Coral Square Mall

9569 W. Atlantic Blvd.

Coral Springs, FL 33071

Ph. 954-753-4466

Fax 954-753-4981

Linda Bonneville, Manager

Location: Shopping mall

CR, OR, TK, VE

17x13 Obs. Rm. Seats 8

Mar's Surveys

1700 N. University Dr., Ste. 205

Coral Springs, FL 33071

Ph. 954-755-2805

Fax 954-755-3061

E-mail: eric@marsresearch.com

<http://www.marsresearch.com>

Joyce Gutfreund, Focus Group Coord.

Location: Office building

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

20x18 Obs. Rm. Seats 15

RIFE MARKET RESEARCH, INC.

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

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

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

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

Plaza Research
 4000 Hollywood Blvd.
 Hollywood, FL 33021
 Ph. 954-963-7600 or 800-654-8002
 Fax 954-963-5757
 E-mail: FL@plazaresearch.com
 http://www.plazaresearch.com
 Meredith Stein
 Location: Office building
 CR, LR, OR, 1-1, 1-10R, TK, TKO, VE, VC
 15x20 Obs. Rm. Seats 15
 15x20 Obs. Rm. Seats 15
 15x20 Obs. Rm. Seats 15
 (See advertisement on p. 149)

WAC of South Florida
 Wolf/Altschul/Callahan, Inc.
 1415 W. Cypress Creek Rd.
 Ft. Lauderdale, FL 33309
 Ph. 954-772-5101
 Fax 954-772-2774
 E-mail: wacinc@aol.com
 Gary Altschul, Managing Director
 Location: Office building
 CR, OR, 1-1, 1-10R, VE, VC
 25x25 Obs. Rm. Seats 25
 20x20 Obs. Rm. Seats 18
 20x20 Obs. Rm. Seats 18
 14x16 Obs. Rm. Seats 8
 (See advertisement on p. 19)

Ft. Myers
 The Consumer Center of Mid-Florida
 8191 College Pkwy., Ste. 303
 Ft. Myers, FL 33919
 Ph. 941-437-0010
 Fax 941-437-3799
 Ann Hudson, V.P./Managing Dir.
 Location: Office building
 CR, LR, OR, 1-1, 1-10R, TK, VE
 15x21 Obs. Rm. Seats 25
 12x20 Obs. Rm. Seats 15
 †15x21 Obs. Rm. Seats 25

Professional Research Group
 154 Salem Ave.
 P.O. Box 2344
 Port Charlotte, FL 33949-2344
 Ph. 941-380-9100
 Fax 941-624-4822
 Peter M. Golding Sr., President
 Location: Freestanding building
 CR, LR, OR, 1-1, VE
 13x28 Obs. Rm. Seats 5
 †13x28 Obs. Rm. Seats 5

T.I.M.E. Market Research
 505 Pt. Charlotte Towne Center Mall
 1441 Tamiami Trail
 Port Charlotte, FL 33948
 Ph. 941-625-5111
 Fax 941-625-6416
 Sharon Peoples
 Location: Shopping mall
 CR, OR, 1-1, TK, VE
 12x16 Obs. Rm. Seats 10

Gainesville
 Perceptive Market Research, Inc.
 2306 S.W. 13th St., Ste. 807
 Gainesville, FL 32608
 Ph. 800-749-6760 or 352-336-6760
 Fax 352-336-6763
 E-mail: surveys@pmrresearch.com
 http://www.pmrresearch.com
 Elaine Lyons-Lepke, Ph.D., President
 Location: Office building
 CR, LR, OR, 1-1, 1-10R, TK, TKO, VE
 18x30 Obs. Rm. Seats 15
 24x14 Obs. Rm. Seats 6
 †14x24 Obs. Rm. Seats 6

New! Facility

ORLANDO

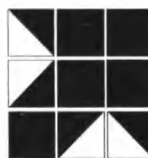


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 FL 32807



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 800-831-7744
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Strategy Research Corporation

100 N.W. 37 Ave., Miami, FL, 33125
Tel. 305-649-5400/Fax 305-643-5584

Codes

Location: Office building, Freestanding building, Shopping mall

CR - Conference Room
LR - Living Room Style
OR - Observation Rooms
1-1 - One on One Room
1-1OR - One on One Obs. Rm.

TK - Test Kitchen
TKO - Test Kitchen Obsv. Rm.
VE - Video Equipment
VC - Video Conferencing

Room dimensions, when listed, are shown in feet.
† denotes Living Room Style

Jacksonville

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

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

Market Horizons, Inc.
9452 Phillips Hwy., Ste. 5
Jacksonville, FL 32256-1332
Ph. 904-260-2001 or 800-393-1255
Fax 904-260-6266
E-mail: mkthoriz@mediaone.com
http://www.markethorizons.com
Charles A. McMillin, CEO
Location: Office building
CR, OR, 1-1, VE
14x20 Obs. Rm. Seats 10

Miami

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

Findings International Corp.
9100 Coral Way, Ste. 6
Miami, FL 33165
Ph. 305-225-6517
Fax 305-225-6522
Orlando Esquivel, President
Location: Office building
CR, OR, TK, VE
18x22 Obs. Rm. Seats 10

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

Market Segment Research, Inc.
1320 S. Dixie Hwy., #120
Miami, FL 33146
Ph. 305-669-3900
Fax 305-669-3901
Gary L. Berman, President
Location: Office building
CR, OR, 1-1, 1-1OR, TK, VE
20x15 Obs. Rm. Seats 10
16x12 Obs. Rm. Seats 10

Miami Market Research, Inc.
6840 S.W. 40 St., Ste. 201A
Miami, FL 33155
Ph. 305-666-7010
Fax 305-666-7960
E-mail: miamktrsch@aol.com
Luis Padron, President
Location: Shopping mall
CR, OR, 1-1, 1-1OR, TK, VE, VC
20x14 Obs. Rm. Seats
14x12 Obs. Rm. Seats

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National Opinion Research Services
760 N.W. 107th Ave., Ste. 106
Miami, FL 33172
Ph. 800-940-9410
Fax 305-553-8586
E-mail: quality@nors.com
http://www.nors.com
Daniel Clapp, President
Location: Office building
CR, OR, 1-1, 1-10R, VE
18x22 Obs. Rm. Seats 18
11x12 Obs. Rm. Seats 4

Rife Market Research, Inc.
1111 Parkcentre Blvd., Ste. 111
Miami, FL 33169
Ph. 305-620-4244
Fax 305-621-3533
E-mail: RIFE A@aol.com
Mary Rife, President
Location: Office building
CR, OR, 1-1, TK, VE, VC
15x15 Obs. Rm. Seats 14
15x15 Obs. Rm. Seats 12
(See advertisement on p. 102)

Strategy Research Corporation
100 N.W. 37th Ave., 3rd fl.
Miami, FL 33125
Ph. 305-649-5400
Fax 305-643-5584
E-mail: strategy@icanect.net
Belkist Padilla or Vivian Hernandez
Location: Office building
CR, OR, 1-1, 1-10R, VE
(See advertisement on p. 104)

Weitzman & Philip, Inc.
California Club Mall
850 Ives Dairy Rd.
Miami, FL 33179
Ph. 305-653-6323
Fax 305-653-4016
E-mail: dphilipi@aol.com
Marisa Gonzales
Location: Shopping mall
CR, OR, TK, TKO, VE
15x24 Obs. Rm. Seats 10
14x20 Obs. Rm. Seats 10

Naples

Issues and Answers Network, Inc.
4949 Tamiami Trail North, Ste. 204
Naples, FL 33940
Ph. 757-456-1100 or 516-487-8339
Fax 757-456-0377
E-mail: info@issans.com
Carla Lindemann, Exec. V.P.
Location: Office building
CR, OR, 1-1, VE, VC
27x15 Obs. Rm. Seats 6

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rooms • bilevel viewing rooms,
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site staff • private reception areas •
private client lounges equipped with
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East: Executive Plaza • Suite 400 • 10 Parsonage Rd. • Edison,
NJ 08837 • Phone (732) 906-1122 • Fax (732) 906-8792
SASMktres@aol.com

West: 13109 Addison Street • Sherman Oaks, CA 91423
Phone (818) 501-0440 • Fax (818) 501-3780
SlesWest@aol.com

South: 1065 Maitland Center Commons • Suite 204,
Maitland, FL 32751 • Phone (407) 660-1808
Fax (407) 660-9674 • SlesSouth@aol.com



Codes

Location: Office building, Freestanding building, Shopping mall

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

Room dimensions, when listed, are shown in feet.

† denotes Living Room Style

Orlando

About Orlando Market Research

5450 Lake Howell Rd.

Winter Park, FL 32792

Ph. 407-671-3344

Fax 407-671-3349

E-mail: aboutorlando@bellsouth.net

Suzanne S. Cattell, President

Location: Office building

CR, OR, VE

23x22 Obs. Rm. Seats 20

18x26 Obs. Rm. Seats 20

AccuData Market Research, Inc.

520 N. Semoran Blvd., Ste. 100

Orlando, FL 32807

Ph. 800-831-7744

Fax 407-282-3771

E-mail: orlando@accudata.cnchost.com

http://www.accudata.cnchost.com

Mary Carrico, Manager

Location: Office building

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

16x20 Obs. Rm. Seats 15

16x19 Obs. Rm. Seats 15

16x22 Obs. Rm. Seats 15

(See advertisements on pp. 95, 103)

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, Mgr. of Focus Groups

Location: Office building

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

16x25 Obs. Rm. Seats 10

Insight Orlando, Inc.

5828 S. Semoran Blvd.

Orlando, FL 32822

Ph. 407-384-8883

Fax 407-384-9048

E-mail: joe_hildenbrand@msn.com

Joe Hildenbrand, Research Director

Location: Office building

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

22x14 Obs. Rm. Seats 25

20x14 Obs. Rm. Seats 10

21x16 Obs. Rm. Seats 10

(See advertisement on p. 104)

Barbara Nolan Market Research

Orlando South Focus Facility

1650 Sand Lake Rd., Ste. 213

Orlando, FL 32809

Ph. 407-629-8800

Fax 407-629-7633

E-mail: BNMR172@aol.com

Ginger Everett, Study Coordinator

Location: Office building

CR, OR, TK, VE

21x14 Obs. Rm. Seats 12

Barbara Nolan Market Research

Orlando North Focus Facility

999 Douglas Ave., Ste. 3307

Altamonte Springs, FL 32714

Ph. 407-629-8800

Fax 407-629-7633

E-mail: BNMR172@aol.com

Ginger Everett, Study Coordinator

Location: Office building

CR, OR, VE

19x20 Obs. Rm. Seats 15

Schlesinger Associates South, Inc.

1065 Maitland Center Commons, Ste. 204

Maitland, FL 32751

Ph. 407-660-1808

Fax 407-660-9674

E-mail: SlesSouth@aol.com

Vicky Stevens

Location: Office building

CR, OR, VE

13x19 Obs. Rm. Seats 12

(See advertisements on pp. 105, 151)

Sarasota

Mid-America Rsch./Facts In Focus

De Soto Square

303 U.S. 301 Blvd. W., Ste. 811

Bradenton, FL 34205

Ph. 941-746-1849

Fax 941-746-6157

Margaret Wilders, Manager

Location: Shopping mall

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

10x16 Obs. Rm. Seats 10

10x09 Obs. Rm. Seats 5

Starr Research

Sarasota Square Mall

8201 S. Tamiami Trail, #54

Sarasota, FL 34238

Ph. 941-925-7827

Fax 941-922-3289

Vicki Pobicki, President

Location: Shopping mall

CR, OR, TK, VE

15x21 Obs. Rm. Seats 10

Tallahassee

Friedman Marketing Services

Tallahassee Mall

2415 N. Monroe St.

Tallahassee, FL 32303

Ph. 850-385-4399 or 914-698-9591

Fax 850-385-3481

Liz Cox

Location: Shopping mall

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

10x14 Obs. Rm. Seats 6

in TAMPA

FOCUS on Adam Market Research, Inc.

We specialize in the following field services:

- focus groups and one-on-one interviewing (consumers, business, medical)
- mall intercept (permanent mall)
- pre-recruit central location studies (large or small)

Adam Market Research, Inc. is a complete field service with two locations in ever growing Tampa, Florida. Only two minutes from Tampa International Airport, our primary office features a specially designed **FOCUS GROUP FACILITY:**

- large conference, viewing rooms
- 16' floor-to-ceiling one-way mirror
- quality recruiting
- soundproofed viewing room with private entrance

We also maintain a 1000 square foot permanent mall facility in a major enclosed shopping mall (Five anchors).

All projects personally supervised by
 Mark R. Siegel, Director

B.S. (Communication Studies).

Northwestern University, 1977

J.D., Vermont Law School, 1980.

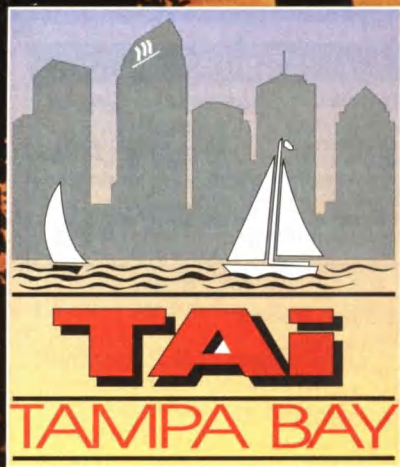
Member, Marketing Research Association
 & American Marketing Association

ADAM

Market Research, Inc.

4010 Boy Scout Blvd., Suite 755
 Tampa, FL 33607

(813) 875-4005 • FAX: (813) 875-4055



Tampa Bay...

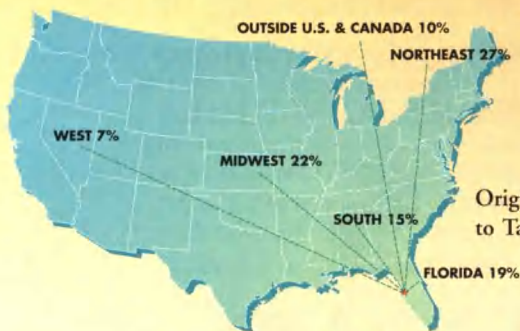
what a great idea!

And what a great place for the newest TAI focus facility.

Of course, the Florida setting is memorable. What you may not know is that the beaches and retirement havens you associate with Florida are actually more typical of the St. Petersburg and Clearwater cities across the bay from us. These areas represent the "greying" of America and are certainly accessible.

More typical of the U.S. generally, however, is our own city of Tampa, a business, professional and family-oriented city, where the demographics often perfectly match national census data.

So whether you need to study older or newer citizens, both are accessible at our new focus facility on the 37th floor of 100 North Tampa Street.



Downtown Tampa is our location. Recruiting is in-house and the staff is trained by TAI-N.J. and Chicago managers.

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813.207.0332 • FAX 813.207.0717
e-mail: 104146,1070@CompuServe.com

Codes

Location: Office building, Freestanding building, Shopping mall
CR - Conference Room TK - Test Kitchen
LR - Living Room Style TKO - Test Kitchen Obsv. Rm.
OR - Observation Rooms VE - Video Equipment
1-1 - One on One Room VC - Video Conferencing
1-1OR - One on One Obs. Rm.
Room dimensions, when listed, are shown in feet.
† denotes Living Room Style

Kerr & Downs Research
2992 Habersham Dr.
Tallahassee, FL 32308
Ph. 850-906-3111
Fax 850-906-3112
E-mail: pd@kerr-downs.com
http://www.kerr-downs.com
Brian Watkins, Research Analyst
Location: Freestanding building
CR, OR, 1-1, VE
21x17 Obs. Rm. Seats 5

Tampa/St. Petersburg

AccuData Market Research, Inc.
3815 W. Humphrey, Ste. 104
Tampa, FL 33614
Ph. 800-731-3527 or 813-935-2151
Fax 813-932-6265
E-mail: tampa@accudata.cnchost.com
http://www.accudata.cnchost.com
Lynda Webb
Location: Office building
CR, OR, 1-1, 1-1OR, TK, VE
18x24 Obs. Rm. Seats 18
13x16 Obs. Rm. Seats 8
(See advertisements on pp. 95, 103)

Adam Market Research, Inc.
4010 Boy Scout Blvd., Ste. 755
Tampa, FL 33607
Ph. 813-875-4005
Fax 813-875-4055
Mark Siegel, President
Location: Office building
CR, OR, 1-1, 1-1OR, TK, VE
16x21 Obs. Rm. Seats 15
(See advertisement on p. 106)

Bordner Research, Inc.
2535 Landmark Dr., Ste. 109
Clearwater, FL 33761
Ph. 813-797-6552
Dr. Diane Bordner, President
Location: Office building
CR, OR, 1-1, 1-1OR, TK
14x19 Obs. Rm. Seats 18
11x13 Obs. Rm. Seats 8

Caliber Research Services, Inc.
600 S. Magnolia Ave., Ste. 350
Tampa, FL 33606
Ph. 813-258-3510 or 888-542-9999
Fax 813-254-2986
E-mail: calibermkg@aol.com
Claire Klages
Location: Office building
CR, OR, VE
22x12 Obs. Rm. Seats 10

1998 FOCUS GROUP FACILITIES DIRECTORY

The Consumer Center of Mid-Florida
101 Philippe Pkwy., Ste. A
Safety Harbor, FL 34695
Ph. 813-726-0844
Fax 813-724-3944
Ann Hudson, V.P./Managing Partner
Location: Office building
CR, LR, OR, 1-1, 1-1OR, TK, VE
27x19 Obs. Rm. Seats 25
15x13 Obs. Rm. Seats 6
†27x19 Obs. Rm. Seats 25

Cunningham Field & Research Service

Countryside Mall
27001 US Hwy. 19 N., Ste. 2074
Clearwater, FL 34621
Ph. 904-677-5644
Fax 904-677-5534
E-mail: KevinEatonCFS@Digital.Net
Kevin Eaton
Location: Shopping mall
CR, OR, 1-1, TK, VE
15x18 Obs. Rm. Seats 14
(See advertisement on p. 101)

Cunningham Field & Research Service

Brandon Towne Center
334 Brandon Towne Center
Brandon, FL 33511
Ph. 904-677-5644
Fax 904-677-5534
E-mail: TraceyStarkey@Digital.Net
Tracy Starkey
Location: Shopping mall
CR, OR, 1-1, 1-1OR, TK, VE
22x16 Obs. Rm. Seats 15
(See advertisement on p. 101)

Davis & Davis Research, Inc.
8001 N. Dale Mabry Hwy., Ste. 401B
Tampa, FL 33614
Ph. 813-873-1908
Fax 813-935-5473
Irene Davis, President
Location: Freestanding building
CR, LR, OR, 1-1, 1-1OR, TK, VE
15x24 Obs. Rm. Seats 12
†11x12 Obs. Rm. Seats

Isabel Dunn Interviewing Service, Inc.
Eastlake Square Mall
5701 E. Hillsborough Ave., Ste. 1411
Tampa, FL 33610
Ph. 813-621-8172 or 813-623-1599
Fax 813-622-7238
Lucille Albach
Location: Office building
CR, OR, TK, VE
20x12 Obs. Rm. Seats 6

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
http://www.herrongroup.com
Location: Office building
CR, LR, OR, 1-1, 1-1OR, TK, VE, VC
15x20 Obs. Rm. Seats 20
15x20 Obs. Rm. Seats 20
15x20 Obs. Rm. Seats 10
22x24 Obs. Rm. Seats 15
†15x20 Obs. Rm. Seats 12
†22x24 Obs. Rm. Seats 30
(See advertisements on pp. 109, 111)

Premack & Associates of Pinellas County, Inc.
8130 66th St. N., Ste. 10
Pinellas Park, FL 33781
Ph. 813-544-3191
Fax 813-544-2777
Irwin J. Premack, President
Location: Office building
CR, OR, VE
12x15 Obs. Rm. Seats 8

Schwartz Research Services, Inc.

(Formerly Schwartz-Field Services, Inc.)
Laurel Oaks Center, 5027 W. Laurel St.
Tampa, FL 33607
Ph. 813-207-0332
Fax 813-207-0717
E-mail: 104146,1070@compuserve.com
Gregory Draper, Facility Manager
Bonita Schwartz, President
Location: Office building
CR, OR, 1-1, 1-1OR, TK, VE, VC
17x18 Obs. Rm. Seats 10
16x20 Obs. Rm. Seats 10
34x20 Obs. Rm. Seats 20
16x18 Obs. Rm. Seats 10
(See advertisement on p. 108)



One-on-One
Interviews



Telephone
Center



Focus Groups



Intercepts



CATI Interviewing

FIELD AND FOCUS

Suburban West Palm Beach and Miami

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Facility • CATI Telephone Center • One-on-One Facility
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Miami • Focus Facility 3361 S.W. 3rd Ave. Miami, Florida 33145

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web site: www.field-n-focus.com

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Qualiflexnology. In a word, The Herron Group of Tampa.

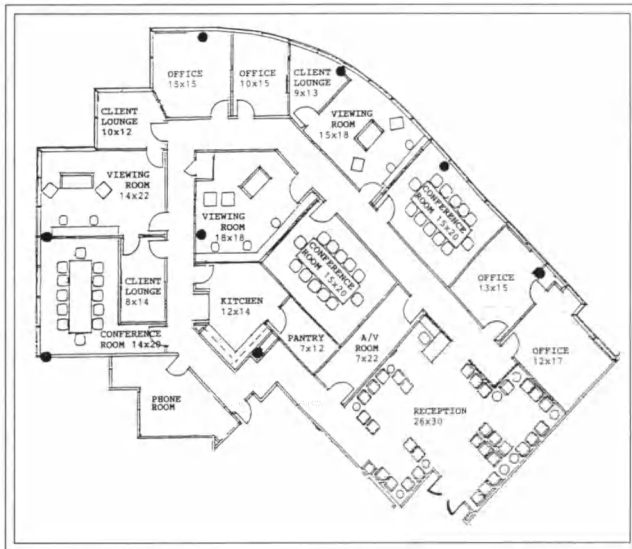


The Herron Group of Tampa, Inc.
Consumer Research

600 N. Westshore Blvd., Suite 702, Tampa, FL 33609 • 813-282-0866, fax 813-282-3553
e-mail: herrontpa@aol.com, http://www.herrongroup.com

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 - SIMULTANEOUS VIEWING CAPABILITY
 - FIXED VIDEO EQUIPMENT
- LOUNGES ADJACENT TO VIEWING ROOMS
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SHOPS AND WATER SPORT RENTALS
 - BEAUTIFUL BEACHES NEARBY
- FIVE MINUTES FROM TAMPA INT'L. AIRPORT
- MEMBER OF THE FOCUSVISION NETWORK



SUPERIOR RESEARCH – TAMPA

3001 NORTH ROCKY POINT, SUITE 400 • TAMPA, FL 33607

TEL. 813-282-1660 • FAX 813-287-0605

SHARI DAVIS GONZALES/DIRECTOR

Codes

Location: Office building, Freestanding building, Shopping mall

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

Room dimensions, when listed, are shown in feet.
 † denotes Living Room Style

Suburban Associates
 Conference Center
 4350 W. Cypress St., Ste. 535
 Tampa, FL 33607
 Ph. 813-874-3423
 Fax 813-875-6789

E-mail: WeAsk@aol.com

Mandy Murphy O'neill

Location: Office building

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

14x18 Obs. Rm. Seats 12

14x16 Obs. Rm. Seats 10

Superior Research

3001 N. Rocky Point Rd., Ste. 400

Tampa, FL 33607

Ph. 813-282-1660

Fax 813-287-0605

E-mail: 102575,3014@compuserve.com

Shari Gonzales

Location: Office building

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

15x20 Obs. Rm. Seats 12

15x20 Obs. Rm. Seats 12

15x20 Obs. Rm. Seats 12

†14x22 Obs. Rm. Seats 12

(See advertisements on pp. 110, 114)

TAi - Tampa Bay, Inc.

100 N. Tampa St., Ste. 3700

Tampa, FL 33602

Ph. 813-226-1800

Fax 813-226-1808

Annette Staehle

Location: Office building

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

20x20 Obs. Rm. Seats 15

22x26 Obs. Rm. Seats 20

30x32 Obs. Rm. Seats 25

(See advertisement on p. 107)

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

Location: Freestanding building

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

15x18 Obs. Rm. Seats 18

(See advertisement on p. 109)

1998 FOCUS GROUP FACILITIES DIRECTORY

Lois Weinstein Associates
1655 Palm Beach Lakes Blvd., Ste. 203
West Palm Beach, FL 33401
Ph. 561-640-3242
Fax 561-640-3780
E-mail: LWA3242@aol.com
Lois Weinstein, President
Location: Office building
CR, OR, 1-1, 1-10R, TK, VE
17x17 Obs. Rm. Seats 18
12x14 Obs. Rm. Seats 8

Georgia

Atlanta

Atlanta Focus
Druid Chase Office Park
2801 Buford Hwy., Ste. 250
Atlanta, GA 30329
Ph. 404-636-9054
Fax 404-636-8927
Marianne Polk, President
Location: Office building
CR, OR, 1-1, 1-10R, VE
15x20 Obs. Rm. Seats 18
15x20 Obs. Rm. Seats 18
15x25 Obs. Rm. Seats 18

The CIA (Concepts/Ideas/Attitudes)
3825 Presidential Pkwy., Ste. 106
Atlanta, GA 30340
Ph. 770-454-7000
Fax 770-452-7225
E-mail: CIAatl@aol.com
Charles Fargason
Location: Office building
CR, OR, VE
23x14 Obs. Rm. Seats 9

Compass Marketing Research
3725 DaVinci Ct., Ste. 100
Norcross, GA 30092
Ph. 770-448-0754
Fax 770-416-7586
E-mail: CMRCOMPASS@aol.com
Larry Weltin
Location: Freestanding building
CR, OR, 1-1, 1-10R, TK, VE, VC
16x24 Obs. Rm. Seats 12
16x20 Obs. Rm. Seats 12
(See advertisement on p. 113)

Consumer Search
3918 N. Druid Hill Rd.
Atlanta, GA 30033
Ph. 800-537-4200
Fax 404-636-3037
Scott Tannenbaum
Location: Shopping mall
CR, OR, TK, VE
20x20 Obs. Rm. Seats 25

Consumer Search
2801 Candler Rd.
Atlanta, GA 30034
Ph. 404-321-1770 or 800-537-4200
Fax 404-636-3037
Scott Tannenbaum
Location: Shopping mall
CR, OR, 1-1, 1-10R, TK, VE
20x20 Obs. Rm. Seats 15

Cunningham Field & Research Service
North Point Mall
1000 N. Point Cir., Ste. 1002
Alpharetta, GA 30202
Ph. 904-677-5644
Fax 904-677-5534
E-mail: MyraEbnerCFS@Digital.Net
Louis Fiore
Location: Shopping mall
CR, OR, 1-1, 1-10R, TK, TKO, VE
18x12 Obs. Rm. Seats 10
(See advertisement on p. 101)

Eagle Research - Atlanta
One Dunwoody Park, Ste. 128
Atlanta, GA 30338
Ph. 770-395-6090
Fax 770-671-9708
E-mail: eagle@atlcom.net
Tracey Howard, Dir. of Qualitative Service
Location: Office building
CR, LR, OR, 1-1, 1-10R, TK, VE
14x20 Obs. Rm. Seats 18
15x17 Obs. Rm. Seats 12
24x36 Obs. Rm. Seats 25
(See advertisements on pp. 97, 115)

Eirick & 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
Barbara Flackler
Location: Office building
CR, OR, TK, VE
25x15 Obs. Rm. Seats 8
25x15 Obs. Rm. Seats 6

Fieldwork Atlanta, Inc.
200 Galleria Pkwy., #1850
Atlanta, GA 30339
Ph. 770-988-0330
Fax 770-955-1555
http://www.fieldwork.com
Carolyn Lee
Location: Office building
CR, OR, 1-1, 1-10R, TK, TKO, VE, VC
19x17 Obs. Rm. Seats 25
35x16 Obs. Rm. Seats 20
17x14 Obs. Rm. Seats 20
(See advertisement on the back cover)

Focus On Atlanta
3953 Pleasantdale Rd., #110
Atlanta, GA 30340
Ph. 770-447-9800
Fax 770-446-8038
Barbara Becker
Location: Freestanding building
CR, OR, 1-1, 1-10R, TK

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The Herron Group of Tampa, Inc.
Consumer Research

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e-mail: herrontpa@aol.com, http://www.herrongroup.com

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Group^{net}

Codes

Location: Office building, Freestanding building, Shopping mall

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

Room dimensions, when listed, are shown in feet.

† denotes Living Room Style

Heakin Research, Inc.
Shannon South Park Mall
339 Shannon Mall
Union City, GA 30291
Ph. 770-964-9634
Fax 770-964-9665
Charles Smalley, Manager
Location: Shopping mall
CR, OR, TK, VE

Heakin Research, Inc.
Gwinett Plaza Mall
2100 Pleasant Hill Rd.
Duluth, GA 30136
Ph. 770-476-0714
Fax 770-476-3194

Terri Clark, Manager
Location: Shopping mall
CR, OR, VE

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 McNiel or Deborah White
Location: Office building
CR, OR, VE
24x16 Obs. Rm. Seats 10

Jackson Associates, Inc.
1140 Hammond Dr., Bldg. H
Atlanta, GA 30328
Ph. 770-394-8700
Fax 770-394-8702
E-mail: research@jacksonassociates.com
http://www.jacksonassociates.com
Margaret Hicks
Location: Office building
CR, OR, 1-1, 1-1OR, TK, VE, VC
24x16 Obs. Rm. Seats 20
22x22 Obs. Rm. Seats 15
22x29 Obs. Rm. Seats 15
12x16 Obs. Rm. Seats 7
(See advertisement on p. 117)

Joyner Hutcheson Research, Inc.
1900 Century Place
Atlanta, GA 30345
Ph. 404-321-0953
Fax 404-634-8131
Wanda Hutcheson, President
Location: Office building
CR, LR, OR, 1-1, TK, VE
15x20 Obs. Rm. Seats 12
16x20 Obs. Rm. Seats 8
16x16 Obs. Rm. Seats 8

MacConnell Research Services, Inc.
10 Perimeter Park Dr., Ste. 110
Atlanta, GA 30341
Ph. 770-451-6236
Fax 770-451-6184
Joy MacConnell
Location: Office building
CR, OR, 1-1, TK, VE
14x16 Obs. Rm. Seats 8
14x16 Obs. Rm. Seats 8

Market Strategies, Inc.
1100 Johnson Ferry Rd., #440
400 Perimeter Center
Atlanta, GA 30342
Ph. 404-255-0943
Fax 404-255-0944
Roni Brickman
Location: Office building
CR, OR, VE

MFI - Atlanta
Message Factors, Inc.
1140 Hammond Dr., Ste. F-6200
Atlanta, GA 30328
Ph. 770-604-9983
Fax 770-604-9187
http://www.messagefactors.com
Tony Kegel
Location: Office building
CR, OR, VE
19x14 Obs. Rm. Seats 21



V & L Research and Consulting, Inc.

Full Service
Over 30 Years Experience

Specialty Markets

- African American
- Hispanic
- Asian
- Senior
- Wealthy Affluent/Low-to-Moderate Consumers
- Other Specialty Markets

Research

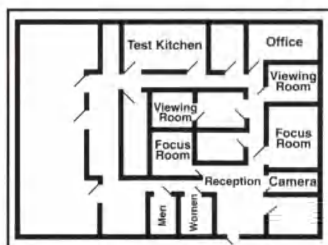
- Attitude Awareness and Usage Studies
- Advertising Concept Development
- Product Development/Feasibility Studies
- Satisfaction Studies
- Positioning Studies

Methods

- Focus Groups/In-depth Interviewing
- Data Collection-(Telephone, Intercept, Door-to-Door)
- Store Audits
- Sampling Programs/Placements

Facilities Rental

- Two (2) Focus Rooms
- Test Kitchen
- 5,040 Square Feet
- Audio/Video-1/2 and 3/4 inch formats
- Central Location Testing



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is conveniently located 17 miles from the airport and 14 miles from downtown Atlanta.
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Dydra Virgil or Delphyne Lomax.

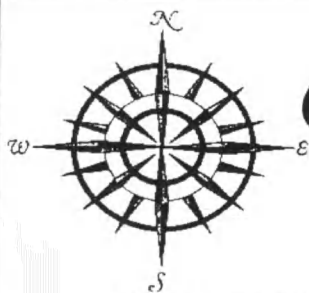
1-888-506-9980 Toll Free



V & L Research and Consulting, Inc.

655 Village Square Dr. Suite 101
Stone Mountain, GA 30083
(404) 298-0139 ■ (404) 298-0026 Fax

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Discover the *TRUE* Course in Data Collection

The *true* course is the course that is most accurate, reliable and quick. Compass points the way to service, professionalism and integrity in the world of data collection. We have the technology, the equipment, the facilities, the staff and supervisory personnel to meet your most demanding and unusual specifications. Our experienced project managers identify problems, recommend solutions, communicate effectively.

FACILITIES, RECRUITING AND INTERVIEWING

Focus Groups, One-on-One Interviews, Taste Tests, Audience Interviewing, etc.

Respondents Who Meet the Requirements

- On premises, supervised, validated recruiting
- A diverse demographic population
- Consumers, professionals, executives, technicians, business owners

State-of-the-Art Focus Group Suites

- Spacious, comfortable, client viewing and respondent rooms
- Connecting, private, client lounges with video monitor
- Portable, company owned video teleconferencing
- Latest technology for quality audio and video recording
- Separate restroom facilities for clients and respondents
- Separate client, respondent and staff entrances

Facilities Designed to Meet Unique Research Needs

- *Test Kitchen:* (25 x 24) large refrigeration units, conventional oven, microwave, freezer, warehouse product storage
- *Display Room:* (25 x 29) wide double doors, drive up ramp to easily accommodate automobiles, recreation vehicles, boats, etc.
- *Multipurpose Room:* 500 square foot room right off test kitchen ideal for taste tests, theatre seating
- *One-On-One Rooms:* one-way mirror viewing, audio and video recording
- *CRT Telephone Interviewing:* 110 Stations



Our In-house WATS Center



Magellan Focus Group Room



Display Room



Follow your *TRUE* course to the best Atlanta has to offer

Call: Larry Weltin Scott Taylor Lesa Haynes

1-800-627-7667 (In Atlanta) 770-448-0754 (fax) 770-416-7586

Codes

Location: Office building, Freestanding building, Shopping mall

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

Room dimensions, when listed, are shown in feet.

† denotes Living Room Style

Michelson & Associates, Inc.

1900 The Exchange, Ste. 360

Atlanta, GA 30339

Ph. 770-955-5400

Fax 770-955-5040

E-mail: focus@onramp.net

http://www.michelson.com/research

Mark L. Michelson, President/CEO

Location: Office building

CR, OR, VE

15x20 Obs. Rm. Seats 4

(See advertisement on p. 54)

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

Jonathan Yardley, Manager

Location: Shopping mall

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

17x14 Obs. Rm. Seats 10

19x12 Obs. Rm. Seats 12

Nordhaus Research, Inc. (Br.)

3355 Lenox Rd., Ste. 400

Atlanta, GA 30326

Ph. 404-848-8188 or 800-287-0662

Fax 404-848-8199

Lisa Nickell

Location: Office building

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

16x17 Obs. Rm. Seats 15

16x27 Obs. Rm. Seats 15

(See advertisement on p. 136)

P V R, Inc.

11445 Johns Creek Pkwy.

Atlanta, GA 30097

Ph. 770-232-0322

Fax 770-232-0344

E-mail: geric@mindspring.com

Glenda Fears, V.P. Ops.

Location: Office building

CR, OR, 1-1, TK, VE

20x22 Obs. Rm. Seats 18

17x22 Obs. Rm. Seats 15

Plaza Research-Atlanta

2401 Lake Park Dr.

Atlanta, GA 30080

Ph. 770-432-1400 or 800-654-8002

Fax 770-432-0730

E-mail: Atlanta@plazaresearch.com

http://www.plazaresearch.com

Michele Borea

Location: Office building

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

15x20 Obs. Rm. Seats 15

15x20 Obs. Rm. Seats 15

15x20 Obs. Rm. Seats 15

(See advertisement on p. 149)

Quality Controlled Services

2635 Century Pkwy., Ste. 100

Atlanta, GA 30345

Ph. 800-227-2974 or 404-321-0468

Fax 404-636-3276

E-mail: postmaster@qcs.com

http://www.qcs.com

Susan Lipsitz

Location: Office building

CR, OR, TK, VE

15x22 Obs. Rm. Seats 10

15x20 Obs. Rm. Seats 12

15x20 Obs. Rm. Seats 8

(See advertisement on p. 145)

Quick Test

4205 Roswell Rd.

Atlanta, GA 30342

Ph. 404-843-3807

Fax 404-843-9733

E-mail: info@quicktest.com

http://www.quicktest.com

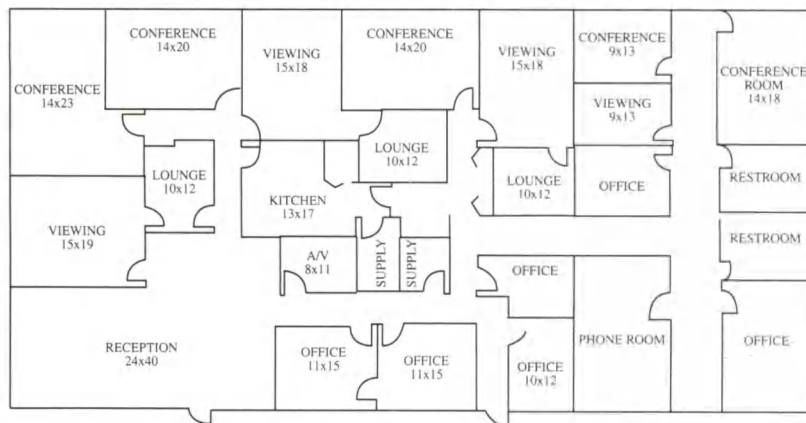
Pam Auclair, Manager

Location: Office building

CR, OR, TK, VE, VC

13x15 Obs. Rm. Seats 8

(See advertisement on p. 30)



SUPERIOR RESEARCH

ATLANTA'S NEWEST FOCUS GROUP FACILITY

OWNED AND MANAGED BY RHODA DAVIS AND DEBBIE HUNTER

- THREE SPACIOUS FOCUS GROUP SET-UPS
 - FULLY EQUIPPED TEST KITCHEN
 - SIMULTANEOUS VIEWING CAPABILITY
- REVERSIBLE SET-UP FOR IN-DEPTH INTERVIEWS
 - FIXED VIDEO EQUIPMENT
- LOUNGES WITH EXERCISE EQUIPMENT
 - GOURMET FOOD
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SUPERIOR RESEARCH

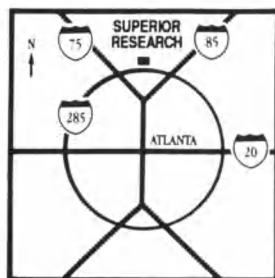
1155 HAMMOND DRIVE

SUITE 5090-E

ATLANTA, GA 30328

TELEPHONE 770-394-4400

FAX 770-391-9345



Eagle Research

A COX Company

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Our Facilities

Combined in Denver and Atlanta, a total of six plush focus group suites, offering traditional rooms with beautiful wood

conference tables as well as modular tables

for custom shapes/sizes & client viewing for up to 25. All rooms have client lounges designed for comfort and privacy.

Auditoriums accommodate 75 theatre. Large, fully equipped test kitchen and Ion1 rooms.

Quality Recruiting and Data Collection

Our emphasis is on the highest quality work. Our interviewer training, continuous monitoring and performance motivation programs are setting new industry standards.

Our fresh data-bases feature duplicate number search and past participation screening with cross-reference checks on client, moderator, topic and date. Eagle ensures first class recruiting. We validate 100% of our work. Our excellent

supervisor to interviewer ratio (1:6) ensures quality data and recruiting every time.

110 Station CATI Phone Center

Our facilities use state-of-the-art ACS-Query software. We’re experienced in handling complex questionnaires with data collected on CATI or paper. Our expert in-house sampling team has online access to all the major sample suppliers.

High volume provides you with discounts and fast turn around. Our data processing professionals are dedicated to zero error production and use Wincross, Microtab and SPSS.

Experienced programmers offer unique in-house expertise. Your data are offered on paper, floppy or via modem or

E-mail. Cutting-edge capabilities include digital, audio

playback to respondents, interactive voice response and easy-to-read reports using our customized Excel reporting systems. Remote monitoring is available.



The People

With over 20 years of combined research experience, Tracey Howard is Director of Qualitative Research in Atlanta and Beth Wilson is Vice President of Operations over the Atlanta and Denver facilities.



Tracey Howard

Our Commitment

Our dedication to quality research and service is unparalleled. Emphasis is on delivering a “total client experience” that defines the new industry standard. We pledge to deliver competitively priced, accurate, reliable data and recruiting on time, every time.



Beth Wilson



DENVER
303-980-1909
Fax: 303-980-2270



ATLANTA
770-395-6090
Fax: 770-671-9708

Codes

Location: Office building, Freestanding building, Shopping mall

CR - Conference Room
LR - Living Room Style
OR - Observation Rooms
1-1 - One on One Room
1-1OR - One on One Obs. Rm.

TK - Test Kitchen
TKO - Test Kitchen Obsv. Rm.
VE - Video Equipment
VC - Video Conferencing

Room dimensions, when listed, are shown in feet.
† denotes Living Room Style

John Stolzberg Market Research
1800 Century Blvd., Ste. 1000
Atlanta, GA 30345
Ph. 404-329-0954
Fax 404-329-1596
John Stolzberg
Location: Office building
CR, OR, TK, VE
21x18 Obs. Rm. Seats 15
19x17 Obs. Rm. Seats 15
20x12 Obs. Rm. Seats 10

Superior Research

1155 Hammond Dr., Ste. 5090-E
Atlanta, GA 30328
Ph. 770-394-4400
Fax 770-391-9345
Rhoda Davis
Location: Office building
CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE, VC
14x23 Obs. Rm. Seats 12
14x20 Obs. Rm. Seats 12
14x20 Obs. Rm. Seats 12
†15x19 Obs. Rm. Seats 12
(See advertisements on pp. 110, 114)

T & K Research Center, Inc.
245 Peachtree Center, Ste. 308
Atlanta, GA 30303
Ph. 770-578-9085
Fax 770-977-0833
Darlene McWilliams
Location: Office building
CR, OR, 1-1, 1-1OR, VE
21x18 Obs. Rm. Seats 12
22x14 Obs. Rm. Seats 10
15x09 Obs. Rm. Seats 10

V & L Research and Consulting, Inc.

655 Village Square Dr., Ste. 101
Stone Mountain, GA 30083
Ph. 404-298-0139
Fax 404-298-0026
E-mail: VLResearch@mindspring.com
Dydra Virgil, Principal
Delphyne Lomax, Principal
Location: Office building
CR, OR, 1-1, TK, VE
(See advertisement on p. 112)

Whaley Research & Associates, Inc.
5001 Riverdale Ct.
College Park, GA 30337
Ph. 800-283-4701
Fax 800-283-4733
Marilyn Whaley, CEO
Location:
CR, OR, TK, VE
16x24 Obs. Rm. Seats 16

Augusta

Answers, Inc.
109 Eighth St.
Augusta, GA 30901
Ph. 706-724-2679
Fax 706-724-1093
E-mail: mark@malison.com
Mark Alison
Location: Office building
CR, LR, OR, TK, VE
20x40 Obs. Rm. Seats 25
†20x40 Obs. Rm. Seats 25

Gainesville

Jackson Associates, Inc.

Lakeshore Mall
150 Pearl Nix Pkwy., Ste. C6
Gainesville, GA 30501
Ph. 770-536-2054
Fax 770-536-2065
E-mail: research@jacksonassociates.com
http://www.jacksonassociates.com
Margaret Hicks
Location: Shopping mall
CR, OR, VE
16x14 Obs. Rm. Seats 6
(See advertisement on p. 117)

Hawaii

Honolulu

Market Trends Pacific, Inc.
1136 Union Mall, Ste. 310
Honolulu, HI 96813
Ph. 808-532-0733
Fax 808-532-0744
E-mail: mtp@lava.net
Wanda L. Kakugawa, President
Location: Office building
CR, OR, 1-1, 1-1OR, VE
20x11 Obs. Rm. Seats 10

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: omntrak@aloha.net
Alan Ellis, Vice President
Location: Office building
CR, OR, 1-1, 1-1OR, VE
13x16 Obs. Rm. Seats 8

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
Location: Office building
CR, OR, VE
16x20 Obs. Rm. Seats 10

SMS Research & Marketing Services
1042 Fort St. Mall, Ste. 200
Honolulu, HI 96813
Ph. 808-537-3356
Fax 808-537-2686
Jim Dannemiller, President
Location: Office building
CR, OR, VE

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TOLL FREE (800) 727-5016 - FAX (208) 376-2008
e-mail: info@clearwater-research.com

Visit Our Web Site At: www.clearwater-research.com

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- 40-line monitored telephone room, dedicated CATI network
- videoconferencing with send or receive capability for up to 50 people
- two Atlanta mall facilities
- web site to describe facilities and local accommodations

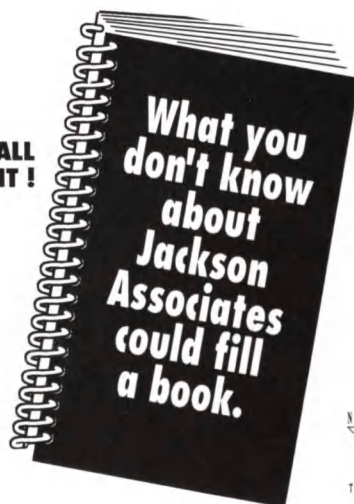
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(770) 394-8700 FAX (770) 394-8702
research@jacksonassociates.com
www.jacksonassociates.com

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Codes

Location: Office building, Freestanding building, Shopping mall

CR - Conference Room
LR - Living Room Style
OR - Observation Rooms
1-1 - One on One Room
1-1OR - One on One Obs. Rm.

TK - Test Kitchen
TKO - Test Kitchen Obsv. Rm.
VE - Video Equipment
VC - Video Conferencing

Room dimensions, when listed, are shown in feet.

† denotes Living Room Style

Ward Research, Inc.
126 Queen St., Ste. 212
Honolulu, HI 96813
Ph. 808-522-5123
Fax 808-522-5127
E-mail: field@wardresearch.com

Rebecca S. Ward
Location: Office building
CR, OR, 1-1, 1-1OR, VE
12x22 Obs. Rm. Seats 10

Idaho

Boise

Clearwater Research, Inc.
2136 N. Cole Rd.
Boise, ID 83704
Ph. 208-376-3376 or 800-727-5016
Fax 208-376-2008
E-mail: info@clearwater-research.com

http://www.clearwater-research.com
Randy Amorebieta, Field Svcs. Dir.
Location: Office building
CR, OR, 1-1OR, TK, VE, VC
15x12 Obs. Rm. Seats 10
(See advertisement on p. 116)

Illinois

Chicago

Accurate Data Marketing, Inc.
1247 Milwaukee Ave., Ste. 200
Glenview, IL 60025
Ph. 847-390-7777
Fax 847-390-7849

E-mail: AcurData@aol.com
Barbara Dorfman, President
Location: Office building
CR, OR, 1-1, 1-1OR, TK, VE
16x16 Obs. Rm. Seats 24
17x20 Obs. Rm. Seats 24

Adler-Weiner Research/Chicago, Inc.
6500 N. Lincoln Ave., Ste. 200
Lincolnwood, IL 60645
Ph. 847-675-5011
Fax 847-675-5698

E-mail: info@awres.com
Karen Shapiro
Location: Freestanding building
CR, OR, TK, VE
22x19 Obs. Rm. Seats 30
16x18 Obs. Rm. Seats 18

Adler-Weiner Research/Chicago, Inc.
John Hancock Center
875 N. Michigan Ave., Ste. 3260
Chicago, IL 60610
Ph. 312-944-2555
Fax 312-944-7639
E-mail: info@awres.com

Karen Shapiro
Location: Office building
CR, OR, TK, VE, VC
17x16 Obs. Rm. Seats 20
20x20 Obs. Rm. Seats 20
20x20 Obs. Rm. Seats 20
20x16 Obs. Rm. Seats 20
20x30 Obs. Rm. Seats 20

All About Research
2000 York Rd., Ste. 111
Oak Brook, IL 60521
Ph. 630-573-9500
Fax 630-573-2552

Sandy Shapin
Location: Office building
CR, LR, OR, TK, VE
23x16 Obs. Rm. Seats 18
23x16 Obs. Rm. Seats 18

Assistance In Marketing/Chicago
1650 N. Arlington Heights Rd., Ste. 208
Arlington Heights, IL 60004
Ph. 847-392-5500
Fax 847-392-5841

E-mail: AIMChicago@juno.com
Laura Shulman
Location: Office building
CR, OR, 1-1, 1-1OR, TK, TKO, VE, VC
20x12 Obs. Rm. Seats 10
17x13 Obs. Rm. Seats 8
14x13 Obs. Rm. Seats 4
(See advertisement on p. 159)

Bernadette Schleis & Associates, Inc.
1740 Ridge Ave., Ste. 201
Evanston, IL 60201-3616
Ph. 847-869-5999
Fax 847-869-6644
Bernadette Schleis, President
Location: Office building
CR, OR, 1-1, TK, VE
17x20 Obs. Rm. Seats 10

The Blackstone Group
360 N. Michigan Ave., Ste. 1500
Chicago, IL 60601
Ph. 312-419-0400
Fax 312-419-8419
Claire K. Rose
Location: Office building
CR, OR, 1-1, 1-1OR, TK, VE
14x26 Obs. Rm. Seats 15
15x20 Obs. Rm. Seats 10
13x20 Obs. Rm. Seats 10

Bryles Survey Service, Ltd.
Bremontown Mall
6847 W. 159th St.
Tinley Park, IL 60477
Ph. 708-532-6800
Fax 708-532-1880
Bob Bryles, President
Location: Shopping mall
CR, OR, 1-1, 1-1OR, TK, VE
15x18 Obs. Rm. Seats 15

C R Market Surveys
9510 S. Constance, Ste. C-6
Universal City Professional Bldg.
Chicago, IL 60617-4734
Ph. 800-882-1983 or 773-233-0481
Fax 773-233-0484
E-mail: CRMS1@aol.com
http://www.crmrmarket.com
Cherlyn Robinson, Project Coordinator
Location: Office building
CR, OR, 1-1, 1-1OR, TK, VE
15x18 Obs. Rm. Seats 10

C/J Research, Inc.
3150 Salt Creek Ln., Ste. 111
Arlington Heights, IL 60005
Ph. 847-253-1100
Fax 847-253-1587
E-mail: INFO@CJR.COM
http://www.cjr.com
Todd Eviston
Location: Freestanding building
CR, OR, VE
24x11 Obs. Rm. Seats 12

Chicago Focus
7 E. Huron St.
Chicago, IL 60611
Ph. 312-951-1616
Fax 312-951-5099
Lynn Rissman, President
Location: Freestanding building
CR, OR, VE
21x13 Obs. Rm. Seats 8
21x13 Obs. Rm. Seats 8
21x13 Obs. Rm. Seats 20

Comiskey Research
205 W. Grand Ave., Ste. 108
Bensenville, IL 60106
Ph. 630-860-2255
Fax 630-860-1978
Sig Saltz, President
Location: Office building
CR, OR, TK, VE
12x16 Obs. Rm. Seats 8

Consumer Pulse of Chicago
Spring Hill Mall, #1140
W. Dundee, IL 60118
Ph. 847-428-0885 or 800-336-0159
Fax 847-428-4554
E-mail: consumer.pulse@internetMCI.com
Steve Lehman, Director
Location: Shopping mall
CR, OR, 1-1, TK, VE, VC
15x15 Obs. Rm. Seats 15
(See advertisement on p. 135)

Consumer Surveys Co.
Northpoint Shopping Center
304 E. Rand Rd.
Arlington Heights, IL 60004
Ph. 847-394-9411
Fax 847-394-0001
E-mail: fberla19@mail.idt.net
Deanna Kohn
Location: Office building
CR, OR, 1-1, 1-1OR, TK, VE
15x20 Obs. Rm. Seats 15
(See advertisement on p. 119)

PAMPER YOUR CLIENTS



Consumer Surveys Company In Chicago, when you demand excellence

- Communicate instantly with your moderator from the viewing room by means of a unique *computer system visible* only to your moderator.
- Use a *remote controlled videotaping system* located in the rear of the room... not in front, blocking your view.
- View the group in our *client lounge* or in our *tiered observation room* that *comfortably seats fifteen* of your agency and corporate traveling companions.
- Watch your group through a *sound insulated window*.
- Feel refreshed by our *separate air/heating system*.

IF IT'S WORTH DOING, IT'S WORTH DOING WELL

CS Consumer Surveys Company

Northpoint Shopping Center • 304 E. Rand Rd. • Arlington Heights, IL 60004
Tel: 847/394-9411 • Fax: 847/394-0001
E-Mail iberla19@mail.idt.net



Codes

Location: Office building, Freestanding building, Shopping mall

CR - Conference Room
LR - Living Room Style
OR - Observation Rooms
1-1 - One on One Room
1-1OR - One on One Obs. Rm.

TK - Test Kitchen
TKO - Test Kitchen Obsv. Rm.
VE - Video Equipment
VC - Video Conferencing

Room dimensions, when listed, are shown in feet.

† denotes Living Room Style

Conway/Milliken & Associates
Marketing Research & Consulting
875 N. Michigan Ave.
Chicago, IL 60611
Ph. 312-787-4060
Fax 312-787-4156
E-mail: cma@cmamktg.com
http://www.cmamktg.com
Kim Pinson, Vice President
Location: Office building
CR, OR, 1-1, TK, VE
21x18 Obs. Rm. Seats 15

Cunningham Field & Research Service
Lincoln Mall
208 Lincoln Mall, Ste. 146B
Matteson, IL 60443
Ph. 904-677-5644
Fax 904-677-5534
E-mail: KelleyBolesCFS@Digital.Net
Kelly Boles
Location: Shopping mall
CR, OR, 1-1, 1-1OR, TK, VE
14x19 Obs. Rm. Seats 8
(See advertisement on p. 101)

Data Research, Inc.
1319 Butterfield Rd., Ste. 510
Downers Grove, IL 60515
Ph. 630-971-2880
Fax 630-971-2267
Kathleen Cowles, Vice President
Location: Office building
CR, OR, TK, TKO, VE
30x23 Obs. Rm. Seats 14

Elrick & 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
Kathy Donaldson
Location: Office building
CR, OR, VE
15x24 Obs. Rm. Seats 10

Fact Flow Research
311 S. Wacker Dr., Ste. 2350
Chicago, IL 60606
Ph. 312-341-8117
Fax 312-341-8119
E-mail: FFRsearch@aol.com
Diana Manos, Field Work Manager
Location: Office building
CR, OR, 1-1, 1-1OR, VE
17x24 Obs. Rm. Seats 10

Fieldwork Chicago, Inc.
6200 N. Hiawatha, Ste. 720
Chicago, IL 60646
Ph. 773-282-0203
Fax 773-282-6422
E-mail: SANDYA1111@aol.com
http://www.fieldwork.com
Karen Borgardt or Judy Piechocki
Location: Office building
CR, OR, 1-1, 1-1OR, TK, TKO, VE, VC
16x20 Obs. Rm. Seats 20
16x20 Obs. Rm. Seats 25
16x20 Obs. Rm. Seats 25
17x16 Obs. Rm. Seats 15
(See advertisement on the back cover)

Fieldwork Chicago-O'Hare
8420 W. Bryn Mawr Ave., Ste. 650
Chicago, IL 60631
Ph. 773-714-8700
Fax 773-714-0737
http://www.fieldwork.com
Susan Brody
Location: Office building
CR, OR, 1-1, 1-1OR, TK, VE, VC
21x21 Obs. Rm. Seats 35
21x15 Obs. Rm. Seats 20
20x20 Obs. Rm. Seats 30
(See advertisement on the back cover)

Fieldwork Chicago-West
1450 E. Amerkan Ln., Ste. 1880
Schaumburg, IL 60173
Ph. 847-413-9040
Fax 847-413-9064
http://www.fieldwork.com
Pam White
Location: Office building
CR, OR, 1-1, 1-1OR, TK, VE, VC
21x14 Obs. Rm. Seats 20
20x18 Obs. Rm. Seats 15
20x15 Obs. Rm. Seats 17
(See advertisement on the back cover)

Focuscope, Inc.
1100 Lake St., Ste. 60
Oak Park, IL 60301
Ph. 708-386-5086
Fax 708-386-1207
E-mail: foscope@aol.com
Kevin Rooney
Location: Office building
CR, OR, 1-1, 1-1OR, TK, TKO, VE, VC
20x15 Obs. Rm. Seats 18
20x15 Obs. Rm. Seats 18
16x14 Obs. Rm. Seats 7
24x14 Obs. Rm. Seats 12
(See advertisement on p. 120)

Focuscope, Inc.
1 E. Erie, Ste. 305
Chicago, IL 60611
Ph. 312-587-1893
Fax 708-386-1207
E-mail: foscope@aol.com
Kevin Rooney
Location: Office building
CR, OR, 1-1, 1-1OR, VE
23x20 Obs. Rm. Seats 18
23x16 Obs. Rm. Seats 15
(See advertisement on p. 120)

FOCUSCOPE.

*We'll Blow
You Away!*



In the Windy City, Focuscope makes market research a breeze. With a choice of locations...amid the prevailing westerlies of Oak Park or the gusts of the Magnificent Mile. With fresh qualified respondents, not windbags. With luxurious facilities that let you breathe easy. And with costs that won't blow your budget.

We don't put on airs. But our attention to detail will sweep you off your feet.

Focuscope — Downtown
1 East Erie, Suite 305
Chicago, IL 60611
312.587.1893



Focuscope — Oak Park
1100 Lake Street, Suite 60
Oak Park, IL 60301
708.386.5086

FOCUSCOPE. 18 YEARS OF INCOMPARABLE SERVICE.

1998 FOCUS GROUP FACILITIES DIRECTORY

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

Location: Office building
CR, OR, TK, VE
20x15 Obs. Rm. Seats 12
20x15 Obs. Rm. Seats 10

Home Arts Guild Research Center

35 E. Wacker Dr.
Chicago, IL 60601
Ph. 312-726-7406
Fax 312-346-3746
E-mail: Research35@aol.com

Roy Roberts
Location: Office building
CR, OR, 1-1, 1-10R, TK, TKO, VE, VC
14x30 Obs. Rm. Seats 20
15x20 Obs. Rm. Seats 12
13x19 Obs. Rm. Seats 15
14x19 Obs. Rm. Seats 11
14x14 Obs. Rm. Seats 15
(See advertisement on p. 121)

Marketing Services
2525 Gross Point Rd.
Evanston, IL 60201
Ph. 847-864-4100
Fax 847-864-9512

E-mail: caltour@aol.com
Carolyn Ripley, Principal
Location: Freestanding building
CR, OR, VE
11x15 Obs. Rm. Seats 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 Tomileoni, Manager
Location: Shopping mall
CR, 1-1, 1-10R, TK, VE
15x23 Obs. Rm. Seats 10
15x17 Obs. Rm. Seats 12

Mid-America Rsch./Facts In Focus
Orland Square Mall
280 Orland Sq.
Orland Park, IL 60462
Ph. 708-349-0888
Fax 708-349-9407
Joan Simon, Manager
Location: Shopping mall
CR, OR, 1-1, TK, VE
14x13 Obs. Rm. Seats 10
14x08 Obs. Rm. Seats 4

Mid-America Rsch./Facts In Focus
Fox Valley Mall
2260 Fox Valley Center
Aurora, IL 60504
Ph. 630-898-2166
Fax 630-898-2172
Walt Nakasone, Manager
Location: Shopping mall
1-1, 1-10R, TK, VE
15x15 Obs. Rm. Seats 8

This is our 70th year...What we've learned about focus groups keeps clients coming back



THEN:

Chicago women come to Home Arts Guild's sponsored luncheons to learn the "home arts" of homemaking & cooking. Soon the women start to participate in surveys. We become the first CLT center in the nation.



NOW:

An elegant focus group facility on the 29th & 30th floors of a skyscraper overlooking the river and lake, with five luxurious suites and every client amenity. We have 40 years of focus group experience.



THEN:

Our first one-way mirrors were 2' x 2'. There were two per room. Only two clients sitting on bar stools could observe. The rest had to sit in the dark and listen. Each room was only four feet deep.



NOW:

All mirrors are wall-to-wall, and in our largest viewing room 20 clients sitting in large swivel chairs can observe. All rooms are tiered, have writing ledges and adjoining client lounges with great views (and food!)

★ On-site recruiting of consumers, doctors, business people from the entire Chicago metro area.

★ The facility includes:

- A large, fully-equipped kitchen with one-way mirror.
- A separate suite for 1-on-1s, triads and mini-groups.
- An auditorium that seats 42.

We hope to have the opportunity of showing you why clients have kept coming back for projects...since 1927. Please ask for our color brochure.

AG HOME ARTS GUILD RESEARCH CENTER
35 East Wacker Drive, Chicago, IL 60601 • (312)726-7406

NDR Knows CHICAGO!

National Data Research, Inc.

The Chicago Market Leader in Data Collection Staffed by Dedicated Professionals:

- Experts in Recruiting the Difficult to Identify and Difficult to Reach Respondent
- Continually Monitored and Maintained Database
- Resources to Recruit the Respondents that Meet Your Exact Specifications
- Luxurious and Spacious Focus Group Suites at the Suburban and Downtown Michigan Avenue Locations
- Member of GroupNet™ Videoconferencing

For more information, call Sue LaGrippe at 847-501-3200. We're certain that National Data Research's standard of excellence will impress you!

National Data Research, Inc.

737 N. Michigan Avenue
Suite 1310
Chicago, Illinois 60611

770 Frontage Road
Suite 110
Northfield, Illinois 60093
847-501-3200

Codes

Location: Office building, Freestanding building, Shopping mall

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

Room dimensions, when listed, are shown in feet.
† denotes Living Room Style

Murray Hill Center, Central
444 N. Michigan
Chicago, IL 60611
Ph. 212-889-4777

Location: Office building
CR, OR, TK, VE

23x16 Obs. Rm. Seats 15
20x16 Obs. Rm. Seats 15
20x16 Obs. Rm. Seats 15
19x15 Obs. Rm. Seats 15
19x15 Obs. Rm. Seats 15

National Data Research, Inc.

770 Frontage Rd., Ste. 110
Northfield, IL 60093
Ph. 847-501-3200
Fax 847-501-2865

Sue LaGrippe, Vice President
Location: Office building

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

16x19 Obs. Rm. Seats 15
18x21 Obs. Rm. Seats 15
21x18 Obs. Rm. Seats 15
21x17 Obs. Rm. Seats 15
17x21 Obs. Rm. Seats 15

(See advertisement on p. 122)

National Data Research, Inc.

737 N. Michigan Ave., Ste. 1310
Chicago, IL 60611
Ph. 847-501-3200
Fax 847-501-2865

Sue LaGrippe, Vice President

Location: Office building

CR, OR, 1-1, 1-1OR, VE, VC
25x17 Obs. Rm. Seats 15
21x17 Obs. Rm. Seats 15
24x17 Obs. Rm. Seats 15
26x16 Obs. Rm. Seats 20
(See advertisement on p. 122)

National Qualitative Centers, Inc.

625 N. Michigan Ave., Ste. 200
Chicago, IL 60611
Ph. 800-335-1222 or 312-642-1001
Fax 312-649-5812

E-mail: nqcchicago@aol.com

Sandy Nidetz, Manager

Location: Office building

CR, OR, TK, VE, VC
25x18 Obs. Rm. Seats 10
23x20 Obs. Rm. Seats 10
25x14 Obs. Rm. Seats 10
23x23 Obs. Rm. Seats 10
19x18 Obs. Rm. Seats 10
29x20 Obs. Rm. Seats 10

O'Hare in Focus

Div. of Irwin Broh & Associates, Inc.

1011 E. Touhy Ave.
Des Plaines, IL 60018
Ph. 847-299-6636
Fax 847-824-3259

Renie Vitellaro

Location: Office building

CR, OR, TK, TKO, VE, VC
18x20 Obs. Rm. Seats 10
17x19 Obs. Rm. Seats 20
15x18 Obs. Rm. Seats 15
12x15 Obs. Rm. Seats 8
(See advertisement on p. 123)



PRECISION RESEARCH

Formerly Precision Field Services

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Visit our Web Site: www.preres.com**

Oakbrook Interviewing Center, Inc.
1415 W. 22nd St.
Oak Brook, IL 60523
Ph. 630-574-0330
Fax 630-574-0358
<http://www.oicfocus.com>
Dorothy Polzin, Facility Manager
Location: Office building
CR, OR, 1-1, 1-10R, TK, TKO, VC
22x15 Obs. Rm. Seats 11
16x16 Obs. Rm. Seats 13
09x14 Obs. Rm. Seats 10
21x16 Obs. Rm. Seats 18

Peryam & Kroll Research Corp.
6323 N. Avondale Ave.
Chicago, IL 60631
Ph. 773-774-3100
Fax 773-774-7956
Dan Kroll, Vice President
Location:
CR, OR, 1-1, TK, VE
21x23 Obs. Rm. Seats 18
21x23 Obs. Rm. Seats 18

Plaza Research-Chicago

5450 N. Cumberland Ave.
Chicago, IL 60656
Ph. 773-714-9600 or 800-654-8002
Fax 773-714-9604
E-mail: Chicago@plazaresearch.com
<http://www.plazaresearch.com>
Holli Epstein
Location: Office building
CR, LR, OR, 1-1, 1-10R, TK, TKO, VE
15x20 Obs. Rm. Seats 15
15x20 Obs. Rm. Seats 15
15x20 Obs. Rm. Seats 15
†20x15 Obs. Rm. Seats
(See advertisement on p. 149)

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 Adelman, President
Location: Office building
CR, OR, 1-1, 1-10R, TK, TKO, VE
16x24 Obs. Rm. Seats 18
17x17 Obs. Rm. Seats 18
23x24 Obs. Rm. Seats 10
08x10 Obs. Rm. Seats 4
(See advertisements on pp. 55, 122)

Public Insights, Inc.
825 E. Golf Rd.
Arlington Heights, IL 60005
Ph. 847-364-5133 or 800-292-1852
Fax 847-364-5663
E-mail: valerie@PublicInsights.com
<http://www.PublicInsights.com>
Valerie Gassman, President
Location: Office building
CR, OR, 1-1, 1-10R, TK, VE
15x12 Obs. Rm. Seats 8



Your CHICAGO Area Focus Group Center

Excellent Location

Just minutes from O'Hare International Airport.
Our location provides convenient access from middle and upper income suburbs plus Northwest Chicago.

State-of-the-Art Focus Group Center

Three large conference rooms.
New cozy and comfortable mini-group room.
Spacious viewing rooms with wall-to-wall, one-way mirrors.
Two client lounges.
Private client entrance.
Professional quality video and audio equipment.
Flexible areas for large displays.
Available with or without recruiting.
Member of VideoFocus Direct.

Test Kitchen

Fully-equipped test kitchen with freezer storage.
Direct observation of the kitchen through one-way mirror.

Our People

Experienced staff of in-house recruiters.
Highly qualified moderators available.

O'HARE IN FOCUS

a division of Irwin Broh & Associates, Inc.
1011 East Touhy Avenue • Des Plaines, Illinois 60018
(847) 299-6636 • FAX (847) 824-3259

Codes

Location: Office building, Freestanding building, Shopping mall

CR - Conference Room
 LR - Living Room Style
 OR - Observation Rooms
 1-1 - One on One Room
 1-1OR - One on One Obs. Rm.

TK - Test Kitchen
 TKO - Test Kitchen Obsv. Rm.
 VE - Video Equipment
 VC - Video Conferencing

Room dimensions, when listed, are shown in feet.

† denotes Living Room Style

Quality Controlled Services

2311 W. 22nd St., Ste. 100
 Oak Brook, IL 60521
 Ph. 800-322-2376 or 630-990-8300
 Fax 630-990-8188
 E-mail: postmaster@qcs.com
 http://www.qcs.com

Candice Wysock

Location: Office building
 CR, OR, 1-1, 1-1OR, TK, VE, VC
 18x25 Obs. Rm. Seats 10
 20x18 Obs. Rm. Seats 10
 (See advertisement on p. 145)

Questions & Marketing Research Svcs., Inc.

19211 Henry Dr.
 Mokena, IL 60448
 Ph. 708-479-3200
 Fax 708-479-4038
 Marge Weber, President
 Location: Freestanding building
 CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE
 14x21 Obs. Rm. Seats 15
 14x21 Obs. Rm. Seats 15
 28x41 Obs. Rm. Seats 15
 †14x21 Obs. Rm. Seats 15
 †28x41 Obs. Rm. Seats 15

The Research Group, Inc.
 Oak Mill Mall
 7900 Milwaukee, Ave., Ste. 222
 Niles, IL 60714
 Ph. 847-966-8900
 Fax 847-966-8871
 E-mail: RGI222@aol.com
 http://www.researchgroupinc.com
 Charles Orloff, Vice President
 Location: Shopping mall
 CR, OR, 1-1, 1-1OR, TK, TKO, VE
 20x17 Obs. Rm. Seats 15

Research House
 6901 N. Lincoln Ave.
 Lincolnwood, IL 60646-2605
 Ph. 847-677-4747
 Fax 847-677-7990
 Darlene Piell, President
 Location: Freestanding building
 CR, OR, 1-1, TK, VE
 16x20 Obs. Rm. Seats 14
 21x20 Obs. Rm. Seats 14

Smith Research, Inc.
 1181-B Lake Cook Rd.
 Deerfield, IL 60015
 Ph. 847-948-0440
 Fax 847-948-8350
 Kevin Smith, President
 Location: Office building
 CR, LR, OR, TK, VE, VC
 26x16 Obs. Rm. Seats 15
 26x16 Obs. Rm. Seats 15
 20x15 Obs. Rm. Seats 12
 †15x14 Obs. Rm. Seats 12

Smith Research, Inc.
 150 E. Huron, Ste. 1010
 Chicago, IL 60611
 Ph. 847-948-0440
 Fax 847-948-8350
 Kevin Smith, President
 Location: Office building
 CR, OR, TK, VE, VC
 20x24 Obs. Rm. Seats 20
 21x21 Obs. Rm. Seats 20
 20x16 Obs. Rm. Seats 15
 19x17 Obs. Rm. Seats 15

Strictly Medical Market Research

Edens Office Plaza
 4801 W. Peterson Ave., Ste. 608
 Chicago, IL 60646
 Ph. 773-202-3500
 Fax 773-202-3511
 E-mail: llipsutz@aol.com
 Harry Balaban
 Location: Office building
 CR, OR, 1-1, 1-1OR, TK, VE, VC
 18x14 Obs. Rm. Seats 14
 (See advertisement on p. 79)

Survey Center, LLC
 North Pier Mall
 455 E. Illinois St., Ste. 660
 Chicago, IL 60611
 Ph. 312-321-8100
 Fax 312-321-8110
 E-mail: MSMITH@mcs.com
 Susan Stanicek
 Location: Office building
 CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE
 22x16 Obs. Rm. Seats 15
 22x16 Obs. Rm. Seats 10
 30x17 Obs. Rm. Seats 20
 40x17 Obs. Rm. Seats 20
 †22x16 Obs. Rm. Seats 10
 †40x17 Obs. Rm. Seats 15

Tai - Chicago, Inc.

2 Prudential Plaza, Ste. 4450
 Chicago, IL 60601
 Ph. 312-565-4343
 Fax 312-565-4450
 Karen Russell
 Location: Office building
 CR, OR, TK, VE, VC
 18x20 Obs. Rm. Seats 15
 20x20 Obs. Rm. Seats 25
 19x18 Obs. Rm. Seats 15
 (See advertisement on p. 107)

Time N Talent Market Research

Edens Office Plaza
 4801 W. Peterson Ave., Ste. 608
 Chicago, IL 60646
 Ph. 773-202-3500
 Fax 773-202-3511
 E-mail: llipsutz@aol.com
 Harry Balaban
 Location: Office building
 CR, OR, 1-1, 1-1OR, TK, VE, VC
 18x14 Obs. Rm. Seats 14
 (See advertisement on p. 124)

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



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

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

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

When scheduling your next project, contact Time N Talent first.

Visit our new, spacious focus group facility at:

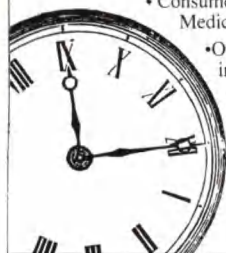
Edens Office Plaza
 4801 W. Peterson Ave.
 Suite 608
 Chicago, Illinois 60646
 773-202-3500
 FAX 773-202-3511
 E-Mail LLIIPSUTZ@aol.com

2400 E. Arizona Biltmore Cir.
 Suite 1100
 Phoenix, Arizona 85016
 602-956-1001
 FAX 602-224-7988

Member: American Marketing Association
 Marketing Research Association
 VideoFocus Direct



Time N Talent, Inc.



1998 FOCUS GROUP FACILITIES DIRECTORY

Tragon Corp.

1400 E. Lake Cook Rd.
Buffalo Grove, IL 60089
Ph. 847-808-2080
Fax 847-808-0179
Sally Temple, Manager
Location: Office building
CR, OR, 1-1, TK, TKO, VE
15x20 Obs. Rm. Seats 10
(See advertisement on p. 94)

Peoria

Scotti Research, Inc.
1118 N. Sheridan Rd.
Peoria, IL 61606
Ph. 309-673-6194
Fax 309-673-5942
Nancy Matheis, Vice President
Location: Freestanding building
CR, OR, 1-1, 1-10R, TK, TKO, VE
20x30 Obs. Rm. Seats 14

Indiana

Elkhart

Midwest Marketing Research
214 S. Indiana Ave.
P.O. Box 1077
Goshen, IN 46527-1077
Ph. 219-533-0548
Fax 219-533-0540
Clifford Ahonen
Location: Freestanding building
CR, OR, 1-1, 1-10R, VE
20x30 Obs. Rm. Seats 12
25x30 Obs. Rm. Seats 12

Evansville

Gore/Knauff Research & Associates
600 N. Weinbach Ave., Ste. 530
Evansville, IN 47711
Ph. 812-485-2160
Fax 812-485-2164
E-mail: jknauff@evansville.com
Jim Knauff, President
Location: Office building
CR, OR, TK, VE

Gore/Knauff Research & Associates
Eastland Mall
Evansville, IN
Ph. 812-485-2160
Fax 812-485-2164
E-mail: jknauff@evansville.com
Jim Knauff, President
Location: Shopping mall
CR, OR, TK, VE

Product Acceptance & Research (PAR)
9845 Hedden Rd.
Evansville, IN 47711-8905
Ph. 812-867-8600
Fax 812-867-8699
Location: Office building
CR, OR, 1-1, TK, VE
19x15 Obs. Rm. Seats 15

Ft. Wayne

Dennis Research Service, Inc.
3502 Stellhorn Rd.
Ft. Wayne, IN 46815
Ph. 219-485-2442
Fax 219-485-1476
E-mail: DRSOI@dennisresearch.com
Pat Slater, Director
Location: Office building
CR, OR, TK, VE

Gary

Bryles Survey Service, Ltd.
Century Mall
8275 Broadway
Merrillville, IN 46410
Ph. 219-769-7380
Fax 219-738-2480
Bob Bryles, President
Location: Shopping mall
CR, OR, 1-1, 1-10R, TK, VE
15x20 Obs. Rm. Seats 15

Indianapolis

Friedman Marketing Services
Castleton Square Mall
6020 E. 82nd St., #604
Indianapolis, IN 46250
Ph. 317-570-8845 or 914-698-9591
Fax 317-570-8848
Kent Smith
Location: Shopping mall
CR, OR, TK, VE
06x06 Obs. Rm. Seats 6

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.herron-research.com>
Sue Nielsen, Vice President
Location: Office building
CR, OR, TK, VE
24x14 Obs. Rm. Seats 15
09x13 Obs. Rm. Seats 5
(See advertisement on p. 127)

New issue for 1998

**Quirk's Marketing Research
Review has grown to 11 issues
for 1998 with the inclusion of a
July issue devoted to research on
the Internet.**

**One more reason why QMRR is
your source for marketing
research information.**

Quirk's
MARKETING RESEARCH
Review

Codes

Location: Office building, Freestanding building, Shopping mall
 CR - Conference Room TK - Test Kitchen
 LR - Living Room Style TKO - Test Kitchen Obsv. Rm.
 OR - Observation Rooms VE - Video Equipment
 1-1 - One on One Room VC - Video Conferencing
 1-1OR - One on One Obs. Rm.
 Room dimensions, when listed, are shown in feet.
 † denotes Living Room Style

Herron Associates, Inc.

First Indiana Plaza
 135 N. Pennsylvania Ave., Ste. 1550
 Indianapolis, IN 46204
 Ph. 317-882-3800
 Fax 317-882-4716
 E-mail: herron@iquest.net
 http://www.herron-research.com
 Sue Nielsen, Vice President
 Location: Office building
 CR, OR, 1-1, 1-1OR, TK, VE, VC
 16x25 Obs. Rm. Seats 15
 16x23 Obs. Rm. Seats 12
 (See advertisement on p. 127)

Stone Research Services

One Park Fletcher
 2601 Fortune Cir. E., Ste. C-200
 Indianapolis, IN 46241
 Ph. 317-227-3000
 Fax 317-227-3001
 E-mail: stone@indy.net
 Teresa Young, Dir. Client Svcs.
 Location: Office building
 CR, OR, VE
 21x16 Obs. Rm. Seats 10
 22x14 Obs. Rm. Seats 12

Strategic Marketing & Research, Inc.

9200 Keystone Crossing, Ste. 400
 Indianapolis, IN 46240
 Ph. 317-574-7700
 Fax 317-574-7777
 Dan Smith
 Location: Office building
 CR, OR, VE
 18x30 Obs. Rm. Seats 12

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, Vice President
 Location: Freestanding building
 CR, OR, 1-1, VE
 17x21 Obs. Rm. Seats 12

Terre Haute

WilliamsRandall Marketing Comm.
 641 Ohio
 P.O. Box 1800
 Terre Haute, IN 47808
 Ph. 812-232-0360
 Fax 812-232-1298
 E-mail: gerryran@willran.com
 http://www.willran.com
 Gerald Randall
 Location: Office building
 CR, OR
 26x13 Obs. Rm. Seats
 13x13 Obs. Rm. Seats

Iowa

Cedar Rapids

Frank N. Magid Associates, Inc.
 One Research Center
 Marion, IA 52302
 Ph. 319-377-7345
 Fax 319-377-5861
 E-mail: jane_cook@magid.com
 http://www.magidweb.com/
 Jane Cook
 Location: Office building
 CR, OR, VE
 17x16 Obs. Rm. Seats 12
 19x52 Obs. Rm. Seats

Davenport

PMR-Personal Marketing Research, Inc.
 322 Brady St.
 Davenport, IA 52801
 Ph. 319-322-1960
 Fax 319-322-1370
 E-mail: PERMARRES@aol.com
 Patricia E. Duffy
 Location: Freestanding building
 CR, OR, VE, VC
 14x20 Obs. Rm. Seats 8

Des Moines

T.L. Grantham & Associates, Inc.
 Park Fair Mall
 100 E. Euclid Ave., Ste. 157
 Des Moines, IA 50313
 Ph. 515-288-7156
 Fax 515-288-0661
 Vada Grantham, CEO
 Location: Shopping mall
 CR, OR, 1-1, 1-1OR, TK, VE
 12x18 Obs. Rm. Seats 6
 17x20 Obs. Rm. Seats

Iowa Field Research

2302 S.W. Third. St.
 Ankeny, IA 50021
 Ph. 515-964-1379
 Fax 515-965-8270
 E-mail: gci_ifr@radiks.net
 Tony Soares, General Manager
 Location: Freestanding building
 CR, OR, VE
 14x20 Obs. Rm. Seats 18

Mid-Iowa Interviewing, Inc.

Valley West Mall
 1551 Valley W. Dr., Ste. 157A
 W. Des Moines, IA 50266
 Ph. 515-225-6232
 Fax 515-225-1184
 E-mail: douglas.brown@internetmci.com
 Debbie Gudehus, Manager
 Location: Shopping mall
 CR, OR, 1-1, 1-1OR, TK, VE
 14x16 Obs. Rm. Seats

Pirro Research
 5835 Grand Ave.
 Des Moines, IA 50312
 Ph. 515-255-3244
 Fax 515-255-1764
 E-mail: PirroCo@aol.com
 Ellen Pirro
 Location: Office building
 CR, OR, 1-1, 1-1OR, VE
 14x21 Obs. Rm. Seats 8

PMR-Personal Marketing Research, Inc.

Merle Hay Mall
 3800 Merle Hay Rd., Ste. 200
 Des Moines, IA 50310
 Ph. 515-270-1703
 Fax 515-270-9070
 E-mail: PERMARRES@aol.com
 Bonnie Howard
 Location: Shopping mall
 CR, OR, TK, VE, VC
 14x20 Obs. Rm. Seats 8

Kansas

Kansas City (See Kansas City, MO)

Topeka

Central Research & Consulting
 900 Nations Bank Tower
 Topeka, KS 66603
 Ph. 785-233-8948
 Fax 785-233-8956
 Phil Lange, Vice President
 Location: Office building
 CR, OR, VE
 15x15 Obs. Rm. Seats 10

Wichita

Data Net
 Towne East Square
 7700 E. Kellogg, Ste. 231
 Wichita, KS 67207
 Ph. 316-682-6655
 Fax 316-682-6664
 Deanna Carter
 Location: Shopping mall
 CR, OR, TK, VE
 14x21 Obs. Rm. Seats 10

The Research Center

P.O. Box 820
 825 E. Douglas
 Wichita, KS 67201-0820
 Ph. 316-268-6532
 Fax 316-268-6338
 E-mail: myoung@wichitaeagle.com
 Marna Young
 Location: Office building
 CR, OR, VE
 16x20 Obs. Rm. Seats 8

AT THE CROSSROADS OF AMERICA...*HERRON ASSOCIATES*

INDIANA

Indianapolis
(317) 882-3800
(317) 882-4716 FAX
E-mail: herron@iquest.net

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(Downtown)
- Executive Park
(Greenwood)
- Greenwood Park Mall
- Washington Square
Mall



- Preferred Research Facilities
- Four Facilities, Geographically Covering Indianapolis
- Centralized Telephone Center with Computerized Database
- Multiple Focus Rooms at One Location
- Private Respondent Holding Area
- Viewable IDI Facilities
- In-House Catering
- Large Comfortable Viewing Rooms with Lounge
- Premium Mall Locations with Enclosed Interviewing Rooms
- CAPI Interviewing



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Market Research
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GroupNET
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Codes

Location: Office building, Freestanding building, Shopping mall
 CR - Conference Room TK - Test Kitchen
 LR - Living Room Style TKO - Test Kitchen Obsv. Rm.
 OR - Observation Rooms VE - Video Equipment
 1-1 - One on One Room VC - Video Conferencing
 1-1OR - One on One Obs. Rm.
 Room dimensions, when listed, are shown in feet.
 † denotes Living Room Style

The Research Partnership, Inc.
 Wichita Marketing Research
 224 N. Ohio
 P.O. Box 8740
 Wichita, KS 67208
 Ph. 316-263-6433
 Fax 316-263-0885
 Esther Headley, President
 Location: Freestanding building
 CR, OR, VE
 14x19 Obs. Rm. Seats 8

Kentucky

Lexington

Lexington Opinion Research
 131 Prosperous Pl., Ste. 19B
 Lexington, KY 40509
 Ph. 606-263-4999
 Fax 606-263-2838
 E-mail: LexOpinion@aol.com
 Lori Adkins, Field Director
 Location: Office building
 CR, OR, VE
 12x17 Obs. Rm. Seats 8

M C Squared Consulting
 120 Dennis Dr., Ste. 3
 Lexington, KY 40503
 Ph. 800-370-6071 or 606-278-9299
 Fax 606-276-3824
 Sam McIntosh, Managing Partner
 Location: Office building
 CR, OR, VE
 11x18 Obs. Rm. Seats 10

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

Martha L. DeReamer
 Location: Office building
 CR, OR, VE
 13x17 Obs. Rm. Seats

Louisville

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. V.P.
 Location: Office building
 CR, OR, 1-1, 1-1OR, TK, VE
 12x20 Obs. Rm. Seats 6

MRK, Inc.
 Mid City Mall
 1250 Bardstown Rd.
 Louisville, KY 40204
 Ph. 502-458-4159
 Fax 502-456-5776
 Connie Pearl, President
 Location: Shopping mall
 CR, OR, VE
 15x18 Obs. Rm. Seats 6

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>
 Linda Schulz, Dir. Mktg. Rsch.
 Location: Freestanding building
 CR, LR, OR, 1-1, 1-1OR, TK, VE
 19x24 Obs. Rm. Seats 30
 17x20 Obs. Rm. Seats 25
 20x21 Obs. Rm. Seats 21
 †19x24 Obs. Rm. Seats 30

Southern Research Services of Louisville

1930 Bishop Ln.
 Louisville, KY 40218
 Ph. 502-454-0771
 Fax 502-458-5773
 Sharron Hermanson, President
 Location: Office building
 CR, OR, 1-1, TK, VE
 24x24 Obs. Rm. Seats 16
 (See advertisement on p. 128)

Southern Surveys, Inc.
 1519 Gagel Ave.
 Louisville, KY 40216
 Ph. 502-367-7199
 Fax 502-367-7356
 Doris or Robert Kaberle, Owners
 Location: Freestanding building
 CR, OR, 1-1, 1-1OR, TK, VE
 12x15 Obs. Rm. Seats 12

Wilkerson & Associates
 3339 Taylorsville Rd.
 Louisville, KY 40205
 Ph. 502-459-3133
 Fax 502-459-8392
 E-mail: wassoc215@aol.com
 Tom Wilkerson, President
 Location: Freestanding building
 CR, OR, TK, TKO, VE

Louisiana

Baton Rouge

Gulf State Research Center
 Bon Marche Mall
 7361 Florida Blvd.
 Baton Rouge, LA 70806
 Ph. 800-848-2555 or 504-926-3827
 Fax 504-925-9990
 Robert H. Landsberger, President
 Location: Shopping mall
 CR, OR, TK, VE
 14x16 Obs. Rm. Seats 8
 (See advertisement on p. 129)

JKB & Associates
 2223 Quail Run Dr., C-2
 Baton Rouge, LA 70808
 Ph. 504-766-4065
 Fax 504-766-9597
 Maggie Happe, Manager
 Location: Office building
 CR, OR, TK, VE
 14x14 Obs. Rm. Seats 8

Survey Communications, Inc.
 P. O. Box 14124
 4511 Jamestown Ave.
 Baton Rouge, LA 70898
 Ph. 504-928-0220
 Fax 504-924-1174
 E-mail: jsb@sciresearch.com
<http://www.sciresearch.com>
 John S. Boston
 Location: Office building
 CR, OR, TK, VE
 14x23 Obs. Rm. Seats 18

New Orleans

Analytical Studies, Inc.
 708 Rosa Ave.
 Metairie, LA 70005
 Ph. 504-835-3508
 Myrtle Grosskopf, V.P. Field Ops.
 Location: Office building
 CR, OR, VE
 16x16 Obs. Rm. Seats 10

SRS FOR EXCELLENCE IN QUALITATIVE SERVICES

- Tiered client viewing room (24 feet x 14 feet)
- Private client office attached
- One way mirror (18 feet x 5 feet) with writing shelf
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- Experienced moderator on staff

SOUTHERN RESEARCH SERVICES

1930 Bishop Ln. • Louisville, KY 40218 • Phone: (502) 454-0771

1998 FOCUS GROUP FACILITIES DIRECTORY

Gulf State Research Center

4539 N. I-10 Service Rd.
Metairie, LA 70002
Ph. 800-845-GULF (4853) or 504-885-3689
Fax 504-454-2461
Tim Villar, Vice President
Location: Freestanding building
CR, OR, TK, VE
28x22 Obs. Rm. Seats 16
21x20 Obs. Rm. Seats 16
(See advertisement on p. 129)

Heakin Research, Inc.
Esplanade Mall
1401 W. Esplanade, Ste. 118
Kenner, LA 70065
Ph. 504-464-9188
Fax 504-464-9936
Location: Shopping mall
CR, OR, TK, VE
18x12 Obs. Rm. Seats 8

Linden Research Services, Inc.
Lakeside Mall
3301 Veterans Blvd., Ste. 201
Metairie, LA 70002
Ph. 504-837-0013
Fax 504-837-0012
E-mail: mjgreen@accesscom.net
<http://www.lindenresearch.com>
Thomas Haynes, Operations Manager
Location: Shopping mall
CR, OR, TK, VE
16x20 Obs. Rm. Seats 18

New Orleans Field Service
257 Bonnabel Blvd.
Metairie, LA 70005-3738
Ph. 504-833-0641
Fax 504-834-2005
E-mail: AGER80@worldnet.att.net
Andrea Gereighty, Owner
Location: Freestanding building
CR, OR, 1-1, 1-10R, VE
18x18 Obs. Rm. Seats 8

NGL Research Services - New Orleans
4300 S. I-10 Service Rd. W., Ste. 115
Metairie, LA 70001
Ph. 504-456-9025
Fax 504-456-9072
Lena Webre, Project Director
Location: Office building
CR, OR, 1-1, TK, VE
17x16 Obs. Rm. Seats 10

Southern Spectrum Research, Inc.
1600 Canal St., Ste. 400
New Orleans, LA 70112
Ph. 504-539-9222
Fax 504-539-9228
E-mail: Lindecuir@aol.com
<http://www.bja.com/spectrum>
Linda DeCuir
Location: Office building
CR, OR, 1-1, 1-10R, TK, VE
17x19 Obs. Rm. Seats 20
11x14 Obs. Rm. Seats 8
16x18 Obs. Rm. Seats 15

Maine

Auburn

Austin Associates, PA
Two Great Falls Plaza
Auburn, ME 04210
Ph. 207-783-9111
Fax 207-783-9130
E-mail: livingston@exploremaine.com
Rich Livingston, Dir. Mktg. Svcs.
Location: Office building
CR, OR, VE
12x15 Obs. Rm. Seats 8

Portland

Market Research Unlimited, Inc.
40 Atlantic Place
South Portland, ME 04106
Ph. 207-775-7249
Fax 207-775-5223
Fran Mavodones, President
Location: Office building
CR, OR, 1-1, TK, TKO, VE
22x15 Obs. Rm. Seats 10

We Can Put You on the Right Track!



GULF STATE RESEARCH is the leading field research firm in New Orleans, who has been in business for 35 years. Consequently, we employ the most trained, experienced and professional interviewers and recruiters and are the only company with permanent mall locations and focus group facilities in both major cities, New Orleans and Baton Rouge. We also have new mall facilities in Orlando/Lake Wales, FL.

Our beautiful NEW focus group facilities are premier in New Orleans. These outstanding focus group facilities, located in a free standing building, the ONLY ONE NOT IN A MALL, features multiple meeting rooms (AGAIN THE ONLY ONE), Floor to ceiling mirrors, a complete test kitchen and other fine features. The rooms are expansive, measuring 28' x 22' and 21' x 20'. Each room has comfortable adjoining two tiered client viewing rooms that can seat 12 to 16.

If you are considering conducting focus groups in the South, then surely you expect to employ the very best field research firm to do your work. GULF STATE RESEARCH is that! This holds true for recruiting, as well as facilities. Give us the opportunity to prove this to you. We guarantee you and your clients will be pleased that you did. Come see our new facilities in Orlando/Lake Wales



7361 Florida Blvd.
Bon Marche' Mall
Baton Rouge, LA 70806
1-800-848-2555
In La. (504) 926-3827
Fax (504) 925-9990

4426 Veterans Blvd.
Clearview Mall
Metairie, LA 70006
1-800-845-GULF (4853)
In La. (504) 454-1737
Fax (504) 454-2461

451 Eagle Ridge Drive
Eagle Ridge Mall
Lake Wales, FL 33853
1-800-357-8842
In FL. (941) 676-3676
Fax (941) 676-0471

Baton Rouge • Metairie • New Orleans • Orlando

Codes

Location: Office building, Freestanding building, Shopping mall

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

Room dimensions, when listed, are shown in feet.

† denotes Living Room Style

Strategic Marketing Services
 148 Middle St.
 Portland, ME 04101
 Ph. 207-871-8622
 Fax 207-772-4842
 E-mail: Panatl@aol.com
 Patrick O. Murphy
 Location: Office building
 CR, OR, 1-1, 1-1OR, TK, VE
 15x25 Obs. Rm. Seats 10
 16x18 Obs. Rm. Seats

Maryland

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

Location: Office building
 CR, OR, 1-1, 1-1OR, TK, VE, VC
 20x28 Obs. Rm. Seats 15
 16x20 Obs. Rm. Seats 15
 16x20 Obs. Rm. Seats 15
 14x14 Obs. Rm. Seats 6
 (See advertisement on p. 159)

Assistance in Marketing/Baltimore

1410 N. Crain Hwy., Ste. 9B
 Glen Burnie, MD 21061
 Ph. 410-760-0052
 Fax 410-760-6744
 E-mail: AIM@aim.charm.net
 http://www.charm.net/~aim/
 Kathy Skopinski
 Location: Freestanding building
 CR, OR, 1-1, 1-1OR, VE
 14x14 Obs. Rm. Seats 6
 (See advertisement on p. 159)

Assistance in Marketing/Baltimore

Golden Ring Mall
 6400 Rossville Blvd.
 Baltimore, MD 21237
 Ph. 410-391-7750
 Fax 410-391-7850
 E-mail: AIM@aim.charm.net
 http://www.charm.net/~aim/
 Sue Roberts
 Location: Shopping mall
 CR, OR, 1-1, 1-1OR, TK, VE
 16x18 Obs. Rm. Seats 7
 (See advertisement on p. 159)

The Baltimore Research Agency
 8320 Bellona Ave., Ste. 40
 Ruxton, MD 21204
 Ph. 410-583-9991
 Fax 410-583-9992
 Jay S. White, Owner
 Location: Office building
 CR, OR, 1-1, 1-1OR, VE
 14x22 Obs. Rm. Seats 12
 14x11 Obs. Rm. Seats 6

Bay Area Research
 9936 Liberty Rd.
 Randallstown, MD 21133
 Ph. 410-922-6600
 Fax 410-922-6675
 E-mail: baya@erols.com
 Tamara Zwingelberg
 Location: Freestanding building
 CR, OR, 1-1, 1-1OR, TK, VE
 14x30 Obs. Rm. Seats 25

BALTIMORE. A FRESH MARKET FOR YOUR NEXT FOCUS GROUP.

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

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

- Centralized location - Baltimore is close to Washington D.C., New Jersey, Philadelphia and New York.
- Executive, Medical & Consumer recruiting which also includes the 2% incidence projects.
- Accurate and proper recruiting done in-house. Computerized database of more than 10,000 households and growing all the time.
- All specs are met to your qualifications and rescreened prior to the group.
- Telephone interviewing is completely supervised at all times.

- 25 line phone center complete with on & off premise telephone monitoring capabilities.
- 25 full & part time trained interviewers using the MRA Video taped training program.
- Executive & extensive medical indepth interviewing with 70,000 health care professionals & complete hospital database on computer.
- Convention interviewing, in-store interviewing, store audits and mystery shopping.

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

Chesapeake Surveys is a member of GroupNet videoconferencing network and the NFO Research, Inc. Group of Companies.



Chesapeake Surveys • 4 Park Center Court • Suite 100 • Owings Mills, MD 21117 • (410) 356-3566

1998 FOCUS GROUP FACILITIES DIRECTORY

Chesapeake Surveys

4 Park Center Ct., Ste. 100
Owing Mills, MD 21117
Ph. 410-356-3566
Fax 410-581-6700
E-mail: chessurv@migkap.com
http://chsp.nfor.com
Elizabeth S. Beirnie
Location: Office building
CR, OR, 1-1, 1-1OR, TK, VE, VC
16x18 Obs. Rm. Seats 12
16x18 Obs. Rm. Seats 12
16x20 Obs. Rm. Seats 12
18x23 Obs. Rm. Seats 12
(See advertisements on pp. 130, 131)

Columbia Focus

10705 Charter Dr., Ste. 420
Columbia, MD 21044
Ph. 410-964-2245
Fax 410-964-2361
JoAnn R. Gaynor, Facility Manager
Location: Office building
CR, OR, VE, VC
15x19 Obs. Rm. Seats 12

Consumer Pulse of Baltimore

1232 Race Rd.
Baltimore, MD 21237
Ph. 410-687-3400 or 800-336-0159
Fax 410-687-7015
E-mail: consumer.pulse@internetMCI.com
Kim Colwall, Director
Location: Office building
CR, OR, 1-1, TK, TKO, VE, VC
20x40 Obs. Rm. Seats 20
20x23 Obs. Rm. Seats 20
15x18 Obs. Rm. Seats 20
(See advertisement on p. 135)

The Family Research Group

575 S. Charles St., Ste. 505
Baltimore, MD 21201
Ph. 410-332-0400
Fax 410-332-0403
E-mail: FAMRSCH@aol.com
Barbara Gassaway
Location: Office building
CR, OR, 1-1, 1-1OR, TK, VE
15x20 Obs. Rm. Seats 10
10x12 Obs. Rm. Seats 6
(See advertisement on p. 131)

Heakin Research, Inc.
White Marsh Mall
8200 Perry Hall Blvd., #1160
Baltimore, MD 21236
Ph. 410-933-9400
Fax 410-933-9440
Sylvia Yager
Location: Shopping mall
CR, OR, TK, VE
14x18 Obs. Rm. Seats 15
12x18 Obs. Rm. Seats 8

Hollander Cohen & McBride
22 West Rd., Ste. 301
Towson, MD 21204
Ph. 410-337-2121
Fax 410-337-2129
E-mail: hcmresch@erols.com
Scott McBride, President
Location: Office building
CR, OR, 1-1, VE
13x20 Obs. Rm. Seats 8

House Market Research, Inc.
1829 Reisterstown Rd., Ste. 200
Baltimore, MD 21208
Ph. 410-602-2800
Fax 410-602-2806
E-mail: EhHMR1@aol.com
http://www.housemarketresearch.com
Karen House Sapp
Location: Office building
CR, OR, VE, VC
26x22 Obs. Rm. Seats 26
24x22 Obs. Rm. Seats 15
24x20 Obs. Rm. Seats 12



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Codes

Location: Office building, Freestanding building, Shopping mall

CR - Conference Room
LR - Living Room Style
OR - Observation Rooms
1-1 - One on One Room
1-1OR - One on One Obs. Rm.

TK - Test Kitchen
TKO - Test Kitchen Obsv. Rm.
VE - Video Equipment
VC - Video Conferencing

Room dimensions, when listed, are shown in feet.

† denotes Living Room Style

Maryland Marketing Source, Inc.

817 Maiden Choice Ln.

Baltimore, MD 21228

Ph. 410-247-3276

Fax 410-536-1858

E-mail: mmsi@erols.com

Barbara Bridge

Location: Office building

CR, OR, VE

12x18 Obs. Rm. Seats 12

Massachusetts

Boston

Bernett Research Services, Inc.

1505 Commonwealth Ave.

Boston, MA 02134

Ph. 617-746-2600

Fax 617-746-2609

E-mail: Trish@Bernett.com

http://www.bernett.com

Trish Herman

Location: Office building

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

21x18 Obs. Rm. Seats 16

21x18 Obs. Rm. Seats 16

21x18 Obs. Rm. Seats 15

27x26 Obs. Rm. Seats 18

(See advertisement on p. 133)

Boston Field & Focus

Div. of Performance Plus

4 Faneuil Hall Marketplace

S. Bldg., 3rd fl.

Boston, MA 02109

Ph. 617-720-1870

Fax 617-720-0165

Shirley Shames, President

Location: Office building

CR, LR, OR, TK, VE, VC

12x27 Obs. Rm. Seats 25

12x27 Obs. Rm. Seats 25

Cambridge Focus

600 Memorial Dr.

Cambridge, MA 02139-4814

Ph. 617-494-0310

Fax 617-494-0910

E-mail: details@cambridgefocus.com

Lloyd Simon, Director

Location: Office building

CR, LR, OR, 1-1, VE

19x14 Obs. Rm. Seats 12

19x14 Obs. Rm. Seats 12

†20x14 Obs. Rm. Seats 12

Dorr & Sheff, Inc.

190 N. Main St.

Natick, MA 01760

Ph. 508-650-1292

Fax 508-650-4722

Gary Sheff, President

Location: Office building

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

20x21 Obs. Rm. Seats 15

19x15 Obs. Rm. Seats 12

Fieldwork Boston, Inc.

800 South St.

Waltham, MA 02154

Ph. 617-899-3660

Fax 617-893-5574

http://www.fieldwork.com

Vincent Stolo

Location: Office building

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

17x16 Obs. Rm. Seats 18

19x17 Obs. Rm. Seats 12

19x19 Obs. Rm. Seats 15

(See advertisement on the back cover)

Fieldwork Boston-Downtown

The Prudential Tower

Prudential Center

Boston, MA 02199

Ph. 617-899-3660

Fax 617-893-5574

http://www.fieldwork.com

Vincent Stolo

Location: Office building

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

17x15 Obs. Rm. Seats 24

17x16 Obs. Rm. Seats 20

20x17 Obs. Rm. Seats 20

(See advertisement on the back cover)

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

E-mail: mpriddy@ziplink.net

http://www.firstmarket.com

Ann Doyle or Jack Reynolds

Location: Office building

CR, OR, VE

09x15 Obs. Rm. Seats 8

(See advertisement on p. 134)



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Focus On Boston
30 Rowes Wharf
Boston, MA 02110
Ph. 617-946-0755
Fax 617-946-0850
Terri-Lyn Hawley, Vice President
Location: Office building
CR, OR, 1-1, 1-1OR, TK, VE
20x20 Obs. Rm. Seats 14
20x22 Obs. Rm. Seats 15
20x20 Obs. Rm. Seats 20
06x09 Obs. Rm. Seats 8

Focus Pointe - Boston

18 Tremont St.
At The Government Center
Boston, MA 02108
Ph. 800-220-5088
Fax 215-561-6525
Patricia Smith, Dir. of Operations
Ileen Branderbit, President
Location: Office building
CR, OR, VE
16x24 Obs. Rm. Seats 20
16x24 Obs. Rm. Seats 20
16x24 Obs. Rm. Seats 20
16x24 Obs. Rm. Seats 20
(See advertisement on p. 165)

Maguire Associates, Inc.
135 South Rd.
Bedford, MA 01730
Ph. 508-371-1775 or 800-581-1775
Fax 617-280-2909
E-mail: Mail@Maguireassoc.com
http://www.maguireassoc.com
Kathleen Dawley, President
Location: Office building
CR, OR, 1-1, VE, VC
12x30 Obs. Rm. Seats 20

National Field & Focus, Inc.
190 N. Main
Natick, MA 01760
Ph. 508-655-1926
Fax 508-655-0096
E-mail: NFF@ultranet.com
Brenda Chartoff, President
Location: Office building
CR, OR, 1-1, 1-1OR, TK, VE
20x21 Obs. Rm. Seats 15
17x14 Obs. Rm. Seats 8

National Qualitative Centers, Inc.
545 Boylston St.
Boston, MA 02116
Ph. 800-335-1222 or 617-424-8800
Fax 617-262-2156
Diane Brooks, Manager
Location: Office building
CR, OR, 1-1OR, TK, TKO, VC
20x12 Obs. Rm. Seats 12
20x12 Obs. Rm. Seats 12
19x15 Obs. Rm. Seats 10
19x17 Obs. Rm. Seats 10
23x15 Obs. Rm. Seats 15

Panel Opinions
155 Middlesex Tpke.
Burlington, MA 01803
Ph. 781-229-6226
Fax 781-273-5380
Eileen Doyle, President
Location: Office building
CR, OR, 1-1, 1-1OR, TK, TKO, VE
20x23 Obs. Rm. Seats 15
16x18 Obs. Rm. Seats 12
13x18 Obs. Rm. Seats 12
12x12 Obs. Rm. Seats 6

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1-800-FIRST-TX



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Research**

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(617) 236-7080
2301 Hancock Drive, Austin, TX 75756
(512) 451-4000

Codes

Location: Office building, Freestanding building, Shopping mall
 CR - Conference Room TK - Test Kitchen
 LR - Living Room Style TKO - Test Kitchen Obsv. Rm.
 OR - Observation Rooms VE - Video Equipment
 1-1 - One on One Room VC - Video Conferencing
 1-1OR - One on One Obs. Rm.
 Room dimensions, when listed, are shown in feet.
 † denotes Living Room Style

Pathfinder Research Group, Inc.
 179 Great Rd., Ste. 212
 Acton, MA 01720-5407
 Ph. 978-263-0400
 Fax 978-264-4065
 E-mail: Path179@aol.com
 James Shur, President
 Location: Office building
 CR, OR, TK
 18x13 Obs. Rm. Seats 10

Performance Plus
 111 Speen St., Ste. 105
 Framingham, MA 01701
 Ph. 508-872-1287
 Fax 508-879-7108
 Shirley Shames, President
 Location: Office building
 CR, LR, OR, 1-1, 1-1OR, TK, VE
 15x20 Obs. Rm. Seats 25
 15x20 Obs. Rm. Seats 25
 10x10 Obs. Rm. Seats 12

Quick Test
 Natick Focus
 Apple Hill
 594 Worcester Rd.
 Natick, MA 01760
 Ph. 508-653-8000
 Fax 508-653-0258
 E-mail: info@quicktest.com
<http://www.quicktest.com>
 Dolly Rooney, Manager
 Location: Office building
 CR, OR, TK, VE
 44x34 Obs. Rm. Seats 20
 44x36 Obs. Rm. Seats 20
 (See advertisement on p. 30)

Research Data, Inc.
 624 Worcester Rd.
 Framingham, MA 01702
 Ph. 508-875-1300
 Fax 508-872-2001
 Rhonda Tippet, Vice President
 Location: Office building
 CR, OR, 1-1, 1-1OR, TK, VE
 16x20 Obs. Rm. Seats 15

Survey & Research Associates, Inc.
 2400 Massachusetts Ave.
 Cambridge, MA 02140
 Ph. 617-864-7794
 Fax 617-661-8425
 Agnes Piandes, President
 Location: Office building
 CR, OR, TK, VE
 15x15 Obs. Rm. Seats 8

Springfield

Trends of Springfield
 Div. of Performance Plus
 Fairfield Mall
 591 Memorial Dr.
 Chicopee, MA 01020
 Ph. 508-872-1287
 Fax 508-879-7108
 Shirley Shames, President
 Location: Shopping mall
 CR, OR, TK, VE
 15x15 Obs. Rm. Seats 12

Michigan

Battle Creek/Kalamazoo

WJ Schroer Company
 Two W. Michigan Ave.
 Battle Creek, MI 49017
 Ph. 616-963-4874
 Fax 616-963-5930
 E-mail: 18abil2west@internetmci.com
 Bill Schroer, Principal
 Location: Office building
 CR, OR, VE
 11x18 Obs. Rm. Seats 7

C.G. Smith & Associates
 10745 Stadium Dr.
 Kalamazoo, MI 49009
 Ph. 616-375-8433
 Fax 616-375-4840
 Charles G. Smith, President/CEO
 Location: Freestanding building
 CR, OR, VE
 18x18 Obs. Rm. Seats 6

Detroit

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
 Location: Office building
 CR, OR, 1-1, TK, TKO, VE, VC
 20x18 Obs. Rm. Seats 20
 (See advertisement on p. 135)

Crimmins & Forman Market Research
 29955 Southfield Rd.
 Southfield, MI 48076
 Ph. 248-569-7095
 Fax 248-569-8927
 E-mail: CrimForm@aol.com
 Paula Crimmins, Partner
 Location: Freestanding building
 CR, LR, OR, 1-1, 1-1OR, TK, VE
 27x24 Obs. Rm. Seats 15
 16x15 Obs. Rm. Seats
 †15x15 Obs. Rm. Seats 8

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Crimmins & Forman Market Research
26237 Southfield Rd.
Lathrup Village, MI 48076
Ph. 810-569-7095
Fax 810-569-2211
E-mail: CandF2@juno.com
Paula Crimmins, Partner
Location: Freestanding building
CR, LR, OR, TK, TKO, VE
20x20 Obs. Rm. Seats 10

Friedman Marketing Services
Oakland Mall
350-B. W. 14 Mile Rd.
Troy, MI 48083
Ph. 248-589-0950 or 914-698-9591
Fax 248-589-0271
Ruta Grigaras
Location: Shopping mall
CR, OR, 1-1, 1-10R, TK, VE
20x40 Obs. Rm. Seats 14

Friedman Marketing Services
Frenchtown Square Mall
2121 N. Monroe St., Unit 105
Monroe, MI 48161
Ph. 313-241-1610 or 914-698-9591
Fax 313-241-6804
Jill Stern
Location: Shopping mall
CR, OR, 1-1, TK, VE
16x16 Obs. Rm. Seats 10

Heakin Research, Inc.
Macomb Mall
32441 Gratiot, Ste. 440
Roseville, MI 48066
Ph. 810-294-3232
Fax 810-294-3759
P.J. Hills, Manager
Location: Shopping mall
CR, OR, TK, VE

Heakin Research, Inc.
Eastland Mall
1800 Bernier Rd., Ste. 731
Harper Woods, MI 48225
Ph. 313-521-8811
Fax 313-521-9152
Clyde Mayberry, Manager
Location: Shopping mall
CR, OR, 1-1, TK, VE

M.O.R.-PACE Field Services
31700 Middlebelt Rd., Ste. 200
Farmington Hills, MI 48334
Ph. 248-737-5300 or 800-878-7223
Fax 248-737-5326
E-mail: information@morpace.com
Linda Gondek, Project Director
Location: Office building
CR, OR, 1-1, 1-10R, TK, VE, VC
18x22 Obs. Rm. Seats 14
20x28 Obs. Rm. Seats 20
38x28 Obs. Rm. Seats 14
(See advertisement on p. 137)

M.O.R.-PACE Field Services
Renaissance Ctr., Twr. 200, Ste. 2010
Detroit, MI 48243
Ph. 248-737-5300 or 800-878-7223
Fax 248-737-5326
E-mail: information@morpace.com
Linda Gondek, Project Director
Location: Office building
CR, OR, TK, VE
26x22 Obs. Rm. Seats 20
(See advertisement on p. 137)

Nordhaus Research, Inc.
20300 W. 12 Mile Rd.
Southfield, MI 48076
Ph. 248-827-2400 or 800-860-9996
Fax 248-827-1380
E-mail: jrk@nordhaus.com
Tom Neal
Location: Office building
CR, OR, 1-1, 1-10R, TK, VE
15x16 Obs. Rm. Seats 20
19x24 Obs. Rm. Seats 12
(See advertisement on p. 136)

Opinion Search
21800 Melrose, Ste. 12
Southfield, MI 48075
Ph. 248-358-9922
Fax 248-358-9914
Joanne Levin, Vice President
Location: Freestanding building
CR, LR, OR, 1-1, 1-10R, TK, TKO, VE
16x18 Obs. Rm. Seats 30
12x18 Obs. Rm. Seats 12
†16x18 Obs. Rm. Seats 30

Personal Touch Marketing, Inc.
325 E. Eisenhower Pkwy., Ste. 7
Burlington Bldg.
Ann Arbor, MI 48108
Ph. 800-324-3216 or 313-741-1134
Fax 313-741-1206
E-mail: DebB3497@aol.com
Deb Babcock, President
Location: Office building
CR, OR, VE
25x15 Obs. Rm. Seats 6

Quality Controlled Services
34119 W. Twelve Mile Rd., Ste. 360
Farmington Hills, MI 48331
Ph. 800-224-6322 or 248-553-4714
Fax 248-553-7528
E-mail: postmaster@qcs.com
<http://www.qcs.com>
Dianne Flock, Branch Manager
Location: Office building
CR, OR, VE, VC
23x16 Obs. Rm. Seats 12
(See advertisement on p. 145)

RDA Group
450 Enterprise Ct.
Bloomfield Hills, MI 48302
Ph. 248-332-5000
Fax 248-332-4168
E-mail: Webmaster@rdagroup.com
<http://www.rdagroup.com>
Sanford Stallard
Location: Office building
CR, OR, 1-1, 1-10R, VE, VC
20x21 Obs. Rm. Seats 20



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Location: Office building, Freestanding building, Shopping mall

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

Room dimensions, when listed, are shown in feet.
† denotes Living Room Style

Shifrin-Hayworth
20300 Civic Center Dr., Ste. 207
Southfield, MI 48076
Ph. 248-223-0020
Fax 248-223-0038
E-mail: SHIFHAY@aol.com
Arlene Speiser, Vice President
Location: Office building
CR, OR, 1-1, TK, VE
15x25 Obs. Rm. Seats 30
13x12 Obs. Rm. Seats 16

Stander Research Associates, Inc.
26701 Harper Ave.
St. Clair Shores, MI 48081
Ph. 810-778-8910
Fax 810-778-2938
E-mail: STANDERCO@aol.com
David Stander, President
Location: Office building
CR, OR, 1-1, TK, VE
14x27 Obs. Rm. Seats 15

Yee/Minard & Associates, Inc.
27300 W. 11 Mile Rd., Ste 500
Southfield, MI 48034
Ph. 248-352-3300
Fax 248-352-3787
Anne Scott-Montgomery
Location: Office building
CR, OR, 1-1, 1-10R, TK, VE
16x20 Obs. Rm. Seats 20
18x18 Obs. Rm. Seats 10

Grand Rapids

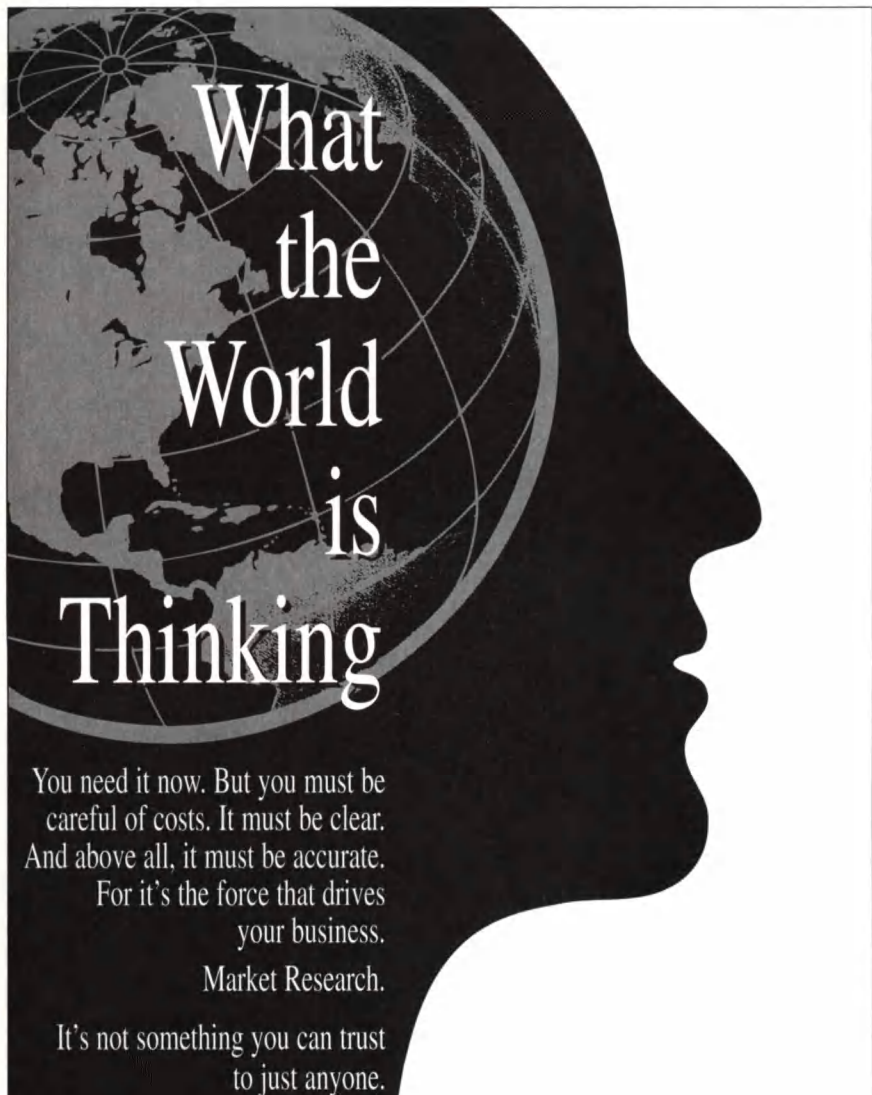
Datatrack, Inc.
2401 Camelot Ct. S.E.
Grand Rapids, MI 49546
Ph. 616-954-0303
Fax 616-954-0001
E-mail: kschepman@wirthlin.com
Kevin Schepman
Location: Office building
CR, LR, OR, TK, VE
16x19 Obs. Rm. Seats 14

Nordhaus Research, Inc.
2449 Camelot Ct.
Grand Rapids, MI 49506
Ph. 248-827-2400 or 800-860-9996
Fax 248-827-1380
Tom Neal
Location: Office building
CR, OR, VE
16x17 Obs. Rm. Seats 12
(See advertisement on p. 136)

Western Michigan Research, Inc.
6159 28th St. S.E.
Grand Rapids, MI 49546
Ph. 616-949-8724
Fax 616-949-8511
Jackie Schlegelmilch, Project Manager
Location: Office building
CR, LR, OR, 1-1, 1-10R, TK, TKO, VE
18x32 Obs. Rm. Seats 12

Lansing

Capitol Research Services, Inc.
2940 Lake Lansing Rd.
East Lansing, MI 48823
Ph. 517-333-3388
Fax 517-333-4402
E-mail: crs@voyager.net
Rachelle Souser Neal
Location: Freestanding building
CR, OR, TK, TKO
18x20 Obs. Rm. Seats 14
13x10 Obs. Rm. Seats 8



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Southfield, MI 48076
Tel: 800 • 860 • 9996 / Fax: 248 • 827 • 1380

Atlanta Office
3355 Lenox Rd. • Suite 400
Atlanta, GA 30326
Tel: 800 • 287 • 0662 / Fax: 404 • 848 • 8199

Grand Rapids Office
2449 Camelot Court
Grand Rapids, MI 49546
Tel: 800 • 860 • 9996 / Fax: 616 • 942 • 9189

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Codes

Location: Office building, Freestanding building, Shopping mall
 CR - Conference Room TK - Test Kitchen
 LR - Living Room Style TKO - Test Kitchen Obsv. Rm.
 OR - Observation Rooms VE - Video Equipment
 1-1 - One on One Room VC - Video Conferencing
 1-10R - One on One Obs. Rm.
 Room dimensions, when listed, are shown in feet.
 † denotes Living Room Style

Pace & Partners
 2417 N. Cedar St.
 Holt, MI 48842
 Ph. 517-694-9711
 Fax 517-694-7910
 Maria Serapiglia
 Location: Freestanding building
 CR, OR, 1-1, 1-10R, VE
 13x11 Obs. Rm. Seats 9

Minnesota

Minneapolis/St. Paul

Bette Dickinson Research, Inc.
 3900 36th Ave. N.
 Minneapolis, MN 55422
 Ph. 612-521-7635
 Fax 612-420-4385
 Bette Dickinson, President
 Location: Freestanding building
 CR, OR, TK, VE
 24x12 Obs. Rm. Seats 20

Comprehensive Research
 2900 N. Rice St., Ste. 290
 St. Paul, MN 55113
 Ph. 612-481-6937
 Fax 612-481-0020
 E-mail: CRG2900@aol.com
 Location: Shopping mall
 CR, OR, 1-1, 1-10R, TK, TKO, VE
 21x22 Obs. Rm. Seats 20
 15x13 Obs. Rm. Seats 10

Cook Research & Consulting, Inc.
 6600 France Ave. S., Ste. 214
 Minneapolis, MN 55435
 Ph. 612-920-6251
 Fax 612-920-1230
 Harold Cook
 Location: Office building
 CR, OR, TK, TKO, VE
 17x18 Obs. Rm. Seats 15

Focus Market Research, Inc.
 801 W. 106th St., Ste. 201
 Minneapolis, MN 55420
 Ph. 612-881-3635
 Fax 612-881-1880
 Judy Opstad
 Location: Office building
 CR, LR, OR, TK, TKO, VE, VC
 24x15 Obs. Rm. Seats 14
 21x12 Obs. Rm. Seats 10
 †24x15 Obs. Rm. Seats 14
 (See advertisements on pp. 77, 138)

Focus Market Research, Inc.
 4956 Lincoln Dr.
 Minneapolis, MN 55436
 Ph. 612-933-0449
 Judy Opstad
 Location: Office building
 CR, LR, OR, TK, TKO, VE, VC
 19x15 Obs. Rm. Seats 14
 15x15 Obs. Rm. Seats 14
 †19x15 Obs. Rm. Seats 14
 (See advertisements on pp. 77, 138)

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
 Location: Office building
 CR, OR, 1-1, TK, VE
 16x21 Obs. Rm. Seats 20

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Heakin Research, Inc.
Mall of America
300 E. Broadway
Bloomington, MN 55425
Ph. 612-854-3535
Fax 612-854-4375
Elena Johnson, Manager
Location: Shopping mall
CR, OR, TK, VE
20x12 Obs. Rm. Seats 10

Heakin Research, Inc.
Knollwood Mall
8332 Hwy. 7
St. Louis Park, MN 55426
Ph. 612-936-0940
Fax 612-936-9078
Bruce Bale, Manager
Location: Shopping mall
CR, OR, TK, VE
17x14 Obs. Rm. Seats 8

Ideas To Go, Inc.
One Main at Riverplace, Ste. 504
Minneapolis, MN 55414
Ph. 612-331-1570
Fax 612-331-1602
<http://www.ideatogo.com>
Virginia Morse, Sr. Associates
Location: Office building
CR, LR, OR, VE
24x20 Obs. Rm. Seats 10
22x18 Obs. Rm. Seats 10
†24x20 Obs. Rm. Seats 10
†22x18 Obs. Rm. Seats 10

Minnesota Opinion Research
Three Paramount Plaza
7831 Glenroy Rd., Ste. 100
Minneapolis, MN 55439
Ph. 612-835-3050
Fax 612-835-3385
Kristin McGrath, President
Location: Office building
CR, OR, VE
20x18 Obs. Rm. Seats 6

C.J. Olson Market Research, Inc.
2125 E. Hennepin Ave., Ste. 100
Minneapolis, MN 55413-2720
Ph. 612-378-5040 or 800-788-0085
Fax 612-378-5401
E-mail: cjo@minn.net
<http://www.fouthgen.com/~cjolson>
Carolyn J. Olson, President
Location: Office building
CR, OR, VE
18x23 Obs. Rm. Seats 15

Orman Guidance Research®, Inc.
715 Southgate Office Plaza
5001 W. 80th St.
Minneapolis, MN 55437-1106
Ph. 800-605-7313 or 612-831-4911
Fax 612-831-4913
E-mail: Ormanguidance@compuserve.com
Allan Orman or Rosemary Sundin
Location: Office building
CR, LR, OR, TK, TKO, VE, VC
17x16 Obs. Rm. Seats 18
17x16 Obs. Rm. Seats 18
17x16 Obs. Rm. Seats 18
20x18 Obs. Rm. Seats 12
†17x16 Obs. Rm. Seats 18
(See advertisement on p. 139)

Project Research, Inc.
10,000 Hwy. 55
Plymouth, MN 55441
Ph. 612-542-9442
Fax 612-542-9240
E-mail: PRI@projectresearch.com
<http://www.projectresearch.com>
Laura Anhalt
Location: Office building
CR, OR, 1-1, 1-10R, TK, TKO, VE
15x26 Obs. Rm. Seats 18
12x14 Obs. Rm. Seats 10
(See advertisement on p. 141)

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Rosemary Sundin, Vice President
Allan D. Orman, Ph.D., President

715 Southgate Office Plaza
Minneapolis, Minnesota 55437
800-605-7313 or 612-831-4911
Fax: 612-831-4913

Email: Ormanguidance@Compuserve.com

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KITCHEN



VIDEO CENTER



ONE ON ONE ROOM



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RESEARCH SYSTEMS, INC.

2000 South Plymouth Road, Suite 120
 Minnetonka, Minnesota 55305
 tel (612) 544-6334
 fax (612) 544-6764

Codes

Location: Office building, Freestanding building, Shopping mall
 CR - Conference Room TK - Test Kitchen
 LR - Living Room Style TKO - Test Kitchen Obsv. Rm.
 OR - Observation Rooms VE - Video Equipment
 1-1 - One on One Room VC - Video Conferencing
 1-1OR - One on One Obs. Rm.
 Room dimensions, when listed, are shown in feet.
 † denotes Living Room Style

Quality Controlled Services

2051 Killebrew Dr., Ste. 680
 Bloomington, MN 55425
 Ph. 800-526-5718 or 612-858-1550
 Fax 612-858-1580
 E-mail: postmaster@qcs.com
 http://www.qcs.com
 Kathleen Fischbach, Branch Manager
 Location: Office building
 CR, OR, 1-1, 1-1OR, TK, VE
 19x21 Obs. Rm. Seats 15
 21x17 Obs. Rm. Seats 12
 (See advertisement on p. 145)

Quick Test

Skyline Square
 12940 Harriet Ave. S.
 Burnsville, MN 55337
 Ph. 612-894-5868
 Fax 612-894-8270
 E-mail: info@quicktest.com
 http://www.quicktest.com
 Manager
 Location: Office building
 CR, OR, 1-1, TK, VE
 20x20 Obs. Rm. Seats 12
 20x20 Obs. Rm. Seats 12
 (See advertisement on p. 30)

Research Systems, Inc.

2000 S. Plymouth Rd., Ste. 120
 Minnetonka, MN 55305
 Ph. 612-544-6334
 Fax 612-544-6764
 Bill Whitney, President
 Location: Office building
 CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE
 22x17 Obs. Rm. Seats 16
 21x14 Obs. Rm. Seats 12
 †16x12 Obs. Rm. Seats 6
 †14x11 Obs. Rm. Seats 6
 (See advertisement on p. 140)

Rockwood Research Corp.

651 Campus Dr.
 New Brighton, MN 55112
 Ph. 612-631-1977
 Fax 612-631-8198
 E-mail: sales@rockwoodresearch.com
 http://www.rockwoodresearch.com
 Steve Blom, Director of Sales
 Location: Office building
 CR, OR, 1-1, VE
 30x15 Obs. Rm. Seats 6

New issue for 1998

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Review

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Codes

Location: Office building, Freestanding building, Shopping mall

CR - Conference Room
LR - Living Room Style
OR - Observation Rooms
1-1 - One on One Room
1-1OR - One on One Obs. Rm.

TK - Test Kitchen
TKO - Test Kitchen Obsv. Rm.
VE - Video Equipment
VC - Video Conferencing

Room dimensions, when listed, are shown in feet.

† denotes Living Room Style

Twin City Interviewing Service, Inc.
3225 Hennepin Ave., S.
Minneapolis, MN 55408
Ph. 612-823-6214
Fax 612-823-6215
E-mail: TCIFISCHER@sprintmail.com
Beth Fischer, President
Location: Freestanding building
CR, LR, OR, 1-1OR, VE
17x23 Obs. Rm. Seats 6

St. Cloud

Meyer Associates
Minnesota Survey Research
14 N. Seventh Ave.
St. Cloud, MN 56303
Ph. 320-259-4000
Fax 320-259-4044
Murdoch Johnson, Research Director
Location: Office building
CR, OR, 1-1, VE
15x22 Obs. Rm. Seats 5

Mississippi

Jackson

Focus One
1501 Lakeland Dr., Ste. 351
Jackson, MS 39216
Ph. 601-362-8810 or 601-829-1231
Fax 601-362-8820
E-mail: Focus1351@aol.com
Linda Harmon
Location: Office building
CR, LR, OR, VE
20x15 Obs. Rm. Seats 15

Missouri

Columbia

Horizon Research Services
409 Vandiver Dr., Bldg. 6, Ste. 102
Columbia, MO 65202
Ph. 573-874-1333
Fax 573-874-6904
E-mail: info@horizonresearch.com
Susan Yesilada, Vice President
Location: Office building
CR, OR, 1-1, 1-1OR, VE
12x22 Obs. Rm. Seats 8

Kansas City

Essential Market Research
751 E. 63rd St., Ste. 200
Kansas City, MO 64110
Ph. 816-333-2344
Fax 816-333-4596
Cheryl Anderson, Vice President
Location: Office building
CR, OR, 1-1
10x17 Obs. Rm. Seats 9

The Field House, Inc.
7220 W. 98th Terrace
Overland Park, KS 66212
Ph. 913-341-4245
Fax 913-341-1462
E-mail: Rhi@compuserve.commpuserve.com
Annie Heck

Location: Freestanding building
CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE, VC
16x20 Obs. Rm. Seats 16
16x20 Obs. Rm. Seats 10
19x21 Obs. Rm. Seats 18
†16x20 Obs. Rm. Seats 16
†19x21 Obs. Rm. Seats 18
†16x20 Obs. Rm. Seats 10

Flaspohler Rose Marketing Research, Inc.
4330 Shawnee Mission Pkwy.
Roeland Park, KS 66205
Ph. 913-384-1337
Fax 913-831-0671
Janette Rose
Location: Office building
CR, OR, VE
20x25 Obs. Rm. Seats 15

Heakin Research, Inc.
Bannister Mall
5600 E. Banister Rd., #102
Kansas City, MO 64137
Ph. 816-767-8300
Fax 816-761-0110
Pat Stoeckman, Manager
Location: Shopping mall
CR, OR, TK, VE
12x18 Obs. Rm. Seats 10

Heakin Research, Inc.
116 Independence Center
Independence, MO 64057
Ph. 816-795-0706
Fax 816-795-1416
Jackie Sparks, Manager
Location: Shopping mall
CR, OR, TK, TKO, VE
14x10 Obs. Rm. Seats 4

Market Directions, Inc.
911 Main St., Ste. 300
Kansas City, MO 64105
Ph. 816-842-0020
Fax 816-472-5177
E-mail: chawntae@mktkdir.attmail.com
Chawntae Applegate, Field Director
Location: Office building
CR, OR, 1-1, VE
18x20 Obs. Rm. Seats 10

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St. Louis, Missouri
63105

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Market Research Institute, Inc.
7315 Frontage Rd., #200
Merriam, KS 66204
Ph. 913-236-6060
Fax 913-236-6094
Donald Weston, President
Location: Office building
CR, LR, OR, TK, VE
20x20 Obs. Rm. Seats 10
20x20 Obs. Rm. Seats 10
†20x16 Obs. Rm. Seats 10

Quality Controlled Services

Corporate Woods Office Park
10875 Grandview St., Ste. 2230
Overland Park, KS 66210
Ph. 913-345-2200 or 800-525-1952
Fax 913-345-9450
E-mail: postmaster@qcs.com
http://www.qcs.com
Iva Schlatter
Location: Office building
CR, OR, TK, VE, VC
20x25 Obs. Rm. Seats 20
17x20 Obs. Rm. Seats 12
20x20 Obs. Rm. Seats 9
(See advertisement on p. 145)

Springfield

Bryles Survey Service, Ltd.
227 Battlefield Mall
Springfield, MO 65804
Ph. 417-887-1035
Fax 417-887-0209
Bob Bryles, President
Location: Shopping mall
CR, OR, 1-1, 1-1OR, TK, VE
13x15 Obs. Rm. Seats 8

St. Louis

ACG Research Solutions

Pierre Laclede Center
7701 Forsyth, Ste. 1100
St. Louis, MO 63105
Ph. 314-726-3403
Fax 314-726-2503
http://www.AragonConsulting.com
Vicki Savala
Location: Office building
CR, LR, OR, 1-1, TK, VE
21x24 Obs. Rm. Seats 18
(See advertisement on p. 142)

Consumer Opinion
10403 Clayton Rd.
St. Louis, MO 63131
Ph. 314-692-2686
Fax 314-692-2427
Carol McGill, Partner
Location: Office building
CR, OR, 1-1, 1-1OR, TK, VE
21x18 Obs. Rm. Seats 20
18x18 Obs. Rm. Seats 10
15x15 Obs. Rm. Seats 10

Consumer Opinion - St. Charles
1720 Mid Rivers Mall
St. Peters, MO 63376
Ph. 314-397-8473
Fax 314-692-2427
Carol McGill, Partner
Location: Shopping mall
CR, OR, TK, VE
15x24 Obs. Rm. Seats 8

Consumer Opinion Council Research Center
200 S. Hanley, Ste. 415
St. Louis, MO 63105
Ph. 314-863-3780 or 800-467-5959
Fax 314-863-2880
Subra Iyer
Location: Office building
CR, LR, OR, 1-1, 1-1OR, TK, VE
16x22 Obs. Rm. Seats 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
Location: Freestanding building
CR, OR, 1-1, VE
20x22 Obs. Rm. Seats 20

Mary Lucas Market Research
Marietta Plaza
13250 New Halls Ferry Rd.
Florissant, MO 63033
Ph. 314-838-0696
Fax 314-838-1996
Mary Lucas, President
Location: Freestanding building
CR, OR, TK, TKO, VE
20x18 Obs. Rm. Seats 12

Marketeam Associates
1807 Park 270 Dr., Ste. 300
St. Louis, MO 63146
Ph. 314-878-7667
Fax 314-878-6743
E-mail: vthies@doanemr.com
Liz Wagner
Location: Office building
CR, OR, TK, VE
13x20 Obs. Rm. Seats 10
12x18 Obs. Rm. Seats 5

Marketing Horizons, Inc.

1001 Craig Rd., Ste. 100
St. Louis, MO 63146
Ph. 314-432-1957
Fax 314-432-7014
E-mail: mhorizons@stlnet.com
Stephanie Feeney, Dir. Field Svcs.
Location: Office building
CR, OR, 1-1, TK, VE
18x12 Obs. Rm. Seats 12
(See advertisement on p. 143)

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.
Location: Office building
CR, OR, VE
24x20 Obs. Rm. Seats 10
(See advertisement on p. 143)

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Codes

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

Room dimensions, when listed, are shown in feet.

† denotes Living Room Style

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

E-mail: ptrsmkteres@aol.com

Joyce Muhlhauser

Location: Office building

CR, OR, TK, VE

12x22 Obs. Rm. Seats 14

17x18 Obs. Rm. Seats 18

Pragmatic Research, Inc.

200 S. Hanley, Ste. 420

St. Louis, MO 63105

Ph. 314-863-2800

Fax 314-863-2880

E-mail: pricoc@aol.com

Doug Sinnard

Location: Office building

CR, OR, 1-1, TK, VE

22x16 Obs. Rm. Seats 12

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

Trish Dunn, Partner

Location: Office building

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

21x18 Obs. Rm. Seats 20

18x18 Obs. Rm. Seats 10

15x15 Obs. Rm. Seats 10

Superior Surveys of St. Louis, Inc.

1720 Mid Rivers Mall

St. Peters, MO 63376

Ph. 314-397-8463

Fax 314-692-2427

Trish Dunn, Partner

Location: Shopping mall

CR, OR, TK, VE, VC

15x24 Obs. Rm. Seats 8

Westgate Research, Inc.

650 Office Pkwy.

St. Louis, MO 63141

Ph. 314-567-3333

Fax 314-567-7131

Germaine Eley

Location: Office building

CR, OR, VE

Montana

Great Falls

Intermountain SIR, Inc.

619 Second Ave. S.

Great Falls, MT 59405

Ph. 406-727-7050

Fax 406-727-7847

Jan Reagor

Location: Office building

CR, OR, VE

10x10 Obs. Rm. Seats 8

Market Research Group

1601 Second Ave. N.

Great Falls, MT 59401

Ph. 406-452-8213

Fax 406-452-7798

E-mail: JS8213@mocc.com

Jean Seipel, Field Director

Location: Office building

CR, OR, 1-1, VE

12x30 Obs. Rm. Seats 4

Nebraska

Lincoln

Coy Interviewing Services, Inc.

380 Bruce Dr.

Lincoln, NE 68510

Ph. 402-488-3753

Fax 402-488-7763

Edna Coy

Location: Shopping mall

CR, OR, VE

20x30 Obs. Rm. Seats 6

Omaha

Midwest Survey & Marketing

9802 Nicholas St.

Omaha, NE 68114

Ph. 402-392-0755

Fax 402-392-1068

Elaine Bosilevac, General Manager

Location: Freestanding building

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

23x14 Obs. Rm. Seats 12

Three Cedars, Inc.

533 N. 86th St.

Omaha, NE 68114

Ph. 402-393-6729

Fax 402-393-1330

Lori Hrbek

Location: Freestanding building

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

20x28 Obs. Rm. Seats 10

Wiese Research Associates, Inc.

10707 Pacific St., Ste. 202

Omaha, NE 68114

Ph. 402-391-7734

Fax 402-391-0331

E-mail: Mark_Arkfeld@wriaresearch.com

Mary Arkfeld

Location: Office building

CR, OR, VE

26x14 Obs. Rm. Seats 7

Nevada

Las Vegas

Consumer Research Center

1370 E. Flamingo Rd., Ste. J

Las Vegas, NV 89119

Ph. 702-737-3272

Fax 702-737-1023

Steven Goldbaum

Location: Shopping mall

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

20x22 Obs. Rm. Seats 15



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Overland Park (KS) · Kansas City · Los Angeles
Minneapolis · Philadelphia · Phoenix
St.Louis · Seattle**

Mystery Shopping

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QCS is the nation's largest provider of focus group research combining up-to-date facilities with excellent recruiting. We bring a lot of experience to each job. In fact, we conduct more than 5,000 groups per year serving clients and moderators in a broad range of industries - yours is probably among them.

Data Processing

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Project Management

Codes

Location: Office building, Freestanding building, Shopping mall

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

Room dimensions, when listed, are shown in feet.
 † denotes Living Room Style

Cunningham Field & Research Service

The Galleria at Sunset
 1300 W. Sunset Rd., Ste. 1324
 Henderson, NV 89014
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: JudiGinsbergCFS@Digital.Net
 Judi Ginsberg

Location: Shopping mall
 CR, OR, 1-1, TK, VE, VC
 16x14 Obs. Rm. Seats 20
 (See advertisement on p. 101)

Las Vegas Research
 400 N. Norlen St.
 Las Vegas, NV 89107
 Ph. 702-648-8354
 Fax 702-648-5522
 Velma Wiles, President
 Location: Office building
 CR, OR, 1-1, TK, VE
 15x20 Obs. Rm. Seats 8

Las Vegas Surveys, Inc.
 3405 S. Cambridge St.
 Las Vegas, NV 89019
 Ph. 702-650-5550 or 800-797-9877
 Fax 702-650-0729
 Carlos Kelley, Manager
 Location: Freestanding building
 CR, LR, OR, 1-1, 1-1OR, TK, VE
 20x30 Obs. Rm. Seats 20
 15x21 Obs. Rm. Seats 20
 (See advertisement on p. 146)

MRC Focus
 101 Convention Center Dr., Ste. 1005
 Las Vegas, NV 89109
 Ph. 702-734-7511
 Fax 702-734-7598
 E-mail: research@mrcgroup.com
 http://www.mrcgroup.com
 Lisabeth Clawson, Marketing Manager
 Location: Office building
 CR, OR, 1-1, VE
 14x18 Obs. Rm. Seats 20
 14x18 Obs. Rm. Seats 16
 (See advertisement on p. 51)

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- Recruiting/Focus Groups/One-on-One's
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- Telephone Interviews
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- Radio Music Tests
- Mock Jury Trials
- Hispanic Research Capabilities
- Data Processing

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

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

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



New Hampshire

Manchester/Nashua

American Research Group, Inc.
 814 Elm St.
 Manchester, NH 03101
 Ph. 603-624-4081
 Fax 603-627-1746
 E-mail: ARGInc@aol.com
 Dick Bennett
 Location: Office building
 CR, OR, 1-1, VE
 11x16 Obs. Rm. Seats 6

Granite State Marketing Research, Inc.
 Park II West
 78 Nashua Rd., Ste. 3
 Londonderry, NH 03053
 Ph. 603-434-9141
 Fax 603-434-4176
 E-mail: gsmr@tiac.com
 Dorothy Bacon, President
 Location: Office building
 CR, OR, 1-1, 1-1OR, VE
 16x14 Obs. Rm. Seats 10

New England Interviewing, Inc.
 5 Coliseum Ave.
 Nashua, NH 03063
 Ph. 603-889-8222
 Fax 603-883-1119
 Joan Greene, President
 Location: Office building
 CR, OR, 1-1, TK, VE
 16x17 Obs. Rm. Seats 14

1998 FOCUS GROUP FACILITIES DIRECTORY

New England Interviewing, Inc.
Qualitative Center
124 S. River Rd.
Bedford, NH 03110
Ph. 603-641-1222
Fax 603-666-5920
Stella McDaniel
Location: Office building
CR, OR, 1-1, 1-10R, TK, VE
26x16 Obs. Rm. Seats 20
12x14 Obs. Rm. Seats 6

New Jersey

Atlantic City (See Southern New Jersey)

Northern New Jersey

Assistance In Marketing/New Jersey
(Formerly Product Development Workshop)
195 Columbia Turnpike
Florham Park, NJ 07932
Ph. 201-765-0077
Fax 201-765-9087
Irene Bing, Managing Director
Location: Office building
CR, LR, OR, 1-1, 1-10R, TK, VE
22x28 Obs. Rm. Seats 25
19x20 Obs. Rm. Seats 25
(See advertisement on p. 159)

Assistance In Marketing/New Jersey
(Formerly Focus Room - New Jersey)
Continental Plaza
433 Hackensack Ave.
Hackensack, NJ 07601
Ph. 201-488-5888
Fax 201-488-5780
Donna Weinberg, President
Location: Office building
CR, OR, 1-1, 1-10R, TK, VE, VC
20x20 Obs. Rm. Seats 30
19x17 Obs. Rm. Seats 20
18x18 Obs. Rm. Seats 20
18x16 Obs. Rm. Seats 20
(See advertisement on p. 159)

Cunningham Field & Research Service
Focus/CLT Facilities
1140 Parsippany Blvd.
Parsippany, NJ 07054
Ph. 904-677-5644
Fax 904-677-5534
E-mail: DonnaMannoCFS@Digital.Net
Donna Manno, Director
Location: Office building
CR, LR, OR, 1-1, 1-10R, TK, TKO, VE, VC
25x30 Obs. Rm. Seats 20
21x17 Obs. Rm. Seats 25
14x20 Obs. Rm. Seats 14
†24x16 Obs. Rm. Seats 20
(See advertisement on p. 101)

Fieldwork East, Inc.
2 Executive Dr.
Fort Lee, NJ 07024
Ph. 201-585-8200
Fax 201-585-0096
http://www.fieldwork.com
Carol Tauben
Location: Office building
CR, LR, OR, 1-1, 1-10R, TK, TKO, VE, VC
23x21 Obs. Rm. Seats 30
20x20 Obs. Rm. Seats 30
20x20 Obs. Rm. Seats 30
24x22 Obs. Rm. Seats 30
16x14 Obs. Rm. Seats 15
(See advertisement on the back cover)

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
http://www.focusworldint.com
Location: Freestanding building
CR, OR, 1-1, 1-10R, TK, VE
18x24 Obs. Rm. Seats 15
16x18 Obs. Rm. Seats 8

Something *Established.* Something **New.**

Exciting news! Meadowlands Consumer Center has moved to a new location in a beautiful atrium building! Now you can enjoy the established quality of services you've come to expect from us in a completely new environment. With our eleven years of experience in the field, you can also be assured of a successful research experience from beginning to end, including our professional staff who can handle the toughest recruit to our warm and friendly "home away from home" working environment.

- New location in a beautiful atrium building
- All-suite focus group facility with choices of large, jumbo or mini-group settings
- Viewing rooms with three-sided panoramic mirrors with seating for 20+
- Modern test kitchen
- All rooms fully sound-proofed with individual thermostatic controls
- Separate client and respondent entrances
- Fully supervised in-house recruiting
- Private Client Business Center with computer, printer, copier and fax



Meadowlands Consumer Center Inc.

100 Plaza Drive
Secaucus, New Jersey 07094
(800) 998-4777 (outside NJ)
(201) 865-4900
Fax (201) 865-0408

Codes

Location: Office building, Freestanding building, Shopping mall

CR - Conference Room
LR - Living Room Style
OR - Observation Rooms
1-1 - One on One Room
1-1OR - One on One Obs. Rm.

TK - Test Kitchen
TKO - Test Kitchen Obsv. Rm.
VE - Video Equipment
VC - Video Conferencing

Room dimensions, when listed, are shown in feet.
† denotes Living Room Style

GRA Focus Center
Glickman Research Associates
160 Paris Ave.
Northvale, NJ 07647
Ph. 201-767-8888
Fax 201-767-6933
E-mail: Wallygra@ix.netcom.com
Lynda Broer
Location: Office building
CR, OR, 1-1, 1-1OR, VE
14x18 Obs. Rm. Seats 15

Hygeia Marketing Associates, Inc.
1120 Bloomfield Ave., Ste. 100
West Caldwell, NJ 07006
Ph. 973-227-8239
Fax 973-227-8319
Fran Libis, Project Coordinator
Location: Office building
CR, OR, 1-1, VE
19x13 Obs. Rm. Seats 8



Looking for a professional moderator?

Check out
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MarketPlace™
in this issue

Quirk's
MARKETING RESEARCH
Review

MEADOWLANDS CONSUMER CENTER INC.

The Plaza at the Meadows
100 Plaza Dr., 1st fl.
Secaucus, NJ 07094
Ph. 201-865-4900 or 800-998-4777
Fax 201-865-0408
E-mail: MCCINC@compuserve.com
Lauren A. Heger, Field Director
Location: Office building
CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE, VC
25x24 Obs. Rm. Seats 25
18x24 Obs. Rm. Seats 20
18x24 Obs. Rm. Seats 20
14x16 Obs. Rm. Seats 12
†18x24 Obs. Rm. Seats 20
(See advertisement on p. 147)

MetroMarket Research Center, Inc.
855 Valley Rd.
Clifton, NJ 07013
Ph. 973-470-0044
Fax 973-470-0397
Pry Gessel
Location: Office building
CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE
22x14 Obs. Rm. Seats 15
17x17 Obs. Rm. Seats 10
†22x14 Obs. Rm. Seats 15

Mid-America Rsch./Facts In Focus
Livingston Mall
131 Livingston Mall
Livingston, NJ 07039
Ph. 201-740-1566
Fax 201-740-0569
Leonard McCoy, Manager
Location: Shopping mall
CR, OR, 1-1, 1-1OR, TK, VE
17x11 Obs. Rm. Seats 10
17x11 Obs. Rm. Seats 12

T.A. Miller Co., Inc.
1060 Clifton Ave.
Clifton, NJ 07013
Ph. 201-778-6011
Fax 201-778-5975
E-mail: TAMCO@aol.com
Thomas Miller, President
Location: Office building
CR, OR, 1-1, 1-1OR, TK, VE
30x10 Obs. Rm. Seats 10

Morristown Market Research
80 Washington St.
Morristown, NJ 07960
Ph. 201-326-9461
Fax 201-326-9767
Melody McGinleyWhitelaw, President
Location: Freestanding building
CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE
22x14 Obs. Rm. Seats 8
†22x14 Obs. Rm. Seats 8

Northeast Data
High Income Mall Testing Center
Wayne Towne Center, Rte. 23 S.
Wayne, NJ 07470
Ph. 201-785-4449
Fax 201-785-3679
Judy Mammolite, Dir. of Recruiting
Location: Shopping mall
CR, OR, 1-1, 1-1OR, TK, VE
16x18 Obs. Rm. Seats 10

Partners In Research, Inc.
200 Braen Ave.
Wyckoff, NJ 07481
Ph. 973-686-1300
Fax 973-686-1330
Wanda Gorman
Location: Freestanding building
CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE
15x20 Obs. Rm. Seats 16
25x27 Obs. Rm. Seats 14
19x45 Obs. Rm. Seats 6
12x20 Obs. Rm. Seats 10

Peters Marketing Research, Inc.
4 Century Dr.
Parsippany, NJ 07054
Ph. 201-539-5750
Fax 201-539-3616
Toni McClard, Vice President
Location: Office building
CR, OR, VE
18x20 Obs. Rm. Seats 12
18x21 Obs. Rm. Seats 14

Plaza Research-New York
120 Rte. 17 N.
Paramus, NJ 07652
Ph. 201-265-7500 or 800-654-8002
Fax 201-265-7269
E-mail: NewYork@plazaresearch.com
http://www.plazaresearch.com
Jill Gottesman
Location: Office building
CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE
15x25 Obs. Rm. Seats 15
15x25 Obs. Rm. Seats 15
15x20 Obs. Rm. Seats 15
(See advertisement on p. 149)

Q10 Marketing, Inc.
285 Grand Ave.
5 Patriot Centre
Englewood, NJ 07631
Ph. 201-541-1144
Fax 201-541-0066
Barbara Cataraso, Director
Location: Freestanding building
CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE
17x13 Obs. Rm. Seats 15
18x13 Obs. Rm. Seats 20
†17x13 Obs. Rm. Seats 15
†18x13 Obs. Rm. Seats 20



Focus Group Facilities

What we offer:

Precise recruiting and the most comfortable, practical, well-appointed facilities in the country.

How we do it:

A management team with more than 100 years of combined experience in the field...A fully integrated network sharing resources, technology, and information...Cutting edge, proprietary Computer Aided Telephone Interviewing systems which enable us to access large consumer and professional databases easily, efficiently, and with the tightest security controls...Luxurious facilities specifically engineered for qualitative research.

Please call Jill Gottesman in our Metro New York facility for more information or bids.

Metro Markets Nationwide

New York • Los Angeles • Chicago • San Francisco • Dallas
Houston • Atlanta • Denver • Philadelphia • Ft. Lauderdale
1•800•654•8002 • www.plazaresearch.com

Codes

Location: Office building, Freestanding building, Shopping mall
 CR - Conference Room TK - Test Kitchen
 LR - Living Room Style TKO - Test Kitchen Obsv. Rm.
 OR - Observation Rooms VE - Video Equipment
 1-1 - One on One Room VC - Video Conferencing
 1-1OR - One on One Obs. Rm.
 Room dimensions, when listed, are shown in feet.
 † denotes Living Room Style

Schlesinger Associates, Inc.

Executive Plaza, Ste. 400
 10 Parsonage Rd.
 Edison, NJ 08837
 Ph. 732-906-1122
 Fax 732-906-8792
 E-mail: sasmktres@aol.com
 Steven Schlesinger, President
 Location: Office building
 CR, LR, OR, 1-1, 1-1OR, TK, VE, VC
 16x20 Obs. Rm. Seats 16
 16x16 Obs. Rm. Seats 16
 16x24 Obs. Rm. Seats 16
 16x24 Obs. Rm. Seats 16
 †16x16 Obs. Rm. Seats 16
 (See advertisement on p. 105)

Suburban Associates
 579 Franklin Tpk.
 Ridgewood, NJ 07450
 Ph. 201-447-5100
 Fax 201-447-9536
 E-mail: WeAsk@aol.com
 Bill Bartlett
 Location: Office building
 CR, LR, OR, 1-1, TK, TKO, VE, VC
 16x18 Obs. Rm. Seats 15
 16x18 Obs. Rm. Seats 15
 †16x16 Obs. Rm. Seats 12

Suburban Associates
 Monmouth Mall
 1230 Monmouth Mall - Rte. 35
 Eatontown, NJ 07724
 Ph. 732-542-5554
 Fax 732-389-3921
 E-mail: WeAsk@aol.com
 Madeline Smith
 Location: Shopping mall
 CR, OR, 1-1, TK, VE
 14x17 Obs. Rm. Seats 10

Suburban Associates
 517 Rte. 1 South
 Iselin, NJ 08830
 Ph. 732-855-8900
 Fax 732-855-9291
 David Schreier, Manager
 Location: Office building
 CR, OR, 1-1, 1-1OR, TK, VE, VC
 14x20 Obs. Rm. Seats 15
 12x16 Obs. Rm. Seats 12

TAI - New Jersey
 Technical Analysis, Inc.
 20 E. Oakdene Ave.
 Teaneck, NJ 07666
 Ph. 201-836-1500
 Fax 201-836-1959
 Joan Vicenzotti, Operations Manager
 Location: Office building
 CR, LR, OR, TK, VE
 18x18 Obs. Rm. Seats 15
 16x18 Obs. Rm. Seats 12
 18x21 Obs. Rm. Seats 12
 †18x21 Obs. Rm. Seats 10
 (See advertisement on p. 107)

TAI - New Jersey
 The Atrium at Glenpointe
 400 Frank W. Burr Blvd.
 Teaneck, NJ 07666
 Ph. 201-836-1420
 Fax 201-836-7870
 Carol Hepsen
 Location: Office building
 CR, LR, OR, TK, VE, VC
 18x19 Obs. Rm. Seats 15
 20x20 Obs. Rm. Seats 15
 †20x20 Obs. Rm. Seats 15
 (See advertisement on p. 107)

Taurus Marketing Research Field & Focus Svc.
 1810 Englishtown Rd.
 Old Bridge, NJ 08857
 Ph. 732-251-7772
 Fax 732-251-9008
 E-mail: Rchesnoff@aol.com
 Ruthann Chesnoff, President
 Location: Office building
 CR, OR, 1-1, 1-1OR, TK, VE
 17x20 Obs. Rm. Seats 18

Telephone Research & Analysis Ctr. (TRAC)
 270 Davidson Ave., 3rd fl.
 Somerset, NJ 08873
 Ph. 800-872-3669
 Fax 908-560-1587
 John Lillis, District Manager
 Location: Office building
 CR, OR, VE
 22x16 Obs. Rm. Seats 18

Princeton

Research 100
 P.O. Box 2196
 Princeton, NJ 08543
 Ph. 609-924-6100 or 212-925-8100
 Fax 609-452-0138
 E-mail: research100@compuserve.com
 http://www.research100.com
 Harriet Mack
 Location: Office building
 CR, OR, TK, VE
 12x22 Obs. Rm. Seats 12

Southern New Jersey (See also Philadelphia, PA)

Group Dynamics/Cherry Hill, Inc.
 Plaza 1000 at Main Street, Ste. 406
 Voorhees, NJ 08043
 Ph. 800-220-1011
 Fax 609-424-2538
 Merle Holman
 Location: Office building
 CR, OR, 1-1, 1-1OR, TK, VE
 16x24 Obs. Rm. Seats 22
 17x22 Obs. Rm. Seats 18
 (See advertisement on p. 166)

Survey Central, Inc.
 503 Mill Rd.
 Northfield, NJ 08225
 Ph. 609-383-1700
 Fax 609-383-1783
 Jody Davis
 Location: Freestanding building
 CR, OR, VE
 15x15 Obs. Rm. Seats 10

New Mexico

Albuquerque

Business Information Group, Inc.
 1114-B Pennsylvania St. N.E.
 Albuquerque, NM 87110
 Ph. 800-321-9244 or 505-265-4760
 Fax 505-265-5062
 James Larson, Ph.D., President
 Location: Freestanding building
 CR, OR, TK, VE
 14x25 Obs. Rm. Seats 6

Research & Polling, Inc.
 5140 San Francisco Rd. N.E.
 Albuquerque, NM 87109
 Ph. 505-821-5454
 Fax 505-821-5474
 E-mail: rpmail@rpinc.com
 Stephanie Reiskin, Projects Manager
 Location: Freestanding building
 CR, OR, VE
 18x18 Obs. Rm. Seats 14

Sandia Marketing Services, Inc.
 2201 San Pedro N.E., Bldg. 1, Ste. 230
 Albuquerque, NM 87110
 Ph. 800-950-4148
 Fax 505-883-4776
 Lana Scutt, President
 Location: Office building
 CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE
 15x17 Obs. Rm. Seats 15
 †15x17 Obs. Rm. Seats 15

New York

Albany

J.L. Whalen Markette Research
The Medical and Executive Center
421 Clifton Country Mall
Clifton Park, NY 12065
Ph. 518-383-1661
Fax 518-371-0791
Joyce Whalen, President
Location: Office building
CR, LR, OR, TK, VE
31x17 Obs. Rm. Seats 10
22x24 Obs. Rm. Seats 12
†31x17 Obs. Rm. Seats 10

Buffalo

Buffalo Survey & Research, Inc.
1249 Eggert Rd.
Buffalo, NY 14226
Ph. 716-833-6639
Fax 716-834-6499
Jeanette Levin, President
Location: Freestanding building
CR, OR, 1-1, 1-10R, TK, VE, VC
11x21 Obs. Rm. Seats 8

Goldhaber Research Associates
One NFA Park
Amherst, NY 14228
Ph. 716-689-3311
Fax 716-689-3342
<http://www.goldhaber.com>
Michael Behun, Dir. of Mkt. Rsch.
Location: Office building
CR, TK, VE
30x20 Obs. Rm. Seats 10

Marketing Decisions Group, Inc.
9141 Main St.
Buffalo, NY 14031
Ph. 716-634-2045
Fax 716-634-9560
E-mail: mdgarup@aol.com
Arup K. Sen, President
Location: Freestanding building
CR, OR, 1-1, 1-10R, TK, VE
40x20 Obs. Rm. Seats 8

Ruth Diamond Market Research Services
Boulevard Mall
770 Alberta Dr.
Buffalo, NY 14226
Ph. 716-836-1110
Fax 716-836-1114
Harvey Podolsky, President
Location: Shopping mall
CR, LR, OR, 1-1, 1-10R, TK, VE
20x21 Obs. Rm. Seats 16
†20x12 Obs. Rm. Seats 8

Environmentally Conscious

spacious and comfortable conference
rooms • bilevel viewing rooms,
equipped with writing desks • modern,
fully equipped kitchen • state of the
art audio/video equipment with on-
site staff • private reception areas •
private client lounges equipped with
fax and modem • climate control •
gourmet catering

{we focus on quality}



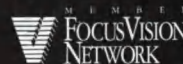
Schlesinger Associates

A Marketing Research Corporation

East: Executive Plaza • Suite 400 • 10 Parsonage Rd. • Edison,
NJ 08837 • Phone (732) 906-1122 • Fax (732) 906-8792
SASMktres@aol.com

West: 13109 Addison Street • Sherman Oaks, CA 91423
Phone (818) 501-0440 • Fax (818) 501-3780
SlesWest@aol.com

South: 1065 Maitland Center Commons • Suite 204,
Maitland, FL 32751 • Phone (407) 660-1808
Fax (407) 660-9674 • SlesSouth@aol.com



Codes

Location: Office building, Freestanding building, Shopping mall

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

Room dimensions, when listed, are shown in feet.

† denotes Living Room Style

Marion Simon Research Service, Inc.
 C-103 Walden Galleria
 Buffalo, NY 14225
 Ph. 716-684-8025
 Fax 716-684-3009
 E-mail: Msrdc@aol.com
 Sharon Liedy, Office Manager
 Location: Shopping mall
 CR, OR, TK, VE
 18x10 Obs. Rm. Seats 6

Survey Service, Inc.
 1911 Sheridan Dr.
 Buffalo, NY 14223
 Ph. 716-876-6450
 Fax 716-876-0430
 E-mail: sservice@surveyservice.com
 http://www.surveyservice.com
 Susan Adelman, President
 Location: Freestanding building
 CR, OR, 1-1, 1-10R, TK, VE
 17x17 Obs. Rm. Seats 12
 14x27 Obs. Rm. Seats 12

New York City

A La Carte Research, Inc.
 6800 Jericho Tpke.
 Syosset, NY 11791
 Ph. 516-364-4004
 Fax 516-364-4683
 E-mail: PGORIN@aol.com
 Phyllis Gorin, President
 Location: Office building
 CR, OR, 1-1, 1-10R, TK, VE
 19x20 Obs. Rm. Seats 20
 17x19 Obs. Rm. Seats 16
 12x09 Obs. Rm. Seats 6

Accu-Trend, Inc.
 1045 Rte. 109, Ste. 102
 North Lindenhurst, NY 11757
 Ph. 516-957-8811
 Fax 516-957-8938
 Grace Goldstein, President
 Location: Freestanding building
 CR, OR, VE

Beta Research Corp.
 6400 Jericho Tpke.
 Syosset, NY 11791
 Ph. 516-935-3800
 Fax 516-935-4092
 Virginia Redus, Field Coordinator
 Location: Office building
 CR, OR, VE
 12x16 Obs. Rm. Seats 12
 12x14 Obs. Rm. Seats

Tom Dale Market Research
 160 E. 48th St.
 New York, NY 10017
 Ph. 212-758-9777
 Fax 212-758-7520
 E-mail: TomDale@aol.com
 Tom Dale, President
 Location: Office Building
 CR, OR, TK, TKO, VE

Ebony Marketing Research, Inc.
 2100 Bartow Ave., Ste. 243
 Bronx, NY 10475
 Ph. 718-217-0842
 Fax 718-320-3996
 E-mail: emr@interport.net
 Bruce Kirkland, Vice President
 Location: Office building
 CR, OR, TK, VE

Financial Focus



Wall Street's newest focus room has access to thousands of executives of all types from the financial district and the World Trade Center.

Services

We offer the finest executive, professional and consumer recruiting for groups and one-on-ones. Moderators and executive interviewers on staff with an in-house business to business phone room.

Amenities

Our brand new facility has spacious rooms, telephones and fax/data lines in all client areas and a full kitchen. Convenient to hotels and all airports.

Financial Focus

135 William St.
 New York, NY
 1-800-347-2662
 (212) 608-3100
 Fax (212) 608-4966

Fieldwork New York at Westchester

555 Taxter Rd., Ste. 390
Elmsford, NY 10523
Ph. 914-347-2145
Fax 914-347-2298
<http://www.fieldwork.com>
Maria Garcia
Location: Office building
CR, LR, OR, 1-1, 1-10R, TK, TKO, VE, VC
22x15 Obs. Rm. Seats 20
22x17 Obs. Rm. Seats 20
17x16 Obs. Rm. Seats 12
14x15 Obs. Rm. Seats 10
(See advertisement on the back cover)

Financial Focus, Inc.

135 William St., 5th fl.
New York, NY 10038
Ph. 212-608-3100 or 800-347-2662
Fax 212-608-4966
E-mail: Seaportand@aol.com
Andrea Waller, President
Location: Freestanding building
CR, OR, 1-1, 1-10R, TK, VE
18x20 Obs. Rm. Seats 10
(See advertisement on p. 152)

Focus Central

162 Fifth Ave.
New York, NY 10010
Ph. 212-989-2760
Fax 212-647-7659
E-mail: info@focuscentral.com
<http://www.focuscentral.com>
Andrea Shoon, Facilities Manager
Location: Office building
CR, OR, 1-1, VE
21x15 Obs. Rm. Seats 8
(See advertisement on p. 66)

Focus Plus, Inc.

79 Fifth Ave., 5th flr.
New York, NY 10003
Ph. 212-675-0142
Fax 212-645-3171
E-mail: Focusplus@msn.com
John Markham or Liz Lobrano Markham
Location: Office building
CR, LR, OR, 1-1, 1-10R, TK, TKO, VE, VC
19x22 Obs. Rm. Seats 14
18x20 Obs. Rm. Seats 24
14x21 Obs. Rm. Seats 16
†18x20 Obs. Rm. Seats 24
(See advertisement on p. 153)

Focus Room - White Plains

231 Central Ave.
White Plains, NY 10606
Ph. 914-682-8404
Fax 914-428-3925
Wendy Weinstein
Location: Office building
CR, LR, OR, 1-1, 1-10R, TK, VE
14x19 Obs. Rm. Seats 25
14x19 Obs. Rm. Seats 25
14x16 Obs. Rm. Seats 15

Focus Plus...

Qualitative research with all the pluses



Three custom-designed, state-of-the-art focus suites,
each with its own:

- Large, professional focus room
- Over-sized client room with living room comfort (seating up to 24)
- Private client office/lounge
- Separate respondent waiting room



Other pluses . . .

- + Owner operated + International network
- + Professional in-house recruiting + Fast turn-around
- + Mid-sized and personal, NOT a "supermarket" facility
- + Located between Midtown and Wall Street
- + Comfort and luxury

Focus Plus

79 Fifth Avenue, 5th Floor, NYC 10003
Tel: 212-675-0142 Fax: 212-645-3171

Codes

Location: Office building, Freestanding building, Shopping mall

CR - Conference Room
LR - Living Room Style
OR - Observation Rooms
1-1 - One on One Room
1-1OR - One on One Obs. Rm.

TK - Test Kitchen
TKO - Test Kitchen Obsv. Rm.
VE - Video Equipment
VC - Video Conferencing

Room dimensions, when listed, are shown in feet.

† denotes Living Room Style

Focus Suites of New York

355 Lexington Ave., 13th fl.

New York, NY 10017

Ph. 212-867-7373

Fax 212-867-9184

E-mail: info@focussuites.com

http://www.focussuites.com

Bill Falvo, Director

Location: Office building

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

19x19 Obs. Rm. Seats 15

19x19 Obs. Rm. Seats 15

19x19 Obs. Rm. Seats 15

19x19 Obs. Rm. Seats 15

18x18 Obs. Rm. Seats 10

18x18 Obs. Rm. Seats 10

Gazelle International, Inc.

114 E. 32nd St.

Douglaston, NY 11362

Ph. 212-686-8808

Fax 212-686-5114

E-mail: hnaidus@gazelleintl.com

Harriet Naidus, Vice President

Location: Office building

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

13x25 Obs. Rm. Seats 12

Long Island Groups in Focus, Ltd.

1185 Northern Blvd.

Manhasset, NY 11030

Ph. 516-365-8630

Fax 516-365-4913

Mary Garofalo, Managing Director

Location: Freestanding building

CR, OR, TK, TKO, VE

12x26 Obs. Rm. Seats 12

10x21 Obs. Rm. Seats 10

Macro International Inc.

100 Avenue of the Americas

New York, NY 10013

Ph. 888-MACRO-US

Fax 212-941-7031

E-mail: vicari@macroint.com

http://www.macroint.com

Rocco Vicari, Managing Director

Location: Office building

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

24x18 Obs. Rm. Seats 24

19x11 Obs. Rm. Seats 24

10x11 Obs. Rm. Seats 24

(See advertisement on p. 155)

Murray Hill Center, Inc.

373 Park Ave. S., 10th fl.

New York, NY 10016

Ph. 212-889-4777

Fax 212-889-5869

Sue Winer, Manager

Location: Office building

CR, OR, TK, VE, VC

19x15 Obs. Rm. Seats 15

20x16 Obs. Rm. Seats 15

20x16 Obs. Rm. Seats 15

20x15 Obs. Rm. Seats 15

16x15 Obs. Rm. Seats 15

New York Conference Center

240 Madison Ave., 5th fl.

New York, NY 10016

Ph. 212-682-0220 or 800-654-1550

Fax 212-682-0214

Anne McLaughlin, Manager

Location: Office building

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

15x16 Obs. Rm. Seats 10

19x20 Obs. Rm. Seats 12

19x24 Obs. Rm. Seats 12

New York Focus

317 Madison Ave., 20th fl.

New York, NY 10017

Ph. 212-867-6700

Fax 212-867-9643

Nancy Opoczynski, President

Location: Office building

CR, OR, VE, VC

18x21 Obs. Rm. Seats 25

17x20 Obs. Rm. Seats 25

17x20 Obs. Rm. Seats 25

16x20 Obs. Rm. Seats 25

Primary Data Collection Services

1063 Green Acres Mall

Valley Stream, NY 11581

Ph. 516-561-1723

Fax 516-561-2523

Tom Champion, President

Location: Shopping mall

CR, OR, TK, VE

12x14 Obs. Rm. Seats 4

Recruiting Resources Unlimited

131 Beverley Rd.

Brooklyn, NY 11218

Ph. 718-435-4444

Fax 718-972-3926

Connie Livia

Location: Office building

CR, OR, 1-1, VE

16x12 Obs. Rm. Seats 5

(See advertisement on p. 41)

A. Rudman & Associates

151-17 82nd St.

Howard Beach, NY 11414

Ph. 718-835-3100

Fax 718-641-6310

Marcia DiGirolomo, President

Location: Freestanding building

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

17x10 Obs. Rm. Seats 5

Sachs Communications Group, Inc.

200 Varick St., Ste. 500

New York, NY 10014

Ph. 212-924-1600

Fax 212-924-8241

E-mail: tammy@sachsnet.com

http://www.sachsnet.com

Tammy Sachs, President

Location: Office building

CR, LR, OR, 1-1, 1-1OR, VE

Audrey Schiller Market Research

Nassau Mall, lower level

3601 Hempstead Tpke.

Levittown, NY 11756

Ph. 516-731-1500

Fax 516-731-4235

Audrey Schiller

Location: Shopping mall

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

17x20 Obs. Rm. Seats 15

10x11 Obs. Rm. Seats 6

Suburban Associates

East Meadow Plaza

1966 Hempstead Tpke.

East Meadow, NY 11554

Ph. 516-794-3030

Fax 516-794-3519

E-mail: WeAsk@aol.com

Sherry Salus

Location: Shopping mall

CR, OR, 1-1, TK, VE

12x17 Obs. Rm. Seats 10

Wolf/Altschul/Callahan, Inc.

60 Madison Ave., 5th fl.

New York, NY 10010-1600

Ph. 212-725-8840

Fax 212-213-9247

Location: Office building

CR, OR, 1-1, VE, VC

19x20 Obs. Rm. Seats 12

18x20 Obs. Rm. Seats 16

14x20 Obs. Rm. Seats 10

(See advertisement on p. 19)

Rochester

Gordon S. Black Corp.

135 Corporate Woods

Rochester, NY 14623-1457

Ph. 716-272-8400 or 800-866-7655

Fax 716-272-8680

Beth Fredrickson

Location: Office building

CR, OR, VE

18x30 Obs. Rm. Seats 18

Car-Lene Research, Inc.

Marketplace Mall

301- Miracle Mile Dr.

Rochester, NY 14623

Ph. 716-424-3203

Fax 716-292-0523

Carolyn Yaekel

Location: Shopping mall

CR, OR, TK, TKO, VE



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Codes

Location: Office building, Freestanding building, Shopping mall

CR - Conference Room
LR - Living Room Style
OR - Observation Rooms
1-1 - One on One Room
1-1OR - One on One Obs. Rm.

TK - Test Kitchen
TKO - Test Kitchen Obsv. Rm.
VE - Video Equipment
VC - Video Conferencing

Room dimensions, when listed, are shown in feet.

† denotes Living Room Style

Marion Simon Research Service, Inc.
100 White Spruce Blvd.
Rochester, NY 14623
Ph. 716-359-1510
Fax 716-334-9423
E-mail: Msrdc@aol.com
Marion Simon, President
Location: Office building
CR, OR, 1-1, VE
21x17 Obs. Rm. Seats 18
21x17 Obs. Rm. Seats 18

The Sutherland Group, Ltd.
1160 Pittsford-Victor Rd.
Pittsford, NY 14534
Ph. 716-586-5757
Fax 716-586-7508
<http://www.sutherlandgp.com>
Donna Graham
Location: Office building
CR, OR, VE
20x24 Obs. Rm. Seats 15



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5292 Widewaters Pkwy.
Dewitt, NY 13214
Ph. 800-645-5469 or 315-446-3403
Fax 315-446-6719
E-mail: jsnyder@ksrinc.com
<http://www.ksrinc.com>
Joseph W. Snyder, Dir. of Operations
Location: Office building
CR, OR, 1-1, VE
15x18 Obs. Rm. Seats 20

McCarthy Associates
6075 E. Molloy Rd.
Syracuse, NY 13211
Ph. 315-431-0660
Fax 315-431-0672
John McCarthy, President
Location: Office building
CR, LR, OR, 1-1, 1-1OR, TK, VE
12x17 Obs. Rm. Seats 14
10x10 Obs. Rm. Seats
†09x19 Obs. Rm. Seats 14

Marion Simon Research Service, Inc.
Northern Lights Mall
Syracuse, NY 13212
Ph. 315-455-5952
Fax 315-455-1826
E-mail: Msrdc@aol.com
Angie Macri, Manager
Location: Freestanding building
CR, LR, OR, TK, VE, VC
16x16 Obs. Rm. Seats 18
†16x10 Obs. Rm. Seats 18

North Carolina

Charlotte

A O C Marketing Research
10100 Park Cedar Dr., Ste. 100
Charlotte, NC 28210
Ph. 704-341-0232
Fax 704-341-0234
Betty Collins, Vice President
Location: Office building
CR, OR, 1-1, TK, VE
30x35 Obs. Rm. Seats 20

Charlotte Research Services
301 E. Kingston Ave.
Charlotte, NC 28203
Ph. 704-333-5028
Fax 704-333-5029
Elizabeth Peeler, President
Location: Office building
CR, OR, VE

Consumer Pulse of Charlotte

Eastland Mall
5625 Central Ave.
Charlotte, NC 28212
Ph. 704-536-6067 or 800-336-0159
Fax 704-536-2238
E-mail: consumer.pulse@internetMCI.com
Tracy Bryant, Director
Location: Shopping mall
CR, OR, 1-1, TK, TKO, VE, VC
18x10 Obs. Rm. Seats 12
(See advertisement on p. 135)

FacFind, Inc.
6230 Fairview Rd., Ste. 108
Charlotte, NC 28210-3253
Ph. 704-365-8474
Fax 704-365-8741
E-mail: FacFind@aol.com
Eric Kepley, Project Coord.
Location: Office building
CR, OR, 1-1, VE
20x14 Obs. Rm. Seats 10

Interactive Marketing & Research
3411 Rea Forest Dr.
Charlotte, NC 28226
Ph. 704-341-3270
Fax 704-341-3269
E-mail: orileyk@inter-active.com
<http://www.inter-active.com>
Riley Kirby, President
Location: Office building
CR, OR, VE
25x20 Obs. Rm. Seats 12

K P C Research
600 S. Tryon St.
Charlotte, NC 28202
Ph. 704-358-5757 or 800-852-2794
Fax 704-358-5745
Judie Bickel, Focus Group Manager
Location: Office building
CR, OR, VE
20x25 Obs. Rm. Seats 15

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: tleibowitz@leibowitz-research.com
Teri Leibowitz, President
Location: Office building
CR, OR, 1-1, 1-1OR, TK, VE, VC
18x24 Obs. Rm. Seats 12
18x24 Obs. Rm. Seats 12
18x21 Obs. Rm. Seats 8
18x25 Obs. Rm. Seats 24
(See advertisement on p. 157)

MarketWise, Inc.
831 E. Morehead St., Ste. 150
Charlotte, NC 28202
Ph. 704-332-8433 or 800-849-5924
Fax 704-332-0499
Mimi Parker, Focus Group Coord.
Location: Office building
CR, OR, 1-1, VE
24x20 Obs. Rm. Seats 15

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
Pat Rierson, Vice President
Location: Office building
CR, OR, 1-1, VE
23x17 Obs. Rm. Seats 15

CB & A Market Research
1400 Westgate Center Dr., Ste. 200
Winston-Salem, NC 27103
Ph. 910-765-1234
Fax 910-765-1109
E-mail: cba@nr.infi.net
Amy Anderson, Field Rsch. Mgr.
Location: Freestanding building
CR, OR, 1-1, 1-10R, TK, VE
18x20 Obs. Rm. Seats 18

Corporate Research Center, Inc.
1 PAI Park
Greensboro, NC 27409-9669
Ph. 800-866-2600
Fax 800-719-0719
E-mail: jdeuterman@aol.com
Nicole Cook, Vice President
Location: Freestanding building
CR, OR, 1-1, TK, VE
23x21 Obs. Rm. Seats 20

Cunningham Field & Research Service

Cary Town Center
1105 Walnut St., Ste. E103A
Cary, NC 27511
Ph. 904-677-5644
Fax 904-677-5534
E-mail: KimCoyCFS@Digital.Net
Kim Coy
Location: Shopping mall
CR, OR, 1-1, 1-10R, TK, VE
16x18 Obs. Rm. Seats 12
(See advertisement on p. 101)

Homer Market Research Associates, Inc.
333 Four Seasons Town Centre
Greensboro, NC 27407
Ph. 910-294-9415
Fax 910-294-6116
Leonard Homer
Location: Shopping mall
CR, OR, TK, VE
13x20 Obs. Rm. Seats 10

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Facsimile 704 357 1965

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 LR - Living Room Style TKO - Test Kitchen Obsv. Rm.
 OR - Observation Rooms VE - Video Equipment
 1-1 - One on One Room VC - Video Conferencing
 1-10R - One on One Obs. Rm.
 Room dimensions, when listed, are shown in feet.
 † denotes Living Room Style

W.H. Long Marketing, Inc.
 Golden Gate Shopping Center
 2240 Golden Gate Dr.
 Greensboro, NC 27408
 Ph. 910-292-4146
 Fax 910-299-6165
 John Voss
 Location: Shopping mall
 CR, LR, OR, TK, VE

Raleigh/Durham

Harker Research
 6131 Falls of Neuse Rd., Ste. 112
 Raleigh, NC 27609
 Ph. 919-954-8300
 Fax 919-954-8844
 Richard Harker, President
 Location: Office building
 CR, OR, VE
 16x11 Obs. Rm. Seats 10

Johnston, Zabor & Associates
 2222 Chapel Hill/Nelson Hwy.
 Headquarters Park, #300
 Durham, NC 27709
 Ph. 800-735-5448
 Fax 919-544-0954
<http://users.aol.com/junghk/jzahome.htm>
 Brad Martin
 Location: Office building
 CR, OR, 1-1, 1-10R, TK, TKO, VE
 20x22 Obs. Rm. Seats 18
 09x09 Obs. Rm. Seats 6

L & E Research
 4009 Barrett Dr., #101
 Raleigh, NC 27609
 Ph. 919-782-3860
 Fax 919-787-3428
 Lynne Eggers
 Location: Office building
 CR, OR, VE, VC
 18x19 Obs. Rm. Seats 12
 18x18 Obs. Rm. Seats 12

Management Research & Planning Corp.
 225 Hillsbrough Place
 Raleigh, NC 27602
 Ph. 800-347-5608
 Fax 919-856-0020
 E-mail: mrpci@mindspring.com
 Norma Berrios
 Location: Office building
 CR, OR, 1-1, 1-10R, TK, VE
 12x22 Obs. Rm. Seats 12
 14x12 Obs. Rm. Seats 8

NorTex Research Group/Raleigh
 7330 Chapel Hill Rd., Ste. 107
 Raleigh, NC 27607
 Ph. 800-315-TEXX
 Fax 919-557-0167
 Kelly Lynn Ireland, Facility Director
 Location: Office building
 CR, OR, VE
 21x13 Obs. Rm. Seats 10
 (See advertisement on p. 64)

Wilmington

Eastcoast Consumer Research
 441 Wayne Dr.
 Wilmington, NC 28403
 Ph. 910-763-3260
 Fax 910-763-0810
 Paula Lentz, Owner
 Location: Office building
 CR, OR, 1-1, VE
 12x22 Obs. Rm. Seats 8

North Dakota

Fargo

D H Research
 1335 Second Ave. N., Ste. 1
 Fargo, ND 58102
 Ph. 701-235-2303
 Fax 701-235-9483
 E-mail: dh@linkup.net
 Marnie Butcher
 Location: Office building
 CR, OR, VE
 20x16 Obs. Rm. Seats 7

Ohio

Akron

Data for Decisions in Marketing, Inc.
 2872 W. Market St., Ste. D
 Akron, OH 44333
 Ph. 330-867-0885
 Fax 330-864-2233
 E-mail: amerrill@datadecisions.com
<http://www.datadecisions.com>
 Amy Merrill, President
 Location: Freestanding building
 CR, LR, OR, 1-1, 1-10R, TK, VE
 15x17 Obs. Rm. Seats 14
 †14x15 Obs. Rm. Seats 15

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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>
Terry Crawford
Location: Freestanding building
CR, OR, VE
22x30 Obs. Rm. Seats

The Answer Group
Suburban Facility
11161 Kenwood Rd.
Cincinnati, OH 45242
Ph. 513-489-9000, ext. 212
Fax 513-489-9130
E-mail: KThorman@answergroup.com
Kathy Thorman, Mgr. Qual. Rsch.
Location: Freestanding building
CR, OR, 1-1, 1-1OR, VE, VC
18x23 Obs. Rm. Seats 18
18x20 Obs. Rm. Seats 12
20x20 Obs. Rm. Seats 12
(See advertisement on p. 158)

The Answer Group
Downtown Facility
432 Walnut St.
Cincinnati, OH 45202
Ph. 513-489-9000, ext. 212
Fax 513-651-0034
E-mail: KThorman@answergroup.com
Kathy Thorman, Mgr. Qual. Rsch.
Location: Office building
CR, OR, 1-1, 1-1OR, VE, VC
16x20 Obs. Rm. Seats 12
(See advertisement on p. 158)

Assistance in Marketing, Inc.
11890 Montgomery Rd.
Cincinnati, OH 45249
Ph. 513-683-6600
Fax 513-683-9177
E-mail: PBBV03A@Prodigy.com
Location: Freestanding building
CR, OR, 1-1, 1-1OR, TK, TKO, VE, VC
24x14 Obs. Rm. Seats 20
24x14 Obs. Rm. Seats 20
35x25 Obs. Rm. Seats 20
18x18 Obs. Rm. Seats 20
(See advertisement on p. 159)



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Location: Office building, Freestanding building, Shopping mall

CR - Conference Room
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OR - Observation Rooms
1-1 - One on One Room
1-1OR - One on One Obs. Rm.

TK - Test Kitchen
TKO - Test Kitchen Obsv. Rm.
VE - Video Equipment
VC - Video Conferencing

Room dimensions, when listed, are shown in feet.

† denotes Living Room Style

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., President
Location: Office building
CR, OR, 1-1, TK, VE
12x20 Obs. Rm. Seats 8
10x15 Obs. Rm. Seats

Calo Research Services, Inc.
10250 Alliance Rd.
Cincinnati, OH 45242
Ph. 513-984-9708
Fax 513-792-7404
Cindi Johnson, Field Director
Location: Office building
CR, OR, VE
20x13 Obs. Rm. Seats 8

Consumer Pulse of Cincinnati

Forest Fair Mall
514 Forest Fair Dr.
Cincinnati, OH 45240
Ph. 513-671-1211 or 800-336-0159
Fax 513-346-4244
E-mail: consumer.pulse@internetMCI.com
Susan Lake-Carpenter, Director
Location: Shopping mall
CR, OR, 1-1, 1-1OR, TK, TKO, VE, VC
13x15 Obs. Rm. Seats 8
(See advertisement on p. 135)

Fields Marketing Research, Inc.
7979 Reading Rd.
Cincinnati, OH 45237
Ph. 513-821-6266
Fax 513-679-5300
E-mail: kenfmr@fuse.net
Bernie Kearney
Location: Office building
CR, LR, OR, 1-1, 1-1OR, VE
23x19 Obs. Rm. Seats 14

Market Inquiry LLC
Affiliate of Market Inquiry & Strategy, Inc.
5825 Creek Rd.
Cincinnati, OH 45242
Ph. 513-794-1088
Fax 513-794-1176
E-mail: marketinquiry@fuse.net
Cathy Noyes, Director
Location: Office building
CR, OR, TK, VE
15x14 Obs. Rm. Seats 8

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4500 Cooper Rd.
Cincinnati, OH 45242-5617
Ph. 800-232-4250
Fax 513-794-3500
<http://www.marketvisionresearch.com>
Tina Rucker or Anne Zofkie
Location: Office building
CR, OR, 1-1, 1-1OR, TK, TKO, VE
16x24 Obs. Rm. Seats 20
13x18 Obs. Rm. Seats 6
(See advertisement on p. 160)

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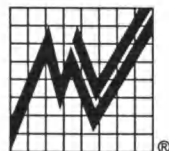
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MATRIX Marketing Research

MATRIX Center
4600 Montgomery Rd.
Cincinnati, OH 45212
Ph. 513-841-1199
Fax 513-841-0666
E-mail: lgrome@matrix.com
http://www.matrix.com
Lynn Grome
Location: Office building
CR, LR, OR, 1-1, 1-10R, TK, VE
16x25 Obs. Rm. Seats 20
20x29 Obs. Rm. Seats 8
14x25 Obs. Rm. Seats 10
(See advertisement on p. 161)

QFACT Marketing Research, Inc.
9908 Carver Rd.
Cincinnati, OH 45242
Ph. 513-891-2271
Fax 513-791-7356
E-mail: info@qfact.com
http://www.qfact.com
Mary Swart-Cahall or Jan Hasselo
Location: Freestanding building
CR, OR, 1-1, 1-10R, TK, TKO, VE, VC
22x18 Obs. Rm. Seats 15
24x20 Obs. Rm. Seats 25
19x21 Obs. Rm. Seats 15

Service Industry Research Systems, Inc. (SIRS)
201 Martha Layne Collins Blvd.
Highland Heights, KY 41076-1750
Ph. 513-777-6550 or 606-781-9700
Fax 606-781-8802
E-mail: opopm@aol.com
Marion Marlow, Dir. Qual. Rsch.
Location: Freestanding building
CR, OR, 1-1, VE
20x20 Obs. Rm. Seats 18

Cleveland

Business Research Services, Inc.
Tri Pointe Building, Ste. A
23825 Commerce Park
Cleveland, OH 44122-5841
Ph. 216-831-5200 or 888-831-5200
Fax 216-292-3048
E-mail: busresinc@aol.com
Ron Mayher, V.P. & G.M.
Location: Freestanding building
CR, LR, OR, 1-1, 1-10R, TK, VE
14x21 Obs. Rm. Seats 15
†14x21 Obs. Rm. Seats 6

Cleveland Field Resources
Subsidiary of National Market Measures, Inc.
781 Beta Dr.
Cleveland, OH 44143
Ph. 216-473-7766
Fax 216-473-0428
Martha Kain, Owner
Location: Office building
CR, LR, OR, 1-1, 1-10R, TK, VE
15x18 Obs. Rm. Seats 15
15x18 Obs. Rm. Seats 15
†14x15 Obs. Rm. Seats
†15x18 Obs. Rm. Seats

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2 Summit Park Dr., Ste. 225
Cleveland, OH 44131
Ph. 216-642-8883 or 800-950-9010
Fax 216-642-8876 or 440-461-9525
Betty B. Perry
Amy A. Morris
Location: Office building
CR, LR, OR, 1-1, 1-10R, TK, VE, VC
16x20 Obs. Rm. Seats 20
12x16 Obs. Rm. Seats 12
10x12 Obs. Rm. Seats 4
(See advertisement on p. 163)

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. Ops.
Location: Office building
CR, LR, OR, 1-1, 1-10R, TK, VE
12x20 Obs. Rm. Seats 10

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Cincinnati, Ohio 45212
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Codes

Location: Office building, Freestanding building, Shopping mall

CR - Conference Room
LR - Living Room Style
OR - Observation Rooms
1-1 - One on One Room
1-1OR - One on One Obs. Rm.

TK - Test Kitchen
TKO - Test Kitchen Obsv. Rm.
VE - Video Equipment
VC - Video Conferencing

Room dimensions, when listed, are shown in feet.

† denotes Living Room Style

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
Location: Office building
CR, OR, VE
13x19 Obs. Rm. Seats

Opinion Centers America
22021 Brookpark Rd.
Cleveland, OH 44126
Ph. 440-779-3000
Fax 440-779-3040
E-mail: Opinionctr@aol.com
Shelly Entres
Location: Freestanding building
CR, OR, 1-1, TK, TKO, VE
22x14 Obs. Rm. Seats 20
22x14 Obs. Rm. Seats 20



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Review

OPINIONation
4301 Ridge Rd.
Cleveland, OH 44144
Ph. 216-351-4644
Fax 216-351-7876
E-mail: OPINION@ix.netcom.com
Ron Kornokovich, President
Location: Freestanding building
CR, OR, 1-1, 1-1OR, TK, VE
23x16 Obs. Rm. Seats 15

Rosen Research
25906 Emery Rd.
Cleveland, OH 44128
Ph. 216-464-5240
Fax 216-464-7864
Mary Ann Sheets
Location: Freestanding building
CR, LR, OR, TK, TKO, VE
14x22 Obs. Rm. Seats 12

Columbus

B & B Research Services, Inc.
1365 Grandview Ave.
Columbus, OH 43212
Ph. 614-486-6746
Fax 614-486-9958
Judy Frederick
Location: Office building
CR, OR, 1-1, 1-1OR, TK, VE
10x18 Obs. Rm. Seats 8
10x15 Obs. Rm. Seats

Focus and Phones, Inc.
2655 Oakstone Dr.
Columbus, OH 43231
Ph. 614-895-5800
Fax 614-895-5840
E-mail: fandpinc@infinet.com
Sally Pilcher
Location: Freestanding building
CR, OR, 1-1, 1-1OR, TK, TKO, VE, VC
14x23 Obs. Rm. Seats 12
14x23 Obs. Rm. Seats 12
20x30 Obs. Rm. Seats 15

Focus Plus at SBC Advertising
707 Park Meadow Rd.
Westerville, OH 43081
Ph. 614-891-7070
Fax 614-891-3664
E-mail: mroullard@sbc-adv.com
Melanie Roullard
Location: Freestanding building
CR, OR, 1-1, 1-1OR, TK, VE
14x15 Obs. Rm. Seats 6

Quality Controlled Services
7634 Crosswoods Dr.
Columbus, OH 43235
Ph. 800-242-4118 or 614-436-2025
Fax 614-436-7040
E-mail: postmaster@qcs.com
http://www.qcs.com
Judy Golas, Branch Manager
Location: Office building
CR, OR, TK, VE, VC
16x17 Obs. Rm. Seats 10
16x17 Obs. Rm. Seats 10
21x24 Obs. Rm. Seats 14
21x17 Obs. Rm. Seats 16
(See advertisement on p. 145)

Dwight Spencer & Associates, Inc.
1290 Grandview Ave.
Columbus, OH 43212
Ph. 614-488-3123
Fax 614-421-1154
Betty Spencer
Location: Freestanding building
CR, OR, 1-1, TK, TKO, VE
18x20 Obs. Rm. Seats 8

Dayton

Center For Business & Economic Research (CBER)
University of Dayton
300 College Park
Dayton, OH 45469-2110
Ph. 937-229-2453
Fax 937-229-2371
E-mail: weiler@udayton.edu
John Weiler, Director
Location: Office building
CR, OR, VE
12x24 Obs. Rm. Seats 10
18x18 Obs. Rm. Seats 6

QFACT Marketing Research, Inc.
Normandy Square
381 Miamisburg - Centerville Rd.
Dayton, OH 45459
Ph. 513-435-5067
Fax 513-435-3457
E-mail: info@qfact.com
http://www.qfact.com
Mary Swart-Cahall or Jan Hasselo
Location: Freestanding building
CR, OR, 1-1, 1-1OR, TK, TKO, VE
24x20 Obs. Rm. Seats 15
22x14 Obs. Rm. Seats 15

T.I.M.E. Market Research
560 Dayton Mall
2700 Miamisburg-Centerville Rd.
Dayton, OH 45459-3730
Ph. 937-433-6296
Fax 937-433-5954
Laurette Lockwood
Location: Shopping mall
CR, OR, TK, VE
12x15 Obs. Rm. Seats 7

1998 FOCUS GROUP FACILITIES DIRECTORY

Toledo

Market Research of Toledo
3103 Executive Pkwy, Ste. 106
Toledo, OH 43606
Ph. 419-534-4705
Fax 419-531-8950
Location: Office building
CR, OR
12x22 Obs. Rm. Seats 7

Youngstown

MVR Metro View Research Associates
918 Youngstown-Warren Rd., Ste. B
Niles, OH 44446
Ph. 330-544-8801
Fax 330-544-2517
Marie Rossi, Field Director/Manager
Location: Office building
CR, OR, 1-1, VE
14x18 Obs. Rm. Seats 7

Oklahoma

Oklahoma City

Issues and Answers Network, Inc.
301 N.W. 63rd St., Ste. 140
Oklahoma City, OK 73116
Ph. 757-456-1100 or 516-487-8339
Fax 757-456-0377
E-mail: info@issans.com
Carla Lindemann, Exec. V.P.
Location: Office building
CR, OR, 1-1, 1-1OR, VE, VC
15x24 Obs. Rm. Seats 8

Johnson Marketing Research, Inc.
2915 Classen Blvd., Ste. 350
Oklahoma City, OK 73106
Ph. 405-528-2700
Fax 405-528-3238
Patty Nichols-Casteel
Location: Freestanding building
CR, OR, TK, VE
20x13 Obs. Rm. Seats 8

Oklahoma City Research
Div. of Ruth Nelson Research
Quail Springs Mall
2501 W. Memorial Dr.
Oklahoma City, OK 73134-8003
Ph. 405-752-4710
Fax 405-752-2344
E-mail: rnncmrs@aol.com
<http://www.ruthnelsonresearchsvcs.com>
Bohn Macrory, Manager
Location: Shopping mall
CR, OR, 1-1, TK, VE
12x18 Obs. Rm. Seats 8

Oklahoma Market Research
Data Net
3909 Classen Blvd., Ste. 200
Oklahoma City, OK 73118
Ph. 405-525-3412
Fax 405-525-3419
E-mail: datanet@theshop.net
Deanna Carter
Location: Office building
CR, OR, TK, VE
14x22 Obs. Rm. Seats 10

Tulsa

Cunningham Field & Research Service
Promenade Mall
4107 S. Yale, Ste. LA 107
Tulsa, OK 74135
Ph. 904-677-5644
Fax 904-677-5534
E-mail: MarvelByrdCFS@Digital.Net
Marvel Byrd
Location: Shopping mall
CR, OR, 1-1, TK, VE
18x12 Obs. Rm. Seats 12
(See advertisement on p. 101)

Cunningham Field & Research Service
Woodland Hills Mall
7021 S. Memorial, Ste. 204A
Tulsa, OK 74133
Ph. 904-677-5644
Fax 904-677-5534
E-mail: ChristyHaneyCFS@Digital.Net
Christy Haney
Location: Shopping mall
CR, OR, 1-1, 1-1OR, TK, VE
12x18 Obs. Rm. Seats 6
(See advertisement on p. 101)

Cunningham Field & Research Service
Eastland Mall
14002 E. 21st, Ste. 144
Tulsa, OK 74134
Ph. 904-677-5644
Fax 904-677-5534
E-mail: LeilaniHughesCFS@Digital.Net
Leilani Hughes
Location: Shopping mall
CR, OR, 1-1, 1-1OR, TK, VE
16x19 Obs. Rm. Seats 8
(See advertisement on p. 101)

Tulsa Surveys
4928 S. 79th E. Ave.
Tulsa, OK 74145
Ph. 918-665-3311 or 800-544-1494
Fax 918-665-3388
Tim or Dan Jarrett, Vice Presidents
Location: Office building
CR, OR, 1-1, 1-1OR, TK, VE
16x24 Obs. Rm. Seats 20
16x20 Obs. Rm. Seats 20

Oregon

Eugene

Williams Research
P.O. Box 5394
Eugene, OR 97405
Ph. 541-343-6027
Fax 541-343-7507
E-mail: williams@rio.com
<http://www.rio.com/~williams/>
Jane Williams, Principal
Location: Office building
CR, OR, VE
16x15 Obs. Rm. Seats 4

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Fax: 1-440-461-9525 or 1-440-642-8876

Codes

Location: Office building, Freestanding building, Shopping mall

CR - Conference Room
LR - Living Room Style
OR - Observation Rooms
1-1 - One on One Room
1-1OR - One on One Obs. Rm.

TK - Test Kitchen
TKO - Test Kitchen Obsv. Rm.
VE - Video Equipment
VC - Video Conferencing

Room dimensions, when listed, are shown in feet.

† denotes Living Room Style

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

Teresa Denney

Location: Office building

CR, OR, VE

21x18 Obs. Rm. Seats 16

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>

Jerry Carter

Location: Shopping mall

CR, OR, 1-1, TK, VE

15x19 Obs. Rm. Seats 10

(See advertisement on p. 179)



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Gilmore Research Group

729 N.E. Oregon St., Ste. 150

Portland, OR 97232

Ph. 503-236-4551

Fax 503-731-5590

Karol Tate

Location: Office building

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

12x18 Obs. Rm. Seats 12

(See advertisement on p. 180)

Market Decisions Corporation

8959 S.W. Barbur Blvd., Ste. 204

Portland, OR 97219

Ph. 503-245-4479

Fax 503-245-9677

E-mail: info@mdcresearch.com

Lauren Deming, Account Exec.

Location: Office building

CR, OR, 1-1, VE

18x20 Obs. Rm. Seats 12

18x20 Obs. Rm. Seats 12

18x19 Obs. Rm. Seats 12

Market Strategies, Inc

111 S.W. 5th Ave., Ste. 1850

Portland, OR 97204

Ph. 503-225-0112

Fax 503-225-8400

E-mail: lalbrecht@mktstrat.com

Tammy Davis

Location: Office building

CR, OR, VE

19x30 Obs. Rm. Seats 10

Market Trends, Inc.

1201 S.W. 12th, Ste. 310

Portland, OR 97205

Ph. 503-224-4900

Fax 503-224-0633

E-mail: InfoManager@marketrends.com

<http://www.marketrends.com>

Brad Huston

Location: Office building

CR, OR, 1-1, TK, VE

18x13 Obs. Rm. Seats 8

19x15 Obs. Rm. Seats 10

OMNI Research

7689 S.W. Capitol Hwy.

Portland, OR 97219-2745

Ph. 503-245-4014

Fax 503-245-9065

Chris Robinson

Location: Freestanding building

CR, OR, 1-1, VE

21x20 Obs. Rm. Seats

Pennsylvania

Allentown/Bethlehem

Integrated Marketing Concepts

3724 Crescent Ct. W.

Whitehall, PA 18052

Ph. 610-437-4000

Fax 610-437-5212

E-mail: info@integratedmc.com

<http://www.integratedmc.com>

Bob Williams, President

Location: Freestanding building

CR, OR, VE

Parkwood Research Associates

4635 Crackersport Rd.

Allentown, PA 18104

Ph. 610-481-0102

Fax 610-395-8027

Ed Yatza

Location: Office building

CR, OR, TK, VE

14x10 Obs. Rm. Seats 10

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

<http://www.erie.net/~moore>

Colleen Moore, Vice President

Location: Office building

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

20x14 Obs. Rm. Seats 12

Harrisburg

The Bartlett Group, Inc.

3690 Vartan Way

Harrisburg, PA 17110

Ph. 717-540-9900

Fax 717-540-9338

Jeff Bartlett, President

Location: Freestanding building

CR, OR, VE

12x22 Obs. Rm. Seats 7

Lancaster

The Bartlett Group, Inc.

1910 Fruitville Pike

Lancaster, PA 17601

Ph. 717-569-8950

Fax 717-540-9338

Jeff Bartlett, President

Location: Shopping mall

CR, OR, VE

16x22 Obs. Rm. Seats 8

Relax. We've Got Boston Covered.

Announcing the opening of Focus Pointe Boston.

For over ten years, Focus Pointe has been setting the standards as America's highest quality focus group facilities. You're probably familiar with our downtown and suburban Philadelphia locations. Now we're delighted to announce the opening of our new Boston location. It's the same great service; the same

convenient, high-quality facilities, but in a new city.

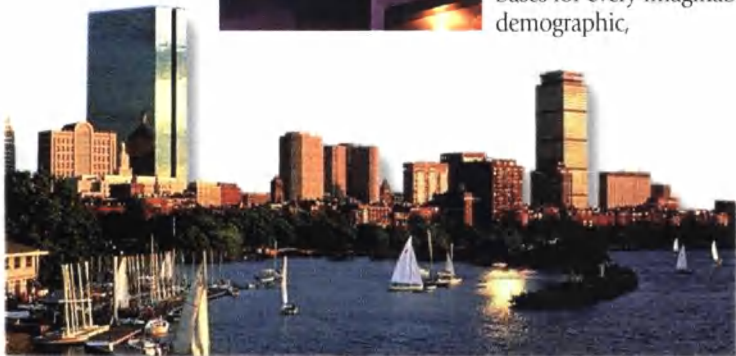
At Focus Pointe, we have the expertise and personnel to handle your most challenging project requirements. Our in-house recruiting is the method preferred by moderators for optimum project control, to get you the "right" respondents, every time. We also have unique databases for every imaginable demographic,

business and healthcare segment.

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Call Focus Pointe and ask for our President, Ileen Branderbit, at 800-220-5088. She'll be happy to discuss your project requirements.

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1998 FOCUS GROUP FACILITIES DIRECTORY

Codes

Location: Office building, Freestanding building, Shopping mall

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

Room dimensions, when listed, are shown in feet.

† denotes Living Room Style

Philadelphia

Consumer Pulse of Philadelphia

Plymouth Meeting Mall

Plymouth Meeting, PA 19462

Ph. 610-825-6636 or 800-336-0159

Fax 610-825-6805

E-mail: consumer.pulse@internetMCI.com

Eleanor Yates, Director

Location: Shopping mall

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

15x15 Obs. Rm. Seats 20

(See advertisement on p. 135)

Focus Pointe, Inc.

Formerly Philadelphia Focus, Inc.

100 N. 17th St., 3rd fl.

Philadelphia, PA 19103

Ph. 215-561-5500

Fax 215-561-6525

E-mail: Branderbit@aol.com

Patricia Smith, Dir. of Operations

Ilene Branderbit, President

Location: Office building

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

17x24 Obs. Rm. Seats 20

14x24 Obs. Rm. Seats 20

17x21 Obs. Rm. Seats 15

17x24 Obs. Rm. Seats 20

10x12 Obs. Rm. Seats 10

(See advertisement on p. 165)

Focus Pointe, Inc.

Formerly Philadelphia Focus, Inc.

555 North Ln., Ste. 6038

Conshohocken, PA 19428

Ph. 610-397-0300

Fax 610-397-0308

E-mail: Branderbit@aol.com

Patricia Smith, Dir. of Operations

Ilene Branderbit, President

Location: Office building

CR, OR, TK, VE

14x22 Obs. Rm. Seats 15

14x22 Obs. Rm. Seats 15

14x22 Obs. Rm. Seats 15

(See advertisement on p. 165)

Focus Suites of Philadelphia

One Bala Plaza, Ste. 622

Bala Cynwyd, PA 19004

Ph. 610-667-1110

Fax 610-667-4858

E-mail: info@focussuites.com

<http://www.focussuites.com>

Kathy Jonik, Director

Location: Office building

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

18x22 Obs. Rm. Seats 20

16x20 Obs. Rm. Seats 18

16x20 Obs. Rm. Seats 18

18x22 Obs. Rm. Seats 20

10x12 Obs. Rm. Seats 8

(See advertisement on p. 167)

Group Dynamics in Focus, Inc.

555 City Line Ave., 6th fl.

Bala Cynwyd, PA 19004

Ph. 610-668-8535

Fax 610-668-2072

E-mail: mholman@groupdynamics.com

<http://www.groupdynamics.com>

Robin Kaplan

Location: Office building

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

28x20 Obs. Rm. Seats 18

16x24 Obs. Rm. Seats 12

16x24 Obs. Rm. Seats 12

14x18 Obs. Rm. Seats 10

(See advertisement on p. 166)



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JRA (J. Reckner Associates)

1600 Market St., Ste. 1550
Philadelphia, PA 19103
Ph. 215-822-6220
Fax 215-822-2238
E-mail: info@reckner.com
http://www.reckner.com
Frances Grubb or Nancy Kolkebeck
Location: Office building
CR, OR, 1-1, 1-10R, VE, VC
18x18 Obs. Rm. Seats 15
22x15 Obs. Rm. Seats 15
11x12 Obs. Rm. Seats 5
18x21 Obs. Rm. Seats 12
(See advertisement on p. 7)

JRA, Marketing Research (J. Reckner Associates)

589 Bethlehem Pike, Ste. 500
Montgomeryville, PA 18936
Ph. 215-822-6220
Fax 215-822-2238
E-mail: info@reckner.com
http://www.reckner.com
Frances Grubb or Nancy Kolkebeck
Location: Office building
CR, OR, 1-1, 1-10R, TK, VE
18x18 Obs. Rm. Seats 15
09x11 Obs. Rm. Seats 4
20x40 Obs. Rm. Seats
(See advertisement on p. 7)

JRP Marketing Research Services

100 Granite Dr., terrace level
Media, PA 19063
Ph. 610-565-8840
Fax 610-565-8870
Paul Frattaroli
Location: Office building
CR, OR, 1-1, TK, VE
20x20 Obs. Rm. Seats 18
24x20 Obs. Rm. Seats 15
(See advertisement on p. 168)

Mar's Surveys
Horizon Corp. Center, Bldg. 2, Ste. 1000
3000 Atrium Way
Mt. Laurel, NJ 08054
Ph. 609-235-3345
Fax 609-235-1613
E-mail: marlene@marsresearch.com
http://www.marsresearch.com
Marlene Teblum or Sandy Schoffung
Location: Office building
CR, OR, 1-1, 1-10R, TK, VE
15x23 Obs. Rm. Seats 15
10x10 Obs. Rm. Seats 8

Plaza Research-Philadelphia

Two Greentree Centre
Marlton, NJ 08053
Ph. 609-596-7777 or 800-654-8002
Fax 609-596-3011
E-mail: Philly@plazaresearch.com
http://www.plazaresearch.com
Debby Weiss
Location: Office building
CR, LR, OR, 1-1, 1-10R, TK, TKO, VE
15x20 Obs. Rm. Seats 15
15x20 Obs. Rm. Seats 15
15x20 Obs. Rm. Seats 15
(See advertisement on p. 149)

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
E-mail: postmaster@qcs.com
http://www.qcs.com
Lynne Sitvarin
Location: Office building
CR, OR, 1-1, 1-10R, TK, VE, VC
20x20 Obs. Rm. Seats 14
17x20 Obs. Rm. Seats 14
(See advertisement on p. 145)

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and True In
PHILADELPHIA

FOCUS Suites
of Philadelphia

1 Bala Plaza, Suite 622, St. Asaphs Rd.
Bala Cynwyd, PA 19004
610-667-1110 – phone
610-667-4858 – fax



JRP Qualitative Research

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

Codes

Location: Office building, Freestanding building, Shopping mall
 CR - Conference Room TK - Test Kitchen
 LR - Living Room Style TKO - Test Kitchen Obsv. Rm.
 OR - Observation Rooms VE - Video Equipment
 1-1 - One on One Room VC - Video Conferencing
 1-1OR - One on One Obs. Rm.
 Room dimensions, when listed, are shown in feet
 † denotes Living Room Style

Quality in Field

Leo Mall
 11725 Bustleton Ave.
 Philadelphia, PA 19116
 Ph. 215-698-0606
 Fax 215-676-4055
 E-mail: afrieze828@aol.com
 Arlene Frieze, President
 Location: Office building
 CR, OR, TK, VE
 12x15 Obs. Rm. Seats 8

Strategic Marketing Corp.
 One Belmont Ave., Ste. 802
 Bala Cynwyd, PA 19004
 Ph. 610-667-1649
 Fax 610-667-0628
 E-mail: info@smcresearch.com
 Juliet Goodfriend, President
 Location: Office building
 CR, OR, VE
 20x20 Obs. Rm. Seats 10

TVG, Inc.
 520 Virginia Dr.
 Ft. Washington, PA 19034
 Ph. 215-646-7200
 Fax 215-646-3664
 E-mail: tvginc@voicenet.com
 Alayne Green
 Location: Office building
 CR, OR, VE, VC
 22x17 Obs. Rm. Seats 12

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
 Yvonne Campos
 Location: Office building
 CR, OR, 1-1, 1-1OR, TK, VE
 15x19 Obs. Rm. Seats 14
 20x27 Obs. Rm. Seats 10

Car-Lene Research, Inc.
 Monroeville Mall
 Monroeville, PA 15146
 Ph. 412-373-3670
 Fax 412-373-5076
 Stacey Stanford, Manager
 Location: Shopping mall
 CR, OR, TK, TKO, VE
 15x14 Obs. Rm. Seats 5

1998 FOCUS GROUP FACILITIES DIRECTORY

Data Information, Inc.
Century III Mall
3075 Clairton Rd.
W. Mifflin, PA 15123
Ph. 412-655-8690
Fax 412-655-8693
Nancy Palyo
Location: Shopping mall
CR, OR, 1-1, 1-10R, TK, VE
12x20 Obs. Rm. Seats 10

Direct Feedback
4 Station Square, Ste. 545
Pittsburgh, PA 15219
Ph. 412-394-3676
Fax 412-394-3660
Tara Hill Conroy, President
Location: Office building
CR, OR, VE
24x13 Obs. Rm. Seats 10

Focus Center of Pittsburgh
Div. of T.I.M.E. Market Research
2101 Greentree Rd.
Pittsburgh, PA 15220
Ph. 412-279-5900
Fax 412-279-5148
Ericca Dennehy, Manager
Location: Office building
CR, OR, TK, VE, VC
19x21 Obs. Rm. Seats 12
24x25 Obs. Rm. Seats 15

Greater Pittsburgh Research
5950 Steubenville Pike
Pittsburgh, PA 15136
Ph. 412-788-4570
Fax 412-788-4582
Ann Urban
Location: Office building
CR, OR, 1-1, TK, VE
14x18 Obs. Rm. Seats 12

Guide Post Research
21 Yost Blvd., Suite 400
Pittsburgh, PA 15221-5283
Ph. 412-823-8444 or 412-823-3232
Fax 412-823-8300
Jay P. La Mond, President
Location: Office building
CR, OR, 1-1, TK, VE, VC
14x22 Obs. Rm. Seats 10
10x12 Obs. Rm. Seats

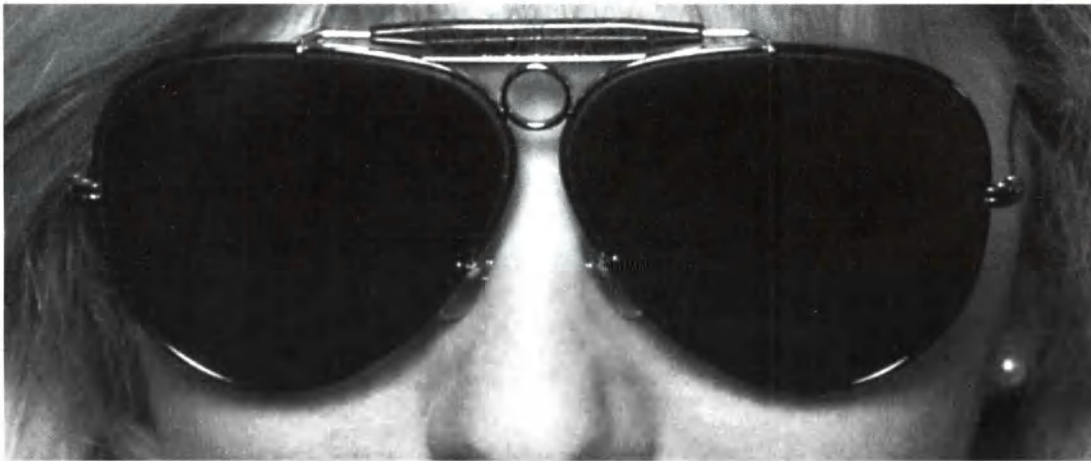
Heakin Research, Inc.
Ross Park Mall
1000 Ross Park Mall Rd.
Pittsburgh, PA 15237
Ph. 412-369-4545
Fax 412-369-4473
Sandy Turtle, Manager
Location: Shopping mall
CR, OR, TK, VE
17x11 Obs. Rm. Seats 8

Pittsburgh Phone & Focus, Inc.
300 Mt. Lebanon Blvd., Ste. 2204
Pittsburgh, PA 15234
Ph. 412-341-8770
Fax 412-341-8774
Barbara K. Womack
Location: Office building
CR, OR, 1-1, 1-10R, TK, VE
25x16 Obs. Rm. Seats 12

T.I.M.E. Market Research
366 Beaver Valley Mall
Monaca, PA 15061
Ph. 412-728-8463
Fax 412-728-9806
Shawn Bishop
Location: Shopping mall
CR, OR, 1-1, 1-10R, TK, VE
14x18 Obs. Rm. Seats 10

York

Polk-Lepson Research Group
108 Pauline Dr.
York, PA 17402
Ph. 717-741-2879
Fax 717-741-4297
E-mail: polk-lepson@worldnet.att.net
Carol Morris, Dir. Field Svcs.
Location: Freestanding building
CR, OR, VE
15x20 Obs. Rm. Seats 10



Take a good look at Accurate Focus

... Rhode Island's premier market research facility.

We recruit and interview exactly the type of people you specify for your research projects—from focus groups to field surveys. Avoid big city rates and stretch your research dollars in Rhode Island—located one hour from Boston.

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top-notch audio & video
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diverse ethnic & cultural
demographics

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near all 4-star hotels



Accurate Focus Inc., East Providence, RI 02914
Telephone: (401) 435-3335 Fax: (401) 435-3321

Codes

Location: Office building, Freestanding building, Shopping mall

CR - Conference Room
LR - Living Room Style
OR - Observation Rooms
1-1 - One on One Room
1-1OR - One on One Obs. Rm.

TK - Test Kitchen
TKO - Test Kitchen Obsv. Rm.
VE - Video Equipment
VC - Video Conferencing

Room dimensions, when listed, are shown in feet.

† denotes Living Room Style

Rhode Island

Newport

Performance Research
25 Mill St.
Newport, RI 02840
Ph. 401-848-0111
Fax 401-848-0110
E-mail: bill@performanceresearch.com
http://www.performanceresearch.com
Bill Doyle, Vice President
Location: Freestanding building
CR, OR, VE
13x30 Obs. Rm. Seats

Providence

Accurate Focus, Inc.
850 Waterman Ave.
E. Providence, RI 02914
Ph. 800-927-7327 or 401-435-3335
Fax 401-435-3321
E-mail: focus@aol.com
Stephen Haders, President
Location: Office building
CR, OR, 1-1, 1-1OR, VE
23x15 Obs. Rm. Seats 20
(See advertisement on p. 169)

MacIntosh Survey Center
450 Veteran's Memorial Pkwy., #201
E. Providence, RI 02914
Ph. 401-438-8330
Fax 401-434-9219
Ann MacIntosh
Location: Office building
CR, OR, TK, TKO, VE
18x20 Obs. Rm. Seats 15

South Carolina

Columbia

MarketSearch Corp.
2721 Devine St.
Columbia, SC 29205
Ph. 803-254-6958
Fax 803-799-9180
E-mail: surveys@msearch.com
Kathy Harsey, Field Director
Location: Freestanding building
CR, OR, 1-1, 1-1OR, TK, VE
16x20 Obs. Rm. Seats 14

Metromark Market Research, Inc.
3030 Devine St.
Columbia, SC 29205
Ph. 803-256-8694
Fax 803-254-3798
E-mail: emsmith@sprynet.com
Emerson Smith, President
Location: Office building
CR, OR, VE
18x20 Obs. Rm. Seats 12

Greenville/Spartanburg

Carolina Market Research
16 Cape Charles
Greenville, SC 29615
Ph. 864-233-5775 or 864-288-4620
Fax 864-288-6421
Elizabeth Buchanan
Location: Office building
CR, OR, 1-1, 1-1OR, VE
17x23 Obs. Rm. Seats 14

Priority Metrics Group
641 E. Main St.
Spartanburg, SC 29302
Ph. 864-573-9853
Fax 864-573-4348
E-mail: JohnB@pmgco.com
http://www.pmgco.com
John Barrett, Partner
Location: Freestanding building
CR, OR, VE
23x16 Obs. Rm. Seats 8

ProGen Research, Inc.
2724A Wade Hampton Blvd.
Greenville, SC 29615
Ph. 864-244-3435
Fax 864-244-8283
Maxie Freeman, President
Location: Freestanding building
CR, OR, VE
18x30 Obs. Rm. Seats 6

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 605-338-3964
Warren R. Johnson
Location: Freestanding building
CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE
16x24 Obs. Rm. Seats 15
20x22 Obs. Rm. Seats 20
20x25 Obs. Rm. Seats 25
†30x36 Obs. Rm. Seats 50

Tennessee

Chattanooga

Wilkins Research
1921 Morris Hill Rd.
Chattanooga, TN 37421
Ph. 423-894-9478
Fax 423-894-0942
E-mail: Wilkins@voy.ney
Lisa Wilkins
Location: Freestanding building
CR, OR, TK, TKO, VE
18x25 Obs. Rm. Seats 10

Knoxville

HMR & Associates
2904 A. Tazewell Pike, #A
Knoxville, TN 37918
Ph. 423-281-0038
Fax 423-281-2250
John Myers
Location: Office building
CR, OR, 1-1, 1-1OR, TK, TKO, VE
18x22 Obs. Rm. Seats 10

Lancaster Consulting Group
3521 Central Park Blvd., 2nd fl.
Louisville, TN 37777
Ph. 423-379-7650
Fax 423-379-7648
E-mail: lancon@ix.netcom.com
Christopher Wise, President
Location: Office building
CR, OR, 1-1, 1-1OR, VE
19x20 Obs. Rm. Seats 12

Mellon Market Research
2850 Parkway Bldg. 6, Ste. 40
Pigeon Forge, TN 37863
Ph. 423-428-8360
Fax 423-428-6042
Vicki Phillips, Dir. Mkt. Rsch.
Location: Shopping mall
CR, LR, OR, 1-1, TK, TKO, VE
21x25 Obs. Rm. Seats 14
20x16 Obs. Rm. Seats 8
†21x25 Obs. Rm. Seats 14
†20x16 Obs. Rm. Seats 8

Memphis

AccuData Market Research, Inc.
1036 Oakhaven Rd.
Memphis, TN 38119
Ph. 901-763-0405
Fax 901-763-0660
E-mail: memphis@accudata.cnchost.com
http://www.accudata.cnchost.com
Valerie Jolly, General Manager
Location: Office building
CR, LR, OR, TK, TKO, VE
14x18 Obs. Rm. Seats 12
14x18 Obs. Rm. Seats 12
14x25 Obs. Rm. Seats 15
(See advertisements on pp. 95, 103)

Heakin Research, Inc.
2760 N. Germantown Pkwy., #102
Memphis, TN 38133
Ph. 901-381-4811
Fax 901-381-4138
Ruthia Wright
Location: Office building
CR, OR, TK, VE
18x12 Obs. Rm. Seats 8
18x12 Obs. Rm. Seats 8
18x12 Obs. Rm. Seats 8

Market Development Associates, Inc.
5050 Poplar Ave., Ste. 920
Memphis, TN 38157
Ph. 800-480-8334 or 901-682-1011
Fax 800-480-0861
E-mail: Mktdevlp@aol.com
http://www.MDARESEARCH.com
Chip Hyman, General Manager
Location: Office building
CR, OR, 1-1, 1-10R, VC
21x15 Obs. Rm. Seats 12

PWI Research
5100 Poplar Ave., Ste. 3125
Memphis, TN 38137
Ph. 901-682-2444
Fax 901-682-2471
http://www.pwiresearch.com
Charlotte Reid
Location: Office building
CR, OR, VE
15x21 Obs. Rm. Seats 12

Nashville

Cunningham Field & Research Service
Coolsprings Mall
1800 Galleria Blvd., Ste. 1320
Franklin, TN 37064
Ph. 904-677-5644
Fax 904-677-5534
E-mail: SandyHoodCFS@Digital.Net
Sandy Hood
Location: Shopping mall
CR, OR, 1-1, 1-10R, TK, VE
10x08 Obs. Rm. Seats 10
(See advertisement on p. 101)

The Nashville Research Group
1161 Murfreesboro Rd., Ste. 150
Nashville, TN 37217
Ph. 615-399-7727
Fax 615-399-9171
E-mail: TNRG@ix.netcom.com
Glyna Kilpatrick, Owner
Location: Office building
CR, OR, 1-1, TK, VE, VC
20x16 Obs. Rm. Seats 15
15x44 Obs. Rm. Seats 20

Prince Market Research
2323 Hillsboro Rd., #500
Nashville, TN 37212
Ph. 615-292-4860 or 800-788-7728
Fax 615-292-0262
E-mail: dprince@PMResearch.com
http://www.pmrsearch.com
Shannon Cook, Focus Group Coordinator
Location: Office building
CR, OR, VE
13x23 Obs. Rm. Seats 12
(See advertisement on p. 171)

20/20 Research, Inc.
2303 21st Ave. S.
Nashville, TN 37212
Ph. 615-885-2020 or 800-737-2020
Fax 615-385-0925
E-mail: info@2020research.com
Kathryn Harlan, Dir. Qual. Svcs.
Location: Office building
CR, OR, VE
22x16 Obs. Rm. Seats 12
16x22 Obs. Rm. Seats 12

Nashville's Newest Focus Group Facility

Convenient to Consumers, Business, and Healthcare!



- Located in town near universities, hospitals, shopping, residential areas, and a major interstate
- Spacious, executive caliber conference room comfortably seats 12
- Tiered observation room provides clear viewing for 10 or more
- Private client office features phone plus use of PC and color printer
- Experienced Recruiting Team uses our proven "Three-Point" process to find and confirm exactly the type of recruits you want

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2323 Hillsboro Road, Nashville, Tennessee 37212
800.788.7728 email: dbutler@PMResearch.com

Codes

Location: Office building, Freestanding building, Shopping mall

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

Room dimensions, when listed, are shown in feet.

† denotes Living Room Style

Texas

Amarillo

Opinions Unlimited, Inc.

8201 S.W. 34th St.
Amarillo, TX 79121
Ph. 806-353-4444
Fax 806-353-4718
E-mail: opinions@arn.net
Anndel Martin
Location: Freestanding building
CR, OR, VE
22x23 Obs. Rm. Seats 12
(See advertisement on p. 177)

Austin

First Market Research Corp.

2301 Hancock Dr.
Austin, TX 78756
Ph. 800-FIRST-TX or 512-451-4000
Fax 512-451-5700
E-mail: jheiman@firstmarket.com
http://www.firstmarket.com
Kelley Hutchinson or Ron Tittle
Location: Freestanding building
CR, OR, VE
23x13 Obs. Rm. Seats 10
15x16 Obs. Rm. Seats 8
15x16 Obs. Rm. Seats 8
(See advertisement on p. 134)

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
Location: Freestanding building
CR, OR, VE
18x20 Obs. Rm. Seats 10

Brownsville

Hispanic Focus Unlimited
Rte. 1, Box 278
La Feria, TX 78559
Ph. 210-797-4211
Fax 210-797-4244
E-mail: hispfocs@gte.net
http://home1.gte.net/hispfocs/index.htm
Ruben Cuellar, President
Location: Office building
CR, OR, 1-1, 1-1OR, TK, VE
16x30 Obs. Rm. Seats 10

Dallas/Ft. Worth

Accurate Research, Inc.
2214 Paddock Way Dr., Ste. 100
Grand Prairie, TX 75050
Ph. 972-647-4272
Fax 972-641-1549
Debbie Tharp, Account Executive
Location: Freestanding building
CR, OR, 1-1, TK, VE
12x21 Obs. Rm. Seats 9
14x20 Obs. Rm. Seats 9
16x25 Obs. Rm. Seats 20
20x35 Obs. Rm. Seats

Consumer Research Associates/Superrooms™

Park Central VII
12750 Merit Dr., 10th fl.
Dallas, TX 75251
Ph. 800-800-5055
Fax 415-392-7141
E-mail: superrooms@aol.com
Rich Anderson, Vice President
Location: Office building
CR, LR, OR, 1-1, 1-1OR, VE, VC
18x18 Obs. Rm. Seats 12
18x24 Obs. Rm. Seats 12
18x18 Obs. Rm. Seats 6
18x18 Obs. Rm. Seats 12
†18x18 Obs. Rm. Seats 12
†18x24 Obs. Rm. Seats 12
†18x18 Obs. Rm. Seats 12
(See advertisement on p. 88)

Dallas Focus

511 E. John Carpenter Fwy., Ste. 100
Irving, TX 75062
Ph. 972-869-2366 or 800-336-1417
Fax 972-869-9174
E-mail: dallas.focus@airmail.net
Robin McClure, Pres./Partner
Location: Office building
CR, OR, 1-1, 1-1OR, TK, VE, VC
15x20 Obs. Rm. Seats 12
15x22 Obs. Rm. Seats 15
15x20 Obs. Rm. Seats 15
19x25 Obs. Rm. Seats 25
(See advertisement on p. 172)

**Our facilities,
expertise and services
are all focused
on producing usable
results.**

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Dallas Focus

972.869.2366 Fax 972.869.9174

A part of the Focus Network

Databank Marketing Research, Inc.
Rte. 1, 109F Hwy. 718
Rhome, TX 76078
Ph. 817-489-2300
Fax 940-433-2248
Location: Freestanding building
CR, OR, 1-1, 1-1OR, TK, VE
18x20 Obs. Rm. Seats 8
22x15 Obs. Rm. Seats 8

Fenton Swanger Consumer Research, Inc.
14800 Quorum Dr., Ste. 250
Dallas, TX 75240
Ph. 972-934-0707
Fax 972-490-3919
E-mail: fentn@airmail.net
Nancy Ashmore, V.P. Data Collection
Location: Office building
CR, LR, OR, TK, VE
22x16 Obs. Rm. Seats 15
19x14 Obs. Rm. Seats 15
†22x16 Obs. Rm. Seats 15
†19x14 Obs. Rm. Seats 15

Focus On Dallas, Inc.
Alpha Plaza
4887 Alpha Rd., Ste. 210
Dallas, TX 75244-4632
Ph. 972-960-5850 or 800-824-9796
Fax 972-960-5859
Mary Ulrich
Location: Office building
CR, OR, 1-1, 1-1OR, TK, VE
25x18 Obs. Rm. Seats 15
25x18 Obs. Rm. Seats 15
45x20 Obs. Rm. Seats 20

Friedman Marketing Services
Prestonwood Town Center
5301 Beltline Rd., Ste. 2128
Dallas, TX 75240
Ph. 972-387-8161 or 914-698-9591
Fax 972-385-1115
Harriet Roth
Location: Shopping mall
CR, OR, 1-1, TK, VE
16x12 Obs. Rm. Seats 8

Heakin Research, Inc.
Ft. Worth Town Center
4200 S. Freeway, Ste. B-31
Ft. Worth, TX 76115
Ph. 817-926-7995
Fax 817-927-2387
Vivian Taylor, Manager
Location: Shopping mall
CR, OR, TK, VE
18x12 Obs. Rm. Seats 12
22x13 Obs. Rm. Seats 12

Market Research & Analysis of Dallas, Inc.
The Research Center
13455 Noel Rd. Galleria
#325 Two Galleria Tower
Dallas, TX 75240
Ph. 214-239-5382
Fax 214-239-5399
Fay Parker, Owner
Location: Office building
CR, OR, 1-1, TK, VE
20x16 Obs. Rm. Seats 12

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LOTS OF BIG, OPEN SPACES.

Qualitative Facilities: Dallas and Houston

- Large and small focus group rooms
(4 in Dallas / 2 in Houston)
- 3-room focus group suites,
with private ante-rooms and gallery seating
- Classroom, living room and auditorium settings
- One-on-one interviewing rooms
(3 in Dallas / 1 in Houston)
- Fully equipped test kitchens

Regional Mall Intercept: Dallas

- 2 permanent locations in the mall for faster, broader coverage
- Fully equipped test kitchen
- Anchors include Dillard's, Foley's, J.C. Penney's and Sears

Other Services

- Executive and physician interviews
 - In-store intercepts
- Mystery shops • Retail audits

Savitz
RESEARCH CENTER INC.

tel (972) 386-4050 / fax (972) 450-2507

1998 FOCUS GROUP FACILITIES DIRECTORY

Codes

Location: Office building, Freestanding building, Shopping mall

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

Room dimensions, when listed, are shown in feet.
 † denotes Living Room Style

Mid-America Rsch./Facts In Focus
 Prestwood Court
 15340 Dallas Pkwy., Ste. 2740
 Dallas, TX 75248
 Ph. 214-386-7744
 Fax 214-386-7749
 Jean Kurzyn, Manager
 Location: Freestanding building
 CR, OR, 1-1, 1-1OR, TK, VE
 17x16 Obs. Rm. Seats 10
 17x16 Obs. Rm. Seats 15

NorTex Research Group/Dallas
 8700 N. Stemmons Fwy., Ste. 190
 Dallas, TX 75247-3715
 Ph. 800-315-TEXX
 Fax 214-630-6769
 Kelly Lynn Ireland, Facility Director
 Location: Office building
 CR, OR, TK, VE
 17x19 Obs. Rm. Seats 8
 21x17 Obs. Rm. Seats 10
 (See advertisement on p. 64)

Plaza Research-Dallas
 14160 Dallas Pkwy.
 Dallas, TX 75240
 Ph. 972-392-0100 or 800-654-8002
 Fax 972-386-6008
 E-mail: Dallas@plazaresearch.com
 http://www.plazaresearch.com
 Susan Trace
 Location: Office building
 CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE
 15x20 Obs. Rm. Seats 15
 15x20 Obs. Rm. Seats 15
 15x20 Obs. Rm. Seats 15
 (See advertisement on p. 149)

Probe Research, Inc.
 2723 Valley View Ln.
 Dallas, TX 75234
 Ph. 972-241-6696
 Fax 972-241-8513
 Richard Harris, Vice President
 Location: Freestanding building
 CR, OR, TK, VE

Quality Controlled Services
 2711 LBJ Freeway, Ste. 300
 Farmers Branch, TX 75234
 Ph. 800-421-2167 or 972-488-9988
 Fax 972-488-9997
 E-mail: postmaster@qcs.com
 http://www.qcs.com
 Lynn Hibben
 Location: Office building
 CR, OR, 1-1, 1-1OR, TK, VE, VC
 16x20 Obs. Rm. Seats 16
 23x17 Obs. Rm. Seats 12
 21x18 Obs. Rm. Seats 8
 (See advertisement on p. 145)

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
 Location: Office building
 CR, OR, 1-1, TK, VE
 23x14 Obs. Rm. Seats 15

Savitz Research Center, Inc.
 13747 Montfort Dr., Ste. 211
 Dallas, TX 75240
 Ph. 972-386-4050
 Fax 972-450-2507
 E-mail: hsilverman@savitz-research.com
 Harriet Silverman
 Location: Office building
 CR, OR, 1-1, 1-1OR, TK, VE
 30x23 Obs. Rm. Seats 25
 18x21 Obs. Rm. Seats 20
 23x30 Obs. Rm. Seats 20
 18x21 Obs. Rm. Seats 20
 08x10 Obs. Rm. Seats 6
 08x10 Obs. Rm. Seats 6
 08x10 Obs. Rm. Seats 6
 (See advertisement on p. 173)

EL PASO

Hot Market of the 90's

OUR COMPANY

AIM Research has been in business since 1969 and has been providing quality data and collection services ever since. AIM Research utilizes trained, experienced and fully supervised interviewers. We maintain the highest standards and take pride in the expert, reliable services we provide.

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El Paso is one of the best kept secrets in Texas! A major market with a population exceeding 700,000. El Paso is one of the fastest growing cities in the United States.

- ★ 4th Largest City in Texas
- ★ A Stable and Diversified Economic Consumer Base
- ★ Professional, Industrial, Farming and Ranching, University Military elements

SERVICES

AIM Research provides many types of research services, including focus groups, nationwide telephone surveys, one-on-one interviews, executive interviews, pre-recruits and exit interviews.

- ★ Focus Groups - Consumer, Hispanic and Professional
- ★ Interview Programming/Translation/Tabulation
- ★ Executive/Professional Interviewing
- ★ CRT Interviewing with 20 Stations
- ★ Taste Test with Full-Service Kitchen
- ★ Pre-Recruiting Tests

CONTACT

Linda Adams, Owner & Director or Joy Gallegos, Associate Director at
 (915) 591-4777 Fax (915) 595-6305

AIM RESEARCH Since 1969

10456 Brian Mooney Avenue • El Paso, Texas 79935
 (915) 591-4777 Fax (915) 595-6305 email: 76265.2167@CompuServe.Com internet: http://www.aimresearch.com



1998 FOCUS GROUP FACILITIES DIRECTORY

Savitz Research Center, Inc.

The Parks at Arlington Mall
3811 S. Cooper, Ste. 2053
Arlington, TX 76015
Ph. 817-467-6437
Fax 817-467-6552
E-mail: jsavitz@swbell.net
Harriet Silverman
Location: Shopping mall
CR, OR, TK, VE
17x15 Obs. Rm. Seats 10
(See advertisement on p. 173)

Service Strategies International, Inc.
12001 N. Central, Ste. 350
Dallas, TX 75243
Ph. 972-233-3010
Fax 972-419-1555
E-mail: fsmuda@servstrat.com
<http://www.servstrat.com>
Location: Office building
CR, OR, VE

El Paso

Aim Research

10456 Brian Mooney
El Paso, TX 79935
Ph. 915-591-4777
Fax 915-595-6305
E-mail: 76265.2167@compuserve.com
<http://www.aimresearch.com>
Linda Adams, Owner/Director
Location: Freestanding building
CR, OR, TK, VE
20x20 Obs. Rm. Seats 15
(See advertisement on p. 174)

Houston

Branson Research Associates, Inc.
1806 Wilde Oak Cir.
Bryan, TX 77802
Ph. 409-268-5800
Fax 409-846-5500
Dr. Robert E. Branson, President
Location: Shopping mall
CR, OR, VE
18x14 Obs. Rm. Seats 4

C Q S Research, Inc.

5851 San Felipe, Ste. 650
Houston, TX 77057
Ph. 713-783-9111 or 800-460-9111
Fax 713-789-2020
E-mail: CQSInc@aol.com
<http://www.cqsinc.com>
Noel Roulin, President
Location: Office building
CR, OR, 1-1, 1-10R, TK, VE
24x30 Obs. Rm. Seats 24
15x25 Obs. Rm. Seats 14
10x15 Obs. Rm. Seats 8
15x20 Obs. Rm. Seats 5
(See advertisement on p. 175)



5851 San Felipe Suite 650 Houston Texas 77057



Houston!!!. The largest city in Texas in the largest state of the continental USA, with an incredible diversification of industries and population. CQS Research has recruited from each of these industries and population segments and has become very proficient. For your next focus groups, IDI's, or mock trials give us a call.

**For your best bid in Texas.
800 460 9111**

Local # 713 783 - 9111, fax # 713 789 - 2020 or 713 954 - 1520

E Mail CQSInc@AOL

To view our facility on our web site: www.cqsinc.com



FOCUSVISIONNETWORK™ MEMBER

Equipped for videotransmission of live focus groups

Codes

Location: Office building, Freestanding building, Shopping mall

CR - Conference Room
LR - Living Room Style
OR - Observation Rooms
1-1 - One on One Room
1-1OR - One on One Obs. Rm.

TK - Test Kitchen
TKO - Test Kitchen Obsv. Rm.
VE - Video Equipment
VC - Video Conferencing

Room dimensions, when listed, are shown in feet.

† denotes Living Room Style

Creative Consumer Research
3945 Greenbriar
Stafford, TX 77477
Ph. 281-240-9646
Fax 281-240-3497

Patricia Pratt, Vice President
Location: Office building

CR, OR, 1-1, 1-1OR, TK, VE
20x20 Obs. Rm. Seats 12
20x20 Obs. Rm. Seats 12
20x20 Obs. Rm. Seats 12
24x24 Obs. Rm. Seats 12
30x40 Obs. Rm. Seats 12

Cunningham Field & Research Service

The Woodlands Mall
1201 Lake Woodlands Dr., Ste. 1104
The Woodlands, TX 77380
Ph. 904-677-5644
Fax 904-677-5534

E-mail: BonnieHannaCFS@Digital.Net

Kirk Pope

Location: Shopping mall
CR, OR, 1-1, 1-1OR, TK, VE
18x12 Obs. Rm. Seats 10
(See advertisement on p. 101)

Heakin Research, Inc.
247 Greenspoint Shopping Mall
Houston, TX 77060
Ph. 281-872-4164
Fax 281-872-7024

Valerie Owens, Manager
Location: Shopping mall
CR, OR, TK, VE

Heakin Research, Inc.
Galleria II
5085 Westheimer, Ste. 3897
Houston, TX 77056
Ph. 713-871-8542
Fax 713-871-8549

Laurie DeRoberts, Manager
Location: Shopping mall
CR, OR, TK, VE

Heakin Research, Inc.
1670 San Jacinto Mall
Baytown, TX 77521
Ph. 281-421-2584
Fax 281-421-2514
Cheri Pate, Manager
Location: Shopping mall
CR, OR, TK, VE

Houston Consumer Research
730 Alameda Mall
Houston, TX 77075
Ph. 713-944-1431
Fax 713-944-3527
Pat Williams, General Manager
Location: Shopping mall
CR, OR, 1-1, 1-1OR, TK, VE
16x18 Obs. Rm. Seats 18

InfoPort Research
2221 West Main
Houston, TX 77098
Ph. 713-623-8261
Fax 713-623-0129
E-mail: infoport@compuserve.com
<http://ourworld.compuserve.com/homepages/infoport>

David Parker, Director
Location: Office building
CR, OR, 1-1, 1-1OR, VE
20x21 Obs. Rm. Seats 12

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>

Inita Robinson, Focus Group Coord.
Location: Office building
CR, OR, 1-1, 1-1OR, TK, VE, VC
28x25 Obs. Rm. Seats 25
25x25 Obs. Rm. Seats 20

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
Location: Office building
CR, OR, 1-1, TK, VE
20x24 Obs. Rm. Seats 16

Market Study International, Inc.
9700 Richmond Ave., Ste. 108
Houston, TX 77042
Ph. 713-952-1400
Fax 713-952-1488
Rafael Medoza, General Manager
Location: Office building
CR, OR, 1-1, TK, VE
16x21 Obs. Rm. Seats 8
18x23 Obs. Rm. Seats 10

Opinions Unlimited, Inc.
Three Riverway, Ste. 250
Houston, TX 77056
Ph. 713-888-0202
Fax 713-960-1160
Anndel Martin
Location: Office building
CR, OR, 1-1, VE, VC
20x24 Obs. Rm. Seats 24
20x24 Obs. Rm. Seats 16
20x22 Obs. Rm. Seats 16
(See advertisement on p. 177)

Plaza Research-Houston

5333 Westheimer
Houston, TX 77056
Ph. 713-840-9500 or 800-654-8002
Fax 713-629-6445
E-mail: Houston@plazaresearch.com
<http://www.plazaresearch.com>
Bonnie Renaudo

Location: Office building
CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE, VC
15x20 Obs. Rm. Seats 15
15x20 Obs. Rm. Seats 15
15x20 Obs. Rm. Seats 15
(See advertisement on p. 149)

Quality Controlled Services

17625 El Camino Real, Ste. 100
Houston, TX 77058
Ph. 800-522-2385 or 281-488-8247
Fax 281-486-3831
E-mail: postmaster@qcs.com
<http://www.qcs.com>
Diana Reid

Location: Office building
CR, OR, 1-1OR, TK, VE
19x20 Obs. Rm. Seats 14
19x20 Obs. Rm. Seats 14
(See advertisement on p. 145)

Savitz Research Center, Inc.

5177 Richmond Ave., Ste. 1290
Houston, TX 77056
Ph. 713-621-4084
Fax 713-621-4223
E-mail: jevans@compassnet.com
Harriet Silverman

Location: Office building
CR, OR, 1-1, 1-1OR, TK, VE
22x30 Obs. Rm. Seats 24
18x20 Obs. Rm. Seats 20
08x16 Obs. Rm. Seats 6
(See advertisement on p. 173)

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
Location: Office building
CR, OR, 1-1, 1-1OR, VE
18x20 Obs. Rm. Seats 16
12x20 Obs. Rm. Seats 10
10x16 Obs. Rm. Seats 4

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
Location: Freestanding building
CR, OR, 1-1, VE
20x12 Obs. Rm. Seats 8

1998 FOCUS GROUP FACILITIES DIRECTORY

San Antonio

Creative Consumer Research
5411 Bandera Rd., Ste. 307
San Antonio, TX 78238
Ph. 210-520-7025
Fax 210-680-9906
Richard Weinhold, Vice President
Location: Freestanding building
CR, OR, TK, VE
25x16 Obs. Rm. Seats 40
22x16 Obs. Rm. Seats 12
16x24 Obs. Rm. Seats 15

Galloway Research Services
4346 N.W. Loop 410
San Antonio, TX 78229-5121
Ph. 210-734-4346
Fax 210-732-4500
E-mail: Gallowaytx@aol.com
Linda K. Brazel, General Manager
Location: Freestanding building
CR, LR, OR, 1-1, TK, VE
17x16 Obs. Rm. Seats 12
17x15 Obs. Rm. Seats 10

Utah

Salt Lake City

Cunningham Field & Research Service
South Towne Center
10450 S. State St., Ste. 1331
Sandy, UT 84070
Ph. 904-677-5644
Fax 904-677-5534
E-mail: MikeSoloskoCFS@Digital.Net
Mike Solosko
Location: Shopping mall
CR, OR, 1-1, TK, VE
19x11 Obs. Rm. Seats 12
(See advertisement on p. 101)

Dan Jones & Associates, Inc.
515 S. 700 E., Ste. 3H
Salt Lake City, UT 84102
Ph. 801-322-5722
Fax 801-322-5725
Pat Jones, Vice President
Location: Office building
CR, LR, OR, VE
17x38 Obs. Rm. Seats 12

Lighthouse Research, Inc.
1800 S. West Temple, Ste. 407
P.O. Box 77
Salt Lake City, UT 84115
Ph. 801-487-3761
Fax 801-466-3811
Marita Fairfield, President
Location: Office building
CR, OR, 1-1, VE
12x24 Obs. Rm. Seats

Utah Market Research
Div. of Ruth Nelson Research
Crossroads Plaza Mall
50 S. Main St.
Salt Lake City, UT 84144-0103
Ph. 801-363-8726
Fax 801-321-4904
E-mail: rnmcmrs@aol.com
<http://www.ruthnelsonresearchsvcs.com>
Cheri Ingram, Manager
Location: Shopping mall
CR, OR, 1-1, VE
16x17 Obs. Rm. Seats 10

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testing using multi-media PCs

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recruiting and national interviewing

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for a different Texas perspective



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TELEPHONE INTERVIEWING

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Houston, TX 77056
713- 888-0202

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Anndel and Andy Martin

Codes

Location: Office building, Freestanding building, Shopping mall
 CR - Conference Room TK - Test Kitchen
 LR - Living Room Style TKO - Test Kitchen Obsv. Rm.
 OR - Observation Rooms VE - Video Equipment
 1-1 - One on One Room VC - Video Conferencing
 1-1OR - One on One Obs. Rm.
 Room dimensions, when listed, are shown in feet.
 † denotes Living Room Style

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
 Sheri Guiver, V.P. Operations
 Location: Freestanding building
 CR, OR, 1-1, VE
 24x21 Obs. Rm. Seats 12

Your Opinion Counts
 Div. Gay Hill Field Service
 Cottonwood Mall
 4835 Highland Dr.
 Salt Lake City, UT 84117
 Ph. 801-261-4117
 Fax 801-268-0247
 Gay Hill
 Location: Shopping mall
 CR, OR, VE
 18x22 Obs. Rm. Seats 6

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: samo@actionr.com
 http://www.actionr.com
 Samuel P. Osborne, President
 Location: Freestanding building
 CR, OR, VE
 20x18 Obs. Rm. Seats 25
 16x15 Obs. Rm. Seats 10

Macro International Inc.
 126 College St.
 Burlington, VT 05401
 Ph. 800-639-1310
 Fax 802-863-8974
 E-mail: Mahnke@macroint.com
 http://www.macroint.com
 Greg Mahnke, Ph.D., managing director
 Location: Office building
 CR, OR, 1-1, 1-1OR, VE
 25x20 Obs. Rm. Seats 10
 (See advertisement on p. 155)

Virginia

Newport News/Norfolk/ Virginia Beach

Continental Research Associates, Inc.
 4500 Colley Ave.
 Norfolk, VA 23508
 Ph. 757-489-4887
 Nanci Glassman
 Location: Office building
 CR, OR, 1-1, 1-1OR, VE
 11x21 Obs. Rm. Seats 9

Issues and Answers Network, Inc.
 5151 Bonney Rd.
 Virginia Beach, VA 23462
 Ph. 757-456-1100 or 516-487-8339
 Fax 757-456-0377
 E-mail: info@issans.com
 Carla Lindemann, Exec. V.P.
 Location: Office building
 CR, OR, 1-1, 1-1OR, VE, VC
 16x22 Obs. Rm. Seats 10
 24x18 Obs. Rm. Seats 15

Norfolk Focus Group Centre
 Martin Research, Inc.
 4801 Columbus St., Ste. 102
 Virginia Beach, VA 23462
 Ph. 757-518-0183
 Fax 757-518-0185
 Pamela Collins-O'Dwyer, Manager
 Location: Office building
 CR, OR, 1-1, 1-1OR, VE
 12x20 Obs. Rm. Seats 8
 18x20 Obs. Rm. Seats 20

Quick Test
 816 Greenbrier Circle, Ste. 208
 Chesapeake, VA 23320
 Ph. 757-523-2505
 Fax 757-523-0463
 E-mail: info@quicktest.com
 http://www.quicktest.com
 Gerri Kennedy
 Location: Office building
 CR, OR, TK, VE
 13x15 Obs. Rm. Seats 8
 (See advertisement on p. 30)

Richmond

Capitol Focus Group Centre
 Martin Research, Inc.
 Koger Ctr.-West End, 1504 Santa Rosa Rd.
 Dale Building, Ste.108
 Richmond, VA 23229
 Ph. 804-285-3165
 Fax 804-285-7130
 sharlee Crone, Manager
 Location: Office building
 CR, OR, 1-1, 1-1OR, VE
 12x20 Obs. Rm. Seats 8

Dominion Focus Group, Inc.
 Dominion Marketing Research, Inc.
 Commerce Plaza I
 2809 Emerywood Pkwy., Ste. 100
 Richmond, VA 23294
 Ph. 804-672-0500 or 804-672-1417
 Fax 804-672-0567
 E-mail: banadfgi@erols.com
 Bana Bhagchandani, President
 Location: Office building
 CR, OR, 1-1, 1-1OR, TK, TKO, VE
 30x16 Obs. Rm. Seats 18
 16x12 Obs. Rm. Seats 8
 17x17 Obs. Rm. Seats 10

Media General Research
 P.O. Box 85333
 Richmond, VA 23293-0001
 Ph. 804-649-6785
 Fax 804-649-6863
 E-mail: sshaw@media-general.com
 Stephen Shaw, Director
 Location: Office building
 CR, OR, 1-1, VE
 15x22 Obs. Rm. Seats 13

Alan Newman Research
 1025 Boulders Pkwy., Ste. 401
 Richmond, VA 23225
 Ph. 804-272-6100
 Fax 804-272-7145
 E-mail: gendeliv@anr.com
 Location: Office building
 CR, OR
 27x18 Obs. Rm. Seats 12

Richmond Focus Group Center
 Div. of Alan Newman Research
 Boulders V
 1025 Boulders Pkwy., Ste. 440
 Richmond, VA 23225
 Ph. 804-272-6100
 Fax 804-272-7145
 E-mail: field@anr.com
 Terry Brisbane, Director
 Location: Office building
 CR, OR
 27x18 Obs. Rm. Seats 12

Southeastern Institute of Research (SIR)
 2325 W. Broad St.
 Richmond, VA 23220
 Ph. 800-807-8981
 Fax 800-715-3647
 E-mail: SIRsearch@aol.com
 Lois Abernathy
 Location: Freestanding building
 CR, OR, 1-1, VE
 15x15 Obs. Rm. Seats 10

1998 FOCUS GROUP FACILITIES DIRECTORY

Roanoke

Roanoke Focus Group Centre
Martin Research, Inc.
2122 Carolina Ave. S.W.
P.O. Box 8595
Roanoke, VA 24014
Ph. 540-342-5364
Fax 540-982-8101
Marjorie Jeskey, V.P. Ops.
Location: Freestanding building
CR, 1-1, 1-10R, VE
12x16 Obs. Rm. Seats 6

Washington

Seattle/Tacoma

Consumer Opinion Services, Inc.

12825 First Ave. S.
Seattle, WA 98168
Ph. 206-241-6050
Fax 206-241-5213
E-mail: cos-info@cosvc.com
<http://www.cosvc.com>
Jerry Carter
Location: Freestanding building
CR, OR, TK, TKO, VE
15x20 Obs. Rm. Seats 10
(See advertisement on p. 179)

Consumer Opinion Services, Inc.

10829 N.E. 68th St., Bldg. B
Kirkland, WA 98033
Ph. 425-827-3188 or 206-241-6050 for bids
Fax 425-827-2023
E-mail: cos-inf@cosvc.com
<http://www.cosvc.com>
Jerry Carter
Location: Office building
CR, OR, TK, VE
15x20 Obs. Rm. Seats 10
(See advertisement on p. 179)

Consumer Opinion Services, Inc.

2101 N. 34th St., Ste. 110
Seattle, WA 98103
Ph. 206-632-7859 or 206-241-6050 for bids
Fax 206-632-7879
E-mail: cos-info@cosvc.com
<http://www.cosvc.com>
Jerry Carter
Location: Office building
CR, OR, TK, VE, VC
15x20 Obs. Rm. Seats 16
20x40 Obs. Rm. Seats 10
(See advertisement on p. 179)

Cunningham Field & Research Service

Super Mall of the Great N.W.
1101 Super Mall Way., Ste. 1239
Auburn, WA 98001
Ph. 904-677-5644
Fax 904-677-5534
E-mail: BrentJohnsonCFS@Digital.Net
Brent Johnston
Location: Shopping mall
CR, OR, 1-1, 1-10R, TK, VE
20x14 Obs. Rm. Seats 10
(See advertisement on p. 101)

Field Management Associates-Seattle
3907 Factoria Square Mall S.E.
Bellevue, WA 98006
Ph. 425-641-8020
Fax 425-641-5902
E-mail: ATKINSFAM@earthlink.net
Zeny Hilbert, Research Coordinator
Location: Shopping mall
CR, OR, 1-1, 1-10R, TK, VE
12x18 Obs. Rm. Seats 6

First Northwest Group
7907 212th St. S.W., Ste. 200
Edmonds, WA 98026
Ph. 425-775-3500
Fax 425-776-1202
E-mail: 1st.nw.grp@worldnet.att.net
Karen Benedict, Operations Manager
Location: Freestanding building
CR, OR, 1-1, VE
30x21 Obs. Rm. Seats 18

Friedman Marketing Services
South Hill Mall
3500 Meridian South
Puyallup, WA 98373
Ph. 206-840-0112 or 914-698-9591
Fax 206-840-0517
Ted Hubbard
Location: Shopping mall
CR, OR, TK, VE
14x16 Obs. Rm. Seats 10

Gilmore Research Group
2324 Eastlake Ave. E., Ste. 300
Seattle, WA 98102-3306
Ph. 206-726-5555
Fax 206-726-5620
Karol Tate
Location: Office building
CR, OR, VE
14x20 Obs. Rm. Seats 12
14x19 Obs. Rm. Seats 8
(See advertisement on p. 180)

Gilmore Research Group
2825 Eastlake Ave. E., Ste. 200
Seattle, WA 98102
Ph. 206-726-5555
Fax 206-726-5620
Karol Tate
Location: Office building
CR, OR, 1-1, 1-10R, VE, VC
14x20 Obs. Rm. Seats 16
(See advertisement on p. 180)

GMA Research Corp.
11808 Northrup Way, Ste. 270
Bellevue, WA 98005
Ph. 425-827-1251
Fax 425-828-6778
E-mail: gma70@aol.com
Richard Secker
Location: Office building
CR, OR, 1-1, 1-10R, TK, VE
12x22 Obs. Rm. Seats 10

Seattle

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Fortunately, nobody does. That's why we can help.
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it for you. We don't know everything, but we can get
you the answers.. Call us

Consumer Opinion Services

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206-241-6050 FAX 206-241-5213

ask for Jerry or Greg Carter

[Http://www.Cosvc.com](http://www.Cosvc.com) E-mail COS-info@cosvc.com

Codes

Location: Office building, Freestanding building, Shopping mall

CR - Conference Room
LR - Living Room Style
OR - Observation Rooms
1-1 - One on One Room
1-1OR - One on One Obs. Rm.

TK - Test Kitchen
TKO - Test Kitchen Obsv. Rm.
VE - Video Equipment
VC - Video Conferencing

Room dimensions, when listed, are shown in feet.

† denotes Living Room Style

Hebert Research, Inc.
13629 N.E. Bellevue-Redmond Rd.
Bellevue, WA 98005
Ph. 206-643-1337
Fax 206-746-8138
John Burshek, Vice President
Location: Office building
CR, OR, VE

Market Data Research Corp.
955 Tacoma Ave. S., Ste. 101
Tacoma, WA 98402
Ph. 800-488-DATA or 253-383-1100
Fax 253-383-0852
E-mail: mdrca@aa.net
Nancy Garner, Field Director
Location: Office building
CR, OR, VE
13x19 Obs. Rm. Seats 10

Market Trends, Inc.
3633 136th Pl., S.E., Ste. 110
Bellevue, WA 98006
Ph. 425-562-4900
Fax 425-562-4843
E-mail: Jackie@marketrends.com
<http://www.marketrends.com>
Jackie Weise
Location: Office building
CR, OR, 1-1, VE
16x20 Obs. Rm. Seats 10
16x18 Obs. Rm. Seats 10

Market Trends, Inc. - Southcenter
375 Corporate Dr. S., Ste. 100
Seattle, WA 98118
Ph. 425-562-4900
Fax 425-562-4843
E-mail: jackie@marketrends.com
<http://www.marketrends.com>
Jackie Weise, Exec. Vice President
Location: Office building
CR, OR, 1-1, 1-1OR, TK, TKO, VE
18x20 Obs. Rm. Seats 10
18x20 Obs. Rm. Seats 10

Northwest Research Group, Inc.
400 108th Ave. N.E., Ste. 200
Bellevue, WA 98004
Ph. 425-635-7481
Fax 425-635-7482
E-mail: ethern@nwrgr.com
<http://www.nwrgr.com>
Jeff Etherton
Location: Office building
CR, OR, VE
12x16 Obs. Rm. Seats 15

Quality Controlled Services
14711 NE 29th Place, Ste. 110
Bellevue, WA 98007
Ph. 888-865-9573 or 425-881-7272
Fax 425-881-7121
E-mail: postmaster@qcs.com
<http://www.qcs.com>
Donna Glosser
Location: Freestanding building
CR, OR, 1-1, 1-1OR, TK, VE
21x18 Obs. Rm. Seats 14
20x20 Obs. Rm. Seats 12
(See advertisement on p. 145)

Can you find the 5 people in
this picture who own vacation
homes and eat guavas?
We can.

Focus groups are truly
a valuable research tool.
But only if you have the
right people in your group.
Your target audience.

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ensure that's exactly who
shows up in your focus
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comfortable group facilities
in the nation. Complete
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professional hosting and
the best recruiters in
the Northwest. You can
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our focus group services
by calling (206) 726-5555.
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FOCUS VISION NETWORK™ MEMBER

1998 FOCUS GROUP FACILITIES DIRECTORY

Spokane

Consumer Opinion Services, Inc.

Northtown Mall
4750 N. Division St., Ste. E-219
Spokane, WA 99207
Ph. 509-487-6173 or 206-241-6050 for bids
Fax 509-487-7205
E-mail: cos-info@cosvc.com
<http://www.cosvc.com>
Jerry Carter
Location: Shopping mall
CR, OR, 1-1, TK, VE
15x20 Obs. Rm. Seats 10
(See advertisement on p. 179)

KXLY Research Services
500 W. Boone Ave.
Spokane, WA 99201
Ph. 509-324-4200
Fax 509-324-8992
E-mail: stevend@kxly.com
<http://www.kxly.com/research.htm>
Steven Dean, Research Director
Location: Freestanding building
CR, OR, 1-1, 1-10R, VE
24x24 Obs. Rm. Seats 10

Robinson Research
524 W. Indiana
Spokane, WA 99205
Ph. 509-325-8080
Fax 509-325-8068
E-mail: Robinson@soar.com
William D. Robinson, President
Location: Freestanding building
CR, OR, VE
16x27 Obs. Rm. Seats 15
13x16 Obs. Rm. Seats 8

West Virginia

Charleston

McMillion Research Service

1012 Kanawha Blvd. E.
Charleston, WV 25301-2809
Ph. 304-755-5889
Fax 304-755-9889
E-mail: MCMILLRES@aol.com
<http://members.aol.com/mcmillres/home/index.htm>
Gary L. McMillion
Location: Office building
CR, LR, OR, 1-1, 1-10R, VE
18x14 Obs. Rm. Seats 12
25x29 Obs. Rm. Seats
18x14 Obs. Rm. Seats 12
†18x14 Obs. Rm. Seats 12
(See advertisement on p. 181)



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MOCK TRIALS

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- Executive Interviewing
- Store Audits
- Product and Taste Tests
- Mystery Shopping
- Test Kitchens

McMillion Research Services

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1012 Kanawha Blvd. East

Charleston, West Virginia 25301-2809

For more information call 304-755-5889 FAX 755-9889

E-Mail Address: McMillRes@aol.com

a member of NETWORK

Codes

Location: Office building, Freestanding building, Shopping mall

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

Room dimensions, when listed, are shown in feet.

† denotes Living Room Style

Wheeling

T.I.M.E. Market Research
280 Ohio Valley Mall
St. Clairsville, OH 43950
Ph. 614-695-6288
Fax 614-695-5163
Tim Aspenwall
Location: Shopping mall
CR, OR, TK, VE
12x15 Obs. Rm. Seats 8

Wisconsin

Green Bay/Appleton

Leede Research Group, Inc.
1332 S. 26th St.
Manitowoc, WI 54220
Ph. 920-683-5940
Fax 920-683-5950
E-mail: JimD@Leede.com
Mike Rusch, Secondary Specialist
Location: Freestanding building
CR, OR, 1-1, VE
21x19 Obs. Rm. Seats 10

Quality Controlled Services

4330 W. Spencer St.
Appleton, WI 54915
Ph. 800-637-0775 or 920-731-2241
Fax 920-731-2921
E-mail: postmaster@qcs.com
<http://www.qcs.com>
Sharon Cornell
Location: Freestanding building
CR, OR, 1-1, 1-1OR, TK, VE
16x23 Obs. Rm. Seats 15
15x17 Obs. Rm. Seats 9
(See advertisement on p. 145)

Wisconsin Research, Inc.
1270 Main St.
Green Bay, WI 54302
Ph. 920-436-4646
Fax 920-436-4651
Barbara Smits, President
Location: Office building
CR, OR, 1-1, TK, VE
22x18 Obs. Rm. Seats 10

Madison

Chamberlain Research Consultants
4801 Forest Run Rd., Ste. 101
Madison, WI 53704
Ph. 608-246-3010
Fax 608-246-3019
Tyler Walker, Project Director
Location: Office building
CR, OR, 1-1, 1-1OR, TK, VE
18x22 Obs. Rm. Seats 15
08x12 Obs. Rm. Seats 3

Cunningham Field & Research Service

Focus/CLT Facilities
6333 Odana Rd.
Madison, WI 53719
Ph. 904-677-5644
Fax 904-677-5534
Sheryl Karow, V.P., Sensory Svcs.
Location: Office building
CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE, VC
18x25 Obs. Rm. Seats 12
14x14 Obs. Rm. Seats 6
(See advertisement on p. 101)

Gene Kroupa & Associates
502 N. Eau Claire Ave.
Madison, WI 53705
Ph. 608-231-2250
Fax 608-231-6952
E-mail: gene@genekroupa.com
<http://www.genekroupa.com>
Gene Kroupa, President
Location: Office building
CR, OR, 1-1, 1-1OR, VE
20x28 Obs. Rm. Seats 8

Milwaukee

Consumer Pulse of Milwaukee

The Grand Avenue Mall, #2004A
275 W. Wisconsin Ave.
Milwaukee, WI 53203
Ph. 414-274-6060 or 800-336-0159
Fax 414-274-6068
E-mail: consumer.pulse@internetMCI.com
Esther Young, Director
Location: Shopping mall
CR, OR, 1-1, 1-1OR, TK, TKO, VE, VC
18x19 Obs. Rm. Seats 15
(See advertisement on p. 135)

The Dieringer Research Group, Inc.
3064 N. 78th St.
Milwaukee, WI 53222
Ph. 414-449-4545 or 800-489-4540
Fax 414-449-4540
E-mail: thedrg@execpc.com
Penny Berndt
Location: Office building
CR, OR, VE
12x24 Obs. Rm. Seats 10

Lein/Spiegelhoff, Inc.
720 Thomas Ln.
Brookfield, WI 53005
Ph. 414-797-4320
Fax 414-797-4325
E-mail: LS@execpc.com
Arlene Spiegelhoff
Location: Office building
CR, OR, 1-1, 1-1OR, TK, VE
20x24 Obs. Rm. Seats 16
20x24 Obs. Rm. Seats 16
20x22 Obs. Rm. Seats 12

Mazur/Zachow, Inc.
1025 S. Moorland Rd., Ste. 300
Brookfield, WI 53005
Ph. 414-938-9244
Fax 414-938-9255
Barbara Steigerwald, Project Director
Location: Office building
CR, OR, 1-1, 1-1OR, TK, VE
17x24 Obs. Rm. Seats 18
16x24 Obs. Rm. Seats 18

Milwaukee Market Research, Inc.
2835 N. Mayfair Rd., Ste. 2
Milwaukee, WI 53222
Ph. 414-475-6656
Fax 414-475-0842
Susan Lehmann
Location: Office building
CR, OR, TK, TKO, VE
19x22 Obs. Rm. Seats 14
19x20 Obs. Rm. Seats 14

Millie Sevedge & Associates
6101 W. Vliet St.
Milwaukee, WI 53213
Ph. 414-453-6086
Fax 414-453-6087
E-mail: MILLIE@execpc.com
Millie Sevedge, Owner
Location: Office building
CR, OR, 1-1, 1-1OR, TK, VE
21x23 Obs. Rm. Seats 14
12x15 Obs. Rm. Seats 8

Zigman Joseph Stephenson
100 E. Wisconsin Ave., Ste. 1000
Milwaukee, WI 53202
Ph. 414-273-4680
Fax 414-273-3158
E-mail: PR@zjs.com
George Shiras
Location: Office building
CR, OR, VE
15x22 Obs. Rm. Seats

Canada

Alberta

Calgary

The Advisory Group, Inc.
Ste. 1700, 335 8th Ave. S.W.
Calgary, AB T2P 1C9
Canada
Ph. 403-264-2440
Fax 403-264-2449
E-mail: tagcgy@advisorygroup.com
<http://www.advisorygroup.com>
Brent Craig, General Manager
Location: Office building
CR, OR, 1-1, VE, VC
20x25 Obs. Rm. Seats 10

Environics West
999 8th St. S.W., #630
Calgary, AB T2R 1L5
Canada
Ph. 403-229-0711
Fax 403-228-9165
Location: Office building
CR, OR, VE

Edmonton

The Advisory Group, Inc.
#1000, 10303 Jasper Ave.,
Edmonton, AB T5J 3N6
Canada
Ph. 403-420-1133
Fax 403-420-1152
E-mail: tagedm@advisorygroup.com
<http://www.advisorygroup.com>
Rose O'neill
Location: Office building
CR, OR, TK, VE, VC
25x15 Obs. Rm. Seats 15

Criterion Research Corp.
10155-114 St., Ste. 101
Edmonton, AB T5K 1R8
Canada
Ph. 403-423-0708
Fax 403-425-0400
Location: Office building
CR, LR, OR, 1-1, TK, VE
25x28 Obs. Rm. Seats 12

British Columbia

Vancouver

Butler Research Associates
1156 Hornby St.
Vancouver, BC V6C 1V6
Canada
Ph. 604-682-4292
Fax 604-682-8582
Patricia Dufesne
Location: Office building
CR, LR, OR, 1-1, 1-10R, TK, VE
20x18 Obs. Rm. Seats 14
†18x15 Obs. Rm. Seats 14

Research House, Inc.
Ste. 400 - Hudson House
321 Water St.
Vancouver, BC V6B 1B8
Canada
Ph. 604-687-3714
Fax 604-687-3716
E-mail: vanc@research-house.ca
<http://www.research-house.ca>
Pam Simpson, Project Director
Location: Office building
CR, OR, 1-1, 1-10R, TK, VE
17x22 Obs. Rm. Seats 15
24x20 Obs. Rm. Seats 11
22x18 Obs. Rm. Seats 12

Vancouver Focus
1177 Hornby St.
Vancouver, BC V6Z 2E9
Canada
Ph. 604-689-5511
Fax 604-689-2013
Location: Office Building
CR, OR, VE

Manitoba

Winnipeg

Opinion Place
Polo Park Shopping Centre
66L - 1485 Portage Ave.
Winnipeg, MB R3G 0W4
Canada
Ph. 204-987-1960
Fax 204-987-1928
E-mail: esposito@quantext.mb.ca
Jeanne Oppenheim, General Manager
Location: Shopping mall
CR, OR, 1-1, 1-10R, TK, VE
12x19 Obs. Rm. Seats 12

Ontario

London

Insights, Inc.
546 Adelaide St. N.
London, ON N6B 3J5
Canada
Ph. 519-679-0110
Fax 519-679-1624
Kathy Sorenson
Location: Freestanding building
CR, LR, OR, TK, VE
16x14 Obs. Rm. Seats 8
†16x14 Obs. Rm. Seats 8

Ottawa

Factor Research
220 Laurier Ave. W.
Ottawa, ON K1P 5Z9
Canada
Ph. 613-236-8481
Fax 613-236-9867
Location: Office Building
CR, OR, VE

Opinion Search, Inc.
160 Elgin St., Ste. 1800
Ottawa, ON K2P 2C4
Canada
Ph. 613-230-9109
Fax 613-230-3793
Location: Office building
CR, OR, VE

Toronto

ABM Research, Ltd.
17 Madison Ave.
Toronto, ON M5R 2S2
Canada
Ph. 416-961-5511
Fax 416-961-5341
Location: Freestanding building
CR, LR, OR, TK, VE
15x12 Obs. Rm. Seats 10
12x10 Obs. Rm. Seats 8

Butler Research Associates
20 Holly St., Ste. 301
Toronto, ON M4S 3B1
Canada
Ph. 416-487-4144
Fax 416-487-4213
E-mail: ButlerResearch@myva.com
Allison Butler, Facilities Manager
Location: Office building
CR, OR, 1-1, 1-10R, TK, VE
16x18 Obs. Rm. Seats 12
†10x16 Obs. Rm. Seats 8

Codes

Location: Office building, Freestanding building, Shopping mall

CR - Conference Room
LR - Living Room Style
OR - Observation Rooms
1-1 - One on One Room
1-1OR - One on One Obs. Rm.

TK - Test Kitchen
TKO - Test Kitchen Obsv. Rm.
VE - Video Equipment
VC - Video Conferencing

Room dimensions, when listed, are shown in feet.

† denotes Living Room Style

Canadian Viewpoint
9350 Yonge St., Ste. 206
Richmond Hills, ON L4C 5G2
Canada
Ph. 905-770-1770 or 888-770-1770
Fax 905-770-1692
Location: Shopping mall
CR, OR, VE
12x20 Obs. Rm. Seats 10

Consumer Vision
1255 Bay St., Ste. 300
Toronto, ON M5R 2A9
Canada
Ph. 416-967-1596
Fax 416-967-0915
E-mail: market@cmres.com
Phyllis Friedman, General Manager
Location: Office building
CR, LR, OR, 1-1, 1-1OR, VE
19x24 Obs. Rm. Seats 15
17x20 Obs. Rm. Seats 15
17x22 Obs. Rm. Seats 15
19x22 Obs. Rm. Seats 15
17x25 Obs. Rm. Seats 15
17x22 Obs. Rm. Seats 15
†12x12 Obs. Rm. Seats 8

Contract Testing, Inc.
119 West Dr.
Brampton, ON L6T 2J6
Canada
Ph. 905-456-0783
Fax 905-456-1172
Location: Office building
CR, OR, VE

Decision Marketing Research, Ltd.
661 Queen St. E.
Toronto, ON M4M 1G4
Canada
Ph. 416-469-5282
Fax 416-469-2488
E-mail: 70614.3317@compuserve.com
John Gonder
Location: Freestanding building
CR, LR, OR, 1-1, 1-1OR, TK, VE, VC
15x18 Obs. Rm. Seats 15
†15x18 Obs. Rm. Seats 15

Face To Face Qualitative Research Svcs.
2323 Yonge St.
Toronto, ON M4P 2C9
Canada
Ph. 416-488-8318
Fax 416-488-8052
Location: Office building
CR, OR, VE

Elliot Research
1090 Don Mills Rd., Ste. 300
Toronto, ON M3C 3R6
Canada
Ph. 416-391-5934
Fax 416-391-3290
Location: Office building
CR, OR, VE
15x25 Obs. Rm. Seats 12

Goldfarb Consultants
4950 Yonge St., Ste. 1700
Toronto, ON M2N 6K1
Canada
Ph. 416-221-9200
Fax 416-221-2214
Location: Office building
CR, OR, VE
19x19 Obs. Rm. Seats 18
18x19 Obs. Rm. Seats 18
17x22 Obs. Rm. Seats 18
14x22 Obs. Rm. Seats 18

Infocus Qualitative Research Services
920 Yonge St., Ste. 720
Toronto, ON M4W 3C7
Canada
Ph. 416-928-1562
Fax 416-928-3480
E-mail: infocus@istar.ca
Sarah Greenberg, Vice President
Location: Office building
CR, OR, TK, VE
18x15 Obs. Rm. Seats 16

Infoquest Research Corp.
12-6655 Kitimat Rd.
Mississauga, ON L5N 6J4
Canada
Ph. 905-567-9009
Fax 905-567-8920
Location: Freestanding building
CR, OR, VE

INTERtab
4950 Yonge St., Ste. 1002
Toronto, ON M2N 6K1
Canada
Ph. 416-250-8511
Fax 416-250-8515
E-mail: randa@cree.com
Randa Bell
Location: Office building
CR, OR, 1-1, 1-1OR, TK, VE
19x20 Obs. Rm. Seats 8

Market Facts of Canada
77 Bloor St. W.
Toronto, ON M5S 3A4
Canada
Ph. 416-964-6262
Fax 416-964-5882
Gail Durance
Location: Office building
CR, LR, OR, VE
24x21 Obs. Rm. Seats 15

Opinions Unlimited
55 St. Clair Ave. W., #127
Toronto, ON M4V 2Y7
Canada
Ph. 416-920-4300
Fax 416-920-0039
Mary Sirota, President
Location: Office building
CR, LR, OR, 1-1, 1-1OR, TK, VE
24x14 Obs. Rm. Seats 10
30x16 Obs. Rm. Seats 6

Research House, Inc.
1867 Yonge St., 2nd fl.
Toronto, ON M4S 1Y5
Canada
Ph. 416-488-2333
Fax 416-488-2391
E-mail: mail@research-house.ca
http://www.research-house.ca
Dawn Smith or Linda Lane
Location: Office building
CR, OR, 1-1, 1-1OR, TK, VE
20x25 Obs. Rm. Seats 20
20x30 Obs. Rm. Seats 9
22x17 Obs. Rm. Seats 18
15x10 Obs. Rm. Seats 10

Research House, Inc.
Portage Place
1154 Chemong Rd.
Peterborough, ON K9H 7J6
Canada
Ph. 705-745-0670
Fax 416-488-2368
E-mail: mail@research-house.ca
http://www.research-house.ca
Dawn Smith or Linda Lane
Location: Shopping mall
CR, OR, TK, VE
14x12 Obs. Rm. Seats 8

Research House, Inc.
Woodbine Centre
500 Rexdale Blvd., Ste. C1A
Rexdale, ON M9W 6K5
Canada
Ph. 416-488-2328
Fax 416-488-2368
E-mail: mail@research-house.ca
http://www.research-house.ca
Dawn Smith or Linda Lane
Location: Shopping mall
CR, OR, TK, VE
20x16 Obs. Rm. Seats 8

Thompson Lightstone & Co., Ltd.
350 Bloor St. E., Ste. 600
Toronto, ON M4W 1H4
Canada
Ph. 416-922-1140
Fax 416-922-8014
E-mail: TLC@tlcl.com
Anne Termaten
Location: Office building
CR, OR, 1-1, 1-1OR, TK, VE
12x10 Obs. Rm. Seats 8

1998 FOCUS GROUP FACILITIES DIRECTORY

Thompson Lightstone & Co., Ltd.
Bramalea City Center
25 Peel Centre Dr., Unit 260
Bramalea, ON L6T 3R5
Canada
Ph. 416-922-1140
Fax 416-922-8014
E-mail: TLC@tlcl.com
Anne Termaten
Location: Shopping mall
CR, OR, 1-1, 1-1OR, TK, VE
13x12 Obs. Rm. Seats 4

Toronto Focus
4950 Yonge St., Ste. 306
Toronto, ON M2N 6K1
Canada
Ph. 416-250-3611
Fax 416-221-7441
Jeff McFarlane, Manager
Location: Office building
CR, OR, TK, VE
19x19 Obs. Rm. Seats 18
18x19 Obs. Rm. Seats 18
17x22 Obs. Rm. Seats 18
14x22 Obs. Rm. Seats 18

Quebec

Montreal

Contemporary Research Centre
1250 Guy St., Ste. 802
Montreal, PQ H3H 2T4
Canada
Ph. 514-932-7511
Fax 514-932-3830
E-mail: Luc@crcdata.com
Josee Marchawd, Facility Manager
Location: Office building
CR, OR, 1-1, VE
18x20 Obs. Rm. Seats 10
18x22 Obs. Rm. Seats 15

Head Research, Inc.
1875 Blvd.-Levesque W.
Montreal PQ H3H 1R4
Canada
Ph. 514-938-4323
Fax 514-938-2055
Location: Freestanding building
CR, OR, VE

Legendre Lubawin Goldfarb, Inc.
1172 St. Mathieu
Montreal, PQ H3H 2H5
Canada
Ph. 514-937-2079
Fax 514-937-3168
Victoria Lubawin, Partner
Location: Freestanding building
CR, OR, 1-1, 1-1OR, VE, VC
20x15 Obs. Rm. Seats 10

Montreal Focus
4120 St. Catherine W., 2nd fl.
Westmont, PQ H3Z 1P4
Canada
Ph. 514-937-4515
Fax 514-937-7561
Location: Office building
CR, OR, TK, VE

Solumar/Market Facts of Canada
1200 McGill College
Montreal, PQ H3B 4G7
Canada
Ph. 514-875-7570
Fax 514-875-1416
Alain Ferron
Location: Office building
CR, LR, OR, VE
17x21 Obs. Rm. Seats 17

Sylvestre Marketing
276 W. Sherbrooke St.
Montreal, PQ H2X 1X9
Canada
Ph. 514-284-0878
Fax 514-287-0868
Location: Freestanding building
CR, OR, VE

International

Argentina

A & C
Salta 1007
1074 Buenos Aires
Argentina
Ph. 54-1-307-2340 or 54-1-304-6309
Fax 54-1-306-8800
E-mail: ayc-cons@act.net.ar
Location: Office building
LR, OR, 1-1, VE
†20x13 Obs. Rm. Seats 20

Australia

The City Group Rooms
Level 11, 60 York St.
Sydney, NSW 2000
Australia
Ph. 61-2-9299-8907
Fax 61-2-9299-8908
E-mail: andrew@cgr.com.au
<http://www.cgr.com.au>
Andrew Strachan
Location: Office building
CR, LR, OR, TK, VE

The City Group Rooms West
67 Harris St., Harris Park
Sydney, NSW 2150
Australia
Ph. 61-2-9635-9024
Fax 61-2-9625-9024
E-mail: andrew@cgr.com.au
<http://www.cgr.com.au>
Andrew Strachan, Manager
Location: Freestanding building
CR, OR, TK, VE

Market Attitude Research Services Pty Ltd
Suite 18, 20-24 Gibbs Street
(P O Box 214)
Miranda, NSW 2228
Australia
Ph. 61-2-9525-3200
Fax 61-2-9525-3656
E-mail: collins@mars.bu.aust.com
David Collins
Location: Office building
CR, LR, OR, 1-1, 1-1OR, TK, VE

Brazil

ABACO Marketing Research, Ltd.
Sao Paulo Marketing Center
Rua Minas Gerais, 396
01244-010 Sao Paulo
Brazil
Ph. 55-11-257-0711
Fax 55-11-256-3982
E-mail: abaco@amcham.com.br
Alan Grabowsky, President
Location: Freestanding building
CR, OR, 1-1, 1-1OR, TK, VE
20x14 Obs. Rm. Seats 8

Estonia

EMOR
Ahtri 12
EE0001 Tallinn
Estonia
Ph. 372-6268500
Fax 372-6268501
E-mail: emor@emor.ee
Location: Office building
CR, OR, 1-1, 1-1OR, VE
20x22 Obs. Rm. Seats 10
17x13 Obs. Rm. Seats 10

France

A.D.C.E.
16 Rue de Chateaudun
75009 Paris
France
Ph. 33-1-53-21-97-00
Fax 33-1-53-21-97-01
Nathalie Cariou, Associate Manager
Location: Office building
CR, OR, 1-1, 1-1OR, VE, VC
19x13 Obs. Rm. Seats 7

Actys Etudes Audit Conseil
149 Rue Montmartre
75002 Paris
France
Ph. 33-1-53-25-54-24
Fax 33-1-42-21-89-60
Pascale Elmalan
Location: Office building
CR, OR, 1-1, 1-1OR, VE, VC
10x13 Obs. Rm. Seats 6

Codes

Location: Office building, Freestanding building, Shopping mall

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

Room dimensions, when listed, are shown in feet.
† denotes Living Room Style

Field Facts France

5 Rue Ponthieu
75008 Paris
France
Ph. 33-1-53-96-02-10
Fax 33-1-53-96-02-10
E-mail: fieldfactsfrance@compuserve.com
<http://www.fieldfacts.com>
Jean-Francois Guiderdoni, General Manager
Location: Office building
CR, OR, 1-1, TK, VE, VC
23x27 Obs. Rm. Seats 14
23x27 Obs. Rm. Seats 14
(See advertisements on pp. 57, 59, 61, 63)

Gfk/Sofema International
Gfk France Marketing Services
10 rue Lionel Terray
92508 Ruell Malmaison Codex
France
Ph. 33-1-47-14-44-00
Fax 33-1-47-08-65-67
E-mail: gfk@calvanetcalvacom.fr
Location: Freestanding building
CR, OR, 1-1, TK, TKO, VE
20x16 Obs. Rm. Seats 10
20x16 Obs. Rm. Seats

Gfk/Sofema International
27 rue Ferrondiere
69002 Lyon
France
Ph. 33-1-47-16-44-00
Fax 33-1-47-08-65-67
E-mail: gfk@calvanetcalvacom.fr
Christine Freeman, Int'l. Rsch. Dir.
Location: Freestanding building
CR, OR, 1-1, 1-1OR, TK, TKO, VE
16x13 Obs. Rm. Seats

Gfk/Sofema International
Le Triangle
26 Allee Jules Milhaud
34 000 Montpellier
France
Ph. 33-1-47-14-44-00
Fax 33-1-47-08-65-67
E-mail: gfk@calvanetcalvacom.fr
Christine Freeman, Int'l. Rsch. Dir.
Location: Office building
CR, OR, 1-1, 1-1OR, TK, TKO, VE
23x16 Obs. Rm. Seats

Gfk/Sofema International
28 rue Levepveu
49100 Angers
France
Ph. 33-1-47-14-44-00
Fax 33-1-47-08-65-67
E-mail: gfk@calvanetcalvacom.fr
Christine Freeman, Int'l. Rsch. Dir.
Location: Freestanding building
CR, OR, 1-1, 1-1OR, VE
16x20 Obs. Rm. Seats

I.E.S. Information Europe Services
65 rue d'Hauteville
75010 Paris
France
Ph. 33-1-47-70-93-93
Fax 33-1-47-70-17-11
E-mail: ieseeurope@aol.com
Location: Freestanding building
CR, LR, OR, 1-1, 1-1OR, TK, TKO, VE, VC

SEGA Marketing
8 rue Auber
75009 Paris
France
Ph. 33-1-53-05-18-00
Fax 33-1-53-05-18-01
E-mail: emmanuelbusson@inforoute.cgs.fr
Sylvie Miron
Location: Office building
CR, LR, OR, 1-1, 1-1OR, VE
23x13 Obs. Rm. Seats 15
†20x16 Obs. Rm. Seats 20
†16x16 Obs. Rm. Seats 10

Germany

ASKi International Market Research
Moenckebergstr. 10
20095 Hamburg
Germany
Ph. 435-654-3639 (U.S.)
Fax 435-654-6631 (U.S.)
E-mail: kirsten@aski.de
Kirsten Dietrich-Hommel, U.S. Branch Manager
Location: Shopping mall
CR, OR, 1-1, 1-1OR, TK, TKO, VE
27x21 Obs. Rm. Seats 10
24x18 Obs. Rm. Seats 10

Field Facts Germany

Schillerstrasse 5
60313 Frankfurt-Am-Main
Germany
Ph. 49-69-299-8130
Fax 49-69-299-873-10
E-mail: fieldfactsgermany@compuserve.com
<http://www.fieldfacts.com>
Swantje Warns, General Manager
Location: Office building
CR, OR, 1-1, TK, VE, VC
26x20 Obs. Rm. Seats 18
26x20 Obs. Rm. Seats 18
(See advertisements on pp. 57, 59, 61, 63)

Georgiades Marketing GmbH
Schlueterstrasse 55
10629 Berlin
Germany
Ph. 49-30-883-87-60
Fax 49-30-883-87-17
Pauline Georgiades
Location: Shopping mall
CR, LR, OR, 1-1, 1-1OR, VE
23x16 Obs. Rm. Seats
†20x13 Obs. Rm. Seats

Institut fur Marktforschung GmbH
Postfach 807
04008 Leipzig
Germany
Ph. 49-341-9950-0
Fax 49-341-9950-111
E-mail: IMLEIPZIG@t-online.de
<http://www.leipzig.ihk.de/irml Leipzig>
Location: Shopping mall
CR, OR, TK, VE, VC
13x24 Obs. Rm. Seats 10

INVISIO
Gesellschaft fur Kommunikations und
Marketingforschung mbH
Georgstrasse 22
30159 Hanover
Germany
Ph. 49-511-30-79-3-0
Fax 49-511-30-79-3-33
E-mail: info@inviso.de
<http://www.inviso.de>
Frank H. Gehre
Location: Shopping mall
CR, OR, 1-1, 1-1OR, TK, VE, VC
18x16 Obs. Rm. Seats 8
18x18 Obs. Rm. Seats 5

Marktforschung un Uternehmensberatung
P.u.B. Mittag Diplomsoziologen
Maybachstrasse 25,
71332 Waiblingen Baden-Wurttemberg
Stuttgart
Germany
Ph. 49-7151-959050
Fax 49-7151-52496
E-mail: 106275.16@compuserve.com
Peter Mittag
Location: Shopping mall
CR, OR, 1-1, 1-1OR, TK, VE
26x16 Obs. Rm. Seats 10

MR&S Market Research & Services GmbH
Mainluststrasse 2
D-60329 Frankfurt/Main
Germany
Ph. 49-69-2426650
Fax 49-69-250016
E-mail: mr-s@mr-s.com
<http://www.mr-s.com>
Thomas Aragones, Managing Director
Location: Office building
CR, OR, 1-1, 1-1OR, TK, TKO, VE, VC
20x16 Obs. Rm. Seats 10

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T.I.P. Biehl & Wagner/Forschungen und Konzepte für
Produkte, Märkte und Soziales
Neustrasse 27
54290 Trier
Germany
Ph. 49-651-948000
Fax 49-651-9480050
Location: Shopping mall
CR, OR, VE
19x19 Obs. Rm. Seats 1

theMA Marktforschungsgesellschaft mbH
Monckebergstrasse 10
20095 Hamburg
Germany
Ph. 49-40-32-34-11
Fax 49-40-32-34-13
E-mail: info@thema.de
Location: Shopping mall
CR, LR, OR, 1-1, 1-10R, TK, VE
26x20 Obs. Rm. Seats 10
†26x20 Obs. Rm. Seats 10

Greece

GLOBAL LINK International Marketing Research
Ltd.

Global House, 3-5 Konitsis Street
151 25 Marousi
Greece
Ph. 30-1-612-8800-9
Fax 30-1-612-8810
Location: Office building
CR, OR, 1-1, 1-10R, TK, VE

Market Analysis Ltd.
190 Hymettus Street
116 36 Athens
Greece
Ph. 30-1-72-64-688
Fax 30-1-70-19-355
E-mail: markanalysis@matrix.kapatel.gr
Location: Office building
CR, OR, 1-1, 1-10R, TK, VE
20x15 Obs. Rm. Seats 15

Medi-Mark Ltd.
64 L. Riankour Str., Apollo Tower, 18 B3
115 23 Athens
Greece
Ph. 30-1-649-0124
Fax 30-1-649-0125
E-mail: medimark@prometheus.hol.gr
Ailiki Pipiliga
Location: Office building
CR, OR, 1-1, 1-10R, VE
20x13 Obs. Rm. Seats 6

MRC-The Market Research Centre Ltd.
10 Georgoula Street
115 24 Psychio Athens
Greece
Ph. 30-1-692-3755
Fax 30-1-691-4702
E-mail: mrc@ath.forthnet.gr
Athena Psylla
Location: Office building
CR, LR, OR, 1-1, TK, VE
15x24 Obs. Rm. Seats 3
13x10 Obs. Rm. Seats 3
13x10 Obs. Rm. Seats 3
11x10 Obs. Rm. Seats
†16x16 Obs. Rm. Seats
†16x23 Obs. Rm. Seats

ORCO S.A. - Operational Research Consultants
5 Ventri Str.
115 28 Athens
Greece
Ph. 30-1-721-0069
Fax 30-1-729-1915
E-mail: orcosps@mail.hol.gr
Pia Theodoratou
Location: Office building
CR, OR, 1-1, 1-10R, VE, VC
20x16 Obs. Rm. Seats 5

Prisma Options Ltd.
Meandrou 23, Ilissia
115 28 Athens
Greece
Ph. 30-1-725-9128
Fax 30-1-729-0410
E-mail: prismaop@hol.gr
Marita Sormunen
Location: Office building
CR, OR, 1-1, 1-10R, VE
16x13 Obs. Rm. Seats 6
20x16 Obs. Rm. Seats 12

Hong Kong

Asia Market Intelligence Ltd. (Hong Kong)
9/F, Leighton Centre
77 Leighton Road
Causeway Bay
Hong Kong
Ph. 852-2881-5388
Fax 852-2881-5918
E-mail: info@hk.ami-group.com
http://www.ami-group.com
Anna Mak
Location: Office building
CR, OR, 1-1, 1-10R, VE, VC
16x16 Obs. Rm. Seats 12
11x14 Obs. Rm. Seats 8
14x11 Obs. Rm. Seats 8
14x11 Obs. Rm. Seats 8

Hungary

Macro International KFT
Vorosmarty ter. 1. VI.em
1051 Budapest
Hungary
Ph. 36-1-266-6210
Fax 36-1-266-0164
E-mail: macro@matav.hu
http://www.macrint.com
Tamas Geczi, Managing Director
Location: Office building
CR, OR, TK, VE
15x20 Obs. Rm. Seats 10
(See advertisement on p. 155)

Ireland

(See United Kingdom)

Israel

Gallup Israel Ltd.
22 Baruch Hirsch St.
Bnei-Brak 51202
Israel
Ph. 972-3-577-3111
Fax 972-3-570-1335
E-mail: gallup@netvision.net.il
http://www.gallup.co.il
Location: Office building
CR, OR, 1-1, 1-10R, TK, VC
20x10 Obs. Rm. Seats 6
26x10 Obs. Rm. Seats 6

Italy

ADACTA-Marketing e Ricerche di Mercato
Corso Vittorio Emanuele 122
80121 Naples
Italy
Ph. 39-81-761-32-32
Fax 39-81-68-05-02
E-mail: ADACTA@iol.it
Location: Office building
CR, OR, 1-1, 1-10R, TK, VE, VC
20x17 Obs. Rm. Seats 5
13x13 Obs. Rm. Seats 3

ART S.a.s.
Via Caminadella 2
20123 Milan
Italy
Ph. 39-2-72010989
Fax 39-2-8056049
E-mail: art@galactica.it
http://www.galactica.it/art
Donatella Zanfini
Location: Office building
CR, OR, VE
13x20 Obs. Rm. Seats 10

Codes

Location: Office building, Freestanding building, Shopping mall

CR - Conference Room
LR - Living Room Style
OR - Observation Rooms
1-1 - One on One Room
1-1OR - One on One Obs. Rm.

TK - Test Kitchen
TKO - Test Kitchen Obsv. Rm.
VE - Video Equipment
VC - Video Conferencing

Room dimensions, when listed, are shown in feet.
† denotes Living Room Style

Demoskopea SpA-Istituto per le ricerche sociali e di mercato

Via Battistotti Sassi 13
20133 Milan

Italy
Ph. 39-2-70-12-59-41
Fax 39-2-70-12-50-59

E-mail: erminerio@demoskopoea.it

Location: Office building

CR, LR, OR, 1-1, TK, VE
10x13 Obs. Rm. Seats
20x26 Obs. Rm. Seats
†07x13 Obs. Rm. Seats
†10x13 Obs. Rm. Seats

Egeria S.a.s di G. Meotti & C.

Via Filippo Caronti 11
20133 Milan

Italy
Ph. 39-2-76-11-07-31
Fax 39-2-738-01-50

Giuseppe Meotti
Location: Freestanding building
CR, OR, 1-1, 1-1OR, VE
27x18 Obs. Rm. Seats 7

MARCAM Market Response S.r.l.

Via Soperga N. 45
20127 Milan

Italy
Ph. 39-2-26-82-62-67
Fax 39-2-26-82-66-05

Mario Stanga
Location: Office building
CR, LR, OR, TK, VE
23x16 Obs. Rm. Seats 5

Medi-Pragma S.r.l.

Via Salaria 298/A
00199 Rome

Italy
Ph. 39-6-84-11-770
Fax 39-6-84-11-857
E-mail: mediapragma@uni.net
<http://www.uni.net/mediapragma>

Dr. Michele Corsaro
Location: Office building
CR, LR, OR, 1-1, 1-1OR, VE, VC
13x15 Obs. Rm. Seats 14
13x8 Obs. Rm. Seats 5
†19x13 Obs. Rm. Seats 15
†11x14 Obs. Rm. Seats 7

Sinergi S.r.l.-Istituto per lo studio delle motivazioni e l'intervento psicosociologico

Piazza del Camine 4

20121 Milan

Italy
Ph. 39-2-72-00-47-12

Fax 39-2-86-11-60
E-mail: sinergi@iol.it

Gino Scafati

Location: Office building

CR, LR, OR, 1-1, 1-1OR, VE
20x20 Obs. Rm. Seats 10
16x16 Obs. Rm. Seats 4
20x13 Obs. Rm. Seats 10
†16x16 Obs. Rm. Seats 4

Japan

Consumer Behavior Research Co., Ltd.

5-10 Salugaku-cho, Shibuya-Ku
Tokyo 150

Japan
Ph. 81-3-5489-0711

Fax 81-3-5489-0719
E-mail: cbrinfo@magical.egg.or.jp

<http://www.tokyoweb.or.jp.cbr>

Location: Freestanding building

CR, OR, 1-1, 1-1OR, VE, VC
23x13 Obs. Rm. Seats 10

JMRB/Research International

Harmony Tower, 9th floor

32-2 Honcho 1-chome

Nakano-Ku, Tokyo 164

Japan

Ph. 81-3-5365-6846

Fax 81-3-5365-6882

E-mail: jmray@jmr.co.jp

Kazuko Ohye, Exec. Vice President

Location: Office building

CR, OR, 1-1, 1-1OR, TK, VE
16x16 Obs. Rm. Seats 15
16x16 Obs. Rm. Seats 15

LYNCS, Incorporated

Sun Towers B Bldg., 7F

2-11-23, Sengenjaya

Setagaya-ku, Tokyo 154

Japan

Ph. 81-3-5430-1300

Fax 81-3-5430-1301

E-mail: lynecs@po.ijnet.or.jp

<http://www.lynecs.co.jp>

Location: Office building

CR, LR, OR, 1-1, 1-1OR, VE, VC
19x16 Obs. Rm. Seats 25

Mexico

EPI Grupo

Bosque de Duraznos 69-403

Mexico City D.F. 11700

Mexico

Ph. 52-5-596-6730 or 52-5-596-6701

Fax 52-5-251-5431

E-mail: info@epigrupo.com

<http://www.epigrupo.com>

Ricardo Escobedo, President

Location: Shopping mall

CR, LR, OR, 1-1, 1-1OR, TK, VE
20x18 Obs. Rm. Seats 15
†20x18 Obs. Rm. Seats 15

Pearson S.A. de C.V.

Homero 223-401, col. Polanco

Mexico City D.F. 11560

Mexico

Ph. 52-5-531-5324 or 525-531-5560

Fax 52-5-203-8230

E-mail: pearson@pearson-research.com

<http://www.pearson-research.com>

Manuel Barberena, General Director

Location: Office building

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

16x13 Obs. Rm. Seats 10

14x14 Obs. Rm. Seats 15

17x17 Obs. Rm. Seats 20

17x17 Obs. Rm. Seats 15

†12x12 Obs. Rm. Seats 8

†10x10 Obs. Rm. Seats 6

SuperDatos de Mexico

61 Ensenada

Colonia Hipodromo

Mexico D.F., Mexico CP 06100

Mexico

Ph. 650-595-5028 (U.S.) or 52-5-553-2754 (Mex.)

Fax 650-595-5407 (U.S.)

E-mail: gateway@hamcr.com

<http://www.hamcr.com>

Jennifer Mitchell

Location: Office building

CR, OR

14x20 Obs. Rm. Seats 10

The Netherlands

NIPO, The Market Research Institute

P.O. Box 247

Grote Bickersstraat 74

1000 AE Amsterdam

The Netherlands

Ph. 31-20-522-54-44

Fax 31-20-522-53-33

E-mail: info@nipo.nl

<http://www.nipo.nl>

J. Visser

Location: Office building

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

32x20 Obs. Rm. Seats 12

20x20 Obs. Rm. Seats 8

Team Vier b.v.

Veenplaats 19

1182 JW Amstelveen

The Netherlands

Ph. 31-20-645-53-55

Fax 31-20-645-59-30

E-mail: team4u@euronet.nl

Hans van Gool

Location: Office building

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

32x10 Obs. Rm. Seats 6

Pakistan

AFTAB Associates (Pvt) Ltd.
5E/1 Gulberg III
Lahore 54660
Pakistan
Ph. 92-42-571-0987
Fax 92-42-571-1020
E-mail: aftab@aal.brain.net.pk.
Afzal Hassan
Location: Freestanding building
CR, OR
09x12 Obs. Rm. Seats 6
12x14 Obs. Rm. Seats 12

Peru

APOYO Opinion y Mercado S.A.
Av. Republica de Panama 6380
Miraflores, Lima 19
Peru
Ph. 51-1-241-8141
Fax 51-1-447-9556
E-mail: postmaster.apoyo@com.pe
http://www.apoyo.com
Alfredo Torres
Location: Office building
CR, OR, 1-1, VE
16x11 Obs. Rm. Seats 6
11x11 Obs. Rm. Seats 8
20x14 Obs. Rm. Seats 12

Poland

DEMOSKOP
ul. Dubois 9
00 182 Warsaw
Poland
Ph. 48-22-8310116
Fax 48-22-8310126
E-mail: demoskop@demoskop.com.pl
Location: Office building
CR, OR, VE
23x21 Obs. Rm. Seats 6

Macro International Sp. z o.o.

Al. Jazolimskie 56c
00-803 Warsaw
Poland
Ph. 48-22-630-2244
Fax 48-22-630-2234
E-mail: selmalie@it.com.pl
http://www.macrint.com
Selma K. Lie, Client Svcs. Dir.
Location: Office building
CR, OR, TK, TKO, VE
20x30 Obs. Rm. Seats 10
(See advertisement on p. 155)

Portugal

Motivacao
Estudos Psico-Sociologicos Lda.
R. Arco Cego No. 77
1050 Lisboa
Portugal
Ph. 351-1-795-48-14
Fax 351-1-796-05-61
Maria Jose Paixao, Director
Location: Freestanding building
CR, LR, OR, 1-1, 1-10R, TK, TKO, VE
16x10 Obs. Rm. Seats 10
†16x10 Obs. Rm. Seats 10

Motivacao
Estudos Psico-Sociologicos Lda.
R. Pinheiro, 93-C/V
1050 Lisbon
Portugal
Ph. 351-1-353-94-14
Fax 351-1-353-94-19
Maria Jose Paixao, Director
Location: Freestanding building
CR, OR, 1-1, 1-10R, TK, TKO, VE
15x14 Obs. Rm. Seats 10

Motivacao
Estudos Psico-Sociologicos Lda.
R. Pinheiro Chagas No. 69
1050 Lisbon
Portugal
Ph. 351-1-353-94-19
Fax 351-1-353-94-19
Maria Jose Paixao, Director
Location: Freestanding building
CR, OR, 1-1, 1-10R, TK, TKO, VE
13x10 Obs. Rm. Seats 8
13x10 Obs. Rm. Seats 8
13x10 Obs. Rm. Seats 8

Puerto Rico

Stanford Klapper Associates, Inc.
P.O. Box 361529
San Juan, PR 00936-1529
Puerto Rico
Ph. 787-753-9090
Fax 787-754-6590
E-mail: stanford.klapper@worldnet.att.net
Barbara Bargman, President
Location: Office building
CR, OR, TK, VE
12x20 Obs. Rm. Seats 12

Russia

F-Squared Market Research + Consulting
72 Leningradsky Prospect, 4th fl.
Moscow, Russia
Ph. 7-095-721-1850
Fax 7-095-721-1848
E-mail: fsquared@dol.ru
Michael Fodor
Location: Office building
CR, OR, TK, VE
18x12 Obs. Rm. Seats 10
20x15 Obs. Rm. Seats 8

Macro International Z.A.O.

Business Centre "Olympic" office 39
16 Olimpiyskiy Prospect
129090 Moscow
Russia
Ph. 7-095-974-0112
Fax 7-095-974-0115
E-mail: macint@gdol.ru
http://www.macrint.com
J. Frank Chipman, Client Service Director
Location: Office building
CR, OR, 1-1, 1-10R, VE
20x30 Obs. Rm. Seats 10
(See advertisement on p. 155)

Validata Yankelovich
13/2 Ordzkonikidze St.
117071 Moscow
Russia
Ph. 7-095-954-9895 or 7-095-954-0300
Fax 7-095-954-9896
E-mail: validata@glas.apc.org
Marsha Volkenstein, President
Location: Office building
CR, LR, OR, 1-1, 1-10R, TK, TKO, VE
21x11 Obs. Rm. Seats 10
21x11 Obs. Rm. Seats 10
†13x9 Obs. Rm. Seats 10

Slovenia

GRAL Marketing
P.O. Box 3527
1000 Ljubljana
Slovenia
Ph. 386-61-17-20-800
Fax 386-61-17-20-834
E-mail: info@gral.si
http://www.gral.si
Location: Office building
CR, LR, OR, VE
16x17 Obs. Rm. Seats
†16x17 Obs. Rm. Seats

South Africa

Decision Surveys International (Pty.), Ltd.
P.O. Box 11260
Johannesburg 2000
South Africa
Ph. 27-11-447-1017
Fax 27-11-880-6120
Location: Office building
CR, OR, VE
33x23 Obs. Rm. Seats 8
30x20 Obs. Rm. Seats 6
26x20 Obs. Rm. Seats 5
26x20 Obs. Rm. Seats 5

Spain

ALEF-Millward Brown S.A.
Maldonado 55-Edificio C
28006 Madrid
Spain
Ph. 34-1-564-44-33
Fax 34-1-564-44-57
Patricia Cid
Location: Office building
CR, LR, OR, 1-1, 1-10R, VE

Demscopia S.A.-Investigacion de Opinion
y Mercado
Pza. Carlos Trias Bertran 7 4, Edificio Sollube
28020 Madrid
Spain
Ph. 34-1-596-96-00
Fax 34-1-555-72-32
Location: Office building
CR, LR, OR, 1-1, 1-10R, VE, VC
18x13 Obs. Rm. Seats 10
†10x12 Obs. Rm. Seats 6

Codes

Location: Office building, Freestanding building, Shopping mall

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

Room dimensions, when listed, are shown in feet.

† denotes Living Room Style

Intercampo- Investigacion y Tecnicas de Campo S.A.

Glorieta de Quevedo 6, 20 dcha
28015 Madrid

Spain

Ph. 34-1-448-33-12

Fax 34-1-445-80-96

E-mail: intercam@ctv.es

Luis Pamblanco

Location: Office building

LR, OR, 1-1, 1-1OR, VE

†13x10 Obs. Rm. Seats 5

Switzerland

Interdata Research Institute
Villa Haldeneck, Brunnhalde 7
6006 Lucerne

Switzerland

Ph. 41-41-370-77-22

Fax 41-41-370-73-66

E-mail: interdata@dial.centralnet.ch

Location: Freestanding building

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

10x10 Obs. Rm. Seats 3



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IBS Research & Consultancy
Kizilkaya Apartment, Abdi Irekyl Cad 59/6
80200 Macka, Istanbul
Turkey

Ph. 90-212-231-0481

Fax 90-212-231-6614

E-mail: facts@ibs-turk.com

http://www.ibs-turk.com

Location: Office building

CR, OR, VE

16x12 Obs. Rm. Seats 10

United Kingdom

Field Facts International

184 New Kings Rd.

London SW6 4SW

United Kingdom

Ph. 44-171-736-6990

Fax 44-171-384-1764

E-mail: fieldfactsuk@compuserve.com

http://www.fieldfacts.com

Douglas Fedele, General Manager

Location: Freestanding building

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

22x15 Obs. Rm. Seats 15

18x13 Obs. Rm. Seats 7

15x13 Obs. Rm. Seats 4

†22x15 Obs. Rm. Seats 15

†18x13 Obs. Rm. Seats 7

†15x13 Obs. Rm. Seats 4

(See advertisements on pp. 57, 59, 61, 63)

Fitzpatrick Marketing Research Ltd.

Raheny SC, Howth Road

Dublin 5

Ireland

Ph. 353-1-832-9955

Fax 353-1-832-9977

E-mail: 101500.1124@compuserve.com

Location: Office building

CR, LR, OR, VE, VC

31x27 Obs. Rm. Seats 5

†31x27 Obs. Rm. Seats 5

Group Discussions and Viewing Facilities

Bob Ginger Partnership

19-21 Acton High Street

London W3 6NG

United Kingdom

Ph. 44-181-993-6772

Fax 44-181-993-9982

E-mail: bginger@dircon.co.uk

Location: Freestanding building

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

17x14 Obs. Rm. Seats 10

†17x14 Obs. Rm. Seats 10

The Leo House Partnership

Leo House

Portsmouth Road, Thames Ditton

Surrey KT7 0XF

United Kingdom

Ph. 44-181-398-9898

Fax 44-181-398-6343

E-mail: leohouse@compuserve.com

Anne Kingswell Lovelock

Location: Freestanding building

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

13x13 Obs. Rm. Seats 10

†13x15 Obs. Rm. Seats 10

†13x13 Obs. Rm. Seats 10

(See advertisement on p. 190)

RSL - Research Services, Ltd.

The Harrow Observatory

Research Services House, Elmgrove Road

Harrow HA1 2QG

United Kingdom

Ph. 44-181-861-8000

Fax 44-181-861-5515

Anne Jenkins, Studio Manager

Location: Office building

CR, LR, OR, VE, VC

14x20 Obs. Rm. Seats 8

†14x20 Obs. Rm. Seats 8

Speak Easy Facilities Limited

Templeton Lodge, 114 High Street, Hampton Hill

Middlesex TW12 1NT

United Kingdom

Ph. 44-181-943-4660

Fax 4-181-943-3774

E-mail: Jill@JLRS.TelMe.com

Jill Lonsdale

Location: Freestanding building

CR, LR, OR, TK, VE

18x12 Obs. Rm. Seats 7

†18x12 Obs. Rm. Seats 7

Viewpoint Focus Group Studio

73 Thames St.

Sunbury-On-Thames TW16 6AD

United Kingdom

Ph. 44-193-278-1441

Fax 44-193-278-1420

E-mail: studio@view-point.co.uk

Location: Freestanding building

CR, LR, OR, TK, TKO, VE, VC

15x13 Obs. Rm. Seats 10

†15x13 Obs. Rm. Seats 10

†16x13 Obs. Rm. Seats 10

†17x13 Obs. Rm. Seats 10

Westend Focus Ltd.

Melrose House, 4-6 Saville Row

London W1X 1AF

United Kingdom

Ph. 44-171-437-4375

Fax 44-171-437-4376

http://www.westend-net.com

D. Longcroft

Location: Office building

CR, LR, OR, 1-1, 1-1OR, VE

23x21 Obs. Rm. Seats 12

17x12 Obs. Rm. Seats 9

21x17 Obs. Rm. Seats 9

21x20 Obs. Rm. Seats 4

†23x21 Obs. Rm. Seats 12

†17x12 Obs. Rm. Seats 9

†21x17 Obs. Rm. Seats 9

Venezuela

STATMARK S.A.

Apartado 68196

Caracas 1062-A

Venezuela

Ph. 58-2-235-0702

Fax 58-2-235-0796

E-mail: statmark@compuserve.com

Orlando Rieberman

Location: Office building

CR, OR, VE, VC

17x11 Obs. Rm. Seats 5

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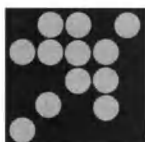
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Trade Talk

By Joseph Rydholm/QMRR editor

A crash course on customer satisfaction measurement

As I've mentioned in this space before, I'm especially fond of information sources that provide hands-on, nuts-and-bolts explanations of the many facets of marketing research. Terry Vavra's new book *Improving Your Measurement of Customer Satisfaction* is just such a source.

Vavra is president of Marketing Metrics, Paramus, N.J., and associate professor of marketing, Lubin School of Business, Pace University, White Plains, N.Y. In the preface he states his goal was to assemble "a book which can serve as a definitive source of customer satisfaction measurement technology." He succeeded admirably. All of the aspects of measuring customer satisfaction are here, from identifying the issues to be measured, designing the questionnaire, and collecting and analyzing the data.

For newcomers to the CSM realm, the book is a good place to start. Especially helpful are the chapters on questionnaire design, the basic tools of CSM analysis and the basic graphical tools for reporting CSM results, because once you get the survey fielded and tabbed, you have to know what to do with the results and how to present them. Vavra gives solid guidance on how to do that.

Later chapters cover advanced CSM analysis, how to achieve the all-important employee and management buy-in to the satisfaction process, and how to conduct CSM studies globally.

No jargon here

Like any hot business topic, the customer satisfaction arena is full of acronyms and other obfuscatory rhetoric. Satisfaction consultants sell their services by adding new, important-sounding wrinkles to what is essentially a simple task, hoping that if they're confusing enough, you'll have to hire them just to decipher their gobbledygook. Vavra has taken pains to avoid jargonitis; he introduces and explains CSM concepts in easy-to-understand terms.

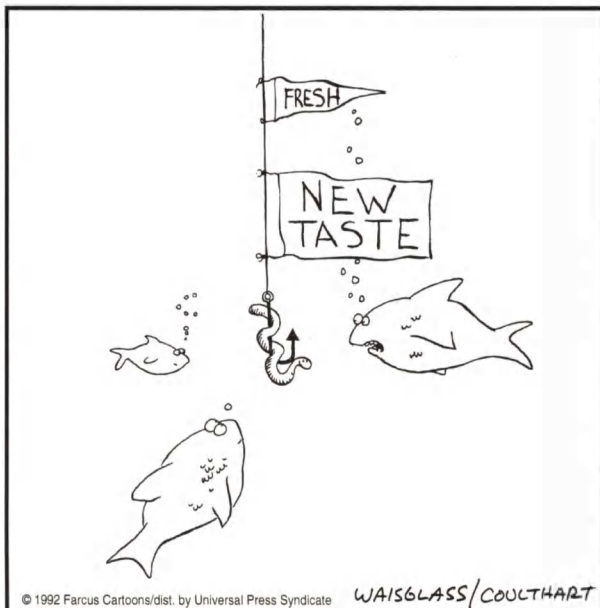
For those of you with a need to know more, the book also includes an exhaustive list of books and articles on customer satisfaction (though the bibliography doesn't include a mention of QMRR's annual customer satisfaction research issue and directory of customer satisfaction research providers — a minor oversight that can no doubt be corrected in a later edition!).

While anyone who conducts CSM work will find something of interest in the book, it should be especially useful to marketers who use an outside vendor for their customer satisfaction research. After reading *Improving Your Measurement of Customer Satisfaction*, when your provider mentions things like spider charts or the House of Quality Process, you'll know what they're talking about. □

Improving Your Measurement of Customer Satisfaction: A Guide to Creating, Conducting, Analyzing, and Reporting Customer Satisfaction Measurement Programs (\$38.00, hardcover, 490 pages) by Terry Vavra, is available from ASQC Quality Press, P.O. Box 3005, Milwaukee, Wis., 53201-3005. Phone 800-248-1946. Web <http://www.asqc.org>.

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