



QUIRK'S

Marketing Research Review

Volume XIII, Number 11

December 1999

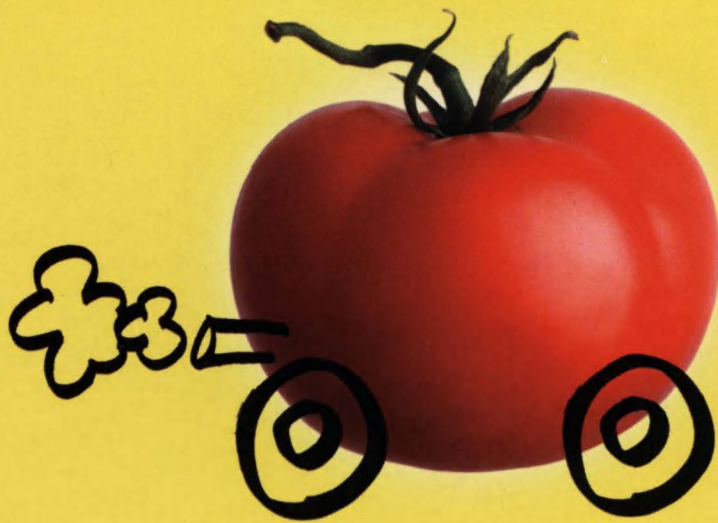
Qualitative research issue

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Men most likely to put off Xmas shopping

If it's the night before Christmas, you can bet that someone you know is dashing breathlessly through shopping malls and discount stores trying desperately to finish their holiday shop-



ping. And according to a Maritz AmeriPoll, it's most likely a man. Of the more than 56 million Americans doing some last-minute shopping on Christmas Eve, 56 percent are men.

A well-organized 30 percent of survey respondents say they finish their holiday shopping at least two weeks before Christmas; 23 percent are done

between one to two weeks early, and 14 percent finish up in the two to six days before Christmas. The rest either wrap it up by December 24th (28 percent) or are still stalking the aisles on Christmas — or later (5 percent). As a general rule, the older you are, the earlier you get your shopping done.

This last-minute purchasing phenomenon is not without its original good intentions. Most Americans (83 percent) say they generally begin shopping for gifts at least one month before Christmas: 31 percent start one to two months ahead, 22 percent two to four months, 12 percent four to six months, and 18 percent begin six months or more ahead. There are those, however, who start and finish their holiday shopping less than one week before Christmas (5 percent) — and they're twice as likely to be men. Those who begin buying earliest (six months or more before) tend to be age 55 and older.

Consumers search for that perfect gift through a variety of resources, but most popular by far are department

stores (72 percent make holiday purchases there) and shopping malls (71 percent), the latter being the most popular with the age 18-24 set. Other sources include:

- discount stores such as Wal-Mart or K-Mart (56 percent);
- catalogs (44 percent);
- specialty shops and boutiques (35 percent);
- handmade/homemade gifts (22 percent);
- Internet shopping (8 percent).

Of some note, frequency of Internet shopping was fairly steady across age groups (there was a drop-off among those 65 and over), but increased steadily across income lines, from 4 percent in the \$25,000-and-under income range to 14 percent in the over-\$65,000 category.

Many retailers bank on consumers spending that little extra on something for themselves while they're buying for others. Nearly 61 percent of holiday shoppers say they make unplanned

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Do ads lead us to surf, browse or buy?

Is Internet advertising effective? Are Web users paying attention? What types of Internet ads are working? A survey of 1,000 adults across the U.S. from Eisner & Associates, a Baltimore advertising firm, found that Internet users are not very likely to respond to an ad on the Internet (what are usually called banners). In fact, more than four-fifths (83 percent) of regular Internet users either do not pay attention to the ads at all, or spend just a few seconds on the advertised Web site.



The survey shows the target audience most attractive to many advertisers — those with household incomes of more than \$50,000 — is least likely to pay attention to ads on the Internet.

In terms of traditional advertising (TV, print, etc.), the survey results show Internet users are more likely to search for a company's Web site after seeing an ad that simply lists its Web site address at the end of the ad, rather than an ad which is devoted to only promoting the Web site.

Moreover, those who are exposed to a Web site address after visiting a retail location are more likely to visit that Web site than a Web site for a company that does not have a retail location and conducts business on the Web only.

"Consumers have been conditioned to buy merchandise in stores for hundreds of years," says Abe Novick, vice president of Eisner. "It's going to take a while to change the paradigm. Even though we're seeing Web-only enterprises successful today, the survey suggests that existing retailers, who've been building equity with consumers for years and who do things right on the Web, could have in advantage over start-up companies that do business only on the Internet."

The survey of 1,000 Americans was conducted by Bruskin Goldring and is accurate ± 4 percent. The sample proportionality represents the U.S. population. For more information call Abe Novick at 410-685-3390.



While little Jessie napped, Carol urged the moderator to probe deeper.

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Names of Note

Fitch, a Boston-based design firm, has named **Russell Branaghan** practice head of its U.S. research and strategy groups.

Mary Barton has joined *Farrand Research*, Long Beach, Calif., as research director.



Barton

Nowlin

Brad Nowlin has been named client services manager of *RHI*, an Overland

Park, Kan., research firm.

Jacqueline Noel has been named to the newly created position of national manager, network & syndication radio, advertiser/agency services for the *Arbitron Co.*, New York. In addition, **Michael Powderly** has been named senior client service representative, national radio services.

Ketchum, a New York public relations firm, has named **Carol Cotton** executive vice president, director of global research and account planning. She joins **Graham Hueber**, recently promoted to vice president/director of national research and measurement, to form the new leadership team which will succeed former Research Director **Walter Lindenmann**, who retires in

March.

John Hetherington has been named associate study director at the Boise, Idaho, office of *Clearwater Research*. In addition, **Rhonda Merritt** has been named transcription specialist, and **Charles Dickinson** and **Krista Gragg** have been promoted to associate study director. At the firm's Council, Idaho, office, **Leola Rice** has been promoted to data collection assistant supervisor.

Schulman, Ronca & Bucuvalas, a New York research firm, has chosen **Mindy Rhindress** to head its transportation research group.

Tim Sauer has been named national marketing manager for *Quality Controlled Services*, a St. Louis data collection firm.

Kevin Waters has been named vice president and general manager of the San Francisco Marketing Group of Greenwich, Conn.-based *NFO*



Waters

Cox

Research, Inc. In addition, **Julie Ann Cox** has joined the company has director of business-to-business research and will oversee *NFO*'s Toledo, Ohio-based business-to-business operations center.

Linda Dupree, vice president of sales, advertiser/agency services, for the *Arbitron Co.*, New York, has been named as a Fellow of the International Women's Forum (IWF) Leadership Foundation. She will participate in the

continued on p. 233

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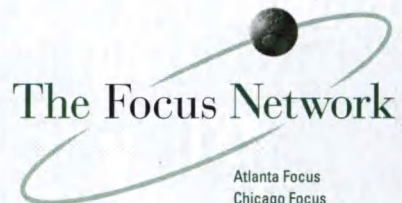
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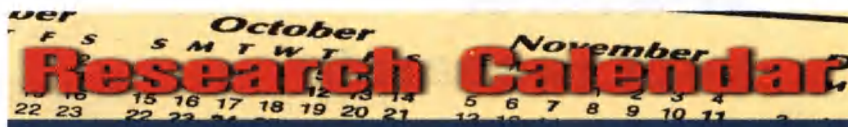
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FocusVision adds on-line viewing service

FocusVision Worldwide, Inc., a Stamford, Conn., provider of videoconferencing services, has introduced FocusVision Online, a new service that enables clients to view live focus groups on a PC in the office, at home, or on the road. The service uses a proprietary two-camera system and software utilizing picture-in-picture technology. FocusVision Online can be used in combination with videoconferencing or by itself. A backroom chat function allows remote viewers to communicate with each other while viewing the focus group on their PC. For more information call Duncan Pollock at 800-433-8128 x22 or visit the company's Web site at www.focusvision.com.

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SPSS MR SEMINARS: SPSS MR is offering an ongoing seminar series at its New York offices on the second and fourth Wednesday of each month. Mornings will showcase designing and running Web surveys, and afternoons will outline advanced tabulation and interactive analysis options. For more information call 212-447-5300 or visit www.spss.com/spssmr.

ATTITUDE RESEARCH CONFERENCE: The American Marketing Association will hold its Attitude/Behavioral Research Conference on January 23-26 at The Pointe Hilton Resort at Squaw Peak, Phoenix, Ariz. For more information visit the organization's Web site at www.ama.org.

ARBITRON/TAPSCAN USERS CONFERENCE: The Arbitron/Tapscan Users Conference will be held February 16-18 at the San Francisco Hyatt at Fisherman's Wharf. Scheduled sessions include "Bridging Qualitative into TVSCAN" and "Power Planning and Estimating for Television." For more information visit www.arbitron.com.

CUSTOMER SATISFACTION CONFERENCE: The American Marketing Association will hold its Customer Satisfaction & Quality Measurement Conference at the Adam's Mark Hotel in San Antonio, Texas, on February 20-22. For more information visit the organization's Web site at www.ama.org.

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Questionnaire software from CfMC, NIPO

San Francisco-based CfMC and Netherlands-based NIPO Software have released The Script Composer, software designed to simplify the programming of CATI, CAPI and Web questionnaires. Features include a visual questionnaire editor, easy navigation via tree and text views, a questionnaire library accessible via

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SPSS Inc., Chicago, has announced that SPSS 10.0, its data analysis software, is expected to return to the Macintosh platform before the end of summer 2000. The company is finalizing a partnership with Software MacKiev, a company with experience in Macintosh conversions, to deliver the first new version of SPSS on the Macintosh platform since version 6.1 was released in 1995. SPSS discontinued development of its flagship statistics product on the Macintosh platform when it began building new technologies, not yet available for the Macintosh, into the product. SPSS' return to the Macintosh is prompted by the advent of new Apple technology and requests from users.

Weitzman & Philip, a Miami research firm, has announced plans to merge with **WAC of South Florida**, a

Ft. Lauderdale, Fla., research firm.

Audits & Surveys Worldwide (ASW) and **Bruskin/Goldring Research (B/G)**, both owned by United Information Group (UIG), have merged. The merged company, which will be known as Audits & Surveys Worldwide, will be headed by Elaine Riddell, chief executive officer of UIG's U.S. operations. The Bruskin OmniTel telephone omnibus will continue to be offered by Audits & Surveys Worldwide. ASW's Central Telephone Interviewing System will merge with Bruskin/Goldring's telephone interviewing system to form a data gathering entity with 310 CATI stations at six locations throughout the U.S. B/G's Edison, N.J., office will become ASW/Edison, offering full-service capabilities, and will remain the base of operations of Bruskin OmniTel. B/G's

Florida office will become ASW/Miami. Bruskin/Goldring's Market Strategies Division will become an extension of ASW's survey capabilities.

INRA (EUROPE) and the **World Wildlife Fund (WWF)** have signed a partnership agreement under which INRA will perform an environmental survey in 10 European countries. INRA will survey 10,000 people on their awareness of and attitudes toward the environment and the work of the WWF. INRA is conducting the study at no cost to the WWF.

The Harris Interactive Data Collection Services Marketing Research Group, Rochester, N.Y., has achieved certification to the ISO 9002 Standard for Management Quality Systems.

Focuscope, Inc., Oak Park, Ill., has opened a new downtown Chicago facility, including two focus suites, at 515 N. State St., Suite 1920. For more information call Linda Duffy at 708-386-5086 x104.

Maritz Marketing Research, St. Louis, has announced a partnership with **Kang's and Associates, Inc.**, a Seoul, Korea, full-service research firm.

RhinoPoint.com, Hoffman Estates, Ill., is offering free Internet access to consumers who agree to spend time each month taking research surveys. Consumers visit the company's Web site and fill out a member profile form and submit it for approval. If they are accepted they pay a one-time membership fee using a credit card. Each month after they complete a survey the credit card is credited for the amount of their monthly Internet service provider fee. For more information visit www.rhino-point.com.

USADATA.com., a New York marketing information company, has reached an agreement with

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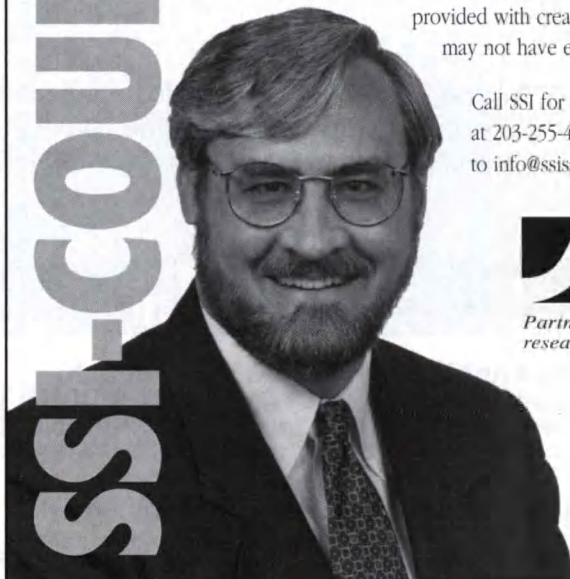
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Publications Resource Group (PRG) to offer PRG's competitive intelligence reports on the communications, health care, industrial and consumer industries through USADATA.com's Web site and corporate portals. Separately, USADATA.com has also reached an agreement with Arbitron New Media to provide Internet access to Arbitron New Media's Pathfinder survey data of consumers' attitudes toward technology and their consumption of traditional and new media. USADATA.com users will gain access to the Pathfinder data through a MarketTarget data delivery system.

Research Data Design, Portland, Ore., has been recognized as one of the fastest-growing private companies in America by *Inc.* magazine.

New York-based research firm **Murray Hill Center** will open a new facility in Atlanta (Buckhead) in January 2000. The new facility, Murray Hill Center Southeast, will be under the direction of Tracey Howard. For more information call 404-875-1418.

MarketSwitch Corporation, Dulles, Va., an enterprise marketing optimization software firm, and **Sky Alland**, a Columbia, Md., customer loyalty management firm, have formed a partnership in which Sky Alland will integrate MarketSwitch's customer optimization software within its AnyMedia Communications Centers.

Greenwich, Conn.-based **NFO Worldwide** and its affiliate InsightExpress have signed a long-term alliance with Andover, Mass.-based **Engage Technologies, Inc.**, a provider of profile-driven Internet marketing solutions, to apply Engage's visitor profiling, targeting and ad management technologies to market research. This agreement gives InsightExpress and NFO Interactive the exclusive right to access Engage's 35 million anonymous on-line profiles to recruit survey respondents. For Engage, the agreement provides the exclusive right to represent InsightExpress and NFO Interactive in the purchase of Internet media, includ-

ing profile driven ad impressions. Through the alliance and for the conduct of market research, InsightExpress and NFO Interactive will have the exclusive ability to target market research surveys using Engage Knowledge, a database of 35 million anonymous consumer profiles, and Engage AudienceNet, a Web-wide profile driven advertising and marketing network.

Mature Marketing and Research (MMR), Boston, has introduced the MMR Boomer Poll, which will survey consumers born between 1946 and 1964 to provide marketers with information on the attitudes, motivations and product and services choices in categories such as financial services, travel and leisure, personal care and health care, food products, fast-food, and automotive. For more information contact Les Harris at mmrharris@aol.com.

Information Resources, Inc. (IRI), Chicago, has reached agreement with 7-Eleven, Inc. to provide IRI with certain

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New is not always better

The value of tried-and-true qualitative techniques

By Naomi R Henderson

Editor's note: Naomi R. Henderson is CEO of RIVA Market Research, Bethesda, Md. She is also a member of the Qualitative Research Consultants Association (QRCA). She can be reached at 301-652-3632 or at rivaqmr@aol.com.

Qualitative research tools have been around for centuries. Cavemen probably had a focus group to decide alternative uses of the wheel by asking: "What is the value of a wheel and how can we use it best?" Caesar used a qualitative line of questioning when he asked his open-ended question: "Et tu, Brutus?" Shakespeare asked: "What is the quality of mercy?"

These kinds of questions lead to a discussion of POBAs — perceptions, opinions, beliefs and attitudes — the four corners of qualitative research.

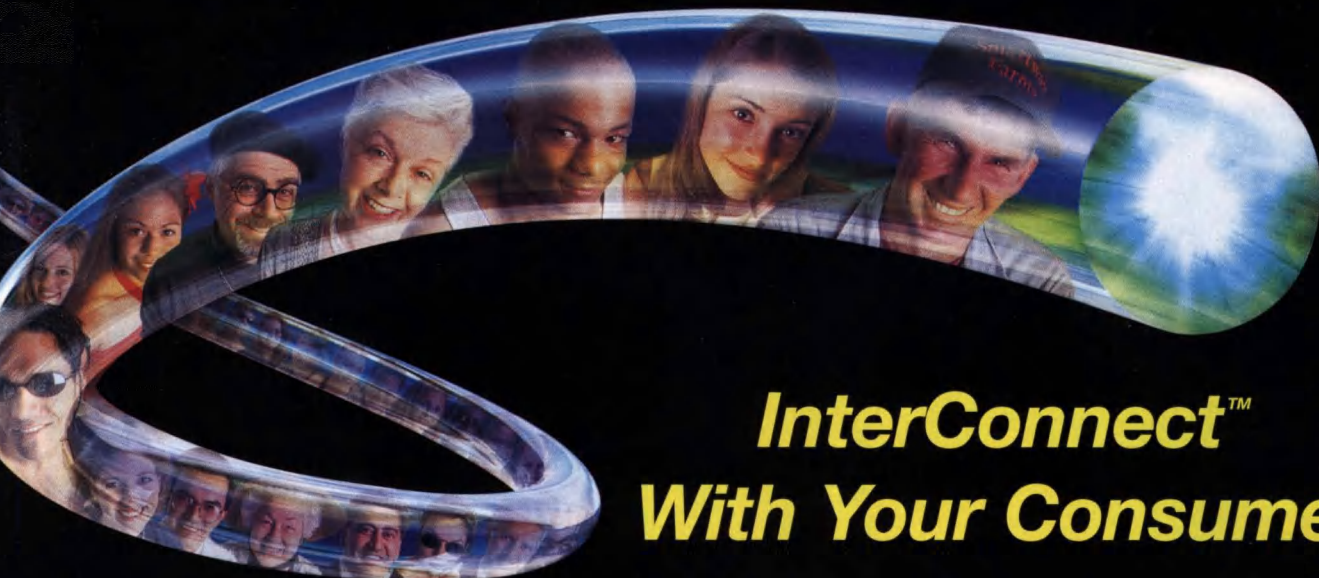
Focus groups, the premier interviewing model in qualitative market research (QLMR), involve writing screeners, recruiting, booking facilities, moderating groups and writing reports. All these tasks are 20th century innovations. Early focus groups in the U.S. were conducted in the 1930s and legend has it that the first clients to buy the service were soap and car manufacturers. Dr. Richard Merton's book *The Focused Interview* was first released in the 1940s and an updated edition was released in 1994. It still serves as the standard textbook for

the principles that govern the qualitative research model.

Most of the same QLMR elements that were present in the 1930s are still true today: two-hour timeframe; one moderator with good skills; paid respondents; and a research setting conducive to a good discussion.

These days, new models such as large groups (more than 12 respondents) or mini-groups (four to six respondents) or dyads and triads are used to collect data. New group sizes have timelines that run from 30-minute sessions to all-day events and are custom tailored to fit an increasing set of client needs.

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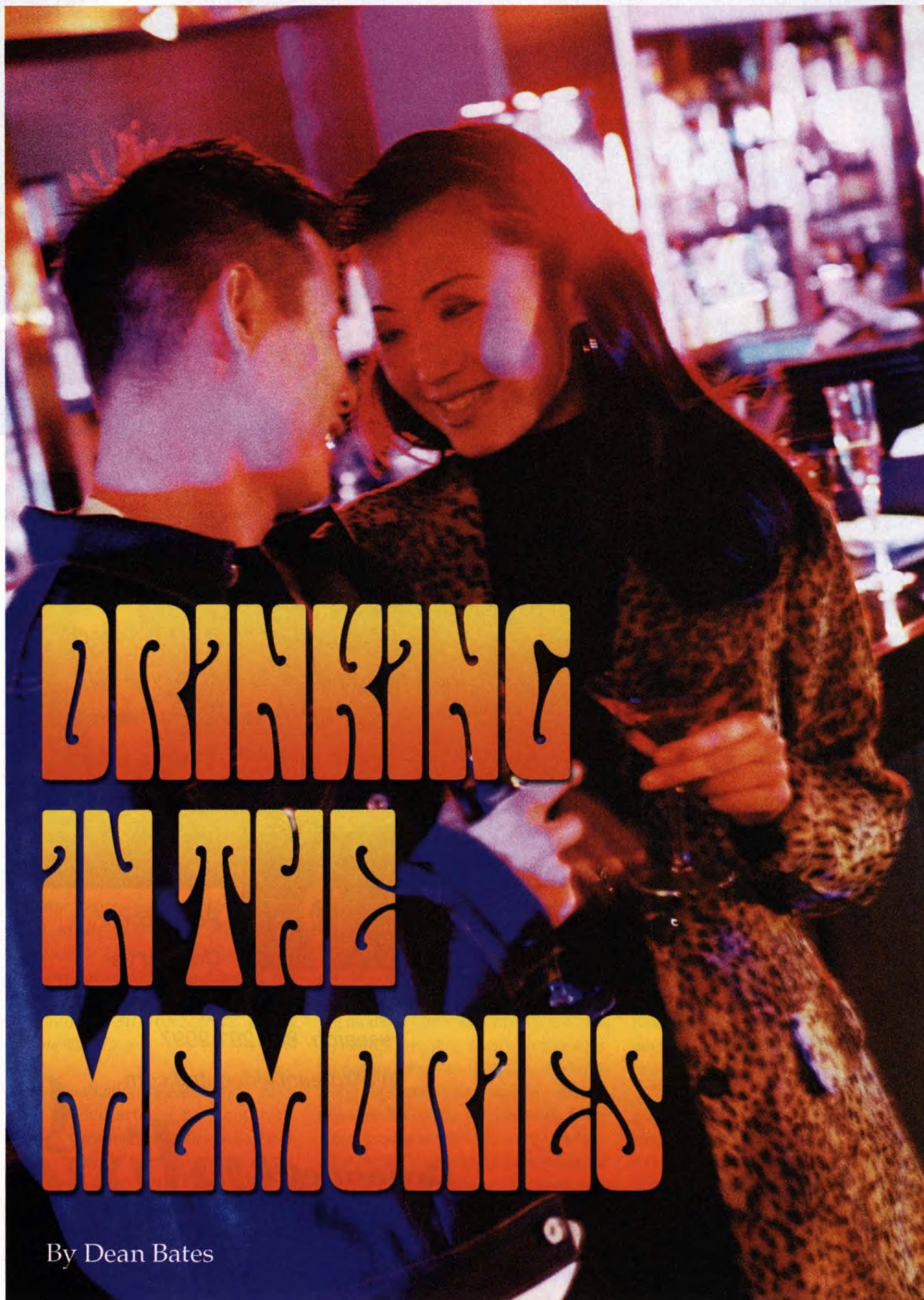
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DRINKING IN THE MEMORIES

By Dean Bates

Projective techniques help nightclub concoct nostalgia-filled cocktails for Gen X patrons

Editor's note: Dean Bates is research analyst at InModeration Qualitative Research, Philadelphia. He can be reached at 215-871-7770 or at dean@inmoderation.com.

As owner of Wilhelmina's, a velvet-cloaked nightclub and lounge in downtown Philadelphia, Kelly Reynolds faced an interesting challenge: How do you make the 1970s come alive for your patrons, most of whom were in elementary school or diapers during that decade?

Retro-style lounges like Wilhelmina's go all out to recreate the laid-back atmosphere of the '70s. Bar stools are replaced by overstuffed pillows and antique sofas. Flashing lights are substituted with candles. The music is a mixture of '60s bossa nova and '70s funk. And there's no dance floor.

Yet the fact remains that most of their patrons are too young to have actually been a part of the bell-bottom-wearing, eight-track-playing scene. They're living the '70s bar experience vicariously through the eyes of today's Baby Boomers.

So to enhance the swank experience of the '70s, Reynolds needed to get to the underlying perceptions, beliefs, and attitudes held by the club's customers. For help with that, she consulted Philadelphia-based

InModeration Qualitative Research.

Selecting the technique

People in their 20s rarely reflect upon the previous 10 years as nostalgic; in fact, they generally seem to be focused on the future. Therefore, to really uncover their feelings about the past, the InModeration team concluded that the research methodology should incorporate tactile elements and projective techniques that involved sight, sound, smell and touch, which would allow the respondents to express the nuances that made the era special to them.

During a series of individual interviews, each respondent was given a small brown paper bag filled with swatches of several different fabrics. The 4-inch-square samples included silk, velvet, burlap, wool, denim, linen and other materials. They were asked to reach into the bag without looking inside and

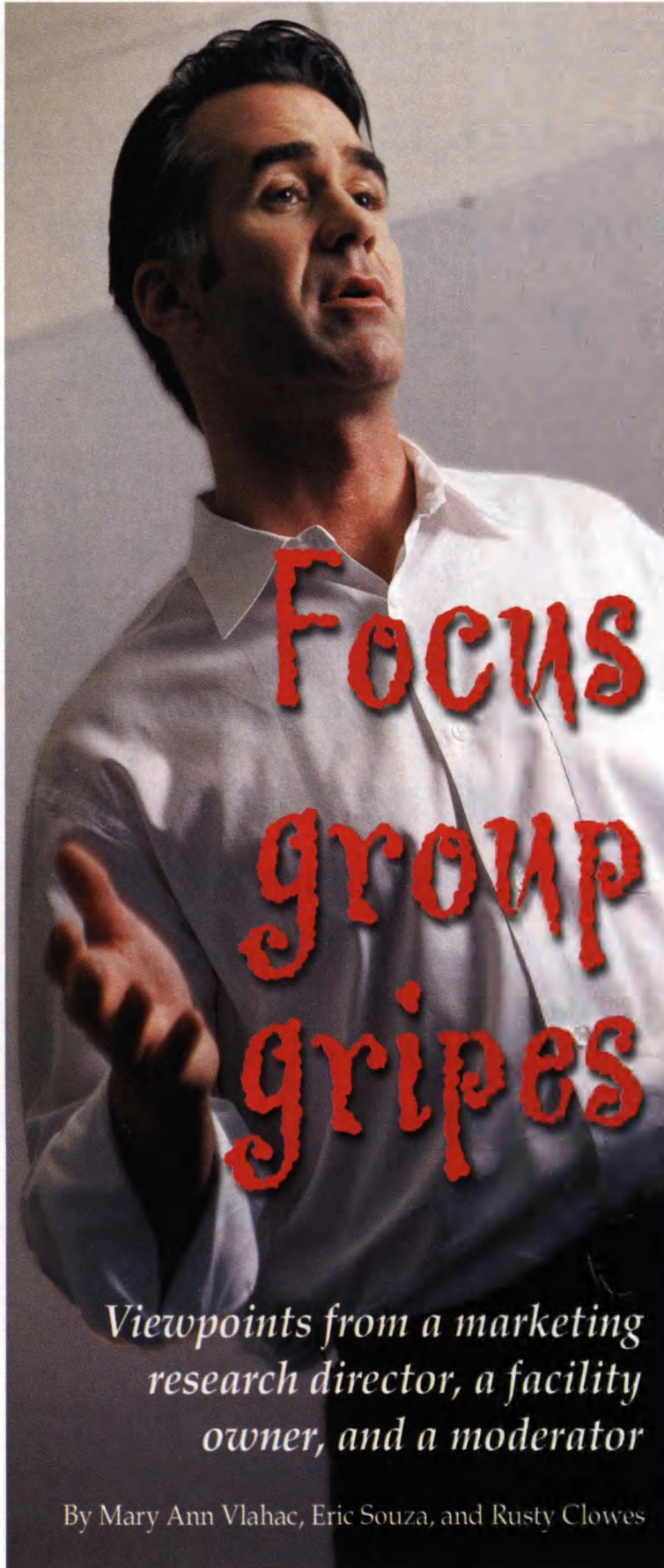
retrieve the piece of material that felt most like the '70s. All of the participants gave in-depth answers based upon memories triggered by

Although techniques involving touch, smell and sound were vital components of the research, the one sensory experience that was consistent for most respondents was the sense of taste.

sensory stimulation.

The result of this tactile experience was different for each respondent. One person selected a piece of vinyl and explained how it remind-

continued on p. 77



Focus group gripes

*Viewpoints from a marketing
research director, a facility
owner, and a moderator*

By Mary Ann Vlahac, Eric Souza, and Rusty Clowes

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THE RESEARCH DIRECTOR

It's not that kinky being behind the one-way mirror.

My observations span a 22-year career in marketing research. Once I tell my friends that I observe focus groups, their innocent questions begin to delve into the dynamics of the situation. Inevitably the fascination is with the one-way mirror. First-time corporate observers (from my experience) are as intrigued as my friends when I tell them about back room comments I've heard over the years, such as:

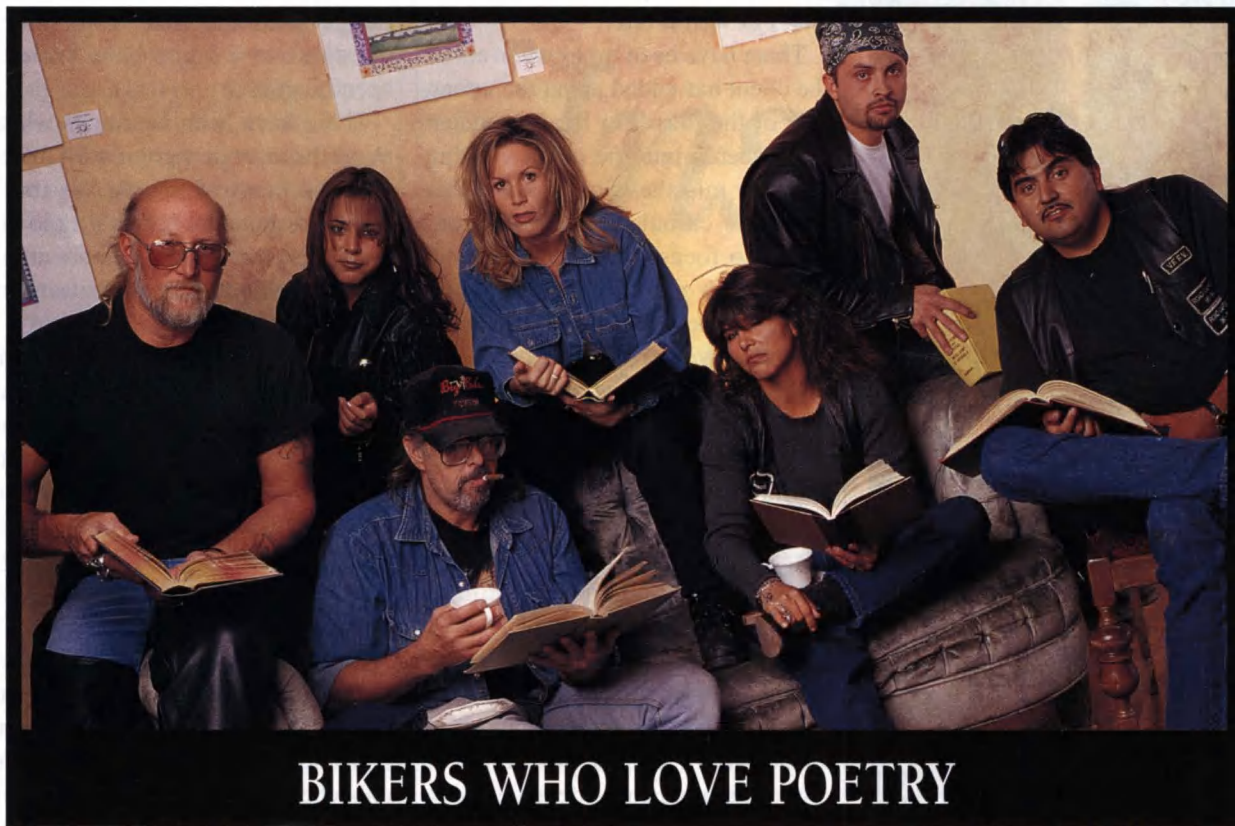
"You mean they really can't see us?" (Then the new product manager banged on the mirror, thinking it was soundproof.)

"Why would anyone want to sit in front of a big mirror? They aren't giving us honest answers/reactions." (Translation: "I'm uncomfortable listening to how lousy the 'real' customers think my company's prototypes are.")

"Why is the moderator making that gesture?" (Actually she or he was trying to let the observers know that their laughter over a participant's comment was heard through the glass.)

There is nothing more deadly than having to re-watch the focus group tape.

While I routinely review videos as part of my group analysis (whether I observe the group or not), I am very aware that watching a focus group tape — filmed with a stationary camera — can be about as exciting as watching grass grow. Some of my less-experienced corporate product managers or ad agency personnel approach the tape looking for quick sound bites (à la VH1's Pop-Up Videos) rather than the true content analysis required of qualitative




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research. They will return the video to me with a glazed look in their eyes and inquire when the presentation is scheduled.

When the respondent is not the client or vice versa

There have been times when either the client has ended up on the wrong side of the mirror or the respondent was ushered into the client viewing room by mistake. Now, I know that corporate casual dress can be confusing to focus group facilities, but the need to get the right people on the right side of the mirror is crucial.

Food, glorious food

When I first started in the research business, the excitement of doing the research was more important than anything else. Food in the '70s consisted of a deli tray with pickles. Now it has evolved into a Roman feast in some facilities. And not all facilities are created equal.

If you've raised the food expectation level for some corporate product managers (or continuously hungry ad agency staff), then the probability of corporate attendance depends more on the reputation of the facility's food and not the recruiting job or the work of the moderator. There have been times when I know some key execs did not attend a meeting because of the food (thinking it would be poor).

The "I was there so I know everything" observer

Being a researcher can be a double-edged sword when it comes to managing the back room during a focus group. At one extreme are the quiet observers, the active listeners who take notes and actively participate in the sessions. At the other end are the folks with their cell phones or laptops, calling their families or offices or checking their e-mail during the sessions, perhaps catching every sixth word of the discussion. These technology-driven back room observers will usually be the ones with the quickest (and usually wrong) opinions about what happened during the groups.

Why can't the moderator read my

mind?

I admit it: I have the world's worst handwriting. It's a cross between hieroglyphics and Sanskrit, so when I send in a note to the moderator, it can get misinterpreted. The resulting questions to a group have at times been hilarious.

There have been occasions when, to get the interview going a bit faster, I'll send in a note saying, "Is that a wig on respondent X?" It's a ploy to get the moderator to pay more attention to the demeanor of the respondent.

In the back room functions, the moderator and I always have copies of the discussion guide for the observers, but there always seems to be one product manager who wants questions asked that are coming up in the guide. It's just that they haven't read it yet.

Deadly facility layouts

One summer day, I had a crunch project to do in the outposts of my state. There were no tried-and-true facilities in the desired area and the only choice was a newly built, untested facility. Little did I know we were the first users of the place for an evening group, or that the building management turned off all air conditioning at 8:00 p.m. The outside temp had reached 95 degrees that day and the facility was no cooler. The facility manager rushed small fans into the focus group room, but I watched in horror as my back room clients slowly started to strip off clothing (keep in mind this was prior to corporate casual days) to cool off and stay awake (it was 98 degrees at that point). Unfortunately the facility is no longer open, in case you wanted a sauna sometime soon.

THE FOCUS GROUP FACILITY OWNER

And how would you like your steak done?

When the first focus group was conducted, from a kitchen table about 50 years ago, no one thought that someday we would be asking a focus group viewer that

question. Sometimes, it seems to me the research industry has broadened its scope of what is expected from facilities — perhaps too much so.

Here are some of the things that I hear in my everyday life as a facility “contact”:

“My client is trying to keep costs as low as possible . . .”

Isn't everyone trying to save a buck these days? Please be aware of what you're going to obtain with that least expensive bid. Most of the time, you're going to get what you pay for!

While we're on the subject, let me tell you about my favorite phrase: “We are going to award you with this project.” Well, thank you. Hey! Wait a minute! What am I getting an award for?

And then there's the question of what are the five functions of a paper clip.

Have you ever seen this question on a screener? OK . . .and I'm supposed to terminate a qualified respondent who has already spent at least 20 minutes on the phone talking about their personal hygiene just because he or she thought the only use for a paper clip was to clip papers.

I believe that most focus group facilities conduct their business in distinctive ways. Their principles coincide with their philosophy. Myself, I believe in confidentiality. I am, if I may say, a young and responsible professional who has attained the necessary credentials and has the experience required to operate a focus groups facility. Therefore, when you call me to place dates on hold and I ask you to please tell me the subject of your project, please let me know immediately. If I have already booked the nation's second largest telephone company for the same day and your client is the nation's largest telephone company, then believe you me, there is going to be more than just a rate war that day.

No! Respondents are not lined up outside our door waiting to participate in a focus group.

If you “award” us with a project (again, I would like to thank you . .

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I'm sorry I keep getting off track, but it's my favorite industry word).

Let's start again. If you award us with a project, please give us a few days to formulate a recruiting strategy before calling and requesting profile sheets. I understand that your client is anticipating an update relative to the recruiting status, but good things do take time. Realistically speaking, calling me 10 times a day doesn't move me any faster. Give us

a chance to evaluate the respondents.

Trust in us! Let us screw up before hanging us by the neck. And please, stop using the word "supplier." It implies that we are some type of warehouse supplying you with goods.

Let's be partners and work together to accomplish a successful project.

THE MODERATOR

When a recruit is not a respondent

We're told by the facility or recruiter, "The 7:00 o'clock group is full. Twelve respondents have been recruited." Let's look at a dictionary definition of "recruit": "To supply with new members or employees." Note the first two words: "to supply." Implicit in a recruit is that the person recruited shows up at the job site, whether it be an army post, a sports training camp, or a focus group facility.

OK, so being recruited for a focus group is not the same as joining the army, but why should a facility be paid for recruiting a respondent who doesn't show up (making them a non-recruit, in effect)? It seems to me that the definition of a recruited respondent goes beyond someone who "accepts" an invitation to participate.

Let's give facilities more of a vested interest in finding respondents in their database who will appear at a group or IDI on time and let them begin by charging recruiting fees only for respondents who SHOW UP. (Yes, some — or should I say a few — facilities currently do charge only for recruits who show up.)

Let's go to the videotape, please (for an additional \$125 or so).

Stationary videotaping of a group has become an almost universally required component of qualitative research. The advantages of videotaping over audiotaping are evident. The videotape presents us with a more natural experience and makes it easier for us to comprehend and remember the group more completely.

Of course, facilities recognize the superiority of videotaping and there-

fore virtually every facility offers it. However, why do some facilities charge an extra fee for it? Hasn't it become an integral part of the services offered by any facility? Then why treat it like some cutting-edge technology by charging extra for it? Some facilities that provide lounges and sophisticated communication centers free of charge for clients and moderators still charge for the videotaping. Why not include it as part of the rental fee along with other expected services like audiotaping, sodas, and refrigerators in the client observation room?

"Will all those people holding a blue boarding pass . . ."

At prime focus group time (5:30-8:00 p.m.), some facility lobbies resemble the boarding area at a major airport for a sold-out flight. Don't get me wrong: To be that crowded, the facility must be doing a whole lot of things right. Respondents should, however, arrive in the room relaxed and ready for that discussion rather than looking like harried travelers.

How about cluster seating for respondents? Or better yet, a separate area in the lobby for each group's respondents to meet, talk, and begin to become acquainted.

"We still have TWO whole days to fill groups one, three, and five."

Spotty or infrequent updates on a recruit make for anxious moderator moments. The recruits that are supposed to be a piece of cake often turn into a nightmare. The "Don't worry, we can pull this one off" attitude is hazardous to everyone's health.

If I give a facility two or two-and-a-half weeks for a recruit, I expect them not to squander the time. Begin the recruit early so potential problems can be identified and solved. That way, problems with a particular screener question, with group composition or product usage, or with a faulty client-supplied list of names can be dealt with in a rational manner.

"Now that was a great group!" a.k.a. "They agree with me."

The idea of keeping score during a group runs counter to the whole idea

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of qualitative research. Even so, group observers with a strong interest in a particular facet of a study keep track of "their" commercial, concept, product/package prototype, etc. The group or respondent that agrees is applauded and deemed a "good group." The group that doesn't agree is relegated to the scrap heap and deemed not worth the time. Too often forgotten is that observers and researchers can often gain more real insights from a so-called bad group or recruit than from the good one, even though the latter is better for the ego.

We need to stress the importance of exploring both the positive and negative reactions.

"Dinner is served."

I love good food, but I didn't major in hotel management. Food service should be a collateral part of a focus group, but it often becomes the most frustrating one. Obviously, determining dietary restrictions for reasons of health, religious, or personal preference should be respected and accom-

modated. However, let's face it: The vast majority of facilities do not offer gourmet cuisine. Usually it's simple food delivered from a local caterer. Don't go to a focus group facility expecting five-star dining. In spite of claims made in their promotional literature, I have yet to find a facility listed as a "must" in the Zagat Guide.

If you're after a gourmet meal, ask your moderator to include a meal at the best restaurant in town in the bid. Base your selection of a facility on the quality of their work, not on the quality of their food.

The Cameo Client


Now, our clients are busy people and cannot always attend every minute of every group session and that's perfectly understandable. However, every so often, we run into that Cameo Client who attends half of one group but quickly becomes an expert on the entire study.

Perhaps we ought to devise a new "law" that everyone should wear a badge noting how many group ses-

sions they attended. The more sessions attended, the more speaking time allowed.

The Ghost Host(ess)

The host or hostess at any facility is an important person in the focus group process. Responsibilities range from greeting respondents and putting them at ease to answering respondent questions, to administering a sometimes exacting rescreen or pre-group questionnaires, to collecting test product, to knowing when it's OK to bring latecomers into the groups, and to red-flagging a questionable participant who obviously spent happy hour in the local saloon before arriving, etc.

Why do some facilities change hosts or hostesses in midstream? It's unnerving when, after the first group, I go out to check on the next group's respondents and find that the host(ess) I have carefully briefed has gone for the evening and the new host(ess) has no clue about my group or what needs to be done. 

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Simulating the courtroom:

qualitative research in mock trials

By Peter DePaulo, Holly Key, and Kathleen Murphy

Editor's note: Peter DePaulo is an independent research consultant and subcontractor for Ann Cole Opinion Research and Analysis (ACORA), a New York jury research firm. Holly Key is a consultant at Research Concepts, a Tennessee-based company that conducts jury and marketing research. She can be reached at 615-777-8700 or at hkey@rshconcepts.com. Kathleen Murphy is a trial consultant for ACORA. She can be reached at 212-302-1650 or at acora1@aol.com. This article is based on a presentation by Key, Murphy, and DePaulo at the 1999 annual conference of the Qualitative Research Consultants Association (QRCA).

A mock trial is a highly specialized yet fascinating venue for qualitative research. Compared to conventional focus groups or in-depth interviews (IDIs), some things are very different in a mock trial. Researchers and their

clients spend weeks preparing the presentation materials instead of hours. We keep respondents at the facility for an entire eight-hour weekend day instead of one to two hours on a weeknight. We let the dominators dominate for a while. And we collect voluminous quantitative data from the same respondents.

Nevertheless, the mock trial is typical of how qualitative methods deliver crucial insights that are not available from quantitative numbers alone. Though the methodology has been developed only recently (mostly within the past 20 years), trial simulations now are commonly conducted in preparation for civil cases where millions of dollars in damages are sought, and for high-profile criminal cases. When less is at stake and research budgets are limited, specific issues can be researched in conventional focus groups or other procedures that cost less than a full-scale trial simulation.

While we do not have precise esti-

mates of the size of the mock-trial business, trial consulting in general is a multi-million dollar industry. Approximately 500 firms now provide trial consulting, and nearly all of them conduct mock trials.

Overview of a mock trial

Essentially, a mock trial is a test of which side would be likely to win a pending case, which elements of the case are likely to appeal to jurors, and, in a civil case, how much money jurors are likely to award if they find the defendant liable. The research reveals the strengths and weaknesses of the arguments, witnesses, and evidence presented in the simulation.

In the procedure, respondents play the role of jurors. They hear or read synopses of both sides of an upcoming case, including lawyers' statements, witness testimony (often on videotape), and documents such as letters and contracts. Respondents fill out questionnaires as new information is presented to them. After all of



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the information is conveyed to respondents, they deliberate until they reach a verdict. Finally, a professional moderator steps in and conducts qualitative interviews (focus groups or IDIs) to gain more understanding of how respondents formed their opinions about the case. The exercise usually takes a full day (morning and afternoon), sometimes two days.

Three or more mock juries (30+ respondents in total) may be run simultaneously, depending on the capacity of the facility. Through most of the day, all of the respondents may sit together as an audience to watch the presentation of the case. Later, the respondents break out into individual juries (N = 8-12), each in a separate discussion room. Each mock jury has its own moderator, who watches the deliberations from the back room (behind the mirror) before conducting the qualitative interviews at the end of the day.

The researcher's clients are the attorneys for one of the litigants (either plaintiff or defendant) in the upcoming case. The attorneys use the results for guidance in selecting the real jury and designing effective communication strategies for an upcoming case – or in deciding whether to settle out of court.

Examples of counterintuitive results

The data often are counterintuitive. Although we cannot give specifics from actual cases (due to strict confidentiality requirements), the generic examples below show how courtroom strategy can be driven by unexpected findings from jury research.

- When a small company is suing a large one, small-business owners in the jury might be expected to empathize with the plaintiff. Sometimes, however, qualitative data from the mock trial reveals the opposite: The entrepreneurs feel strongly that the plaintiff is an experienced manager who "should have known better." In such a case, the defendant rather than the plaintiff probably should try to get small-business owners onto the jury.

- In personal injury cases, prospective jurors who have had injuries similar to the plaintiff's might be expected to be antagonistic to the defense. On the contrary, some mock trial respondents with similar injuries may hold the plaintiff to a higher standard of proof. These jurors feel that they have had to live with the injury, and so should the plaintiff. The implication is that when evaluating prospective jurors who have been injured, the attorney should pay attention to how their injuries might affect their opinions, rather than assuming that these jurors would be pro-plaintiff.

- Consulting services are commonly used in discrimination cases or employment law cases, due to the increased litigation in this area. Many people feel that they have been affected by discrimination in some manner. Therefore, qualitative research is needed to understand how jurors are likely to relate the specific case facts to their own past experiences with discrimination. Suppose, for example, the finding is that jurors can indeed empathize with the plaintiff's particular allegation of unfairness. One possible communications strategy for the plaintiff's attorney, then, would be to use the same words and imagery that respondents used to describe their own experiences with discrimination.

A complex copy and concept test

Essentially, a mock trial is a mixture of a concept test and a copy test. The concepts tested are the basic contentions, e.g., that the defendant is responsible for damages claimed by the plaintiff. The "copy" includes lawyers' arguments, witnesses' statements, documents, and other evidence that may convince jurors to "buy" either the defendant's or the plaintiff's contention.

However, the mock trial is much more complex and detailed than typical qualitative concept/copy testing. For example, in a fraud case, the concept is not the simple idea that the defendant committed fraud. Rather, it is a chain of specific legal propositions: that the defendant made false

statements; that the statements were material (important); that the defendant intentionally conveyed the falsehoods; that it was reasonable for the plaintiff to believe the falsehoods; that the falsehoods caused financial injury; that the amount of the injury was X dollars; and that the defendant acted wantonly and recklessly. Likewise, the hours of "copy" (arguments, testimony, documents, etc.) are much more detailed than a single advertisement.

Lengthy preparation and presentation

Preparing the presentations and evidence to be presented to the mock jurors requires weeks of concentrated writing and revision by researchers and their attorney clients. The challenge is not in coming up with enough material but in paring it down. The full case will take days or weeks to present in the real courtroom, but it must be distilled to a few hours for the mock trial.

Difficult decisions must be made in deciding what to present. Here are two examples:

- Should one attorney present both the plaintiff and defendant sides of the case? Or, should "opposing" lawyers present the two sides separately, like in an actual trial? (An attorney from your client firm would play the role of the opponent's lawyer.)

- Which of the many possible witnesses should we show in the mock trial? And how should their testimony be presented – in person, on videotape, or in transcripts? Of course, an opposing witness will not cooperate with your mock trial, but we can have an actor play the role, assuming that our clients know what the witness is likely to say in the real court.

Just one shot

In researching a consumer product, you have the luxury of testing different marketing variables in separate projects. Multiple studies are possible because the market for the product may last for years.

By contrast, pending litigation is like a Cinderella market that will van-

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ish when the actual trial is over. Moreover, attorneys — like corporate clients — do not contract for research very far in advance, so we probably can complete only one study before the real trial begins. Thus, the researcher usually gets only one shot. We must test everything important all at once.

Extensive security

For typical consumer focus groups, “security” means that the recruiters ask brief screening questions to eliminate respondents with personal or occupational ties to your industry or the news media. By contrast, mock jurors are more extensively screened during recruiting, and again in a methodical “voir dire” after they arrive at the facility. Prospective respondents who happen to know any of the litigants, attorneys, or witnesses cannot participate.

Further, the mock jurors must promise that “mum’s the word” once they leave the facility. They sign a confidentiality agreement to docu-

ment their promise not to discuss the case after the exercise. A mock trial usually is conducted in the city or venue where the actual case would be held. It is extremely important that no participant tips off the opposing side or instigates pre-trial publicity.

Letting dominators dominate

When the mock jury is deliberating like a real jury, either the chosen foreperson or some other participants with forceful personalities are likely to dominate the discussion. Meanwhile, the professional moderator (watching from behind the mirror) is cringing because of her ingrained urge to limit dominating behavior. An attorney in the back room with the moderator also may be cringing, particularly when the influencer’s opinions are not what the client wants to hear!

Until the deliberations are finished, the back-room observers must resist the temptation to step in and take control. Dominators emerge in a real jury too. To keep the simulation realistic, the mock jurors must be left on their own until they complete their deliberations.

However, if the moderator will be conducting a post-deliberation focus group, then at that time she finally gets the chance to control the dominators. Indeed, it will be particularly important to draw out the respondents who said little during the deliberations.

Voluminous quantitative data

Before the mock jurors are interviewed qualitatively at the end of their deliberations, they probably will have completed quantitative questionnaires before and after major phases of the presentation, such as opening statements, witness testimony, and closing statements. Thus, the results will track any changes in respondents’ sentiments as the case is presented. The analysis also may include demographic comparisons and regressions, which will help in selecting the real jury if the case goes to trial.

How can quantitative analysis be

justified with such a small, non-random sample? We believe the attorneys are better off seeing the numbers versus not having the data at all. Unlike in consumer research, it would be unrealistic to tell the clients that they must verify the qualitative results through a full-scale, quantitative survey. It would be impossible to present enough of the case to a large probability sample (and even if we could, the security risks would be prohibitive).

The quantitative analysis does serve the important purpose of measuring and tracking the opinions of the particular sample at hand. Whether the results can be projected to the regional jury population is a separate issue. As in any qualitative research, it is our duty as researchers to inform clients about the uncertainty in projecting the findings from a small, non-random sample. Ultimately, the attorneys must decide how much weight to allocate to their expert judgment versus the research findings in deciding how to handle the pending case.

Deliverables include courtroom consultation

When completing a consumer study, the researcher’s job usually is over once the report is delivered. It is the exception rather than the rule for the consumer research contractor to go further and help the client implement the findings.

In contrast, jury researchers are commonly engaged to help their clients apply the findings in the forthcoming trial. The researcher is with the attorney in the courtroom and provides real-time consultation for selecting jurors, questioning witnesses, and adjusting communication strategies.

Litigation knowledge needed

Senior jury researchers need in-depth knowledge of litigation and courtroom procedures. Law degrees or ample coursework are the norm. Such expertise is needed to design questionnaires, prepare presentation materials, draw implications from the data for courtroom strategies, and

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provide consultation during the actual trial.

Societal benefits

Jury research can provide benefits beyond helping well-heeled litigants gain an advantage. As with conventional copy testing, mock trials reveal possible misunderstandings and ways of communicating to ensure accurate comprehension. The better the jurors comprehend the issues, the more likely it is that they will reach a fair verdict.

Another public benefit arises when the mock trial delivers "bad news," for example, that jurors are unlikely to believe the client's contentions or will be highly sympathetic to the opponent. The client may then decide to settle out of court, thus sparing the enormous monetary and emotional costs of a trial. This is analogous to consumer research saving the expense of a marketing effort that would probably fail. Everyone is better off if litigants and companies do not waste time and resources.

The qualitative difference

The two major sources of qualitative data are the deliberations and the post-deliberation focus groups or IDIs. The respondents are giving us their open-ended thoughts and feelings through their own words and nonverbal behavior. Although the quantitative data from the repeated questionnaires are voluminous, the qualitative findings yield valuable guidance that the attorneys cannot get from the numbers alone.

The quantitative data may reveal, for example, that the jurors liked the plaintiff's attorney and disliked the defendant's counsel, but the numbers alone do not tell us why. We need the qualitative protocols to understand exactly which statements or mannerisms turned the jurors on or off, and how the lawyers can improve their approaches.

The qualitative results from the mock deliberations can pinpoint the thoughts, feelings, and perceptions that were turning points for the jurors. The findings show how group dynamics might favor one side or the other. If

anything is not clear in the freewheeling deliberations, it can be clarified when the moderator steps in and probes further.

If you had a quantitative result that went against the attorneys' expectations, they might argue that perhaps the respondents did not comprehend the relevant questionnaire item. Qualitative verbatims could refute this objection by showing that respondents really understood and gave heartfelt reasons for their reactions.

How real?

Anyone who doubts whether respondents really behave like jurors would probably be convinced by watching a mock jury deliberate. Participants take the exercise quite seriously and discuss the issues sincerely. Many get quite emotional and argue passionately.

Perhaps the ultimate assurance is that the lawyers are convinced. They appreciate watching from behind the mirror as much as consumer-product clients do. *TC*

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10 trends in qualitative research

By Patricia Sabena

Editor's note: Patricia Sabena is owner of Patricia Sabena Qualitative Research Services, Westport, Conn. She is a past president of the Qualitative Research Consultants Association (QRCA). She can be reached at 203-454-1225 or at psabena@qual.com. This article originally appeared in the June 1999 ESOMAR NewsBrief.

The last decade and, more specifically, the last few years, have seen a number of developments in usage and attitudes regarding qualitative research in the U.S. and around the world. This article will examine the 10 most notable of these trends.

1. Remarkable growth.

Total U.S. dollars spent on domestic market research have almost doubled in the past decade (\$2.1 billion in 1989 versus \$3.8 billion in 1997,

according to Honomichl/CASRO data). Qualitative research accounts for a growing portion of those expenditures (17 percent or \$357 million in 1989 versus 22 percent or \$836 million in 1997, according to the best estimates from ARF/AMA surveys). It is not unreasonable to expect that U.S. domestic qualitative research expenditures by 1999 may well reach \$1 billion! Qualitative research in Europe, Latin America and Asia has been reported with a similar growth curve.

Part of the reason for this remarkable growth is that demand for qualitative research seems counter-cyclical, that is, good in bad years and great in good years. In the almost 60 years since the first "focussed" group conducted in the U.S. by Drs. Robert Merton and Paul Lazarsfeld, qualitative research has become a more respected, less controversial method-

ology. It is rightfully seen as complementary rather than competitive to quantitative research, with less shyness about the value of its actionability. Accordingly, even hardcore quantitative shops (ACNielsen, for example) have launched qualitative research departments in the past few years — as an additional profit center, as input for modeling and custom research design, and as a way to sharpen quant questionnaires and elucidate quant findings.

2. Expanding application arenas.

Another foundation for such remarkable growth is the popularity of qualitative research in virtually all industries and arenas. Once the province primarily of packaged goods, qualitative research is now applied to an ever-widening array of problems and issues. Hospitals sponsor research among breast cancer and

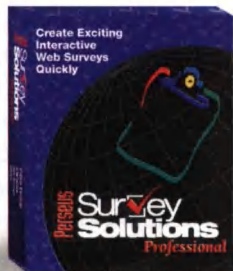
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AIDS patients. Federal and local governments conduct focus groups on public policy issues. Universities conduct focus groups among potential student enrollees. Employer-employee tensions are subjected to focus group feedback prior to mediation. Software, hardware and Web site development are explored in the qualitative setting, in traditional in-person as well as on-line venues. Even corporate alliances and mergers between major companies often begin in focus groups aimed at exploring their respective and complementary "brand" equities. Similarly, category management is not only a subject for quantitative analysis but often involves qualitative research among retail store shoppers who use the category captain's or its competitors' brands. More alarmingly, both Tony Blair and Bill Clinton are believed to have constructed their election campaigns as well as their day-to-day decisions and speeches with input gleaned from their own focus groups!

3. Faster, faster, faster.

Like everything in life today, the qualitative research project has faster turnaround. Although most U.S. clients know that good respondent recruiting takes time to do right, they are increasingly impatient for the findings once the project has ended. It is not unusual for clients to be debriefed about the preliminary conclusions within a couple of days of the last interview, with the final report deliverable in two weeks. While some are alarmed by this trend, others realize that one beauty of qualitative research is its fluidity and timely actionability. It is certainly richer to write a qualitative research debriefing and report when the comments and body language of respondents are still fresh and vivid, rather than weeks later when these impressions have dimmed. It is also important for the qualitative research professional's expertise and interpretation to be considered in the post-research decision-making, rather than relegated to an academic afterthought destined for the

file drawers.

4. Changing analysis formats.

This speed to delivery, as well as changes in the public's visual acuity, have affected the way qualitative research analysis is delivered. Reports are shorter but highly strategic, with reportage of verbatims more often punctuating the conclusions as key sound bites, rather than strung together endlessly as stream of consciousness. Typically, the report is formatted in presentation-style PowerPoint documents rather than gray pages of academic text. However, it is important not to misconstrue length for depth. Presentation-style software actually helps the qualitative researcher to think and write more strategically. It is useless to bemoan the reality that almost all successful printed matter these days — including magazines, newspapers, instruction manuals and research reports — rely on bulleting, bolding, pull-quotes and sidebars to deliver information clearly.

5. Increasing format variety.

Focus groups still account for most of U.S. qualitative research these days, with rough estimates at around 80 percent. However, methodology configurations are increasingly varied to reflect different objectives. One-on-one interviews have always had cycles of popularity, buffeted by each manufacturer's or ad agency's rhythm of wariness of group-think or weariness with endless hours observing individual interviews. Today, however, triads, dyads or couples groups are sometimes used to explore confrontational issues or joint decision-making. Ethnography observation — in the home, in the store, or in the workplace — is certainly increasing, especially by advertising agencies anxious to capture slice-of-life realities and ironic differences from perceived or reported behavior. On-line research — whether in 90-minute live chat rooms, or in deeper week-long interactive e-mail — is increasingly practiced. Mock juries and car clinics can also be said to fall under the rubric of qualitative research.

Often, a blend of methodologies is

chosen — ethnography before or after focus groups, for example, or one-on-one interviews or dyads as a prelude to focus groups. While two-hour focus groups are still the norm in the U.S. (a place where respondents expect to arrive and depart on time) three-hour groups or one-hour mini-groups are sometimes chosen as more appropriate to a particular project. There is also an increase in Friday night groups, Saturday groups, and breakfast and/or lunch groups — to capture respondents who are otherwise unavailable or too busy or tired to attend at the conventional weekday evening or daytime hours.

6. Increasing role of technology.

The increase in videoconferencing of qualitative research seems in direct proportion to the number of research agencies and facilities worldwide who now have state-of-the-art equipment. While key market research or brand people often still prefer to be on-site in the backroom, videoconferencing encourages higher-level management to watch from the comfort of their headquarters, which makes them more receptive to the eventual findings and strategic steps or outcomes. In addition to the surge in on-line qualitative research, focus groups or one-on-one interviews are increasingly used for hardware or software labs. There is some use of hand-held polling devices in groups, especially to allow for respondents to reveal advertising reactions or risky sexual or other behaviors, which can then be discussed more anonymously in the group setting. Video reports or video clips are increasingly popular ways to give non-attending management a glimpse of the affect and body language of consumers as they react to concepts or advertising or handle prototypes. E-mailed or faxed screeners speed the recruiting process, while there is some trend toward e-mailed final reports. While there are at least three brands of backroom verbatim notetaking and sorting software, it is likely that the next couple of years will yield even better ways to provide immediate and codeable transcripts of qualitative interviews.

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7. Pressure for new techniques.

Qualitative users and practitioners alike continue to seek new projective and other interviewing techniques. In particular, advertising agencies often “invent” new techniques to gain media attention and establish niche points of difference in their highly competitive arena. As often as not, these “new” techniques have been in use for years, but have been given a new twist or, even more frequently, merely a new name. While there are pitfalls in newness for its own sake, it is highly appropriate to choose and adapt interviewing techniques creatively to maximize the likelihood of fulfilling the objectives of a particular research project.

8. Improved viewing facilities and recruiting practices.

Even the U.K. is joining the rest of Europe in moving toward the one-way mirror viewing facilities or agencies that are so popular in the U.S. After all, these are practical and secure central locations for respondents to come together in focus groups or to be interviewed in dyads or one-on-ones. These comfortable settings — with big mirrors, audio and videotaping, hardware ports, computer support services, healthy

and plentiful food, and knowledgeable staff — allow respondents to talk and clients to watch intently without distractions. Thanks to the modern efficiencies of database recruiting and to the extensive educational materials and programs provided by the Marketing Research Association, recruiting in the U.S. is better and cleaner than ever. Nevertheless, cheaters (who lie about demographics or category or brand usage) and repeaters (who manage to participate more than once in six months) are still a problem, especially in larger cities such as New York and Los Angeles. The Sigma past-participation check has helped somewhat, as has the now-common practice of asking for photo identification before seating respondents to be interviewed. Ethical and legal consequences have emphasized the importance of respondent confidentiality. Screener information and respondents’ last names and personal data are guarded carefully in the back room by the qualitative research professional and the primary client contact, so that there is no post-research sales effort or intrusion.

9. Changing client management.

Internationals on all continents paint an unflattering portrait of the

U.S. client as arrogant, demanding, narrow-minded, and insensitive to cultural differences. They say they feel like “talking lips” when U.S. clients insist they do not deviate from lengthy discussion guides that are handed to them 30 minutes before the first group begins.

In fact, this imperious behavior by U.S. clients has given impetus to the myth that there are two models of qualitative research — the superior European model and the inferior U.S. model. Internationals assume, wrongly as it turns out, that U.S. clients behave the same with U.S. qualitative researchers. In fact, what U.S. clients want most from qualitative research are two things — to obtain the richest, most constructive data, and to make sure that nothing goes wrong to embarrass or delay them in their quest for information. It is the latter insecurity that makes them rude and rigid when dealing with non-U.S. qualitative researchers. Internationals need to state politely but firmly to U.S. clients that the richest data comes from understanding and honoring local cultural differences.

In the U.S., the favored qualitative research suppliers are the ones who become objective members of the larger team approach to marketing and moving the brand toward growth and success. It is true that clients are more pressured, that marketing research departments are leaner, that brand managers are often young and green, that marketing is more complex and challenging than ever before, and that everybody gets scanner data. The U.S. client is awash in information that needs consumer insights to be understood and managed.

When it comes to qualitative research, therefore, the U.S. client is highly engaged in the process. This enthusiasm is increasingly harnessed by U.S. qualitative researchers who put clients to work in the back room with aids to active listening and observing. These include worksheets, index cards, flip charts and Post-it notes for clients to jot down



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10. Smarter and more articulate consumers.

U.S. consumers these days are more articulate and less subject to group-think than ever before. In this so-called "tabloid decade," many know what they feel, and are blunt in expressing it, even if their views are unpopular or controversial. Many exhibit declining brand loyalty, at least in certain categories. Numerous sources report that 70 percent of purchase decisions these days are made in the store, where the point-of-purchase clutter is often overwhelming. Consumers develop coping stratagems to get them what they need and to get them out of the store and back to the demands of their hectic lives.

A trend in qualitative research is to harness the intelligence and intensity of the U.S. consumer by requesting more advance homework. Some respondents are asked to use a disposable camera at home to capture things about their life or the category that are important to them. If appropriate to the project, they are sometimes asked to wear a favorite item of clothing or jewelry, or bring in a lifestyle symbol or picture torn from a magazine. Perhaps a prototype product or magazine is sent to them beforehand, or they are asked to deprive themselves of a particular product or service for a week before the interview. Sometimes they are asked to visit a store, navigate a Web site, or keep a workbook or diary before being interviewed. These tasks often enhance and deepen the participation and disclosure once the qualitative research begins.

Despite these mostly optimistic trends, there are, of course, continuing concerns about the future of qualitative research. These include: newness for its own sake; the negative consequences of faster, faster, faster; the perpetuation of the behavior of the big, bad U.S. client; ongoing debate about the feasibility of requiring certificates of proficiency from qualitative researchers; passing the torch to new generations of qualitative researchers; the need for cultur-

al partners to collaborate in multinational studies; any public blurring of perceptions of research versus telemarketing; cynicism about politicians who govern by focus groups and polling; and media spin that distorts the true nature of qualitative research in sitcoms and tabloid television news. The proven value and contribution of qualitative research challenges users and practitioners of this methodology to seek remedies to these concerns. 

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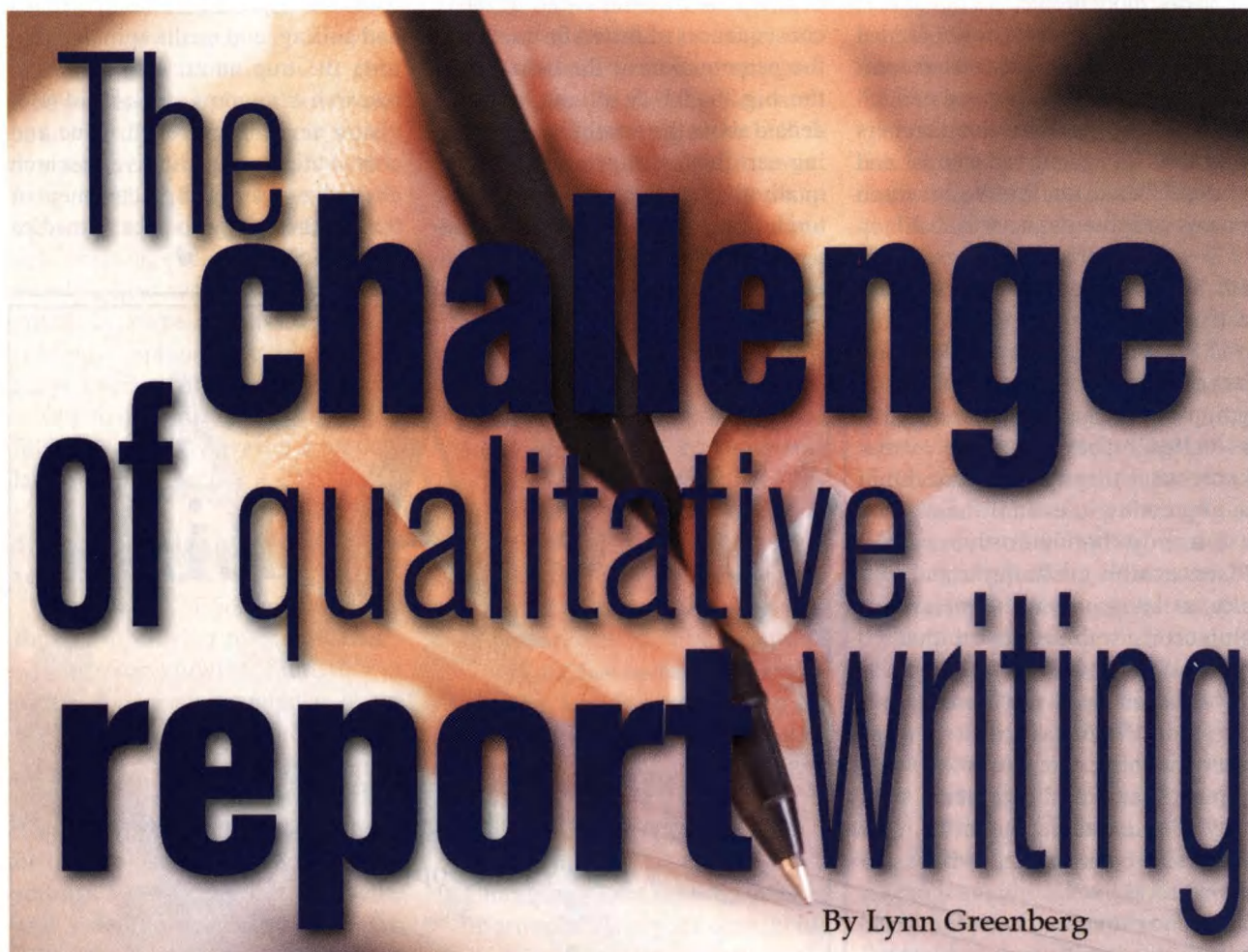
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The challenge of qualitative report writing

By Lynn Greenberg

Editor's note: Lynn Greenberg is principal of Lynn Greenberg Associates, a Scarsdale, N.Y., marketing and research consulting company, and immediate past president of the Qualitative Research Consultants Association (QRCA). She can be reached at 914-723-3121.

Analysis and report writing for qualitative research is more of an art than a science. In contrast to the hard numbers in quantitative research, qualitative research data is subject to the variables of individual interpretation, with no single correct way to present the information.

Two individuals watching the same groups might come away with different interpretations of what respondents said. Interpretations are influ-

enced by other variables such as tone of voice, pauses, inflections of voice, body language, what respondents did not say, preceding discussions during the session and respondent qualifications. Thus, the qualitative report writer is presented with far greater challenges than just interpreting concrete numbers.

A 1997 study¹ undertaken by the Qualitative Research Consultant's Association², revealed that "there are as many different analysis and report writing techniques as there are qualitative consultants." Reports vary in length from eight to 100+ pages, depending upon the objectives of that specific project. Learning garnered, client requirements, writer style and formatting all factor into determining the length of each report.

At the October 1999 QRCA conference³ in Orlando, Fla., 50 qualitative researchers were asked to describe their reporting styles. In discussing their styles, they corroborated the continuing trend to shorter, faster, action-oriented reporting, given client needs for immediate decisions.

Summary reports, also called executive summaries, are most prevalent. They are generally written after listening to tapes or reading transcripts. Some moderators use a note taker or take notes themselves during groups. These reports include limited (if any) verbatims, and vary in length from eight to 30+ pages.

Reports with a lot of verbatims, often referred to as detailed reports, are less common and are lengthier —

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Short topline reports, based upon top-of-mind thoughts, are frequently written within a couple of days after the groups. These vary in length from one to seven pages and may serve as the final report if more details are not required by the client.

The type and length of the report is based upon client needs with particular regard as to when the information is needed. The sooner the information is required, the shorter the report will be.

There are two key dimensions to the report writing process: analysis of the data and the actual writing. Analysis is the interpretation of the data collected to provide meaningful insights. Interpretive skills are based upon years of experience. Writing is taking the learning and expressing it in a coherent, logical and succinct way.

The ability to analyze data and write a report do not always go hand in hand. Someone may have wonder-

ful writing skills but not be able to interpret data insightfully. Or, a person may be able to interpret what is said but not be able to write about it clearly and succinctly.

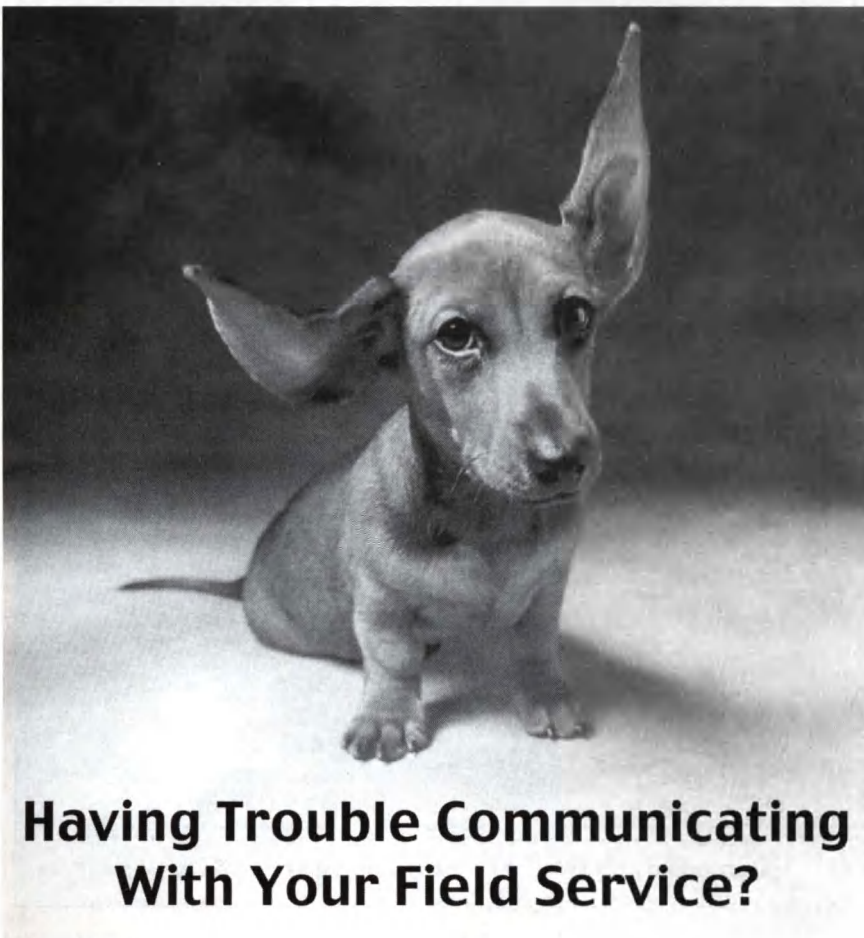
In college, my experimental psychology professor taught me some valuable writing skills by insisting that lab reports be succinct. After a brief training period during which he critiqued the first few papers for verbosity, he only read and graded the first three pages. Students quickly learned how to get to the point, as well as the value of smaller margins! Working at advertising agencies furthered my skills, teaching me how to focus on key issues and present them in a bullet-point format.

Visually appealing formats have become as important as the content, given the very visual world we live in. The report writer must now stay current with technological developments. Presentations given at various QRCA annual conferences by three past QRCA presidents — Judy

Langer, Pat Sabena and myself — attested to the importance of visual clarity in reports to help readers navigate through the information.

It is laborious to read an uninviting page of text without visual tools to help the eye focus. Tools to use include: bullet points, highlighting with boldfacing, underlining, boxes, italics, capital lettering, different fonts and spacing. During a presentation at the October QRCA confer-

Visually appealing formats have become as important as the content, given the very visual world we live in.



ence, independent educational consultant Jack Wolf of Lifelong Learning Partners noted the importance of also incorporating color, icons, borders and framing as well as using graphics software beyond PowerPoint.

Key elements of the summary report

The summary report, the most common report for qualitative research, is comprised of several sections:

- table of contents;
- background;
- conclusions and implications;
- summary of findings;
- appendix.

The table of contents helps the reader find what they are most interested in, particularly since projects usually address multiple issues.

The background section provides the framework for the report and is limited to only one or two pages in length. It should include:

- one or two sentences on the reasons behind the research;
- a statement of the objective(s), including the specific issues addressed;
- study dates and locations;
- respondent qualifications;
- a listing of stimuli such as the titles of commercials or product versions exposed during the groups;
- the standard qualitative research limitation statement.

The conclusions and implications section is the most important section. It highlights the key learning and is often the only part of the report read. It can run anywhere from one to six pages. It should:

- answer the objectives of the research;
- succinctly summarize the key learning from the research;
- recommend next steps;
- be formatted somewhat differently than the rest of the report. (It should have a different bullet point format, style font and/or extra spacing; key phrases should be bolded, underlined, boxed, in caps and/or color to focus the eye; and it should be printed on colored paper so it stands out.)

The summary of findings section provides details to support the conclusions and implications and runs five to 25 or more pages on average. Before providing guidelines, it is important to understand how it is and is not used. It is the least-read part of the report and is often just skimmed, with the greatest attention given to the first section of the summary of findings. It is most often used as a reference when more details are required about a specific issue, either as part of the current project or for use on a future one. There are several guiding principles:

- Organization is key. Have a plan on how to approach writing it. The flow of the discussion guide is help-

ful for this.

- View it as a puzzle. Figure out where a piece of information fits and where in the report that topic belongs.
- Look for themes and patterns.
- Do not take respondents too literally.
- Consider the role of different segments such as respondent age, geographic location, frequency of product use, brand usage, etc.
- Explain contradictions in the learning.
- Do not leave questions unanswered that can be further addressed by the data.
- For accuracy, check what consumers say against the stimuli exposed.
- Avoid numbers and percentages. Use less-quantitative terms instead, such as: many, several, only a few, a couple, almost all, limited and overwhelming.
- Strive for visual clarity to allow easy skimming and help the reader to find what is important.

- Make sure you answer the objectives of the research.

The appendix is needed for reference, when reviewing the report, or for future work. It should include:

- Copies of the stimuli (i.e., concept(s), commercial stats, package designs, benefit statements, etc.) placed in the same sequence as they were discussed in the report.
- The discussion guide, screener and any other materials (i.e., an in-home diary) to further clarify what was done and to serve as a reference for future projects.

11 tips to meet the challenges of report writing

1. Capture your initial thoughts as soon as possible after the groups. You can use a computer, tape recorder or just jot down notes. When on the road, do this when you get back to your room or on the plane, when everything is still fresh in your mind. Some of the best insights may come at this time.



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2. Have a flexible plan. Before starting any report, have an organized and logical plan. However, as you get further into analyzing the data, you will probably find the need to reorder and change your approach to clearly convey the information.

3. Break the task into small pieces and start with the easiest ones. There is nothing more daunting than being faced with a complicated six-group category exploratory and not knowing where to start writing. Look for the easy areas (i.e., reactions to lists of attribute statements, product reactions, alternative product descriptors). Once these basic sections are written, it will be easier to get into some of the more challenging areas (i.e., usage situations and brand imagery).

4. Be succinct. Keep in mind that the reader does not have much time to read the report. He or she should be able to clearly and quickly come away with the two to three key points.

5. Provide overviews to promote understanding of the learning. Create overview sections that focus the reader on key dimensions and eliminate redundancy. For example, a recent packaging graphics study produced similar negative reactions to different designs. Rather than repeating the same information for each design, a summary was provided of the common learning in an overview section. Differences were pointed out when discussing each design separately.

The first statement of a section should be an interpretation of what was learned followed by more details. For example, "This storyboard was not well received. Most could not relate to the woman in labor, which had nothing to do with hair washing and took the focus away from the shampoo."

6. Turn negatives into constructive learning and be clear about their meaning. For example: "Suggestions for improving the product included making it more user-friendly and less child-like." "There appear to be no redeeming features to this product as consumers immediately rejected it for being impractical."

7. Integrate information from other


sources where appropriate to provide more relevant learning. This could be from previous related work done by the client, general category information or work from non-competitive categories.

8. Feature action-oriented conclusions and implications that address all of the study's objectives plus any important ancillary issues. Write this after the summary of findings to make it easier to summarize each of the issues covered in the groups. In addition, record the debriefing immediately after the groups to review the important issues discussed. Different interpretations from those watching the groups should be incorporated into your thinking as you write the report.

9. Use a visually appealing format that allows the reader to skim to relevant issues. Use italics, boldfacing, underlining, bullet points and capital lettering wherever possible.

10. Edit, edit and re-edit with independent proofing for clarity, grammar and typos. Have someone not

familiar with the project read it to ensure clarity. Make sure everything flows logically.

11. Finally, do it your way. Take ideas from this article and incorporate them into your style and you'll be better able to meet the challenges of report writing. 

¹"Analyzing & Reporting Qualitative Data," conducted by Kathy Provost, manager of new business development, American Management Association, and commissioned by the Qualitative Research Consultant's Association.

²The Qualitative Research Consultant's Association, also known as QRCA, is a professional organization of independent qualitative research professionals striving to promote excellence in qualitative research. Members share their knowledge and expertise in a cooperative spirit to further their professional as well as individual skills. Founded in 1983 by 26 qualitative research consultants in New York City, QRCA has grown to a worldwide association with more than 700 members in over 20 countries. Membership is limited to principals or employees of independent marketing and social research companies who design, conduct and analyze qualitative research. For more information visit the organization's Web site at www.qrca.org.

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Mix or match



designing focus group research

By Judith Langer and Naomi Brody

Editor's note: Judith Langer is president and Naomi Brody is vice president of Langer Associates, Inc., a New York qualitative research firm. Langer was the first president of the QRCA and serves on its board. They can be reached at 212-391-0350. This article is based on a presentation to the QRCA's 1999 Annual Conference.

Here's a quick quiz about focus groups. How often is it a good idea to mix these types of people in a focus group?

Men and women:

always () sometimes () never ()

Different ethnic groups:

always () sometimes () never ()

Young adults and "seniors":

always () sometimes () never ()

Upper-level executives and clerical workers, same company:

always () sometimes () never ()

People with \$150,000 and \$20,000 incomes:

always () sometimes () never ()

The answer to all these questions, we believe, is a firm, unequivocal "sometimes" or "it depends." Let's talk first about why this matters. One of the very first questions that has to be dealt with in planning a focus group study is the composition of the sessions – who to put together with whom. It is rare that a study involves only a clear-cut, narrowly defined market target group – such as:

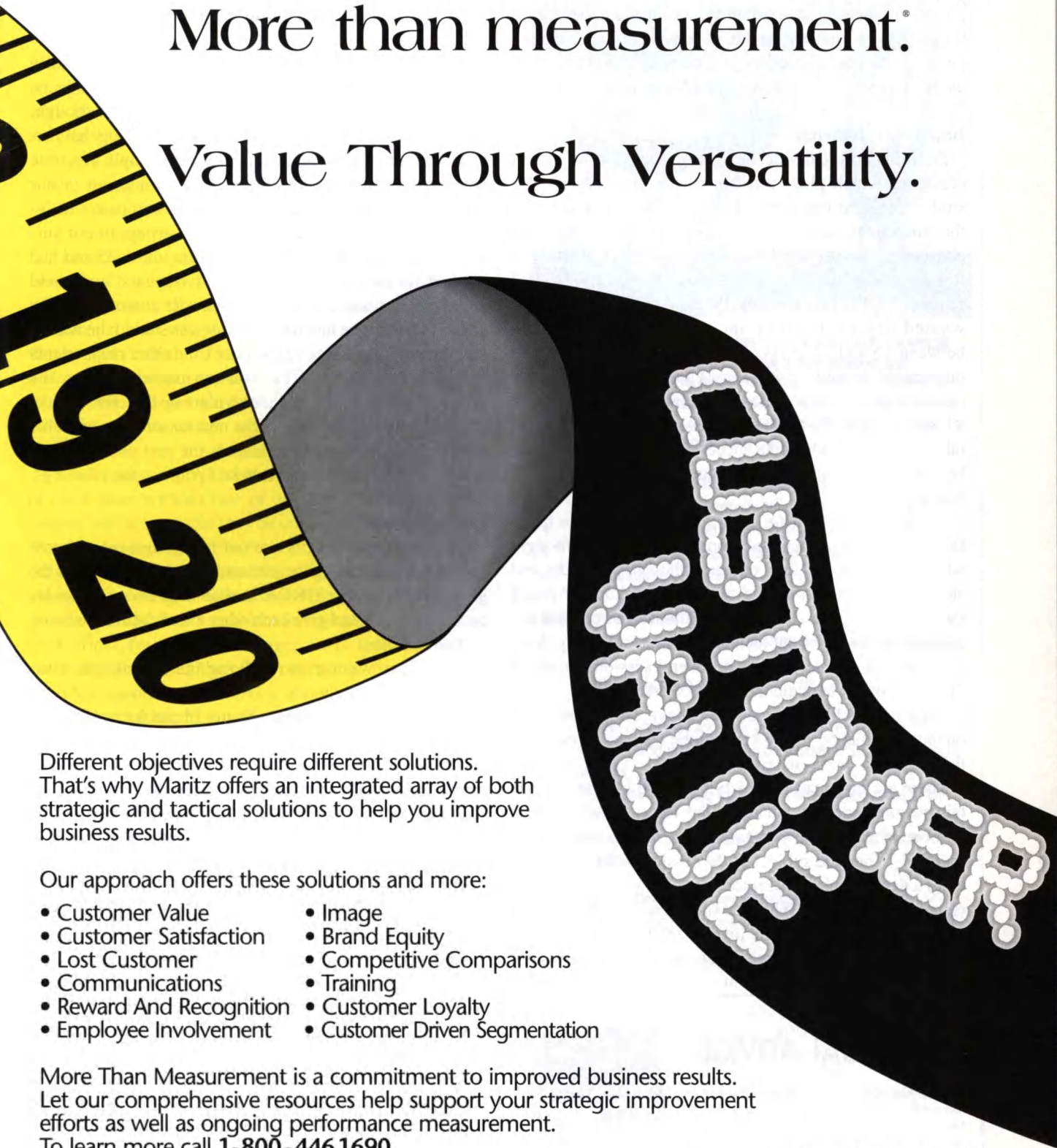
- middle-management types in the same industry, in a ten-year age span, all the same gender, or
- magazine readers who are parents of children under six years old, all earning about the same income (the parents, that is), and in the same ethnic group.

While clients have a target in mind, there is usually a range of businesspeople or consumers to whom they are, or would like to be, marketing their products. As a result, the question often is how wide or narrow to go in structuring the focus groups.

On one extreme, some clients believe that there must be separate sessions for different demographic groups. A client we once spoke to said they divided sessions by age, gender, occupation and marital status within each of the four regions of the U.S., ending up with 16 sessions per project. They were very surprised when we suggested this is unnecessarily complicated and expensive, and that their research issues could be easily handled in fewer groups. More typically,

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focus groups end up being diverse on at least some demographic variables for practical as well as research reasons. If there are separate sessions by age, for instance, the groups may be mixed ethnically and/or on income (within a range). Or the groups are divided by product usage (users vs. non-users), mixing a range of demographic groups.

Important challenge

Deciding how to divide the focus groups is an important challenge which plays a major role in the success of a study. A request for proposal we recently received stated that the client wanted one focus group conducted with consumers who use wireless communication products with this age and gender mix: four males 14-18 years old, two females 14-18, two females 19-25. Another recent RFP wanted one focus group including men and women between 15 and 25 years old. In both instances, we recommended strongly against these combinations; in the first case, we even went so far as to say we would not conduct a focus group with such a mixture (or mish-mash). On the other side, we conducted a successful focus group recently with men and women whose ages ranged from 30 to 72 years old.

For a study on arthritis, most of the focus groups had a fairly even mix of men and women. In one case, though, when 10 women and only one man showed up for the session, we decided to pay and send the man home. Around the same time, a session with eight male and two female executives talking about technology went smoothly. And, in a study of registered nurses, several sessions in which there was only one male nurse also worked well.

"Mix or match" decisions, we believe, should be based on the combination of two key factors: respondent type and the subject to be discussed.

There are instances in which it is a bad idea to put certain people together, whatever the topic. However, in a number of cases, the two factors have to be considered together. When the subject of the session is directly related to a demographic characteristic, it may be best to keep respondents separate. When the subject is shared by diverse people (an interest like the love of crafts; a problem like arthritis), without sensitive issues involved that concern their differences, then segments can readily be put together.

er. In fact, the mixture can enrich the research. In the crafts study, respondents themselves remarked on the generational differences in their attitudes, going on to discuss the reasons.

Certain types of respondents might work beautifully together on some subjects but bomb out on other subjects. It's often hard to know in advance what will work, though, because so much depends on the chemistry among that particular group of respondents. Here's an example of a time when an apparently odd combination turned out in our favor. In an employee study for a media company, a television newscaster agreed to attend the group, to our surprise. All of the other respondents were under 35 and had worked for the company less than five years; none held high-level positions. When the newscaster, a man in his 50s, arrived 10 minutes late (the subway was stalled; he wasn't trying to make a dramatic entrance), the other respondents looked slightly startled. This situation might have made the younger, lower-level respondents clam up or defer. Thanks to his low-key style, though, the newscaster expressed his views gently without intimidating the rest of the group, serving as a valuable catalyst in bringing out their feelings.

Best judgment

All we can do, then, is use our best judgment and past experience in deciding the mix-and-match issue. One of the great values of the QRCA is that members frequently exchange views and give each other excellent advice based on their studies.

Guidelines we use in resolving the "who-goes-with-whom" issue include:

- Inter-respondent comfort. Status, hierarchy, power relationships are among the factors that affect respondent comfort. So does respect or at least tolerance. A painfully uncomfortable focus group we conducted in Manhattan, with men talking about what it's like to be a man today, included some urban gay college students and some Wall Street brokers who are married and live in the suburbs. These guys didn't approve of one another's lifestyle choices, had nothing in common, and simply could not relate to one another.

Although men and women from age 30 to 72, a more than 40-year span, can talk about cars together, it probably would be a bad idea to hold the group just mentioned with men and women 15-25, a span of just 10 years, no matter what the topic. Teens are usually inhibited in the company of adults, even young ones; adolescent girls and boys are either highly ill at ease or flirtatious.

In a number of areas, the way qualitative research is typically conducted has gone from "match" to "mix." Years ago, focus groups in the South did not mix African-Americans and whites; now, this is done routinely without problems. Years ago, some prominent researchers opposed the idea of mixing men and women, declaring that women would be deferential; now this is done routinely. Times (thank goodness) change.

- Real-life ratios. The two women in the high-tech focus

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group and one man in the nurses group, in the examples mentioned earlier, were comfortable because they are accustomed to unbalanced gender occupations. We were worried that the lone man who showed up for the arthritis session, however, might feel out of place surrounded by women and that they, in turn, might feel more constrained with him around. The same applies to ethnic groups: a successful session with information technology managers was very diverse ethnically, just the way the profession is.

This doesn't necessarily mean that focus group composition has to mirror the real world exactly, however. One way to increase respondent comfort, when possible, is to recruit at least two people who might otherwise feel "odd person out": at least two single women in a focus group of married women discussing home-related products, for instance; at least two people in their 20s in a focus group that consists mainly of people 40+, on any topic. Singles and younger people (as well as other demographic segments) may feel awkward when they are greatly outnumbered in a focus group, worrying that others may look down on their way of life and attitudes.

- **Free expression.** Will respondents speak openly in front of each other without fear of offending or being embarrassed? Affluent people may be concerned about sounding like they are showing off in front of people with very modest means when vacation spending is discussed; the lower-income people might feel embarrassed, too. Mixing income groups is usually not a problem for inexpensive items like dental floss, for instance. Younger and older women had a great time discussing their love of crafting, but they might have felt uncomfortable talking about a subject like skin-care and wrinkles. Younger women don't want to insult older women about looking old, and older women don't want to draw attention to their aging concerns. Although racially mixed sessions are typical today on a wide variety of topics, there are, of course, some racially-charged subjects on which this would be undesirable because one or both segments would feel inhibited. If, on the other side, the study touches on a sensitive area only tangentially, the ethnic groups might be mixed for budget reasons without sacrificing much information.

- **Research clarity.** Sometimes the "mix or match" question concerns the respondent/observer rather than respondent/respondent relationship. It can help researchers and clients to see different types of respondents separately. It may be useful to divide sessions by age, for instance, just so we can more easily keep track of the differences – or, perhaps, learn that there really aren't major differences after all.

Experience helps

Mix or match – or mismatch? While there are not as many hard-and-fast rules as we would wish for simplicity's sake, past research studies and real-world experience can be helpful guidelines in deciding the "who-fits-with-whom" issue that is so important for a successful qualitative research project. **74**



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Editor's note: Pierre Bélisle is president of Bélisle Marketing Ltd., a Cantley, Quebec, research and consulting firm. He is also on the advisory board of DocuMat, makers of Interclipper, the subject of this article. He can be reached at 819-827-0786 or at pbelisle@magi.com.

The focus group participants are lively, engaged, and verbal. The torrent of new information does not overwhelm you, however. Whenever a participant offers a comment that you deem worthy of note, you press a button on an unobtrusive wireless device approximately the size of a television remote control. Each button press drops an inaudible marker in the audio being recorded in another room. Later, as you leave, the receptionist hands you a CD-ROM. The disk holds the audio record of both two-hour groups you conducted that evening, including the markers that you created.

These markers, like bookmarks in your Web browser, are linked to the moments you identified as noteworthy. At your computer the following morning, you click on the first marker. Instantly, the audio from the group the previous evening begins to play on the speakers connected to your sound card. Each of the other citations — indeed, all of the sessions — you wanted to remember is similarly but a mouse click away!

This is not science fiction. I have been using a similar system (but recording the sound myself) for over two years now and described the process in a previous *Quirk's* article ("Digital recording of qualitative interviews," December 1998). The impact has been considerable, not only in terms of the time saved, but also in terms of the depth and quality of the analysis. I believe that my

By Pierre Bélisle

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reports are better because I spend more time with the original data — not a transcript — than I did before. My level of confidence in the findings has grown accordingly, and the authority of the reporting voice has increased.

(In the December 1998 issue, I alerted readers to the benefits of digital recording. These included:

- instant access to any part of the interview without rewinding or fast-forwarding;
- greater familiarity with the original data;
- productivity gains by bookmarking noteworthy clips;
- added value by putting the audio highlights on the computer desktop for easy inclusion in reports and presentations.)

InterClipper, a new product from DocuMat (www.interclipper.com), now promises to take digital recording even further, and to provide qualitative researchers (and other professional listeners) with enhanced analytic tools. Its first benefit, however, is that it is intended to be offered as both a product and a service, for researchers who do not want to involve themselves in the minutiae of recording. There are oth-

ers.

You are looking for a clip in particular. The client has asked you to find the actual words from the participant who was “the frequent buyer...it was sometime during the early part of the seniors group, just after we’d showed them the first concept, and she said something like ‘This is the best thing since sliced bread’.” You recall marking just such a clip.

You set the selection filter to exclude all records but those from the seniors group, and then select only those citations from the second part of the discussion. There are 10 clips altogether, and you sample each by clicking on it, until —

cept. All clips are not created equal, and this one should definitely appear in the final report. You begin filling in some of the fields — the columns — of the grid. You type in a “5” in the “Rating” field, a signal to your assistant to transcribe this clip verbatim in the “transcription” field intended for this purpose.

Database of citations

What sets InterClipper apart from other digital recording solutions in my opinion is the functionality it provides the qualitative research staff to assign codes, comments — and even numerical values, should you be so inclined — to each citation. The researcher is, in effect, creat-

ing a database of citations that can be manipulated according to the information needs.

The searches or queries of the database can be either simple, as in the previous example of searching for a particular citation according

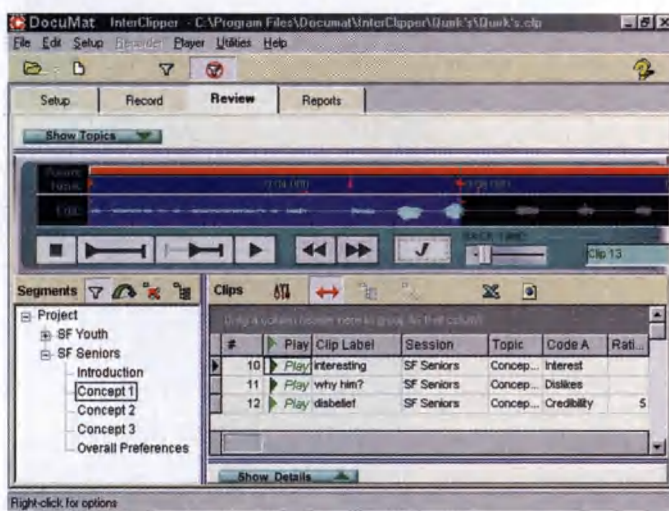


Figure 1: A sample InterClipper screen shot.

bingo! — you have the clip you want. You export the clip and e-mail it to your client. Total elapsed time: two minutes and 15 seconds.

The ability to navigate to a particular clip will delight those with a need for speed or more efficiency. It is but one of the powerful arguments for digital recording, however, and there are yet others.

Your computer monitor displays two main items of information (see above). The first is a waveform of the interview. The second appears to be a spreadsheet. You click on the twelfth clip — the twelfth row in the spreadsheet — and hear once again one of the participants waxing eloquent about the first product con-

to the session and the time in the session, or they can be more sophisticated, depending on the type and quantity of data that has been entered. It might be possible, for instance, to:

- find all clips of the San Francisco groups;
- find all clips but those in the San Francisco groups;
- find all clips in the second San Francisco group that were also positive statements about Concept A;
- find all clips that described positives about Concept A and included the word “strength” in the “transcription” field — and compare these to clips about Concept B.

With InterClipper, it seems to me,

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qualitative researchers finally have the option of using sophisticated analytic tools without first resorting to an expensive and time-con-

InterClipper will be those consultants who want to do less analysis, but who still want to retain ownership of it. Using InterClipper, for

As good or better than the audio cassette recordings you now receive from facilities.


Can I put these clips in a presentation?

Definitely. One of the key benefits of this approach is that the sound is "on the desktop." With one click of the mouse, the sound clip is exported to the program of your choice.

Can this work with an observer or note-taker marking in the back room?

Definitely. The backroom person can mark the clips and enter notes (who said it, for instance, or a few keywords) directly into the program.

Which facilities offer the InterClipper service?

As of this writing (October 1999), InterClipper is available as a software product for moderators who want to both record and playback digitally. The company has plans to begin offering it as a service through facilities in late 1999. 

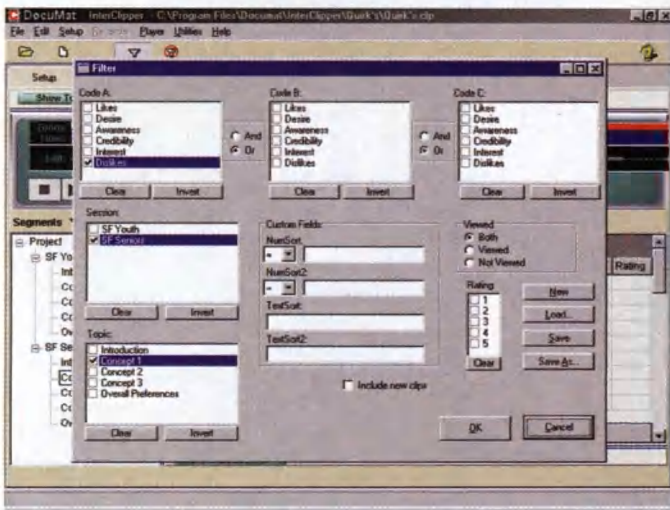


Figure 2: Filters allow users to find sound clips using several different criteria.

suming transcription of the entire record. The added benefit is that they work with direct access to the audio.

InterClipper is intended for listeners who must report on their listening. So, who might not be interested in Interclipper? For one, those who do little analysis might be uninterested. Consultants who only moderate obviously have no need for analytic software. For another, consultants who only deal with small projects might find that changing from their current methodology is not worth their while (even though I do find it useful even for small projects of two and four sessions).

Who would find it invaluable? First, consultants who want to do more and better analysis. They are the ones who now complain that they have neither the time nor the resources to perform the analysis they would like to. With InterClipper, you will spend more time with the gems and less with the dross. You will increase your familiarity with the data, and put the actual audio record of the interviews on your desktop, for easy referral and insertion into reports and presentations.


plates.

Some frequently asked questions about InterClipper

What about sound quality?

instance, the moderator determines at the interview stage what the important segments are, and can then delegate to assistants or subcontractors the transcription, coding, and even analysis of these clips, perhaps using master tem-

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Break these three

focus group rules

By Alison Murphy

Editor's note: Alison Murphy is a partner in Milwaukee-based Murphy Marketing Research. She can be reached at 414-273-6604 or at amurphy@murphymarketing.com. She wishes to thank her fellow attendees at the annual conference of the Qualitative Research Consultants Association in Orlando, Fla., for their thoughts and inspiration in writing this article.

It's 8:00 p.m., and the day is catching up to you. Two groups down, one to go. Not bad, considering you and your client have spent the better part of the day on an airplane, eating cold lasagna and drinking too much coffee. At least the M&Ms are

behind the glass. Now let's get those participants fired up. After all, it's only the season premier of *ER* they're missing. And surely they can't be as tired as they look. The rain has let up (sort of) and why wouldn't they want to stay a couple of hours. Fifty bucks is 50 bucks, right?

Think again, and while you're at it, think about the quality of the information you are collecting.

How far we've come from the days of interviewing neighbors in their living rooms! But have we? Qualitative research is very much about making connections with your target audience. Understanding what makes people feel the way they do. Listening to stories and uncovering the gems

beneath the surface. But in order to make these connections, it is important to step outside our world and see their world, through their eyes, on their time, in their environment.

One way to do this is to reconsider three of the tried-and-true "rules" of qualitative research. Maybe even consider breaking them.

Rule #1: Focus groups should be held at focus group facilities.

With all due respect to the many fine facilities we have had an opportunity to work with, isn't it time we get into the environment of our target audience? So often we put respondents in a sterile focus group room,

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void of pictures, color and sometimes windows. Sounds kind of like prison. Then we ask them to recall the imagery associated with a brand. We might even have them close their eyes and think back to the last time they experienced the brand or ate your product or made a purchase decision. Closing your eyes isn't always the next best thing to being there. As researchers, maybe we really should be there. Think about your favorite coffee shop. When you walk through the door, where does the smell take you? How does the coffee taste? Is the store layout well-designed? Is the new creative approach consistent with the imagery of the brand? Now, imagine asking similar questions to a group huddled around a table in the neighborhood coffee shop, lattes in hand. Put the respondent in the environment in which they experience the brand and watch the level of discussion move way up.

Let your respondents take you to

the mall, the grocery store, or even to the hospital. It's amazing what they can point out along the way. Things they might not have remembered or considered important if sitting in a facility. And things even the best of moderators would most likely never have thought to ask.

Granted, it's not always easy to get out of the facility, nor is it always necessary. The point is to take a moment to evaluate whether or not being in the respondent's environment, instead of yours, might yield a greater level of learning and insight. Sometimes it won't. Other times, it will amaze you.

Rule #2: Focus group participants shouldn't know each other.

This rule could also be called, "low-incidence recruiting doesn't always have to be a nightmare." The rule is built on a simple premise: Respondents who know each other

might influence each other. But are there situations when influence isn't such a bad thing? Consider researching home improvement items. Wouldn't it be great to hear how both spouses view the home improvement process? Maybe let them argue a little back and forth and really get into a discussion regarding who influences whom. Consider teens and their friends. The whole focus group experience might be just a little less scary (and a lot more productive) if best friends came together. When looking

Let your respondents take you to the mall, the grocery store, or even to the hospital. It's amazing what they can point out along the way.

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for parents of toddlers, why not invite several from the same neighborhood? The same goes for finding people who like to exercise — find them at the local gym, even in the same kick-boxing class.

Now, just for fun, add another layer. How about holding your sessions in someone's home and inviting friends or a local church group? Think back to the last time you went to a Tupperware party. I'll bet the conversation was highly spirited, engaging — certainly not boring — and probably filled with lots of juicy information.

Again, this type of recruiting is not always necessary or appropriate. But it might be the only way to locate a

low-incidence group. It also might be the best way to capture the attitudes of joint decision-makers or to really understand the purchase process of a household.



Rule #3: Focus groups should be held in the evening — preferably at 6:00 and 8:00.

Chances are, if you're tired at 8:00 p.m., so are your respondents. Work around their schedules, not yours. Why interview business owners at 6:00 p.m., when they could just as easily come for an early morning breakfast meeting? Interview moms in the early afternoon, before the school bus pulls up. Not at 6:00 p.m.,

when they are cooking dinner. Saturday morning is a great time to talk to men about mowing their lawns.

But please, don't even think about finding boaters during boating season, especially on the weekends. And stay away from farmers in the spring and in the fall. Would you jeopardize your livelihood for a few dollars? On the other hand, trade show attendees might welcome the opportunity to meet with their peers

levels jump.

Granted, changing the location, rethinking the recruiting and moving the time slots sound simple in theory but are not always easy in execution. However, the insight gained from breaking the rules and jumping into your respondent's world can be worth any extra effort it takes to think a little differently and to try something new. And, it's a whole lot of fun along the way. **TM**

over lunch. It's all about thinking through how and where your target respondents spend their days. Meet them when it's convenient for them and watch their concentration

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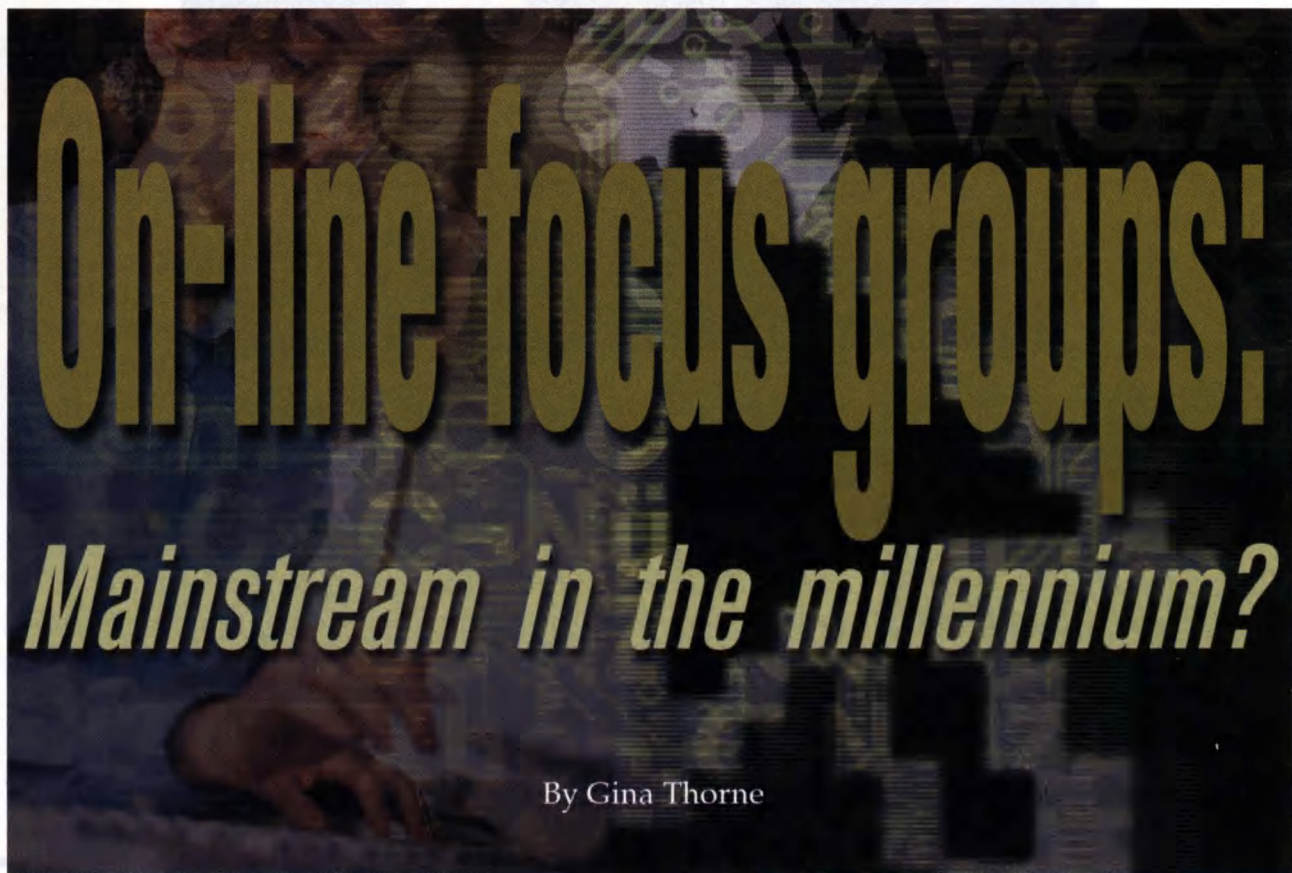
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On-line focus groups: *Mainstream in the millennium?*

By Gina Thorne

Editor's note: Gina Thorne is president of Thorne Creative Research, a Purchase, N.Y., qualitative research firm. She can be reached at 914-694-3980 or at gthorne@thornecreative.com.

Have on-line focus groups finally come of age? Not quite yet. Can we now use on-line groups just as we do traditional groups? No. On-line groups continue to be "works in progress," but they have provided new opportunities in some industries with new target markets.

Focus groups have been conducted on-line for the past few years. But until recently they have been used primarily to discuss subjects relevant to the Internet and other computer and software issues. Many focus on Web page content, sale items on Web sites, on-line banking, etc. However, use of the Internet is growing at a phenomenal rate (according to eMarketer, from 48 million American

adults in mid-1998 to 58 million in mid-1999; "Internet User Trends" says that Internet use has now reached the 100 million mark). If this increase continues, Internet users will more closely mirror the general population. When that happens, on-line focus groups, because of their convenience, speed and cost efficiency, may become as common as traditional focus groups.

However, on-line groups have had their detractors. Some say that if you can't see the respondents and note their body language and gestures, it isn't a focus group. Others can't imagine how participants can effectively communicate by typing on a keyboard. Still others have been skeptical about ensuring the true identity of respondents. One of the biggest concerns has been whether the results of on-line groups compare favorably with those of traditional focus groups.

All of these concerns and objec-

tions have proven to be of less importance than originally thought. Marketers have "seen" for themselves (in virtual facilities) that wired respondents type easily, and have few, if any, communication problems. In addition, on-line groups can be recruited with the same care given to obtaining face-to-face respondents. What is most important, however, as several large marketers demonstrated in a recent Advertising Research Foundation workshop, is that focus groups conducted on-line can produce results similar to traditional focus groups.

While the reliability of on-line groups has, at least partially, been established, the technology itself continues to be a challenge. Computers occasionally experience down time, lines can become overloaded, and there are occasional software and hardware glitches on even the best servers and networks.

Technology aside, it is not yet

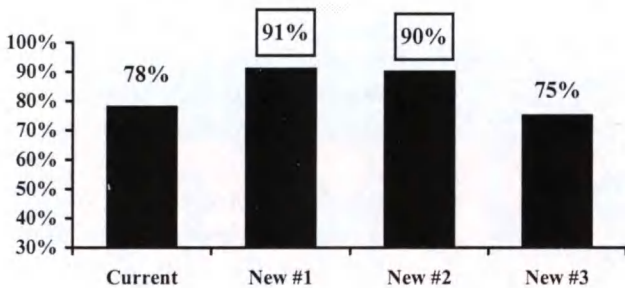
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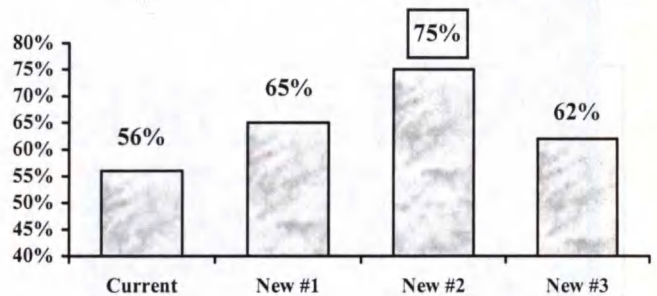


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practical to discuss all subjects via the Internet, simply because no on-line sample is fully representative. Yet, the range of subjects suitable for on-line discussion is broadening as more and more people go on-line.

I will share with you some other areas suitable for on-line focus groups:

- **Hard-to-reach professionals.** One of the main advantages of on-line groups is that people can participate from remote locations at the same time. Hard-to-reach respondents, such as executives, salespeople, technical professionals, and those who travel are easier to assemble for interviewing.

- **The health care industry,** relatively new to consumer market research has made use of on-line groups for talking to home-bound patients, and those who, due to physical ailments, are immobile. Such patients have viewed different versions of new medical and orthopedic products via the Internet from their

own homes, for example. Further, patients with illnesses, such as AIDS or cancer, or the physically handicapped, who might not (or cannot) travel for research purposes, can participate in group discussions remotely. Their input can be invaluable, and the process is relatively easy using on-line groups. In addition, after qualitative research, marketers have then conducted surveys with the same sample, allowing the home-bound to view concepts, and make suggestions concerning products unique to their particular illnesses.

- **The burgeoning on-line investment industry** has attracted new and often novice investors who may seek products that differ from those used by more seasoned, traditional investors. It is easy and natural to "talk" to such investors on-line. They are eager to share their viewpoints, as well as provide suggestions on how to accommodate their needs.

- **The on-line world has, before**


now, been populated primarily by those in the 35 to 50 age range. We are now seeing younger people under the age of 30 and those over the age of 55 joining the ranks of the wired in increasing numbers.

Teens make excellent and willing panel members, for studying trends, examining what's hot, who's in, and what's happening generally among youth. This segment is easy to interview and survey later for specific trend data.

Surprisingly, senior citizens are becoming popular in on-line groups. This segment, often underrepresented in research, has the time and the inclination to learn about computing and the Internet. And they are learning rapidly, in community centers, adult learning programs, and from Web sites designed especially for them. Seniors have proven to be savvy investors, avid readers, and intrepid travelers to unusual places. These golden-age adventurers are increasingly targeted by marketers who realize where the "real" money is. Seniors can be very enthusiastic participants in on-line groups.

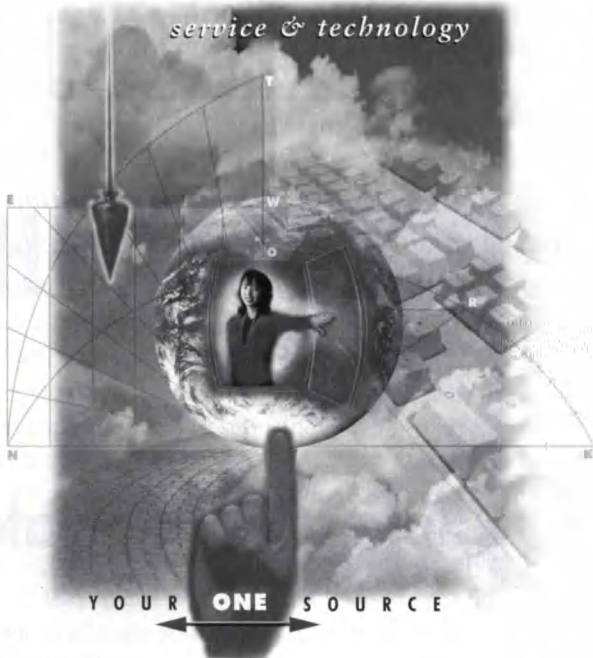
Continue to evolve

On-line focus groups continue to evolve. Experience has dashed the notion that monitors and keyboards dampen communications. Clients can require recruiting for on-line groups to be as careful as it is with traditional groups. Given the ongoing research on the part of well-respected marketers, on-line groups can provide information as useful and relevant as traditional focus groups. While there are occasional technological glitches, these are becoming less frequent, and as more people go on-line, the subjects suitable for discussion will continue to expand.

Just 10 years ago, e-mail was used only by the computer-savvy. Today, it is a necessity. Similarly, on-line focus groups are currently used by those on the cutting edge. One day perhaps they too may be as generic as traditional focus groups. 

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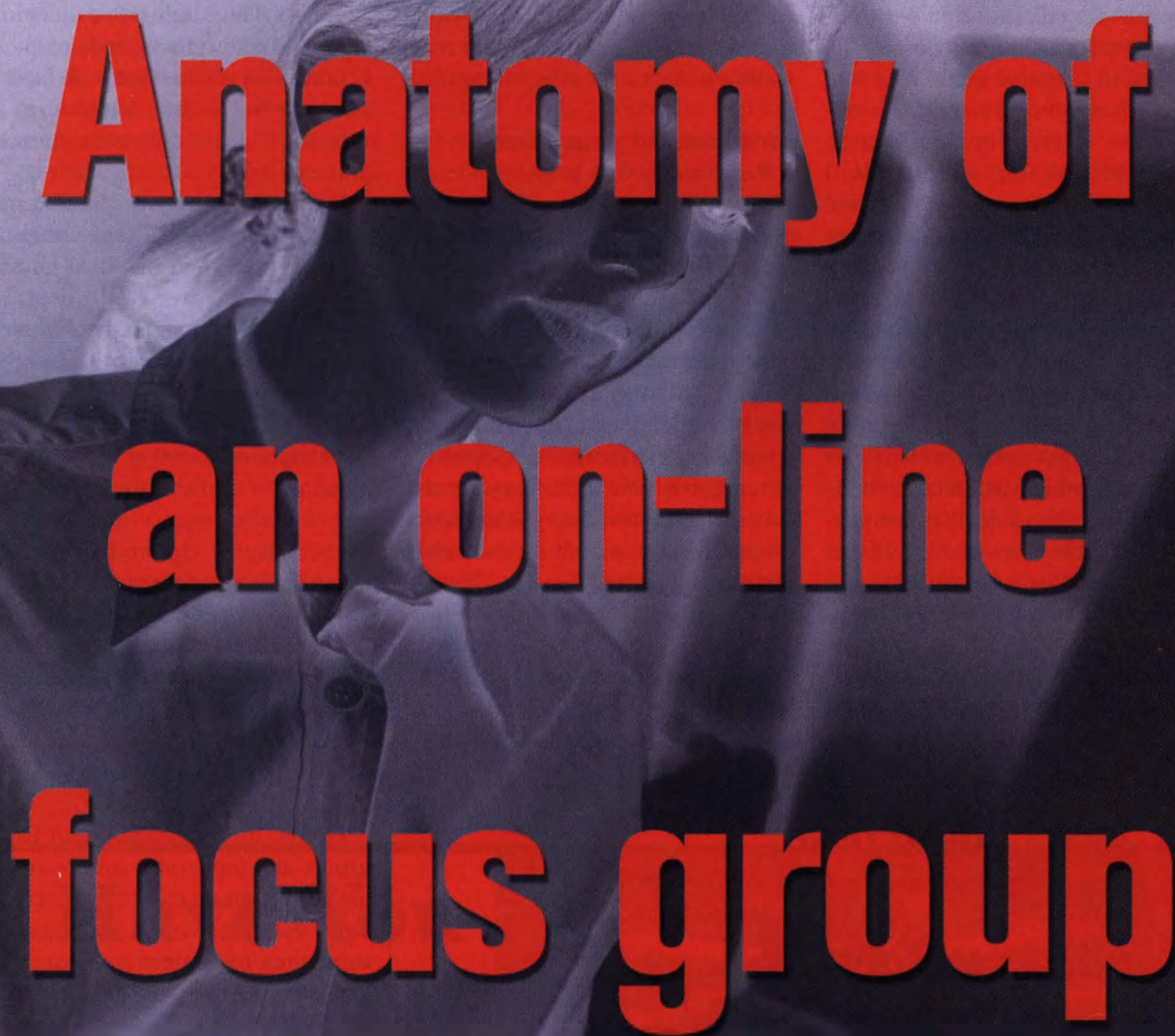


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Anatomy of an on-line focus group

By Casey Sweet

Editor's note: Casey Sweet is principal of Quesst Qualitative Research, Brooklyn, N.Y. She is also a board member of the QRCA. She can be reached at 718-783-3237 or at casey@focusgroupson-line.net.

On-line focus groups, also referred to as cyber groups, e-groups, or virtual groups, are gaining popularity as the research marketplace discovers the advantages they offer. In addition to saving time and money spent traveling, they can easily bring together respondents and observers in far-flung locations.

The on-line venue has been used for qualitative research since approximately 1994, when a few research companies began experimenting with discussion groups by borrowing chat room technology. This has evolved into a dimension of qualitative research, aided by customized software, that creates virtual facilities with waiting rooms, client backrooms, and focus group rooms.

Screeners, recruitment, and virtual facilities

Many elements of the on-line qualitative process are familiar to quali-

tative researchers conducting in-person groups. Every on-line group is initiated by contracting with a virtual facility that usually offers recruitment services as well as virtual rooms. Virtual facilities typically recruit respondents electronically from established panels, compiled on-line lists, targeted Web sites, or client-provided lists. Sometimes, telephone recruiting is used to make the initial recruitment contact or to obtain e-mail addresses. (Independent recruiters specializing in on-line group recruitment are just beginning to appear and this will, undoubtedly,

be another area of growth potential.)

Recruiting on-line groups requires specially crafted screeners that are similar in content and depth to those used for in-person groups. Since the screeners are administered electronically, some questions are worded differently to disguise qualifying and disqualifying answers. A professional on-line facility, in combination with a well-written screener, will thank and release all disqualified respondents without them knowing why. This, as well as putting a block on their electronic address, discourages them from re-trying to qualify by logging back in or from sharing information about the specific screener questions with friends. Depending upon the target markets, it is not unusual with high-incidence groups to have an excess of qualified respondents to choose from and the virtual facility and/or the qualitative researcher will select the best. (A project recently conducted by my company received over 1,000 qualified responses for the required 24 respon-

dent spots.)

The time set for an on-line group should accommodate the array of respondents participating. If there are East and West Coast participants, groups can be conducted later in the evening (based on EST) or participants in similar time zones can be grouped together.

Invitations and preparation

Respondents who are invited to the group receive invitations with passwords and passnames, instructions, dates, and times. The invitation requests that they sign on to the site in advance of the group, using the computer they will use during the group, to guarantee that all technology is compatible. If there are any complications or questions, the respondents can contact tech support in advance to resolve them. They can also contact tech support during the group for on-line support, as can the moderator and client observers.

Discussion guide development and design

The content and structure of the

inquiry, as outlined in the discussion guide, resembles in-person groups. The major difference is in the actual presentation of questions that are mostly written in full sentence form, in advance. The main topic questions must be written clearly and completely otherwise respondents will have to ask for clarification, which uses up valuable time and diverts the attention of the group.

On-line groups are often shorter (typically 60 to 90 minutes) than in-person groups and the ideal number (30 to 45) of prepared questions depends on the complexity of the subject and the amount of follow-up probes required. Whenever desired, follow-up questions and probing can be interjected to either an individual respondent or the entire group. This enriches the inquiry and uncovers deeper insights. Unfortunately, sometimes research sponsors can insist on an excessive amount of prepared questions that minimize the amount of probing time. The result is a missed opportunity to uncover deeper insights.



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Preparation for groups

Fifteen to 30 minutes prior to the group, the moderator and technical assistant sign on to watch as respondents enter the virtual waiting room using their passnames and passcodes. Similar to in-person groups, some respondents arrive very early and others arrive at the last minute. As they arrive, some virtual facilities can administer a rescreener to re-profile them and to assure that the attendee is the person who originally qualified. In addition to a few demographic and product usage questions, the rescreener can include a verification question that refers to a piece of unique, personal info, such as the name of their first teacher or pet, that was subtly asked in the original screener.

Show rates

Show rates can vary dramatically based on a number of factors, including: the origination of the respondent (on-line database, established panel, Web site intercept, etc.), confirma-

tion procedures, respondent comfort and familiarity with the on-line venue in general, and the typical kinds of other personal/business commitments that can inhibit attendance. For eight respondents to show, 10 or 15 may have to be recruited. However, it should be noted that the weather, traffic, and transportation can have less of a negative impact on show rates since the respondents are typically participating from a variety of locations and not encountering the same delays.

Selecting final respondents

Based on the rescreener information and final screener spreadsheet, the moderator and client select the respondents together, similar again to in-person groups.

Moderating

For a moderator, the excitement and pace of moderating an on-line group can be likened more to a roller coaster ride than an in-person group. Ideally, the discussion guide is down-

loaded directly onto the site so the moderator can, with one click, enter a question into the dialogue stream. However, another method more frequently available and workable (although requiring more concentration and actions by the moderator) is having the discussion guide document loaded in a separate window behind the virtual room to use for cutting and pasting each question.

To begin a group, the moderator introduces the purpose of the group and lays the ground rules. This includes a personal introduction, purpose, timeline, instructions for entering responses, encouragement to be candid and honest, and instructions for signing back on if they accidentally drop off. Respondents are also encouraged to "feel free to agree, disagree, or ask questions of each other that relate to the subjects being discussed" and told that this interaction will help bring the discussion to life.

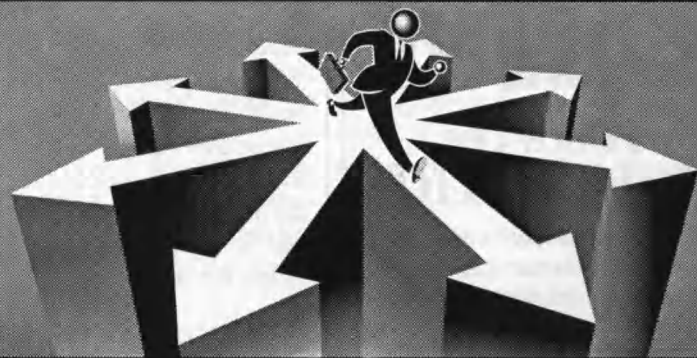
On-line groups demand that a moderator possess strong and fast keyboard skills or be willing to hire an

assistant who does. There are no unused moments during a group to accommodate slow typists on the moderator side. Respondents can type slower, but most are keyboard proficient and save time by cutting corners on spelling and not worrying about sentence construction. It helps to tell them right in the beginning that "typo's and sentances dont mater."

While a group is underway, there may be technical problems with respondents and clients that require telephone calls back and forth to resolve. Simultaneously, the moderator is reading and interpreting the response stream, responding to client notes, composing probes and entering questions while (potentially) dealing with all kinds of technical issues.

Also, moderating on-line groups requires someone who relates to the on-line venue and recognizes that respondents are adept at developing relationships in this medium. Many respondents participate in chat rooms and feel comfortable relating on-line. At the same time, it is the responsi-

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bility of the moderator to help make the respondents who are not as comfortable or experienced feel valuable.

The strategy of on-line moderating resembles in-person moderating. That is, the moderator follows the discussion guide to the extent that it continues obtaining the desired information. If a subject that was supposed to be covered later in the group is brought up earlier by the respondents, those questions can be inserted as the moderator sees fit. In addition, if topics not covered in the guide are introduced, the moderator can choose to interject a new line of questioning.

View for the client observers

If all is going well, most of the moderating elements mentioned above will be transparent to the research sponsor and observers. In fact, it may even seem slow for them as they passively sit in front of their computer watching the interaction. It is important to point out that the optimal way for the client to interact with the moderator is through one designated client liaison.



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Similar to in-person groups where notes are passed to the moderator, the designated liaison decides what is important to pursue and approves questions given to the moderator. These "notes" may be submitted to the moderator in private message form or entered in the backroom response stream for the moderator to see. The method of communication between the client and moderator depends mostly on the virtual facility being used and their software capabilities.

Technical support

All virtual facilities offer some level of technical assistance. This may be a technician whose role is to help everyone sign-on and to help anyone who gets kicked off and has trouble re-entering. Other technicians perform additional functions including hosting the waiting room and interacting with respondents while they wait.

Another option is for the moderator to hire their own project assistant who greets the respondents and chats with them in the waiting room — warming them up — while the moderator takes care of any last-minute details with the clients and facility. This assistant then supports the moderator throughout the group in whatever capacity needed, which could include co-moderating if, by remote chance, the moderator loses her/his connection. This person also has an overview of the project objectives, screening, discussion guide, and the moderator's style, areas that a virtual facility's technical support person would not be privy to.

Transcripts

Soon after the completion of the groups, transcripts are available for analysis and reporting. These transcripts, available within a few hours or the next day, may document all interactions from sign-on to sign-off, or they may be slightly edited (by the facility or moderator) to begin at the first question and end with the last question, eliminating the hellos and goodbyes. Inappropriate respondent comments can be easily removed.

Analysis

Analysis and reporting are similar to

in-person groups, with the exception that transcripts are quickly available for every group. The analysis will be very inclusive and reflect the input of most respondents since most of them answer every question. In the absence of visual and verbal cues, analysis of some areas, such as appeal, will be based on an interpretation of respondent statements and the ratings they use to indicate levels of appeal.


Reporting

Reports are virtually (no pun intended) the same as other qualitative reports covering areas such as objectives, methodology, conclusions, and detailed findings. They can be in topline, executive summary, or full report form. Typically, reports can be turned around more quickly due to the immediate availability of the transcripts.

A qualitative caveat

Results from on-line groups depend on the expertise and qualifications of the professional who is conducting them. The most knowledgeable and qualified professionals to conduct on-line groups are qualitative researchers who have research and marketing expertise and experience managing group interactions. "Techies" sometimes attempt to do groups because they are comfortable with the technology and mechanics and some even have experience with chat groups. However, they often lack research, analysis, moderating, and marketing expertise and the results can suffer from these deficiencies.

Where we are today

Putting all the parts back together, this is where we are today. Enhancements to virtual facilities are ongoing, in an effort to increase the usability and ease for all (moderators, respondents, clients). Researchers are learning how to use this exciting new tool to get at hard-to-reach markets, geographically dispersed customers, and on-line audiences in this fast-paced and shifting marketplace. Expansion of the on-line focus group market will reflect the expansion of the Internet, e-commerce, and technology as the computer information r/age rolls onward. 



By Merrill Shugoll and Nancy Kolkebeck

Guidelines for screening and re-screening

Editor's note: Merrill Shugoll is president of Shugoll Research, Bethesda, Md., and Screener/Re-screener Task Force chair of the MRA/QRCA Joint Committee. Nancy Kolkebeck is vice president of JRA, J. Reckner Associates, Inc., a Montgomeryville, Pa., research firm.

In 1996 the Marketing Research Association (MRA) and the Qualitative Research Consultants Association (QRCA) established the MRA/QRCA Joint Committee to address issues of mutual concern. The outcome of their first effort was published in the December 1998 issue of *Quirks* as "Guidelines for the future: recommended best practices for qualitative database development and usage."

During 1999, the Joint Committee has been working on the issue of "cheaters" and "repeaters." (Cheaters are potential respondents who lie about demographic or other criteria in order to participate in a focus group. Repeaters are those who have participated in more than one focus group in a six-month period and who fail to disclose this information during screening.) Several task forces have been established to investigate tools to address the industry's concern regarding professional respondents. This article reports on the most recent recommendations of the Joint Committee's Screener/Re-screener Task Force. The authors wish to thank task force members Rebecca Day, Angela Lorinchak, Kevin Smith and Cyndi Tompkins for their dedication and hard work.

These guidelines are presented to help qualitative researchers improve the quality of screening and re-screening instruments. The objectives are to assure the recruitment of fully qualified participants who match the target population desired by our clients, and to reduce the incidence of cheating and repeating.

In order to minimize cheating and repeating, a three-phase screening process is recommended. First, initial recruitment should be accomplished by using a screening questionnaire. Second, re-screening should be done during the confirmation call by a monitor or supervisor not by the original recruiter. Finally, on site re-screening should be conducted when the respondent arrives at the facility. To that end, what follows are recommendations for screener and re-screener design.

General rules of thumb for screener design

Screeners are and will always be

imperfect documents. A five-minute screening questionnaire cannot give us a complete understanding of respondents' attitudes and behaviors. And, we can never eliminate all mistakes that can occur during screening. However, we can limit mistakes by writing better screeners. In designing screeners, we need to follow the basic principles that also apply to questionnaire design. Some basic do's and don'ts are:

- DO start with general questions and proceed to more specific questions.
- DO write questions that use consumer language not client language.
- DO ensure that all possible answer categories are provided if the question is close-ended. Remember to include "Other-Specify" and "Refused" categories.
- DO tell respondents in the invitation section that they do not have to do anything to "prepare" for the session. One facility manager indicated that "trier rejecters" and "aware non-triers"

sometimes go out to purchase products prior to the groups.

- DO substitute open-ended questions for scales whenever possible and appropriate.

Open-ended questions are good because they:

- are more difficult to fake because there is no indication of what the right answers are;

- show what a respondent is thinking in his/her own words;

- provide additional opportunities to assess articulation.

- DO NOT compound two questions into one.

- DO NOT ask leading or biased questions.

- DO NOT exceed 20 words per question whenever possible.

- DO NOT, if possible, design a screener that exceeds seven minutes.

- DO NOT ask questions that are personal/confidential unless they are essential for analytical purposes.

- DO NOT terminate on a key question, if possible. Instead, THANK AND TERMINATE on an innocuous question. This will keep professional respondents from understanding what the screening criteria are.

Screener introductions

Introductions are important because they set the stage for whether the respon-

dents will allow the recruiter to continue the screening process. However, if not properly written, introductions can bias respondents toward trying to qualify in order to participate and earn the incentive money.

- DO identify the recruiter's name and recruiting agency's name.

- DO keep it very brief, but give enough detail to make the project sound interesting and enjoyable.

- DO include the topic. If a client list or other cold sample is being used, the introduction also needs a purpose and how respondents will benefit from participating.

- DO include the client's name, if per-

• Example 1: Open-Ended Usage Questions

- What are your 3 favorite brands of ___?
- What type of ___ do you use most often?
- When did you last purchase ___?
- What do you like least about ___?

The answers to open-ended questions represent partial lists of all potential responses.

• Example 2: Open-End Follow-up for Frequency Self-Rating

- If you are looking for "fitness fanatics" who must rate an 8, 9, or 10 on a 10-point scale, follow-up with a question like "How often do you work out?" or "What type of fitness activities do you do?" It will quickly become apparent that some of the 6's are doing more than some 9's.

◆ Example 3: Specified Frequency

How often do you use _____? (READ LIST)

| | CIRCLE ONE |
|------------------------------|------------|
| Once a week or more often | 1 |
| Two or three times a month | 2 |
| Once a month | 3 |
| Less often than once a month | 4 |

VERSUS

| | CIRCLE ONE |
|------------|------------|
| Frequently | 1 |
| Sometimes | 2 |
| Rarely | 3 |
| Never | 4 |

mitted to do so and if it would increase cooperation.

- DO tell respondents we are not selling anything, we are calling strictly for opinion research purposes.

- DO NOT give the specifics: date, time, location, type of project (groups vs. IDIs), gratuity, etc. This information should be in the invitation section and only divulged after we have identified qualified respondents.

Product/service category/brand usage questions

Improperly designed usage questions lead to non-qualified respondents. Pay careful attention to how these questions are structured. Design usage questions with the following pointers in mind:

- DO use open-ended questions when seeking "most often" or "top-of-mind" behaviors. (Example 1)

- DO NOT ask open-ended questions to identify behaviors or products that occur infrequently. When looking for "non-users" it is critical to use an aided question.

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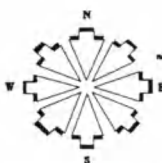
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• **Example 4: Overlapping Response Categories**

To ensure that we have a broad cross section, please tell me which of the following categories includes your age? (READ LIST)

| | | | |
|---------------------------|------------|---------------------------|------------|
| | CIRCLE ONE | | CIRCLE ONE |
| Less than 25 years of age | 1 | Less than 25 years of age | 1 |
| 25 to 34 | 2 | 25 to 34 | 2 |
| 35 to 44 | 3 | 34 to 44 | 3 |
| 45 to 54 | 4 | 44 to 54 | 4 |
| 55 to 64 | 5 | 54 to 64 | 5 |
| 65 years of age or older | 6 | 65 years of age or older | 6 |

VERSUS

• **Example 5: Parallel Response Categories**

To ensure we have a broad cross section, please tell me which of the following categories you identify with most strongly.

Are you: (READ LIST)

| | |
|--|------------|
| | CIRCLE ONE |
| Caucasian | 1 |
| African American | 2 |
| Hispanic/Latino | 3 |
| Asian/Pacific Islander | 4 |
| Native American | 5 |
| OR Part of some other racial group (PLEASE SPECIFY) | 6 |
| (DO NOT READ) Refused | 7 |

VERSUS

| | |
|-----------|------------|
| | CIRCLE ONE |
| Caucasian | 1 |
| Black | 2 |

• DO NOT ask self-rating questions. If you must, use them in conjunction with an open-ended question. This enables a recruiting supervisor to assess how an individual's view of themselves compares to others in the group who have rated themselves similarly. (Example 2)

• DO ask consumers to bring proof/evidence to the phone, if possible/applicable (e.g., product, bill, directory, etc.); if not possible, ask product/brand usage questions again at the end of the screener to confirm.

• DO ask the facility, if possible, to buy all brands in the category so recruiters can tell by respondents' description if it is the correct brand.

• DO be specific about usage frequency. (Example 3)

Demographic questions

The target market/audience for a product/service or communications program is often defined, in part, by demographics. Therefore, as qualitative researchers we must screen prospective respondents by such variables as gender, age, income, geography, marital status, family status, etc., to ensure that study participants are most representative of

the target markets identified by clients.

• DO use a transition sentence to introduce demographic questions to put respondents at ease and help them understand why certain questions are being asked (i.e., to ensure that a cross section of consumers are represented).

• DO use multiple answer categories rather than "yes," "no" or other bipolar responses because it makes it more difficult for the respondent to guess what answer is being sought.

• DO use exclusive (no overlapping) answer categories so that recruiters will not have trouble determining where to put respondents' answers. (Example 4)

• DO use parallel answer categories in a question. (Example 5)

• DO include one or two unnecessary answer categories, particularly for income and education, even if they represent a THANK & TERMINATE answer category so respondents do not have to lie/cheat to avoid falling into what is perceived by them as the least desirable answer category. An example would be adding "grade school" and "graduate degree" to the typical answer set for an education question.

• DO update your answer categories to reflect current cultural trends.

• DO ensure that your lower- and upper-income answer categories reflect the incomes in the selected geographic area.

• DO specify geographic area mixes desired either by county, Zip codes or whatever geographic designation is pertinent.

• DO ask about education if it is believed that income alone is not enough to identify the type of respondent that matches the client's target market.

• DO clarify family status questions based on project needs/specifications. For example, if you are looking for households with children, be sure to differentiate between children under 18 living at home, children 18 or older living at home, children 18 or older living away from home.

• DO consider asking a few psychographic questions or attitudinal questions using semantic differential scales or open-ended questions if demographics alone will not identify the target market for the product.

• DO ask specific job title/occupation to classify respondents by white-collar, blue-collar, gray-collar, pink-collar jobs, rather than having respondents classify themselves.

• DO NOT assume a facility will automatically screen for demographics that are not asked on the screener.

• DO NOT apply rigid market statistics on demographic characteristics for focus group recruitment specifications in order to replicate the market (e.g., 20 percent of the market is 25 to 34 years of age, so two to three respondents must be 25 to 34 years of age).

• DO NOT ask questions of respondents that pertain to others in their family. Only ask what is pertinent to the respondent, unless you are interviewing parents about their young children.

• DO NOT ask sensitive demographic questions like age, income, and race at the beginning of a screener, if at all

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Occupation/security questions

Occupation or security questions are asked to determine if the respondent has an unrepresentative level of experience in the topic area that would place them in the position of being considered, by himself/herself or by the other respondents, to be an "authority" on the subject. Additionally, these questions are used to determine if any of the participants might pose a threat to client confidentiality if information discussed in the research is shared with others.

• DO ask close-ended questions about occupation early in the screener and, as a double-check (if desired), open-ended questions near the end of the screener.

• DO ask about employment of other members in the household, not just the spouse, if security is a significant concern.

• DO NOT combine thoughts into a

single question (e.g., "Are you or a member of your household . . .").

• DO add other industries to the security screen if it is desirable to keep the topic of the research study confidential until the discussions are underway.

• DO consider using a "Yes" or "No"

individuals have done so many focus groups that they no longer represent the typical consumers we strive to include in our research.

• DO ask the respondents the qualifying questions in a way that will not provide a clue to the answer that you are looking for. (Example 7)

• DO be sure that the respondent understands that these questions relate to focus group studies that they have participated in anywhere — not just those conducted at the recruiting agency's facility. You may also want to exclude those who have participated in other types of research such as in-depths, taste tests, mall intercepts, and phone surveys.

• DO ask the past participation question using lay language rather than market research jargon.

• DO place the past participation question near the end of the screener. Provide a space for entering the respondent's last participation date, so that those respondents who have qualified on the remaining parts of the screener can be recalled if past participation requirements are relaxed. (Example 7)

Example 6: Close-ended Series with "Yes" and "No" Option

1a. Are you currently employed, have you ever been employed or been trained in any of the following types of businesses or occupations? (READ LIST)

| | CIRCLE ONE PER ROW | |
|--|---------------------------|----|
| | Yes | No |
| Advertising agency, marketing and/or market research company | 1 → (THANK AND TERMINATE) | 2 |
| Bank or other financial institution | 1 | 2 |
| Telecommunications company | 1 | 2 |
| Public utility, like the electric, gas or water company | 1 → (THANK AND TERMINATE) | 2 |

format to require respondents to more carefully consider their responses to each question. (Example 6)

Past participation questions

Questions about past participation help us identify individuals who have become what are commonly classified as professional respondents. These indi-

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Articulation, responsiveness, creativity questions and sensitive topics

The intent of articulation questions is not to screen out consumers whose opinions we value but to help increase the chance that those respondents who participate in our studies can clearly communicate their thoughts to others.

• DO ask the articulation question as a part of the normal screening process, using open-ended questions that pertain to the screener or topic at hand: What are your job responsibilities? Tell me about the last time you used this type of product.

• DO be specific in describing to recruiters what an "articulate" person means to you.

Responsiveness questions are used to determine if respondents are comfortable sharing ideas in a group setting and will be active participants.

• DO assess the potential respondent's comfort in discussing ideas with others.

(Example 8)

Creativity questions are used when it is important that those participating possess an aptitude for coming up with new ideas and/or reacting to ideas on the cutting edge. While many moderators like to use these questions, others believe that all consumers, when placed in a comfortable environment, have the necessary skills. Example 8 shows appropriate close-ended questions for those who are interested in identifying "creative" individuals. Other suggestions include:

— Use questions that are in sync with other topics addressed in the screener or everyday life rather than questions like "Tell me 10 things you could do with a paper clip."

— Over-recruit and personally interview each respondent upon arrival.

— Ask respondents to complete a homework assignment such as a collage related to the topic and select respondents on the work they have produced.

We are often asked to interview respondents about sensitive topics that may be considered extremely personal such as medical conditions or lifestyle topics. It is important to make respondents aware that they will be participating in a discussion with others who have similar experiences/lifestyles and/or that they will be asked to share their opinions on a specific topic.

• DO order the qualifying questions so that respondents who may find the line of questioning offensive can be terminated before more sensitive questions are asked.

• DO inform respondents, if appropriate, that they will be participating in a group discussion with other respondents who may share similar lifestyle,

• **Example 7: Past Participation Series**

Sometimes it is important to talk with people who have participated in previous research because they have experience talking about certain topics. At other times, it is important to talk with people who have never participated in an opinion study. Often we are looking for a mix of different experiences. What type of opinion studies, if any, have you ever participated in? (DO NOT READ LIST)

| | CIRCLE ALL MENTIONS | |
|---|---------------------|------------------|
| One-on-one in-person depth interview | 1 | |
| Group interview with two or more participants | 2 | |
| Mock-jury or trial | 3 | |
| Product placement test with a follow-up interview | 4 | |
| Mail interview | 5 | |
| Taste test | 6 | |
| Phone survey | 7 | |
| Other (SPECIFY) _____ | 8 | |
| None | 9 | → (SKIP TO Q.14) |

1b. When was the last time you participated in a _____

_____ Group interview with two or more participants

(mark number of times)

_____ List another type of research you might consider

(mark number of times) inappropriate

IF WITHIN THE LAST _____ MONTHS, THANK AND TERMINATE

1c. What were the topics of all of the group interviews in which you have participated?

IF ONE OF THE TOPICS LISTED BELOW IS MENTIONED, THANK AND TERMINATE

() Banking

() Telephone service: local and/or long distance

1d. Are you currently scheduled to participate in any type of market research study?

CIRCLE

| | | |
|-----|---|-------------------------|
| Yes | 1 | → (THANK AND TERMINATE) |
| No | 2 | → (CONTINUE) |

• **Example 8: Close-ended Articulation/Creativity Question:**

1. I'm going to read you a few statements. After I read each one, I'd like you to tell me whether or not it describes you "very well," "pretty well," "not too well" or "not at all?"

| | CIRCLE ONE NUMBER PER ROW | | | |
|---|---------------------------|-------------|--------------|------------|
| | Very Well | Pretty Well | Not Too Well | Not at All |
| I enjoy discussing new ideas | 4 | 3 | 2 | 1 |
| I am open about expressing my thoughts around strangers | 4 | 3 | 2 | 1 |
| I am open about expressing my thoughts around people I know | 4 | 3 | 2 | 1 |
| I'm a good listener | 4 | 3 | 2 | 1 |
| I enjoy/enjoyed participating in brainstorming sessions at work or when I was in school | 4 | 3 | 2 | 1 |
| I enjoy coming up with new ideas | 4 | 3 | 2 | 1 |
| I consider myself creative and imaginative | 4 | 3 | 2 | 1 |
| I tend to be willing to change old habits | 4 | 3 | 2 | 1 |
| I have good ideas | 4 | 3 | 2 | 1 |
| I'm usually the first among my friends to try something new (movies, clothes, restaurants, foods) | 4 | 3 | 2 | 1 |

1 (MUST RESPOND "VERY WELL" OR "PRETTY WELL" TO THE SECOND STATEMENT AND AT LEAST 6 OF THE OTHER STATEMENTS)

1 (IF THEY RESPOND "NOT VERY" OR "NOT AT ALL" TO MORE THAN 2 STATEMENTS, THANK AND TERMINATE)

religious or political beliefs.

Re-screener

The purpose of a re-screener is to assure that respondents qualify for the

project and to determine which of the respondents who show up are best qualified to participate. To prepare a re-screener that will meet these goals and the goal of screening out cheaters and repeaters:

• DO make sure questions on re-screener are worded exactly as they were worded on the screener. However, response sections should be open-ended.

• DO ask only key qualifying questions.

• DO look for gross discrepancies that would disqualify a respondent. Do not expect a respondent's answers to always match the answers on his or her original screener.

• DO, if possible, bring pictures of products to help respondents identify brands they use.

• DO maintain respondents' confidentiality. Ask only for first names.

• DO keep the length to one page.

• DO thank respondents for being patient and responding to the same questions one more time.

• DO notify the facility in advance about re-screening so that they can over-recruit if they are concerned about fallout as a result of re-screening.

• DO consider adding one attitudinal "tie-breaker" question if more respondents qualify than you care to seat.

If you have suggestions for the improvement of screeners and re-screener, specifically to help the industry address concerns about cheaters and repeaters, please forward your suggestions to the Screener/Re-screener Task

Force (via e-mail to mshugoll@shugoll-research.com or via fax to 301-657-9051). The Task Force considers this a work in progress and invites your com-



By Winslow "Bud" Johnson

Editor's note: Winslow "Bud" Johnson is president of the Stamford Marketing Group, a Stamford, Conn., consulting firm specializing in qualitative research. He can be reached at 203-348-2356 or at smgemail@aol.com.

The new product manager sat behind a one-way mirror watching a focus group evaluate his new investment product, which represented a unique new way for people to invest their money. The moderator had the respondents build collages to help identify perceptions of the new investment product. This same procedure had been used in a series of groups all across the country, and this was the last group in the series.

The moderator divided the focus group into two subgroups representing teams A and B. They were then told that they were to work with their respective team members to build a collage that described the new financial concept.

The moderator asked them to think hard about the new product. He asked them to think about everything that had been said so far about the product, and everything they now knew about it. He asked them to think about how they might describe this new investment option to the first person they met after leaving the group discussion.

The moderator then passed out a magazine containing a lot of pictures (such as *People* and *Good*

Housekeeping) to each respondent. None of the magazines were directly related to the topic of finance. The idea was to get them to think broadly about the concept. He had them go through the magazines and cut out as many pictures as they could that helped them visualize the new investment concept.

The next step was to ask each subgroup to sort through the pictures and determine which ones described the essence of the new financial product. The moderator then had them build collages, using a glue stick to paste the most descriptive picture in the center of a large sheet of paper on an easel pad, surrounded by the other relevant pictures. Each subgroup created its own collage. Finally, he had

each subgroup appoint a spokesperson, who described the collage the group had just created.

Some of the same types of pictures kept appearing in the different collages in every focus group. One frequently repeated picture was of some sort of a clock or timing device. There were also a lot of warning flags and symbols.

When they were asked to describe their collages, respondents often said that they saw this new financial product as an excellent way for people to start saving early for their retirement. The product was seen as a painless way to begin investing and an ideal vehicle to motivate younger people to start their retirement saving "before it's too late." This helped develop a hypothesis regarding the target market for the product as well as the overall marketing positioning. The product manager now felt comfortable in moving to the next step.

Projective techniques

Karen Predow, division manager of customer sciences at AT&T, believes that one of the limitations of direct questions is that you can only ask what you already know. She believes that projective techniques, such as the collage-making described above, can help you get past what you already know. "I think we are past the stage where we go to research just to confirm hypotheses," Predow says. "It is now very much generation of hypotheses. We often go to research with two or three hypotheses, we confirm two of them, and then we go to quantitative. Now we are in a space where you can't simply play the game that way. You have to be open to things that you had not even thought about.

"Respondents don't really think about a corporation's character, or its brand image per se. They will tend to talk about what they know about the company or its reputation. When you want to get something on more of an emotional level you need those [projective techniques] to help you really understand the customer's viewpoint. They are also valuable when you are asking respondents to evalu-

ate or help you design something that doesn't exist yet."

Dean Shulman, senior vice president, Brother International Corporation, agrees with Predow that projective techniques can be a great way to get people to say what they are really thinking. "Projective techniques allow them to express opinions about something without offending. Most people know that there are people watching on the other side of the glass, and you always run the risk of the 'please factor' or the opposite.

Some people feel they have to tell you what is wrong with a product, and others feel they are on stage and better perform well. Projective techniques kind of take them off of that thought pattern," he says.

Specific benefits of the collage

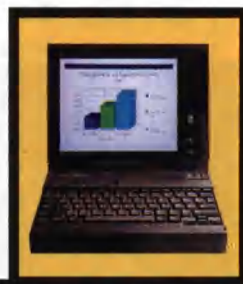
Kathy Hardy, associate director of the AARP Research Group, believes that one advantage of the collage is that it can help to jump-start the discussion. "It can take the full two hours to pull out of people the kind of

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information we can obtain quickly up front using the collage," Hardy says.

In addition, she says, collage-making can help obtain sensitive information. "Depending on the topic, you may have people who are unwilling to communicate because the topic may be too personal, or they don't want to be confrontational. This tool is another way for someone to contribute to a group discussion where they may not normally be willing to jump in with remarks."

Hardy also sees the collage as a tool for communicating the final results of a focus group to those who did not attend the groups. She has posted the collages created by respondents on the walls of meeting rooms to clarify points made during the groups. "When we presented the findings, there was quite a bit of interest in the collage. That became a tool for communicating the findings to my internal clients," she says.

Predow likes the idea of the visual stimuli in the collage technique. "You get information from the kinds

of pictures they select relative to the questions they have been asked to address. Second, it gives you another way to probe. You can ask them, 'What does that mean?' Third, you can see how the group puts it together. You get the individual's input from the kinds of pictures they put up, and then when they are working together you begin to get a sense of views, images, or how ideas might come together in a group of customers that have some common traits. This provides the best of both worlds. The individuals get the opportunity to select the kinds of pictures that are relevant and meaningful to them, and you get a chance to see how they work together to come up with a common image."

Predow adds, "With the collage there are a number of levels of learning. Even the pictures they select in the first place are valuable. When they start putting it together you can see how that may come together in a way that words just cannot fulfill. Then I have an opportunity to have

them tell me what they think is happening up there. I think that is a pretty efficient use of time."

The visual stimuli are an important aspect of the collage technique, Shulman says. "Some people have difficulty expressing a straightforward answer. They are not sure what answer you are looking for. By building the collage, it allows them to express themselves. To me, it is always interesting to see what pictures they pull out and how they describe them. If everyone agrees that this particular picture represents loyalty, it gives me an idea of what kind of images make sense. This is plus the benefit of having them verbalize what they are really thinking about loyalty."

Uses of the collage

Stewart Schwartz, manager, consumer understanding, Unilever Home & Personal Care – USA, sees the collage as an effective way to identify the image of a brand. He also sees using it to develop a profile of the type of customer that might buy a product. "I have seen it used as a brainstorming technique, sometimes to present pictures that have nothing to do with the subject. We were trying to come up with a new name for a fragrance, and one of the techniques we used was to pass out pictures of objects that had nothing to do with fragrance. Sometimes going away from the problem may spark an idea," Schwartz says.

Predow agrees that the collage is good for brand imagery work. She also feels that it can be quite effective in the development of concepts, deciding, for example, what kinds of benefits or features a product might have to have. "This can be particularly important in a category like ours [telecommunications], where we are really evolving. What the user experiences today will be totally different in about 18 months. The collage would allow me to get further than I could with just a white card description of the concept.

"I think you can create with consumers by understanding what your



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possibilities are and having them direct you to where you should be moving those possibilities. I think they will articulate, in ways that we could not even imagine, what the voids are and what their needs are. To some degree projective techniques help us get there. Sometimes there are ways to make things better, but even the user can't quite figure it out. They don't even know it's possible to be better, or that it is not working as well as it could be."

When developing concepts, Shulman begins such work by looking for problems that the consumer is having with a product category. "When we got into the fax market, we asked people what they didn't like about faxing. One thing that came out was they didn't like the paper. It came out curled, and you could not write on it. That is what we based our first generation of product on. With the collage, as we look at a market, we can ask what people don't like about a particular area of interest."

Time well-spent

It obviously takes time to go through the collage process in a focus group. Schwartz typically allows 20-30 minutes for collages out of a two-hour group. He feels the time is worth it. "I'm not sure that I know a shorter way to do it. If there is, certainly I'd be open to it. It takes time when there is a group effort. You just have to allow for it. I think the payoff comes from consistency from group to group. If you keep seeing the same pictures across groups, then you tend to have a feeling that it is working and there is probably something to it, and it makes you feel that the time you've spent is worthwhile."

"My view of two hours is that I've got this group of consumers that are going to give me 120 minutes worth of insight," Predow says. "I have to structure that two hours so that I get the most energy where I need it. One of the things I like about projective techniques is that they minimize wear-out. Somehow direct questioning tires folks out a lot more than when they get engaged and involved

in projective techniques. They are probably perceived as a more fun-filled experience."

Hardy cautions that there are times when the collage should not be used. "A collage would not work in circumstances where every second is taken up in the discussion guide. It should be in a toolbox, and it should be used depending on the client, the issues on the table, the sensitivity, and participant creativity. It might not be used every time, but it is certainly something that should be considered," she says.

Correct interpretation is critical

Shulman advises that interpretation of the group is extremely important. "For me, analysis of a focus group is weighing what they say, and not just taking verbatim what they say. You want to try to get a sense of their feelings."


Schwartz agrees that interpretation is critical. "You have to use your judgement about what they are saying and if it makes sense or not. I can only get to that by listening to what people are saying."

He cites as an example respondents who are selecting pictures of typical product users. "Are they trying to make themselves look good by describing their own user or is that

what they really feel? You have to look at the user you see in those groups, versus the collages that they build."

Limitations

As with any qualitative research, the collage does have its limitations. "I would not run from the facility with the insight and make a \$42 million investment decision," Predow says. "I am going to do some other things with that information. But I do have a lot more depth. I've got some dimensions to the understanding of the customer and what their issues are. I guess it is just being aware of the limitations of projecting the insights straightforwardly to a larger population. But that is a misuse of projective techniques in the first place.

"Projective techniques are to give you more insights, to stimulate your thinking to have a better understanding of the issues at hand. It is important to recognize that you are going to have some skew from your respondents not being fully representative of the larger marketplace. That is why you got them there in the first place. Now the challenge is how to appropriately use that insight, how to incorporate it into a new product idea," Predow says. 



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Survey Monitor

continued from p. 6

purchases for themselves when out shopping for gifts. Respondents estimate they spend an average of \$118 on unplanned purchases for themselves during the holiday season. Men tend to be more impulsive than women, spending an average of \$132 on unplanned personal purchases, compared to \$103 for women.

Maritz AmeriPoll is conducted by St. Louis-based Maritz Marketing Research. Results are based on telephone interviews with American adults. Accuracy of the results is within ± 3.09 percent. For more information call 800-446-1690 or visit the AmeriPoll Web site at www.ameripoll.maritz.com.

U.S. companies welcome as smoke clears from F1 racing

When the European Union directive banning tobacco advertising finally clears the smoke from Formula 1 auto racing sponsorship, American companies may find a clear road ahead in the race to build brand awareness.

With a Formula 1 championship race scheduled to take place in America next year, just how would European Formula 1 fans react to the idea of American companies sponsoring the sport? Over four-fifths (82 percent) of European F1 fans questioned in a study conducted by Performance Research Europe indicated that involvement in the sport by American companies would be either "very" or "somewhat appropriate." Performance Research Europe is a division of Performance Research, Newport, R.I.

However, this doesn't mean that any U.S. company with money to spare can succeed or would be welcome in Formula 1. When European fans were asked during aided questioning which companies best fit with their image of F1 racing, over three-quarters (78 percent) cited beer brand Budweiser, making it the company most often-mentioned, followed by Coca-Cola (77 per-

cent), IBM (77 percent) and American Express (72 percent). The brands that failed to impress these fans included Cadillac and Sears.

The research also suggests that American companies already involved in U.S. motorsports such as NASCAR will find the European Formula 1 fan different from brand-loyal American racing fans. Studies by Performance Research conducted in America over the last 14 years have found that an average of 72 percent of NASCAR fans would "almost always" or "frequently" choose a brand or product associated with their sport; among European Formula 1 fans this figure stands at 28 percent. In fact, more Formula 1 fans indicated that they would "almost never" choose the Formula 1 sponsor (32 percent) than indicated that they would either "almost always" or "frequently" do so.

More consistent with American motorsports sponsorships was the finding that over half (55 percent) of European Formula 1 fans reported that their impression of sponsor companies had "improved" as a result of the sponsorship. In addition to this it made them feel sponsor companies were "more innovative" (58 percent) than companies that are not sponsors.

American companies who are looking to enter Formula 1 in order to raise awareness levels can also take comfort from the finding that currently, the top three most often-mentioned sponsors during unaided questioning are tobacco companies, all of whom will have left the sport under the European Union directive banning tobacco advertising, likely to be introduced in July 2001 and completed by 2006. Benson & Hedges was mentioned by 83 percent of respondents, helped no doubt by British fan loyalty to Jordan team driver Damon Hill. Following B&H came Marlboro (52 percent) and West (31 percent). For more information contact Bill Doyle at 401-848-0111.

E-stores rule holiday shopping

E-stores, not real-store Web sites, will be the beneficiaries of this season's

on-line holiday shopping bonanza, according a holiday shopping study of nearly 5,000 Americans with Internet access conducted by Westport, Conn.-based Greenfield Online. Seventy percent of consumers on the Internet plan to do some or all of their holiday shopping on-line. But when surfing for gifts hits high gear in November and December, nary a major department store nor big-name catalog retailer is likely to be among the top on-line destinations for holiday e-commerce. The top Web sites on-line gift buyers say they plan to visit are virtual businesses only, with no physical store presence. The top three that ranked way ahead of other Web destinations are: Amazon.com (68 percent); CDNow.com (45 percent); eToys.com (43 percent).

The percentage drops sharply to ToysRUs.com, the fourth-ranked e-commerce site and the highest ranked brick-and-mortar retailer, named by 28 percent. Macys.com was cited by a mere 10 percent and was the only department store scoring even that. Virtual stores also outpaced famous-name catalog sites like LLBean.com (at 20 percent) or a specialty clothing store like the Gap.com (at 16 percent). Of course, these companies mainly sell clothing, which still is not as widely purchased on-line. The study found that 19 percent plan to buy clothing on-line, compared to 47 percent who plan to buy the top on-line gift — CDs. Books closely followed CDs as the second-most popular item people will shop for on-line, with toys and games predicted to challenge computer software for third place, according to the survey.

While the main reasons people say they will do holiday shopping on-line relate to convenience and avoiding crowds, 60 percent believe they can find the lowest price on-line and 44 percent expect to be able to purchase those hard-to-find items using the power of the Web. Price, guaranteed delivery and customer service are the most important factors that will keep on-line customers happy with their purchases. Some 47 percent worry that they will not be able to return

items easily and 43 percent have some concern about credit card safety.

The holiday season would not be complete without the exchange of greeting cards. This year 13 percent plan to buy cards on-line and most will avoid writer's cramp by sending them electronically.

The Greenfield Online Home for the Holidays shopping study was fielded in July to 4,849 respondents drawn from the company's research panel. The data was weighted by age, gender and region to represent the total Internet population. For more information call Gail Janensch at 203-429-0111 or visit the company's Web site at www.greenfieldcentral.com.

On-line pets stores keep customers purring

Although the Internet has yet to capture the attention of most Internet pet owners, satisfaction among those who are buying from on-line pet stores bodes well for the future success of the industry.

According to research from Port Washington, N.Y.-based NPD Online Research, almost 30 percent of Web users who have visited an Internet pet store purchased on-line. Among those buyers, over half reported being very satisfied with their on-line buying experience, and almost all intend to shop again on-line.

NPD found that most buyers of Internet pet supplies were female. According to the survey, women made up 68 percent of all Web-related sales. Females also spent more money on their pets on-line, about twice that of males. "Americans have a great affinity for their animals, so it comes as no surprise that the Internet is tapping into this market," confirms Pamela Smith, vice president of NPD Online Research. "We found that most Internet pet owners discover on-line pet stores while browsing the Web. However, due to the current blitz of pet site advertisements, traffic and sales should increase substantially."

Despite the wide selection of pet

products available, toys were the most popular of Internet pet store purchases. Forty percent of owners polled had bought toys for their pets on-line. Edibles were also popular, as 31 percent confirmed buying food and 30 percent treats. Non-food accessories were purchased by 26 percent of shoppers, and health products by 17 percent. Almost half of all buyers reported spending up to \$25 during an average visit, while 37 percent spent between \$25 and \$50.

According to NPD, convenience was the main reason for buying pet supplies off the Web. Three of the top five reasons for buying on-line reflected a saving of time and effort, including more suitable shopping hours,

effortless delivery and avoidance of lines.

Petsmart.com was the most frequently visited on-line pet store, according to NPD. Fifty-two percent of survey participants visited petsmart.com, while 36 percent frequented pets.com. Other popular sites included petopia.com

(15 percent), petwarehouse.com (9 percent) and petstore.com (8 percent).

The NPD on-line pet store survey was conducted as part of the NPD Online Research omnibus survey. Two thousand and nine individuals from NPD's Online Panel, a Web representative sample of individuals pre-recruited to participate in surveys, responded to the questionnaire in late September.

Most Frequent Reasons For Shopping On-line Pet Stores

| Reasons | Responses |
|---------------------------------|-----------|
| Convenience of 24-hour shopping | 54% |
| Orders delivered to front door | 48% |
| Low prices | 47% |
| On-line discount promotion | 35% |
| No waiting or standing in line | 34% |

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Product & Service Update

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ODBC, and automatic importing of any text file. The software generates CfMC- and NIPO Software-compatible script formats and allows conversion to and from CfMC and NIPO Software script formats. For more information call 415-777-0470 or visit the CfMC Web site at www.cfmc.com.

SPSS offers free 45-day software trial

SPSS Inc., Chicago, is offering a free, 45-day trial version of its new time-series forecasting software products, DecisionTime and WhatIf? DecisionTime's Expert Modeler works by using a large family of forecasting algorithms, automatically selecting the best method and building a sound forecast from historical data. DecisionTime identifies which factors are significant predictors, providing the ability to make decisions which can have a positive effect on future results. DecisionTime users can then deploy their forecasting models to decision makers and planners throughout their organization. Using WhatIf?, those decision makers can build different scenarios finding the one that best meets their goal. By adjusting factors and incorporating their experience and specific business knowledge, the manager using WhatIf? can explore alternative scenarios and compare how different options impact the forecast. To sign up for the 45-day free trial software visit www.spss.com/decisiontime/promo.

New on-line resource for competitive intelligence

Executive Resource, a Montreal competitive intelligence consulting firm, has launched Competia Online (www.competia.com), an on-line community for competitive intelligence and strategic planning professionals. Competia offers focused, practical articles that will inform readers of the lat-

est tools, techniques and products to help them in their role as business and competitive intelligence analysts. Registered users can access news on the advancement of their profession, practical and hands-on tools and analysis techniques designed to help them increase efficiency in their work. Content will be updated each month, but readers will at all times have access to the full searchable archives. Access will be free for registered users for the first three months of the launch period.

Service tracks shoppers' Web habits

Information Resources, Inc. (IRI), Chicago, and Media Metrix, Inc. have introduced e-SCAN, a new service designed to let consumer product companies track where specific brand/category buyers go on the Internet and measure their responsiveness to Internet advertising. Media Metrix collects Internet viewing behavior via its patented metering methodology. The meter collects real-time Web usage data and transmits it to Media Metrix for collection and analysis. IRI collects U.S. household purchase activity from its Shoppers' Hotline panel through its proprietary ScanKey in-home scanner. The device passively transmits its data to IRI for collection and integration with other IRI information, such as in-store promotion activity. For more information call 312-726-1221 or visit the IRI Web site at www.infores.com.

StatPac for Windows

StatPac Inc., Minneapolis, has released StatPac for Windows 5.0, survey software designed to help users with survey design, questionnaire creation, e-mail surveys, sample selection, data entry and editing, and analysis.

The package includes the basic analytical procedures such as frequencies, multiple response, crosstabs and banners, descriptives, breakdowns, correlations and t-tests. There is also an automated open-ended response coding feature that evaluates respondents' verbatim

answers and codes them into response categories with minimal help from a researcher.

Batch and interactive processing are supported. All reports are created in rich text format, which makes them compatible with Microsoft Word and most other Windows software. The output includes a table of contents for indexing to long reports. Extended labeling is available for page headings, titles, variable labels and value definitions. The package also contains transformation capabilities including sorting, weighting, recoding, and computing new variables. A free evaluation copy of StatPac For Windows can be downloaded from www.statpac.com or is available by calling 612-925-0159.

Syndicated study profiles on-line shoppers

Opinion Research Corporation International, Princeton, N.J. has introduced e.Tr@ck, a nationally projectable syndicated research study of on-line shoppers. Specifically, e.Tr@ck measures awareness and perceptions of on-line merchants, the products consumers shop for on-line and the attitudes of on-line shoppers. E.Tr@ck is conducted by telephone twice a year. The results are based on an RDD probability sample of approximately 2,000 adults, screened for a sample of 600-700 on-line shoppers. The overall results, weighted to the national population for age, race, region and gender, have a margin of error of ± 3 percent. The results of e.Tr@ck's initial wave (conducted in September) are now available. For more information visit the company's Web site at www.opinionresearch.com.

Watch research events on the Web

ActiveGroup, LLC is now offering a service that gives clients the ability to watch live events involving marketing research on the Web. Specifically, the client may watch a

live video broadcast of focus groups or other types of in-depth research interviews that are actually taking place in an ActiveGroup broadcast facility. They may access the appropriate password-secured Web page from anywhere in the world that has Internet access. To date, ActiveGroup has contracted to provide broadcasting services from 17 focus group facilities in 12 major markets of the United States. Plans are to sign contracts with between 50 and 60 facilities in the United States and approximately 50 to 60 facilities in European, South American and Pacific Rim countries by the end of 2000. For more information call David Nelems at 404-376-2313 or visit the company's Web site at www.activegroup.net.

Tool evaluates tech adoption rates

Parks Associates, a Dallas research firm, has introduced a new consumer research model that provides an analytical tool to evaluate consumers' adoption of new technologies. The firm will use the model as the cornerstone of a new multi-client study called Customer Acquisition and Loyalty, which is scheduled to start in early 2000 and which will include a survey of 3,000 randomly selected U.S. households. The study will provide information on consumers' product ownership/service subscription and churn in telecommunications, Internet services, cable/DBS, home security, and other industries. For more information call Steve Harvey at 972-490-1113.

ESRI product adds maps to Web sites

ESRI, a Redlands, Calif., GIS software firm, has introduced RouteMAP Internet Map Server (IMS), which offers mapping, site locating, and routing capabilities to an organization's Web site with driving directions to any location within the continental U.S. The product is a stand-alone Internet Map Server applica-

tion that requires no programming to create custom maps with symbols that represent a business or public sector service center. Besides adding unique symbols for locations on the map, other key features allow for finding an address, area code, city, county, or ZIP Code; displaying and printing driving directions with maps to a location; and the ability to zoom in, zoom out, pan, find the nearest location, and measure distances. For more information visit the company's Web site at www.esri.com/routemapims.

System helps with facility scheduling

COMSEC, South Windsor, Conn., has issued a new version of the time scheduling system, Facility Master II for Windows. Facility Master II is designed for organizations that require a scheduling system for reserving rooms, activities, resources or appointments. Facility Master II makes reservations as easy as click-

ing a mouse at the intersection of the time and facility, and entering the data in a popup window. The product's interface permits the entry, update and retrieval of reservation information for up to 400 facilities, including equipment, resources and services. To complement the daily and monthly views, version 4.5 adds a weekly view of the schedule. Create, delete, modify or print reservation confirmations for the week and then jump back to the daily view to manipulate up to 400 facilities. Version 4.5 also adds a stop date option to the transaction-driven multiple duplication system. Reoccurring reservations are scheduled by clicking on the days desired, selecting the frequency and then entering either the number of occurrences or a "schedule until" date. For more information call 800-305-3496 or go to www.fm-webview.com for an on-line demo.



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Research Industry News

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scanner-based sales data from a sample of 7-Eleven stores.

The Arbitron Company, New York, has signed an agreement with Taylor Nelson Sofres, a marketing information and television audience measurement company, granting Taylor Nelson Sofres a license to use Arbitron's patented audio-encoding technology for television audience measurement services.

Los Angeles-based **BizRate.com**, an e-commerce merchant rating and marketing research firm, has signed an agreement with The NPD Group, Inc. New York, to jointly develop and market co-branded e-commerce research products. BizRate.com and NPD will conduct on-line panel research using BizRate.com's Online Research Team of on-line buyers who have volunteered to share their opinions and shopping experiences. This group will be surveyed on a regular basis on a variety of on-line and off-line topics.

Harris Interactive, Rochester, N.Y., has signed an agreement with Olympic Properties of the United States (OPUS). Under the agreement, Harris Interactive was named the exclusive supplier of market research services, which includes the use of its Internet research capabilities, for the United States Olympic Committee (USOC) and the Salt Lake Organizing Committee (SLOC) through December 31, 2004. Harris Interactive will be recognized as the exclusive supplier of market research services to the USOC, and also will be linked to the USOC and SLOC Web sites, enabling Harris Interactive to grow its on-line database of respondents for research purposes. Harris Interactive also will structure a series of polls for the USOC and SLOC Web sites, as well as perform other proprietary market research for the two organizations.

Harte-Hanks Direct Marketing, New York, has formed Harte-Hanks Analytics, combining the analytical and research capabilities of Harte-Hanks into one unit. Combined in this offering will be marketing analytics,

targeting services, and market research. David Blackwell is rejoining Harte-Hanks to head the unit.

Taylor Nelson Sofres, a Horsham, Pa., research firm, has reached agreement to acquire INDETEC International, Inc., a supplier of market information to the U.S. telecommunications industry. Completion is dependent upon certain conditions being satisfied, which include obtaining Hart Scott Rodino approval. At press time, the transaction was expected to be completed in the fourth quarter of 1999. INDETEC's revenues in 1998 were \$13.7 million and net assets at 31 December 1998 were \$3.36 million.

MORPACE Pharma Group, Ltd. (MPG), a Concord, Mass., health care information and analysis company, has established a new office to provide pharmaceutical and biotechnology companies with primary marketing research, including brand awareness, image studies, and promotional testing. Les Leatham, vice president of MPG, will head the Princeton, N.J., office.

NFO Worldwide, a Greenwich, Conn., research firm, has launched InsightExpress (www.insightexpress.com and www.insightexpress.net), a new Internet company formed to provide real-time consumer input to decision-makers. Supported by the visitor profile-driven targeting services of Engage Technologies, Inc., and funded by NFO, General Atlantic Partners and Engage, InsightExpress will provide customers with real-time access to targeted consumer audiences and to existing customers via their own lists. InsightExpress will enable clients to test new ideas, screen new concepts, gauge customer satisfaction, survey employees, test advertising and gather insight into the needs, attitudes and behaviors of consumers.

The U.S. Department of Health and Human Services has awarded the Macro International subsidiary of Princeton, N.J.-based **Opinion Research Corporation** a new five-year contract worth a potential \$14.2

million. The contract commences immediately and is comprised of a three-year base period with an option for an additional two years. The base period award is worth at least \$7.9 million. Macro has been evaluating children's mental health service delivery programs for the U.S. Department of Health and Human Services for five years and is now collecting treatment outcome data on 45,000 children at 45 separate locations. The purpose of Macro's contract is to evaluate the effectiveness of the various different "systems of care" that are being used to help children with serious emotional disorders and their families. The company has also won contracts to provide research for the Defense Logistics Agency (\$6.5 million), the Centers for Disease Control and Prevention (\$5.6 million), the U.S. Agency for International Development (\$7.0 million), the National Science Foundation (\$6.0 million) and Housing and Urban Development (\$4.3 million).

Susquehanna Surveys, Harrisburg, Pa., has added a 10-station telephone interviewing room in its central service facility at 5321D Jaycee Ave. The firm will now provide in-house, national focus group and one-on-one recruitment and telephone research. For more information call 800-465-3128. The firm has also formed an alliance with the Hemlock Girl Scout Council to create a mural entitled "Central Pennsylvania: Past, Present and Future." Susquehanna Surveys is dedicating a wall of its Harrisburg auditorium room for the project, which will be designed and painted by members of the Hemlock Girl Scout Council.

Kenneth A. Fox has started **The Soundings Company**, specializing in business strategy development, at One Wesley Dr., Charleston, S.C., 29407. Phone 843-573-0307.

Matt Clark has formed **Clark Marketing Research Group** in Rocky Hill, Conn. Clark has been in marketing research for 15 years, most recently with Mintz & Hoke Advertising in Avon, Conn. For more information call 860-563-5222.

New is not always better

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- What is still true in all qualitative research is the need for a line of questions designed to get respondents to open up and share their beliefs, their attitudes, their thinking, and their reactions to a wide range of client-driven options about products, services and ideas.

- What is still true of qualitative research is a desire to get the best data possible from respondents so that the data can be accurately projected.

- What is still true is that researchers talk to real people and translate the findings into action reports so clients can make more informed decisions.

- What is still true is that the imperfect science of asking questions of strangers helps clients understand more than top-of-mind behaviors of the very people who eventually buy or don't buy what clients have to offer.

Dazzling array

There is a dazzling array of new technologies that are available for researchers. The business world is fueled by the speed of computers, software, fax machines, and presentation graphics. The Internet provides incredible opportunities for primary and secondary research. The research world experiments with hand-held devices for respondents to tally answers right in the group, blurring the line between qualitative and quantitative research. On-line focus groups bring the Delphi technique up to a new level. Faster and faster report cycles for clients who want the findings instantly are possible with and laptops and e-mail. With all this speed and technology it is easy to keep thinking that the best research project is one that uses the newest tools.

But, as we will explore, the best research tools are not always the newest ones. While the spotlight will be on focus groups, the reader can make applications to the other QLMR models in use today.

In qualitative research, there are nifty tools available to moderators like laddering, picture sorts and role playing opportunities. There are drawing exercises, projective techniques, sentence completions and worksheets aimed at getting below top-of-mind responses.

There are other tools like "sharing pairs," in which respondents work in

teams and look for solutions. There are collage exercises, and the writing of product obituaries. Respondents can pretend to be members of an advisory board or a board of directors. They can use a light bulb or a magic marker or an ash-tray as stimuli to see what those unrelated items could bring to a creative solution. They can use mind-mapping or hand-held recording devices to get private answers before public disclosures.

There is so much that a moderator can do. It is possible to use the full two hours of a traditional focus group just setting up tasks, giving directions and making sure respondents are doing what you asked!

It is very seductive to keep looking for "more, better and different" tools to go deeper with respondents or get them to "confess" early and often and to share what they are really thinking or feeling. Sometimes moderators ask me: "Do you know any tools or techniques that will help me get more information faster?" There may be a nifty little tool or technique to do so, but that's just what it is: a nifty little thing, like a Band-Aid. Maybe researchers really want to know if there is an MRI machine to look deep into the minds/hearts of respondents to get the needed data.

There is no QLMR MRI machine. What is available is the opportunity to build a moderator toolbox of simple, ordinary techniques that create this environment:

- trust between moderator and respondents;
- respect for what respondents have to say;
- a steady pace to keep discussion moving along;
- a variety of simple activities that hold interest; and
- a method of asking questions that do not lead the witness.

Trust

The easiest way to create trust in focus groups is to meet the respondents as early as possible. One way is to go to the waiting room and just say, "I'm the moderator for the group with the blue name cards. We are going to be starting in a few minutes, the hostess will let you know when. I promise you'll be out on time." Next, greet them at the door with a hand-shake and a simple generic statement: "Welcome to the discussion on cars" (or

cold medicines, or the next election). After all are seated, restate the purpose of the discussion, give all disclosures (mikes, mirrors, observers, etc.) and clear, simple ground rules for participation. Ask quick, easy, self-introduction questions, introduce yourself and start the group with a question that anyone can answer.

Respect

One of the most seductive things in communication is to have a listener who really listens! A good moderator or interviewer who asks a question and really, really listens, while looking at respondents, gets a lot more data than one who asks questions and looks away while respondents are talking! That is called "listener interruptus," and like the phrase it copies, it is not very satisfying! When moderators or interviewers show true, active listening skills — listening without judging — respondents are motivated to say more, to divulge deeper and deeper levels of information. It is an addictive process: The more the moderator listens, the more respondents talk. The more respondents talk, the more they want to share beyond top-of-mind responses. The "doorway" into that respect is good, clear questions and good listening skills.

Steady pace

A boring focus group is one that jerks along in fits and starts — some good questions and probes and some poor questions and limited probes. Another contributor to a poor focus group is a moderator who doesn't vary the pace of the discussion, using the "I ask...you answer." model. A good focus group has a slow build — from foreplay to climax and then time for a cigarette afterwards! The flow moves from easy to more difficult questions and from activities that are low-risk to those with a higher risk. A good ground rule for moderators is to vary the process about every 20 minutes. Since groups last about 100 minutes out of a possible 120 minutes, that means just five changes of pace. One model to consider is shown in Figure 1.

Variety of simple activities that hold interest

The key obstacle in focus groups is using a 60-year-old model of a two-hour

session and fitting in everything that a client wants! A 1937 client probably wanted to cover two to three key issues. A 1999 client wants five or six issues covered! With the added charge of keeping the pace moving, keeping respondents interested and getting the data, there is a need for simple activities to meet those client needs.

Here are some that are quick and easy and support the process of discussion:

1. Ask short questions to get long answers.

7. Use the easel to draw graphics to forward the conversation, to act as stimuli to get below top-of-mind responses. Some easy ones include drawing a stick figure and asking respondents to "Tell me about the heavy user of NutraSweet. What is that person like? A man or woman? Over or under 40? Works or stays at home? Has what kinds of shoes in their closets?" etc. Another one is to draw a circle with arrows leading to it with a key word or phrase in the middle like "old age" and ask questions

B. *Do you ever go to the grocery store in the middle of the night?*

Alternate: *What time of day is your usual time for shopping?*

PROBE: *What is the latest or earliest you have ever shopped?*

C. *It is quieter in grocery stores late at night, isn't it?*

Alternate: *How is late-night grocery shopping different from daytime grocery shopping?*

Keep questions open and keep them "true questions," defined as questions

to which the asker doesn't already have the answer!

Make the grade

It is fine to use a new technique or approach in QLMR as long as those techniques are not games to play on respondents to stroke the ego of a moderator or to impress a client. New techniques that meet the following criteria are probably good candidates to make the grade as a new tool in a moderator's toolbox:

1. The technique has a clear purpose and a defined outcome.

2. Occasionally stand and ask questions from a different place in the room to create a different atmosphere, and to infuse energy into the room.

3. Ask questions that access different models of listening on the part of respondents (those that process data visually, auditorily and kinesthetically).

4. Provide written instructions for worksheets or detailed activities.

5. When asking for lists (e.g., "What are the factors you consider when buying a car?") use the 10-finger "verbal countdown" method rather than charting on the easel.

6. Use sleeved items or other show-and-tell items to make the abstract real (e.g., "Here are some brands of dishwashers [show names]. Which one is the gold medal standard for the industry?" Each brand — GE, Whirlpool, Maytag, KitchenAid and Kenmore — is typed in 40-point type and inserted in a plastic sleeve.)

like "What comes to mind when you think of this phrase?"

Asking questions that do not lead the witness

Moderators and interviewers are always pressed for time and an easy default is to drop into helping respondents by asking questions that lead them to the answer categories you're seeking. Avoid putting part of the answer you want in the question you ask. For example, DON'T ASK, "What are some reasons you grocery shop on your way home? Is it because it is convenient or time-saving?" Just ask, "When do you grocery shop and what are some reasons for that time frame?"

Some other classic questions that illustrate the concept of leading respondents:

A. *You like sports utility vehicles, right?*

Alternate: *What do you like about SUV's and what don't you like?*

2. The task allows respondents to participate in a way that does not demean or belittle them or their experiences.

3. The task is conducted by a trained and experienced moderator who has practiced the technique, before using it in an actual group, and by a researcher who understands the principles on which the technique is built.

4. The technique moves understanding about consumer behavior to a new and deeper level.


Some of the newer techniques have been borrowed from other disciplines. In the hands of inexperienced researchers, who lack knowledge about the fundamental principles or paradigms on which the technique is built, these techniques can bomb. In the quest for "new, different, and better," qualitative researchers may erroneously place emphasis on the technique rather than the outcome produced. 

Figure 1

STAGES OF A STANDARD TWO-HOUR FOCUS GROUP TIMING + PROCEDURES

| | |
|--|--|
| Stage 1: | Introduction - First 20 Minutes |
| Tasks: | Trust-building and demonstration of non-judgmental listening via delivery of guidelines and context as well as self-intros |
| Stage 2: | Rapport and Reconnaissance - Second 20 Minutes |
| Tasks: | Easy, low-involvement questions and one exercise or process |
| Stage 3: | In-Depth Discussion - Part I - Third 20 Minutes |
| Tasks: | More detailed, complex questions and two quick exercises |
| Stage 4: | In-Depth Discussion - Part II - Fourth 20 Minutes |
| Tasks: | Deeper discussion, two exercises, and pointed, specific open-ended questions |
| Stage 5: | Moving toward Closure - Fifth 20 Minutes |
| Tasks: | Summary style questions, no exercises or one that takes no more than one minute |
| Total time elapsed: 100 minutes Remaining 30 minutes are for transitions and "people logistics" | |

Nostalgia

continued from p. 17

ed him of the plastic slipcovers on his mom's sofa and how the plastic would stick to his thighs whenever he sat on the sofa while wearing shorts. Another participant selected polyester; he made an instant connection between the feel of the fabric and the clothes he wore in grade school.

Similar techniques were used to evaluate the overall look, smell and sound of the decade. Twenty-second sound clips of various '70s recording artists were played for the respondents, resulting in mixed opinions of what the "real" sound of the decade was. Variables such as race and socioeconomic level contribute to one's taste in music during childhood. For some respondents, the Rolling Stones were the sound of the decade; for others, it was B.B. King or Steely Dan.

The sound-oriented segment of the interview indicated that most of the respondents' childhood memories were of things that were controlled by adult figures. For example, the music they remember so vividly was, in most cases, part of mom or dad's record collection, and not the result of experimenting with the radio dial. This theory is supported by the comments made by the interviewees: "Oh yeah, I remember that — my mom used to play that song when she would clean up the house!" "I remember riding in the car with my dad — he would play that song to death." Parents also selected the clothes they wore during those years.

A kid in a candy store

Although techniques involving touch, smell and sound were vital components of the research, the one sensory experience that was consistent for most respondents was the sense of taste. Almost all of the respondents fondly recalled going to the neighborhood candy store. In fact, when asked about their visits to the candy store, they described this

experience in great detail, recounting everything from the location of the bubble gum machine to the smudges on the big glass case that held the confections. Everyone interviewed came up with the names of several candies that seemed to evoke pleasant memories of days gone by. Upon review, it became apparent that the visits to the candy store were one of the few situations where the respondents had full autonomy over the situation and purchasing decision.

Mimic the experience

During the first client debriefing, the results of the interviews were explained to Reynolds, who seemed satisfied with the club's retro image and did not want to change it. But she was intrigued by the vivid candy store memories, and came up with the concept of creating cocktails that mimic the candy store experience.

Based upon the data collected during the interviews, she presented a list of popular '70s candies to her staff of mixologists, who then created an entire line of drinks that taste remarkably similar to the confections after which they were fashioned. A combination of chocolate liquor and peppermint schnapps along with a few other ingredients gives the fresh taste of a Peppermint Patty. Coconut-flavored rum and an almond-flavored cordial and chocolate liquor tastes like an Almond Joy. A licorice-based concoction is known as the Good & Plenty; another mix uses raspberry liqueur to make a drink called the

Swedish Fish.

Conducting the testing

A second round of interviews was conducted to test the concept and taste of the candy-flavored drinks. Since it was important not to influence the respondent's perception of the beverages, each drink was presented in the same type of glass, and no clues were given as to what the drinks should taste like. As predicted, the respondents were able to match most of the flavors to candies that they had not tasted for years.

Thus far, patrons have placed the new drinks in a unique category. Rather than viewing them as a vehicle to help discard inhibitions, the nostalgia-filled drinks are a symbol of leisure and comfort. (To truly enhance the nostalgia, each drink is served with a bite-sized version of the candy after which it is named.)

In addition, bartenders have noticed more men adding cordial-flavored beverages to their list of favorites, ignoring the long-held belief that sweet drinks are better suited to women. It appears that the social context has been altered through a shared childhood experience.

Taste of the '70s

By using projective techniques to delve into respondents' memories, the research went beyond the usual question-and-answer approach of a qualitative interview and helped Wilhelmina's offer its patrons a true taste of a decade gone by. **74**

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 Conference 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@alaska.net
 Terry O'Leary, Vice President
 Location: Freestanding building
 VE
 Conference 12x20 Obs. Rm. Seats 6

Cunningham Field & Research Service
 Metro Center Mall
 9617 N. Metro Center Pkwy. W., Ste. 1214
 Phoenix, AZ 85051
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: phom@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 1/1, 1/10R, MP, VC, VE
 (see advertisement on p. 119)

Fieldwork Phoenix at Scottsdale, Inc.
 6263 N. Scottsdale Rd., Ste. 380
 Scottsdale, AZ 85250
 Ph. 602-438-2800
 Fax 602-438-8555
 E-mail: FLDWKPHXAZ@aol.com
 www.fieldwork.com
 Barbara Willens
 Location: Office building
 CL, 1/1, 1/10R, TK, VC, VE
 Conference 15x15 Obs. Rm. Seats 20
 Conference 19x20 Obs. Rm. Seats 20
 Conference 19x17 Obs. Rm. Seats 20
 (see advertisement on the Back Cover)

Arizona

Phoenix

Arizona Market Research Services
 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: azmktres@worldnet.att.net
 www.ruthnelsonresearchsvcs.com
 Lincoln Anderson, Manager
 Location: Office building
 1/1, 1/10R, TK, MP, VE
 Conference 20x24 Obs. Rm. Seats 25
 Conference 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: info@brc-field.com
 www.brc-field.com
 Earl de Berge
 Location: Freestanding building
 CL, 1/1, 1/10R, MP, VE
 Conference 14x28 Obs. Rm. Seats 10

Car-Lene Research, Inc.
 Arrowhead Towne Center
 7700 W. Arrowhead Towne Center
 Glendale, AZ 85308
 Ph. 623-486-1050
 Fax 623-486-2425
 www.car-leneresearch.com
 Connie Nipp, Manager
 Location: Shopping mall
 1/1, 1/10R, TK, VE
 Conference 15x12 Obs. Rm. Seats 8

Creative Consumer Research
 500 W. Broadway
 Tempe, AZ 85282
 Ph. 480-557-6666
 Fax 480-557-6534
 E-mail: ccrphnx@aol.com
 Norma Gomez, Co-Manager
 Location: Freestanding building
 CL, 1/1, TK, MP, VE
 Conference 23x17 Obs. Rm. Seats 15
 (see advertisement on p. 201)

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 MINNEAPOLIS • PHOENIX

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obsv. Rm.

*Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles*

Room dimensions, when stated, are shown in feet.

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
 CL, 1/1, 1/1OR, TK, TKO, VC, VE
 Conference 19x22 Obs. Rm. Seats 20
 Conference 14x18 Obs. Rm. Seats 25
 Conference 16x23 Obs. Rm. Seats 12
(see advertisement on the Back Cover)

Focus Market Research, Inc.

Camelback Executive Park
 6991 E. Camelback Rd., Ste. A-110
 Phoenix, AZ 85251
 Ph. 480-874-2714
 Fax 480-874-1714
 E-mail: phoenix@focusmarketresearch.com
 Judy Opstad
 Location: Office building
 CL, TK, MP, VC, VE
 Multiple 20x23 Obs. Rm. Seats 18
 Conference 20x21 Obs. Rm. Seats 15
(see advertisements on pp. 87, 157)

Friedman Marketing Services

Consumer Opinion Center
 Paradise Valley Mall
 4550 E. Cactus, #416
 Phoenix, AZ 85032
 Ph. 602-494-7813 or 914-698-9591
 Fax 602-996-7465
 E-mail: gvigeant@roper.com
 www.friedmanmktg.com
 Pat McWilliams, Manager
 Gary Vigeant, Client Services Manager
 Location: Shopping mall
 1/1, TK, VE
 Conference 14x16 Obs. Rm. Seats 5

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
 CL, VE
 Conference 13x20 Obs. Rm. Seats 20
 Conference 13x16 Obs. Rm. Seats 8
(see advertisements on pp. 88, 114)

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
 1/1, VE
 Conference 20x14 Obs. Rm. Seats 12

O'Neil Associates, Inc.

412 E. Southern Ave.
 Tempe, AZ 85282
 Ph. 888-967-4441 or 480-967-4441
 Fax 480-967-6171
 E-mail: surveys@oneilresearch.com
 www.oneilresearch.com
 Michael O'Neil, President
 Location: Freestanding building
 1/1, 1/1OR, TK, VE
 Conference 18x23 Obs. Rm. Seats 18

Plaza Research-Phoenix

2575 E. Camelback Rd.
 Phoenix, AZ 85016
 Ph. 602-381-6900 or 800-654-8002
 E-mail: hparker@plazaresearch.com
 www.plazaresearch.com
 Brian Parker, Director
 Location: Office building
 CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE
 Conference 15x20 Obs. Rm. Seats 15
 Conference 15x20 Obs. Rm. Seats 15
 Multiple 15x20 Obs. Rm. Seats 15
(see advertisement on p. 169)

Quality Controlled Services

6350 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
 Deborah Moore
 Location: Office building
 CL, TK, MP, VE
 Conference 17x27 Obs. Rm. Seats 14
 Conference 19x17 Obs. Rm. Seats 9
(see advertisement on p. 163)

Strictly Medical Market Research

2400 E. Arizona Biltmore Cir., Ste. 1100
 Phoenix, AZ 85016
 Ph. 602-224-7979
 Fax 602-224-7988
 E-mail: tntwalker@aol.com
 Wendy Walker, Exec. Vice President
 Location: Office building
 1/1, 1/1OR, TK, VC, VE
 Conference 16x18 Obs. Rm. Seats 14
 Conference 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: tntwalker@aol.com
 Myra Balaban, President
 Location: Office building
 1/1, 1/1OR, TK, VC, VE
 Conference 16x18 Obs. Rm. Seats 14
 Conference 15x16 Obs. Rm. Seats 12

WestGroup Research

2720 E. Thomas, Bldg. A
 Phoenix, AZ 85016
 Ph. 602-707-0050 or 800-999-1200
 Fax 602-707-0055
 E-mail: askarizona@westgroupresearch.com
 www.westgroupresearch.com
 Beth Aguirre-Smith
 Location: Freestanding building
 CL, 1/1, 1/1OR, MP, VE
 Conference 15x20 Obs. Rm. Seats 12
 Conference 16x23 Obs. Rm. Seats 15
(see advertisement on p. 89)

Tucson

Car-Lene Research, Inc.

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

CCS Research, Inc.

8835 E. Speedway Blvd.
 Tucson, AZ 85710
 Ph. 520-751-9000
 Fax 520-751-8668
 E-mail: jeri@ccsresearch.com
 www.ccsresearch.com
 Jeri Moore, President
 Location: Office building

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LOW + ASSOCIATES

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, Field Director
Location: Freestanding building
1/1, 1/10R, TK, TKO, VE
Conference 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
1/1, TK, VE
Conference 12x15 Obs. Rm. Seats 10

Arkansas

Fort Smith

Automated Research & Marketing
34 W. Colt Square
Fayetteville, AR 72702
Ph. 501-444-9728
Fax 501-443-9159
E-mail: rex@automatedresearch.com
www.automatedresearch.com
Rex Warr
Location: Freestanding building
TK, VE

C & C Market Research, Inc.
3730 Rogers Ave.
Fort Smith, AR 72903
Ph. 501-785-5637
Fax 501-785-5645
E-mail: craig@ccmarketresearch.com
www.ccmarketresearch.com
Cindy Cunningham, Vice President
Location: Shopping mall
TK, TKO, VE
Conference 14x16 Obs. Rm. Seats 8

Little Rock

Field Management Specialists
Infocus, Inc.
1501 N. University, Ste. 768
Little Rock, AR 72207
Ph. 501-666-2281 or 501-663-0720
Fax 501-666-9468
Location: Office building
CL, 1/1, VE
Conference 20x24 Obs. Rm. Seats 12

Flake-Wilkerson Market Insights, LLC
333 Executive Ct.
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
VE
Conference 17x27 Obs. Rm. Seats 12

Friedman Marketing Services
Consumer Opinion Center
The Pines Mall
2901 Pines Mall Dr.
Pine Bluff, AR 71601
Ph. 870-535-1688 or 914-698-9591
Fax 870-535-1754
E-mail: gvigeant@roper.com
www.friedmanmktg.com
Tony Peterson, Manager
Gary Vigeant, Client Services Manager
Location: Shopping mall
1/1, 1/10R, TK, VE
Conference 16x16 Obs. Rm. Seats 4

California

Bakersfield

Marketing Works
425 18th St.
Bakersfield, CA 93301
Ph. 661-326-1012
Fax 661-326-0903
E-mail: marketworks@aol.com
Debbie Duncan, Field Director
Location: Freestanding building
1/1, 1/10R, TK, VE
Conference 12x22 Obs. Rm. Seats 12
Conference 12x12 Obs. Rm. Seats 6

Fresno

AIS Market Research
1320 E. Shaw, Ste. 100
Fresno, CA 93710
Ph. 800-627-8334 or 559-252-2727
Fax 559-252-8343
E-mail: aisres@psnw.com
Patricia Alviso
Location: Office building
1/1, TK, VE
Conference 20x22 Obs. Rm. Seats 20

Bartels Research Corp.
145 Shaw Ave., Bldg. C
Clovis, CA 93612
Ph. 559-298-7557
Fax 559-298-5226
E-mail: bartels1@compuserve.com
Patrick Bartels, Vice President
Location: Office building
1/1, 1/10R, TK, VE
Conference 12x25 Obs. Rm. Seats 12

Nichols Research, Inc.
Fashion Fair Mall
557 E. Shaw Ave.
Fresno, CA 93710
Ph. 559-226-3100
Fax 559-226-9354
E-mail: fresno@nichols-research.com
www.nichols-research.com
Amy Shields
Location: Shopping mall
1/1, TK, VE
Conference 15x20 Obs. Rm. Seats 10
(see advertisement on p. 107)

Los Angeles

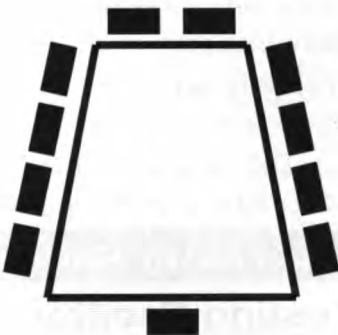
(See also Orange County)

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
CL, 1/1, 1/10R, TK, MP, VC, VE
Conference 18x17 Obs. Rm. Seats 15
Conference 19x15 Obs. Rm. Seats 13
Conference 22x21 Obs. Rm. Seats 25
Conference 21x14 Obs. Rm. Seats 13
Conference 21x16 Obs. Rm. Seats 13
(see advertisement on p. 91)

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1-800-999-1200

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CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

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

CL, 1/1, 1/1OR, TK, MP, VC, VE

Conference 34x32 Obs. Rm. Seats 25

Conference 21x20 Obs. Rm. Seats 20

Conference 20x16 Obs. Rm. Seats 18

Conference 20x16 Obs. Rm. Seats 12

(see advertisement on p. 91)

Adler-Weiner Research/L.A.
 10990 Wilshire Blvd., Ste. 200
 Los Angeles, CA 90024

Ph. 310-440-2330

Fax 310-440-2348

E-mail: awrla@aol.com

www.awres.com

Todd Biederman, Facility Director

Location: Office building

VC, VE

Conference 20x12 Obs. Rm. Seats 12

Conference 20x15 Obs. Rm. Seats 18

Conference 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

CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE

Conference 24x32 Obs. Rm. Seats 22

Conference 22x14 Obs. Rm. Seats 12

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

CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE

Conference 12x14 Obs. Rm. Seats 6

Conference 18x24 Obs. Rm. Seats 20

Conference 18x20 Obs. Rm. Seats 20

Conference 18x16 Obs. Rm. Seats 12

Atkins Research Group

4929 Wilshire Blvd., Ste. 102

Los Angeles, CA 90010

Ph. 323-933-3816

Fax 323-933-3916

E-mail: atkins@atkinsresearch.com

www.atkinsresearch.com

Lynn Atkins, Owner

Location: Office building

CL, 1/1, 1/1OR, MP, VE

Multiple 29x15 Obs. Rm. Seats 16

Conference 20x14 Obs. Rm. Seats 12

Multiple 32x20 Obs. Rm. Seats 25

Car-Lene Research, Inc.

Puente Hills Mall

386 Puente Hills Mall

City of Industry, CA 91748-1619

Ph. 626-964-4589

Fax 626-964-4809

www.car-leneresearch.com

Danella Hawkins, Manager

Location: Shopping mall

1/1, 1/1OR, TK, VE

Conference 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

1/1, 1/1OR, TK, TKO, VC, VE

Conference 16x18 Obs. Rm. Seats 18

Conference 18x18 Obs. Rm. Seats 12

Conference 14x18 Obs. Rm. Seats 10

Cunningham Field & Research Service

Northridge Fashion Center

9301 Tampa Ave., Ste. 169A

Northridge, CA 91324

Ph. 904-677-5644

Fax 904-677-5534

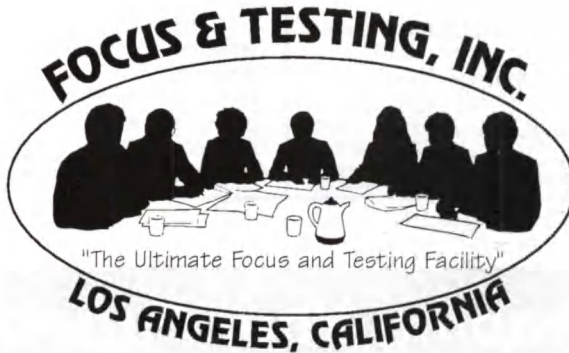
E-mail: losn@cunninghamresearch.com

www.cunninghamresearch.com

Location: Shopping mall

1/1, 1/1OR, TK, MP, VC, VE

(see advertisement on p. 119)



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Email: focustest@earthlink.net

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
TK, VE

Davis Research, LLC
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
1/1, 1/10R, TK, VE
Conference 20x22 Obs. Rm. Seats 15
Conference 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
E-mail: steve_escoe@factsnfiguresinc.com
www.factsnfiguresinc.com
Cecelia Chavez, Manager
Location: Shopping mall
1/1, 1/10R, TK, VE
Conference 12x14 Obs. Rm. Seats 5

Facts 'n Figures
Antelope Valley Mall
1233 W. Ave. P, #701
Palmdale, CA 93551
Ph. 661-272-4888
Fax 661-272-5676
E-mail: steve_escoe@factsnfiguresinc.com
www.factsnfiguresinc.com
Rhonda Johnson, Manager
Location: Shopping mall
1/1, 1/10R, TK, VE
Conference 16x14 Obs. Rm. Seats 10

Facts 'n Figures
Valencia Town Center Mall
24201 Valencia Blvd., Ste. 2317
Valencia, CA 91355
Ph. 661-222-2278
Fax 661-222-2287
E-mail: steve_escoe@factsnfiguresinc.com
www.factsnfiguresinc.com
Steve Wscoe, Manager
Location: Shopping mall
1/1, 1/10R, TK, VE
Conference 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
CL, 1/1, 1/10R, TK, MP, VC, VE
Multiple 19x17 Obs. Rm. Seats 18
Multiple 16x14 Obs. Rm. Seats 18
Multiple 20x22 Obs. Rm. Seats 15

Focus & Testing, Inc.
20847 Ventura Blvd.
Woodland Hills, CA 91364
Ph. 818-347-7077
Fax 818-347-7073
E-mail: focustest@earthlink.net
www.focusandtesting.com
Spence Bilkiss
Location: Freestanding building
1/1, 1/10R, TK, VE
Conference 37x28 Obs. Rm. Seats 10
Multiple 24x20 Obs. Rm. Seats 25
Multiple 20x16 Obs. Rm. Seats 25
Multiple 18x15 Obs. Rm. Seats 12
Conference 10x10 Obs. Rm. Seats 6
(see advertisement on p. 90)

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 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
 Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles
 Room dimensions, when stated, are shown in feet.

FOCUS ETC...

1417 Sixth St.
 Santa Monica, CA 90401
 Ph. 888-396-4333 or 310-883-8383
 Fax 310-883-8387
 E-mail: FocusEtc@aol.com
 Carol Kunicki, Director
 Location: Freestanding building
 CL, 1/1, 1/1OR, TK, VC, VE
 Multiple 20x24 Obs. Rm. Seats 20
 Multiple 20x20 Obs. Rm. Seats 15
 Multiple 20x20 Obs. Rm. Seats 15
 (see advertisement on p. 93)

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
 1/1, VE
 Conference 12x20 Obs. Rm. Seats 15

Girard Creative Concepts
 19711 Buckeye Meadow Ln.
 Northridge, CA 91326
 Ph. 818-832-0846
 Fax 818-832-0886
 Arlyne Girard, Owner
 Location: Office building
 1/1, 1/1OR, VE
 Conference 16x14 Obs. Rm. Seats 8

Heakin Research, Inc.
 Fallbrook Mall
 6633 Fallbrook Ave., Ste. 304
 Canoga Park, CA 91304
 Ph. 818-712-0660
 Fax 818-712-9229
 Location: Shopping mall
 TK, VE
 Conference 32x12 Obs. Rm. Seats 12
 (see advertisement on p. 132)

Ted Heiman & Associates
 California Qualitative Center
 20350 Ventura Blvd., Ste. 140
 Woodland Hills, CA 91364
 Ph. 877-254-4747 or 818-712-4920
 Fax 818-887-2750
 E-mail: tedheiman@msn.com
 Ted Heiman, Owner
 Location: Office building
 TK, VE
 Conference 16x20 Obs. Rm. Seats 12

House of Marketing
 836 S. Arroyo Pkwy.
 Pasadena, CA 91105
 Ph. 626-793-9598
 Fax 626-793-9624
 E-mail: HMRResearch@aol.com
 Amy Siadak, General Manager
 Location: Freestanding building
 CL, 1/1, VE
 Conference 28x15 Obs. Rm. Seats 8
 Conference 17x07 Obs. Rm. Seats 5
 (see advertisement on p. 92)

Juarez & Associates
 12139 National Blvd.
 Los Angeles, CA 90064
 Ph. 310-478-0826
 Fax 310-479-1863
 E-mail: juarezla@gte.net
 www.juarezassociates.com
 Nicandro Juarez, President
 Location: Freestanding building
 Conference 10x25 Obs. Rm. Seats 8

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

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!

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



FOCUS ETC...

Welcome...
to a new level of class.



FOCUS Etc.'s... luxurious Los Angeles metro location offers custom facilities and superior recruiting and client services. Our facility is professionally designed with you and your client's comfort in mind. We have the flexibility to meet your project requirements. At FOCUS Etc... we are fully dedicated to providing you with total client care.

- **Prime Location** – Santa Monica is a sophisticated, contemporary city. Los Angeles, San Fernando Valley and South Bay venues are all easily accessible for recruiting needs.
- **3 Conference Suites** – 22' x 24' (V-20-25), 20' x 22' (V-15-18), 20' x 22' (V-15-18). State-of-the-art audio & visual equipment. One-on-one rooms and theater style seating available.
- **Taste Tests** – Large 15' x 20' test kitchen designed to meet a full range of taste test requirements.
- **LA Airport** – 20 minutes door-to-door.
- **Multilingual Wireless Translation Equipment** – Clients may listen in either English vs. Spanish, Mandarin, Vietnamese, etc. Professional translators available upon request.
- **Projects Too Large For Conference Suite** – Trucks, automobiles, large furniture, etc. may be demonstrated in security garage one level below and viewed from suite on monitor.
- **Recruiting** – Screening procedures are supervised with maximum care in order to meet your study specifications.

**FOCUS ETC...**
*Bringing Research
Into Reality*

Carol Kunicki, Director

1417 6th Street, Santa Monica, CA 90401

tel. 310.883.8383 • fax 310.883.8387 • e-mail focusetc@aol.com

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
Conference - Conference-Style Room
Living - Living Room-Style Room
Multiple - Both Styles
Room dimensions, when stated, are shown in feet.

L.A. Focus
 The Focus Network
 17337 Ventura Blvd., Ste. 301
 Encino, CA 91316
 Ph. 818-501-4794
 Fax 818-907-8242
 E-mail: wendyfein@aol.com
 Wendy Feinberg or Lisa Balelo, Partners
 Location: Office building
 1/1, 1/1OR, TK, VC, VE
 Conference 21x16 Obs. Rm. Seats 22
 Conference 17x13 Obs. Rm. Seats 12
 Conference 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
 E-mail: lamusearch@aol.com
 Lorei Musselman, President
 Location: Office building
 1/1, 1/1OR, TK, TKO, VE
 Conference 16x23 Obs. Rm. Seats 10

Marketing Matrix
 2566 Overland, Ste. 716
 Los Angeles, CA 90064
 Ph. 310-842-8310
 Fax 310-842-9493
 E-mail: moran@markmatrix.com
 Lynn Walker Moran, V.P./Focus Facility Mgr.
 Location: Office building
 1/1, VC, VE
 Conference 11x22 Obs. Rm. Seats 20
 Conference 14x14 Obs. Rm. Seats 10
 (see advertisement on p. 95)

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: adiaz@mmercinc.com
 Anthony Diaz, Qualitative Director
 Location: Office building
 CL, TK, VC, VE
 Conference 20x22 Obs. Rm. Seats 18
 Conference 18x18 Obs. Rm. Seats 12
 Conference 20x17 Obs. Rm. Seats 12
 Conference 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 or 847-392-0800
 Fax 310-260-3241
 Terri Thomas, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 Conference 09x10 Obs. Rm. Seats 10
 Conference 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
 1/1, TK, TKO, VE
 Conference 20x16 Obs. Rm. Seats 15
 Conference 20x16 Obs. Rm. Seats 15
 Conference 19x16 Obs. Rm. Seats 15
 Conference 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
 Location: Office building
 1/1, VE
 Conference 15x21 Obs. Rm. Seats 10
 Living 20x16 Obs. Rm. Seats 12

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.



Focus Groups • Taste Tests
 Irvine, California
 (800) 689-4374

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

Palma Companies
 2310 Ponderosa Dr., Ste. 2
 Camarillo, CA 93010
 Ph. 805-484-9090
 Fax 805-987-0938
 E-mail: bstotko@palmaco.com
 www.palmaco.com
 Bryan Stotko
 Location: Office building
 CL, 1/1, 1/10R, MP, VE
 Conference 19x23 Obs. Rm. Seats 14
 Multiple 16x15 Obs. Rm. Seats 10

Plaza Research-Los Angeles

6053 W. Century Blvd.
 Los Angeles, CA 90045
 Ph. 310-645-1700 or 800-654-8002
 Fax 310-645-3008
 E-mail: mdebboli@plazaresearch.com
 www.plazaresearch.com
 Maria Debboli, Director
 Location: Office building
 CL, 1/1, 1/10R, TK, TKO, MP, VC, VE
 Conference 15x20 Obs. Rm. Seats 15
 Conference 15x20 Obs. Rm. Seats 15
 Conference 15x20 Obs. Rm. Seats 15
 (see advertisement on p. 169)

Qualitative Insights

7136 Haskell Ave., Ste. 100
 Van Nuys, CA 91406
 Ph. 818-988-5411
 Fax 818-988-5199
 E-mail: qualitativeinsights@earthlink.net
 www.q-insights.com
 Jennifer von Schneidau, Vice President
 Location: Office building
 1/1, 1/10R, VE
 Conference 14x18 Obs. Rm. Seats 20
 Conference 14x18 Obs. Rm. Seats 20

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
 Marilyn Dent, Branch Manager
 Location: Office building
 CL, 1/1, 1/10R, TK, MP, VE
 Conference 20x24 Obs. Rm. Seats 12
 Conference 18x22 Obs. Rm. Seats 10
 (see advertisement on p. 163)

Quick Test

Los Angeles Focus
 15315 Magnolia Blvd., #120
 Sherman Oaks, CA 91403
 Ph. 818-995-1400
 Fax 818-995-1529
 E-mail: info@quicktest.com
 www.quicktest.com
 Debbie Baltiati, Manager
 Location: Office building
 CL, 1/1, 1/10R, TK, MP, VC, VE
 Conference 23x20 Obs. Rm. Seats 25
 Conference 11x16 Obs. Rm. Seats 15
 Conference 17x18 Obs. Rm. Seats 10
 Conference 11x12 Obs. Rm. Seats 8
 (see advertisement on p. 132)

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
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 (310) 842-8310
 FAX (310) 842-9493
 E-Mail: Moran@markmatrix.com**

Find yourself out west

LOS ANGELES

spacious and comfortable conference rooms •
 bi-level viewing rooms with writing desks • quality
 in-house respondent recruiting • state-of-the-art
 audio/video equipment and on-site staff • private
 reception areas • private client lounges
 with fax, modem and climate control • modern,
 fully equipped kitchen • gourmet catering



Schlesinger Associates

A Marketing Research Corporation

3330 Cahuenga Boulevard • Suite 301
 Los Angeles, CA 90068 • Phone (323) 876-9909
 Fax (323) 876-9884 • SlesWest@aol.com

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CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
 Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles
 Room dimensions, when stated, are shown in feet.

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

Susan Ludwig, Branch Manager

Location: Office building

CL, 1/1, 1/1OR, TK, VC, VE

| | | |
|------------|-------|-------------------|
| Conference | 34x21 | Obs. Rm. Seats 20 |
| Conference | 20x21 | Obs. Rm. Seats 18 |
| Conference | 20x20 | Obs. Rm. Seats 16 |
| Conference | 20x19 | Obs. Rm. Seats 16 |
| Conference | 10x09 | Obs. Rm. Seats 5 |

(see advertisement on p. 197)

Schlesinger Associates West, Inc.

3330 Cahuenga Blvd., Ste. 301

Los Angeles, CA 90067

Ph. 323-876-9909

Fax 323-876-9884

E-mail: SlesWest@aol.com

www.schlesingerassociates.com

Location: Office building

CL, 1/1, 1/1OR, TK, MP, VC, VE

| | | |
|------------|-------|-------------------|
| Conference | 22x16 | Obs. Rm. Seats 15 |
| Conference | 24x16 | Obs. Rm. Seats 15 |

(see advertisements on pp. 96, 123, 171, 179)

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.net

Diane Trotta, President

Location: Office building

CL, 1/1, 1/1OR, TK, MP, VC, VE

| | | |
|------------|-------|-------------------|
| Conference | 20x20 | Obs. Rm. Seats 20 |
| Conference | 20x20 | Obs. Rm. Seats 15 |
| Conference | 18x18 | Obs. Rm. Seats 12 |
| Conference | 16x18 | Obs. Rm. Seats 12 |
| Multiple | 16x14 | Obs. Rm. Seats 8 |

(see advertisement on p. 99)

Modesto

Central California InFocus

621 14th St.

Modesto, CA 95354-2530

Ph. 209-572-5189

Fax 209-572-1768

E-mail: ptvogel@provcomm.com

Location: Freestanding building

CL, 1/1, 1/1OR, TK, MP, VC, VE

| | | |
|------------|-------|------------------|
| Multiple | 16x19 | Obs. Rm. Seats 6 |
| Living | 14x17 | |
| Conference | 16x20 | |
| Multiple | 16x16 | |

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
1/1, 1/10R, TK, VC, VE
Conference 27x28 Obs. Rm. Seats 20
Conference 20x28 Obs. Rm. Seats 12
Conference 27x28
(see advertisement on p. 97)

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
CL, TK, TKO, MP, VE
Conference 15x19 Obs. Rm. Seats 20
Conference 28x20 Obs. Rm. Seats 20
(see advertisement on p. 94)

Fieldwork Los Angeles, Inc.

In Orange County
Lakeshore Towers
18101 Von Karman Ave., Ste. 1950
Irvine, CA 92612
Ph. 949-252-8180
Fax 949-251-1661
E-mail: FIELDWRKOC@aol.com
www.fieldwork.com
Toni Day
Location: Office building
CL, 1/1, 1/10R, TK, VC, VE
Conference 19x20 Obs. Rm. Seats 25
Conference 19x20 Obs. Rm. Seats 22
Conference 18x20 Obs. Rm. Seats 20
(see advertisement on the Back Cover)

Multicultural Research CenterSM

A Division of H&AMCR, Inc.
1540 E. First St., Ste. 200
Santa Ana, CA 92701
Ph. 714-560-1120
Fax 714-560-1121
E-mail: ResearchCenter@hamcr.com
www.hamcr.com
Location: Office building
CL, 1/1, 1/10R, VE
Conference 24x15 Obs. Rm. Seats 12
Conference 10x12 Obs. Rm. Seats 8
(see advertisement on p. 20)

Peryam & Kroll Marketing and Research Corp.
4175 E. LaPalma
Anaheim, CA 92807
Ph. 714-572-6888
Fax 714-572-6808
E-mail: claam@pk-research.com
www.pk-research.com
Michelle Claassen
Location: Office building
CL, 1/1, 1/10R, TK, MP, VE
Conference 22x24 Obs. Rm. Seats 14
Conference 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
1/1, 1/10R, VE
Conference 23x18 Obs. Rm. Seats 18
Living 23x18 Obs. Rm. Seats 15

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

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

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City View Office Plaza at The Block
12437 Lewis Street Garden Grove, CA 92840
(714) 750-7566 • FAX (714) 750-7567
E-mail: focusgroups@asksocal.com
http://www.asksocal.com

800-644-4ASK



2000 FOCUS GROUP FACILITIES DIRECTORY

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
 Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles
 Room dimensions, when stated, are shown in feet.

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
 E-mail: info@thequestionshop.com
 www.thequestionshop.com
 Ryan Reasor, President
 Location: Office building
 1/1, 1/1OR, TK, VE
 Conference 17x23 Obs. Rm. Seats 18
 Conference 14x18 Obs. Rm. Seats 18
 Conference 14x17 Obs. Rm. Seats 7
 (see advertisement on p. 98)

Quick Test
 Orange County Focus
 18003 Skypark S., Ste. L
 Irvine, CA 92714
 Ph. 949-261-8800
 Fax 949-261-9037
 E-mail: info@quicktest.com
 www.quicktest.com
 Roberta Tunstall, Manager
 Location: Office building
 1/1, TK, MP, VE
 Conference 24x20 Obs. Rm. Seats 12
 (see advertisement on p. 132)

The Test Kitchen
 261 E. Imperial Hwy., Ste. 530
 Fullerton, CA 92635
 Ph. 714-526-TEST (8378)
 Fax 714-526-8384
 E-mail: cathih@testkitchen.com
 www.testkitchen.com
 Cathi Hofstetter, President
 Location: Office building
 1/1, TK, VE
 Conference 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.net
 Ingrid Robertson
 Location: Office building
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Conference 22x20 Obs. Rm. Seats 26
 Conference 18x18 Obs. Rm. Seats 16
 Conference 18x18 Obs. Rm. Seats 12
 Conference 16x15 Obs. Rm. Seats 12
 (see advertisement on p. 99)

Sacramento

American River Research
 8869 Greenback Ln.
 Orangevale, CA 95662
 Ph. 916-989-0961
 Fax 916-989-3670
 E-mail: arr@quiknet.com
 Charlotte Banks, Manager
 Location: Shopping mall
 1/1, TK, VE
 Conference 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
 CL, 1/1, 1/1OR, TK, MP, VE
 Conference 19x13 Obs. Rm. Seats 14
 Conference 15x13 Obs. Rm. Seats 14

Heakin Research, Inc.
 Arden Fair Mall
 1689 Arden Way, #1281
 Sacramento, CA 95815
 Ph. 916-920-1361
 Fax 916-920-1371
 Nancy Cunningham, Manager
 Location: Shopping mall
 TK, VE
 Conference 18x12 Obs. Rm. Seats 8
 Conference 18x12 Obs. Rm. Seats 4
 (see advertisement on p. 132)

Opinions of Sacramento
 2025 Hurley Way, Ste. 110
 Sacramento, CA 95825
 Ph. 916-568-1226
 Fax 916-568-6725
 E-mail: opinionsos@aol.com
 Hugh Miller, Co-owner
 Location: Freestanding building
 1/1, 1/1OR, TK, VE
 Conference 16x20 Obs. Rm. Seats 12
 Conference 16x20 Obs. Rm. Seats 12
 Conference 12x16 Obs. Rm. Seats 6

IN SOUTHERN CALIFORNIA



THE QUESTION SHOP, inc.

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

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

Research Unlimited
1012 Second St.
Sacramento, CA 95814
Ph. 916-446-6064
Fax 916-448-2355
E-mail: research@psyber.com
Kathy Maroon, Facility Manager
Location: Office building
CL, 1/1, 1/10R, TK, VC, VE
Multiple 14x24 Obs. Rm. Seats 12
Conference 15x19 Obs. Rm. Seats 12

San Bernardino/Riverside

Atkins Research Group
6700 Indiana Ave., Ste. 270
Riverside, CA 92506
Ph. 909-369-0800
Fax 909-369-0957
E-mail: atkins@atkinsresearch.com
www.atkinsresearch.com
Lynn Atkins, Owner
Location: Office building
CL, 1/1, 1/10R, VE
Multiple 19x14 Obs. Rm. Seats 16
Conference 14x14 Obs. Rm. Seats 12

Cunningham Field & Research Service

Inland Center Mall
500 Inland Center Rd., Ste. 446
San Bernardino, CA 92408
Ph. 904-677-5644
Fax 904-677-5534
E-mail: LOSA@cunninghamresearch.com
www.cunninghamresearch.com
Location: Shopping mall
CL, 1/1, 1/10R, TK, MP, VC, VE
(see advertisement on p. 119)

Heakin Research, Inc.

Galleria at Tyler, Ste. 1042
Riverside, CA 92503
Ph. 909-637-1100
Fax 909-637-1191
Location: Shopping mall
1/1, TK, VE
Conference 20x13 Obs. Rm. Seats 12
(see advertisement on p. 132)

Heakin Research, Inc.

Moreno Valley Mall
22500 Towne Circle, #1105
Moreno Valley, CA 92553
Ph. 909-653-3200
Fax 909-653-3255
Jim Scott, Manager
Location: Shopping mall
1/1, 1/10R, TK, VE
Conference 32x12 Obs. Rm. Seats 12
Conference 20x12 Obs. Rm. Seats 12
(see advertisement on p. 132)

QUALITATIVE RESEARCH AND FACILITIES



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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...WITHOUT PAYING PREMIER PRICES!

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

TROTTA ASSOCIATES ORANGE COUNTY/IRVINE
JAMBOREE CENTER, 5 PARK PLAZA, SUITE 200
IRVINE, CALIFORNIA 92614
TELEPHONE: 949-251-1122
FAX: 949-251-1188

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
 Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles
 Room dimensions, when stated, are shown in feet.

San Diego

Analysis Research
 7290 Clairemont Mesa Blvd.
 San Diego, CA 92111
 Ph. 858-268-4800
 Fax 858-268-4892
 E-mail: info@analysisresearch.com
 www.analysisresearch.com
 Carol Gailey, Manager
 Location: Office building
 1/1, TK, VE
 Conference 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
 CL, 1/1, TK, MP, VE
 Conference 15x25 Obs. Rm. Seats 12
 Conference 16x18 Obs. Rm. Seats 10
 (see advertisement on p. 101)

Flagship Research

350 W. Ash St., Ste. 1000
 San Diego, CA 92101
 Ph. 888-849-4827
 Fax 619-849-1112
 E-mail: bridge@flagshipresearch.com
 www.flagshipresearch.com
 Sharon Nordine
 Location: Office building
 CL, MP, VC, VE
 Multiple 20x16 Obs. Rm. Seats 12
 Conference 19x17 Obs. Rm. Seats 16
 Conference 18x16 Obs. Rm. Seats 20
 (see advertisement on p. 103)

**San Diego's Finest Professionals
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 "America's Finest City"**

**Our Clients Have Called
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- Conventions
- Data Processing
- Door-to-Door Interviewing
- Full Time Auditors
- Hispanic Research Capabilities
- 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

LAS VEGAS SURVEYS

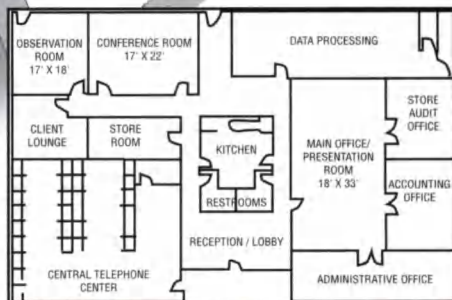
3405 S. Cambridge
 Las Vegas, NV 89109
 (800) 797-9877
 (702) 650-5500
 FAX (702) 650-0729

Fogerty Group, Inc.
 1333 Camino del Rio S., #306
 San Diego, CA 92108
 Ph. 619-718-7500
 Fax 858-718-7515
 Ginger Schmeiser
 Location: Office building
 1/1, TK, VE
 Conference 20x20 Obs. Rm. Seats 15

Jagorda Interviewing Services
 3615 Kearny Villa Rd., Ste. 111
 San Diego, CA 92123
 Ph. 858-573-0330
 Fax 858-573-0538
 Gerald Jagorda, President
 Location: Office building
 1/1, 1/1OR, TK, VE
 Conference 12x20 Obs. Rm. Seats 8
 Conference 12x20 Obs. Rm. Seats 8

Luth Research
 1365 Fourth Ave.
 San Diego, CA 92101
 Ph. 619-234-5884
 Fax 619-234-5888
 E-mail: info@luthresearch.com
 www.luthresearch.com
 Charlie Rosen
 Location: Office building
 1/1, 1/1OR, VC, VE
 Conference 20x19 Obs. Rm. Seats 20
 Conference 20x23 Obs. Rm. Seats 10
 Conference 22x23 Obs. Rm. Seats 10

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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? Modem 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
VIDEOCONFERENCING ALLIANCE NETWORK, INC.

1-800-922-1545

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
VC - Videoconferencing VE - Video Equipment
1/1 - One-on-One Room 1/10R - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Novick Ayres Research

2657 Vista Way, Ste. 5

Oceanside, CA 92054

Ph. 760-967-1307

Fax 760-967-4143

E-mail: novayr@pacbell.net

Suzette Novick, Owner

Location: Shopping mall

1/1, 1/10R, TK, VE

Living 23x14 Obs. Rm. Seats 8

Conference 10x14 Obs. Rm. Seats 8

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, President

Location: Freestanding building

CL, 1/1, 1/10R, TK, MP, VE

Conference 17x22 Obs. Rm. Seats 12

(see advertisement on p. 100)

San Diego Surveys, Inc.

3689 Midway Dr.

San Diego, CA 92110

Ph. 619-224-3113

Fax 619-582-1562

Jean Van Arsdale, President

Location: Shopping mall

1/1, 1/10R, TK, VE

Conference 16x22 Obs. Rm. Seats 20

(see advertisement on p. 100)

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: harriett@taylorresearch.com

www.taylorresearch.com

Harriett Huntley, Operations Manager

Location: Office building

CL, 1/1, 1/10R, TK, MP, VC, VE

Conference 20x17 Obs. Rm. Seats 12

Conference 18x14 Obs. Rm. Seats 12

Conference 18x14 Obs. Rm. Seats 12

Conference 31x24 Obs. Rm. Seats 20

Conference 18x14 Obs. Rm. Seats 8

(see advertisement on p. 102)

San Diego's Premier Focus Group Facility



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San Diego

QUALITY The Flagship Team has over *thirty years experience* in the San Diego market, and has delivered over 5000 projects on time and on budget. We back our pledge of quality with a **100% guarantee.**

SERVICE We know that good service happens when each member of our staff believes that *our success is fully and completely dependent on how our clients view their experience with us.*

VALUE Our unique overhead structure, the result of careful planning and commitment, lets Flagship Research be extremely competitive. *Our costs are the lowest of any competitive firm in San Diego, and so are our prices.*

CONVENIENCE Flagship Research is so close to the airport, we can watch planes land. We are three blocks from the 4Star Wyndham Emerald Plaza Hotel. And, we provide our clients wonderful amenities including a *fully equipped, private office.*



| Feature | City View | East View | Bay View |
|--|-----------|-----------|----------|
| Conference Room with Ledges | 20 x 16 | 19 x 17 | 18 x 16 |
| Tiered Viewing Room | 15 x 16 | 14 x 17 | 16 x 16 |
| Viewing Seats | 12 | 16 | 20 |
| Client Office <small>(PC, Fax, Modem, Voice, Copier, Printer)</small> | Yes | Yes | Yes |
| Voice Line in Conf. & Viewing | Yes | Yes | Yes |
| Complimentary Static Video | Yes | Yes | Yes |
| Pushpin Friendly Walls | Yes | Yes | Yes |
| Private Client Entrance | Yes | Yes | Yes |
| Video Conferencing Available | Yes | Yes | Yes |
| Separate AC for Conf. & Viewing | | Yes | Yes |



FLAGSHIP RESEARCH

350 W. Ash Street, Suite 1000, San Diego, CA 92101

Toll Free 888.849.4827 Local 619.849.1111 Fax 619.849.1112

Bridge@flagshipresearch.com

www.flagshipresearch.com

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
 Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles
 Room dimensions, when stated, are shown in feet.

**San Francisco Bay/
 San Jose Area**

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
 CL, VE
 Conference 14x20 Obs. Rm. Seats 10
 (see advertisement on p. 20)

Car-Lene Research, Inc.
 Stonestown Galleria
 3251 20th Ave.
 San Francisco, CA 94132
 Ph. 415-566-9925
 Fax 415-566-9929
 www.car-leneresearch.com
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 Conference 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
 Jemme Durrow, Facility Manager
 Location: Office building
 VE
 Conference 20x16 Obs. Rm. Seats 14

Consumer Research Associates/Superrooms™

111 Pine St., 17th fl.
 San Francisco, CA 94111
 Ph. 800-800-5055 or 415-392-6000
 Fax 415-392-7141
 E-mail: sfinfo@superrooms.com
 www.superrooms.com
 Venetia Kourakos or Erica Bruce
 Location: Office building
 CL, 1/1, 1/1OR, MP, VC, VE
 Multiple 18x22 Obs. Rm. Seats 15
 Multiple 18x20 Obs. Rm. Seats 12
 Conference 17x19 Obs. Rm. Seats 10
 Multiple 20x21 Obs. Rm. Seats 25
 Conference 10x16 Obs. Rm. Seats 7
 (see advertisement on p. 195)

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
 VE
 Conference 18x22 Obs. Rm. Seats 7

Cunningham Field & Research Service

Santa Rosa Plaza
 1071 Santa Rosa Plaza, Ste. 2047
 Santa Rosa, CA 95401
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: sanf@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 1/1, 1/1OR, TK, VC, VE
 (see advertisement on p. 119)

Ecker & Associates

220 S. Spruce Ave., Ste. 100
 South 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
 Bette Rosenthal
 Location: Office building
 CL, 1/1, 1/1OR, TK, VC, VE
 Conference 24x16 Obs. Rm. Seats 15
 Multiple 13x14 Obs. Rm. Seats 10
 Conference 16x18 Obs. Rm. Seats 15
 Conference 22x27 Obs. Rm. Seats 25
 (see advertisement on p. 104)

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
 Bette Rosenthal
 Location: Office building
 CL, 1/1, 1/1OR, TK, VE
 Conference 19x20 Obs. Rm. Seats 14
 Conference 18x23 Obs. Rm. Seats 15
 Conference 09x09 Obs. Rm. Seats 4
 (see advertisement on p. 104)



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Sure, we're experts in selecting and managing focus groups. But we're also very service-oriented. We think the little things mean a lot. On both sides of the mirror.



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 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

Field Management Associates-San Francisco
 Tanforan Park Center
 217 Tanforan Pk.
 San Bruno, CA 94066
 Ph. 650-588-9500
 Fax 650-588-9756
 E-mail: fmaqual@earthlink.net
 www.fmaresearch.com
 Hal Berke, Manager
 Location: Shopping mall
 1/1, TK, VE
 Conference 14x16 Obs. Rm. Seats 12

Fleischman Field Research

250 Sutter St., Ste. 200
 San Francisco, CA 94108-4403
 Ph. 800-277-3200 or 415-398-4140
 Fax 415-989-4506

E-mail: ffr@ffrsf.com
 www.ffrsf.com

Molly Fleischman, Principal
 Location: Office building
 CL, 1/1, 1/1OR, VC, VE

| | | |
|------------|-------|-------------------|
| Multiple | 25x19 | Obs. Rm. Seats 15 |
| Multiple | 25x19 | Obs. Rm. Seats 15 |
| Multiple | 21x18 | Obs. Rm. Seats 15 |
| Conference | 16x15 | Obs. Rm. Seats 8 |

(see advertisement on p. 105)

Fleischman Field Research

1655 N. Main St., Ste. 320
 Walnut Creek, CA 94596-4610
 Ph. 800-277-3200 or 415-398-4140
 Fax 415-989-4506

E-mail: ffr@ffrsf.com
 www.ffrsf.com

Molly Fleischman, Principal
 Location: Office building
 CL, 1/1, 1/1OR, VE

| | | |
|----------|-------|-------------------|
| Multiple | 18x16 | Obs. Rm. Seats 15 |
|----------|-------|-------------------|

(see advertisement on p. 105)

Friedman Marketing Services

Consumer Opinion Center
 5820 Northgate Mall
 San Rafael, CA 94903
 Ph. 415-472-5394 or 914-698-9591
 Fax 415-472-5477

E-mail: gvigeant@roper.com
 www.friedmanmktg.com

Kathe Holt, Manager
 Gary Vigeant, Client Services Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, MP, VE

| | | |
|------------|-------|------------------|
| Conference | 10x11 | Obs. Rm. Seats 7 |
|------------|-------|------------------|

Heakin Research, Inc.

262 Bay Fair Mall
 San Leandro, CA 94578
 Ph. 510-278-2200
 Fax 510-278-6738

Bill Exerta, Manager
 Location: Shopping mall
 TK, VE

| | | |
|------------|-------|-------------------|
| Conference | 20x13 | Obs. Rm. Seats 12 |
|------------|-------|-------------------|

| | | |
|------------|-------|-------------------|
| Conference | 36x16 | Obs. Rm. Seats 10 |
|------------|-------|-------------------|

| | | |
|------------|-------|------------------|
| Conference | 18x12 | Obs. Rm. Seats 8 |
|------------|-------|------------------|

(see advertisement on p. 132)

Heakin Research, Inc.

Oakridge Mall
 San Jose, CA 95123
 Ph. 408-224-7300
 Fax 408-253-6647
 Olinda Owen, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 (see advertisement on p. 132)

Hispanic 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: gateway@hamcr.com
 www.hamcr.com
 Adrien Lanusse
 Location: Office building
 CL, VE
 Conference 14x20 Obs. Rm. Seats 10
 (see advertisement on p. 20)

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**FLEISCHMAN
 FIELD RESEARCH**

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 email: ffr@ffrsf.com • FocusVision™
 web: www.ffrsf.com

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
Conference - Conference-Style Room
Living - Living Room-Style Room
Multiple - Both Styles
Room dimensions, when stated, are shown in feet.

Marchione & Spero Research Center
 2815 Mitchell Dr., Ste. 121
 Walnut Creek, CA 94598
 Ph. 925-210-1525
 Fax 925-210-1513
 E-mail: ksat@ix.netcom.com
 Kerry Satterfield
 Location: Office building
 TK, VE
 Conference 16x23 Obs. Rm. Seats 15

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
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Conference 15x21 Obs. Rm. Seats 12
 Conference 15x21 Obs. Rm. Seats 10
 Multiple 14x16 Obs. Rm. Seats 8
 Conference 24x18 Obs. Rm. Seats 15
 Conference 24x18 Obs. Rm. Seats 12
(see advertisement on p. 107)

Reaching Groups in the San Francisco Bay Area Just Got a Lot Easier...

We're Quantum Consulting. Our rooms are well-appointed; our staff is top-notch. But our convenient, strategic Berkeley location may well be our greatest asset. The full range of the Bay Areas' diverse population calls Berkeley and the East Bay home, and we have extensive experience recruiting them all.

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- ♦ Great space: two fully equipped rooms
- ♦ Unparalleled audio/video services
- ♦ Outstanding recruiting and interviewing



Quantum Consulting

2030 Addison Street, Fourth Floor ♦ Berkeley, CA 94704
 ph: 510-540-7200 ♦ fax: 510-540-7268 ♦ www.qcresearch.com ♦ info@qcresearch.com

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
 CL, 1/1, 1/1OR, TK, VC, VE
 Conference 24x18 Obs. Rm. Seats 20
 Conference 19x17 Obs. Rm. Seats 10
 Conference 16x20 Obs. Rm. Seats 8
 Conference 10x12 Obs. Rm. Seats 6
(see advertisement on p. 107)

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
 CL, 1/1, 1/1OR, TK, VC, VE
 Conference 20x18 Obs. Rm. Seats 15
 Conference 20x18 Obs. Rm. Seats 15
 Conference 19x15 Obs. Rm. Seats 8
(see advertisement on p. 107)

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
 CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE
 Conference 15x20 Obs. Rm. Seats 15
 Conference 15x20 Obs. Rm. Seats 15
 Multiple 15x20 Obs. Rm. Seats 15
(see advertisement on p. 169)

Proview
 577 Airport Blvd., Ste. 130
 Burlingame, CA 94010
 Ph. 650-344-6383
 Fax 650-344-3217
 E-mail: info@promedica.com
 Jean Douglas, Director of Operations
 Location: Office building
 VE
 Conference 15x23 Obs. Rm. Seats 15



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Fax 415-883-1344
E-mail: wpino@qar.com
www.qar.com
Erin Blue
Location: Freestanding building
CL, TK, VE
Conference 16x26 Obs. Rm. Seats 7

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
Location: Office building
TK, VE
Conference 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
VE
Conference 25x18 Obs. Rm. Seats 16
Conference 22x20 Obs. Rm. Seats 12
(see advertisement on p. 106)

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

STAR Market Research
30997 Huntwood Ave., Ste. 102
Hayward, CA 94544
Ph. 510-476-0940
Fax 510-476-1275
E-mail: susanhowe@hotmail.com
www.stargrp.com
Audrey Bramhall
Location: Office building
CL, 1/1, 1/10R, TK, TKO, MP, VE
Conference 22x11 Obs. Rm. Seats 10
Conference 20x14 Obs. Rm. Seats 8
Multiple 29x25 Obs. Rm. Seats 8
Multiple 30x26 Obs. Rm. Seats 6

Technology Forecasters, Inc.
1420 Harbor Bay Pkwy., Ste. 295
Alameda, CA 94502
Ph. 510-747-1900
Fax 510-747-1909
E-mail: vision@techforecasters.com
www.techforecasters.com
Location: Office building
CL, TK, VE
Conference 13x21 Obs. Rm. Seats 6

Tragon Corp.
365 Convention Way
Redwood City, CA 94063
Ph. 650-365-1833
Fax 650-365-3737
E-mail: sales@tragon.com
www.tragon.com
JoDeen Sullivan, Project Supervisor
Location: Freestanding building
CL, 1/1, TK, MP, VE
Conference 16x22 Obs. Rm. Seats 10
(see advertisement on p. 106)

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CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
Conference - Conference-Style Room
Living - Living Room-Style Room
Multiple - Both Styles
Room dimensions, when stated, are shown in feet.

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
 Location: Office building
 VE

Conference 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@wenet.net
 www.m.yarbrough.com
 Margaret Yarbrough or Helene Singer
 Location: Office building
 1/1, 1/1OR, TK, TKO, VE
 Conference 33x18 Obs. Rm. Seats 15
 Multiple 17x17 Obs. Rm. Seats 8
 (see advertisement on p. 108)

Ventura/Santa Barbara

Reyes Research
 Esplanade Mall
 177 Esplanade Dr.
 Oxnard, CA 93030
 Ph. 805-278-1444
 Fax 805-278-1447
 E-mail: arvind@reyesresearch.com
 www.reyesresearch.com
 Arvind Datta
 Location: Shopping mall
 1/1, 1/1OR, VE
 Conference 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
 1/1, 1/1OR, VE
 Conference 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
 www.car-leneresearch.com
 Stephan Ansel, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 Conference 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
 www.car-leneresearch.com
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
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Fax 719-262-0383

E-mail: lizahaight@aol.com

Lisa Haight

Location: Office building

1/1, VE

Conference 15x10 Obs. Rm. Seats 8

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

1/1, 1/1OR, TK, TKO, VE

Conference 18x12 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

CL, 1/1, 1/1OR, TK, VC, VE

Conference 21x15 Obs. Rm. Seats 15

Conference 19x14 Obs. Rm. Seats 15

(see advertisement on pp. 109, 124, 193)

Boulder Focus Center in Broomfield

370 Interlocken Blvd.

Broomfield, CO 80021

Ph. 303-474-1940 ext. 104

E-mail: focus@rrcassoc.com

www.rrcassoc.com

Nancy Sullivan, Focus Center Coord.

VE

Colorado Market Research Services

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

CL, 1/1, TK, MP, VC, VE

Conference 14x25 Obs. Rm. Seats 20

Conference 14x25 Obs. Rm. Seats 20

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Fax 904-677-5534

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(see advertisement on p. 119)

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CODES

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CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

*Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles*

Room dimensions, when stated, are shown in feet.

Eagle Research - Denver

14818 W. 6th Ave., Ste. 6A
 Denver, CO 80401
 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: Office building
 CL, 1/1, 1/1OR, TK, MP, VE
 Conference 18x17 Obs. Rm. Seats 25
 Multiple 18x17 Obs. Rm. Seats 25
 Conference 12x09 Obs. Rm. Seats 5
 (see advertisement on pp. 111, 131)

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@cwix.com
 www.fieldwork.com
 Nicole Darre
 Location: Office building
 CL, 1/1, 1/1OR, TK, TKO, VC, VE
 Conference 23x26 Obs. Rm. Seats 25
 Conference 23x23 Obs. Rm. Seats 25
 Conference 19x20 Obs. Rm. Seats 20
 Conference 19x20 Obs. Rm. Seats 20
 (see advertisement on the back cover)

Friedman Marketing Services

Denver Field
 5275 Marshall St, #205
 Arvada, CO 80002
 Ph. 303-420-1008 or 914-698-9591
 Fax 303-420-2049
 E-mail: gvigeant@roper.com
 www.friedmanmktg.com
 Lois Kabert, Manager
 Gary Vigeant, Client Services Manager
 Location: Office building
 1/1, TK, VE
 Conference 10x12 Obs. Rm. Seats 5

IRi Information Research Inc.

10650 E. Bethany Dr.
 Denver, CO 80014
 Ph. 303-751-0190
 Fax 303-751-8075
 Norman Pettit, President
 Location: Freestanding building
 1/1, 1/1OR, TK, TKO, VC, VE
 Conference 16x20 Obs. Rm. Seats 25
 Conference 20x15 Obs. Rm. Seats 25
 Conference 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 Mgr.
 Location: Office building
 CL, 1/1, 1/1OR, VC, VE
 Conference 26x18 Obs. Rm. Seats 20

MC-3, A.R. McIntyre and Company

1 Gateway Center, Ste. 310
 3950 Lewiston St.
 Aurora, CO 80011-1556
 Ph. 303-371-4444
 Fax 303-371-4449
 E-mail: demcintyre@aol.com
 www.MC-3.com
 Anne McIntyre
 Location: Office building
 TK, VE

MFI - Denver

Message Factors, Inc.
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 Aurora, CO 80014
 Ph. 303-750-5005
 Fax 303-750-0095
 E-mail: mfidenver@aol.com
 www.messagefactors.com
 John Maben
 Location: Office building
 CL, VE
 Conference 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: jgreen@plazaresearch.com
 www.plazaresearch.com
 Jennifer Green, Director
 Location: Office building
 CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE
 Conference 15x20 Obs. Rm. Seats 15
 Conference 15x20 Obs. Rm. Seats 15
 Multiple 15x20 Obs. Rm. Seats 15
 Conference 15x20 Obs. Rm. Seats 15
 (see advertisement on p. 169)

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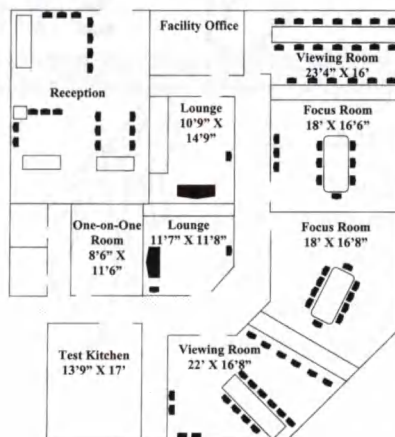
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 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
 Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles
 Room dimensions, when stated, are shown in feet.

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
 TK, VE
 Conference 20x18 Obs. Rm. Seats 15
 Conference 24x24 Obs. Rm. Seats 15

Connecticut

Danbury

MarketView, Inc.
 26 Mill Plain Rd.
 Danbury, CT 06811
 Ph. 203-791-1644
 Fax 203-791-1525
 E-mail: info@marketview.com
www.marketview.com
 Gail Friedman
 Location: Freestanding building
 TK, VE

Hartford

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
 TK, VE
 Conference 18x13 Obs. Rm. Seats 14

Connecticut Connection
 Hartford - New Haven Research Centers
 530 Silas Deane Hwy., #LL
 Wethersfield, CT 06109
 Ph. 860-529-8006
 Fax 860-529-7558
 Nancy Neumann, Sr. Director
 Location: Office building
 1/1, 1/1OR, VC, VE
 Conference 17x20 Obs. Rm. Seats 25
 Conference 17x20 Obs. Rm. Seats 25
 Conference 10x12 Obs. Rm. Seats 5

Connecticut InFocus

76 Eastern Blvd.
Hartford-Glastonbury, CT 06033
Ph. 860-652-0307
Fax 860-652-0355
E-mail: maryannp@ctinfocus.com
www.ctinfocus.com
Mary Ann Pacocha, Director
Location: Freestanding building
CL, 1/1, 1/1OR, TK, MP, VE
Conference 20x20 Obs. Rm. Seats 15
(see advertisement on p. 113)

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Consumer Opinion Center
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Manchester, CT 06040
Ph. 860-644-9679 or 914-698-9591
Fax 860-644-9698

E-mail: gvigeant@roper.com
www.friedmanmktg.com
Jason Rodgers, Manager
Gary Vigeant, Client Services Manager
Location: Shopping mall
TK, VE
Conference 10x12 Obs. Rm. Seats 5

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

New Haven

Connecticut Connection
Hartford - New Haven Research Centers
140 Washington Ave., #LL
North Haven, CT 06473
Ph. 203-234-9988
Fax 203-239-3710
Verna Saucier, Director
Location: Office building
VC, VE
Conference 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, President
Location: Shopping mall
TK, TKO
Conference 12x19 Obs. Rm. Seats 10

Stamford

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25 Third St.
Stamford, CT 06905
Ph. 203-356-1678
Fax 203-327-9061
E-mail: vxhcqqa@prodigy.com
Ann Stabile
Location: Office building
TK, VC, VE
Conference 15x23 Obs. Rm. Seats 20



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www.focusfirstamerica.com
Susan Weiss
Location: Office building
CL, 1/1, 1/1OR, VC, VE
Conference 20x22 Obs. Rm. Seats 20
Conference 18x20 Obs. Rm. Seats 20
Conference 16x20 Obs. Rm. Seats 20
Conference 12x10 Obs. Rm. Seats 8

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

New England Marketing Research
200 Connecticut Ave., 4th fl.
Norwalk, CT 06854
Ph. 203-855-5500 or 877-604-5500
Fax 203-855-5501

E-mail: ericsouza@earthlink.net
www.nemr.com
Eric Souza, Partner/Owner
Location: Office building
CL, 1/1, 1/1OR, MP, VE
Conference 20x20 Obs. Rm. Seats 20
Conference 20x20 Obs. Rm. Seats 20
Multiple 15x15 Obs. Rm. Seats 12

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
1/1, 1/1OR, VE
Conference 25x16 Obs. Rm. Seats 14

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Fax 904-677-5534
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(see advertisement on p. 119)

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The Bartlett Group, Inc.
Society Hill Office Complex
1003 Society Dr.
Wilmington, DE 19703
Ph. 302-798-4333 or 800-555-9590
Fax 717-540-9338
E-mail: bartlettgroup@earthlink.net
Jeff Bartlett, President
Location: Office building
VE
Conference 12x24 Obs. Rm. Seats 8

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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
 TK, VE
 Conference 14x17 Obs. Rm. Seats 10
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Cameron Mills Research Services
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 Yvonne Fayson, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 Conference 12x10 Obs. Rm. Seats 6

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 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
 Amanda Redmond, Director
 Location: Office building
 1/1, TK, TKO, VC, VE
 Conference 20x20 Obs. Rm. Seats 20

Cunningham Field & Research Service
 Springfield Mall
 6691B Springfield Mall
 Springfield, VA 22150
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: WASH@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 CL, 1/1, 1/1OR, TK, VC, VE
 Conference 18x12 Obs. Rm. Seats 12
 (see advertisement on p. 119)

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

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 666 11th St. N.W., Ste. 730
 Washington, DC
 Ph. 202-628-4640
 E-mail: emr@interport.net
 www.ebonymktg.com/
 Location: Office building
 CL, 1/1, 1/1OR, TK, VE
 Conference 24x36 Obs. Rm. Seats 20
 (see advertisement on p. 173)

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
 VE
 Conference 15x25 Obs. Rm. Seats 8

House Market Research, Inc.
 1201 Seven Locks Rd., Ste. 200
 Potomac, MD 20854
 Ph. 301-424-1930
 Fax 301-424-3128
 E-mail: ehous@mindspring.com
 www.housemarketresearch.com
 Elaine House
 Location: Office building
 CL, TK, MP, VC, VE
 Conference 30x19 Obs. Rm. Seats 25
 Conference 24x22 Obs. Rm. Seats 15
 Conference 20x18 Obs. Rm. Seats 12
 Conference 30x19 Obs. Rm. Seats 25

Low + Associates, Inc.
 5454 Wisconsin Ave., Ste. 1400
 Chevy Chase, MD 20815-6994
 Ph. 301-951-9200
 Fax 301-986-1641
 E-mail: focusgroups@lowassociates.com
 www.lowassociates.com
 Nan Russell, V.P. Market Intelligence
 Location: Office building
 CL, VE
 Conference 20x20 Obs. Rm. Seats 26
 (see advertisement on pp. 88, 114)

Macro International Inc.
 11785 Beltville 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
 1/1, VE
 Conference 24x17 Obs. Rm. Seats 8

Martin Focus Group Centres, Inc.
 1199 N. Fairfax St., Ste. 150
 Alexandria, VA 22314
 Ph. 703-519-5800
 Fax 703-519-0704
 E-mail: cheri@martinfoocus.com
 www.martinfoocus.com
 Cheri Zeman, Vice President
 Location: Office building
 CL, 1/1, 1/1OR, VE
 Conference 17x24 Obs. Rm. Seats 25
 Conference 16x16 Obs. Rm. Seats 15

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
 CL, 1/1, 1/1OR, VE
 Conference 15x20 Obs. Rm. Seats 18
 Conference 08x10 Obs. Rm. Seats 6
 Conference 16x20 Obs. Rm. Seats 18
 Conference 10x10 Obs. Rm. Seats 6

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 Fax 703-385-8620
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 www.metroresearchservices.com
 Angela Lorinchak, President
 Location: Office building
 CL, 1/1, 1/1OR, VE
 Conference 15x20 Obs. Rm. Seats 18
 Conference 08x10 Obs. Rm. Seats 6

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 St. Charles Towne Center
 5000 Rte. 301, Ste. 2006
 Waldorf, MD 20603
 Ph. 301-870-7799 or 847-392-0800
 Fax 301-705-8348
 Location: Shopping mall
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 Conference 17x15 Obs. Rm. Seats 5

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 7255-A Hanover Pkwy.
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 Fax 301-474-4307
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 www.OMRdc.com
 Jill Siegel, President
 Location: Freestanding building
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 Conference 14x19 Obs. Rm. Seats 14

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 Fax 202-822-8580
 E-mail: omr@OMRdc.com
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 Conference 17x14 Obs. Rm. Seats 15

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 Maria Rauch
 Location: Freestanding building
 TK, VE

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 Fax 301-657-9051
 E-mail: jshugoll@ShugollResearch.com
 www.ShugollResearch.com
 Joan Shugoll, Owner
 Location: Office building
 1/1, 1/1OR, TK, VC, VE
 Conference 20x22 Obs. Rm. Seats 12
 Conference 17x22 Obs. Rm. Seats 12
 Conference 19x20 Obs. Rm. Seats 12
 Conference 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
 1/1, TK, VE
 Conference 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
 VE
 Conference 17x20 Obs. Rm. Seats 25
 Conference 12x8 Obs. Rm. Seats 8

Florida

Daytona Beach

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 Administrative/Focus Facility
 770 W. Granada Blvd., Ste. 300
 Ormond Beach, FL 32174
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: ExecutiveDepartment@cunninghamre-
 search.com
 www.cunninghamresearch.com
 Dottie Dixon, Field Manager
 Location: Freestanding building
 CL, 1/1, TK, VC, VE
 Conference 16x20 Obs. Rm. Seats 20
 Conference 16x20 Obs. Rm. Seats 20
 (see advertisement on p. 119)

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Telephone (954) 566-5729 Fax (954) 566-6819

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
 Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles
 Room dimensions, when stated, are shown in feet.

Fort Lauderdale

Florida in Focus

915 Middle River Dr., Ste. 109
 Fort Lauderdale, FL 33304
 Ph. 954-566-5729
 Fax 954-566-6819
 E-mail: infocus1@gate.net
 www.floridainfocus.com
 Doris M. Wagman, President
 Location: Office building
 CL, TK, VC, VE
 Conference 14x16 Obs. Rm. Seats 20
 Conference 14x16 Obs. Rm. Seats 8
 (see advertisement on p. 115)

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
 TK, VE
 Conference 17x13 Obs. Rm. Seats 8
 (see advertisement on p. 132)

Mars Surveys

1700 N. University Dr., Ste. 205
 Coral Springs, FL 33071
 Ph. 954-755-2805 or 877-755-2805
 Fax 954-755-3061
 E-mail: info@marsresearch.com
 www.marsresearch.com
 Ellen Klein, Focus Group Coord.
 Location: Office building
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Conference 20x18 Obs. Rm. Seats 15

Mars Surveys

701 W. Cypress Creek Rd., Ste. 301
 Fort Lauderdale, FL 33309
 Ph. 954-755-2805 or 877-755-2805
 Fax 954-755-3061
 E-mail: info@marsresearch.com
 www.marsresearch.com
 Ellen Klein, Focus Group Coord.
 Location: Office building
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Conference 20x22 Obs. Rm. Seats 20
 Conference 14x16 Obs. Rm. Seats 10

Plaza Research

4000 Hollywood Blvd.
 Hollywood, FL 33021
 Ph. 954-963-7600 or 800-654-8002
 Fax 954-963-5757
 E-mail: mstein@plazaresearch.com
 www.plazaresearch.com
 Meredith Stein, Director
 Location: Office building
 CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE
 Conference 15x20 Obs. Rm. Seats 15
 Conference 15x20 Obs. Rm. Seats 15
 Multiple 15x20 Obs. Rm. Seats 15
 (see advertisement on p. 169)

WAC of South Florida

1415 W. Cypress Creek Rd.
 Fort 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
 1/1, 1/1OR, TK, MP, VC, VE
 Conference 25x25 Obs. Rm. Seats 25
 Conference 20x20 Obs. Rm. Seats 18
 Conference 20x20 Obs. Rm. Seats 18
 Conference 14x16 Obs. Rm. Seats 8
 (see advertisement on p. 117)

Fort Myers

The Consumer Center of Mid-Florida
 8191 College Pkwy., Ste. 303
 Fort Myers, FL 33919
 Ph. 727-726-0844
 Fax 727-724-3944
 E-mail: consumrctr@aol.com
 Ann Hudson, V.P./Managing Dir.
 Location: Office building
 1/1, 1/1OR, TK, VE
 Multiple 15x21 Obs. Rm. Seats 25
 Conference 12x20 Obs. Rm. Seats 15

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
 1/1, VE
 Multiple 13x28 Obs. Rm. Seats 5

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For the second year in a row,
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--1999 Impulse Survey
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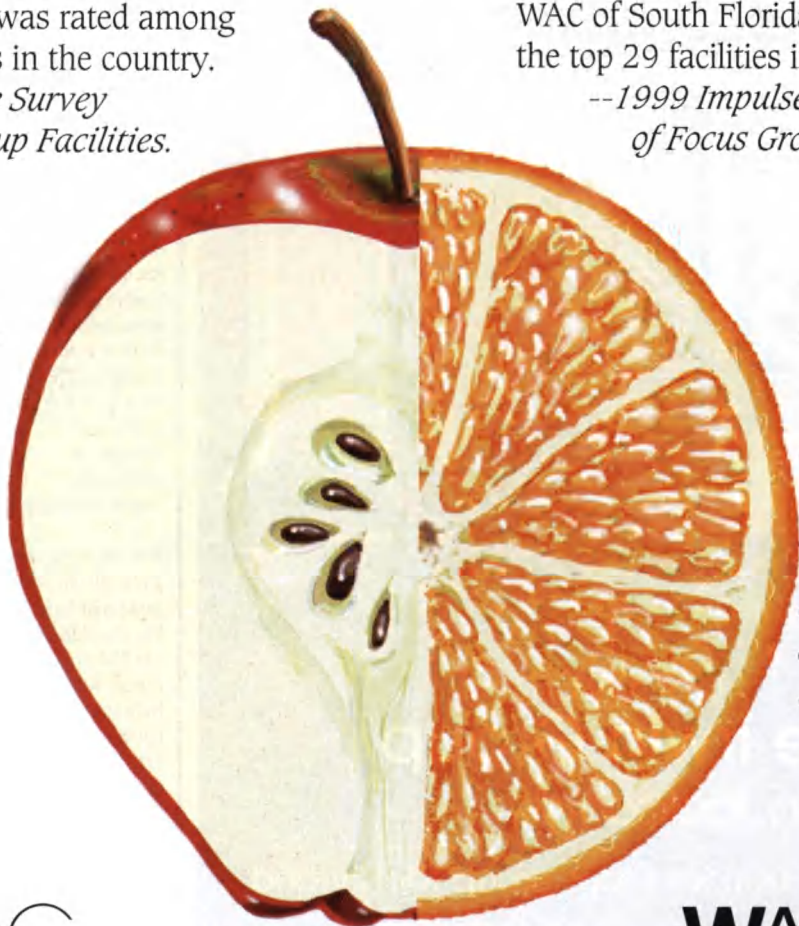
- 3 focus group suites
- Theater-style seating
for up to 30
respondents
- Spacious
accommodations
for client-viewers
- On-site recruiting
- Videoconferencing
- Kitchen facilities
- Cafe WAC

IN THE "BIG ORANGE"

In its first year of operation,
WAC of South Florida was rated among
the top 29 facilities in the country.

--1999 Impulse Survey
of Focus Group Facilities.

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



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



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

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
 Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles
 Room dimensions, when stated, are shown in feet.

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
 1/1, TK, VE
 Conference 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
 CL, 1/1, 1/1OR, TK, TKO, MP, VE
 Conference 18x30 Obs. Rm. Seats 15
 Conference 24x14 Obs. Rm. Seats 12
 Living 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
 TK, VE


The Irwin Group, Inc.

Div. of Irwin Research Services, Inc.
 SunTrust Building
 9250 Baymeadows Rd., Ste. 350
 Jacksonville, FL 32256
 Ph. 904-731-1811 or 800-367-4634
 Fax 904-731-1225
 E-mail: irwinline@aol.com
 www.irwinresearch.com
 Kathryn Blackburn, President
 Location: Office building
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Conference 18x22 Obs. Rm. Seats 15
 Conference 18x16 Obs. Rm. Seats 10
 Conference 10x12 Obs. Rm. Seats 6
 (see advertisement on p. 118)

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
 1/1, 1/1OR, VE
 Conference 12x08 Obs. Rm. Seats 8
 Conference 12x08 Obs. Rm. Seats 0

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: mail@markethorizons.com
 www.markethorizons.com
 Charles A. McMillin, CEO
 Location: Office building
 1/1, VE
 Conference 14x20 Obs. Rm. Seats 10

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 Miami, FL 33134
 Ph. 800-282-2771
 Fax 305-448-6825
 E-mail: AskMiami@aol.com
 www.askmiami.com
 Adrian Ladner, Focus Room Coord.
 Location: Office building
 CL, 1/1, 1/1OR, MP, VE
 Multiple 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
 1/1, 1/1OR, TK, VC, VE
 Conference 18x12 Obs. Rm. Seats 8
 (see advertisement on p. 119)

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
 1/1, 1/1OR, TK, VE
 Conference 18x22 Obs. Rm. Seats 15
 Conference 15x18 Obs. Rm. Seats 10

Focus On Miami
 8603 S. Dixie Hwy., Ste. 218
 Miami, FL 33143
 Ph. 305-661-8332
 Fax 305-661-9686
 E-mail: FocusOnMiami@hotmail.com
 Lisa Switkes, President
 Location: Office building
 1/1, TK, VE
 Conference 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
 1/1, 1/1OR, VE
 Conference 16x12

Focus on the Findings
 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
 1/1, 1/1OR, VE
 Conference 18x22 Obs. Rm. Seats 15
 Conference 15x18 Obs. Rm. Seats 10

Market Segment Research
 A div. of the Market Segment Group
 201 Alhambra Circle, Ste. 804
 Coral Gables, FL 33134
 Ph. 305-669-3900
 Fax 305-669-3901
 E-mail: gberman@marketsegment.com
 www.marketsegment.com
 Gary L. Berman, President
 Location: Office building
 1/1, 1/1OR, VC, VE
 Conference 20x15 Obs. Rm. Seats 10
 Conference 16x12 Obs. Rm. Seats 10

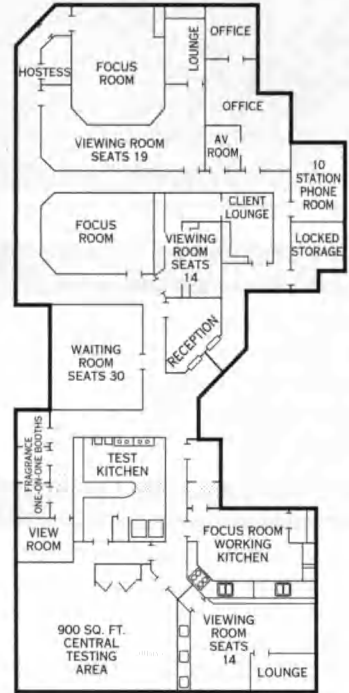
Miami Market Research, Inc.
 6840 S.W. 40 St., Ste. 201A
 Miami, FL 33155
 Ph. 305-666-7010
 Fax 305-666-7960
 E-mail: miamktrsch@aol.com
 Luis Padron, President
 Location: Office building
 CL, 1/1, 1/1OR, TK, MP, VE
 Conference 20x14
 Conference 14x12

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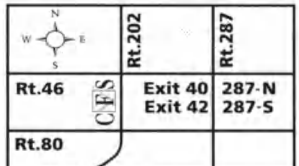


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Tel. (305) 620-4244
Fax: (305) 621-3533

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 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
 Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles
 Room dimensions, when stated, are shown in feet.

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Miami, FL 33172
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www.nors.com

Daniel Clapp, President
Location: Office building
CL, 1/1, 1/1OR, VC, VE
 Conference 18x22 Obs. Rm. Seats 18
 Conference 18x22 Obs. Rm. Seats 18
 Conference 11x12 Obs. Rm. Seats 4
 (see advertisement on p. 121)

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
CL, 1/1, TK, MP, VC, VE
 Conference 15x15 Obs. Rm. Seats 14
 Conference 15x15 Obs. Rm. Seats 12
 (see advertisement on p. 121)

Rizzo Research International

300 Sevilla Ave., Ste. 311
Coral Gables, FL 33134
Ph. 305-444-8338
Fax 305-444-8102
E-mail: info@rizzoresearch.com
www.rizzoresearch.com
Location: Shopping mall
VE

Conference 20x15 Obs. Rm. Seats 16
 Conference 15x15 Obs. Rm. Seats 16

Strategy Research Corporation

100 N.W. 37th Ave., 3rd fl.
Miami, FL 33125
Ph. 305-649-5400
Fax 305-643-5584
E-mail: jstrouss@marketfacts.com
www.strategyresearch.com
Belkist Padilla or Vivian Hernandez
Location: Office building
1/1, 1/1OR, VE
 (see advertisement on p. 120)

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ORLANDO, FL 32819



CODES

Location: Office building, Freestanding building, Shopping mall
CL - Client Lounge MP - Multipurpose Room
TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
VC - Videoconferencing VE - Video Equipment
1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
Conference - Conference-Style Room
Living - Living Room-Style Room
Multiple - Both Styles
Room dimensions, when stated, are shown in feet.

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
1/1, VC, VE
Conference 27x15 Obs. Rm. Seats 6

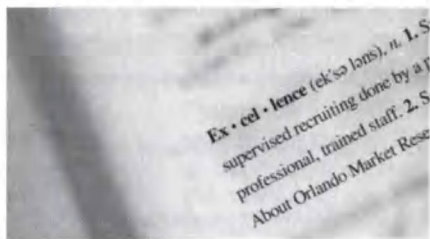
Orlando

About Orlando Market Research
5450 Lake Howell Rd.
Winter Park, FL 32792
Ph. 407-671-3344
Fax 407-671-3349
E-mail: info@aboutorlandoresearch.com
www.aboutorlandoresearch.com
Suzanne S. Cattell, President
Location: Office building
CL, TK, VE
Conference 23x22 Obs. Rm. Seats 20
Conference 18x26 Obs. Rm. Seats 20
(see advertisement on p. 122)

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 Hendon
Location: Office building
CL, 1/1, 1/1OR, TK, MP, VE
Conference 16x20 Obs. Rm. Seats 15
Conference 16x19 Obs. Rm. Seats 15
Conference 16x22 Obs. Rm. Seats 15
(see advertisement on pp. 109, 124, 193)

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

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Orlando North Focus Facility
999 Douglas Ave., Ste. 3307
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Ph. 407-629-8800 or 800-240-6119
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E-mail: BNMR172@aol.com
Ginger Everett, Focus Group Dir.
Location: Office building
CL, 1/1, 1/1OR, TK, MP, VE
Multiple 19x20 Obs. Rm. Seats 15
Conference 17x18 Obs. Rm. Seats 8
Multiple 28x37 Obs. Rm. Seats 25

Barbara Nolan Market Research
Orlando South Focus Facility
1650 Sand Lake Rd., Ste. 213
Orlando, FL 32809
Ph. 407-629-8800 or 800-240-6119
Fax 407-629-7633

E-mail: BNMR172@aol.com
Ginger Everett, Focus Group Dir.
Location: Office building
CL, 1/1, 1/1OR, TK, VE
Conference 21x14 Obs. Rm. Seats 12

Schlesinger Associates South, Inc.

Maitland Green II
2290 Lucien Way, Ste. 180
Maitland, FL 32751
Ph. 407-660-1808
Fax 407-660-0225
E-mail: SlesSouth@aol.com
www.schlesingerassociates.com
Deborah Leaper
Location: Office building
CL, 1/1, 1/1OR, TK, MP, VC, VE
Conference 24x16 Obs. Rm. Seats 16
Conference 24x16 Obs. Rm. Seats 16
(see advertisement on pp. 96, 123, 171, 179)

Varga Research

8403 S. Park Cir., Ste. 660
Orlando, FL 32819
Ph. 407-248-0777
Fax 407-248-7797
E-mail: rachelj@vargaresearch.com
www.vargaresearch.com
Location: Office building
CL, 1/1, 1/1OR, TK, VE
Multiple 30x24 Obs. Rm. Seats 25
Multiple 23x21 Obs. Rm. Seats 14
Multiple 17x16 Obs. Rm. Seats 10
Multiple 17x16 Obs. Rm. Seats 10
(see advertisement on p. 122)

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 or 847-392-0800
Fax 941-746-6157
Margaret Wilde, Manager
Location: Shopping mall
1/1, 1/1OR, TK, VE
Conference 10x16 Obs. Rm. Seats 10
Conference 10x09 Obs. Rm. Seats 5

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CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

*Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles*

Room dimensions, when stated, are shown in feet.

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
 TK, VE
 Conference 15x21 Obs. Rm. Seats 10

Tallahassee

Kerr & Downs Research
 2992 Habersham Dr.
 Tallahassee, FL 32308
 Ph. 800-564-3182 or 850-906-3111
 Fax 850-906-3112
 E-mail: pd@kerr-downs.com
 www.kerr-downs.com
 Kerrie Stillman, Marketing Director
 Location: Freestanding building
 1/1, VE
 Conference 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 Hendon
 Location: Office building
 CL, 1/1, 1/1OR, TK, MP, VE
 Conference 18x24 Obs. Rm. Seats 18
 Conference 13x16 Obs. Rm. Seats 8
 (see advertisement on pp. 109, 124, 193)

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
 1/1, 1/1OR, TK, VE
 Conference 16x21 Obs. Rm. Seats 15

Bordner Research, Inc.
 2535 Landmark Dr., Ste. 109
 Clearwater, FL 33761
 Ph. 727-797-6552
 Dr. Diane Bordner, President
 Location: Office building
 1/1, 1/1OR, TK
 Conference 14x19 Obs. Rm. Seats 18
 Conference 11x13 Obs. Rm. Seats 8

Caliber Research Services, Inc.
 600 S. Magnolia Ave., Ste. 350
 Tampa, FL 33606
 Ph. 813-258-3510
 Fax 813-254-2986
 E-mail: klagesmkg@aol.com
 Claire Klages, President
 Location: Office building
 VE
 Conference 22x12 Obs. Rm. Seats 10

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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
1/1, 1/1OR, TK, TKO, VE
Multiple 27x19 Obs. Rm. Seats 25
Conference 15x13 Obs. Rm. Seats 6
Multiple 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
1/1, 1/1OR, TK, VC, VE
Conference 22x16 Obs. Rm. Seats 15
(see advertisement on p. 119)

Cunningham Field & Research Service

Countryside Mall
27001 US Hwy. 19 N., Ste. 2074
Clearwater, FL 33761
Ph. 904-677-5644
Fax 904-677-5534
E-mail: TAMC@cunninghamresearch.com
www.cunninghamresearch.com
Location: Shopping mall
1/1, 1/1OR, TK, MP, VC, VE
Conference 15x18 Obs. Rm. Seats 14
(see advertisement on p. 119)

Davis & Davis Research, Inc.
8001 N. Dale Mabry Hwy., Ste. 401B
Tampa, FL 33614
Ph. 813-873-1908
Fax 813-935-5473
E-mail: davisanddavisres@yahoo.com
Irene Davis, President
Location: Freestanding building
1/1, 1/1OR, TK, VE
Conference 15x24 Obs. Rm. Seats 12

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
CL, 1/1, 1/1OR, TK, VC, VE
Conference 15x20 Obs. Rm. Seats 20
Conference 15x20 Obs. Rm. Seats 20
Conference 15x20 Obs. Rm. Seats 10
Conference 22x24 Obs. Rm. Seats 15
Living 15x20 Obs. Rm. Seats 12
Living 22x24 Obs. Rm. Seats 30
(see advertisement on p. 125)

The Herron Group of Tampa, Inc.

5410 Mariner St., Ste. 100
Tampa, FL 33609
Ph. 813-289-1679
Fax 813-289-0259
E-mail: herrontpa@aol.com
www.herrongroup.com
Location: Freestanding building
CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE
Multiple 2000 sq. ft. Obs. Rm. Seats 10
Conference 16x20 Obs. Rm. Seats 8
(see advertisement on p. 125)

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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>

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
 Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles
 Room dimensions, when stated, are shown in feet.

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
 VE
 Conference 12x15 Obs. Rm. Seats 10

Schwartz Research Services, Inc.

Laurel Oaks Center
 5027 W. Laurel St.
 Tampa, FL 33607
 Ph. 813-207-0332
 Fax 813-207-0717
 E-mail: rod@schwartzresearch.com
 www.schwartzresearch.com
 Rodney Kayton
 Location: Freestanding building
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Conference 17x18 Obs. Rm. Seats 12
 Conference 16x20 Obs. Rm. Seats 12
 Conference 34x20 Obs. Rm. Seats 20
 Conference 16x18 Obs. Rm. Seats 12
 Living 30x18 Obs. Rm. Seats 12
 (see advertisement on p. 126)

Thinking Outside The Box.



It means venturing outside the ordinary. Thinking creatively. A frightening prospect for some focus group facilities, but at Schwartz Research Services, we're proud of our willingness to reach outside ourselves for new solutions – instead of putting up roadblocks to creativity.

And just in case you need to step outside the box – we're only two miles from the Tampa International Airport, and within walking distance of excellent hotels and restaurants! Inside the box, our new 7,000 sq. ft. facility incorporates the ultimate in comfort, service and technology for your focus groups, one-on-one's and customized projects.

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 FAX 813-207-0717 • http://www.schwartzresearch.com

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
 CL, 1/1, TK, VC, VE
 Conference 14x18 Obs. Rm. Seats 12
 Conference 14x25 Obs. Rm. Seats 15

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
 CL, 1/1, 1/1OR, TK, TKO, VC, VE
 Conference 26x13 Obs. Rm. Seats 18
 Conference 15x20 Obs. Rm. Seats 18
 Conference 15x25 Obs. Rm. Seats 20
 Conference 14x15 Obs. Rm. Seats 8
 (see advertisement on pp. 127, 134)

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
 Nancy Buhrmann, Operations Manger
 Location: Office building
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Conference 20x20 Obs. Rm. Seats 15
 Conference 22x26 Obs. Rm. Seats 20
 Conference 30x32 Obs. Rm. Seats 25

West Palm Beach/
Boca Raton

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
1/1, 1/1OR, VE
Conference 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
1/1, 1/1OR, TK, VE
Conference 17x13 Obs. Rm. Seats 8
Conference 20x13 Obs. Rm. Seats 8
(see advertisement on p. 132)

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
CL, 1/1, 1/1OR, TK, MP, VE
Conference 17x17 Obs. Rm. Seats 18
Conference 12x14 Obs. Rm. Seats 8

Georgia

Atlanta

Atlanta Focus
The Focus Network
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
1/1, 1/1OR, VE
Conference 15x20 Obs. Rm. Seats 18
Conference 15x20 Obs. Rm. Seats 18
Conference 15x25 Obs. Rm. Seats 18

The CIA (Concepts/Ideas/Attitudes)
6045 Atlantic Blvd.
Norcross, GA 30071
Ph. 770-239-7427
Fax 770-446-9911
E-mail: CIAatl@aol.com
Charles Fargason
Location: Office building
VE
Conference 23x14 Obs. Rm. Seats 9

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TEL. 813-282-1660 • FAX 813-287-0605
SHARI DAVIS GONZALES/DIRECTOR

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
 Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles
 Room dimensions, when stated, are shown in feet.

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
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Conference 16x24 Obs. Rm. Seats 12
 Conference 16x20 Obs. Rm. Seats 12
 (see advertisement on p. 129)

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

Cunningham Field & Research Service

North Point Mall
 1002 N. Point Cir.
 Alpharetta, GA 30202
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: ATLA@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 1/1, 1/1OR, TK, VC, VE
 Conference 18x12 Obs. Rm. Seats 10
 (see advertisement on p. 119)

Eagle Research - Atlanta

One Dunwoody Park, Ste. 128
 Atlanta, GA 30338
 Ph. 770-395-6090 or 770-350-7704
 Fax 770-671-9708
 E-mail: jcy@eagleresearch.com
 www.eagleresearch.com
 Jonathan Yardley, Dir. of Qual. Rsch.
 Location: Office building
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Conference 14x20 Obs. Rm. Seats 20
 Conference 14x19 Obs. Rm. Seats 12
 Conference 15x17 Obs. Rm. Seats 25
 Multipurpose 24x36 Obs. Rm. Seats 25
 (see advertisement on pp. 111, 131)

Elrick & Lavidge
 1990 Lakeside Pkwy., 3rd fl.
 Tucker, GA 30084
 Ph. 770-621-7600 or 800-456-1314
 Fax 770-723-6408
 E-mail: pws@elavidge.com
 www.elavidge.com
 Anita Watkins
 Location: Office building
 TK, VE
 Conference 25x15 Obs. Rm. Seats 8
 Conference 25x15 Obs. Rm. Seats 6

Fieldwork Atlanta, Inc.

200 Galleria Pkwy.
 Atlanta, GA 30339
 Ph. 770-988-0330
 Fax 770-955-1555
 E-mail: FIELDWORKA@aol.com
 www.fieldwork.com
 Carolyn Lee
 Location: Office building
 CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE
 Conference 20x34 Obs. Rm. Seats 25
 Conference 22x25 Obs. Rm. Seats 25
 Conference 20x25 Obs. Rm. Seats 25
 Conference 19x24 Obs. Rm. Seats 30
 Conference 09x10 Obs. Rm. Seats 10
 (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
 1/1, 1/1OR, TK
 Conference 10x20 Obs. Rm. Seats 12

Heakin Research, Inc.

Gwinnett Place Mall
 2100 Pleasant Hill Rd.
 Duluth, GA 30096
 Ph. 770-476-0714
 Fax 770-476-3194
 Brad McDonald, Manager
 Location: Shopping mall
 TK, TKO, VE
 Conference 18x12 Obs. Rm. Seats 8
 (see advertisement on p. 132)

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
 TK, VE
 Conference 19x14 Obs. Rm. Seats 6
 (see advertisement on p. 132)

Looking For Answers?

IMAGES Market 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. Visit one of our focus group affiliates located throughout the country. **Come see our new facility, coming December '99.** Comfortable client lounge! Additional focus room! Still a great location! Call us for a discount on your next project.



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

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| Conventions/Meetings | Medical/Health- | Teens |
| Customer Satisfaction | Care/Pharmaceutical | Tourism |
| Energy/Utility | Music | Tracking |



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Compass Marketing Research

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Business is changing. Markets are changing. To take advantage of it you need a data collection facility that understands it and has embraced it. **You need Compass Marketing Research.**

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- Connecting, private, client lounges with video monitor
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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



Focus Group Lounge



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3725 da Vinci Court Norcross, Georgia 30092 770-448-0754 (Fax) 770-416-7586 (WEB) www.cmrcompass.com

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

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

CL, VE

Conference 20x12 Obs. Rm. Seats 10

Conference 20x12 Obs. Rm. Seats 15

(see advertisement on p. 128)

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

CL, 1/1, 1/1OR, TK, VC, VE

Conference 24x16 Obs. Rm. Seats 20

Conference 22x22 Obs. Rm. Seats 15

Conference 22x29 Obs. Rm. Seats 15

Conference 12x16 Obs. Rm. Seats 7

(see advertisement on p. 133)

Joyner Hutcheson Research, Inc.

1900 Century Place

Atlanta, GA 30345

Ph. 404-321-0953

Fax 404-634-8131

Wanda Hutcheson, President

Location: Office building

CL, 1/1, TK, MP, VE

Conference 15x20 Obs. Rm. Seats 12

Conference 16x20 Obs. Rm. Seats 8

Conference 16x16 Obs. Rm. Seats 8

MacConnell Research Services, Inc.

10 Perimeter Park Dr., Ste. 110

Atlanta, GA 30341

Ph. 770-451-6237

Fax 770-451-6184

Terri Clark

Location: Office building

1/1, TK, VE

Conference 14x16 Obs. Rm. Seats 8

Conference 14x16 Obs. Rm. Seats 8

MFI - Atlanta

Message Factors, Inc.

1140 Hammond Dr., Ste. F-6200

Atlanta, GA 30328

Ph. 770-604-9983

Fax 770-604-9187

E-mail: mfia@aol.com

www.messagefactors.com

Location: Office building

1/1, TK, VE

Living 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

1/1, VE

Conference 15x20 Obs. Rm. Seats 4

(see advertisement on p. 130)

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- Internet Research
- Mystery Shopping
- Secondary Research
- Demographic Mapping



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 Strategic Marketing Research



For consultation on your research needs,
 Call **Mark Michelson**, President/CEO

Phone: 770-955-5400

Fax: 770-955-5040

E-Mail: focus@onramp.net

1900 The Exchange, Suite 360
 Atlanta, Georgia 30339

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www.michelson.com/research

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Research

Atlanta

Denver

Jonathan Yardley
Qualitative Director
770-677-7970
Fax: 770-671-9708
jcy@eagleresearch.com

Debbie Calzaretta
Qualitative Director
303-980-2260
Fax: 303-980-2270
debbie@eagleresearch.com

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- Test kitchen
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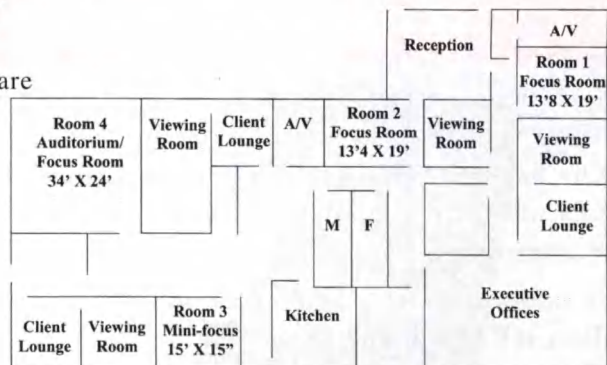


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- Central location/classroom/theater settings
- Mock juries
- Onsite/product audit/mystery shopping

96 Station CATI Research Center

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- IVR/in-bound 800/remote monitoring
- NCS scanning
- Phone/email/fax/mail surveys



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a COX company

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obsv. Rm.
 Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles
 Room dimensions, when stated, are shown in feet.

Mid-America Rsch./Facts In Focus
 Lenox Square Mall
 3393 Peachtree Rd. N.E.
 Atlanta, GA 30326
 Ph. 404-261-8011 or 847-392-0800
 Fax 404-261-5576
 E-mail: marrandhurst@att.net.com
 Michael Skinner, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 Conference 17x14 Obs. Rm. Seats 10
 Conference 19x12 Obs. Rm. Seats 12

Murray Hill Center Southeast, LLC
 3475 Piedmont Rd. N.E.
 Atlanta, GA 30305
 Ph. 212-889-4777
 www.murrayhillcenter.com
 Location: Office building
 CL, 1/1, 1/1OR, TK, VC, VE
 Conference 20x16 Obs. Rm. Seats 15
 Conference 20x16 Obs. Rm. Seats 15
 Conference 20x16 Obs. Rm. Seats 15
 Conference 20x16 Obs. Rm. Seats 15
 Conference 20x16 Obs. Rm. Seats 15
 Conference 10x9 Obs. Rm. Seats 8

Nordhaus Research, Inc.
 3355 Lenox Rd., Ste. 400
 Atlanta, GA 30326
 Ph. 404-848-8188 or 800-956-9818
 Fax 404-848-8199
 E-mail: lynn@nordhaus.com
 Lynn Raub, Dir. of Qual. Rsch.
 Location: Office building
 CL, 1/1, 1/1OR, TK, TKO, VE
 Conference 16x17 Obs. Rm. Seats 15
 Conference 16x27 Obs. Rm. Seats 15
 (see advertisement on p. 154)

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

Peachtree Consulting Group, LLC
 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
 CL, VE
 Conference 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
 CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE
 Conference 15x20 Obs. Rm. Seats 15
 Conference 15x20 Obs. Rm. Seats 15
 Conference 15x20 Obs. Rm. Seats 15
 Multiple 15x20 Obs. Rm. Seats 15
 Conference 20x28 Obs. Rm. Seats 20
 (see advertisement on p. 169)

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 in all the HOT markets!*

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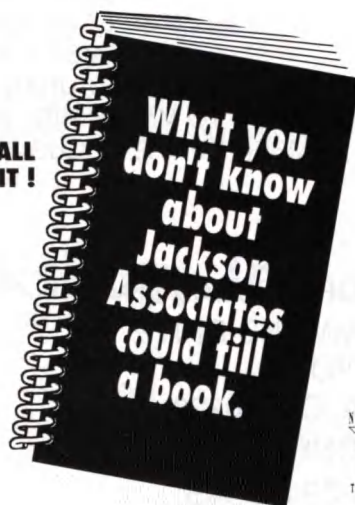
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 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

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2635 Century Pkwy., Ste. 100
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 E-mail: postmaster@qcs.com
 www.qcs.com

Susan Lipsitz
 Location: Office building
 CL, TK, MP, VE

Conference 15x22 Obs. Rm. Seats 10
 Conference 15x20 Obs. Rm. Seats 10
 Conference 15x20 Obs. Rm. Seats 10
 (see advertisement on p. 163)

Quick Test

5505 Roswell Rd., Ste. 100
 Atlanta, GA 30343
 Ph. 404-843-3807
 Fax 404-843-9733
 E-mail: info@quicktest.com
 www.quicktest.com

Shawntae Ferguson, Manager
 Location: Office building
 CL, 1/1, 1/1OR, TK, MP, VC, VE

Conference 24x19 Obs. Rm. Seats 18
 Conference 19x19 Obs. Rm. Seats 18
 Conference 17x13 Obs. Rm. Seats 10
 (see advertisement on p. 132)

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
 1/1, 1/1OR, TK, VC, VE

Conference 21x18 Obs. Rm. Seats 15
 Conference 19x17 Obs. Rm. Seats 15
 Conference 20x12 Obs. Rm. Seats 10

Superior Research

1155 Hammond Dr., Ste. 5090-E
 Atlanta, GA 30328
 Ph. 770-394-4400
 Fax 770-391-9345

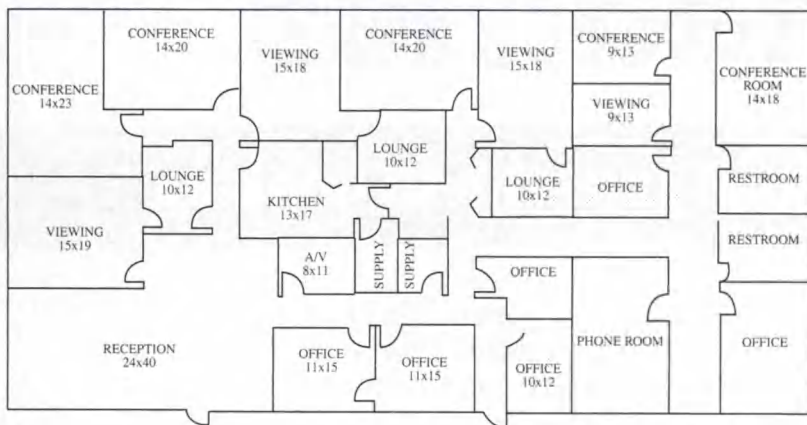
Rhoda Davis
 Location: Office building
 CL, 1/1, 1/1OR, TK, TKO, VC, VE

Conference 14x23 Obs. Rm. Seats 12
 Conference 14x20 Obs. Rm. Seats 12
 Conference 14x20 Obs. Rm. Seats 12
 Conference 13x09 Obs. Rm. Seats 4
 Living 15x19 Obs. Rm. Seats 12
 (see advertisement on pp. 127, 134)

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
 E-mail: tkresearch@msn.com

Andrea Carter, Manager
 Location: Office building
 1/1, 1/1OR, TK, VE
 Conference 20x20 Obs. Rm. Seats 15
 Conference 18x25 Obs. Rm. Seats 12
 Conference 10x18 Obs. Rm. Seats 8

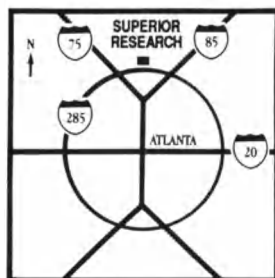
V & L Research & Consulting, Inc.
 655 Village Square Dr., Ste. 101
 Stone Mountain, GA 30083
 Ph. 404-298-0139
 Fax 404-298-0026
 E-mail: VLResearch@mindspring.com
 Dydra Virgil, Principal
 Location: Office building
 CL, 1/1, 1/1OR, TK, MP, VE



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James H. Nelems, President

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3725 da Vinci Court Norcross, Georgia 30092 770-449-6767

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 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
 Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles
 Room dimensions, when stated, are shown in feet.

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
 CL, TK, MP, VE
 Multiple 20x40 Obs. Rm. Seats 25

Gainesville

Jackson Associates, Inc.
 Lakeshore Mall
 150 Pearl Nix Pkwy., Ste. C6
 Gainesville, GA 30501
 Ph. 770-536-2054
 Fax 770-536-2065
 E-mail: research@jacksonassociates.com
 www.jacksonassociates.com
 Margaret Hicks
 Location: Shopping mall
 VE
 Conference 16x14 Obs. Rm. Seats 6
 (see advertisement on p. 133)

Hawaii

Honolulu

Market Trends Pacific, Inc.
 1001 Bishop St., Ste. 505
 Honolulu, HI 96813
 Ph. 808-532-0733
 Fax 808-532-0744
 E-mail: mtp@lava.net
 Wanda L. Kakugawa, President
 Location: Office building
 1/1, 1/1OR, VE
 Conference 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
 Janie Salomon, Field Director
 Location: Office building
 1/1, 1/1OR, VE
 Conference 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
 CL, VE
 Conference 16x20 Obs. Rm. Seats 10

Ward Research, Inc.
 126 Queen St., Ste. 212
 Honolulu, HI 96813
 Ph. 808-522-5123
 Fax 808-522-5127
 E-mail: wrstaff@wardresearch.com
 Denise Charles
 Location: Office building
 1/1, 1/1OR, VE
 Conference 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
 Mike Exinger, Dir. of Rsch Admin.
 Location: Office building
 1/1, 1/1OR, TK, VE
 Conference 15x12 Obs. Rm. Seats 10
 (see advertisement on p. 136)

Northwest Research Group, Inc.
 225 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 Etherton, Vice President
 Location: Office building
 CL, VE
 Conference 12x16 Obs. Rm. Seats 15

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Ph. 630-573-9500
Fax 630-573-2552
Sandy Shapin, President
Location: Office building
1/1, TK, VE

Conference 23x16 Obs. Rm. Seats 18
Conference 23x16 Obs. Rm. Seats 18

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
1/1, 1/10R, TK, MP, VC, VE
Conference 16x16 Obs. Rm. Seats 24
Conference 17x20 Obs. Rm. Seats 24
Conference 18x20 Obs. Rm. Seats 12
Conference 18x20 Obs. Rm. Seats 14

Adler-Weiner Research/Chicago, Inc.
6500 N. Lincoln Ave.
Lincolnwood, IL 60645
Ph. 847-675-5011
Fax 847-675-5698
E-mail: andi@awres.com
www.awres.com

Andi Weiner
Location: Freestanding building
VE
Conference 24x23 Obs. Rm. Seats 25
Conference 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: andi@awres.com
www.awres.com

Andi Weiner
Location: Office building
VC, VE
Conference 17x16 Obs. Rm. Seats 20
Conference 20x20 Obs. Rm. Seats 20
Conference 20x20 Obs. Rm. Seats 20
Conference 20x16 Obs. Rm. Seats 20
Conference 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@aol.com
Laura Shulman
Location: Office building
CL, 1/1, 1/10R, TK, MP, VC, VE
Conference 20x12 Obs. Rm. Seats 12
Conference 17x13 Obs. Rm. Seats 8
Conference 14x13 Obs. Rm. Seats 5

The Blackstone Group
360 N. Michigan Ave.
Chicago, IL 60601
Ph. 312-419-0400
Fax 312-419-8419
E-mail: info@bgchicago.com
Claire K. Rose
Location: Office building
1/1, 1/10R, VE
Conference 14x26 Obs. Rm. Seats 15
Conference 15x20 Obs. Rm. Seats 10

Bryles Research, Inc.
Bremontown Mall
6847 W. 159th St.
Tinley Park, IL 60477
Ph. 708-532-6800
Fax 708-532-1880
E-mail: nancy@brylesresearch.com
www.brylesresearch.com
Bob Bryles, President
Location: Shopping mall
1/1, 1/10R, TK, MP, VE
Conference 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
1/1, TK, VE
Conference 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: tcotter@cjr.com
www.cjr.com
Todd Eviston, Manager
Location: Freestanding building
VE
Conference 24x24 Obs. Rm. Seats 12

Car-Lene Research, Inc.
1108 Northbrook Court
Northbrook, IL 60062
Ph. 847-498-1305
Fax 847-498-1491
www.car-leneresearch.com
Robin Rome, Manager
Location: Shopping mall
1/1, 1/10R, TK, TKO, VE
Conference 17x15 Obs. Rm. Seats 6

Car-Lene Research, Inc.
River Oaks Mall
8 River Oaks Center
Calumet City, IL 60409
Ph. 708-862-6666
Fax 708-862-0660
www.car-leneresearch.com
Pat Smith, Manager
Location: Shopping mall
1/1, 1/10R, TK, TKO, VE
Conference 12x09 Obs. Rm. Seats 3
Conference 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
www.car-leneresearch.com
Arlene Szafranski, Manager
Location: Shopping mall
1/1, 1/10R, TK, TKO, VE
Conference 17x12 Obs. Rm. Seats 4

Chicago Focus
The Focus Network
7 E. Huron St.
Chicago, IL 60611
Ph. 312-951-1616
Fax 312-951-5099
E-mail: chifocus@aol.com
www.thefocusnetwork.com
Lynn Rissman, President
Location: Freestanding building
CL, VC, VE
Conference 21x13 Obs. Rm. Seats 8
Conference 21x13 Obs. Rm. Seats 8
Conference 21x13 Obs. Rm. Seats 20

Comiskey Research
205 W. Grand Ave., Ste. 108
Bensenville, IL 60106
Ph. 630-860-2255
Fax 630-860-1978
E-mail: ComiskeyR@aol.com
Sig Saltz, President
Location: Office building
TK, VE
Conference 12x16 Obs. Rm. Seats 8

Consumer Pulse of Chicago
Stratford Square Mall #D24
424 Stratford Square
Bloomingdale, IL 60108
Ph. 630-894-9103 or 800-336-0159
Fax 630-894-9105
E-mail: chicago@consumerpulse.com
www.consumerpulse.com
Susan Piacenza, Director
Location: Shopping mall
1/1, TK, VC, VE
Conference 15x15 Obs. Rm. Seats 15

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
 Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles
 Room dimensions, when stated, are shown in feet.

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
 CL, 1/1, 1/1OR, TK, MP, VE
 Conference 15x20 Obs. Rm. Seats 15
 (see advertisement on p. 139)

Conway/Milliken & Associates/Research Int'l.

Marketing Research & Consulting
 875 N. Michigan Ave.
 Chicago, IL 60611
 Ph. 312-787-4060
 Fax 312-787-4156
 E-mail: cma@cmamktng.com
 www.cmamktng.com
 Kim Pinson, Vice President
 Location: Office building
 1/1, TK, VE
 Conference 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
 CL, 1/1, 1/1OR, TK, MP
 (see advertisement on p. 119)

Cunningham Field & Research Service

Lincoln Mall
 146B Lincoln Mall
 Matteson, IL 60443
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: CHIL@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 1/1, 1/1OR, TK, MP, VC, VE
 Conference 14x19 Obs. Rm. Seats 8
 (see advertisement on p. 119)

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
 TK, TKO, VE
 Conference 30x23 Obs. Rm. Seats 14

Elrick & Lavidge
 Three Westbrook Corp. Center, 6th flr.
 11301 Cermack Rd.
 Westchester, IL 60154
 Ph. 708-449-5300
 Fax 708-449-4498
 E-mail: mdv@elavidge.com
 www.elavidge.com
 Kathy Donaldson
 Location: Office building
 VE
 Conference 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
 CL, 1/1, 1/1OR, VE
 Conference 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
 CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE
 Conference 16x20 Obs. Rm. Seats 20
 Conference 16x20 Obs. Rm. Seats 25
 Conference 16x20 Obs. Rm. Seats 25
 Conference 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: fieldworkohare@ibm.net
 www.fieldwork.com
 Pam White
 Location: Office building
 CL, 1/1, 1/1OR, TK, VC, VE
 Conference 21x21 Obs. Rm. Seats 35
 Conference 21x15 Obs. Rm. Seats 20
 Conference 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: fieldworkschaumburg@msn.com
 www.fieldwork.com
 Paul Scaletta
 Location: Office building
 1/1, 1/1OR, TK, VC, VE
 Conference 21x14 Obs. Rm. Seats 20
 Conference 20x18 Obs. Rm. Seats 15
 Conference 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: fscope@concentric.net
 Kevin Rooney
 Location: Office building
 CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE
 Conference 20x15 Obs. Rm. Seats 18
 Conference 20x15 Obs. Rm. Seats 18
 Conference 16x14 Obs. Rm. Seats 7
 Conference 24x14 Obs. Rm. Seats 12
 (see advertisement on p. 138)



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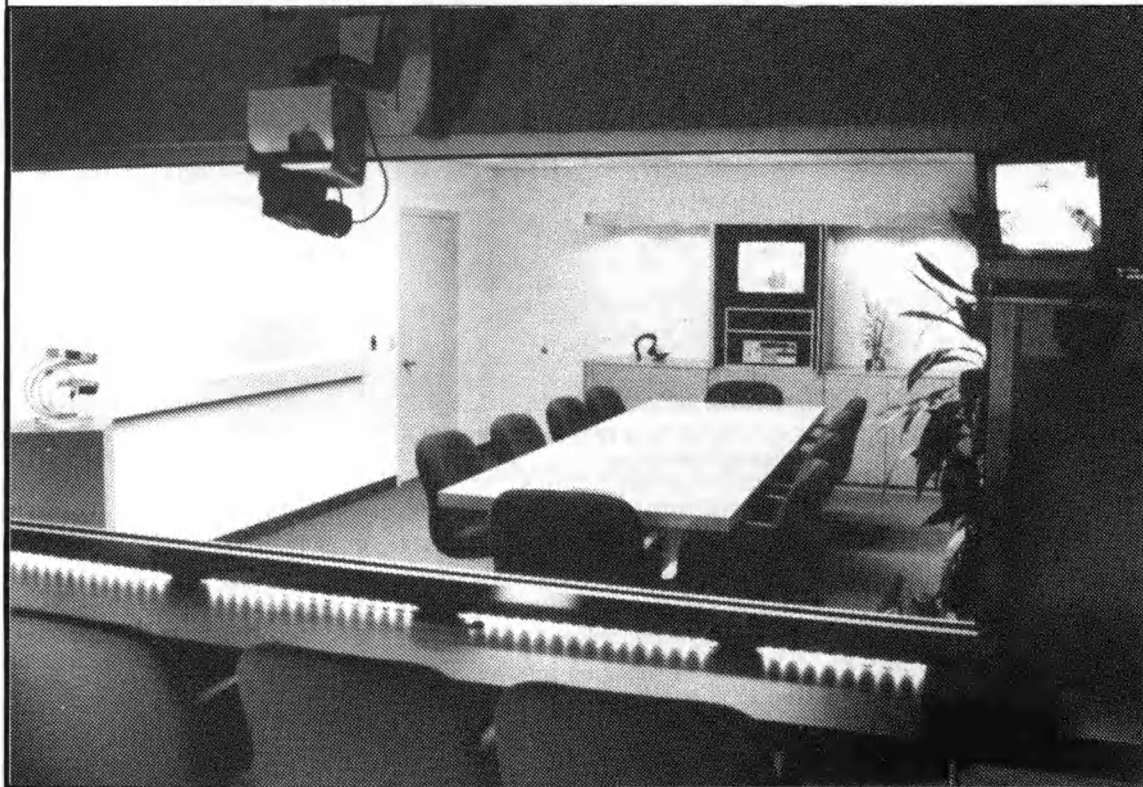
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 Chicago, IL 60610

FOCUSCOPE - Oak Park
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 Suite 60
 Oak Park, IL 60301

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 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
Conference - Conference-Style Room
Living - Living Room-Style Room
Multiple - Both Styles
Room dimensions, when stated, are shown in feet.

Focuscope, Inc.

515 N. State St., Ste. 1920
 Chicago, IL 60610
 Ph. 708-386-5086
 Fax 708-386-1207
 E-mail: fscope@concentric.net

Kevin Rooney
 Location: Office building
 CL, 1/1, 1/1OR, MP, VE
 Conference 25x20 Obs. Rm. Seats 23
 Conference 24x19 Obs. Rm. Seats 20
(see advertisement on p. 138)

Heakin Research, Inc.

3615 Park Dr., Ste. 101
 Olympia Fields, IL 60461
 Ph. 708-503-0100
 Fax 708-503-0101

Location: Office building
 TK, VE
 Conference 20x15 Obs. Rm. Seats 12
 Conference 20x15 Obs. Rm. Seats 10
(see advertisement on p. 132)

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
 1/1, 1/1OR, TK, VE
 Conference 20x15 Obs. Rm. Seats 10
(see advertisement on p. 132)

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
 1/1, 1/1OR, TK, VE
 Conference 20x14 Obs. Rm. Seats 10
(see advertisement on p. 132)

Heakin Research, Inc.

North Riverside Mall
 7501 W. Cermak Rd.
 North Riverside, IL 60546
 Ph. 708-447-9208
 Fax 708-447-9268
 Bridget Adell, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 Conference 18x12 Obs. Rm. Seats 8
(see advertisement on p. 132)

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
 1/1, 1/1OR, TK, TKO, VC, VE
 Multiple 14x30 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 12
 Conference 13x19 Obs. Rm. Seats 15
 Conference 14x19 Obs. Rm. Seats 11
 Conference 14x14 Obs. Rm. Seats 15
(see advertisement on p. 141)

Marketing Services
 2525 Gross Point Rd.
 Evanston, IL 60201
 Ph. 847-864-4100
 Fax 847-864-9512
 E-mail: calderlatour@calderlatour.com
 www.calderlatour.com
 Elise Schaff, Field Service Director
 Location: Freestanding building
 VE
 Conference 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 or 847-392-0800
 Fax 630-898-2172
 Walt Nakapsuka, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 Conference 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 or 847-392-0800
 Fax 708-349-9407
 Joan Rogers, Manager
 Location: Shopping mall
 1/1, TK, VE
 Conference 14x13 Obs. Rm. Seats 10
 Conference 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 or 847-392-0800
 Fax 847-259-7259
 E-mail: marrandhurst@att.net.com
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 Conference 15x23 Obs. Rm. Seats 10
 Conference 15x17 Obs. Rm. Seats 12



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As a QMRR reader, you know that in each issue we present case history examples of successful research efforts, examining the goals behind a project, its methodologies and how the research results were used to launch a new product, improve service, or fine-tune an advertising campaign, for example.

We're currently planning the next several issues of QMRR and we're looking for research projects in the following areas to profile: packaging research, service quality/customer satisfaction, focus groups, and health care research. If your company or organization has a research project in any of these areas that would make an interesting case history, we want to cover it!

A QMRR writer conducts the necessary interviews by phone and then writes a draft of the story. Because the case histories may touch on sensitive information, we allow interviewees to read a draft of the story before it goes to press. Please contact Joseph Rydholm, QMRR editor, for more information or to discuss a story idea.

P.O. Box 23536
 Minneapolis, MN 55423
 Ph. 612-854-5101
 Fax: 612-854-8191
 E-mail: joeqmrr@uswest.net

Murray Hill Center Central, LLC
 440 N. Michigan Ave., Ste. 700
 Chicago, IL
 Ph. 312-803-4455
 Fax 312-803-2116
 E-mail: maggie@murrayhillcenter.com
www.murrayhillcenter.com

Maggie Brown, Director
 Location: Office building
 CL, TK, VC, VE

| | | |
|------------|-------|-------------------|
| Conference | 22x16 | Obs. Rm. Seats 15 |
| Conference | 20x16 | Obs. Rm. Seats 15 |
| Conference | 20x16 | Obs. Rm. Seats 15 |
| Conference | 20x16 | Obs. Rm. Seats 15 |
| Conference | 20x16 | Obs. Rm. Seats 15 |

National Data Research, Inc.
 770 Frontage Rd., Ste. 110
 Northfield, IL 60093
 Ph. 847-501-3200
 Fax 847-501-2865
 E-mail: slagrippe@aol.com
 Sue LaGrippe, President
 Location: Office building
 CL, 1/1, 1/10R, TK, VC, VE

| | | |
|------------|-------|-------------------|
| Conference | 16x19 | Obs. Rm. Seats 15 |
| Conference | 18x21 | Obs. Rm. Seats 15 |
| Conference | 21x18 | Obs. Rm. Seats 15 |
| Conference | 21x17 | Obs. Rm. Seats 15 |
| Conference | 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
 E-mail: slagrippe@aol.com
 Sue LaGrippe, President
 Location: Office building
 CL, 1/1, 1/10R, VC, VE

| | | |
|------------|-------|-------------------|
| Conference | 25x17 | Obs. Rm. Seats 15 |
| Conference | 21x17 | Obs. Rm. Seats 15 |
| Conference | 24x17 | Obs. Rm. Seats 15 |
| Conference | 26x16 | Obs. Rm. Seats 20 |

National Qualitative Centers, Inc.
 625 N. Michigan Ave., Ste. 1402
 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
 TK, VC, VE

| | | |
|------------|-------|-------------------|
| Conference | 25x18 | Obs. Rm. Seats 10 |
| Conference | 23x20 | Obs. Rm. Seats 10 |
| Conference | 25x14 | Obs. Rm. Seats 10 |
| Multiple | 23x23 | Obs. Rm. Seats 10 |
| Conference | 19x18 | Obs. Rm. Seats 10 |
| Living | 29x20 | Obs. Rm. Seats 20 |

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 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

*Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles*

Room dimensions, when stated, are shown in feet.

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
 1/1, 1/1OR, TK, TKO, VC
 Conference 22x15 Obs. Rm. Seats 11
 Conference 16x16 Obs. Rm. Seats 13
 Conference 09x14 Obs. Rm. Seats 10
 Conference 21x16 Obs. Rm. Seats 18

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
 E-mail: rvitellaro@ohareinfocus.com

Renie Vitellaro
 Location: Office building
 1/1, 1/1OR, TK, TKO, VC, VE
 Conference 18x20 Obs. Rm. Seats 10
 Conference 17x19 Obs. Rm. Seats 20
 Conference 15x18 Obs. Rm. Seats 15
 Conference 12x15 Obs. Rm. Seats 8
(see advertisement on p. 143)

Peryam & Kroll Marketing and Research Corp.
 6323 N. Avondale Ave.
 Chicago, IL 60631
 Ph. 773-774-3100
 Fax 773-774-7956
 E-mail: info@pk-research.com
 www.pk-research.com
Dan Kroll, Vice President
 Location: Office building
 CL, 1/1, TK, MP, VE
 Conference 21x23 Obs. Rm. Seats 18
 Conference 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
 CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE
 Conference 15x20 Obs. Rm. Seats 15
 Conference 15x20 Obs. Rm. Seats 15
 Multiple 15x20 Obs. Rm. Seats 15
(see advertisement on p. 169)

Precision Research, Inc.

O'Hare Corporate Towers
 10600 W. Higgins Rd., Ste. 100
 Rosemont, IL 60018
 Ph. 847-390-8666
 Fax 847-390-8885
 E-mail: saa@preres.com
 www.preres.com
Scott Adelman, President
 Location: Office building
 1/1, 1/1OR, TK, TKO, MP, VC, VE
 Conference 16x24 Obs. Rm. Seats 18
 Conference 17x17 Obs. Rm. Seats 18
 Conference 23x24 Obs. Rm. Seats 10
 Conference 08x10 Obs. Rm. Seats 4
(see advertisement on pp. 38, 39, 41)

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
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Conference 18x25 Obs. Rm. Seats 12
 Conference 20x18 Obs. Rm. Seats 10
(see advertisement on p. 163)

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
 CL, 1/1, 1/1OR, TK, TKO, MP, VE
 Conference 14x21 Obs. Rm. Seats 15
 Multiple 14x21 Obs. Rm. Seats 15
 Multiple 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: RG1222@aol.com
 www.researchgroupinc.com
Charles Orloff, Vice President
 Location: Shopping mall
 CL, 1/1, 1/1OR, TK, TKO, MP, VE
 Conference 20x17 Obs. Rm. Seats 15

Research House

6901 N. Lincoln Ave.
 Lincolnwood, IL 60466-2605
 Ph. 847-677-4747
 Fax 847-677-7990
 E-mail: RsrchHse@aol.com
Darlene Piell, President
 Location: Freestanding building
 1/1, TK, VE
 Conference 16x20 Obs. Rm. Seats 14
 Conference 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
Joe Logan, Branch Manager
 Location: Office building
 CL, TK, MP, VC, VE
 Conference 30x24 Obs. Rm. Seats 18
 Conference 24x18 Obs. Rm. Seats 15
 Conference 24x18 Obs. Rm. Seats 15
 Conference 22x18 Obs. Rm. Seats 15
(see advertisement on p. 197)

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
 CL, TK, MP, VC, VE
 Conference 26x16 Obs. Rm. Seats 15
 Conference 26x16 Obs. Rm. Seats 15
 Conference 20x15 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
 CL, TK, MP, VC, VE
 Conference 20x24 Obs. Rm. Seats 20
 Conference 21x21 Obs. Rm. Seats 20
 Conference 20x16 Obs. Rm. Seats 15
 Conference 19x17 Obs. Rm. Seats 15

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 4801 W. Peterson Ave., Ste. 608
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 Ph. 773-202-3500
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Harry Balaban
 Location: Office building
 1/1, 1/1OR, TK, VC, VE
 Conference 18x14 Obs. Rm. Seats 14

Survey Center, LLC

River East Plaza
 455 E. Illinois St., Ste. 660
 Chicago, IL 60611
 Ph. 312-321-8100
 Fax 312-321-8110
 E-mail: carolt@ljs.com
Susan Stanicek
 Location: Office building
 1/1, 1/1OR, TK, TKO, VE
 Conference 22x16 Obs. Rm. Seats 15
 Multiple 22x16 Obs. Rm. Seats 10
 Conference 30x17 Obs. Rm. Seats 20
 Multiple 40x17 Obs. Rm. Seats 20

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Fax 773-202-3511
E-mail: tntwalker@aol.com
Harry Balaban
Location: Office building
1/1, 1/1OR, TK, VC, VE
Conference 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: sales@tragon.com
www.tragon.com
JoDeen Sullivan, Project Supervisor
Location: Office building
1/1, TK, TKO, MP, VE
Conference 15x20 Obs. Rm. Seats 10
(see advertisement on p. 106)

Peoria

Scotti Research, Inc.
1118 N. Sheridan Rd.
Peoria, IL 61606
Ph. 309-673-6194
Fax 309-673-5942
E-mail: scotti@umtec.com
Nancy Matheis, Vice President
Location: Freestanding building
1/1, 1/1OR, TK, TKO, VE
Conference 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
E-mail: 103365,654@compuserve.com
Clifford Ahonen
Location: Freestanding building
1/1, 1/1OR, VE
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 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
Conference - Conference-Style Room
Living - Living Room-Style Room
Multiple - Both Styles
Room dimensions, when stated, are shown in feet.

Evansville

Gore/Knauff Research & Associates
 4920 Lincoln Ave.
 Evansville, IN 47715
 Ph. 812-485-2160
 Fax 812-485-2164
 E-mail: jknauff@evansville.com
 Jim Knauff, President
 Location: Office building
 CL, TK, VE
 Conference 16x14 Obs. Rm. Seats 6

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
 1/1, TK, VE
 Conference 19x15 Obs. Rm. Seats 15

Fort Wayne

Dennis Research Service, Inc.
 3502 Stelhorn Rd.
 Fort Wayne, IN 46815
 Ph. 219-485-2442
 Fax 219-485-1476
 E-mail: drs01@dennisresearch.com
 Chris Cage, General Manager
 Location: Office building
 TK, VC, VE
 Conference 20x15 Obs. Rm. Seats 8
 Conference 20x13 Obs. Rm. Seats 3

Gary

Bryles Research, Inc.
 Century Mall
 8275 Broadway
 Merrillville, IN 46410
 Ph. 219-769-7380
 E-mail: nancy@brylesresearch.com
 www.brylesresearch.com
 Bob Bryles, President
 Location: Shopping mall
 1/1, 1/1OR, TK, MP, VE
 Conference 15x20 Obs. Rm. Seats 15

KLD Marketing Research, Inc.
 1603 E. Lincolnway, Ste. A
 Valparaiso, IN 46383
 Ph. 219-464-4668
 Fax 219-464-7011
 E-mail: kathyd@netnitco.net
 Kathleen L. DeWitt, President
 Location: Freestanding building
 VE
 Conference 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, President
 Location: Office building
 CL, 1/1, 1/1OR, TK, MP, VE
 Conference 24x14 Obs. Rm. Seats 15
 Conference 09x13 Obs. Rm. Seats 5
(see advertisement on p. 145)

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, President
 Location: Office building
 CL, 1/1, 1/1OR, TK, VC, VE
 Conference 16x25 Obs. Rm. Seats 18
 Conference 16x23 Obs. Rm. Seats 12
 Conference 16x16 Obs. Rm. Seats 6
(see advertisement on p. 145)

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: clientservices@stoneresearchservices.com
 www.stoneresearchservices.com
 Teresa Young, Dir. Client Svcs.
 Location: Office building
 CL, 1/1, 1/1OR, VE
 Conference 21x16 Obs. Rm. Seats 10
 Conference 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
 VE
 Conference 18x30 Obs. Rm. Seats 12

Walker Information
 3939 Priority Way South Dr.
 Indianapolis, IN 46240
 Ph. 800-334-3939 ext. 8524
 Fax 317-843-8524
 E-mail: info@walkerinfo.com
 www.walkerinfo.com
 Barbara Miller, Vice President
 Location: Freestanding building
 CL, 1/1, MP, VE
 Conference 17x21 Obs. Rm. Seats 12

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
 VE
 Conference 17x16 Obs. Rm. Seats 12
 Conference 19x52

PMR-Personal Marketing Research, Inc.
 Westdale Mall
 2600 Edgewood Rd. S.W., Ste. G66
 Cedar Rapids, IA 52404
 Ph. 319-390-6338
 Fax 319-390-6340
 E-mail: info@pmrdata.com
 www.pmrdata.com
 Bonnie Howard, Manager
 Location: Shopping mall
 VC, VE
 Conference 14x20 Obs. Rm. Seats 8

Vernon Research Group
 1962 1st Ave. N.E.
 Cedar Rapids, IA 52402
 Ph. 319-364-7278
 Fax 319-364-7307
 E-mail: plyons@vernonresearch.com
 www.vernonresearch.com
 Patrick Lyons
 Location: Freestanding building
 CL, TK, VE
 Conference 20x19 Obs. Rm. Seats 15

Davenport

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 322 Brady St.
 Davenport, IA 52801
 Ph. 319-322-1960
 Fax 319-322-1370
 E-mail: info@pmrdata.com
 www.pmrdata.com
 Patricia E. Duffy, President
 Location: Freestanding building
 VC, VE
 Conference 14x20 Obs. Rm. Seats 8

Des Moines

Essman/Research
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Des Moines, IA 50309-1800
Ph. 515-282-7145
Fax 515-282-4535
E-mail: mail@eassoc.com
www.eassoc.com

Deb Stearns, Research Director
Location: Office building
1/1, VE
Conference 20x17 Obs. Rm. Seats 8
Conference 25x19 Obs. Rm. Seats 18

T.L. Grantham & Associates, Inc.
Park Fair Mall
100 E. Euclid Ave., Ste. 167
Des Moines, IA 50313
Ph. 515-288-7156
Fax 515-698-5573
E-mail: tgrantham@tlgrantham.com
www.tlgrantham.com

Vada Grantham, CEO
Location: Shopping mall
1/1, 1/10R, TK, MP, VE
Conference 17x20 Obs. Rm. Seats 8

Mid-Iowa Interviewing, Inc.
Valley West Mall
1551 Valley W. Dr., Ste. 157A
West Des Moines, IA 50266
Ph. 515-225-6232
Fax 515-225-1184
E-mail: MID225@aol.com
Debbie Gudehus, Manager
Location: Shopping mall
1/1, 1/10R, TK, VE
Conference 14x16 Obs. Rm. Seats 7

Pirro Research
5835 Grand Ave., Ste. 102
Des Moines, IA 50312
Ph. 515-255-3244
Fax 515-255-1764
E-mail: PirroCo@aol.com
Ellen Pirro
Location: Office building
1/1, 1/10R, VE
Conference 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: info@pnrdata.com
www.pnrdata.com
Bonnie Howard, Manager
Location: Shopping mall
TK, VC, VE
Conference 14x20 Obs. Rm. Seats 8

Kansas

Kansas City (See Kansas City, MO)

Topeka

Central Research & Consulting
900 Bank of America Tower
Topeka, KS 66603
Ph. 785-233-8948
Fax 785-233-8956
Phil Lange, Vice President
Location: Office building
VE
Conference 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
TK, VE
Conference 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
www.resctr.com
Marna Young
Location: Office building
CL, VE
Conference 16x20 Obs. Rm. Seats 8

The Research Partnership, Inc.
Wichita Marketing Research
1425 E. Douglas, 3rd fl.
P.O. Box 707
Wichita, KS 67201
Ph. 316-263-6433
Fax 316-263-0885
E-mail: trpinict@aol.com
www.trp-ict.com
Esther Headley, President
Location: Freestanding building
VE
Conference 14x19 Obs. Rm. Seats 8

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
VE
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Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

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
 1/1, 1/1OR, VE

Conference 11x18 Obs. Rm. Seats 12
 Conference 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
 VE

Conference 17x13 Obs. Rm. Seats 10

Louisville

Fangman Research, Inc.

1941 Bishop Ln., Ste. 806
 Louisville, KY 40218
 Ph. 502-456-5300 or 888-300-1231
 Fax 502-456-2404

E-mail: fangman@fangmanresearch.com
 Allen Fangman, Exec. V.P.
 Location: Office building
 1/1, 1/1OR, TK, VE

Conference 12x20 Obs. Rm. Seats 8

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
 1/1, 1/1OR, TK, VE
 Conference 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
 E-mail: NDQINC@aol.com
 Jason Crick, Sales Manager
 Location: Freestanding building
 CL, TK, TKO, VE
 Conference 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.iglou.com/personal-opinion
 Linda Schulz, Dir. Mktg. Rsch.
 Location: Freestanding building
 CL, 1/1, 1/1OR, TK, MP, VE
 Multiple 24x19 Obs. Rm. Seats 30
 Conference 20x17 Obs. Rm. Seats 25
 Conference 21x20 Obs. Rm. Seats 21

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
 CL, 1/1, TK, VE
 Conference 24x24 Obs. Rm. Seats 16
 (see advertisement on p. 146)

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
 CL, 1/1, 1/1OR, TK, VE
 Conference 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: Freestanding building
 CL, TK, TKO, VE
 Conference 18x24 Obs. Rm. Seats 14

Louisiana

Baton Rouge

Survey Communications, Inc.

P. O. Box 14124
 4511 Jamestown Ave.
 Baton Rouge, LA 70898
 Ph. 225-928-0220 or 800-695-0221
 Fax 225-924-1174
 E-mail: jsb@sciresearch.com
 www.sciresearch.com
 John S. Boston, President
 Location: Office building
 TK, VE
 Conference 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
 VE
 Conference 16x16 Obs. Rm. Seats 10

Gulf State Research Center

Clearview Mall
 4426 Veterans Blvd.
 New Orleans, LA 70006
 Ph. 800-357-8842 or 504-454-1737
 Fax 504-454-2461
 E-mail: Lvillar@gte.net
 Location: Office building
 1/1, TK, VE
 Conference 28x22 Obs. Rm. Seats 14
 Conference 22x20 Obs. Rm. Seats 14
 (see advertisement on p. 200)

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
 TK, VE
 Conference 18x12 Obs. Rm. Seats 8
 (see advertisement on p. 132)

New Orleans Field Services

257 Bonabel Blvd.
 Metairie, LA 70005-3738
 Ph. 504-833-0641
 Fax 504-834-2005
 E-mail: AGER80@worldnet.att.net
 Peggy or Andrea Gereighty
 Location: Freestanding building
 1/1, 1/1OR, VE
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NGL Research Services - New Orleans
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 Metairie, LA 70001
 Ph. 504-456-9025
 Fax 504-456-9072
 E-mail: nglrsch@bellsouth.net
 www.nglresearch.com
 Lena Webre, Project Director
 Location: Office building
 1/1, TK, VE
 Conference 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
 1/1, 1/10R, TK, VE
 Conference 17x19 Obs. Rm. Seats 20
 Conference 11x14 Obs. Rm. Seats 8
 Conference 16x18 Obs. Rm. Seats 15

Maine

Portland

Critical Insights, Inc.
 115 Middle St.
 Portland, ME 04101
 Ph. 207-772-4011
 Fax 207-772-7027
 E-mail: mef@criticalinsights.com
 Joan Frustaci
 Location: Office building
 1/1, VE
 Conference 14x25 Obs. Rm. Seats 10

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
 CL, 1/1, TK, TKO, VE
 Conference 22x15 Obs. Rm. Seats 10

Strategic Marketing Services
 A Div. of Pan Atlantic Consultants, Inc.
 5 Milk St.
 Portland, ME 04101
 Ph. 207-774-6738
 Fax 207-772-4842
 E-mail: pmurphy@maine.rr.com
 www.panatlantic.net
 Patrick O. Murphy, President
 Location: Office building
 CL, 1/1, 1/10R, TK, VE
 Conference 20x25 Obs. Rm. Seats 10

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
 CL, 1/1, 1/10R, TK, MP, VC, VE
 Conference 20x28 Obs. Rm. Seats 15
 Conference 16x20 Obs. Rm. Seats 15
 Conference 16x20 Obs. Rm. Seats 6

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 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

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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

1/1, 1/1OR, VE

Conference 14x14 Obs. Rm. Seats 6

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

1/1, 1/1OR, TK, MP, VE

Conference 16x18 Obs. Rm. Seats 7

The Baltimore Research Agency

8320 Bellona Ave., Ste. 40

Baltimore, MD 21204

Ph. 410-583-9991

Fax 410-583-9992

E-mail: smajsw@aol.com

www.baltimoreresearch.com

Jay S. White, Owner

Location: Office building

CL, 1/1, 1/1OR, VE

Conference 14x22 Obs. Rm. Seats 12

Multiple 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

1/1, 1/1OR, TK, VE

Conference 14x30 Obs. Rm. Seats 15

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4 Park Center Ct., Ste. 100

Owings Mills, MD 21117

Ph. 410-356-3566

Fax 410-581-6700

E-mail: chessurv@migkap.com

Bruce A. Schulman, President

Location: Office building

CL, 1/1, 1/1OR, TK, MP, VC, VE

Conference 16x18 Obs. Rm. Seats 12

Conference 16x18 Obs. Rm. Seats 12

Conference 18x23 Obs. Rm. Seats 12

(see advertisement on p. 147)

Columbia Focus LLC

10705 Charter Dr., Ste. 420

Columbia, MD 21044

Ph. 410-964-2245

Fax 410-964-2361

E-mail: columbia_focus@juno.com

www.columbia-focus.com

JoAnn R. Gaynor, Managing Member

Location: Office building

CL, VE

Conference 15x19 Obs. Rm. Seats 18

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

CL, 1/1, TK, TKO, MP, VC, VE

Conference 20x40 Obs. Rm. Seats 20

Conference 20x23 Obs. Rm. Seats 20

Conference 15x18 Obs. Rm. Seats 20

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

1/1, 1/1OR, TK, VE

Conference 12x18 Obs. Rm. Seats 8

(see advertisement on p. 132)

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

TK, VE

Conference 14x18 Obs. Rm. Seats 15

Conference 12x18 Obs. Rm. Seats 8

(see advertisement on p. 132)

Hollander Cohen & McBride

22 West Rd., Ste. 301

Towson, MD 21204

Ph. 410-337-2121

Fax 410-337-2129

E-mail: smcbride@hcmresearch.com

www.hcmresearch.com

Terri O'Brien, Project Manager

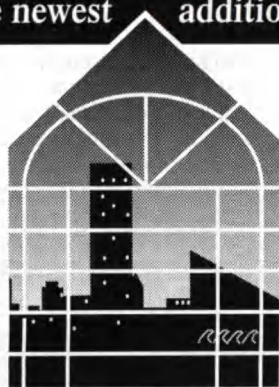
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CL, 1/1, VE

Conference 13x20 Obs. Rm. Seats 15

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 Fax 410-602-2806
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 www.housemarketresearch.com
 Karen House Sapp
 Location: Office building
 CL, MP, VC, VE
 Conference 26x22 Obs. Rm. Seats 26
 Conference 24x22 Obs. Rm. Seats 15
 Conference 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
 CL, VE
 Conference 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.com
 www.observationbaltimore.com
 Debora Davis, V.P. Operations
 Location: Office building
 CL, VE
 Conference 15x20 Obs. Rm. Seats 10
 (see advertisement on p. 148)

Massachusetts

Boston

Bernett Research Services, Inc.
 1505 Commonwealth Ave.
 Boston, MA 02134
 Ph. 617-746-2600
 Fax 617-746-2709
 E-mail: andrew@Bernett.com
 www.bernett.com
 Andrew Hayes
 Location: Office building
 CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE
 Conference 21x18 Obs. Rm. Seats 16
 Multiple 21x18 Obs. Rm. Seats 16
 Conference 21x18 Obs. Rm. Seats 15
 Conference 27x26 Obs. Rm. Seats 18
 (see advertisement on p. 149)

Boston Field & Focus
 Div. of Performance Plus
 4 Faneuil Hall Marketplace
 S. Bldg., 3rd fl.
 Boston, MA 02109
 Ph. 617-720-1870
 Fax 508-879-7108
 Shirley Shames, President
 Location: Office building
 CL, 1/1, 1/1OR, TK, VC, VE
 Conference 12x27 Obs. Rm. Seats 25
 Conference 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
 1/1, 1/1OR, MP, VE
 Conference 19x14 Obs. Rm. Seats 12
 Conference 19x14 Obs. Rm. Seats 12
 Multiple 20x14 Obs. Rm. Seats 12

Car-Lene Research, Inc.
 Silver City Galleria
 2 Galleria Mall Dr.
 Taunton, MA 02780
 Ph. 508-880-0087
 Fax 508-880-8715
 www.car-leneresearch.com
 Steve Martin
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 Conference 08x06 Obs. Rm. Seats 2

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: Freestanding building
 1/1, 1/1OR, MP, VE
 Conference 20x16 Obs. Rm. Seats 12
 Conference 16x14 Obs. Rm. Seats 10

Cunningham Field & Research Service
 Natick Mall
 1245 Worchester 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
 1/1, 1/1OR, TK, VC, VE
 (see advertisement on p. 119)

Dorr & Sheff, Inc.
 190 N. Main St.
 Natick, MA 01760
 Ph. 508-650-1292
 Fax 508-650-4722
 Gary Sheff, President
 Location: Office building
 1/1, 1/1OR, TK, VE
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 Conference 19x15 Obs. Rm. Seats 12

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

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 Waltham, MA 02453
 Ph. 781-899-3660
 Fax 781-893-5574
 E-mail: info@fwboston.com
 www.fieldwork.com

Vincent Stolo
 Location: Office building
 CL, 1/1, 1/1OR, TK, VC, VE
 Conference 17x16 Obs. Rm. Seats 18
 Conference 19x17 Obs. Rm. Seats 12
 Conference 19x19 Obs. Rm. Seats 15
 (see advertisement on the back cover)

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 Boston, MA 02215
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 Fax 617-267-9080
 E-mail: sarahf@ziplink.net
 www.firstmarket.com
 Sarah Foster or Jack Reynolds
 Location: Office building
 VE
 Conference 13x16 Obs. Rm. Seats 8
 (see advertisement on p. 152)

Focus On Boston

30 Rowes Wharf
 Boston, MA 02110
 Ph. 617-946-0755
 Fax 617-946-0850
 Terri-Lyn Hawley or Larry Jenkins or John Zabierek
 Location: Office building
 1/1, 1/1OR, TK, VC, VE
 Conference 20x20 Obs. Rm. Seats 14
 Conference 20x22 Obs. Rm. Seats 15
 Conference 20x20 Obs. Rm. Seats 20
 Conference 12x08 Obs. Rm. Seats 8
 (see advertisement on p. 150)

Focus On Boston (Suburban)

South Shore Executive Park
 Braintree, MA 02184
 Ph. 617-946-0755
 Fax 617-946-0850
 Terri Hawley or Larry Jenkins or John Zabierek
 Location: Office building
 TK, VE
 Conference 20x20 Obs. Rm. Seats 14
 Conference 20x20 Obs. Rm. Seats 14
 Conference 20x20 Obs. Rm. Seats 14
 (see advertisement on p. 150)

Focus Pointe - Boston

18 Tremont St., 11th fl.
 Boston, MA 02108
 Ph. 617-573-0808
 Fax 617-227-6540
 E-mail: ibranderbite@mlr.net
 www.focuspointe.net
 Nancy Batterton, Facility Manager
 Location: Office building
 CL, 1/1, 1/1OR, MP, VC, VE
 Conference 21x16 Obs. Rm. Seats 20
 Conference 20x15 Obs. Rm. Seats 20
 Conference 20x16 Obs. Rm. Seats 20
 Conference 15x19 Obs. Rm. Seats 20
 (see advertisement on pp. 151, 187)

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 Kathleen Dawley, President
 Location: Office building
 1/1, VC, VE
 Conference 12x30 Obs. Rm. Seats 20

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 190 N. Main
 Natick, MA 01760
 Ph. 508-655-1926
 Fax 508-655-0096
 E-mail: nff@ma.ultranet.com
 www.nationalfieldandfocus.com
 Brenda Chartoff, President
 Location: Office building
 CL, 1/1, 1/1OR, TK, MP, VE
 Conference 20x21 Obs. Rm. Seats 15
 Conference 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: nqc-boston@aol.com
 www.nqc-focus.com
 Diane Brooks, Manager
 Location: Office building
 1/1OR, TK, TKO, VC, VE
 Conference 20x12 Obs. Rm. Seats 12
 Conference 20x12 Obs. Rm. Seats 12
 Conference 19x15 Obs. Rm. Seats 10
 Conference 19x17 Obs. Rm. Seats 10
 Conference 23x15 Obs. Rm. Seats 15

Panel Opinions
 24 Ray Ave.
 Burlington, MA 01803-4760
 Ph. 781-229-6226
 Fax 781-273-5380
 www.panelopinions.com
 Eileen Doyle, President
 Location: Office building
 CL, TK, VE
 Conference 25x22 Obs. Rm. Seats 11
 Conference 28x24 Obs. Rm. Seats 20

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
 VE
 Conference 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
 CL, 1/1, 1/1OR, TK, VE
 Conference 15x20 Obs. Rm. Seats 25
 Conference 15x20 Obs. Rm. Seats 25
 Conference 10x10 Obs. Rm. Seats 12

Quick Test
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 594 Worcester Rd.
 Natick, MA 01760
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 Fax 508-653-0258
 E-mail: info@quicktest.com
 www.quicktest.com
 Pam Auclair, Manager
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 Conference 17x22 Obs. Rm. Seats 12
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 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
 Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles
 Room dimensions, when stated, are shown in feet.

Research Data, Inc.
 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 Tippet, Vice President
 Location: Office building
 1/1, 1/1OR, TK, VE
 Conference 16x20 Obs. Rm. Seats 15

Survey & Research Associates, Inc.
 2400 Massachusetts Ave.
 Cambridge, MA 02140
 Ph. 617-864-7794
 Fax 617-661-8425
 Location: Office building
 TK, VE
 Conference 15x15 Obs. Rm. Seats 8

Springfield

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 Fax 508-879-7108
 Shirley Shames, President
 Location: Shopping mall
 CL, 1/1, 1/1OR, TK, VE
 Conference 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 or 616-963-4844
 Fax 616-963-5930
 E-mail: bschroer@prodigy.net
 Bill Schroer, Principal
 Location: Office building
 VE
 Conference 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: detroitwats@consumerpulse.com
www.consumerpulse.com
 Karen Lindlem, Director
 Location: Office building
 1/1, TK, TKO, VC, VE
 Conference 20x18 Obs. Rm. Seats 20

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
 CL, 1/1, 1/1OR, TK, MP, VE
 Conference 27x24 Obs. Rm. Seats 15
 Conference 16x15
 Living 15x15 Obs. Rm. Seats 8

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
 CL, 1/1, 1/1OR, TK, VE
 Conference 20x20 Obs. Rm. Seats 10

Cunningham Field & Research Service

Great Lakes Crossing
 4144 Baldwin Rd., Ste. 419
 Auburn Hills, MI 48326
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: detr@cunninghamresearch.com
www.cunninghamresearch.com
 Location: Shopping mall
 1/1, 1/1OR, MP, VC, VE
 (see advertisement on p. 119)

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
 1/1, 1/1OR, VE
 Conference 17x13 Obs. Rm. Seats 4

Do you have something to say?



The Quirk's Researcher Forum

www.quirks.com

QUIRK'S
Marketing Research Review

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
Conference - Conference-Style Room
Living - Living Room-Style Room
Multiple - Both Styles
Room dimensions, when stated, are shown in feet.

Friedman Marketing Services
 Consumer Opinion Center
 Oakland Mall
 350-B. W. 14 Mile Rd.
 Troy, MI 48083
 Ph. 248-589-0950 or 914-698-9591
 Fax 248-589-0271
 E-mail: gvigeant@roper.com
 www.friedmanmktg.com
 Sandy Welch, Manager
 Gary Vigeant, Client Services Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 Conference 20x40 Obs. Rm. Seats 5

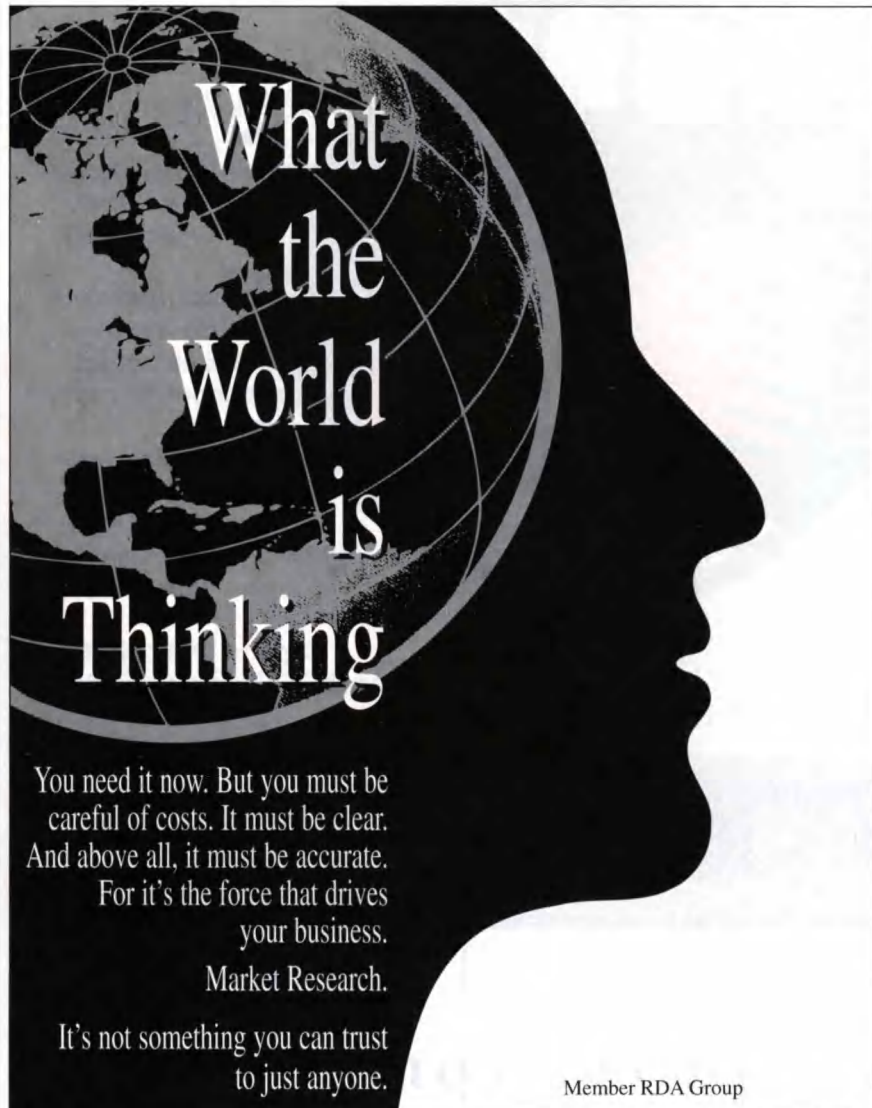
Heakin Research, Inc.
 Eastland Mall
 18000 Bernier Rd., Ste. 731
 Harper Woods, MI 48225
 Ph. 313-521-8811
 Fax 313-521-9152
 Christin Moore, Manager
 Location: Shopping mall
 1/1, TK, VE
 Conference 12x16 Obs. Rm. Seats 4
 Conference 18x12 Obs. Rm. Seats 12
(see advertisement on p. 132)

Heakin Research, Inc.
 Macomb Mall
 32441 Gratiot, Ste. 440
 Roseville, MI 48066
 Ph. 810-294-3232
 Fax 810-294-3759
 Phyllis Huls, Manager
 Location: Shopping mall
 TK, VE
 Conference 18x12 Obs. Rm. Seats 12
 Conference 12x20 Obs. Rm. Seats 12
(see advertisement on p. 132)

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@morpace.com
 www.morpace.com
 Amie Saltzman, Project Director
 Location: Office building
 CL, 1/1, 1/1OR, MP, VC, VE
 Conference 18x22 Obs. Rm. Seats 14
 Conference 20x28 Obs. Rm. Seats 20
 Conference 38x28 Obs. Rm. Seats 14
(see advertisement on p. 155)

Nordhaus Research, Inc.
 20300 W. 12 Mile Rd.
 Southfield, MI 48076
 Ph. 248-827-2400 or 800-860-9996
 Fax 248-827-1380
 E-mail: lynn@nordhaus.com
 Lynn Raub, Dir. of Qual. Rsch.
 Location: Office building
 CL, 1/1, 1/1OR, TK, VC, VE
 Conference 15x16 Obs. Rm. Seats 20
 Conference 19x24 Obs. Rm. Seats 12
(see advertisement on p. 154)

Opinion Search
 21800 Melrose, Ste. 12
 Southfield, MI 48075
 Ph. 248-358-9922
 Fax 248-358-9914
 E-mail: opnsch@usa.net
 Joanne Levin, President
 Location: Freestanding building
 1/1, 1/1OR, TK, TKO, VE
 Multiple 16x18 Obs. Rm. Seats 20
 Conference 12x18 Obs. Rm. Seats 12



Nordhaus Research Inc.

| | |
|--|--|
| <p><i>Southfield Office</i> 20300 W. Twelve Mile Rd. • Suite 102 Southfield, MI 48076 Tel: 800 • 860 • 9996 / Fax: 248 • 827 • 1380</p> | <p><i>Atlanta Office</i> 3355 Lenox Rd. • Suite 400 Atlanta, GA 30326 Tel: 800 • 956 • 9818 / Fax: 404 • 848 • 8199</p> |
| <p><i>Grand Rapids Office</i> 3226 28th St. SE Grand Rapids, MI 49512 Tel: 800 • 860 • 9996 / Fax: 616 • 977 • 7275</p> | |

MORPACE International FOCUS GROUP STUDIOS

"Michigan's Finest Focus Group Facility!"



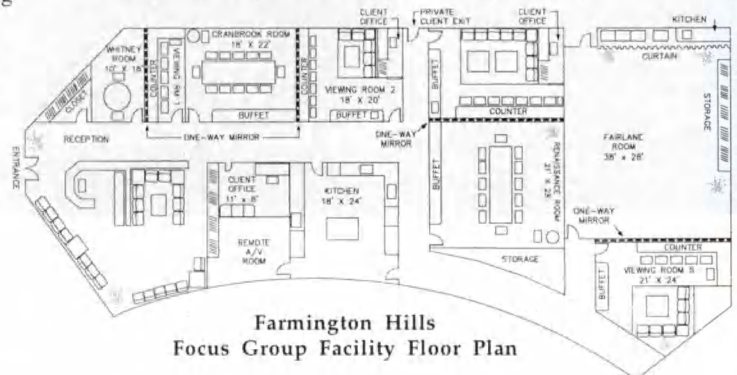
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Focus Group Studio Services:

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- MICHIGAN'S FINEST 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.
- STATE-OF-THE-ART TECHNOLOGY includes broadcast quality video equipment with time code capabilities, LCD data projectors, high-speed internet connection and Perception Analyzers.
- MEMBER GroupNet™ providing videoconferencing utilizing PictureTel Concorde 4500.
- FULL SERVICE KITCHEN, gourmet catering.
- QUALITY RECRUITING to your specifications, SIGMA VALIDATION.

Additional Capabilities Include:

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- NATIONAL AND INTERNATIONAL DATA COLLECTION includes 235 CATI-equipped interviewing stations, multilingual interviewers, sophisticated in-house data processing.



**Farmington Hills
Focus Group Facility Floor Plan**

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

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

PTM Research, Inc.
 325 E. Eisenhower Pkwy., Ste. 7
 Ann Arbor, MI 48108
 Ph. 800-324-3216 or 734-741-1134
 Fax 734-741-1206
 E-mail: contactptm@ptmresearch.com
www.ptmresearch.com
 Bill Pendrey, Mktg. Rsch. Dir.
 Location: Office building
 VE
 Conference 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
 Location: Office building
 CL, MP, VC, VE
 Conference 23x16 Obs. Rm. Seats 12
(see advertisement on p. 163)

RDA Group
 450 Enterprise Ct.
 Bloomfield Hills, MI 48302
 Ph. 248-332-5000
 Fax 248-332-4168
www.rdagroup.com
 Ann Benson, Vice President
 Location: Freestanding building
 1/1, 1/1OR, VC, VE
 Conference 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
 1/1, TK, VC, VE
 Conference 26x16 Obs. Rm. Seats 30
 Conference 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
www.standerresearch.com
 David Stander, President
 Location: Office building
 1/1, TK, VE
 Conference 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
 1/1, 1/1OR, TK, VE
 Conference 16x20 Obs. Rm. Seats 20
 Conference 18x18 Obs. Rm. Seats 10

Grand Rapids

Advantage Western Michigan Research, Inc.
 6159 28th St. S.E.
 Grand Rapids, MI 49546
 Ph. 616-949-8724
 Fax 616-949-8511
 Jackie Schlegelmilch, Project Manager
 Location: Office building
 1/1, 1/1OR, TK, TKO, VE
 Conference 18x32 Obs. Rm. Seats 12

Datatrack
 2401 Camelot Ct. S.E.
 Grand Rapids, MI 49546
 Ph. 616-954-0303
 Fax 616-954-0001
 E-mail: cheadworth@wirthlin.com
www.datatracksolutions.com
 Chris Headworth
 Location: Office building
 VE
 Conference 16x19 Obs. Rm. Seats 14

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banking, Insurance
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Nordhaus Research, Inc.

3226 28th St. S.E.
 Grand Rapids, MI 49512
 Ph. 248-827-2400 or 800-860-9996
 Fax 248-827-1380
 E-mail: lynn@nordhaus.com
 Lynn Raub, Dir. of Qual. Rsch.
 Location: Office building
 CL, VE
 Conference 17x18 Obs. Rm. Seats 12
 (see advertisement on p. 154)

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
 VE
 Conference 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
 Rachele Souser Neal, President
 Location: Freestanding building
 TK
 Conference 18x20 Obs. Rm. Seats 14
 Conference 13x10 Obs. Rm. Seats 8

Minnesota**Minneapolis/St. Paul**

Car-Lene Research, Inc.
 Southdale Mall
 0306 Southdale Mall
 Edina, MN 55435
 Ph. 612-922-1444
 Fax 612-922-1999
 www.car-leneresearch.com
 Sandra Gingrich, Manager
 Location: Shopping mall
 1/1, 1/10R, TK, VE
 Conference 10x08 Obs. Rm. Seats 2

Comprehensive Research
 2900 N. Rice St., Ste. 290
 St. Paul, MN 55113
 Ph. 651-481-6937
 Fax 651-481-0020
 E-mail: CRG2900@aol.com
 Location: Shopping mall
 1/1, 1/10R, TK, TKO, MP, VE
 Conference 21x22 Obs. Rm. Seats 20
 Conference 15x13 Obs. Rm. Seats 10

Consumer Perspectives
 A Div. of Food Perspectives, Inc.
 2880 Vicksburg Lane N.
 Plymouth, MN 55447-1878
 Ph. 612-553-7787
 Fax 612-553-7789
 E-mail: mrausch@foodperspectives.com
 Marilyn Rausch
 Location: Office building
 TK, MP, VE
 Conference 19x12 Obs. Rm. Seats 8

Cook Research & Consulting, Inc.
 6600 France Ave. S., Ste. 214
 Minneapolis, MN 55435
 Ph. 612-920-6251
 Fax 612-920-1230
 E-mail: cookresearch@att.net
 Harold Cook
 Location: Office building
 CL, TK, VE
 Conference 17x18 Obs. Rm. Seats 15

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CODES

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 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Cunningham Field & Research Service

Northtown Mall
 310 Northtown Dr.
 Blaine, MN 55434
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: losn@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 1/1, 1/1OR, TK, MP, VC, VE
 (see advertisement on p. 119)

Dennis And Company Research, Inc.

10,000 Hwy. 55
 Plymouth, MN 55441
 Ph. 612-542-9442
 Fax 612-542-9240
 E-mail: bfvert@dacresearch.com
 www.dacresearch.com
 Deborah Friese
 Location: Office building
 CL, 1/1, 1/1OR, TK, TKO, MP, VE
 Conference 15x26 Obs. Rm. Seats 18
 Conference 12x14 Obs. Rm. Seats 10
 (see advertisement on p. 156)

Fieldwork Minneapolis, Inc.

Centennial Lakes Office Park
 7650 Edinborough Way, Ste. 700
 Edina, MN 55435
 Ph. 612-837-8300
 Fax 612-837-8301
 E-mail: info@minneapolis.fieldwork.com
 www.fieldwork.com
 Denise Duncan, President
 Location: Office building
 CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE
 Conference 18x22 Obs. Rm. Seats 25
 Conference 25x20 Obs. Rm. Seats 25
 Conference 23x21 Obs. Rm. Seats 25
 Conference 22x19 Obs. Rm. Seats 18
 Conference 17x12 Obs. Rm. Seats 15
 (see advertisement on the back cover)

Focus Market Research, Inc.

Two Meridian Crossing, Ste. 160
 Minneapolis, MN 55423
 Ph. 612-869-8181
 Fax 612-869-8109
 E-mail: minneapolis@focusmarketresearch.com
 Judy Opstad
 Location: Office building
 CL, TK, MP, VC, VE
 Multiple 21x22 Obs. Rm. Seats 16
 Conference 21x22 Obs. Rm. Seats 16
 Conference 21x22 Obs. Rm. Seats 16
 (see advertisement on pp. 87, 157)

Focus Market Research, Inc.

4956 Lincoln Dr.
 Minneapolis, MN 55436
 Ph. 612-869-8181
 Fax 612-869-8109
 E-mail: minneapolis@focusmarketresearch.com
 Judy Opstad
 Location: Office building
 CL, TK, TKO, VC, VE
 Multiple 19x15 Obs. Rm. Seats 14
 Conference 15x15 Obs. Rm. Seats 14
 (see advertisement on pp. 87, 157)

Friedman Marketing Services

Consumer Opinion Center
 Burnsville Center Mall
 25 Burnsville Center, Ste. 25
 Burnsville, MN 55306
 Ph. 612-892-5383 or 914-698-9591
 Fax 612-898-2940
 E-mail: gvigeant@roper.com
 www.friedmanmktg.com
 Kris Larson, Manager
 Gary Vigeant, Client Services Manager
 Location: Shopping mall
 TK, VE
 Conference 12x16 Obs. Rm. Seats 6

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MARKET RESOURCE ASSOCIATES, INC.
 800 Marquette Avenue, Suite 990E ■ Minneapolis, MN 55402
 (612) 334-3056 ■ Fax: (612) 334-3121 ■ e-mail: johnmra@aol.com

MRA

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
TK, VE

Conference 20x12 Obs. Rm. Seats 10
(see advertisement on p. 132)

Ideas To Go, Inc.

One Main at Riverplace, Ste. 504
Minneapolis, MN 55414
Ph. 612-331-1570
Fax 612-331-1602
E-mail: mgrau@ideastogo.com
www.ideastogo.com
Maureen Grau, Facility Manager
Location: Office building
CL, 1/1, VE

Multiple 24x20 Obs. Rm. Seats 16
Multiple 22x18 Obs. Rm. Seats 10

Market Resource Associates, Inc.

800 Marquette Ave., Ste. 990
Minneapolis, MN 55402
Ph. 612-334-3056 or 800-795-3056
Fax 612-334-3121
E-mail: johnmra@aol.com
www.mraonline.com
John Cashmore, CEO
Location: Office building
CL, VE

Conference 14x24 Obs. Rm. Seats 8
(see advertisement on p. 158)

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: admin@cjolson.com
www.cjolson.com
Carolyn J. Olson, President
Location: Office building
CL, 1/1, MP, VE

Conference 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
www.ormanguidance.com
Allan Orman or Rosemary Sundin
Location: Office building
CL, TK, TKO, VC, VE

Conference 17x16 Obs. Rm. Seats 18
Multiple 17x16 Obs. Rm. Seats 18
Conference 17x16 Obs. Rm. Seats 18
Conference 20x18 Obs. Rm. Seats 12
(see advertisement on p. 160)

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2000 South Plymouth Road, Suite 120
Minnetonka, Minnesota 55305

tel (612) 544-6334

fax (612) 544-6764

email: ressyswhit@aol.com

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

*Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles*

Room dimensions, when stated, are shown in feet.

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

Location: Office building

CL, 1/1, 1/1OR, TK, MP, VE

Conference 20x20 Obs. Rm. Seats 15

Conference 20x18 Obs. Rm. Seats 12

(see advertisement on p. 163)

Quick Test

Minneapolis Focus
 Skyline Square Professional Building
 12940 Harriet Ave. S.
 Burnsville, MN 55337
 Ph. 612-894-5868
 Fax 612-894-8270

E-mail: info@quicktest.com

www.quicktest.com

Lean Hetzel, Manager

Location: Office building

1/1, TK, MP, VE

Conference 20x19 Obs. Rm. Seats 16

Conference 17x16 Obs. Rm. Seats 10

(see advertisement on p. 132)

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

CL, 1/1, 1/1OR, TK, TKO, VE

Conference 22x17 Obs. Rm. Seats 16

Conference 21x14 Obs. Rm. Seats 12

Living 16x12 Obs. Rm. Seats 6

Living 14x11 Obs. Rm. Seats 6

Computer Lab 19x16 Obs. Rm. Seats 8

(see advertisement on p. 159)

The TCI Group

Twin City Interviewing Service Marketing Research
 3225 Hennepin Ave., S.
 Minneapolis, MN 55408
 Ph. 612-823-6214
 Fax 612-823-6215

E-mail: TCIgroupbethfischer@netscape.net

Beth Fischer, President

Location: Freestanding building

1/1OR, VE

Conference 17x23 Obs. Rm. Seats 6

St. Cloud

Meyer Marketing, Ltd.

Minnesota Survey Research

14 N. Seventh Ave.

St. Cloud, MN 56303

Ph. 320-656-4111 or 800-659-9227

Fax 320-259-4044

E-mail: murdoch@meyerltd.com

www.meyerltd.com

Murdoch Johnson, Research Director

Location: Office building

1/1, VE

Conference 15x22 Obs. Rm. Seats 3

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 Minneapolis, Minnesota 55437
800-605-7313 or 612-831-4911

Fax: 612-831-4913

Email: Ormanguidance@Compuserve.com

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
1/1, VE
Conference 20x15 Obs. Rm. Seats 15

Friedman Marketing Services
Jackson Opinion Center
Metrocenter Mall, 1275 Metrocenter
Highway 80 and Robinson Rd.
Jackson, MS 39209
Ph. 601-352-9340 or 914-698-9591
Fax 601-355-3530
E-mail: gvigeant@roper.com
www.friedmanmktg.com
Wes Smith, Manager
Gary Vigeant, Client Services Manager
Location: Shopping mall
TK, VE
Conference 10x15 Obs. Rm. Seats 6

Missouri

Columbia

Horizon Research Services
409 Vandiver Dr., Bldg. 6, Ste. 102
Columbia, MO 65202
Ph. 573-874-1333
Fax 573-874-6904
E-mail: info@horizonresearch.com
www.horizonresearch.com
Holly Wygant, Client Relations & Sales Mgr.
Location: Office building
CL, 1/1, 1/1OR, VE
Conference 12x22 Obs. Rm. Seats 8

Kansas City

Essential Market Research
8080 Ward Pkwy., Ste. 201
Kansas City, MO 64118
Ph. 816-333-2344
Fax 816-333-4596
Jill Roger, Project Manager
Location: Office building
1/1
Conference 24x16 Obs. Rm. Seats 12

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
Kathy Gatewood
Location: Freestanding building
CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE
Multiple 16x20 Obs. Rm. Seats 16
Multiple 16x20 Obs. Rm. Seats 10
Multiple 18x20 Obs. Rm. Seats 18
(see advertisement on p. 161)

Heakin Research, Inc.

116 Independence Center
Independence, MO 64057
Ph. 816-795-0706
Fax 816-795-1416
Jackie Sparks, Manager
Location: Shopping mall
TK, TKO, VE
Conference 14x10 Obs. Rm. Seats 4
(see advertisement on p. 132)

Heakin Research, Inc.

Bannister Mall
5600 E. Banister Rd., #102
Kansas City, MO 64137
Ph. 816-767-8300
Fax 816-761-0110
Debbie Culver, Manager
Location: Shopping mall
TK, VE
Conference 12x18 Obs. Rm. Seats 10
(see advertisement on p. 132)

In Kansas City, we think of everything.



Whether it's suites or sweets, The Field House has what it takes to handle your data collection project *flawlessly*. In fact, we've set the standard for quality research in the Midwest over the past twenty years.

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The Field House, Inc.

7220 West 98th Terrace
Overland Park, KS 66212
E-mail: fhi@rhinc.com
913-341-4245 Fax 913-341-1462



CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

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
 Lisa Remmert, Field Manager
 Location: Office building
 1/1, VE
 Conference 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
 TK, VE
 Conference 20x20 Obs. Rm. Seats 10
 Conference 20x20 Obs. Rm. Seats 10
 Living 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
 Location: Office building
 CL, 1/1, 1/1OR, TK, MP, VE
 Conference 21x21 Obs. Rm. Seats 18
 Conference 20x19 Obs. Rm. Seats 15
 (see advertisement on p. 163)

Quality Controlled Services

Corporate Woods Office Park
 10875 Grandview St., Ste. 2230
 Overland Park, KS 66210
 Ph. 800-525-1952 or 913-345-2050
 Fax 913-345-9450
 E-mail: postmaster@qcs.com
 www.qcs.com
 Iva Schlatter
 Location: Office building
 CL, 1/1, TK, MP, VC, VE
 Conference 20x25 Obs. Rm. Seats 12
 Conference 17x20 Obs. Rm. Seats 18
 Conference 20x20 Obs. Rm. Seats 9
 (see advertisement on p. 163)

St. Louis

ACG Research Solutions

Pierre Laclede Center
 7701 Forsyth, Ste. 1100
 St. Louis, MO 63105
 Ph. 314-726-3403
 Fax 314-726-2503
 E-mail: vicki_savala@aragonconsulting.com
 www.AragonConsulting.com
 Vicki Savala
 Location: Office building
 1/1, TK, VE
 Conference 21x24 Obs. Rm. Seats 18
 (see advertisement on p. 162)

Car-Lene Research, Inc.
 Alton Square Mall, #203 B
 Alton, IL 62002
 Ph. 618-462-1173
 Fax 618-462-1180
 www.car-leneresearch.com
 Debbie McGinley, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 Conference 08x08 Obs. Rm. Seats 3

Consumer Opinion
 10403 Clayton Rd.
 St. Louis, MO 63131
 Ph. 314-692-2686
 Fax 314-692-2427
 Kathleen Dunn
 Location: Office building
 1/1, 1/1OR, TK, VE
 Conference 21x18 Obs. Rm. Seats 20
 Conference 18x18 Obs. Rm. Seats 10
 Conference 15x15 Obs. Rm. Seats 10

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Pierre Laclede Center
 7701 Forsyth Blvd.
 Suite 1100
 St. Louis, Missouri 63105
314-726-3403
 Fax: 314-726-2503

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Location

Focus Groups

Telephone Interviewing

Pre- Recruiting (CLT)

Mystery Shopping

Auditing

Data Processing

QuikCall System™ (IVR)

FocusVision® Video Conferencing

Project Management

QCS



Connect with QCS. It's the one company that best meets your marketing information needs.

QCS offers Focus Groups, Telephone Interviewing, Pre-recruited Central Location Testing (CLT), Auditing, and Mystery Shopping. All are available nationwide from one source, with consistent, reliable data, and quality service.

Our Central Project Management Team can also coordinate every aspect of fielding your project, including pricing, scheduling, field management, and tabulations. We free you to concentrate on your business, and your client needs.

Whether your project is large or small, you can be assured that QCS is the smart source with the resources, skills, and experience to handle it right.

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www.qcs.com

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
Conference - Conference-Style Room
Living - Living Room-Style Room
Multiple - Both Styles
Room dimensions, when stated, are shown in feet.

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
 E-mail: ds@pragmatic-research.com
 www.pragmatic-research.com
 Doug Sinnard
 Location: Office building
 1/1, 1/1OR, TK, VE
 Conference 16x22 Obs. Rm. Seats 12

Cunningham Field & Research Service
 St. Clair Square Mall
 134 St. Clair Square, #125
 Fairview Heights, IL 62208
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: STLO@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 1/1, 1/1OR, MP, VC
 (see advertisement on p. 119)

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
 CL, 1/1, MP, VE
 Conference 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
 CL, 1/1, TK, TKO, VE
 Conference 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
 Location: Office building
 1/1, TK, VE
 Conference 13x20 Obs. Rm. Seats 10
 Conference 12x18 Obs. Rm. Seats 5

Marketing Horizons, Inc.
 1001 Craig Rd., Ste. 100
 St. Louis, MO 63146
 Ph. 314-432-1957 or 800-669-0839
 Fax 314-432-7014
 E-mail: sfeeney@stlnet.com
 www.mhorizons.com
 Stephanie Feeney, Dir. Field Services
 Location: Office building
 1/1, TK, VE
 Conference 18x22 Obs. Rm. Seats 12
 (see advertisement on p. 164)

Marketing Horizons, Inc.-South
 11166 Tesson Ferry
 St. Louis, MO 63123
 Ph. 314-432-1957
 Fax 314-432-7014
 E-mail: sfeeney@stlnet.com
 www.mhorizons.com
 Stephanie Feeney, Dir. Field Services
 Location: Office building
 VE
 Conference 24x20 Obs. Rm. Seats 10
 (see advertisement on p. 164)

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
 TK, VC, VE
 Conference 12x22 Obs. Rm. Seats 14
 Conference 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
 1/1, TK, VE
 Conference 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
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Conference 22x18 Obs. Rm. Seats 14
 Conference 22x19 Obs. Rm. Seats 14
 Conference 23x20 Obs. Rm. Seats 23
 (see advertisement on p. 163)

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
 1/1, 1/1OR, TK, VC, VE
 Conference 21x18 Obs. Rm. Seats 20
 Conference 18x18 Obs. Rm. Seats 10
 Conference 15x15 Obs. Rm. Seats 10

Westgate Research, Inc.
 650 Office Pkwy.
 St. Louis, MO 63141
 Ph. 314-567-3333
 Fax 314-567-7131
 Germaine Eley
 Location: Office building
 VE
 Conference 20x20 Obs. Rm. Seats 15
 Conference 15x15 Obs. Rm. Seats 15

Springfield
 Byles Research, Inc.
 227 Battlefield Mall
 Springfield, MO 65804
 Ph. 417-887-1035
 Fax 417-887-0209
 E-mail: nancy@bylesresearch.com
 www.bylesresearch.com
 Bob Byles, President
 Location: Shopping mall
 1/1, 1/1OR, TK, MP, VE
 Conference 13x15 Obs. Rm. Seats 8

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Market Research Group
1601 Second Ave. N., Ste. 112
Great Falls, MT 59401
Ph. 406-452-8213
Fax 406-452-7798
E-mail: JS8213@mocc.com
Jean Seipel, Field Director
Location: Office building
1/1, VE
Conference 12x30 Obs. Rm. Seats 4

Nebraska

Lincoln

T.L. Grantham & Associates, Inc.
1500 S. 70th St., Ste. 100
Lincoln, NE 68506
Ph. 402-488-4110
Fax 402-488-4204
www.tlgrantham.com
Teresa Grantham, President
Location: Office building
1/1, TK, MP, VE
Conference 27x20 Obs. Rm. Seats 12

Omaha

Car-Lene Research, Inc.
Westroads Shopping Mall
10000 California
Omaha, NE 68114
Ph. 402-343-9090
Fax 402-343-9191
www.car-leneresearch.com
Terry McKauley, Manager
Location: Shopping mall
1/1, 1/10R, TK, VE
Conference 13x11 Obs. Rm. Seats 6

Cunningham Field & Research Service

Crossroads Mall
7400 Dodge St., Ste. B-2
Omaha, NE 68114
Ph. 904-677-5644
Fax 904-677-5534
E-mail: omah@cunninghamresearch.com
www.cunninghamresearch.com
Location: Shopping mall
1/1, 1/10R, VC, VE
(see advertisement on p. 119)

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
CL, 1/1, 1/10R, TK, VE
Conference 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@wrresearch.com
Mary Arkfeld
Location: Office building
VE
Conference 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
1/1, 1/10R, TK, TKO, VE
Conference 20x22 Obs. Rm. Seats 15

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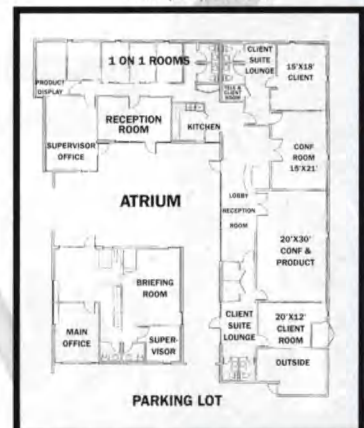
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Las Vegas, NV 89109
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(702) 650-5500
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San Diego, CA 92120
(619) 265-2361
(800) 895-1225
FAX (619) 582-1562
email- sdsurveys@aol.com

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



CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

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

1/1, TK, MP, VC, VE

Conference 16x14 Obs. Rm. Seats 20

(see advertisement on p. 119)

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

1/1, TK, VE

Conference 15x20 Obs. Rm. Seats 8

Las Vegas Surveys, Inc.

3405 S. Cambridge St.

Las Vegas, NV 89019

Ph. 702-650-5500 or 800-797-9877

Fax 702-650-0729

E-mail: LVSurveys@aol.com

Carlos Kelley, V.P. Research

Location: Freestanding building

CL, 1/1, 1/1OR, TK, MP, VE

Conference 20x30 Obs. Rm. Seats 20

Conference 15x21 Obs. Rm. Seats 20

Multiple 15x21 Obs. Rm. Seats 8

(see advertisement on p. 165)

Las Vegas Surveys, Inc.

The Boulevard Mall

3860 S. Maryland Pkwy., Ste. 201

Las Vegas, NV 89109

Ph. 702-650-5500

Fax 702-650-0729

E-mail: lsurveys@aol.com

Carlos Kelley, V.P. Research

Location: Shopping mall

1/1, TK, VE

Conference 16x13 Obs. Rm. Seats 8

(see advertisement on p. 165)

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, Director of Marketing

Location: Office building

1/1, 1/1OR, VE

Multiple 14x18 Obs. Rm. Seats 20

Multiple 14x18 Obs. Rm. Seats 16

Multiple 18x36 Obs. Rm. Seats 12

(see advertisement on p. 167)

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

1/1, 1/1OR, TK, VC, VE

(see advertisement on p. 119)

Manchester/Nashua

American Research Group, Inc.

814 Elm St.

Manchester, NH 03101

Ph. 603-624-4081

Fax 603-627-1746

E-mail: bennett@americanresearchgroup.com

Dick Bennett

Location: Office building

1/1, VE

Conference 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

1/1, 1/1OR, VE

Conference 16x14 Obs. Rm. Seats 10

New England Interviewing, Inc.

5 Coliseum Ave.

Nashua, NH 03063

Ph. 603-889-8222

Fax 603-883-1119

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Joan Greene, President

Location: Office building

1/1, TK, VE

Conference 16x17 Obs. Rm. Seats 14

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 Fax 603-666-5920
 E-mail: NewEnglandInt.@c.s.com
 Rosemarie Hatin
 Location: Office building
 1/1, 1/1OR, TK, MP, VE
 Conference 26x16 Obs. Rm. Seats 20
 Conference 12x14 Obs. Rm. Seats 6

MRCFOCUS

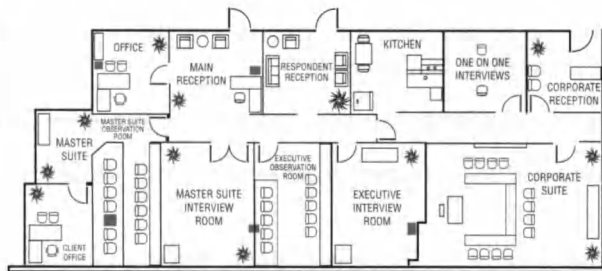
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 Northfield, NJ 08225
 Ph. 609-383-1700
 Fax 609-383-1783
 E-mail: jdavis@surveycentralinc.com
 www.surveycentralinc.com
 Jody Davis
 Location: Freestanding building
 VE
 Conference 15x15 Obs. Rm. Seats 10

Northern New Jersey

Assistance In Marketing/New Jersey
 Continental Plaza
 433 Hackensack Ave.
 Hackensack, NJ 07601
 Ph. 201-488-5888
 Fax 201-488-5780
 Donna Weinberg, President
 Location: Office building
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Conference 20x20 Obs. Rm. Seats 30
 Conference 19x17 Obs. Rm. Seats 20
 Conference 18x18 Obs. Rm. Seats 20
 Conference 18x16 Obs. Rm. Seats 20

Assistance In Marketing/New Jersey
 Patriots Plaza, Bldg. B
 60 Columbia Turnpike
 Morristown, NJ 07960
 Ph. 973-267-7060
 Fax 973-267-1005
 Irene Bing, Managing Director
 Location: Office building
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Conference 22x21 Obs. Rm. Seats 15
 Conference 19x20 Obs. Rm. Seats 15
 Conference 17x17 Obs. Rm. Seats 15

Car-Lene Research, Inc.
 Bergen Mall
 Rte. 4 & Forest Ave.
 Paramus, NJ 07652
 Ph. 201-845-5600
 Fax 201-845-6201
 www.car-leneresearch.com
 Nina Velella, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, TKO, VE
 Conference 14x10 Obs. Rm. Seats 5

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>

2000 FOCUS GROUP FACILITIES DIRECTORY

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Car-Lene Research, Inc.
 Moorestown Mall
 Rte. 38 & Lenola
 Moorestown, NJ 08057
 Ph. 856-231-0600
 Fax 856-231-9575
 www.car-leneresearch.com
 Evan Celwyn, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, TKO, VE
 Conference 15x16 Obs. Rm. Seats 12

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
 1/1, 1/1OR, TK, MP, VC, VE
 (see advertisement on p. 119)

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
 CL, 1/1, 1/1OR, TK, TKO, VC, VE
 Conference 25x30 Obs. Rm. Seats 20
 Conference 21x17 Obs. Rm. Seats 25
 Conference 14x20 Obs. Rm. Seats 14
 Living 24x16 Obs. Rm. Seats 20
 (see advertisement on p. 119)

Fieldwork East, Inc.
 2 Executive Dr., Ste. 800
 Fort Lee, NJ 07024
 Ph. 201-585-8200
 Fax 201-585-0096
 E-mail: NJFWE@aol.com
 www.fieldwork.com
 Carol Tauben
 Location: Office building
 CL, 1/1, 1/1OR, TK, TKO, VC, VE
 Conference 23x21 Obs. Rm. Seats 30
 Conference 20x20 Obs. Rm. Seats 30
 Conference 20x20 Obs. Rm. Seats 30
 Conference 24x22 Obs. Rm. Seats 30
 Conference 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
 Gary Eichenholtz, President
 Location: Freestanding building
 1/1, 1/1OR, TK, VE
 Conference 18x24 Obs. Rm. Seats 15
 Conference 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
 1/1, 1/1OR, VE
 Conference 14x18 Obs. Rm. Seats 15

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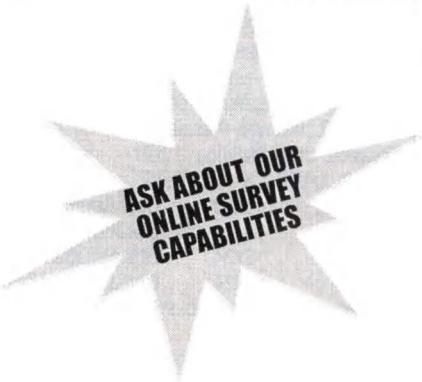
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 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Heakin Research, Inc.

Woodbridge Center
 196 Woodbridge Center Dr.
 Woodbridge, NJ 07095
 Ph. 732-326-9779
 Fax 732-326-9646

Lydia DuChene, Manager

Location: Shopping mall

1/1, TK, VE

Conference 15x20 Obs. Rm. Seats 15

Conference 15x20 Obs. Rm. Seats 10

(see advertisement on p. 132)

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

Marianne Bange, Partner

Location: Office building

1/1, VE

Conference 19x13 Obs. Rm. Seats 8

Marketing Solutions Corporation

2 Ridgedale Ave., Ste. 216
 Cedar Knolls, NJ 07927
 Ph. 201-540-9133

Fax 201-540-9280

E-mail: MarketingSolutions@ibm.net

www.marketingsolutionscorp.com

CL, 1/1, 1/1OR, MP, VE

Multiple 18x21 Obs. Rm. Seats 15

Multiple 18x21 Obs. Rm. Seats 15

Multiple 18x21 Obs. Rm. Seats 15

Multiple 18x21 Obs. Rm. Seats 15

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Secaucus, NJ 07094

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Fax 201-865-0408

E-mail: Meadowc@aol.com

Lauren A. Heger, Field Director

Location: Office building

CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE

Conference 25x24 Obs. Rm. Seats 25

Conference 18x24 Obs. Rm. Seats 20

Multiple 18x24 Obs. Rm. Seats 20

Conference 14x16 Obs. Rm. Seats 12

(see advertisement on p. 168)

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

1/1, 1/1OR, TK, TKO, VE

Multiple 22x14 Obs. Rm. Seats 15

Conference 17x17 Obs. Rm. Seats 10

Mid-America Rsch./Facts In Focus

Livingston Mall

131 Livingston Mall

Livingston, NJ 07039

Ph. 973-740-1566 or 847-392-0800

Fax 973-740-0569

Jennifer Gerlach, Manager

Location: Shopping mall

1/1, 1/1OR, TK, VE

Conference 17x11 Obs. Rm. Seats 10

Conference 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

1/1, 1/1OR, TK, MP, VC, VE

Conference 30x10 Obs. Rm. Seats 10

Morristown Market Research

80 Washington St.

Morristown, NJ 07960

Ph. 973-326-9461

Fax 973-326-9767

Melody McGinley Whitelaw, President

Location: Freestanding building

CL, 1/1, 1/1OR, TK, TKO, MP, VE

Multiple 22x14 Obs. Rm. Seats 8

Northeast Data

High Income Mall Testing & Group Focus Facility

Wayne Towne Center, Rte. 23 S.

Wayne, NJ 07470

Ph. 973-785-4449

Fax 973-785-3679

E-mail: northeastdata@yahoo.com

Paul Schwartz, President

Location: Shopping mall

1/1, 1/1OR, TK, VE

Conference 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

CL, 1/1, 1/1OR, TK, TKO, MP, VE

Conference 15x20 Obs. Rm. Seats 16

Conference 25x27 Obs. Rm. Seats 14

Conference 19x45 Obs. Rm. Seats 6

Conference 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

VC, VE

Conference 18x20 Obs. Rm. Seats 12

Conference 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

CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE

Conference 15x25 Obs. Rm. Seats 15

Conference 15x25 Obs. Rm. Seats 15

Conference 15x20 Obs. Rm. Seats 15

Conference 15x20 Obs. Rm. Seats 15

Multiple 15x20 Obs. Rm. Seats 15

(see advertisement on p. 169)

Q10 Marketing, Inc.

285 Grand Ave.

5 Patriot Centre

Englewood, NJ 07631

Ph. 201-541-1144

Fax 201-541-0066

E-mail: qten@eclipse.net

Barbara Cataraso or Joseph DeRose, Owners

Location: Freestanding building

1/1, 1/1OR, TK, TKO, VE

Multiple 17x13 Obs. Rm. Seats 15

Multiple 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: info@schlesingerassociates.com

www.schlesingerassociates.com

Steven Schlesinger, President

Location: Office building

CL, 1/1, 1/1OR, TK, MP, VC, VE

Conference 16x20 Obs. Rm. Seats 16

Multiple 16x16 Obs. Rm. Seats 16

Conference 16x24 Obs. Rm. Seats 16

Conference 16x24 Obs. Rm. Seats 16

(see advertisement on pp. 96, 123, 171, 179)

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

CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE

Conference 16x18 Obs. Rm. Seats 15

Conference 16x18 Obs. Rm. Seats 15

Living 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
1/1, 1/10R, TK, MP, VC, VE
Conference 14x20 Obs. Rm. Seats 15
Conference 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
1/1, 1/10R, TK, VE
Conference 14x17 Obs. Rm. Seats 10

Suburban Associates
Willowbrook Mall
1230 Willowbrook Mall - Rte. 46
Wayne, NJ 07470
Ph. 973-785-0770
Fax 973-785-0771
E-mail: willowbrook@subassoc.com
www.subassoc.com

Cindy Conklin, Manager
Location: Shopping mall
1/1, TK, MP, VE
Conference 12x16 Obs. Rm. Seats 8

TAi - New Jersey
Technical Analysis, Inc.
20 E. Oakdene Ave.
Teaneck, NJ 07666
Ph. 201-836-1500
Fax 201-836-1959
E-mail: TAIoakdene2@msn.com
www.taimarketres.com

Joan Vicenzotti, Operations Manager
Location: Freestanding building
CL, TK, MP, VE
Conference 18x18 Obs. Rm. Seats 15
Conference 16x18 Obs. Rm. Seats 12
Conference 18x21 Obs. Rm. Seats 12

TAi - New Jersey
The Atrium at Glenpointe
400 Frank Burr Blvd.
Teaneck, NJ 07666
Ph. 201-836-1420
Fax 201-836-7870
www.taimarketres.com

Carol Hepsen
Location: Office building
TK, TKO, VC, VE
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Multiple 20x20 Obs. Rm. Seats 15

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New York: 500 Fifth Avenue • Suite 1030
New York, NY 10110 • Phone (212) 730-6400
Fax (212) 730-0853 • SANYC@aol.com

Los Angeles: 3330 Cahuenga Boulevard • Suite 301
Los Angeles, CA 90068 • Phone (323) 876-9909
Fax (323) 876-9884 • SlesWest@aol.com

Orlando: Maitland Green II • 2290 Lucien Way
Suite 180 • Maitland, FL 32751 • Phone (407) 660-1808
Fax (407) 660-0225 • SchSouth@aol.com



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 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obsv. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Taurus Marketing Research Field & Focus Svc.
 1810 Englishtown Rd.
 Old Bridge, NJ 08857
 Ph. 732-251-7772
 Fax 732-251-9008
 E-mail: ruthann@taurasresearch.com
 Ruthann Chesnoff, President
 Location: Office building
 1/1, 1/1OR, TK, VE
 Conference 17x20 Obs. Rm. Seats 18
 Conference 16x18 Obs. Rm. Seats 12

January 18, 1998 - A vicious tornado touched down in the Midwest and sucked up a focus group facility located in a trailer park. Sadly, the moderator, the focus group participants and all of the test product were blown over state lines, thus damaging the demographic integrity for this important study.

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 Ph. 609-921-2193
 Fax 609-921-2171
 Ron Brown
 Location: Office building
 CL, VE

Research 100
 3490 U.S. Rte. 1
 Princeton, NJ 08543
 Ph. 609-924-6100
 Fax 609-452-0138
 E-mail: research100@compuserve.com
www.research100.com

Harriet Mack
 Location: Office building
 CL, TK, VE
 Conference 12x22 Obs. Rm. Seats 12

Southern New Jersey (See also Philadelphia, PA)

Group Dynamics/Cherry Hill, Inc.

Plaza 1000 at Main St., Ste. 406
 Voorhees, NJ 08043
 Ph. 800-220-1011 or 856-424-1011
 Fax 856-424-2538
 E-mail: acarpenter@groupdynamics-nj.com
www.groupdynamics.com

Merle Holman
 Location: Office building
 CL, 1/1, 1/1OR, TK, VE
 Conference 16x24 Obs. Rm. Seats 22
 Conference 17x22 Obs. Rm. Seats 18
 (see advertisement on p. 189)

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
 1/1, 1/1OR, TK, TKO, VE
 Conference 17x16 Obs. Rm. Seats 10
 Living 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
www.big-alb.com
 James Larson, Ph.D., President
 Location: Freestanding building
 TK, VE
 Conference 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
Marie Mound, Research Manager
Location: Freestanding building
MP, VE
Conference 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 or 505-883-5512
Fax 505-883-4776
E-mail: lana@nmia.com
Lana Scutt, President
Location: Office building
1/1, 1/10R, TK, TKO, VE
Multiple 15x17 Obs. Rm. Seats 15

New York

Albany

J.L. Whalen Markette Research, Inc.
421 Clifton Country Mall
Clifton Park, NY 12065
Ph. 518-383-1661
Fax 518-371-0791
Joyce Whalen, President
Location: Office building
TK, VE
Multiple 31x17 Obs. Rm. Seats 10
Conference 22x24 Obs. Rm. Seats 12

Buffalo

Buffalo Survey & Research, Inc.
1249 Eggert Rd.
Buffalo, NY 14226
Ph. 716-833-6639
Fax 716-834-6499
E-mail: buffalosur@aol.com
Jeanette Levin, President
Location: Freestanding building
1/1, 1/10R, TK, MP, VC, VE
Conference 11x21 Obs. Rm. Seats 15

Ruth Diamond Market Research Services
Boulevard Mall
770 Alberta Dr.
Buffalo, NY 14226
Ph. 716-836-1110 or 716-836-1111
Fax 716-836-1114
E-mail: RDMKTRSCH@aol.com
Harvey Podolsky, President
Location: Shopping mall
1/1, 1/10R, TK, TKO, MP, VE
Conference 20x21 Obs. Rm. Seats 16
Conference 20x12 Obs. Rm. Seats 8

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 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
 Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles
 Room dimensions, when stated, are shown in feet.

Goldhaber Research Associates, LLC
 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
 TK, VE
 Conference 30x20 Obs. Rm. Seats 10

Marketing Decisions Group, Inc.
 9141 Main St.
 Buffalo, NY 14031
 Ph. 716-634-2045
 Fax 716-634-9560
 E-mail: mdgarup@aol.com
 Arup K. Sen, President
 Location: Freestanding building
 1/1, 1/1OR, TK, VE
 Conference 40x20 Obs. Rm. Seats 8

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
 TK, VE
 Conference 18x10 Obs. Rm. Seats 6

Survey Service, Inc.
 1911 Sheridan Dr.
 Buffalo, NY 14223
 Ph. 716-876-6450
 Fax 716-876-0430
 E-mail: sservice@surveyservice.com
 www.surveyservice.com
 Susan Adelman, President
 Location: Freestanding building
 1/1, 1/1OR, TK, TKO, MP, VC, VE
 Conference 14x27 Obs. Rm. Seats 12
 (see advertisement on p. 172)

New York City (See also Northern New Jersey)

A La Carte Research, LLC
 6800 Jericho Tpke., Ste. 113E
 Syosset, NY 11791
 Ph. 516-364-4004
 Fax 516-364-4683
 E-mail: john@alacarterresearch.com
 www.alacarterresearch.com
 John Mooney, President
 Location: Office building
 1/1, 1/1OR, TK, VE
 Conference 19x20 Obs. Rm. Seats 20
 Conference 17x19 Obs. Rm. Seats 16
 Conference 12x09 Obs. Rm. Seats 6
 (see advertisement on p. 174)

Accu-Trend, Inc.
 1045 Rte. 109, Ste. 102
 North Lindenhurst, NY 11757
 Ph. 516-957-8811
 Fax 516-957-8938
 Grace Goldstein, President
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 VE
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 Nassau Mall, lower level
 3601 Hempstead Tpke.
 Levittown, NY 11756
 Ph. 516-731-1500
 Fax 516-731-4235
 E-mail: aschiller1@aol.com
 Audrey Schiller
 Location: Shopping mall
 1/1, 1/10R, TK, VE
 Conference 17x20 Obs. Rm. Seats 15
 Conference 10x11 Obs. Rm. Seats 6

Beta Research Corp.
 6400 Jericho Tpke.
 Syosset, NY 11791
 Ph. 516-935-3800
 Fax 516-935-4092
 www.nybeta.com
 Virginia Redus, Field Coordinator
 Location: Office building
 VE
 Conference 12x16 Obs. Rm. Seats 12
 Conference 12x14

Car-Lene Research, Inc.
 Galleria at Crystal Run
 Middletown, NY 10941
 Ph. 914-692-2226
 Fax 914-692-2207
 www.car-leneresearch.com
 Tabatha Lanos, Manager
 Location: Shopping mall
 1/1, 1/10R, TK, VE
 Conference 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
 TK, TKO, VE

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
 CL, TK, VE
 Conference 18x16 Obs. Rm. Seats 10
 Conference 17x15 Obs. Rm. Seats 6
 (see advertisement on p. 173)

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
 CL, 1/1, 1/10R, TK, TKO, VC, VE
 Conference 20x22 Obs. Rm. Seats 25
 Conference 22x16 Obs. Rm. Seats 20
 Conference 20x20 Obs. Rm. Seats 25
 Conference 20x20 Obs. Rm. Seats 25
 Conference 12x12 Obs. Rm. Seats 10
 (see advertisement on the back cover)

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Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obsv. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

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 E-mail: info@focuscentral.com
 www.focuscentral.com
 Judy Miller, Managing Director
 Location: Office building
 CL, 1/1, MP, VE
 Conference 21x15 Obs. Rm. Seats 12
 (see advertisement on p. 174)

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
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Conference 19x22 Obs. Rm. Seats 14
 Multiple 18x20 Obs. Rm. Seats 24
 Conference 14x21 Obs. Rm. Seats 16
 (see advertisement on p. 175)

Focus Room - White Plains

231 Central Ave.
 White Plains, NY 10606
 Ph. 914-682-8404
 Fax 914-428-3925
 E-mail: whp@focusroom.com
 www.focusroom.com
 Wendy Weinstein
 Location: Office building
 1/1, 1/1OR, TK, MP, VC, VE
 Conference 14x19 Obs. Rm. Seats 25
 Conference 14x19 Obs. Rm. Seats 25
 Conference 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
 www.focusroom.com
 Ken Lethbridge, Manager
 Location: Office building
 CL, 1/1, 1/1OR, VC, VE
 Conference 15x22 Obs. Rm. Seats 20
 Conference 15x22 Obs. Rm. Seats 20
 Conference 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: fsny@erols.com
 www.focussuites.com
 Bill Falvo, Director
 Location: Office building
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Multiple 19x19 Obs. Rm. Seats 15
 Conference 19x19 Obs. Rm. Seats 15
 Conference 19x19 Obs. Rm. Seats 15
 Conference 19x19 Obs. Rm. Seats 15
 Multiple 18x18 Obs. Rm. Seats 10
 (see advertisement on pp. 176, 188)

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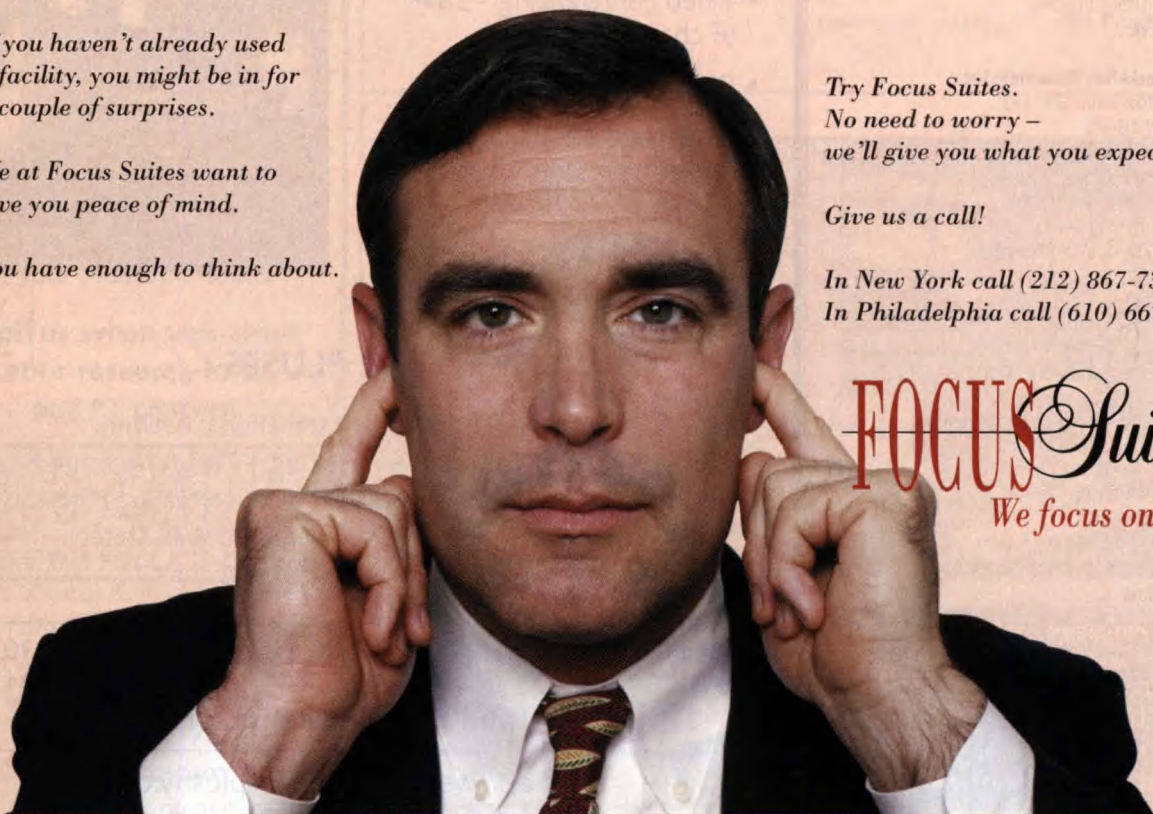
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200 Stonehinge Lane
Carle Place, NY 11514

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Friedman Marketing Services
 Consumer Opinion Center
 Smith Haven Mall
 313 Smith Haven Mall, Sears Wing, Space E-11C
 Lake Grove, NY 11755
 Ph. 516-366-6325 or 914-698-9591
 Fax 516-366-6331
 E-mail: gvigeant@roper.com
 www.friedmanmktg.com
 Gary Vigeant, Client Services Manager
 Location: Shopping mall
 1/1, VE
 Conference 10x12 Obs. Rm. Seats 6

Friedman Marketing Services
 Consumer Opinion Center
 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
 E-mail: gvigeant@roper.com
 www.friedmanmktg.com
 Jon Erickson, Manager
 Gary Vigeant, Client Services Manager
 Location: Shopping mall
 1/1, VE
 Conference 08x12 Obs. Rm. Seats 5

Gazelle International, Inc.
 114 E. 32nd St., Ste. 708
 New York, NY 10016
 Ph. 212-686-8808
 Fax 212-686-5114
 E-mail: info@gazelleintl.com
 Harriet Naidus, Vice President
 Location: Office building
 1/1, 1/1OR, TK, VE
 Conference 13x25 Obs. Rm. Seats 12

Innovative Concepts Marketing Research
 200 Stonehinge Ln.
 Carle Place, NY 11514
 Ph. 516-479-2200 or 800-631-0209
 Fax 516-479-2215
 E-mail: scott@ic-mr.com
 www.ic-mr.com
 Location: Freestanding building
 CL, VE
 Conference 23x18 Obs. Rm. Seats 14
 (see advertisement on p. 177)

Long Island Groups in Focus, Ltd.
 1185 Northern Blvd.
 Manhasset, NY 11030
 Ph. 516-365-8630
 Fax 516-365-4913
 E-mail: ATQ@worldnet.att.net
 Mary Garofalo, Managing Director
 Location: Freestanding building
 VE
 Conference 12x26 Obs. Rm. Seats 12
 Conference 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
 Tom Bancroft, Facility Manager
 Location: Office building
 1/1, 1/1OR, TK, VE
 Conference 24x18 Obs. Rm. Seats 24
 Conference 19x11 Obs. Rm. Seats 24
 Conference 10x11 Obs. Rm. Seats 24

MBC Research Center
 366 Madison Ave.
 New York, NY 10017
 Ph. 212-599-7400
 Fax 212-599-7410
 E-mail: padmbc@spacelab.net
 www.mbcresearch.com
 Location: Office building
 CL, 1/1, 1/1OR, MP, VC, VE
 Conference 12x20 Obs. Rm. Seats 50
 Living 16x20 Obs. Rm. Seats 50
 Theater 22x24 Obs. Rm. Seats 20
 Conference 10x12 Obs. Rm. Seats 50



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 New York, NY 10016
 Ph. 212-889-4777
 Fax 212-889-5869
 E-mail: suew@murrayhillcenter.com
www.murrayhillcenter.com
 Sue Winer, Director
 Location: Office building
 CL, TK, VC, VE

| | | |
|------------|-------|-------------------|
| Conference | 19x15 | Obs. Rm. Seats 15 |
| Conference | 20x16 | Obs. Rm. Seats 15 |
| Conference | 20x16 | Obs. Rm. Seats 15 |
| Conference | 20x15 | Obs. Rm. Seats 15 |
| Conference | 16x15 | Obs. Rm. Seats 15 |

New York Conference Center
 240 Madison Ave., 5th fl.
 New York, NY 10016
 Ph. 212-682-0220
 Fax 212-682-0214
 E-mail: nyconfctr@aol.com
 Vickie Griffiths, Operations Manager
 Location: Office building
 1/1, 1/1OR, VC, VE

| | | |
|------------|-------|-------------------|
| Conference | 15x16 | Obs. Rm. Seats 10 |
| Conference | 19x20 | Obs. Rm. Seats 12 |
| Conference | 19x24 | Obs. Rm. Seats 12 |

New York Focus
 The Focus Network
 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
 CL, VC, VE

| | | |
|------------|-------|-------------------|
| Conference | 18x21 | Obs. Rm. Seats 25 |
| Conference | 17x20 | Obs. Rm. Seats 25 |
| Conference | 17x20 | Obs. Rm. Seats 25 |
| Conference | 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
 VE

| | | |
|------------|-------|------------------|
| Conference | 12x14 | Obs. Rm. Seats 4 |
|------------|-------|------------------|

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 Location: Freestanding building
 1/1, VE

| | | |
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| Conference | 18x24 | Obs. Rm. Seats 8 |
| Conference | 16x20 | Obs. Rm. Seats 6 |

(see advertisement on p. 178)

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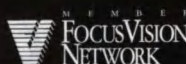


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 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
Conference - Conference-Style Room
Living - Living Room-Style Room
Multiple - Both Styles
Room dimensions, when stated, are shown in feet.

Rizzo Research International
 156 Fifth Ave., Ste. 701
 New York, NY 10010
 Ph. 212-727-7161
 Fax 212-727-7652
 E-mail: info@rizzoresearch.com
 www.rizzoresearch.com
 Location: Office building
 VE
 Conference 20x15 Obs. Rm. Seats 16
 Conference 15x15 Obs. Rm. Seats 10

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
 www.schlesingerassociates.com
 Lizabeth Clegg, Vice President
 Location: Office building
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Conference 20x19 Obs. Rm. Seats 16
 Conference 20x15 Obs. Rm. Seats 16
 Multiple 20x15 Obs. Rm. Seats 16
(see advertisement on pp. 96, 123, 171, 179)

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
 www.seaportsurveys.com
 Andrea Waller, President
 Location: Office building
 1/1, 1/1OR, TK, VE
 Conference 18x20 Obs. Rm. Seats 10
(see advertisement on p. 180)

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
 1/1, TK, VE
 Conference 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
 1/1, MP, VC, VE
 Conference 19x20 Obs. Rm. Seats 12
 Conference 18x20 Obs. Rm. Seats 16
 Conference 14x20 Obs. Rm. Seats 10
(see advertisement on p. 117)

Rochester

Gordon S. Black Corporation
(See Harris Interactive)
 Car-Lene Research, Inc.
 Market Place Mall
 301- Miracle Mile Dr.
 Rochester, NY 14623
 Ph. 716-424-3205
 Fax 716-292-0523
 www.car-leneresearch.com
 Barbi White, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, TKO, VE
 Conference 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
 1/1, 1/1OR, TK, MP, VC, VE
(see advertisement on p. 119)

Harris Interactive
 135 Corporate Woods
 Rochester, NY 14623
 Ph. 716-272-8400 or 800-866-7655
 Fax 716-272-8680
 E-mail: info@harrisinteractive.com
 www.harrisinteractive.com
 Shelly Gay
 Location: Freestanding building
 CL, 1/1, VE
 Conference 18x30 Obs. Rm. Seats 15
(see advertisement on p. 5)

The Sutherland Group, Ltd.
 1160 Pittsford-Victor Rd.
 Pittsford, NY 14534
 Ph. 716-586-5757
 Fax 716-586-7508
 www.suth.com
 Rick Taylor
 Location: Office building
 1/1, VC, VE
 Conference 20x24 Obs. Rm. Seats 15

Syracuse

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 Joseph W. Snyder, Dir. of Operations
 Location: Office building
 1/1, VE
 Conference 15x18 Obs. Rm. Seats 20

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John McCarthy, President
Location: Office building
1/1, 1/1OR, TK, VE
Conference 12x17 Obs. Rm. Seats 14
Living 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
TK, VC, VE
Conference 18x16 Obs. Rm. Seats 18
Conference 16x14 Obs. Rm. Seats 10

North Carolina

Charlotte

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Fax 704-341-0234
E-mail: aocinc@bellsouth.net
Betty Collins or Joyce O'Shields, Owners
Location: Office building
CL, 1/1, TK, MP, VE
Conference 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
Lakesha Smith, Director
Location: Shopping mall
1/1, TK, VC, VE
Conference 18x10 Obs. Rm. Seats 12

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
1/1, VE
Conference 20x14 Obs. Rm. Seats 10

K P C Research
717 East Blvd.
Charlotte, NC 28203
Ph. 704-358-5757 or 800-852-2794
Fax 704-358-5745
E-mail: dbolyard@charlotte.com
Judie Bickel, Focus Group Manager
Location: Office building
1/1, VE
Conference 22x18 Obs. Rm. Seats 15

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One Parkway Plaza, Ste. 110
4824 Parkway Plaza Blvd.
Charlotte, NC 28217-1968
Ph. 704-357-1961
Fax 704-357-1965
E-mail: info@leibowitz-research.com
www.leibowitz-research.com
Teri Leibowitz, President
Karen Johnson, Vice President
Location: Office building
CL, 1/1, 1/1OR, TK, MP, VC, VE
Conference 18x24 Obs. Rm. Seats 12
Conference 18x24 Obs. Rm. Seats 12
Conference 18x21 Obs. Rm. Seats 8
Multiple 18x25 Obs. Rm. Seats 24
(see advertisement on p. 181)

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Ph. 704-332-8433 or 800-849-5924
Fax 704-332-0499
E-mail: mparker@marketwise-usa.com
www.marketwise-usa.com
Mimi Parker, Focus Group Coord.
Location: Office building
CL, 1/1, VE
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 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
Conference - Conference-Style Room
Living - Living Room-Style Room
Multiple - Both Styles
Room dimensions, when stated, are shown in feet.

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 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
 VC, VE
 Conference 20x20 Obs. Rm. Seats 15
 Conference 20x20 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
 1/1, VE
 Conference 23x17 Obs. Rm. Seats 15

CB & A Research, Inc.
 1400 Westgate Center Dr., Ste. 200
 Winston-Salem, NC 27103
 Ph. 336-765-1234
 Fax 336-765-1109
 E-mail: pamk@cbaresearch.com
 Pam Knopf, V.P. Operations
 Location: Freestanding building
 CL, 1/1, 1/1OR, TK, MP, VE
 Conference 18x20 Obs. Rm. Seats 18
 Conference 20x30 Obs. Rm. Seats 20
 Conference 14x14 Obs. Rm. Seats 20

Corporate Research Center, Inc.
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 Greensboro, NC 27409-9669
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 Fax 336-812-8888
 E-mail: corpres@nr.infi.com
 Nicole Scullion, Vice President
 Location: Freestanding building
 1/1, TK, VE
 Conference 23x21 Obs. Rm. Seats 20

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
 TK, VE
 Conference 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
 TK, VE

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 Cary, NC 27511
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: RALE@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 1/1, 1/1OR, TK, VC, VE
 Conference 16x18 Obs. Rm. Seats 12
(see advertisement on p. 119)

Harker Research
 6131 Falls of Neuse Rd., Ste. 112
 Raleigh, NC 27609
 Ph. 919-954-8300
 Fax 919-954-8844
 E-mail: harkerresearch@mindspring.com
 Glenda Shrader-Bos, Vice President
 Location: Office building
 VE
 Conference 16x11 Obs. Rm. Seats 10

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 Headquarters Park, #300
 Durham, NC 27709
 Ph. 800-735-5448
 Fax 919-544-0954
 E-mail: bradm@jza.com
 www.jza.com
 Brad Martin
 Location: Office building
 1/1, 1/1OR, TK, TKO, VE
 Conference 20x22 Obs. Rm. Seats 18
 Conference 09x09 Obs. Rm. Seats 6

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, President
 Location: Office building
 VC, VE
 Conference 18x19 Obs. Rm. Seats 12
 Conference 18x18 Obs. Rm. Seats 12

NorTex Research Group/Raleigh
 7330 Chapel Hill Rd., Ste. 107
 Raleigh, NC 27607
 Ph. 800-315-TEXX
 Fax 214-630-6769
 Tony Veliz, Facility Director
 Location: Office building
 1/1, 1/1OR, VE
 Conference 21x13 Obs. Rm. Seats 10
 Conference 15x13 Obs. Rm. Seats 4

Wilmington

Eastcoast Consumer Research
 441 Wayne Dr.
 Wilmington, NC 28403
 Ph. 910-763-3260
 Fax 910-763-0810
 Paula Lentz, Owner
 Location: Office building
 1/1, VE
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Kathy Benson, Operations Manager
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CL, 1/1, VE
Conference 15x20 Obs. Rm. Seats 4

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www.datadecisions.com
Amy Merrill, President
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Conference 15x17 Obs. Rm. Seats 14
Living 14x15 Obs. Rm. Seats 15

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Fax 606-344-0078
E-mail: info@allianceresearch.com
www.allianceresearch.com
Terry Crawford
Location: Freestanding building
VE
Conference 28x38 Obs. Rm. Seats 8

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Cincinnati, OH 45202
Ph. 513-489-9000
Fax 513-651-0034
E-mail: KThorman@answergroup.com
Kathy Thorman, Mgr. Qual. Rsch.
Location: Office building
CL, 1/1, 1/1OR, VC, VE
Conference 16x20 Obs. Rm. Seats 12
(see advertisement on p. 182)

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
CL, 1/1, 1/1OR, MP, VC, VE
Conference 18x23 Obs. Rm. Seats 18
Conference 18x20 Obs. Rm. Seats 12
Conference 20x20 Obs. Rm. Seats 12
(see advertisement on p. 182)

Assistance in Marketing, Inc.
11890 Montgomery Rd.
Cincinnati, OH 45249
Ph. 513-683-6600 or 888-4AIMFIRE
Fax 513-683-9177
E-mail: Irwin@AIM-Cincinnati.com
Location: Freestanding building
1/1, 1/1OR, TK, TKO, MP, VC, VE
Conference 24x14 Obs. Rm. Seats 20
Conference 24x14 Obs. Rm. Seats 20
Conference 35x25 Obs. Rm. Seats 20
Conference 18x18 Obs. Rm. Seats 20

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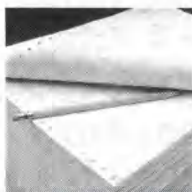
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(800) 323-8369

(513) 458-1555 fax
research@convergys.com
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CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
Conference - Conference-Style Room
Living - Living Room-Style Room
Multiple - Both Styles
Room dimensions, when stated, are shown in feet.

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

VE

Conference 20x13 Obs. Rm. Seats 8

Convergys Mktg. Rsch. & Database Consulting Svcs.

4600 Montgomery Rd.
 Cincinnati, OH 45212
 Ph. 800-323-8369 or 513-841-1199
 Fax 513-841-0666

E-mail: lynn.grome@convergys.com

www.convergys.com

Lynn Grome, Account Executive

Location: Office building

1/1, 1/1OR, TK, MP, VE

Conference 20x25 Obs. Rm. Seats 20

Conference 20x29 Obs. Rm. Seats 8

Conference 16x25 Obs. Rm. Seats 10

(see advertisement on p. 183)

Fields Marketing Research, Inc.

7979 Reading Rd.

Cincinnati, OH 45237

Ph. 513-821-6266

Fax 513-679-5300

E-mail: ken@fieldsresearch.com

www.fieldsresearch.com

Bernie Kearney, Vice President

Location: Office building

1/1, 1/1OR, VE

Conference 23x19 Obs. Rm. Seats 14

Market Inquiry LLC

5825 Creek Rd.

Cincinnati, OH 45242

Ph. 513-794-1088

Fax 513-794-1176

E-mail: generalmail@marketinquiry.com

www.marketinquiry.com

Cathy Noyes, Owner

Location: Office building

1/1, 1/1OR, TK, VE

Conference 14x16 Obs. Rm. Seats 8

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 Zoffke

Location: Office building

1/1, 1/1OR, TK, TKO, VE

Conference 16x24 Obs. Rm. Seats 20

Conference 13x18 Obs. Rm. Seats 6

(see advertisement on p. 185)

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, Vice President

Location: Freestanding building

CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE

Conference 22x18 Obs. Rm. Seats 15

Conference 24x20 Obs. Rm. Seats 25

Conference 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

www.sirsinc.com

Marion Marlow, Dir. Qual. Rsch.

Location: Freestanding building

CL, 1/1, MP, VE

Conference 20x20 Obs. Rm. Seats 18

Multiple 30x50

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

www.marketingresearch.com

Barbara Elioff, Dir. Field Services

Location: Freestanding building

1/1, 1/1OR, TK, MP, VE

Conference 14x21 Obs. Rm. Seats 15

Multiple 14x21 Obs. Rm. Seats 5

Car-Lene Research, Inc.

Great Northern Mall

924 Great Northern Mall

North Olmsted, OH 44070

Ph. 440-979-0200

Fax 440-979-1163

www.car-leneresearch.com

Christin Readence, Manager

Location: Shopping mall

1/1, 1/1OR, TK, VE

Conference 16x14 Obs. Rm. Seats 6

Focus Groups of Cleveland Survey Center

2 Summit Park Dr., Ste. 225

Cleveland, OH 44131

Ph. 216-901-8075 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

CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE

Multiple 16x20 Obs. Rm. Seats 20

Multiple 12x16 Obs. Rm. Seats 12

Conference 10x12 Obs. Rm. Seats 4

Multiple 22x25 Obs. Rm. Seats 20

(see advertisement on p. 184)

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Richmond Town Square
 Richmond Heights, OH 44143
 Ph. 440-473-1000
 Fax 440-473-1000
 Eric Silver, Manager
 Location: Shopping mall
 1/1, 1/10R, TK, VE
 Conference 18x12 Obs. Rm. Seats 8
 Conference 18x12 Obs. Rm. Seats 8
 (see advertisement on p. 132)

Marketeam Associates

3645 Warrensville Center Rd.
 Shaker Heights, OH 44122
 Ph. 216-491-9515
 Fax 216-491-8552
 E-mail: vstakes@doanemr.com
 Location: Office building
 VE
 Conference 13x19

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
 Jean Knaus
 Location: Office building
 CL, 1/1, 1/10R, TK, VE
 Conference 15x18 Obs. Rm. Seats 12
 Conference 19x22 Obs. Rm. Seats 20

National Survey Research Center

5350 Transportation Blvd., Ste. 19
 Cleveland, OH 44125
 Ph. 800-837-7894
 Fax 216-518-2903
 E-mail: nsrc@nsrc.com
 Lauren Wagner
 Location: Office building
 VE
 Conference 15x20 Obs. Rm. Seats 15

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 25050 Country Club Blvd.
 North Olmsted, OH 44070
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 Fax 440-779-3040
 E-mail: oca@opinioncenters.com
 www.opinioncenters.com
 Karen Cunningham
 Location: Freestanding building
 CL, 1/1, 1/10R, TK, TKO, MP, VE
 Conference 21x16 Obs. Rm. Seats 20
 Conference 19x16 Obs. Rm. Seats 10
 Conference 30x21 Obs. Rm. Seats 15

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 Cleveland, OH 44144
 Ph. 216-351-4644
 Fax 216-351-7876
 E-mail: OPINION@ix.netcom.com
 www.opinionation.com
 Ron Kornokovich, President
 Location: Freestanding building
 1/1, 1/10R, TK, MP, VE
 Conference 23x16 Obs. Rm. Seats 15
 Conference 13x14 Obs. Rm. Seats 8

Pat Henry Market Research, Inc.

Tower City Center
 230 Huron Rd. N.W., Ste. 100.43
 Cleveland, OH 44113
 Ph. 800-229-5260 or 216-621-3831
 Fax 216-621-8455
 E-mail: sstone@pathenry.com
 www: Coming Dec. 99
 Susan Stone, Dir. Full-Service Rsch.
 Location: Office building
 CL, 1/1, 1/10R, TK, VC, VE
 Conference 12x20 Obs. Rm. Seats 10

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
 1/1, 1/10R, TK, VE
 Conference 10x18 Obs. Rm. Seats 8
 Conference 10x15

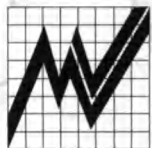
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 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
Conference - Conference-Style Room
Living - Living Room-Style Room
Multiple - Both Styles
Room dimensions, when stated, are shown in feet.

Focus and Phones, Inc.
 One Easton Oval, Ste. 100
 Columbus, OH 43219
 Ph. 614-583-2100
 Fax 614-416-2006
 E-mail: fandpinc@infinet.com

Sally Pilcher
 Location: Office building
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Conference 15x16 Obs. Rm. Seats 10
 Conference 15x20 Obs. Rm. Seats 12
 Conference 24x26 Obs. Rm. Seats 15
 Conference 15x18 Obs. Rm. Seats 8

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
 1/1, 1/1OR, TK, VE
 Conference 14x15 Obs. Rm. Seats 6

Quality Controlled Services
 7634 Crosswoods Dr.
 Columbus, OH 43235
 Ph. 800-242-4118 or 614-436-2025
 Fax 614-436-7040
 E-mail: postmaster@qcs.com
 www.qcs.com

Judy Golas
 Location: Office building
 CL, TK, TKO, MP, VC, VE
 Conference 16x12 Obs. Rm. Seats 10
 Conference 24x20 Obs. Rm. Seats 15
 Conference 21x18 Obs. Rm. Seats 16
 Conference 18x18 Obs. Rm. Seats 15
 Conference 21x16 Obs. Rm. Seats 30
(see advertisement on p. 163)

Dwight Spencer & Associates, Inc.
 1290 Grandview Ave.
 Columbus, OH 43212
 Ph. 614-488-3123
 Fax 614-488-0923
 Betty Spencer, President
 Location: Freestanding building
 1/1, TK, TKO, VE
 Conference 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
 www.udayton.edu/~cber
 John Weiler, Director
 Location: Office building
 VE
 Conference 24x12 Obs. Rm. Seats 10
 Conference 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
 Libby Sampsell, Manager
 Location: Shopping mall
 CL, 1/1, 1/1OR, TK, TKO, MP, VE
 Conference 24x20 Obs. Rm. Seats 15
 Conference 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
 Conference 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
 1/1, 1/1OR, VE
 Conference 14x18 Obs. Rm. Seats 7

Oklahoma

Oklahoma City

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
 TK, VE
 Conference 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: ocrs@worldnet.att.net
 www.ruthnelsonresearchsvcs.com
 Bohn Macrory, Manager
 Location: Shopping mall
 1/1, TK, VE
 Conference 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
 CL, TK, VE
 Conference 14x22 Obs. Rm. Seats 10

Tulsa

Consumer Logic, Inc./Tulsa Surveys
 4928 S. 79th E. Ave.
 Fontana Center
 Tulsa, OK 74145
 Ph. 918-665-3311 or 800-544-1494
 Fax 918-665-3388
 www.consumer-logic.com
 Dan Jarrett, Vice President
 Location: Office building
 1/1, 1/1OR, TK, VE
 Conference 16x24 Obs. Rm. Seats 20
 Conference 16x20 Obs. Rm. Seats 20

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
 1/1, 1/1OR, TK, VC, VE
 Conference 18x12 Obs. Rm. Seats 12
(see advertisement on p. 119)

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
 CL, 1/1, 1/1OR, TK, VC, VE
 Conference 12x18 Obs. Rm. Seats 6
(see advertisement on p. 119)

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
 VE
 Conference 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
 Charles Tesnakis
 Location: Office building
 CL, 1/1, MP, VE
 Conference 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: info@cosvc.com
 www.cosvc.com

Jerry Carter
 Location: Shopping mall

1/1, TK, VE
 Conference 15x19 Obs. Rm. Seats 10
 (see advertisement on p. 204)

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

Shari Klause
 Location: Office building
 1/1, 1/1OR, VE

Conference 12x18 Obs. Rm. Seats 12
 (see advertisement on p. 205)

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
 1/1, 1/1OR, VE

Conference 18x20 Obs. Rm. Seats 12
 Conference 18x20 Obs. Rm. Seats 12
 Conference 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
 VE

Conference 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
 CL, 1/1, TK, VC, VE

Conference 18x13 Obs. Rm. Seats 10
 Multiple 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
 1/1, MP, VE

Conference 21x20 Obs. Rm. Seats 10

Portland Focus Group Center
 4915 S.W. Griffith Dr., 2nd fl.
 Beaverton, OR 97005

Ph. 800-837-6747

Fax 503-641-0771

E-mail: info@focusportland.com

www.focusportland.com

Melissa Johnson, Office Administrator

Location: Freestanding building

CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE

Conference 20x20 Obs. Rm. Seats 10

Conference 20x18 Obs. Rm. Seats 10

Multiple 20x18 Obs. Rm. Seats 10

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Whitehall, PA 18052

Ph. 610-437-4000

Fax 610-437-5212

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www.integratedmc.com

Bob Williams, President

Location: Freestanding building

VE

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 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
Conference - Conference-Style Room
Living - Living Room-Style Room
Multiple - Both Styles
Room dimensions, when stated, are shown in feet.

Marketing Solutions Corporation
 522 Main St., #16
 Bethlehem, PA 18018
 Ph. 800-326-3565
 Fax 610-861-0184
 E-mail: MarketingSolutions@ibm.net
 www.marketingsolutionscorp.com
 Michael Moskowitz, President
 Location: Office building
 1/1, 1/1OR, VE
 Conference 20x21 Obs. Rm. Seats 12
 Conference 20x21 Obs. Rm. Seats 12

Parkwood Research Associates
 4635 Crackersport Rd.
 Allentown, PA 18104
 Ph. 610-481-0102
 Fax 610-395-8027
 Ed Vatz, Director
 Location: Office building
 TK, VE
 Conference 14x10 Obs. Rm. Seats 10

Erie

Moore Research Services, Inc.
 2675 West 12th St.
 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
 1/1, 1/1OR, TK, VE
 Conference 20x14 Obs. Rm. Seats 12

Harrisburg

The Bartlett Group, Inc.
 3690 Vartan Way
 Harrisburg, PA 17110
 Ph. 717-540-9900 or 800-555-9590
 Fax 717-540-9338
 E-mail: bartlettgroup@earthlink.net
 Jeff Bartlett, President
 Location: Freestanding building
 VE
 Conference 12x22 Obs. Rm. Seats 7

Susquehanna Surveys
 5321 D Jaycee Ave.
 Harrisburg, PA 17112
 Ph. 717-652-8012 or 800-465-3128
 Fax 717-652-3543
 E-mail: lori@theresultsnetwork.com
 www.theresultsnetwork.com
 Lori Aulenbach, Partner
 Location: Freestanding building
 MP, VE
 Multiple 15x20 Obs. Rm. Seats 8
 Multiple 27x40 Obs. Rm. Seats 18

Lancaster

The Bartlett Group, Inc.
 1910 Fruitville Pike
 Lancaster, PA 17601
 Ph. 717-569-8950 or 800-555-9590
 Fax 717-540-9338
 E-mail: bartlettgroup@earthlink.net
 Jeff Bartlett, President
 Location: Shopping mall
 VE
 Conference 16x22 Obs. Rm. Seats 8

Donovan Marketing Services
 180 W. Airport Rd.
 Lancaster, PA 17606-5423
 Ph. 717-560-1333
 Fax 717-560-2034
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 VE
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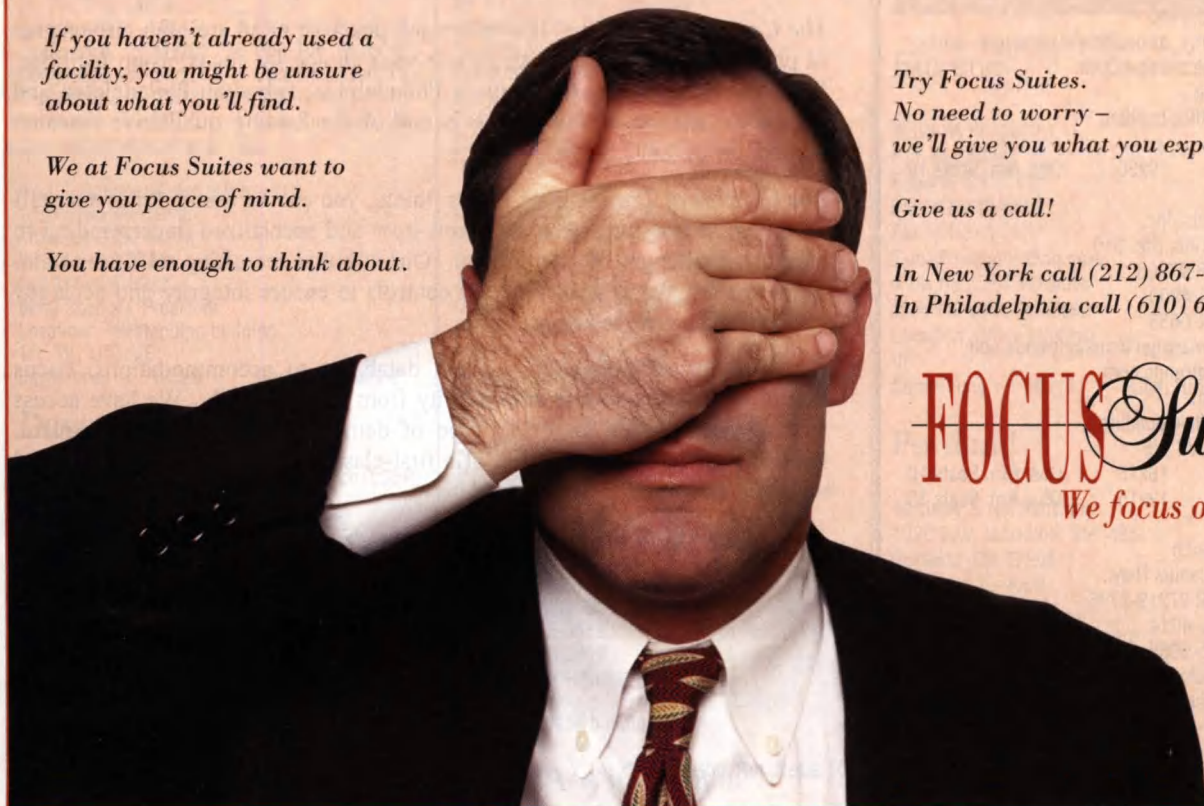
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Location: Shopping mall
1/1, 1/1OR, TK, VE
Conference 13x22 Obs. Rm. Seats 6

Consumer Pulse of Philadelphia
101 Plymouth Meeting Office Center &
Plymouth Meeting Mall, #2145
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
1/1, 1/1OR, TK, TKO, VC, VE
Conference 15x15 Obs. Rm. Seats 20

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
1/1, 1/1OR, TK, VC, VE
(see advertisement on p. 119)

Focus Pointe
100 N. 17th St., 3rd fl.
Philadelphia, PA 19103
Ph. 800-220-5088
Fax 215-561-6525
E-mail: lbranderbit@mlr.net
www.focuspointe.net
Ileen Branderbit, President
Location: Office building
CL, 1/1, 1/1OR, MP, VC, VE
Conference 17x24 Obs. Rm. Seats 20
Conference 14x24 Obs. Rm. Seats 20
Conference 17x21 Obs. Rm. Seats 15
Conference 17x24 Obs. Rm. Seats 20
Conference 10x12 Obs. Rm. Seats 10
(see advertisement on pp. 151, 187)

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
www.focuspointe.net
Bridgid Delgardio, Facility Manager
Location: Office building
CL, 1/1OR, VC, VE
Conference 15x22 Obs. Rm. Seats 15
Conference 18x22 Obs. Rm. Seats 15
Conference 16x20 Obs. Rm. Seats 15
(see advertisement on pp. 151, 187)

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
CL, 1/1, 1/1OR, TK, MP, VC, VE
Conference 18x22 Obs. Rm. Seats 20
Conference 16x20 Obs. Rm. Seats 18
Conference 16x20 Obs. Rm. Seats 18
Conference 18x22 Obs. Rm. Seats 20
Conference 10x12 Obs. Rm. Seats 8
(see advertisement on pp. 176, 188)

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CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
 Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles
 Room dimensions, when stated, are shown in feet.

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: sales@groupdynamics.com
 www.groupdynamics.com
 Robin Kaplan

Location: Office building
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Conference 28x20 Obs. Rm. Seats 18
 Conference 16x24 Obs. Rm. Seats 12
 Conference 16x24 Obs. Rm. Seats 12
 Conference 14x18 Obs. Rm. Seats 10
 (see advertisement on p. 189)

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
 1/1, 1/1OR, TK, VE
 Conference 20x13 Obs. Rm. Seats 10
 (see advertisement on p. 132)

JRA, J. Reckner Associates, Inc.

Philadelphia - Downtown
 1600 Market St., Ste. 1550
 Philadelphia, PA 19103-7202
 Ph. 215-822-6220
 Fax 215-822-2238
 E-mail: info@reckner.com
 www.reckner.com
 Jeff Histand
 Location: Office building
 CL, 1/1, 1/1OR, VC, VE
 Conference 18x18 Obs. Rm. Seats 15
 Conference 22x15 Obs. Rm. Seats 15
 Conference 11x12 Obs. Rm. Seats 5
 Conference 18x21 Obs. Rm. Seats 12
 (see advertisement on p. 3)

JRA, J. Reckner Associates, Inc.

Philadelphia - East
 Horizon Corporate Center
 3000 Atrium Way, Ste. 100
 Mt. Laurel, NJ 08054-3910
 Ph. 215-822-6220
 Fax 215-822-2238
 E-mail: info@reckner.com
 www.reckner.com
 Jeff Histand
 Location: Office building
 CL, 1/1, 1/1OR, TK, VE
 Conference 20x16 Obs. Rm. Seats 15
 Conference 23x15 Obs. Rm. Seats 10
 (see advertisement on p. 3)

JRA, J. Reckner Associates, Inc.

Philadelphia - North
 589 Bethlehem Pike, Ste. 500
 Montgomeryville, PA 18936
 Ph. 215-822-6220
 Fax 215-822-2238
 E-mail: info@reckner.com
 www.reckner.com
 Jeff Histand
 Location: Office building
 CL, 1/1, 1/1OR, TK, MP, VE
 Conference 18x18 Obs. Rm. Seats 15
 Conference 09x11 Obs. Rm. Seats 4
 (see advertisement on p. 3)

JRA, J. Reckner Associates, Inc.

Philadelphia - West
 Oaklands Corporate Center
 486 Thomas Jones Way, Ste. 280
 Exton, PA 19341-2561
 Ph. 215-822-6220
 Fax 215-822-2238
 E-mail: info@reckner.com
 www.reckner.com
 Jeff Histand
 Location: Office building
 CL, 1/1, TK, MP, VE
 Conference 15x18 Obs. Rm. Seats 15
 (see advertisement on p. 3)

JRP Marketing Research Services

100 Granite Dr., Terrace Level
 Media, PA 19063
 Ph. 610-565-8840
 Fax 610-565-8870
 E-mail: jrprmark@fast.net
 Paul Frattaroli
 Location: Office building
 1/1, TK, VE
 Conference 20x20 Obs. Rm. Seats 18
 Conference 24x20 Obs. Rm. Seats 15
 (see advertisement on p. 191)

Plaza Research-Philadelphia

Two Greentree Centre
 Marlton, NJ 08053
 Ph. 856-596-7777 or 800-654-8002
 Fax 856-596-3011
 E-mail: dweiss@plazaresearch.com
 www.plazaresearch.com
 Debby Weiss, Director
 Location: Office building
 CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE
 Conference 15x20 Obs. Rm. Seats 15
 Conference 15x20 Obs. Rm. Seats 15
 Multiple 15x20 Obs. Rm. Seats 15
 (see advertisement on p. 169)

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
 Judy Golas
 Location: Office building
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Conference 20x20 Obs. Rm. Seats 14
 Conference 20x17 Obs. Rm. Seats 14
 (see advertisement on p. 163)

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
 TK, VE
 Conference 12x15 Obs. Rm. Seats 8

TVG, Inc.
 520 Virginia Dr.
 Fort Washington, PA 19034
 Ph. 215-646-7200
 Fax 215-646-7816
 E-mail: mlewis@tvq-inc.com
 www.tvq-inc.com
 Mari Lewis
 Location: Office building
 CL, MP, VC, VE
 Conference 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
 www.campos.com
 Yvonne Campos, President
 Location: Office building
 CL, 1/1, 1/1OR, TK, VE
 Conference 16x22 Obs. Rm. Seats 14
 Conference 18x25 Obs. Rm. Seats 10

Car-Lene Research, Inc.
 Monroeville Mall
 Monroeville, PA 15146
 Ph. 412-373-3670
 Fax 412-373-5076
 www.car-leneresearch.com
 Kathleen Hanlin, Manager
 Location: Shopping mall
 TK, TKO, VE
 Conference 18x14 Obs. Rm. Seats 8

Data Information, Inc.
 Century III Mall
 3075 Clairton Blvd., Ste. 934
 West Mifflin, PA 15123
 Ph. 412-655-8690
 Fax 412-655-8693
 E-mail: datainfo@nauticom.net
 Diane Foster
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 Conference 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
 CL, 1/1, 1/1OR, TK, TKO, MP, VE
 Conference 25x16 Obs. Rm. Seats 15
 Conference 20x12 Obs. Rm. Seats 10

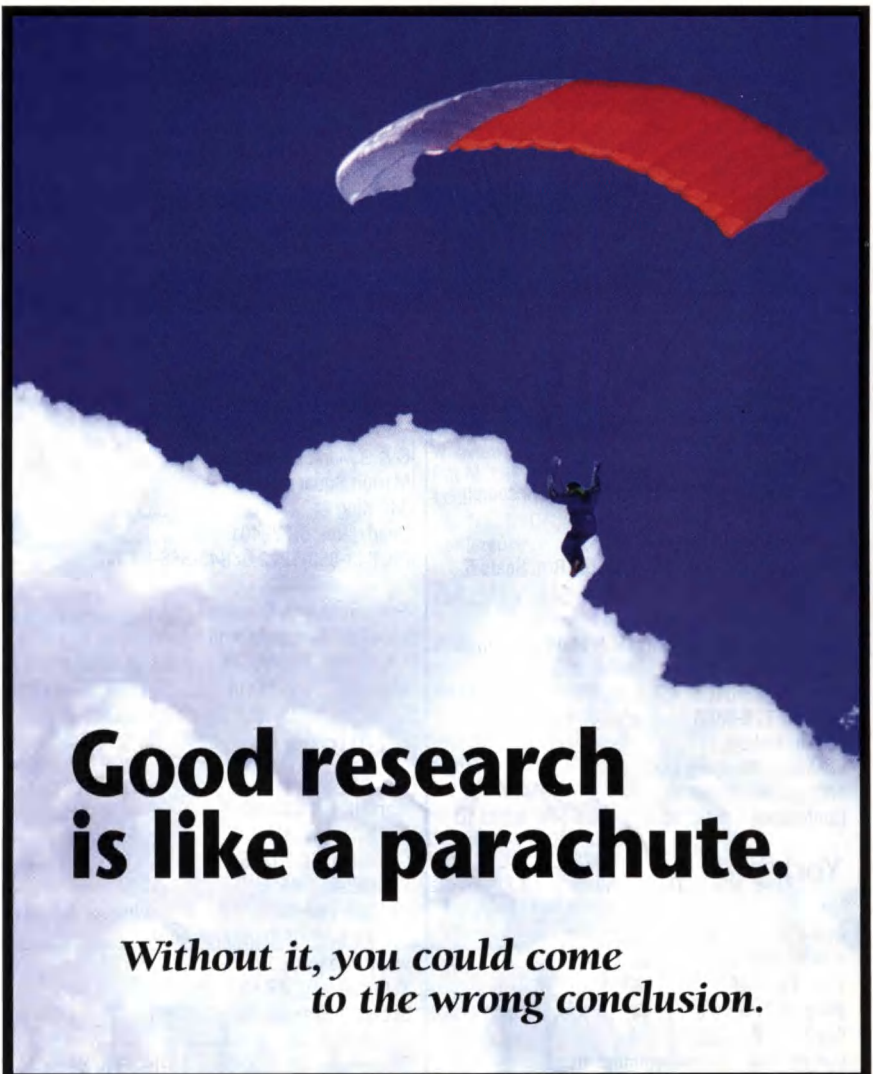
Direct Feedback, Inc.
 4 Station Square, Ste. 545
 Pittsburgh, PA 15219
 Ph. 412-394-3676 or 800-519-2739
 Fax 412-394-3660
 E-mail: dfmktorsch@aol.com
 www.dfresearch.com
 Alan Mavretish, Project Manager
 Location: Office building
 VE
 Conference 24x14 Obs. Rm. Seats 10

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
 TK, MP, VC, VE
 Conference 19x21 Obs. Rm. Seats 12
 Conference 24x25 Obs. Rm. Seats 15

Greater Pittsburgh Research
 5950 Steubenville Pike
 Pittsburgh, PA 15136
 Ph. 412-788-4570
 Fax 412-788-4582
 Ann Urban, President
 Location: Office building
 1/1, 1/1OR, TK, VE
 Conference 14x18 Obs. Rm. Seats 12

Guide Post Research
 21 Yost Blvd., Suite 400
 Pittsburgh, PA 15221-5283
 Ph. 412-823-8444
 Fax 412-823-8300
 E-mail: GDE PST@aol.com
 Jay P. La Mond, President
 Location: Office building
 1/1, 1/1OR, TK, MP, VC, VE
 Conference 14x22 Obs. Rm. Seats 10
 Conference 10x12

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
 TK, VE
 Conference 17x11 Obs. Rm. Seats 8
 (see advertisement on p. 132)



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 FAX 610 565-8870 JRP@MARK@FAST.NET

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Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
 Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles
 Room dimensions, when stated, are shown in feet.

Research Engine
 Div of Desbrow & Associates
 Liberty Center, Ste. 500
 1001 Liberty Ave.
 Pittsburgh, PA 15222
 Ph. 412-471-5700
 Fax 412-471-0263
 Barbara Womack, Director of Market Research
 Location: Office building
 VC, VE
 Conference 25x16 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
 1/1, 1/1OR, TK, VE
 Conference 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
 VE
 Conference 15x20 Obs. Rm. Seats 10

Rhode Island

Providence

Accurate Focus, Inc.
 850 Waterman Ave.
 East 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
 1/1, 1/1OR, VE
 Conference 23x15 Obs. Rm. Seats 20

MacIntosh Survey Center
 450 Veteran's Memorial Pkwy., #201
 East Providence, RI 02914
 Ph. 401-438-8330
 Fax 401-434-9219
 Ann MacIntosh
 Location: Office building
 TK, TKO, VE
 Conference 18x20 Obs. Rm. Seats 15

South Carolina

Charleston

G & G Market Research, Inc.
 25 Fort Royal Ave.
 Charleston, SC 29407-6011
 Ph. 843-556-6606 or 843-853-7222
 Fax 843-571-5785
 Sissy Goldberg, President
 Location: Shopping mall
 1/1, 1/1OR, MP, VC, VE
 Multiple 18x16 Obs. Rm. Seats 9

G & G Market Research, Inc.
 Marion Square Mall
 342 King St.
 Charleston, SC 29401
 Ph. 843-853-7222 or 843-556-6606
 Fax 843-853-1020
 Sissy Goldberg, President
 Location: Shopping mall
 1/1, 1/1OR, MP, VC, VE
 Multiple 18x14 Obs. Rm. Seats 9

Columbia

MarketSearch Corp.
 2721 Devine St.
 Columbia, SC 29205
 Ph. 803-254-6958
 Fax 803-799-9180
 E-mail: surveys@msearch.com
 www.msearch.com
 Kathy Harsey, V.P. Qual. Rsch.
 Location: Freestanding building
 1/1, 1/1OR, VE
 Conference 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
 1/1, VE
 Conference 18x20 Obs. Rm. Seats 12

Midlands Market Research
 6700 Longbrook Rd.
 Columbia, SC 29206
 Ph. 803-782-8697
 Fax 803-787-0371
 E-mail: jsdcigi@aol.com
 Judy DuBose, Owner
 Location: Freestanding building
 CL, 1/1, TK, VE
 Conference 18x20 Obs. Rm. Seats 15

Greenville/Spartanburg

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
 VE
 Multiple 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.mtcnet.net/~ron
 Ron Van Beek, President
 Location: Freestanding building
 CL, 1/1, 1/1OR, TK, TKO, VE
 Conference 16x24 Obs. Rm. Seats 15
 Conference 20x22 Obs. Rm. Seats 20
 Conference 20x25 Obs. Rm. Seats 25
 Living 30x36 Obs. Rm. Seats 50

Tennessee

Chattanooga

Wilkins Research
 1730 Gunbarrel Rd.
 Chattanooga, TN 37421
 Ph. 423-894-9478
 Fax 423-894-0942
 E-mail: Wilkins@voy.net
 Lisa Wilkins, Executive Director
 Location: Freestanding building
 CL, 1/1, 1/1OR, TK, TKO, MP, VE
 Conference 23x17 Obs. Rm. Seats 18
 Conference 69x49 Obs. Rm. Seats 32
 Conference 23x17 Obs. Rm. Seats 14
 Conference 23x15

Knoxville

HMR & Associates
 2904 A. Tazewell Pike, #A
 Knoxville, TN 37918
 Ph. 423-281-0038
 Fax 423-281-2250
 Carolyn Mincey
 Location: Office building
 1/1, 1/1OR, TK, TKO, VE
 Conference 18x22 Obs. Rm. Seats 10

Lancaster Consulting Group
3521 Central Park Blvd., 2nd fl.
Louisville, TN 37777
Ph. 865-379-7650
Fax 865-379-7648
E-mail: lancon@ix.netcom.com
Christopher Wise, President
Location: Office building
1/1, 1/10R, VE
Conference 19x20 Obs. Rm. Seats 12

Memphis

AccuData Market Research, Inc.
1036 Oakhaven Rd.
Memphis, TN 38119
Ph. 800-625-0405 or 901-763-0405
Fax 901-763-0660
E-mail: memphis@accudata.net
www.accudata.net
Valerie Jolly, General Manager
Location: Freestanding building
CL, 1/1, 1/10R, TK, VE
Conference 14x18 Obs. Rm. Seats 12
Conference 14x18 Obs. Rm. Seats 12
Conference 14x25 Obs. Rm. Seats 15
(see advertisement on pp. 109, 124, 193)

Friedman Marketing Services
Consumer Opinion Center
4435 Mall of Memphis
Ste. 1, Space P-231
Memphis, TN 38118
Ph. 901-368-5549 or 914-698-9591
Fax 901-368-1390
E-mail: gvigeant@roper.com
www.friedmanmktg.com
Rosemarie O'Sullivan, Manager
Gary Vigeant, Client Services Manager
Location: Shopping mall
TK, MP
Conference 10x12 Obs. Rm. Seats 5

Heakin Research, Inc.
6080 Hickory Ridge Mall
Memphis, TN 38115
Ph. 901-360-0400
Fax 901-360-8213
Sylvia Sargent, Manager
Location: Shopping mall
1/1, 1/10R, TK, VE
Conference 18x12 Obs. Rm. Seats 8
(see advertisement on p. 132)

Heakin Research, Inc.
Wolfchase Galleria
2760 N. Germantown Pkwy., Ste. 102
Memphis, TN 38133
Ph. 901-381-4811
Fax 901-381-4138
Katy Hagen, Manager
Location: Shopping mall
VE
Conference 20x14 Obs. Rm. Seats 12
(see advertisement on p. 132)

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
1/1, 1/10R, VC, VE
Conference 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: pwipat@aol.com
www.pwiresearch.com
Pat M. LaPointe, President
Location: Office building
CL, 1/1, 1/10R, VE
Conference 15x21 Obs. Rm. Seats 12

Nashville

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
1/1, 1/10R, TK, VC, VE
Conference 10x08 Obs. Rm. Seats 10
(see advertisement on p. 119)

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 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

*Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles*

Room dimensions, when stated, are shown in feet.

The Nashville Research Group
 1161 Murfreesboro Rd., Ste. 150
 Nashville, TN 37217
 Ph. 615-399-7727
 Fax 615-399-9171

E-mail: service@nashvilleresearch.com
 www.nashvilleresearch.com

Glyna Kilpatrick, Owner/Field Director

Location: Office building

1/1, 1/1OR, TK, MP, VE

Conference 20x16 Obs. Rm. Seats 15

Conference 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: shuntley@PMResearch.com

www.pmresearch.com

Shannon Huntley, Manager

Location: Office building

VE

Conference 13x23 Obs. Rm. Seats 12

(see advertisement on p. 194)

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

CL, VE

Conference 22x16 Obs. Rm. Seats 12

Conference 16x22 Obs. Rm. Seats 12

Texas

Austin

First Market Research Corp.

2301 Hancock Dr.

Austin, TX 78756

Ph. 800-FIRST-TX or 512-451-4000

Fax 512-451-5700

E-mail: jheiman@firstmarket.com

www.firstmarket.com

Ron Neumond

Location: Freestanding building

VE

Conference 15x16 Obs. Rm. Seats 8

Conference 15x16 Obs. Rm. Seats 4

(see advertisement on p. 152)

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

www.tammadge.com

Melissa Pepper, CSO

Location: Office building

CL, VE

Conference 24x16 Obs. Rm. Seats 12

Conference 20x24 Obs. Rm. Seats 15

Brownsville

Hispanic Focus Unlimited

303 W. Park Ave.

Pharr, TX 78577

Ph. 956-797-4211

Fax 956-797-4244

E-mail: rubenc@hispanicfocusunltd.com

www.hispanicfocusunltd.com

Ruben Cuellar, President

Location: Office building

1/1, 1/1OR, TK, VE

Conference 16x30 Obs. Rm. Seats 10

Dallas/Fort 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 Sharp, Account Executive

Location: Freestanding building

CL, 1/1, TK, VE

Conference 12x21 Obs. Rm. Seats 9

Conference 14x20 Obs. Rm. Seats 9

Conference 16x25 Obs. Rm. Seats 20

Conference 20x35

Car-Lene Research, Inc.

Collin Creek Mall

811 N. Central Expwy.

Plano, TX 75075

Ph. 972-424-8587

Fax 972-424-7467

www.car-leneresearch.com

Mona Hinton, Manager

Location: Shopping mall

1/1, 1/1OR, TK, VE

Conference 15x11 Obs. Rm. Seats 3

Car-Lene Research, Inc.

Six Flags Mall

2911 E. Division, #409A

Arlington, TX 76011

Ph. 817-633-6020

Fax 817-633-4460

www.car-leneresearch.com

Patricia Palmer, Manager

Location: Shopping mall

1/1, 1/1OR, TK, VE

Conference 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: dallasinfo@superrooms.com

www.superrooms.com

Bob Nance, Exec. Director

Location: Office building

CL, 1/1, 1/1OR, VC, VE

Multiple 18x18 Obs. Rm. Seats 12

Multiple 18x24 Obs. Rm. Seats 12

Conference 18x18 Obs. Rm. Seats 7

Multiple 18x18 Obs. Rm. Seats 18

Conference 12x12 Obs. Rm. Seats 4

(see advertisement on p. 195)

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- Spacious, executive caliber conference room comfortably seats 12
- Tiered observation room provides clear viewing for 10 or more
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Free Stationary Video!

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| | | |
|--------------------------|---|---|
| <i>Best Overall</i> | ✓ | ✓ |
| <i>Best Recruiting</i> | ✓ | ✓ |
| <i>Best Personnel</i> | ✓ | ✓ |
| <i>Best Facility</i> | ✓ | ✓ |
| <i>Best Location</i> | ✓ | ✓ |
| <i>Best Food Service</i> | ✓ | ✓ |
| <i>Best Value</i> | ✓ | ✓ |

* Impulse Survey of Focus Facilities 1999.

** Among Dallas facilities rated by more than one moderator.



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www.superrooms.com SF EMAIL: sfinfo@superrooms.com DALLAS EMAIL: dallasinfo@superrooms.com

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on producing usable
results.**

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Dallas Focus

972.869.2366 Fax 972.869.9174

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**Fenton Swanger
Consumer Research, Inc.**

14140 Midway Rd.
Suite 105
Dallas, TX 75244
972-934-0707
FAX 972-490-3919

Email us
focus@fentonswanger.com
Visit us on the Web
www.fentonswanger.com



- New Focus Rooms With Separate A/C Controls
- New Comfortable Client Lounge Areas
- New Tiered Seating In Viewing Rooms
- New 30 Station Call Center
- New Test Kitchen
- New Convenient Location!



We offer the very best in:

Outstanding Focus Group Recruiting; Pre-recruited Central Location Tests; Medical and Executive Interviewing; Radio Music Tests/Mock Jury Trials; Convention and Store Intercepts; Central Telephone Interviewing

We Now Offer Internet Broadcasting! Member of the Active Group

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
 Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles
 Room dimensions, when stated, are shown in feet.

Dallas Focus

The Focus Network
 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

CL, 1/1, 1/1OR, TK, MP, VC, VE

Conference 15x20 Obs. Rm. Seats 12

Conference 15x22 Obs. Rm. Seats 15

Conference 15x20 Obs. Rm. Seats 15

Multiple 19x25 Obs. Rm. Seats 25

Conference 10x08 Obs. Rm. Seats 8

Conference 10x08 Obs. Rm. Seats 8

(see advertisement on p. 196)

Databank Marketing Research, Inc.

5165 Veal Station Rd.

Weatherford, TX 76086

Ph. 817-489-2300

Fax 817-221-3047

E-mail: DBMSC@aol.com

Sharyn Chambers, President

Location: Freestanding building

1/1, 1/1OR, TK, VE

Conference 18x20 Obs. Rm. Seats 12

Conference 22x15 Obs. Rm. Seats 12

Living 18x22 Obs. Rm. Seats 12

Fenton Swanger Consumer Research, Inc.

14140 Midway Rd., Ste. 105

Dallas, TX 75244

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

CL, 1/1, 1/1OR, TK, MP, VC, VE

Multiple 26x18 Obs. Rm. Seats 25

Multiple 15x20 Obs. Rm. Seats 15

Multiple 15x17 Obs. Rm. Seats 15

(see advertisement on p. 196)

Fieldwork Dallas, Inc.

15305 Dallas Pkwy., Ste. 850

Dallas, TX 75248

Ph. 972-866-5800

Fax 972-866-5801

E-mail: FFWDALLAS@aol.com

www.fieldwork.com

Freddi Wayne, President

Location: Office building

CL, 1/1, 1/1OR, VC, VE

Multiple 27x27 Obs. Rm. Seats 22

Multiple 25x20 Obs. Rm. Seats 22

Multiple 25x22 Obs. Rm. Seats 22

Conference 12x10 Obs. Rm. Seats 5

(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
 Fax 972-960-5859
 Mary Ulrich, President
 Location: Office building
 1/1, 1/10R, TK, VE
 Conference 27x42 Obs. Rm. Seats 20
 Conference 20x25 Obs. Rm. Seats 30
 Conference 25x17 Obs. Rm. Seats 20
 Conference 15x14 Obs. Rm. Seats 6

Heakin Research, Inc.

Hulen Mall
 4800 S. Hulen, #202
 Fort Worth, TX 76132
 Ph. 817-263-8890
 Fax 817-346-0778
 Scott Gady, Manager
 Location: Shopping mall
 TK, VE
 Conference 18x12 Obs. Rm. Seats 12
 Conference 22x13 Obs. Rm. Seats 12
(see advertisement on p. 132)

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
 1/1, 1/10R, TK, VE
 Conference 18x12 Obs. Rm. Seats 12
 Conference 22x13 Obs. Rm. Seats 12
(see advertisement on p. 132)

Mid-America Rsch./Facts In Focus

Prestwood Court
 15340 Dallas Pkwy., Ste. 2740
 Dallas, TX 75248
 Ph. 214-386-7744 or 847-392-0800
 Fax 214-386-7749
 Location: Freestanding building
 1/1, 1/10R, TK, VE
 Conference 17x16 Obs. Rm. Seats 10
 Conference 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
 E-mail: tveliz@aol.com
 Tony Veliz, Facility Director
 Location: Office building
 1/1, 1/10R, VE
 Conference 17x19 Obs. Rm. Seats 8
 Conference 21x17 Obs. Rm. Seats 10

Peryam & Kroll Marketing and Sensory Rsch.

3033 W. Parker Rd., Ste. 217
 Plano, TX 75023
 Ph. 972-769-0001
 Fax 972-769-1172
 E-mail: poppr@pk-research.com
 www.pk-research.com
 Richard Popper, General Manager
 Location: Shopping mall
 CL, 1/1, 1/10R, TK
 Conference 26x29 Obs. Rm. Seats 16

Bigger Facilities. Better Recruiting. Best Service.



Offering state-of-the-art capabilities for your focus groups – and we're now in four locations.

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

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
Conference - Conference-Style Room
Living - Living Room-Style Room
Multiple - Both Styles
Room dimensions, when stated, are shown in feet.

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
 CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE
 Conference 15x20 Obs. Rm. Seats 15
 Conference 15x20 Obs. Rm. Seats 15
 Conference 15x20 Obs. Rm. Seats 15
 Conference 15x20 Obs. Rm. Seats 15
 Multiple 15x20 Obs. Rm. Seats 15
 (see advertisement on p. 169)

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
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Conference 21x16 Obs. Rm. Seats 12
 Conference 23x17 Obs. Rm. Seats 12
 Conference 21x18 Obs. Rm. Seats 12
 (see advertisement on p. 163)

Quick Test /NQN

Dallas Focus
 2723 Valley View Ln.
 Dallas, TX 75234
 Ph. 972-241-6696
 Fax 972-241-8513
 E-mail: info@quicktest.com
 www.quicktest.com
 John Gachelin
 Location: Freestanding building
 CL, 1/1, TK, MP, VE
 Conference 18x21 Obs. Rm. Seats 20
 Conference 17x18 Obs. Rm. Seats 10
 (see advertisement on p. 132)

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
 CL, 1/1, TK, VE
 Conference 23x15 Obs. Rm. Seats 18

Savitz Field and Focus - Dallas

13747 Montfort Dr., Ste. 112
 Dallas, TX 75240
 Ph. 972-386-4050
 Fax 972-450-2507
 E-mail: info@savitzfieldandfocus.com
 www.savitz-research.com
 Harriet Silverman, Exec. Vice President
 Location: Office building
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Conference 30x23 Obs. Rm. Seats 25
 Conference 18x21 Obs. Rm. Seats 20
 Conference 26x30 Obs. Rm. Seats 20
 Conference 18x22 Obs. Rm. Seats 20
 Conference 08x10 Obs. Rm. Seats 6
 Conference 08x10 Obs. Rm. Seats 6
 (see advertisement on p. 197)



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- A Stable and Diversified Economic Consumer Base
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CONTACT

Linda Adams, Owner & Director or Joy Gallegos, Associate Director

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AIM Research provides many types of research services, including nationwide telephone surveys, one-on-one interviews, executive interviews and pre-recruited tests.

- Focus Groups (Consumer, Hispanic and Professional)
- Interview Programming/Translation/Tabulation
- Executive/Professional Interviewers
- CRT Interviewing with 20 Stations
- Taste Test with Full-Service Kitchen
- Children Research
- Media Research (TV, Radio)

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 (915) 591-4777 Fax (915) 595-6305 email: aimres@aol.com internet: http://www.aimresearch.com



CQS Inc.

2500 West Loop South, Suite 300, Houston, Texas 77027



We are celebrating Houston's newest facility for 1999! A facility with Texas size viewing rooms including the IDI suites. Our new location is within walking distance from your favorite hotels, restaurants and The Galleria shopping complex. We are closer than ever before to either airport, downtown Houston, and the Medical Center. Respondents even appreciate our well-recognized address and convenient location. They are showing up on time and in record numbers. For your next focus groups, IDI's, or mock trial give us a call.

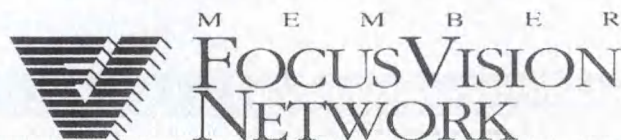
For your best bid in Texas.

800 460 9111

Local# 713 783 - 9111, fax # 713 789 - 2020

E Mail: CQSInc@AOL.com

To view our facility on the web: www.cqsinc.com



CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

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

TK, VE

Conference 17x15 Obs. Rm. Seats 10

(see advertisement on p. 197)

El Paso

Aim Research

10456 Brian Mooney

El Paso, TX 79935

Ph. 915-591-4777

Fax 915-595-6305

E-mail: AIMRES@aol.com

www.aimresearch.com

Linda Adams, Owner/Director

Location: Freestanding building

TK, VE

Conference 20x20 Obs. Rm. Seats 15

Conference 10x15 Obs. Rm. Seats 8

(see advertisement on p. 198)

Houston

Car-Lene Research, Inc.

Northwest Mall

307 Northwest Mall

Houston, TX 77092

Ph. 713-686-5557

Fax 713-686-5584

www.car-leneresearch.com

Clifford Morris, Manager

Location: Shopping mall

1/1, 1/1OR, TK, VE

Conference 14x12 Obs. Rm. Seats 4

CQS Research, Inc.

2500 West Loop S., Ste. 300

Houston, TX 77027

Ph. 713-783-9111 or 800-460-9111

Fax 713-789-2020

E-mail: CQSInc@aol.com

www.cqsinc.com

Noel Roulin, President

Location: Office building

CL, 1/1, 1/1OR, TK, MP, VC, VE

Conference 11x16 Obs. Rm. Seats 16

Multiple 20x13 Obs. Rm. Seats 10

Conference 28x25 Obs. Rm. Seats 28

Conference 25x22 Obs. Rm. Seats 24

(see advertisement on p. 199)

Creative Consumer Research

3945 Greenbriar

Stafford, TX 77477

Ph. 281-240-9646

Fax 281-240-3497

E-mail: ccrhous@insyn.net

Patricia Pratt, Vice President

Location: Freestanding building

1/1, 1/1OR, TK, MP, VE

Conference 20x20 Obs. Rm. Seats 12

Conference 20x20 Obs. Rm. Seats 12

Conference 20x20 Obs. Rm. Seats 12

Conference 24x24 Obs. Rm. Seats 12

Conference 30x40 Obs. Rm. Seats 12

(see advertisement on p. 201)

We Can Put You on the Right Track!

The Only Company That Delivers The Coast

. . . The Gulf Coast . . .

Houston . . New Orleans . . Tampa/Orlando



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.

WE WANT TO PARTNER WITH YOU! . . . Place the same project in our three regional locations and receive a 20% DISCOUNT, plus be our high priority project client! Place the same project in two of our locations and receive a 10% DISCOUNT from our normal quoted prices.

Call us at 1-800-357-8842 and ask for a quote on your next project. Then tell us you want all three locations and see for yourself how serious we are about partnering with you.

Gulf States Research has the very best Focus Group Facilities in New Orleans. The newly opened Focus Group Center is luxurious and beautifully decorated. It is located in a free standing building - NOT IN A MALL. We have multiple meeting rooms, floor to ceiling mirrors, a complete test kitchen and other fine features. The rooms are expansive with adjoining tiered client viewing rooms that seat 14 to 16.



San Jacinto Mall
 1670 San Jacinto Mall
 Houston, 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
 433 Eagle Ridge Dr., Ste. 211
 Lake Wales, FL 33853
 (800) 357-8842/(863) 676-3676
 Fax (863) 676-0471

Houston • New Orleans • Tampa/Orlando

Creative Consumer Research.

**Our name
says it all.**

With our^o4 focus group rooms,
spacious viewing rooms, full-time
professional staff and
23-years of experience,
you're assured of:

- ◆ **Quality data collection *on time, every time.***
- ◆ **Total geographic coverage, with demographic diversity.**

Call any of our convenient
offices when you need:

**Low incidence studies
Bilingual interviews
Taste tests
Product placements
One-on-one interviewing
Central location testing
Medical studies
In-store intercepts
Door-to-door
Advertising analysis tests**

**Other services
available through CCR:**

**Telephone interviews
CATI interviews
Pre-recruits
Executive interviews
Full-service taste-test kitchens
Legal studies
Music studies**



**CREATIVE CONSUMER
RESEARCH**

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Houston

281/240-9646
3945 Greenbriar
Stafford, TX 77477

San Antonio

210/520-7025
5300 Wurzbach
Suite 400
San Antonio, TX 78238

Phoenix

480/557-6666
500 W. Broadway
Tempe, AZ 85282

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

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: HOUS@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 1/1, 1/1OR, TK, MP, VC, VE
 Conference 18x12 Obs. Rm. Seats 10
(see advertisement on p. 119)

Gulf State Research Center

San Jacinto Mall
 1670 San Jacinto Dr.
 Houston, TX 77521
 Ph. 800-357-8842 or 281-421-7798
 Fax 281-421-1976
 E-mail: Lvillar@gte.net
 Robert Landsberger, President
 Location: Shopping mall
 1/1, TK, VE
 Conference 24x20 Obs. Rm. Seats 12
 Conference 20x18 Obs. Rm. Seats 10
(see advertisement on p. 200)

Heakin Research, Inc.

247 Greenspoint Shopping Mall
 Houston, TX 77060
 Ph. 281-872-4164
 Fax 281-872-7024
 Lori Pugh, Manager
 Location: Shopping mall
 TK, VE
 Conference 20x13 Obs. Rm. Seats 10
(see advertisement on p. 132)

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
 TK, VE
 Conference 20x12 Obs. Rm. Seats 12
(see advertisement on p. 132)

Heakin Research, Inc.

West Oaks Mall, Ste. 547
 Houston, TX 77082
 Ph. 281-531-5959
 Fax 281-531-6233
 Location: Shopping mall
 1/1, TK, VE
 Conference 20x13 Obs. Rm. Seats 10
(see advertisement on p. 132)

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
 CL, 1/1, TK, VE
 Conference 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
 Location: Office building
 1/1, TK, VE
 Conference 16x21 Obs. Rm. Seats 8
 Conference 18x23 Obs. Rm. Seats 10

Mars Surveys of Texas

3200 Wilcrest, Ste. 100
 Houston, TX 77042
 Ph. 713-266-6277 or 888-320-6277
 Fax 713-266-6276
 E-mail: info@marsresearch.com
 www.marsresearch.com
 Johnnie Horn
 Location: Office building
 CL, 1/1, 1/1OR, TK, VC, VE
 Conference 28x25 Obs. Rm. Seats 25
 Conference 25x25 Obs. Rm. Seats 20

Opinions Unlimited, Inc.

Three Riverway, Ste. 250
 Houston, TX 77056
 Ph. 713-888-0202 or 800-604-4247
 Fax 713-960-1160
 E-mail: ask@opinionsunlimited.com
 www.opinionsunlimited.com
 Anndel Martin
 Location: Office building
 CL, 1/1, 1/1OR, VC, VE
 Multiple 24x20 Obs. Rm. Seats 24
 Conference 24x20 Obs. Rm. Seats 16
 Conference 22x20 Obs. Rm. Seats 16
(see advertisement on p. 203)

Plaza Research-Houston

5333 Westheimer
 Houston, TX 77056
 Ph. 713-840-9500 or 800-654-8002
 Fax 713-629-6445
 E-mail: bfrankum@plazaresearch.com
 www.plazaresearch.com
 Bonnie Frankum, Director
 Location: Office building
 CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE
 Conference 15x20 Obs. Rm. Seats 15
 Conference 15x20 Obs. Rm. Seats 15
 Multiple 15x20 Obs. Rm. Seats 15
(see advertisement on p. 169)

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
 CL, 1/1, 1/1OR, TK, MP, VE
 Conference 21x17 Obs. Rm. Seats 10
 Conference 20x18 Obs. Rm. Seats 8
(see advertisement on p. 163)

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
 Mei Ng, Branch Manager
 Location: Office building
 CL, 1/1, 1/1OR, TK, MP, VE
 Conference 22x30 Obs. Rm. Seats 24
 Conference 18x20 Obs. Rm. Seats 20
 Conference 08x16 Obs. Rm. Seats 6
(see advertisement on p. 197)

Texas Qualitative, Inc.

14503 Bammel N. Houston, Ste. 100
 Houston, TX 77014
 Ph. 281-586-8088
 Fax 281-586-7003
 Location: Freestanding building
 CL, 1/1, 1/1OR, TK, VE
 Conference 19x20 Obs. Rm. Seats 25

Lubbock

United Marketing Research
 1516 53rd St.
 Lubbock, TX 79412
 Ph. 806-744-6740
 Fax 806-744-0327
 E-mail: UMR220@door.net
 David McDonald
 Location: Freestanding building
 1/1, VE
 Conference 20x12 Obs. Rm. Seats 8

San Antonio**Creative Consumer Research**

5300 Wurzbach Rd., Ste. 400
 San Antonio, TX 78238
 Ph. 210-520-7025
 Fax 210-680-9906
 E-mail: ccraz10@aol.com
 Richard, Exec. Vice President
 Location: Freestanding building
 CL, 1/1, 1/1OR, TK, VE
 Conference 17x23 Obs. Rm. Seats 15
 Conference 17x21 Obs. Rm. Seats 25
 Conference 17x20 Obs. Rm. Seats 15
(see advertisement on p. 201)

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
 1/1, TK, MP, VE

Conference 17x16 Obs. Rm. Seats 12
 Conference 17x15 Obs. Rm. Seats 10

Utah

Salt Lake City

Cunningham Field & Research Service

South Towne Center
 10450 S. State St., Ste. 1331
 Sandy, UT 84070
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: SALT@cunninghamresearch.com
 www.cunninghamresearch.com

Location: Shopping mall
 1/1, 1/10R, TK, MP, VC, VE
 Conference 19x11 Obs. Rm. Seats 12
(see advertisement on p. 119)

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
 1/1, 1/10R, VE
 Conference 17x23 Obs. Rm. Seats 25

Utah Market Research Services
 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: umrs@worldnet.att.net
 www.ruthnelsonresearchsvcs.com
 Berdene Atkin, Manager
 Location: Shopping mall
 1/1, VE
 Conference 16x17 Obs. Rm. Seats 10

Valley Research, Inc.
 350 E. 500 S., Ste. 102
 Salt Lake City, UT 84111-3351
 Ph. 801-907-2000
 Fax 801-907-2001
 E-mail: valley@valley-research.com
 www.valley-research.com
 Sheri Guiver, President
 Location: Freestanding building
 CL, 1/1, MP, VE
 Multiple 18x15 Obs. Rm. Seats 8

Vermont

Burlington

Action Research
 212 Battery St.
 Burlington, VT 05401
 Ph. 802-862-4370
 Fax 802-862-2349
 E-mail: info@actionresearch.com
 www.actionresearch.com
 Richard McCoy, President
 Location: Office building
 VE
 Conference 20x18 Obs. Rm. Seats 10
 Living 14x12 Obs. Rm. Seats 8

Virginia

Newport News/Norfolk/ Virginia Beach

Continental Research Associates, Inc.
 4500 Colley Ave.
 Norfolk, VA 23508
 Ph. 757-489-4887
 E-mail: Nglassman@worldnet.att.net
 Nanci Glassman, President
 Location: Office building
 1/1, 1/10R, VE
 Conference 11x21 Obs. Rm. Seats 9

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 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

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www.issans.com

Pamela Jenkins, Project Pricing Manager

Location: Office building

1/1, 1/1OR, VC, VE

Conference 16x22 Obs. Rm. Seats 10

Conference 24x18 Obs. Rm. Seats 15

Martin Focus Group Centres, Inc.

Martin Research, Inc.

4801 Columbus St., Ste. 102

Virginia Beach, VA 23462

Ph. 757-518-0180

Fax 757-518-0185

E-mail: pamo@martinfocus.com

www.martinfocus.com

Pamela Collins-O'Dwyer, V.P. Focus Group Centres

Location: Office building

CL, 1/1, 1/1OR, VE

Conference 12x20 Obs. Rm. Seats 8

Conference 18x20 Obs. Rm. Seats 20

Quick Test

Norfolk Telephone

825 Greenbrier Circle, Ste. 200

Chesapeake, VA 23320

Ph. 757-523-2505

Fax 757-523-0463

E-mail: info@quicktest.com

www.quicktest.com

Gerri Kennedy

Location: Office building

CL, 1/1, TK, VE

Conference 18x22 Obs. Rm. Seats 15

(see advertisement on p. 132)

Richmond

Alan Newman Research

1025 Boulders Pkwy., Ste. 401

Richmond, VA 23225

Ph. 804-272-6100

Fax 804-272-7145

E-mail: gendeliv@anr.com

Terry Brisbane, Vice President

Location: Office building

CL, VE

Conference 27x18 Obs. Rm. Seats 14

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

1/1, 1/1OR, TK, TKO, VE

Conference 30x16 Obs. Rm. Seats 18

Conference 16x12 Obs. Rm. Seats 8

Conference 17x17 Obs. Rm. Seats 10

Martin Focus Group Centres, Inc.

4101 Cox Rd., Ste. 130

Glen Allen, VA 23060

Ph. 804-935-0325

Fax 804-935-0567

E-mail: amyh@martinfocus.com

www.martinfocus.com

Amy Hollar, Manager

Location: Office building

CL, 1/1, 1/1OR, VE

Conference 12x20 Obs. Rm. Seats 8

Conference 18x20 Obs. Rm. Seats 20

Media General Research

P.O. Box 85333

Richmond, VA 23293-0001

Ph. 804-649-6787

Fax 804-649-6863

E-mail: sshaw@media-general.com

Stephen Shaw, Director

Location: Office building

1/1, MP, VE

Conference 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: field@anr.com

Terry Brisbane, Vice President

Location: Office building

CL, VE

Conference 27x18 Obs. Rm. Seats 14

Southeastern Institute of Research (SIR)

2325 W. Broad St.

Richmond, VA 23220

Ph. 800-807-8981 or 804-358-8981

Fax 804-358-9761

E-mail: SIR@SIRresearch.com

www.SIRresearch.com

Lois Abernathy

Location: Freestanding building

1/1, VE

Conference 15x15 Obs. Rm. Seats 10

Roanoke

Martin Focus Group Centres, Inc.

Martin Research, Inc.

2122 Carolina Ave. S.W.

Roanoke, VA 24014

Ph. 540-342-5364

Fax 540-982-8101

E-mail: mjerskey@martinresearch.com

www.martinfocus.com

Marjorie Jeskey, V.P. Ops.

Location: Freestanding building

CL, 1/1, VE

Conference 17x20 Obs. Rm. Seats 20

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Seattle/Tacoma

Consumer Opinion Services, Inc.

12825 First Ave. S.
Seattle, WA 98168
Ph. 206-241-6050
Fax 206-241-5213
E-mail: info@cosvc.com
www.cosvc.com
Jerry Carter
Location: Freestanding building
TK, TKO, VE
Conference 15x20 Obs. Rm. Seats 10
(see advertisement on p. 204)

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: info@cosvc.com
www.cosvc.com
Jerry Carter
Location: Office building
CL, TK, VE
Conference 15x20 Obs. Rm. Seats 10
(see advertisement on p. 204)

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: info@cosvc.com
www.cosvc.com
Jerry Carter
Location: Office building
CL, 1/1, TK, MP, VC, VE
Conference 15x20 Obs. Rm. Seats 18
Conference 20x40 Obs. Rm. Seats 10
(see advertisement on p. 204)

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
1/1, 1/1OR, TK, VC, VE
Conference 20x14 Obs. Rm. Seats 10
(see advertisement on p. 119)

Fieldwork Seattle, Inc.

5150 Carillon Point
Kirkland, WA 98033
Ph. 425-822-8900
Fax 425-822-0699
E-mail: info@seattle.fieldwork.com
www.fieldwork.com
Ryker Lamars, President
Location: Office building
CL, 1/1, 1/1OR, TK, MP, VC, VE
Conference 25x24 Obs. Rm. Seats 25
Conference 20x20 Obs. Rm. Seats 25
Conference 21x18 Obs. Rm. Seats 25
Conference 16x16 Obs. Rm. Seats 16
Conference 10x12 Obs. Rm. Seats 10
(see advertisement on the back cover)

First Northwest Group
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www.firstnwgroup.com
Karen Benedict, General Manager
Location: Freestanding building
1/1, VE
Conference 30x21 Obs. Rm. Seats 18

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
Shari Klaus
Location: Office building
CL, 1/1, VE
Conference 14x20 Obs. Rm. Seats 12
Conference 14x19 Obs. Rm. Seats 8
(see advertisement on p. 205)



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this picture who own vacation
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Conference - Conference-Style Room
Living - Living Room-Style Room
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Room dimensions, when stated, are shown in feet.

Gilmore Research Group

2825 Eastlake Ave. E., Ste. 200
 Seattle, WA 98102
 Ph. 206-726-5555
 Fax 206-726-5620
 www.gilmore-research.com
 Shari Klause
 Location: Office building
 CL, 1/1, VC, VE
 Conference 14x20 Obs. Rm. Seats 16
(see advertisement on p. 205)

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
 1/1, 1/1OR, TK, VE
 Conference 12x22 Obs. Rm. Seats 10

Market Data Research Corp.

308 Tacoma Ave. S.
 Tacoma, WA 98402
 Ph. 800-488-DATA or 253-383-1100
 Fax 253-383-0852
 E-mail: mdrc@aa.net
 Kathy Gere, Field Coordinator
 Location: Office building
 CL, 1/1, VC, VE
 Conference 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: infomanager@markettrends.com
 www.markettrends.com
 Jackie Weise, Exec. Vice President
 Location: Office building
 CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE
 Conference 16x20 Obs. Rm. Seats 15
 Multiple 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: infomanager@markettrends.com
 www.markettrends.com
 Jackie Weise, Exec. Vice President
 Location: Office building
 CL, VE
 Conference 18x20 Obs. Rm. Seats 10
 Multiple 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@nwrgr.com
 www.nwrgr.com
 Jeff Etherton, Vice President
 Location: Office building
 CL, VE
 Conference 12x16 Obs. Rm. Seats 15

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 Bellevue, WA 98007
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 Fax 425-881-7121
 E-mail: postmaster@qcs.com
 www.qcs.com
 Donna Glosser
 Location: Office building
 CL, 1/1, 1/1OR, TK, MP, VE
 Conference 21x18 Obs. Rm. Seats 14
 Conference 20x20 Obs. Rm. Seats 12
(see advertisement on p. 163)

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: info@cosvc.com
 www.cosvc.com
 Jerry Carter
 Location: Shopping mall
 1/1, TK, VE
 Conference 15x20 Obs. Rm. Seats 10
(see advertisement on p. 204)

Robinson Research, Inc.

524 W. Indiana
 Spokane, WA 99205
 Ph. 509-325-8080
 Fax 509-325-8068
 E-mail: robinsonresearch@icehouse.net
 www.robinsonresearchinc.com
 William D. Robinson, President
 Location: Freestanding building
 CL, 1/1, 1/1OR, MP, VE
 Conference 16x27 Obs. Rm. Seats 15
 Conference 13x16 Obs. Rm. Seats 8

Strategic Research Associates

426 W. Boone Ave.
 Spokane, WA 99201
 Ph. 509-324-6960 or 888-554-6960
 Fax 509-324-8992
 E-mail: stevend@kxly.com
 www.strategicresearch.net
 Steven Dean, Research Director
 Location: Freestanding building
 1/1, 1/1OR, VE
 Conference 24x24 Obs. Rm. Seats 10

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
 1/1, 1/1OR, VE
 Conference 18x14 Obs. Rm. Seats 12
 Conference 25x29
 Multiple 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
 TK, VE
 Conference 12x15 Obs. Rm. Seats 8

Wisconsin

Eau Claire

Friedman Marketing Services
 Consumer Opinion Center
 Oakwood Mall
 4800 Golf Rd., Ste. 604
 Eau Claire, WI 54701
 Ph. 715-836-6580 or 914-698-9591
 Fax 715-836-6584
 E-mail: gvigeant@roper.com
 www.friedmanmktg.com
 Julie Bartholomew, Manager
 Gary Vigeant, Client Services Manager
 Location: Shopping mall
 TK, VE
 Conference 10x12 Obs. Rm. Seats 5

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
 1/1, 1/1OR, VE
 Conference 21x19 Obs. Rm. Seats 10

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 Appleton, WI 54914
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 Fax 920-731-2921
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 www.qcs.com
 Esther Young
 Location: Freestanding building
 CL, 1/1, 1/1OR, TK, VE
 Conference 16x23 Obs. Rm. Seats 15
 Conference 15x17 Obs. Rm. Seats 10
(see advertisement on p. 163)

Wisconsin Research, Inc.
 1270 Main St.
 Green Bay, WI 54302
 Ph. 920-436-4646
 Fax 920-436-4651
 Barbara Smits, President
 Location: Office building
 1/1, 1/1OR, TK, VE
 Conference 22x18 Obs. Rm. Seats 10

Madison

Chamberlain Research Consultants, Inc.
 710 John Nolen Dr.
 Madison, WI 53713
 Ph. 608-246-3010
 Fax 608-246-3019
 E-mail: crc@crcwis.com
 www.crcwis.com
 Tyler Walker, Project Director
 Location: Office building
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Conference 19x25 Obs. Rm. Seats 18
 Conference 21x25 Obs. Rm. Seats 12

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 Fax 904-677-5534
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 www.cunninghamresearch.com
 Location: Office building
 CL, 1/1, 1/1OR, TK, TKO, VC, VE
 Conference 18x25 Obs. Rm. Seats 12
 Conference 14x14 Obs. Rm. Seats 6
(see advertisement on p. 119)

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
 1/1, 1/1OR, VE
 Conference 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
 www.car-leneresearch.com
 Christine Malone, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 Conference 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
 Tina Mosby, Director
 Location: Shopping mall
 1/1, 1/1OR, TK, TKO, VC, VE
 Conference 18x19 Obs. Rm. Seats 15

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: research@thedrg.com
 www.thedrg.com
 Penny Fichtner
 Location: Office building
 VE
 Conference 12x24 Obs. Rm. Seats 10

Lein/Spiegelhoff, Inc.
 720 Thomas Ln.
 Brookfield, WI 53005
 Ph. 262-797-4320
 Fax 262-797-4325
 E-mail: ls@execpc.com
 www.execpc.com/~ls
 Charles Spiegelhoff, President
 Location: Freestanding building
 CL, 1/1, 1/1OR, TK, MP, VE
 Conference 20x24 Obs. Rm. Seats 16
 Conference 20x24 Obs. Rm. Seats 16
 Conference 20x22 Obs. Rm. Seats 12

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 1025 S. Moorland Rd., Ste. 300
 Brookfield, WI 53005
 Ph. 262-938-9244
 Fax 262-938-9255
 E-mail: mazurzac@aol.com
 Barbara Steigerwald, Project Director
 Location: Office building
 CL, 1/1, 1/1OR, TK, MP, VE
 Conference 24x17 Obs. Rm. Seats 18
 Conference 24x16 Obs. Rm. Seats 18

Milwaukee Market Research, Inc.
 10101 W. Innovation Dr., Ste. 350
 Woodlake Business & Technology Ctr.
 Milwaukee, WI 53226
 Ph. 414-475-6656
 Fax 414-475-0842
 E-mail: mmr@execpc.com
 Susan Lehmann
 Location: Office building
 TK, TKO, VE
 Conference 19x22 Obs. Rm. Seats 14
 Conference 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
 1/1, 1/1OR, TK, VE
 Conference 21x23 Obs. Rm. Seats 14
 Conference 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
 VE
 Conference 15x22

CANADA

Alberta

Calgary

Top Hat Focus Surveys Ltd.
 3015 12th St. N.E., #140
 Calgary, AB T2E 7J2
 Canada
 Ph. 403-299-0750
 Fax 403-299-0762
 E-mail: tophat@netway.ab.ca
 Location: Office building
 1/1, 1/1OR, VE
 Conference 20x20 Obs. Rm. Seats 12

Edmonton

Criterion Research Corp.
 10155-114 St., Ste. 101
 Edmonton, AB T5K 1R8
 Canada
 Ph. 780-423-0708
 Fax 780-425-0400
 Location: Office building
 1/1, TK, VE
 Conference 25x28 Obs. Rm. Seats 12

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

British Columbia

Vancouver

Campbell Goodell Traynor Consultants, Ltd.

1100 - 675 W. Hastings St.

Vancouver, BC V6B 1N2

Canada

Ph. 604-681-0381

Fax 604-681-0427

E-mail: adipaula@cgtnt.com

www.cgtnt.com

Adam Di Paula

Location: Office building

VE

Conference 18x14 Obs. Rm. Seats 10

Contemporary Research Centre - Vancouver

1398 W. 7th Ave.

Vancouver, BC V6H 3W5

Canada

Ph. 604-714-5900

Fax 604-714-5901

E-mail: Ed@crdata.com

www.crcdata.com

Ed Gibson

Location: Office building

1/1, VE

Conference 18x20 Obs. Rm. Seats 10

Conference 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

VE

Conference 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 Sontag, Project Director

Location: Office building

1/1, 1/1OR, TK, MP, VE

Conference 17x22 Obs. Rm. Seats 15

Conference 24x20 Obs. Rm. Seats 11

Conference 22x18 Obs. Rm. Seats 12

(see advertisement on p. 210)

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

TK, VE

Conference 15x20 Obs. Rm. Seats 10

Manitoba

Winnipeg

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

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

www.worinc.com

Megan Adams

Location: Office building

VE

Conference 14x17 Obs. Rm. Seats 15

Conference 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

TK, VE

Conference 16x14 Obs. Rm. Seats 8

Ottawa

Factor Research

220 Laurier Ave. W., Ste. 1650

Ottawa, ON K1P 5Z9

Canada

Ph. 613-234-8960

Fax 613-236-9867

Location: Office building

1/1, TK, VE

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Ottawa, ON K2P 2C4

Canada

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Fax 613-230-3793

E-mail: info@opinionsearch.com

www.opinionsearch.com

Eric Turcotte, Qual. Rsch. Supervisor

Location: Office building

1/1, MP, VE

Conference 30x20 Obs. Rm. Seats 20

Conference 20x18 Obs. Rm. Seats 10

Toronto

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Toronto, ON M5R 2S2

Canada

Ph. 416-961-5511

Fax 416-961-5341

E-mail: terry@abm-research.com

Location: Freestanding building

TK, VE

Conference 15x12 Obs. Rm. Seats 10

Conference 12x10 Obs. Rm. Seats 8

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2300 Yonge St., Ste. 2100

Toronto, ON M4P 1E4

Canada

Ph. 416-487-0886

Fax 416-487-5203

E-mail: solutions@djcresearch.com

www.acnielsen.ca

Vickie Sotirakos

Location: Office building

TK, VE

Conference 18x20 Obs. Rm. Seats 15

Applied Consumer & Clinical Evaluations Inc.

2575B Dunwin Dr.

Mississauga, ON L5L 3N9

Canada

Ph. 905-828-0493 ext. 244

Fax 905-828-0499

E-mail: agoldman@acceintl.com

www.acceintl.com

Sandy Byers, Fieldwork Supervisor

Location: Freestanding building

CL, 1/1, TK, MP, VE

Conference 18x25 Obs. Rm. Seats 15

Canadian Viewpoint, Inc.

Centerpoint Mall

6464 Yonge St., Ste. N5

Toronto, ON M2M 3X4

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

VE

Conference 12x20 Obs. Rm. Seats 10

CanTest Research Services
 2300 Yonge St., Ste. 2100
 Toronto, ON M4P 1E4
 Canada
 Ph. 416-487-3916
 Fax 416-487-5203
 E-mail: cantest@djcresearch.com
 Sarah Greenberg, Sr. Vice President
 Location: Office building
 CL, VE
 Conference 20x24 Obs. Rm. Seats 18

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
 1/1, 1/10R, VE
 Conference 19x24 Obs. Rm. Seats 15
 Conference 17x20 Obs. Rm. Seats 15
 Conference 17x22 Obs. Rm. Seats 15
 Conference 19x22 Obs. Rm. Seats 15
 Conference 17x25 Obs. Rm. Seats 15
 Living 12x12 Obs. Rm. Seats 8

Contract Testing, Inc.
 119 West Dr.
 Brampton, ON L6T 2J6
 Canada
 Ph. 905-456-0783
 Fax 905-456-1172
 E-mail: info@contracttesting.com
 Lanny Scholes
 Location: Freestanding building
 1/1, TK, MP, VE
 Conference 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
 1/1, 1/10R, TK, VC, VE
 Multiple 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
 Lily Fung, President
 Location: Office building
 1/1, 1/10R, VE
 Conference 15x20 Obs. Rm. Seats 12
 Conference 13x20 Obs. Rm. Seats 12

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: facetoface@karomgroup.com
 www.karomgroup.com
 Karen Elliott
 Location: Office building
 1/1, 1/10R, 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
 VC, VE
 Conference 22x22 Obs. Rm. Seats 15
 Conference 24x29 Obs. Rm. Seats 15
 Conference 22x23 Obs. Rm. Seats 15

Gadd International Research, Inc.
 Three Church St., Ste. 603
 Toronto, ON M5E 1M2
 Canada
 Ph. 416-362-9116
 Fax 416-362-0636
 Location: Office building
 VE

Goldfarb Consultants
 4950 Yonge St., Ste. 1700
 Toronto, ON M2N 6K1
 Canada
 Ph. 800-803-6332
 Fax 416-221-2214
 E-mail: info@goldfarbconsultants.com
 www.goldfarbconsultants.com
 Karen Blaine
 Location: Office building
 CL, TK, VC, VE
 Conference 19x19 Obs. Rm. Seats 18
 Conference 15x19 Obs. Rm. Seats 20
 Conference 17x21 Obs. Rm. Seats 10
 Conference 14x22 Obs. Rm. Seats 15

The Hazelton Group
 4141 Yonge St., Ste. 202
 Toronto, ON M2P 2A8
 Canada
 Ph. 416-512-9100
 Fax 416-512-9101
 E-mail: rkincaide@hazelton.com
 Location: Office building
 1/1, TK, VE

Infocus Qualitative Research Services
 2300 Yonge St., Ste. 2100
 Toronto, ON M4P 1E4
 Canada
 Ph. 416-487-6251
 Fax 416-487-5203
 E-mail: infocus@djcresearch.com
 Location: Office building
 CL, TK, VE
 Conference 20x24 Obs. Rm. Seats 18

Infoquest Research Corporation
 12-6655 Kitimat Rd.
 Mississauga, ON L5N 6J4
 Canada
 Ph. 905-567-9009
 Fax 905-567-8920
 Jim Hendersson
 Location: Freestanding building
 1/1, TK, VE

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 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, Managing Director
 Location: Office building
 1/1, 1/10R, TK, VE
 Conference 19x20 Obs. Rm. Seats 8

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 77 Bloor St. W.
 Toronto, ON M5S 3A4
 Canada
 Ph. 416-964-6262
 Fax 416-964-9333
 www.marketfacts.com
 Location: Office building
 VE
 Conference 24x21 Obs. Rm. Seats 15

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 7 Duke St. W.
 Kitchener, ON N2H 6N7
 Canada
 Ph. 800-827-0676
 E-mail: info@metroline.ca
 www.metroline.ca
 Dave Kains, ext. 3003
 Location: Office building
 CL, VE
 Conference 17x25 Obs. Rm. Seats 15

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
 VE
 Conference 18x21 Obs. Rm. Seats 14
 Conference 13x24 Obs. Rm. Seats 10

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 Eric Turcotte, Qual. Rsch. Supervisor
 Location: Office building
 VE
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CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

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Fax 416-486-6162

E-mail: research@interlog.com

Location: Office building

VE

Conference 20x20 Obs. Rm. Seats 12

Conference 18x16 Obs. Rm. Seats 10

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Fax 416-488-2391 (Quant.) or 416-488-2368 (Quan.)

E-mail: mail@research-house.ca

www.research-house.ca

Dawn Smith or Linda Lane

Location: Office building

CL, 1/1, 1/1OR, TK, MP, VE

Conference 20x25 Obs. Rm. Seats 20

Conference 20x30 Obs. Rm. Seats 9

Conference 22x17 Obs. Rm. Seats 18

Conference 15x10 Obs. Rm. Seats 10

Conference 10x16 Obs. Rm. Seats 6

(see advertisement on p. 210)

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Toronto, ON M4W 1H4

Canada

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Fax 416-922-8014

E-mail: tlc@tlcl.com

www.omnitel.org

Liz Futo

Location: Office building

CL, 1/1, 1/1OR, TK, MP, VE

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Toronto Focus

The Focus Network

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Toronto, ON M2N 6K1

Canada

Ph. 416-221-9450

Fax 416-221-7441

E-mail: torontofocus@thefocusnetwork.com

www.thefocusnetwork.com

Jeff McFarlane, Manager

Location: Office building

CL, TK, VC, VE

Conference 19x19 Obs. Rm. Seats 18

Conference 15x19 Obs. Rm. Seats 20

Conference 17x21 Obs. Rm. Seats 10

Conference 14x22 Obs. Rm. Seats 15

Walker Information Canada

1090 Don Mills Rd., Ste. 300

Toronto, ON M3C 3R6

Canada

Ph. 416-391-1844

Fax 416-391-3290

E-mail: info@walkernet.com

www.walkerinfo.com

Louie Mosca

Location: Office building

CL, VE

Conference 25x15 Obs. Rm. Seats 12

Quebec

Montreal

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: luc@crldata.com

www.crldata.com

Christine Ballant, Facility Manager

Location: Office building

1/1, VE

Conference 18x20 Obs. Rm. Seats 10

Conference 18x22 Obs. Rm. Seats 15

Conference 18x23 Obs. Rm. Seats 15

Conference 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

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Ph. 514-861-8555
Fax 514-861-8455
E-mail: jwilson@complice.que.ca
Jane Wilson

Location: Office building
TK, VE
Conference 30x24 Obs. Rm. Seats 17

Head Research, Inc.
1212 rue Guy
Montreal, PQ H3H 2L3
Canada
Ph. 514-938-4323
Fax 514-938-2055
E-mail: head@head.ca

Location: Freestanding building
TK, VE
Conference 15x18 Obs. Rm. Seats 12

Legendre Lubawin Goldfarb, Inc.
1172 St. Mathieu
Montreal, PQ H3H 2H5
Canada
Ph. 514-937-2079
E-mail: lubawin@zoo.net

Victoria Lubawin, Partner
Location: Freestanding building
1/1, 1/10R, VE
Conference 20x15 Obs. Rm. Seats 10

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Montreal, PQ H2Y 2W8
Canada
Ph. 514-982-2464
Fax 514-987-1960
E-mail: info@legerleger.com

www.legerleger.com
Location: Office building
TK, MP, VC, VE
Conference 17x22 Obs. Rm. Seats 10
Conference 16x22 Obs. Rm. Seats 10
Conference 17x22 Obs. Rm. Seats 10

POLLARA
360, St. Jacques West, Ste. 507
Montreal, PQ H2Y 1P5
Canada
Ph. 514-840-0099
E-mail: info@pollara.ca

www.pollara.ca
Marie Larose, Vice President
Location: Office building
1/1, VE
Conference 12x22 Obs. Rm. Seats 12

Solumar/Market Facts of Canada
1200 McGill College
Montreal, PQ H3B 4G7
Canada
Ph. 514-875-7570
Fax 514-875-1416
www.marketfacts.com

Location: Office building
VE
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Montreal, PQ H3G 2S1
Canada
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Fax 514-878-9689
E-mail: som@som-inc.com

www.som-inc.com
Diane Lacasse, Focus Grp. Facility Mgr.
Location: Office building
CL, TK, VE
Conference 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
Location: Freestanding building
TK, VE

Quebec City

SOM, inc.
2136, Chemin Sainte-Foy, #200
Ste.-Foy, PQ G1V 1R8
Canada
Ph. 418-657-8025
Fax 418-687-4788
E-mail: som@som-inc.com

www.som-inc.com
Ginette Trepanier
Location: Office building
CL, TK, MP, VE
Conference 23x17 Obs. Rm. Seats 12
Multiple 22x18 Obs. Rm. Seats 12

INTERNATIONAL

Argentina

A & C
Salta 1007
1074 Buenos Aires
Argentina
Ph. ++54-11-4307-2340 or +54-11-4304-6309
Fax +54-11-4306-8800
E-mail: ayc-cons@act.net.ar
Location: Office building
1/1, VE
Living 20x13 Obs. Rm. Seats 20

ASECOM Latin America
Av. Belgrano 1255
1093 Buenos Aires
Argentina
Ph. +54-11-4381-1118
Fax +54-11-4381-0234
E-mail: research@asecom.com.ar
www.asecom.com.ar
Jorge Garcia-Gonzalez, President
Location: Office building
VE
Conference 23x16 Obs. Rm. Seats 15
Conference 20x20 Obs. Rm. Seats 15

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Argentina
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Fax +54-11-4781-4571
E-mail: martineze@impsat1.com.ar

www.focusvision.com
Ester Martinez, Director
Location: Office building
1/1, 1/10R, TK, TKO, VC, VE
Multiple 13x13 Obs. Rm. Seats 10
Multiple 21x12 Obs. Rm. Seats 10

Market Links S.A.*
Virrey Olaguer y Feliu 2462
Piso 8, Dpto. A
1426 Buenos Aires
Argentina
Ph. +54-11-4788-8105 or +54-11-4788-8106
Fax +54-11-4788-8105
E-mail: marketk@starnet.net.ar

Markwald, La Madrid & Asociados*
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1121 Buenos Aires
Argentina
Ph. +54-11-4813-3378
Fax +54-11-4816-0589
E-mail: marklam@impsat1.com.ar
Location: Office building
VC, VE

Melnik/Burke
Av. Frederico Lacroze 1722
1426 Buenos Aires
Argentina
Ph. +54-11-4777-9041
Fax +54-11-4772-9714
E-mail: melnik@melnik.com.ar
www.melnik.com.ar
Ricardo Melnik, President
Location: Office building
VC, VE
Conference 20x13 Obs. Rm. Seats 12

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1123 Buenos Aires
Argentina
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1022 Buenos Aires
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1428 Buenos Aires
Argentina
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Fax +54-11-4781-2721

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Location: Office building, Freestanding building, Shopping mall

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 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

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 Argentina
 Ph. +54-11-4802-9972
 Fax +54-11-4802-9972
 E-mail: cj827708@bed.buenayre.com.ar
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 VE

SYGNOS CSM Market Research and Consultancy*
 Cordoba 1351, 9th Floor
 1055 Buenos Aires
 Argentina
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 Fax +54-11-4811-4005
 E-mail: sygnos@datamar.com.ar

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 Australia
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 Fax +61-2-9955-6293
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 James Orgon
 Location: Office building
 VE
 Conference 26x13 Obs. Rm. Seats 4

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 Australia
 Ph. +61-2-9449-4411
 Fax +61-2-9449-1155

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 86-92 Wellington Parade
 East Melbourne, VIC 3002
 Australia
 Ph. +61-3-9417-3400
 Fax +61-3-9417-6182
 Location: Freestanding building
 1/1, 1/1OR, TK, VC, VE
 Conference 18x16 Obs. Rm. Seats 10
 Conference 20x26 Obs. Rm. Seats 12
 Conference 16x12 Obs. Rm. Seats 8
 Living 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
 VE

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 3 Constantine Court
 Rostrevor, SA 5073
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 Ph. +61-8-8365-3656
 Fax +61-8-8365-3599
 Natalie Norton-Baker, Managing Director
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 VE

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 Fax +61-2-9299-8908
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 www.cgr.com.au
 Andrew Strachan, Manager
 Location: Office building
 TK, VE
 Conference 20x23 Obs. Rm. Seats 7
 Conference 17x23 Obs. Rm. Seats 7
 Conference 17x23 Obs. Rm. Seats 7
 Conference 20x23 Obs. Rm. Seats 7
 Living 20x23 Obs. Rm. Seats 7

The City Group Rooms West
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Jess Croker & Associates
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 Fax +61-3-9699-7528
 Jess Croker, Managing Director
 Location: Office building
 1/1, TK, VE
 Conference 22x14 Obs. Rm. Seats 8
 Living 16x12 Obs. Rm. Seats 8

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 Robyn Kunko, Principal
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 VE

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 David Collins, Managing Director
 Location: Office building
 1/1, 1/1OR, TK, VE
 Multiple 16x10 Obs. Rm. Seats 10

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 Glenside, SA 5065
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 Mark Sparrow, Executive Director
 Location: Office building
 VE

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 Ray Jopson, Field Services Director
 Location: Office building
 VE
 Conference 15x12 Obs. Rm. Seats 8
 Conference 12x10 Obs. Rm. Seats 5

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 Bernie O'Sullivan, Manager
 Location: Office building
 CL, 1/1, 1/1OR, MP, VC, VE
 Conference 21x17 Obs. Rm. Seats 10
 Conference 20x14 Obs. Rm. Seats 10
 Conference 20x14 Obs. Rm. Seats 10
 Living 24x20 Obs. Rm. Seats 10

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 Ph. +61-3-9682-9115
 Fax +61-3-9682-9112
 Phyllis Mitchell, Principal
 Location: Office building
 VE

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 Australia
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 Fax +61-7-3839-5070
 Location: Office building
 1/1, 1/1OR, VE
 Conference 15x10 Obs. Rm. Seats 6
 Multiple 12x09 Obs. Rm. Seats 4

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 Northern Field Services
 48 School Street
 Kelvin Grove, QLD 4059
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 Ph. +61-7-3356-7166
 Fax +61-7-3356-6688
 E-mail: JillBond@nfs.com.au

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 Ph. +61-3-9822-7222
 Fax +61-3-9822-7277

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
 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@quadrantresearch.com.au
 www.quadrantresearch.com.au
 Matt Balogh
 Location: Office building
 VE
 Conference 11x11 Obs. Rm. Seats 10
 Conference 13x32 Obs. Rm. Seats 6

RiverCity Research Pty. Ltd.
 Level, 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
 1/1, TK, VE
 Conference 15x15 Obs. Rm. Seats 10
 Conference 11x11 Obs. Rm. Seats 5
 Conference 11x16 Obs. Rm. Seats 5

Sydney Research Facility*
 Level 1, 131 Clarence Street
 Sydney, NSW 2000
 Australia
 Ph. +61-2-9299-1171 or +61-0411-381-054
 Fax +61-2-9299-7028
 E-mail: pmohr@iiservices.com.au
 Peter Mohr
 Location: Office building
 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
 CL, 1/1, 1/1OR, VE
 Conference 15x15 Obs. Rm. Seats 6

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
 CL, 1/1, 1/1OR, TK, MP, VE
 Conference 18x11 Obs. Rm. Seats 6

Taylor Research Services - Liverpool
 Suite 8, 92 Bathurst Street, Liverpool
 Sydney, NSW 2170
 Australia
 Ph. +61-2-9416-8400
 Fax +61-2-9416-8003
 E-mail: enquiries@taylorresearch.com.au
 www.taylorresearch.com.au
 Judith Taylor, Managing Director
 Location: Office building
 CL, 1/1, 1/1OR, TK, MP, VE
 Conference 30x12
 Conference 30x12

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

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.auwww.kew.hotkey.net.au/~viewpoint

John Chalmers

Location: Office building

1/1, 1/1OR, TK, VC, VE

Conference 20x13 Obs. Rm. Seats 16

Conference 12x13 Obs. Rm. Seats 8

Living 17x12 Obs. Rm. Seats 8

Living 16x13 Obs. Rm. Seats 8

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Fulham, SA 5025

Australia

Ph. +61-8-235-1011

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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: answers@marketresearch.com.au

Location: Office building

VE

Conference 16x13 Obs. Rm. Seats 3

Conference 16x13 Obs. Rm. Seats 4

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

TK, VE

Austria

KONSO International Marketing Research GmbH*

Schwindgasse 18

1040 Vienna

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Fax +43-1-505-04-7415

E-mail: schnabel@konso-internat.co.at

Belgium

MARESCO

Oogststraat 66

2600 Berchem

Belgium

Ph. +32-3-449-46-00

Fax +32-3-449-88-70

E-mail: maresco@village.uunet.be

Lieve Brauers, Managing Director

Location: Freestanding building

CL, 1/1, 1/1OR, TK, TKO, VE

Conference 30x30 Obs. Rm. Seats 25

Conference 26x26 Obs. Rm. Seats 12

Living 20x13 Obs. Rm. Seats 10

Taylor Nelson SOFRES Dimarso*

240 Avenue Rogier

1030 Brussels

Belgium

Ph. +32-2-215-19-30

Fax +32-2-216-13-96

E-mail: info@dimarso.com

Bolivia

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Av. Libertador No. 3000, San Jorge

La Paz

Bolivia

Ph. +591-2-430-268

Fax +591-2-430-268

E-mail: lgaray@ceibo.entelnet.bowww.apoyo.com

Luis Garay

Location: Office building

1/1, VE

Conference 16x11 Obs. Rm. Seats 6

Conference 11x11 Obs. Rm. Seats 8

Conference 20x14 Obs. Rm. Seats 12

Brazil

ABACO Marketing Research, Ltd.

Sao Paulo Marketing Center

Rua Minas Gerais, 396

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Brazil

Ph. +55-11-257-0711

Fax +55-11-256-3982

E-mail: abaco@amcham.com.br

Alan Grabowsky, President

Location: Freestanding building

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 Location: Freestanding building
 1/1, 1/10R, TK, VE
 Conference 16x10 Obs. Rm. Seats 6
 Living 13x10 Obs. Rm. Seats 8

CLAIM*
 Centro Latino Americano de Investigacao de Mercado
 Rua Januario Miraglia 129
 Jardim Paulista
 04507-020 Sao Paulo
 Brazil
 Ph. +55-11-884-8404
 Fax +55-11-884-7034
 E-mail: claim@claim.com.br
 www.claim.com.br
 Location: Office building
 VE
 Conference 16x14 Obs. Rm. Seats 12
 Conference 17x13 Obs. Rm. Seats 11

CNP/Gazelle International, Inc. *
 R. Cel. Joaguim Ferreira Lobo, 381
 04544-150 Sao Paulo
 Brazil
 Ph. +55-11-820-9622 or 212-686-8808
 E-mail: info@gazelleintl.com
 Location: Office building
 VE
 Conference 16x14 Obs. Rm. Seats 12
 Conference 17x13 Obs. Rm. Seats 11

CNP/Gazelle International, Inc. *
 R. Henrique Novaes, 107, Botafogo
 22281-050 Rio de Janeiro
 Brazil
 Ph. +55-11-820-9622 or 212-686-8808
 E-mail: info@gazelleintl.com
 Location: Office building
 VE
 Conference 11x12 Obs. Rm. Seats 8

Demanda*
 Rua da Consolacao 1992- 4 andar
 01302-001 Sao Paulo
 Brazil
 Ph. +55-11-258-3444
 Fax +55-11-231-2093
 E-mail: demanda@uol.com.br
 www.demanda.net
 Silvio Pires de Paula
 Location: Freestanding building
 1/1, 1/10R, VC, VE
 Conference 14x11 Obs. Rm. Seats 11
 Conference 17x11 Obs. Rm. Seats 9

Sao Paulo Focus
 Goldfarb Consultants Brasil*
 The Focus Network
 Rua Bandeira Panlista, 600
 04532-001 Sao Paulo
 Brazil
 Ph. +55-11-821-9281
 Fax +55-11-829-3401
 E-mail: goldfarb@amcham.com.br

China

(See also Hong Kong)

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
 VE
 Conference 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
 VE
 Conference 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: cssh@publicb.sta.net.cn
 www.cshk.com
 Paul Lee, Director
 Location: Office building
 VE
 Conference 10x18 Obs. Rm. Seats 8

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
 VC, VE
 Conference 20x26 Obs. Rm. Seats 4

Czech Republic

AMASIA s.r.o
 Parikova 362/3
 190 00 Praha 93
 Czech Republic
 Ph. +42-2-6843671 or +42-2-26843672
 Fax +42-2-6843677
 E-mail: amasia@amasia.cz
 Dimitrij Halkov, Director
 Location: Office building
 CL, 1/1, TK, VE
 Conference 18x12 Obs. Rm. Seats 5

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

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
 1/1, 1/10R, VE
 Conference 20x22 Obs. Rm. Seats 10
 Conference 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
 1/1, 1/10R, VC, VE
 Conference 18x18 Obs. Rm. Seats 4

ACHAB*
 42 avenue Kleber
 75116 Paris
 France
 Ph. +33-1-56-26-58-58
 Fax +33-1-56-26-58-59

*Listing not verified for 2000 directory.

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
 Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles
 Room dimensions, when stated, are shown in feet.

Actys Etudes Conseil*
 149 Rue Montmartre
 75002 Paris
 France
 Ph. +33-1-42-21-89-59
 Fax +33-1-42-21-89-60
 E-mail: actys@imaginet.fr
 Pascale Elmalan
 Location: Office building
 1/1, 1/1OR, VC, VE
 Conference 10x13 Obs. Rm. Seats 6

Field Facts Worldwide
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 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
 1/1, TK, VC, VE
 Conference 23x27 Obs. Rm. Seats 14
 Conference 23x27 Obs. Rm. Seats 14
 (see advertisement on p. 217)

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
 1/1, TK, TKO, VE
 Conference 20x16 Obs. Rm. Seats 10
 Conference 20x16

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
 1/1, TK, TKO, VE
 Conference 16x20
 Conference 16x20

Goldfarb Consultants France*
 111, rue Saint-Antoine
 75004 Paris
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I.E.S. Information Europe Services
 14 rue d'Uzes
 75002 Paris
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 Ph. +33-1-40-13-16-16
 Fax +33-1-40-13-16-19
 E-mail: ieseeurope@aol.com
 Location: Freestanding building
 CL, 1/1, 1/1OR, TK, MP, VC, VE

IFEM Institute*
 4 rue du Dahomey
 75011 Paris
 France
 Ph. +33-1-40-24-10-00
 Fax +33-1-40-24-23-93
 E-mail: ifem@compuserve.com

InterField International Fieldwork*
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 75017 Paris
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 France
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 Fax +33-1-53-68-28-00
 E-mail: julia.schaefer@ipsos.com
 www.ipsos.com
 Julia Schaefer
 Location: Office building
 1/1, 1/1OR, VC, VE
 Conference 19x15 Obs. Rm. Seats 5
 Conference 21x17 Obs. Rm. Seats 5
 Conference 30x18
 Living 18x15 Obs. Rm. Seats 5
 Living 18x15 Obs. Rm. Seats 5
 Living 15x12 Obs. Rm. Seats 6

MSM-Motivation Strategie Marketing*
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 Fax +33-1-41-06-57-10

MV2 Conseil
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 92120 Montrouge, Paris
 France
 Ph. +33-1-46-73-31-31
 Fax +33-1-46-73-31-60
 www.mv2-conseil.com
 Frederic Penders, Dir. International Research
 Location: Office building
 1/1, 1/1OR, VC, VE

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
 Isabelle Durocher
 Location: Freestanding building
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Multiple 17x11 Obs. Rm. Seats 5
 Multiple 15x16 Obs. Rm. Seats 5
 Multiple 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
 1/1, 1/1OR, VE
 Conference 23x13 Obs. Rm. Seats 15
 Living 20x16 Obs. Rm. Seats 20
 Living 16x16 Obs. Rm. Seats 10

SORGEM*
 11 rue Leroux
 75116 Paris
 France
 Ph. +33-1-40-67-20-00
 Fax +33-1-40-67-74-14

Sylab-Ypsis*
 11 rue de Rome
 75008 Paris
 France
 Ph. +33-1-42-94-03-00
 Fax +33-1-42-94-28-79

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
 VE

TMO*
 B. P. Paris Bourse N938
 75073 Paris Cedex 02
 France
 Ph. +33-1-44-94-40-00
 Fax +33-1-44-94-40-01
 E-mail: oddou@tmo.fr
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Georgia

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 Institute of Polling and Marketing
 123 Agmashenebeli Ave.
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 Georgia
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 Fax +995-32-954-807
 E-mail: ipm@ipm-georgia.com
 www.ipm-georgia.com
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 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Germany

ASKi International Market Research
 Moenckebergstr. 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
 CL, 1/1, 1/1OR, TK, TKO, MP, VE
 Conference 27x21 Obs. Rm. Seats 10
 Conference 24x18 Obs. Rm. Seats 10

Confield Research
 Freiheit 4
 45127 Essen
 Germany
 Ph. +49-201-82737-0
 Fax +49-201-82737-37
 E-mail: confield@t-online.de
 Location: Office building
 1/1, 1/1OR, TK, VC, VE
 Conference 16x23 Obs. Rm. Seats 8
 Conference 20x20 Obs. Rm. Seats 8

Field Facts Worldwide

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 60313 Frankfurt-Am-Main
 Germany
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 Fax +49-69-299-873-10
 E-mail: fieldfactsgermany@compuserve.com
 www.fieldfacts.com
 Swantje Warns, General Manager
 Location: Office building
 1/1, TK, VC, VE
 Conference 26x20 Obs. Rm. Seats 18
 Conference 26x20 Obs. Rm. Seats 18
 (see advertisement on p. 217)

Foerster & Thelen Marktforschung Fieldservice*
 Harpener Field 34
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 www.f-t-gmbh.com
 Location: Office building
 1/1, 1/1OR, TK, VE
 Conference 20x20 Obs. Rm. Seats 10

Georgiades Marketing GmbH
 Schlueterstrasse 55
 10629 Berlin
 Germany
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 Fax +49-30-883-87-17
 E-mail: info@georgiades.de
 Pauline Georgiades
 Location: Freestanding building
 1/1, 1/1OR, MP, VE
 Conference 23x16 Obs. Rm. Seats 1
 Living 20x13 Obs. Rm. Seats 1

Gfk Marktforschung GmbH*
 Nordwestring 101
 90319 Nurnberg
 Germany
 Ph. +49-911-395-0
 Fax +49-911-395-4029
 Rudi Tiedke
 Location: Office building

GFM-GETAS/WBA-Gesellschaft*
 Langelohstrasse 134
 22549 Hamburg
 Germany
 Ph. +49-40-80096-0
 Fax +49-40-80096-100
 E-mail: hoppe@gfm-getas.de
 www.gfm-getas.de
 Michael Epple, Qualitative Department
 Location: Office building
 TK, VE
 Conference 23x20 Obs. Rm. Seats 8
 Conference 23x20 Obs. Rm. Seats 8

HKM - Hartmut Keller Marktforschung
 Buchenring 55
 22359 Hamburg
 Germany
 Ph. +49-40-609-94-0
 Fax +49-40-609-94-132
 E-mail: hkmhh@hkmhh.de
 www.hkmhh.de
 Lars Meixner
 Location: Office building
 TK, VE
 Conference 20x13 Obs. Rm. Seats 8

INRA Deutschland GmbH
 Bahnhofstr. 75 III
 45879 Gelsenkirchen
 Germany
 Ph. +49-209-15503-0
 Fax +49-209-15503-179
 www.inra.de
 Location: Shopping mall
 1/1, TK, VE
 Conference 18x13 Obs. Rm. Seats 8

INRA Deutschland GmbH
 Bruhl 14-16 II
 04109 Leipzig
 Germany
 Ph. +49-341-21737-0
 Fax +49-341-21737-159
 www.inra.de
 Location: Shopping mall
 1/1, TK, VE
 Conference 20x39 Obs. Rm. Seats 8

INRA Deutschland GmbH
 Hohe Str. 138/140
 50667 Kohn
 Germany
 Ph. +49-221-20514-0
 Fax +49-221-20514-189
 www.inra.de
 Location: Shopping mall
 1/1, TK, VE
 Conference 20x26 Obs. Rm. Seats 6

INRA Deutschland GmbH
 Kolonnenstr. 26, 2.Hof, 4.0G
 10829 Berlin
 Germany
 Ph. +49-30-787830
 Fax +49-30-78783-128
 www.inra.de
 Location: Office building
 1/1, VE
 Conference 23x36 Obs. Rm. Seats 8

INRA Deutschland GmbH
 Monckebergstr. 5 II
 20095 Hamburg
 Germany
 Ph. +49-40-325515-0
 Fax +49-40-325515-199
 www.inra.de
 Location: Shopping mall
 1/1, TK, VE
 Conference 20x23 Obs. Rm. Seats 8

INRA Deutschland GmbH
 Rosenstr. 7 I
 80331 Munchen
 Germany
 Ph. +49-89-235562-0
 Fax +49-89-235562-169
 www.inra.de
 Location: Shopping mall
 1/1, TK, VE
 Conference 13x23 Obs. Rm. Seats 6

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 Turmstr. 5
 60385 Frankfurt
 Germany
 Ph. +49-69-956366-0
 Fax +49-69-956366-11
 E-mail: insighteurope@insighteurope.de
 www.insighteurope.de
 Eva Caspary, Managing Director
 Location: Freestanding building
 CL, 1/1, 1/1OR, VE
 Conference 21x14 Obs. Rm. Seats 15

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 Postfach 807
 04008 Leipzig
 Germany
 Ph. +49-341-9950-0
 Fax +49-341-9950-111
 E-mail: info@imleipzig.de
 www.imleipzig.de
 Hans R. Gunther, Managing Director
 Location: Shopping mall
 1/1, 1/1OR, TK, VC, VE
 Conference 16x20 Obs. Rm. Seats 10

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P.O. Box 3608
90018 Nuremberg
Germany
Ph. +49-911-24-10-65
Fax +49-911-24-16-99
E-mail: 100127.3117@compuserve.com

INVISIO
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30159 Hannover
Germany
Ph. +49-511-30-79-3-0
Fax +49-511-30-79-3-33
E-mail: info@inviso.de
www.inviso.de
Frank H. Gehre
Location: Shopping mall
CL, 1/1, 1/1OR, TK, MP, VC, VE
Conference 20x20 Obs. Rm. Seats 10
Conference 20x20 Obs. Rm. Seats 6
Conference 29x16 Obs. Rm. Seats 12

Kehrmann Marktforschung*
Postfach 13 05 73
20105 Hamburg
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Ph. +49-40-441850
Fax +49-40-44185-202
E-mail: kehrmann@compuserve.com
Location: Office building
1/1, 1/1OR, TK, VC, VE
Conference 37x15 Obs. Rm. Seats 10

Kehrmann Marktforschung - Bochum*
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Ph. +49-40-441850
Fax +49-40-44185-202
E-mail: kehrmann@compuserve.com
Location: Shopping mall
1/1, 1/1OR, TK, VC, VE
Conference 23x14 Obs. Rm. Seats 7
Conference 23x14 Obs. Rm. Seats 7

Kehrmann Marktforschung - Duisburg*
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Fax +49-40-44185-202
E-mail: kehrmann@compuserve.com
Location: Shopping mall
1/1, 1/1OR, TK, VC, VE
Conference 19x15 Obs. Rm. Seats 7

Kehrmann Marktforschung - Erfurt*
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Ph. +49-40-441850
Fax +49-40-44185-202
E-mail: kehrmann@compuserve.com
Location: Shopping mall
1/1, 1/1OR, TK, VC, VE
Conference 23x23 Obs. Rm. Seats 7

Kehrmann Marktforschung - Leipzig*
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Fax +49-40-44185-202
E-mail: kehrmann@compuserve.com
Location: Shopping mall
1/1, 1/1OR, TK, VC, VE
Conference 20x17 Obs. Rm. Seats 10

Kehrmann Marktforschung - Nuremberg*
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Fax +49-40-44185-202
E-mail: kehrmann@compuserve.com
Location: Shopping mall
1/1, 1/1OR, TK, VC, VE
Conference 25x18 Obs. Rm. Seats 10

Kramer Marktforschung GmbH
Hansestr. 69
48165 Muenster
Germany
Ph. +49-2501-8020
Fax +49-2501-802100
E-mail: kraemer@kraemer-germany.com
www.kraemer-germany.com
Henning Eichholz, Dir. International Projects
Location: Office building
CL, 1/1, 1/1OR, TK, MP, VC, VE
Conference 16x10 Obs. Rm. Seats 10
Conference 17x25 Obs. Rm. Seats 6
Conference 17x25 Obs. Rm. Seats 6

Kramer Marktforschung GmbH
stm Studio Test Marktforschung
Hallplatz 36
90402 Nuremberg
Germany
Ph. +49-911-202180
Fax +49-911-2021888
E-mail: STMNBG@t-online.de
www.kraemer-germany.com
Michael Vieweg
Location: Shopping mall
1/1, 1/1OR, TK, MP, VE
Conference 26x20 Obs. Rm. Seats 8
Conference 16x16 Obs. Rm. Seats 3

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.kraemer-germany.com
Anja Teubel
Location: Shopping mall
1/1, 1/1OR, VE
Conference 26x20 Obs. Rm. Seats 3

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stm Studio Test Marktforschung
Salzstr. 21
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Germany
Ph. +49-251-414340
Fax +49-251-4143480
E-mail: stmMuenster@t-online.de
www.kraemer-germany.com
Birgit Karp
Location: Shopping mall
1/1, 1/1OR, VE
Conference 26x20 Obs. Rm. Seats 5

Marktforschung Zentzis GmbH
Kaufinger Str. 9
80331 Munich
Germany
Ph. +49-89-288180-0
Fax +49-89-288180-10
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Dr. Kurt Zentzis
Location: Office building
1/1, 1/1OR, TK, VC, VE
Conference 25x17 Obs. Rm. Seats 10
Conference 14x16 Obs. Rm. Seats 10

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Ph. +49-30-327950-0
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Doris Blossie
Location: Office building
1/1, 1/1OR, TK, VE
Conference 21x19 Obs. Rm. Seats 10

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Testhall Passau
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Martin Wagner
Location: Office building
1/1, 1/1OR, TK, VE
Conference 21x21 Obs. Rm. Seats 10

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Ph. +49-40-38-60-42-0
Fax +49-40-38-52-38
E-mail: mc_marketconsult@csi.com
www.markt-consult.de
Daniela Hagel, Field Manager
Location: Office building
TK, VE
Conference 26x13 Obs. Rm. Seats 15
Living 17x13 Obs. Rm. Seats 5

*Listing not verified for 2000 directory.

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

MR&S Market Research & Services GmbH

Mainluststrasse 2
 60329 Frankfurt/Main
 Germany

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 Fax +49-69-250016
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 www.mr-s.com

Dr. Michaela Kunze, Managing Director

Location: Office building

CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE

| | | |
|------------|-------|-------------------|
| Conference | 20x16 | Obs. Rm. Seats 10 |
| Living | 13x13 | Obs. Rm. Seats 5 |
| Living | 16x13 | Obs. Rm. Seats 7 |

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 Germany

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Mueller Goldfarb Consultants*

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 Meinungsforschung
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ProFakt Markt und Konsumforschung*

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 www2.prsresearch.com/prs/global_partners.html
 Jurgen Bluhm
 Location: Shopping mall
 1/1, 1/1OR, VE

| | | |
|------------|-------|------------------|
| Conference | 16x23 | Obs. Rm. Seats 6 |
|------------|-------|------------------|

Research & Consultancy Thomas Ansoerge Gesellschaft*

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 22761 Hamburg
 Germany

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 Fax +49-40-89-96-9412
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Fax +49-651-9480050

E-mail: tip@tip-web.de

www.tip-web.de

Location: Shopping mall

VE

| | | |
|------------|-------|------------------|
| Conference | 20x20 | Obs. Rm. Seats 1 |
|------------|-------|------------------|

Technomar GmbH*

Ismaninger Strasse 68

81675 Munich

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E-mail: info@thema.de

Location: Shopping mall

CL, 1/1, 1/1OR, TK, MP, VE

| | | |
|----------|-------|-------------------|
| Multiple | 26x20 | Obs. Rm. Seats 10 |
|----------|-------|-------------------|

Viewpoint Hamburg*

The Focus Network

Neuer Wall 50

20354 Hamburg

Germany

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Greece

Centrum SA*

64, L. Riancourt st.

Apollo Tower, 17th A

115-23 Athens

Greece

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Fax +30-1-692-3894

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www.centrum.gr

Niki Batzia, Managing Director

Location: Office building

1/1, 1/1OR, TK, VE

| | | |
|------------|-------|-------------------|
| Conference | 23x20 | Obs. Rm. Seats 15 |
|------------|-------|-------------------|

| | | |
|------------|-------|-------------------|
| Conference | 23x20 | Obs. Rm. Seats 15 |
|------------|-------|-------------------|

| | | |
|----------|-------|-------------------|
| Multiple | 20x16 | Obs. Rm. Seats 10 |
|----------|-------|-------------------|

| | | |
|------------|-------|-------------------|
| Conference | 20x15 | Obs. Rm. Seats 10 |
|------------|-------|-------------------|

| | | |
|------------|-------|-------------------|
| Conference | 16x16 | Obs. Rm. Seats 10 |
|------------|-------|-------------------|

GLOBAL LINK International Marketing Research Ltd.

Global House, 3-5 Konitsis Street

151 25 Marousi, Athens

Greece

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Fax +30-1-612-8810

E-mail: globlink@compulink.gr

www.globallink.gr

Constantine D. Sigalos

Location: Office building

CL, 1/1, 1/1OR, TK, VC, VE

| | | |
|------------|-------|-------------------|
| Conference | 23x13 | Obs. Rm. Seats 14 |
|------------|-------|-------------------|

| | | |
|------------|-------|------------------|
| Conference | 18x10 | Obs. Rm. Seats 8 |
|------------|-------|------------------|

| | | |
|------------|-------|-------------------|
| Conference | 26x13 | Obs. Rm. Seats 10 |
|------------|-------|-------------------|

Market Analysis Ltd.*

190 Hymettus Street

116 36 Athens

Greece

Ph. +30-1-756-4892-3

Fax +30-1-701-9355

E-mail: markanalysis@mail.kapatel.gr

Location: Office building

1/1, 1/1OR, TK, VE

| | | |
|------------|-------|-------------------|
| Conference | 20x15 | Obs. Rm. Seats 15 |
|------------|-------|-------------------|

Medi-Mark Ltd.*

64 L. Riankour Str., Apollo Tower, 18 B3

115 23 Athens

Greece

Ph. +30-1-699-0124

Fax +30-1-699-0125

E-mail: medimark@prometheus.hol.gr

Aliko Pipiliga

Location: Office building

1/1, 1/1OR, VE

| | | |
|------------|-------|------------------|
| Conference | 20x13 | Obs. Rm. Seats 6 |
|------------|-------|------------------|

MRC-The Market Research Centre Ltd.

10 Georgoula Street

115 24 Psychico Athens

Greece

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Athena Psylla

Location: Office building

1/1, 1/1OR, TK, VE

| | | |
|----------|-------|------------------|
| Multiple | 26x20 | Obs. Rm. Seats 3 |
|----------|-------|------------------|

| | | |
|----------|-------|------------------|
| Multiple | 16x13 | Obs. Rm. Seats 3 |
|----------|-------|------------------|

| | | |
|------------|-------|------------------|
| Conference | 13x11 | Obs. Rm. Seats 3 |
|------------|-------|------------------|

| | | |
|------------|-------|--|
| Conference | 10x09 | |
|------------|-------|--|

ORCO S.A. - Operational Research Consultants

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Ioanna Koutrouvis

Location: Office building

1/1, 1/1OR, MP, VC, VE

| | | |
|------------|-------|------------------|
| Conference | 20x16 | Obs. Rm. Seats 5 |
|------------|-------|------------------|

Prisma Options Ltd.*
 Alexandroupoleos 25, Ambelokipi
 115 27 Athens
 Greece
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 Marita Sormunen
 Location: Office building
 1/1, 1/1OR, VE
 Conference 16x13 Obs. Rm. Seats 6
 Conference 20x16 Obs. Rm. Seats 12

Research International Hellas*
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 115 27 Athens
 Greece
 Ph. +30-1-775-3001
 Fax +30-1-779-5886
 E-mail: rihellas@prometheus.hol.gr
 www.research-int.com
 Aris Kaplanis
 Location: Office building
 VC, VE
 Multiple 15x13 Obs. Rm. Seats 5
 Conference 10x10 Obs. Rm. Seats 15
 Conference 13x07 Obs. Rm. Seats 6
 Conference 16x10 Obs. Rm. Seats 4

STOHOS Ltd.*
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 Greece
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 Adrian Chedore, CEO
 Location: Office building
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Conference 16x13 Obs. Rm. Seats 15
 Conference 13x10 Obs. Rm. Seats 6
 Conference 13x10 Obs. Rm. Seats 6
 Living 13x10 Obs. Rm. Seats 8
 Conference 13x10 Obs. Rm. Seats 8
 Conference 13x10 Obs. Rm. Seats 8
 Conference 13x10 Obs. Rm. Seats 8

Asia Market Intelligence Ltd.
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 77 Leighton Road
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 Jill Telford, Executive Director
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 CL, 1/1, 1/1OR, MP, VC, VE
 Conference 17x16 Obs. Rm. Seats 15
 Conference 12x14 Obs. Rm. Seats 8
 Multiple 14x12 Obs. Rm. Seats 8
 Conference 14x14 Obs. Rm. Seats 8
 Conference 13x10 Obs. Rm. Seats 8
 Conference 13x10 Obs. Rm. Seats 8
 Conference 13x10 Obs. Rm. Seats 8

Consumer Search Hong Kong Ltd.*
 22/F, Sunshine Plaza
 353 Lockhart Road
 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
 VE
 Conference 10x18 Obs. Rm. Seats 4
 Conference 10x10

Hungary

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 Fax +36-1-120-1776

Macro International KFT*
 Vorosmarty ter. 1. VI.em
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 Ph. +36-1-266-6210
 Fax +36-1-266-0164
 E-mail: macro@matav.hu
 www.macoint.com
 Tamas Geczi, Regional Manager
 Location: Office building
 TK, VE
 Conference 15x20 Obs. Rm. Seats 10

Taylor Nelson SOFRES MODUS*
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 1091 Budapest
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 Fax +36-1-216-2505
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Iceland

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 200 Kopavogur 72
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 Fax +354-1-564-4166
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India

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 Fax +91-33-416-6460
 E-mail: info@datasearchindia.com
 www.datasearchindia.com
 CL, 1/1, 1/1OR, MP, TK, VE
 Conference 15x15 Obs. Rm. Seats 4
 Living 16x10 Obs. Rm. Seats 6
 Multiple 18x14 Obs. Rm. Seats 8

MODE Research (Pvt.) Ltd.*
 Taylor Nelson Sofres
 9, Thirumoorthy Nagar
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 Chennai (Madras), Tamil Nadu 600 034
 India
 Ph. +91-44-827-8303 or +91-44-827-3968
 Fax +91-44-823-3154
 E-mail: sofmode@md3.vsnl.net.in
 www.moderresearch.com
 Usha Kavan, General Manager
 Location: Office building
 VE
 Conference 14x13 Obs. Rm. Seats 8

MODE Research (Pvt.) Ltd.*
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 C-1/53, Safdarjung Development Area, 1st floor
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 India
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 Fax +91-11-685-6838
 E-mail: modedlc@del3.vsnl.net.in
 www.moderresearch.com
 Tilak Mukherji, Director
 Location: Office building
 VE
 Conference 14x12 Obs. Rm. Seats 8

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 Taylor Nelson Sofres
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 Fax +91-22-495-0432
 E-mail: modebom@vsnl.com
 www.moderresearch.com
 Ashok Sethi, Director
 Location: Office building
 VE
 Conference 14x14 Obs. Rm. Seats 8

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Indonesia

Jarisa*

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Indonesia

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Fax +353-1-832-9977

E-mail: 101500.1124@compuserv.com

Location: Office building

VE

Multiple 31x27 Obs. Rm. Seats 5

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Fax +353-1-676-0877

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Gallup Israel Ltd.*

22 Baruch Hirsch St.

Bnei-Brak 51202

Israel

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Fax +972-3-570-1335

E-mail: gallup@netvision.net.il

www.gallup.co.il

Location: Office building

1/1, 1/1OR, TK, VC, VE

Conference 20x10 Obs. Rm. Seats 6

Conference 26x12 Obs. Rm. Seats 6

Italy

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Fax +39-081-680502

E-mail: ADACTA@iol.it

Location: Office building

CL, 1/1, 1/1OR, TK, MP, VC, VE

Conference 20x17 Obs. Rm. Seats 5

Conference 13x13 Obs. Rm. Seats 3

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Donatella Zanfini

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VE

Conference 13x20 Obs. Rm. Seats 10

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E-mail: erminero@demoskopea.it

Cristiana Valenti

Location: Office building

CL, 1/1, 1/1OR, TK, TKO, MP, VE

Conference 10x13 Obs. Rm. Seats 6

Conference 20x26 Obs. Rm. Seats 6

Living 07x13

Living 10x13

Egeria S.a.s di G. Meotti & C.

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Italy

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http://web.tin.it/egeria

Giuseppe Meotti

Location: Freestanding building

1/1, 1/1OR, VC, VE

Conference 27x18 Obs. Rm. Seats 7

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00199 Rome

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GfK - ASM S.r.l.

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Giovanna Domemici

Location: Freestanding building

VC, VE

Conference 13x22 Obs. Rm. Seats 10

Italy Field Services

The Focus Network

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Manuela Lange

Location: Office building

CL, 1/1, TK, MP, VE

Multiple 21x16 Obs. Rm. Seats 10

Multiple 20x17 Obs. Rm. Seats 10

MARCAM Market Response S.r.l.*

Via Soperga N. 45

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Italy

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Mario Stanga

Location: Office building

TK, VE

Conference 23x16 Obs. Rm. Seats 5

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www.medipragma.com
Dr. Michele Corsaro
Location: Office building
1/1, 1/1OR, VC, VE

| | | |
|------------|-------|-------------------|
| Conference | 13x15 | Obs. Rm. Seats 14 |
| Conference | 13x8 | Obs. Rm. Seats 5 |
| Living | 19x13 | Obs. Rm. Seats 15 |
| Living | 11x14 | Obs. Rm. Seats 7 |

Mesomark Group S.r.l.*
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E-mail: mesomark@eureka.it
Giulia Tranquilli
Location: Office building
TK, VE

| | | |
|------------|-------|------------------|
| Conference | 20x13 | Obs. Rm. Seats 4 |
| Conference | 20x13 | Obs. Rm. Seats 4 |

Nico s.n.c.*
Via Luca Comerio 1
20145 Milan
Italy
Ph. +39-2-33-60-65-78
Fax +39-2-33-60-66-17

Pragma Market Research Co.*
Via Salaria, 290
00199 Rome
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Fax +39-6-84-48-82-98
E-mail: pragma.sri@iol.it
www.bitnik.it/pragma.htm

Pro-Marketing*
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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
1/1, 1/1OR, TK, TKO, VC, VE

| | | |
|------------|-------|-------------------|
| Conference | 16x26 | Obs. Rm. Seats 12 |
| Living | 13x16 | Obs. Rm. Seats 12 |
| Living | 13x16 | Obs. Rm. Seats 12 |

RECOM-AGB S.r.l.*
Corso Buenos Aires 77/A
20124 Milan
Italy
Ph. +39-2-66-71-31-10
Fax +39-2-670-07-34

Sinergi S.p.a.
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
1/1, 1/1OR, VE

| | | |
|------------|-------|-------------------|
| Conference | 20x20 | Obs. Rm. Seats 10 |
| Multiple | 16x16 | Obs. Rm. Seats 4 |
| Conference | 20x13 | Obs. Rm. Seats 10 |

Studio R P M-Dr. Hansjorg Schwienbacher*
Via Napoleone 1 no. 6
37138 Verona
Italy
Ph. +39-45-810-1818
Fax +39-45-575-100

Teseo S.r.l.-Studio di Psicologia*
Sociale e Clinica
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20131 Milan
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E-mail: teseo@planet.it

Japan

Consumer Behavior Research Co., Ltd.
Shibuya R Sankei, 3-10-13 Shibuya
Shibuya-ku
Tokyo 150-0002
Japan
Ph. +81-3-5467-0701
Fax +81-3-5467-0709
E-mail: cbrinfo@cbr.co.jp
www.cbr.co.jp
Location: Freestanding building
1/1, 1/1OR, MP, VC, VE
Conference 23x13 Obs. Rm. Seats 10

Dentsu Research Inc.*
Dentsu Ginza Building, 4-17,
Ginza 7-chome, Chuo-ku
Tokyo 104
Japan
Ph. +81-3-3289-5621
Fax +81-3-3289-7363

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Fax +81-3-3265-5419
E-mail: inforplan@twics.com

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CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Japan Market Research Bureau (JMRB)

Research International
 Harmony Tower, 9th floor
 32-2 Honcho 1-chome
 Nakano-Ku, Tokyo 164-8721

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 Ph. +81-3-5365-6851
 Fax +81-3-5365-6882
 E-mail: Qualitativ@jmrbr-ri.co.jp
 www.jmrbr-ri.co.jp
 Kazuko Ohye, Exec. Vice President
 Location: Office building
 1/1, 1/1OR, TK, VE

Conference 16x16 Obs. Rm. Seats 15
 Conference 16x16 Obs. Rm. Seats 15

Japan Marketing Agency*

World Building, 12-9 Udagawa-cho, Shibuya-ku
 Tokyo 150
 Japan
 Ph. +81-3-3496-0131
 Fax +81-3-3464-7996

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
 1/1, 1/1OR, VC, VE

Conference 33x13 Obs. Rm. Seats 9
 Living 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
 1/1, 1/1OR, VC, VE

Conference 26x13 Obs. Rm. Seats 9
 Living 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
 1/1, 1/1OR, VC, VE
 Conference 19x16 Obs. Rm. Seats 25

Market Focus

KN Shibuya Bldg. One (9F)
 11-31 Udagawa-Cho
 Shibuya-ku, Tokyo 150-0042

Japan
 Ph. +81-3-5430-1305
 Fax +81-3-5430-1306
 E-mail: mkfocus@po.iiijnet.or.jp
 Location: Office building
 1/1, 1/1OR, VC, VE
 Conference 19x16 Obs. Rm. Seats 25

Marketing Intelligence Corp. (MiC)*

Global Services
 2-14-1 Yato-cho
 Tanashi-shi
 Tokyo 188-9701
 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
 VE
 Conference 16x20 Obs. Rm. Seats 10

Nippon Research Center, Ltd.*

Shuwa-Sakurabashi Bldg., 4-5-4 Hatchobori,
 Chou-ku
 Tokyo 104-0032
 Japan
 Ph. +81-3-3206-8351
 Fax +81-3-3553-0024
 E-mail: iijima@nrc.co.jp
 www.nrc.co.jp

Location: Office building
 VE
 Conference 19x17 Obs. Rm. Seats 15

Korea

(See South Korea)

Latvia

Baltic Data House
 5/7 Akas Street
 Riga 1011
 Latvia

Ph. +371-7096300
 Fax +371-7096314
 E-mail: bdh@bdh.lv
 www.bdh.lv
 Lelde Kapina, Project Director
 Location: Office building

VE
 Conference 20x20 Obs. Rm. Seats 6

Mexico

Arango y Asociados*

Londres 177 2 piso
 Mexico City, DF 06600
 Mexico
 Ph. +52-5-525-5588
 Fax +52-5-208-6119
 E-mail: arango@viernes.iwm.com
 Isabel Arango, President
 Location: Freestanding building

TK, VE
 Conference 18x13 Obs. Rm. Seats 10
 Living 17x15 Obs. Rm. Seats 10

BIMSA*

Sofocles 118 Polanco
 Mexico City, DF 11560
 Mexico
 Ph. +52-5-580-0288
 Fax +52-5-395-8648
 E-mail: mgonzalez@compuserve.com
 www.bimsa.com.mx

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 Fax +5-25-230-0788
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EPI Grupo

Bosque de Duraznos 69-403
 Mexico City, DF 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
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Multiple 20x18 Obs. Rm. Seats 15

Estudios Psico-Industriales, S.A.*

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 Fax +52-5-5250-7957
 E-mail: epsi@mail.internet.com.mx

Pearson, S.A. de C.V.

Homero 223-4to. Piso
 Col. Polanco
 Mexico, DF 11560
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 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
 CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE
 Conference 16x13 Obs. Rm. Seats 10
 Conference 14x14 Obs. Rm. Seats 15
 Conference 17x17 Obs. Rm. Seats 20
 Conference 17x17 Obs. Rm. Seats 15
 Living 12x12 Obs. Rm. Seats 8
 Living 10x10 Obs. Rm. Seats 8

SuperDatos de México

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Colonia Hipodromo
Mexico City, DF, CP 06100
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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
CL, VE
Conference 14x20 Obs. Rm. Seats 10
(see advertisement on p. 20)

The Netherlands

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1211 BD Hilversum Postbus 10004
1201 DA Hilversum
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www.intomart.nl
Location: Office building
CL, 1/1, 1/1OR, TK, MP, VE
Conference 26x20 Obs. Rm. Seats 6
Conference 23x20 Obs. Rm. Seats 8

Mobiel Centre B.V. (Veldwerk organisatie)*
Kerkstraat 18
1354 AB Amere-Haven
The Netherlands
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MRC Onderzoek & Advies BV*
MRC Healthcare
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Fax +31-34-842-54-31
E-mail: mrc@worldonline.nl

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P.O. Box 247
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1000 AE Amsterdam
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Fax +31-20-522-53-33
E-mail: info@nipo.nl
www.nipo.nl
J. Visser
Location: Office building
CL, 1/1, 1/1OR, VC, VE
Conference 32x20 Obs. Rm. Seats 12
Conference 20x20 Obs. Rm. Seats 8

Team Vier b.v.
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1182 JW Amstelveen
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www.team4u.nl
Hans van Gool
Location: Office building
1/1, 1/1OR, VE
Conference 32x10 Obs. Rm. Seats 6

Nigeria

Research & Marketing Services Ltd. (RMS)*
RMS Media Services Ltd.
(P.O. Box 8225, Ikeja)
26, Odozi Street, Ojodu
Lagos
Nigeria
Ph. +234-1-492-2100 or +234-1-492-4347
Fax +234-1-492-2099
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Location: Office building
VE
Conference 20x16 Obs. Rm. Seats 4
Conference 16x16 Obs. Rm. Seats 4
Conference 16x16 Obs. Rm. Seats 4

Norway

Feedback Research AS*
Radhusgaten 7b
0151 Oslo
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Fax +47-22-33-61-66
Location: Office building
TK, TKO, VE

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Fax +92-42-571-1020
E-mail: aftab@aal.brain.net.pk
H. Aftab Ahmad, Chief Executive
Location: Freestanding building
VE
Multiple 14x12 Obs. Rm. Seats 6
Multiple 12x09 Obs. Rm. Seats 6

AFTAB Associates (Pvt) Ltd.
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Karachi
Pakistan
Ph. +92-21-452-2774
Fax +92-21-453-8186
E-mail: aftab@khi.comsats.net.pk
Saima Qamar, Manager
Location: Freestanding building
Conference 14x12 Obs. Rm. Seats 6

Peru

APOYO Opinion y Mercado S.A.*
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Miraflores, Lima 18
Peru
Ph. +51-1-241-8141 or +54-1-241-1833
Fax +51-1-447-1831
E-mail: postmaster@apoyo.com.pe
www.apoyo.com
Alfredo Torres
Location: Office building
1/1, VE
Conference 16x11 Obs. Rm. Seats 6
Conference 11x11 Obs. Rm. Seats 8
Conference 20x14 Obs. Rm. Seats 12

Poland

Centrum Badania Opinii Społecznej
Public Opinion Research Centre
P.O. Box 24
00 503 Warsaw
Poland
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Janusz Durlik
Location: Office building
1/1, 1/1OR, MP, VE
Conference 23x16 Obs. Rm. Seats 7

DEMOSKOP*
Migdalowa Ste. 4
02 796 Warsaw
Poland
Ph. +48-22-645-15-75 or +48-22-645-15-85
Fax +48-22-645-15-74
E-mail: demoskop@demoskop.com.pl
www.demoskop.com.pl
Location: Office building
1/1, 1/1OR, VE
Conference 26x20 Obs. Rm. Seats 8
Conference 16x13 Obs. Rm. Seats 8

F-Squared Market Research + Consulting Poland
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Daniel Leis
Location: Office building
CL, TK, MP, VE
Conference 11x12 Obs. Rm. Seats 10
Conference 20x22 Obs. Rm. Seats 22

Kinoultly Research*
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00 043 Warsaw
Poland
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Fax +48-22-827-18-12
E-mail: KinoultlyResearch@compuserve.com

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Macro International Sp. z o.o. *

Al. Jarozolimskie 56c

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Fax +48-22-630-22-34

E-mail: chipman@it.com.pl

www.macrint.com

Frank Chipman, Regional Acct. Mgr.

Location: Office building

TK, TKO, VE

Conference 20x30 Obs. Rm. Seats 10

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Ul. J. Sengera "Cichego" 1

02 790 Warszawa

Poland

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Fax +48-22-645-78-88

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www.medicaldatamangement.com

Jarek Frackowiak

Location: Office building

VE

Conference 19x18 Obs. Rm. Seats 10

Pentor RI*

ul. Flory 9 m. 4

00 586 Warsaw

Poland

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Fax +48-22-622-63-51

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Portugal

CEMASE-Centre de Estudos de Mercado e Analise*

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Motivacao

Estudos Psico-Sociologicos Lda.

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Fax +351-21-319-04-89

E-mail: motivacao@esoterica.pt

Maria Jose Paixao, Director

Location: Freestanding building

1/1, 1/1OR, TK, TKO, MP, VE

Conference 20x16 Obs. Rm. Seats 10

Conference 16x13 Obs. Rm. Seats 6

Motivacao

Estudos Psico-Sociologicos Lda.

R.do Arco do Cego, 77, R/C, Esq.

1040 Lisbon

Portugal

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Fax +351-21-319-04-89

E-mail: motivacao@esoterica.pt

Maria Jose Paixao, Director

Location: Office building

1/1, 1/1OR, TK, MP, VE

Conference 20x16 Obs. Rm. Seats 8

Living 16x16 Obs. Rm. Seats 8

Motivacao Norte

Consultoria E Estudos De Mercado, Lda.

R. Joas de Deus, 6, 3 - Sala 307

4100 Porto

Portugal

Ph. +351-22-600-07-08

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Maria Jose Paixao, Director

Location: Office building

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Conference 20x16 Obs. Rm. Seats 6

Puerto Rico

Custom Research Center, Inc. *

1650 De Diego Ave.

San Francisco, Rio Piedras, PR 00927

Puerto Rico

Ph. 787-764-6877

Fax 787-764-6835

E-mail: crc@caribe.net

http://premium.caribe.net/~crc

Parimal Choudhury, President

Location: Freestanding building

1/1, 1/1OR, TK, TKO, VE

Conference 12x15 Obs. Rm. Seats 10

Conference 12x14 Obs. Rm. Seats 10

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@gaitherinternational.com

Location: Office building

1/1, 1/1OR, VE

Conference 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

TK, VE

Conference 12x20 Obs. Rm. Seats 12

Romania

IRSOP - Market Research Ltd. *

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Bucharest 701092

Romania

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Fax +40-1-312-0382

E-mail: irsop@dial.kappa.ro

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Bucharest 70 211

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Ph. +401-211-3967

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E-mail: Adrian.Purcarea@mercury.ro

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Michael Hunt, General Manager

Location: Office building

VE

Conference 19x12 Obs. Rm. Seats 5

MIA-Marketing Institute Limited *

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Sector 2

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103012 Moscow

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Michael Fodor

Location: Office building

1/1, 1/1OR, TK, VE

Conference 18x12 Obs. Rm. Seats 10

Conference 20x15 Obs. Rm. Seats 8

Macro International Z.A.O. *

Business Centre "Olympic" office 39

16 Olympiyskiy Prospect

129090 Moscow

Russia

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E-mail: mikusi@dol.ru

www.macrint.com

Csaba Mikusi, Client Services Director

Location: Office building

1/1, 1/1OR, TK, VE

Conference 20x30 Obs. Rm. Seats 10

Conference 12x30 Obs. Rm. Seats 10

Marketing Information Center*

Pyatnitskaya str., 16/3

113035 Moscow

Russia

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13/2 Ordzkonikidze St.
117071 Moscow
Russia
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Fax +7-095-954-9896
E-mail: validata@glas.apc.org
www.validata.ru

Marsha Volkenstein, President
Location: Office building
1/1, 1/10R, TK, TKO, VE
Conference 21x11 Obs. Rm. Seats 10
Conference 21x11 Obs. Rm. Seats 10
Living 13x9 Obs. Rm. Seats 10

Singapore

Joshua Research Consultants*
190 Middle Road
Fortune Centre #11-01
Singapore 188979
Singapore
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Fax +65-333-5517
E-mail: joshuarc@singnet.com.sg

Slovenia

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Fax +386-61-17-20-834
E-mail: info@graliteo.si
www.graliteo.si
Location: Office building

MP, VE
Multiple 16x13 Obs. Rm. Seats 5
Multiple 16x13 Obs. Rm. Seats 5

Kline & Kline*
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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
VE
Conference 33x23 Obs. Rm. Seats 8
Conference 30x20 Obs. Rm. Seats 6
Conference 26x20 Obs. Rm. Seats 5
Conference 26x20 Obs. Rm. Seats 5

Impact Information (Pty.) Ltd.*
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Rivonia 2128
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www.impact.co.za

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: headoffice@research-int.co.za
www.research-int.com
Location: Office building
CL, MP, VC, VE
Conference 20x16 Obs. Rm. Seats 6
Conference 26x16 Obs. Rm. Seats 8
Conference 23x16 Obs. Rm. Seats 6
Conference 20x16 Obs. Rm. Seats 6
Conference 20x16 Obs. Rm. Seats 6
Living 16x16 Obs. Rm. Seats 6

Research Surveys (Pty.) Ltd*
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CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
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 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

South Korea

Gallup Korea

208, Sajik-dong

Chongjo-Ku

Seoul

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I.K. Kang

Location: Office building

VC, VE

Conference 20x14 Obs. Rm. Seats 10

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Haeyang Bldg., 1625-I Socho Dong, Socho Ku

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Seoul 150-010

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David Richardson, Managing Director

Location: Office building

1/1, 1/1OR, VE

Conference 15x18 Obs. Rm. Seats 10

Conference 14x15 Obs. Rm. Seats 8

Spain

ALEF-Millward Brown S.A.*

Maldonado 55-Edificio C

28006 Madrid

Spain

Ph. +34-91-564-44-33

Fax +34-91-564-44-57

Location: Office building

1/1, 1/1OR, VE

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28010 Madrid

Spain

Ph. +34-91-593-06-00

Fax +34-91-593-18-76

Demoscopia S.A.

Edificio Sollube Plaza de Carlos Trias Bertran

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28020 Madrid

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Ph. +34-91-596-96-00

Fax +34-91-555-72-32

E-mail: j.i.wet@demoscopia.com

www.demoscopia.com

Location: Office building

1/1, 1/1OR, VC, VE

Conference 18x13 Obs. Rm. Seats 10

Living 10x12 Obs. Rm. Seats 6

ECO Consulting, S.A. (Ipsos)*

Avenida de Burgos 12-8

28036 Madrid

Spain

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Fax +34-91-302-43-86

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28010 Madrid

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Nuria Fernandez

Location: Office building

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Fax +34-91-562-68-13

E-mail: inner@inner.es

www.inner.es

Enrique Domingo de Blas

Location: Office building

1/1, TK, MP, VC, VE

Multiple 18x13 Obs. Rm. Seats 10

Living 13x13 Obs. Rm. Seats 10

Intercampo-Investigacion y Tecnicas*

de Campo S.A.

Glorieta de Quevedo 6, 20 dcha

28015 Madrid

Spain

Ph. +34-91-448-33-12

Fax +34-91-445-80-96

E-mail: intercam@ctv.es

Luis Pamblanco

Location: Office building

1/1, 1/1OR, VE

Living 13x10 Obs. Rm. Seats 5

Sweden

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Ph. +46-8-24-3530

Fax +46-8-24-4015

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Walter Schwab

Location: Office building

1/1, 1/1OR, TK, VC, VE

Conference 20x10 Obs. Rm. Seats 10

Conference 10x07

Living 26x16 Obs. Rm. Seats 10

Living 23x16 Obs. Rm. Seats 10

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6006 Lucerne

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Location: Freestanding building

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Mike Chou, Managing Director
Location: Office building
1/1, 1/10R, VC, VE
Conference 30x15 Obs. Rm. Seats 15

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Dominic Longcroft
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Multiple 18x25 Obs. Rm. Seats 18
Multiple 19x16 Obs. Rm. Seats 12

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Douglas Fedele, General Manager
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1/1, TK, VC, VE
Multiple 22x15 Obs. Rm. Seats 12
Multiple 22x15 Obs. Rm. Seats 20
Multiple 22x29 Obs. Rm. Seats 20
Multiple 22x15 Obs. Rm. Seats 20
(see advertisement on p. 217)

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London EC1V 1LR
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Fax +44-1-71-837-7823

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Alison Woods
Location: Office building

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United Kingdom
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Fax +44-1-895-253030
E-mail: belbest@aol.com
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1/1, TK, TKO, VE
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 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing VE - Video Equipment
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

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 Roche House
 452 Street Lane
 Leeds LS17 6RB
 United Kingdom
 Ph. +44-113-266-5440
 Fax +44-113-268-9111
 E-mail: Rondhay.Research@tesco.net
 Jackie Waterhouse, NDD
 Location: Freestanding building
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Multiple 18x14 Obs. Rm. Seats 9
 Multiple 16x13 Obs. Rm. Seats 10

The Leo House Partnership
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 Surrey KT7 0XF
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 Fax +44-20-8398-6343
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 www.leohouse.co.uk
 Anne Kingswell Lovelock
 Location: Freestanding building
 1/1, 1/1OR, TK, MP, VC, VE
 Multiple 13x13 Obs. Rm. Seats 10
 Living 13x15 Obs. Rm. Seats 10
 Conference 11x11

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 www.thefocusnetwork.com
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 1/1, 1/1OR, VC, VE
 Multiple 18x14 Obs. Rm. Seats 20
 Multiple 18x14 Obs. Rm. Seats 20
 Multiple 20x14 Obs. Rm. Seats 20
 Conference 18x14 Obs. Rm. Seats 12
 Conference 10x08 Obs. Rm. Seats 6

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 Helen Wilson
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 1/1, 1/1OR, TK, MP, VC, VE
 Conference 21x16 Obs. Rm. Seats 20
 Living 14x13 Obs. Rm. Seats 14
 Living 20x14 Obs. Rm. Seats 8
 Multiple 21x16 Obs. Rm. Seats 12
 Living 21x16 Obs. Rm. Seats 12

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 www.surveymarketing.co.uk
 Katie Dodd
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 Jill Lonsdale
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 Multiple 18x12 Obs. Rm. Seats 7

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 Liz Trenary, Studio Manager
 Location: Freestanding building
 TK, TKO, VC, VE
 Multiple 15x13 Obs. Rm. Seats 10
 Living 16x13 Obs. Rm. Seats 15
 Living 17x13 Obs. Rm. Seats 12

West Midlands Viewing Facility
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 Trudy Walsh
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 Multiple 16x16 Obs. Rm. Seats 12

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 www.westend-net.com
 Dominic Longcroft
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 CL, 1/1, 1/1OR, MP, VC, VE
 Multiple 23x21 Obs. Rm. Seats 12
 Multiple 17x12 Obs. Rm. Seats 9
 Multiple 21x17 Obs. Rm. Seats 9
 Conference 21x20 Obs. Rm. Seats 4

Venezuela

ESMEFAR - ESTIME Marketing Research
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 Fax +58-2-241-0540
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 www.esmefar.com
 Walter Mucchiut, Executive Director
 Location: Office building
 1/1, 1/1OR, TK, VC, VE
 Conference 14x10 Obs. Rm. Seats 5
 Conference 14x14 Obs. Rm. Seats 3

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Trade Talk

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tories, and government resources, along with information on international trade shows and business events;

- Fedstats (www.fedstats.com), which offers convenient access to a range of statistics from more than 70 federal agencies;
- the JobStar page of salary information (www.jobstar.org/tools/salary/index.htm), with links to hundreds of salary surveys from newspapers, periodicals, trade and professional organizations;
- the Thomas Register of American Manufacturers

(www4.thomasregister.com), which lets you access information on 155,000 American manufacturers of industrial products and services;

- a link to the good old Census Bureau (www.census.gov);
- and www.dismalscientist.com (one of the best-named sites around), which gives visitors economic analysis by recognized economists at the metro, state, and national levels, along with business articles and global economic data. (Scottish essayist and historian Thomas Carlyle tarred economics with the term "dismal science.")

The Web has placed a wealth of facts at our fingertips. The information you need is out there, it's just a matter of finding it. Happy hunting! **TG**

Names of Note

continued from p. 8

foundation's 1999-2000 Fellows Program, which is designed to promote women in leadership positions. The IWF is a global association of women leaders in 18 countries.

John Gilfeather has been named vice chairman of *Roper Starch Worldwide*, a New York research firm.

Carol Randall-Grier has joined the Atlanta office of *Eagle Research* as vice president/operations.

Sherry Miller has joined *Scarborough Research*, New York, as vice president, agency and advertiser sales.

Burke Strategic Consulting Group, Cincinnati, Ohio, has promoted **JoAnn Sciarrino** to practice leader of marketing strategy.

Tracey Howard has been named director of *Murray Hill Center Southeast*, the new Atlanta facility of New York-based Murray Hill Center which is scheduled to open in January 2000.

Atlanta-based *Equifax* has named **Bill Catucci** executive vice president - group executive of Equifax's North American Information Services Group.

Susan Sweet has been named senior research associate at *Doyle Research Associates, Inc.*, Chicago.

Research Data Design, Inc., Portland, Ore., has named **Jeff Palish** national sales director.

Janet Jenness Eason has joined the marketing department of *BellSouth International* as senior manager marketing research.

Dan Steinberg, president of *Salford Systems*, a San Diego, Calif., software firm, has won Japan's Nikkei Quality Control (QC) Literature Prize. The award recognizes literature that contributes to the progress and further development of quality control and quality management. The prizewinning book is a theoretical and practical introduction to CART (classification and regression trees) decision-tree methodology. Titled *Applied Tree-Based Methods Using CART*, the book, currently available only in Japanese, is co-

authored by **Yuji Horie** and **Atsushi Ootaki**.

Margaret G. Dyer has been named vice president, marketing in a newly created position for *Allstate Life*, Northbrook, Ill. Dyer will be responsible for Allstate Life & Savings marketing strategy, new product development, marketing research, customer communications and sales support.

Answers Research Inc., Solana Beach, Calif., has announced three promotions: **Chad Johnson** to manager, market research; **Melissa LeHardy** to manager, client services; and **Steve Kretschmer** to manager, analysis and reporting.

Les Leathem, vice president of Concord, Mass.-based research firm *MORPACE Pharma Group, Ltd.*, will head the firm's new Princeton, N.J., office.

Survey.com, a San Jose, Calif., research company, has named **Sylvia Waelter** vice president of the business intelligence and data warehousing research program. In addition, **Peter J. Auditore** has been promoted to president of syndicated services.

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Trade Talk

By Joseph Rydholm, QMRR editor

Researching the Web's wonders

In November I attended a workshop, sponsored by the Upper Midwest Chapter of the Marketing Research Association, on conducting secondary research on-line. While the talk was aimed at researchers here in the Minneapolis area (and even more specifically, those with a Hennepin County Library card), I thought I might share some notes from the program with you. Because while we have an exceptionally good library system here (finally, a tangible benefit from all those taxes!), I'm sure there are libraries all across the country, perhaps one close to you, offering a similar wealth of free or near-free information sources.

Featured speaker Tom Fortin of the Southdale branch of the Hennepin County Library system focused on introducing us to the resources available by clicking on the "Reference Tools" button at Hennepin County Library's Web site. Sadly, the sites he showed us were available free of charge only to those with a suburban Hennepin County Library card. But the library's home page (www.hennepin.lib.mn.us) offers useful links in another section that anyone with a Web browser can access.

First, on the Hennepin Library home page, click on the

button called "The Web," which is one of four buttons surrounding the "Search" icon on the upper left side of the page. One of the first entries on the resulting "Search the Web" page is a nice list of search engines, along with brief descriptions of what/how they search, which are helpful because the search engine providers don't always spell that out clearly.

Also on the "Search the Web" page, check out the "Hennepin County Library Recommended Web Sites" section for an eclectic list of sites in a variety of categories selected by library staff.

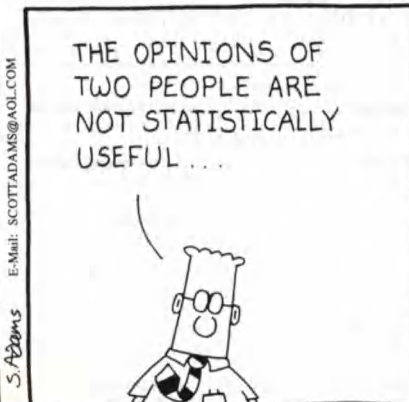
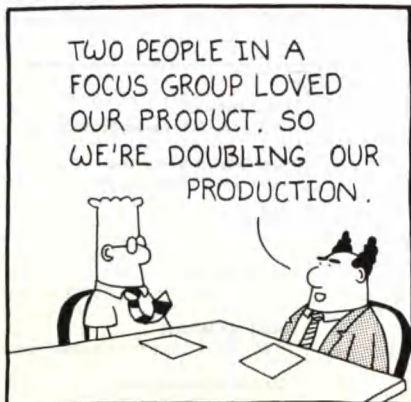
Some of the most useful links are found under the "Business & Investments" section, including:

- a site offering corporate information (the aptly named www.corporateinformation.com), which has sub-lists of Web sites offering data by country and by U.S. state;
- Michigan State University's Center for International Business Education and Research's MSU-CIBER International Business Resources on the Web site (<http://ciber.bus.msu.edu/busres.htm>), which provides access to business newspapers, periodicals, company direc-

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Dilbert

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| New York Aug. 30-Sept. 1 | New York Dec. 13-15 | | |
| Chicago Sept. 27-29 | | | |
| 103. Marketing Research for Decision Makers | \$1,300 | | |
| HoChiMin City, Vietnam .. July 22-23 | Cincinnati Oct. 4-5 | | |
| 104. Questionnaire Construction Workshop | \$1,700 | | |
| New York July 12-14 | Miami Oct. 18-20 | | |
| Cincinnati Aug. 9-11 | San Francisco Dec. 6-8 | | |
| Boston Sept. 13-15 | | | |
| 105. Questionnaire Design | \$1,300 | | |
| New York July 15-16 | Miami Oct. 21-22 | | |
| Cincinnati Aug. 12-13 | San Francisco Dec. 9-10 | | |
| 106. Online Research | | | |
| new Dates and locations to be announced | | | |
| 201. Focus Groups: An Introduction | \$1,300 | | |
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| 202. Focus Group Moderator Training | \$2,300 | | |
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| Cincinnati Aug. 24-27 | Cincinnati Nov. 2-5 | | |
| Cincinnati Sept. 21-24 | Cincinnati Dec. 14-17 | | |
| 203. Focus Group Applications | \$1,700 | | |
| Cincinnati July 26-28 | Cincinnati Nov. 8-10 | | |
| 204. Qualitative Research Reports | \$1,300 | | |
| Cincinnati July 29-30 | Cincinnati Nov. 11-12 | | |
| 205. Qualitative Research with Children | \$700 | | |
| New York Sept. 10 | | | |
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| Cincinnati Aug. 23-25 | New York Nov. 29-Dec. 1 | | |
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| New York Sept. 2-3 | | | |
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| 504. Advertising Research | \$1,300 | | |
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| San Diego Aug. 12-13 | Cincinnati Nov. 11-12 | | |
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