



QUIRK'S

Marketing Research Review

Volume XII, Number 11

December 1998

Making the right moves

How 50 facilities responded to an RFP

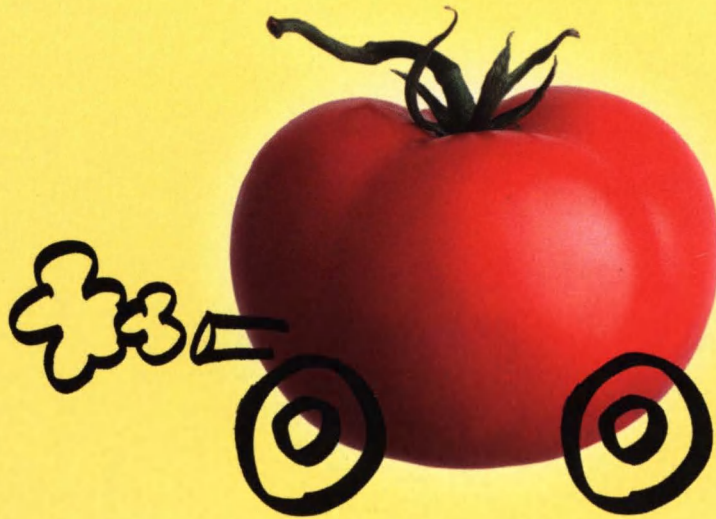
**Qualitative
research issue**

Internet focus group: an oxymoron?

Hollywood inspires a projective technique

Confessions of a focus group bean counter

1999 Focus Group Facilities Directory



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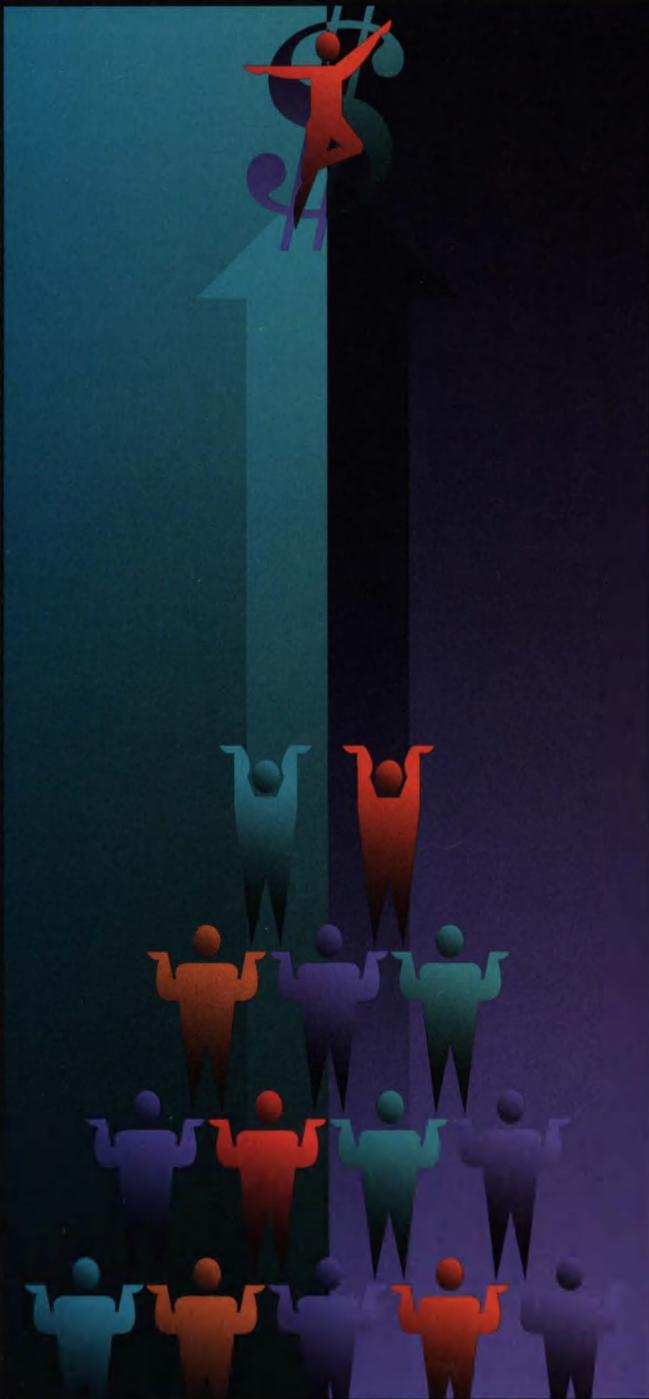
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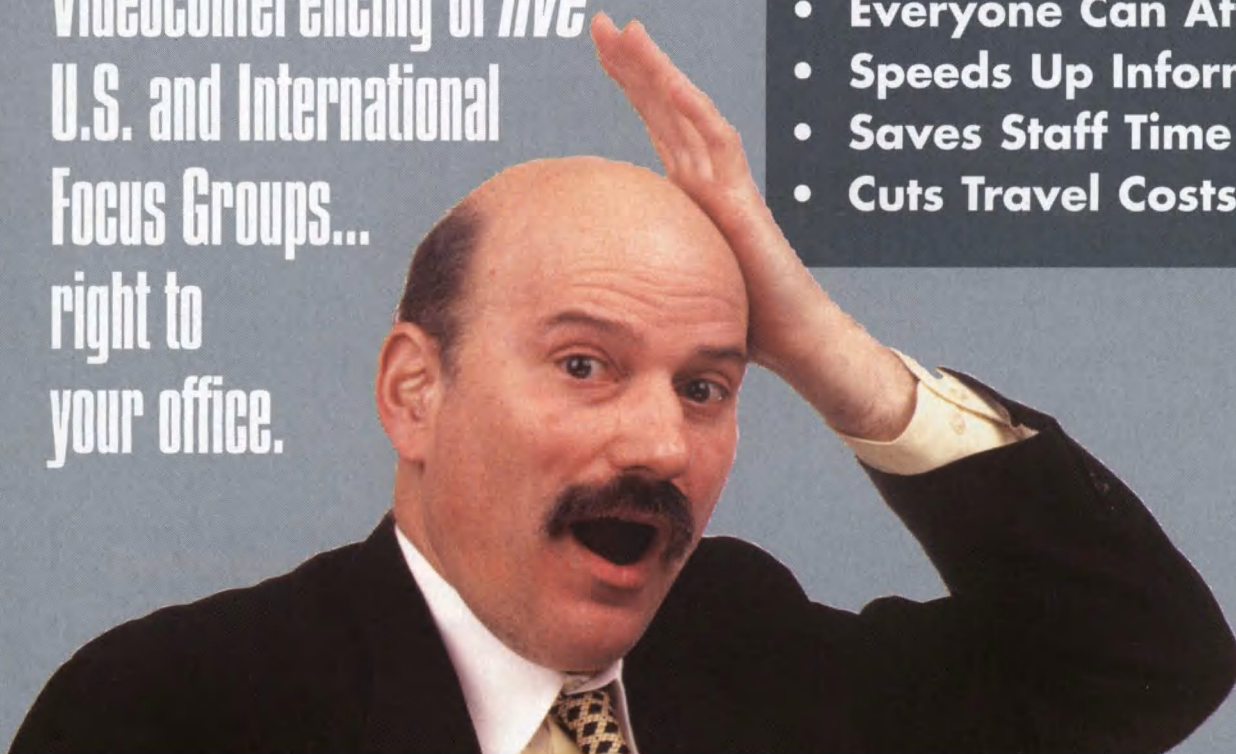
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12 million Americans will rely on the Internet for holiday shopping

Contrary to conventional wisdom, many retail stores will actually benefit from the Internet during this holiday shopping season. According to Cyber Dialogue, a New York-based Internet research and consulting firm, while some 6.7 million adults will purchase holiday items on-line this year, an even larger number, 9.0 million shoppers, will purchase products off-line after first gathering information on-line. About 4 million of these shoppers will purchase both on-line and off-line after surfing the Net.

The firm projects that consumers will spend \$4.7 billion altogether this holiday season after using the Internet, including \$2.7 billion spent in local stores and via phone after searching for product information on-line, plus \$2.0 billion spent directly on-line.

This year's on-line spending total represents a 300 percent gain over last year's holiday on-line spending, which Cyber Dialogue pegged at \$640 million. The increase is attributed to the steady growth in numbers of on-line shoppers combined with wider availability of traditional holiday gift items on-line. Product categories that should benefit from the Internet this year include consumer electronics, personal computers, clothing, cosmetics, books, music and specialty gift items, the company says.

Cyber Dialogue's holiday shopping estimates are based on recent trends in on-line and off-line shopping found in the American Internet User Survey, a national study that provides data on personal Internet users, business Internet users, academic Internet users and non-Internet users. For more information call Dana Simmons at 800-965-4636 or

visit the company's Web site at: www.cyberdialogue.com.

After the '90s, then what?

Every decade of this century has had an obvious nickname. The 1960s were shortened to "the '60s," the 1970s were dubbed "the '70s" and so on. The choice for a moniker for the next decade is not so obvious. What should we use as a shortened name for the first decade of the 21st century? A TeleNation survey conducted for JSH & A Public Relations found 43 percent of Americans think it should be called "the two thou-

sands." Meanwhile, 12 percent would like to see it dubbed "the double zeros"; 8 percent prefer "the double ohs"; and 5 percent like the sound of "the 2ks." TeleNation is a national telephone survey conducted by Arlington Heights, Ill.-based Market Facts. For more information call 847-590-7000.

Manufacturers speed product development cycles

A survey of 100 consumer products manufacturers by management

continued on p. 54

Shopping bustle continues on the day after Christmas

A Maritz AmeriPoll, conducted by St. Louis-based Maritz Marketing Research, finds that despite all the commercial hoopla about the Christmas shopping season beginning on the day after Thanksgiving, less than one-fourth of Americans say they brave the consumer crowds to go shopping that day. Enthusiasm runs highest among 18-24-year-olds, 43 percent of whom planned to hit the stores on that Friday after Thanksgiving. "It's tradition in our family for my mom, my sisters, and me to go shopping together the day after Thanksgiving," said one 30-year-old writer. "We go to a lot of smaller shops to avoid the mall crowds, and that's when I buy my wrapping paper and Christmas cards." Only 11 percent of adults over 65 plan to shop that day.



Taking advantage of those after-Christmas sales, however, is another story: 41 percent of respondents said they planned to shop the day after Christmas. "I'm usually out there the day after, stocking up on Christmas decorations, cards, and ornaments," said a 24-year-old software marketer. "I never pay full price for holiday decorations." Again, the idea is most popular among 18-24-year-olds, with 55 percent planning to snatch up some post-holiday deals. Such bargain shopping also knows no income bounds, since 44 percent of those with incomes under \$15,000 plan to shop on the 26th, along with 45 percent with incomes over \$65,000. For more information call 800-446-1690 or visit the AmeriPoll Web site at www.maritz.com/apoll.

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Database helps track new products

Naples, N.Y.-based Marketing Intelligence Service is now offering Productscan Online at www.productscan.com, a database of more than 160,000 new product reports from around the world from 1980 to the present. Productscan Online includes the full content of four Marketing Intelligence Service publications, *Product Alert*, *International Product Alert*, *Lookout Foods* and *Lookout Non-Foods*. New content is posted six times per month. The database's search engine can track introductions by brand name, product name, manufacturer, product category, health claim, shelving type, innovation rating, packing type, package material, flavor, fragrance, ingredient and publication name. A suite of report

programs allows researchers to generate new product statistics on the fly using a search set of their creation detailing new product counts by product category, flavor, fragrance, ingredient and health claim. For more information visit the Web site or call Tom Vierhile at 800-836-5710.

Scantron introduces eListen

Scantron Technologies, Tustin, Calif., has unveiled eListen, a universal electronic survey and data collection software system deployable across a wide range of mediums. The eListen brand is composed of three main elements: the eListen software product platform, eListen Web hosting service, and full service combinations of software products, Web

hosting, and optical mark reader (OMR) data collection services.

Dividing survey and data collection projects into four main phases — building, deployment, collection and analysis — eListen has a look and feel that is consistent with Microsoft Office. It allows audiences

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GREAT LAKES MRA CONFERENCE: The Great Lakes Chapter of the Marketing Research Association will hold a winter conference in Key Largo, Fla., on January 21-22. For more information call Becky Fangman at 502-456-5300.

SAWTOOTH SOFTWARE CONFERENCE: Sawtooth Software, Inc., Sequim, Wash., will hold its seventh annual conference on February 2-5 at the San Diego Marriott in La Jolla, Calif. The conference will feature tutorials on topics such as market segmentation and Internet research and concurrent sessions on a variety of topics including conjoint on the Web, using scanner data to validate choice model estimates and new ways to examine point-of-purchase dynamics. Speakers have been challenged to emphasize practical rather than commercial activities. Attendance will be limited to 250 participants. For more information call Marilyn Stanford at 360-681-2300 or to register on-line, go to www.sawtoothsoftware.com.

ESOMAR INTERNET CONFERENCE: On February 21-23, the European Society for Opinion and Marketing Research (ESOMAR) will hold Net Effects, a worldwide Internet conference and exhibition, at the London Hilton on Park Lane. For more information visit the ESOMAR Web site at www.esomar.nl.

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Names of Note

Duncan Pollock has been named president and COO of *FocusVision Worldwide, Inc.*, Stamford, Conn.

Richard Popper has been named vice president for research and development at *Peryam & Kroll Research Corp.*, Chicago.

Paul Curran has been named senior research analyst with *The Polk Company*, Southfield, Mich.

Matt Salas has joined the Denver office of *Eagle Research* as MIS assistant. At Eagle's Atlanta office, **Jonathan Yardley** has been named director of qualitative services.

Brian Taylor has joined *DSS Research*, Arlington, Texas, as research analyst. In addition,

Jennifer West was named project manager, and **James Harbur** was named research analyst.

Charles Battista and **Robert**



Battista

Bisciglia

Bisciglia have joined *Savitz Research Solutions*, Dallas, as vice presidents.

Matt MacDonell has joined the *Cramer-Krasselt* ad agency, Milwaukee, as associate research

and planning director. The agency has also added **Andy Iverson** as the first account planner in its Phoenix office.

The Qualitative Research Consultants Association, Gaithersburg, Md., has elected **Lynn Greenberg** president. In addition,



Greenberg

Pflug

Maryann Pflug was elected vice president. Newly elected board members include **Casey Sweet** of *Quest Research* in Brooklyn, N.Y., as secretary; and **Jim Bryson** of *Research Concepts* in Nashville, Tenn., as treasurer. **Rebecca Day** of *Kinzey & Day Qualitative Market Research*, Richmond, Va., was named a board member.

Kent Hamilton has joined *A&G Research, Inc.*, New York, as vice president and director of international services.

Doane Marketing Research, St. Louis, has announced six new hires: **Roy Cleveland** and **John Mattingly**



Cleveland

Mattingly

have been named research director,

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agronomic crops; **James R. Johnson** has been named account representative, agronomic crops; **James Kohler** has been named research program manager; **Kevin Hackman** has been named programmer/team leader; and **Robert E. Brown** has been named project director.

Patsy Gore has been promoted to research & business manager at Market Strategies, Inc., Southfield, Mich.



Gore

Berg

Lena Berg has joined *Knowledge Systems & Research, Inc.*, Syracuse, N.Y., as statistician and senior tech-

nical consultant.

Steven McFadden has been named president and CEO of *International Communications Research*, a Media, Pa.-based unit of AUS, Inc. In addition, **Gordon V. Smith** was named vice chairman and COO and **John Ringwood** was named president, CFO, chief administrative and financial officer of AUS, Moorestown, N.J.

Ken Locati has been named senior project director in the quantitative department of *Market Development, Inc.*, San Diego. In addition, **Tina Balderrama** has been promoted to Latin America associate.

Daniel J. Sutherland has been named president of *M/A/R/C Research*, Irving, Texas.

James Oyler has joined *Clearwater Research*, Boise, Idaho, as research analyst. In addition, **Scott**

Banner has been named research technical assistant.

Conway|Milliken & Associates, Chicago, has named **Steve Wohlman** account group vice president. In addition, **Wayne Eischen** has been named vice president of qualitative services.

Edward Kuehne has joined *Information Resources, Inc.*, Chicago, as division president for U.S. customer sales and service. In addition, **Jeff Greenberg** has been named division president for new markets.

Channing Stowell has joined Minneapolis-based *Custom Research Inc.* as vice president of integrated marketing technology.

Scott Waller has joined *Maritz Marketing Research Inc.*, St. Louis, as senior account manager. He will be based in Dallas.

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Minneapolis-based **National Computer Systems** has been awarded contracts with The Home Depot and Toyota Motor Sales, U.S.A., Inc. to gather, process, report and interpret large volumes of data.

Channel One Network, New York, has released its third annual Teen Factbook, a free guide to the consumption and media habits of U.S. teenagers. For more information call Jon Marks, senior vice president for research, Channel One Network, at 212-508-6800.

Savitz Research Center, Dallas, has reorganized its operations into two distinct companies. The current Savitz companies providing customized primary research and strate-

gic counsel will be consolidated as Savitz Research Solutions. Field research activities and focus group facilities will operate as Savitz Field & Focus. In other news, **Roper Starch Worldwide** has signed an agreement with Savitz Research Center which calls for 11 members of the Savitz team to join Roper and form the nucleus of a new office. Roper and Savitz will continue as separately owned and operated companies.

In third-quarter earnings news, **Information Resources, Inc.**, Chicago, announced a net loss of (\$1.5) million or (\$0.05) per diluted share, compared to net earnings of \$2.0 million, or \$0.07 per diluted share, in 3Q 1997. For the quarter ended September 30, consolidated revenues were \$125.3 million, an increase of 8 percent over the third quarter of 1997.

Market Facts, Arlington Heights, Ill., reported third-quarter revenues increased 40 percent to \$34.9 million from \$24.9 million a year ago. Net income for the quarter rose 70 percent to \$2.2 million from \$1.3 million, and diluted earnings per share increased to \$0.24 per share compared with \$0.18 cents in 3Q 1997.

NFO Worldwide, Greenwich, Conn., reported a 33 percent increase to \$65.5 million from \$49.3 million for the same period last year. Net income for the quarter was \$2.6 million, 20 percent lower than the \$3.2 million reported last year, while diluted earnings per share were \$0.12 compared to last year's \$0.15 per share. At

ACNielsen Corp., Stamford, Conn., net income rose 28.9 percent, to \$17.7 million, while diluted earnings per share increased 30.4 percent, to \$0.30.

Mich., has opened a Web site at www.ptmresearch.com, which includes information on company services, staff, capabilities and photographs of the firm's focus group facility.

WMB & Associates (WMB&A) now offers clients the facility to conduct surveys via e-mail. Through pre-selected or purchased e-mail lists clients can obtain near real-time consumer and business research. WMB&A acts as the intermediary to ensure confidentiality. There is automatic response screening to avoid multiple e-mail responses and the ability to do follow-up inquiry to non-respondents. For more information contact William M. Bailey at 407-889-5632 or Wbailey@worldramp.net

Arbitron NewMedia, New York, has reached an agreement with RadioWave.com, the interactive radio subsidiary of Motorola, that will enable Arbitron to provide Internet listener reports for radio stations and other outlets that stream audio programming on the Internet. Arbitron will use RadioWave.com's proprietary software to track Internet listening sessions. On-line and printed reports will be available late this year covering listening to as many as 300 Internet radio stations during the third quarter.

NFO Worldwide, Inc., Greenwich, Conn., has acquired Stochastic International, developer of the Stochastic Reaction Monitor continuous brand tracking system. NFO has also acquired Donovan Research, a full-service research firm serving Western Australia, and City Research Group Plc, a London-based firm specializing in the finan-

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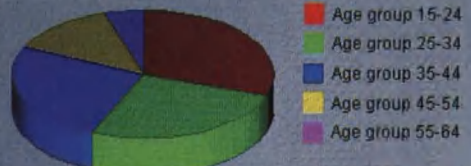
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PTM Research, Ann Arbor,

continued on p. 205

		15-24	25-34	35-44
Total		94.00	160.00	163.00
What type of restaurants do you eat at?	Chinese	3.00	4.00	6.00
	Fast food	13.00	19.00	19.00
	French	3.00	7.00	7.00
	Greek	10.00	13.00	23.00
	Indian	0.00	1.00	0.00
	Pizza	1.00	4.00	3.00
	Pub	9.00	8.00	15.00
	Other	8.00	9.00	22.00
What type of music do you like?	Soul/Blues	17.00	31.00	35.00
	Classical	2.00	11.00	15.00
	New Age/Ambient	9.00	27.00	30.00
	Jazz	1.00	2.00	6.00
	Pop/Chart	0.00	0.00	0.00



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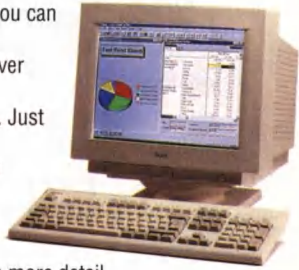
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War Stories

True-life tales in marketing research

By Art Shulman

Editor's note: "War Stories" is a regular feature in which Art Shulman, president of Shulman Research, Van Nuys, Calif., presents humorous stories of life in the research trenches. He can be reached at 818-782-4252 or at artshulman@aol.com.

Judith Hoffman of Judith Hoffman Transcription Service uses some Hewlett-Packard equipment for her transcription service and reports receiving a mailing from H-P's customer service department updating her on their efforts to be Y2K-compliant and assuring her that her equipment will not fail when the time comes. The mailing was addressed: "To the person in your company responsible for the Year 2000."

Tony Memoli of Chase Manhattan Bank remembers coming upon some interesting statistics a number of years ago while working at a consumer panel research company: 96 percent of households bought toilet paper (what about the rest?); 45 percent of households bought dog food, yet only 40 percent owned a dog.

James Sorensen of Sorensen Associates relates a recent in-store interviewing study his firm conducted. Consumers were being interviewed about their shopping behavior in grocery stores. After purchasing an item, a respondent was approached and asked about, among other things, his use of a shopping list. The shopper indicated he was using a shopping list that day and that the item he had just selected was on his list. To understand exactly what the shopper wrote on the

list to reference the product he'd purchased, the interviewer asked to see the list. The shopper hesitated and said he did not want to show the list. The interviewer asked why he was hesitating and the respondent said, "Because the item I just purchased was not on my list. I lied."

Makes you wonder about the veracity of other respondents we interview when we don't challenge their responses. Maybe, when respondents give an unlikely answer, interviewers should say, "You're lying, aren't you?"

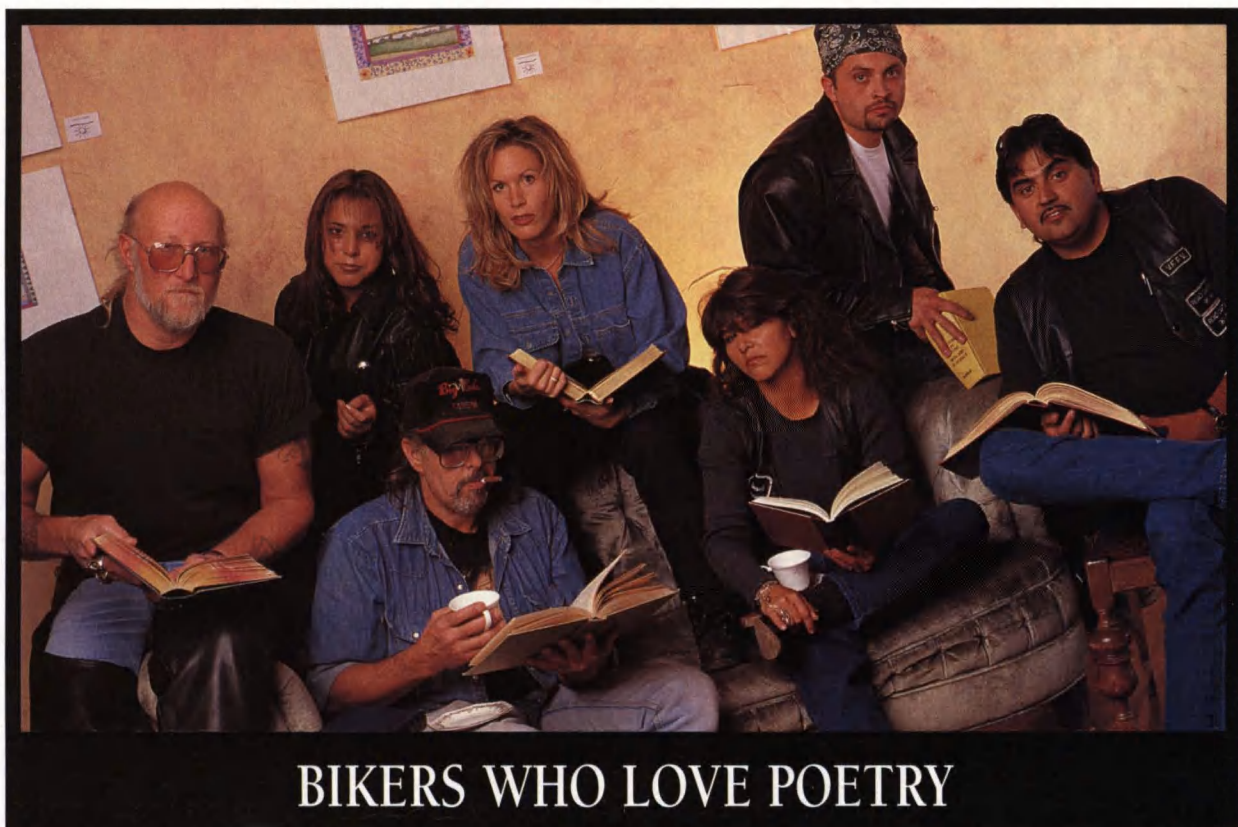
When first breaking into the research business, Kevin C. Reilly of KCR/Creative was asked to attend a rally for a Midwestern Evangelist preacher, for whom his firm was conducting an extensive quantitative study. During this performance to a packed auditorium of several thousand loyal followers, the reverend at one point asked, "How many of you thought that I would take up a collection tonight?" With some hesitation, hands slowly began to go up throughout the auditorium, until virtually all hands were raised. At this point the preacher stated forthrightly, "I will not disappoint you!"

Alice Strauss of Interviewing Service of America remembers conducting a door-to-door interview early in her career. She was having a difficult time filling her quota of males, when finally she found someone qualified. As she was conducting the interview in the living room, the man allowed his robe to open, revealing his toned, naked body. Strauss avoided looking at him and proceeded with the interview — a qualified respondent is

a qualified respondent, after all, especially when there's low incidence, a deadline for completion, and there are no interviewer instructions to terminate the interview if the respondent has no clothes on. Finally, the man heard the sound of a key turning. He rose, closed his robe, and greeted his wife, who was coming in with groceries. Strauss completed the interview with the nonchalant respondent, and when she was about to leave, stared into his eyes and thanked him for "a very interesting interview." On the opinions of such consumers do marketing decisions rest.

A number of years ago, when I was working for a large advertising agency, we needed to put together a clutter reel so we could study commercial memorability. We asked the production people to gather some commercials, specifying the brands, but not the specific spots, to be used. Before the materials were sent to the field, I did a last-minute check of the clutter reel. I found one commercial which I immediately deduced would score highest in recall. It was just a Crest toothpaste commercial — but it was the only one on the reel in Spanish!

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. ☎

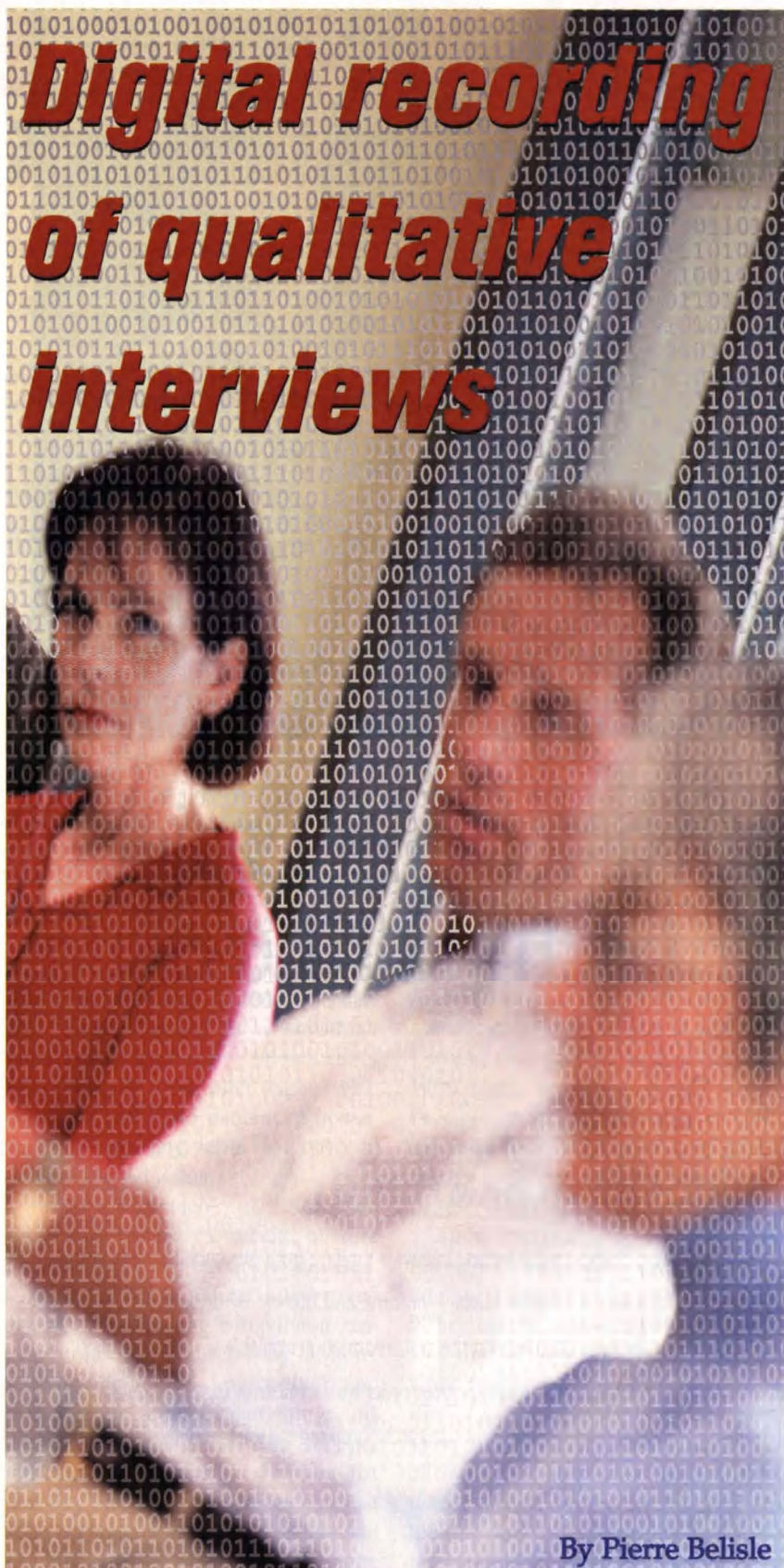


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Editor's note: Pierre Belisle is president of Belisle Marketing Ltd., a Cantley, Quebec, research and consulting firm. He can be reached at 819-827-0786 or at pbelisle@magi.com.

Qualitative researchers are under increasing pressure to deliver morning-after analyses with little opportunity to examine the data. How can they improve judgments when clients have no time and no budgets for proper analysis? One technique holds promise: digital recording of qualitative interviews.

Digital recording — not to be confused with voice recognition (which may, however, be the next big advance for qualitative researchers) — is the process by which a sound is broken up into minute parts, called samples. Each of these, and there are thousands per second, is assigned a numeric value. Once digitized in this fashion, the sound can be stored on a computer hard drive, like any other digital information.

Most any multimedia laptop fitted with a microphone can now become your cassette tape, with either the moderator or an assistant controlling the recording process.

What are the benefits?

The benefits of digital recording occur at the analysis stage, and later. Recording digitally on a computer hard drive — a fast, random-access device — allows virtually instantaneous recall of all parts of the audio record, whenever they were recorded. The introduction, the discussion at the 30-minute mark, and the insightful comments at the very end of the group discussion are all equally accessible with-

continued on p. 60

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Forming a new covenant

**COVENANT**
HealthCare

*Focus groups guide
creation of new
identity for Michigan
health care system*

*By Joseph Rydholm
QMRR editor*

When two business entities decide to merge, of the many questions they must answer, one of the most important is: What the heck are we going to call ourselves? In the case of St. Luke's Hospital and Saginaw General Hospital, two Saginaw, Mich., hospitals that merged earlier this year, the new name had to appease both those who wanted a name with religious overtones (St. Luke's is a Lutheran hospital) and those with a more secular orientation (Saginaw General is a community hospital).

Out of marketing research, employee suggestions and the efforts of a name generation firm came one winning candidate: Covenant HealthCare. "A name that was too religious-sounding was not going to work and a name with no religious connotations was not going to work either," says Tom Dorle, Covenant HealthCare's director of business development.

When the merger became official in July, thus was born a 709-bed hospital system that serves a population of about 600,000 in several counties around Saginaw from two primary

facilities and a number of outpatient and satellite locations.

Focus groups were conducted between February and May on the new name, the new corporate identity, and advertising concepts, with the help of PTM Research, a division of Personal Touch Marketing, Ann Arbor, Mich. Groups were held with employees from both hospitals and also with a sample of the public, namely women 18-40 with children at home and women 18-40 without children at home. ("Women are most often the decision maker on health care issues, so it was very important

that we test the new names with them," Dorle says.)

The focus groups of non-physician hospital employees consisted of workers randomly selected from the respective hospitals' databases representing a cross-section of education, income, and job responsibility. The groups were segregated by hospital because the merger process was ongoing and turf issues (who's going to work where, who's taking over who, etc.) might have spilled over into the discussions.

"As we went through the groups we were able to gather more and more images for each of the prospective names," says Deb Babcock, president of PTM Research and moderator of the groups. "That was very helpful to the hospital board because they had their own internal favorites, but the research made it clear that if they used a certain name, there were some areas where confusion might arise and therefore it would be harder, from a marketing standpoint, to work with that name."

(One of the names that didn't make the cut was Ascension. Too many people associated the word "death" with it — not the best link for a hospital!)

"The most important information we got from the research was that we were going to have to do a good job of explaining what the name meant," Dorle says. "A covenant is a promise, a commitment, and it also has some biblical connotations. I really thought there would be enough people who knew what a covenant was but we had some people who thought it was associated with witches — a covenant — and nuns — a convent. So it got bizarre periodically."

Familiarize and educate

Hospital marketers had to familiarize people with the name change and then educate them on what Covenant would mean to the community. "Once we define what the

word means, then we can move on to the services. Once they know who we are, by virtue of the services we provide they can form opinions," Dorle says.

In the corporate identity groups, one task was to figure out how to meld the two hospitals and their facilities, Babcock says. "They have so many different physical buildings that we weren't real sure how we should identify them. Should they be called Covenant North, Covenant South, etc., or should St. Luke's be called Covenant HealthCare St. Luke's Hospital, for example."

With a new name selected, an ad agency developed some concepts for introducing and explaining it. One had to do with defining a covenant as a promise and then linking it to other promises that people make, such as marriage vows and an oath of office — two ideas which, because the groups were held around the time that the Clinton/Lewinsky affair was unfolding, quickly became undesirable associations for the hospital system.

"We had our ad agency develop three image concept campaigns and we also took those to focus groups in which we showed them creative concepts and asked for feedback. Based on that and other information we selected an initial rollout strategy for developing a corporate image campaign," Dorle says.

"The corporate logo that was developed for us incorporates a flame and a dove very attractively. The flame represents intelligence and leadership as well as religious significance and the dove represents peace and also has some religious overtones."

The advertising groups also examined media possibilities for creating awareness and introducing people to the new name and identity. "The respondents brought up competitive advertising and some of the themes that they recalled so I think the ad agency got a sense of how to catch


people's attention just based on what they recalled from other campaigns," Babcock says.

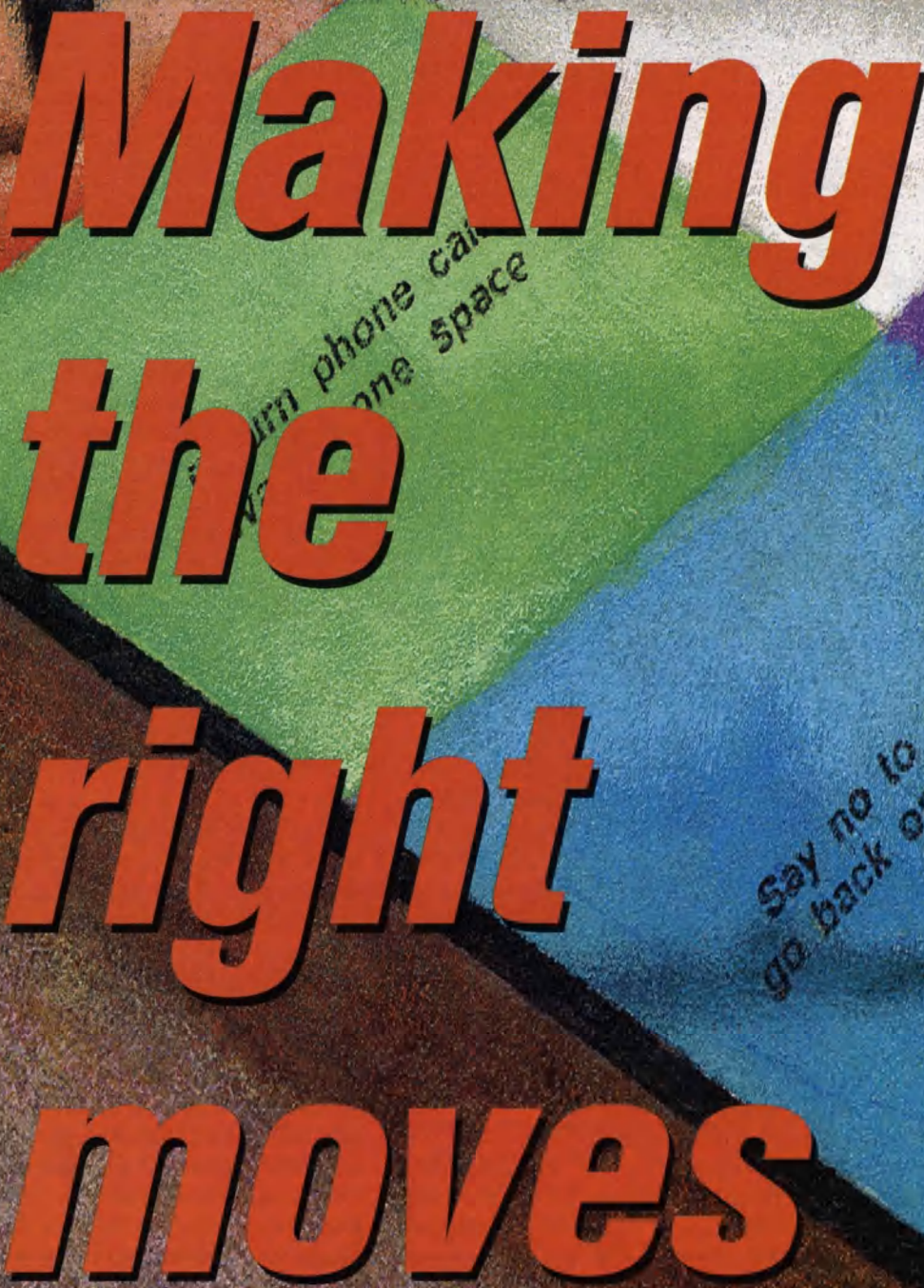
To familiarize people with the new name and where it came from, Covenant has run a jingle and also a 15-second spot in which the St. Luke's logo dissolved into the Saginaw General logo which in turn dissolved into the new Covenant HealthCare logo. "We ran that in the month of May, getting people aware of the Covenant name and where it was coming from and since we became official in July we've never gone back and referenced anything prior to the merger," Dorle says.

"The board seemed comfortable with the name and the identity and again those were our goals: to select something that could sustain both mind-sets and graphically represent what the name meant," Dorle says. "Now all we had to do was drill it into the minds of half a million people!"

Best way

For Covenant HealthCare's purposes, Dorle feels focus groups were the best way to get the information the hospitals were after. "As long as you have a visual type of issue, you're better off with a focus group. You also have a chance, by the way focus groups are designed, to probe on comments or suggestions. Deb is excellent at processing a focus group and turning over that one extra rock to get the information you want."

In conjunction with the focus groups, Covenant also did some community leader surveys to check reaction to the process (it was very favorable) and Dorle will continue fielding an ongoing annual phone survey to check awareness, experiences with the hospitals and also find out about health issues that are on people's minds. In addition, Covenant will conduct a comprehensive phone survey in January to get a benchmark of top-of-mind awareness of the new organization. 

A chalkboard with a man's silhouette and various phrases. The man is standing on a blue section of the board. The phrases are: 'Say no to clients go back one', 'phone call', and 'one space'.

Making the right moves

*Can you judge a research firm by how
it handles an information request?*

By Ron Sellers

Editor's note: Ron Sellers is president of Ellison Research, Phoenix, Ariz. He can be reached at 602-493-3500 or at ronsellers@ellisonresearch.com.

Research firms spend millions annually on directory listings, advertising, direct mail, telemarketing, Web sites, and brochures — all in order to get business. But as an industry, how responsive are we — really — to potential customers?

Research companies get requests for information all the time, often as a result of the marketing dollars we spend. These requests can come by fax, phone call, mail, and now through Web sites or e-mail. Even corporate researchers often have to market their services or department to internal clients.

As a vendor, I'm concerned about providing quality service to my clients. But as a research consumer, I'm often frustrated by the lack of response from vendors. After another in a long line of unsatisfying experiences with a potential vendor, I decided it was time for a little experiment. (Although focus group facilities were chosen for this exercise, this applies to every research vendor, and often to corporate research departments as well.)

I faxed a simple request to the bid director at one focus group facility in each state, generally chosen at random out of industry directories. My needs were fairly simple: "Please send me information on your focus group facility." I asked for a list of ZIP codes from which the facility could recruit, a layout of the facility with room capacities and shapes, and room rental costs. "I am looking to receive this information by May 12, for potential future project work (I moderate across the country)," it explained.

The faxes were sent April 20, giving each facility almost a month to respond. (And, lest you think this was a waste of time for the facilities, note that I really do moderate across the country, and have targeted a couple of facilities I want to try — and one I've already avoided — based on this experiment.)

So what would happen when potential business was placed on a vendor's doorstep, or, more accurately, on their fax machine? Here's what: out of 50 vendors to receive this fax, 20 did not respond in any way. No brochure, no return fax — nothing. Interestingly, over half of these 20 had spent money to make themselves more visible in the directories to attract new business.

Why would a research company spend the time and money to promote their services, then not respond to a request for information? Good



question!

A handful of these non-responders listed an e-mail address, so I tried again. All responded this time. One admitted a change in management at the facility, and said my fax must have been lost in the shuffle. Four claimed they never received my fax. While this is possible, more likely is that it came in and was lost or misdirected (all fax numbers were triple-checked). One claimed she sent the package, but the post office returned it as undeliverable (again, quite possible, although it had the same address as the 30 packages which

arrived).

One was quite blunt: he never saw the fax, but he said another employee may have seen it and dismissed me as a "rate picker." Often when they get busy, the employee said, "Our operations manager dumps them because we don't have time to mess with them." Of course this makes me think of the "shoppers" I've managed to turn into ongoing clients over the years, but that's certainly each vendor's decision to make.

Broad range

Whatever reasons or excuses those 20 had for not responding, 30 did reply. It was fascinating to note the broad range of what was received. To wit:

- Seven vendors did not send something which was specifically requested (either the ZIP code list or the pricing).

- Nineteen vendors enclosed a brochure, 10 did not, and one sent a letter explaining that their new brochure was at the printer.

- Twenty-two attached a personalized letter or note, while two sent a form letter, and six didn't bother with any sort of communication beyond a brochure.

- Many included extra information, such as menus, references, maps, hotel recommendations, etc.

- Although I requested the information be mailed to me, and the only fax number I provided was the one stamped at the top by my fax machine, three facilities responded only by fax (including two that were just handwritten notes).

- Six vendors responded the day after my fax, and another 10 responded within three days. Others trickled in, including six that waited until right before the deadline, even

continued on p. 62



The art and science of effective in-depth qualitative interviews

By Naomi R. Henderson

Editor's note: Naomi Henderson is founder of and a master moderator at RIVA Market Research, Bethesda, Md. She can be reached at 301-652-3632.

As a little girl, I often helped my dad when he worked around the house. He answered all my questions, never missing an opportunity to teach me practical life lessons related to the chores at hand. One of them was "Use the right tool to get the job done correctly." The first practical lesson that accompanied this sage wisdom related to screwdrivers. Dad patiently explained the difference between screws with one slot and screws with two slots that form a cross. He told me that the flathead screws were fine for regular carpentry when many were used to anchor one piece of wood to another. However, when you wanted to make sure that the two pieces were held tightly or there wasn't space for more than one or two screws, then a Phillips screw served best, primarily because the extra slot allowed the carpenter to really tighten down the screw. Two different screwdrivers

were needed: a flathead screwdriver with a squared off tip for regular one-slot screws and a Phillips screwdriver that had a tip that looked like an "x."

My dad's advice can also be applied to qualitative research. To get the right results, you need to use the right research tool for the job.

More appropriate

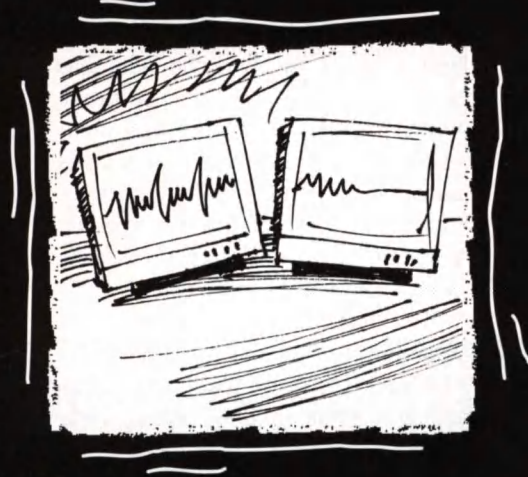
Focus groups are what come to most people's minds when they think of a qualitative research tool. But in-depth interviews (IDIs) can be just as handy and can, in many cases, be a more appropriate approach than focus groups. In past years, IDIs were also called one-on-ones, but as the technique improved, they got a much better name! In IDI sessions the moderator has a guide and a planned flow to the questions. Comments from respondents can move away from the planned path and take the interaction in different directions. For example, a respondent is asked which of three package designs is most appealing. While answering, he digresses to talk about the wastefulness of American

packaging, and that tangent might be briefly explored before returning to the planned line of questions. Or, a respondent may answer in such a way that a later question is answered before being even asked! This is the very nature of IDIs — while there is a plan, it is not rigidly followed as long as the questions keep leading toward uncovering the perceptions, opinions, beliefs and attitudes (POBAs) of respondents.

There can be in-depth interviews in the survey arena as well. However, in survey research the questioning format remains the same in that the interviewer asks each person the same questions and does not vary from the proscribed sequence except in the case of skip patterns.

An IDI is the exception in qualitative research in that it looks like a survey experience with one interviewer and one research subject. The difference is in the set up of the interviewing experience and in the way questions are asked. Survey research relies heavily on closed-ended questions, while IDIs rely on open-ended ques-

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tions. This key difference is important, not only in the interviewing process but in the analysis as well. Moderators have to stay vigilant in IDIs to avoid a cookie-cutter approach across a series of interviews. They must find ways to streamline questions so that the respondents have the widest range of answers as they share POBAs. This is the challenge of IDIs: keeping the research rigor that puts this technique squarely in the qualitative arena while avoiding sliding into quantitative scorings in an attempt to categorize data from a string of individual interviews.

Qualities of a proficient IDI researcher

A survey can be completed by a trained interviewer, while an IDI is best handled by someone who has mastered a key set of qualitative research skills. Experience as a moderator is a good training ground as is related work in anthropology, sociology and psychology. However, specific academic degrees do not necessarily confer competence in this area.

Key qualities of good in-depth interviewers include:

- good interviewing skills (e.g., listening without judging, asking clear questions, etc.);
- the right mix of intelligence and good common sense;
- good voice tone, pacing, pitch and volume;
- the appropriate combination of critical reasoning and imaginative thinking;
- an eye for detail and the ability to hold big picture at the same time;
- the ability to appear genuinely interested (as a person) and truly detached (as a researcher);
- an appropriate blend of empathy and neutrality in word and deed;
- the ability to think analytically and live without a sense of closure.

Appropriate applications of IDIs

While focus groups may be conducted more often, from time to time, IDIs are the right tool. These single-person sessions with a moderator can last as little as 15 minutes or as long as two hours, depending on topic and purpose. Some classic applications for

IDIs include:

- communication checks (review of print, radio or TV advertisements or other written materials);
- sensory evaluations (e.g., reactions to varied deodorant formulations, viscosity of hand lotions, sniff tests for new perfumes, or taste tests for a new frosting, etc.);
- exploratory research (to help define baseline understanding of products, services or ideas);
- new product development — prototype stage;
- packaging or usage research (IDI research is used when clients want to “mirror” personal experience and obtain key language descriptors).

This is not a comprehensive list of the applications, just the most common ones. Our firm has been asked to test tapes of talent for radio and TV stations in IDIs to help broadcast clients tease out insights about the image of on-air personalities. We have conducted individual interviews with terminally ill patients about plans they are making for their families now and for the year following their death. We have talked to liquor store owners about a controversial issue regarding liquor consumption.

In past years, IDIs were commonly used for sensitive topics like feminine hygiene, AIDS treatment, incontinence, sexually transmitted diseases, and hemorrhoids. These days, with an increase in support groups, these topics and others are no longer kept quiet or private and respondents are motivated to tell their stories and be heard in a research setting with others who share the same condition. While sensitive issues can still be explored in IDIs, the tool has been expanded to cover communication checks, sensory testing and to mirror situations of individual use of products or services as well as for traditional applications (e.g., exploratory research, new products and packaging studies).

IDI benefits and drawbacks

Returning to the screwdriver analogy, we could say that focus groups require a flathead screwdriver because the interaction between respondents outweighs the risk of “thought leaders” who might sway others in the

Benefits of IDIs	Drawbacks of IDIs
<ul style="list-style-type: none"> • Singular viewpoints from a respondent without influence from others • Can follow a track or theme with one respondent from start to finish (e.g., from initial purchase decision to current satisfaction levels) • Optimizes low incidence rates in recruiting • Flexible structure — can quickly modify or expand discussion topics as learning emerges • Can probe specific issues • Can be conducted in places other than a mirrored research facility (e.g., at a convention, on-site at a factory, etc.) • Opportunity to discuss personal or intimate topics in confidence • Some segmentation can be done in IDIs that cannot be handled in focus groups (e.g., four users, four non-users, and four trier-rejectors cannot be included in one focus group) 	<ul style="list-style-type: none"> • Costly in time, money and effort • Easy to fall into the trap of analyzing data quantitatively (i.e., "How many?") rather than qualitatively (i.e., "How or in what ways?") • Time required to conduct interviews often results in less client involvement at the observation stage • Risk of moderator burnout if too many are held in one day or for too many days in a row — latter IDIs often not as rich as early ones if moderator becomes tired • Physically exhausting for moderator and clients to listen for nuances and insights with fresh ears when IDI series last several hours (e.g., 10 30-minute interviews, six 45-minute interviews or five one-hour interviews or two 90-minute interviews) • Sometimes respondents are less forthcoming in IDIs than in groups because there is no place to hide in an IDI! • Misconception that IDIs do not require the same skills as moderating a group discussion (Fact: more skill is needed in IDIs because of the high level of involvement with respondents)

group. A moderator just needs to make sure each screw is tight enough to hold

the wood in place. By contrast, IDIs need a Phillips screwdriver because

insights from each respondent have to be "locked in tight" to insure a clear understanding of key research issues. The chart outlines some of the classic benefits and drawbacks of this powerful research tool.

Elements typically present in IDI research

A number of key factors or elements are present in an IDI study. They include having a trained researcher, a qualified respondent and an appropriate setting for the interview. In addition, there are payments to respondents, a guide for the discussion and a subjective report of findings across the series of interviews conducted. Interviews are usually audiotaped. Videotapes are made if there is a requirement for a historical record of the interviews or if there are many instances of show-and-tell events in the interview.

Sometimes, clients make a request for IDIs, thinking they will have better research if there is no group influence on the conversation. Sometimes,



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clients make the choice because they are heirs to previous bad research techniques where a poor moderator didn't allow for individual distinctions. In group settings, a good moderator can mitigate the influence of "thought leaders" with such techniques as "private writing before public disclosure" so that respondents can anchor their viewpoint first. Another technique is to let respondents know at the outset that you value a difference of opinions

rather than consensus.

Trained researcher

The training models for in-depth interviewers can range from learned techniques in the social sciences (ethnographic research skills learned in anthropology courses, interviewing techniques from sociology and psychology) to specific course work in corporate workshops, seminars and training programs. Some graduate programs in colleges and universities also have course work in group dynamics and interviewing. Regardless of the basis of the training, it should incorporate these abilities: to write effective questions; to probe for clarity; to establish and maintain authentic rapport with respondents; to pace the interviewing session; to use interventions and projective techniques appropriately; and to analyze data to support client objectives.

Recruiting respondents

The same rules for recruiting qualified respondents for focus groups apply to IDIs. An appropriate screener is used to find respondents who match research specifications and respondents are paid for the time they spend. Respondents are also rescreened when they first arrive at the facility. IDI research requires that a respondent is waiting for the next interview rather than hoping each respondent will show up on time. Facilities are asked to have a "floater" recruited for each set of four interviews to be conducted. For example, if four 30-minute interviews are planned between 9 a.m. and noon, one respondent is paid a higher fee than the standard stipend to wait for that whole time period in case one of the four recruited is a no-show. That way, the moderator is never waiting for the next interview. The floater is given refreshments and reading materials (or they are encouraged to bring their own). Sometimes floaters can be seen watching TV or doing their knitting!

Setting

It is a good idea to set up the interviewing room to achieve as intimate a setting as possible. If the only space available is a traditional focus group

room with a big conference table then it is best for the moderator to sit in one of these two positions:

1. The traditional chair (moderator's back to the mirror) with the respondent on the right side, slightly facing the moderator and slightly facing the mirror.

2. No one in the traditional chair. Moderator on left side of table (first chair) and respondent on right side of table, first chair.

In both models, allowing the client to see the respondent's face and keeping materials to be shown in easy reach are the critical elements.

If you only have a large conference table, create a "small table effect" by placing something about five feet from the front of the table (like a row of blank paper to make a line, or a length of string, or even a strip of masking tape) — anything that makes a demarcation — the "end of our space." This artificial line creates a sphere of intimacy in a large conference table room. In newer facilities, special and smaller IDI rooms have been constructed to create that intimacy. Chairs with wheels allow both moderator and respondent to wiggle around while talking or listening, adding to personal comfort levels that are a key factor in full communication.

Creating relationship

Some moderators like to excuse a respondent at the end of the interview and then wait for the facility hostess to bring in the next one. RIVA prefers to go out and get the next respondent and bring them to the room, chatting with them on the way and creating initial rapport to put the respondent at ease. When time is short between interviews, RIVA moderators use the walk down the hall to give guidelines and a context for the discussion:

"Sometimes these interviews are done in a group of eight people, but today we are talking to consumers one at a time to get personal reactions (to ads, products, ideas, etc.). I'm really interested in your viewpoint and will be tape recording and videotaping [if true] this session so I can compare your comments with others and find out the trends and themes to put into



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my report. Your name won't be in the report. You get paid in cash at the end of this session and I want to say, right now, how happy I am you could fit this session into your schedule. There are no wrong answers today, just your opinions about x, y, z."

After entering the room, point out where they will sit, reference any beverages available, and indicate the source of the microphone (and/or videotape camera). Indicate that observers are behind the mirror because "they can't wait for the report and they want to see the trends as they emerge, person to person, day by day." Recap any key guidelines such as "speak loudly, say what you believe, it's O.K. to change your mind" etc. Make sure the first question is an easy one. This gives them time to talk aloud and hear their own voice in the room and allows the moderator to demonstrate listening. Questions that seem to work best include: "Tell me about . . ." or "What is it like to . . ." or "What have you seen, heard or been told about . . ." or "When was the last time you did 'x' and what was that like?"

These questions open the door to an interchange that gets the interview off to an involved start.

Conducting the interview

Keeping a little clock to see the movement of time and pre-thinking the timing for each portion of the guide helps avoid rushing the respondent through the process. Give instructions for any procedures (e.g., "Open the package and tell me what you are doing at each stage," or "Pick up each of the prototypes, feel them and be ready to tell me the benefits and drawbacks of each one before moving on to the next one.") It is a good idea to write instructions down and give a copy to the respondent so they are clear about what they are supposed to do and in what order.

When a respondent is made to feel like a research partner rather than a research subject, the benefit is a deeper level of communication and more fuel for the research furnace. Whenever possible, make sure that the respondent is never confused or murky about what they are supposed

to do besides just answer questions posed to them.

When designing the interview process for IDIs it is good to remember that efficient use of time and respect for respondents should be paramount. Some guidelines to consider:

- Respect respondents by being honest about generic topic content and time set aside for the discussion.
- Avoid rushing through the set-up (i.e., disclosures about taping or mirrors and ground rules for participation) and allow time for respondents to settle into the research environment.
- Plan the discussion in a logical format so the respondent sees a pattern or evolution of the relationship of your questions and their answers. In interviews longer than 30 minutes, it is a good idea to provide a generic road map of key items for respondents to look at. For example: "Today we'll talk for a few minutes about products, then I'll show you some materials and then ask you to pick a favorite."
- Let the respondent know they are doing a good job by occasional praise,

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eye contact or a smile.

- Encourage participants to express big thoughts and small thoughts equally and to avoid editing comments because they feel either the answer is obvious (in their minds) or they feel it is not worthy of comment.

- Allow enough time for respondents to think before responding, especially in the later interviews when the moderator is now able to anticipate the kind of answers that emerge.

- Telegraph (by word or deed) that the interview is coming to a close so that the respondent can volunteer additional information they may have been holding onto while waiting for a question to give them an opportunity to comment.

- At end of session, thank the respondent for their contribution to the research study and for the "difference they made" by participating.

Organizing materials

This function is what separates good IDIs from poor ones. Typically an IDI process has "manipulatives," i.e., physical items that can be moved about by either the moderator or the respondent. They may include checklists or items housed in clear plastic sleeves (e.g., brand names of soap powder). Items such as prototypes of products or pictures or architectural drawings of the "gas station of the future" might be shown. Actual product items such as six brands of cat

food might be displayed. Visual items such as storyboards for TV spots or sample brochure pages or a rough edit of a TV ad could be presented. Flattened boxes of pasta could be shown or incentives intended as giveaways for buying the two-liter size of a popular beverage.

Usually, it is prudent to keep these items hidden or covered until the appropriate time in the interview. If there are multiple manipulatives and very short lead times between respondents, the organization of materials becomes critical to saving time and presenting items in a neat and orderly way. If items are thrown in a box and the moderator has to sort them out during the interview process, that takes up expensive time. If the moderator is showing three commercials on one reel and there is insufficient time between ads to insure that each ad gets full play with no cut-offs, it might be best to have each ad on a separate videotape. Paying that kind of attention to how materials are organized creates more successful IDIs.

RIVA has some procedures to help moderators when lots of paper items are presented. By using colored Xerox paper for each new item shown (e.g., checklist, brand names, worksheet, sample names for new hair coloring, etc.), visual interest is created for the respondent and moderators have a visual anchor when they set up the flow of the conversation and execute it. It is easy to see the yellow versus the green document and avoid rummaging through a stack of all white documents to make sure the right one is presented in the correct order.

If we are showing tipped-in sample ads or existing ads in a magazine, the pages are pre-tabbed to find them easily. Respondents are less likely to become engaged in the other magazine content if they know exactly where to look. If the IDI includes showing video tapes, the machine should be close enough to the moderator to insert the tapes without standing.

RIVA moderators find it useful to conduct several mock interviews with staff or family members to perfect the flow of the discussion and to test the manipulatives. Timing those mocks

will also point to where streamlining is needed. It is not a good idea to use the first two actual interviews for this process because it creates tension for the moderator and dissatisfaction for the client, who is excited about the IDIs at the outset.

Recording data

Depending on the type of interview, moderators can create a cheat sheet to record a few key answers to support the analysis phase of the study. It is not a good idea to take expansive notes because it distracts from the intimacy and takes on the look of a survey. The cheat sheet might be a chart to check off plus or minus features of a prototype, or it might be boxes for key words that describe a product, or it might be a copy of key questions from the guide, formatted to allow 1-2 inches of space between questions for jotting some quick notes.

When clear trend data can be easily collected over the series of IDIs, use an easel pad to mark columns or boxes in a pre-made chart with respondent order numbers down the side and options across the top. For example, if respondents are asked to choose a favorite among three options labeled P, Q and R, mark an "X" in the row for the winning option as respondents are leaving the room, and then cover the chart so that incoming respondents can't see the trends! Position the easel so that it can only be seen by observers. From time to time show the chart to the clients so they can see the trends emerge. Showing trend data like this helps keep the client focus on the key issues of the IDI.

Pricing IDIs

There are two primary models for pricing focus groups: the flat rate all-in-one cost for all services related to conducting a series of focus groups, and the line-item method where individual costs are provided for each service (e.g., recruiting, room rental, moderating, analysis, travel, etc.). Pricing IDIs is more difficult because more variables are at play. Focus groups are traditionally two hours long and traditionally two are held per day. IDIs vary in length (15 minutes to 120 minutes) and different numbers of them can be completed in a work day

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that may extend from 9 a.m. to 9 p.m.

In conversations with moderators about this issue, the following models for pricing IDIs emerged:

Type A pricing: per head costs

Type B pricing: per day costs

Type C pricing: focus group parameters

Pricing IDIs is more a matter of personal accounting style than any prescribed industry standard. The figures given below are intentionally low so as to provide the mathematical thinking behind the pricing approach, rather than a suggestion of actual costs.

Type A: Moderators who set fees based on a per head model indicate that they set a fee for each interview and that fee includes all the estimated costs expended to complete an interview and analyze the findings. For example, if they charge \$10/head for each one-hour interview, that \$10 has to cover the costs of recruiting, room rental, interviewing, paying stipends, feeding clients, moderator travel and preparing a report. By having a per head cost, an estimate can be prepared for client review and project costs can be adjusted as budget constraints come into play.

Type B: Moderators who charge a per day cost (for example \$150/day) indicate that this flat day rate allows the client to choose any model they want (i.e., 10 30-minute interviews or six 45-minute interviews or five one-hour interviews). The costs are calibrated to cover all the same costs from recruiting to final report. Moderators indicate that the benefit of this model is that they don't get into nickel-and-dime project pricing.

Type C: Some moderators calibrate IDI fees based on the costs of doing focus group research since that pricing approach is familiar to clients. By apportioning costs on a traditional research model for two focus groups in a day, a per head rate is constructed. For example, if a moderator charges \$1,000 for a focus group (for all costs from recruiting to final report for that group) and divides that number by eight respondents (the ideal number for a focus group), the per head cost would be \$125 per person. If eight respondents were interviewed in a day

in an IDI format, the same money is charged as if they had participated in a focus group.

Analyzing IDI data

Two types of reports can be written based on IDI research: memo reports recapping plus-and-minus aspects or a detailed report indicating insights about broad themes across the series. When IDI sessions are short, i.e., 15 minutes, a memo report is probably sufficient to capture the "tops of the mountains." Longer sessions, with more detailed activities, may require a longer, more detailed report with illustrative quotes, or tables that compare options presented. Analytic text blocks to help the reader understand the results and what they mean, along with implications or recommendations, complete this type of report.

For the detailed report option, RIVA recommends the use of written transcripts to avoid the tendency to report head counts and to step away from selective memory of what happened. Since IDIs are conducted to illuminate nuances, those nuances need to be

carefully reviewed and reported in a final document that is intended to support client understanding. As with focus group reports, it is good to include, in the appendices, a copy of the guide and worksheets or descriptions of stimuli used in the interviews.

Deep and rich

In the hands of a skilled interviewer, who shows real respect for respondents and the research rigor to use interviewing time effectively, IDIs can help clients get a revealing look into the thinking of their target market and the language used to describe usage and attitudes. Insights can be deep and rich.

Focus groups require "flathead screws" to hold in place a stable platform of ideas. Because there are more respondents in a series, the insights tend to be broader than in IDIs. On the other hand, IDIs are best held in place with "Phillips screws" due to the precision needed to lock down the research planks. Using the right tool to anchor those screws is important, just like my dad taught me. ☞

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Conducting qualitative research among Asian-Americans

By John McKay



Editor's note: John McKay is senior vice president at Data & Management Counsel, Inc., a Chadds Ford, Pa., research firm. He can be reached at 918-492-6324 or at JMcKay4DMC@aol.com.

There are a number of important issues to consider when conducting exploratory or qualitative research with the Asian market. For one, recruiting respondents for qualitative research requires some sensitivity to Asian culture. Most new Asian immigrants are not accustomed to market research, and especially not focus groups. While they may be familiar with in-person interviewing, which is the predominant method of data collection in most Asian countries, such interviews are usually conducted in a person's home, not at a central interviewing facility. Focus group facilities are rare in Asia.

Asian consumers are not accustomed to being asked to give their individual, honest opinions in a group setting because it draws attention to the individual. The Asian culture teaches that conformity is prized and any show of individualism or independent thinking is discouraged. Therefore, in a group setting, Asians tend to defer to the opinions of the majority or of the senior member of the group. A well-known Japanese proverb illustrates the mind-set: "The nail that sticks up gets pounded down." In some Asian cultures, the women will defer to the opinions of the men, and will not openly disagree with them. Because of these cultural differences, it is important to keep these factors in mind when designing a focus group project with Asian respondents:

- For business-to-business focus groups, try to include people who are

on the same level at different companies. If the group consists of a mix of management levels, the lower ranking respondents will defer to the opinions of the more senior managers.

- Mixed-age or gender groups present a similar problem in some Asian cultures (e.g., Japanese). Often, younger people will defer to elders, and women to men. Consider splitting the group quota by gender, conducting half the groups with men only and half the groups with women only. It is usually safer to conduct groups within the same age cohort (e.g., 25 to 45) so there is not too vast an age difference between the oldest and youngest members of the group. Some Asian segments, such as Filipinos, have fewer problems mixing men and women in the same group. If in doubt, check with the Asian moderator.

- It is best to keep the various Asian groups separated, as there are signifi-

In-store studies grow in importance

In the retail environment shoppers don't have to "remember," they're already there. The store shelf and shopping experience can be part of the stimulus.

By William J. Hruby

Editor's note: William Hruby is a market research and advertising consultant with nearly two decades of packaged goods marketing experience.

A quandary exists for packaged goods marketers: Consumers often think about crucial product or marketing issues only while they stand at the shelf. Yet research is most commonly conducted in malls, mail panels and other locations far removed from the point-of-sale. The fact that 100% of all buying decisions are ultimately made at the shelf favors the case for in-store research.

Go where the shoppers decide to buy.

To capture those fleeting points which translate into product A being selected over product B, consumers must be intercepted in the store where top-of-mind issues are present. Meet that same consumer in a mall two weeks later, and, **IF** you can get them to speak with you at all, it is highly unlikely they can remember their purchase decisions, awareness of brand options, motivations for purchase, etc. And certainly not with the same degree of accuracy as an interview conducted at the point-of-purchase.

Participation is a major and growing problem for traditional research methods. Mall wave-off rates (shoppers who refuse to even be approached) hover around 90%, compared to in-store wave-offs which are more typically 30-50%.

In a recent issue of *Marketing Research* (Spring, 1998), authors Bearden, Madden and Uscategui summarized this point. In their report they emphasize that the pool of qualified respondents is drying up. Their concern: "Lack of representativeness resulting from refusals to participate . . . jeopardizes the accuracy of survey results. Evidence suggests that the decline in participation rates is already occurring and may accelerate."

Three questions you should ask: Prior to going to field, cutting edge market researchers ask themselves three questions, according to Dr. Herb Sorensen of Sorensen Associates

- 1) What information is needed?
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For packaged goods researchers involved in concept, prototype and related phases of product development who rely on

Product Guidance Research, the answers often point to in-store research.

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Purchase-intention surveys can take you only so far; marketers would also do well to observe consumers in real buying situations.

Harvard Business Review
May-June 1998



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cant differences between the opinions and attitudes of Chinese versus Japanese, for example, and not all Asian groups get along well with each other. Conducting a "pan Asian" group mixed with Chinese, Japanese, Koreans, etc., is not recommended.

The benefits of group dynamics are largely ineffective with Asian respondents. Asian respondents tend to politely take turns responding to a direct question, and there is seldom any group interaction or debate over topics. The best approach may be to develop a group consensus of opinions, rather than to ferret out each individual's opinion and encourage respondents to debate their differences.

Understand lifestyles and values

Qualitative research, such as focus groups and in-depth interviews, is crucial to help a marketer understand the lifestyles and values of the Asian-American market. Qualitative research provides valuable insight into how Asians articulate their opinions, attitudes and comprehension of key issues. Qualitative research can uncover cultural views, reveal specific needs, and answer behavioral and motivational questions that are difficult to determine through quantitative methods. Because the needs associated with Asian-American qualitative

research are very similar for both focus groups and in-depth interviews, this article only examines the more prevalent focus group process. Some of the key factors to consider in designing a focus group project with Asian-Americans include: recruiting, screening for language dominance, and facility arrangements such as food/refreshments, incentive payments, and Asian language host/hostess.

Recruiting

A vital part of the research team is the recruiter responsible for locating qualified respondents for the research study. Not many focus group facilities have Asian recruiters on staff, or even know of any freelance recruiters. To locate a qualified recruiter, check with the Asian moderator, the focus group facility, other research suppliers engaged in multicultural research, or research managers at corporations or advertising agencies which are actively engaged in multicultural marketing.

It is important to have bilingual (Asian/English) recruiters involved in the recruiting process. This makes it easier for the researcher to communicate directly with the recruiters and answer any questions that arise during recruiting. Bilingual recruiters are able to speak with potential

respondents in English and in the relevant Asian dialect, and thus will be able to assess each respondent's level of proficiency in either language.

The recruiters should have access to the community and not be limited to telephone recruiting. With Asian research, it is the community contacts and in-person involvement that make the difference in recruiting respondents. Asian focus group recruits are notorious for poor show rates, but this is often due to a lack of direct personal contact in the community. Asian consumers are simply not accustomed to American research practices, and they may say they will come but change their minds if they get "cold feet." It is not unusual to recruit twice as many Asian respondents as needed, but this can be avoided if the recruiter has credibility within the community. Since most focus group facilities do not have extensive databases of Asian consumers (especially those who are Asian language-dominant), more creative recruiting methods must often be employed:

- post signs or ads in local community centers, churches, and/or stores where the target group tends to congregate;
- run ads in local Asian community newspapers, newsletters, or circulars;
- conduct in-person, "on the street" recruiting in Asian neighborhoods and shopping areas;
- offer a raffle to respondents who arrive at the facility at least 15 minutes early, and award a cash prize to the winner;
- offer to provide transportation to and from the facility, such as taxi, bus or van.

Recruiting Asian respondents to an existing focus group facility is not always feasible, as the facilities may not be conveniently located to where the Asian population resides in the community. If there are no focus group facilities located near the targeted Asian community, then select a hotel or community center that is convenient to the community. The focus group facilities, moderator or recruiter may be able to recommend a suitable alternative site.

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Screening for Asian language dominance

In a research project where the client requires the respondents to be Asian language-dominant, the screening questionnaire should include specific questions to help target respondents who primarily speak an Asian language rather than English. The series of questions used can be altered to suit the project objectives, as can the scales. The researcher and client should reach a mutual agreement on each question as to which responses qualify the respondent to continue the screening process or qualify for participation in the research. The researcher can use any one of the following questions or use a combination of two or more of these questions in the screener to ensure that the respondents are Asian language dominant.

- Ask the respondents to indicate on a scale how much they speak the Asian language relative to English.
- Ask the respondents to indicate on a scale how often they speak the Asian language at home.
- Ask the respondents to indicate how many total hours in an average week they watch or listen to radio or television programming in the Asian language.
- Inform the respondents that the group discussion will be conducted exclusively in the Asian language, and that some printed information will be displayed for them to read. Respondents must indicate they feel comfortable with their ability to speak and read in the Asian language fluently to participate fully in the group discussion.

Food/refreshments

In most cases, Asian respondents do not expect to eat a full, hot meal at the group, so it is usually best to just serve refreshments or snacks that are welcome in any culture: soda, coffee, hot tea, cookies, a fruit or vegetable tray. Catering special-order Asian food can be expensive and tricky to arrange, and freshness and quality may be suspect if the caterer is unfamiliar to the facility management.

- Asian Indians are predominantly

vegetarian, so serving the ubiquitous deli sandwiches to respondents is taboo.


- It can be a nice touch to serve familiar food to respondents, like a traditional Japanese boxed lunch or dinner to Japanese respondents. With the variety of regional Chinese cuisines, however, it is probably best to refrain from serving Chinese food to Chinese respondents.

Incentive payments

It is recommended that all incentive payments made to Asian respondents, particularly for newer immigrants and less assimilated segments, be made in cash (paper currency), not personal checks (provided by the researcher or the focus group facility). In most cases, Asian immigrants do not have personal checking and savings accounts, so cashing checks can be problematic for respondents. Although check cashing centers are available in most urban areas, these centers charge a fee to cash checks, and that unfairly decreases the

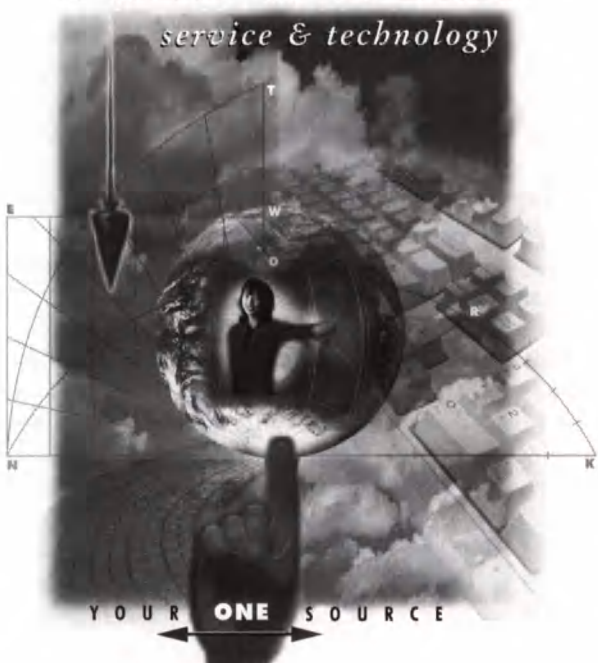
amount of incentive that the respondents receive.

Asian host/hostess

Focus group facilities routinely provide a host or hostess for the evening to greet respondents and to make sure they are fed and paid. When conducting focus groups with Asian respondents, especially for those who have little or no English proficiency, it is a nice touch to provide a host or hostess native to the culture who speaks the language. It is also helpful to post a sign printed in the Asian language outside the facility or on the door of the building to guide respondents to the proper suite. It is especially helpful if the person(s) involved in the recruiting can also act as host/hostess for the evening, since they will already have established contact with the respondents by telephone or in person. This advance familiarity with someone associated with the project may help respondents feel more comfortable about participating in the research. 

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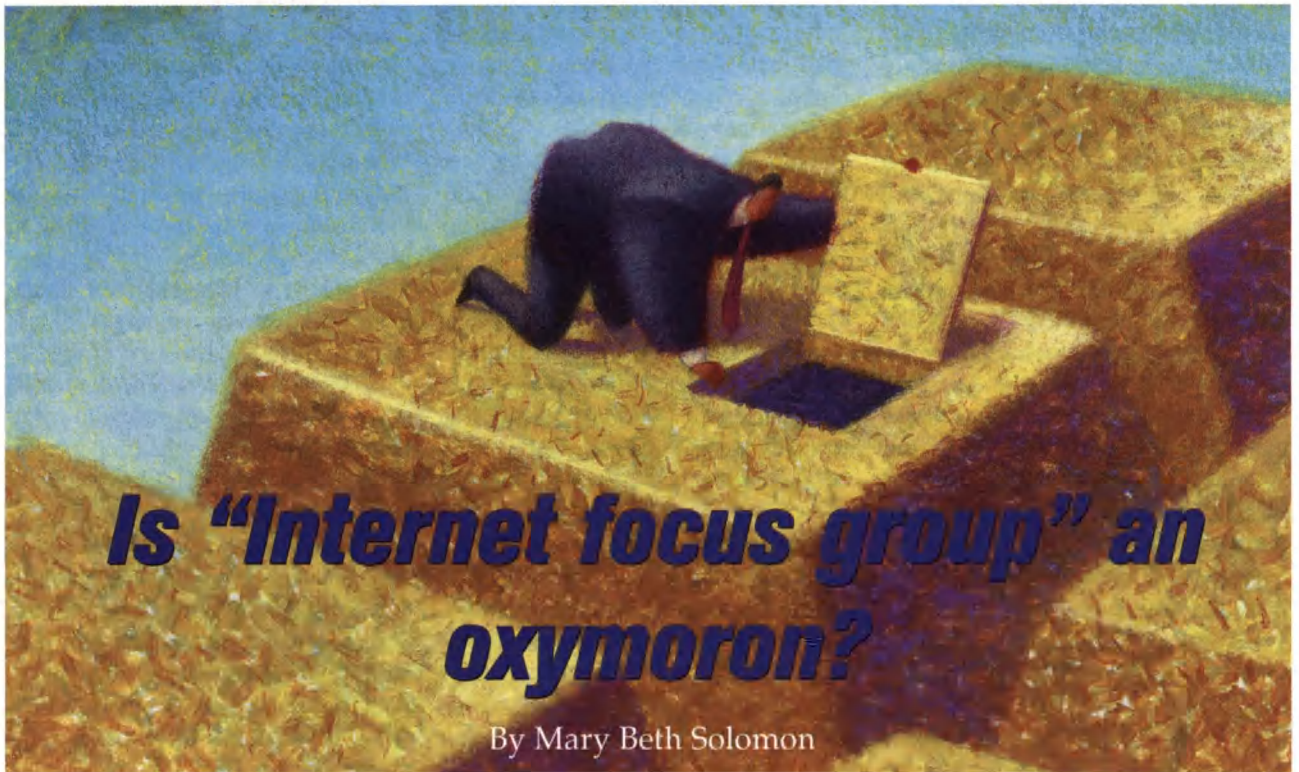
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Is “Internet focus group” an oxymoron?

By Mary Beth Solomon

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The curiosity of many marketers about Internet research is tempered by a sense of caution. To some, the terms “on-line” and “focus group” are strange bedfellows. In certain ways, there is no substitute for the face-to-face, human interaction of a live, in-person focus group. And of course, there are downsides to Internet research, namely that it is skewed toward individuals who have access to computers and the Internet — not to mention some obvious physical limitations.

The use of the term “focus group,” while not entirely accurate in paralleling its traditional meaning, serves as a defining point of reference for those to whom the on-line medium still is new enough to lack a lexicon of its own. Eventually, techno-lingo will replace the insufficient nomenclature currently in place.

Internet focus groups are not necessarily meant to replace traditional research, but rather to supplement or — particularly when there are budgetary restrictions — serve as an alternative to other research. Cost savings is one of the biggest attractions of this type of qualitative research. Rather than shelling out thousands of dollars on round-trip airplane tickets, facility rental, meals, taxis, and other incidentals, clients merely log on in their own cities, offices, and homes to observe the research in progress.

Nevertheless, to dismiss the “Internet focus group” as an inferior tool is to fail to acknowledge dimensions of the on-line medium that can serve advertisers and marketers quickly and accurately. To paraphrase an old saying, an on-line focus group cannot please all marketers all of the time, but it can please all marketers some of the time. Aside from the obvious benefits of the on-line focus group in terms of time and money, there is an additional overriding value — which lies in getting the hard-to-reach target population. On-line, it's possible to access populations that are traditional-

ly inaccessible due to time or professional constraints — groups such as physicians, lawyers, senior business executives, and other professionals. Chances are higher they will be available to participate, too, since they do not need to take time from their busy schedules to visit a focus group facility but, rather, can participate from the privacy of their own homes.

When the Internet began competing with TV as home entertainment about three years ago (more than a third of on-line users say they watch less television in favor of being on-line), initially modem-equipped computers were found primarily in high-income, highly-educated, white households. Yet the Internet's entrance into more homes, public schools, and libraries means that, gradually, it is becoming a tool for a broader demographic. The reach of the Internet — and thus of on-line marketers — is rapidly growing.

It is a mistake to assume that, because a discussion occurs on-line, there is an absence of group dynamic. In fact, the inherent limits of computer-based communication compel the creation of alternative ways to com-

municate. To use a biological analogy, the diminished use of one sense heightens the sharpness of the others.

Because it is not yet easily possible to see those you're talking to on-line, certain non-verbal cues (e.g., the way one is sitting, leaning, smirking, etc.) are sacrificed. Nevertheless, there are numerous non-verbal cues that occur in an on-line chat environment. These "emoticons," as they are called among on-line users, are text-based "pictures" that result from the use of punctuation marks which, in combination, appear to look like expression-bearing faces. In addition to emoticons, on-line focus group respondents tend to rely more on words and complete sentences (vs. hand movements or expressions in "real life") to express their thoughts, and on expressing these thoughts in more concise ways — without depending on pauses and hesitations that occur during spoken communications.

Literature provides a good analogy. Written communication depends on the writer's skill to instill emotion into the words on the page. In fact, the publishing industry is based on communicating ideas and (especially) emotions through words, yet one doesn't have to be a poet laureate to know that it is possible, if not quite simple, to express a broad range of human emotion through words.

During the traditional focus group, the client observes the discussion from behind a one-way glass; communication with the moderator is impossible without interfering with the discussion. An on-line focus group, though, offers two-way interaction between the moderator and client. The remarkable opportunity for the client to interact directly with the moderator, if necessary, while the moderator conducts the group has become a necessity to operating a fully-effective focus group discussion. Rather than sneaking into the room with a note scribbled on a piece of paper, the client can address the moderator directly, clearly, efficiently, and without interrupting the flow of the group dynamic.

One area of caution among marketers — and often one of the biggest barriers to conducting research on-line — is whether or not the participant

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is really who he says he is. Yet even when one can see the respondent in physical form, how does one know who he or she really is? In this aspect more than any other, the on-line world parallels the "real" world in the sense that one never truly knows in either environment if the woman in your focus group is Jane Doe, Jane Roe, or John Smith!

Since many on-line focus group respondents participate from their homes, there are a variety of potential distracters. Some marketers are concerned that these distracters will hinder the research. Yet, isn't it far likelier that a respondent in a traditional focus group might "tune out" the conversation, or might worry about what he's going to say next because he feels shy about what the woman sitting across from him might think?


In traditional focus groups there are always the "natural talkers" who dominate the discussion, despite a good moderator's attempt to equalize participant contributions. Similarly, there are others who are less comfortable voicing opinions in a group and who will express themselves more freely when not face-to-face with their peers. The on-line focus group has a built-in leveling effect in the sense that shy participants can express themselves as freely as more outgoing participants. A participant points out why he likes participating in on-line focus groups, explaining, "I can be honest without the face-to-face peer pressure of

focus groups," and another offers, "I get to express my opinion without having to hear someone's reaction." At least in terms of honesty and willingness to offer genuine ideas and opinions, respondents tend to feel more comfortable participating from the privacy of their own homes.

In fact, the likelihood for distraction is lessened when one must focus on reading a computer screen than when one sits in a focus group room watching the moderator, listening to other respondents, thinking about their answers, wondering what they'll say next, envisioning what's going on behind the one-way mirror.

It is not only possible to test advertising copy and textual concepts on-line (by incorporating them into the discussion), but it is also common to get reactions to product concepts, ads, and graphics by uploading them to the respondent either prior to or during the on-

line focus group and instructing the respondent to download and view the file. Even testing that requires tactile or multi-dimensional exposure can be accomplished by combining on-line focus groups and e-mail communication with regular postal mail or overnight courier — sending the product to be tested and using the on-line medium to get instant reactions.

All of this is not to say that focus groups conducted on the Internet do not have limitations in terms of physical, visual, and tactile interaction. The on-line moderator must recognize that, rather than handicapping the process, the on-line environment offers, in fact, an avenue to a potentially broad, rich method of communication. Perhaps a new name (Modem research? Cyber groups? On-line interviews?) might cast this type of research in a light that rings truer to the marketer who is new to the Internet. 

Trade-Offs Between The Traditional Focus Group Methodology And On-line Focus Groups

	TRADITIONAL FOCUS GROUPS	ON-LINE FOCUS GROUPS
Availability	Approximately 3-1/2-hour time commitment. Busy respondents less available.	No driving to facility, approximately 60-minute time commitment. Busy respondents more likely to be available.
Communication with moderator	Observers sent notes into focus group room.	Observers can communicate with moderator on-line via private messaging.
Cost	Costs \$500 to \$1,000 MORE, plus travel out-of-pockets and time, food, facility rental, etc.	Costs \$500 to \$1,000 LESS, plus savings of travel out-of-pockets and time, food, etc.
Geography	Region-based. Participants must live in certain geographic area.	National. Participants can live anywhere in the U.S. or world.
Group influence	Dominant individuals can influence participants.	Less likely for one individual to dominate, since all participants answer simultaneously and confidentially.
Internet access method	No particular access method required.	On-line access required.
Non-verbal communication	Can observe body language.	Cannot observe body language; participants can use emoticons to enhance communication.
Participant input	Shyness or insecurity may affect some participants' volume of input.	Limited typing skills may affect some participants' volume of input; shyness or insecurity less of an inhibition due to anonymity.
Transcripts	Transcript time-consuming and expensive to obtain. Often not in complete sentences or thoughts.	Word-for-word transcripts available almost immediately. Usually in complete sentences/thoughts.

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Face/Off a pharmaceutical projection technique

By Murray Simon

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To a moderator, good projection/imaging techniques are like a sophisticated sound system that can make a shower singer sound like Pavarotti . . . at least we'd like to think they can. And when we find techniques that consistently work, we take care of them like precious jewels and use them judiciously. A good projection technique can do wonders for focus groups or one-on-ones; among other things it can:

- develop abstract input that reveals underlying thoughts and attitudes;

- liven up an interview or group discussion; and

- prompt the client to feel they have retained a creative moderator.

I specialize in health care market research; studies in this arena can be a bit pricey, particularly if they involve interviews with health care providers. Doctors put a high value on their time away from the office, even when it involves a relatively convenient telephone interview. If the study protocol dictates the use of focus groups or facility-based one-on-ones, the cost of putting together a study will be heavily impacted by significant recruiting and incentive costs. An experienced health care moderator often charges more than his or her consumer oriented counterparts.

These higher costs, coupled with the generalized perception of health care professionals being a difficult interview, can lead to a moderator who is dealing with concerned clients, i.e., they worry that their substantial investment of time and money will not provide sufficiently rewarding results. Sometimes these concerns are quite valid — physicians tend to be pragmatic (and guarded) in their responses and many are initially suspicious and wary of the marketing research process.

Many times the potential success of the study can be heavily influenced by the subject being discussed. If the physician or dentist thinks he/she might learn something about a new product or technology,

the willingness to participate (and the success of the recruit) will usually be higher. Good luck trying to recruit gastroenterologists for a study involving the exciting subject of laxatives. But if the client has a new technology for performing colonoscopies, the recruit will probably be a breeze.

As a health care moderator with many years vested in interviewing providers, one of the few things in marketing research that still worries me is doing focus groups or one-on-ones in which the products or services involved are generally considered a low order of priority by the professional (dentists discussing toothbrushes, dermatologists comparing moisturizers, surgeons critiquing journal ad concepts, etc.). I do not mean to imply that these products or services are not of importance, but it is often difficult to prompt professionals to talk about them with any degree of enthusiasm or passion, either positive or negative. I would assume the same sort of potential problem exists in market research with other populations of highly educated, technically oriented respondents.

I'm always interested in learning about projection techniques that might be of value in invigorating

interviews or discussion groups with professionals, but we keep coming back to the issue of rampant pragmatism. Asking a group of physicians, "If this drug were an animal, what kind of animal would it be?" runs the distinct risk of losing what can sometimes be a rather tenuous hold on their attention or cooperation. On those rare occasions when I do find a technique that works well with health care providers, it's like finding a pearl in a mountain of oysters. And to create an original projection technique that works is somewhat akin to giving birth to a beautiful baby.

I'd like to tell you about my baby.

One of the hit movies of late 1997 was *Face/Off* with Nicholas Cage and John Travolta. For those who might not have seen it, the story involves an FBI agent and a vicious criminal who change faces, voices and identities. The movie was totally implausible, thoroughly entertaining and it will always rank among my favorites because of a thought it triggered one day in the midst of a marketing research project.

I had been doing several days of facility-based one-on-ones with primary care physicians and specialists. We would start at 7:00 a.m. and fin-

ish at about 9:00 p.m. The hours weren't the problem, the subject was. We were testing concepts for journal advertising and physician educational/promotional materials for a new drug that was about nine months away from launch. Because this product represented a totally new drug category and would be going up against an established drug with a respected track record of 40+ years, we were not only trying to determine the best way to get the message across but were also trying to ascertain the relative potential for acceptance, e.g., would these doctors write prescriptions for it?

This type of interview can be very difficult because of the previously mentioned physician pragmatism coupled with intentional evasiveness. Perhaps due, in part, to the highly litigious times we live in, doctors have become understandably wary of passing judgment on a medical product or device they know little about. As a result, when you ask them questions about how they might hypothetically react to a new drug, you frequently get an evasive litany that typically includes one or more of the following comments:

- I can't make judgments until I've read the clinical studies.

- I'm never the first doctor to try a new drug.

- What about all the "great new drugs" that have been pulled from the market?

- Send your rep around with samples and after I've used it we can talk.

Hour after hour of these responses can be frustrating for the client; there is also the potential of inducing mental anesthesia in the moderator. Late one afternoon a physician who was trying to be helpful started a sentence with the statement "Now if I was detailing a doctor on this new drug . . ." and a lightning bolt shot through my numbed brain. I asked him if he had seen the movie *Face/Off*; he had not. I briefly explained the story and asked if he would like to play Pharmaceutical



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Face/Off, i.e., I would assume his identity as a physician and he would assume mine as a detail rep calling on him to tell him about this new product. He sat upright in his chair, asked for a moment to gather his thoughts and soon launched into an impassioned sales presentation . . . and I quickly discovered a great projection technique.

Unless they happen to be practicing in Siberia, physicians are quite familiar with detail reps and their promotional efforts or pitches; the majority of doctors are convinced they can do it better. Although you are asking them to put themselves in the detail rep's shoes, the thoughts and attitudes expressed are obviously based on their personal experiences as practitioners. Very few respondents were uncomfortable with Pharmaceutical Face/Off and the learning curve went up dramatically once we incorporated it into these interviews.

Using Pharmaceutical Face/Off

we were able to learn the following:


- The younger physicians would be less impressed with the long-term track record of the established therapy.
- A significant subsegment of the patient population has strong emotional concerns about using this older drug.
- The "design" of the new drug was very intriguing to those respondents who had listened carefully to the information presented.
- The doc/reps found certain statements in the educational concepts particularly difficult to defend or justify; they would have to be revised.

The caliber of information was so much better in the interviews that followed the inclusion of Face/Off that my client asked to initiate it earlier in the process in order to allow more time to probe the issues raised by our "temporary detail reps."

Since its inception, I have used this technique several times with a number of clients; it seldom fails to

elicit strong positive responses from them. Thus far it seems best suited to the one-on-one interview, but I'm anxious to work out a focus group version and would welcome thoughts and ideas from those of you reading this article.

I'm very much aware that the basic nuts and bolts of Pharmaceutical Face/Off aren't anything new — what goes around comes around — but linking this projection technique with a well-known movie seems to provoke a challenging game instinct within highly educated respondents. I can easily envision a host of variations — CEO Face/Off, Banker Face/Off, Computer Nerd Face/Off, etc.

Give it a go . . . the worst case scenario is you wind up wasting a few interview minutes. But if you want to put more zip in those technical interviews while ratcheting up the potential return on investment, add Face/Off to your list of moderating (and movie) musts. 



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A focus group confession: “What’s so bad about bean quantitative?”

By Tim Huberty

Editor’s note: Tim Huberty is president of Huberty Marketing Research, St. Paul, and an adjunct professor in the Graduate School of Business at the University of St. Thomas, Minneapolis. He can be reached at 651-698-8776.

Oil and water. Stripes and plaids. Research people and creatives. Qualitative and quantitative research. Some things just don’t mix.

For as long as anyone can remember, quantitative and qualitative research have been incompatible. Quantitative research is numbers. Statistics. Objective. Cold. Clinical. Standard deviations and standard errors and all that other scientific-sounding stuff. On the other hand, qualitative research is feelings. Touchy feely. Emotions. Getting in touch with the “inner consumer.”

Stirring those things which really determine why people buy the things them do.

You can’t mix the two, quantitative and qualitative – or those two types of people. Quantitative people

are left-brain people, qualitative people are right-brain people. They just look at the world in completely different ways. Marketing research firms scoff at ad agency “researchers” as being too “loosey goosey.” On the other hand, account planners and similar souls at ad

agencies often counter that you “miss the forest when you talk to too many trees.”

So everybody goes down their own separate paths, always suspicious of the other. Once in a while, quantitative people sneak a few open-ended questions in their surveys to gain “insight” into the numbers. But they are quick to convert those diagnostic verbatims to into cold, unfeeling two-dimensional numbers before anyone becomes the wiser. And “facilitators” continue to listen to people “spill their guts,” afraid at compromising their integrity by adding up the number of common lamentations.

Beyond feelings

The problem is that qualitative research is like fixing your brakes. “The squeaky wheel gets the grease.” Oftentimes – unfortunately



– the person who shouts the loudest or makes the funniest quip receives undue credit for those comments. Those are the comments which are remembered longest, given the most weight. The Rule of Thumb in qualitative research has often been “One-third of the people contribute spontaneously, one-third will contribute if you call on them and one-third are ‘throwaways.’” The

The Rule of Thumb in qualitative research has often been “One-third of the people contribute spontaneously, one-third will contribute if you call on them and one-third are ‘throwaways.’” The “throwaways” are seldom given any credibility. And so, qualitative research becomes even more selective, even more qualitative.

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Beyond hearing what everybody said (even those who never said anything), a second major problem confounding qualitative research actually parallels a problem faced in quantitative studies. In a survey, when respondents are asked to rank several items, you have no idea

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about the relative status of each item. For example, respondents are asked to rank why they selected a certain type of pizza delivery. They are given the options of food quality, price or speed of delivery. Unfortunately, when they rank those three items, one never knows just how important one item is relative to the other two. In other words, food quality could be 99 percent responsible for selection, and yet by simply ranking the items one-two-three, they all are given equal status. That problem was solved in survey research by asking people to "weight" their choices. In other words, respondents are given "100 points" and asked to indicate how much they really prefer each of several options by assigning points to it. Thus, you know how much each item was preferred, relative to the others.

Qualitative weighting

Unfortunately, qualitative interviewers and focus group moderators have never been that smart. A few might ask participants to "show hands," but observers are under strict orders never to "count the noses." But why not? Why can't

that same technique which has proven very successful in quantitative research be applied to focus group discussions or even one-on-one interviews. Hence, we have the birth of the "Bean Test."

For quite some time, participants have been jotting down their answers before the group discussion



begins. This makes people accountable for their answers – and helps to make sure that the most articulate (i.e., first answer given) respondent does not influence everybody else. Ironically, however, many participants continue to nod publicly to what they have not written down privately. So those initial thoughts never make it on the tape – or in the report.

In the Bean Test respondents are told to make choices based upon being given 100 beans. For example, in a focus group setting, partic-

ipants have just been shown several different ad concepts. The moderator says,

"I want you to indicate how much you like each of the ads by giving them between 1-100 beans. You allocate your beans by how much you like each ad. If you really like one ad, you can give it all your beans. You don't have to give beans to every item. On the other hand, if you like several ads somewhat, divide your beans according to how much you like each one. You cannot split your beans and they must add up to 100 total."

Now participants have the opportunity to vote. And the results are oftentimes remarkably different than what the "squeaky wheels" have been pontificating about. For example, a few months ago I was conducting focus groups with consumers, showing some rough ad concepts for potato chips. A few people really liked one ad in particular and made no secret about their enthusiasm. Soon everybody in the room was bleating contentedly. At the same time, the other two ads were receiving a fairly positive reception. The people from the ad agency in the back room initially thought they had a clear-cut winner. And yet, after the groups were over and the participants had gone home and we looked at the "Bean Results," we found that even the squeaky wheels who had been so boisterous about "their" choice had split their beans fairly evenly. In fact, when the beans were added up over several groups, the one ad that the squeaky wheels had championed actually ended up in last place.

And so, right now, those qualitative purists who haven't gone into cardiac arrest are shouting, "You can't count noses in a focus group! It's only eight to 10 people. It's not a quantitative sample. It's a bastardization of qualitative research." But why can't you? For one thing, it is qualitative research. You're still getting the "touchy feely" feedback

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which is so critical to this type of research. Plus – by adding up the beans across several groups – or one-on-one interviews, you're coming suspiciously close to generating a quantitative sample. For example, if you've done four focus groups of eight people each (not an uncommon

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practice), you've talked to 32 people. Both ad agencies and research suppliers have acknowledged for years that "30 is smallest quantitative sample I'm comfortable with."

"Reach and frequency" also count in the Bean Test

But counting beans is not merely enough. You also have to look at the total number of people who give beans to each and every item – or conversely, do not give any beans to one or more items. I had this situation just a week ago. I was showing focus group participants (nine groups of six people each, or a

"quantitative sample" of 54 people) some ideas for a new magazine cover. To the surprise of everyone, once the beans were counted, the old "standard" cover received almost as many beans as two or three of the new ones. And yet, in the groups themselves, the participants had been fairly enthusiastic about the new designs.

When I looked at the participants' notes, however, I noticed that a few respondents had given all 100 beans to the old covers. Thus, five or six people had really added unrealistic preference to the old design. So it's crucial that you look at not only the total number of beans, but the number of bean givers. Sort of what media people have been preaching about "reach and frequency" for years. An interesting sidebar: The high number of beans given by those few people also told us that the old "standard" cover had a lot more emotional pull than we had originally suspected.

Finally, it's also important that you look at the number of items that do not receive any beans. Items with no beans represented "rejectees."

Greater client satisfaction

Clients without exception love the Bean Test. All of a sudden they are part of the qualitative research process. Most have more quantitative training anyway, so this helps them "get a foot in the qualitative door." More importantly, it removes some of the mystery – the hocus pocus — of relying on the magic, interpretative powers of a moderator who "just knows because I always do this." On the other hand, as you might expect, facilitators are not too happy when their esoteric powers are subject to demythologizing.

And so, just as mother once told you to "eat your veggies," it's time to "count your beans." The benefits greatly outweigh the risks. And best of all, in qualitative research the opinions and attitudes of every human BEAN get counted. ☺

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Guidelines for the future

*MRA/QRCA joint
committee-recommended
best practices for
qualitative database
development and usage*

By Nancy E. Kolkebeck

Editor's note: Nancy E. Kolkebeck is vice president of JRA, J. Reckner Associates, Inc., a Montgomeryville, Pa., research firm. She is also a member of the MRA/QRCA Joint Committee. She can be reached at 215-822-6220 or at nkolkebeck@reckner.com.

As the use of qualitative research increases, and there is every indication that the trend will continue well into the next century, concerns regarding respondent cooperation and past participation will be amplified. How do we as an industry deal with the increase in focus group research while at the same time address these concerns? One way is to become familiar with a recent publication distributed to members of the Marketing Research Association (MRA) and Qualitative Research Consultants Association (QRCA).

The recently published "Recommended Best Practices for Qualitative Database Development and Usage" is the first fruit of a partnership established in 1996 between MRA and QRCA. These two associations established the MRA/QRCA Joint Committee to discuss and address issues of mutual concern. The group's purpose is to formalize dialogue between the two associations and to create materials and processes that will benefit members of both associations. The first area of mutual concern to be addressed was qualitative databases, specifically how respondents are recruited into a database and how facilities manage the past participation component.

The focus of the publication is to provide the industry with "best practices" that have been agreed to and are endorsed by both associations. Topics addressed include: methods currently

used by facilities to recruit respondents into a facility database; how to handle client provided lists; making first contact with a potential respondent; and managing a qualitative database.

The cost of maintaining a database is significant. Some agencies have reported replenishment and maintenance costs ranging from \$30,000 to as high as \$75,000 per year. What is included in this cost? Activities such as: adding new information fields, for example name of Internet service provider; updating each respondent record for past participation by client, product category, and research type; adding new respondents; replacing respondents who have participated the maximum number of times; replacing respondents who do not want to be called anymore; and replacing respondents who have moved, etc. The business impact of database maintenance is that those

agencies who do have strong and accurate databases may charge more to recruit than those who are using independent recruiters, are still using card files, or who do not dedicate resources to freshening their database.

Focus group facility owners and managers have surmised qualitative research consultants generally did not approve of methods such as direct mail, advertising, and in-person solicitation as appropriate means to refresh and increase recruiting databases when these solicitations included the statement that respondents would be "paid for their time." And indeed when the subject was raised to the MRA/QRCA Joint Committee, the QRCA members were uncomfortable with the use of ads or flyers stating potential respondents would receive money for participation. However, they came to the conclusion that "opinion sharing" was not sufficient enough motivation for the public to respond to agencies' solicitations. This change of position came about through discussions between the MRA and QRCA members. From the agency perspective this now means ads used for soliciting new database respondents can contain copy stating that if they participate in a study, they will be compensated for their time and opinions.

In addition, most methods currently used by facilities to recruit new database participants are now acknowledged and endorsed by QRCA as a result of the MRA/QRCA Joint Committee's efforts. These methods include: newspaper and radio ads, direct mail, interviewing or screening in malls, bulletin boards, e-mail, contacting organizations such as schools or churches, random dialing, and distributing flyers at large area events. One caution presented in the publication is that when respondents are being sought for a specific study, the method and copy for any advertising or notices should be determined by the client and field in partnership. The other caution noted is that the words "pay" or "paid" should be avoided whatever the method. Why? Because potential respondents may think that what is being offered is a "paid job" or a way to earn money on a regular basis.

Once a potential respondent is speaking with a facility, the guidelines recom-

mend explaining what marketing research is, how the process works, and sharing participation benefits. This will

For a copy of the publication contact either association:

Marketing Research Association
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860-257-4008
email@mra-net.org
www.mra-net.org

Qualitative Research Consultants Association
P.O. Box 2396
Gaithersburg, MD 20886
888-674-7722
qrca@qrca.org
www.qrca.org

increase the public's awareness about legitimate market research practices and serves to heighten a potential respondent's interest in participating. Any means we as an industry can use to increase respondent cooperation will make all our businesses more profitable.

Other recommended MRA/QRCA Joint Committee best practices are: never recruit a new respondent immediately; place a return call to those who call into a facility to verify that the telephone number is correct; de-dupe all records in a database by telephone number to weed out professional respondents; don't ask respondents to fill out database questionnaires while they are waiting in the facility prior to partici-

pating in a study; and establish a "do not recruit" list of respondents who are not suitable for focus groups. A "do not recruit" list should include those who falsify information about past participation or qualification requirements, those not able to express their opinions clearly, or those who dominate a discussion.

These are just a few of the topics discussed. An appendix includes the CMOR Respondent Bill of Rights, frequently asked questions about marketing research and sample responses, sample display ads, a sample database screener, and other tools.

In closing, you might well be asking yourself "Why should I be concerned about these topics?" Each member of the research team, end users, moderators, and facility owners will benefit from promoting these best practices. End users will be rewarded with quality data through their willingness to use facilities that adhere to these best practices. This may mean slightly higher project costs. Moderators' anxiety level will be reduced because they will be assured of quality respondents by selecting facilities that endorse these best practices. And, facilities who follow these best practices will be those that experience financial success in the next century because they will be sought out by leading-edge clients and moderators. ☞

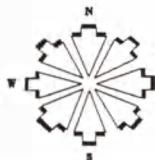
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Releasing the child within

Techniques for moderating
kids' groups also work with adults

By Eve L. Zukergood

Editor's note: Eve L. Zukergood is managing partner of Market Navigation, an Orangeburg, N.Y., research firm. She is also a long-standing member of the Communications Committee of the Qualitative Research Consultants Association. She can be reached at 914-357-1055 or at ezukergo@ix.net-com.com.

Much has been written about conducting children's research, the particular challenges this population presents, the necessity for using specialized techniques, and having a comprehensive

developmental grasp of kids. With all due respect to the experts in this field and the many specialized practices it takes to research this very special market niche, I have found that a researcher can become fluent in both the child and adult worlds and understand the similarities of innovation and creativity in both. Understanding how unbridled, uncensored enthusiasm and imagination works, and the flexibility to translate that to the innovation we often seek from adults, can contribute greatly to research projects, especially where fresh perspectives are being sought.

From the broad base of studies I have conducted among these two populations, I've gained a new viewpoint on some of the similarities between adults and children, and the potential for the cross-utilization of certain research techniques. I believe this understanding and approach to research can be used in strategic planning; both in the disciplined review of issues and the ideation and brainstorming often used as the first step for development of new products and services.

In a recent study for the building of a new multimillion-dollar library, I was asked to conduct research

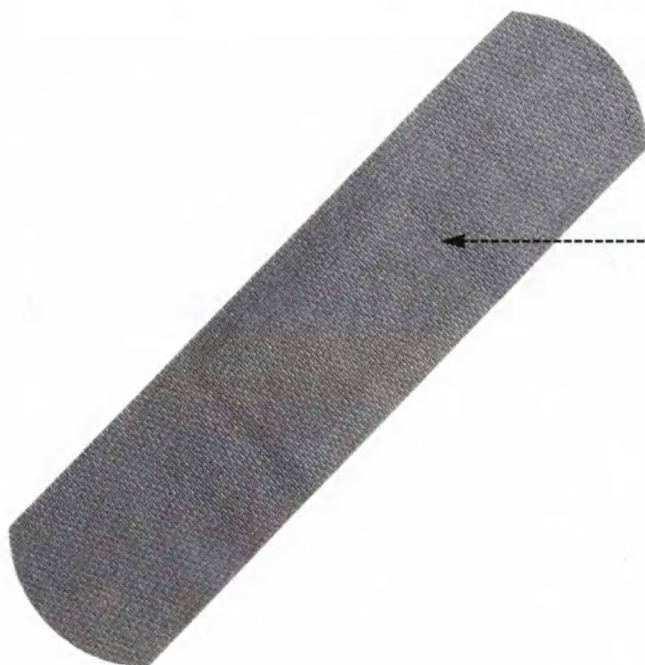
regarding the building design and new services the facility should offer. Another objective was to determine what kind of connections there might be between the design of the structure and the new services the library would offer.

To narrow the focus we first decided to work specifically on the children's room of the new library. A preliminary survey was designed and distributed to help identify guidepost topics and issues. Aside from some specific questions about current use of library facilities and services, there were several open-ended survey questions about what children wished for in a library. The very last question asked the children to draw a picture of the library they wanted. Here we were trying to bring in more right-brain, creative input and also give kids an avenue to articulate in a way other than words. It worked particularly well, because many pictures showed shapes, colors and positioning of books, furniture, windows and computers; many new issues and metaphors surfaced. These images gave us a starting point for what to explore and then refine in the focus groups.

Next we conducted focus groups among children of both sexes ranging in age from six to 12. Here the traditional segmenting by sex and age was done. To establish an instant rapport and create a safe environment, kids entered the discussion room with a backdrop of music playing and a large 5x15-foot sheet of paper laid out on a few tabletops. Crayons and markers were scattered around. Participants were greeted, and then asked to step over to the paper and begin to draw the library of the future, along with the moderator.

This technique is particularly useful for adults as well, in terms of loosening them up, equalizing the playing field, and setting the tone for a creative, positive environment. For children (and adults), who often want to behave correctly, and who may be reluctant to verbalize nega-

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tives, the method is an alternative channel of creative expression. A freedom is established that can later be expanded upon when having participants articulate their inputs. And

heck, it's fun, which always helps for a nice start.

Variety of material

Using a variety of stimulus mater-

ial and techniques is key in both children's and adult groups. This particular research project contained five separate segments. What began as an exploratory, non-evaluative ideation process led to an actionable, easily implemented plan for designing the building and determining the service the library should offer. Physical layout was intertwined with interactive services which were deemed essential for the library of the future. From the viewpoint of a strategic research consultant, this at first seemed like it would be a perilous and almost impossible path to travel, but it worked. Once full expression was achieved, it became easy to focus, rank, evaluate, and adjust and sequence feasible design and service scenarios.

The use of Storysounding™ was particularly helpful in getting the children to articulate their opinions and begin the ideation process. It involves using some sort of drum, or instrument — the more primitive the better — to begin a story sequence. Respondents were arranged in a circle on the floor to enhance the storytelling mood. The technique incorporates sound and touch and creates a sense of safety for participants. Anthropologically speaking, humans have long enjoyed listening to and telling stories. The technique also takes the focus off the moderator's traditional question-and-answer mode, and facilitates participants listening to each other and building on each other's ideas — not to mention the element of amusement it introduces. Information just comes pouring out.


Engage the other senses

Another of the market research segments included the use of the magic bag. With participants still in the creative mode, great care was taken to use a technique that would engage the other senses. Here, touch was emphasized, as each participant reached into a velvet bag to pull out some material, object, fabric or toy. This then sparked further speculation from the group as to how this object could be worked

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into the new library design. We heard about everything from new furniture design to large, naturally lit areas to encourage more usage of the library.

Strategically speaking, while looking for new services to provide, we were also looking for ways to increase both trial and usage and generate self-supporting income streams. These various techniques spawned a lot of imaginative answers, interaction, and either strong likes or dislikes. Further probing was used to get to underlying motivations and values behind the various choices.


At one point, the group was split into dyads and triads. The two objectives were to have participants project to other age groups and test the material that had emerged in the group. Methods like imagining oneself as a younger or older sibling, speaking from the sibling's point of view, determining how they would react to, say, computers in the café and magazine area, helped deter-

mine preferences and variables by age between the various library physical layout schemes and services we had discussed.

Also essential to the evaluative process was the use of a variation of the persuasion design method developed by George Silverman. Participants who enthusiastically supported a certain feature or service being incorporated into the library of the future were teamed with rejecters. Here the role of the moderator is really as observer and listener. Participants in a timed segment try to convince each other of their own points of view, much like what happens in the real world. Within this segment, rating and ranking is also used, and every effort is made to extend beyond top-of-mind preferences to deeper motivations. The word-of-mouth that is generated from the enthusiasts' and the rejecters' responses is captured and then woven into the next set of groups. This aids in fine-tuning and analyzing the validity of responses

and also helps the research consultant truly make reality-based recommendations.

Don't spare the music

In conclusion, whether it is getting a read on future market trends, creating new concepts for products and services, designing buildings, or incorporating innovative perspectives into existing products and marketing messages, research techniques used to tap the creative process in children are equally tenable for use with adults. Don't spare the music, the stories, the markers. Take advantage of the convergence that happens from listening to the word-of-mouth. Most of all, use these techniques to facilitate the open-mindedness and flexibility to journey into the unrevealed. After all, even the best thought-out products, services, marketing plans and strategies begin with some creative spark, perhaps a even a whole shooting star, from some unknown or unseen place. 

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Notes on focus group recruiting



By Rhoda Schild

Editor's note: Rhoda Schild is a "smart, creative, dictator-like, obsessive and unrelenting" field director and president of Rhoda Schild, Inc., New York. She can be reached at 212-779-3633.

A client has one agenda for their focus groups: respondents must arrive promptly, must pass the re-screen test, and must speak articulately, intelligently and generously on the subject matter. So why is this simple task done so poorly, so often, and how does a client get to hedge their bets?

As a client, recognize that no one has a database loaded with every fact and that people and data change daily; that a great deal of elitist, professional and business recruiting is done anew through revived contacts, not through the Internet and not through a computer print-out. An effective facility or service knows their recruiter's strengths and uses them accordingly, and knows that recruiting is telephone work, that gender can bias respondents, that the better the screener, the

better the recruit, and that many recruits are perfected because the field director is smart, creative, dictator-like, obsessive, unrelenting, totally aware of the recruiting process and knows the only task is to fulfill the client's exact needs. If you feel your service does not have these traits, walk away.

- Who do you call? Make contacts in advance, so when you have an overnight rush from hell you already have a relationship with a competent facility or service. An established relationship sprinkled with trust guarantees the arduous and the impossible. Once you have a tip-top team, never let them go and be aware that recruiting of this caliber is costly — this is not a time to stint on money.

- For very difficult recruits, be leery when your supplier says cheerfully, "No problem!" You may not like it, but appreciate when a supplier speaks apprehensively about a difficult, low-incidence job, asks a zillion questions and says honestly and nervously "I'm not sure we can complete this in your

time frame." If this recruit comes in, it's to your benefit; if it fails, you've been fairly apprised. If your supplier offers a contingency plan, listen to it. It may be a dumb idea, it may not.

- A large Midwest facility eager for work takes on a job with high-end automobile executives. The client hints price is an issue and promises an excellent list with 800 names, the field director — enthusiastic and new to the industry — bids low, trying to please both her client and her boss. Two days into the recruiting process it becomes apparent that a major convention coincides with the client's date. The eager-to-please field director, too timid to tell the client, insists the recruiters continue calling another day. And, 270 calls later, only nine respondents are recruited for four groups. A fiasco. The field director at last informs the client. The client is forced to change the date, possibly the time; there are added charges, incurring anger from everyone. Now, even if the group is recruited successfully, nothing can make up for the effort expended nor

the disharmony incurred.

The moral for facilities: 1. Be up-front with clients. 2. Tell them the bad news with the good. 3. Speak up early rather than late, thus avoiding added charges.

* * *

A 25-year-old New York City health insurance salesperson, after being screened for a group, is told he will be paid \$100. He shouts to the recruiter, "I got \$200 for my last panel. My time's worth more than \$100 for two hours!"

In his dreams. Is he lying? No. Someone wrongly bid this incentive. Because of his grandiosity, here's where an overzealous incentive fee loses this respondent and possibly anyone else from this firm.


Have confidence you're dealing with a supplier that knows the market, knows the correct incentives, prices a group competitively. Paying exorbitant incentives is as foolish as paying miserly ones.

* * *

For a laborious recruiting job that isn't working, when you do reevaluate, change your M.O. and halt the useless dialing. When you as the client trust that after the recruiters have gone above and beyond and still come up empty, a change must be made.

1. Recognize the facility is your ally not your enemy. 2. Up the incentives. 3. Change the length of the group; change the time of the group; allow the respondent to select the time. 4. Lessen or get rid of past participation. 5. Go off the list. 6. Ask for referrals from the chosen list. 7. Have the moderator go to the respondent. 8. Consider a telephone interview. 9. Announce the name of the company. 10. Change everything that impedes the recruit while still keeping the vital specs intact.

Do these changes sooner rather than later. Send the client screeners in advance. Make certain the client knows all the difficulties.

As a client, appreciate that ultimately, excellent recruiting is done by wheeling and dealing, coercing and charming, flattering and stroking. If you, as a client, do not get that impression when hiring your supplier, go elsewhere for your recruiting. 

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Survey Monitor

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consultants Emanuel Weintraub Associates, Ft. Lee, N.J., found these manufacturers pushing new products through the development pipeline with unprecedented speed, under pressure from key customers who sense consumer spending is slowing down in the current economic turmoil.

"To find so many companies sharply cutting their product development cycles strongly suggests that all retailers from autos to apparel need new merchandise ASAP to keep customer traffic and sales from falling off in these turbulent times," says Emanuel Weintraub, the firm's president. "The pressures on suppliers are so intense that most of the chief executives we surveyed are implementing major internal measures to cut product development timetables and costs to the bone."

The survey of chief executives found that 86 percent of respondents

acknowledge that demands from key customers are driving them to shorten the product development cycle, with the result that:

- 36 percent now have one- to three-month development cycles;
- 36 percent of respondents have one- to six-month cycles;
- 28 percent have cycles of six months to under a year.

More than 70 percent of the respondents say they have had to implement one or more of the following three key steps internally to achieve shortened product development timetables:

- make organizational changes to expedite the business decision-making process (i.e., flatten the organization);
- upgrade or add computer-aided design systems coupled to product costing systems;
- increase market research prior to new product launches.

"Suppliers have no choice but to make these changes and comply with major customer demands,"

Weintraub says. "They all have fewer accounts and eager global competitors who are ready, willing and able to deliver quality merchandise quickly at competitive pricing if they can't." For more information call 201-947-2404.

Promotional products sales exceeded \$11 billion in 1997

Once again, distributor sales figures of promotional products reached new record levels, according to the results of the annual sales survey by Promotional Products Association International (PPA), Irving, Texas.

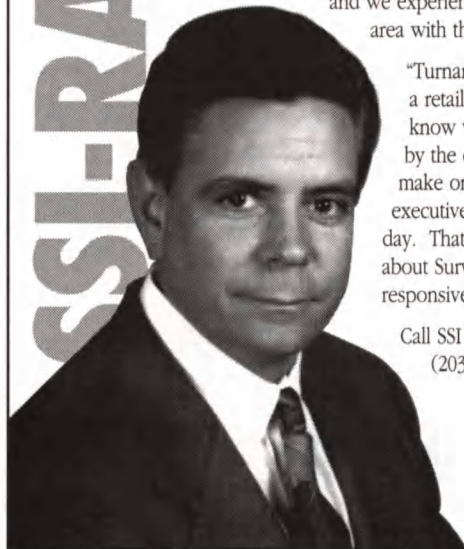
In 1997, promotional product distributor sales totaled nearly \$11.9 billion, up a whopping 25.1 percent from the 1996 record level of \$9.5 billion. Over a five-year period, industry sales of items such as imprinted coffee mugs, pens, calculators, food gifts, totebags, caps, key tags, calendars, mousepads and phone cards grew by \$6.6 billion, a remarkable 127 percent increase.

"In addition to a strong economy, several factors have contributed to the sales surge, says Steve Slagle, PPA president. "Companies are targeting their marketing programs more frequently to niche audiences, and are using promotional products to support those efforts. This medium allows marketers to build closer relationships with customers and gain customer loyalty.

"Promotional products are integrated into major campaigns that involve not only advertising, but sales promotion, public relations, internal communications and other disciplines," says Slagle.

For the twelfth consecutive year, wearable items such as T-shirts, caps, jackets and headbands were the most popular product category, racking up 27 percent of all sales.

Completing the top five categories were writing instruments (11.8 percent of sales), glassware and ceramics (9.4 percent), calendars (7.3 percent) and desk/office business accessories (5.6 percent).




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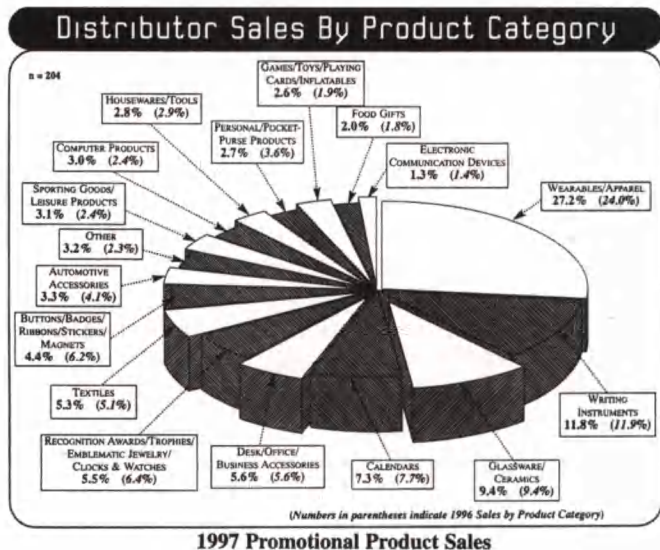


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For the first time, the survey measured distributor sales by the type of

According to recently released "Food Marketing Industry Speaks

1998" data, almost 17 percent of produce department operators feel that the greatest growth area would be value-added produce. Another department experiencing growth in the value-added product arena is the meat department.



program that utilizes the medium. Business gifts topped the list at 20 percent followed by employee relations and events at 12.2 percent, trade shows at 8.7 percent and public relations at 8.5 percent.

The study was conducted and tabulated by Baylor University from a mail survey of more than 13,000 promotional products distributors in the United States. For more information call 972-258-3041.

Value-added produce seen as greatest growth area

Today it is possible to find a preparation shortcut for every meal — melon balls for breakfast, sliced vegetables for the kids' lunches and chopped chicken for a stir-fry dinner. As reported in *SuperMarket Research*, a newsletter from the Food Marketing Institute (FMI), FMI's "Trends in the United States: Consumer Attitudes and the Supermarket, 1998" reveals that over 65 percent of shoppers purchase some type of value-added product at least once a month. Items such as pre-cut cleaned and ready-to-cook vegetable items and pre-cut, cleaned and bagged salads continue to grow in popularity. And retailers are anticipating further growth.

Data reveals that value-added meat products would amount to 14 percent of meat sales by the year 2000, compared to 6.7 percent in 1997.

Washing, chopping, shredding and packaging are what add value to the fruit and vegetable products. FMI

Cooking, marinating, cutting and seasoning are the attributes of value-added meats. FMI Speaks data shows that over 75 percent of retail companies offer marinated, pre-seasoned meat products. Retailers cited that poultry was the most successful marinated pre-seasoned product. Fish was the least successful.

Over 54 percent of companies reported selling fully cooked meat products. Of those companies offering cooked meats, nearly all offered poultry but few offered ground beef items. Yet, cooked ground beef items were rated as the most successful of the cooked meat products. The

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majority of fully cooked meats are prepared by a manufacturer or supplier but a surprising number of retailers cook meats on the premises. For more information call 202-452-8444 or visit the FMI Web site at www.fmi.org.

Hispanics choose USPS most often for expedited mail services

As reported in *Hispanic Perspective*, a newsletter from the San Diego-based research firm Market Development Inc. (MDI), almost 60 percent of U.S. Hispanics use expedited mail services and of this number, over half use them several times per year. The MDI poll asked 1,000 Hispanics, 18 years and older, about their usage of expedited and special mail services.

Expedited Mail Services Used in the Past Six Months

Federal Express	.22 percent
UPS	.31 percent
USPS Express Mail	.21 percent
USPS Priority Mail	.23 percent
USPS Global Priority Mail	.4 percent
USPS International Express Mail	.8 percent
DHL	.5 percent

How Frequently Expedited Mail Services Are Used

2-6 Times A Year	.29 percent
Once A Month	.22 percent
2-3 Times Per Month	.15 percent
Once A Year	.11 percent
Less Often Than Once A Year	.7 percent
Once A Week	.5 percent
2-6 Times A Week	.4 percent
Every Day	.4 percent
Don't Know	.3 percent

Special Mail Service Provided by USPS in the Past Six Months

Certified Mail	.31 percent
Registered Mail	.27 percent
Priority Mail	.3 percent

For the purpose of this study, expedited mail services were defined as overnight or two-day domestic and/or international service using such carriers as Federal Express, the

United States Postal Service (USPS), UPS and DHL. Special mail services were defined as certified or registered mail. For more information call 619-232-5628 or visit the company's Web site at www.mktdev.com.

One microwave is no longer enough for many consumers

American consumers are declaring that one microwave is not enough, according to Decision Analyst, Inc., an Arlington, Texas, marketing research firm. In the American Appliance Survey of 6,431 households, Decision Analyst discovered that one out of every 10 consumers has purchased a second, and in some cases, a third microwave oven. "There appears to be a growing movement among consumers to purchase additional appliances," says Matt Michel, the senior researcher for the project, "and microwaves are leading the trend."

Michel said that 7 percent of the households reported owning a second microwave and another 4 percent owned three of the appliance.

What are the leading brands? General Electric has the most microwaves in place in American homes, but Sharp and Panasonic are coming on strong. In fact, Sharp has outsold G.E. over the past two years in the add-on and replacement market according to the survey. The survey has a margin of error of ± 1 percent at a 95 percent confidence level. For more information call 817-640-6166.

Who plays the new name game?

More than 80 percent of all companies created a new name during the last two years, according to a survey of marketing and communications executives at 400 U.S. firms conducted by Rivkin & Associates, a Glen Rock, N.J., marketing and communications firm.

More than two-thirds reported that

creating the new name — for a product, service, company or division — is more difficult than in the past.

"Today, a new name has to work overtime to slice through the clutter," says Steve Rivkin, president of Rivkin & Associates. "A new name has to hit the trifecta — it has to be distinct and memorable and meaningful. A lazy name is the kiss of death for a marketer."

In 1997, more than 192,000 new trademark name applications were added to the 1.2 million active trademarks already registered in the United States. "And on the company naming front, you have more than nine million names of corporations and businesses to consider," Rivkin says. "No wonder so many companies are struggling to find appropriate names for themselves and their products."

Among other findings in the biennial survey:

- The most commonly used methods to generate new names were internal task forces (used by 72 percent of respondents), extensions of existing names (39 percent) and advertising agencies (34 percent). Next in order: Contests among employees and naming consultants.

- Cited as the single most effective method were internal task forces (64 percent of businesses). Next most effective: Advertising agencies and naming consultants.

- Slightly more than half of all companies use some form of research to test new names before they are introduced. For more information call 201-670-1370.

Teens spend \$12 billion at fast-food restaurants

The nation's 23 million teens are veritable eating machines, with the typical 12-to-17-year-old eating on average 4.33 times a day and close to half (42 percent) eating five or more times a day, according to the "1998 Teen Eating Study." The study, commissioned by Channel One Network, found that a third of those meals are

A Day in the Life of a Teen Appetite

More than 36 billion teen eating occasions each year

	Number	Percentage
Eating Occasions Per Day	6	19 percent
	5	23 percent
	4	34 percent
	3 or less	24 percent
Eating by Meal	Snacks	36 percent
	Dinner	22 percent
	Breakfast	21 percent
	Lunch	21 percent
Time Teens Eat	Before 8 a.m.	14 percent
	8 to 11 a.m.	9 percent
	11 a.m. - 2 p.m.	22 percent
	2 to 5 p.m.	17 percent
	5 to 8 p.m.	26 percent
After 8 p.m.	12 percent	
Fast Food	Burgers	45 percent
	Pizza	13 percent
	Tex-Mex	10 percent
	Chicken	5 percent
	Other	27 percent
	\$14.57 billion market 7 percent of all teen meals 2.13 average visits weekly Typical meal = \$5.72	

eaten away from home, with teens leaving \$12.7 billion a year at fast-food restaurants.

"Most parents of teens feel like their kids are spending huge amounts of time and money eating," says Tim Nichols, executive vice president, research, Channel One Network. "But even we were surprised by a lot of what we found, like the fact that most kids eat breakfast and that nearly a third of the meals that kids eat away from home or school are from a convenience or grocery store."

The 1998 Teen Eating Study found that teens between 12 and 17 are just as likely to eat breakfast as they are lunch or dinner. Lunch is the meal most likely to be eaten away from home, with most (58 percent) buying something at school and roughly 28 percent of teens bringing lunch from home. The after-school snack has become essentially a fourth meal for most surveyed. The typical teen spends \$1.25 a day on after-school snacking, a total of \$5.2 billion a year to keep hunger pangs away between the end of the school day and dinner.

Today's typical teen visits fast-food restaurants more than twice a

week (2.13 times, nearly 7 percent of all eating occasions) and spends \$5.72 on each visit for a teen total of almost \$13 billion a year. After-

school snacks count for nearly 15 percent of that, roughly \$800 million. It's no real surprise that hamburgers are teens' favorite, with nearly half (46 percent) ordering one when they stop for fast food. Pizza is next on the list at 13 percent followed by 10 percent of fast-food meals that are Tex-Mex.

The Channel One "1998 Teen Eating Study" was designed by David Michaelson & Associates, a New York research firm, and conducted in November 1997. Participating teens completed a diary of all food consumed for a two-day period, including weekdays and weekends. Included in the diary was the food eaten, source of the food, where the food was consumed and the cost of the food, if purchased. A total of 1,500 respondents were recruited and 734 complete and valid responses (49.5 percent) were received. The sample included 381 boys and 362 girls ages 12 to 17, for a total of 6,432 eating occasions in the analysis. For more information call 212-508-6800.

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Product & Service Update

continued from p. 10

to design or "customize" surveys to meet their specific needs. This 32-bit Windows-based software application leverages its end-user familiarity in the marketplace with Microsoft Office as a standard Windows interface.

The building and deployment phases of survey projects are managed by the eListen Builder software module, working in conjunction with third-party systems, i.e., Web servers for HTML and e-mail servers for e-mail deployment. The eListen manual Pump and the Autopump work with industry standard database servers to handle the collection phase, while the analysis phase is managed by the eListen analyzer module.

The eListen platform also supports a full array of standard network protocols, interfaces and technologies widely used in large organizations, including Internet standards such as Hyper Text Markup Language (HTML) and File Transfer Protocol (FTP), Microsoft Internet/Web standards such as ActiveX, e-mail standards such as Mail Application Programming Interface (MAPI), and general purpose/special purpose network operating systems including Windows NT, NetWare and UNIX.

To download an evaluation version of the eListen Builder with support for HTML deployment visit the eListen Web site at www.elisten.com.

SPSS updates AnswerTree

SPSS Inc., Chicago, has released AnswerTree 2.0, decision-tree software which identifies segments, patterns and results-driving factors in data. For example, marketing managers can build profiles of their best customers; credit managers can identify characteristics of people likely to default on a loan; and health care managers can profile those patients most likely to respond to treatment. AnswerTree offers four decision-tree algorithms to uncover relationships

and interactions among data. For more information visit the company's Web site at www.spss.com.

New on-line data source from Claritas

Claritas Connect on the Internet (www.connect.claritas.com) is now ready for access, offering more than 100 reports from databases for real-time marketing decision support and geographic analysis. The service, from Arlington, Va.-based Claritas, is a Java-based application that connects users to Claritas' data through the Internet via a current generation browser. Once registered through an on-line interface, users can access reports on every U.S. market at any geographic level. Users can choose information from data sets including demographic profiles and trends, lifestyle segmentation, business location and profiles, consumer spending, traffic counts, crime vulnerability, shopping center profiles, and health care supply and demand. Users can select geographies from a list or they can develop more complex studies using rings, bands, sectors or polygons. Once the query is submitted, the requested information — along with the price for the report — is delivered almost immediately. If the report is purchased, it stays active in the user's "in box" for seven days, during which time the user may view the report, fax it or e-mail it. For more information visit the Web site or call 800-234-5973.

Cytel updates StatXact

Cytel Software has released version 4 of its StatXact software, which implements exact methods (also called permutation tests) for statistical analysis. The new features in StatXact 4 include exact power and sample size calculations — features for investigators who need to know whether the samples they plan to study are large enough to detect the differences between treatments

that interest them.

Exact methods involve repeated permutation or shuffling of data to determine whether chance might be responsible for observed differences between groups ("statistical significance" is the technical term). They yield more accurate results than traditional formula-based methods, and regulators and journal editors are increasingly requiring their use in submissions.

StatXact 4 implements over 80 exact routines for goodness of fit tests, one-sample tests, two-sample tests, K-sample tests, binomial data, two-way contingency tables, three-way contingency tables, and measures of association. Exact power and sample size calculations are available for a variety of tests on two binomial proportions, k ordered binomial proportions, and two ordered multinomial proportions. For more information call 617-661-2011 or visit the company's Web site at www.cytel.com.

New targeting tool for energy utilities

PNR and Associates, Inc., a Jenkintown, Pa., research and consulting firm, has introduced Energy BusinessScores, a new series of industry-specific variables that enable marketers to target the small and medium business segment — based on particular business behaviors and attitudes related to retail energy offerings — at the individual establishment level of detail. Energy BusinessScores are created using statistical models derived from PNR's proprietary BusinessWave panel and survey of independently operated companies with under \$10 million dollars in annual sales. These models are then firmographically-linked to individual records on Dun & Bradstreet's national file of eight million small and medium businesses. Retail Energy Provider clients can then use the individual Energy BusinessScores variables on the Dun & Bradstreet file to select lists of target firms for customer prospecting,

to overlay their customer files with new data elements for cross-selling and customer-retention activities, or to assess the quantity and quality of geographic markets in terms of these attributes in strategic studies. The initial release of Energy BusinessScores (Release 1.0) variables contains cluster scores for assessing attributes such as customer "Bonding" (used to decrease defections to competitors), "Switching Impetus" (used to identify the "trigger effects" that induce customers to switch energy providers), "Contact Preference" (used to determine how to approach customers effectively), and "Benefits" (used to understand the appeal of product or service features to customers). The current release also contains potential scores that measure the willingness of a firm to purchase energy products and services, such as consolidated billing, power quality, energy management and control systems, HVAC maintenance, and security programs. For more information call Ron Lindsay at 215-886-9914.

System automates phone surveys

Arch Telecom, Inc., Austin, Texas, is now offering SurveyPlus, an automated telephone survey which guides callers through a series of questions that can be responded to with touch tones or voice messages. Arch assigns an exclusive 800 number to each SurveyPlus client. Callers can respond to advertisements 24 hours a day by calling the SurveyPlus 800 number. When respondents call, SurveyPlus captures and records a code for the ad medium that triggered the call and the caller's phone number, matching it with a name and address when possible. All responses to SurveyPlus are available real-time via fax-on-demand or the Web. Text files are stored up to 90 days. For more information call 800-882-9155 or visit the company's Web site at www.archtelecom.com.

On-line database tracks coupon distribution, redemption

International Data, a New York-based coupon clearinghouse, is now offering BrandData, an on-line database that gives marketers information on the success rates of coupons and comparisons of their competitors' coupons. The system stores data on an interactive database and provides users with on-line reports of major market and key account activity. BrandData tracks distributed and redeemed coupons, including Valassis & SmartSource FSI, Synergistic Marketing's magazine inserts, and Catalina Marketing's in-store coupons. The database is fully searchable, allowing users to run customized reports on their own brands and on competitors' brands based on criteria such as coupon value, cents-off discount ratio, purchase requirements, coupon publisher, newspaper and magazine titles

and more. For more information call 212-644-1400 or visit the BrandData Web site at www.branddata.com.

Get site reports on-line from NDS

National Decision Systems (NDS) is now offering demographic site reports through a Web site at www.sitereports.com. Prior to making business decisions, the reports can tell a company: who lives and works in an area; the retail trade potential (how much money people have to spend on a particular type of product); what other businesses (or shopping center mix) are located nearby (either complementary businesses or competitors); the demographic trends of the area; and lifestyle and purchasing patterns of potential customers. Reports are available in minutes and can be purchased with a credit card or on account. For more information call 800-866-6510 ext. 2.

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Digital recording

continued from p. 18

out fast-forwarding or rewinding.

The benefits of instantaneous recall should be obvious: analysis is faster, easier, and possibly in greater depth, because instantaneous recall

bar on the computer.

When the interview or group ends, the recorder stops the recording and saves the file, with the markers embedded in the sound file.

At the analysis stage

When the analyst calls up the file

of a good bit — identified by the time when the “M” key was pressed, to the thousandth of a second.

The analyst will work with two tools:

1. The computer sound file of the interview, complete with the audio sticky notes.

2. The recorder’s handwritten shorthand description of these audio highlights, jotted down at the time of the interview.

To listen to the “good bits” at playback, the analyst will:

- position the cursor just to the left of the marker with the mouse;
- hit the space bar.

Voila! The sound file begins playing from that point in the interview forward. To play the next “good bit,” repeat the process.

Mouse commands or simple keyboard shortcuts make navigation to any part of the sound file easy and almost instantaneous.

Alternatively, it is possible to navigate to the various “good bits” by using keyboard shortcuts. For instance, the CTRL-RIGHT ARROW combination will advance the cursor to the next marker, while the PAGE UP command moves the

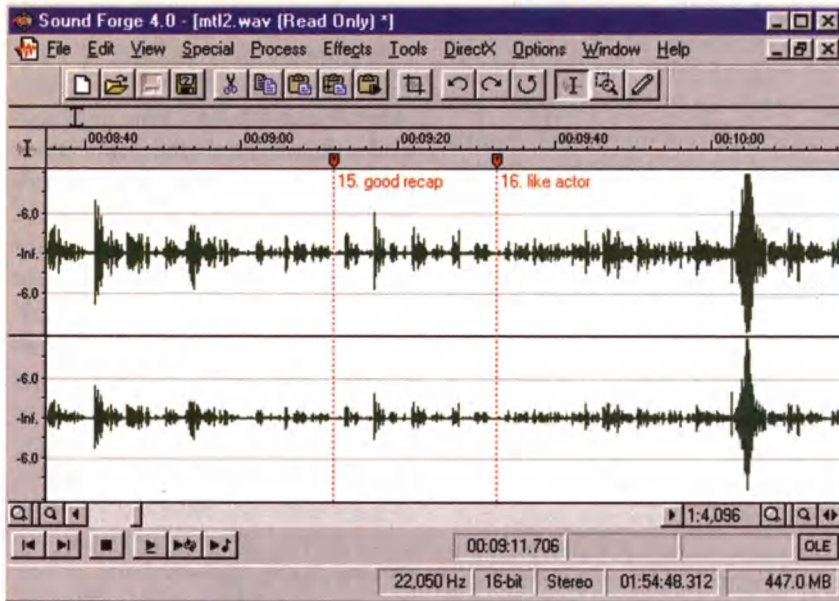


Fig. 1: Respondent comments, stored as waveforms, can be quickly marked and returned to later.

frees the analyst to listen to the recordings carefully.

Even more exciting: it is possible to drop markers or “audio sticky notes” into the sound file whenever an interesting or significant thought is spoken at the time of recording. It is then possible, when playing back, to jump to any of these markers and listen to the interview from this point on. Rather than wading through miles of tape, the analyst jumps immediately to any spot on the audio record, like jumping to a specific track on an audio CD.

How it works

During the interview

As the group starts, the recorder — moderator or assistant — clicks on the “record” button on the computer screen. Whenever the recorder hears something noteworthy, he or she:

- jots down one or two words to remember the gist of the comments;
- hits the “M(ark)” key or space

on the laptop, he or she will see a screen similar to Fig. 1: a waveform of the interview, with superimposed

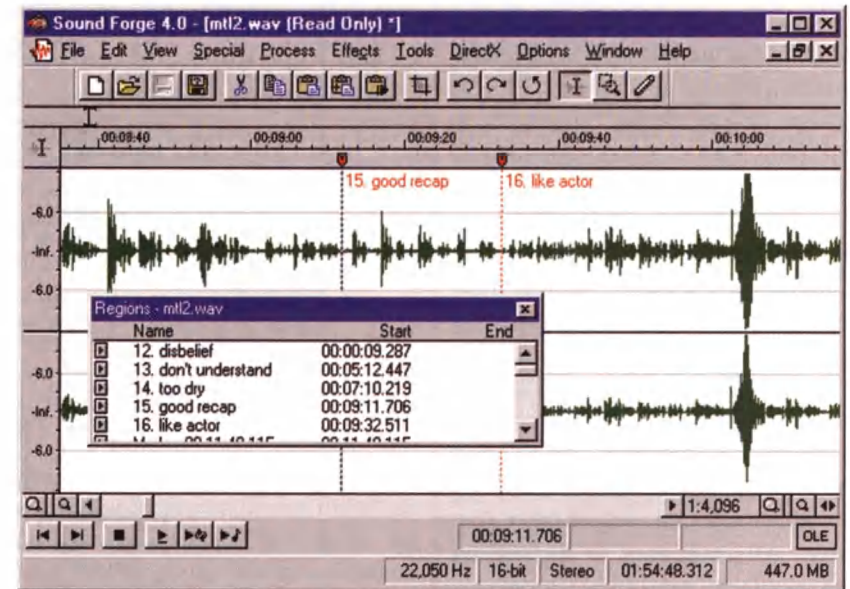


Fig. 2: Valuable comments are easily accessed using a window which lists each remark’s number, name, and time stamp.

markers (the sticky notes) showing “the good bits” — actually, the end

cursor back by five seconds or so. The space bar begins playback.

Technical notes

- The recording software used in this article is Sound Forge (Sonic Foundry: <http://www.sfoundry.com>, available for Win9xx, NT).

- The usefulness of any multimedia laptop as a digital tape recorder is governed by its storage capacity, that is, the size of its hard drive. One gigabyte of space will store approximately 3.5 hours of interviewing, when recorded in stereo, at radio quality (22,050 samples per second, or half that used on audio CDs). This is amply sufficient for the purpose of analysis, and equal to the quality of the typical cassette recording. The capacity can be extended further by dropping the sample rate to 11,025 (telephone quality) and using a mono recording. This would provide 800 minutes of recording on 1 gigabyte of space, or room for over six two-hour group discussions. Removable hard drives from manufacturers such as Iomega and SyQuest can dramatically extend this capacity.

Using a combination of only these commands would allow the analyst almost instantaneous recall of all the significant sound bites, in much less time than it would take to listen to a complete tape of the interview.

There is more. It is possible to view a separate window (see Fig. 2) listing all the markers showing the "hot tracks." By cross-referencing the recorder's hand-written notes, you can navigate directly to each clip. So, for instance, if the Recorder had jotted down beside their fifteenth keypress "15. good recap," it would be possible to listen to this citation simply by pressing on the right-arrow marker to the left of the fifteen marker. The efficiencies involved cannot be overstated.

There is more: it is possible, and easy, to accumulate the "hot tracks" in a playlist, and to instruct the program to create an "interview highlights" recording.

At the presentation or reporting stage

There are benefits to digital

recording at later stages of the

research as well. Because the audio record is now on the desktop, consultants can do things that they could not before (well, not very easily) with analog data, such as:

- embedding sound clips in the report;
- embedding sound clips in the presentation;
- "cutting and pasting" them into a separate file of "hits" that can be e-mailed to clients, or burned into a CD-ROM; and
- using the playlist to indicate to a video editor which clips should be included in the video report.

Time-saver

Digital recording is a time-saver and value enhancer whose time has come. It allows consultants to work directly with the subtleties of the audio record and puts it right on their desktop. Ultimately, it should lead to better research, at a lower cost. [4]

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Information request

continued from p. 23

though they were given 22 days.

Some of the individual responses were fascinating, as well. Consider your own reaction if you had received any of the following:

- An Ohio facility sent along everything I asked for, and more, with typos in their materials, including my name misspelled. Not a big deal to some, insulting to others.

- A facility from a small state sent me what I requested — copied on scratch paper. Worse yet, the scratch paper was part of a report from another client's project. Security concerns, anyone?

- A Kentucky company enclosed a series of Xerox copies so poor they were almost unreadable. They also had a typo — in their own company name.

- A Georgia vendor sent a little of everything: business cards, a small brochure, maps, a Rolodex card, and a letter — jumbled together in the envelope in no particular order without being clipped together. It was just a messy pile of papers when it all spilled out on my desk.

- A Colorado firm sent what I asked, with no note, no brochure — just some plain-paper copies paper-clipped together. Although there was nothing “wrong” with it, it paled badly in comparison with some of the nice letters and informative brochures I received.

And that last point is the most important one. When potential clients request information from you, it's likely they are requesting the same information from your competitors. How does your response stack up?

Let's say you received information from two potential vendors. One was an outdated brochure with a form letter, missing a key piece of information you requested, sent in an envelope with your address scrawled in pencil on the front, which you received the day before your deadline. The other was a personal letter,

a nice brochure, and all the information you needed, in a professional-looking envelope with a typed address, sent to you immediately. Which company would you want to work with?

Some were impressive

Lest you think this is a blanket indictment of vendors, it should be emphasized that I also received some



very impressive materials. For instance, McMillion Research in Charleston, W.Va., responded promptly to the fax. They sent a personal letter outlining everything I needed. They enclosed a professional, spiral-bound brochure, with complete room dimensions and layouts, information about the area's demographics, and hotel and restaurant recommendations.

The Blackstone Group of Chicago provided a great example of how you don't have to overburden the prospective client with paper. They mailed a brief, personal letter answering all my questions, with a professional (and concise) four-color brochure providing informative background on the facility and its services. I didn't have to wade through stacks of paper to get the information I wanted. (Some companies even sent me pages of information on why focus groups are a good thing. I'm a moderator — I already know this!)

Midwest Survey and Research in Omaha turned a negative into a positive. They didn't have their new brochure ready yet. Instead, they took the time to send me a letter with all of the information I was seeking. They even copied their blueprints so

I could have the facility layout I wanted. I now have an image of them as friendly, detail-oriented, and service-focused. Why? Because that's exactly how my request was handled.

You don't have to spend a ton of money. Sandia Marketing Services in Albuquerque didn't mail a four-color, gold-embossed brochure. Their materials weren't expensive, but they were friendly, prompt, informative, complete, and professional — which is why they already got work from me.

Respond!

So what defines good customer response from a research company? Consider the following recommendations, from someone who works on both sides of the researcher/client equation:

- First of all . . . respond! The most common excuse is “We didn't receive your request.” The problem is, I've heard this excuse when I've requested information by fax, phone, mail, and e-mail. Sure, there will be occasions when something really does get lost in the mail, but it's much more common for something to get lost in the mailroom. Do you have a good system for handling information requests and bids? Is there accountability for this? Is someone consistently checking e-mail for incoming requests? If the contact person listed in the *Quirk's* directory is no longer at your company, how are calls, faxes, and letters to this individual handled? Do faxes get distributed properly? On more than one occasion I've received a call saying, “Your RFP accidentally got stapled to the back of another fax — can I still give you a bid?” a week after the project is already in the field.

- Respond promptly. Although the vendors were given over three weeks to respond to a simple request, many still waited until the last minute. This presents two problems. First, the vendor is saying without words that they are either very busy or they are procrastinators. Either way, the client has a right to be concerned

about the customer service he will receive. Second, if the client receives your information right before the deadline, but has had information from your competitors for a week, whose information will he probably spend more time with?

- Give the client what is requested. Two of the most impressive packets I received were missing the requested ZIP code list. There are times when these ZIPs will determine what facility can be used (if recruiting is from a small client list, for instance). Don't make the client call up and put in a second request — this will only annoy her, and suggest that your company doesn't pay attention to the details. Virtually every time I search out vendors in a market I haven't used before, at least one doesn't include everything I request — and that's usually the one left off future RFP lists.

- Carefully evaluate your marketing materials. What image do they communicate? Does a handwritten envelope suggest a personal touch, or is it unprofessional? Does your brochure look comfortingly old-fashioned or hopelessly out of date? Is your Web site so filled with spiffy graphics that it takes forever to load and navigate through? Is all that extra material you sent a value-added bonus or just annoying clutter?

When we do research for direct marketing clients, every detail is dissected to help them achieve better customer response. Why should our own marketing materials be less scrutinized?

- Get help. Are you sure the things you highlight about your company are the things clients actually care about? If you're redesigning your brochure, why not ask your clients for their input? When following up on bids you've submitted, why not take a moment to ask prospects for their impressions of what you sent? Have an advertising agency as a client? Consider doing a trade-out for their professional help.

- Finally — no excuses! When I say I haven't gotten what I need from

you, and I get excuses, guess what I'll expect if there's a problem on the project? Consider which firm you'd want to work with:

You: "I didn't receive the information I requested."

Them: "Well, we never received your fax."

You: "I didn't receive the information I requested."

Them: "Hmmm . . . I don't recall that fax coming in, but of course it may have gotten misrouted here. Either way, I apologize that you didn't get what you need. Tell me exactly what you're looking for and I'll get it to you today."


Are you more interested in defending yourself, or in getting the client what he needs?

This exercise was only one example of how researchers communicate with potential or current clients. We also do so through submitting bids,

running ads, writing company newsletters, managing projects, networking at conventions, and many other ways. Are your communications moving your company forward or backward? And what are the potential excuses for not improving things? "We're too busy." "We can't spend a lot of money." "We impress clients through our work, not our brochure." "We're researchers, not advertising experts."

Although there's a way around each one of these excuses, they all may have some legitimacy. But even though you see them as legitimate, will current and potential clients see them the same way?

Second chance?

First impressions are essential. It tells a prospective client what kind of attitude and service to expect throughout the project. If you don't make a good first impression, how will you get a chance to make a second one? 

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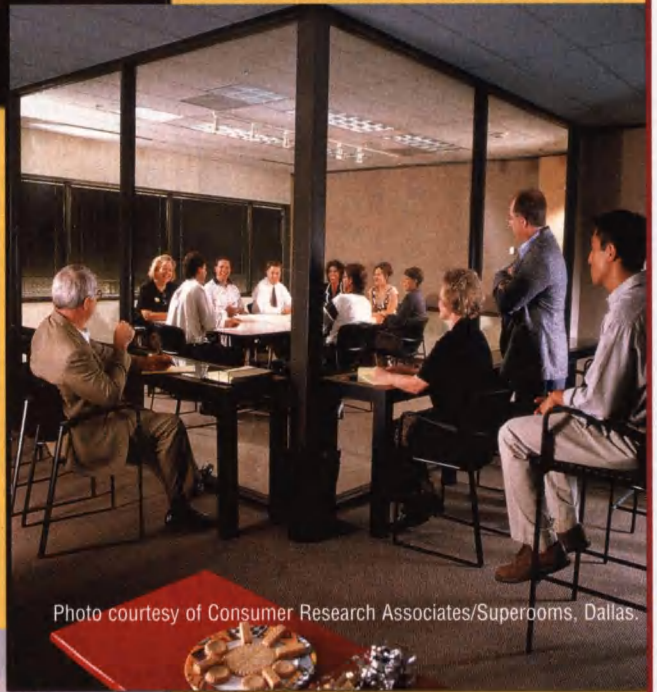


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P.O. Box 2456
Daphne, AL 36526
Ph. 334-625-0900
Fax 334-625-0701
E-mail: rbeac@aol.com
Roberta Beauchamp, President
Location: Office building
CR, OR, 1/1, 1/1OR, VE
10x12 Obs. Rm. Seats 8

Montgomery

Nolan Research
Lecroy Shopping Village
3655 Debby Dr.
Montgomery, AL 36111
Ph. 334-284-4164
Fax 334-286-9788
Location: Shopping mall
CR, OR, VE
20x16 Obs. Rm. Seats 10

Alaska

Anchorage

Craciun & Associates
742 K St.
Anchorage, AK 99501
Ph. 907-279-3982
Fax 907-279-0321
E-mail: craciun@alaska.net
Ben Ungudruk, Facility Manager
Location: Office building
CR, OR, 1/1, VE
20x22 Obs. Rm. Seats 20

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

Arizona

Phoenix/Scottsdale

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: rncmrs@aol.com
www.ruthnelsonresearchsvcs.com
Lincoln Anderson, Manager
Location: Office building
CR, OR, 1/1, 1/1OR, 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
www.primenet.com/~brc/
Earl de Berge
Location: Freestanding building
CR, OR, 1/1, 1/1OR, VE
14x28 Obs. Rm. Seats 10

Car-Lene Research, Inc.
Arrowhead Towne Center
7700 W. Arrowhead Towne Center
Glendale, AZ 85308
Ph. 602-486-1050
Fax 602-486-2425
Connie Nipp, Manager
Location: Shopping mall
CR, OR, 1/1, 1/1OR, TK, VE
15x12 Obs. Rm. Seats 8

Fieldwork Phoenix at Scottsdale, Inc.

6263 N. Scottsdale Rd., Ste. 380
Scottsdale, AZ 85250
Ph. 602-438-2800
Fax 602-438-8555
E-mail: fldstctaz@aol.com
www.fieldwork.com
Barbara Willens
Location: Office building
CR, OR, 1/1, 1/1OR, 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
E-mail: FLDWKPHXAZ@aol.com
www.fieldwork.com
Barbara Willens
Location: Office building
CR, OR, 1/1, 1/1OR, 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

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Focus Market Research provides a spacious, hospitable atmosphere for your focus groups. We provide you with tastefully decorated focus group suites and client lounges. Our viewing rooms accommodate up to 15 clients with tiered seating plus remote viewing available.

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- Business and Medical Recruitment
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- GroupNet Video Conferencing

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FOCUS Market Research INC.
MINNEAPOLIS • PHOENIX

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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
 Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style

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
 E-mail: phoenix@focusmarketresearch.com
 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 advertisement on p. 73)

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 research

602 678 3747

FAX 602 906 9424
 azresearch@lowassociates.com
 8805 N. 23RD AVE, SUITE 400
 PHOENIX, AZ 85021-4171

LOW + ASSOCIATES

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

Low + Associates, Inc.

8805 N. 23rd Ave., Ste. 400
 Phoenix, AZ 85021-4171
 Ph. 602-678-3747
 Fax 602-906-9424
 E-mail: azresearch@lowassociates.com
 www.lowassociates.com
 Heather King, Field Director
 Location: Office building
 CR, OR, VE
 13x20 Obs. Rm. Seats 20
 13x16 Obs. Rm. Seats 8
 (See advertisement on p. 74)

NorTex Research Group/Phoenix

11024 N. 28th Dr., Ste. 105
 Phoenix, AZ 85029
 Ph. 800-315-8399
 Fax 214-630-6769
 Tony Veliz, Facility Director
 Location: Office building
 CR, OR, 1/1, VE
 20x14 Obs. Rm. Seats 12

O'Neil Associates, Inc.

412 E. Southern Ave.
 Tempe, AZ 85282
 Ph. 602-967-4441
 Fax 602-967-6122
 E-mail: oneil@speedchoice.com
 www.oneilresearch.com
 Michael O'Neil, President
 Location: Freestanding building
 CR, OR, 1/1, 1/1OR, TK, VE
 18x23 Obs. Rm. Seats 18

Quality Controlled Services

6350-3 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
 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. 147)

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

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

Valleywide Research, Inc.

Sante Fe Square
 1017 S. Gilbert Rd., #202
 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 8

WestGroup Research

2720 E. Thomas, Bldg. A
 Phoenix, AZ 85016
 Ph. 602-707-0050 or 800-999-1200
 Fax 602-707-0055
 E-mail: askarizona@westgroupresearch.com
 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
 (See advertisement on p. 75)

Tucson

Car-Lene Research, Inc.

Tucson Mall
 4500 N. Oracle
 Tucson, AZ 85705
 Ph. 520-292-0966
 Fax 520-292-0800
 Laura Metelovski, Manager
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE
 18x11 Obs. Rm. Seats 10

FMR Associates, Inc.

6045 E. Grant Rd.
 Tucson, AZ 85712
 Ph. 520-886-5548
 Fax 520-886-0245
 E-mail: FMRASSOC@aol.com
 Sue Lunde, Research Director
 Location: Freestanding building
 CR, OR, 1/1, 1/1OR, TK, TKO, VE
 12x14 Obs. Rm. Seats 10

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

Little Rock

Flake/Wilkerson Market Insights, LLC
10 Corporate Hill Dr., Ste. 100
Little Rock, AR 72205
Ph. 501-221-3303 or 800-327-8831
Fax 501-221-2554
E-mail: research@mktinsights.com
www.mktinsights.com
Karen Flake or Sandy Houser
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. 870-535-1688 or 914-698-9591
Fax 870-535-1754
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, Owner
Location: Office building
CR, OR, TK, VE
20x24 Obs. Rm. Seats 12

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, Field Director
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
1320 E. Shaw, Ste. 110
Fresno, CA 93710
Ph. 800-627-8334 or 209-252-2727
Fax 209-252-8343
E-mail: aisres@psnw.com
Patricia Alviso
Location: Freestanding building
CR, OR, 1/1, TK, VE
19x19 Obs. Rm. Seats 10

Bartels Research Corp.
145 Shaw Ave., Ste. C1 & C2
Clovis, CA 93612
Ph. 209-298-7557
Fax 209-298-5226
E-mail: bartels1@compuserve.com
Patrick Bartels, Vice President
Location: Office building
CR, OR, 1/1, 1/1OR, 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
www.nichols-research.com
Amy Shields
Location: Shopping mall
CR, OR, 1/1, TK, VE
15x20 Obs. Rm. Seats 10
(See advertisement on p. 90)

Los Angeles

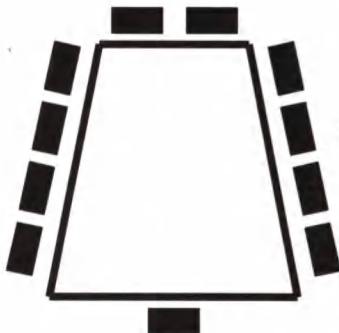
(See also Orange County)

Adept Consumer Testing/Beverly Hills
345 N. Maple Dr., Ste. 325
Beverly Hills, CA 90210
Ph. 818-905-1525
Fax 818-905-8936
E-mail: info@adeptconsumer.com
www.adeptconsumer.com
Mark Tobias, Partner
Location: Office building
CR, OR, 1/1, 1/1OR, TK, VE, VC
18x17 Obs. Rm. Seats 15
19x15 Obs. Rm. Seats 13
22x21 Obs. Rm. Seats 25
21x14 Obs. Rm. Seats 13
21x16 Obs. Rm. Seats 13
(See advertisement on p. 76)

Adept Consumer Testing/Los Angeles
16130 Ventura Blvd., Ste. 200
Encino, CA 91436
Ph. 818-905-1525
Fax 818-905-8936
E-mail: info@adeptconsumer.com
www.adeptconsumer.com
Mark Tobias, Partner
Location: Office building
CR, OR, 1/1, 1/1OR, TK, VE, VC
34x32 Obs. Rm. Seats 25
21x20 Obs. Rm. Seats 20
20x16 Obs. Rm. Seats 18
20x16 Obs. Rm. Seats 12
(See advertisement on p. 76)

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PHOENIX, ARIZONA 85016
TEAM @ WESTGROUPRESEARCH.COM
1-800-999-1200

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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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
 Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style

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
 www.awres.com
 Todd Biederman, 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
 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. 165)

Assistance in Marketing/Los Angeles
 949 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. 165)

Car-Lene Research, Inc.
 Puente Hills Mall
 386 Puente Hills Mall
 City of Industry, CA 91748
 Ph. 626-964-4589
 Fax 626-964-4809
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE
 11x10 Obs. Rm. Seats 5

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: losangeles@consumerpulse.com
 www.consumerpulse.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. 138)

Creative Data/CDI
 7136 Haskell Ave., Ste. 100
 Van Nuys, CA 91406
 Ph. 818-988-5411
 Fax 818-988-4057
 E-mail: creativedata@earthlink.net
 www.isacorp.com
 Jennifer von Schneidau, Vice President
 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

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Tom Dale Market Research
9440 Cherokee Ln.
Beverly Hills, CA 90210
Ph. 212-758-9777
Fax 212-758-7520
E-mail: TomDale@aol.com
Tom Dale, President
Location: Office building
CR, LR, OR, TK, VE

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, 1/1OR, TK, VE
20x22 Obs. Rm. Seats 15
14x20 Obs. Rm. Seats 10

Facts 'n Figures
Panorama Mall, Ste. 78B
14550 Chase St.
Panorama City, CA 91402
Ph. 818-891-6779
Fax 818-891-6119
Cecelia Chavez, Manager
Location: Shopping mall
CR, OR, 1/1, 1/1OR, TK, VE
12x14 Obs. Rm. Seats 5

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, TK, VE
16x14 Obs. Rm. Seats 10

Facts 'n Figures
Valencia Town Center Mall
24201 Valencia Blvd., Ste. 2317
Valencia, CA 91355
Ph. 805-222-2278
Fax 805-222-2287
Ned Christensen, Manager
Location: Shopping mall
CR, OR, 1/1, 1/1OR, TK, VE
18x23 Obs. Rm. Seats 15

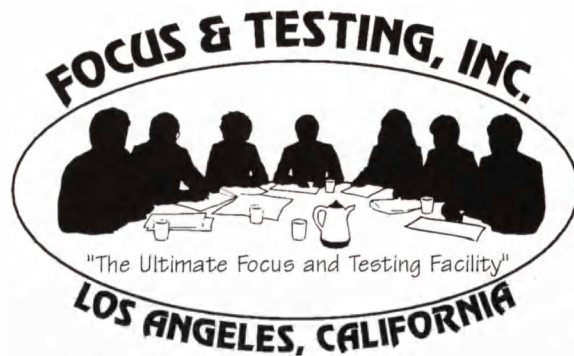
Field Dynamics Marketing Research
17547 Ventura Blvd., Ste. 308
Encino, CA 91316
Ph. 818-783-2502
Fax 818-905-3216
E-mail: fielddynam@aol.com
www.fielddynamics.com
Tony Blass, President
Location: Office building
CR, LR, OR, 1/1, 1/1OR, TK, VE, VC
19x17 Obs. Rm. Seats 18
16x14 Obs. Rm. Seats 18
20x22 Obs. Rm. Seats 15
†19x17 Obs. Rm. Seats 18
†16x14 Obs. Rm. Seats 18
†20x22 Obs. Rm. Seats 15

Field Management Associates
10800 W. Pico Blvd.
Los Angeles, CA 90064
Ph. 310-234-1060
Fax 310-234-3480
E-mail: fmaqual@earthlink.net
www.fmaresearch.com
Lynn Atkins, Research Coordinator
Location: Shopping mall
CR, LR, OR, 1/1, 1/1OR, TK, VE
16x18 Obs. Rm. Seats 15
†16x16 Obs. Rm. Seats 12

Focus & Testing, Inc.
20847 Ventura Blvd.
Woodland Hills, CA 91364
Ph. 818-347-7077
Fax 818-347-7073
E-mail: focustest@earthlink.net
Spence Bilkiss
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. 77)

Focus Etc.
1417 Sixth St.
Santa Monica, CA 90405
Ph. 888-396-4333 or 310-306-4333
Fax 310-306-5333
Carol Kunicki, Director
Karen Canzoneri, President
Location: Freestanding building
CR, LR, OR, 1/1, 1/1OR, TK, VE, VC
20x24 Obs. Rm. Seats 20
20x20 Obs. Rm. Seats 15
20x20 Obs. Rm. Seats 15
†20x24 Obs. Rm. Seats 20
†20x20 Obs. Rm. Seats 15
†20x20 Obs. Rm. Seats 15

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



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- Computers • Technology • Tobacco • Entertainment • Children
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Email: focustest@earthlink.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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
 Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style

Girard Creative Concepts
 20854 Laurent St.
 Chatsworth, CA 91311
 Ph. 818-773-8801
 Fax 818-773-8803
 Arlyne Girard, Owner
 Location: Office building
 CR, OR, 1/1, 1/1OR, 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: HMResearch@aol.com
 Amy Siadak, General Manager
 Location: Freestanding building
 CR, OR, 1/1, VE
 28x15 Obs. Rm. Seats 8
 17x07 Obs. Rm. Seats 5
 (See advertisement on p. 78)

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

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
 22x18 Obs. Rm. Seats 22

L.A. Research, Inc.
 9010 Reseda Blvd., Ste. 109
 Northridge, CA 91324
 Ph. 818-993-5500 or 800-760-9040
 Fax 818-993-5664
 Adrienne Goldbaum, President
 Location: Office building
 CR, OR, 1/1, 1/1OR, TK, TKO, VE
 16x23 Obs. Rm. Seats 10

Se Habla Español

(Spanish)

我們講中文

(Chinese)

日本語でどうぞ

(Japanese)

Nagsasalita Kami Ng Tagalog

(Tagalog)

우리는 한국어를 합니다

(Korean)

And English Too!

No matter the language, ethnicity or lifestyle segment you are targeting, we can deliver your audience.

The unique location of our focus group facility combined with our multilingual recruiting capabilities provide easy access to a diverse group of respondents.

- ◆ Anglo
- ◆ Latino
- ◆ Asian
- ◆ African American
- ◆ Gay
- ◆ Children

Our Services Include:

- ◆ Focus Group Facilities
- ◆ Recruiting
- ◆ Quantitative Projects
- ◆ Fieldwork
- ◆ Multilingual Moderators
- ◆ Videotaping
- ◆ National Field Management
- ◆ And more



In any language, it makes good sense to give us a call for your next research project.

For bids or to request a brochure, call Amy Siadak at

(626) 793-9598

e-mail at HMResearch@aol.com



House Of Marketing

836 South Arroyo Parkway • Pasadena, CA 91105

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. 79)

Meczka Marketing/Research/Consulting, Inc.
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, Qualitative Director
Location: Office building
CR, LR, OR, TK, VE
20x22 Obs. Rm. Seats 18
18x18 Obs. Rm. Seats 12
20x17 Obs. Rm. Seats 12
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
Terri Thomas, 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
16x16 Obs. Rm. Seats 15

Pacific Research, Inc.
725 Arizona Ave., Ste. 304
Santa Monica, CA 90401
Ph. 310-899-0770
Fax 310-899-0775
E-mail: prijen@aol.com
Kim McDermott, Manager
Location: Office building
CR, LR, OR, 1/1, VE
15x21 Obs. Rm. Seats 10
†20x16 Obs. Rm. Seats 12

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

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: mdebboli@plazaresearch.com
 www.plazaresearch.com
 Maria Debboli, Director
 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. 153)

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
 www.qcs.com
 Laura Peters, 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. 147)

Quick Test

15315 Magnolia Blvd., #120
 Sherman Oaks, CA 91403
 Ph. 818-995-1400
 Fax 818-995-1529
 E-mail: info@quicktest.com
 www.quicktest.com
 Susan Perl, Manager
 Location: Office building
 CR, OR, 1/1, VE
 20x20 Obs. Rm. Seats 15
 20x20 Obs. Rm. Seats 15
 15x10 Obs. Rm. Seats 10
 (See advertisement on p. 104)

Savitz Field and Focus - Los Angeles


5757 W. Century Blvd., Ste. 360
 Los Angeles, CA 90045
 Ph. 310-642-4799
 Fax 310-642-7795
 E-mail: info@savitzfieldandfocus.com
 www.savitz-research.com
 Harriet Silverman, Exec. Vice President
 Location: Office building
 CR, OR, 1/1, 1/1OR, TK, VE, VC
 34x21 Obs. Rm. Seats 20
 20x21 Obs. Rm. Seats 18
 20x20 Obs. Rm. Seats 16
 20x19 Obs. Rm. Seats 16
 (See advertisement on p. 179)

SCIS

Encino Center
 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
 www.scis.com
 Margie Evans, Manager
 Location: Office building
 CR, LR, OR, 1/1, 1/1OR, TK, VE
 16x22 Obs. Rm. Seats 15
 14x19 Obs. Rm. Seats 14
 25x20 Obs. Rm. Seats 30
 †14x19 Obs. Rm. Seats 14
 †25x20 Obs. Rm. Seats 30

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Experience Plus



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JENNIFER KERSTNER

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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...

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- Viewing rooms that combine tiered seating with writing tables for 20... and private client restrooms.
- Connecting lounges for closed circuit viewing.
- A mini-theatre that seats 50.
- A facility that is open seven days a week.
- National WATS lines, professional interviewers and SIGMA validation.

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

800-644-4ASK

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



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

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
www.trotta-assoc.com
Diane Trotta, President
Location: Office building
CR, LR, OR, 1/1, 1/1OR, TK, VE, VC
20x20 Obs. Rm. Seats 20
20x20 Obs. Rm. Seats 15
18x18 Obs. Rm. Seats 12
16x18 Obs. Rm. Seats 12
16x14 Obs. Rm. Seats 8
†14x16 Obs. Rm. Seats 8
(See advertisement on p. 81)

Orange County
(See also Los Angeles)

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
www.asksocal.com
Sue Amidei
Location: Freestanding building
CR, OR, 1/1, 1/1OR, TK, VE, VC
27x28 Obs. Rm. Seats 20
20x28 Obs. Rm. Seats 12
27x28 Obs. Rm. Seats
(See advertisement on p. 80)

Discovery Research Group

17815 Sky Park Cir., Ste. K
Irvine, CA 92614
Ph. 949-261-8353 or 800-689-4374
Fax 949-852-0110
E-mail: drgirvine@drgutah.com
www.drgutah.com/irvine
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. 83)

Fieldwork Los Angeles, Inc.

In Orange County
Lakeshore Towers
18101 Von Karmen Ave., Ste. 1950
Irvine, CA 92715
Ph. 949-252-8180
Fax 949-251-1661
E-mail: FIELDWRKOC@aol.com
www.fieldwork.com
Toni Day
Location: Office building
CR, OR, 1/1, 1/1OR, TK, VE, VC
19x20 Obs. Rm. Seats 25
19x20 Obs. Rm. Seats 22
18x20 Obs. Rm. Seats 20
(See advertisement on the Back Cover)



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 LARGE, SUN-KISSED FACILITY IN MARINA DEL REY. IN IRVINE, A SUITE TO MEET YOUR LARGE-GROUP NEEDS.

OUR SPACE IS MAINLY DEVOTED TO MAKING YOU MORE COMFORTABLE AND PRODUCTIVE: LARGE VIEWING ROOMS WITH WIDE-ANGLE WINDOWS, INDIVIDUAL CLIENT LOUNGES, NOOKS WHERE YOU CAN SET UP YOUR LAPTOP AND WORK. WE'RE CONVENIENT TO LOS ANGELES LAX AND ORANGE COUNTY AIRPORTS. BOTH SITES FEATURE VIDEO-CONFERENCING CAPABILITIES. EXPERT MODERATING AVAILABLE.

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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: 949-251-1122
FAX: 949-251-1188

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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
*Room dimensions, when stated, 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
 E-mail: claam@pk-research.com
 Michelle Claassen
 Location: Office building
 CR, OR, 1/1, TK
 22x24 Obs. Rm. Seats 14
 22x26 Obs. Rm. Seats 14

PKM Marketing Research Services
 223 E. Imperial Hwy., Ste. 155
 Fullerton, CA 92835
 Ph. 714-446-6611
 Fax 714-446-6622
 E-mail: pkmlah@aol.com
 Eileen Strouse, Sr. Project Director
 Location: Office building
 CR, LR, OR, 1/1, 1/1OR, VE
 23x18 Obs. Rm. Seats 18
 †23x18 Obs. Rm. Seats 15

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 18
 14x18 Obs. Rm. Seats 18
 14x17 Obs. Rm. Seats 7
 (See advertisement on p. 104)

Quick Test
 18003 Skypark S., Ste. L
 Irvine, CA 92714
 Ph. 714-261-8800
 Fax 714-261-9037
 E-mail: info@quicktest.com
 www.quicktest.com
 Jay Reddy, Manager
 Location: Office building
 CR, OR, TK, VE
 13x15 Obs. Rm. Seats 8
 (See advertisement on p. 104)

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
 Irma Castro
 Location:
 CR, OR, VE

IN SOUTHERN CALIFORNIA



THE QUESTION SHOP, inc.

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 Orange, California 92667
Ph. 714/974-8020 • Fax 714/974-6968

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

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261 E. Imperial Hwy., Ste. 530
Fullerton, CA 92635
Ph. 714-526-TEST (8378)
Fax 714-526-8384
E-mail: cathih@testkitchen.com
www.testkitchen.com
Cathi Hofstetter, President
Location: Office building
CR, OR, 1/1, TK, VE
16x20 Obs. Rm. Seats 4

Trotta Associates

5 Park Plaza, Ste. 200
Irvine, CA 92614
Ph. 949-251-1122
Fax 949-251-1188
E-mail: Trottai@pacbell.net
www.trotta-assoc.com
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. 81)

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
www.elliottbenson.com
Jaclyn Elliott Benson
Location: Freestanding building
CR, OR, 1/1, 1/1OR, TK, VE
19x13 Obs. Rm. Seats 14
15x13 Obs. Rm. Seats 14
(See advertisement on p. 82)

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 Place, Ste. 4
P.O. Box 277037
Sacramento, CA 95827
Ph. 916-368-9474
Fax 916-368-0705
E-mail: marston@metasite.com
www.meta-info.com
Judy Marston
Location: Office building
CR, OR, 1/1, 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: opinionosos@aol.com
Hugh Miller, Co-owner
Location: Freestanding building
CR, OR, 1/1, 1/1OR, TK, VE
16x20 Obs. Rm. Seats 12
16x20 Obs. Rm. Seats 12
12x16 Obs. Rm. Seats 6

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

Telephone Interviews • Web Surveys
Salt Lake City, Utah
(800) 678-3748

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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
 Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style

Research Unlimited
 1012 Second St.
 Sacramento, CA 95814
 Ph. 916-446-6064
 Fax 916-448-2355
 E-mail: research@psyber.com
 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
 9845 Horn Rd., Ste. 180
 Sacramento, CA 95825
 Ph. 800-235-5028 or 916-369-6232
 Fax 800-448-1569
 Sigrid Mefford, Director
 Location: Office building
 CR, OR, VE, VC
 14x17 Obs. Rm. Seats 12

San Bernardino/Riverside

Field Management Associates
 6700 Indiana Ave., #270
 Riverside, CA 92506
 Ph. 310-234-1060
 Fax 909-369-0957
 E-mail: fmaqual@earthlink.net
 www.fmaresearch.com
 Lynn Atkins, Research Coordinator
 Location: Office building
 CR, LR, OR, 1/1, 1/1OR, TK, VE
 14x19 Obs. Rm. Seats 20
 14x14 Obs. Rm. Seats 8
 †14x18 Obs. Rm. Seats 16

Heakin Research, Inc.
 Moreno Valley Mall
 22500 Towne Circle, #1090
 Moreno Valley, CA 92553
 Ph. 909-653-3200
 Fax 909-653-3255
 Jim Scott, Manager
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE
 32x12 Obs. Rm. Seats 12
 20x12 Obs. Rm. Seats 12

San Diego

Analysis Research
 7290 Clairemont Mesa Blvd.
 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
 8593 Aero Dr.
 San Diego, CA 92123
 Ph. 800-676-5883 or 619-299-5883
 Fax 619-299-5888
 E-mail: info@diresearch.com
 www.diresearch.com
 David Phife, President
 Location: Freestanding building
 CR, OR, TK, VE
 15x25 Obs. Rm. Seats 12
 16x18 Obs. Rm. Seats 10
 (See advertisement on p. 85)

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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 "America's Finest City"**

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

EXECUTIVE OFFICES

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

PT. LOMA MALL

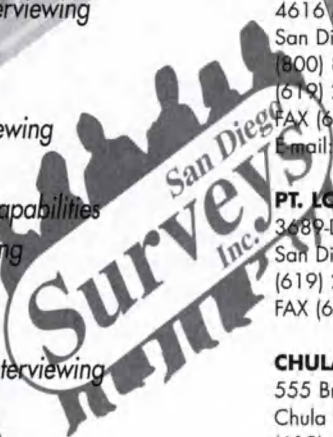
3689-D Midway Dr.
 San Diego, CA 92110
 (619) 224-3113
 FAX (619) 224-0301

CHULA VISTA MALL

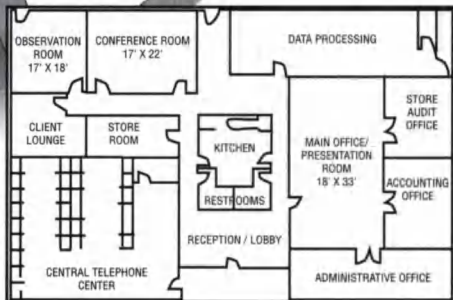
555 Broadway #2014
 Chula Vista, CA 91910
 (619) 498-8694
 FAX (619) 498-8691

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3405 S. Cambridge
 Las Vegas, NV 89109
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(we'll supply the treadmill to burn it off)

Planning a focus group in San Diego?

Turn to Taylor. For the last 40 years, research professionals like you have turned to us to get every little detail right. You'll yearn to take advantage of the **sweet features of our state-of-the-art facility, sure to satisfy even your pickiest clients.** Our **integrity in recruiting** will top off any project with a delicious finish.

Expand Your Capabilities by using some of ours.

- New **state-of-the-art multipurpose room seats up to 80 with viewing for 20.** (Treadmill and shower, too.)
- **Three custom-built focus group suites** complete with conference room, viewing and client lounge.
- IDI/Mini group room.
- Last minute changes? Modern your office or make use of support services like fax, copier or computers.

Stay Calm and Relaxed Our focus group suites feature balconies, where you can relax and regroup, and stairsteppers to relieve stress or just loosen up. Taylor is **airport close** (just 7 minutes), minutes from downtown, and located in the midst of hotels, shopping and golf.

Services Include: Whether it's focus groups, a phone study, store intercept, executive interviewing or mystery shopping, Taylor Research offers everything you need to complete your research project.



GroupNET
VIDEOCONFERENCE ALLIANCE NETWORK, INC.

1-800-922-1545

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 Room VE - Video Equipment
1/1 - One on One Room VC - Video Conferencing
1/1OR - One on One Obs. Rm.
Room dimensions, when stated, 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
E-mail: buncher@imiresearch.com
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: info@luthresearch.com
www.luthresearch.com
Charlie Rosen
Location: Office building
CR, OR, 1/1, 1/1OR, VE, VC
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 advertisements on pp. 84, 149)

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 advertisements on pp. 84, 149)

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
E-mail: mktres@taylorresearch.com
www.taylorresearch.com
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
31x24 Obs. Rm. Seats 20
18x14 Obs. Rm. Seats 8
(See advertisement on p. 86)

San Francisco/San Jose

Asian Marketing Communication Research

a div. of Hispanic & Asian Marketing
Communication Research, Inc.
1301 Shoreway Rd., Ste. 100
Belmont, CA 94002
Ph. 650-595-5028
Fax 650-595-5407
E-mail: AsianDiv@hamcr.com
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)

Car-Lene Research, Inc.

Stonestown Galleria
3251 20th Ave.
San Francisco, CA 94132
Ph. 415-566-9925
Fax 415-566-9929
Olinda Owen, Manager
Location: Shopping mall
CR, OR, 1/1, 1/10R, TK, VE
16x14 Obs. Rm. Seats 8

ConStat, Inc.

135 Main St., 16th fl.
San Francisco, CA 94105
Ph. 415-512-7800
Fax 415-512-9790
E-mail: qualitative@constat.com
www.constat.com
Maurice Carlson, Qualitative Manager
Location: Office building
CR, OR, VE
20x16 Obs. Rm. Seats 14

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NEW DALLAS PARK CENTRAL VII, 12750 MERIT DR., 10TH FLOOR, DALLAS, TX 75251

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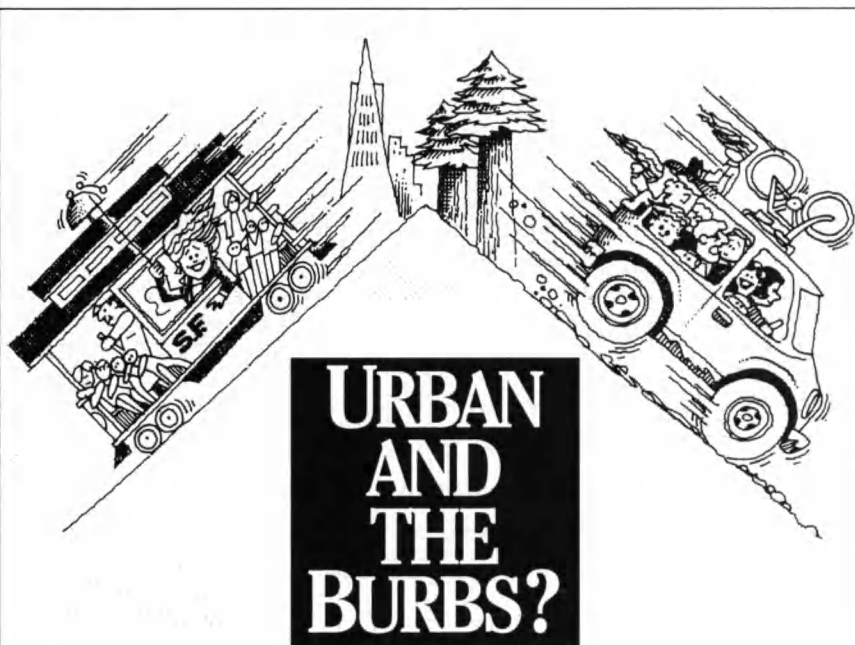
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- ♦ Outstanding recruiting and interviewing



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220 So. Spruce Ave., Ste. 100, San Francisco, CA 94080
 222 Front Street, 3rd Floor, San Francisco, CA 94111
 Phone: (650) 871-6800 • Fax: (650) 871-6815
 1-800-4-ECKER-1
 email: ecker01@aol.com web site: eckersf.com

UPDATED & REMODELED S.F. FACILITY

CODES

Location: Office building, Freestanding building, Shopping mall

CR - Conference Room TK - Test Kitchen
 LR - Living Room Style TKO - Test Kitchen Obs. Rm.
 OR - Observation Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
 Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style

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
 www.superrooms.com

Rich Anderson or Venetia Kourakos

Location: Office building

CR, LR, OR, 1/1, 1/1OR, 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 advertisements on pp. 87, 177)

Corey, Canapary & Galanis
 447 Sutter St., Penthouse N.
 San Francisco, CA 94108

Ph. 415-397-1200

Fax 415-433-3809

E-mail: ekcanapary@aol.com

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

www.eckersf.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. 88)

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

www.eckersf.com

Betty Rosenthal

Location: Office building

CR, 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. 88)

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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
 Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style

Marchione & Spero Research Center
 2815 Mitchell Dr., Ste. 121
 Walnut Creek, CA 94598
 Ph. 510-210-1525
 Fax 510-210-1513
 E-mail: ksat@ix.netcom.com
 Kerry Satterfield
 Location: Office building
 CR, OR, TK, VE
 16x23 Obs. Rm. Seats 15

MSI International
 66 Bovet 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
 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. 90)

Nichols Research, Inc.
 2300 Clayton Rd., Ste. 1370
 Concord, CA 94520
 Ph. 925-687-9755
 Fax 925-686-1384
 E-mail: concord@nichols-research.com
 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. 90)

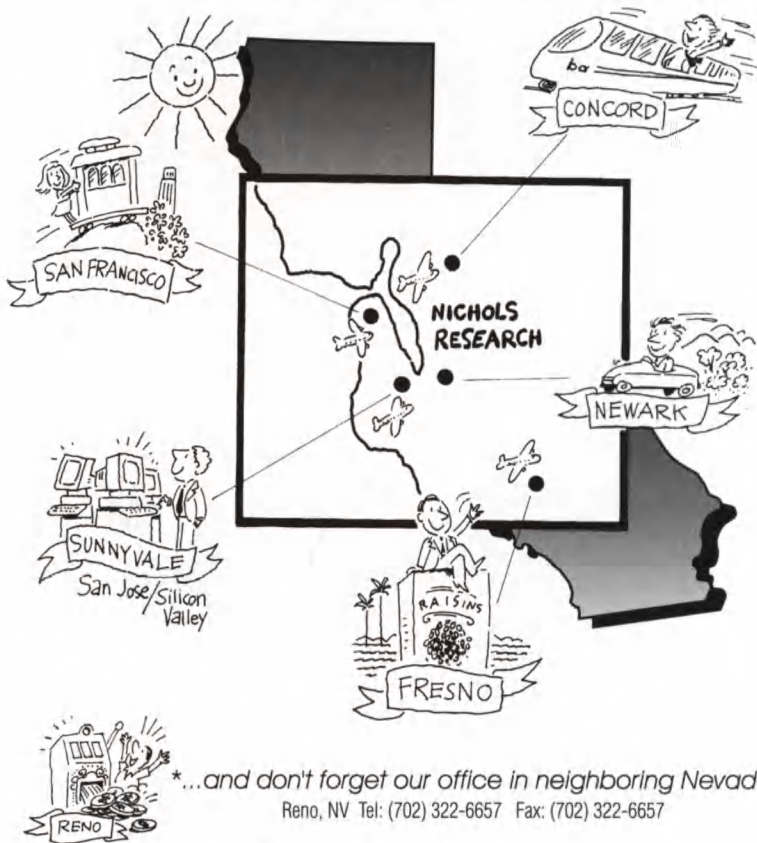
Nichols Research, Inc.
 44 Montgomery St., Ste. 1550
 San Francisco, CA 94104
 Ph. 415-986-0500
 Fax 415-986-2248
 E-mail: sanfran@nichols-research.com
 www.nichols-research.com
 Paul Valdez

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. 90)

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: klamb@plazaresearch.com
 www.plazaresearch.com

Kris Lamb, Director
 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. 153)

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 call (408) 773-8200, or email us at info@nichols-research.com

Proview

577 Airport Blvd., Ste. 130
 Burlingame, CA 94010
 Ph. 650-344-6383
 Fax 650-344-3217
 E-mail: promedic@ix.netcom.com
 Jennifer Stuessy, Mgr. of Client Svcs.
 Location: Office building
 CR, OR, VE
 15x23 Obs. Rm. Seats 15
 (See advertisement on p. 92)

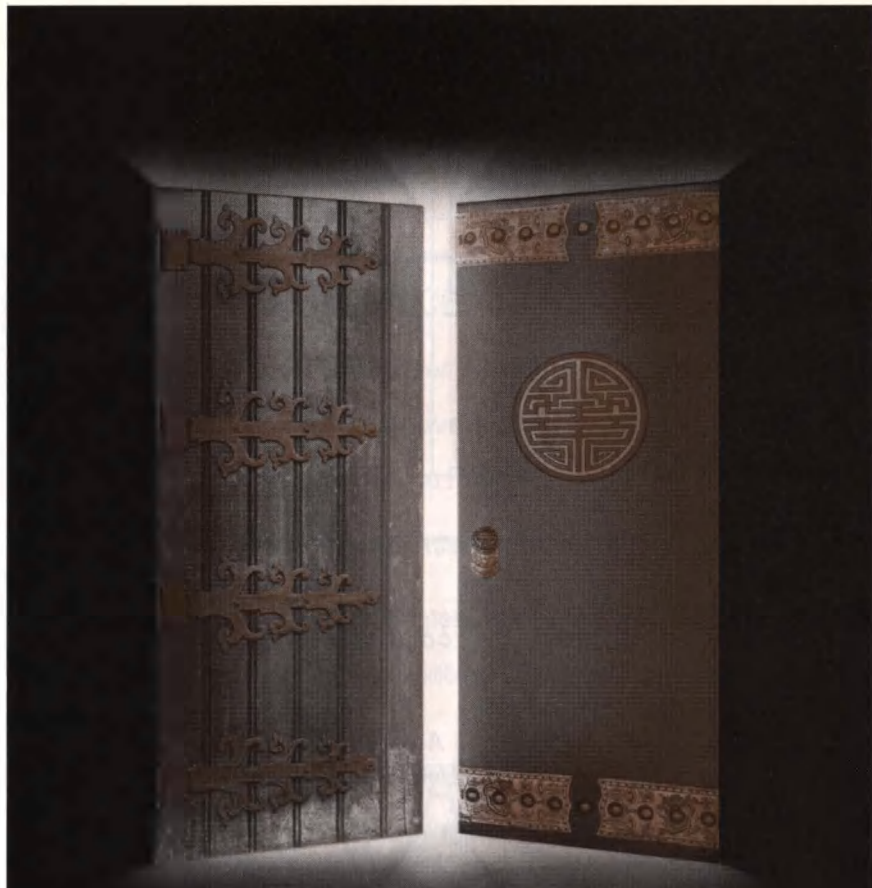
Q & A Research
 P.O. Box 5309
 Novato, CA 94948-5309
 Ph. 415-883-1188
 Fax 415-883-1344
 E-mail: wpino@qar.com
 www.qar.com
 Erin Blue
 Location: Freestanding building
 CR, LR, OR, TK, VE
 16x26 Obs. Rm. Seats 7
 †12x18 Obs. Rm. Seats

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
 E-mail: vraymonda@qcworld.com
 www.qcresearch.com
 Veronica Raymonda, Dir. of Operations
 Location: Office building
 CR, OR, VE
 25x18 Obs. Rm. Seats 16
 22x20 Obs. Rm. Seats 12
 (See advertisement on p. 88)

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 94502
 Ph. 510-747-1900
 Fax 510-747-1909
 E-mail: sdas@techforecasters.com
 www.techforecasters.com
 Location: Office building
 CR, OR, TK, VE
 13x21 Obs. Rm. Seats 6



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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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
 Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style

Tragon Corp.
 365 Convention Way
 Redwood City, CA 94063
 Ph. 650-365-1833
 Fax 650-365-3737
 E-mail: info@tragon.com
 www.tragon.com
 Bruce Yandell, Vice President
 Location: Freestanding building
 CR, OR, 1/1, TK, VE
 16x22 Obs. Rm. Seats 10
 (See advertisement on p. 93)

Vista Marketing Research
 70 Washington St., Ste. 300
 Oakland, CA 94607
 Ph. 510-839-0256
 Fax 510-839-3075
 E-mail: tmc@vistamr.com
 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
 www.hook.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. 93)

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 650.344.3217 (FAX)

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 Oxnard, CA 93030
 Ph. 805-278-1444
 Fax 805-278-1447
 E-mail: am@reyesresearch.com
 www.reyesresearch.com
 Arvind Datta
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, 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
 www.rrcassoc.com
 Nancy Sullivan, Focus Group Coordinator
 Location: Office building
 CR, OR, 1/1, 1/1OR, VE
 15x20 Obs. Rm. Seats 10

Car-Lene Research, Inc.
 Crossroads Mall
 1700 28th St.
 Boulder, CO 80301
 Ph. 303-444-1500
 Fax 303-444-9897
 Ron Hoglin, Manager
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE
 16x12 Obs. Rm. Seats 4

Car-Lene Research, Inc.
 Twin Peaks Mall
 1250 S. Hover Rd., Ste. 51
 Longmont, CO 80501
 Ph. 303-682-0131
 Fax 303-682-0118
 Terry Cruz, Manager
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE
 17x12 Obs. Rm. Seats 4

Colorado Springs

The Springs 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, 1/1OR, TK, TKO, VE
 18x12 Obs. Rm. Seats 8



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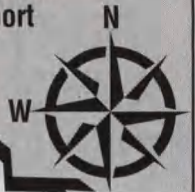
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CODES

Location: Office building, Freestanding building, Shopping mall

CR - Conference Room TK - Test Kitchen
 LR - Living Room Style TKO - Test Kitchen Obsv. Rm.
 OR - Observation Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
*Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style*

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 80011-8701
 Ph. 800-731-3527 or 303-344-4625
 Fax 303-344-0403
 E-mail: denver@accudata.net
 www.accudata.net
 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. 94, 107, 175)

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: rnmcmrs@aol.com
 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

Consumer Pulse of Denver
 Southglenn Mall
 6911 S. University Blvd., #A0730
 Littleton, CO 80122
 Ph. 303-798-7338 or 800-336-0159
 Fax 303-798-8120
 E-mail: denver@consumerpulse.com
 www.consumerpulse.com
 Mary Schneider, Director
 Location: Shopping mall
 CR, OR, 1/1, TK, TKO, VE, VC
 18x20 Obs. Rm. Seats 12
 (See advertisement on p. 138)

Eagle Research - Denver
 12157 W. Cedar Dr.
 Denver, CO 80228
 Ph. 303-980-1909 or 303-980-2262
 Fax 303-980-5980 or 980-2270
 E-mail: christinef@eagleresearch.com
 www.eagleresearch.com
 Debbie Calzaretta, Dir. of Qual. Rsch.
 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. 95, 113)

Fieldwork Denver, Inc.
 At the Tivoli
 900 Auraria Pkwy., #225
 Denver, CO 80204
 Ph. 303-825-7788
 Fax 303-623-8006
 E-mail: FW.DENVER@mci2000.com
 www.fieldwork.com
 Nicole Darre
 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)

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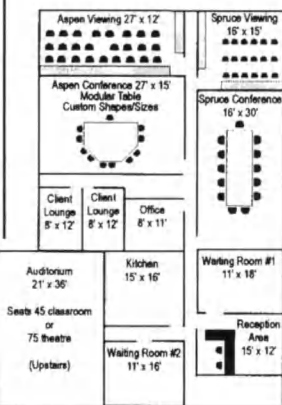
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Vice President*



*Joel Reish
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DENVER

303-980-1909

Fax: 303-980-2270

christinef@eagleresearch.com



ATLANTA

770-395-6090

Fax: 770-671-9708

jreish@eagleresearch.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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
*Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style*

Friedman Marketing Services
 Denver Field
 5275 Marshall St, #205
 Arvada, CO 80002
 Ph. 303-420-1008 or 914-698-9591
 Fax 303-420-2049
 Lois Kabert, Manager
 Location: Office building
 CR, OR, TK
 10x12 Obs. Rm. Seats 8

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

Iri Information Research Inc.
 10650 E. Bethany Dr.
 Denver, CO 80014
 Ph. 303-751-0190
 Fax 303-751-8075
 Norman Pettitt, President
 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.
 Health Care Research, Inc.
 240 St. Paul St., Ste. 100
 Denver, CO 80206
 Ph. 303-388-0873
 Fax 303-388-3822
 E-mail: kweiss@marketperceptions.com
 www.marketperceptions.com
 Erika Queen, Rsch. Facilities Coord.
 Location: Office building
 CR, LR, 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
 E-mail: mfidenver@aol.com
 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: kbarker@plazaresearch.com
 www.plazaresearch.com
 Katie Barker, Director
 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. 153)

The Research Center
 550 S. Wadsworth Blvd., Ste. 101
 Denver, CO 80226
 Ph. 800-432-2050 or 303-935-1750
 Fax 303-935-4390
 E-mail: AReid@paragon-research.com
 www.paragon-research.com/researchcenter
 Annie Reid, V.P. Research Services
 Location: Office building
 CR, OR, TK, VE
 20x18 Obs. Rm. Seats 15
 24x24 Obs. Rm. Seats 15

Connecticut

Hartford

Advantage Field & Focus
 Div. of Mintz & Hoke
 40 Tower Lane
 Avon, CT 06001
 Ph. 860-678-0473
 Fax 860-860-679-9750
 E-mail: info@mintz-hoke.com
 Jeff Fine
 Location: Office building
 CR, OR, 1/1, TK, VE
 17x26 Obs. Rm. Seats 12

Beta One, Inc.
 Focus Facility Hartford
 270 Farmington Ave., Ste. 126
 Farmington, CT 06032
 Ph. 800-447-2382 (Bids) or 860-677-7711
 Fax 860-677-4967
 E-mail: B1Research@aol.com
 Marnie Honiberg
 Location: Office building
 CR, OR, TK, VE
 18x13 Obs. Rm. Seats 14

Connecticut InFocus
 76 Eastern Blvd.
 Hartford-Glastonbury, CT 06033
 Ph. 860-652-0307
 Fax 860-652-0355
 E-mail: map@ctinfocus.com
 www.ctinfocus.com
 Mary Ann Pacocha, Director
 Location: Freestanding building
 CR, OR, 1/1, 1/1OR, TK, VE
 20x20 Obs. Rm. Seats 15
 (See advertisement on p. 96)

Friedman Marketing Services
 The Pavillions at Buckland Hills
 194 Buckland Hills Dr.
 Manchester, CT 06040
 Ph. 860-644-9679 or 914-698-9591
 Fax 860-644-9698
 Angel Powell, Manager
 Location: Shopping mall
 CR, OR, TK
 10x12 Obs. Rm. Seats 7

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- ▶ **Mock Juries**
- ▶ **Music/Media Testing**
- ▶ **Taste Testing**

FOR MORE INFORMATION ABOUT CONNECTICUT INFOCUS, OR TO ARRANGE A TOUR, CALL MARY ANN PACOCHA - DIRECTOR, AT 860.652.0307

76 Eastern Boulevard • Glastonbury, CT 06033 • fax: 860.652.0355 • e-mail: mail@ctinfocus.com • www.ctinfocus.com

Hartford Research Center
530 Silas Deane Hwy., #LL
Wethersfield, CT 06109
Ph. 800-235-5028 or 860-529-8006
Fax 800-448-1569
Nancy Neumann, Sr. Director
Location: Office building
CR, OR, 1/1, 1/1OR, 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 or 203-234-9988
Fax 800-448-1569
Verna Saucier, 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

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. 97)

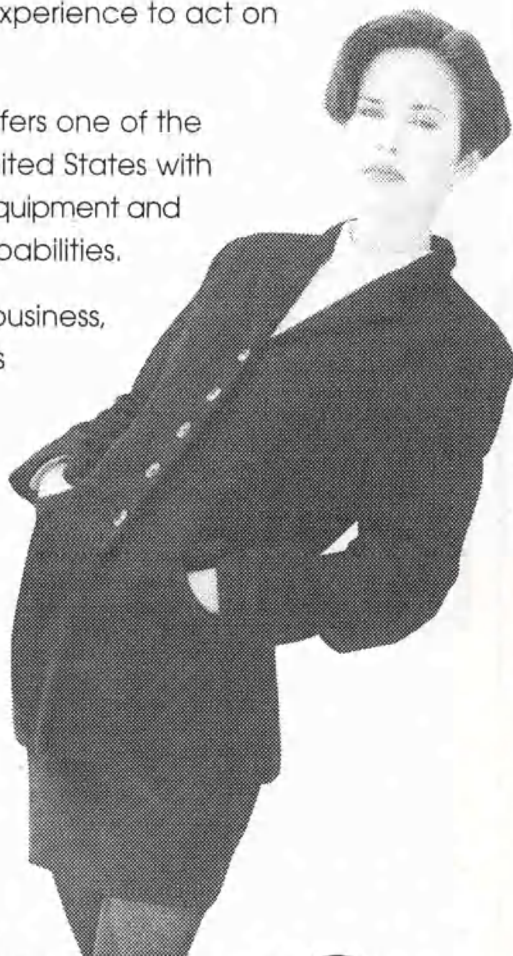
Focus Room - Stamford
1011 High Ridge Rd.
Stamford, CT 06905
Ph. 203-322-5996
Fax 203-322-0819
E-mail: stam@focusroom.com
Kim Angione
Location: Office building
CR, LR, OR, 1/1, 1/1OR, TK, TKO, VE, VC
14x20 Obs. Rm. Seats 24
15x16 Obs. Rm. Seats 20
16x20 Obs. Rm. Seats 20

We bend over backwards to make everything possible.

One moderator after another tells us they feel we literally bend over backwards to anticipate their needs and provide the very best of everything. In fact, we appreciate the accolades, because our staff of dedicated professionals listen before they speak, and have the experience to act on what you say.

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A Qualitative Research Center



In 1997, we were rated the highest
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Impulse Survey of Focus Group Facilities.



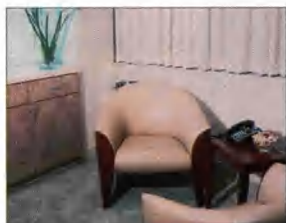
The **Oversized Focus Group Rooms** feature product and concept display space, plus socially designed tables for interviewing and video-taping flexibility.



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 Room VE - Video Equipment
1/1 - One on One Room VC - Video Conferencing
1/1OR - One on One Obs. Rm.
*Room dimensions, when stated, are shown in feet.
† denotes Living Room Style*

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
www.nemr.com

Eric Souza, Partner
Brian Barton, 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: info@strategicfocusinc.com
www.strategicfocusinc.com
David Lewis, President/CEO
Location: Office building
CR, LR, OR, 1/1, 1/1OR, VE
25x16 Obs. Rm. Seats 14
(See advertisement on p. 99)

Waterbury

Cunningham Field & Research Service

Brass Mill Center
495 Union St.
Waterbury, CT 06705
Ph. 904-677-5644
Fax 904-677-5534
E-mail: WATE@cunninghamresearch.com
www.cunninghamresearch.com
Location: Shopping mall
CR, OR, 1/1, TK, VE
(See advertisement on p. 101)

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

Car-Lene Research, Inc.
Potomac Mills Mall
2700 Potomac Mills Cir.
Woodbridge, VA 22192
Ph. 703-497-4444
Fax 703-497-0999
Deborah Nistle, Manager
Location: Shopping mall
CR, OR, 1/1, 1/1OR, TK, VE
12x10 Obs. Rm. Seats 6

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: washington@consumerpulse.com
www.consumerpulse.com
Carol Keel, Director
Location: Office building
CR, OR, 1/1, TK, TKO, VE, VC
20x20 Obs. Rm. Seats 20
(See advertisement on p. 138)

Cunningham Field & Research Service
Springfield Mall
6691B Springfield Mall
Springfield, VA 22150
Ph. 904-677-5644
Fax 904-677-5534
E-mail: WASH@cunninghamresearch.com
www.cunninghamresearch.com
Location: Shopping mall
CR, OR, 1/1, 1/1OR, TK, VE
18x12 Obs. Rm. Seats 12
(See advertisement on p. 101)

The Dominion Group
Marketing Research & Consulting, Inc.
8229 Boone Blvd., Ste. 710
Vienna, VA 22182
Ph. 703-848-4233
Fax 703-848-9469
Barbara Lucas, Field Director
Location: Office building
CR, OR, TKO
20x16 Obs. Rm. Seats 10

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 8

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Our single suite focus facility provides:

- One room. One Client. Our full attention.
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- Unique field-recruiting strategies, designed to reach the lowest incidence audience.
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- Utilizing proprietary licensed software on a security-laden website.
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- Recruiting from a database of over 500,000.

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email: info@strategicfocusinc.com
www.strategicfocusinc.com

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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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
 Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style

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
 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: focusgroups@lowassociates.com
 www.lowassociates.com
 Kate Koester, Field Director
 Location: Office building
 CR, OR, VE
 20x20 Obs. Rm. Seats 26
 (See advertisement on p. 100)

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FAX 301 986 1641
 research@lowassociates.com
 5454 WISCONSIN AVE, SUITE 1300
 CHEVY CHASE, MD 20815-6994

LOW + ASSOCIATES INC.

Macro International Inc.
 11785 Beltsville Dr.
 Calverton, MD 20705
 Ph. 301-572-0200
 Fax 301-572-0999
 E-mail: hoch@macroint.com
 www.macroint.com
 Lynn Halverson, Project Director
 Location: Office building
 CR, OR, 1/1, VE
 24x17 Obs. Rm. Seats 8

Metro Research Services, Inc.
 9990 Lee Hwy., Ste. 110
 Fairfax, VA 22030
 Ph. 703-385-1108
 Fax 703-385-8620
 E-mail: info@metroresearchservices.com
 www.metroresearchservices.com
 Angela Lorinchak, President
 Location: Office building
 CR, OR, 1/1, 1/1OR, 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: info@metroresearchservices.com
 www.metroresearchservices.com
 Angela Lorinchak, President
 Location: Office building
 CR, OR, 1/1, 1/1OR, 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
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE
 17x15 Obs. Rm. Seats 5

OMR (Olchak Market Research)
 7255-A Hanover Pkwy.
 Greenbelt, MD 20770
 Ph. 301-441-4660
 Fax 301-474-4307
 E-mail: omrdc2@aol.com
 www.OMRdc.com
 Jill Siegel, President
 Location: Office building
 CR, OR, 1/1, 1/1OR, TK, VE
 14x19 Obs. Rm. Seats 14

OMR (Olchak Market Research)
 Washington, DC
 Ph. 301-441-4660
 Fax 301-474-4307
 E-mail: omrdc2@aol.com
 www.OMRdc.com
 Jill Siegel, President
 Location: Office building
 CR, OR, 1/1, 1/1OR, TK, VE
 14x18 Obs. Rm. Seats 14
 10x08 Obs. Rm. Seats 6

Shugoll Research
 7475 Wisconsin Ave., Ste. 200
 Bethesda, MD 20814
 Ph. 800-322-4499 or 301-656-0310
 Fax 301-657-9051
 E-mail: jshugoll@ShugollResearch.com
 www.ShugollResearch.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

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
 www.floridainfocus.com
 Doris M. Wagman, President
 Location: Office building
 CR, OR, TK, VE
 14x16 Obs. Rm. Seats 20
 14x16 Obs. Rm. Seats 8

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At Cunningham... We ask the right questions, to get the right answers, time and cost effectively, to support your research project.

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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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
*Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style*

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 or 800-923-MARS
 Fax 954-755-3061
 E-mail: eric@marsresearch.com
 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
(See advertisement on p. 102)

Mar's Surveys
 701 W. Cypress Creek Rd., Ste. 301
 Ft. Lauderdale, FL 33309
 Ph. 954-755-2805 or 800-923-MARS
 Fax 954-755-3061
 E-mail: eric@marsresearch.com
 www.marsresearch.com
 Joyce Gutfreund, Focus Group Coord.
 Location: Office building
 CR, OR, 1/1, 1/1OR, TK, VE, VC
 20x22 Obs. Rm. Seats 20
 14x16 Obs. Rm. Seats 10
(See advertisement on p. 102)

Plaza Research
 4000 Hollywood Blvd.
 Hollywood, FL 33021
 Ph. 954-963-7600 or 800-654-8002
 Fax 954-963-5757
 E-mail: mstein@plazaresearch.com
 www.plazaresearch.com
 Meredith Stein, Director
 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. 153)

WAC of South Florida
 1415 W. Cypress Creek Rd.
 Ft. Lauderdale, FL 33309
 Ph. 954-772-5101
 Fax 954-772-2774
 E-mail: WACFlorida@aol.com
 www.wacresearch.com
 Gary Altschul, Managing Director
 Location: Office building
 CR, OR, 1/1, 1/1OR, TK, 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. 103)

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
 E-mail: consumrctr@aol.com
 Ann Hudson, V.P./Managing Dir.
 Location: Office building
 CR, LR, OR, 1/1, 1/1OR, 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
 www.pmrresearch.com
 Elaine Lyons-Lepke, Ph.D., President
 Location: Office building
 CR, LR, OR, 1/1, 1/1OR, TK, TKO, VE
 18x30 Obs. Rm. Seats 15
 24x14 Obs. Rm. Seats 6
 †14x24 Obs. Rm. Seats 6

Jacksonville
 Tom Dale Market Research
 235 Margaret St.
 Neptune Beach, FL 32266
 Ph. 212-758-9777
 Fax 212-758-7520
 E-mail: TomDale@aol.com
 Tom Dale, President
 Location: Office building
 CR, LR, OR, TK, VE
 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
 http://irwinresearch.com
 Kathryn Blackburn, President
 Location: Office building
 CR, OR, 1/1, 1/1OR, TK, VE, VC
 18x22 Obs. Rm. Seats 15
 18x16 Obs. Rm. Seats 10
 10x12 Obs. Rm. Seats 6

FORT LAUDERDALE • HOUSTON • SOUTH JERSEY



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- 70 Station Computer-Assisted Telephone Center
- South Florida Regional Mall Locations
- National Field Service Capabilities



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Who says you shouldn't mix apples & oranges?

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Rated among the top 10 focus group facilities in North America in the 1998 *Impulse Survey of Focus Facilities*, WAC of New York provides state-of-the-art accommodations including:

- 3 focus group suites
- Spacious accommodations for client-viewers
- On-site recruiting
- FocusVision videoconferencing
- Kitchen facilities
- Cafe WAC

Specializing in business, medical, technical, consumer and financial respondents.



60 Madison Avenue
New York, New York 10010
Phone: 212-725-8840 Fax: 212-213-9247
Email: wacny@wacresearch.com
Internet: www.wacresearch.com

IN THE "BIG ORANGE"

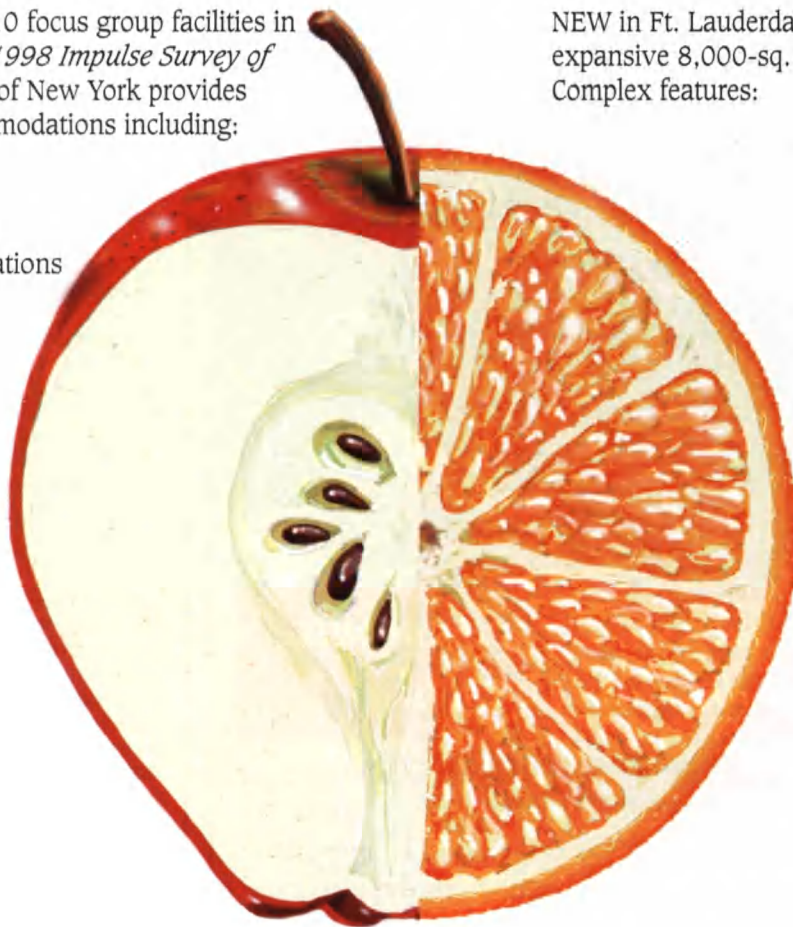
NEW in Ft. Lauderdale, Florida, WAC's expansive 8,000-sq. ft. Focus Group Complex features:

- 4 focus group suites
- Theater-style seating for 50 respondents
- Accommodations for up to 25 client-viewers
- On-site recruiting
- FocusVision videoconferencing
- Kitchen facilities
- Cafe WAC

Specializing in consumers of all ages, plus medical, technical, business and financial respondents.



1415 West Cypress Creek Road
Fort Lauderdale, Florida 33309
Phone: 954-772-5101 Fax: 954-772-2774
Email: wacflorida@wacresearch.com
Internet: www.wacresearch.com



CODES

Location: Office building, Freestanding building, Shopping mall

CR - Conference Room TK - Test Kitchen
 LR - Living Room Style TKD - Test Kitchen Obsv. Rm.
 OR - Observation Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
 Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style

Kirk Research Services, Inc.
 4521 Atlantic Blvd., Ste. D
 Jacksonville, FL 32207
 Ph. 904-858-3200
 Fax 904-858-3204
 E-mail: KirkResh@bellsouth.net
 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.net
 www.markethorizons.com
 Charles A. McMillin, CEO
 Location: Office building
 CR, OR, 1/1, VE
 14x20 Obs. Rm. Seats 10

Miami

Ask Miami
 2121 Ponce De Leon Blvd., Ste. 1250
 Miami, FL 33134
 Ph. 800-282-2771
 Fax 305-448-6825
 E-mail: AkMiami@aol.com
 www.askmiami.com
 Juliette Aldana-Chiles, Dir. of Field Services
 Location: Office building
 CR, LR, OR, 1/1, 1/1OR, VE
 23x13 Obs. Rm. Seats 12
 †23x13 Obs. Rm. Seats 12

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: MIAM@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE, VC
 18x12 Obs. Rm. Seats 8
 (See advertisement on p. 101)

Findings International Corp.
 9100 Coral Way, Ste. 6
 Miami, FL 33165
 Ph. 305-225-6517
 Fax 305-225-6522
 E-mail: findings@interfindings.com
 Felisa Esquivel, Vice President
 Location: Office building
 CR, OR, 1/1, 1/1OR, TK, VE
 18x22 Obs. Rm. Seats 10

Focus On Miami
 9703 S. Dixie Hwy., Ste. 6
 Miami, FL 33156
 Ph. 305-661-8332
 Fax 305-661-9686
 E-mail: FocusOnMiami@hotmail.com
 Lisa Switkes, President
 Location: Office building
 CR, OR, 1/1, TK, VE
 18x16 Obs. Rm. Seats 12

Focus On Miami
 407 Lincoln Rd.
 Miami Beach, FL 33139
 Ph. 305-661-8332
 Fax 305-661-9686
 Lisa Switkes, President
 Location: Office building
 CR, OR, 1/1, 1/1OR, VE
 16x12 Obs. Rm. Seats 10

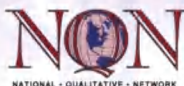
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9100 Coral Way, Ste. 7
Miami, FL 33165
Ph. 305-225-5563 or 305-225-5579
Fax 305-225-5592
Orlando Esquivel
Location: Office building
CR, OR, 1/1, 1/1OR, VE
18x20 Obs. Rm. Seats 15

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, VE, VC
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
20x14 Obs. Rm. Seats
14x12 Obs. Rm. Seats

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
www.nors.com
Daniel Clapp, President
Location: Office building
CR, OR, 1/1, 1/1OR, VE, VC
18x22 Obs. Rm. Seats 18
11x12 Obs. Rm. Seats 4

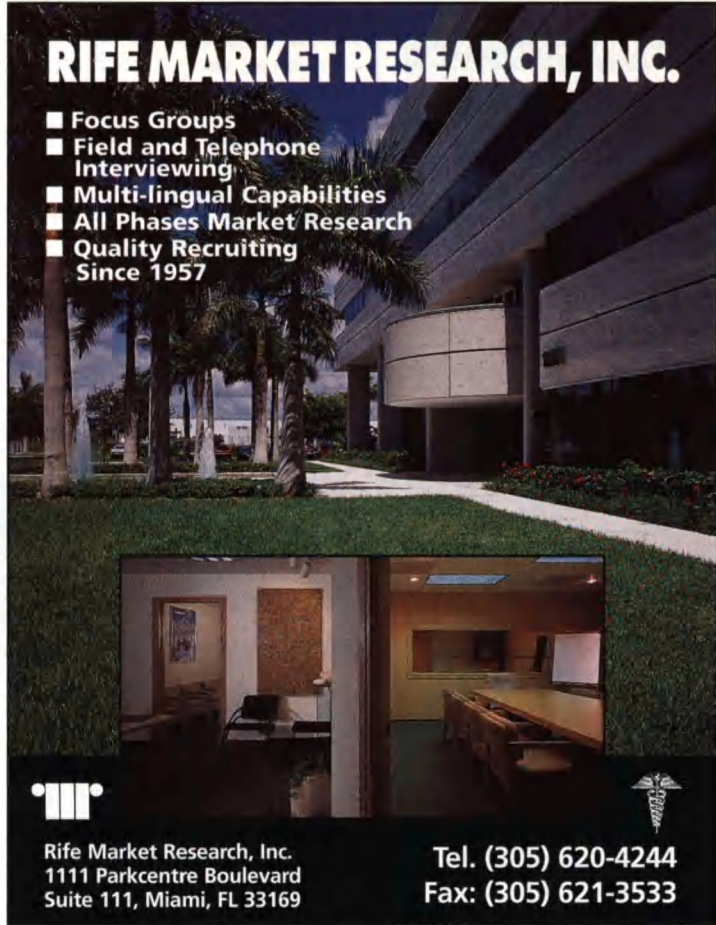
Rife Market Research, Inc.
1111 Parkcentre Blvd., Ste. 111
Miami, FL 33169
Ph. 305-620-4244
Fax 305-621-3533
E-mail: RIFE A@aol.com
Mary Rife, President
Location: Office building
CR, OR, 1/1, TK, VE, VC
15x15 Obs. Rm. Seats 14
15x15 Obs. Rm. Seats 12
(See advertisement on p. 105)

South Florida Research Services, Inc.
8415 Coral Way, Ste. 201
Miami, FL 33155
Ph. 305-264-5780
Fax 305-264-6419
Jean Light, Project Director
Location: Shopping mall
CR, OR, 1/1, TK, VE
16x22 Obs. Rm. Seats 15

Strategy Research Corporation
100 N.W. 37th Ave., 3rd fl.
Miami, FL 33125
Ph. 305-649-5400
Fax 305-643-5584
E-mail: strategy.mfinc-ah@marketfacts.com
www.strategyresearch.com
Belkist Padilla or Vivian Hernandez
Location: Office building
CR, OR, 1/1, 1/1OR, VE
(See advertisement on p. 105)

RIFE MARKET RESEARCH, INC.

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1111 Parkcentre Boulevard
Suite 111, Miami, FL 33169

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Fax: (305) 621-3533

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www.strategyresearch.com
100 N.W. 37th Avenue, Miami, Florida 33125
Tel. (305) 649-5400 Fax (305) 643-5584

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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style

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
 Michaele Moretz
 Location: Shopping mall
 CR, OR, TK, TKO, VE
 15x24 Obs. Rm. Seats 10
 14x20 Obs. Rm. Seats 10

Naples

Gazelle International, Inc.
 4949 Tamiami Trail North, Ste. 204
 Naples, FL 33940
 Ph. 212-686-8808
 Fax 212-686-5114
 Harriet Naidus, Vice President
 Location: Office building
 CR, OR, 1/1, VE, VC
 27x15 Obs. Rm. Seats 6

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, TK, VE
 23x22 Obs. Rm. Seats 20
 18x26 Obs. Rm. Seats 20
 (See advertisement on p. 106)

AccuData Market Research, Inc.

520 N. Semoran Blvd., Ste. 100
 Orlando, FL 32807
 Ph. 800-731-3527 or 407-282-3770
 Fax 407-282-3771
 E-mail: orlando@accudata.net
 www.accudata.net
 Shannon Mendon, 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. 94, 107, 175)

Hancock Information Group, Inc.
 2180 W. State Rd. 434, Ste. 3170
 Longwood, FL 32779
 Ph. 800-595-0101 or 407-682-1556
 Fax 407-682-0025
 E-mail: amy.williams@hancockinfo.com
 www.hancockinfo.com
 Amy Williams, Mgr. of Focus Groups
 Location: Office building
 CR, OR, 1/1, 1/1OR, TK, VE
 16x25 Obs. Rm. Seats 10

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 call Suzanne S. Cattell, President.**



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 MARKET RESEARCH

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 Tel: 407.671.3344 Fax: 407.671.3349

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Market Research, Inc.

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 (813) 875-4005 • FAX: (813) 875-4055
 Mark R. Siegel, President/Director

Insight Orlando, Inc.
5828 S. Semoran Blvd.
Orlando, FL 32822
Ph. 407-384-8883
Fax 407-384-9048
E-mail: insightto@magicnet.net
Kevin Falk, Research Director
Location: Office building
CR, OR, 1/1, 1/10R, VE
22x14 Obs. Rm. Seats 25
20x14 Obs. Rm. Seats 10
21x16 Obs. Rm. Seats 10

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, LR, OR, 1/1, 1/10R, TK, VE
19x20 Obs. Rm. Seats 15
17x18 Obs. Rm. Seats 8
28x37 Obs. Rm. Seats 25
†19x20 Obs. Rm. Seats 15

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, 1/1, 1/10R, TK, VE
21x14 Obs. Rm. Seats 12

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
Mary Ann Fox
Location: Office building
CR, OR, 1/1, 1/10R, TK, VE
13x19 Obs. Rm. Seats 12
(See advertisements on pp. 155, 161)

Sarasota/Bradenton

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 Wilde, Manager
Location: Shopping mall
CR, OR, 1/1, 1/10R, 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, 1/10R, TK, VE
10x14 Obs. Rm. Seats 6

Kerr & Downs Research
2992 Habersham Dr.
Tallahassee, FL 32308
Ph. 850-906-3111
Fax 850-906-3112
E-mail: db@kerr-downs.com
www.kerr-downs.com
Debbie Benn, Project Director
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.net
www.accudata.net
Shannon Mendon
Location: Office building
CR, OR, 1/1, 1/10R, TK, VE
18x24 Obs. Rm. Seats 18
13x16 Obs. Rm. Seats 8
(See advertisements on pp. 94, 107, 175)

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guaranteed
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Market
Research

Memphis
800-625-0405

Orlando
800-831-7744

Tampa
800-731-3527

Denver
800-731-3527

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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
 Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style

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. 727-797-6552
 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

The Consumer Center of Mid-Florida
 101 Philippe Pkwy., Ste. A
 Safety Harbor, FL 34695
 Ph. 727-726-0844
 Fax 727-724-3944
 E-mail: consumrctr@aol.com
 Ann Hudson, V.P./Managing Partner
 Location: Office building
 CR, LR, OR, 1/1, 1/1OR, TK, TKO, VE
 27x19 Obs. Rm. Seats 25
 15x13 Obs. Rm. Seats 6
 20x15 Obs. Rm. Seats 8
 †27x19 Obs. Rm. Seats 25
 †20x15 Obs. Rm. Seats 8

Cunningham Field & Research Service

Brandon Towne Center
 334 Brandon Towne Center
 Brandon, FL 33511
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: TAMB@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE
 22x16 Obs. Rm. Seats 15
 (See advertisement on p. 101)

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: TAMC@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE, VC
 15x18 Obs. Rm. Seats 14
 (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

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
 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 advertisement on p. 108)

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600 N. Westshore Blvd., Suite 702, Tampa, FL 33609 phone: 813-282-0866 fax: 813-282-3553
 e-mail: herrontpa@aol.com, http://www.herrongroup.com

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- LOUNGES ADJACENT TO VIEWING ROOMS
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5401 W. Kennedy Blvd., Suite 820, Tampa, FL 33609
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 Room VE - Video Equipment
1/1 - One on One Room VC - Video Conferencing
1/1OR - One on One Obs. Rm.
Room dimensions, when stated, are shown in feet.
† denotes Living Room Style

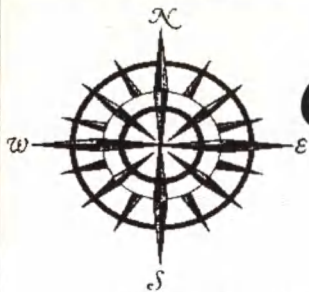
Premack & Associates of Pinellas County, Inc.
8130 66th St. N., Ste. 10
Pinellas Park, FL 33781
Ph. 727-544-3191
Fax 727-544-2777
Audrey Premack, CEO
Location: Office building
CR, OR, VE
12x15 Obs. Rm. Seats 10

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
www.schwartzresearch.com
Rodney Kayton, Facility Manager
Location: Freestanding building
CR, LR, OR, 1/1, 1/1OR, TK, VE, VC
17x18 Obs. Rm. Seats 12
16x20 Obs. Rm. Seats 12
34x20 Obs. Rm. Seats 20
16x18 Obs. Rm. Seats 12
†30x18 Obs. Rm. Seats 12
(See advertisement on p. 109)

Suburban Associates
Conference Center
4350 W. Cypress St., Ste. 535
Tampa, FL 33607
Ph. 813-874-3423
Fax 813-875-6789
E-mail: tampacc@subassoc.com
www.subassoc.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
5401 W. Kennedy Blvd., Ste. 820
Tampa, FL 33609
Ph. 813-282-1660
Fax 813-287-0605
E-mail: 102575.3014@compuserve.com
Shari Gonzales
Location: Office building
CR, OR, 1/1, 1/1OR, TK, TKO, VE, VC
26x13 Obs. Rm. Seats 18
15x20 Obs. Rm. Seats 18
15x25 Obs. Rm. Seats 20
14x15 Obs. Rm. Seats 8
(See advertisements on p. 110, 118)

TAI - Tampa Bay, Inc.
100 N. Tampa St., Ste. 3700
Tampa, FL 33602
Ph. 813-226-1800
Fax 813-226-1808
E-mail: TAI TAMPA@aol.com
www.taimarketres.com
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



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Facilities Designed to Meet Unique Research Needs

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- *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



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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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
 Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style

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
 www.field-n-focus.com
 Lois Stermer, President
 Location: Freestanding building
 CR, OR, 1/1, 1/1OR, VE
 14x18 Obs. Rm. Seats 18

Heakin Research, Inc.
 Boynton Beach Mall
 801 N. Congress Ave., Ste. 283
 Boynton Beach, FL 33426
 Ph. 561-733-8998
 Fax 561-733-9918
 Suzann Davis, Manager
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE
 17x13 Obs. Rm. Seats 8
 20x13 Obs. Rm. Seats 8

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, 1/1OR, 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, 1/1OR, 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
 www.cmrcompass.com
 Larry Weltin
 Location: Freestanding building
 CR, OR, 1/1, 1/1OR, TK, VE, VC
 16x24 Obs. Rm. Seats 12
 16x20 Obs. Rm. Seats 12
 (See advertisement on p. 111)

Consumer Search
 3918 N. Druid Hill Rd.
 Atlanta, GA 30033
 Ph. 800-537-4200 or 404-321-1770
 Fax 404-636-3037
 Scott Tannenbaum
 Location: Shopping mall
 CR, OR, TK, VE
 20x20 Obs. Rm. Seats 25
 20x20 Obs. Rm. Seats 25

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: ATLA@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE, VC
 18x12 Obs. Rm. Seats 10
 (See advertisement on p. 101)

E & L Marketing Research
 1990 Lakeside Pkwy., 3rd fl.
 Tucker, GA 30084
 Ph. 770-621-7600
 Fax 770-621-7666
 www.elavidge.com
 Anita Watkins
 Location: Office building
 CR, OR, TK, VE
 25x15 Obs. Rm. Seats 8
 25x15 Obs. Rm. Seats 6

Eagle Research - Atlanta

One Dunwoody Park, Ste. 128
 Atlanta, GA 30338
 Ph. 770-395-6090 or 770-677-7970
 Fax 770-671-9708
 E-mail: jreish@eagleresearch.com
 www.eagleresearch.com
 Jonathan Yardley, Dir. of Qual. Rsch.
 Location: Office building
 CR, LR, OR, 1/1, 1/1OR, TK, VE
 14x20 Obs. Rm. Seats 18
 15x17 Obs. Rm. Seats 12
 24x36 Obs. Rm. Seats 25
 (See advertisements on pp. 95, 113)

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 OR - Observation Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
 Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style

Fieldwork Atlanta, Inc.

200 Galleria Pkwy., Ste. 1850
 Atlanta, GA 30339
 Ph. 770-988-0330
 Fax 770-955-1555
 E-mail: FIELDWORKA@aol.com
 www.fieldwork.com
 Carolyn Lee

Location: Office building
 CR, OR, 1/1, 1/1OR, 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
 E-mail: babecker@mindspring.com
 Barbara Becker
 Location: Freestanding building
 CR, OR, 1/1, 1/1OR, TK
 10x20 Obs. Rm. Seats 12

Heakin Research, Inc.
 Gwinnett Place Mall
 2100 Pleasant Hill Rd.
 Duluth, GA 30136
 Ph. 770-476-0714
 Fax 770-476-3194
 Brad McDonald, Manager
 Location: Shopping mall
 CR, OR, VE

Heakin Research, Inc.
 Shannon South Park Mall
 339 Shannon Mall
 Union City, GA 30291
 Ph. 770-964-9634
 Fax 770-964-9665
 Valorie Owens, Manager
 Location: Shopping mall
 CR, OR, TK, VE

IMAGES Market Research

1718 Peachtree St., Ste. 650
 Atlanta, GA 30309
 Ph. 404-892-2931
 Fax 404-892-8651
 E-mail: imagesusa@imagesusa.net
 Robert McNeil or Deborah White
 Location: Office building
 CR, OR, VE
 24x16 Obs. Rm. Seats 10
 (See advertisement on p. 114)

Jackson Associates, Inc.

1140 Hammond Dr., Bldg. H
 Atlanta, GA 30328
 Ph. 770-394-8700
 Fax 770-394-8702
 E-mail: research@jacksonassociates.com
 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. 115)

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
 Terri Clark
 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.N.E., Ste. 140
 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
 E-mail: mfi@aol.com
 www.messagefactors.com
 Tammy Smith
 Location: Office building
 LR, OR, 1/1, TK, VE
 †19x14 Obs. Rm. Seats 21

Michelson & Associates, Inc.
 1900 The Exchange, Ste. 360
 Atlanta, GA 30339
 Ph. 770-955-5400
 Fax 770-955-5040
 E-mail: mark@michelson.com
 www.michelson.com/research
 Mark L. Michelson, President/CEO
 Location: Office building
 CR, OR, 1/1, VE
 15x20 Obs. Rm. Seats 4
 (See advertisement on p. 116)

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IMAGES Research is a full-service market research firm providing turn-key, cost effective nationwide qualitative and quantitative general and ethnic market services. We offer focus group recruiting, multilingual telephone/field and executive interviewing featuring a 40 station CATI system. We have strong advertising testing experience. Come visit one of our focus group facilities located throughout the country. Ask about our specials!



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 Ph. 404-892-2931 • Fax 404-892-8651
 E-mail: imagesusa@imagesusa.net
 Contact: Robert L. McNeil Jr., President

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Dallas	Los Angeles	Philadelphia	



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the three best reasons to book us

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- computers, printers and modems in all client lounges
- 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

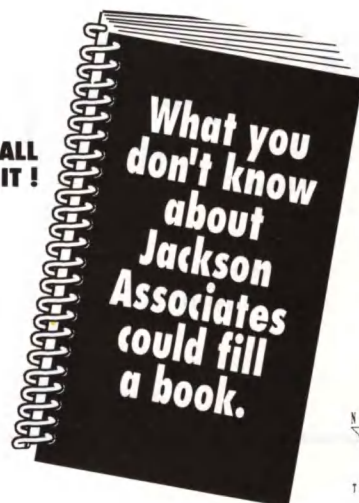
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(770) 394-8700 FAX (770) 394-8702
research@jacksonassociates.com
www.jacksonassociates.com

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 OR - Observation Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
*Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style*

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
 E-mail: marrandhurst@att.net.com
 Michael Skinner, Manager
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE
 17x14 Obs. Rm. Seats 10
 19x12 Obs. Rm. Seats 12

Nordhaus Research, Inc.
 3355 Lenox Rd., Ste. 400
 Atlanta, GA 30326
 Ph. 404-848-8188 or 800-860-9996
 Fax 404-848-8199
 Lynn Raub
 Location: Office building
 CR, OR, 1/1, 1/1OR, TK, TKO, VE
 16x17 Obs. Rm. Seats 15
 16x27 Obs. Rm. Seats 15
(See advertisement on p. 140)

P V R, Inc.
 11445 Johns Creek Pkwy.
 Atlanta, GA 30097
 Ph. 770-232-0322
 Fax 770-232-0344
 E-mail: geric@mindspring.com
 www.gba.com
 Glenda Middleton, V.P. Operations
 Location: Office building
 CR, OR, 1/1, TK, VE
 20x22 Obs. Rm. Seats 18
 17x22 Obs. Rm. Seats 15

Peachtree Consulting Group
 500 Northlake Dr. 1st fl.
 Peachtree City, GA 30369
 Ph. 770-487-0700
 Fax 770-487-0884
 E-mail: peachgrp@mindspring.com
 www.peachtreeconsulting.com
 Greg Alford, Sr. Partner
 Location: Office building
 CR, OR, VE
 12x16 Obs. Rm. Seats 6

Plaza Research-Atlanta
 2401 Lake Park Dr.
 Atlanta, GA 30080
 Ph. 770-432-1400 or 800-654-8002
 Fax 770-432-0730
 E-mail: mborea@plazaresearch.com
 www.plazaresearch.com
 Michele Borea, Director
 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
 15x20 Obs. Rm. Seats 15
(See advertisement on p. 153)

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
 www.qcs.com
 Susan Lipsitz
 Location: Office building
 CR, OR, TK, VE
 15x22 Obs. Rm. Seats 12
 15x20 Obs. Rm. Seats 12
 15x20 Obs. Rm. Seats 12
(See advertisement on p. 147)

Quick Test
 4205 Roswell Rd.
 Atlanta, GA 30342
 Ph. 404-843-3807
 Fax 404-843-9733
 E-mail: info@quicktest.com
 www.quicktest.com
 Steve Bruno, Manager
 Location: Office building
 CR, OR, TK, VE, VC
 13x15 Obs. Rm. Seats 8
(See advertisement on p. 104)

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- Concept & Design Testing
- Satisfaction Measurement
- Competitive Analyses
- Service Evaluations
- Strategic Planning

- Focus Groups
- Phone Surveys
- Mailed Surveys
- On-Site Surveys
- Internet Research
- Mystery Shopping
- Secondary Research
- Demographic Mapping



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 Associates, Inc.**
 Strategic Marketing Research



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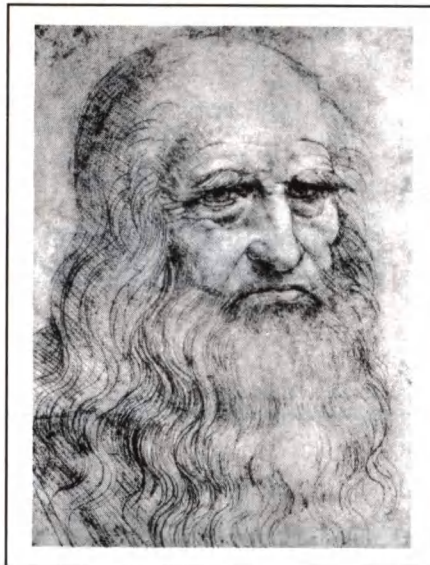
Phone: 770-955-5400
 Fax: 770-955-5040
 E-Mail: focus@onramp.net

1900 The Exchange, Suite 360
 Atlanta, Georgia 30339

For more info, visit our website
www.michelson.com/research

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- **a marketing approach to the research process.** We understand client objectives, so we implement

whatever research techniques it takes to gather the information you need.

- **superior and continuous client service.** Service begins with quality control of our in-house, 110 CATI-station interviewing and data processing capabilities, then extends beyond personal presentations to include such services as providing additional cross-tabs at no extra charge. We work as a research partner.

- **experienced senior staff** who have top management experience at 6 of the

top 10 U.S. marketing research firms.

- **the tools to get the job done.** We have 75+ full-time employees specializing in account management, data collection and processing, analysis and support. As a member of AMA, MRA, CASRO and AAPOR we are dedicated to providing clients our marketing research expertise.

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Carolyn Garfein Al Swint Lorri Sidoti

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www.mwshop.com

3725 Da Vinci Court

Norcross, Georgia 30092

770-449-6767

Fax 770-449-6739

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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
 Room dimensions, when stated, 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, 1/1, 1/1OR, TK, VE, VC
 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
 13x09 Obs. Rm. Seats 4
 †15x19 Obs. Rm. Seats 12
 (See advertisements on pp. 110, 118)

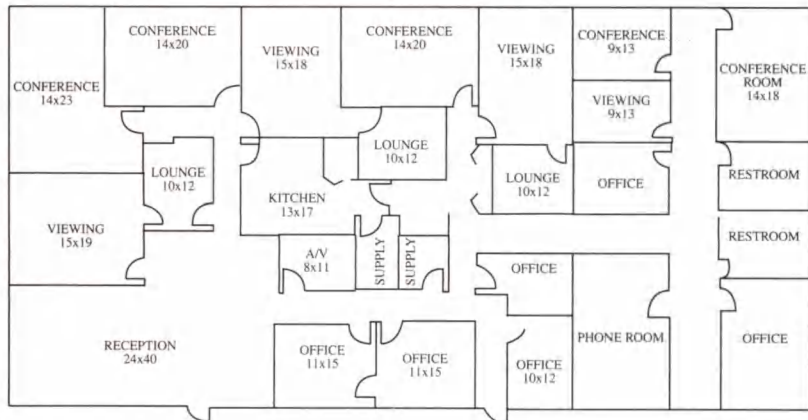
T & K Research Centres, Inc.
 Div. of Homer Market Research Associates, Inc.
 Peachtree Center
 1501 Johnson Ferry Rd., Ste. 250
 Marietta, GA 30062
 Ph. 770-578-9085
 Fax 770-977-0833
 Andrea Carter, Manager
 Location: Office building
 CR, OR, 1/1, 1/1OR, TK, VE
 20x20 Obs. Rm. Seats 15
 18x25 Obs. Rm. Seats 12

V & L Research & 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
 Location: Office building
 CR, LR, OR, 1/1, 1/1OR, TK, VE

Whaley Research & Associates, Inc.
 5001 Riverdale Ct.
 College Park, GA 30337
 Ph. 800-445-4494
 Fax 770-991-6938
 Marilyn Whaley, CEO
 Location: Freestanding building
 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

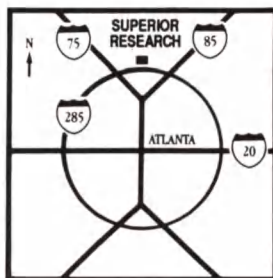


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 SUITE 5090-E
 ATLANTA, GA 30328
 TELEPHONE 770-394-4400
 FAX 770-391-9345



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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
www.jacksonassociates.com

Margaret Hicks
Location: Shopping mall
CR, OR, VE
16x14 Obs. Rm. Seats 6
(See advertisement on p. 115)

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
Mark Truya, Field Director
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
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

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 9

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
www.clearwater-research.com
Eric Holloway, Field Services
Location: Office building
CR, OR, 1/1, 1/1OR, TK, VE, VC
15x12 Obs. Rm. Seats 10
(See advertisement on p. 119)

Northwest Research Group, Inc.
(Opening March 1999)
220 N. 9th St., Ste. 200
Boise, ID 83702
Ph. 208-364-0171
Fax 208-364-0181
E-mail: ethertn@nwrwg.com
www.nwrwg.com
Jeff Ethernton, Vice President
Location: Office building
CR, OR, VE
12x16 Obs. Rm. Seats 15

Illinois

Chicago

AAR/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, 1/1, TK, VE
23x16 Obs. Rm. Seats 18
23x16 Obs. Rm. Seats 18

A recent North Pole poll asked middle class working elves if they believed in Santa Claus -- 82% said "a little."

(do you really believe that?)

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Research, Inc.

Quantitative, Qualitative, Human Factors, Internet

(800) 727-5016

<http://www.clearwater-research.com>

Happy Holidays!

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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
 Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style

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
 http://members.aol.com/acurdata
 Barbara Dorfman, President
 Location: Office building
 CR, OR, 1/1, 1/1OR, TK, VE
 16x16 Obs. Rm. Seats 24
 17x20 Obs. Rm. Seats 24
 18x20 Obs. Rm. Seats 12

Adler-Weiner Research/Chicago, Inc.
 6500 N. Lincoln Ave.
 Lincolnwood, IL 60645
 Ph. 847-675-5011
 Fax 847-675-5698
 E-mail: info@awres.com
 www.awres.com
 Karen Shapiro
 Location: Freestanding building
 CR, OR, VE
 24x23 Obs. Rm. Seats 25
 21x23 Obs. Rm. Seats 25

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
 www.awres.com
 Karen Shapiro
 Location: Office building
 CR, OR, 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

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. 165)

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 Research, Inc.
 Brementown Mall
 6847 W. 159th St.
 Tinley Park, IL 60477
 Ph. 708-532-6800
 Fax 708-532-1880
 E-mail: many@brylesresearch.com
 www.brylesresearch.com
 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 773-933-0548
 Fax 773-233-0484
 E-mail: CRMS1@aol.com
 www.crmarket.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: teviston@cjr.com
 www.cjr.com
 Todd Evison
 Location: Freestanding building
 CR, OR, VE
 24x24 Obs. Rm. Seats 12

Car-Lene Research, Inc.
 1108 Northbrook Court
 Northbrook, IL 60062
 Ph. 847-498-1305
 Fax 847-498-1491
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, TKO, VE
 17x15 Obs. Rm. Seats 6

Car-Lene Research, Inc.
 Lincolnwood Town Center
 3333 W. Touhy Ave.
 Lincolnwood, IL 60645
 Ph. 847-679-4470
 Fax 847-679-4472
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, TKO, VE
 17x12 Obs. Rm. Seats 3

Car-Lene Research, Inc.
 River Oaks Center
 8 River Oaks Center
 Calumet City, IL 60409
 Ph. 708-862-6666
 Fax 708-862-0660
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, TKO, VE
 12x09 Obs. Rm. Seats 3
 06x04 Obs. Rm. Seats 2

Car-Lene Research, Inc.
 Yorktown Center
 266 D Yorktown Center
 Lombard, IL 60148
 Ph. 630-705-1303
 Fax 630-705-1304
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, TKO, VE
 17x12 Obs. Rm. Seats 4

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, VC
 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

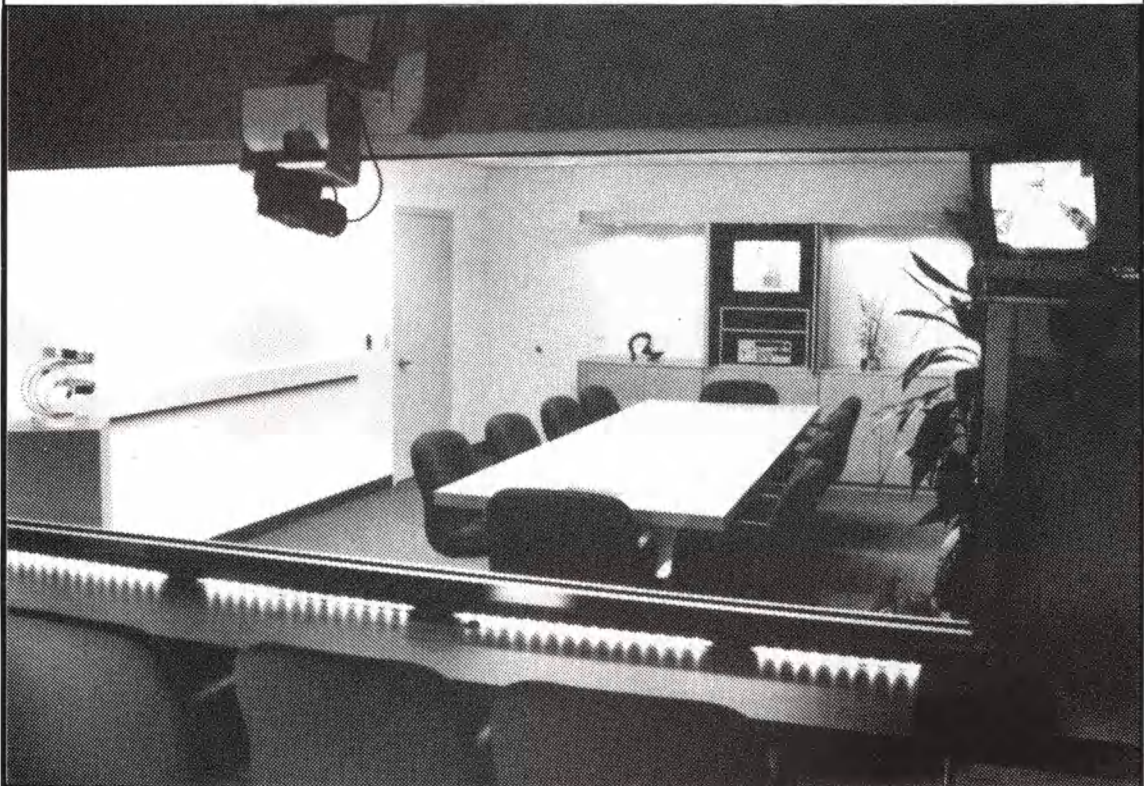
Consumer Pulse of Chicago

Spring Hill Mall, #1140
 W. Dundee, IL 60118
 Ph. 847-428-0885 or 800-336-0159
 Fax 847-428-4554
 E-mail: chicago@consumerpulse.com
 www.consumerpulse.com
 Steve Lehman, Director
 Location: Shopping mall
 CR, OR, 1/1, TK, VE, VC
 15x15 Obs. Rm. Seats 15
 (See advertisement on p. 138)

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, National Field Director
 Location: Office building
 CR, OR, 1/1, 1/1OR, TK, VE
 15x20 Obs. Rm. Seats 15
 (See advertisement on p. 121)

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 fberla19@mail.idt.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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
Room dimensions, when stated, 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
 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
 Gurnee Mills Mall
 6170 W. Grand Ave., Ste. 588
 Gurnee, IL 60031-4548
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: CHIG@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 CR, 1/1, TK
 (See advertisement on p. 101)

Cunningham Field & Research Service
 Lincoln Mall
 208 Lincoln Mall, Ste. 104
 Matteson, IL 60443
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: CHIL@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE, VC
 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

E & L Marketing Research
 Three Westbrook Corp. Center, 6th flr.
 11301 Cermack Rd.
 Westchester, IL 60154
 Ph. 708-449-5300
 Fax 708-449-4498
 www.elavidge.com
 Kathy Donaldson
 Location: Office building
 CR, OR, VE
 15x24 Obs. Rm. Seats 10

Fact Flow Research
 311 S. Wacker Dr., Ste. 2275
 Chicago, IL 60606
 Ph. 312-341-8117
 Fax 312-341-8105
 E-mail: answers@ffresearch.com
 Diana Manos, Field Work Manager
 Location: Office building
 CR, OR, 1/1, 1/1OR, VE
 20x20 Obs. Rm. Seats 12

Fieldwork Chicago, Inc.
 6200 N. Hiawatha, Ste. 720
 Chicago, IL 60646
 Ph. 773-282-2911 or 888-TO-FIELD
 Fax 773-282-8971
 E-mail: FDWCHICAGO@aol.com
 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
 E-mail: FIELDWORKO@aol.com
 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. American Ln., Ste. 1880
 Schaumburg, IL 60173
 Ph. 847-413-9040
 Fax 847-413-9064
 E-mail: FDWCHIWEST@aol.com
 www.fieldwork.com
 Susan Brody
 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. 122)

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 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

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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, 1/10R, VE
23x20 Obs. Rm. Seats 18
23x16 Obs. Rm. Seats 15
(See advertisement on p. 122)

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

Heakin Research, Inc.

Golf Mill Center
373 Golf Mill Center
Niles, IL 60714
Ph. 847-824-6550
Fax 847-824-6552
Susan Habel, Manager
Location: Shopping mall
CR, OR, 1/1, 1/10R, TK, VE

Heakin Research, Inc.

Louis Joliet Mall
1166 Mall Loop Dr.
Joliet, IL 60435
Ph. 815-439-2053
Fax 815-439-2162
Molly Vaught, Manager
Location: Shopping mall
CR, OR, 1/1, 1/10R, TK, VE

Heakin Research, Inc.

North Riverside Mall
7501 W. Cermak Rd.
N. Riverside, IL 60546
Ph. 708-447-9208
Fax 708-447-9268
Bridget Adell, Manager
Location: Shopping mall
CR, OR, 1/1, 1/10R, TK, VE

Home Arts Guild Research Center

35 E. Wacker Dr.
Chicago, IL 60601
Ph. 312-726-7406
Fax 312-346-3746
E-mail: Research35@aol.com
Roy Roberts, President
Location: Office building
CR, LR, 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
†14x30 Obs. Rm. Seats 20
(See advertisement on p. 123)

**CHICAGO'S LUXURIOUS
FOCUS GROUP CENTER**

Plus 1-on-1's, taste tests,
complete quantitative facilities



"Your facility is the nicest I've seen
anywhere." "... absolutely first rate
center. I was extremely impressed."
"Client had never seen such out-
standing service."

High above the city and lake, a block
from N. Michigan Avenue, is our
unique "testing center in the sky",
an ultra-modern 6,800 sq. ft. facility.

**America's most experienced
facility will put its staff of
professionals to work for you.**

We have been collecting opinions
since 1927 and recruiting focus
groups for blue-chip clients for 37
years. Now with 5 focus group
suites we are superbly equipped to
put our resources to work for you.



Client Amenities

Each client suite has a tiered viewing
room with wall-to-wall mirror, swivel
chairs and writing shelves.

We serve you delicious food in your
own adjoining lounge with hot & cold
beverage center and splendid views
of the city.

You also have your own phone room.



On-Site Recruiting

Computer-assisted recruiting by our
own staff, rigidly supervised to ensure
that we meet all specs, no matter how
difficult. Because of our location we
are able to recruit consumers, doctors,
business executives from ALL parts of
the Chicago area, suburbs and city.



Fully-Equipped Kitchen

Our large kitchen has commercial as
well as home equipment and can be
observed through a one-way mirror.

The facility can be set up for 1-on-1's,
taste and design tests or a small
auditorium, and we have access to
a 100-seat building conference center.



Send for our color brochure.

HOME ARTS GUILD RESEARCH CENTER
35 East Wacker Drive, Chicago, IL 60601 (312) 726-7406

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1999 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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
*Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style*

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

Fox Valley Mall
 2260 Fox Valley Center
 Aurora, IL 60504
 Ph. 630-898-2166
 Fax 630-898-2172
 Walt Nakapsuka, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 15x15 Obs. Rm. Seats 8

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 Rogers, 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
 Randhurst Center
 999 N. Elmhurst Rd., Ste. 17
 Mt. Prospect, IL 60056
 Ph. 847-392-9770
 Fax 847-259-7259
 E-mail: marrandhurst@att.net.com
 Location: Shopping mall
 CR, 1/1, 1/1OR, TK, VE
 15x23 Obs. Rm. Seats 10
 15x17 Obs. Rm. Seats 12

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

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

National Qualitative Centers, Inc.
 625 N. Michigan Ave., Ste. 200
 Chicago, IL 60611
 Ph. 312-642-1001
 Fax 312-649-5812
 E-mail: nqcchicago@aol.com
 www.nqc-focus.com
 Sandy Nidetz, Manager
 Location: Office building
 CR, LR, 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 20
 †23x23 Obs. Rm. Seats 10
 †29x20 Obs. Rm. Seats 20

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, 1/1, 1/1OR, 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. 125)

Oakbrook Interviewing Center, Inc.
 1415 W. 22nd St., Ste. 220
 Oak Brook, IL 60523
 Ph. 630-574-0330
 Fax 630-574-0358
 E-mail: oic@mcs.net
 www.oicfocus.com
 Dorothy Polzin, V.P. of Operations
 Location: Office building
 CR, OR, 1/1, 1/1OR, 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
 E-mail: krollj@pk-research.com
 Dan Kroll, Vice President
 Location: Office building
 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: hepstein@plazaresearch.com
 www.plazaresearch.com
 Holli Epstein, Director
 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
 †20x15 Obs. Rm. Seats
(See advertisement on p. 153)



PRECISION  RESEARCH

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Precision Research, Inc.

O'Hare Corporate Towers
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Rosemont, IL 60018
Ph. 847-390-8666
Fax 847-390-8885
E-mail: saa@preres.com
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. 34, 124)

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
www.PublicInsights.com
Valerie Gassman, President
Location: Office building
CR, OR, 1/1, 1/10R, TK, VE
15x12 Obs. Rm. Seats 8

Quality Controlled Services

2311 W. 22nd St., Ste. 100
Oak Brook, IL 60523
Ph. 800-322-2376 or 630-990-8300
Fax 630-990-8188
E-mail: postmaster@qcs.com
www.qcs.com
Candice Wysock
Location: Office building
CR, OR, 1/1, 1/10R, TK, VE, VC
18x25 Obs. Rm. Seats 12
20x18 Obs. Rm. Seats 12
(See advertisement on p. 147)

Questions & Marketing Research Svcs., Inc.
19211 Henry Dr.
Mokena, IL 60448
Ph. 708-479-3200
Fax 708-479-4038
E-mail: supervisor@qandm.com
www.qandm.com
Marge Weber-Tripton, President
Location: Freestanding building
CR, LR, OR, 1/1, 1/10R, 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
www.researchgroupinc.com
Charles Orloff, Vice President
Location: Shopping mall
CR, OR, 1/1, 1/10R, TK, TKO, VE
20x17 Obs. Rm. Seats 15



Your CHICAGO Area Focus Group Center

Excellent Location

Just minutes from O'Hare International Airport. Our location provides convenient access from middle and upper income suburbs plus Northwest Chicago.

State-of-the-Art Focus Group Center

Three large conference rooms.
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.
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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 TK - Test Kitchen
 LR - Living Room Style TKO - Test Kitchen Obsv. Rm.
 OR - Observation Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
 Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style

Research House
 6901 N. Lincoln Ave.
 Lincolnwood, IL 60646-2605
 Ph. 847-677-4747
 Fax 847-677-7990

E-mail: RsrchHse@aol.com
 Darlene Piell, President
 Location: Freestanding building
 CR, OR, 1/1, TK, VE
 16x20 Obs. Rm. Seats 14
 21x20 Obs. Rm. Seats 14

Savitz Field and Focus - Chicago

444 N. Michigan Ave., Ste. 500
 Chicago, IL 60611
 Ph. 312-377-1200
 Fax 312-377-1220
 E-mail: info@savitzfieldandfocus.com
 www.savitz-research.com

Deborah Clark, Branch Manager
 Location: Office building
 CR, OR, VE, VC

30x24 Obs. Rm. Seats 18
 24x18 Obs. Rm. Seats 15
 24x18 Obs. Rm. Seats 15
 22x18 Obs. Rm. Seats 15
 (See advertisement on p. 179)

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
 20x17 Obs. Rm. Seats 10

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

E-mail: ksmith@smithresearch.com
 www.smithresearch.com
 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
 E-mail: ksmith@smithresearch.com
 www.smithresearch.com
 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

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: sues@ljs.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
 E-mail: TaiChicag@aol.com
 www.taimarketres.com
 Joe Logan, Operations Manager
 Location: Office building
 CR, OR, TK, VE, VC
 18x20 Obs. Rm. Seats 15
 20x20 Obs. Rm. Seats 25
 19x18 Obs. Rm. Seats 15

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

Tragon Corp.

1400 E. Lake Cook Rd., Ste. 105
 Buffalo Grove, IL 60089
 Ph. 847-808-2080
 Fax 847-808-0179
 E-mail: tragonbg@aol.com
 www.tragon.com
 Bruce Yandell, Vice President
 Location: Office building
 CR, OR, 1/1, TK, TKO, VE
 15x20 Obs. Rm. Seats 10
 (See advertisement on p. 93)

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, 1/1OR, 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, 1/1OR, VE
 20x30 Obs. Rm. Seats 8

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

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(317) 882-4716 FAX
E-mail: herron@iquest.net

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- Executive Park (Greenwood)
- Greenwood Park Mall
- Washington Square Mall



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- Viewable IDI Facilities
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- Large Comfortable Viewing Rooms with Lounge
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- CAPI Interviewing
- Videoconferencing



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Market Research
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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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
 Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style

Product Acceptance & Research (PAR)
 9845 Hedden Rd.
 Evansville, IN 47711-8905
 Ph. 812-867-8600
 Fax 812-867-8699
 E-mail: par@evansville.net
 www.par-research.com
 Woody Youngs, Sr. Vice President
 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 Research, Inc.
 Century Mall
 8275 Broadway
 Merrillville, IN 46410
 Ph. 219-769-7380
 Fax 219-738-2480
 E-mail: cheryl@brylesresearch.com
 www.brylesresearch.com
 Bob Bryles, President
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE
 15x20 Obs. Rm. Seats 15

KLD Marketing Research, Inc.
 1603 Lincoln way, Ste. A
 Valparaiso, IN 46383
 Ph. 219-464-4668
 Fax 219-464-7011
 kathyd@netnitco.net
 Kathleen L. DeWitt, President
 Location: Freestanding building
 CR, OR, VE
 18x13 Obs. Rm. Seats 8

Indianapolis

Herron Associates, Inc.
 710 Executive Park Dr.
 Greenwood, IN 46143
 Ph. 317-882-3800
 Fax 317-882-4716
 E-mail: herron@iquest.net
 www.herron-research.com
 Sue Nielsen-McAdams, Vice President
 Location: Office building
 CR, OR, 1/1, 1/1OR, TK, VE
 24x14 Obs. Rm. Seats 15
 09x13 Obs. Rm. Seats 5
 (See advertisement on p. 127)

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
 www.herron-research.com
 Sue Nielsen-McAdams, Vice President
 Location: Office building
 CR, OR, 1/1, 1/1OR, TK, VE, VC
 16x25 Obs. Rm. Seats 15
 16x23 Obs. Rm. Seats 12
 16x16 Obs. Rm. Seats 6
 (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, 1/1, 1/1OR, 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
 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 317-843-8897
 E-mail: info@walkerinfo.com
 www.walkerinfo.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
 www.willran.com
 Gerald Randall
 Location: Office building
 CR, OR, VE
 26x13 Obs. Rm. Seats 10

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
 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: permarrres@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 515-698-5573
 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: (recipient's first name)@gciifr.com
 Tony Soares, General Manager
 Location: Freestanding building
 CR, OR, VE
 16x14 Obs. Rm. Seats 11
 (See advertisement on p. 129)

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: MID225@aol.com
Debbie Gudehus, Manager
Location: Shopping mall
CR, OR, 1/1, 1/1OR, TK, VE
14x16 Obs. Rm. Seats 7

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 NationsBank 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

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

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515. 964. 1379

e-mail: answers@gciifr.com

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

Kentucky

Lexington

Lexington Opinion Research, Inc.
 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
 E-mail: mc2con@mindspring.com
 Deborah Moore, Focus Group Director
 Location: Office building
 CR, OR, 1/1, 1/1OR, VE
 11x18 Obs. Rm. Seats 12
 18x18 Obs. Rm. Seats 24

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
 www.tmgresearch.com
 Martha L. DeReamer
 Location: Office building
 CR, OR, VE
 17x13 Obs. Rm. Seats 10

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
 E-mail: mcpearl@unidial.com
 Connie Pearl, President
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE
 15x18 Obs. Rm. Seats 6

National Dataquesting, Inc.
 Div. of Wilkerson & Associates
 3339 Taylorsville Rd.
 Louisville, KY 40205
 Ph. 502-452-1575
 Fax 502-459-8392
 Steve Wilkerson, Sales Manager
 Location: Office building
 CR, OR, TK, TKO, VE
 18x24 Obs. Rm. Seats 14

Personal Opinion, Inc.
 999 Breckenridge Ln.
 Louisville, KY 40207
 Ph. 502-899-2400
 Fax 502-899-2404
 E-mail: persnlop@iglou.com
 www.come.to/personal.opinion
 Linda Schulz, Dir. Mktg. Rsch.
 Location: Freestanding building
 CR, LR, OR, 1/1, 1/1OR, TK, VE
 24x19 Obs. Rm. Seats 30
 20x17 Obs. Rm. Seats 25
 21x20 Obs. Rm. Seats 21
 †24x19 Obs. Rm. Seats 30
 (See advertisement on p. 130)

Personal Opinion, Inc.
 Louisville, KY 502-899-2400

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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. 131)

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: wassoci215@aol.com
Tom Wilkerson, President
Location: Office building
CR, OR, TK, TKO, VE
18x24 Obs. Rm. Seats 14

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. 183)

JKB & Associates
2223 Quail Run Dr., C-2
Baton Rouge, LA 70808
Ph. 504-766-4065
Fax 504-766-9597
Maggie Happe, Manager
Location: Freestanding building
CR, OR, 1/1, 1/1OR, VE
14x14 Obs. Rm. Seats 8
11x14 Obs. Rm. Seats 5

Survey Communications, Inc.
P. O. Box 14124
4511 Jamestown Ave.
Baton Rouge, LA 70898
Ph. 504-928-0220 or 800-695-0221
Fax 504-924-1174
E-mail: jsb@sciresearch.com
www.sciresearch.com
John S. Boston, President
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

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, 1/1, 1/1OR, TK, VE
28x22 Obs. Rm. Seats 16
21x20 Obs. Rm. Seats 16
(See advertisement on p. 183)

Heakin Research, Inc.
Esplanade Mall
1401 W. Esplanade, Ste. 118
Kenner, LA 70065
Ph. 504-464-9188
Fax 504-464-9936
Troy Dray, Manager
Location: Shopping mall
CR, OR, TK, VE
18x12 Obs. Rm. Seats 8

Linden Research Services, Inc.
1024 Transcontinental
3301 Veterans Blvd., Ste. 201
Metairie, LA 70001
Ph. 504-888-4048
Fax 504-888-4049
Shannon Myers, 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, 1/1OR, 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
E-mail: nglrsch@bellsouth.net
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
www.bja.com/spectrum
Linda DeCuir
Location: Office building
CR, OR, 1/1, 1/1OR, 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
Rich Livingston, Dir. Mktg. Svcs.
Location: Office building
CR, OR, VE
12x15 Obs. Rm. Seats 8

Portland

Critical Insights, Inc.
115 Middle St.
Portland, ME 04101
Ph. 207-772-4011
Fax 207-772-7027
E-mail: insights@maine.rr.com
Joan Frustaci
Location: Office building
CR, OR, 1/1, VE
20x18 Obs. Rm. Seats 4

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

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

Strategic Marketing Services
 5 Milk St.
 Portland, ME 04101
 Ph. 207-774-6738
 Fax 207-772-4842
 E-mail: pmurphy@maine.rr.com
 Patrick O. Murphy, President
 Location: Office building
 CR, OR, 1/1, 1/1OR, TK, VE
 20x25 Obs. Rm. Seats 10

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- 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.

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Maryland

Baltimore

Assistance in Marketing/Baltimore

101 E. Chesapeake Ave., Ste. 102
Towson, MD 21286
Ph. 410-337-5000
Fax 410-337-5089
E-mail: aim@charm.net
www.charm.net/~aim/
Carl Iseman
Location: Office building
CR, OR, 1/1, 1/10R, 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. 165)

Assistance in Marketing/Baltimore

1410 N. Crain Hwy., Ste. 9B
Glen Burnie, MD 21061
Ph. 410-337-5000
Fax 410-337-5089
E-mail: aim@charm.net
www.charm.net/~aim/
Kathy Skopinski
Location: Freestanding building
CR, OR, 1/1, 1/10R, VE
14x14 Obs. Rm. Seats 6
(See advertisement on p. 165)

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
www.charm.net/~aim/
Margaret Moran
Location: Shopping mall
CR, OR, 1/1, 1/10R, TK, VE
16x18 Obs. Rm. Seats 7
(See advertisement on p. 165)

The Baltimore Research Agency
8320 Bellona Ave., Ste. 40
Ruxton, MD 21204
Ph. 410-583-9991
Fax 410-583-9992
E-mail: smajsw@aol.com
Jay S. White, Owner
Location: Office building
CR, OR, 1/1, 1/10R, VE
14x22 Obs. Rm. Seats 12
14x11 Obs. Rm. Seats 6
†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, President
Location: Freestanding building
CR, OR, 1/1, 1/10R, TK, VE
14x30 Obs. Rm. Seats 15

Chesapeake Surveys

4 Park Center Ct., Ste. 100
Owings Mills, MD 21117
Ph. 410-356-3566
Fax 410-581-6700
E-mail: chessurv@migkap.com
Elizabeth S. Beirne
Location: Office building
CR, OR, 1/1, 1/10R, VE, VC
16x18 Obs. Rm. Seats 12
16x18 Obs. Rm. Seats 12
18x23 Obs. Rm. Seats 12
(See advertisement on p. 132)

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
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: baltimore@consumerpulse.com
www.consumerpulse.com
Kim Colwell, 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. 138)

Heakin Research, Inc.
Owings Mills Town Center
10300 Mill Run Circle, Ste. 1155
Owings Mills, MD 21117
Ph. 410-998-3939
Fax 410-998-3555
Randi Stone, Manager
Location: Shopping mall
CR, OR, 1/1, 1/10R, TK, VE

Heakin Research, Inc.
White Marsh Mall
8200 Perry Hall Blvd., #1160
Baltimore, MD 21236
Ph. 410-933-9400
Fax 410-933-9440
Sylvia Yeager, Manager
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 15

FIRST, MARKET RESEARCH.

First Market Research helps its clients "get the facts" with:

- Focus-group rooms in downtown Boston and downtown Austin
- National telephone interviewing -paper & pencil or computer aided with remote monitoring
- Special expertise in: business-to-business high technology consumer research health care
- Multivariate analysis & affordable conjoint designs

The common-sense comma. It turns our name into an agenda.

<http://www.firstmarket.com>

1-800-FIRST-1-1
1-800-FIRST-TX



First
Market
Research

656 Beacon Street, Boston, MA 02215
(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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
 Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style

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
 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

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

Observation Baltimore

A Div. of The Family Research Group, Inc.
 575 S. Charles St., Ste. 505
 Baltimore, MD 21201
 Ph. 410-332-0400
 Fax 410-332-0403
 E-mail: DD@observbaltimore.org
 www.observationbaltimore.com
 Debora Davis, V.P. Operations
 Location: Office building
 CR, OR, VE
 15x20 Obs. Rm. Seats 10
 (See advertisement on p. 132)

Massachusetts

Boston

Bennett Research Services, Inc.

1505 Commonwealth Ave.
 Boston, MA 02134
 Ph. 617-746-2600
 Fax 617-746-2709
 E-mail: trish@Bennett.com
 www.bennett.com
 Trish Herman
 Location: Office building
 CR, LR, 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
 †21x18 Obs. Rm. Seats 16
 (See advertisement on p. 134)

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, 1/1OR, VE
 19x14 Obs. Rm. Seats 12
 19x14 Obs. Rm. Seats 12
 20x14 Obs. Rm. Seats 12
 †20x14 Obs. Rm. Seats 12

Car-Lene Research, Inc.
 Silver City Mall
 2 Galleria Mall Dr.
 Taunton, MA 02780
 Ph. 508-880-0087
 Fax 508-880-8715
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE
 08x06 Obs. Rm. Seats 2

Make Yourself Comfortable



Boston's Hometown Focus Facility Proudly Introduces State-of-the-Art Climate Control.

Are you tired of focus facilities where you can't control the room's temperature? At Bennett Research, so are we! We've recently replaced the heating and air conditioning units in our entire focus facility with individual, state of the art comfort systems in all viewing and participant rooms. Moderators now have the power to turn up the heat while those in the viewing room can remain cool, no matter what topic is being discussed!

Climate Control. One more reason Bennett Research should be your first choice.

Family owned and operated since 1974.



Bennett Research

1505 Commonwealth Avenue,
 Boston, MA 02135
 Phone: 617-746-2600
 www.bennett.com

Copley Square Focus Center
The Penthouse Suite
138 St. James Ave.
Boston, MA 02116
Ph. 617-421-4444
Fax 617-421-1666
Frank Amelia, V.P. Qual. Services
Location: Hotel penthouse
CR, OR, 1/1, 1/1OR, VE
20x16 Obs. Rm. Seats 12
16x14 Obs. Rm. Seats 10

Cunningham Field & Research Service
Natick Mall
1245 Worcester St., Ste. 1004
Natick, MA 01760-1553
Ph. 904-677-5644
Fax 904-677-5534
E-mail: BOST@cunninghamresearch.com
www.cunninghamresearch.com
Location: Shopping mall
CR, OR, 1/1, VE
(See advertisement on p. 101)

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., Ste. 105
Waltham, MA 02453
Ph. 781-899-3660
Fax 781-893-5574
E-mail: FWBOSTON@world.std.com
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, Ste. 1490
Boston, MA 02199
Ph. 617-899-3660
Fax 617-893-5574
E-mail: vinny@fwboston.com
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: sarahf@ziplink.net
www.firstmarket.com
Sarah Foster or Jack Reynolds
Location: Office building
CR, OR, VE
09x15 Obs. Rm. Seats 8
(See advertisement on p. 133)

Focus On Boston
30 Rows Wharf
Boston, MA 02110
Ph. 617-946-0755
Fax 617-946-0850
Terri-Lyn Hawley or Larry Jenkins
Location: Office building
CR, OR, 1/1, 1/1OR, TK, VE, VC
20x20 Obs. Rm. Seats 14
20x22 Obs. Rm. Seats 15
20x20 Obs. Rm. Seats 20
12x08 Obs. Rm. Seats 8
(See advertisements on pp. 135, 137)

Focus On Boston (Suburban)
South Shore Executive Park
Braintree, MA 02184
Ph. 617-946-0755
Fax 617-946-0850
Terri Hawley or Larry Jenkins
Location: Office building
CR, OR, TK, VE
20x20 Obs. Rm. Seats 14
20x20 Obs. Rm. Seats 14
(See advertisements on pp. 135, 137)

We Do BOSTON. Best...



FOCUS
ON
BOSTON

A Focus Group & Video Conference Center

30 Rows Wharf, Boston, MA 02210

Tel. (617) 946-0755 Fax (617) 946-0850

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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
 Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style

Focus Pointe - Boston

18 Tremont St., 11th fl.
 Boston, MA 02108
 Ph. 617-573-0808
 Fax 617-227-6540
 E-mail: kperrier@mlr.net
 Karen Perrier, Facility Manager
 Location: Office building
 CR, OR, 1/1, 1/1OR, VE, VC
 16x24 Obs. Rm. Seats 20
 16x24 Obs. Rm. Seats 20
 16x24 Obs. Rm. Seats 20
 16x24 Obs. Rm. Seats 20
 (See advertisements on pp. 136, 170)

Maguire Associates, Inc.
 135 South Rd.
 Bedford, MA 01730
 Ph. 781-280-2900 or 800-581-1775
 Fax 781-280-2909
 E-mail: Mail@Maguireassoc.com
 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

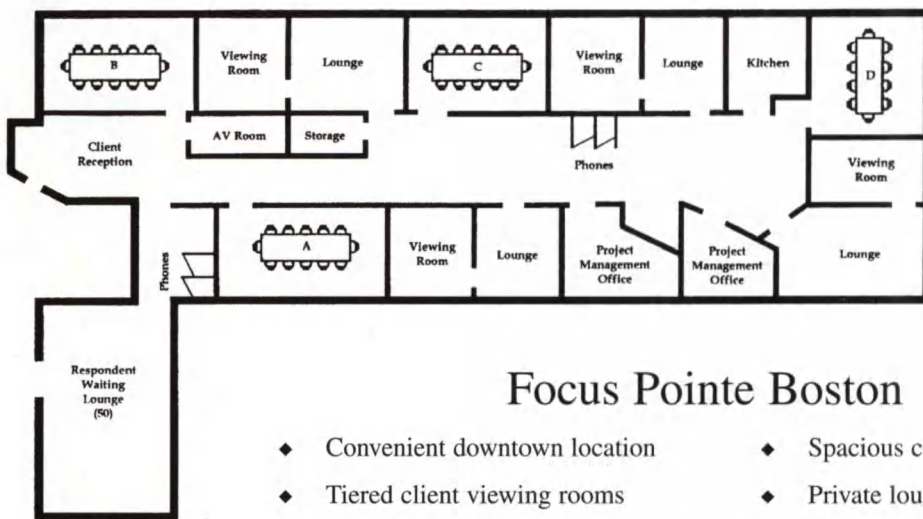
National Qualitative Centers, Inc.
 545 Boylston St.
 Boston, MA 02116
 Ph. 800-335-1222 or 617-424-8800
 Fax 617-262-2156
 E-mail: nqcbboston@aol.com
 www.nqc-focus.com
 Diane Brooks, Manager
 Location: Office building
 CR, OR, 1/1OR, TK, TKO, VE, VC
 20x12 Obs. Rm. Seats 12
 20x12 Obs. Rm. Seats 12
 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

Pathfinder Research Group, Inc.
 179 Great Rd., Ste. 212
 Acton, MA 01720-5407
 Ph. 978-263-0400
 Fax 978-264-4065
 E-mail: pathfind@ma.ultranet.com
 James Shur, President
 Location: Office building
 CR, OR, VE
 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

Welcome to the Comfort Zone...



Focus Pointe Boston

- ◆ Convenient downtown location
- ◆ Tiered client viewing rooms
- ◆ Focus Vision™ video conferencing
- ◆ Telephone, computer & modem hook-ups in every room
- ◆ Spacious conference rooms
- ◆ Private lounges
- ◆ Expert, in-house recruiting of consumer, medical and business respondents

18 Tremont St ◆ 11th Flr ◆ Boston, MA 02180 ◆ (617) 573-0808

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
 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. 104)

Research Data, Inc. -Qualitative Focus
 624 Worcester Rd.
 Framingham, MA 01702
 Ph. 508-875-1300
 Fax 508-872-2001
 E-mail: rtippett@res-data.com
 www.res-data.com
 Rhonda Tippett, 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

Ann Arbor
 (See Detroit)

Battle Creek

WJ Schroer Company
 Two W. Michigan Ave.
 Battle Creek, MI 49017
 Ph. 616-963-4874
 Fax 616-963-5930
 E-mail: 18abill2west@internetmci.com
 Bill Schroer, Principal
 Location: Office building
 CR, OR, VE
 11x18 Obs. Rm. Seats 7

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: wats@consumerpulse.com
 www.consumerpulse.com
 Jill Stern, Director
 Location: Office building
 CR, OR, 1/1, TK, TKO, VE, VC
 20x18 Obs. Rm. Seats 20
 (See advertisement on p. 138)

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

We Now Offer a New Suburban Location!

Located just a few minutes from our Downtown location, the beautiful new South Shore facility offers the perfect meeting place for your consumer or high-tech groups.

FOCUS
 ON
 BOSTON

A Focus Group & Video Conference Center

South Shore Office Park, Braintree, MA 02184

Tel. (617) 946-0755 Fax (617) 946-0850

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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
 Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style

Crimmins & Forman Market Research
 26237 Southfield Rd.
 Lathrup Village, MI 48076
 Ph. 248-569-7095
 Fax 248-569-2211
 E-mail: CrimForm@aol.com
 Paula Crimmins, Partner
 Location: Freestanding building
 CR, LR, OR, 1/1, TK, VE
 20x20 Obs. Rm. Seats 10

Demand Research, Inc.
 2466 E. Stadium Blvd.
 Ann Arbor, MI 48104-4813
 Ph. 734-973-1050
 Fax 734-973-1932
 E-mail: demandresearch@wwnet.net
 Sarah H. Colson, Acct. Development Manager
 Location: Office building
 CR, OR, 1/1, 1/1OR, VE
 17x13 Obs. Rm. Seats 4

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
 Sandy Welch
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE
 20x40 Obs. Rm. Seats 14

Heakin Research, Inc.
 Eastland Mall
 1800 Bernier Rd., Ste. 731
 Harper Woods, MI 48225
 Ph. 313-521-8811
 Fax 313-521-9152
 Christin Moore, Manager
 Location: Shopping mall
 CR, OR, 1/1, TK, VE

Heakin Research, Inc.
 Macomb Mall
 32441 Gratiot, Ste. 440
 Roseville, MI 48066
 Ph. 810-294-3232
 Fax 810-294-3759
 P.J. Hills, Manager
 Location: Shopping mall
 CR, OR, TK, VE

MORPACE International, Inc.
 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@morpacem.com
 www.morpacem.com
 Amie Saltzman, Project Director
 Location: Office building
 CR, OR, 1/1, 1/1OR, TK, VE, VC
 18x22 Obs. Rm. Seats 14
 20x28 Obs. Rm. Seats 20
 38x28 Obs. Rm. Seats 14
 (See advertisement on p. 139)

Nordhaus Research, Inc.
 20300 W. 12 Mile Rd.
 Southfield, MI 48076
 Ph. 248-827-2400 or 800-860-9996
 Fax 248-827-1380
 Lynn Raub
 Location: Office building
 CR, OR, 1/1, 1/1OR, TK, VE
 15x16 Obs. Rm. Seats 20
 19x24 Obs. Rm. Seats 12
 (See advertisement on p. 140)

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, 1/1OR, TK, TKO, VE
 16x18 Obs. Rm. Seats 30
 12x18 Obs. Rm. Seats 12
 †16x18 Obs. Rm. Seats 30

PTM Research, Inc.
 Personal Touch Marketing
 325 E. Eisenhower Pkwy., Ste. 7
 Burlington I Bldg.
 Ann Arbor, MI 48108
 Ph. 800-324-3216 or 734-741-1134
 Fax 734-741-1206
 E-mail: contactptm@ptmresearch.com
 www.ptmresearch.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
 www.qcs.com
 Dianne Flock, Branch Manager
 Location: Office building
 CR, OR, VE, VC
 23x16 Obs. Rm. Seats 12
 (See advertisement on p. 147)

How does CPI make your job easier?

Our clients say...

*"They get the job done right, on time,
and keep me informed along the way!"*

*"With one call, I get bidding,
scheduling and field management
in CPI and other markets!"*

*"Their Market Directors are so responsive
with quotes, reports and solutions!"*



Consumer Pulse, Inc.
Richard and Karen Sams Miller

800-336-0159

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Detroit, Jacksonville, Los Angeles, Milwaukee, Philadelphia, Portland, Washington D.C.

Data You Can Trust from People You Can Depend On

MORPACE International FOCUS GROUP STUDIOS

"Michigan's Finest Focus Group Facility!"



Focus Group Studio



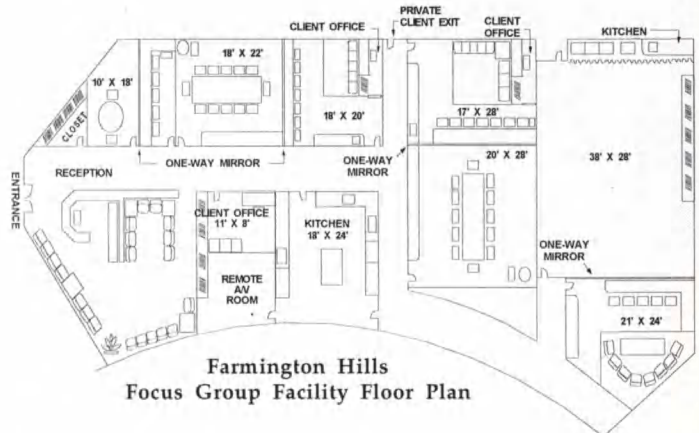
Observation Room

Focus Group Studio Services:

- FULL RANGE OF SERVICES include moderating and multiple city project management.
- STATE-OF-THE-ART FACILITY includes three spacious focus group studios and two one-on-one interviewing rooms.
- SPACIOUS VIEWING ROOMS combine tiered seating and writing tables with living room comfort. Floor-to-ceiling observation mirrors, wet bar, refrigerator and private office. Private client exit.
- QUALITY RECRUITING to your specifications.
- BROADCAST QUALITY VIDEO EQUIPMENT, S.M.P.T.E. time code.
- MEMBER GroupNet™ providing video conferencing utilizing PictureTel Concorde 4500.
- FULL SERVICE KITCHEN, gourmet catering.

In Addition, MORPACE Offers Data Collection/Data Processing:

- 210-line CATI-equipped interviewing stations.
- Bilingual interviewers.
- Sophisticated in-house data processing capabilities.



For more information, call Amie Saltzman at:

MORPACE International, Inc.

31700 Middlebelt Road, Farmington Hills, MI 48334 • 1-800-878-7223

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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style

RDA Group
 450 Enterprise Ct.
 Bloomfield Hills, MI 48302
 Ph. 248-332-5000
 Fax 248-332-4168
 E-mail: sstallard@rdagroup.com
 www.rdagroup.com
 Sanford Stallard
 Location: Freestanding building
 CR, OR, 1/1, 1/1OR, VE, VC
 20x21 Obs. Rm. Seats 20

Shifrin-Hayworth
 20300 Civic Center Dr., Ste. 207
 Southfield, MI 48076
 Ph. 248-223-0020
 Fax 248-223-0038
 E-mail: SHIFHAY@aol.com
 www.shifrin-hayworth.com
 Arlene Speiser, Vice President
 Location: Office building
 CR, OR, 1/1, TK, VE, VC
 26x16 Obs. Rm. Seats 30
 25x16 Obs. Rm. Seats 15

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

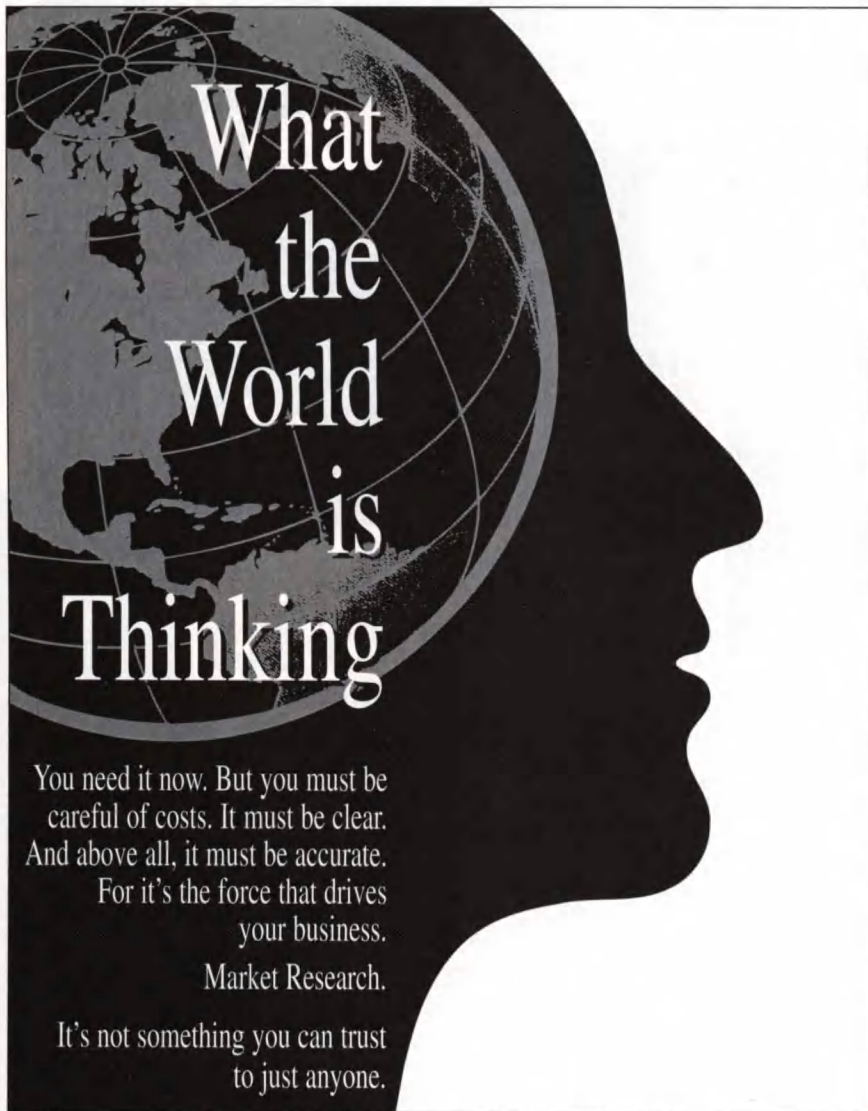
Yee/Minard & Associates, Inc.
 27300 W. 11 Mile Rd., Ste. 500
 Southfield, MI 48034
 Ph. 248-352-3300
 Fax 248-352-3787
 E-mail: ymanew@aol.com
 Anne Scott-Montgomery
 Location: Office building
 CR, OR, 1/1, 1/1OR, TK, VE
 16x20 Obs. Rm. Seats 20
 18x18 Obs. Rm. Seats 10

Grand Rapids

Datatrack, Inc.
 2401 Camelot Ct. S.E.
 Grand Rapids, MI 49546
 Ph. 616-954-0303
 Fax 616-954-0001
 E-mail: kscheppman@wirthlin.com
 Kevin Scheppman
 Location: Office building
 CR, LR, OR, VE
 16x19 Obs. Rm. Seats 14

Nordhaus Research, Inc.
 3226 28th St. S.E.
 Grand Rapids, MI 49546
 Ph. 248-827-2400 or 800-860-9996
 Fax 248-827-1380
 Lynn Raub
 Location: Office building
 CR, OR, VE
 17x18 Obs. Rm. Seats 12
 (See advertisement on p. 140)

Western Michigan Research, Inc.
 6143 1/2 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, 1/1OR, TK, TKO, VE
 18x32 Obs. Rm. Seats 12



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Nordhaus Research Inc.

Southfield Office
 20300 W. Twelve Mile Rd. • Suite 102
 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

Kalamazoo

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

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
18x20 Obs. Rm. Seats 14
13x10 Obs. Rm. Seats 8

Pace & Partners
2417 N. Cedar St.
Holt, MI 48842
Ph. 517-694-9711
Fax 517-694-7910
Location: Freestanding building
CR, OR, 1/1, 1/1OR, VE
13x11 Obs. Rm. Seats 9

Minnesota

Minneapolis/St. Paul

Car-Lene Research, Inc.
Brookdale Mall
1269 Brookdale
Brooklyn Center, MN 55430
Ph. 612-585-1858
Fax 612-585-1859
Angelique Green, Manager
Location: Shopping mall
CR, OR, 1/1, 1/1OR, TK, VE
10x07 Obs. Rm. Seats 3

Car-Lene Research, Inc.
Southdale Mall
0306 Southdale Mall
Edina, MN 55435
Ph. 612-922-1444
Fax 612-922-1999
John Sander, Manager
Location: Shopping mall
CR, OR, 1/1, 1/1OR, TK, VE
10x08 Obs. Rm. Seats 2

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, 1/1OR, 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
E-mail: cookresearch@worldnet.att.net
Harold Cook
Location: Office building
CR, OR, TK, VE
17x18 Obs. Rm. Seats 15

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FOCUS Market Research INC.
MINNEAPOLIS • PHOENIX

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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
*Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style*

Dennis And Company Research, Inc.

10,000 Hwy. 55
 Plymouth, MN 55441
 Ph. 612-542-9442
 Fax 612-542-9240
 E-mail: kmenk@dacresearch.com
 Meg Naughtin
 Location: Office building
 CR, OR, 1/1, 1/1OR, TK, TKO, VE
 15x26 Obs. Rm. Seats 18
 12x14 Obs. Rm. Seats 10
 (See advertisement on p. 143)

Focus Market Research, Inc.

801 W. 106th St., Ste. 201
 Minneapolis, MN 55420
 Ph. 612-881-3635
 Fax 612-881-1880
 E-mail: minneapolis@focusmarketresearch.com
 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. 73, 141)

Focus Market Research, Inc.

4956 Lincoln Dr.
 Minneapolis, MN 55436
 Ph. 612-933-0449
 E-mail: minneapolis@focusmarketresearch.com
 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. 73, 141)

Friedman Marketing Services

Burnsville Center Mall
 Burnsville Center
 Burnsville, MN 55306
 Ph. 612-892-5383 or 914-698-9591
 Fax 612-898-2940
 Kris Larson
 Location: Shopping mall
 CR, OR, TK, VE
 06x06 Obs. Rm. Seats 6

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

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

Ideas To Go, Inc.

One Main at Riverplace, Ste. 504
 Minneapolis, MN 55414
 Ph. 612-331-1570
 Fax 612-331-1602
 www.ideastogo.com
 Virginia Morse, Sr. Associate
 Location: Office building
 CR, LR, OR, 1/1, VE
 24x20 Obs. Rm. Seats 16
 22x18 Obs. Rm. Seats 10
 †24x20 Obs. Rm. Seats 16
 †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
 E-mail: info@moriresearch.com
 Kristin McGrath, President
 Location: Office building
 CR, OR, VE
 20x18 Obs. Rm. Seats 6

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Minneapolis/St. Paul

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 Allan D. Orman, Ph.D., President

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 Minneapolis, Minnesota 55437
800-605-7313 or 612-831-4911

Fax: 612-831-4913
 Email: Ormanguidance@Compuserve.com

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*Competent staff dedicated to the provision of quality research services.
 An outstanding facility designed for professional marketing researchers.
 An understanding of and concern for fulfillment of your requirements.*

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— *What the hell else is there?* —

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**DENNIS AND COMPANY
RESEARCH**

ATLANTA • STAMFORD • MINNEAPOLIS • WINSTON-SALEM

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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
*Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style*

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
 www.fouthgen.com/~cjolson
 Carolyn J. Olson, President
 Location: Office building
 CR, OR, 1/1, 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. 142)

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
 www.qcs.com
 Kathleen Fischbach, Branch Manager
 Location: Office building
 CR, OR, 1/1, 1/1OR, TK, VE
 20x20 Obs. Rm. Seats 12
 20x18 Obs. Rm. Seats 10
 (See advertisement on p. 147)

Quick Test

Skyline Square
 12940 Harriet Ave. S.
 Burnsville, MN 55337
 Ph. 612-894-5868
 Fax 612-894-8270
 E-mail: info@quicktest.com
 www.quicktest.com
 Steven Anderson, Manager
 Location: Office building
 CR, OR, 1/1, TK, VE
 20x20 Obs. Rm. Seats 12
 20x20 Obs. Rm. Seats 12
 (See advertisement on p. 104)

Research Systems, Inc.

2000 S. Plymouth Rd., Ste. 120
 Minnetonka, MN 55305
 Ph. 612-544-6334
 Fax 612-544-6764
 E-mail: RESSYSWHIT@aol.com
 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. 145)

Rockwood Research Corp.
 651 Campus Dr.
 New Brighton, MN 55112
 Ph. 651-631-1977
 Fax 651-631-8198
 E-mail: sales@rockwoodresearch.com
 www.rockwoodresearch.com
 Bill Kattner, Director of Sales
 Location: Office building
 CR, OR, 1/1, VE
 30x15 Obs. Rm. Seats 6

Twin City Interviewing Service, Inc.
 3225 Hennepin Ave., S.
 Minneapolis, MN 55408
 Ph. 612-823-6214
 Fax 612-823-6215
 E-mail: SBFISCHER@sprintmail.com
 Beth Fischer, President
 Location: Freestanding building
 CR, LR, OR, 1/1OR, VE
 17x23 Obs. Rm. Seats 6

St. Cloud

Meyer Marketing, Ltd.
 Minnesota Survey Research
 14 N. Seventh Ave.
 St. Cloud, MN 56303
 Ph. 320-259-4000 or 800-659-9227
 Fax 320-259-4044
 E-mail: murdoch@meyerltd.com
 www.meyerltd.com/research
 Murdoch Johnson, Research Director
 Location: Office building
 CR, OR, 1/1, VE
 15x22 Obs. Rm. Seats 3

Mississippi

Jackson

Focus One, Inc.
 1501 Lakeland Dr., Ste. 351
 Jackson, MS 39216
 Ph. 601-362-8810
 Fax 601-362-8820
 E-mail: Focus1351@aol.com
 Linda Harmon
 Location: Office building
 CR, LR, OR, 1/1, VE
 20x15 Obs. Rm. Seats 15

Friedman Marketing Services
 Metrocenter Mall, 1275 Metrocenter
 Highway 80 and Robinson Rd.
 Jackson, MS 39209
 Ph. 601-352-9340 or 914-698-9591
 Fax 601-355-3530
 Wes Smith, Manager
 Location: Shopping mall
 CR, OR, TK
 10x15 Obs. Rm. Seats 6



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 voice: 314.432.1957
 toll free: 800.669.0839
 e-mail: mhorizons@stlnet.com

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 at MHorizons.com



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, 1/10R, 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: fhi@rhinc.com
Annie Heck
Location: Freestanding building
CR, LR, OR, 1/1, 1/10R, TK, TKO, VE, VC
16x20 Obs. Rm. Seats 16
16x20 Obs. Rm. Seats 10
18x20 Obs. Rm. Seats 18
†16x20 Obs. Rm. Seats 16
†18x20 Obs. Rm. Seats 18
†16x20 Obs. Rm. Seats 10

Flaspohler Reyes Business Research Corp.
1300 Washington St., #100
Kansas City, MO 64105
Ph. 816-421-5504
Fax 816-421-5669
Jean Van Booven-Shook, Project Manager
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.
Blue Ridge Mall
4200 Blue Ridge Blvd.
Kansas City, MO 64133
Ph. 816-737-1130
Fax 816-737-0530
Debbie Culver, Manager
Location: Shopping mall
CR, OR, 1/1, 1/10R, TK, VE



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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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
*Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style*

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@marketdirections.com
 www.marketdirections.com
 Chawntae Applegate, Field Director
 Location: Office building
 CR, OR, 1/1, VE
 18x20 Obs. Rm. Seats 10

Market Research Institute, Inc.
 7315 Frontage Rd., #200
 Merriam, KS 66204
 Ph. 913-236-6060
 Fax 913-236-6094
 E-mail: info@mktresearchinstitute.com
 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
 9233 Ward Pkwy., Ste. 150
 Kansas City, MO 64114
 Ph. 800-628-3428 or 816-361-0345
 Fax 816-361-3580
 E-mail: postmaster@qcs.com
 www.qcs.com
 Iva Schlatter, Branch Manager
 Location: Office building
 CR, OR, 1/1, 1/1OR, TK, VE
 21x21 Obs. Rm. Seats 14
 20x19 Obs. Rm. Seats 15
 (See advertisement on p. 147)

Quality Controlled Services
 Corporate Woods Office Park
 10875 Grandview St., Ste. 2230
 Overland Park, KS 66210
 Ph. 800-525-1952 or 913-345-2200
 Fax 913-345-9450
 E-mail: postmaster@qcs.com
 www.qcs.com
 Iva Schlatter
 Location: Office building
 CR, OR, TK, VE, VC
 20x25 Obs. Rm. Seats 12
 17x20 Obs. Rm. Seats 12
 20x20 Obs. Rm. Seats 12
 (See advertisement on p. 147)

St. Louis

ACG Research Solutions
 Pierre Laclede Center
 7701 Forsyth, Ste. 1100
 St. Louis, MO 63105
 Ph. 314-726-3403
 Fax 314-726-2503
 www.AragonConsulting.com
 Vicki Savala
 Location: Office building
 CR, LR, OR, 1/1, TK, VE
 21x24 Obs. Rm. Seats 18
 (See advertisement on p. 146)

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 Suite 1100
 St. Louis, Missouri 63105
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 Fax: 314-726-2503

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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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
*Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style*

Car-Lene Research, Inc.
 Alton Square Mall, #203 B
 Alton, IL 62002
 Ph. 618-462-1173
 Fax 618-462-1180
 Dee Larence, Manager
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE
 08x08 Obs. Rm. Seats 3

Car-Lene Research, Inc.
 South County Mall
 Hwy. 55 & Lindbergh Blvd.
 St. Louis, MO 63129
 Ph. 314-845-2002
 Fax 314-845-6254
 Karen McClairin, Manager
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE
 16x09 Obs. Rm. Seats 8

Consumer Opinion
 10403 Clayton Rd.
 St. Louis, MO 63131
 Ph. 314-692-2686
 Fax 314-692-2427
 Carol McGill, Partner
 Location: Office building
 CR, OR, 1/1, 1/1OR, 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
 Doug Sinnard
 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 314-214-4138
 E-mail: factfinder@primary.net
 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
 E-mail: MLMRSE@aol.com
 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, 1/1, 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 Services
 Location: Office building
 CR, OR, 1/1, TK, VE
 18x22 Obs. Rm. Seats 12
(See advertisement on p. 144)

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 Services
 Location: Office building
 CR, OR, VE
 24x20 Obs. Rm. Seats 10
(See advertisement on p. 144)

Peters Marketing Research, Inc.
 12400 Olive Blvd., Ste. 225
 St. Louis, MO 63141-5437
 Ph. 314-469-9022
 Fax 314-469-7436
 E-mail: joyce@petersmktg.com
 www.petersmktg.com
 Joyce Muhlhauser
 Location: Office building
 CR, OR, TK, VE, VC
 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: ds@pragmatic-research.com
 www.pragmatic-research.com
 Doug Sinnard, Owner
 Location: Office building
 CR, OR, 1/1, TK, VE
 22x16 Obs. Rm. Seats 12

Quality Controlled Services
 1650 Des Peres Rd., Ste. 110
 Des Peres, MO 63131
 Ph. 800-992-2139 or 314-966-6595
 Fax 314-822-4294
 E-mail: postmaster@qcs.com
 www.qcs.com
 Deborah Moore
 Location: Office building
 CR, OR, 1/1, 1/1OR, TK, VE, VC
 22x18 Obs. Rm. Seats 14
 22x19 Obs. Rm. Seats 16
 23x20 Obs. Rm. Seats 12
(See advertisement on p. 147)

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
 Location: Office building
 CR, OR, VE
 20x20 Obs. Rm. Seats 15
 15x15 Obs. Rm. Seats 15

Springfield

Bryles Research, Inc.
 227 Battlefield Mall
 Springfield, MO 65804
 Ph. 417-887-1035
 Fax 417-887-0209
 www.brylesresearch.com
 Bob Bryles, President
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE
 13x15 Obs. Rm. Seats 8

Montana

Great Falls

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

Car-Lene Research, Inc.
Westroads Shopping Mall
10000 California
Omaha, NE 68114
Ph. 402-343-9090
Fax 402-343-9191
Cindy Hall, Manager
Location: Shopping mall
CR, OR, 1/1, 1/1OR, TK, VE
13x11 Obs. Rm. Seats 6

Midwest Survey & Research
9802 Nicholas St.
Omaha, NE 68114
Ph. 402-392-0755
Fax 402-392-1068
E-mail: worick@mwsurvey.com
Elaine Bosilevac, General Manager
Location: Freestanding building
CR, OR, 1/1, 1/1OR, TK, VE
23x14 Obs. Rm. Seats 12

Wiese Research Associates, Inc.
10707 Pacific St., Ste. 202
Omaha, NE 68114
Ph. 402-391-7734
Fax 402-391-0331
E-mail: Mary_Arkfeld@wraresearch.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, President
Location: Shopping mall
CR, OR, 1/1, 1/1OR, TK, TKO, VE
20x22 Obs. Rm. Seats 15

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: LASV@cunninghamresearch.com
www.cunninghamresearch.com
Location: Shopping mall
CR, OR, 1/1, TK, VE, VC
16x14 Obs. Rm. Seats 20
(See advertisement on p. 101)

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- 2 Executive Meeting Rooms
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- Executive/Professional/Media
- Telephone Interviews
- Mall Intercepts
- Conventions
- Radio Music Tests
- Mock Jury Trials
- Hispanic Research Capabilities
- Data Processing

Las Vegas Surveys

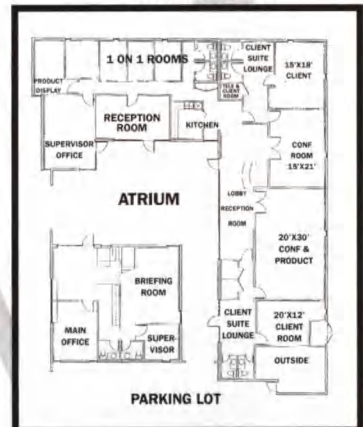
3405 S. Cambridge St.
Las Vegas, NV 89109
(800) 797-9877
(702) 650-5500
FAX (702) 650-0729

Executive Offices

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

Mall Office

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



MRCFOCUS

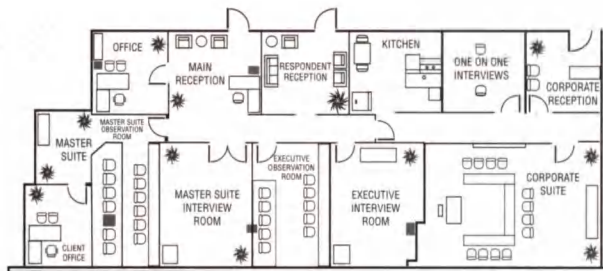
*Las Vegas' Premier
Focus Group Facility*

Focus Groups On Site Interviews



MRCFocus is setting the standard for design, recruiting, catering and personal service.

Strategically located between the Las Vegas Convention Center and the exciting Strip, clients and respondents alike will welcome the convenience, privacy, comfort and security of our modern building with covered parking.



101 Convention Center Dr., Suite 1005
Las Vegas, NV 89109

(702) 734-7511
Fax (702) 734-7598

E-mail: LasVegas@MRCGroup.com
http://www.MRCGroup.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 Room VE - Video Equipment
1/1 - One on One Room VC - Video Conferencing
1/1OR - One on One Obs. Rm.
*Room dimensions, when stated, are shown in feet.
† denotes Living Room Style*

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
15x21 Obs. Rm. Seats 8
†15x21 Obs. Rm. Seats 8
(See advertisement on p. 149)

MRCFocus
101 Convention Center Dr., Ste. 1005
Las Vegas, NV 89109
Ph. 702-734-7511
Fax 702-734-7598
E-mail: lasvegas@mrcgroup.com
www.mrcgroup.com
Lisabeth Clawson, Marketing Manager
Location: Office building
CR, OR, 1/1, 1/1OR, VE
14x18 Obs. Rm. Seats 20
14x18 Obs. Rm. Seats 16
18x36 Obs. Rm. Seats 12
(See advertisement on p. 150)

New Hampshire

Concord

Cunningham Field & Research Service
Steeplegate Mall
270 London Rd., Ste. 1164
Concord, NH 03301
Ph. 904-677-5644
Fax 904-677-5534
E-mail: CONC@cunninghamresearch.com
www.cunninghamresearch.com
Location: Shopping mall
CR, OR, 1/1, TK, VE
(See advertisement on p. 101)

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
13 Orchard View Dr., Ste. 3
Londonderry, NH 03053
Ph. 603-434-9141
Fax 603-434-4176
E-mail: dot@gsmrinc.com
www.gsmrinc.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

New England Interviewing, Inc.
Qualitative Center
124 S. River Rd.
Bedford, NH 03110
Ph. 603-641-1222
Fax 603-666-5920
Rosemarie Hatin
Location: Office building
CR, OR, 1/1, 1/1OR, TK, VE
26x16 Obs. Rm. Seats 20
12x14 Obs. Rm. Seats 6

New Jersey

Atlantic City

Survey Central, Inc.
503 Mill Rd.
Northfield, NJ 08225
Ph. 609-383-1700
Fax 609-383-1783
E-mail: jdavis@surveycentralinc.com
www.surveycentralinc.com
Jody Davis
Location: Freestanding building
CR, OR, VE
15x15 Obs. Rm. Seats 10

Northern New Jersey

Assistance In Marketing/New Jersey
Focus Room Division
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, 1/1OR, 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. 165)

Assistance In Marketing/New Jersey
Product Development Workshop Division
Patriots Plaza
60 Columbia Turnpike
Morristown, NJ 07960
Ph. 973-765-0077
Fax 973-765-9087
Irene Bing, Managing Director
Location: Office building
CR, LR, OR, 1/1, 1/1OR, TK, VE
22x21 Obs. Rm. Seats 15
19x20 Obs. Rm. Seats 15
17x17 Obs. Rm. Seats 15
(See advertisement on p. 165)

Happy Trails should be routine!



As a research professional, you have lots to think about without worrying about facility details.

Meadowlands Consumer Center understands that.

Our team approach to every project assures you that no detail will ever be overlooked.

And, from the minute you walk in the door, you'll notice how our warm, friendly "home away from home" atmosphere envelops you.

- MCC is an all-suite facility with choice of large, jumbo (seating up to 60) or mini-group settings located in a beautiful atrium building
- Viewing rooms with three-sided panoramic views seating 20+
- All rooms are fully sound-proofed with individual HVAC controls
- Fully supervised in-house recruiting from a highly diverse respondent pool
- Private client business center and separate client entrance
- 15 minutes from Manhattan and Newark International Airport
- Video conferencing on premises



Meadowlands Consumer Center Inc.

100 Plaza Drive • Secaucus, NJ 07094
800-998-4777 (outside NJ) • 201-865-4900
fax 201-865-0408



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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
*Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style*

Car-Lene Research, Inc.
 Bergen Mall
 Rte. 4 & Forest Ave.
 Paramus, NJ 07652
 Ph. 201-845-5600
 Fax 201-845-6201
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, TKO, VE
 14x10 Obs. Rm. Seats 5

Car-Lene Research, Inc.
 Moorestown Mall
 Rte. 38 & Lenola
 Moorestown, NJ 08057
 Ph. 609-231-0600
 Fax 609-231-9575
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, TKO, VE
 15x16 Obs. Rm. Seats 12

Cunningham Field & Research Service
 Focus/CLT Facilities
 1140 Parsippany Blvd.
 Parsippany, NJ 07054
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: PARS@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Office building
 CR, LR, OR, 1/1, 1/1OR, 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)

Cunningham Field & Research Service
 Raceway Mall
 3710 Rte. 9, Ste. 238A
 Freehold, NJ 07728
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: FREE@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 CR, OR, 1/1, TK, VE
 (See advertisement on p. 101)

Fieldwork East, Inc.
 2 Executive Dr., Ste. 800
 Ft. Lee, NJ 07024
 Ph. 201-585-8200
 Fax 201-585-0096
 E-mail: NJFWE@aol.com
 www.fieldwork.com
 Carol Tauben
 Location: Office building
 CR, LR, OR, 1/1, 1/1OR, 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. 732-946-0100
 Fax 732-946-0107
 E-mail: FocusWorld@worldnet.att.net
 www.focusworldint.com
 Location: Freestanding building
 CR, OR, 1/1, 1/1OR, TK, VE
 18x24 Obs. Rm. Seats 15
 16x18 Obs. Rm. Seats 8

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
 E-mail: Hygeia3@aol.com
 Fran Libis, Project Coordinator
 Location: Office building
 CR, OR, 1/1, VE
 19x13 Obs. Rm. Seats 8

MEADOWLANDS CONSUMER CENTER INC.
 The Plaza at the Meadows
 100 Plaza Dr., 1st fl.
 Secaucus, NJ 07094
 Ph. 201-865-4900 or 800-998-4777
 Fax 201-865-0408
 E-mail: Meadowcc@aol.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. 151)

MetroMarket Research Center, Inc.
 855 Valley Rd.
 Clifton, NJ 07013
 Ph. 973-470-0044
 Fax 973-470-0397
 Pru Gessel, Vice President
 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. 973-740-1566
 Fax 973-740-0569
 Jennifer Gerlach, 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. 973-778-6011
 Fax 973-778-5975
 E-mail: TAMCO@aol.com
 Thomas Miller, President
 Location: Office building
 CR, OR, 1/1, 1/1OR, TK, VE, VC
 30x10 Obs. Rm. Seats 10

Morristown Market Research
 80 Washington St.
 Morristown, NJ 07960
 Ph. 973-326-9461
 Fax 973-326-9767
 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, Inc.
 High Income Mall Testing & Group Research Center
 Wayne Towne Center, Rte. 23 S.
 Wayne, NJ 07470
 Ph. 973-785-4449
 Fax 973-785-3679
 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.
 1452 Hamburg Turnpike
 Wayne, NJ 07470
 Ph. 973-686-1300
 Fax 973-686-1330
 E-mail: partners@nac.net
 www.pirnj.com
 Wanda Gorman, Principal
 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. 973-539-5750
 Fax 973-539-3616
 E-mail: toni@petersmktg.com
 www.petersmktg.com
 Toni McClard, Vice President
 Location: Office building
 CR, OR, VE, VC
 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: jgottesman@plazaresearch.com
 www.plazaresearch.com
 Jill Gottesman, Director
 Location: Office building
 CR, LR, OR, 1/1, 1/1OR, TK, TKO, VE, VC
 15x25 Obs. Rm. Seats 15
 15x25 Obs. Rm. Seats 15
 15x20 Obs. Rm. Seats 15
 15x20 Obs. Rm. Seats 15
 15x20 Obs. Rm. Seats 15
 (See advertisement on p. 153)

PLAZA RESEARCH

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What we offer:

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How we do it:

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for more information or bids.**

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web sites during
focus groups!**

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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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
 Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style

Q10 Marketing, Inc.
 285 Grand Ave.
 5 Patriot Centre
 Englewood, NJ 07631
 Ph. 201-541-1144
 Fax 201-541-0066
 Barbara Cataraso or Joseph DeRose, Owners
 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

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 advertisements on pp. 155, 161)

Suburban Associates
 579 Franklin Tpke.
 Ridgewood, NJ 07450
 Ph. 201-447-5100
 Fax 201-447-9536
 E-mail: info@subassoc.com
 www.subassoc.com
 Bill Bartlett
 Location: Office building
 CR, LR, OR, 1/1, 1/1OR, TK, TKO, VE, VC
 16x18 Obs. Rm. Seats 15
 16x18 Obs. Rm. Seats 15
 †16x16 Obs. Rm. Seats 12

Suburban Associates
 517 Rte. 1 S., Ste. 1109
 Iselin, NJ 08830
 Ph. 732-855-8900
 Fax 732-855-9291
 E-mail: woodbridge@subassoc.com
 www.subassoc.com
 Eileen Segal
 Location: Office building
 CR, OR, 1/1, 1/1OR, TK, VE, VC
 14x20 Obs. Rm. Seats 15
 12x16 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: monmouth@subassoc.com
 www.subassoc.com
 Antoinette Cusak
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE
 14x17 Obs. Rm. Seats 10



GROUP DYNAMICS

WHICH LOCATION IS IDEAL FOR YOUR NEXT QUALITATIVE PROJECT?

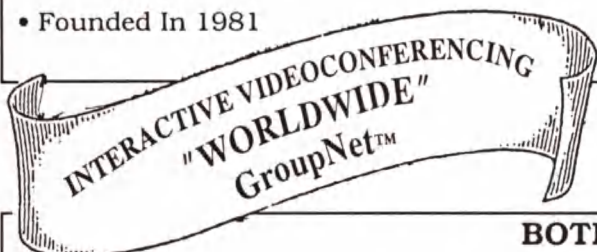
BALA CYNWYD, PA

**Brand New Facility
 (Same Location)**

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- Expertise in Medical/Health Care Recruiting
- All Purpose Room With Observation
- 4 Focus Group Rooms/Client Suites providing privacy and comfort
- Founded In 1981

VOORHEES, NJ

- "Suburban" Consumers
- On-Site Phone Room Recruiting
- Commercial Test Kitchen
- 2 Multi Level Observation Rooms Seating 25 In Comfort
- 20 Minutes To Downtown Philadelphia
- Designed By Qualitative Consultants (Opened 1992)



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TAI - New Jersey
 Technical Analysis, Inc.
 20 E. Oakdene Ave.
 Teaneck, NJ 07666
 Ph. 201-836-1500
 Fax 201-836-1959
 E-mail: TAI NJ@aol.com
 www.taimarketres.com
 Joan Vicenzotti, Operations Manager
 Location: Freestanding 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

TAI - New Jersey
 The Atrium at Glenpointe
 400 Frank W. Burr Blvd.
 Teaneck, NJ 07666
 Ph. 201-836-1500
 Fax 201-836-1959
 E-mail: TAI NJ@aol.com
 www.taimarketres.com
 Carol Hepson
 Location: Office building
 CR, LR, OR, TK, TKO, VE, VC
 18x19 Obs. Rm. Seats 15
 20x20 Obs. Rm. Seats 15
 †20x20 Obs. Rm. Seats 15

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, 1/10R, TK, VE
 17x20 Obs. Rm. Seats 18

Princeton

Research 100
 P.O. Box 2196
 Princeton, NJ 08543
 Ph. 609-924-6100
 Fax 609-452-0138
 E-mail: research100@compuserve.com
 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 or 609-424-1011
 Fax 609-424-2538
 E-mail: acarpenter@groupdynamics-nj.com
 www.groupdynamics.com
 Merle Holman
 Location: Office building
 CR, OR, 1/1, 1/10R, TK, VE
 16x24 Obs. Rm. Seats 22
 17x22 Obs. Rm. Seats 18
 (See advertisement on p. 154)

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

New Jersey: Executive Plaza • Suite 400
 10 Parsonage Rd., Edison, NJ 08837 • Phone (732) 906-1122
 Fax (732) 906-8792 • SASMktres@aol.com

New York: 500 Fifth Avenue • Suite 1030
 New York, NY 10110 • Phone (212) 730-6400
 Fax (212) 730-0853 • SANyc@aol.com

Los Angeles: 13109 Addison Street
 Sherman Oaks, CA 91423 • Phone (818) 501-0440
 Fax (818) 501-3780 • SlesWest@aol.com

Orlando: 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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
 Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style

New Mexico

Albuquerque

Ameritest, CY Research
 Two San Rafael, Ste. 6
 Albuquerque, NM 87122
 Ph. 505-856-7999
 Fax 505-856-3388
 Charles Young, President
 Location: Freestanding building
 CR, LR, OR, 1/1, 1/1OR, TK, TKO, VE
 17x16 Obs. Rm. Seats 10
 †17x35 Obs. Rm. Seats 15

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
 E-mail: big@big-alb.com
 James Larson, Ph.D., President
 Location: Freestanding building
 CR, OR, TK, VE
 14x25 Obs. Rm. Seats 8

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
 Renate Mahler
 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
 E-mail: sandiamr@aol.com
 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, 1/1OR, TK, VE, VC
 11x21 Obs. Rm. Seats 15

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 Boulevard Mall
 770 Alberta Dr.
 Buffalo, NY 14226
 Ph. 716-836-1110
 Fax 716-836-1114
 E-mail: RDMKTRSCH@aol.com
 Harvey Podolsky, President
 Location: Shopping mall
 CR, LR, OR, 1/1, 1/1OR, TK, TKO, VE
 20x21 Obs. Rm. Seats 16
 †20x12 Obs. Rm. Seats 8

Goldhaber Research Associates
 One NFA Park
 Amherst, NY 14228
 Ph. 716-689-3311
 Fax 716-689-3342
 www.goldhaber.com
 Paulette Faraci, Dir. Client Services
 Location: Office building
 CR, TK, VE
 30x20 Obs. Rm. Seats 10

Marion Simon Research Service, Inc.
 C-103 Walden Galleria
 Buffalo, NY 14225
 Ph. 716-684-8025
 Fax 716-684-3009
 Sharon Liedy, Office Manager
 Location: Shopping mall
 CR, OR, TK, VE
 18x10 Obs. Rm. Seats 6

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, 1/1OR, TK, VE
 40x20 Obs. Rm. Seats 8

Survey Service, Inc.
 1911 Sheridan Dr.
 Buffalo, NY 14223
 Ph. 716-876-6450
 Fax 716-876-0430
 E-mail: sservice@surveyservice.com
 www.surveyservice.com
 Susan Adelman, President
 Location: Freestanding building
 CR, OR, 1/1, 1/1OR, TK, VE
 14x27 Obs. Rm. Seats 12
 (See advertisement on p. 156)

New York City
 (See also Northern New Jersey)

A La Carte Research, LLC
 6800 Jericho Tpke.
 Syosset, NY 11791
 Ph. 516-364-4004
 Fax 516-364-4683
 E-mail: pgorin@alacarterresearch.com
 www.alacarterresearch.com
 John Mooney, President
 Location: Office building
 CR, OR, 1/1, 1/1OR, TK, VE
 19x20 Obs. Rm. Seats 20
 17x19 Obs. Rm. Seats 16
 12x09 Obs. Rm. Seats 6
 (See advertisement on p. 157)

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
 15x20 Obs. Rm. Seats 10

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- Top notch recruiting capabilities
- Experienced and professional staff to meet all your research needs



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 Fax 212-647-7659
 e-mail info@focuscentral.com
 www.focuscentral.com

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 SYOSSET, (LI) NY 11791

(516) 364-4004 Fax (516) 364-4683
 WWW.ALACARTERRESEARCH.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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
 Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style

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

Car-Lene Research, Inc.
 Galleria at Crystal Run
 Middletown, NY 10941
 Ph. 914-692-2226
 Fax 914-692-2207
 Nina Vellella, Manager
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE
 10x09 Obs. Rm. Seats 3

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

Zero in on key market segments in the Northeast with



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Ebony Marketing Research, Inc.

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- **Two powerful cities, and**
- **One resourceful company**

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Bronx, NY - Set in the beautiful Baychester Mall, this state-of-the-art facility draws respondents from both New York City and its affluent northern suburbs.

Washington DC – Located in the heart of Downtown, this newly refurbished facility has two focus group rooms with dedicated viewing rooms and simultaneous studio-quality video recording capabilities.

From the capital of the nation to the financial and cultural capital of the world, *Ebony Marketing Research* will put you in touch with the key populations you want to reach. Whatever your requirements, from ethnic to mainstream market segments, call us. We've got the reach, the range and the community rapport to deliver the results you need.

Ebony Marketing Research, Inc.

2100 Bartow Avenue, Suite 243
 Baychester, NY 10475

Telephone: 718-320-3220 • Fax: 718-320-3996 • e-mail: emr@interport.net

Ebony Marketing Research, Inc.

2100 Bartow Ave., Ste. 243
 Bronx, NY 10475
 Ph. 718-217-0842 or 718-320-3220
 Fax 718-320-3996
 E-mail: emr@interport.net
 www.ebonymktg.com
 Bruce Kirkland, Vice President
 Location: Office building
 CR, OR, TK, VE
 18x16 Obs. Rm. Seats 10
 17x15 Obs. Rm. Seats 6
 (See advertisement on p. 158)

Fieldwork New York at Westchester

555 Taxter Rd., Ste. 390
 Elmsford, NY 10523
 Ph. 914-347-2145
 Fax 914-347-2298
 E-mail: FIELDWORK@aol.com
 www.fieldwork.com
 Maria Garcia
 Location: Office building
 CR, LR, OR, 1/1, 1/1OR, 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)

Focus Central

162 Fifth Ave., 11th fl.
 New York, NY 10010
 Ph. 212-989-2760
 Fax 212-647-7659
 E-mail: info@focuscentral.com
 www.focuscentral.com
 Andrea Shoon, Facilities Manager
 Location: Office building
 CR, OR, 1/1, VE
 21x15 Obs. Rm. Seats 12
 (See advertisement on p. 157)

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, 1/1OR, TK, 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. 159)

Focus Room - White Plains
 231 Central Ave.
 White Plains, NY 10606
 Ph. 914-682-8404
 Fax 914-428-3925
 E-mail: wp@focusroom.com
 Wendy Weinstein
 Location: Office building
 CR, LR, OR, 1/1, 1/1OR, TK, VE
 14x19 Obs. Rm. Seats 25
 14x19 Obs. Rm. Seats 25
 14x16 Obs. Rm. Seats 15

Focus Room on Fifth
 693 Fifth Ave.
 New York, NY 10022
 Ph. 212-935-6820
 Fax 212-935-6825
 E-mail: nyc@focusroom.com
 Ken Lethbridge, Director
 Location: Office building
 CR, OR, 1/1, 1/1OR, VE, VC
 15x22 Obs. Rm. Seats 20
 15x22 Obs. Rm. Seats 20
 10x14 Obs. Rm. Seats 12

Focus Suites of New York
 355 Lexington Ave., 13th fl.
 New York, NY 10017
 Ph. 212-867-7373
 Fax 212-867-9187
 E-mail: ifsnyc@erols.com
 www.focussuites.com
 Bill Falvo, Director
 Location: Office building
 CR, LR, 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
 †19x19 Obs. Rm. Seats 15
 (See advertisement on p. 171)

Friedman Marketing Services
 The Galleria at White Plains
 100 Main St., Fashion Level 1, Ste. 301
 White Plains, NY 10601
 Ph. 914-328-2447 or 914-698-9591
 Fax 914-328-2977
 Jon Erickson, Manager
 Location: Shopping mall
 CR, OR, VE
 08x12 Obs. Rm. Seats 6

Gazelle International, Inc.
 114 E. 32nd St., Ste. 708
 Douglaston, NY 10016
 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

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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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/10R - One on One Obs. Rm.
 Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style

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 or 212-941-5555
 Fax 212-941-7031
 E-mail: vicari@macroint.com
 www.macroint.com
 Mindy Rhindress, Sr. Vice President
 Location: Office building
 CR, OR, 1/1, 1/10R, TK, VE
 24x18 Obs. Rm. Seats 24
 19x11 Obs. Rm. Seats 24
 10x11 Obs. Rm. Seats 24

Murray Hill Center, Inc.
 373 Park Ave. S., 10th fl.
 New York, NY 10016
 Ph. 212-889-4777
 Fax 212-889-5869
 Sue Winer, Director
 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
 E-mail: nyconfctr@aol.com
 Vickie Griffiths, Manager
 Location: Office building
 CR, OR, 1/1, 1/10R, 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
 E-mail: NYFocus@aol.com
 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
 (Before February 1, 1999)
 131 Beverley Rd.
 Brooklyn, NY 11218
 Ph. 718-435-4444
 Fax 718-972-3926
 Connie Livia
 Location: Freestanding building
 CR, OR, 1/1, VE
 18x24 Obs. Rm. Seats 8
 16x20 Obs. Rm. Seats 6

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Financial Focus

135 William St.
 New York, NY
 1-800-347-2662
 (212) 608-3100
 Fax (212) 608-4966

Recruiting Resources Unlimited
(After February 1, 1999)
480 Court St.
Brooklyn, NY 11218
Ph. 718-222-5600
Connie Livia
Location: Freestanding building
CR, OR, 1/1, VE
18x24 Obs. Rm. Seats 8
16x20 Obs. Rm. Seats 6

A. Rudman & Associates
160-32 16th Ave.
Whitestone, NY 11357
Ph. 718-835-3100
Fax 718-641-6310
Marcia DiGirolomo, President
Location: Freestanding building
CR, OR, 1/1, 1/10R, 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@sachsnnet.com
www.sachsnnet.com
Robert Miner
Location: Office building
CR, LR, OR, 1/1, 1/10R, 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, 1/10R, TK, VE
17x20 Obs. Rm. Seats 15
10x11 Obs. Rm. Seats 6

Schlesinger Associates NYC, Inc.
500 Fifth Ave., Ste. 1030
New York, NY 10110
Ph. 212-730-6400
Fax 212-730-0853
E-mail: SANYC@aol.com
Lizabeth Clegg, Vice President
Location: Office building
CR, LR, OR, 1/1, 1/10R, TK, VE, VC
20x19 Obs. Rm. Seats 16
20x15 Obs. Rm. Seats 16
20x15 Obs. Rm. Seats 16
†20x15 Obs. Rm. Seats 16
(See advertisements on pp. 155, 161)

Seaport Surveys

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: Office building
CR, OR, 1/1, 1/10R, TK, VE
18x20 Obs. Rm. Seats 10
(See advertisement on p. 160)

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respondent recruiting • state-of-the-art audio/
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reception areas • private client lounges with
fax, modem and climate control • modern,
fully equipped kitchen • gourmet catering



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Fax (212) 730-0853 • SANYC@aol.com

New York • New Jersey • Orlando • Los Angeles



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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
 Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style

Suburban Associates
 East Meadow Plaza
 1966 Hempstead Tpke.
 East Meadow, NY 11554
 Ph. 516-794-3030
 Fax 516-794-3519
 E-mail: eastmeadow@subassoc.com
 www.subassoc.com
 Sherry Salus
 Location: Shopping mall
 CR, OR, 1/1, TK, VE
 12x17 Obs. Rm. Seats 10

WAC of New York

60 Madison Ave., 5th fl.
 New York, NY 10010-1600
 Ph. 212-725-8840
 Fax 212-213-9247
 E-mail: WACInc@aol.com
 www.wacresearch.com
 Judi Lippert, Field Director
 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. 103)

Rochester

Gordon S. Black Corp.
 135 Corporate Woods
 Rochester, NY 14623-1457
 Ph. 716-272-8400
 Fax 716-272-8680
 E-mail: bethf@gsbc.com
 www.gsbc.com
 Beth Fredrickson
 Location: Office building
 CR, OR, VE
 18x30 Obs. Rm. Seats 18

Car-Lene Research, Inc.
 Market Place Mall
 301- Miracle Mile Dr.
 Rochester, NY 14623
 Ph. 716-424-3203
 Fax 716-292-0523
 Barbi White, Manager
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, TKO, VE
 20x12 Obs. Rm. Seats 8

Cunningham Field & Research Service

Eastview Mall
 602 Eastview Mall
 Victor, NY 14564
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: ROCH@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE, VC
 (See advertisement on p. 101)

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, TK, VE
 21x17 Obs. Rm. Seats 18
 21x17 Obs. Rm. Seats 18

The Sutherland Group, Ltd.
 100 Kings Hwy., Ste. 2900
 Rochester, NY 14617
 Ph. 716-586-5757
 Fax 716-586-7508
 www.suth.com
 Rick Taylor
 Location: Office building
 CR, OR, 1/1, VE, VC
 20x24 Obs. Rm. Seats 15

Syracuse

KS&R's INSITE
 5792 Widewaters Pkwy.
 Dewitt, NY 13214
 Ph. 800-645-5469 or 315-446-3403
 Fax 315-446-6719
 E-mail: jsnyder@ksrinc.com
 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
 †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 Bradley, Manager
 Location: Freestanding building
 CR, OR, TK, VE, VC
 18x16 Obs. Rm. Seats 18
 16x14 Obs. Rm. Seats 10

North Carolina**Charlotte**

20/20 Research - Charlotte
 2102 Cambridge Beltway Dr., Ste. 2
 Charlotte, NC 28273
 Ph. 800-737-2020 or 704-587-0028
 Fax 615-777-8706
 E-mail: info@2020research.com
 www.2020research.com
 Kathryn Harlan, Dir. Qual. Svcs.
 Location: Office building
 CR, OR, VE
 20x20 Obs. Rm. Seats 15
 20x20 Obs. Rm. Seats 15

A O C Marketing Research
 10100 Park Cedar Dr., Ste. 100
 Charlotte, NC 28210
 Ph. 704-341-0232
 Fax 704-341-0234
 Betty Collins or Joyce O'Shields, Owners
 Location: Office building
 CR, OR, 1/1, TK, VE
 30x35 Obs. Rm. Seats 20

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: charlotte@consumerpulse.com
 www.consumerpulse.com
 Laura Wright, Director
 Location: Shopping mall
 CR, OR, 1/1, TK, VE, VC
 18x10 Obs. Rm. Seats 12
 (See advertisement on p. 138)

FacFind, Inc.
 6230 Fairview Rd., Ste. 108
 Charlotte, NC 28210-3253
 Ph. 704-365-8474
 Fax 704-365-8741
 E-mail: FacFind@aol.com
 Sandra Berritt, 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: research@inter-active.com
 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
E-mail: kpcrsch@charlotte.com
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: teri@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

MarketWise, Inc.
831 E. Morehead St., Ste. 150
Charlotte, NC 28202
Ph. 704-332-8433 or 800-849-5924
Fax 704-332-0499
E-mail: mwisenc@aol.com
www.marketwise-usa.com
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 336-721-1597
E-mail: bellomy@interpath.com
John Sessions, 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. 336-765-1234
Fax 336-765-1109
E-mail: cba@nr.infi.net
Pam Knopf, V.P. Operations
Location: Freestanding building
CR, OR, 1/1, 1/1OR, 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: corporate_research@msn.com
Nicole Scullion, 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: RALE@cunninghamresearch.com
www.cunninghamresearch.com
Location: Shopping mall
CR, OR, 1/1, 1/1OR, TK, VE
16x18 Obs. Rm. Seats 12
(See advertisement on p. 101)

Dennis And Company Research, Inc.
510 Deacon Blvd., Ste. A
Winston-Salem, NC 27105
Ph. 336-723-6100
Fax 336-723-6103
E-mail: lbuzzard@dacresearch.com
Location: Office building
CR, OR, VE
12x14 Obs. Rm. Seats 10
(See advertisement on p. 143)

Homer Market Research Associates, Inc.
333 Four Seasons Town Centre
Greensboro, NC 27407
Ph. 336-294-9415
Fax 336-294-6116
E-mail: homermktresearch@msn.com
Leonard Homer
Location: Shopping mall
CR, OR, TK, VE
13x20 Obs. Rm. Seats 10

W.H. Long Marketing, Inc.
Golden Gate Shopping Center
2240 Golden Gate Dr.
Greensboro, NC 27408
Ph. 336-292-4146
Fax 336-299-6165
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
E-mail: bmartin@jza.com
www.jza.com
Brad Martin
Location: Office building
CR, OR, 1/1, 1/1OR, TK, TKO, VE
20x22 Obs. Rm. Seats 18
09x09 Obs. Rm. Seats 6
(See advertisement on p. 163)

L & E Research
4009 Barrett Dr., #101
Raleigh, NC 27609
Ph. 919-782-3860
Fax 919-787-3428
E-mail: lynne@leresearch.com
www.leresearch.com
Lynne Eggers
Location: Office building
CR, OR, VE, VC
18x19 Obs. Rm. Seats 12
18x18 Obs. Rm. Seats 12

NorTex Research Group/Raleigh
7330 Chapel Hill Rd., Ste. 107
Raleigh, NC 27607
Ph. 800-315-TEXX
Fax 919-557-0167
Tony Veliz, Facility Director
Location: Office building
CR, OR, 1/1, 1/1OR, VE
21x13 Obs. Rm. Seats 10
15x13 Obs. Rm. Seats 4

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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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
 Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style

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
 Doris Hertsgaard, Director of Research
 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
 www.datadecisions.com
 Amy Merrill, President
 Location: Freestanding building
 CR, LR, OR, 1/1, 1/1OR, TK, VE
 15x17 Obs. Rm. Seats 14
 †14x15 Obs. Rm. Seats 15

Cincinnati

Alliance Research, Inc.
 2845 Chancellor Dr.
 Crestview Hills, KY 41017
 Ph. 606-344-0077
 Fax 606-344-0078
 E-mail: clint@allianceresearch.com
 www.allianceresearch.com
 Terry Crawford
 Location: Freestanding building
 CR, OR, VE
 28x38 Obs. Rm. Seats

The Answer Group

Downtown Facility
 432 Walnut St.
 Cincinnati, OH 45202
 Ph. 513-489-9000
 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. 165)

The Answer Group

Suburban Facility
 11161 Kenwood Rd.
 Cincinnati, OH 45242
 Ph. 513-489-9000
 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. 165)

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Full Service Bureau

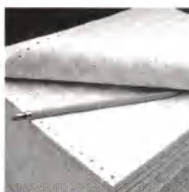


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 www.convergys.com

Assistance in Marketing, Inc.
 11890 Montgomery Rd.
 Cincinnati, OH 45249
 Ph. 513-683-6600 or 888-4AIMFIRE
 Fax 513-683-9177
 E-mail: lrwin@AIM-Cincinnati.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. 165)

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
 Joyce Simmons, Field Director
 Location: Office building
 CR, OR, VE
 20x13 Obs. Rm. Seats 8

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CR - Conference Room TK - Test Kitchen
 LR - Living Room Style TKO - Test Kitchen Obsv. Rm.
 OR - Observation Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
*Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style*

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: cincinnati@consumerpulse.com
 www.consumerpulse.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. 138)

Convergys Corporation

(formerly MATRIX Marketing Research)
 Convergys Center
 4600 Montgomery Rd.
 Cincinnati, OH 45212
 Ph. 513-458-1590
 Fax 513-841-0666
 E-mail: research@convergys.com
 www.convergys.com
 Lynn Grome, Account Executive
 Location: Office building
 CR, LR, OR, 1/1, 1/1OR, TK, VE
 16x25 Obs. Rm. Seats 20
 20x29 Obs. Rm. Seats 8
 14x25 Obs. Rm. Seats 10
(See advertisement on p. 164)

Fields Marketing Research, Inc.
 7979 Reading Rd.
 Cincinnati, OH 45237
 Ph. 513-821-6266
 Fax 513-679-5300
 E-mail: kenfmr@fuse.net
 http://home.fuse.net/fieldsresearch
 Bernie Kearney, Vice President
 Location: Office building
 CR, LR, OR, 1/1, 1/1OR, VE
 23x19 Obs. Rm. Seats 14

MarketVision Research®

Corporate Headquarters
 MarketVision Building
 4500 Cooper Rd.
 Cincinnati, OH 45242-5617
 Ph. 513-791-3100
 Fax 513-794-3500
 E-mail: info@marketvisionresearch.com
 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. 167)

QFACT Marketing Research, Inc.
 9908 Carver Rd.
 Cincinnati, OH 45242
 Ph. 513-891-2271
 Fax 513-791-7356
 E-mail: info@qfact.com
 www.qfact.com
 Mary Swart-Cahall, Research Director
 Location: Freestanding building
 CR, OR, 1/1, 1/1OR, 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. 606-781-9700
 Fax 606-781-8802
 E-mail: sirsinc@aol.com
 Marion Marlow, Dir. Qual. Rsch.
 Location: Freestanding building
 CR, LR, OR, 1/1, VE
 20x20 Obs. Rm. Seats 18
 †30x50 Obs. Rm. Seats

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
 Barbara Elioff, Dir. Field Services
 Location: Freestanding building
 CR, LR, OR, 1/1, 1/1OR, TK, VE
 14x21 Obs. Rm. Seats 15
 †14x21 Obs. Rm. Seats 6

Car-Lene Research, Inc.
 Great Northern Mall
 924 Great Northern Mall
 North Olmsted, OH 44070
 Ph. 440-979-0200
 Fax 440-979-1163
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE
 16x14 Obs. Rm. Seats 6

Cleveland Field Resources
 Subsidiary of National Market Measures, Inc.
 30405 Solon Rd.
 Cleveland, OH 44139
 Ph. 440-542-2450
 Fax 440-542-2455
 E-mail: nmmeast@nmminc.com
 www.nmminc.com
 Kim White, Dir. Qual. Field Svcs.
 Location: Office building
 CR, OR, 1/1, 1/1OR, TK, VE
 15x18 Obs. Rm. Seats 12
 19x22 Obs. Rm. Seats 20

Focus Groups of Cleveland Survey Center

2 Summit Park Dr., Ste. 225
 Cleveland, OH 44131
 Ph. 216-642-8883 or 800-950-9010
 Fax 216-901-8085
 E-mail: focusclv@en.com
 Betty B. Perry, President
 Amy A. Morris, Executive Director
 Location: Office building
 CR, LR, OR, 1/1, 1/1OR, TK, TKO, VE, VC
 16x20 Obs. Rm. Seats 20
 12x16 Obs. Rm. Seats 12
 10x12 Obs. Rm. Seats 4
 22x25 Obs. Rm. Seats 20
 †16x20 Obs. Rm. Seats 20
 †12x16 Obs. Rm. Seats 12
 †22x25 Obs. Rm. Seats 20
(See advertisement on p. 166)

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 Fax: 216-901-8085 or 216-642-8876**

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Euclid Square Mall, #324
Euclid, OH 44132
Ph. 216-261-2727
Fax 216-261-9271
Eric Silver, Manager
Location: Shopping mall
CR, OR, 1/1, 1/10R, TK, VE
18x12 Obs. Rm. Seats 8
18x12 Obs. Rm. Seats 8

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

National Survey Research Center
5350 Transportation Blvd., Ste. 19
Cleveland, OH 44125
Ph. 800-837-7894
Fax 216-518-2903
E-mail: nsrcc@nsrcc.com
Lauren Wagner
Location: Office building
CR, OR, VE
15x20 Obs. Rm. Seats 15

Opinion Centers America
22021 Brookpark Rd.
Cleveland, OH 44126
Ph. 440-779-3000
Fax 440-779-3040
E-mail: Opinionctr@aol.com
Karen Cunningham
Location: Freestanding building
CR, OR, 1/1, TK, TKO, VE
22x14 Obs. Rm. Seats 20
22x14 Obs. Rm. Seats 20
24x22 Obs. Rm. Seats 20

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, 1/10R, TK, VE
23x16 Obs. Rm. Seats 15

Pat Henry Market Research, Inc.
Tower City Mall
230 Huron Rd. N.W., Ste. 100.43
Cleveland, OH 44113
Ph. 216-621-3831
Fax 216-621-8455
E-mail: phenny3@ix.netcom.com
Mark Kikel, V.P. Ops.
Location: Office building
CR, LR, OR, 1/1, 1/10R, TK, VE, VC
12x20 Obs. Rm. Seats 10

Rosen Research
25906 Emery Rd.
Cleveland, OH 44128
Ph. 216-464-5240
Fax 216-464-7864
Mary Ann Sheets, Field Director
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, 1/10R, TK, VE
10x18 Obs. Rm. Seats 8
10x15 Obs. Rm. Seats

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513/791-3100 FAX 513/794-3500

e-mail: info@marketvisionresearch.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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
 Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style

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, Exec. Asst.
 Location: Freestanding building
 CR, OR, 1/1, 1/1OR, TK, VE
 14x15 Obs. Rm. Seats 6

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 Columbus, OH 43235
 Ph. 800-242-4118 or 614-436-2025
 Fax 614-436-7040
 E-mail: postmaster@qcs.com
 www.qcs.com
 Judy Golas, Branch Manager
 Location: Office building
 CR, OR, TK, VE, VC
 16x17 Obs. Rm. Seats 12
 16x17 Obs. Rm. Seats 12
 21x24 Obs. Rm. Seats 14
 21x17 Obs. Rm. Seats 14
 (See advertisement on p. 147)

Dwight Spencer & Associates, Inc.
 1290 Grandview Ave.
 Columbus, OH 43212
 Ph. 614-488-3123
 Fax 614-488-0923
 Betty Spencer, President
 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
 24x12 Obs. Rm. Seats 10
 18x18 Obs. Rm. Seats 6

QFACT Marketing Research, Inc.
 Normandy Square
 381 Miamisburg - Centerville Rd.
 Dayton, OH 45459
 Ph. 937-435-5067
 Fax 937-435-3457
 E-mail: dayton@cincy.qfact.com
 www.qfact.com
 Mary Swart-Cahall, Research Director
 Location: Freestanding building
 CR, OR, 1/1, 1/1OR, TK, TKO, VE
 24x20 Obs. Rm. Seats 15
 22x14 Obs. Rm. Seats 15

Toledo

Market Research of Toledo
 3103 Executive Pkwy, Ste. 106
 Toledo, OH 43606
 Ph. 419-534-4705
 Fax 419-531-8950
 Mark Iott, Principal
 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

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 E-mail: info@issans.com
 www.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, President
 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
 www.ruthnelsonresearchsvcs.com
 Bryan 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
 Eastland Mall
 14002 E. 21st, Ste. 144
 Tulsa, OK 74134
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: TULE@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE
 16x19 Obs. Rm. Seats 8
 (See advertisement on p. 101)

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: TULP@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE, VC
 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: TULW@cunninghamresearch.com
www.cunninghamresearch.com
Location: Shopping mall
CR, OR, 1/1, 1/10R, TK, VE, VC
12x18 Obs. Rm. Seats 6
(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
E-mail: tsurveys@aol.com
Tim or Dan Jarrett, Vice Presidents
Location: Office building
CR, OR, 1/1, 1/10R, 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
www.rio.com/~williams/
Jane Williams, Principal
Location: Office building
CR, OR, VE
16x15 Obs. Rm. Seats 4

Portland

Bardsley & Neidhart, Inc.
1220 S.W. Morrison, Ste. 425
Portland, OR 97205
Ph. 503-248-9058
Fax 503-222-3804
E-mail: info@bnresearch.com
www.bnresearch.com
Michelle Fennimore
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
www.cosvc.com
Jerry Carter
Location: Shopping mall
CR, OR, 1/1, TK, VE
15x19 Obs. Rm. Seats 10
(See advertisement on p. 184)

Gilmore Research Group

729 N.E. Oregon St., Ste. 150
Portland, OR 97232
Ph. 503-236-4551
Fax 503-731-5590
www.gilmore-research.com
Karol Tate
Location: Office building
CR, OR, 1/1, 1/10R, VE
12x18 Obs. Rm. Seats 12
(See advertisement on p. 185)

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
www.mdcresearch.com
Bert Lybrand, Account Executive
Location: Office building
CR, OR, 1/1, 1/10R, 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: tammy_davis@marketstrategies.com
www.marketstrategies.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
www.marketrends.com
Brad Huston
Location: Office building
CR, OR, 1/1, TK, VE
18x13 Obs. Rm. Seats 10
19x15 Obs. Rm. Seats 10

OMNI Research
7689 S.W. Capitol Hwy.
Portland, OR 97219-2745
Ph. 503-245-4014
Fax 503-245-9065
E-mail: omnimr@earthlink.com
Chris Robinson
Location: Freestanding building
CR, OR, 1/1, VE
21x20 Obs. Rm. Seats 10

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
www.integratedmc.com
Bob Williams, President
Location: Freestanding building
CR, OR, VE
25x15 Obs. Rm. Seats 20

Parkwood Research Associates
4635 Crackersport Rd.
Allentown, PA 18104
Ph. 610-481-0102
Fax 610-395-8027
Ed Vatz, Director
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
www.erie.net/~moore
Colleen Moore, Vice President
Location: Office building
CR, OR, 1/1, 1/10R, 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

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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
*Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style*

Philadelphia

Car-Lene Research, Inc.
 Oxford Valley Mall
 2300 E. Lincoln Hwy
 Langhorne, PA 19047
 Ph. 215-750-7202
 Fax 215-750-9622
 Barbara Davis, Manager
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE
 13x22 Obs. Rm. Seats 6

Consumer Pulse of Philadelphia

One Plymouth Meeting
 Plymouth Meeting, PA 19462
 Ph. 610-825-6636 or 800-336-0159
 Fax 610-825-6805
 E-mail: philadelphia@consumerpulse.com
 www.consumerpulse.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. 138)

Cunningham Field & Research Service

Deptford Mall
 1750 Deptford Center Rd., #2D-06
 Deptford, NJ 08096
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: PHIL@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 CR, OR, 1/1, TK, VE
 (See advertisement on p. 101)

Focus Pointe

100 N. 17th St., 3rd fl.
 Philadelphia, PA 19103
 Ph. 800-220-5088
 Fax 215-561-6525
 E-mail: lbranderbit@mlr.net@aol.com
 Ileen 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 advertisements on pp. 136, 170)

Focus Pointe - Suburban Philadelphia

225 City Ave., Ste. 10
 Bala Cynwyd, PA 19004
 Ph. 610-949-9100
 Fax 610-949-9300
 E-mail: Bdelgardio@mlr.net
 Bridgid Delgardio, Facility Manager
 Location: Office building
 CR, OR, 1/1OR, VE, VC
 14x22 Obs. Rm. Seats 15
 14x22 Obs. Rm. Seats 15
 14x22 Obs. Rm. Seats 15
 (See advertisements on pp. 136, 170)

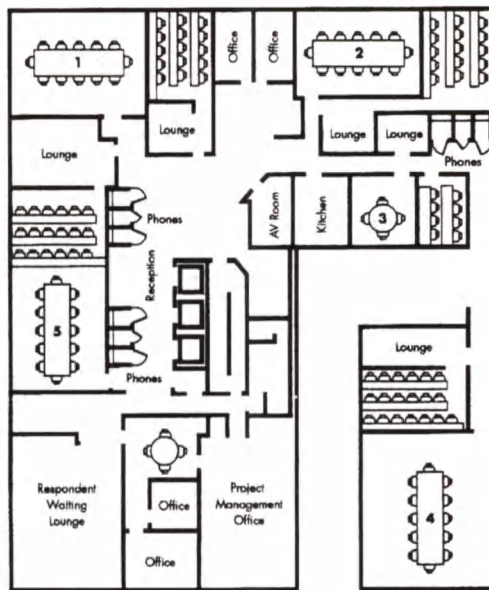
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- ◆ Spacious conference rooms
- ◆ Tiered client viewing rooms
- ◆ Private lounges
- ◆ Focus Vision™ video conferencing
- ◆ Expert, in-house recruiting of consumer, medical and business respondents
- ◆ National telephone in-depth recruiting
- ◆ Telephone, computer & modem hook-ups in every room

(800) 220-5088

100 N 17th St ♦ 3rd Flr ♦ Philadelphia, PA 19103
 225 City Ave ♦ Suite 10 ♦ Bala Cynwyd, PA 19004



Center City Floor Plan

Focus Suites of Philadelphia

One Bala Plaza, Ste. 622
Bala Cynwyd, PA 19004
Ph. 610-667-1110
Fax 610-667-4858
E-mail: fsphil@erols.com
www.focussuites.com
Kathy Jonik, Director
Location: Office building
CR, OR, 1/1, 1/1OR, TK, VE, VC
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. 171)

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
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. 154)

Heakin Research, Inc.
Cherry Hill Mall
2000 Rte. 38, Ste. 917
Cherry Hill, NJ 08002
Ph. 609-910-1000
Fax 609-910-1010
Tammy Stevens, Manager
Location: Shopping mall
CR, OR, 1/1, 1/1OR, TK, VE
20x13 Obs. Rm. Seats 10

JRA, J. Reckner Associates, Inc.

589 Bethlehem Pike, Ste. 500
Montgomeryville, PA 18936
Ph. 215-822-6220
Fax 215-822-2238
E-mail: info@reckner.com
www.reckner.com
Frances Grubb or Nancy Kolkebeck
Location: Office building
CR, OR, 1/1, 1/1OR, TK, VE
18x18 Obs. Rm. Seats 15
09x11 Obs. Rm. Seats 4
(See advertisement on p. 3)

JRA, J. Reckner Associates, Inc.

1600 Market St., Ste. 1550
Philadelphia, PA 19103
Ph. 215-822-6220
Fax 215-822-2238
E-mail: info@reckner.com
www.reckner.com
Frances Grubb or Nancy Kolkebeck
Location: Office building
CR, OR, 1/1, 1/1OR, 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. 3)

JRA, J. Reckner Associates, Inc.

Oaklands Corporate Center
486 Thomas Jones Way, Ste. 240
Exton, PA 19341
Ph. 215-822-6220
Fax 215-822-2238
E-mail: info@reckner.com
www.reckner.com
Location: Office building
CR, OR, 1/1, TK, VE
15x18 Obs. Rm. Seats 15
(See advertisement on p. 3)

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the Tried
and True In
PHILADELPHIA

FOCUS Suites
of Philadelphia

1 Bala Plaza, Suite 622, St. Asaphs Rd.
Bala Cynwyd, PA 19004
610-667-1110 – phone
610-667-4858 – fax



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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
 Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style

JRP Marketing Research Services

100 Granite Dr., terrace level
 Media, PA 19063
 Ph. 610-565-8840
 Fax 610-565-8870
 E-mail: jrpmrk@fast.net
 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. 173)

Mar's Surveys

Horizon Corp. Center
 Atrium II Bldg., Ste. 100
 Mt. Laurel, NJ 08054
 Ph. 609-235-3345
 Fax 609-235-1613
 E-mail: marst@aol.com
 www.marsresearch.com
 Marlene Teblum or Sandy Schoffung
 Location: Office building
 CR, OR, 1/1, 1/1OR, TK, VE
 15x23 Obs. Rm. Seats 15
 10x10 Obs. Rm. Seats 8
 (See advertisement on p. 102)

Plaza Research-Philadelphia

Two Greentree Centre
 Marlton, NJ 08053
 Ph. 609-596-7777 or 800-654-8002
 Fax 609-596-3011
 E-mail: dweiss@plazaresearch.com
 www.plazaresearch.com
 Debby Weiss, Director
 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. 153)

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
 www.qcs.com
 Lynne Sitvarin
 Location: Office building
 CR, OR, 1/1, 1/1OR, TK, VE, VC
 20x20 Obs. Rm. Seats 12
 20x17 Obs. Rm. Seats 10
 (See advertisement on p. 147)

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
 www.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 215-646-7816
 E-mail: tvginc@voicenet.com
 Mari Lewis
 Location: Office building
 CR, OR, VE, VC
 22x17 Obs. Rm. Seats 12

Pittsburgh

Campos Market Research, Inc.
 216 Boulevard of the Allies
 Pittsburgh, PA 15222
 Ph. 412-471-8484
 Fax 412-471-8497
 E-mail: campos@campos.com
 Yvonne Campos, President
 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
 18x14 Obs. Rm. Seats 8

Data Information, Inc.
 Century III Mall
 3075 Clairton Rd.
 W. Mifflin, PA 15123
 Ph. 412-655-8690
 Fax 412-655-8693
 E-mail: datainfo@nauticom.net
 Diane Foster
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE
 12x20 Obs. Rm. Seats 10

Data Information, Inc. - Focus Center
 Manor Oak Two, Ste. 470
 1910 Cochran Rd.
 Pittsburgh, PA 15220
 Ph. 412-561-2856
 Fax 412-561-2876
 E-mail: datainfo@nauticom.net
 Nancy Palyo, President
 Location: Office building
 CR, OR, 1/1, 1/1OR, TK, TKO, VE
 25x16 Obs. Rm. Seats 15
 20x12 Obs. Rm. Seats 10

Direct Feedback
 4 Station Square, Ste. 545
 Pittsburgh, PA 15219
 Ph. 412-394-3676
 Fax 412-394-3660
 E-mail: lkarhu@bellatlantic.net
 Lisa Karhu, President
 Location: Office building
 CR, OR, VE
 24x14 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
 Denise Augustine, 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
 E-mail: GDE PST@aol.com
 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
23x14 Obs. Rm. Seats 6

T.I.M.E. Market Research
366 Beaver Valley Mall
Monaca, PA 15061
Ph. 724-728-8463
Fax 724-728-9806
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

Rhode Island

Newport

Performance Research
25 Mill St.
Newport, RI 02840
Ph. 401-848-0111
Fax 401-848-0110
E-mail: bill@performanceresearch.com
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: focusg@aol.com
Stephen Haders, President
Location: Office building
CR, OR, 1/1, 1/10R, VE
23x15 Obs. Rm. Seats 20

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

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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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
 Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style

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, V.P. Qual. Rsch.
 Location: Freestanding building
 CR, OR, 1/1, 1/1OR, 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
 www.metromark.net
 Emerson Smith, President
 Location: Freestanding building
 CR, OR, 1/1, VE
 18x20 Obs. Rm. Seats 12

Greenville/Spartanburg

Carolina Market Research
 355 Woodruff Rd., Ste. 404
 Greenville, SC 29607
 Ph. 864-233-5775 or 864-288-4620
 Fax 864-288-6421
 Kenneth E. McKenzie
 Location: Office building
 CR, LR, OR, 1/1, 1/1OR, VE
 17x23 Obs. Rm. Seats 14
 †17x18 Obs. Rm. Seats 10

Priority Metrics Group
 641 E. Main St.
 Spartanburg, SC 29302
 Ph. 864-573-9853
 Fax 864-573-4348
 E-mail: JBarrett@pmgco.com
 www.pmgco.com
 John Barrett, President
 Location: Freestanding building
 CR, LR, OR, VE
 23x16 Obs. Rm. Seats 8
 †23x16 Obs. Rm. Seats 8

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
 E-mail: ron@mtcnet.net
 www.sdibi.northern.edu/service/Ampublic/Ams_ home.htm
 Warren R. Johnson, President
 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
 23x17 Obs. Rm. Seats 18
 69x49 Obs. Rm. Seats 32
 23x17 Obs. Rm. Seats 14
 23x15 Obs. Rm. Seats

Knoxville

HMR & Associates
 Foothills Mall
 2904 A. Tazewell Pike, #A
 Knoxville, TN 37918
 Ph. 423-281-0038
 Fax 423-281-2250
 Letha Russell or Carolyn Minley
 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

Memphis

AccuData Market Research, Inc.
 1036 Oakhaven Rd.
 Memphis, TN 38119
 Ph. 901-763-0405
 Fax 901-763-0660
 E-mail: memphis@accudata.net
 www.accudata.net
 Valerie Jolly, General Manager
 Location: Freestanding building
 CR, LR, OR, 1/1, TK, TKO, VE
 14x18 Obs. Rm. Seats 12
 14x18 Obs. Rm. Seats 12
 14x25 Obs. Rm. Seats 15
 (See advertisements on pp. 94, 107, 175)

Heakin Research, Inc.
 6080 Hickory Ridge Mall
 Memphis, TN 38115
 Ph. 901-360-0400
 Fax 901-360-8213
 Sylvia Sargent, Manager
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE

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- Spacious, executive caliber conference room comfortably seats 12
- Tiered observation room provides clear viewing for 10 or more
- Experienced Recruiting Team uses our proven recruiting process to find and confirm exactly the type of recruits you want

PLUS
 Free Stationary Video!



Management's Partner for Customer Insights

2323 Hillsboro Road, Suite 500, Nashville, Tennessee 37212
 800.788.7728 T. 615.292.4860 F. 615.292.0262

Heakin Research, Inc.
 Wolfchase Galleria
 2760 N. Germantown Pkwy., Ste. 102
 Memphis, TN 38117
 Ph. 901-381-4811
 Fax 901-381-4138
 Katy Hagen, Manager
 Location: Shopping mall
 CR, OR, VE

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
 www.MDARESEARCH.com
 Jennifer H. Choate, Dir. of Mktg./Field Ops.
 Location: Office building
 CR, OR, 1/1, 1/1OR, VE, VC
 21x15 Obs. Rm. Seats 12

PWI Research
 5100 Poplar Ave., Ste. 3125
 Memphis, TN 38137
 Ph. 901-682-2444
 Fax 901-682-2471
 E-mail: crreid1@aol.com
 www.pwiresearch.com
 Charlotte Reid, Operating Managing
 Location: Office building
 CR, OR, 1/1, 1/1OR, VE
 15x21 Obs. Rm. Seats 12

Nashville

20/20 Research, Inc.
 2303 21st Ave. S.
 Nashville, TN 37212
 Ph. 615-385-9930 or 800-737-2020
 Fax 615-385-0925
 E-mail: info@2020research.com
 www.2020research.com
 Kathryn Harlan, Dir. Qual. Svcs.
 Location: Office building
 CR, OR, VE
 22x16 Obs. Rm. Seats 12
 16x22 Obs. Rm. Seats 12

Car-Lene Research, Inc.
 Stones River Mall
 1720 Old Fort Parkway
 Murfreesboro, TN 37129
 Ph. 615-907-0037
 Fax 615-907-0039
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE

Cunningham Field & Research Service
 Cool Springs Galleria
 1800 Galleria Blvd., Ste. 1320
 Franklin, TN 37064
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: NASH@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE, VC
 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: shancook@PMResearch.com
 www.pmrsearch.com
 Shannon Cook, Manager
 Location: Office building
 CR, OR, VE
 13x23 Obs. Rm. Seats 12
 (See advertisement on p. 174)

1999 FOCUS GROUP FACILITIES DIRECTORY

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 in

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 guaranteed
 recruiting

AccuData

Market Research
 &
 Video Conferencing Center

Memphis 800-625-0405	Orlando 800-831-7744	Tampa 800-731-3527	Denver 800-731-3527
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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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
*Room dimensions, when stated, 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
 www.opinionsunlimited.com
 Anndel Martin
 Location: Freestanding building
 CR, OR, VE
 22x23 Obs. Rm. Seats 12
(See advertisement on p. 182)

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: focusgrp@firstmarket.com
 www.firstmarket.com
 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. 133)

NuStats International
 3006 Bee Caves Rd., Ste. A300
 Austin, TX 78746
 Ph. 512-306-9065 or 800-447-8287
 Fax 512-306-9077
 E-mail: carce@nustats.com
 http://nustats.com
 Jahanna Zmud, Exec. Vice President
 Location: Office building
 CR, OR, VE

Tammadge Market Research
 210 Barton Springs Rd., Ste. 515
 Austin, TX 78704
 Ph. 800-879-9198 or 512-474-1005
 Fax 512-370-0339
 E-mail: tammadge@jump.net
 Melissa Pepper, CSO
 Location: Office building
 CR, OR, VE
 24x16 Obs. Rm. Seats 12
 28x19 Obs. Rm. Seats 15

Brownsville

Hispanic Focus Unlimited
 Rte. 1, Box 278
 La Feria, TX 78559
 Ph. 956-797-4211
 Fax 956-797-4244
 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

Bryan/College Station

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

Dallas/Ft. Worth

Accurate Research, Inc.
 2214 Paddock Way Dr., Ste. 100
 Grand Prairie, TX 75050
 Ph. 972-647-4272
 Fax 972-641-1549
 E-mail: Accurate.Research@airmail.net
 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

Car-Lene Research, Inc.
 Collin Creek Mall
 811 N. Central Expwy.
 Plano, TX 75075
 Ph. 972-424-8587
 Fax 972-424-7467
 Debbie Middleton, Manager
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE
 15x11 Obs. Rm. Seats 3

**Our facilities,
 expertise and services
 are all focused
 on producing usable
 results.**

We are a full-service consumer research firm with state-of-the-art facilities including video conferencing. Centrally located in the Dallas-Fort Worth Metroplex, we are only minutes from DFW Airport and major hotels.

Dallas Focus

972.869.2366 Fax 972.869.9174
 A part of the Focus Network

Car-Lene Research, Inc.
Six Flags Mall
2911 E. Division, #409A
Arlington, TX 76011
Ph. 817-633-6020
Fax 817-633-4460
Location: Shopping mall
CR, OR, 1/1, 1/1OR, TK, VE
15x12 Obs. Rm. Seats 8

Consumer Research Associates/Superrooms™

Park Central VII
12750 Merit Dr., 10th fl.
Dallas, TX 75251
Ph. 800-800-5055 or 972-386-5055
Fax 972-387-9915
E-mail: superrooms@aol.com
www.superrooms.com
Bob Nance, Exec. Director
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 7
18x18 Obs. Rm. Seats 18
†18x18 Obs. Rm. Seats 12
†18x24 Obs. Rm. Seats 12
†18x18 Obs. Rm. Seats 18
(See advertisements on pp. 87, 177)

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
10x08 Obs. Rm. Seats 8
10x08 Obs. Rm. Seats 8
(See advertisement on p. 176)

Databank Marketing Research, Inc.

Rte. 1, 109F Hwy. 718
Rhome, TX 76078
Ph. 817-489-2300
Fax 940-433-2248
E-mail: DBMSC@aol.com
Sharyn Chambers, President
Location: Freestanding building
CR, LR, OR, 1/1, 1/1OR, TK, VE
18x20 Obs. Rm. Seats 12
22x15 Obs. Rm. Seats 12
†18x22 Obs. Rm. Seats 12

The eyes of Texas are upon us.



*That's why we're aiming to do in Dallas the same great job
we've been doing on the west coast since 1978,
and which in 1998 earned us the title Best Recruiter in San Francisco.
We're committed to service, responsiveness, and crystal-clear communication...
and we deliver: right recruits, right room, right staff attitude.
Our new office in beautiful North Dallas offers cutting-edge focus facilities —
plus proximity to outstanding shopping, hotels, restaurants and night-life,
and, for our clients, hotel room discounts with free access to a superb health club.*

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Associates**

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Superspaces... Superrecruiting... Superservice...

NEW DALLAS PARK CENTRAL VII, 12750 MERIT DR., 10TH FLOOR, DALLAS, TX 75251 800/800-5055
SAN FRANCISCO 111 PINE ST., 17TH FLOOR, SAN FRANCISCO, CA 94111

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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
 Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style

Fenton Swanger Consumer Research, Inc.

14800 Quorum Dr., Ste. 250
 Dallas, TX 75240
 Ph. 972-934-0707
 Fax 972-490-3919
 E-mail: fenton@airmail.net
 www.fentonswanger.com
 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
 (See advertisement on p. 178)

Fieldwork Dallas, Inc.

15305 Dallas Pkwy., Ste. 850
 Dallas, TX 75248
 Ph. 972-866-5800
 Fax 972-866-5801
 www.fieldwork.com
 Freddi Wayne, President
 Location: Office building
 CR, LR, OR, 1/1, 1/1OR, VE, VC
 27x27 Obs. Rm. Seats 22
 25x20 Obs. Rm. Seats 22
 25x22 Obs. Rm. Seats 22
 12x10 Obs. Rm. Seats 5
 †27x27 Obs. Rm. Seats 22
 †25x20 Obs. Rm. Seats 22
 †25x22 Obs. Rm. Seats 22
 (See advertisement on the Back Cover)

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, President
 Location: Office building
 CR, OR, 1/1, 1/1OR, TK, VE
 27x42 Obs. Rm. Seats 20
 20x25 Obs. Rm. Seats 30
 25x17 Obs. Rm. Seats 20
 15x14 Obs. Rm. Seats 6

Heakin Research, Inc.
 Hulen Mall
 4800 S. Hulen, #202
 Ft. Worth, TX 76132
 Ph. 817-263-8890
 Fax 817-346-0778
 Scott Eady, Manager
 Location: Shopping mall
 CR, OR, TK, VE
 18x12 Obs. Rm. Seats 12
 22x13 Obs. Rm. Seats 12

Heakin Research, Inc.
 Vista Ridge Mall
 2401 S. Stemmons Fwy., Ste. 1420
 Lewisville, TX 75067
 Ph. 972-315-3555
 Fax 972-315-8926
 Helen Nicholas, Manager
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE
 18x12 Obs. Rm. Seats 12
 22x13 Obs. Rm. Seats 12

Mid-America Rsch./Facts In Focus
 Prestwood Court
 15340 Dallas Pkwy., Ste. 2740
 Dallas, TX 75248
 Ph. 214-386-7744
 Fax 214-386-7749
 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
 Tony Veliz, Facility Director
 Location: Office building
 CR, OR, VE
 17x19 Obs. Rm. Seats 8
 21x17 Obs. Rm. Seats 10

Plaza Research-Dallas

14160 Dallas Pkwy.
 Dallas, TX 75240
 Ph. 972-392-0100 or 800-654-8002
 Fax 972-386-6008
 E-mail: strace@plazaresearch.com
 www.plazaresearch.com
 Susan Trace, Director
 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
 15x20 Obs. Rm. Seats 15
 15x20 Obs. Rm. Seats 15
 (See advertisement on p. 153)

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
 19x21 Obs. Rm. Seats 20
 15x17 Obs. Rm. Seats 10

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
 www.qcs.com
 Lynn Hibben
 Location: Office building
 CR, OR, 1/1, 1/1OR, TK, VE, VC
 21x16 Obs. Rm. Seats 12
 23x17 Obs. Rm. Seats 12
 21x18 Obs. Rm. Seats 12
 (See advertisement on p. 147)



We Can Do It!



FENTON SWANGER

The Data Collection Company

- Outstanding Focus Group Capabilities
- Separate Client/Respondent Entrances with Private Reception Areas for Each Focus Group
- Central Telephone Facilities
- Pre-recruited Central Location Tests
- Convention and Store Intercepts
- Medical and Executive Interviewing
- Radio Music Tests / Mock Jury Trials

Fenton Swanger Consumer Research, Inc.
 14800 Quorum Drive, Suite 250
 Dallas, Texas 75240

For estimates that will please you
 CALL 972-934-0707 or FAX 972-490-3919

Visit us on the web at www.fentonswanger.com.

Rincon & Associates
6060 N. Central Expwy., Ste. 670
Dallas, TX 75206
Ph. 214-750-0102
Fax 214-750-1015
E-mail: info@rinconassoc.com
www.rinconassoc.com
Dr. Edward T. Rincon, President
Location: Office building
CR, OR, 1/1, TK, VE
23x15 Obs. Rm. Seats 18

Savitz Field and Focus
The Parks at Arlington Mall
3811 S. Cooper, Ste. 2053
Arlington, TX 76015
Ph. 817-467-6437
Fax 817-467-6552
E-mail: info@savitzfieldandfocus.com
www.savitz-research.com
Harriet Silverman
Location: Shopping mall
CR, OR, TK, VE
17x15 Obs. Rm. Seats 10
(See advertisement on p. 179)

Savitz Field and Focus - Dallas
13747 Montfort Dr., Ste. 211
Dallas, TX 75240
Ph. 972-386-4050
Fax 972-450-2507
E-mail: info@savitzfieldandfocus.com
www.savitz-research.com
Harriet Silverman
Location: Office building
CR, OR, 1/1, 1/1OR, TK, VE, VC
30x23 Obs. Rm. Seats 25
18x21 Obs. Rm. Seats 20
26x30 Obs. Rm. Seats 20
18x22 Obs. Rm. Seats 20
08x10 Obs. Rm. Seats 6
(See advertisement on p. 179)

Service Strategies International, Inc.
12001 N. Central, Ste. 350
Dallas, TX 75243
Ph. 972-233-3010 or 800-344-6069
Fax 972-419-1555
E-mail: kmcgregor@servstrat.com
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
www.aimresearch.com
Linda Adams, Owner/Director
Location: Freestanding building
CR, OR, TK, VE
20x20 Obs. Rm. Seats 15
10x15 Obs. Rm. Seats 8
(See advertisement on p. 180)

Bigger Facilities. Better Recruiting. Best Service.

Offering state-of-the-art
capabilities for your
focus groups – and we're
now in four locations.



**Chicago
Dallas
Houston
Los Angeles**

FOCUS GROUP FACILITIES:

Chicago, Dallas, Houston and Los Angeles

- ▶ Four 3-room focus group suites
(both conventional size and extra large)
 - Comfortable viewing for up to 20 clients
 - Private ante-rooms and gallery seating
- ▶ Classroom, living room and auditorium settings
- ▶ One-on-one interviewing rooms available
- ▶ Fully equipped test kitchens
- ▶ Member of FocusVision Network videoconferencing

Chicago	tel: 312.377.1200	fax: 312.377.1220
Dallas	tel: 972.386.4050	fax: 972.450.2507
Houston	tel: 713.621.4084	fax: 713.621.4223
Los Angeles	tel: 310.642.4799	fax: 310.642.7795

web site: www.savitz-research.com
e-mail: info@savitzfieldandfocus.com



Savitz

FIELD and FOCUS

1999 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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
 Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style

Houston

C Q S Research, Inc.

2500 West Loop S., Ste. 300
 Houston, TX 77056
 Ph. 713-783-9111 or 800-460-9111
 Fax 713-789-2020
 E-mail: CQSI@aol.com
 www.cqsinc.com
 Noel Roulin, President
 Location: Office building
 CR, LR, OR, 1/1, 1/1OR, TK, VE, VC
 15x17 Obs. Rm. Seats 16
 20x13 Obs. Rm. Seats 10
 28x25 Obs. Rm. Seats 24
 25x22 Obs. Rm. Seats 20
 †20x13 Obs. Rm. Seats 10
 (See advertisement on p. 181)

Car-Lene Research, Inc.
 Northwest Mall
 307 Northwest Mall
 Houston, TX 77092
 Ph. 713-686-5557
 Fax 713-686-5584
 Cheryl Sempe, Manager
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE
 14x12 Obs. Rm. Seats 4

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: HOUUS@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE, VC
 18x12 Obs. Rm. Seats 10
 (See advertisement on p. 101)

Gulf State Research Center

San Jacinto Mall
 1670 San Jacinto Dr.
 Baytown, TX 77521
 Ph. 281-421-7798
 Fax 281-421-1976
 Robert H. Landsberger, President
 Location: Shopping mall
 CR, OR, 1/1, TK, VE
 24x20 Obs. Rm. Seats 12
 20x18 Obs. Rm. Seats 10
 (See advertisement on p. 183)

Houston Certified Research
 Alameda Mall
 730 Alameda Mall
 Houston, TX 77075
 Ph. 713-944-1431 or 800-527-9004
 Fax 713-944-3527
 Adrienne Goldbaum, President
 Location: Shopping mall
 CR, LR, OR, 1/1, 1/1OR, VE
 16x12 Obs. Rm. Seats 15
 †16x15 Obs. Rm. Seats

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

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

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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



Heakin Research, Inc.
247 Greenspoint Shopping Mall
Houston, TX 77060
Ph. 281-872-4164
Fax 281-872-7024
Lori Pugh, Manager
Location: Shopping mall
CR, OR, TK, VE

InfoPort Research
2221 West Main
Houston, TX 77098
Ph. 713-524-9939
Fax 713-524-4806
E-mail: dp.info@pdq.net
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 77042
Ph. 713-266-MARS
Fax 713-266-6276
E-mail: marstx@aol.com
www.marsresearch.com
Kerry Woodward-Palermo, Dir. of Operations
Location: Office building
CR, OR, 1/1, 1/1OR, TK, VE, VC
28x25 Obs. Rm. Seats 25
25x25 Obs. Rm. Seats 20
(See advertisement on p. 102)

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
E-mail: ask@opinionsunlimited.com
www.opinionsunlimited.com
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. 182)

CQS Research Inc.

2500 West Loop South, Suite 300
Houston, Texas 77056



CQS Research Inc. has opened the largest focus group facility in Houston for 1999. Our new focus suites amenities includes: client offices/lounge area, full size viewing room in our IDI suites, lighted writing ledges at each tier in the viewing rooms, floor to ceiling wall to wall double pane one way mirror, state of the art audio and video recording equipment remotely operated allowing maximum privacy - All this within walking distance of Houston's Galleria shopping complex, favorite hotels, and fabulous restaurants.

Experience the results of a new facility that will set the standard for the new millennium.

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Local # 713 783 - 9111, fax # 713 789 - 2020

E Mail CQSInc@AOL

To view our facility on our web site: www.cqsinc.com



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Equipped for videotransmission of live focus groups

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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
 Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style

Plaza Research-Houston

5333 Westheimer
 Houston, TX 77056
 Ph. 713-840-9500 or 800-654-8002
 Fax 713-629-6445
 E-mail: brenaudo@plazaresearch.com
 www.plazaresearch.com
 Bonnie Renaudo, Director
 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. 153)

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
 www.qcs.com
 Diana Reid
 Location: Office building
 CR, OR, 1/1, 1/1OR, TK, VE
 21x17 Obs. Rm. Seats 12
 20x18 Obs. Rm. Seats 12
 (See advertisement on p. 147)

Savitz Field and Focus - Houston

5177 Richmond Ave., Ste. 1290
 Houston, TX 77056
 Ph. 713-621-4084
 Fax 713-621-4223
 E-mail: info@savitzfieldandfocus.com
 www.savitz-research.com
 Joan Evans, Branch Manager
 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. 179)

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

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: grs@gallowayresearch.com
 www.gallowayresearch.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

A RESEARCH FACILITY APPEALING TO BOTH SIDES OF THE MIND.



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#1 Facility in Texas,
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 survey of moderators

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3 spacious, contemporary focus
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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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FOCUS GROUP SUITES
 TELEPHONE INTERVIEWING



Three Riverway Suite 250
 Houston, TX 77056
 713- 888-0202

GroupNet

VIDEOCONFERENCING ALLIANCE NETWORK, INC.
 Simple. Effective. Smart.

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: SALT@cunninghamresearch.com
www.cunninghamresearch.com
Location: Shopping mall
CR, OR, 1/1, 1/10R, TK, VE, VC
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
E-mail: patjones@djasurvey.com
www.djasurvey.com
Pat Jones, Vice President
Location: Office building
CR, LR, OR, 1/1, 1/10R, VE
17x23 Obs. Rm. Seats 25

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
www.ruthnelsonresearchsvcs.com
Cheri Ingram, Manager
Location: Shopping mall
CR, OR, 1/1, VE
16x17 Obs. Rm. Seats 10

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@valley-research.com
www.valley-research.com
Sheri Guiver, V.P. Operations
Location: Freestanding building
CR, OR, 1/1, VE
18x15 Obs. Rm. Seats 8

Vermont

Burlington

Action Research
206 Battery St.
Burlington, VT 05401
Ph. 802-862-4370 or 800-545-7168
Fax 802-862-2349
E-mail: samo@actionr.com
www.actionr.com
Samuel P. Osborne, President
Location: Office building
CR, LR, OR, VE
20x18 Obs. Rm. Seats 10
†14x12 Obs. Rm. Seats 8

Macro International Inc.
126 College St.
Burlington, VT 05401
Ph. 802-863-9600
Fax 802-863-8974
E-mail: mahnke@macroint.com
www.macroint.com
Greg Mahnke, Ph.D., Vice President
Location: Office building
CR, OR, 1/1, 1/10R, VE
25x20 Obs. Rm. Seats 10

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... The Gulf Coast ...

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Gulf State Research covers the key markets along the Gulf Coast. One call places your projects in our three regional malls or focus groups centers. Call 1-800-357-8842. Ask for Tim Villar, Vice President.



Tired of getting the "run around" on bids, placing projects or trying to determine their status? Tired of not getting your project completed on time or getting only half the quota done? Call Gulf State Research and deal directly with our company's principles. We are a very "hands-on" organization. Our principals will always be available to you on every one of your projects from start to end. We pride ourselves on always finishing on time and completing our assigned quota.

In Houston, our Regional Mall features FIVE anchor stores plus 150 other retailers. The Houston facility also features large multiple Focus Group meeting rooms, Client viewing rooms comfortably seat 10-12, six permanent interviewing rooms with computers, VCR's and monitors, a complete test kitchen and other features.



RESEARCH CENTER

San Jacinto Mall
1670 San Jacinto Mall
Baytown, TX 77521
(281) 421-7798
Fax (281) 421-1976

Clearview Mall
4426 Veterans Blvd.
New Orleans, LA 70006
(504) 454-1737
Fax (504) 454-2461

Eagle Ridge Mall
451 Eagle Ridge Dr., Ste. 233
Lake Wales, FL 33853
(800) 357-8842/(941) 676-3676
Fax (941) 676-0471

Houston • New Orleans • Tampa/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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
*Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style*

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
 www.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
 E-mail: pamo@martinresearch.com
 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
 www.quicktest.com
 Gerri Kennedy
 Location: Office building
 CR, OR, TK, VE
 13x15 Obs. Rm. Seats 8
 (See advertisement on p. 104)

Richmond

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

Martin Focus Group Centers
 Martin Research, Inc.
 4101 Cox Rd.
 Glen Allen, VA 23060
 Ph. 804-935-0325
 Fax 804-935-0567
 E-mail: amyh@martinfocus.com
 Amy Hollar, Manager
 Location: Office building
 CR, OR, 1/1, 1/1OR, VE
 12x20 Obs. Rm. Seats 8
 18x20 Obs. Rm. Seats 20

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

Richmond Focus Group Center
 Div. of Alan Newman Research
 1025 Boulders Pkwy., Ste. 440
 Richmond, VA 23225
 Ph. 804-272-6100
 Fax 804-272-7145
 E-mail: gendeliv@anr.com
 Terry Brisbane, Vice President
 Location: Office building
 CR, OR, VE
 27x18 Obs. Rm. Seats 14

Southeastern Institute of Research (SIR)
 2325 W. Broad St.
 Richmond, VA 23220
 Ph. 800-807-8981
 Fax 800-715-3647
 E-mail: SIRgreer@aol.com
 www.SIRresearch.com
 Lois Abernathy
 Location: Freestanding building
 CR, OR, 1/1, VE
 15x15 Obs. Rm. Seats 10

Roanoke

Roanoke Focus Group Centre
 Martin Research, Inc.
 2122 Carolina Ave. S.W.
 Roanoke, VA 24014
 Ph. 540-342-5364
 Fax 540-982-8101
 Marjorie Jeskey, V.P. Ops.
 Location: Freestanding building
 CR, 1/1, 1/1OR, VE
 12x16 Obs. Rm. Seats 6

**If your
 product outlook
 is fuzzy**

You probably need a focus group. Luckily we operate focus group offices in Seattle, Portland and Spokane. So at least one thing is clear, you need to call us.

Consumer Opinion Services

We answer to you

12825 1st Avenue South Seattle WA 98168
 206-241-6050 FAX 206-241-5213
 Ask for Jerry or Greg Carter <http://www.COSvc.com>

◆ Focus Groups ◆ Mall Intercepts ◆ Central Telephone ◆ Pre-Recruits ◆ Field Services

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
www.cosvc.com
Jerry Carter
Location: Freestanding building
CR, OR, TK, TKO, VE
15x20 Obs. Rm. Seats 10
(See advertisement on p. 184)

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
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. 184)

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
www.cosvc.com
Jerry Carter
Location: Office building
CR, OR, TK, VE
15x20 Obs. Rm. Seats 10
(See advertisement on p. 184)

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: SEAT@cunninghamresearch.com
www.cunninghamresearch.com
Location: Shopping mall
CR, OR, 1/1, 1/10R, TK, VE, VC
20x14 Obs. Rm. Seats 10
(See advertisement on p. 101)

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, General 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. 253-840-0112 or 914-698-9591
Fax 253-840-0131
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
www.gilmore-research.com
Karol Tate
Location: Office building
CR, OR, VE
14x20 Obs. Rm. Seats 12
14x19 Obs. Rm. Seats 8
(See advertisement on p. 185)



Can you find the 5 people in
this picture who own vacation
homes and eat guavas?
We can.

Focus groups are truly a valuable research tool. But only if you have the right people in your group. Your target audience. So at Gilmore Research, we make it our mission to ensure that's exactly who shows up in your focus groups. And they'll show up at one of the most modern, efficient and comfortable group facilities in the nation. Complete with video conferencing, professional hostessing and the best recruiters in the Northwest. You can get the whole story on our focus group services by calling (206) 726-5555. But please call today. We'd really like to find you, too.

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RESEARCH
GROUP**
FORTY YEARS OF
STRAIGHT ANSWERS
Seattle, Washington
Portland, Oregon

FOCUS VISION NETWORK™ MEMBER

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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
 Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style

Gilmore Research Group

2825 Eastlake Ave. E., Ste. 200
 Seattle, WA 98102
 Ph. 206-726-5555
 Fax 206-726-5620
 www.gilmore-research.com
 Karol Tate
 Location: Office building
 CR, OR, 1/1, 1/1OR, VE, VC
 14x20 Obs. Rm. Seats 16
 (See advertisement on p. 185)

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, 1/1OR, TK, VE
 12x22 Obs. Rm. Seats 10

Hebert Research, Inc.
 13629 N.E. Bellevue-Redmond Rd.
 Bellevue, WA 98005
 Ph. 206-643-1337
 Fax 206-746-8138
 E-mail: hebertreas@aol.com
 Jim Hebert, 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: mdrc@aa.net
 Doralice Busi, Field Director
 Location: Office building
 CR, OR, VE
 13x19 Obs. Rm. Seats 10

Market Trends, Inc.
 (Corporate Headquarters)
 375 Corporate Dr. S., Ste. 100
 Seattle, WA 98188
 Ph. 206-575-1222
 Fax 206-575-8779
 E-mail: jackie@marketrends.com
 www.marketrends.com
 Jackie Weise, Exec. Vice President
 Location: Office building
 CR, LR, OR, 1/1, 1/1OR, TK, TKO, VE
 16x20 Obs. Rm. Seats 15
 16x18 Obs. Rm. Seats 15
 †16x18 Obs. Rm. Seats 15

Market Trends, Inc. - Bellevue
 3633 136th Place S.E., Ste. 305
 Bellevue, WA 98006
 Ph. 206-575-1222
 Fax 206-575-8779
 E-mail: jackie@marketrends.com
 www.marketrends.com
 Jackie Weise, Exec. Vice President
 Location: Office building
 CR, LR, OR, VE
 18x20 Obs. Rm. Seats 10
 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: ethertn@nwrwg.com
 www.nwrwg.com
 Jeff Etherton, Vice President
 Location: Office building
 CR, OR, VE
 12x16 Obs. Rm. Seats 15

Quality Controlled Services

14711 NE 29th Place, Ste. 110
 Bellevue, WA 98007
 Ph. 888-863-9573 or 425-881-7272
 Fax 425-881-7121
 E-mail: postmaster@qcs.com
 www.qcs.com
 Donna Glosser
 Location: Office building
 CR, OR, 1/1, 1/1OR, TK, VE
 21x18 Obs. Rm. Seats 12
 20x20 Obs. Rm. Seats 12
 (See advertisement on p. 147)

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
 www.cosvc.com
 Jerry Carter
 Location: Shopping mall
 CR, OR, 1/1, TK, VE
 15x20 Obs. Rm. Seats 10
 (See advertisement on p. 184)

KXLY Research Services
 500 W. Boone Ave.
 Spokane, WA 99201
 Ph. 509-324-4200
 Fax 509-324-8992
 E-mail: stevend@kxly.com
 www.kxly.com/research.htm
 Steven Dean, Research Director
 Location: Freestanding building
 CR, OR, 1/1, 1/1OR, VE
 24x24 Obs. Rm. Seats 10

Robinson Research, Inc.
 524 W. Indiana
 Spokane, WA 99205
 Ph. 509-325-8080
 Fax 509-325-8068
 E-mail: robinsonresearch@icehouse.net
 William D. Robinson, President
 Location: Freestanding building
 CR, OR, 1/1, 1/1OR, 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. 304-343-9650
 Fax 304-343-6522
 E-mail: MCMILLRES@aol.com
 http://members.aol.com/mcmillres/home/index.htm.
 Gary L. McMillion
 Location: Office building
 CR, LR, OR, 1/1, 1/1OR, VE
 18x14 Obs. Rm. Seats 12
 25x29 Obs. Rm. Seats
 18x14 Obs. Rm. Seats 12
 †18x14 Obs. Rm. Seats 12

Wheeling

T.I.M.E. Market Research
 280 Ohio Valley Mall
 St. Clairsville, OH 43950
 Ph. 740-695-6288
 Fax 740-695-5163
 Tim Aspenwall
 Location: Shopping mall
 CR, OR, TK, VE
 12x15 Obs. Rm. Seats 8

Wisconsin**Eau Claire**

Friedman Marketing Services
 Oakwood Mall
 4800 Golf Rd., Ste. 604
 Eau Claire, WI 54701
 Ph. 715-836-6580 or 914-698-9591
 Fax 715-836-6584
 Julie Bartholomew, Manager
 Location: Shopping mall
 CR, OR, TK
 10x12 Obs. Rm. Seats 7

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
www.Leede.com
Mike Rusch, Secondary Specialist
Location: Freestanding building
CR, OR, 1/1, 1/10R, 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
www.qcs.com
Sharon Cornell
Location: Freestanding building
CR, OR, 1/1, 1/10R, TK, VE
16x23 Obs. Rm. Seats 15
15x17 Obs. Rm. Seats 12
(See advertisement on p. 147)

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
E-mail: crc@crwis.com
www.crcwis.com
Tyler Walker, Project Director
Location: Office building
CR, OR, 1/1, 1/10R, 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
E-mail: MADI@cunninghamresearch.com
www.cunninghamresearch.com
Location: Office building
CR, LR, OR, 1/1, 1/10R, 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
www.genekroupa.com
Gene Kroupa, President
Location: Office building
CR, OR, 1/1, 1/10R, VE
20x28 Obs. Rm. Seats 8

Milwaukee

Car-Lene Research, Inc.
Northridge Mall
7700 W. Brown Deer Rd.
Milwaukee, WI 53223
Ph. 414-357-6611
Fax 414-357-7757
Christine Malone, Manager
Location: Shopping mall
CR, OR, 1/1, 1/10R, TK, VE
12x17 Obs. Rm. Seats 6

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: milwaukee@consumerpulse.com
www.consumerpulse.com
Esther Young, Director
Location: Shopping mall
CR, OR, 1/1, 1/10R, TK, TKO, VE, VC
18x19 Obs. Rm. Seats 15
(See advertisement on p. 138)

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
www.execpc.com/~LS
Charles Spiegelhoff, President
Location: Freestanding building
CR, OR, 1/1, 1/10R, 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
E-mail: mazurzac@aol.com
Barbara Steigerwald, Project Director
Location: Office building
CR, OR, 1/1, 1/10R, TK, VE
24x17 Obs. Rm. Seats 18
24x16 Obs. Rm. Seats 18

Milwaukee Market Research, Inc.
10400 W. North Ave.
Mayfair Atrium Bldg.
Milwaukee, WI 53226
Ph. 414-475-6656
Fax 414-475-0842
E-mail: mmmr@execpc.com
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.
Wauwatosa, 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, 1/10R, 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.
A Division of Telus Marketing Services
112 - 28 St., S.E.
Calgary, AB T2A 6J9
Canada
Ph. 403-207-2249
Fax 403-207-2275
E-mail: pamela.vanberg@telus.com
www.advisorygroup.com
Pamela Vanberg, Research Administrator
Location: Office building
CR, OR, VE, VC
20x25 Obs. Rm. Seats 10

Angus Reid Group, Inc.
635 8th Ave. S.W., #600
Calgary, AB T2P 3M3
Canada
Ph. 403-237-0066
Fax 403-294-1535
www.angusreid.com
Cathy Heatherington, Sr. Vice President
Location: Office building
CR, OR, VE

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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
 Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style

Edmonton

The Advisory Group, Inc.
 A Division of Telus Marketing Services
 #1000, 10303 Jasper Ave.,
 Edmonton, AB T5J 3N6
 Canada
 Ph. 403-420-1133
 Fax 403-420-1152
 E-mail: pamela.vanberg@telus.com
 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

Angus Reid Group, Inc.
 1199 W. Hastings St., #1100
 Vancouver, BC V6E 3T5
 Canada
 Ph. 604-257-3200
 Fax 604-688-9568
 www.angusreid.com
 Liz Poyser, Exec. Vice President
 Location: Office building
 CR, OR, VE

Butler Research Associates
 Div. of Market Probe Canada
 1156 Hornby St.
 Vancouver, BC V6C 1V8
 Canada
 Ph. 604-682-4292
 Fax 604-682-8582
 E-mail: K.Tesram@marketprobe.ca
 www.marketprobe.com
 Kavita Tesram, Facilities Manager
 Location: Office building
 CR, LR, OR, TK, VE
 18x18 Obs. Rm. Seats 14
 †12x16 Obs. Rm. Seats 12

Campbell Goodell Traynor Consultants, Ltd.

475 Howe St., Ste. 500
 Vancouver, BC V6C 2B3
 Canada
 Ph. 604-681-0381
 Fax 604-681-0427
 E-mail: cgt@cgt.net
 www.cgt.net.com
 Adam Di Paula
 Location: Office building
 CR, OR, VE
 18x14 Obs. Rm. Seats 10
 (See advertisement on p. 14)

Contemporary Research Centre - Vancouver
 1398 W. 7th Ave.
 Vancouver, BC V6H 3W5
 Canada
 Ph. 604-714-5900
 Fax 604-714-5901
 E-mail: Ed_Gibson@bc.sympatico.ca
 www.crcdata.com
 Ed Gibson
 Location: Office building
 CR, OR, 1/1, VE
 18x20 Obs. Rm. Seats 10

POLLARA
 601 W. Broadway, Ste. 550
 Vancouver, BC V5Z 4C2
 Canada
 Ph. 604-708-7930
 Fax 604-708-7950
 E-mail: info@pollara.ca
 www.pollara.ca
 Connie Cheng, V.P. Western Ops.
 Location: Office building
 CR, OR, VE
 12x20 Obs. Rm. Seats 6

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
 www.research-house.ca
 Lana Sintag, Project Director
 Location: Office building
 CR, OR, 1/1, 1/1OR, TK, VE
 17x22 Obs. Rm. Seats 15
 24x20 Obs. Rm. Seats 11
 22x18 Obs. Rm. Seats 12
 (See advertisement on p. 191)

Vancouver Focus
 1177 Hornby St.
 Vancouver, BC V6Z 2E9
 Canada
 Ph. 604-689-5511
 Fax 604-689-2013
 E-mail: johnst@direct.ca
 Location: Office building
 CR, OR, TK, VE
 15x20 Obs. Rm. Seats 10

Viewpoints Research, Ltd.
 900 W. Hastings St., Ste. 702
 Vancouver, BC V6C 1E6
 Canada
 Ph. 604-683-6631
 Fax 604-683-0049
 E-mail: vpoffice@pro.net
 Location: Office building
 CR, OR, VE

Manitoba

Winnipeg

Angus Reid Group, Inc.
 363 Broadway, 5th fl.
 Winnipeg, MB R3C 3N9
 Canada
 Ph. 204-949-3100
 Fax 204-942-5669
 www.angusreid.com
 Gary Bennewies, Sr. Vice President
 Location: Office building
 CR, OR, VE

Viewpoints Research, Ltd.
 115 Bannatyne Ave., Ste. 404
 Winnipeg, MB R3B 0R3
 Canada
 Ph. 204-988-9253
 Fax 204-947-9262
 E-mail: viewpoints@awnet.com
 Location: Office building
 CR, OR, VE

Western Opinion Research, Inc.
 806 - 213 Notre Dame Ave.
 Winnipeg, MB R3B 1N3
 Canada
 Ph. 204-989-8999
 Fax 204-947-2410
 E-mail: madams@worinc.com
 Megan Adams
 Location: Office building
 CR, OR, VE
 14x17 Obs. Rm. Seats 15
 14x17 Obs. Rm. Seats 6

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, OR, TK, VE
 16x14 Obs. Rm. Seats 8

Ottawa

Factor Research
220 Laurier Ave. W.
Ottawa, ON K1P 5Z9
Canada
Ph. 613-234-8960
Fax 613-236-9867
Location: Office building
CR, OR, 1/1, TK, VE

Opinion Search, Inc.
1800 - 160 Elgin St.
Ottawa, ON K2P 2C4
Canada
Ph. 800-363-4229
Fax 613-230-3793
E-mail: ehum@opinionsearch.com
www.opinionsearch.com
Ed Hum, V.P. Field Services
Location: Office building
CR, OR, 1/1, TK, VE
30x20 Obs. Rm. Seats 20

Optima Consultants
400 - 251 Bank St.
Ottawa, ON K2P 1X3
Canada
Ph. 613-236-2998
Fax 613-236-1918
E-mail: optimac@optima.ca
www.optima.ca
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
E-mail: terry@abm-research.com
Terry Harris
Location: Freestanding building
CR, LR, OR, TK, VE
15x12 Obs. Rm. Seats 10
12x10 Obs. Rm. Seats 8

ACNielsen - DJC Research
2300 Yonge St., Ste. 2100
Toronto, ON M49 1E4
Canada
Ph. 416-487-0886
Fax 416-487-5203
E-mail: solutions@djcresearch.com
Vickie Sotirakos
Location: Office building
CR, OR, TK, VE
18x20 Obs. Rm. Seats 15

Angus Reid Group, Inc.
160 Bloor St. E., #610
Toronto, ON M4W 1B9
Canada
Ph. 416-324-2900
Fax 416-324-2865
www.angusreid.com
Eileen Campbell, Exec. Vice President
Location: Office building
CR, OR, VE

Applied Consumer & Clinical Evaluations Inc.
2575B Dunwin Dr.
Mississauga, ON L5L 3N9
Canada
Ph. 905-828-0493 ext. 210
Fax 905-828-0499
E-mail: sbyers@acceintl.com
www.acceintl.com
Sandy Byers, Fieldwork Supervisor
Location: Freestanding building
CR, OR, 1/1, TK, VE
18x25 Obs. Rm. Seats 15

Burak Jacobson Research Partners, Inc.
145 Davenport Rd.
Toronto, ON M5R 1J1
Canada
Ph. 416-964-3890
Fax 416-964-8424
Location: Office building
CR, OR, VE

Butler Research Associates
Div. of Market Probe Canada
20 Holly St., Ste. 301
Toronto, ON M4S 3B1
Canada
Ph. 416-487-4144
Fax 416-487-4213
E-mail: A.Butler@marketprobe.ca
www.marketprobe.com
Allison Butler, Facilities Manager
Location: Office building
CR, LR, OR, 1/1, 1/1OR, TK, VE
16x18 Obs. Rm. Seats 12
†10x16 Obs. Rm. Seats 7

Canadian Viewpoint, Inc.
Hillcrest Mall
9350 Yonge St., Ste. 206
Richmond Hills, ON L4C 5G2
Canada
Ph. 905-770-1770 or 888-770-1770
Fax 905-770-1692
E-mail: kim@canview.com
www.canview.com
Kim Storer
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: phyllis.friedman@consumervision.on.ca
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
†12x12 Obs. Rm. Seats 8

Contract Testing, Inc.
119 West Dr.
Brampton, ON L6T 2J6
Canada
Ph. 905-456-0783
Fax 905-456-1172
Lanny Scholes
Location: Office building
CR, OR, 1/1, TK, VE
20x22 Obs. Rm. Seats 15

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, President
Location: Freestanding building
CR, LR, OR, 1/1, 1/1OR, TK, VE, VC
15x18 Obs. Rm. Seats 15
†15x18 Obs. Rm. Seats 15

Dialogue Den
1235 Bay St., Ste. 1000
Toronto, ON M5R 3K4
Canada
Ph. 416-925-6172
Fax 416-515-1273
Location: Office building
CR, OR, VE

Face To Face Qualitative Rsch. Svcs.
2323 Yonge St., Ste. 808
Toronto, ON M4P 2C9
Canada
Ph. 416-488-8318
Fax 416-488-8052
E-mail: 75250.555@compuserve.com
Karen Elliott
Location: Office building
CR, OR, 1/1, 1/1OR, TK, VE

Focus First
2300 Yonge St., #1001
Toronto, ON M4P 1E4
Canada
Ph. 416-440-1450
Fax 416-440-1468
E-mail: camgram@inforamp.net
www.camelfordgraham.om.ca
Erin Lees
Location: Office building
CR, OR, VE, VC
22x22 Obs. Rm. Seats 15
24x29 Obs. Rm. Seats 15
22x23 Obs. Rm. Seats 15

Gadd Research International, Inc.
Three Church St., Ste. 603
Toronto, ON M5E 1M2
Canada
Ph. 416-362-9116
Fax 416-362-0636
Location: Office building
CR, OR, VE

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

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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
 Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style

The Hazelton Group
 4141 Yonge St., Ste. 202
 Toronto, ON M2P 2A8
 Canada
 Ph. 416-512-9100
 Fax 416-512-9101
 E-mail: rkinaide@hazelton.com
 Location: Office building
 CR, OR, 1/1, TK, VE

Infocus Qualitative Research Services
 2300 Yonge St., Ste. 2100
 Toronto, ON M4P 1E4
 Canada
 Ph. 416-487-6251 ext. 215
 Fax 416-487-8203
 E-mail: infocus@djcresearch.com
 Sarah Greenberg, Vice President
 Location: Office building
 CR, OR, TK, VE
 18x15 Obs. Rm. Seats 16

Infoquest Research Corporation
 12-6655 Kitimat Rd.
 Mississauga, ON L5N 6J4
 Canada
 Ph. 905-567-9009
 Fax 905-567-8920
 Jim Henderson
 Location: Freestanding building
 CR, OR, 1/1, TK, 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, Operations Manager
 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 416-964-9333
 Joanne Sinkins
 Location: Office building
 CR, LR, OR, VE
 24x21 Obs. Rm. Seats 15

Metroline Research Group, Inc.
 22 King St. S.
 Waterloo, ON N2J 1N8
 Canada
 Ph. 800-827-0676
 Fax 519-725-5570
 E-mail: info@metroline.ca
 www.metroline.ca
 Dave Kains, ext. 3003
 Location: Office building
 CR, OR, VE
 13x23 Obs. Rm. Seats 15
 12x24 Obs. Rm. Seats 8

Metroline Research Group, Inc.
 110 Eglinton Ave. E., Ste. 704
 Toronto, ON M4P 2Y1
 Canada
 Ph. 416-440-2885
 Fax 416-440-2801
 E-mail: toronto@metroline.ca
 www.metroline.ca
 Dave Kains, Partner
 Location: Office building
 CR, OR, VE
 18x21 Obs. Rm. Seats 14
 13x24 Obs. Rm. Seats 10

Opinion Search, Inc.
 2500 - 2 Bloor St. W.
 Toronto, ON M4W 3E2
 Canada
 Ph. 888-495-7777
 Fax 416-962-0505
 E-mail: ehum@opinionsearch.com
 www.opinionsearch.com
 Ed Hum, V.P. Field Services
 Location: Office building
 CR, OR, VE
 25x20 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 Dimensions, Ltd.
 30 Soudan Ave., 6th fl.
 Toronto, ON M4S 1V6
 Canada
 Ph. 416-486-6161
 Fax 416-486-6162
 E-mail: research@interlog.com
 Location: Office building
 CR, OR, VE
 20x20 Obs. Rm. Seats 12
 18x16 Obs. Rm. Seats 10

Research House, Inc.
 1867 Yonge St., 2nd fl.
 Toronto, ON M4S 1Y5
 Canada
 Ph. 416-488-2328
 Fax 416-488-2368
 E-mail: mail@research-house.ca
 www.research-house.ca
 Dawn Smith
 Linda Lane
 Cora Waters
 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
 10x16 Obs. Rm. Seats 6
 (See advertisement on p. 191)

Research House, Inc.
 Portage Place
 1154 Chemong Rd.
 Peterborough, ON K9H 7J6
 Canada
 Ph. 416-488-2328
 Fax 416-488-2368
 E-mail: mail@research-house.ca
 www.research-house.ca
 Dawn Smith
 Linda Lane
 Cora Waters
 Location: Shopping mall
 CR, OR, TK, VE
 14x12 Obs. Rm. Seats 8
 (See advertisement on p. 191)

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

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. 416-221-9450
 Fax 416-221-7441
 Jeff McFarlane, Manager
 Location: Office building
 CR, OR, TK, VE, VC
 19x19 Obs. Rm. Seats 18
 18x19 Obs. Rm. Seats 18
 17x22 Obs. Rm. Seats 18
 14x22 Obs. Rm. Seats 18

Walker Information Canada
1090 Don Mills Rd., Ste. 300
Toronto, ON M3C 3R6
Canada
Ph. 416-391-5934 or 416-391-1844
Fax 416-391-3290
E-mail: lmosca@walkernet.com
www.walkerinfo.com
Location: Office building
CR, OR, VE
25x15 Obs. Rm. Seats 12

Head Research, Inc.
1875 Blvd. Rene-Levesques W., Ste. 300
Montreal, PQ H3H 1R4
Canada
Ph. 514-938-4323
Fax 514-938-2055
E-mail: head@head.ca
Patricia Simon
Location: Freestanding building
CR, LR, OR, TK, VE
15x18 Obs. Rm. Seats 12

Legendre Lubawin Goldfarb, Inc.
1172 St. Mathieu
Montreal, PQ H3H 2H5
Canada
Ph. 514-937-2079
Fax 514-937-3168
E-mail: lubawin@zoo.net
Victoria Lubawin, Partner
Location: Freestanding building
CR, OR, 1/1, 1/1OR, VE, VC
20x15 Obs. Rm. Seats 10

Quebec

Montreal

Angus Reid Group, Inc.
Bureau 405
1440 ouest, rue Ste-Catherine
Montreal, PQ H3G 1R8
Canada
Ph. 514-877-5550
Fax 514-875-5203
www.angusreid.com
Louise Leduc, Sr. Vice President
Location: Office building
CR, OR, VE

Contemporary Research Centre
1250 Guy St., Ste. 802
Montreal, PQ H3H 2T4
Canada
Ph. 800-932-7511 or 514-932-7511
Fax 514-932-3830
E-mail: info@crccdata.com
www.crccdata.com
Josee Marchawd, Facility Manager
Location: Office building
CR, OR, 1/1, VE
18x20 Obs. Rm. Seats 10
18x22 Obs. Rm. Seats 15
18x23 Obs. Rm. Seats 15
18x22 Obs. Rm. Seats 15

Createc +
206 Pine Ave. E.
Montreal, PQ H2W 1P1
Canada
Ph. 514-844-1127
Fax 514-288-3194
E-mail: createc@total.net
Gregoire Gollin, President
Location: Freestanding building
CR, OR, 1/1, 1/1OR, TK, TKO, VE
20x30 Obs. Rm. Seats 8

Descarie & Complices
1440, St. Catherine W.
Suite 555
Montreal, PQ H3G 1R8
Canada
Ph. 514-861-8555
Fax 514-861-8455
E-mail: jwilson@complice.que.ca
Jane Wilson
Location: Office building
CR, OR, TK, VE
30x24 Obs. Rm. Seats 17

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mail@research-house.ca

Visit us at:
www.research-house.ca

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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
 Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style

Leger & Leger Group
 507 Place D'Armes
 7th fl. Admin., 6th fl. Focus group
 Montreal, PQ H2Y 2W8
 Canada
 Ph. 514-982-2464
 Fax 514-987-1960
 E-mail: demande@leger-leger.qc.ca
 www.leger-leger.qc.ca
 Location: Office building
 CR, OR, VE
 17x22 Obs. Rm. Seats 10
 16x22 Obs. Rm. Seats 10
 17x22 Obs. Rm. Seats 10

Solumar/Market Facts of Canada
 1200 McGill College
 Montreal, PQ H3B 4G7
 Canada
 Ph. 514-875-7570
 Fax 514-875-1416
 Alain Ferron
 Location: Office building
 CR, LR, OR, VE
 17x21 Obs. Rm. Seats 17

SOM, inc.
 1180 Drummond St., Ste. 620
 Montreal, PQ H3G 2S1
 Canada
 Ph. 514-878-9825
 Fax 514-878-9689
 E-mail: som@som-inc.com
 www.som-inc.com
 Diane Lacasse, Focus Grp. Facility Mgr.
 Location: Office building
 CR, OR, TK, VE
 25x15 Obs. Rm. Seats 10

Sylvestre Marketing
 276 W. Sherbrooke St.
 Montreal, PQ H2X 1X9
 Canada
 Ph. 514-284-0878
 Fax 514-287-0868
 E-mail: sylvmktg@total.net
 Francine Mongeau
 Location: Freestanding building
 CR, OR, TKO

Quebec

SOM, inc.
 969 Route De L'Eglise
 Ste.-Foy, PQ G1V 3V4
 Canada
 Ph. 418-653-8225
 Fax 418-653-4896
 E-mail: som@som-inc.com
 www.som-inc.com
 Location: Office building
 CR, OR, TK, VE
 28x16 Obs. Rm. Seats 8

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

ASECOM Latin America
 Av. Cordoba 1345, piso 8
 1055 Buenos Aires
 Argentina
 Ph. 54-1-815-1499
 Fax 54-1-812-1662
 E-mail: research@asecom.com.ar
 www.asecom.com.ar
 Jorge Garcia-Gonzalez, President
 Location: Office building
 CR, OR, VE
 20x16 Obs. Rm. Seats 5
 16x10 Obs. Rm. Seats 4

INFOQUALITY
 Amenabar 1550 4toF, Apt. A
 1426 Buenos Aires
 Argentina
 Ph. 54-1-781-4571
 Fax 54-1-781-5174
 E-mail: martinez@impsat1.com.ar
 www.focusvision.com
 Ester Martinez, Director
 Location: Office building
 CR, LR, OR, 1/1, 1/1OR, TK, TKO, VE, VC
 13x13 Obs. Rm. Seats 10
 21x12 Obs. Rm. Seats 10
 †13x13 Obs. Rm. Seats 10
 †21x12 Obs. Rm. Seats 10

Melnik/Burke
 Av. Frederico Lacroze 1722
 1426 Buenos Aires
 Argentina
 Ph. 54-1-777-9041
 Fax 54-1-772-9714
 E-mail: melnik@melnik.com.ar
 www.melnik.com.ar
 Ricardo Melnik, President
 Location: Office building
 CR, OR, VE, VC
 20x13 Obs. Rm. Seats 12

Australia

ACA Research Pty Ltd
 Level 5, 121 Walker Street
 North Sydney, NSW 2060
 Australia
 Ph. 61-2-9955-1966
 Fax 61-2-9955-6293
 www.acaresearch.com.au
 James Orgon
 Location: Office building
 CR, OR, VE
 26x13 Obs. Rm. Seats 4

H.J. Campbell-Pretty & Associates
 Consultants in Market Research & Business
 Strategy
 86-92 Wellington Parade
 East Melbourne, VIC 3002
 Australia
 Ph. 61-3-9417-3400
 Fax 61-3-9417-6182
 Location: Freestanding building
 CR, LR, OR, 1/1, 1/1OR, TK, VE, VC
 18x16 Obs. Rm. Seats 10
 20x26 Obs. Rm. Seats 12
 16x12 Obs. Rm. Seats 8
 †16x14 Obs. Rm. Seats 8

Canberra Research Rooms
 7 Hall Street
 Lyneham, ACT 2602
 Australia
 Ph. 61-2-6257-2908
 Fax 61-2-6257-2682
 Rodney Latimer
 Location: Freestanding building
 CR, OR, VE

Central Field Market Research
 3 Constantine Court
 Rostrevor, SA 5073
 Australia
 Ph. 61-8-8365-3656
 Fax 61-8-8365-3599
 Natalie Norton-Baker, Managing Director
 Location: Office building
 CR, OR, VE

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.co.au
 www.cgr.com.au
 Andrew Strachan, Manager
 Location: Office building
 CR, LR, OR, TK, VE

The City Group Rooms West
 67 Harris Street
 Harris Park, NSW 2150
 Australia
 Ph. 61-2-9299-8907
 Fax 61-2-9299-8909
 E-mail: andrew@cgr.com.au
 www.cgr.com.au
 Andrew Strachan, Manager
 Location: Freestanding building
 CR, OR, TK, VE

Jess Croker & Associates
 65 Victoria Avenue
 Albert Park, VIC 3206
 Australia
 Ph. 61-3-9690-6691
 Fax 61-3-9699-7528
 Jess Croker, Managing Director
 Location: Freestanding building
 CR, LR, OR, 1/1, TK, VE
 22x14 Obs. Rm. Seats 8
 †16x12 Obs. Rm. Seats 8

EMRS
171 Macquarie Street
Hobart, TAS 7000
Australia
Ph. 61-3-6224-1422
Fax 61-3-6224-0220
E-mail: emrs@ibm.net
Lyn Hocking, Managing Director
Location: Office building
CR, OR, 1/1, 1/1OR, VE
12x12 Obs. Rm. Seats 10

Hambleton Consultancy Service
50-52 Mills Street
Albert Park, VIC 3206
Australia
Ph. 61-3-9696-2667
Fax 61-3-9696-2915
Rowan Slatter, Director
Location: Freestanding building
CR, LR, OR, 1/1, 1/1OR, TK, VE

Robyn Kunko Market Research
7 Hill Court
Black Forest, SA 5035
Australia
Ph. 61-8-8293-2800
Fax 61-8-8293-2334
E-mail: rdkunko@ozemail.com.au
Robyn Kunko, Principal
Location: Office building
CR, OR, 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, Managing Director
Location: Office building
CR, LR, OR, 1/1, 1/1OR, TK, VE
16x10 Obs. Rm. Seats 10
†16x10 Obs. Rm. Seats 10

Market Equity
Adelaide Office
357 Greenhill Road, Toorak Gardens
PO Box 5
Glenside, SA 5065
Australia
Ph. 61-8-8364-2424
Fax 61-8-8364-1151
Mark Sparrow, Executive Director
Location: Office building
CR, OR, VE

Market Equity
Perth Office
28-42 Ventnor Avenue
PO Box 984
West Perth, WA 6872
Australia
Ph. 61-9-321-5415
Fax 61-9-321-5463
Michelle Proudlove, Account Director
Location: Office building
CR, OR, VE

The Marketing Centre
14th Floor, QV1 Building
250 St George's Tce
Perth, WA 6000
Australia
Ph. 61-8-9481-1551
Fax 61-8-9481-1657
E-mail: nicky@marketingcentre.com.au
Nicky Munro, Director
Location: Office building
CR, OR, VE

Marketing Research Associates
Ground floor, 83 Alexander Street
Crows Nest, NSW 2065
Australia
Ph. 61-2-9966-4811
Fax 61-2-9966-4822
E-mail: mrsarsch@ozemail.com.au
Anne Mulham
Location: Office building
CR, OR, VE

Phyllis Mitchell & Associates Pty Ltd
24 Lanark Street
East Brunswick, VIC 3057
Australia
Ph. 61-3-9682-9115
Fax 61-3-9682-9112
Phyllis Mitchell, Principal
Location: Office building
CR, OR, VE

Phyllis Mitchell & Associates Pty Ltd
46 Dundas Place
Albert Park, VIC 3206
Australia
Ph. 61-3-9682-9115
Fax 61-3-9682-9112
Phyllis Mitchell, Principal
Location: Office building
CR, OR, VE

NFS Market Research Pty Ltd
Group Rooms
15/71 Bradley Street
Spring Hill, QLD 4000
Australia
Ph. 61-7-3839-9588
Fax 61-7-3839-5070
Ruth Hardie
Location: Office building
CR, OR, VE

Quadrant Research Services
49-51 Falcon St.
Crows Nest, NSW 2065
Australia
Ph. 61-2-9959-4244
Fax 61-2-9929-7050
E-mail: quadrant@ozemail.com.au
www.quadrantresearch.com.au
Matt Balogh
Location: Office building
CR, OR, VE
11x11 Obs. Rm. Seats 10
13x32 Obs. Rm. Seats 6

RiverCity Recruiting & Focus Suites
Level 1, Holman House
Corner Holman & Main Streets
Kangaroo Point, QLD 4169
Australia
Ph. 61-7-3891-5230
Fax 61-7-3391-0233
E-mail: rivercity@gil.com.au
Sue Brown
Location: Office building
CR, OR, 1/1, TK, VE
15x15 Obs. Rm. Seats 10
11x11 Obs. Rm. Seats 5
11x16 Obs. Rm. Seats 5

Sydney Research Facility
Level 1, 131 Clarence Street
Sydney, NSW 2000
Australia
Ph. 61-2-9299-1171
Fax 61-2-92299-7028
E-mail: pmohr@iiservices.com.au
Peter Mohr
Location: Office building
CR, LR, OR, 1/1, 1/1OR, TK, VE

Tallygate Research Services
370 Pacific Highway
Crows Nest
Sydney, NSW 2065
Australia
Ph. 61-2-9439-3177
Fax 61-2-9439-3630
E-mail: info@tallygate.com.au
www.tallygate.com.au
Sue Howell, Director
Location: Office building
CR, OR, VE

Taylor Research Services
P.O. Box 405
Suite 103, Lindfield Arcade 33-41 Lindfield Ave.
Lindfield, NSW 2070
Australia
Ph. 61-2-9416-8400
Fax 61-2-9416-8003
E-mail: trsroz@ozemail.com.au
Judith Taylor, Managing Director
Location: Office building
CR, OR, 1/1, 1/1OR, TK
18x11 Obs. Rm. Seats 6

Viewpoint Group Rooms
Suite 8, 40-44 St. Kilda Rd.
St. Kilda, VIC 3182
Australia
Ph. 61-3-9510-6377
Fax 61-3-9510-6447
E-mail: viewpoint@kew.starway.net.au
www.kew.hotkey.net.au/~viewpoint
John Chalmers
Location: Office building
CR, LR, OR, 1/1, 1/1OR, TK, VE, VC
20x13 Obs. Rm. Seats 16
12x13 Obs. Rm. Seats 8
†17x12 Obs. Rm. Seats 8
†16x13 Obs. Rm. Seats 8

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 Room VE - Video Equipment
1/1 - One on One Room VC - Video Conferencing
1/1OR - One on One Obs. Rm.
Room dimensions, when stated, are shown in feet.
† denotes Living Room Style

West Coast Field Services
1st Floor, 47 Kishorn Rd.
Applecross, WA 6153
Australia
Ph. 61-8-9316-3366
Fax 61-8-9316-9117
E-mail: researchperth@bigpond.com
Location: Office building
CR, OR, VE
16x13 Obs. Rm. Seats 3
16x13 Obs. Rm. Seats 5

Western Sydney Market Research
26 Pitt Street
Parramatta, NSW 2150
Australia
Ph. 61-2-9891-6891
Fax 61-2-9891-6892
Trish Callaghan
Location: Freestanding building
CR, LR, OR, TK, VE

Bolivia

APOYO Opinion y Mercado Bolivia S.A.
Av. Libertador No. 3000, San Jorge
La Paz
Bolivia
Ph. 591-2-434-168
Fax 591-2-434-168
E-mail: lgaray@mail.entelnet.bo
www.apoyo.com
Luis Garay
Location: Office building
CR, OR, 1/1, VE
16x11 Obs. Rm. Seats 6
11x11 Obs. Rm. Seats 8
20x14 Obs. Rm. Seats 12

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

Demanda
Rua da Consolacao 1992- 4 andar
01302-001 Sao Paulo
Brazil
Ph. 55-11-258-5444
Fax 55-11-231-2093
E-mail: demanda@uol.com.br
www.demanda.net
Silvio Pires de Paula
Location: Freestanding building
CR, OR, 1/1, 1/1OR, VE, VC
14x11 Obs. Rm. Seats 11
17x11 Obs. Rm. Seats 9

China

The AMI Group of Companies
9/F, Leighton Centre
77 Leighton Road
Causeway Bay
Hong Kong
Ph. 852-2881-5388
Fax 852-2881-5918
E-mail: info@ami-group.com
www.ami-group.com
Location: Office building
CR, LR, OR, 1/1, 1/1OR, TK, VE
16x13 Obs. Rm. Seats 15
13x10 Obs. Rm. Seats 6
13x10 Obs. Rm. Seats 6
†13x10 Obs. Rm. Seats 8

Asia Market Intelligence (Hong Kong) Ltd.
9/F, Leighton Centre
77 Leighton Road
Causeway Bay
Hong Kong
Ph. 852-2881-5388
Fax 852-2881-5918
E-mail: ami_hongkong@ami-group.com
www.ami-group.com
Anna Mak
Location: Office building
CR, LR, OR, 1/1, 1/1OR, VE, VC
17x16 Obs. Rm. Seats 15
12x14 Obs. Rm. Seats 8
14x12 Obs. Rm. Seats 8
14x14 Obs. Rm. Seats
†14x12 Obs. Rm. Seats 8

Consumer Search Hong Kong Ltd.
12/F, Wanchai Commercial Centre
200 Johnston Rd.
Wanchai
Hong Kong
Ph. 852-2891-6687
Fax 852-2833-6771
E-mail: pl@cshk.com
www.cshk.com
Paul Lee, Director
Location: Office building
CR, OR, VE
10x18 Obs. Rm. Seats 4
10x10 Obs. Rm. Seats

Consumer Research China - Beijing
Room 902, East Ocean Centre
No. 24A Jian Guo Men Wai Street
Chao Yang District, Beijing 100004
China
Ph. 86-10-6515-5776
Fax 86-10-6515-5774
E-mail: crc@public.east.cn.net
www.cshk.com
Paul Lee, Director
Location: Office building
CR, OR, VE
10x18 Obs. Rm. Seats 5

Consumer Research China - Guangzhou
Room 1701, Guangzhou Exchange Square
268 Dong Feng Road Central
Guangzhou 510180
China
Ph. 86-20-8351-1461
Fax 86-20-8351-1469
E-mail: crcgz@public.guangzhou.gd.cn
www.cshk.com
Paul Lee, Director
Location: Office building
CR, OR, VE
10x20 Obs. Rm. Seats 10

Consumer Research China - Shanghai
Room 1812, Central Plaza
227 Huangpi Bei Lu
Shanghai 200003
China
Ph. 86-21-6375-8525
Fax 86-21-6375-8313
E-mail: crcsh@sh.east.cn.net
www.cshk.com
Paul Lee, Director
Location: Office building
CR, OR, VE
10x18 Obs. Rm. Seats 8

Consumer Search Hong Kong Ltd.
12/F, Wanchai Commercial Centre
200 Johnston Rd.
Wanchai
Hong Kong
Ph. 852-2891-6687
Fax 852-2833-6771
E-mail: pl@cshk.com
www.cshk.com
Paul Lee, Director
Location: Office building
CR, OR, VE
10x18 Obs. Rm. Seats 4
10x10 Obs. Rm. Seats

Market Behaviour (Hong Kong) Ltd.
Ste. 1606, Eastern Centre
1065 King's Road
Quarry Bay
Hong Kong
Ph. 852-2811-9668
Fax 852-2811-9988
E-mail: mblhkrd@mbl.com.hk
www.mbl.com.hk
Location: Office building
CR, OR, VE
10x10 Obs. Rm. Seats 5
10x08 Obs. Rm. Seats 5

Colombia

Centro Nacional de Consultoria
Diagonal 34 N 5-27
Bogota
Colombia
Ph. 57-1-283-3100
Fax 57-1-287-2670
E-mail: cconsult@impsat.net.co
Julio Ponce De Leon
Location: Freestanding building
CR, OR, VE, VC
20x26 Obs. Rm. Seats 4

Denmark

Gfk Danmark A/S
Toldbodgade 10 B
1253 Copenhagen K
Denmark
Ph. 45-33-14-17-40
Fax 45-33-13-07-40
Ole Christensen
Location: Office building
CR, OR

Estonia

EMOR
Ahtri 12
EE10151 Tallinn
Estonia
Ph. 372-6-268-500
Fax 372-6-268-501
E-mail: emor@emor.ee
www.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
18x18 Obs. Rm. Seats 4

Actys Etudes 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

Field Facts International

5 rue de Ponthieu
75008 Paris
France
Ph. 33-1-53-96-02-10
Fax 33-1-53-96-02-50
E-mail: fieldfactsfrance@compuserve.com
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 advertisement on p. 203)

Gfk Custom Research Worldwide
Custom Research Division of the GfK Group
10 rue Lionel Terray
Rueil Malmaison 92508
France
Ph. 33-1-47-14-45-27
Fax 33-1-47-08-65-67
E-mail: christinefreeman@gfk.fr
Christine Freeman
Location: Freestanding building
CR, OR, 1/1, TK, TKO, VE
20x16 Obs. Rm. Seats 10
20x16 Obs. Rm. Seats

Gfk/SOFEMA International
10 rue Lionel Terray
92508 Rueil Malmaison
France
Ph. 33-1-47-14-45-27
Fax 33-1-47-08-65-67
E-mail: christinefreeman@gfk.fr
Christine Freeman, Int'l. Rsch. Dir.
Location: Freestanding building
CR, OR, 1/1, TK, TKO, VE
16x20 Obs. Rm. Seats
16x20 Obs. Rm. Seats

I.E.S. Information Europe Services
14 rue d'Uzes
75002 Paris
France
Ph. 33-1-40-13-16-16
Fax 33-1-40-13-16-19
E-mail: ieseurope@aol.com
Location: Freestanding building
CR, LR, OR, 1/1, 1/1OR, TK, TKO, VE, VC

IPSOS FRANCE
99 rue de 'Abbe Groult
75739 Paris Cedex 15
France
Ph. 33-1-53-68-28-28
Fax 33-1-53-68-28-00
E-mail: julia.schaefer@ipsos.com
www.ipsos.com
Julia Schaefer
Location: Office building
CR, LR, OR, 1/1, 1/1OR, VE, VC
19x15 Obs. Rm. Seats 5
21x17 Obs. Rm. Seats 5
30x18 Obs. Rm. Seats
†18x15 Obs. Rm. Seats 5
†18x15 Obs. Rm. Seats 5
†15x12 Obs. Rm. Seats 6

NovaTest
104 rue Amelot
75011 Paris
France
Ph. 33-1-43-55-2929
Fax 33-1-43-55-0023
E-mail: novatest@novatest.fr
www.novatest.fr
Durocher Isabelle
Location: Freestanding building
CR, 1/1, 1/1OR, TK, VE, VC
17x11 Obs. Rm. Seats 5
15x16 Obs. Rm. Seats 5
20x20 Obs. Rm. Seats 5
†17x11 Obs. Rm. Seats 5
†15x16 Obs. Rm. Seats 5
†20x20 Obs. Rm. Seats 5

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

Thema
76 bis, rue Vieille du Temple
75003 Paris
France
Ph. 33-1-42-72-95-96
Fax 33-1-42-72-90-11
E-mail: e.frouquier@thema.sa.fr
Location: Office building
CR, OR, VE

Georgia

Georgian Institute of Public Opinion
123 Agmashenebeli Ave.
380002, Tbilisi
Georgia
Ph. 995-32-957-879 or 995-32-968-679
Fax 995-32-954-807
E-mail: gid@caucasus.net
Gocha Tskitvili, General Manager
Location: Office building
CR, VE, VC
20x16 Obs. Rm. Seats 10
23x16 Obs. Rm. Seats 10

Germany

ASKi International Market Research
Moенckebergstr. 10
20095 Hamburg
Germany
Ph. 49-40-3256710 or 435-654-3639 (U.S.)
Fax 49-40-32567198
E-mail: info@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

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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
*Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style*

Field Facts International

Schillerstrasse 5
 60313 Frankfurt-Am-Main
 Germany
 Ph. 49-69-299-8130
 Fax 49-69-299-873-10
 E-mail: fieldfactsgermany@compuserve.com
 www.fieldfacts.com
 Swantje Warng, General Manager
 Location: Office building
 CR, OR, 1/1, TK, VE, VC
 26x20 Obs. Rm. Seats 18
 26x20 Obs. Rm. Seats 18
(See advertisement on p. 203)

Foerster & Thelen Marktforschung Fieldservice
 Harpener Field 34
 44805 Bochum
 Germany
 Ph. 49-234-5074-0
 Fax 49-234-591070
 E-mail: field@f-t-gmbh.com
 www.f-t-gmbh.com
 Location: Office building
 CR, OR, 1/1, 1/1OR, TK, VE
 20x20 Obs. Rm. Seats 10

Georgiades Marketing GmbH
 Schlueterstrasse 55
 10629 Berlin
 Germany
 Ph. 49-30-883-87-60
 Fax 49-30-883-87-17
 E-mail: info@georgiades.de
 Pauline Georgiades
 Location: Freestanding building
 CR, LR, OR, 1/1, 1/1OR, VE
 23x16 Obs. Rm. Seats 7
 †20x13 Obs. Rm. Seats 7

Gfk Marktforschung GmbH
 Nordwestring 101
 90319 Nurnberg
 Germany
 Ph. 49-911-395-0
 Fax 49-911-395-4029
 Rudi Tiedke
 Location: Office building
 CR, OR

GFM-GETAS/WBA-Gesellschaft
 Langelohstrasse 134
 22549 Hamburg
 Germany
 Ph. 49-40-80096-0
 Fax 49-40-80096-100
 E-mail: epple@gfm-getas.de
 www.gfm-getas.de
 Michael Epple, Qualitative Department
 Location: Office building
 CR, OR, TK, VE
 23x20 Obs. Rm. Seats 8
 23x20 Obs. Rm. Seats 8

HKM - Hartmut Keller Marktforschung
 Buchenring 55
 D-22359 Hamburg
 Germany
 Ph. 49-40-609-94-0
 Fax 49-40-609-94-132
 E-mail: hkmhh@aol.com
 Lars Meixner
 Location: Office building
 CR, OR, TK, VE
 20x13 Obs. Rm. Seats 8

INRA Deutschland GmbH
 Bahnhofstr. 75 III
 D-45879 Gelsenkirchen
 Germany
 Ph. 49-209-15503-0
 Fax 49-209-15503-179
 www.inra.de
 Location: Shopping mall
 CR, OR, 1/1, TK, VE
 18x13 Obs. Rm. Seats 8

INRA Deutschland GmbH
 Bruhl 14-16 I
 D-04109 Leipzig
 Germany
 Ph. 49-341-21737-0
 Fax 49-341-21737-159
 www.inra.de
 Location: Shopping mall
 CR, OR, 1/1, TK, VE
 20x39 Obs. Rm. Seats 8

INRA Deutschland GmbH
 Hohe Str. 138/140
 D-50667 Koin
 Germany
 Ph. 49-221-20514-0
 Fax 49-221-20514-189
 www.inra.de
 Location: Shopping mall
 CR, OR, 1/1, TK, VE
 20x26 Obs. Rm. Seats 6

INRA Deutschland GmbH
 Kolonneustr. 26 2.hof/1.0G
 D-10829 Berlin
 Germany
 Ph. 49-30-787830
 Fax 49-30-782460-2
 www.inra.de
 Location: Office building
 CR, OR, 1/1, VE
 23x36 Obs. Rm. Seats 8

INRA Deutschland GmbH
 Moncjebergstr. 5 II
 D-20095 Hamburg
 Germany
 Ph. 49-40-325515-0
 Fax 49-40-325515-199
 www.inra.de
 Location: Shopping mall
 CR, OR, 1/1, TK, VE
 20x23 Obs. Rm. Seats 8

INRA Deutschland GmbH
 Rogenstr. 7 I
 D-80331 Munchen
 Germany
 Ph. 49-89-235562-0
 Fax 49-89-235562-169
 www.inra.de
 Location: Shopping mall
 CR, OR, 1/1, TK, VE
 13x23 Obs. Rm. Seats 6

Institut fur Marktforschung GmbH
 Postfach 100 807
 04008 Leipzig
 Germany
 Ph. 49-341-9950-0
 Fax 49-341-9950-111
 E-mail: IMLEIPZIG@t-online.de
 www.leipzig.ihk.de/imleipzig
 Hans R. Gunther, Managing Director
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE, VC
 16x20 Obs. Rm. Seats 10

INVISIO
 Georgstrasse 22
 30159 Hannover
 Germany
 Ph. 49-511-30-79-3-0
 Fax 49-511-30-79-3-33
 E-mail: info@invisio.de
 www.invisio.de
 Frank H. Gehre
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE, VC
 20x20 Obs. Rm. Seats 10
 20x20 Obs. Rm. Seats 6
 29x16 Obs. Rm. Seats 12

Kehrmann Marktforschung
 Postfach 13 05 73
 20105 Hamburg
 Germany
 Ph. 49-40-441850
 Fax 49-40-44185-202
 E-mail: kehrmann@compuserve.com
 Location: Office building
 CR, OR, 1/1, 1/1OR, TK, VE, VC
 37x15 Obs. Rm. Seats 10

Kehrmann Marktforschung - Bochum
 Bochum
 Germany
 Ph. 49-40-441850
 Fax 49-40-44185-202
 E-mail: kehrmann@compuserve.com
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE, VC
 23x14 Obs. Rm. Seats 7
 23x14 Obs. Rm. Seats 7

Kehrmann Marktforschung - Duisburg
 Duisburg
 Germany
 Ph. 49-40-441850
 Fax 49-40-44185-202
 E-mail: kehrmann@compuserve.com
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE, VC
 19x15 Obs. Rm. Seats 7

Kehrmann Marktforschung - Erfurt
 Erfurt
 Germany
 Ph. 49-40-441850
 Fax 49-40-44185-202
 E-mail: kehrmann@compuserve.com
 Location: Shopping mall
 CR, OR, 1/1, 1/1OR, TK, VE, VC
 23x23 Obs. Rm. Seats 7

Kehrmann Marktforschung - Leipzig
Leipzig
Germany
Ph. 49-40-441850
Fax 49-40-44185-202
E-mail: kehrmann@compuserv.com
Location: Shopping mall
CR, OR, 1/1, 1/1OR, TK, VE, VC
20x17 Obs. Rm. Seats 10

Kehrmann Marktforschung - Nuremberg
Nuremberg
Germany
Ph. 49-40-441850
Fax 49-40-44185-202
E-mail: kehrmann@compuserv.com
Location: Shopping mall
CR, OR, 1/1, 1/1OR, TK, VE, VC
25x18 Obs. Rm. Seats 10

Kramer Marktforschung GmbH
Hansestr. 69
48165 Munster
Germany
Ph. 49-2501-8020
Fax 49-2501-802100
E-mail: kraemer@muenster.net
www.kramer-mafo.de
Michael Kramer
Location: Office building
CR, OR, 1/1, 1/1OR, VE
16x10 Obs. Rm. Seats 10

Kramer Marktforschung GmbH
stm Studio Test Marktforschung
Hallplatz 2, (Mauthalle)
90402 Nuremberg
Germany
Ph. 49-911-2448600
Fax 49-911-2448601
www.kramer-mafo.de
Michael Vieweg
Location: Shopping mall
CR, OR, 1/1, 1/1OR, VE
26x20 Obs. Rm. Seats 4

Kramer Marktforschung GmbH
stm Studio Test Marktforschung
Kaufingerstr. 16
80331 Munich
Germany
Ph. 49-89-22802190
Fax 49-89-22802191
E-mail: stmmuc@aol.com
www.kramer-mafo.de
Location: Shopping mall
CR, OR, 1/1, 1/1OR, VE
26x20 Obs. Rm. Seats 3

Kramer Marktforschung GmbH
stm Studio Test Marktforschung
Salzstr. 21
48143 Munster
Germany
Ph. 49-251-414340
Fax 49-251-4143480
www.kramer-mafo.de
Birgit Karp
Location: Shopping mall
CR, OR, 1/1, 1/1OR, VE
26x20 Obs. Rm. Seats 5

Marktforschung und Unternehmensberatung
P.u.B. Mittag Diplomsoziologen
Maybachstrasse 25,
71332 Waiblingen Baden-Wuerttemberg
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

Marktforschung Zentzis GmbH
Kaufinger Str. 9
80331 Munich
Germany
Ph. 49-89-288180-0
Fax 49-89-288180-10
E-mail: Marktforschung-Zentzis-GmbH@t-online.de
Dr. Kurt Zentzis
Location: Office building
CR, OR, 1/1, 1/1OR, TK, VE, VC
25x17 Obs. Rm. Seats 10
14x16 Obs. Rm. Seats 10

Marktforschung Zentzis GmbH
Testhall Berlin
Wilmersdorfer Str. 50/51
10627 Berlin
Germany
Ph. 49-30-3239143
Fax 49-30-3239217
E-mail: Marktforschung-Zentzis-GmbH@t-online.de
Doris Blossie
Location: Office building
CR, OR, 1/1, 1/1OR, TK, VE
21x19 Obs. Rm. Seats 10

Marktforschung Zentzis GmbH
Testhall Passau
Ludwigstr. 16
94032 Passau
Germany
Ph. 49-89-288180-0
Fax 49-89-288180-10
E-mail: Marktforschung-Zentzis-GmbH@t-online.de
Sabine Greiner
Location: Office building
CR, OR, 1/1, 1/1OR, TK, VE
21x21 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
www.mr-s.com
Dr. Michaela Kunze, Managing Director
Location: Office building
CR, LR, OR, 1/1, 1/1OR, TK, TKO, VE, VC
20x16 Obs. Rm. Seats 10
†13x13 Obs. Rm. Seats 5
†16x13 Obs. Rm. Seats 7

ProFakt Markt und Konsumforschung
Fursten Neuler Str. 279 a
81377 Munchen
Germany
Ph. 49-89-260-3000
Fax 49-89-260-6861
E-mail: profakt@aol.com
www2.prsresearch.com/prs/global_partners.ht
ml
Jurgen Bluhm
Location: Shopping mall
CR, OR, 1/1, 1/1OR, VE
16x23 Obs. Rm. Seats 6

T.I.P. Biehl & Wagner
Neustrasse 27
54290 Trier
Germany
Ph. 49-651-948000
Fax 49-651-9480050
E-mail: tipmail@t-online.de
Location: Shopping mall
CR, OR, VE
20x20 Obs. Rm. Seats 1

Greece

Centrum SA
64, L. Riancourt st.
Apollo Tower, 17th A
115-23 Athens
Greece
Ph. 30-1-692-5011
Fax 30-1-692-3894
E-mail: centrum@hol.gr
www.centrum.gr
Niki Batzia, Managing Director
Location: Office building
CR, LR, OR, 1/1, 1/1OR, TK, VE
23x20 Obs. Rm. Seats 15
23x20 Obs. Rm. Seats 15
20x16 Obs. Rm. Seats 10
20x15 Obs. Rm. Seats 10
16x16 Obs. Rm. Seats 10
†20x16 Obs. Rm. Seats 10

GLOBAL LINK International Marketing Research Ltd.
Global House, 3-5 Konitsis Street
151 25 Marousi, Athens
Greece
Ph. 30-1-612-8800-9
Fax 30-1-612-8810
E-mail: globlink@compulink.gr
www.globallink.gr
Constantine D. Sigalos
Location: Office building
CR, OR, 1/1, 1/1OR, TK, VE, VC
23x13 Obs. Rm. Seats 14
18x10 Obs. Rm. Seats 8
26x13 Obs. Rm. Seats 10

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, 1/1OR, TK, VE
20x15 Obs. Rm. Seats 15

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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
 Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style

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
 Aliki Pipiliga
 Location: Office building
 CR, OR, 1/1, 1/1OR, 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, 1/1OR, TK, VE
 26x20 Obs. Rm. Seats 3
 16x13 Obs. Rm. Seats 3
 13x11 Obs. Rm. Seats 3
 10x09 Obs. Rm. Seats
 †26x20 Obs. Rm. Seats 3
 †16x13 Obs. Rm. Seats 3

ORCO S.A. - Operational Research Consultants

5 Ventrì Str.
 115 28 Athens
 Greece
 Ph. 30-1-721-0069
 Fax 30-1-729-1915
 E-mail: orco@hol.gr
 Pia Theodoratou
 Location: Office building
 CR, OR, 1/1, 1/1OR, VE, VC
 20x16 Obs. Rm. Seats 5

Prisma Options Ltd.

Meandrou 23, Iliissia
 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, 1/1OR, VE
 16x13 Obs. Rm. Seats 6
 20x16 Obs. Rm. Seats 12

Research International Hellas

8-12 Chalkidonos Street
 115 27 Athens
 Greece
 Ph. 30-1-7753-001-3
 Fax 30-1-7795-886
 E-mail: rihellas@prometheus.hol.gr
 www.research-int.com
 Aris Kaplanis
 Location: Office building
 CR, LR, OR, VE, VC
 15x13 Obs. Rm. Seats 5
 10x10 Obs. Rm. Seats 15
 13x07 Obs. Rm. Seats 6
 16x10 Obs. Rm. Seats 4
 †15x13 Obs. Rm. Seats 5

Hong Kong

(See China)

Hungary

GfK-Hungaria Institute for Market Research
 Pf. 159
 1476 Budapest
 Hungary
 Ph. 36-1-270-2454
 Fax 36-1-120-1776
 Location: Office building
 CR, OR

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
 www.macroint.com
 Tamas Geczi, Regional Manager
 Location: Office building
 CR, OR, TK, VE
 15x20 Obs. Rm. Seats 10

India

MODE Research (Pvt.) Ltd.
 Taylor Nelson Sofres
 210 Neelam Building
 108 Worli Seaface Road
 Mumbai (Bombay), Maharashtra 400 018
 India
 Ph. 91-22-498-0125
 Fax 91-22-495-0432
 E-mail: mode.bom@moderes.sprintrpg.ems.venl.net.in
 www.moderesearch.com
 Ashok Sethi, Director
 Location: Office building
 CR, OR, VE
 14x14 Obs. Rm. Seats 8

MODE Research (Pvt.) Ltd.

Taylor Nelson Sofres
 9, Thirumoorthy Nagar
 Main Road, III floor, Nungambakkam
 Chennai (Madras), Tamil Nadu 600 034
 India
 Ph. 91-44-827-8303
 Fax 91-44-823-3154
 E-mail: mode.bom@moderes.sprintrpg.ems.venl.net.in
 www.moderesearch.com
 Usha Kavan, General Manager
 Location: Office building
 CR, OR, VE
 14x13 Obs. Rm. Seats 8

MODE Research (Pvt.) Ltd.

Taylor Nelson Sofres
 C-1/53, Safdarjung Development Area, 1st floor
 New Delhi 110 016
 India
 Ph. 91-11-656-1008
 Fax 91-11-685-6838
 E-mail: modecom.del@moderes.sprintrpg.ems.
 vsnl.net.in
 www.moderesearch.com
 Tilak Mukherji, Director
 Location: Office building
 CR, OR, VE
 14x12 Obs. Rm. Seats 8

Ireland

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
 31x27 Obs. Rm. Seats 5
 †31x27 Obs. Rm. Seats 5

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
 www.gallup.co.il
 Location: Office building
 CR, OR, 1/1, 1/1OR, TK, VE, VC
 20x10 Obs. Rm. Seats 6
 26x12 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, 1/1OR, TK, VE, VC
 20x17 Obs. Rm. Seats 5
 13x13 Obs. Rm. Seats 3

ART S.a.s.
Via Caminadella 2
20123 Milan
Italy
Ph. 39-02-72010989
Fax 39-02-8056049
E-mail: art@galactica.it
www.galactica.it/art
Donatella Zanfini
Location: Office building
CR, OR, VE
13x20 Obs. Rm. Seats 10

Demoskopea SpA
Via Battistotti Sassi 13
20133 Milan
Italy
Ph. 39-2-70-12-59-41
Fax 39-2-70-12-50-59
E-mail: erminero@demoskopea.it
Location: Office building
CR, LR, OR, 1/1, 1/1OR, TK, VE
10x13 Obs. Rm. Seats 6
20x26 Obs. Rm. Seats 6
†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
E-mail: gimeotti@tin.it
http://web.tin.it/egeria
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
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

Mesomark Group S.r.l.
Viale Carso 1
00195 Rome
Italy
Ph. 39-6-37-59-661
Fax 39-6-37-51-54-07
E-mail: mesomark@eureka.it
Giulia Tranquilli
Location: Office building
CR, OR, TK, VE
20x13 Obs. Rm. Seats 4
20x13 Obs. Rm. Seats 4

Pro-Marketing
Viale Dell'Arte, 66
00144 Rome - EVR
Italy
Ph. 39-6-591-6047
Fax 39-6-591-2693
E-mail: promarketing@flashnet.it
Caterina Sburlati Agagliati
Location: Office building
CR, LR, OR, 1/1, 1/1OR, TK, TKO, VE, VC
16x26 Obs. Rm. Seats 12
†13x16 Obs. Rm. Seats 12
†13x16 Obs. Rm. Seats 12

Sinergi S.r.l.
Piazza del Camine 4
20121 Milan
Italy
Ph. 39-2-72-00-47-12 or 39-2-72-00-47-09
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
www.tokyoweb.or.jp/cbr
Location: Freestanding building
CR, OR, 1/1, 1/1OR, VE, VC
23x13 Obs. Rm. Seats 10

Japan Market Research Bureau (JMRB)
Research International
Harmony Tower, 9th floor
32-2 Honcho 1-chome
Nakano-Ku, Tokyo 164-8721
Japan
Ph. 81-3-5365-6811
Fax 81-3-5365-6800
E-mail: s.hamano@jmrbr-ri.co.jp
www.jmrbr-ri.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

Japan Statistics & Research Co.
Murukei Building, 6th Floor
1-19-10 Jinnan
Shibuya-ku, Tokyo 150
Japan
Ph. 81-3-5722-2015
Fax 81-3-5722-2137
E-mail: access@jsr-jpn.com
www.jsr-jpn.com
Location: Shopping mall
CR, LR, OR, 1/1, 1/1OR, VE, VC
33x13 Obs. Rm. Seats 9
†13x07 Obs. Rm. Seats 7

Japan Statistics & Research Co.
1-12-12 Higashi-Tenma
Kita-Ku
Osaka 530
Japan
Ph. 81-3-5722-2015
Fax 81-3-5722-2137
E-mail: access@jsr-jpn.com
www.jsr-jpn.com
Shun-ichi Uchida
Location: Freestanding building
CR, LR, OR, 1/1, 1/1OR, VE, VC
26x13 Obs. Rm. Seats 9
†13x07 Obs. Rm. Seats 7

LYNCS, Incorporated
Sun Towers B Bldg., 7F
2-11-23, Sangenjaya
Setagaya-ku, Tokyo 154
Japan
Ph. 81-3-5430-1300
Fax 81-3-5430-1301
E-mail: lyncs@lyncs.co.jp
www.lyncs.co.jp
Location: Office building
CR, OR, 1/1, 1/1OR, VE, VC
19x16 Obs. Rm. Seats 25

Marketing Intelligence Corp. (MIC)
Global Services
1-4-1 Hon-Cho Higashi Kurume-Shi
Tokyo 203-8601
Japan
Ph. 81-424-76-5164
Fax 81-424-76-5169
E-mail: global-service@mictokyo.co.jp
www.mictokyo.co.jp/mic/
Mr. Naoki Takahashi
Location: Office building
CR, OR, VE
16x20 Obs. Rm. Seats 10

Nippon Research Center, Ltd.
Shuwa-Sakurabashi Bldg., 4-5-4 Hatchobori,
Chou-ku
Tokyo 104
Japan
Ph. 81-3-3206-8351
Fax 81-3-3553-0024
E-mail: iijima@nrc.co.jp
www.nrc.co.jp
Location: Office building
CR, OR, VE
19x17 Obs. Rm. Seats 15

Mexico

Arango y Asociados
Londres 177 2 piso
Mexico City D.F. 06600
Mexico
Ph. 52-5-525-5588
Fax 52-5-208-6119
E-mail: arango@viernes.iwm.com
Isabel Arango, President
Location: Freestanding building
CR, LR, OR, TK, VE
18x13 Obs. Rm. Seats 10
†17x15 Obs. Rm. Seats 10

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 Room VE - Video Equipment
1/1 - One on One Room VC - Video Conferencing
1/1OR - One on One Obs. Rm.
Room dimensions, when stated, are shown in feet.
† denotes Living Room Style

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
www.epigrupo.com
Ricardo Escobedo, President
Location: Shopping mall
CR, LR, OR, 1/1, 1/1OR, TK, VE, VC
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. 52-5-531-5560 or 52-5-531-5324
Fax 52-5-203-8230
E-mail: pearson@pearson-research.com
www.pearson-research.com
Manuel Barberena, General Director
Location: Office building
CR, LR, OR, 1/1, 1/1OR, TK, TKO, VE, VC
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 8

SuperDatos de México

a wholly-owned subsidiary of Hispanic & Asian
Marketing Communication Research, Inc.
61 Ensenada
Colonia Hipodromo
Mexico D.F., CP 06100
Mexico
Ph. 650-595-5028 (U.S.) or 52-5-553-2754 (Mex.)
Fax 650-595-5407 (U.S.)
E-mail: SuperDatos@hamcr.com
www.hamcr.com
Jennifer Mitchell
Location: Office building
CR, OR
14x20 Obs. Rm. Seats 10
(See advertisement on p. 91)

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
www.nipo.nl
J. Visser
Location: Office building
CR, OR, 1/1, 1/1OR, VE, VC
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
www.team4u.nl
Hans van Gool
Location: Office building
CR, OR, 1/1, 1/1OR, VE
32x10 Obs. Rm. Seats 6

Nigeria

Research & Marketing Services Ltd. (RMS)
(P.O. Box 8225, Ikeja)
26, Odozi Street, Ojodu
Lagos
Nigeria
Ph. 234-1-492-2100 or 234-1-492-2099
Fax 234-1-492-2099
E-mail: rms@infoweb.abs.net
Location: Office building
CR, OR, VE
20x16 Obs. Rm. Seats 4
16x16 Obs. Rm. Seats 4
16x16 Obs. Rm. Seats 4

Norway

Feedback Research AS
Radhusgaten 7b
0151 Oslo
Norway
Ph. 47-22-42-67-00
Fax 47-22-33-61-66
Location: Office building
CR, LR, OR, TK, TKO, VE

Pakistan

AFTAB Associates (Pvt) Ltd.
5E/1 Gulberg III
Lahore 54660
Pakistan
Ph. 92-42-571-0987 or 92-42-575-4690
Fax 92-42-571-1020
E-mail: aftab@aal.brain.net.pk
H. Aftab Ahmad, Chief Executive
Location: Freestanding building
CR, LR, OR
14x12 Obs. Rm. Seats 6
12x09 Obs. Rm. Seats
†12x09 Obs. Rm. Seats 6

AFTAB Associates (Pvt) Ltd.
50-L, Block G, Pechs
Karachi
Pakistan
Ph. 92-21-452-2774
Fax 92-21-453-8186
E-mail: aftab@aal.khi.comsats.net.pk
Saima Qamar, Manager
Location: Freestanding building
CR, OR
14x12 Obs. Rm. Seats 6

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
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

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Public Opinion Research Centre
P.O. Box 24
00 503 Warsaw
Poland
Ph. 48-22-629-3569
Fax 48-22-629-4089
E-mail: sekretariat@cbos.pl
www.kotpo.pol.pl/cbos
Janusz Durlik
Location: Office building
CR, OR, 1/1, 1/1OR, VE
23x16 Obs. Rm. Seats 7

DEMOSKOP
Migdalowa Ste. 4
02 796 Warsaw
Poland
Ph. 48-22-645-1575
Fax 48-22-645-1574
E-mail: demoskop@demoskop.com.pl
Location: Office building
CR, OR, 1/1, 1/1OR, VE
26x20 Obs. Rm. Seats 8
16x13 Obs. Rm. Seats 8

Macro International Sp. z o.o.
Al. Jazdolinie 56c
00-803 Warsaw
Poland
Ph. 48-22-630-2244
Fax 48-22-630-2234
E-mail: chipman@it.com.pl
www.macoint.com
Frank Chipman, Regional Acct. Mgr.
Location: Office building
CR, OR, TK, TKO, VE
20x30 Obs. Rm. Seats 10

Medical Data Management, sp.z.o.o.
J. Sengera "Cichego" 1
02-790 Warszawa
Poland
Ph. 48-22-645-7733
Fax 48-22-645-7888
E-mail: MDMZOO_RESEARCH@compuserve.com
www.mdmc.com
Jarek Frackowiak
Location: Office building
CR, OR, VE
19x18 Obs. Rm. Seats 10

Portugal

Motivacao
Estudos Psico-Sociologicos Lda.
R. Pinheiro Chagas No. 69 - 1 Esq/Dto
1050 Lisbon
Portugal
Ph. 351-1-319-01-90
Fax 351-1-353-94-19
E-mail: motivacao@esoterica.pt
Maria Jose Paixao, Director
Location: Freestanding building
CR, OR, 1/1, 1/1OR, TK, TKO, VE
20x16 Obs. Rm. Seats 10
16x13 Obs. Rm. Seats 6

Motivacao
Estudos Psico-Sociologicos Lda.
R. Joas de Deus, 6, 3 - Sala 307
4100 Porto
Portugal
Ph. 351-1-319-01-90
Fax 351-1-353-94-19
E-mail: motivacao@esoterica.pt
Maria Jose Paixao, Director
Location: Office building
CR, OR, 1/1, 1/1OR, VE
20x16 Obs. Rm. Seats 6

Motivacao
Estudos Psico-Sociologicos Lda.
R.do Arco do Cego, 77, R/C, Esq.
1040 Lisbon
Portugal
Ph. 351-1-319-01-90
Fax 351-1-353-94-19
E-mail: motivacao@esoterica.pt
Maria Jose Paixao, Director
Location: Office building
CR, LR, OR, 1/1, 1/1OR, TK, VE
20x16 Obs. Rm. Seats 8
†16x16 Obs. Rm. Seats 8

Puerto Rico

Gaither International, Inc.
G.P.O. Box 70211
San Juan, PR 00936
Puerto Rico
Ph. 787-728-5757
Fax 787-728-5715
E-mail: gaither@gaittherinternational.com
Location: Office building
CR, OR, 1/1, 1/1OR, VE
15x10 Obs. Rm. Seats 15

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
1 Red Square
Moscow 103012
Russia
Ph. 7-095-721-1850
Fax 7-095-721-1848
E-mail: info@fsquared.ru
www.fsquared.ru
Michael Fodor
Location: Office building
CR, OR, 1/1, 1/1OR, TK, VE
18x12 Obs. Rm. Seats 10
20x15 Obs. Rm. Seats 8

Macro International Z.A.O.
Business Centre "Olympic" office 39
16 Olympiyskiy Prospect
129090 Moscow
Russia
Ph. 7-095-937-7898
Fax 7-095-937-7899
E-mail: mikusi@dol.ru
www.macoint.com
Csaba Mikusi, Client Services Director
Location: Office building
CR, OR, 1/1, 1/1OR, TK, VE
20x30 Obs. Rm. Seats 10
12x30 Obs. Rm. Seats 10

Romir
Novaya Basmannaye St. 10
entr. 6, floor 6, office 600
107078 Moscow
Russia
Ph. 7-095-267-8728
Fax 7-095-883-9280
E-mail: romir@msk.tsi.ru
www.romir.ru
Elena Bashkirova, General Director
Location: Office building
CR, LR, OR, 1/1, 1/1OR, TK, TKO, VE

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
www.validata.ru
Marsha Volkenstein, President
Location: Office building
CR, LR, OR, 1/1, 1/1OR, TK, TKO, VE
21x11 Obs. Rm. Seats 10
21x11 Obs. Rm. Seats 10
†13x9 Obs. Rm. Seats 10

Slovenia

GRAL - ITEO
Kotnikova 28
1000 Ljubljana
Slovenia
Ph. 386-61-17-20-800
Fax 386-61-17-20-834
E-mail: info@graliteo.si
www.graliteo.si
Location: Office building
CR, LR, OR, VE
16x13 Obs. Rm. Seats
†16x13 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

Research International South Africa (Pty.), Ltd.
P.O. Box 670
Durban, Natal 4000
South Africa
Ph. 27-31-332-6171
Fax 27-31-332-3933
E-mail: risagt@iafrica.com
www.research-int.com
Location: Office building
CR, LR, OR, VE
20x16 Obs. Rm. Seats 6
26x16 Obs. Rm. Seats 8
23x16 Obs. Rm. Seats 6
20x16 Obs. Rm. Seats 6
20x16 Obs. Rm. Seats 6
20x16 Obs. Rm. Seats 6
†16x16 Obs. Rm. Seats 6

South Korea

Gallup Korea
208, Sajik-dong
Chongyo-Ku
Seoul
South Korea
Ph. 82-2-3702-2100
Fax 82-2-3702-2121
E-mail: ikkang@gallup.co.kr
www.gallup.co.kr
I.K. Kang
Location: Office building
CR, OR, VE, VC
20x14 Obs. Rm. Seats 10

Taylor Nelson Sofres
(formerly Frank Small & Associates)
5th floor, Anwon Bldg.
14-15 Yoido-dong, Youngdeungpo-ku
Seoul 150-010
South Korea
Ph. 82-2-3779-4300
Fax 82-2-782-5533
E-mail: fsakor@kornet.nm.kr
www.tnsofres.com
David Richardson, Managing Director
Location: Office building
CR, OR, 1/1, 1/1OR, VE
15x18 Obs. Rm. Seats 10
14x15 Obs. Rm. Seats 8

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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
 Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style

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
 Location: Office building
 CR, LR, OR, 1/1, 1/1OR, VE

Demscopia S.A.
 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, 1/1OR, VE, VC
 18x13 Obs. Rm. Seats 10
 †10x12 Obs. Rm. Seats 6



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 Calle Luchana 23, 6Fl
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 Spain
 Ph. 34-1-445-34-54
 Fax 34-1-445-35-13
 Nuria Fernandez
 Location: Office building
 CR, OR

Intercampo-Investigatigacion 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

GfM Research/Institute of Swiss Marketing
 Obermattweg 6
 6052 Hergiswil
 Switzerland
 Ph. 41-41-632-93-33 or 41-41-632-95-50
 Fax 41-41-632-91-24
 E-mail: schwab@ihagfm.ch
 www.ihagfm.ch
 Walter Schwab
 Location: Office building
 CR, LR, OR, 1/1, 1/1OR, TK, VE, VC
 20x10 Obs. Rm. Seats 10
 10x07 Obs. Rm. Seats
 †26x16 Obs. Rm. Seats 10
 †23x16 Obs. Rm. Seats 10

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

Taiwan

Viewpoint Research
 2FL #71, Sung Chiang Rd.
 Taipei
 Taiwan
 Ph. 886-22-500-7111
 Fax 886-22-507-5828
 E-mail: viwepnt@ms1.hinet.net
 Mike Chou, Managing Director
 Location: Office building
 CR, OR, 1/1, 1/1OR, VE, VC
 30x15 Obs. Rm. Seats 15

Turkey

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
 www.ibs-turk.com
 Location: Office building
 CR, OR, VE
 16x12 Obs. Rm. Seats 10

Piar-Gallup Marketing Research Co.
 Gazeteciler Mah. 23, Temmuz Meydani No. 8
 80300 Esentepe, Istanbul
 Turkey
 Ph. 90-212-212-2944
 Fax 90-212-212-2956
 Location: Office building
 CR, OR, 1/1, 1/1OR, VE

United Kingdom

The Centre For Research
 IRB International Ltd.
 Suite B, The Maples Business Centre
 144, Liverpool Road
 London N1 1LA
 United Kingdom
 Ph. 44-171-700-4359
 Fax 44-171-505-1333
 E-mail: info@irb-international.co.uk
 www.irb-international.co.uk
 Location: Office building
 CR, LR, OR, TK, VE
 16x26 Obs. Rm. Seats 8
 †16x26 Obs. Rm. Seats 8

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
 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 advertisement on p. 203)

Gfk Great Britain Limited
 10 Fitzroy Square
 London W1P 5AH
 United Kingdom
 Ph. 44-171-872-4600
 Fax 44-171-872-4601
 Alison Woods
 Location: Office building
 CR, OR

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
 www.bginger.dircon.co.uk
 Location: Freestanding building
 CR, LR, OR, 1/1, 1/10R, TK, TKO, VE, VC
 17x14 Obs. Rm. Seats 10
 †17x14 Obs. Rm. Seats 10

Le Rendez Vous
 Studio 594 Whitton Ave West
 North Greenford
 Middlesex UB6 0EF
 United Kingdom
 Ph. 44-1-895-254800
 Fax 44-1-895-253030
 E-mail: belbest@aol.com
 Location: Freestanding building
 CR, LR, OR, 1/1, TK, TKO, VE
 24x15 Obs. Rm. Seats 10
 †24x15 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, 1/10R, TK, VE, VC
 13x13 Obs. Rm. Seats 10
 †13x15 Obs. Rm. Seats 10
 †13x13 Obs. Rm. Seats 10
 †11x11 Obs. Rm. Seats 8
 (See advertisement on p. 202)

London Focus
 Colet Court
 100 Hammersmith Rd.
 London W6 7JP
 United Kingdom
 Ph. 44-181-563-7117
 Fax 44-181-563-1486
 E-mail: LONDFOCUS@aol.com
 Location: Freestanding building
 CR, LR, OR, 1/1, 1/10R, VE, VC
 18x14 Obs. Rm. Seats 20
 18x14 Obs. Rm. Seats 20
 20x14 Obs. Rm. Seats 20
 18x14 Obs. Rm. Seats 12
 10x08 Obs. Rm. Seats 6
 †18x14 Obs. Rm. Seats 20
 †18x14 Obs. Rm. Seats 20
 †20x14 Obs. Rm. Seats 20
 †18x14 Obs. Rm. Seats 12
 †10x08 Obs. Rm. Seats 6

The Research House
 86 Marylebone High Street
 London W1M 3DE
 United Kingdom
 Ph. 44-171-935-4979
 Fax 44-171-224-2494
 E-mail: researchhouse@btinternet.com
 www.research-house.co.uk
 Helen Wilson
 Location: Freestanding building
 CR, LR, OR, 1/1, 1/10R, TK, VE, VC
 21x16 Obs. Rm. Seats 20
 14x13 Obs. Rm. Seats 8
 †20x14 Obs. Rm. Seats 12
 †15x15 Obs. Rm. Seats 10
 †21x16 Obs. Rm. Seats 12

Roundhay Research Centre
 Roche House
 452 Street Lane
 Leeds LS17 6RB
 United Kingdom
 Ph. 44-113-266-5440
 Fax 44-113-268-9111
 E-mail: roundhay@aol.com
 Jackie Waterhouse, NDD
 Location: Freestanding building
 CR, LR, OR, 1/1, TK, VE
 18x14 Obs. Rm. Seats 8
 16x13 Obs. Rm. Seats 8
 †18x14 Obs. Rm. Seats 8
 †16x13 Obs. Rm. Seats 8



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 Tel: +33-1-53-96-02-10
 Fax: +33-1-53-96-02-50

Field Facts Germany
 Tel: +49-69-299873-0
 Fax: +49-69-299873-10

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 Room VE - Video Equipment
 1/1 - One on One Room VC - Video Conferencing
 1/1OR - One on One Obs. Rm.
*Room dimensions, when stated, are shown in feet.
 † denotes Living Room Style*

Speak Easy Facilities Limited
 Templeton Lodge, 114 High Street, Hampton Hill
 Middlesex TW12 1NT
 United Kingdom
 Ph. 44-181-943-4660
 Fax 44-181-943-3774
 E-mail: jilllonsdale@compuserve.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 15
 †17x13 Obs. Rm. Seats 12

West Midlands Viewing Facility
 86 Aldridge Road, Perry Barr
 Birmingham B42 2TP
 United Kingdom
 Ph. 44-121-344-4848
 Fax 44-121-356-8531
 E-mail: Quality@btinternet.com
 Fiona Welch
 Location: Freestanding building
 CR, LR, OR, 1/1, 1/1OR, TK, VE, VC
 16x13 Obs. Rm. Seats 20
 16x16 Obs. Rm. Seats 20
 †16x13 Obs. Rm. Seats 20
 †16x16 Obs. Rm. Seats 20

Westend Focus Ltd.
 Melrose House
 4/6 Saville Row
 London W1X 1AF
 United Kingdom
 Ph. 44-171-437-4375
 Fax 44-171-437-4376
 E-mail: info@westend-net.com
 www.westend-net.com
 Dominic Longcroft
 Location: Office building
 CR, LR, OR, 1/1, 1/1OR, VE, VC
 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

Westend Focus Ltd.
 City Focus
 Pountney Hill House
 6 Laurence Pountney Hill
 London EC4R 08L
 United Kingdom
 Ph. 44-171-283-3355
 Fax 44-171-283-5777
 E-mail: city@westend-net.com
 Dominic Longcroft
 Location: Office building
 CR, LR, OR, 1/1, 1/1OR, VE, VC
 16x13 Obs. Rm. Seats 6
 18x25 Obs. Rm. Seats 18
 19x16 Obs. Rm. Seats 12
 †16x13 Obs. Rm. Seats 6
 †18x25 Obs. Rm. Seats 18
 †19x16 Obs. Rm. Seats 12

Venezuela

ESMEFAR - ESTIME Marketing Research
 Centro Profesional La Urbina
 Ofcs. 10-A/C, La Urbina
 Caracas, Miranda 1073
 Venezuela
 Ph. 58-2-242-3461
 Fax 58-2-242-7407
 E-mail: info@esmefar-estime.com
 www.esmefar-estime.com
 Walter Mucchiut, Executive Director
 Location: Office building
 CR, OR, 1/1, 1/1OR, TK, VE, VC
 14x10 Obs. Rm. Seats 5
 14x14 Obs. Rm. Seats 3

STATMARK S.A.
 Av. Francisco de Miranda
 Edf. Bazar Bolivar, Piso 2
 Caracas
 Venezuela
 Ph. 58-2-235-0702
 Fax 58-2-235-0796
 E-mail: statmark@compuserve.com
 Location: Office building
 CR, OR, VE, VC
 17x11 Obs. Rm. Seats 5

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Research Industry News

continued from p. 14
cial services sector.

New York-based **USADATA.com** has entered into an agreement with **Mediamark Research Inc.** to make MRI's national consumer database available on the Internet.

Demand Research, Inc., Ann Arbor, Mich., has opened a new focus group facility at 2466 East Stadium Blvd., in Ann Arbor. The facility includes a newly decorated conference room, one-way viewing mirror and client viewing room. For more information call 734-973-1050.

Shugoll Research, Bethesda, Md., has received a 1998 Business in the Arts Award in the Commitment category for continuing philanthropy toward programs designed to help arts organizations expand their outreach programs, increase opportunities for children and build audiences. The award, sponsored by the Business Committee for the Arts, Inc., and *Forbes* magazine, recognizes companies that have evidenced leadership and provided outstanding overall support to the arts for 10 years or longer through a variety of philanthropic and business initiatives.

Pulsar, the interactive analysis package from **Pulse Train Technology**, is to be used to deliver the data for Audipress and Audiradio, the Italian readership and radio audience surveys, across Italy.

Gale Research has moved to 27500 Drake Rd., Farmington Hills, Mich., 48331-3535. Phone 248-699-GALE.

Fieldwork Dallas has opened a new focus group facility at 15305 Dallas Parkway, Suite 850, Dallas, Texas, 75248. Phone 972-866-5800. The facility features three focus group rooms, a one-on-one room and

an auditorium.

Alliance Research, Inc., headquartered in the Cincinnati area, recently celebrated its tenth year in business.

AIS Market Research has opened a new facility in the Guarantee Financial Center at 1320 E. Shaw Ave., Suite 110, in Fresno, Calif. The 4,000-square-foot facility contains a 35-position computerized phone bank and a full focus group facility. Phone 209-252-2727.

The Question Shop, Inc., Orange, Calif., has remodeled and expanded its facility, including an enlargement of observation rooms and client lounges, the addition of a mini-group room, new furnishings and audio/video equipment. For more information call Ryan Reasor at 800-411-7550.

Simmons Market Research Bureau and Miami-based **Market Segment Research & Consulting (MSR&C)** have announced a joint venture to provide knowledge on the U.S. Hispanic market using Simmons Hispanic Report and the MSR&C Ethnic Market Report. The companies will collaborate on customer service, strategic consulting, service enhancements, and all the business development components of the Hispanic study.

Canadian retailer Hudson's Bay Company has signed a contract with Austin, Texas-based **Knowledge Discovery One, Inc. (KD1)**, for KD1's suite of decision support applications.

Questar, an Eagan, Minn.-based research and consulting firm, has acquired the MultiRater Division of National Computer Systems, Minneapolis. Separately, Questar has acquired Keller Research Associates (KRA), a firm specializing in business-to-business customer satisfaction research. KRA will now be

known as the Business Research Practice within Questar.

ACNielsen has increased its ownership from 51 percent to 100 percent in AMER Nielsen Research, which covers Eastern Europe, the former Soviet Union, sub-Saharan Africa, and the India subcontinent. The company has also signed a definitive agreement to acquire a 49 percent stake in AMER World Research Ltd., allowing ACNielsen to expand in the Middle East and North Africa. Under the terms of the agreement, ACNielsen has an option to acquire the remaining 51 percent in 2003. The businesses will now operate under the ACNielsen name.

SPSS Inc., Chicago, was ranked no. 28 in the Data Warehouse Top 100, a market study in which *DM Review* readers rate the vendors of data warehouse/business intelligence products used in their organizations.

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Tel: (612) 925-0159 Fax: (612) 925-0851

Listing Additions

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SDS Opinion Center
555 Broadway, #2014
Chula Vista, CA 91910
Ph. 619-498-8694

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U.S. POSTAL SERVICE
475 L'ENFANT PLAZA, SW, ROOM 1831
WASHINGTON, DC 20260-4261
Attention: VA #99-021

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ABILITY TO:

- Develop, implement, and monitor programs and make recommendations for new or revised operational programs and systems in order to improve service, reduce costs, enhance products, and achieve operational goals
- Analyze national programs including identifying equipment requirements, training needs, and positive and negative trends
- Oversee projects relating to operational and revenue models incorporating technological changes and improvements
- Communicate orally, in order to confer and exchange statistical and technical information with vendors, contractors, representatives of other government agencies, and major mailers
- Communicate in writing in order to prepare correspondence and project reports
- Provide technical guidance to field operations managers

ADDITIONAL REQUIREMENTS:

- Ability to design, develop, and implement measurement activities to determine performance results in areas such as, but not limited to, customer satisfaction, program evaluation, and vendor evaluation
- Ability to perform statistical quality and root cause analysis, identify positive and negative trends, and recommend changes/improvements where necessary

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Trade Talk

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easily available to competitors, provide meaningful insights about your company?

3. Would your company safeguard this information if a competitor directly asked for it?

If you're a veteran information hound, there may be nothing new here for you. But if you'd like to have your eyes opened to the world of competitive information gathering, you may want to read this guide.

I found the section on the interviewing techniques used by competitive intelligence gatherers quite interesting. In most cases, people want to be helpful, and we're all susceptible to flattery — two facts that are wonderful tools for the intelligence gatherer.

Also interesting is the chapter on "Competitor Capers and Safeguarding Solutions," which provides some real-life threats to company security (decoy job interviews, conversational customers) and how to defend against them. The book also shows how to conduct a security audit within your firm to stop leaks before they happen.

* * *

Speaking of information sources, I also recently received a copy of Euromonitor's "World Directory of Business Information Web Sites." The directory's goal is to point researchers to business information that's available free on the Internet.


The main sections are organized by country (every-

thing from Algeria to Zimbabwe) but a helpful index of sites by sector (with headings like advertising and marketing, food, statistics) might be the place you turn to most often. Sources include trade associations, trade magazines, government departments, and private research bodies. Each entry includes the source's name, contact information (phone/fax/e-mail), a Web address and a description of the information available through the site.

Those of you compiling industry profiles might like sites that list things like the top 100 paint companies (www.bnp.com/pci) or Thomas Food Register Online (register.tfir.com), which is a "database of 30,000 U.S. and Canadian suppliers of food products, ingredients, equipment and supplies listed under 6,000 product categories," according to the write-up in the directory.

If you're in touch with your market(s), you may already know about these sites. But if you need a quick (in most cases free) education, this directory can tell you where to point your browser.

How Competitors Learn Your Company's Secrets (83 pages, softcover, \$145) is available from Washington Researchers, 416 Hungerford Dr., Suite 315, Rockville, Md., 20850-4127. Phone: 301-251-9550. Web: www.researchers.com.

"World Directory of Business Information Web Sites" (192 pages, softcover, \$590 or \$790 with Internet access and/or six-month hard-copy update) is available from Euromonitor's U.S. office: 122 South Michigan Ave., Suite 1200, Chicago, Ill., 60603. Phone: 800-577-EURO. Web: www.euromonitor.com. 

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Trade Talk

By Joseph Rydholm/QMRR editor

Are your competitive secrets worth protecting?

It's enough to make you paranoid. After reading a copy of *How Competitors Learn Your Company's Secrets*, I'm amazed that any company anywhere is able to maintain corporate secrets. With all the possible leakage areas, from local chambers of commerce and country club bars to more obvious threats like disgruntled former employees, information about a company

can be surprisingly easy to come by.

The book, published by Washington Researchers, a Rockville, Md., firm that conducts competitive intelligence and also offers seminars and publishes a variety of books and newsletters on intelligence topics, aims to show how "any good researcher, using ethical and legal methods, will likely learn anything he or she wants to know about your company." That includes things like calling the local chamber of commerce to chat about your company and attending speeches by your company's principals.

The firm's experience shows that the keys to information security are:

- identifying what information is worth protecting;
- learning where competitors are likely to find that information;
- learning how trained competitor intelligence professionals exact detailed information through interviews; and
- identifying and training those individuals who are likely to be approached.

To begin with, every company must decide what information is worth protecting, and then decide if the costs of having it fall into the wrong hands outweigh the costs of protecting it.

What information should you safeguard? The book offers three simple questions to ask yourself:

1. Would you want to know the same information about your competitors?
2. Would this information, combined with other data

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Farcus

by David Waisglass
Gordon Coulthart



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