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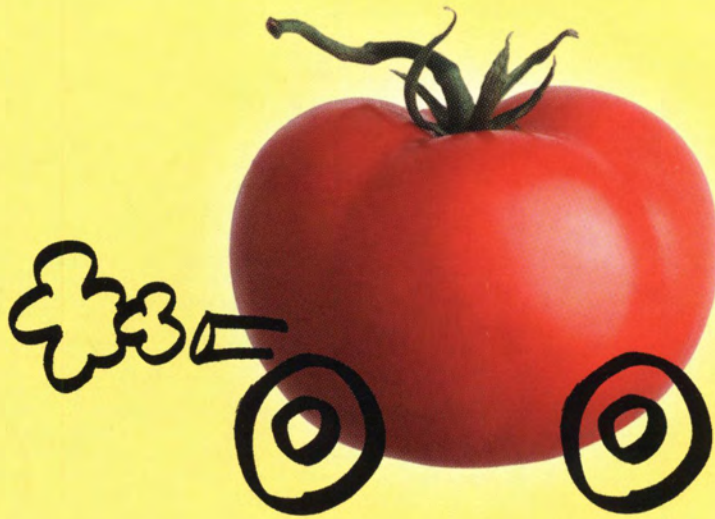
December 2000



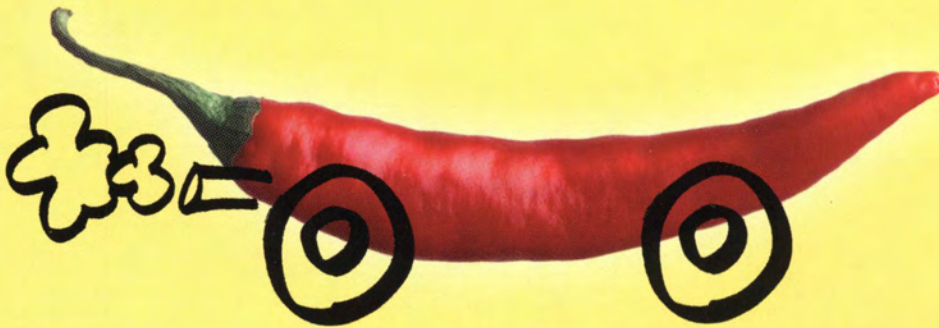
Qualitative research issue

- Chrysler shapes PT Cruiser with archetype research
- When qualitative and quantitative contradict each other
- Focus groups aid store location effort

2001 Focus Group Facilities Directory



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C O N T E N T S

F E A T U R E S

Case History

18 Personal transportation indeed

Chrysler dug deep with archetype research to shape its PT Cruiser

Techniques

20 What to do when quantitative and qualitative research contradict each other

22 Sample size for qualitative research
The risk of missing something important

28 Conducting focus groups with disabled respondents

32 For international focus groups, local is best

36 Insights on a new site
Focus groups aid store location research

40 Are three heads (or more) better than one for moderating focus groups?

44 Capturing smoke in the bottle
Tips on qualitative analysis and report writing

48 Trends and developments in moment-to-moment research

54 Online qualitative research task force: report of findings

58 A guide to writing and evaluating qualitative research proposals

62 Secrets of our success
Insights from a panel of moderators

66 Avoiding pitfalls in conducting Hispanic focus groups

70 The personal brand reward
Motivating consumers in an age of cynicism

72 Step through the looking glass
Including experts and/or clients in focus groups

74 The benefits of telephone depth sessions

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D E P A R T M E N T S

8 Survey Monitor
10 Names of Note
12 Product & Service Update
14 Research Industry News

16 War Stories
91 Moderator MarketPlace
97 2001 Focus Group
Facilities Directory
244 Classified Ads

246 Index of Advertisers
248 Letters
249 Listing Additions
250 Trade Talk

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Newspaper sites popular Web destinations

In major markets across the country, online newspapers are some of the most recognized and visited Web sites among local-oriented Internet destinations, according to marketing research firm NFO AD:IMPACT, Greenwich, Conn.

According to the data, which aggregated survey results from more than 10,000 online consumers across 17 major local markets between January and June 2000, two-thirds (66 percent) of all online consumers, on average, were aware of online newspaper Web sites. In contrast, an average of about one-third (34 percent) of online consumers were aware of local competitive city guide sites. Further, nearly

half (48 percent) of online consumers had visited the local newspaper site, on average, and more than 22 percent had visited in the past 30 days. In comparison, across these same markets, only



an average of 16 percent of online consumers had ever visited the local city guide sites measured and less than 5 percent visited in the past month.

From a projected total population

perspective for those 17 major markets, NFO AD:IMPACT estimates that nearly five million online users (4.97M) had visited the newspaper sites in the previous 30 days, almost twice as many as the combined traffic of the local city guides assessed in those same markets.

In addition to driving strong traffic numbers, online newspapers also drive a higher volume of more "valuable traffic" as it relates to potential online advertisers and their efforts to attract shoppers. As a result of visiting the newspaper Web sites examined in this research, nearly 1.4 million online consumers report contacting a business in the previous 30 days and more than half of those 750,000 made purchases (either online or offline). Again, both of

continued on p. 80

More online gift buying expected this season

One third of 4,500 online consumers report that they will spend more for holiday gifts online and offline this year compared to last, according to a survey by Greenfield Online, Wilton, Conn. These consumers indicate that they will spend an average of \$660 for holiday gifts, with Mom the most likely recipient of something bought online. (The pre-holiday study last year reported an average dollar amount for anticipated spending that was nearly the same.) Amazon.com continues to be the leading Web site destination for online gift buying, but this year 84 percent also say they will head to retailer Web sites.

Best price and guaranteed delivery are the most important services expected from Web sites as the holiday shopping frenzy unfolds, followed closely by customer service. After last year, when many e-commerce sites lured shoppers with offers of free shipping, consumers indicate they will be alert to the impact of these charges this season. Some 61 percent of those who have purchased on the Web say they have abandoned a purchase online because of shipping charges. People who refuse to purchase online cited shipping charges as a key reason in this pre-holiday survey.

The study reflects the very kind of shoppers e-commerce sites want to attract in terms of savvy and income. The respondents are mainly experienced Internet users who have been on the Internet long enough to be comfortable with making purchases online. Their average household income is \$58,000. The increasing number of experienced Internet users has been a factor cited by various consultants who have forecasted online sales of \$19 billion for this holiday season compared to \$10 billion in 1999.

The five top items respondents intend to buy online are: CD/tapes, 47 percent; books, 46 percent; toys/games, 35 percent; clothing, 28 percent; gift certificates, 26 percent.

The study was conducted online August 7-14 with a sample of 4,500 U.S. respondents. All survey findings report aggregate information about groups, not individuals. Greenfield Online weights data collected from its panel to Forrester Research, Inc.'s Year 2000 Benchmark survey of 80,000 U.S. offline and online individuals. For more information contact Gail Janensch at 203-846-5720 or visit www.greenfield.com.



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Names of Note

The Arbitron Company has named **Janice M. Giannini** executive vice president and chief information officer. She will be based at Arbitron's Research and Technology Center in Columbia, Md.

San Jose, Calif.-based *Infonetics Research, Inc.* has named three new analysts: **Peter Judge**, directing analyst, Europe; **John Lawler**, directing analyst, e-business infrastructure; and **Jon Cordova**, analyst, access, security, and application hosting.

A new *ESOMAR Council* has been elected, taking office on January 1, 2000, for a two-year term ending December 31, 2002. The new president will be **John Kelly**, chairman of U.K.-based Magenta (the research division of MRSI Group). The new vice president will be **Fredrik Nauckhoff**, head of market intelligence and consumer insight at Nestlé, Switzerland. The council members will be: **Jacqueline Aglietta**, chief executive officer of Médiamétrie France; **Wlodek Daab**, research director Central Europe of Taylor Nelson Sofres; **Cecilia Gobbi**,

managing director and president of the board of A.S.M. - **Analisi e Strategie di Mercato S.r.l.**, Italy; **Siegfried Högl**, general manager of GfK Marktforschung GmbH, Germany; **Eugênia Sarah Paesani**, director president of EP - **Escritório de Pesquisa Eugênia Paesani**, Brazil; **Adam Phillips**, managing director of advanced television research, U.K.; **José Ignacio Wert**, president and CEO of Demoscopia S.A and chairman of the board of directors Sofres Audiencia de Medios, Spain. **Daniel Leconte**, project director of automobile retail for Renault, France, remains president of the society until the end of 2000 and continues on the ESOMAR council in an ex-officio capacity for two years.

The *Qualitative Research Consultants Association* has elected its new officers for the 2000-2001 year. Each of the officers were elected for a second consecutive term. **Jim Bryson**, president of Research Concepts in Nashville, Tenn., has been elected president. **Ricardo Lopez**, president of Hispanic Research, Inc. of Edison, N.J., has been re-elected vice president. **Elaine Gingold**, owner

of Gingold Research, Bethesda, Md., was also re-elected treasurer. **Lloyd Harris**, principal with JRH Marketing Services, N.Y., will serve a second term as secretary. Other members of the 2000-2001 board of directors are: **Lynn Greenberg** (Lynn Greenberg Associates, New York), **Judy Langer** (Roper Starch Worldwide, New York), **Hy Mariampolski** (QualiData, Inc., New York), **Dorrie Paynter** (Leapfrog Marketing Research, San Francisco), and **Gillian Tuffin** (Gillian Tuffin Research, Ltd., Toronto).

Jennifer Hirt-Marchand has been promoted to research director at *Marcus Thomas LLC*, a Cleveland advertising



Hirt-Marchand

Wahl

and public relations agency. In addition, **Susanne Wahl** has been named research associate and **Beth Kaiser** has been named research assistant.

Informa Research Services, Inc., Calabasas, Calif., has named **James Royal** director of marketing.

Angel M. Straub has joined *Market Trends Research*, Seattle, as sensory science research manager.

Jane Horstman has been named new business development manager for the *Polk Company's* Automotive Information Services Division in Southfield, Mich.

Digital Research, Inc., Kennebunk, Maine, has named **Jane Mount** research director to manage the company's Internet Reader Response program and

continued on p. 247

Why are so many researchers using Telephone Focus Groups?

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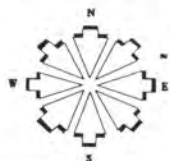
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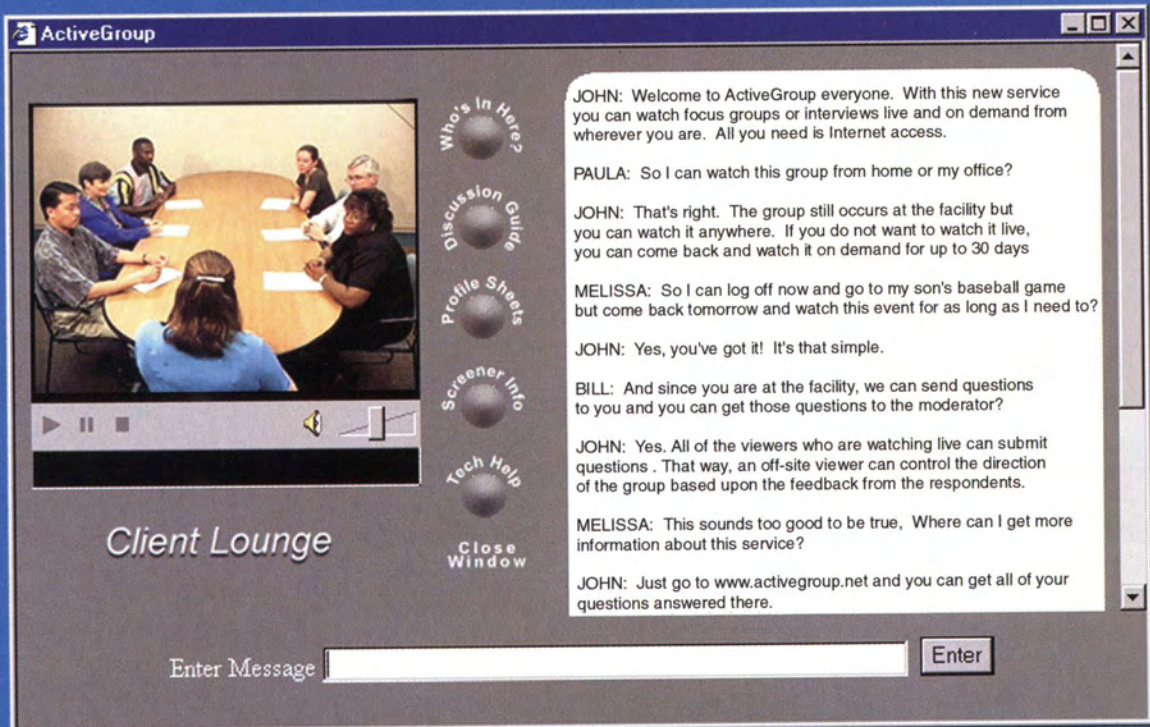
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Testing center opens near Cincinnati cultural sites

SIRS (Service Industry Research Systems, Inc.), Cincinnati, and the Cincinnati Museum Center have created the Family Market Testing Institute (FMTI) to offer research opportunities focused on products and services geared to families with children. FMTI is located in Cincinnati's restored Union Terminal, which houses the Museum of Natural History & Science, the Cinergy Children's Museum, the Robert D. Lindner Family OMNIMAX Theater, and the Cincinnati History Museum. Research techniques available include intercept interviews, on-site product preference and usage testing, home placement/use testing, focus group/panel discussions, and video/advertising concept and copy testing. For more information call Marion Marlow or Aaron Gulley at 800-781-8758.

Update of AutoData Survey Plus

Minneapolis-based AutoData Systems has released AutoData Survey Plus 2000 survey creation software, version 3. The software lets users create scannable surveys, scan and verify data, and create quick reports. AutoData Survey Plus 2000 software, combined with an imaging scanner, eliminates manual data entry. Applications include employee or patient satisfaction studies, market research instruments, assessments and evaluations, enrollment and HR forms in all market segments.

Point-and-select from a library of scannable object templates for simplified form design. OMR check marks, numeric ICR hand print, tracking barcodes, key entry or image capture fields appear on the form, along with survey questions. During the scanning phase, AutoData software processes and verifies the scanned content. Any question-

able data is presented on-screen for operator verification. Create aggregate or individual histogram and trend reports by pressing a button. Data is automatically tabulated.

Survey Plus 2000 software allows standard response scales or custom formats; "multiple marks allowed" questions; barcodes to track different departments, sites or personnel; key-from-image as an option to automated scanning; three turnkey reports to get the user started; up to 10 custom crosstabulation rules for each report; and the ability to capture and report on free-hand comments.

Survey Plus 2000 also features proprietary AutoData Smart-Memory technology with improved intelligent character recognition. Based on a neural network design, SmartMemory learns new character shapes and different handprint styles over time. Recognition accuracy improves and becomes "smarter" with increased use, thus reducing manual verification and key entry edits. For more information call 800-662-2192 or visit www.autodata.com/sp2k.

New research program for vision care industry

Rochester, N.Y.-based Harris Interactive has signed an agreement with Boucher Communications Inc. (BCI), and has, in conjunction with Vision Council of America (VCA), launched a new service called InSight, which will provide vision care companies access to multi-client and proprietary Internet-based consumer information. In addition, the new strategic alliance will offer vision care industry suppliers opportunities to craft questions that will help them get the answers they need on a subscription basis.

Harris Interactive and BCI researchers will work with each subscriber to develop confidential, customized questions to which only that subscriber will have access. These questions will provide information on topics

such as market trends and consumer purchasing habits. Topline results will be published as part of BCI's regular editorial content with more detailed reports reserved for Insight subscribers. For more information visit www.harrisinteractive.com.

Service targets research needs of lifesciences firms

Jstreetdata.com Inc., a Washington, D.C., online research firm, has launched its real-time marketing research service for lifesciences firms following two pilot studies. Using Web-based technology, Jstreetdata.com's service is self-serve and eliminates steps found in traditional market research. Researchers now can construct online surveys in a manner similar to writing an e-mail. The firm also provides access to its database of pre-screened physicians and other medical professionals. As soon as a market researcher posts a survey, appropriate medical specialists are notified via e-mail of the study topic and time frame. Physicians are compensated for their time and participate when it is convenient for them by answering the survey online. Responses are gathered and calculated in real-time. For more information visit www.jstreetdata.com.

Total measures brand equity online

Total Research Corporation, Princeton, N.J., has launched EquiTrend Online, its first syndicated online consumer survey. EquiTrend Online (ETOL) is a measurement of brand equity that utilizes Internet technology to provide a survey of 30,000 Internet users on their perceptions of the quality of more than 1,300 brands in 17 industry categories. EquiTrend Online measures how brands compare to other branded products and services in their

continued on p. 78

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Fieldwork Denver
MC-3 Denver *
Plaza Research Denver
- Connecticut
The Focus Room Stamford
- Florida
Schwartz Research Tampa
About Orlando Market Research
Miami Market Research
Plaza Research Ft. Lauderdale
Quick Test/Heakin Ft. Lauderdale
Executrain Ft. Lauderdale
Mar's Surveys Coral Springs
Field & Focus W. Palm Beach
Tampa Conference Center *
The Irwin Group Jacksonville *
- Georgia
Compass Marketing Research Atlanta
Murray Hill Center Atlanta
Delve Atlanta
Fieldwork Atlanta
Plaza Research Atlanta
Focus on Atlanta
Quick Test/Heakin Atlanta
Atlanta Focus & Field
Executrain Atlanta
- Illinois
Accurate Data Marketing Chicago
Home Arts Guild Chicago
NQC Chicago
Fieldwork O'Hare Chicago
Fieldwork Schaumburg Chicago
Fieldwork North Chicago *
Plaza Research Chicago *
Delve Chicago
Chicago Focus & Telephone *
Quick Test/Heakin Chicago*
AIM Chicago *
Executrain Chicago Loop
Home Arts Guild Research Center Chicago
- Kansas
Delve Overland Park *
- Louisiana
Quick Test/Heakin New Orleans
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AIM Baltimore
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Plaza Research Paramus *
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Association/organization news

The Southwest Chapter of the **Marketing Research Association** introduced a scholarship program that offers monetary awards to members and employees of member companies. The program was developed to encourage and assist educational pursuits among those employed in the marketing research industry. Guidelines for eligible coursework were left broad to allow applicants to enhance or develop skills that are primary as well as

ancillary to marketing research. Education could include such topics as software applications, oral communications and writing techniques. The program drew so many worthy applicants that the scholarship committee went back to the board to increase the budget for the current year from \$2,500 to \$3,300. The seven 2000 SW Chapter MRA Scholarship Award recipients are: Jennifer Adamson, Saurage-Thibodeaux Research; Heather Draves, On-Line Communications;

Shaun Earley, On-Line Communications; Karl Feld, Western Wats Center; Carlos Jauregui, Galloway Research; Shannon Sims, DFW International Airport; and Teresa Vollmecke, Consumer Psychology Research.

Research Leaders Summit (RELEAS1), sponsored by the **Advertising Research Foundation (ARF)** and **The European Society for Opinion and Marketing Research (ESOMAR)**, will convene research leaders from around the globe for the first time, to assess and collectively take action regarding the challenges and opportunities in the industry. The meeting is scheduled for January 15-16 in Geneva, Switzerland. The summit is envisioned to be a three-year process, with annual meetings and continued action and feedback in between. The objective of RELEAS1 is to build a network of research users and providers from around the globe that will speak and act with one voice on behalf of the industry.



ONLINE RESEARCH STRATEGIES:

The International Quality & Productivity Center (IQPC) will hold a conference titled "Strategies to Improve Online Market Research" on December 12-13 at the Hyatt Regency, New Orleans. For more information call 800-882-8684 or visit www.iqpc.com.

AMA ATTITUDE/BEHAVIORAL RESEARCH CONFERENCE:

The American Marketing Association will hold its Attitude/Behavioral Research Conference on January 14-17 at the Hyatt Westshore hotel in Tampa, Fla. For more information visit www.ama.org.

E-BUSINESS CONFERENCE: The Association of National Advertisers (ANA) and the American Association of Advertising Agencies (AAAA) are co-producing an e-business conference that will focus on best practices and case studies on January 18-19 in New York. For more information visit www.aaaa.org and enter the conference code "ebus."

ONLINE RESEARCH CONFERENCE:

The International Quality & Productivity Center (IQPC) will hold a conference titled "Web-Based

Customer Surveys & Online Market Research" on January 24-25 at the Holiday Inn on King Hotel in Toronto. For more information call 800-882-8684 visit www.iqpc.com.

PRINT RESEARCH CONFERENCE:

The European Society for Opinion and Marketing Research (ESOMAR) will hold Print Brands, its biannual conference on market research and the print media, from January 28-30 at Le Méridien Montparnasse hotel in Paris. For more information visit www.esomar.nl.

INTERNET CONFERENCE: The European Society for Opinion and Marketing Research (ESOMAR) will hold Net Effects 4, its worldwide Internet conference, on February 11-13 at the Princesa Sofia Inter-Continental hotel in Barcelona, Spain. For more information visit www.esomar.nl.

WINCROSS AND WINQUERY SOFTWARE CONFERENCE:

The Analytical Group will hold its biannual WinCross and WinQuery software conference on March 18-20 at the Hilton Scottsdale Resort & Villas, Scottsdale, Ariz. For more information call 800-946-3767 or visit www.acsinfo.com.

Acquisitions

New York-based **DoubleClick Inc.**, an Internet advertising firm, has entered into a definitive agreement to acquire **@plan.inc**, a provider of online market research planning systems, in a deal valued at approximately \$120 million. The stock and cash transaction builds on both companies' goals to provide third-party objective tools to the media planning community. The transaction is expected to be completed in the fourth quarter of 2000.

Macro International, a Calverton, Md., research firm, has acquired **Social & Health Services, Ltd.**, a Rockville, Md., communications and information management company.

A management-led group has purchased the assets of **The Response**

Center, a Fort Washington, Pa., research firm, from its parent company, **NCO Group Inc.**, for \$12.25 million.

St. Petersburg, Fla.-based **Catalina Marketing Corporation** has acquired **Market Intelligence, Inc.**, a Chicago research firm. Terms of the transaction included an up-front purchase price of \$1 million paid in cash for all of the stock of Market Intelligence. Additional earnout payments approximating \$1 million may be paid contingent on business performance.

Alliances/strategic partnerships

LightspeedResearch.com, Basking Ridge, N.J., and the **Geppetto Group** have formed a strategic alliance offering online quantitative research into kids and teen consumer segments.

Wilton, Conn.-based research firm **Greenfield Online, Inc.**, and **Juno Online Services, Inc.**, an Internet access provider, have formed a strate-

gic alliance that will enable the two companies to conduct research about the wants and needs of users of Juno's Internet service.

Separately, Greenfield Online has formed a strategic partnership with **Magnifi, Inc.**, a Los Gatos, Calif., provider of online brand management solutions. The agreement makes Greenfield Online's research services and survey tools available to Magnifi's subscribers through PC desktop access.

Atlanta-based **Online Insight Inc.**, an eCRM technology company, and **Sawtooth Software**, a Sequim, Wash., marketing research software firm, have signed an exclusive contract to accelerate development of guided selling and customer insight applications for e-commerce, including enhancements to Online Insight's existing products, Precision Choice and Precision Insights.

Dallas-based **Digital Marketing Services, Inc.**, an online marketing research and a division of America

Online Inc., has expanded its research partner network to include **MSWinteractive**, an MSW Group company that brings online marketing research to the advertising community.

Zogby International, a Utica, N.Y. research firm, has joined forces with **Target Market Research Group, Inc.**, Miami, to conduct several targeted surveys involving the Hispanic-American market.

Campbell, Calif.-based online research firm **Survey.com** has developed an online market research panel with **The Cultural Access Group**, a Los Altos, Calif., research firm. The panel will explore and measure Internet and computer usage among African-American, Hispanic, and general market segments.

Reston, Va.-based **comScore Networks, Inc.** a provider of Internet infrastructure services, has formed a

continued on p. 83

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War Stories

True-life tales in marketing research

By Art Shulman

Editor's note: War Stories is a semi-regular feature in which Art Shulman, president of Shulman Research, Van Nuys, Calif., presents humorous stories of life in the research trenches. If you have a funny tale to tell, contact Art at 818-782-4252 or at artshulman@aol.com. Contributors may remain anonymous.

Remember the ancient tale of the messenger who was slain because the recipient didn't like the message? Well, in a modern-day variation, Melanie Payne of Payne & Partners reports a focus group where a respondent with negative reactions to a concept statement scrunched the paper into a wad and threw it at her!

At the conclusion of the same group, another respondent said she didn't realize the wall behind Payne was a mirror. The respondent thought it was another group of people.

Speaking of respondents not getting it, Lon Zimmerman of The Research & Planning Group tells about doing one-on-one testing for a client's new TV campaign. He had the opportunity to visit with their ad agency's creative director, who was not too happy because his very clever ads were failing to wow the respondents. After much time listening to the consumers, the creative director turned to Zimmerman and said, "What's wrong with these people, that they don't understand my spots?"

Carl McDaniel of University of Texas-Arlington reports a study he conducted where he was testing prototype dryer sheet fabric softeners. Consumers were given the product and asked to use it at home, and then respond to a telephone survey. The only problem was that the product was formulated incor-

rectly at the lab. When clothes came out of the dryer they all were a distinct shade of pink! One woman asked how in the world she could expect her husband to wear pink blue jeans.

Another time McDaniel was testing two versions (canned and semi-moist) of dog food especially formulated for older, less active dogs. Consumers were supposed to feed their dog semi-moist for five days and then canned for five days to see which the dog preferred.

On the first day of the test a woman from Philadelphia called, alternating between hysteria and extreme anger. She had fed her registered boxer the semi-moist food, whereupon the dog had promptly died. She assured McDaniel that a lawsuit was imminent.

When their client was informed of the situation, management immediately offered to pay for an autopsy. Fortunately, it revealed that poor Rover had had a heart attack, which had nothing to do with the food.

While conducting focus groups for a particularly difficult-to-please moderator and group of clients, a researcher who prefers to remain anonymous hired a chef from one of the area restaurants to prepare a gourmet meal in his firm's kitchen.

What nobody realized was, something had been spilled in the oven the last time it had been used, and it didn't get cleaned up. So when the chef heated up the oven, the spill began to burn off, causing quite a bit of smoke, which set off the fire alarm right in the middle of one of the groups. The entire building had to be evacuated while fire officials verified the source of the smoke. The client was not amused.

Market researchers often have to be quick-thinking. Pat Sabena of Patricia Sabena Qualitative Research Services reports that in one mixed-gender group of middle-aged gum chewers, a man made a rather crass analogy comparing chewing gum to the rhythm of sexual intercourse. When the other panelists glared at him and began to berate him for his comment, Sabena jumped in to align herself with him to prevent him from becoming a scapegoat.

"Why, John," she said, "that same idea came up in another group just yesterday. Isn't that interesting!" The rest of the group relaxed. John shot her a look of gratitude and went home that day with his ego intact.

Sabena, by the way, launched her Web site - www.qual.com - a few years ago. Over the years many consumers have confused her Web site with that of the well-known high-tech firm Qualcomm. She's gotten inquiries from all over the world, including several investment questions from little-old-lady-type investment clubs wanting to buy Qualcomm shares or get more information. While she likes her domain name, Sabena indicates she'd probably surrender it for big bucks if asked to do so by Qualcomm.

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

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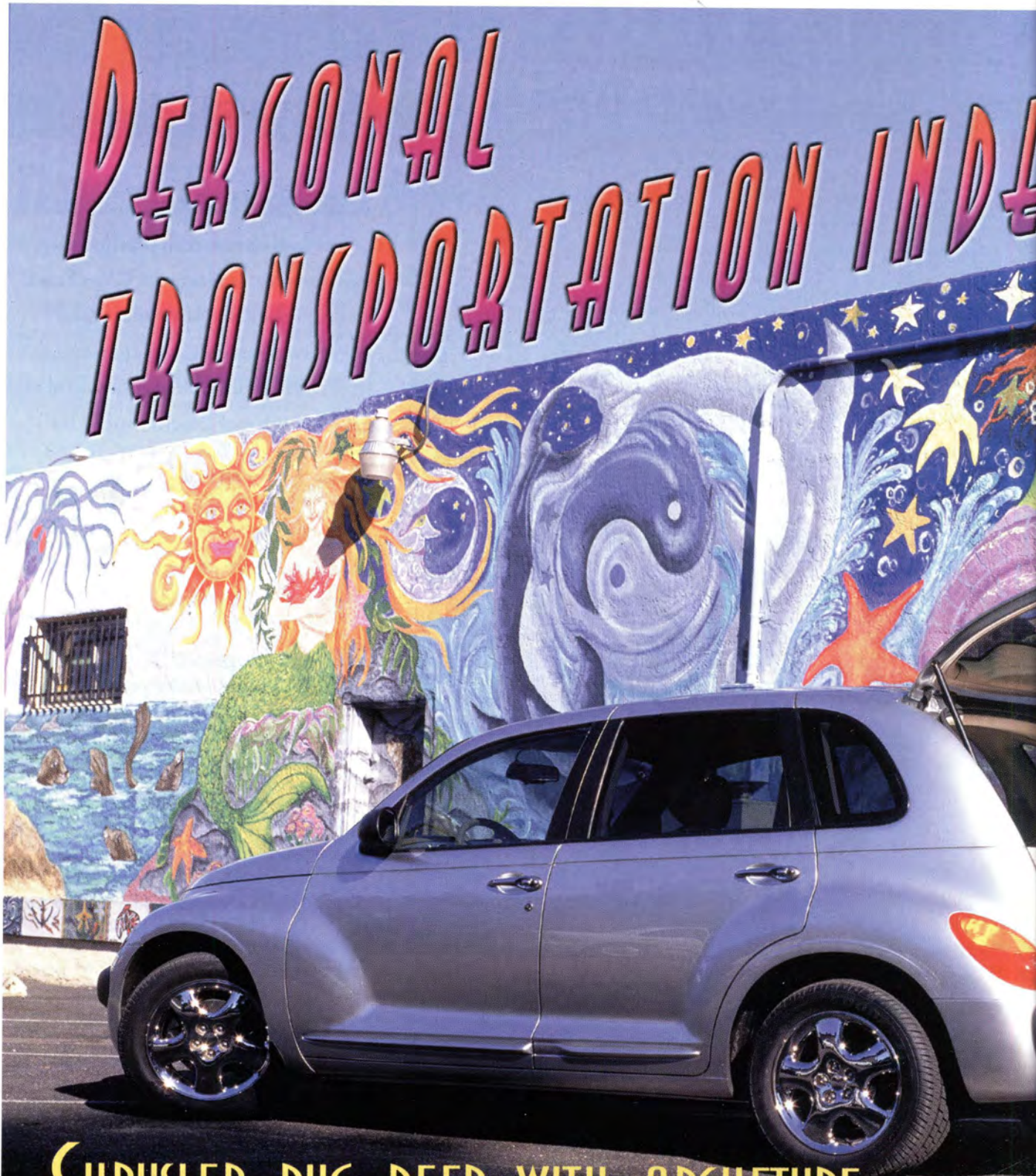
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CHRYSLER DUG DEEP WITH ARCHETYPE
RESEARCH TO SHAPE ITS PT CRUISER



By Joseph Rydholm
QMRR editor

Since Chrysler's PT Cruiser looks like no other car on the road, it's fitting that the marketing research behind it was a bit out of the ordinary. The wildly popular vehicle - part retro-futuristic panel truck, part Munster minivan - is the first DaimlerChrysler vehicle designed using archetype research, a qualitative method developed by G. Clotaire Rapaille, a French medical anthropologist whose Florida-based firm is called Archetype Discoveries.

In a nutshell, Rapaille's technique focuses on uncovering the deep-seated psychological underpinnings of consumers' product choices. Mundane attributes like color, size, convenience or price aren't the drivers of purchase, Rapaille would argue. Rather, it's the feelings and emotions attached to the product that really influence your choice. These feelings are part of a "cultural unconscious" that differs from culture to culture and country to country. If you can tap into this vein and touch what Rapaille calls the consumer's "reptilian hot button," you'll have the key to designing and marketing the product.

Rapaille digs for these feelings in a standard focus group setting using various exercises to get respondents talking and writing about the product or concept at hand. Insights come by divining the hidden meanings in the respondents' words. "When Dr. Rapaille first talked to us [about his technique], he talked about the idea that everything that you come into contact with is a symbol which activates something on a mental highway," says David Bostwick, director of corporate market research, DaimlerChrysler Corporation U.S., Detroit. "That highway leads to a meaning that could very well mean something else that is not obvious to you.

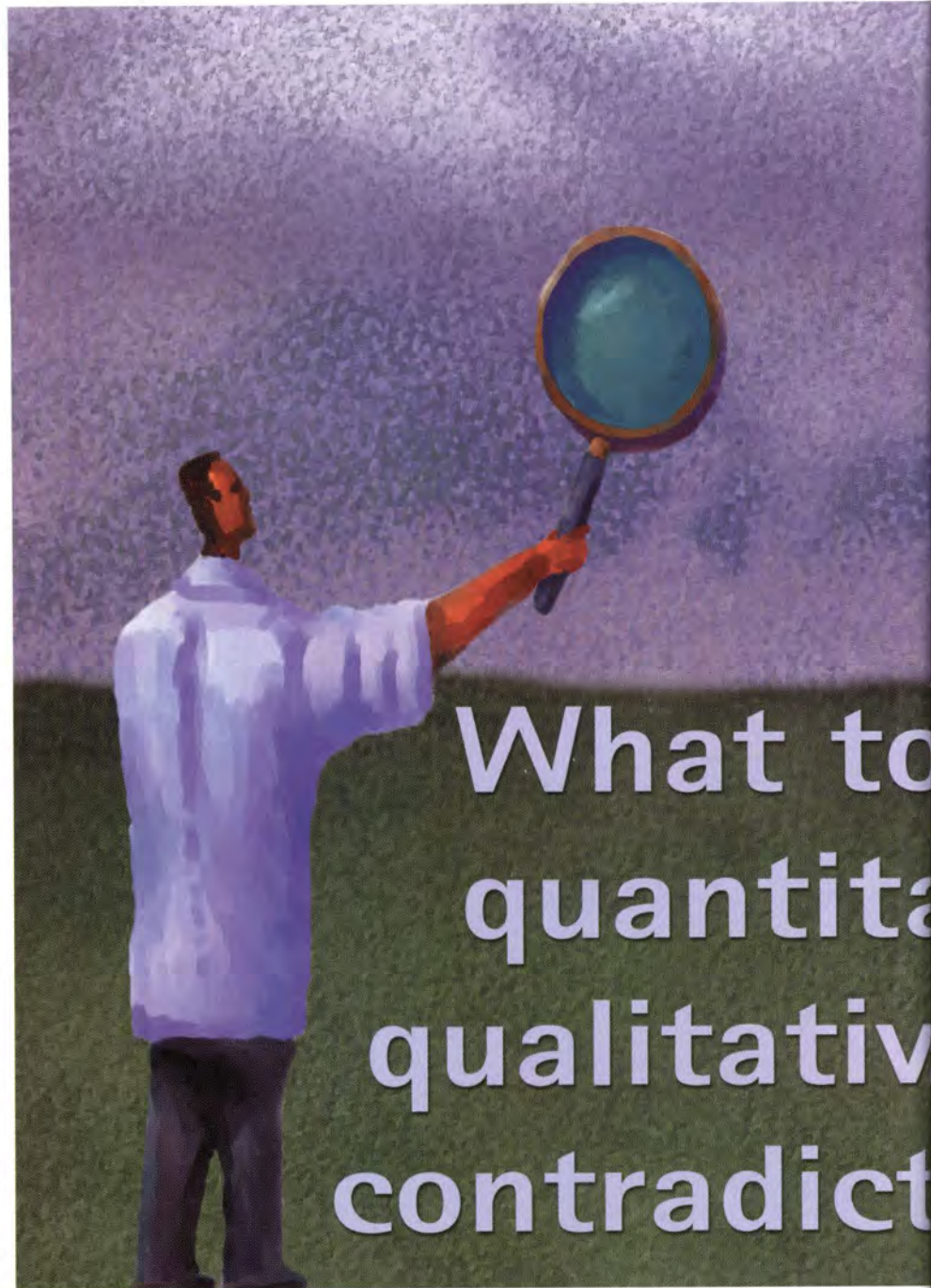
"With this technique you learn that all of the things that [respondents] are saying have some consistency and some relationship and you have to
continued on p. 88

Editor's note: George Silverman is president of Market Navigation, Inc., an Orangeburg, N.J., research firm. He is a member of the Qualitative Research Consultants Association. He can be reached at 914-365-0123.

When quantitative findings seem to contradict qualitative findings, which should you believe? Often, the automatic assumption is that the quantitative findings must be right. After all, the quantitative data come from a large, "scientific" sample and the findings are expressed in a number to one or two decimal places, so they must be precise. Others believe that the qualitative findings must be right. After all, they go into deeper human motivation instead of counting the answers to relatively superficial - or even wrong - questions.

Neither stand is necessarily correct. Qualitative research and quantitative research complement each other. In any given case either may be correct or both may be correct - about somewhat different questions - even though the findings may seem contradictory. Of course, they may both be wrong. So how do you interpret the findings in this kind of situation?

This is a very difficult subject that raises fundamental questions about how we separate truth from illusion. There are no easy answers here. I wish I could say that in a conflict between qualitative and quantitative findings, always believe quantitative or always believe qualitative. That is how some people operate, particularly people who have a quantitative bent. They think that qualita-



tive is fuzzy stuff that you do to refine the questionnaire before you do the "real research." They would be well reminded that a number is the result of a mathematical operation, not necessarily the solution to a problem.

Also, let's remember that bad research can yield any findings what-

soever. So one would expect bad research of any kind to contradict bad research of any other kind. I'm assuming that we are talking here about soundly designed research, competently executed.

Let's take some examples that have happened to me several times.



By George Silverman

do when tive and e research each other

Example 1: Desired attributes differ between focus groups and survey.

You conduct a series of focus groups and determine that a given set of product attributes are most desired by prospects. A survey produces an entirely different mix of attributes and/or an entirely different order of

the attributes. Which should you believe?

As I said, there are no easy answers here. Let me point out a few issues for your consideration as you figure out the apparent discrepancy. Determining which set of attributes most closely fits the actual situation

will probably depend on how the questions were asked. Product attributes are a funny thing. When you ask people what they want in a particular product, they tend to come back to you with the “must-haves.” These are the attributes that are absolutely necessary to their even considering the product. However, all products must have these attributes in order to be considered. So they are not what I call the decisive attributes, the attributes upon which people decide when considering their final alternatives. For example, if you ask people why they bought a particular minivan, you will get answers such as quality, service, styling, etc. However, if you ask people to describe their experience of purchasing a minivan, or ask them to tell stories about purchasing a minivan, or use a variety of other projective techniques, you’ll soon discover that minivans are purchased based upon cup holders and other things that most of us would regard as trivial amenities.

The basic attributes having been satisfied, people look for the small points of differentiation. They would never choose cup holders even if someone were astute enough to put that attribute into a survey. They probably wouldn’t even bring it up in a focus group under direct questioning, except in the form of a wisecrack. (Many a true word is said in jest. Take the wisecracks seriously.)

So, the point here is to examine very carefully exactly how the questions were asked and how meaningful the answers are likely to be. When you ask people for attribute lists, or have them rank attribute lists, all you are getting is the answer to the question,

continued on p. 86

Sample size for qualitative research

The risk of missing something important

By Peter J. DePaulo

Editor's note: Peter DePaulo is an independent marketing research consultant and focus group moderator doing business as DePaulo Research Consulting, Montgomeryville, Pa. He is a member of the Qualitative Research Consultants Association. He can be reached at 215-362-5574 or at pdepaulo@aol.com.

In a qualitative research project, how large should the sample be? How many focus group respondents, individual depth interviews (IDIs), or ethnographic observations are needed?

We do have some informal rules of thumb. For example, Maria Krieger (in her white paper, "The Single Group Caveat," Brain Tree Research & Consulting, 1991) advises that separate focus groups are needed for major segments such as men, women, and age

groups, and that two or more groups are needed per segment because any one group may be idiosyncratic. Another guideline is to continue doing groups or IDIs until we seem to have reached a saturation point and are no longer hearing anything new.

Such rules are intuitive and reasonable, but they are not solidly grounded and do not really tell us what an optimal qualitative sample size may be. The approach proposed here gives specific answers based on a firm foundation.

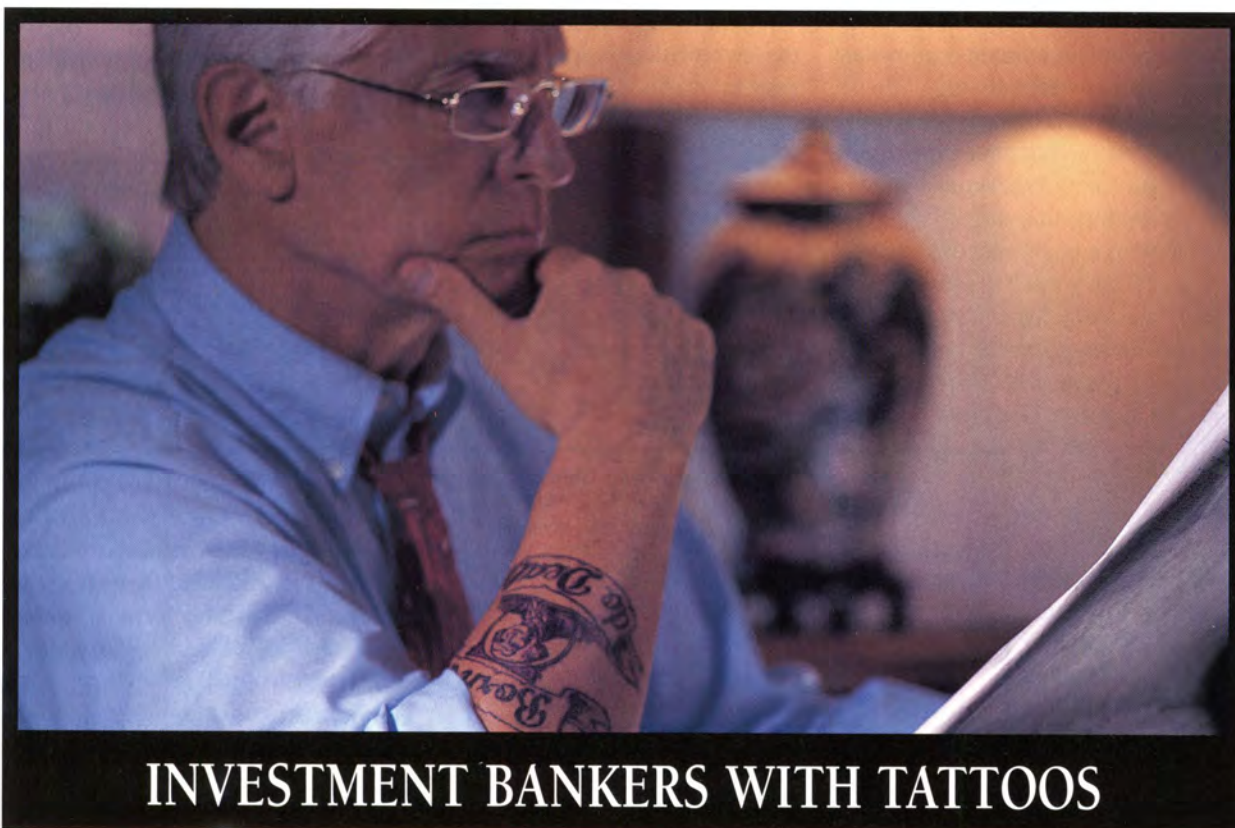
First, the importance of sample size in qualitative research must be understood.

Size does matter, even for a qualitative sample

One might suppose that "N" (the number in the sample) simply is not

very important in a qualitative project. After all, the effect of increasing N, as we learned in statistics class, is to reduce the sampling error (e.g., the +/- 3 percent variation in opinion polls with N = 1,000) in a quantitative estimate. Qualitative research normally is inappropriate for estimating quantities. So, we lack the old familiar reason for increasing sample size.

Nevertheless, in qualitative work, we do try to discover something. We may be seeking to uncover: the reasons why consumers may or may not be satisfied with a product; the product attributes that may be important to users; possible consumer perceptions of celebrity spokespersons; the various problems that consumers may experience with our brand; or other kinds of insights. (For lack of a better term, I will use the word "perception"



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to refer to a reason, need, attribute, problem, or whatever the qualitative project is intended to uncover.) It would be up to a subsequent quantitative study to estimate, with statistical precision, how important or prevalent each perception actually is.

The key point is this: Our qualitative sample must be big enough to assure that we are likely to hear most or all of the perceptions that might be important. Within a target market, different customers may have diverse perceptions. Therefore, the smaller the sample size, the narrower the range of perceptions we may hear. On the positive side, the larger the sample size, the less likely it is that we would fail to discover a perception that we would have wanted to know. In other words, our objective in designing qualitative research is to reduce the chances of discovery failure, as opposed to reducing (quantitative) estimation error.

Discovery failure can be serious

What might go wrong if a qualitative project fails to uncover an actionable perception (or attribute, opinion, need, experience, etc.)? Here are some possibilities:

- A source of dissatisfaction is not discovered - and not corrected. In highly competitive industries, even a small incidence of dissatisfaction could dent the bottom line.
- In the qualitative testing of an advertisement, a copy point that offends a small but vocal subgroup of the market is not discovered until a public-relations fiasco erupts.
- When qualitative procedures are used to pre-test a quantitative questionnaire, an undiscovered ambiguity in the wording of a question may mean that some of the subsequent quantitative respondents give invalid responses. Thus, qualitative discovery failure eventually can result in quantitative estimation error due to

respondent miscomprehension.

Therefore, size does matter in a qualitative sample, though for a different reason than in a quant sample. The following example shows how the risk of discover failure may be easy to overlook even when it is formidable.

Example of the risk being higher than expected

The managers of a medical clinic (name withheld) had heard favorable anecdotal feedback about the clinic's quality, but wanted an independent evaluation through research. The

At first thought, the answer might seem to be "not much" chance of missing the problem. The hypothetical incidence is "one in 10," and we did indeed interview 10 patients. Actually, the probability that our sample failed to include a patient aggravated by the moody staffer turns out to be just over one in three (0.349 to be exact). This probability is simple to calculate: Consider that the chance of any one customer selected at random not being a member of the 10 percent (aggravated) subgroup is 0.9 (i.e., a nine in 10 chance). Next, consider that the chance of failing to reach anyone from the 10 percent subgroup twice in a row (by selecting two customers at random) is 0.9 X 0.9, or 0.9 to the second power, which equals 0.81. Now, it should be clear that the chance of missing the subgroup 10 times in a row (i.e., when drawing a sample

of 10) is 0.9 to the tenth power, which is 0.35. Thus, there is a 35 percent chance that our sample of 10 would have "missed" patients who experienced the staffer in a bad mood. Put another way, just over one in three random samples of 10 will miss an experience or characteristic with an incidence of 10 percent.

This seems counter-intuitively high, even to quant researchers to whom I have shown this analysis. Perhaps people implicitly assume the fallacy that if something has an overall frequency of one in N, then it is almost sure to appear in N chances.

Basing the decision on calculated probabilities

So, how can we figure the sample size needed to reduce the risk as much as we want? I am proposing two ways. One would be based on calcu-

Population Incidence	Number of Respondents							
	10	20	30	40	50	60	100	200
.50	.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
.33	.018	<.001	<.001	<.001	<.001	<.001	<.001	<.001
.25	.056	.003	<.001	<.001	<.001	<.001	<.001	<.001
.20	.107	.012	.001	<.001	<.001	<.001	<.001	<.001
.10	.349*	.122	.042*	.015	.005*	.002	<.001	<.001
.05	.599	.358	.215	.129	.077	.046	.006*	<.001
.01	.904	.818	.740	.669	.605	.547	.366	.134

* Discussed in the text

budget permitted only one focus group with 10 clinic patients. All 10 respondents clearly were satisfied with the clinic, and group discussion did not reverse these views.

Did we miss anything as a result of interviewing only 10? Suppose, for example that the clinic had a moody staff member who, unbeknownst to management, was aggravating one in 10 clinic patients. Also, suppose that management would have wanted to discover anything that affects the satisfaction at least 10 percent of customers. If there really was an unknown satisfaction problem with a 10 percent incidence, then what was the chance that our sample of 10 happened to miss it? That is, what is the probability that no member of the subgroup defined as those who experienced the staffer in a bad mood happened to get into the sample?

lated probabilities like those in the table above, which was created by repeating the power calculations described above for various incidences and sample sizes. The client and researcher would peruse the table and select a sample size that is affordable yet reduces the risk of discover failure to a tolerable level.

For example, if the research team would want to discover a perception with an incidence as low as 10 percent of the population, and if the team wanted to reduce the risk of missing that subgroup to less than 5 percent, then a sample of $N=30$ would suffice, assuming random selection. (To be exact, the risk shown in the table is .042, or 4.2 percent.) This is analogous to having 95 percent confidence in being able to discover a perception with a 10 percent incidence. Remember, however, that we are expressing the confidence in uncovering a qualitative insight - as opposed to the usual quantitative notion of "confidence" in estimating a proportion or mean plus or minus the measurement error.

If the team wants to be more conservative and reduce the risk of missing the one-in-10 subgroup to less than 1 percent (i.e., 99 percent confidence), then a sample of nearly 50 would be needed. This would reduce the risk to nearly 0.005 (see table).

What about non-randomness?

Of course, the table assumes random sampling, and qualitative samples often are not randomly drawn. Typically, focus groups are recruited from facility databases, which are not guaranteed to be strictly representative of the local adult population, and factors such as refusals (also a problem in quantitative surveys, by the way) further compromise the randomness of the sample.

Unfortunately, nothing can be done about subgroups that are impossible to reach, such as people who, for whatever reason, never cooperate when recruiters call. Nevertheless, we can still sample those subgroups who are less likely to be reached as long as the recruiter's call has some



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chance of being received favorably, for example, people who are home only half as often as the average target customer but will still answer the call and accept our invitation to participate. We can compensate for their reduced likelihood of being contacted by thinking of their reachable incidence as half of their actual incidence. Specifically, if we wanted to allocate enough budget to reach a 10 percent subgroup even if it is twice as hard to reach, then we would suppose that their reachable incidence is as low as 5 percent, and look at the 5 percent row in the table. If, for instance, we wanted to be very conservative, we would recruit 100 respondents, resulting in less than a 1 percent chance - .006, to be exact - of missing a 5 percent subgroup (or a 10 percent subgroup that behaves like a 5 percent subgroup in likelihood of being reached).

An approach based on actual qualitative findings

The other way of figuring an appropriate sample size would be to consider the findings of a pair of actual qualitative studies reported by Abbie Griffin and John Hauser in an article, "The Voice of the Customer" (*Marketing Science*, Winter 1993). These researchers looked at the number of customer needs uncovered by various numbers of focus groups and in-depth interviews.

In one of the two studies, two-hour focus groups and one-hour in-depth interviews (IDIs) were conducted with users of a complex piece of office equipment. In the other study, IDIs were conducted with consumers of coolers, knapsacks, and other portable means of storing food. Both studies looked at the number of needs (attributes, broadly defined) uncovered for each product category. Using mathematical extrapolations, the authors hypothesized that 20-30 IDIs are needed to uncover 90-95 percent of all customer needs for the product categories studied.

As with typical learning curves, there were diminishing returns in the sense that fewer new (non-duplicate)

needs were uncovered with each additional IDI. It seemed that few additional needs would be uncovered after 30 IDIs. This is consistent with the probability table (shown earlier), which shows that perceptions of all but the smallest market segments are likely to be found in samples of 30 or less.

In the office equipment study, one two-hour focus group was no better than two one-hour IDIs, implying that "group synergies [did] not seem to be present" in the focus groups. The study also suggested that multiple analysts are needed to uncover the broadest range of needs.

These studies were conducted within the context of quality function deployment, where, according to the authors, 200-400 "customer needs" are usually identified. It is not clear how the results might generalize to other qualitative applications.

Nevertheless, if one were to base a sample-size decision on the Griffin and Hauser results, the implication would be to conduct 20-30 IDIs and to arrange for multiple analysts to look for insights in the data. Perhaps backroom observers could, to some extent, serve as additional analysts by taking notes while watching the groups or interviews. The observers' notes might contain some insights that the moderator overlooks, thus helping to minimize the chances of missing something important.

N=30 as a starting point for planning

Neither the calculation of probabilities in the prior table nor the empirical rationale of Griffin and Hauser is assured of being the last word on qualitative sample size. There might be other ways of figuring the number of IDIs, groups, or ethnographic observations needed to avoid missing something important.

Until the definitive answer is provided, perhaps an N of 30 respondents is a reasonable starting point for deciding the qualitative sample size that can reveal the full range (or nearly the full range) of potentially important customer perceptions. An

N of 30 reduces the probability of missing a perception with a 10 percent-incidence to less than 5 percent (assuming random sampling), and it is the upper end of the range found by Griffin and Hauser. If the budget is limited, we might reduce the N below 30, but the client must understand the increased risks of missing perceptions that may be worth knowing. If the stakes and budget are high enough, we might go with a larger sample in order to ensure that smaller (or harder to reach) subgroups are still likely to be represented.

If focus groups are desired, and we want to count each respondent separately toward the N we choose (e.g., getting an N of 30 from three groups with 10 respondents in each), then it is important for every respondent to have sufficient air time on the key issues. Using mini groups instead of traditional-size groups could help achieve this objective. Also, it is critical for the moderator to control dominators and bring out the shy people, lest the distinctive perceptions of less-talkative customers are missed.

Across segments or within each one?

A complication arises when we are separately exploring different customer segments, such as men versus women, different age groups, or consumers in different geographic regions. In the case of gender and a desired N of 30, for example, do we need 30 in total (15 males plus 15 females) or do we really need to interview 60 people (30 males plus 30 females)? This is a judgment call, which would depend on the researchers' belief in the extent to which customer perceptions may vary from segment to segment. Of course, it may also depend on budget. To play it safe, each segment should have its own N large enough so that appreciable subgroups within the segment are likely to be represented in the sample.

What if we only want the "typical" or "majority" view?

For some purportedly qualitative studies, the stated or implied purpose may be to get a sense of how cus-

tomers feel overall about the issue under study. For example, the client may want to know whether customers "generally" respond favorably to a new concept. In that case, it might be argued that we need not be concerned about having a sample large enough to make certain that we discover minority viewpoints, because the client is interested only in how "most" customers react.

The problem with this agenda is that the "qualitative" research would have an implicit quantitative purpose: to reveal the attribute or point of view held by more than 50 percent of the population. If, indeed, we observe what "most" qualitative respondents say or do and then infer that we have found the majority reaction, we are doing more than "discovering" that reaction: We are implicitly estimating its incidence at more than 50 percent.

The approach I propose makes no such inferences. If we find that only one respondent in a sample of 30 holds a particular view, we make no assumption that it represents a 10 percent population incidence, although, as discussed later, it might be that high. The actual population incidence is likely to be closer to 3.3 percent (1/30) than to 10 percent. Moreover, to keep the study qualitative, we should not say that we have estimated the incidence at all. We only want to ensure that if there is an attribute or opinion with an incidence as low as 10 percent, we are likely to have at least one respondent to speak for it - and a sample of 30 will probably do the job.


If we do want to draw quantitative inferences from a qualitative procedure (and, normally, this is ill advised), then this paper does not apply. Instead, the researchers should use the usual calculations for setting a quantitative sample size at which the estimation error resulting from random sampling variations would be acceptably low.

Keeping qualitative pure

Whenever I present this sample-size proposal, someone usually objects that I am somehow "quantifying qualitative." On the contrary, estimating the chances of missing a

potentially important perception is completely different from estimating the percent of a target population who hold a particular perception. To put it another way, calculating the odds of missing a perception with a hypothetical incidence does not quantify the incidences of those perceptions that we actually do uncover.

Therefore, qualitative consultants should not be reluctant to talk about the probability of missing something important. In so doing, they will not

lose their identity as qualitative researchers, nor will they need any "high math." Moreover, by distinguishing between discovery failure and estimation error, researchers can help their clients fully understand the difference between qualitative and quantitative purposes. In short, the approach I propose is intended to ensure that qualitative will accomplish what it does best - to discover (not measure) potentially important insights. 

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Conducting focus groups with disabled respondents

By Tom Greenbaum

Editor's note: Tom Greenbaum is president of Groups Plus, a Wilton, Conn., research firm. He can be reached at 203-834-1126 or at tlg@groupsplus.com.

After almost 20 years and more than 3,000 focus groups, I thought I had experienced almost everything in my qualitative research career. That was until I was asked to conduct a series of groups among people with various types of disabilities for a client who was seeking to identify Web-based services they could provide to the 54 million Americans in this target segment.

I have always enjoyed an intellectual challenge in my work, and the possibility of working with blind, deaf and physically handicapped people presented an interesting one.

While the topics to be covered were much less complicated than others I have addressed, the approach to conducting focus groups with these segments was the challenge.

How to communicate with deaf people, how to get the blind to interact with each other when they could not see, and how to get the people with severe physical disabilities to be able to do the writing exercises I find to be so integral to much of my focus group process - these were but a few of the issues I had to address.

In preparing for these groups, I talked to as many people as possible who have had experience working with individuals that have various types of disabilities to understand the needs of the people relative to group situations, and to gain an appreciation for the most appropriate way to

work with them in a focus group environment. My goal was to fulfill the informational objectives of my client while being very sensitive to the needs of the people in the groups and recognizing that able-bodied people often are not aware of some of the things that must be done to ensure the dignity of respondents with disabilities.

The project is now completed and was extremely successful. The client organization got the information it needed. From my point of view, it was probably the most exciting time in my research career, as I was able to work with these very unique market segments in a way that enabled each of the participants to be an integral part of the group discussion and leave the session feeling very good about their involvement. Importantly, the

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post-group feedback from the participants was that their dignity was never compromised during the process.

A key objective of this piece is to share with the research community some of what I learned in working with these three market segments. Many of these tips I learned while talking with people before conducting the groups, but several of them were obtained via on-the-job experience as a result of trial and error.

1. Be familiar with the proper terminology when working with various groups of people with disabilities. For example:

- People who are blind, deaf or very hard of hearing do not view themselves as disabled, and do not want to be referred to with this terminology. To them, a person who is disabled is someone with a physical disability that precludes walking, writing, etc.

- People who have disabilities do not want to be referred to as disabled

people, but rather people with disabilities. They also do not want to be called handicapped as this has a very negative, derogatory connotation.

- People who are deaf or very hard-of-hearing do not want to be called hearing-impaired. This was considered by some to be the politically appropriate way of referring to them in the early 1990s, but now they want to be referred to as deaf or hard of hearing.

2. The moderator and facility personnel should understand that most people with a disability want to be treated like anybody else, and be considered part of the mainstream.

While there is a tendency to want to do things for the people that would not be offered to the able-bodied community, this tendency should be resisted. It is appropriate to ask them if they require assistance, but only if they seem to want this help. Do not assume that a person is not independent and capable of doing things for themselves even though they have a

disability.

3. The moderator should take extra time in the days before the groups to think through how to handle different situations, such as exposing a concept statement to the blind or obtaining written information from people with physical disabilities that preclude them from doing significant writing.

Advanced planning for groups like these is vital to the ultimate success of the effort. The moderator should try and anticipate the types of problems that might occur so that appropriate solutions can be developed.

4. When conducting groups with deaf and hard-of-hearing participants, there are a few very important guidelines that will dramatically help improve the quality of the sessions. Specifically:

- It is important to recruit participants who are able to sign using the standard ASL language. This is better than relying on participants' ability to read lips, as the evidence suggests that even the best lip readers probably do not get more than about 60-70 percent of the content.

- Hire licensed ASL interpreters to work with you during the groups, so the moderator direction and the interaction of the participants can be converted to the spoken word. To this end, it is advisable to use two interpreters in the group, as often one will be able to understand something that another cannot. Also, simultaneous translation is very difficult and tiring work, and the interpreters will perform more effectively if they are able to spell each other.

- The moderator should talk directly to the deaf person and act as if the interpreter is not there. It is very insulting to a deaf person for the moderator to talk to the interpreter rather than address the individual to which the question is addressed.

- In a deaf and hard-of-hearing group, the ideal arrangement is to have a round table, as this facilitates the participants being able to see each other while signing. With this set up, it is possible to have the type

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of group interaction one expects to get from traditional focus groups.

- The moderator should avoid the tendency to talk louder when dealing with deaf people. It is a natural reaction, but does not help!

5. When conducting groups with blind people, there are a few key guidelines that need to be followed, such as:

- At the start of the group, it is important to set the stage for the people in the room, in terms of how many people are present, who else is there (i.e., moderator, notetaker, etc.), the existence of the tapes, mirrors, etc.

- It is also important to identify for the blind people if there is food or drink available for them, and where it is in relation to the place they are sitting. With this information, they are normally able to function very well in terms of getting their own sandwiches, snacks or beverages.

- At no time should anyone (moderator or facility personnel) make contact with Seeing Eye dogs that come into the room. While there is a natural tendency to want to talk to or pet the dog, this is not acceptable behavior as the dog is working, and is considered part of the blind individual's personal space.

- At the beginning of the discussion, it is important to go around the room so that everyone can get the names of the other people. My experience is that most blind people are very skilled in remembering who is in the room, and generally will be able to identify the person by name after hearing the voice for the first time.

- Avoid the natural tendency to talk louder to the deaf, as was mentioned previously with the blind participants.

- It is very helpful to direct the group discussion by calling on the people based on their raising hands. Since they cannot see each other, it is difficult to control the conversation so that only one person talks at a time. Therefore, this should be managed by the moderator.

- When presenting material to

blind people, it is desirable to read the items to them very slowly so they are able to absorb the material. Then I always ask if they want the information read again, just in case they do not get the information the first time. My experience is that the blind people have an excellent ability to retain spoken material, and should be able to discuss what was presented in great detail with little difficulty, assuming the material is not too complicated and lengthy.


6. There also are a few guidelines associated with conducting groups with people that have physical disabilities. The most important are:

- Ensuring that there is adequate space in the focus group room for their wheelchairs. This might require eliminating all chairs in the room (except those for mobile individuals) and perhaps using a smaller table so that all participants will be able to see the moderator and each other.

- It is very important for the moderator to recognize that some of the people in these groups will react slower than an able-bodied person due to their disability. Therefore, it is important to have patience with the participants, so they can have time to talk or write at their own speed without the moderator cutting them off. This would impact negatively on the entire group and turn the people against the moderator.

- It is also desirable to plan a somewhat reduced agenda for groups with people who have disabilities which could affect their ability to write or speak. This is to provide for the additional time they will require versus what is expected in a traditional focus group.

Extremely rewarding

There definitely is a major difference when conducting focus groups with blind, deaf or people with disabilities. However, if you follow common sense and adhere to the guidelines above, your research should be very successful and probably extremely rewarding to you, your client, and the respondents. 

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For international

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By Kenny Kuhn

Editor's note: Kenny Kuhn is vice president, Midwest region, of Answers Research, Inc., Solana Beach, Calif. He can be reached at the firm's St. Louis office at 858-792-4660.

So you think you want to conduct your focus groups internationally? Well, here are a few planning pointers to consider once you have justified an international qualitative research program and have selected the regions/countries of interest.

Most often, international focus groups are conducted sequentially, typically beginning in the sponsoring company's local country. Since we all know that the discussion guide and materials are almost always revised regularly, this is a very effective approach given you can iron out the wrinkles in your local language and country. In several ways, you are pre-testing your research program in your local country and language. Since you have the most familiarity in this region, you can be assured that any adjustments or enhancement to the research have been implemented properly.

Pick a moderator

Once you have decided which regions and individual countries to include, the research manager needs to identify a moderator or group of moderators to facilitate the research.

Fundamentally, it is preferable to use local moderators. Here, local is synonymous with domestic language or country domestic.

Oftentimes, people will use their U.S. moderator to conduct English-only groups abroad. This is a very convenient approach and can offer adequate information since there are a large proportion of English speakers in the world.

However, you are systematically reducing your available respondent pool by requiring the groups to be in English only. Further, you have no

way of truly knowing the respondent's command of the English language until they are in the group (unless you recontact each one to personally test their fluency), which might be too late. Finally, respondents better express themselves using their primary language.

Local moderators offer several additional benefits beyond those of foreign moderators. Local moderators:

- Know the language and any local dialects, if necessary.
- Understand local customs and accepted interpersonal/business practices.
- Are aware of any local/regional laws governing marketing research and confidentiality.
- Know local economy and news events that could impact the research.
- Live in same time zone as the recruiters and can handle any issues in real time.
- Have local contacts to help complete difficult or unusual designs.

Sometimes, it is equally inappropriate to use a single moderator who speaks multiple languages to moderate all groups in their native region. Granted, this simplifies the coordination effort by avoiding the organization and briefing of multiple people and might even lower your costs. However, in addition to the difficulty of finding one person who speaks two to four languages fluently, you miss several of the "local moderator" benefits mentioned earlier. Though local respondents are polite when a foreign moderator is speaking their language, they much prefer to deal with a domestic moderator fluent and conversational in the local language or dialect. Use of a fluent local moderator reduces confusion over nuances of a language, comforts respondents, and increases the value of the focus group session. Further, this extra step is an added perk that tells the respondents you are interested enough in their opinions to find a local moderator for their convenience, not yours.

Pick a recruiter

It is time to select a recruiter for your international focus group research. More than likely, you can use the

recruiters recommended by your moderator(s). Isn't that one of the reasons you selected the local moderator? But in the case you need to select a recruiter yourself, use many of the same requirements as in moderator selection.

Not surprisingly, it is better to use a local recruiter or at least a regional recruiter (i.e., Southeast Asia, Western Europe, Latin America, etc.). Any of the benefits listed for using a local moderator apply to the local recruiter.

Don't be tempted by the convenience of selecting a recruiter in your country to handle this international research program simply because they are closer to your time zone and they promise good results. They might very well find your target audience, but local recruiters know more about your target country/market.

Pick a facility

All normal criteria for picking a domestic facility apply here (service

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quality, proximity to respondents and transportation, viewing room requirements, etc.). Most major international cities have very nice focus group facilities and you would be hard pressed to notice differences in service when compared to U.S. facilities.

However, facilities meeting typical U.S. standards may not be available in all cities. Be ready to view in a separate room or office via closed-circuit TVs. Or view in a separate room, without video and hearing only a translator in real time. Or in some cases, be prepared to view while sitting in the respondent room (very difficult if you require a simultaneous translator).

In the end, take your moderator's advice on facility preferences if you have no prior experience or knowledge. Further, talk to colleagues to solicit their facility experiences and preferences.

Materials translation

After you are comfortable that the recruiting screener, discussion guide and respondent materials are final (given your local country pre-test), it is time to send these documents for international translation. Typically, your international moderators can handle the first draft of these translations. Time permitting, you can try to back translate into your local language, but pragmatically, it is better to identify someone locally who is an industry participant (i.e., maybe part of your target audience) and an industry expert under a non-disclosure agreement to review these documents.

If your company has local offices in your countries of choice, it is ideal to develop a relationship there and have them aid in this translation process. The best use of their time is to have them review the drafted translations. These individuals can be briefed on your project and add incredible value to these translations given their knowledge of your company, industry nuances and terminology, and most importantly, their local region/country issues. However, you will be challenged since they are likely to have strong opinions on your research topics, and potentially your

research design. In some cases you can accommodate their requests, but most often you need to adhere closely to your original design.

Moderator briefings

If researching in multiple countries, a major challenge is briefing all of the moderators. First and foremost, conduct as many project briefings with all the moderators as the schedule will allow. Since you are basically starting over with each new country and moderator, it is critical to prepare each moderator thoroughly on the topic, concepts discussion guide, and group mechanics. This will help ensure the research approach is as consistent as possible, given multiple moderators. Further, this process will help reduce any headaches or misunderstandings while you are on the road.

Ideally, you can fly all the moderators to the first night of groups in that region. Then allow them to view groups along with you and your clients. They hear your comments during the groups and have the benefit of seeing another moderator implementing the research. After this group, the team has a brief meeting to discuss the mechanics of the group, which better prepares the remaining moderators. If this isn't possible, make arrangements to overnight videos from the first night of groups for them to view.

Make travel arrangements

Allow sufficient time to travel from city to city and country to country. You need to factor in time for customs, especially if you are traveling with concept models (working or mock-ups).

Further, don't expect to hit more than three foreign cities in one week (which in itself is an aggressive goal), unless some of these are within the same country. Usually, you will be restricted by flight availability. Also, allow sufficient time prior to each new country for one-on-one briefings with the local moderator (even if they've attended or viewed video of the first groups).

Simultaneous translator

Hiring a simultaneous translator is a

must if you don't understand the language. These translators will either sit in the viewing room with you and translate or you will wear headsets and they will translate to you via a microphone.

Again, this is where a local moderator can help. Take their recommendations on local simultaneous translators to use for the research. If necessary, talk to colleagues for recommendations or look for professional translators who work for local government, embassies or convention centers. However, it is imperative to hire a professional translator, not someone who happens to know both languages. Simultaneous translating can be very taxing on a person, especially when translating the non-stop dialogue for a typical two-hour focus group.

Finally, require the local moderator to brief the translator on the project and review the research materials for clear understanding. This results in a more knowledgeable translator and more understandable translations for the observers.

Prepare yourself

Get ready for a new experience. For one, simply traveling to multiple countries can be a challenge. Listen to the advice of colleagues and friends experienced in international travel. Prepare yourself for country-specific customs and travel requirements. But keep in mind, as long as you are patient and polite, you should have no problem finding a local resident to help if you are confused or lost.

Further, attending and observing international focus groups is very different than doing so in your native country. Be prepared to multi-task while listening to the translator and watching the reactions/body language/inflections of the respondents. You will notice quickly the extra effort required to synthesize the information being provided.

Finally and most important, take the time to enjoy the local scenery and culture; you might not have the opportunity to return to some of these destinations! 🍷



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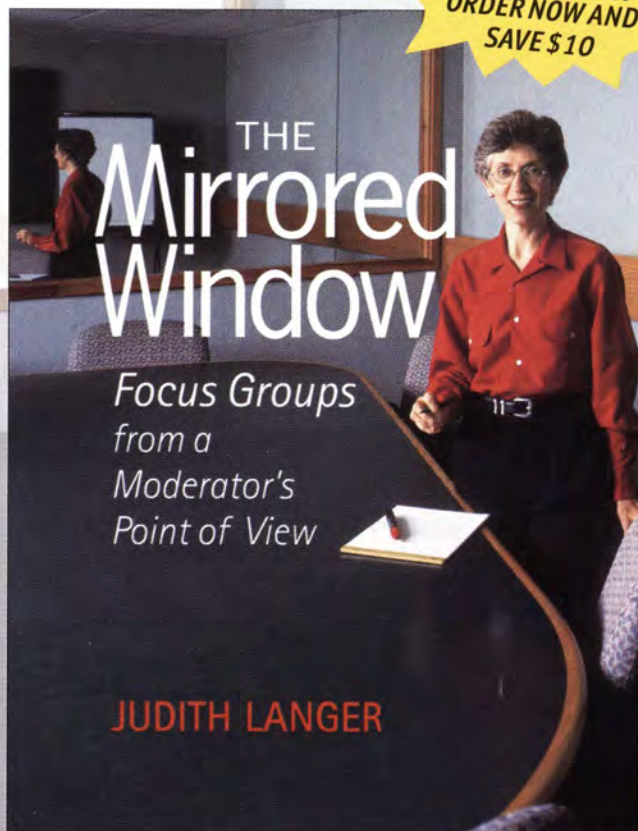
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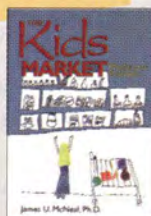
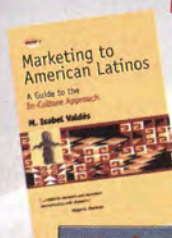
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Insights on a new site

Focus groups aid store location research

By Patrick Quinlan

Editor's note: Patrick Quinlan is principal of Quinlan and Associates, an Adrian, Mich., research firm, and a member of the Qualitative Research Consultants Association. He is also professor of marketing at Adrian College. He can be reached at 517-264-3942 or at pquinlan@adrian.edu.

Retail chain systems, in all categories, rely heavily on store expansion into new markets and sites as the means to implement corporate growth strategies of market development and market penetration. Store location research which relies heavily on quantitative analysis often follows a pattern of developing a picture of the demographic and/or lifestyle characteristics of consumers within the trade area of successful stores, of selecting progressively smaller new market areas having the

best match with these consumer characteristics and of testing prospective sites for sales potential using modeling procedures like multiple regression.

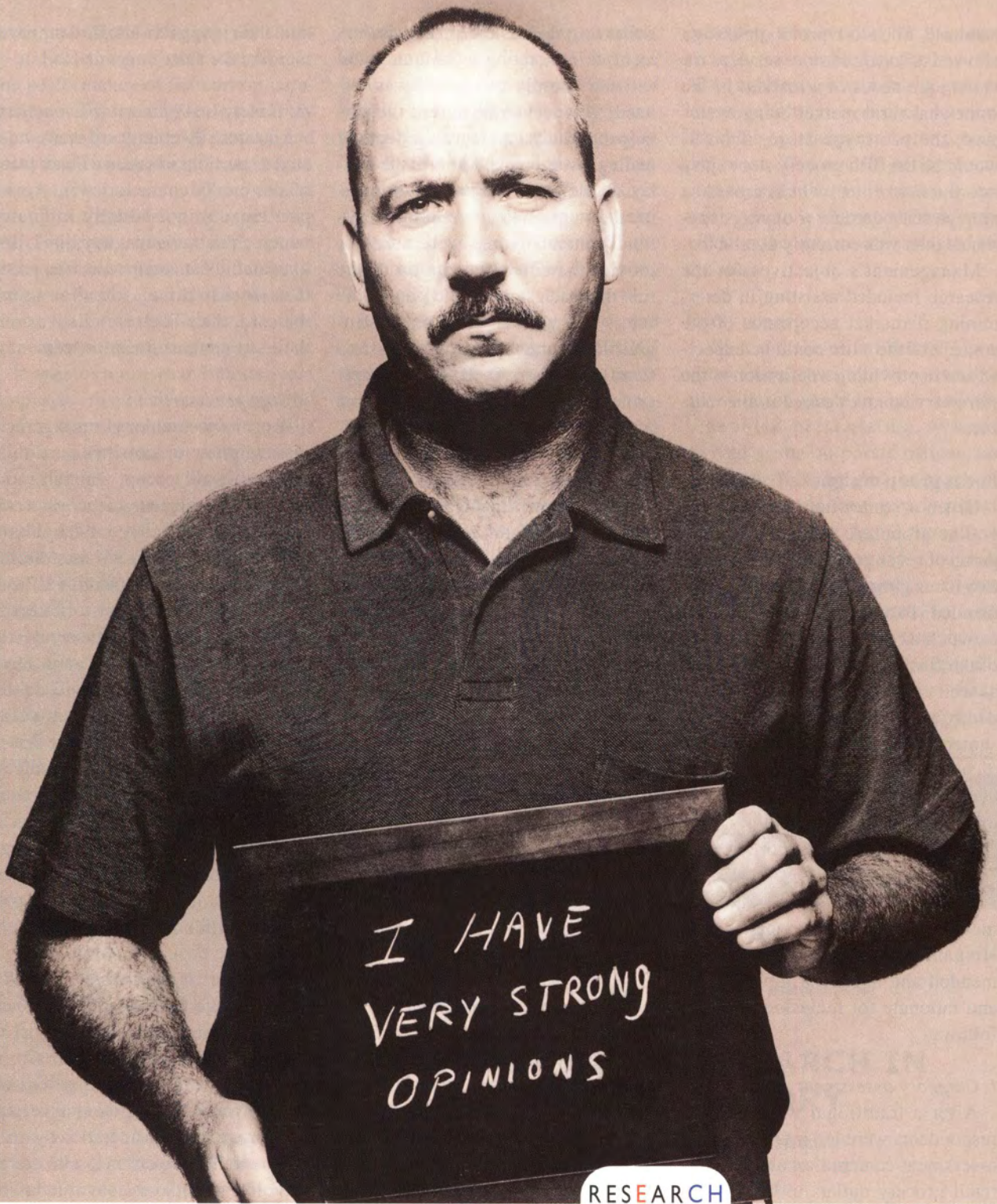
When traditional real estate options decline, many retailers recognize the need to adapt basic store concepts to match the opportunities available at nontraditional sites. These adaptations can range from modifications of current outlet configurations to partnering relationships with other retailers.

Focus groups, although not historically an important component of store location research, can be very useful in concept development and testing and can offer insights to characterize the potential existing at a proposed site. Here is an example of how this can work.

The problem

A retail chain system operating 45

supermarkets and 25 deep-discount drugstores in the Midwest requested a proposal for a focus group project to assist it in evaluating a site located in a southeastern Michigan market in which the organization did not have a presence. The current prototype for grocery outlets of the chain combines an old-world theme with an emphasis on the perishable departments. A unique food court offers a variety of lunch and dinner entrees to go with in-store space allocated to a quick-serve Asian food outlet. A second distinguishing characteristic of the store format was the availability of a store discount card. The card would be read at a checkout card reader and would automatically discount store-selected items. The card also provided consumers with check-cashing privileges and discounts at other local retailers. Management gained a rich customer



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database. The store prototype design allowed tailoring of store services for the unique needs of a market. In the somewhat rural market being evaluated, the prototype store, if built, would be the fifth grocery store entry into the market and would provide a more upscale grocery shopping experience than was currently available.

Management's objectives for the research included assisting in determining if market acceptance of the concept of the store could be expected and in providing a definition of the store service mix desired in the market.

Focus group design

Given a somewhat lengthy topic outline proposed, recruiting a focus group of seven participants for each of two focus group sessions was recommended. Participants were recruited to match the demographic component of the firm's target market definition as well as properly reflect the unique demographic characteristics of consumers living within the store's predicted trade area. Knowledge of the demographic characteristics of the predicted store trade area allows proper representation of important subsegments of the population. In this situation, the predicted trade area included a significant population of Hispanic consumers. The recommended and approved topic outline and rationale for inclusion of topics follows.

I. Category assessment

After a traditional warm-up, the respondents were led into a category assessment centered around existing retail grocery outlets in the market. This technique was selected to provide management with insight into category behavior and to identify any competitive vulnerability. Topics explored were awareness, stores shopped, how decisions are made when selecting among retailers, store most often shopped as well as recent and predicted changes in shopping behavior. A flip chart was used by the moderator to record responses.

Following the basic category assessment, a moderating technique I will call the "family of stores" was utilized. This technique moved the participants to disclose a greater depth of feeling toward competitors in the market. Participants were asked to imagine the stores in the current market as family members and were asked to provide a written description of the role that each store would play in the family as well as its most distinguishing characteristic or feature as a family member. Then, in the larger group they discussed their individual "family" structures.

II. Customer satisfaction

Any customers that would patronize a new grocery outlet would have to be drawn away from existing stores. Understanding satisfaction with current store offerings is important. Reaching back into the category assessment topics, participants were asked to recreate their most recent shopping experience. The moderating challenge was to help participants deconstruct their shopping experiences into component parts important to management. Although the discussion focused on the five existing grocery outlets, participants also discussed satisfaction with other relevant category competitors.

III. Concept evaluation - store design and merchandising description

A management need to determine if the concept for the store would be met favorably or not was satisfied through concept testing. Participants viewed four-color photographs of the food court area of an existing store to illustrate the old-world design of the store interior. They read a concept description that clearly identified the site under consideration and explained distinguishing service and merchandising characteristics of the proposed store. Respondents then were asked to indicate on the written concept description which characteristics were liked, disliked or not understood. As a group, they discussed their intention to shop, their likes and dislikes

and their suggestions for improvement on the store concept.

IV. Concept evaluation - discount card

The store discount card was evaluated as participants read a description of the card's characteristics. Again, participants individually indicated which characteristics they liked, disliked or did not understand. The group then discussed their intention to use the card, their likes and dislikes and their suggestions for improvement.

V. Shopper board

A primary concern of management was whether or not this particular market would accept a much more upscale shopping experience than currently existed. To better evaluate the strength of the market's intention to shop at the store, a technique I'll call the "shopper board" was utilized. In this technique participants received a set of pictures of people with obviously varying lifestyle and demographic characteristics. Each photo was represented by a unique letter. Participants were asked to indicate which people on the shopper board would "definitely" or "definitely not" shop at the store discussed in the concept testing stage. After the individual evaluations, a group discussion provided additional insights.

VI. Wouldn't it be great if? (WIBGI)

During the final stage of the focus group, participants created a list of desired store service offerings. Divided into two groups, participants were given a list of potential service offerings under consideration by management. They were also allowed to develop additional services. The groups had 15 minutes to decide upon a final list of the desired services they would like to see provided in the store format. These smaller group discussions were videotaped. After each group had completed the exercise, they presented their services list.

Results

The category assessment, the "family of stores" exercise and the cus-

tomer satisfaction discussions clearly indicated significant variation in the performance of the current competitors. Topics of greatest importance were the quality of produce and meat departments, brand assortment, competitive prices, quick movement through a single shopping experience and, especially, interactions between store personnel and individual customers. A store's involvement in community activities was quite important to these consumers.

It was evident that inconsistent employee responsiveness, empathy and customer problem-solving skills were a major factor preventing many stores in this market from building the type of customer loyalty that could provide some degree of insulation from the ebb and flow of pricing advantage. Interestingly, the majority of the middle-income focus group participants expressed a willingness to trade-off some degree of cost reduction for consistently high levels of customer service in a new store.

The store and discount card concepts generated strong, positive reactions. It was also clear that the success of the store would not be so much a function of the store's positioning focus on perishables, a unique store design, and the discount card. Instead, the store's success hinged on its ability to provide strong produce and meat departments, a good assortment, competitive prices, quick movement through a store visit including the parking lot, and consistently positive customer interactions with store employees. The Hispanic participants provided insight into desired merchandise categories and brands not considered in the store merchandise assortment prior to the research.

Focus group participants were nearly unanimous in their belief that all of the various consumer types projected on the shopper board would try the store and, just as certain that customer service would be the key to turning an initial visit into committed shopping behavior. In addition to participants projecting their own atti-

tudes and behaviors into certain images contained on the shopper board, they also projected those of family and acquaintances they saw as being similar to particular images. This had the added benefit of gathering some consumer behavior insight beyond that of the participants themselves and generated some of the most managerially useful discussion in the project.

It was very interesting that a great deal of time was spent in the WIBGI with participants discussing the problems encountered by mothers shopping with their children, even among participants having grown children. All of the subgroups talked about this issue in their final presentation of desired services, but fell short of asking for a child drop-off area on the store, citing security concerns. This discussion struck a chord with management as one of their major competitors, in larger markets, had recently been experimenting with a child care drop-off area in some of their stores. My client was not in favor of

providing this service for the same security reasons cited by participants. Although there was a fair degree of heterogeneity in terms of services desired by participants, homogeneity did exist. The results of the focus groups and other information eventually led to a pharmacy being provided in the service mix selected for the site.

Early report

What did the client think? I provided them a written report well in advance of the due date and the scheduled presentation. When I arrived at the corporate offices, the marketing folks handed me my check and thanked me for the early report. That was a good sign, I thought. It turned out to be especially good since the electronic equipment for my presentation failed! I resorted to a sit-down chat with a group that included the founder of the 50+year-old chain listening to his very first focus group report. Well, that's a story for another time... 

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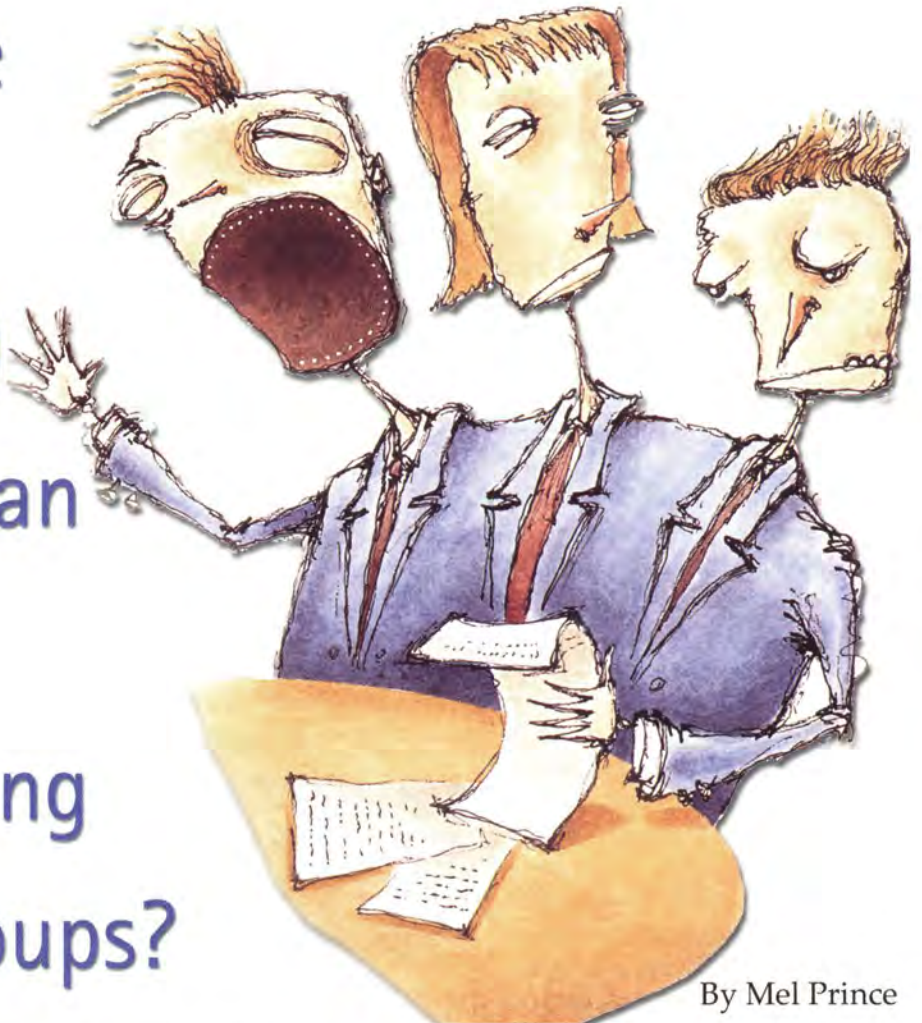
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Are three heads (or more) better than one for moderating focus groups?



By Mel Prince

Editor's note: Mel Prince is president of Prince Associates, a Darien, Conn., marketing research firm, and visiting associate professor of marketing at Pace University's Lubin School of Business. He can be reached at 203-327-2097 or at meldarien@cs.com.

Focus group methodology traditionally calls for an individual, trained moderator who personally elicits information in accord with some pre-defined purpose. The purpose is typically succinct and specific. The information is obtained from an assembled group, often comprised of six to 12 eligible respondents. Group participants are further selected to be sufficiently diverse to gen-

erate lively and innovative ideas, but sufficiently similar to bring common discourse to the session.

The advantages and disadvantages of traditional focus groups as a mode of data collection have been amply documented. Forty-four years ago Merton, Fiske and Kendall's classic monograph, *The Focused Interview*, noted that focus groups may generate a broader variety of meaningful responses than individual interviews, leading to more insightful interpretation.¹

The means by which focus groups work to advantage are by a) the release of inhibitions, b) opening up diverse subjective reports and evaluations, and c) activating forgotten details. However, a number of seri-

ous disadvantages of focus groups are alluded to in this same work. These include:

- Problems relating to the traditional focus group interview situation. Engagement of several leaders among group members in argumentation or discussions of shared feelings may refocus the discussion on irrelevant issues. Merton, Fiske and Kendall refer to the "leader effect."

"Wherever groups of people gather to talk some are more articulate than others. This may be the result of fewer inhibitions, general volubility, higher intelligence, higher social status or greater familiarity with the topic under discussion."

- Problems relating to the interruption of continuity of the tradi-

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tional focus group. Because there is so much ground to cover the moderator can get lost and sidetracked in the forest of detail. Important topics may not be explored in sufficient substantive detail. As Merton et al note:

"A train of thoughtful or expressive responses by some is not infrequently brought to a halt by others in the interview group who unintentionally set up a kind of road block. Moreover, the interviewees who find difficulty in putting their responses into words will at times welcome such interruptions which release them from the obligations of reporting."

• Problems relating to the inhibiting effect of the traditional focus group. The judgments of others in the group and that of the moderator may reinforce the reticence of group members to disclose intimate views. Information that is disclosed may be more of the surface variety, mitigating some potential strengths of traditional focus groups. In commenting on this phenomenon, Merton and his colleagues assert:

"It is difficult enough to speak of socially disapproved feelings or behavior in a private session with a sympathetic interviewer who has made it abundantly clear that he does not pass judgment; the difficulty is compounded by the presence of others who often make it evident by their behavior that they do not reserve their judgment of the speaker."

In the light of some of these problems associated with traditional focus groups, a fresh approach is proposed. This approach does not use an individual moderator. Rather, this approach uses several moderators in succession over the course of a focus group session. The approach is called serial moderating technique (SMT). With SMT, three to five moderators are employed for time intervals, sufficient to cover major sections of the overall focus interview guide. This overall guide is the joint product of all participating moderators.

Afterwards, each moderator is re-oriented to this instrument by a group process among moderators, during which time further suggestions and critiques are offered to improve information yields and insights.

The SMT begins with an orientation of focus group participants to the format by the first moderator of the session. The orientation explains the serial moderating experience and the aims of the approach, i.e., to bring out fresh ideas, while enlivening and enriching the group session. Participants take very well to the new format, and involve themselves in the task with keen interest.

Actual focus group sessions with this new technique are comprised of sequential mini-focus groups. The mini-groups address pre-defined information units of an integrated moderators' guide. While each serial moderator does one informational unit per session, these assignments are rotated from focus group to focus group. Thus, information about each informational unit results from the aggregate moderating effort of several moderators. The result is that the frames of references of individual moderators are integrated. Thus, the unique insights of individual moderators are, themselves, moderated. The consensus of interpretation is more reliable and based on a broader factual basis.

Let us re-visit some of the problems associated with traditional focus groups to see what serial moderating can contribute. First, let's examine problems relating to the traditional focus group interview situation. With SMT the variety of moderating styles employed renews and refocuses the interests of all participants. Some participants will recover their rapport with the entry of a fresh moderator. Moderators who have favored one participant in terms of air time will be supplanted with moderators with no such preference.

For example, some moderators may identify group participant leaders to be used as springboards for

discussion. Other moderators may work on more inhibited participants in order to build and orchestrate group discussion.


Second, let's examine problems relating to the interruption of continuity in the traditional focus group. Since each moderator specializes in a section of the overall session, relevant questioning is much better focused. All moderators have been involved in generating the session guide, so key issues are much more likely to be understood and salient. The coverage of key topics is more assured: "bouquets in, bouquets out." Since moderators have a smaller field of information to cover, the questioning and probing are far more intensive and targeted. Each moderator has a set of incisive questions, including probes within probes.

Third, let's examine problems relating to the inhibiting effect of the traditional focus group. The SMT approach allows for a greater depth of response from each participant in

the focus group. Participants who talk to different moderators build on what they have divulged to prior moderators to explain their positions anew, freely elaborating and refining their views, without the barrier of their initial inhibition. Moderators who observe prior sections of the session can discern the differences between inhibited and uninhibited group members, as well as the group forces that affect them. Moderating strategies can be adapted on the fly to encourage participation of the inhibited and to enrich session protocols.

The potential disadvantages of serial moderating must also be taken into account. The planning of such a project is arduous, involved and risky. The diverse talents of moderators must be smoothly engaged to meet project objectives. This involves meetings, drafts and re-drafts of the research designs and of substantive avenues to explore. The interpretation and writing of the final report is no longer in the hands of a

single "guru." The interpretation of results may be a matter of some controversy which requires intelligent resolution. Therefore, to assure closure, one of the moderators must be assigned the role of project manager.

Naturally, the SMT works best under certain conditions. The number of sessions must be large enough to permit moderator rotation. Also, moderators must be able to perform seamlessly as a team. This improves as training and experience are obtained by moderators. Another requirement is that the subject matter must be sufficiently complex to be reduced to meaningful information units of sufficient length. Finally, from the client's perspective, there are the issues of understanding the added value of SMT and the associated cost/benefit ratio. An educated client is the best customer for SMT. 

Merton, Robert K., Marjorie Fiske and Patricia L. Kendall. *The Focused Interview*, Glencoe, Ill.: The Free Press, 1956.

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Capturing smoke in the bottle

Tips on qualitative analysis and report writing

By H. Grace Fuller



Editor's note: H. Grace Fuller is the executive director and a senior faculty member of the RIVA Training Institute, Bethesda, Md. She is a member of the Qualitative Research Consultants Association (QRCA). The article below is an excerpt of her presentation at the annual QRCA conference in San Diego in October. She can be reached at 301-652-3632 or training@rivainc.com.

Human beings are the instruments of qualitative analysis, not computers, therefore the findings will differ from one analyst to the next. It is this ambiguity that is often a barrier to tackling the task of analysis.

In preparation for my presentation at the annual QRCA conference in San Diego in October, I turned to several of my fellow QRCA and RIVA faculty members and I asked:

- What tips or techniques do you find useful when conducting analysis?
- What's a secret you've discovered?
- What one thing would you tell a new moderator-consultant about qualitative analysis?

Summaries of their responses offer useful methods for pulling divergent qualitative information out of masses of data and capturing it in a form that gets used. I've included my own tips and secrets at the end.

Naomi Henderson, RIVA Market Research, Bethesda, Md.

"I have an idea in mind before I start analyzing, for example: What do I believe to be the 'spine of understanding' in this study? I realize that I can only report on the 'tops of the mountains' and not all the 'interesting valleys.' Therefore I analyze the items that directly relate to the study purpose first!

"A secret I've discovered is there



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is no time to do the long, detailed analysis that I would like. I have to analyze data for decisions-makers as quickly as possible. I understand that while researchers may see the analysis function as critical, clients see it as a 'thing' that we do. Another secret is that there is no magic software, no magic analytical tool, and no magic shortcuts to analysis of qualitative materials.

"I would tell new moderator-consultants to leave more time than they expect for analysis. I also recommend they write background data and the table of contents before they go on trips to lead the groups. Also, they should make sure the title is full and rich and explanatory, including the number of groups, types of consumers, and key content areas. Lastly, I suggest they set a structure for writing reports so their style is consistent from report to report."

Alice Rodgers, Rodgers Marketing Research, Jemez Pueblo, N.M.

"What I've discovered about analysis is that it is done differently by different folks. Some listen to the tapes. Some have transcriptions. Some don't do either. I virtually always have my tapes fully transcribed. My transcripts are all merged, so that I get a draft report back, with all the comments under each question, separated by demographics, for example, 'some comments from the women in Portland,' and so on.

"For me, having transcripts means that I don't miss things which I think I would otherwise. However, for certain types of things (advertising checks, for example) it is not as critical. For new product research, I have found transcriptions to be virtually imperative. When I'm doing fast stuff that needs transcripts, I will have my secretary with me, transcribing on the spot - or on the phone listening and transcribing on the spot. When I'm doing super-fast stuff - a presentation-debrief almost immediately after the research - I have notetakers. I talk with them and also set up some forms

for them to fill in so they know exactly what I need from them at the end of the evening.

"A tip or the secret of analysis is realizing that there are numerous ways to analyze and write reports. Find out what works best for you - and most importantly, provides maximum value for the client.

"The one thing I would tell new moderator-consultants is to get transcripts and, while working on the report, see if they discover things that they would have missed otherwise. I have discovered that one comment can be critical information and it could have easily been overlooked."

Marilyn Rausch, Food Perspectives, Minneapolis.

"I suggest writing a one-page executive summary last, keeping in mind that this summary could very well be the only thing a key decision-maker reads. Make it clear, concise, and actionable. Write from two points of view: the respondent and your client. Make sure one of them is not your own.

"In your analysis, don't miss the big picture for the details. Think about what you heard and didn't hear, what you observed and didn't see, plus the prevailing tone of the responses. Ask yourself whether the respondents were bored, pensive, impulsive, persistent, or wishy-washy. Think about aided versus unaided responses and the meaning of any difference between the two. When in doubt, put more credence in the unaided ones.

"Analysis requires a rested mind. Try to 'sleep on it' before you begin your mental processes in earnest."

Dorrie Paynter, Leapfrog Marketing Research, San Francisco

"One thing I have found that really helps me with writing reports is if I do a 'brain dump' the morning after I've done some groups. I just put anything I can think of down on paper. It's amazing how much you can real-

ly remember. Of course, you still need to go back and use the transcripts to write the report, but it helps me to remember the major themes I heard.

"Another thing I think is useful, and I have to admit I don't always do this, is to write the report, write the implications or recommendations, then go to sleep on it and return to it the next day. Somehow separating myself from all the details for a night helps me get a perspective on what I learned and how it will help my client.

"The last thing that comes to mind for me on this subject is to review the objectives again before writing the report, and again before writing the conclusions. That helps focus the findings on the key issues."

Vivian Thonger, Thonger Qualitative Research, Boskoop, Netherlands

"Several things spring to mind. First, take 'hot notes' after each group, however sketchy or unbalanced they may be. They should include your own view of how things are going, act as a dump for your own opinions, including your deepest private concerns about the clients' motives, about their real purpose. Also add any group-specific vibes you feel or sense, oddities or unusual people or events happening around the group that affected the way it ran.

"I suggest taking notes after each group if you are dealing with many concepts and issues or statements. Make a grid of squares for the groups and concepts and in a square, sum up responses to key items. Just use checkmarks, crosses, or develop your own symbols. After all the groups are done you can easily scan the whole page to get the big picture.

"If you can't rerun a particular group in your mind, listen to a segment of the tape for that group while you look at your hot notes. This should bring the group back to life and help you put your finger on the group dynamic."

“Reporting on your mood, vibes, or atmosphere where you feel it is related to the subject of the discussion gives the client exactly the added value they crave. It’s a source of emotional and sensory information. Content analysis is dry, dry, dry - and weak!

“Speed-read or scan all group transcripts. You can also write hot notes after listening to the tape of each group if you couldn’t get around to it beforehand. Read the transcripts, or listen to tapes, in the order that the groups occurred. It helps your memory and there might be some kind of progression.

“Beginning moderators should work from full guides. Then they can follow the framework of the guide for the report, summing up all comments across groups on each topic or issue area. They can condense comments and select a few choice quotes to represent the spread of responses. Make a micro-summary and micro-conclusion for each topic area before

putting it all together for the big section on final conclusions and recommendations. Make sure you follow any reporting or format guidelines that the client may set. These make actually shape the way you analyze the findings.

“I suggest new moderator-consultants avoid being entirely on their own in the analysis process. The best people for bouncing off of ideas are members of your team, mainly clients chatting in the backroom between sessions. Join them, tape them if possible. Maybe you just keep on moderating! Other people to use for trying out ideas are note-takers, if you have one, or research assistants. Moderator colleagues whom you trust are also good sources. Remember that analyzing on your own can be perfectly okay, but keep in mind that two heads are usually better than one.

“If I could only tell someone one thing before analyzing groups, it’s to keep your head until you’ve done all the detail work, then trust your heart

to reveal the bigger picture.”

H. Grace Fuller, RIVA Training Institute, Bethesda, Md.

“Analysis is like capturing dreams. First, grab your initial impressions and memories while they are fresh. Write them down, because in the process you remember more than you thought you would. Dreaming comes from the part of the brain that has to do with processing feelings. And it’s more complex feelings that we’re going for in qualitative analysis, rather than just reported behavior. Embrace the ambiguity and uncertainty. Don’t play it safe. Listen to your gut and step out on a limb when reporting. Clients pay us for our insight, not for information they already know.

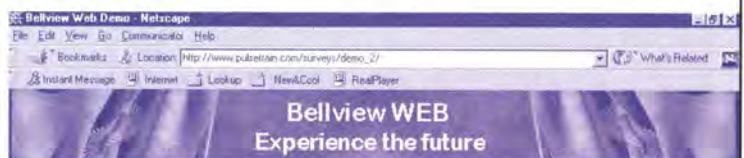
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		Total 6.00	1.00	7.00
	Motivating your Staff	Sample 7	1	8
		Total 7.00	1.00	8.00
Counseling at Work	Sample 2	0	2	
	Total 2.00	0.00	2.00	
The Appraisal Interview	Sample 0	1	1	
	Total 0.00	1.00	1.00	
Total	Sample 26	6	32	
	Total 26.00	6.00	32.00	



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Trends and developments in moment-to-moment research



By Wes Breazeale

Editor's Note: Wes Breazeale is an associate at MSInteractive, a Portland, Ore., manufacturer of dial-based measurement hardware. He can be reached at 503-416-8534 or wes.breazeale@ms-interactive.com. This article is an update of a paper originally presented by Friea Crocker at the International Conference on Computer Assisted Survey Information Collection in December 1996 in San Antonio, Texas.

As researchers attempt to delve into the consumer's mind, they have encountered significant barriers and frustrations. Whether these consumers are the targets of

advertising or students in a lecture hall, there is an ongoing desire to know what message will reach them most easily, what methodology will prove most effective in communicating the presenter's message. Researchers struggle not only to understand a consumer's final decision, but also the thought process that leads to it. Nowhere is this more evident than during the testing of continuous stimuli such as TV or radio advertisements. During each moment the subject may be experiencing a different reaction or emotion.

To provide a representation of a group's moment-by-moment reactions, many researchers seek alterna-

tive methods of collecting information. One method that has gained popularity and media attention is the use of electronic group measurement systems (sometimes called audience response systems). While experiencing continuous stimuli like a TV advertisement, respondents use a small dial to continuously rate the material using a 0-to-100 scale. A remote interface connected to a PC collects data from the dials while software running on a PC aggregates the data and displays a real-time moving line graph. Variations in the line graph illustrate positive and negative moments and key turning points. This display can be overlaid on the test



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video so the graph can be viewed later by the client or shown to respondents to stimulate group discussion about high and low points in the video.

Developed decades ago

Although electronic group measurement systems began attracting widespread attention in the past decade or so, the original concept for interactive group testing was developed decades ago and used in advertising research as early as the 1930s. Frank Stanton of CBS and Paul Lazarsfeld of Columbia University developed one of the first systems for measuring continuous audience response. The Program Analyzer was originally designed for radio testing and its usage evolved as CBS expanded into television broadcasting, where it was used to gauge the success of potential CBS pilot episodes. Respondents held large plastic knobs in each hand, and were instructed to press either a red button on the left

knob or a green button on the right knob depending on their reaction to the television show. The results of 10-12 testing sessions would be combined and summarized as red and green curves on a continuous strip of paper.

The entertainment industry has continued to apply audience response systems in the design of new programs and films. In the 1960s, Columbia Pictures created Audience Surveys Incorporated (ASI) to conduct research and quantify the value of potential TV pilots. Pierre Marquis expanded on existing applications of audience response systems and, in 1965, introduced the Hollywood "Preview House." Designed with built-in dials at 200 of the 400 theater seats, the theater presented an opportunity for researchers to gather immediate audience reaction from a broad sample of respondents. Instantaneous Response Dials wired into the individual seats translated audience

responses into interest curves viewed in an upstairs control room.

The Preview House was first used primarily for testing movies and pilot programs. According to Gerald Lukeman, chairman of ASI Market Research, almost every ABC and NBC television show aired from the 1960s to the beginning of the 1980s was first subject to extensive testing in the Preview House. Because the dial system could provide second-by-second information, using the dials for the testing of commercials was also commonly a part of the TV show evaluations.

Portable systems

Technological advances in micro-computer development made possible the first portable system in the early 1980s, introduced by PEAC Research in Toronto. Portability allowed for greater flexibility in testing locations and, for the first time, researchers were not restricted to wired theaters

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and permanent rooms. The PEAC system stored participant reactions in a data buffer located in the hand-held units. Later, collected data would be downloaded into a central processing unit for analysis. These early systems, while portable, were bulky, wired systems that required several hours before and after the group session for preparation and tear-down.

Today, a wireless electronic group measurement system can fit into a piece of carry-on luggage and

Today, a wireless electronic group measurement system can fit into a piece of carry-on luggage and requires less than an hour to set up.

requires less than an hour to set up. These days there are several respondent input devices available for gauging continuous audience response. Subjects can push keypad buttons, move a slide, or turn a dial to record their moment-to-moment reactions to any continuous stimuli. Some input units combine the keypad function with the dial or slider. Each variation has its advantages and disadvantages, but dial-based systems tend to be the most easily used for testing continuous material like audio and video. Most of the dial- or slider-based systems use a 0-to-10 or 0-to-100 scale and can record even minor variations in reaction. Depending on what sort of software is being used

with the system, responses can be displayed in a variety of ways. Particularly useful is the ability to display the data in real time as a line graph for the group as a whole, with additional lines representing particular subgroups or segments defined by answers to earlier categorical questions. These subgroups are typically based on demographic characteristics but can be anything from usage patterns to how respondents rate products of interest.

The capabilities of these systems are also much increased and the key to getting the most out of the system is having a software package that may take advantage of all available data. Many electronic group measurement systems use software that creates data files compatible with SPSS, Lotus 1-2-3 or Excel. More recently, companies are offering the ability to download directly into an HTML format for easy posting to the Web, or directly into a PowerPoint format for quick presentation displays.

Advances in technology have also brought the cost of these systems down, even as capabilities have increased. In 1990, a 50-dial or -key-

pad wired system might cost up to \$60,000. Today many wireless systems this size sell for \$15,000 to \$22,000, with a basic wired systems typically much less. Compared to their old wired counterparts, the new wireless systems tend to be both more reliable and less complex to set up.

Diversified applications

The newfound flexibility of electronic group measurement systems allowed for a diversification of research applications. No longer were the systems confined to the large entertainment studios who could afford the investment of a fixed installation. While the systems continue to be widely used in the entertainment and advertising industries, new uses were found when the systems became more mobile.

One such use was with jury research. Electronic group measurement systems have proven to be quite helpful in evaluating the effectiveness of a potential presentation to a jury as well as in the selection of the jury itself. Attorneys present their cases to mock juries for insights into personal mannerisms or particular

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aspects of their presentation that might prove to be more or less persuasive. In addition, in tracking responses by demographic segments, jury researchers are also able to quickly create a profile of an ideal juror for each particular case. In a similar way, audience response systems can also be useful to professional speakers and trainers. Their aims are generally similar to that of a lawyer presenting a case - to either provide some information to an audience or to persuade them of the validity of a certain point. The effectiveness of various presentations and programs may be quickly measured, and listeners tend to be more focused on the presentation itself, since the systems allow for easy audience participation.

Audience response systems have also been used for a wide variety of non-commercial purposes. PBS has used a dial-based system to maximize results from fundraising campaigns.

To get a feel for the opinion of the public at large, a keypad system was used in Alaskan town meetings, allowing hundreds of residents to vote on the allocation of state oil revenue. During the development of a university rape-awareness program, administrators used a dial-based system to display the reactions of a mock jury. A New Zealand research firm has used a dial system to gauge the success of a nationwide anti-smoking campaign. The variety of uses for an electronic group measurement system is staggering.

Some of the most well-publicized uses of audience response systems are in the political arena. Continuous research made its first appearance in politics during the 1960 Kennedy-Nixon debate and reappeared in the mid-seventies. Pollster Fred Steeper of Market Strategies used a dial-based electronic group measurement system to analyze voter reaction during the 1976 debates between Gerald

Ford and Jimmy Carter. Electronic systems have provided strategic information in virtually all subsequent major campaigns, including the last three presidents and both Al Gore and George W. Bush. During the planning stages of Clinton's 1992 campaign, several proposed platforms gained little response from traditional focus group testing. In frustration, pollster Stan Greenburg combined electronic group measurement systems with his existing research methods. The moment-to-moment information highlighted several comments as highly appealing; these were expanded and incorporated into Clinton's political message. Although Clinton has been described as the "most research-driven president in history," almost every major politician in the past two decades has used dial or keypad testing for research, and most professional political advertisements have first been tested through focus groups and interactive research. While the popularity of other types of research has declined, focus groups and interactive testing have steadily increased as the political research methods of choice.

Electronic group measurement systems have various academic applications as well. Since 1971, Cornell has used a system for student response during lectures. Rutgers University designed its own keypad response system in a large amphitheater to allow student feedback and participation during introductory physics lectures. The system has been used in nine classes since the beginning of 1996, and more colleges and universities are adding systems to various classes. In a recent questionnaire, 95 percent of students reported that an electronic response system had been helpful for increasing learning during a lecture-based class. In addition, other studies have shown that utilizing an electronic student response system not only increases the students' level of attention during a lecture, but it also helps reduce the variation in test scores from student to

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student.

Of course, the entertainment industry still lives and dies by electronic audience response testing. From the evaluation of advertisements to attitudes towards various personalities, electronic measurement devices pro-

Although Clinton has been described as the "most research-driven president in history," almost every major politician in the past two decades has used dial or keypad testing for research, and most professional political advertisements have first been tested through focus groups and interactive research.

vide a wealth of information. They can offer suggestions about which spokespeople and images are most likely to evoke positive reactions from consumers. Information gathered from audiences offers major studios feedback about character development and plot design in both tele-

vision programs and feature films. Each year the major TV networks conduct extensive testing of pilot shows. Several research companies use the systems for insight in the development of television news and radio formats. Audience response systems have even used for entertainment purposes in and of themselves. A keypad audience response system was used a decade ago for instant audience voting on the widely-televised *America's Funniest Home Videos*, and a system is currently used for the popular *Who Wants to be a Millionaire?*

Achieving potential

Although electronic group measurement systems are no longer in their infancy, the technology is just now achieving its full potential. These systems can provide an accurate representation of consumer response throughout a continuous stimuli. Using a continuous response system with other research methods provides an understanding of audience responses to the stimuli both as a whole and during individual turning points. And while an electronic group measurement system may not be able to read the minds of audi-

ence members, they have allowed researchers to gather more data than was previously available. In the ongoing effort to learn more about consumers, audience response systems are a valuable tool. **TM**

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Online qualitative research task force: report of findings

By Casey Sweet and Jeff Walkowski

Editor's note: Casey Sweet is president of Quesst Qualitative Research, Brooklyn, N.Y. She can be reached at 718-783-3237 or at sweetsc@gateway.net. Jeff Walkowski is principal of Qualcore.com Inc., a Minneapolis research firm. He can be reached at 612-377-3439 or at jeff.walkowski@qualcore.com. The following findings are from a collaborative effort by Qualitative Research Consultants Association members including Naomi Brody, Kim Funcik, Abby Leafe, Gina Thorne, David Van Nuys, and Foster Winter.

While the use of the Internet as a research tool is firmly established in the quantita-

tive research industry, use of the Internet as a viable option for conducting qualitative research appears to be less well-established. The board of directors of the Qualitative Research Consultants Association established an online qualitative research task force in the summer of 1999 to explore this research medium. A summary of the task force's work was presented at the QRCA conference in San Diego in October. Here, we provide highlights of that presentation.

The methodology

Task force members designed a three-step program to take an objective snapshot of what is going on in the online qualitative field today. This program encompassed sec-

ondary research (to summarize what the business and academic press had to say about online qualitative), a QRCA membership survey (to understand what independent moderators think of online qualitative), and in-depth interviews with clients (to understand what research buyers think about the technique).

For the secondary research, a variety of databases were used to locate articles addressing online qualitative research over the past 10 years. We looked for documentation about how much qualitative research is being done online, who is having it done, who the online qualitative suppliers are, when the technique tends to be used, and assessments of the pros and cons of the technique.

Another arm of our project was a

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member survey. A survey was e-mailed to a random sample of 300 QRCA members around the world. We hoped for 30 returns but ended up receiving 64 useable returns (a 21 percent response rate). Despite the larger than expected number of returns, the data was analyzed qualitatively - as originally planned. Key issues addressed in this survey included experience with online qualitative, perceived advantages and disadvantages of online qualitative, sources used for learning about online qualitative.

The third part of our project was to get the perspective of research buyers. Twenty-one clients were interviewed from a wide array of industries including ad agencies, publishing, fashion, financial services, retail, high-tech, etc. We purposely recruited a mix of those with and without experience with online qualitative. In general we covered the same issues with qualitative research buyers as we did with independent moderators.

We were uncertain about whether our findings would be consistent from one study to the other. Fortunately, we discovered a high degree of congruence across the three studies. Thus the results highlighted below are consistent across all three arms of the study (unless otherwise noted).

Size of the online qualitative research industry

We could find no quantification of the number of groups conducted online. Nor were we able to find any estimates about whether the use of online groups is stable, declining, or growing. However, task force member experience, along with anecdotal evidence suggests that it is growing.

A very small percentage of the QRCA members surveyed had had any online moderating experience. Among those who had any experience, most had conducted less than a handful of groups online.

Many Fortune 1000 companies have at least tried online qualitative

already.

Advantages of online qualitative

The list of perceived advantages of the technique are consistent in the press, as well as among independent moderators and research buyers.

- No geographic barriers. While in-person qualitative typically is limited to two or three markets, and while online never make claims about the projectability of results, the online venue is better able to tap into a more widespread market for each group.

- Easier to recruit difficult-to-reach populations. These can be geographically difficult recruits (e.g., rural consumers) as well as top-level executives (with otherwise too little time to participate in an in-person market research).

- More candidness due to anonymity. The perception is that there is less social risk in truly speaking one's mind in an online focus group.

- Less opportunity for any respondent to dominate a discussion. Because each respondent in an online session is equally as "loud" as the next person, and because there is no physical presence to deal with, respondents in an online session are more on an equal footing with each other.

- More cost-effective. Online groups eliminate the need for travel, which can represent a very high percentage of total project costs. In addition, the development of online panels and automated recruitment mechanisms can theoretically lower recruitment costs.

- Faster turnaround of results. Transcripts are an automatic byproduct of all virtual facilities. This permits the analytical process to proceed faster than it typically does.

Disadvantages of online qualitative

We uncovered several perceived disadvantages, from those with and without online qualitative experience.

- No visual or auditory cues. To

some, the lack of this information negates any advantages of the technique.

- Responses online are more shallow. Some feel that we cannot get in-depth information from respondents.

- Discussion is difficult to follow. In an online chat session, respondents are, in a sense, talking over each other. And questions are often asked before all answers to a previous question have been received, making it very difficult for anyone to adequately follow the discussion.

- The online population is not representative. Even though the penetration of Internet access is high, it is nowhere near universal. Thus, we are always left with the question about how those without Internet access might respond.

- Anonymity breeds dishonesty. Some feel that the anonymous nature of an online session allows participants to take on other roles and give responses that do not really represent their own beliefs. Related to this is the opportunity for imposters to sit in for those who have been recruited to participate.

The bottom line

The task force acknowledges that the perceived disadvantages of online qualitative, coupled with lack of experience with online qualitative, serve as barriers to use of the online medium. Experiences of several task force members suggest that many of these barriers are surmountable. While the work of the task force is not complete (see next section), we want to emphasize these two points:

- 1) Online qualitative should not be used as a blanket substitute for all in-person and phone-based qualitative methodologies. Online qualitative is more appropriate in some circumstances than in others.

- 2) Online qualitative is a viable option for the professional moderator to add to his/her toolchest. Online qualitative will be embraced by some and not by others.

Next steps

The term of the online task force has been extended for an additional

year. In that time, the task force's primary goal will be to develop a set of guidelines for the membership on how to conduct online qualitative research. We will also develop more

membership support activities. For example, we hope to be involved with the QRCA Web Committee in hosting an area on the QRCA Web site pertaining to online qualitative. **TA**

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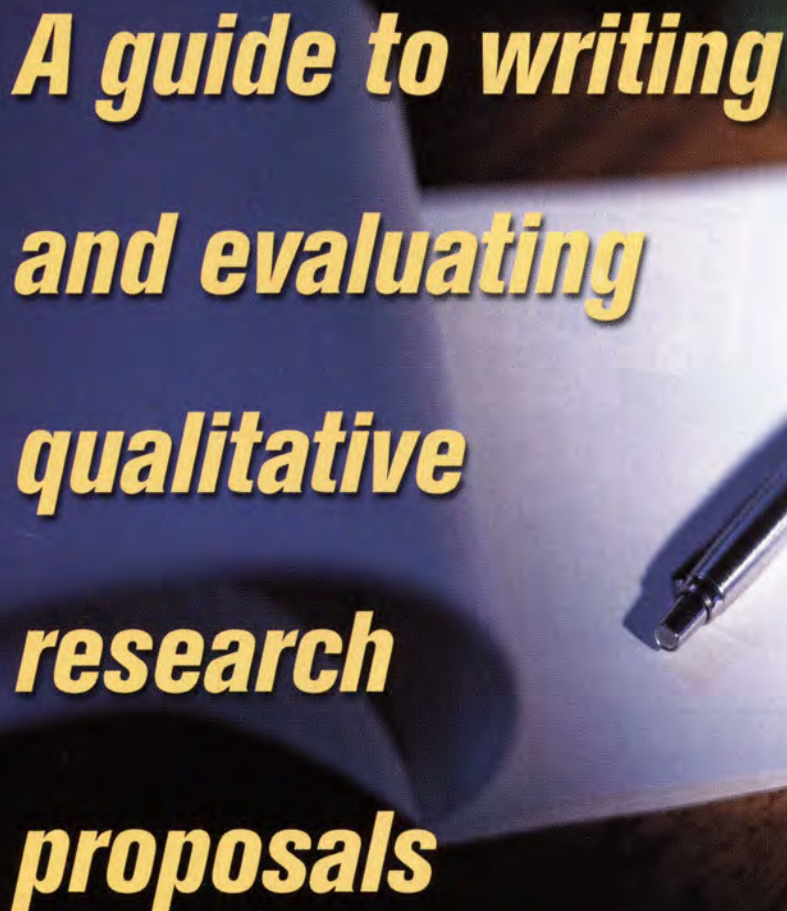
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A guide to writing and evaluating qualitative research proposals

By Hy Mariampolski

*Editor's note: Hy Mariampolski is managing director, QualiData Research Inc., Brooklyn, N.Y. He is a member of the Qualitative Research Consultants Association. He can be reached at 718-499-4690 or at info@qualidataresearch.com. This article is adapted from his upcoming textbook *Qualitative Market Research: A Comprehensive Guide to Best Practices*, to be published in early 2001 by Sage Publications, whose cooperation is gratefully acknowledged in granting permission for this excerpt.*

There are several thousand companies that offer qualitative research services worldwide and

the research manager's job is to make judicious selections among them. Soliciting and evaluating research proposals normally is the most thoughtful and objective way to determine who is best qualified to complete an assignment.

The selection of a research company ideally should take place after the research manager and/or others in the marketing, planning or consumer insights groups have personally interviewed the people who will be doing the work, in addition to company principals. Agency presentation materials as well as any articles, sample reports, company policy statements etc., turned in by the researchers should be thoroughly

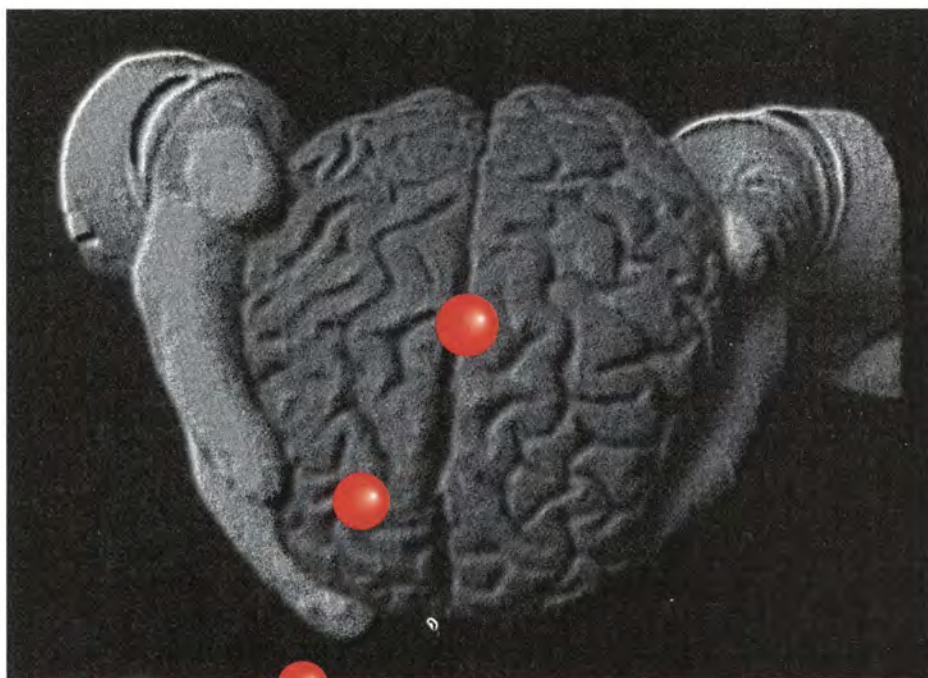
reviewed so that the manager can become familiar with the basic orientation, values and skills of the prospective supplier and determine how well they match the needs of the sponsoring client.

References and credentials supplied by qualitative research consultants should be checked and verified. Recognizing that other research and marketing executives lead busy and overscheduled lives, no unfair negative inferences should be made because a reference is slow in responding to an information request.

Proposals submitted by at least two companies or moderators should be compared before a project is assigned. It is generally unfair and

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unprofessional, however, to solicit proposals from agencies that are unlikely to be assigned the project or to use a competitor's proposal to manipulate a favored supplier into changing their fees or terms.

Proposals

Research managers should prepare a detailed "request for quotation" or "request for proposal" (RFQ, RFP) that follows their project brief. Prospective research partners should respond with proposals in writing within a reasonable amount of time - at least three to five days should be allowed. Rushing the quotation process can be risky. Verbal or ballpark estimates of project costs that are based upon just a verbal outline of study requirements can be highly vulnerable to unexpected modifications as project specifications become clarified.

Proposals should demonstrate that the moderator understands the conceptual and marketing issues that underlie a project. They should also establish clear plans for project execution. Listed below are the details which may be expected in proposals:

- A review of project objectives which demonstrates that the conceptual, methodological and marketing issues involved are clearly understood by the researcher.
- A project implementation plan, specifying all research activities; for example, the number of focus groups or site visits, where they will be conducted, how long each is expected to take, how participants will be recruited, and what the screening requirements will include.
- The names and qualifications of company principals and associates who will be handling major project responsibilities such as moderation, report writing, etc.
- The names and locations of other companies and subcontractors that will be handling major fieldwork responsibilities.
- The project fee and a clear explanation of cost factors. In this area, some research managers expect a

simple sum of project fees while others expect a detailed cost accounting of the entire expected budget. The estimate of fees normally has an applicable life span of three months unless the consultant specifies another length of time. Costs may have to be revised if the project scheduling moves beyond this point.

• Description of the deliverables - that is, the form and length of topline, summaries, full reports, presentations, etc. If the contracting client wishes to have the findings delivered in a particular form, such as a PowerPoint presentation, this should be clarified in the proposal.

- Schedule for project execution.
- Expectations for client tasks, accountability and responsibilities.
- Expected terms of payment. The research manager should expect that currency issues (if any), due dates, late fees, etc., should be discussed in detail.

• Clear guidelines for what could trigger added or unanticipated costs. In particular, the research manager should expect that changes in project execution details between the submission of the proposal and the start of the project, including changes or further precision in respondent specifications, extensions of the number or length of interviews, imposition of respondent quotas, and similar alterations will generate revised charges.

• If a confidentiality agreement has not yet been signed by the vendor, the proposal should contain assurance of confidentiality.

As noted earlier, contingency limits around cost estimates equal to +/- 5 or 10 percent should be expected and accounted in the internal budget.

If the research manager is unfamiliar with the research companies' policies about contingencies, these should be reviewed - particularly if there is some uncertainty and indeterminacy in the execution details. For example, handling of weather emergencies should be discussed if the project is headed to a wintry or stormy climate; responsibility for recruitment failures should be dis-

cussed in the case of rare, low-incidence or sensitive targeted respondents.

Is the proposal a contract? This matter should be reviewed with legal counsel. However, for the most part, the proposal outlines a set of mutually accepted responsibilities and terms for a business engagement and should be treated as a binding agreement.

Unethical proposal practices

Research managers should understand that some practices in relation to proposals constitute a breach of professionalism, courtesy and ethics. Examples of common faults include:

- Expecting the research company to provide value-added consulting services prior to winning the assignment. These may include project design, developing research instruments and special exercises and providing customized local market information. The research company may wish to supply some of these services to place themselves in a better com-

petitive position; however, it is wrong to make this an expectation.

- Disclosing details of one research company's proposal to another, in order to place the second in a better competitive position. The research company's approach, company information and pricing structure should be treated as proprietary and confidential.

- Seeking "comparison bids" without charge. Research managers should not use another company as a lever or check on a regular supplier.

Evaluating proposals

Once several proposals have been submitted, the research manager typically must review them with senior research, brand and marketing management. The process of vendor selection can sometimes become derailed by individual egos and political dynamics which are harmful to successful study execution and should be avoided.

The primary criteria that should be

applied in the selection process are the fit between the project's substantive requirements and the consultant's personal qualities - including their level of enthusiasm, poise and professionalism - as well as the skills and professional capabilities offered by the research company.

Cost should be a secondary consideration and only applied if two or more research companies are deemed equivalent in all other respects - which is rarely the case. If costs are to be compared, the research manager should be certain that the proposals offered are equivalent in all respects, particularly in terms of specifications and possible hidden costs not apparent in the quotation. Cost alone should not stop a research manager from assigning a study to a desirable agency. If budgetary requirements present limitations, the manager should consider adjusting project specifications and assumptions - provided, of course, that these do not imperil research quality. **TE**

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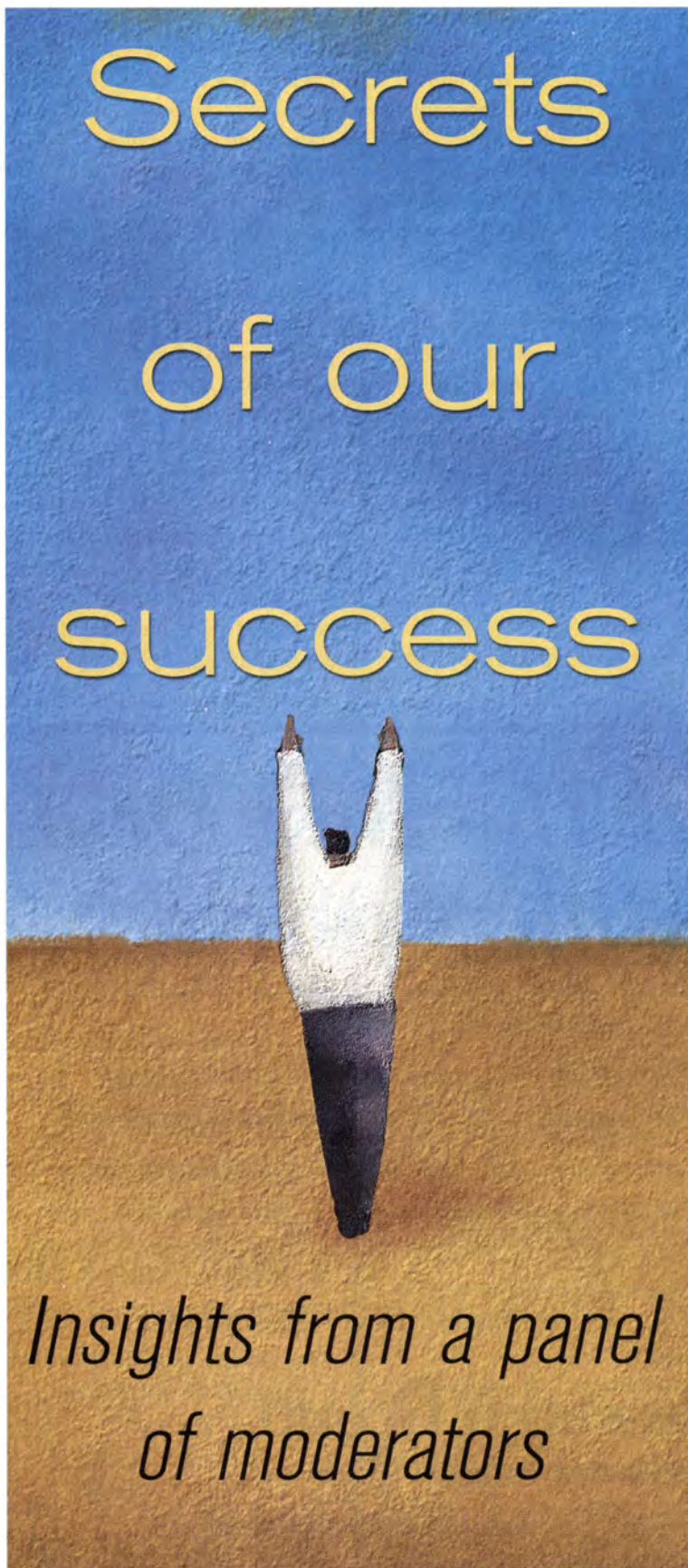
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At the annual conference of the Qualitative Research Consultants Association in San Diego in October, a group of seasoned moderators was asked to write comments on a variety of topics related to moderating. While every panelist did not comment on every topic area, the total of all the comments on all the topics totaled 42 pages! At the conference, additional questions were posed for a lively interactive session.

Below is an excerpt from Section A of the document on leading groups effectively. Panelists' initials are shown in parentheses following their comments. Panel chair: Naomi Henderson (NH); panelists: Barbara Rosenthal (BR), Lynn Greenburg (LG), Suzette de Vogelaere (SDV), Chris Payne (CP), Pat Sabena (PS), Jean Bystedt (JB), Judith Langer (JL).

These comments are just a sample of the wealth of information from a panel of moderating pros. I was thrilled to be part of such a creative group.

—Naomi R. Henderson

Leading groups effectively

1. What are your tips for making every group a great group?

- Do everything I can to ensure my comfort: room temperature, room set-up, no distracting noises, good chair, no sun glare. (LG)

- Generate and transmit energy. Tell them with humor that this may be the most exciting evening, etc., of their lives. They know it's not true but optimism infects and raises the group's consciousness and rarely actually affects the genuineness of the responses. Recently an upscale woman said "I've been to these before but this was different. You did not BS us." She was educated but emphatic! (CP)

- Listen carefully to what consumers are and ARE NOT saying with regard to addressing the relevant issues. (LG)

- I get twitchy about the term "great group." A great group to me is one in which you get rich information because respondents feel secure enough to spill their guts. I do not necessarily define a great group as dynamic, fast-paced, lively, funny...entertaining to the client. It can be, but not necessarily. A great group can look dull, quiet, maybe even plodding. I believe that excellent listening and observation

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of the respondents (verbal, non-verbal, and non-vocal communication), skilled probing, a keen understanding of the subject matter, issues, objectives of the study, knowledge of and facility with group dynamics (norms, roles, interaction, leadership functions and styles) interpersonal communication skills, and sensitivity to people, are what moderators do to make a great group. Also, flexibility, maturity, and a sense of humor. These are not necessarily "tips," they are core knowledge and skills. (BR)

- Being prepared, energized and totally present, with warmth, humor, eye contact, sincerity and totally focused attention. (PS)

- I believe that moderators should develop their own style, based on their personality and skill, and then flex their communication style to that of respondents. For example, I don't have the personality to badger respondents, but other moderators may do that successfully. Knowledge of, and facility with, Myers-Briggs and NLP [neuro-linguistic programming] help a moderator to flex communication. (BR)

- Not every group is going to be a great group. Live with it. Things happen; handle them professionally. (BR)

- If I respect the respondents, the group is a "great group," because they will be the way they are and then my only job is to listen to what they have to tell me and the clients in the areas of perception, opinions, beliefs and attitudes. (NH)

- NBF – be nice but firm. (JL)

- Have passion and joy for moderating. (BR)

- Make sure everyone participates and control unruly respondents (kick out if necessary). (LG)

- When I practice UPR [unconditional positive regard] the group tends to share more than top-of-mind answers. When I'm "congruent" - what I say and what I do are consistent - they tend to talk more freely and provide more details. (NH)

2. *What are some easy techniques that help you quickly build rapport?*

- I don't think anything we do is easy. :-) (BR)

- One I learned from Naomi

Henderson years ago: asking benign but surprising questions in the introductions, namely: first name, age, and the town where each respondent was born, giving myself as the first example. (PS)

- I use my killer smile and my friendly, winning personality. (BR)

- Welcome respondents as they are walking into the room with small talk, i.e., the weather, weekend activities. Avoid controversial issues, i.e., politics. (LG)

- HUMOR. I used to tell respondents that what they say is private to the study and I do not turn the tapes over to the Special Prosecutor, but that is getting old. (BR)

- Learn and remember names. Throw away the name cards in front of respondents if you dare. The use of a name flatters and confirms you are listening to them and they are not fodder. Get the name wrong, make mistakes and they will laugh with you. (CP)

- Have kids wave at the people behind the mirror and make faces. Tell adults that is what kids do, and invariably they do it, too. (BR)

- I am in the room when they come in. I start talking with them individually immediately. I don't wait till they are assembled and then make an entrance. (BR)

- Making a 10-second eye contact "bond" with respondents early in the introductions, coupled with a short response to their self intros (e.g., respondent says: "I have three kids, all girls." My response: "Do any of them have nicknames?"). (NH)

- I have teens introduce each other to the group with first name, age, school, and one surprising fact. If a group of any age looks mad or dead before I get started, I have them introduce each other, too. (PS)

- Have respondents use colored markers with fruit aromas to create their own place cards with the name they want to be called during the group. (BR)

3. *How do you get a group back on focus when they have gone off on a tangent?*

- I say, "Well that's for another group, but now we need to focus more

specifically on..." (PS)

- Depends on the tangent. If negative, draw a circle on your pad, write in the issue they are concerned about and underline it to show you have taken notice. Then say we have to move on but I've got this down. If positive but uninteresting, I tend to bring them back with humor. Or simply state the fact that we have to cover a number of things. (CP)

- I say, "This is interesting, now let's get back on subject" and I ask the next question. (BR)

- This is a dicey area because some great data has come out of "tangential stories." However, if the tangent is way off target then my usual technique is to ask: "Can you tell me how what you are saying relates to the question on the table?" If they cannot, then I thank them for their comments and restate the question for the room and ask others to respond. (NH)

- Tell participants they are getting off today's topics and suggest they continue the conversation on their own after the group is over. (LG)

4. *What techniques or interventions are your favorites for getting respondents to offer up more than top-of-mind answers?*

- I don't let respondents get away with anything. I grill them on their vocabulary, ask what they mean by what they are saying. (BR)

- Mindmapping and laddering often help me to go deeper initially. Psychodrawings, perceptual mapping, and collage are techniques I use frequently. Probes such as, "Tell us more about that," "Go a little deeper on that," and "Dig down deeper on that" help out later. (PS)

- Play on their sympathy by asking them to help me out to understand what they mean. (BR)

- I sometimes use a technique like "open frame" where I draw a box on the easel and lines radiating out from the box. In the box is a statement or a phrase (e.g., recycling effectively). I ask: "What does this term mean for you?" and either write on the lines or just point to them. Making the abstract more concrete via a visual often helps respondents access deeper levels of

information. (NH)

- ASK: "Tell me about the last time you..." (LG)

- Probe, probe, probe with insightful, meaningful, relevant, spontaneous questions. Other effective probing techniques: silence, mirroring, active listening, paraphrasing, rephrasing, sentence completion. (BR)

- My favorite projectives (but not appropriate for all groups): picture sorts, drawings, trees (a form of laddering), music. (BR)

- "What do you imagine the creative/designer was trying to achieve?" "What do you imagine the person who had the idea, invented the product etc. is like?" This works well to tell you about whether they feel the product idea has relevance to their lives. "Draw the kinds of pictures you imagine would be in the TV or magazine advertising for this." "Imagine you are meeting a friend for a drink or coffee after this group. How would you explain what we have shown you?" (CP)

- Simple projectives (e.g., "What would the people in your zip code think about this new recycling idea?") is one way to get deeper data, shared pairs is another (work in teams of two for two minutes and create three or more new ways to recycle in your area). Another way is to ask them to act like a board of directors and to come up with 10 solutions in 10 minutes. (NH)

5. How do you manage the backroom when you are the one leading?

- Spend about 10 minutes before the group explaining the value of FGs and FG respondents, objectives of the study, how to observe a group, what they might expect. Explain that we learn a lot from respondents' negative comments. Then hand out an "observational fact sheet." (BR)

- Check with the backroom between groups or during a writing exercise to make sure the client is getting what he/she needs. (LG)

- Ask my colleague to take notes but listen for issues. Most of the time I ignore the backroom since my work should be front-focused and they will behave however they wish, no matter what I might desire. The only issue is that sometimes people will worry too

much if consumers are critical. I like what you call ethnography, such as in-home focus groups (not in facilities) and in-store interviews where reality bites and you can feel the honesty and most CEOs or senior clients know the score. They can hear criticism of their product and not die. If they cannot, well... (CP)

- I ask the research director to be my conduit for notes from the back room and, if necessary, I go into the back room during a writing exercise. (PS)

- Providing the backroom with worksheets or tasks (e.g., putting Post-its on poster paper with the five key project issues listed one to a page on the backroom walls). I've also asked backroom members to listen for specific words or to make tallies of the number of times "X" or "Y" gets mentioned. (NH)

- Ask one client team member to be the client spokesperson and for all comments and/or requests to go through that person and out to the facility or the moderator. (NH)

- It is hard to handle the backroom

when I'm not in it - and I know that the process of looking through the mirror is a form of sanctioned voyeurism for some clients. I understand the human nature process of putting someone down to make yourself feel more comfortable and I slip in some kind of comment in the briefing stage along these lines: "I really respect the people who are coming tonight. You couldn't get me out for two hours and \$50 to talk about trash...it should be interesting to hear their comments." I know it won't stop the process of putting others down, but I do know that they know I'm not going to join them in that process. (NH)

- Handling the backroom when you are videoconferencing can be a challenge. I recommend having one person in the backroom to handle the folks at home, but that is not always feasible. So you do what you have to do. I get myself back there two or three times during the group, while the group is doing some individual activity, e.g., during a picture sort or writing something. (BR) (4)



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By Jim Loretta

Editor's note: Jim Loretta is president of Loretta Marketing Group, a Miami research firm. He is also a member of the Qualitative Research Consultants Association. He can be reached at 305-232-5002 or at lmg8010@bellsouth.net.

For years now we have heard that the Hispanic market is large and growing. Why all the current buzz surrounding the Hispanic market? According to Strategy Research Corporation's (SRC) population estimate, based on the U.S. Census for the year 2000, there are nearly 34 million Hispanics in the U.S. One out of every eight persons is Hispanic. By the year 2020, one out of every five persons will be

Hispanic. Twenty percent of the total U.S. population is a lot of people. In addition, this growing market has an impressive economic potential. SRC estimates the buying power for this market niche for the year 2000 to be \$325 billion! We now see why U.S. marketers and brand managers are seriously paying attention to this large, lucrative market. But beware: the uninitiated may be walking in areas that are full of perils and pitfalls.

If you are seriously looking at increasing your bottom line, the Hispanic market is probably a good bet. As good marketers we must all test the marketplace by conducting research. Qualitative research is basic in assessing the attitudes, opin-

ions and feelings of any market. It is especially necessary in the Hispanic market, where culture and tradition are often cherished and many times quite different than the general market. Before research is done, you must be conscious of at least three critical areas in order to succeed in Hispanic qualitative or focus group research: screening, recruiting and moderating.

Screening

Any good moderator knows that the screening qualifications in a focus group study are critical. With the Hispanic market it is key to know the correct screening questions to determine your market. Let's assume that your study calls for researching

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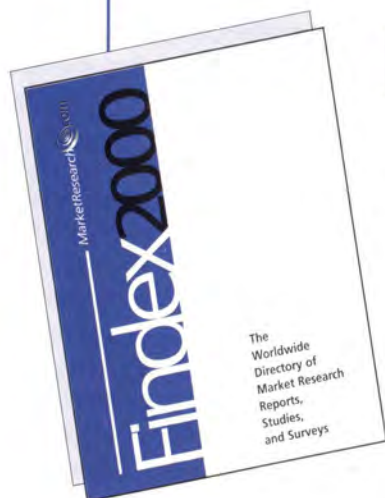
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the non-acclulturated Hispanic market because you or your client want to develop a marketing and promotional campaign that will be using Spanish-language media. Besides the standard qualifying questions that you normally ask in a screener such as gender, age and category usage, additional questions regarding preferred language use, media habits and time in country need to be considered in order to talk to the correct audience.

The ability to speak Spanish is key in screening out Hispanic respondents. It is important to ask the potential respondent what language they prefer speaking when they are at home. The language used at home is the place where Hispanics feel more comfortable and are probably exposed more to Spanish-language media. A good way to see if a respondent qualifies for the group is to ask a five-point rating question as follows:

“Thinking about the language you

speak at home, would you say you speak: Spanish all the time, more Spanish than English, Spanish and English equally [answering any of these three would qualify respondent], more English than Spanish or English all the time [answering any of these two would terminate respondent].”

Media use is another qualifier that is critical if you are researching the non-acclulturated market. A suggestion is to ask how many hours of Spanish-language media they normally watch/listen to in a week. A good measure is to qualify those who say 10 or more hours. If the campaign is television-specific, you may want to screen for a minimum of six hours of weekly Spanish-language television use.

Time-in-country is another screening qualifier that many people use to screen for non-acclulturated Hispanic respondents. Obviously, the longer a person is in this country, the more acculturated they will likely become.

Screening out those persons who have been in the U.S. longer than 10 years will eliminate the people you would not want in the study.

Recruiting

Fully understanding the Hispanic idea of time is critical when recruiting Hispanic groups. A 6 p.m. group to a general-market mother in Plymouth, Minn., is different than to an Hispanic mother who lives in East Los Angeles. As Hispanics, we still have a little bit of the *mañana* syndrome in our culture. In other words, Hispanic groups don't always start on time. A good recruiter must take this in consideration. Having a cash lottery for those who arrive before 5:45 p.m. is a good incentive to avoid any time delays. In a cash lottery, every respondent receives a ticket for a chance toward a \$50 drawing. This is a proven technique that minimizes time delays.

The idea of baby-sitters has not fully infiltrated Hispanic culture. Hispanics go everywhere as a *familia*. Rarely do Hispanics leave their children with baby-sitters. It is a good idea to use facilities that have baby-sitting services. In the rare times that Hispanics leave their children at home, it is usually with a spouse. This is one reason why Hispanic groups are usually done in the evenings, when the spouse returns home after work.

It is also a good idea to recruit more respondents for an Hispanic group than you would in a general market group. A good rule of thumb is to recruit 14 to 16 to get eight to 10 to show. This is another reason why using a cash lottery is a good idea.

Moderating

Understanding the culture is key with the Hispanic market. Trust is ingrained in the Hispanic culture. A good moderator quickly establishes trust or *confianza* with the respondents. The primary language that is spoken in a focus group should be one of trust, either Spanish or English. It is more important in a



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qualitative study to establish trust with respondents than to worry about how linguistically perfect groups are conducted or in what language the "should" be conducted.

Ideally, a good Hispanic moderator must be bilingual and bicultural. This means he/she speaks perfect English and Spanish and understands the cultures of both the Hispanic and American cultures. Let's say for example that you want to do focus groups among non-acclimated Hispanic mothers. The moderator will probably conduct the non-acclimated mother groups in Spanish because that is the language in which the Hispanic mothers express their feelings better. They can more easily reach a trust level with the moderator and fellow respondents.

It may be different with other groups, however. For instance, a group of Hispanic kids aged 8 to 10 years old regarding ready-to-eat cereal brands often are done primarily in the English language, because English is the language that is most comfortable to them. An 8- or 10-year-old may speak some Spanish to an *abuela* or a *padrino* but with his/her peers it may be in English because that is what they are most comfortable speaking. A good moderator understanding the world that the Hispanic kid in America lives in would conduct the groups bilingually, making the focus group experience comfortable and establishing trust with the respondents.

The local market that you are conducting the research in often dictates the language that you will use when moderating. For example, if you want to do a general, exploratory study in an Hispanic market that is populated by a large number of acculturated Hispanics, like San Antonio, Texas, it is wise to do the groups bilingually. This provides respondents a setting where they can comfortably give their opinions and express themselves honestly. The moderator has to feel and sense when it is appropriate to switch to English or to Spanish in the group. 

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The personal brand reward

Motivating consumers in an age of cynicism

By Mike Anastas and Jim Aucone

Editor's note: Mike Anastas is president of Focus Probe Inc., a Hartsdale, N.Y., research firm, and a member of the Qualitative Research Consultants Association. He can be reached at 914-725-7790 or at focusprobe@aol.com. Jim Aucone is a strategy consultant and former president of Deutsch Advertising, N.Y.

Consumers have caught on. They think that most products, like most politicians, are pretty much the same. They know that product demonstrations can be enhanced. They see through the paid celebrity endorser, and they also know the "real people" they see on

TV have been carefully edited and may not be real anymore. They've been trained by the media to look for the spin behind everything they see and hear. They are insiders. They are in-the-know.

The later Baby Boomers and their children have grown up to be as cynical about advertising as they are about the world around them. They learned early in life that not every toy performs like the one on TV and not every cream cures their acne.

Today's consumer likes humorous reminder advertising like the Budweis-er frogs, and satirical advertising, like E-Trade and Priceline.com, but they do NOT like to be sold.

Yet every day they make brand

choices and decisions. Every day, even though they are cynical about the marketing game, they buy. How do you motivate them to buy your product or service?

One way is to spend a lot of money. Another way is to use qualitative research to identify a personal brand reward.

Personal brand reward results from qualitative research that goes beyond typical brand attributes, parity brand benefits and even beyond brand values. It is the way your brand makes the customer feel, the emotional payoff that differentiates your brand from the others, that motivates consumers to buy. Personal brand reward is not about your brand, it is about your

brand's customers. It's letting your customers sell your brand back to you, in terms that are deeply meaningful to them. They reveal the emotional language they use to make decisions, not what you tell them.

Focus group discussions or one-to-one interviews can discover a personal brand reward for your brand that will:

- differentiate: be proprietary and unique;
- motivate: be relevant enough to strike a chord;
- communicate: be easy to execute.

Preparation is important. Before starting qualitative research, learn as much as possible about perceptions of the brand and its competitors. Poke around, shop for the product or service, and ask questions of salespeople, retailers or distributors. Identify consumers who personify heavy users, the heart of the market. Read the MRI and other data to define the profile of frequent users who know the category and, in most cases, play an important role in brand share.

The sequence of your qualitative questionnaire or discussion guide is important. Consider the implications of cumulative learning during the group or interview. Try not to show respondents ideas or concepts about the brand before you seek their personal brand reward or they may simply play back what you gave them.

Keep respondents involved and forthcoming with a variety of techniques. The perceptual map is a good way to analyze brand differences based on polar opposites that represent important, meaningful factors, such as fashion vs. function, and low cost vs. costly. Respondents show where each brand belongs on the map.

Personification and visual projective techniques help define each brand's image. In a study of brand images among teenage chewing gum users, one brand was seen as an older school teacher and another brand as a younger sports car driver. Guess which is the leading brand.

Give respondents time to unload

how they use the brand or service, what they like, or perhaps don't like, about it. Get all the logical stuff out of the way before you reach for the intangible, emotional payoff.

Finding a personal brand reward is a result of carefully positioning the end of a benefit ladder. Benefit ladder starts with a series of steps like this:

- Which features of the brand are important to you?
- What benefit do you get out of these features?
- Which one of these benefits is MOST important?
- What is it about that benefit that makes it important?
- What would you miss if you did NOT have that?

At this point, the benefit ladder must be positioned to discover the brand's "reward" or "emotional payoff" by exploring "What's in it for you" or, even better, "What do you, personally, get out of that?" It's a big step beyond logic. It seeks to define not just the benefits but the feelings about the brand that drive brand loyalty and preference. Based on a personal brand reward, advertising is more likely to charm the cynical consumer into the message, rather than away from it. Attributes can be boring. Benefits are often very similar among leading brands, but a uniquely stated personal brand reward can help set a brand apart and ahead of its competition.

Astounding rewards

We have discovered some astounding personal brand rewards. Frequent flyers who also vacation by train talked about seeing fabulous mountain vistas, valleys and rivers, mountain lions and sunsets you never see from a plane or a super highway. The personal brand reward is being closer to the Supreme Being. How, in heaven's name, does train travel get them closer to God? By getting them closer to nature.

One segment of upscale savings bank business customers, a very desirable target, liked the fact that

their bank attracted a wide range of customers, from families cashing welfare checks to professional people in coats and ties. The personal brand reward is a feeling of belonging and importance, not insignificance.

Homemakers who use a brand of adhesive shelf paper as soon as they move in somewhere revealed that even though the benefits may be functional, the personal brand reward is pride in being as good a homemaker as Mom and Grandma. (Not an easy trick in the year 2000.)

The personal brand reward for homeowners who refuse to shop for a new utility company in this age of deregulation is not just the feeling of security about having a local source of supply. The deeper reward was a satisfactory feeling of loyalty for sticking with the company that always supplied them with energy, except for storms and acts of God.

Can be sold

There is no question that consumers are more cynical now than they were generations ago. But they can be sold, if you reach them on their own terms, explore the feelings and emotions they have, and mirror those feelings back to them as personal brand rewards. *TM*

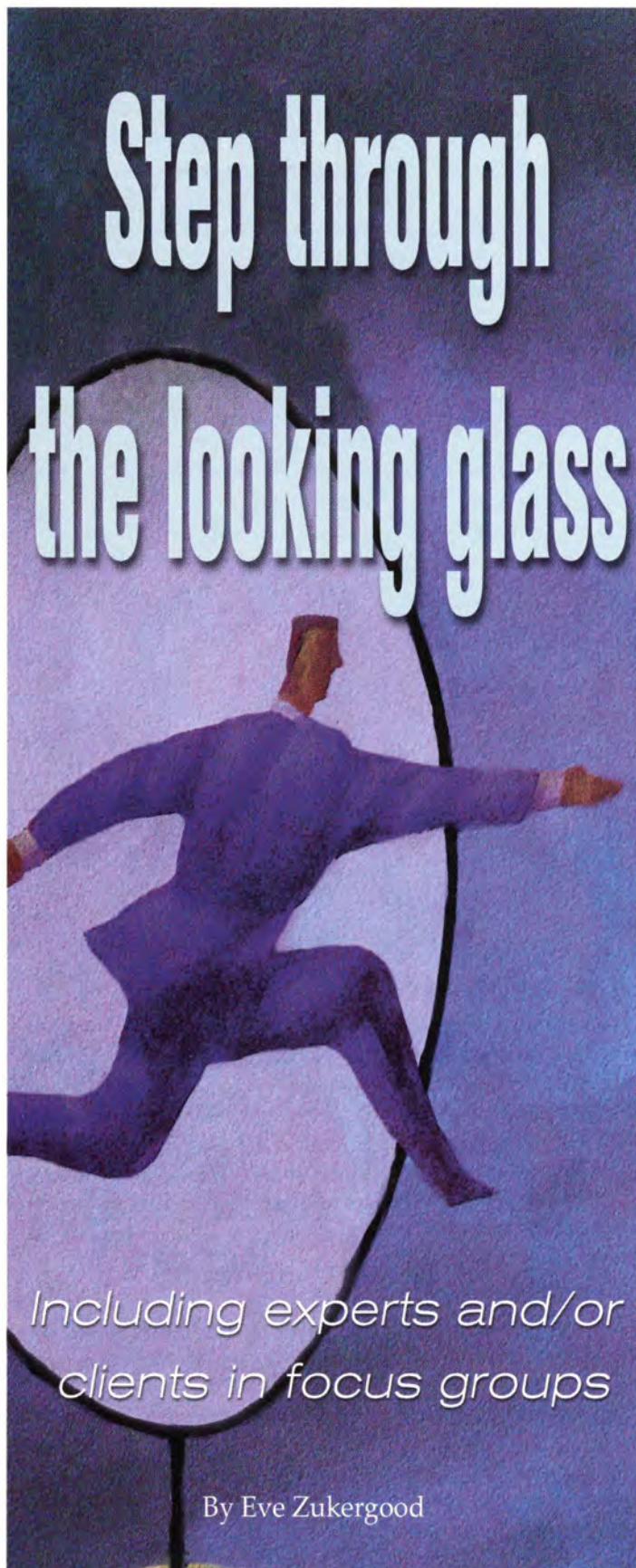
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Imagine a focus group where the one-way mirror is really a window. What if a member of the client team could step through that window and speak directly to the participants?

Bringing in an expert at the proper time in the focus group can greatly enhance the delivery of important information and accelerate the assimilation of new ideas and perspectives that emerge from the discussion.

This third party - it could be a product manager, a technical advisor, or other knowledgeable person - can be used to introduce new concepts, give the historical background on the emergence of the new concept, product, or service. They can also discuss the benefits as they see them, and be there to answer the first round of questions that may arise from that presentation.

The moderator here is actively engaged in observing the reactions to the presentation, what questions are being asked, where the excitement lies, and what the turn-offs are. He or she facilitates the communication, manages the group dynamics, and probes for the depth and relevance of the information exchange.

Listen with the moderator

If the discussion requires technical information, this is the perfect person to present it. In a highly technical area or in health care marketing, it's useful to have someone who can listen with the moderator and provide feedback to the participants when technical explanations are required. This also works well once participants have identified the strengths and weaknesses of a product or service.

Often, we will save time in a group by brainstorming the what-ifs or wishes. Experts can be very useful in setting the parameters of this kind of idea generation towards the more practical avenues. This is particularly useful if a product or service is on a fast track to be launched and immediate information is needed for the development of sales aids and materials.

Keep in mind that using an expert in a focus group must be skillfully done without introducing or appearing to introduce bias. The moderator must establish a relationship with the expert/technical advisor/client who will be presenting to the group. The ground rules must be clearly defined, with the

moderator orchestrating the sequence of the information, and sharing an agreed-upon set of cues that will be used during the group. These cues must include signals that it is time for the expert to recede into the background and allow the group to continue.

In addition, it is important to let the participants know during the introductions what the overall plan of the group will be and to let the group know what role the expert will play.

Make it clear that advocacy is not what the group is about. Rather, it's about sharing of expertise. This will help keep both the expert and the participants comfortable. I often run at least one-third to one-half of the group session getting participants comfortable speaking and giving their points of view before even turning to the expert.

It is important to know and manage your expert as well, so as not to create a situation where the group is shut down, or put into listening mode, or made to feel unsafe to express divergent opinions and true reactions to the concepts.

Knowledge gap

In focus groups with high-tech or highly specialized respondents, there can be a wide gap between the respondents' knowledge and that of the moderator. While the moderator can study the topic and become familiar with the majority of the pertinent issues, he may not or should not be expected to have the level of expertise of the product manager, a clinical investigator or expert in the field.

Do we want to advise our clients based on our interpretations of information given by a group of eight to 10 people sitting in an artificial environment who know they are being observed? This may be appropriate for some situations, but for research exploring complex purchasing behaviors, it is beneficial to facilitate an exchange between the participants and an expert.

Observing respondents' reactions to and interaction with the expert can give firsthand insight into the how they will actually behave in the real world. Consumers are often faced with so many choices that one of the easiest

ways to learn about, buy, or formulate an opinion about a product is by turning to a trusted advisor, knowledgeable confidant, or respected expert.

Higher purpose

In *Motivation and Marketing to the Mind*, author Richard C. Maddock suggests that much of what consumers do is out of dedication to a higher purpose, as opposed to simply surviving, having fun, avoiding pain, or making money. Having an expert in the room can bring the added passion and energy to move participants to a new level of excitement about a certain product, service or idea.

For example, in one project I invited the clinical investigator of a new skin care product that alleviates a very embarrassing facial condition to present a short slide presentation. He sat quietly through the beginning part of the group, was introduced along with everyone else, and I mentioned that he would be providing some insight and history into the product. The beginning part of the focus group was spent getting executives of managed care plans to talk about their criteria for inclusion of skin care products on their formularies. They discussed the issues of cost and relative importance of a skin care problem versus a more life-threatening disorder. It looked like this new product didn't have a chance in the world.


We then switched gears and the clinical investigator spent about 15 minutes showing slides of the facial condition. He included some brief comments on the components of the product, why it would work and then even answered some questions from the participants on how long the cure would last.

At the end of this 15 minutes, I thought I was in a different focus group facility, with a different group of people.

The impact the clinical investigator had on this group of executives was immeasurable. In a short time, they were able to see the incredible devastation of the skin condition, the logic of the formulation of the product to alleviate it, and the passion and dedication of the man who invented it. The group

then focused on participants talking about the issues of how they would work to include a product like this.

More enlightening

Whether investigating the appeal of a product, concept or service, or researching to see what elements are necessary to move a segment to decision-making, consider turning the mirror into a window. After all, a full view is often more enlightening than a reflection. 

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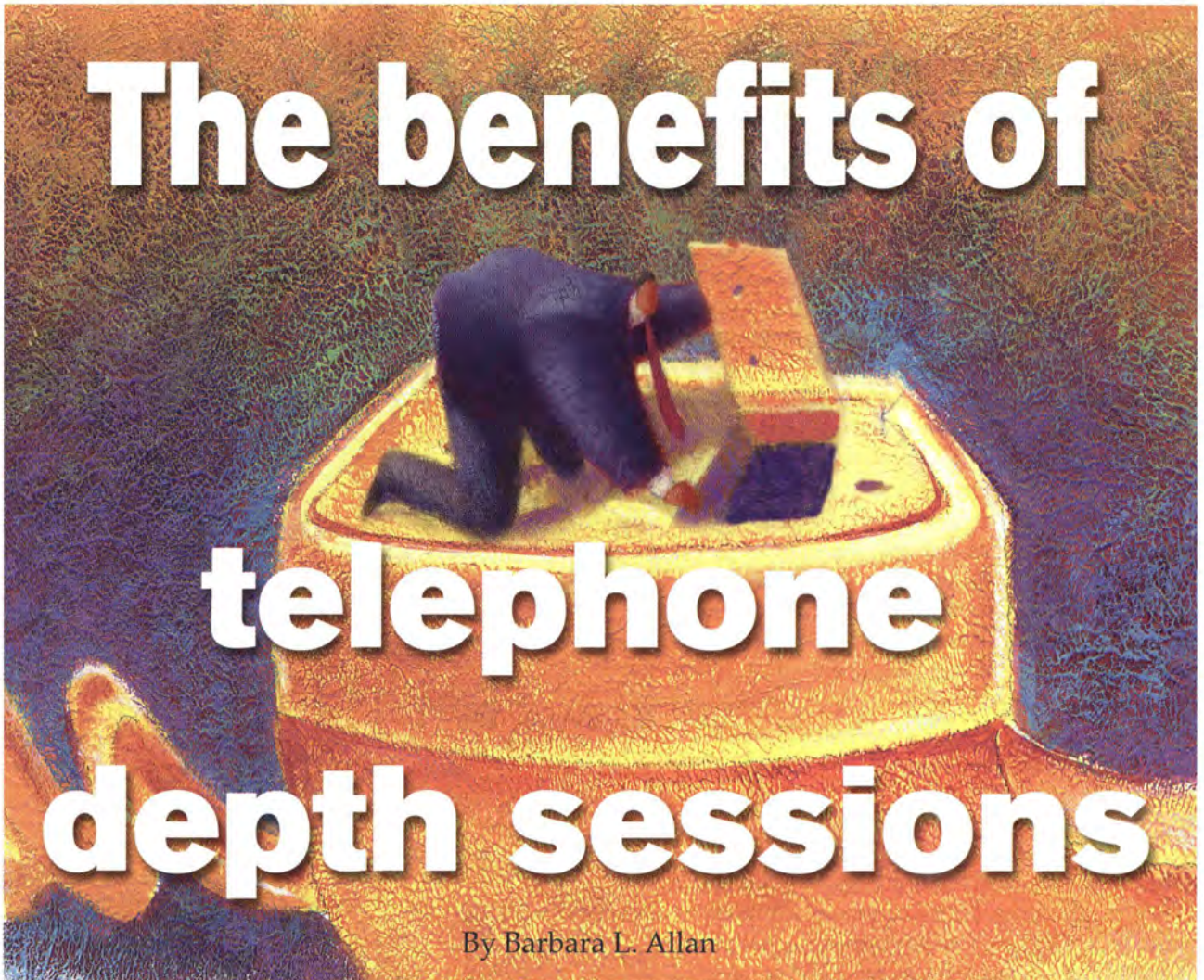
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By Barbara L. Allan

Editor's note: Barbara Allan is CEO of Sunbelt Research, a Jupiter, Fla., research firm. She is a member of the Qualitative Research Consultants Association. She can be reached at 800-734-5662 or at ballansra@adelphia.net.

A client has just called, and wants to know how people with a high net-worth, excluding real estate, will react to a new product line.

What is your next move? You could start by booking a traditional focus group facility. Or, as more and more moderators are starting to do, book online groups in a virtual facility.

And let us not forget, smaller groups conducted in facilities, such as mini groups, triads, dyads, and one-on-

ones. All are options open to any experienced moderator.

Now, let's make the project a bit more interesting, by mentioning that none of the people your client wants to talk to live in the same area, and none are computer-savvy types eagerly awaiting an online research experience.

Under these circumstances you might consider calling the client back and saying you have decided to pass on the project. But wait, help is at hand, in the form of telephone depth sessions.

Telephone depth sessions combine the probing benefits of traditional focus groups with the confidentiality provided by one-on-one telephone interviews. Topics which may not be

appropriate for an open forum discussion can easily be broached during telephone depth sessions.

Therefore, if you don't mind missing a few crowded, never-on-time flights, staying up late conducting groups, and getting up early to catch a flight to the next city, telephone depth sessions may be an option for you. Naturally, there is a catch: You have to supply your own M&Ms.

Case study

A few months ago, a financial service organization came to us with a request. They asked us to conduct a study among respondents with assets, excluding real estate and business ownership, in excess of \$3 million.

We certainly did not have to be told

that these are not the kind of folks who are going to jump at the chance to gather around a table to share ideas on how to make their next million.

Compounding the problem was the fact that while these individuals lived in one market during the winter months, it was now July and most were scattered throughout the country at their summer homes.

The challenge therefore became more than how to successfully and as cost-effectively get results for the client (a daunting problem in and of itself). The problem was also how to recruit a group of individuals who under any circumstances might be considered difficult but, under the current conditions, appeared impossible to reach.

Our solution was telephone depth sessions, which fit the bill perfectly. We designed a project that met our client's expectations, we did it quickly, and at a cost within the client's budget.

Where they work well

Telephone depth sessions should be considered whenever a project calls for qualitative research among a small targeted audience, who either because of their profession, location, or lifestyle are extremely difficult to bring together for a two-hour discussion group.

The types of respondents we have successfully completed telephone depth sessions among include: high net-worth individuals, seasonal residents, corporate executives, physicians, attorneys, community leaders, and salespeople.

Recruiting telephone depth sessions can be done in a variety of ways. We have found that two methods work particularly well. The first is modeled after the recruiting procedure used for traditional focus groups. A professional recruiter contacts potential respondents via phone, screens them to ensure they meet the qualification criteria, and invites them to participate in the research. Naturally, we know that if we are calling physicians, lawyers, or corporate executives our first contact will not be the person

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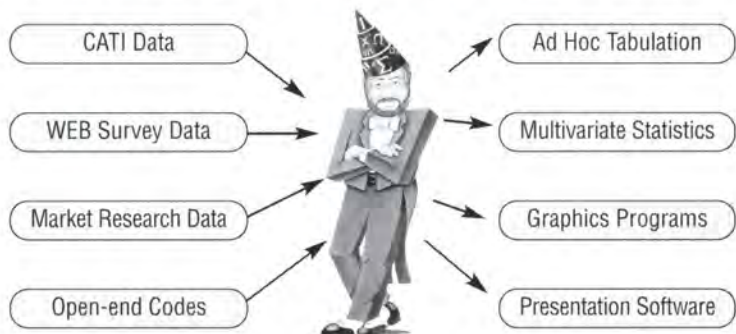
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themselves, but their assistant. We are prepared with a succinct explanation and a request for a fax number. We find faxing information to the assistant's attention is very helpful in finally being able to reach the person we want.

The second method requires more set-up time than the first, but has proven to be very successful.

Step one - Be sure you have an up-to-date mailing address for the people you want to interview.

Step two - Prepare a letter to send to potential respondents by either first-class regular mail or express mail. Depending on whether or not this is a blind study, the letter should be prepared on your letterhead or the client's.

You are by no means limited to just a letter. The objective is to represent your client and the project as quality entities, and of course, to interest potential respondents in participating in the research. This is a great time to put your creative talents to work. A well-done contact piece appeals to their ego and whets their interest in the project.

Step three - Send the mailings out in waves of 50. You may not need to contact everyone on the list. Therefore, sending the correspondence in batches saves you both time and money.

How it works

In the mailing piece, potential respondents are given a toll-free number to call if they are interested in participating. When we have several depth telephone projects going on at the same time it can be confusing to identify the caller with the correct project. We have solved that minor internal problem by giving callers an alpha-related "code" name. For example, if the client is the ABC financial institu-

tion the caller may be told to ask for Abigail.

Like traditional focus groups, respondents are screened to ensure they qualify. However, unlike traditional groups, depth telephone session respondents can choose the day and time to be interviewed. This can range, and has, from 7 a.m. until 9 p.m., and if necessary Monday through Sunday (though we must admit, we do like to adhere to a Monday-Friday schedule).

To participate, respondents don't have to fight traffic jams or struggle through inclement weather. They can be interviewed from anyplace they choose, their office, their home, even the golf course.

Telephone depth sessions almost always start on time, and have an excellent show rate. Respondents receive a confirmation letter indicating when to expect our call, and are almost always awaiting our contact.

Most projects include 15 to 20 respondents who are interviewed during a five- to 10-day period.

The sessions

The discussion guide used for a telephone depth session is the same in terms of content and structure as one used for a traditional group. However, there is a difference: Since there is only one respondent, the interview typically requires 45 to 50 minutes to complete.

In cases where the discussion concerns a household decision, it is acceptable, and very helpful to include both spouses in the conversation. Gone is the question, "How would you spouse react to this idea?" With depth sessions, both members of the household can join in, which makes for a lively conversation and a greater understanding of household purchasing decisions.

Naturally, you will need equipment. First and perhaps foremost is a comfortable chair for the moderator. You will need an audio recorder, audio tapes and, of course, your discussion guide and respondent profile.

Prior to starting the interview, respondents are asked for permission

to tape-record the interview. Just as with traditional groups, it is very important that respondents fully understand how the research will be conducted and how the discussion will be used. As with any research, it is critical that respondents' privacy be fully protected.

In the very rare instance when a respondent will not allow you to tape record the session (which has happened once or twice in about 200 sessions) your only option is to put yourself on speakerphone, turn on your computer, and start typing.

Some clients like to modify the discussion guide following the first couple of interviews. Therefore, we recommend overnighting a copy of the tape to them after the first session is completed. This ensures that you are able to make any necessary discussion guide modifications before you have completed many interviews.

Obviously, clients cannot view these sessions, but they can and most certainly do listen to the tapes in their cars while traveling. For this reason, we send out copies of the tapes as the sessions are completed.

Incentives

Incentives are a standard part of qualitative research projects, and depth telephone sessions are no exception to this policy. When the respondents are high net-worth individuals and corporate executives, we generally offer an incentive of \$150 for 50 minutes or give them an opportunity to make a donation to a charity of their choice. Many take the second option. For projects where the client is identified, clients frequently ask us to send respondents a personal gift as an additional way of saying thank-you.

Valuable addition

Obviously, depth telephone sessions are not meant to replace other qualitative methods. But they do allow you to obtain rich and insightful information from audiences that are unlikely to participate in other qualitative methods and they are another valuable addition to the marketing research toolbox. (4)

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Product & Service Update

continued from p. 12

specific industries, and also shows companies how their brands stack up against all brands across America's brandscape. For more information visit www.totalres.com.

New Romanian media study

Bucharest, Romania-based Mercury Marketing and Research Consultants has launched TGI (Target Group Index), an international single-source market and media survey. TGI Romania is a syndicated continuous study, based on 10,000 respondents. The survey covers media usage for print, TV, radio, outdoor and cinema; product information and usage of more than 2,000 brands, as well as information on leisure habits and attitudes of Romanian consumers aged 18+ located in urban areas. A series of over 250 attitude statements provides opportunities for specialized

segmentation based on lifestyle. On their own PC, using software named Choices 3, users can analyze media plans, market segmentations and consumer clusters for special target groups. For more information visit www.mercury.ro.

Handle PR crises with research

StrategyOne, the research and communications subsidiary of Daniel J. Edelman Inc., and Ntercept Communications, the online research division of SpeakOut, Inc., have introduced a new Internet-based research product designed to provide corporations and organizations with instantaneous reactions to issues and image crisis situations. The product, Crisis IR, combines Web-based surveying methodology with technology that deploys the traditional focus group "dial meter" on the Internet. As respondents watch TV coverage of breaking news, they convey their opinions on the crisis

via their computers. When a company becomes aware that a potentially damaging story is about to break on TV, a Crisis IR panel of 500 potentially-affected consumers will be recruited to view the broadcast and provide feedback. The panel completes a brief survey prior to the segment to gauge consumer preconceptions, after which they view the program, providing second-by-second feedback using the Crisis IR Dial Meter. Another short survey after the segment gauges how the panel's preconceptions have changed. Results are available immediately, with full reporting and analysis available the following day. For more information call Joshua King at 202-777-3123.

SYSTAT 10 from SPSS Science

Chicago-based SPSS Science is now shipping SYSTAT 10, the latest version of the scientific graphing software from SPSS Inc. SYSTAT now includes GraphExpress, new technology that enables SAS software users to create SYSTAT graphs from within the SAS environment with the click of a button. SYSTAT also includes new statistics capabilities, including mixed regression and power analysis, as well as a range of user interface enhancements.

GraphExpress provides a way to create any SYSTAT graph from the SAS software for Windows environment. Users choose from more than 20 general graphics toolbar buttons that call up dialog boxes of plot options to create customized graphs. GraphExpress also creates immediate diagnostic plots for common analytical procedures such as GLM, correspondence analysis, factor analysis, and discriminant analysis to visually represent analyses. In addition, users can select an image from the wizard-like Graph Gallery to plot their data from existing graph templates. Integrated with the latest release of SAS software for Windows, version 8.00, GraphExpress syntax can be added to production jobs. Other new features in SYSTAT 10 include:

- Mixed regression - Users can fit regression models in nested, 2-level data to explore group effects, such as schools within a district, or fit unbalanced repeated measures data.

Hierarchical Bayes (HB) Tools from Sawtooth Software

Many **cutting-edge** market researchers are turning to **Hierarchical Bayes (HB)** instead of OLS and logit for:

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For more information visit www.spss.com.

Yahoo! launches Buzz Index

Santa Clara, Calif.-based Yahoo! Inc. has launched the Yahoo! Buzz Index, an interactive market research system developed by Yahoo! to measure public engagement with brands, products, people and technologies on the Internet. Part of Yahoo!'s Fusion Marketing suite of services, the Yahoo! Buzz Index is calculated each weekday and is designed to help marketers measure the effectiveness of their online and offline campaigns. By aggregating and ranking the search queries of Yahoo!'s users, the Yahoo! Buzz Index provides insight into the interests of the online audience. Buzz is a measure of engagement, which is calculated when users search for terms and products on Yahoo!. The Yahoo! Buzz Index allows marketers to measure and compare this engagement. Individual users and their searches remain anonymous.

Conduct employee surveys online

Richmond, Va.-based SurveyMind.com, Inc., has released SurveyMind 360 as part of its Employee Experience Management System. The product works with SurveyMind's systems to create a 360-degree employee feedback environment, providing team feedback from peers, subordinates and superiors.

Augmenting standard employee appraisals in real time, SurveyMind 360 integrates with the firm's survey systems, including SurveyMind Pulse, Feedback Loop, Real Time Advantage and others. When deployed, SurveyMind 360 provides immediate

feedback from business associates working with the associate being measured to provide a balanced discussion tool for the face-to-face review.

A 24-question, multiple-choice survey covering topics from leadership to managing results is specified within 12 topics. Coworkers are e-mailed an invitation to a Web-based survey form, which is summarized in real time, confidentially, on the Internet. For more information visit www.surveymind.com or call 804-897-4872.

Briefly...

- Tokyo-based Video Research Ltd., has expanded its research services throughout the Asia-Pacific market. The firm is due to release a **syndicated, single-source survey conducted in Thailand**. It will include information beyond standard product category research to show people as both consumers and as a media audience. This data service will soon be available in English.

- Dallas-based Digital Marketing

Services, Inc., an online marketing research and a division of America Online Inc. (AOL), has **expanded the sampling frame of Opinion Place**, its online survey and marketing research area, to include more than three out of four online households (as measured by Media Metrix).

- New York-based Arbitron added **five new radio markets** - Middlesex-Somerset-Union, N.J.; Westchester, N.Y.; Clarksville-Hopkinsville, Tenn.-Ky.; Flagstaff-Prescott, Ariz.; and St. George-Cedar City, Utah - to the Fall 2000 Arbitron radio survey schedule, bringing the total number of radio markets measured by Arbitron to 283.

- Custom Research Inc., Minneapolis, has developed Criterion, a **concept testing database** that now includes individual respondent-level data. The database incorporates face-to-face and online learning and includes more than 500,000 individual concept evaluations. For more information call Beth Ann Rogers at 763-542-0843.



Having Trouble Communicating With Your Field Service?

Survey Monitor

continued from p. 8

those numbers exceed the combined figures for the local city guides assessed in this study.

The 17 major markets and online newspapers examined in this investigation include: Atlanta and the *Atlanta Journal-Constitution's* ajc.com; Boston and New York Times Digital's boston.com, Chicago and Tribune Interactive's Chicagotribune.com, Denver and the Denver Post Online, Detroit and KnightRidder.com's Detroit Free Press, Ft. Lauderdale and Tribune Interactive's Sun-Sentinel.com, Los Angeles and Latimes.com, Miami and KnightRidder.com's The Miami Herald Internet Edition; Minneapolis and StarTribune.com, New Orleans and Advance Internet's NOLA Live, Orlando and Tribune Interactive's Orlando Sentinel Online, Phoenix and the Arizona Republic's AZCentral.com, Portland and Advance Internet's Oregon Live, Charlotte and The Charlotte Observer's Charlotte.com, Salt Lake City and the *Salt Lake Tribune's* Utah Online, Seattle and the SeattleTimes.com and Washington, D.C. and WashingtonPost.com.

Local competition compared across each of the 17 markets included America Online's Digital City service, Lycos Cityguide and Ticketmaster CitySearch.

In addition, NFO Worldwide also assessed the performance of online newspapers against Yahoo's local city guide equivalent, Yahoo!Local, in seven major markets (Atlanta, Boston, Chicago, Los Angeles, Miami, Minneapolis, and Washington D.C.). Online newspapers again emerged on top. Across those seven markets, online newspapers had an average awareness of 74 percent among online users compared to 34 percent for Yahoo!Local; 56 percent of online users visited the newspaper sites, on average, compared to 16 percent for Yahoo!Local; and 28 percent indicated visiting newspapers' sites in the past month relative to

Yahoo!Local's 4 percent.

NFO//Consumer.choice is a third-party, independent initiative; none of the companies and Web sites surveyed has commissioned this research. For more information call 203-629-8888.

Study rates online retailers

The @plan Institute for Online Commerce has released its first @plan e-Performance Report covering the automotive, general merchandising and travel categories of online retailing. The report, scheduled for release each quarter, uses shopper satisfaction data from nearly 15,000 active online shoppers. Sites earned performance stars ranging between one and five. Performance stars were calculated using an aggregate measure of four specific attributes and a pre-determined scoring system. Reported sites that did not reach the four-star threshold can be found at www.webplan.net on the Institute for Online Commerce link.

A five-star designation, the highest level of performance, indicates that shoppers evaluated the site as excellent in at least 50 percent of the shopping evaluations. Similarly, four-star designations mean that the site was evaluated as excellent in at least 40 percent of shopping evaluations. Three-star designations mean that the site was evaluated as excellent in at least 30 percent of shopping evaluations. Two-star designations mean that the site was evaluated as excellent in at least 20 percent of shopping evaluations. A one-star designation means that the site was evaluated as excellent in at least 10 percent of shopping evaluations.

In the automotive, general merchandising or travel categories, Amazon.com was the only reported site to achieve a five-star designation. Sites that achieved a four-star designation in the clothes/apparel category are Cabela's, the Disney Store, L.L. Bean, Land's End, Nordstrom, and Victoria's Secret. Sites that achieved the four-star designation in the airline tickets/reservations category are

Expedia.com and Southwest.com.

@plan selected four specific attributes used to arrive at an overall composite measure of shopper satisfaction:

- the likelihood you would recommend the site to a friend;
- ease of finding what you wanted on the site;
- the site's ability to provide help;
- quality of customer service.

@plan's survey of nearly 15,000 online shoppers in the automotive, general merchandising and travel categories was conducted from May 1 through July 24. The study was a representative survey based on a scientific random probability sample. At the 95 percent confidence level, the sampling error varies between 1 percent and 5 percent, depending on the number of respondents who evaluated each reported site. All scores within the statistical margin of error were rounded up to the next star.

Businesses regret switching energy suppliers

American businesses that switched their energy suppliers for lower electricity prices are measurably less satisfied than companies that stuck with their current provider, says a new national survey.

Indeed, U.S. companies staying with their current provider are not only more satisfied with their present utility, but also give their supplier higher marks on all major dimensions of performance, from cost savings and customer service to billing and usage information. In contrast, businesses that changed suppliers for price reductions express the lowest level of satisfaction with all performance levels beyond costs.

And although they acknowledge lower costs, these same businesses are still disappointed in the magnitude of the savings, according to the survey.

These results are part of the Midyear National Business Customer Assessment conducted by RKS Research & Consulting, North Salem, N.Y. Between the end of May and mid-June, RKS conducted telephone inter-

views with 1,021 U.S. businesses, plus 402 key accounts. Results are now being reported to sponsoring utilities and energy marketing firms.

Key accounts - larger firms with multiple sites and monthly electric bills in excess of \$2 million - are shopping for savings and switching electricity suppliers much more than businesses in general, the survey notes. But only a third of these switchers give their new supplier high marks, and three quarters of these larger firms will give their incumbent supplier an opportunity to meet or beat competitive bids.

The same survey finds increasing interest among U.S. businesses in "premium" power - clean, uninterrupted energy to run sensitive equipment - as well as additional services in such areas as equipment upgrades, real-time monitoring, and on-site generation. While business customers express high degrees of satisfaction with power delivery, they remain concerned about outages. For example, key accounts place the average cost of a one-hour outage at nearly \$300,000. And the survey finds a direct link between power reliability satisfaction and shopping for a new supplier.

According to the findings, one in five American businesses can now choose their electric supplier. Within that 20 percent base, seven in 10 companies have elected to stick with their present provider; only one in 10 chose a new supplier.

Among the larger key accounts, one in four have a choice of suppliers, and the research demonstrates that shopping and switching are on the increase. Indeed, just over half - 56 percent - of these companies have retained their present energy supplier, compared with 71 percent of U.S. businesses. Among the key accounts with choice, one out of five picked a new supplier unaffiliated with the local utility.

While the businesses that switched realized lower electric costs, the actual savings fell far short of their expectations, according to the study. Meanwhile, the firms that stayed put were pleasantly surprised by the comparison of their costs to regulated tariffs. The bottom line: on a 1(poor)-to-7(excellent) satisfaction scale, non-

switchers are significantly more positive about their supplier, by a margin of 1.2 points (5.74 for those that stayed vs. 4.56 for switchers).

In an important sign of loyalty, three out of four key accounts say they will give their current electric supplier an opportunity to meet or beat competitive bids.

"Switching suppliers doesn't always deliver improvements," says Carmine Grastataro, RKS senior vice president in charge of this survey. "For instance, only a third - 33 percent - of key accounts are satisfied with their new supplier, compared to the 58 percent satisfaction level among companies that stayed with the incumbent provider. While the switchers acknowledge lower prices, they also report extra work and billing issues with their new supplier."

Despite widespread concerns about power delivery, business customers give utilities high marks for reliability - 6.1 on a 1(poor)-to-7 (excellent) scale. At the same time, half of the U.S. businesses surveyed say they

would switch suppliers over excessive outages or fluctuations as a means of registering their dissatisfaction with power delivery problems. And key accounts that switched suppliers are less satisfied with power delivery than those that stayed with their incumbent provider.

"Businesses are evaluating on-site generation to alleviate power delivery concerns and address potential capacity shortages," says Grastataro. "The energy crisis in California, coupled with disappointment over competitive electric prices, have helped businesses focus on value-added information and energy services. For these businesses, competition is not just about price. It's about finding the total solutions package that delivers the ultimate in value."

For more information call Joan Eckels at 914-277-6900, ext. 102, or visit www.rksresearch.com.

Many use online loyalty programs

A research report from Jupiter



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Communications, Inc., New York, has found that more than 75 percent of online consumers participate in some type of loyalty program, but few said that it is a critical motivator to increase online purchases. Commerce players must not rely on incentive programs to serve as the sole mechanism to drive loyalty; instead, they must fill functionality gaps or face losing customers to either more costly channels or to competitors that offer more value.

While specialized programs provide incentives to drive loyalty, commerce players must first address critical issues that affect a broad audience. According to a Jupiter/NFO Consumer Survey of 1,200 U.S. online consumers, only 22 percent of respondents indicated that loyalty programs serve as an incentive to purchase online. Online consumers place a higher value on easy returns (40 percent), customer service (37 percent), and product selection (37 percent).

Even commerce sectors such as travel, an early innovator in developing aggressive customer loyalty initiatives, have yet to extend their retention and loyalty efforts to the Web effectively. Loyalty initiatives must go beyond points; instead, they must offer online consumers compelling service and functionality to coax loyal customers online and develop online

relationships with new customers.

"Loyalty is not only about loyalty programs, but also about rather unique and differentiated products or levels of service," says Melissa Shore, a senior analyst for Jupiter Communications. "Consumers return to sites where they receive tangible value for being loyal, whether the value is priority service, personalized offers, or e-mail updates. Commerce players must create an online experience for users in which their customers see transacting on the Internet as a benefit."

Shore recommends that commerce players pursue the following actions:

- Improve customer service response rates. Commerce players must continue to make investments in customer service and improve response rates to customers' inquiries. A Jupiter/NFO Consumer Survey found that 72 percent of online buyers said that customer service is a critical factor in their online shopping satisfaction; however, only 41 percent indicated that they were actually satisfied with their customer service experience.

- Streamline product research and purchasing navigation. Commerce players, especially those selling complex products, must address a highly diverse set of questions posed by a

broad customer base. Confusing navigation with limited service options will dissuade customers from current and future transactions.

- Enhance product information. Consumers are seeking comprehensive product information in a customer friendly environment; providing this information remains a critical issue for commerce players. Content must fill the gap created by the inability of consumers to physically touch or see a product prior to purchase. Richer information leads to smarter purchasing decisions; satisfied purchasing experiences deepen the relationship between companies and their customers.

- Improve product selection and availability. Commerce players that sell physical products must invest in internal systems such as inventory management, while improving external-facing functionality such as product availability and shipping status simultaneously. Stock-outs present an opportunity for competitors to steal even the most loyal customers.

- Ease the return process. An overwhelming 85 percent of online buyers said that the ability to return merchandise easily is important to them, but more than half remain dissatisfied with the process, the survey found. Commerce players must expand servicing channels by either leveraging traditional retail outlets or partnering with companies that own physical channels.

- Analyze program viability. Of online consumers that participate in loyalty programs, 65 percent belong to just three or fewer programs. Commerce players must analyze the likelihood of consumers actively participating in their loyalty program, given consumers' low threshold for participating in a number of programs.

- Leverage information about users. Commerce players must develop an understanding of actual and potential levels of loyalty among their customers. By analyzing demographic and behavioral data, commerce players can identify high potential users and target incentives to induce profitable behavior. For more information visit www.jup.com.

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continued from p. 15

relationship with **STS Market Research**, Cambridge, Mass., under which comScore and STS will provide a view of offline and online consumer buying behavior to apparel industry retailers.

Westport, Conn.-based Internet consulting firm **Digital Idea** has formed a strategic alliance with **NetRatings, Inc.** that will enable Digital Idea to link its Dialscore customer loyalty metric with Nielsen//NetRatings Web audience measurement information. The result is an enhanced analytical service for marketers that combines attitudinal drivers of online customer loyalty with behavioral data on Internet audience size, shape and visitation patterns, giving Dialscore customers a true ROI perspective on the value of loyalty.

Atlanta-based **ActiveGroup**, a Norcross, Ga., provider of Internet focus group broadcasting services, has partnered with **Net In Focus**, a provider of in-person Internet usability focus groups called FutureGroups, to broadcast FutureGroups via ActiveGroup's streaming media technology.

Syosset, N.Y.-based **BetaResearch.com** has announced an agreement with **beenz.com** that enables BetaResearch clients to gather marketing intelligence from a database of U.S. consumers who are active online. Beenz is a digital currency that consumers earn by visiting, interacting with, or shopping at participating Web sites. Entitled The beenz Consumer Research Panel, it allows manufacturers, service and media companies to select Internet users who have been prequalified based on lifestyle and financial demographics. The database is available through BetaResearch.com for proprietary research projects.

The Wall Street Journal and **Harris Interactive Inc.** have formed an agreement to jointly develop Internet-based research including new tracking polls

on consumer behavior and business trends. The alliance will create a set of new Internet-based tracking polls co-developed by both organizations. Harris Interactive will be responsible for data collection and analysis, which in turn may be published by the *Wall Street Journal*. Possible topics for the joint survey efforts include: e-commerce, executive recruitment, stock-purchase decisions, and online finance, with others to be added.

NetValue USA, an online behavior measurement firm, has been engaged by **UrbanIQ**, a New York market research firm focused on the urban market, to create a research platform for the live tracking and analysis of the online behavior of urban and Latino consumers. NetValue will gather this information through a customized proprietary panel built especially for UrbanIQ.

Awards

Saskatoon, Saskatchewan-based

Itracks, an online data collection firm, received honorable mention in the EXPLOR Awards presented by the **A.C. Nielsen Center for Marketing Research**. The EXPLOR Awards honor excellence and innovation in online market research. The Itracks "Online Survey of the Market Research Industry" was a finalist, along with Microsoft and Intel. This study, the first of an annual series, establishes a benchmark of market researchers' perceptions and experiences with online research methods.

Opinion Research Corporation, Princeton, N.J., has been named to the *Forbes* list of the 200 Best Small Companies for 2000. The annual listing is based on financial performance over a five-year period in a number of key criteria including sales and profit growth and return on equity.

Schaumburg, Ill.-based ACNielsen U.S. was named one of the 25 best places to work in the Chicago area by



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Chicago magazine. Based on surveys completed by employers and employees, ACNielsen ranked number 11 on the list of top workplaces.

In the October issue of *Working Mother* magazine, Chicago-based **SPSS Inc.** was named one of the 100 best companies for working mothers. The magazine's editors recognized SPSS for its flexible culture, progressive benefits and supportive environment for working mothers. SPSS also received the magazine's highest ranking for its leave for new parents.

New accounts

Web-based market research agency **Mindwave Research, Inc.**, Austin, Texas, has selected **SPSS Inc.**'s Quancept Web and Verbatat software to provide survey services via the Internet. The company conducts approximately 60 percent of its research using the Web.

Information Resources, Inc., Chicago, and its strategic partner **Europanel** have signed a letter of agreement with **Unilever plc's** Home and Personal Care Europe (Unilever HPCE) division to provide scanner-based retail and consumer tracking services across Europe's largest markets.

The Danish Association of Advertising & Media Agencies has chosen **Nielsen//NetRatings** to supply information about Internet audiences and advertising. Separately, the Nielsen//NetRatings service is now offered in Spain.

Andover, Mass.-based **Cozint Interactive, Inc.** has selected **Jupiter Research**, a unit of Jupiter Media Metrix, Inc., as its research and distribution partner for a study of physicians' interactions with the Internet.

Opinion Research Corp., Princeton, N.J., has signed an option that will increase its contract with the **U.S. Agency for International Development (USAID)** by \$17 million. Under the option, the company

will provide expanded services on the International Demographic and Health Surveys with the USAID.

Schaumburg, Ill.-based **ACNielsen** U.S. has expanded its agreement with the **H-E-B**, a grocery retailer operating 277 stores in Texas, Louisiana and Mexico, under which H-E-B has increased its use of the ACNielsen Homescan consumer panel and added ACNielsen's Retail Warehouse Solution.

New companies/new locations

San Francisco-based **Snowball**, an online network for members of the Internet generation, has formed **IQuestics**, a marketing research division. IQuestics will focus on gathering information on the 13-30-year-old demographic for Fortune 500 companies and Snowball's strategic partners and advertisers. Headquartered in Norwalk, Conn., IQuestics will conduct research using a variety of online methods, including Web-based surveys, discussion boards, Internet polling and online focus groups.

InterSurvey, Menlo Park, Calif., has changed its name to **Knowledge Networks**.

Survey Systems has opened at Guanajuato No. 8 Col. Roma, Del. Cuauhtemoc C.P. 06700, Cd. De Mexico, D.F. Phone 52-5-584-2584. Fax 52-5-264-4849. E-mail cquezada@survey.com.mx. Web www.survey.com.mx. For more information contact Carlos Quezada Guzman.

Midwest Marketing Research has moved to 425 N. Michigan St., Suite 318, South Bend, Ind., 46601-1238. Phone 219-287-2700. Fax 219-287-2525.

San Jose, Calif.-based **Infonetics Research, Inc.** has opened an office in London and another in Somerville, Mass.

Boston-based **Burke Strategic Consulting Group** has relocated to One Apple Hill Dr., Suite 216, Box

8178, Natick, Mass., 01760-2072. Phone 508-653-2222.

Company earnings reports

Total Research Corporation, Princeton, N.J., announced fourth quarter and full year results for the period ended June 30, 2000. For the year, the firm reported record revenues of \$50,755,769, a 22 percent increase over the previous fiscal year, and net income of \$1,916,628, essentially even with the previous fiscal year. Total diluted shares outstanding increased by 885,809 shares, from 12,693,423 in fiscal 1999 to 13,579,232 in fiscal 2000; as a result, fiscal 2000 net income translated to \$0.14 of diluted earnings per share, compared with \$0.16 of diluted earnings per share in fiscal 1999.

For the fourth quarter, Total Research reported revenues of \$14,579,442 and net income of \$248,346. Revenues in the fourth quarter grew by 23 percent and net income decreased 39 percent over the corresponding three-month period in the previous fiscal year. Net income translated to \$0.02 of diluted earnings per share compared with \$0.03 of diluted earnings per share in the fourth quarter of fiscal 1999. Fiscal 2000 results included two months of the operating results of Romtec, a U.K. IT and telecom research firm which Total Research acquired in May 2000.

Rochester, N.Y.-based **Harris Interactive** announced revenues of \$12.1 million for its fiscal first quarter ended September 30. This represents an increase of 29 percent for the quarter when compared with \$9.4 million reported for the first quarter of fiscal 2000. Internet revenues expanded in the first quarter to \$7.0 million. This is an increase of 155 percent compared with the first quarter of fiscal 2000. Internet revenues represented 58 percent of the total revenue for the quarter. Net loss for the three months ended September 30 was \$0.22 per share (\$7.3 million), compared with \$0.38 per share (\$4.1 million) in the first quarter of fiscal 2000. Gross margin for the first quarter was

\$5.8 million, which represented 48 percent of revenues, compared with \$3.1 million or 33 percent in the first quarter of fiscal 2000.

Opinion Research Corporation, Princeton, N.J., reported record third quarter net income. In addition, revenues, cash flow and earnings for the first nine months of 2000 were better than for any comparable period in the company's history.

For the third quarter of 2000, revenues were \$37.7 million, an increase of 9 percent compared to \$34.5 million for the third quarter of 1999. Net income for the third quarter was \$777,000, an increase of 12 percent compared to third quarter 1999 net income of \$694,000. Operating income for the current quarter was \$2.8 million, an increase of 13 percent compared to \$2.5 million a year ago. Diluted earnings per share for the third quarter of 2000 were \$0.16, equivalent to third quarter 1999 diluted earnings per share of \$0.16.

Cash earnings per share (net income plus goodwill amortization expense after-tax) for the third quarter were \$0.27 compared to \$0.26 in last year's third quarter. Diluted shares for the third quarter were 4.9 million, or 15 percent more than the 4.3 million shares in 1999, primarily as a result of the September 1 LLR Equity Partners common stock investment. For the third quarter, EBITDA (earnings before interest, taxes, depreciation and amortization) was \$4.7 million, an increase of 15 percent compared to \$4.1 million a year ago.

Stamford, Conn.-based **ACNielsen Corporation** posted higher earnings in the third quarter, as each of the company's regional businesses contributed solid local-currency results. Earnings were \$24.5 million, or \$0.41 per diluted share, including a negative impact of \$0.02 per share from foreign-currency translation, compared with \$23.4 million, or \$0.39 per diluted share, in the prior year. The 2000 results include a \$5.5 million pre-tax loss from ACNielsen eRatings.com, but exclude a pre-tax charge of \$12.2 million for Operation Leading Edge,

the company's plan to accelerate growth. Including the charge, reported earnings were \$17.0 million, or \$0.29 per diluted share.

In other news...

St. Louis-based data collection firm **Quality Controlled Services** has changed its name to Delve.

ActiveGroup, a Norcross, Ga., provider of Internet focus group broadcasting services, is producing Marketing Research Live!, a monthly talk show-style Webcast on topics of interest to researchers. November's show focused on online focus groups vs. traditional focus groups. The program is scheduled to air on the first Wednesday of each month. Visit www.activegroup.net to view it live or to see archived editions.

Worldbridge Language Services, a Los Angeles-based translation service for the market research community recently celebrated its seventh

anniversary and has added a 40th language to its translation capabilities.

In October, Rochester, N.Y.-based **Harris Interactive** and **Weekly Reader Corporation**, a publisher of classroom periodicals, teamed up to design a supplement to help teach school children about public opinion polling and its role in society. The insert was distributed in the mid-October issues of *Weekly Reader*, *Current Events*, *Teen Newsweek*, and *Know Your World Extra*. The classroom periodicals that Weekly Reader publishes have a combined circulation of 250,000 teachers and more than 7 million students in pre-K through high school.

San Jose, Calif.-based **Infonetics Research** has revised its Web site (www.infonetics.com), which now includes excerpts from its market research studies, press releases including sample data, and information on its 2001 services.



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Contradict

continued from p. 21

“How do people consciously rank attribute lists?” How people actually act on their ranked attributes is an entirely different matter.

To directly answer the question of whether qualitative or quantitative is likely to have yielded better answers: if approached in the traditional ways, in this case neither is likely to be correct. The best ways, in my opinion, to identify which attributes are actually causing brand choice are indirect, projective qualitative techniques and indirect statistical quantitative techniques.

Ponder this classic example of the testing of brightly colored inexpensive cameras: People in focus groups who were shown the cameras loved the idea. People answering surveys were relatively neutral. But when people were allowed to pick one of the cameras to take home, they all picked black! Behavior trumps talk.

Example 2: Focus groups love product, sales prove otherwise.

A series of focus groups tells you that opinion leaders, customers and prospects love the product. But the sales curve is declining, and surveys indicate that while there is no dissatisfaction with the product, people have no intention of buying it.

Example 3: Sales are soaring, surveys indicate high eagerness to try, but focus groups indicate product dissatisfaction.

Conversely, the sales curve of a new product is going through the roof, and surveys indicate that people are extremely eager to try the product. They even indicate that they would pay much more for the product than its current selling price. The situation is interpreted as a smashing successful product launch, with even additional pent-up demand. The product management team and their agencies are drinking champagne. However, you discover, in some focus groups that were originally designed as a disaster check on some ad copy, that the initial users are encountering difficulties after a few

months of product use and dropping the product. In fact, the initial users are extremely disappointed, and many are angry.

Let's look at Example 2 and 3. First of all, it's important to understand the nature of sampling. I'm fond of saying that one person's bias is another person's sample. When you include early users of a product, you are automatically selecting experts, innovators and early adopters. That is often an extremely productive thing to do, and I wish it were done more often. But remember that you are automatically selecting a different type of person than you will reach in an overall blanket survey. Also, since these are very small numbers of people, they will make up only a very small part of the sales curve. So, when the experts, innovators and early adopters are raving about a product, as in Example 2, you are working with a very promising product indeed. Surveys and sales curves are likely to seriously underestimate the potential of the product - as long as a way can be found to bridge the chasm to the early majority. This product is likely to succeed no matter what the quantitative data suggest.

Example No. 3 is a very frequent occurrence that has cost many product managers their jobs. Sales are soaring, surveys are positive, but focus groups indicate that people are dropping the product after a period of time. For instance, I have worked with about a dozen new drugs over the years where the initial sales curve was extremely positive, as were many other initial quantitative measures. I call this the “try and drop curve.” As long as increasing numbers of people are trying a new product, the sales curve will go up even if most of them are subsequently dropping the product. The main way to tell a try and drop curve from a successful product curve without waiting for the inevitable precipitous drop is to track groups of triers. The most expeditious and timely way to do that is in focus groups. These people may have used the product that day. In telephone groups or online

groups they may even be using the product (a snack food or a drink) during the group. When those groups tell you that the product doesn't work or has other fatal flaws, run for the hills. Or, if it is a really good product, do something to fix the mess. If you don't act quickly, the word-of-mouth is likely to overwhelm the rest of the marketing.

Example 4: Focus groups love the idea, surveys of early adopters reject it.

People love the product in the qualitative concept development phase. However, surveys among the potential early adopters indicate that the early adopters feel that the product is taking the wrong approach and favor specifically-named other products. Which do you believe?

This is also a hard call, but the product probably is a loser. People can easily get overly enthusiastic or overly negative in concept development groups. You can read more about how to deal with these problems in an article at www.mnav.com/contest.htm. You have to listen very clearly for respondents' reasons, attitudes and emotions. For instance, groups of computer store owners loved the Apple Lisa and predicted its success. It was clear that they were reacting to an elegant technological breakthrough but couldn't answer the inevitable cost-effectiveness questions. “Cool” does not sell a \$9,000 computer. So it was obvious that the interpretation (it's a loser) was the opposite of what they were actually saying (it's a winner).

Conversely, when the opinion leaders initially hate the product because it lacks technological sophistication, and the more typical people love its simplicity, the money is with the typical people. The Palm Pilot is a great example. So are AOL and Windows.


Example 5: The majority of qualitative respondents say one thing (e.g., prefer Concept X) but a majority of the quantitative respondents differ (e.g., prefer Concept Y instead).

More likely than not, the quantitative finding is correct (unless some special factors like those previously

mentioned were at fault) because the small qualitative sample just happened to over-represent the X-lovers by the luck of the draw. This is in fact the reason that quant and qual conflict most often.

Actually, people who say these results conflict are probably making the mistake of thinking that the qualitative serves the quantitative purpose of estimating majority preferences. Rather, an appropriate purpose of the qualitative would have been to discover and understand the thoughts and feelings behind preferences for X vs. Y, whereas an appropriate purpose of the quantitative should have been to estimate the percentages of people who hold particular thoughts, feelings, and preferences regarding the concepts. (This last example and analysis were contributed by Peter DePaulo. Thanks Pete!)

The point of all this is that you have to know what exactly has been asked, of whom, and how the answers fit into the rest of the situation. You will inevitably get different views from different perspectives, but that can round out the picture if the perspectives have been carefully chosen. The meta-point here is that you either need to hire, or need to be or become, a savvy, thoughtful marketing research consultant, not a technician of qual or quant.

I hope that this has given you some things to think about when qualitative and quantitative research show different findings. This article doesn't even begin to address the complexity of the fundamental differences between qual and quant. That's going to take a whole book that I urge someone (it's not going to be me!) to write. 

The author wishes to thank Eve Zukergood, CEO of Market Navigation, George Balch of Balch Associates, Oak Park, Ill., and Peter J. DePaulo, marketing research consultant in Montgomeryville, Pa., for their contributions to clarifying the thinking in this article. Any mistakes, omissions, misconceptions, confusions or other transgressions are purely mine, although, believe me, they would have been worse without their thoughtful comments on short notice. © 2000 Market Navigation, Inc. All rights reserved.

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PT Cruiser

continued from p. 19

learn what the relationship is so that you can go back and reassemble it. You have to understand the logic of emotion rather than the rational logic which we are prone to recognize very quickly.”

The PT Cruiser (PT stands for “Personal Transportation”) research

back to their childhoods and record any memories that the prototype of the PT Cruiser brought to mind.

Safety and security

In this case, issues of safety and security appeared to trigger the reptilian hot button. Respondents spoke of a dangerous outside world, a jungle from which they needed protection. They talked about intelligence, about

It looks like a Wurlitzer from the '50s but with today's modern technology.”

Going for the “wow”

As the groups were being conducted on early models, findings from the research were communicated to those working on follow-up versions.

After the first groups, it was clear that the car's interior, which at that point wasn't fully developed, would have to match the excitement created by the exterior. Focus groups respondents likened the car to a Christmas present in a beautiful but empty box, Bostwick says. “In the original design, we had achieved some level of interest. People said, ‘I am starting to get interested in the outside but when I open it up I get disappointed.’”

Automobile prototypes typically don't have fully developed interiors, due to cost considerations, but in the case of the PT Cruiser, interior prototypes including removable rear seats and a passenger seat that folds forward were included in later groups. “We discussed the relationship between the interior and exterior with the people who would be designing the interior,” Bostwick says. “We fed back directly what we learned [in the groups] in general terms of what the interior space was trying to accomplish in consumers' minds. They executed it very well. So when we did the traditional measurements at the end of the process, and showed people the car in its almost-finished form, their reaction was wow - wow from the inside, and wow from the outside.”

Boot camp

Bostwick likens the archetype research experience to an intellectual boot camp for backroom observers. “It's quite an intense ride. You're listening, reading, analyzing, discussing, and dealing with your own feelings at the same time. The people who are involved in it from the company, whether they are creators, communicators or strategists, all have to become experts at interpreting what they are hearing.

“It's like solving a jigsaw puzzle but without having the box available



Of the PT Cruiser's interior, one focus group respondent said, “Give me room to the walls and don't tell me how to use it.” As a result, the inside of the vehicle can be configured many different ways, thanks to removable seats and other customizable features. The research showed that the interior had to match the exterior's “wow” factor, otherwise the car might be viewed as a nice-looking package with nothing inside.

involved a series of three-hour groups in the U.S. and Europe. Because of the importance Rapaille places on culture, respondents had to have been born and raised in the culture in which the groups took place.

In the first part of the groups, Rapaille told respondents to pretend that he was from another planet and didn't know what automobiles, such as the PT Cruiser prototype parked in the room, were used for. In the second part, respondents constructed collages of words they felt described the PT Cruiser. For the third hour, the lights were dimmed and respondents went through a relaxation exercise to help them drift into a waking-dream state. Respondents were then asked to think

having street smarts that would help them survive a crisis. If the PT Cruiser were going to be the vehicle to take them through the harsh world they were describing, its appearance needed to be beefed up - responses to an early prototype of the car indicated that it resembled a toy. As a result, fenders were made more bulbous to appear more protective, the hatchback window was made smaller to increase safety and security, and the windshield was made more upright to give the vehicle a truck-like look.

Respondents also spoke of nostalgia, but nostalgia occurring in a new context, Bostwick says. “One of the analogies that we developed for the car was that it was like a CD jukebox.

Do you have something to say?



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for reference. And all the pieces are the same color. You have to remove yourself from what you are hearing in order to understand the structure of the puzzle. You learn while you are doing this how to understand things in a new way. It's like putting on a new pair of glasses."

In this case, people from marketing research, design, product planning, and marketing attended the groups. "Bryan Nesbitt, the person who did the major design drawing of the car, was an integral member of the team and helped us to crack the code," Bostwick says. "So when he got back to Detroit after the groups, he drew his interpretation of the feeling that people were communicating. And that's the car you see. There is very little difference between the sketch he drew and what's on the road. It's the closest I've seen from sketch-to-the-street. And it's because the process tapped into his intuition and allowed him to express himself in a way that resonates with a lot of people."

As you move through the groups, analysis becomes easier, Bostwick says. The responses from the consumers start to exhibit uniformity, once you know how to interpret them, because you are tapping into a collective cultural unconscious - following Rapaille's theory that long-time members of the same culture share cultural imprints.

"You almost know that every time one thing is said, you're going to hear the other thing shortly thereafter. And when you first started listening you didn't see that. A real fun part of this, as you get near the end of the groups, is that you think the later groups are better than the first ones but they're really no different, you just became a more sophisticated listener."

Had to have one

Archetype research focus groups don't require overly-specific recruiting guidelines, Bostwick says. For the PT Cruiser groups, participants had to be native-born and have expressed intent to purchase a new car in the near future. "When you do work with Dr. Rapaille you don't have to get too

specific in terms of the intentions and demographics. You are looking for variety here because the point is, if this is going to resonate with people on an unconscious level, it will do it with people of all ages."

That's just what the car has done. "This does not replace a minivan and it isn't an SUV but it spreads across a lot of different age groups," Bostwick says. "Something like 40 percent of the people who bought a PT Cruiser in the beginning added it to their family without replacing another vehicle, which is quite high. We asked people why they bought one and they said, 'Well, I had to have one.' It doesn't replace the other functional things that are out there, it's just compelling. And it's also useful."

Ideal in mind

Bostwick's theory is that people have an ideal product in their mind, one which they can't explain, and the task is to bring the ideal to life. Rapaille's approach helps do that. "You are trying to capture that ideal and create something that will recall it. But there is more to what people understand than they are capable of articulating. They can't say it because a lot of it is unconscious. There is a way of finding it out and that is what people try to do in qualitative techniques, to find that unconscious element. But they do it by asking questions of the conscious brain and I'm not sure that anyone is brilliant enough to determine the unconscious reaction by asking more conscious questions."

He also believes that companies don't create new markets by creating new products. "What happens is, it was already in someone's mind that they wanted to do something and you just created a product to make it happen. In this case it was an all-new concept but the concept had to be refined before it resonated. I use that term because it is like a tuning fork that resonates with their emotions. Once you have that, you know it's going to work. You show it to them and of course they react positively to it. And when you introduce it in the marketplace you get the

same reaction."


Government regulations

The company's motivations for developing the PT Cruiser started out conventionally enough: it needed a vehicle to help it meet government fuel economy regulations. "We were looking for something that could share some of the development resources that we already had and would take advantage of things that we were already working on. You almost know in that case that you are going to have to come up with a completely new concept because there is nothing out there that we could just sell more of to accomplish our goals," Bostwick says.

"The concept that led to the PT Cruiser was a vehicle that was somewhat similar to what we see today. It did have the idea of the two-box shape, based on some of the dimensions of the [Dodge] Neon-size weight class. We knew that it would have to have certain attributes that the government uses to define a truck - removable seats, a relatively flat floor, and a number of other requirements, most having to do with interior versatility."

Paved the way

Bostwick says the corporate culture at DaimlerChrysler paved the way for developing the strange-looking vehicle. "If you show them an unconventional idea here, people say 'That's crazy. So when are you going to do one?' That's how you get PT Cruisers. We are structured in such a way that when the designer came back with this idea and put it on the wall, [management said] 'Go make that car, don't change it. Don't take a committee to it and butcher it.'"

The same risk-friendly attitude extends to the research department. "People respect our judgement to find new ways to do what we do, just as we respect the engineers to come up with fuel cells or power-operating liftgates. We don't tell them how to draw the door handles and they don't tell us how to choose marketing research techniques. We have mutual trust." 

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Connections, Inc.
 3928 Montclair Rd., Ste. 230
 Birmingham, AL 35213
 Ph. 205-879-1255
 Fax 205-868-4173
 E-mail: bwvconnect@mindspring.com
 Rebecca Watson, President
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 1/1, 1/1OR, VE
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 Conference 12x18 Obs. Rm. Seats 4
 Multiple 11x11 Obs. Rm. Seats 3

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 Shades Creek Pkwy.
 Birmingham, AL 35209
 Ph. 205-879-0268 or 800-336-0159
 Fax 205-879-1058
 E-mail: birmingham@consumerpulse.com
www.consumerpulse.com
 Connie Glass, Director
 Location: Shopping mall
 Distance from airport: 25 miles, 20 minutes
 1/1, TK, VC, VE
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Graham & Associates, Inc.
 3000 Riverchase Galleria, Ste. 310
 Birmingham, AL 35244
 Ph. 205-443-5399
 Fax 205-443-5389
 E-mail: grahampga@aol.com
 Cindy Eanes, Vice President
 Location: Office building
 1/1, 1/1OR, TK, VE
 Conference 15x20 Obs. Rm. Seats 20
 Conference 09x15 Obs. Rm. Seats 12
 Living 09x16 Obs. Rm. Seats 10

New South Research
 3000 Riverchase, Ste. 405
 Birmingham, AL 35244
 Ph. 205-443-5350 or 800-289-7335
 Fax 205-443-5340
 E-mail: jjager@newsouthresearch.com
 Jim Jager, President
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, TK, VE
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Graham & Associates, Inc.
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 5901 University Dr., #86
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 Ph. 205-443-5399
 Fax 205-443-5389
 Cindy Eanes, Vice President
 Location: Shopping mall
 1/1, 1/1OR, VE
 Conference 11x20 Obs. Rm. Seats 12
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 3289 Bel Air Mall
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 Ph. 334-471-0059
 Fax 334-478-0015
 Cindy Eanes, Vice President
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 Living 09x12 Obs. Rm. Seats 7

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 Montgomery, AL 36117
 Ph. 334-284-4164
 Fax 334-286-9788
 E-mail: nlresearch@aol.com
 Location: Freestanding facility
 Distance from airport: 10 miles, 15 minutes
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Anchorage

Craciun Research Group
 742 K St.
 Anchorage, AK 99501
 Ph. 907-279-3982
 Fax 907-279-0321
 E-mail: craciun@craciun.com
www.craciun.com
 Linda Boochever
 Location: Office building
 1/1, VE
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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 facility
 Distance from airport: 3 miles, 6 minutes
 VE
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 Ph. 602-944-8001
 Fax 602-944-0130
 E-mail: azmktres@worldnet.att.net
www.ruthnelsonresearchsvcs.com
 Lincoln Anderson, Manager
 Location: Office building
 Distance from airport: 15 miles, 25 minutes
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 Conference 20x24 Obs. Rm. Seats 25
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 Conference 09x12 Obs. Rm. Seats 4

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 facility
 Distance from airport: 5 miles, 15 minutes
 CL, 1/1, 1/1OR, 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
 E-mail: carlenearraz@earthlink.net
www.car-leneresearch.com
 Connie Nipp, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 Conference 15x12 Obs. Rm. Seats 8
 (See advertisement on p. 149)

Creative Consumer Research

500 W. Broadway, #102
 Tempe, AZ 85282
 Ph. 480-557-6666
 Fax 480-557-6534
 E-mail: ccrphnx@aol.com
 Norma Gomez, Co-Manager
 Location: Freestanding facility
 Distance from airport: 12 miles, 10 minutes
 CL, 1/1, TK, MP, VE
 Conference 23x17 Obs. Rm. Seats 15
 Conference 20x16 Obs. Rm. Seats 15
 Conference 20x16 Obs. Rm. Seats 15
 (See advertisement on p. 217)

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
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 Conference Obs. Rm. Seats 5
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 1225 W. Washington, Ste. 113
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 Ph. 800-647-4217 or 602-914-1950
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 Distance from airport: 7 miles, 5 minutes
 CL, TK, MP, VC, VE
 Conference 21x18 Obs. Rm. Seats 12
 Conference 18x22 Obs. Rm. Seats 12
 Conference 22x17 Obs. Rm. Seats 14
 (See advertisement on p. 173)

Fieldwork Phoenix at Scottsdale, Inc.

6263 N. Scottsdale Rd., Ste. 380
 Scottsdale, AZ 85250
 Ph. 480-443-8883
 Fax 480-443-8884
 E-mail: info@scottsdale.fieldwork.com
 www.fieldwork.com
 Barbara Willens
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/1OR, 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)

Fieldwork Phoenix, Inc.

7776 Pointe Pkwy. W., Ste. 240
 Phoenix, AZ 85044
 Ph. 602-438-2800
 Fax 602-438-8555
 E-mail: info@phoenix.fieldwork.com
 www.fieldwork.com
 Barbara Willens
 Location: Office building
 Distance from airport: 5 miles, 10 minutes
 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 14
 Conference 11x12 Obs. Rm. Seats 7
 (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
 www.focusmarketresearch.com
 Judy Opstad
 Stephannie Opstad
 Location: Office building
 Distance from airport: 9 miles, 15 minutes
 CL, TK, MP, VC, VE
 Multiple 20x23 Obs. Rm. Seats 18
 Conference 20x21 Obs. Rm. Seats 15
 (See advertisement on p. 99)

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provides you with reliable, conscientious service and hospitable staff while you enjoy your spacious, modern focus suites. Tastefully decorated and state-of-the-art appointed.

FOCUS

has a highly visible and convenient location with a great geographic database. Our office is only 10 minutes from the airport, minutes from fine resorts and restaurants as well as interesting shopping and a major mall.

FOCUS

specializes in qualitative recruitment and adheres to the highest standards of the industry and beyond. We understand your need for personalized service and a pleasant working atmosphere.

- Consumer, Medical and Business Recruiting
- FocusVision Video Conferencing
- FocusVision On Line/Video Streaming
- GroupNet Video Conferencing

FOCUS

We are the agency that does Qualitative best with 29 years of expertise!

Call Judy, Ray or Stephannie Opstad for your next qualitative project at 480•874•2714.

The Southwest and the Midwest
 Come See Us in the Minneapolis Market



2001 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 - Video/Web Conf. 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
 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
 Karen Tews, Manager
 Location: Shopping mall
 Distance from airport: 24 miles
 1/1, TK, VE
 Conference 14x16 Obs. Rm. Seats 5

O'Neil Associates, Inc.
 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, Ph.D., President
 Location: Freestanding facility
 Distance from airport: 6 miles, 8 minutes
 1/1, 1/1OR, TK, VE
 Conference 18x23 Obs. Rm. Seats 18

PIB Research, LLC
 (Partners in Brainstorms)
 1730 E. Northern Ave., Ste. 122
 Phoenix, AZ 85020
 Ph. 888-854-1122 or 602-944-1122
 Fax 602-944-7917
 E-mail: PIB@pib1.com
 www.pib1.com
 Kathleen Pryor, Mgr., Client Services
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 1/1, 1/1OR, VE
 Multiple 26x17 Obs. Rm. Seats 10

Plaza Research-Phoenix

2575 E. Camelback Rd.
 Phoenix, AZ 85016
 Ph. 602-381-6900 or 800-654-8002
 Fax 602-381-6950
 E-mail: bparker@plazaresearch.com
 www.plazaresearch.com
 Brian Parker, Director
 Location: Office building
 Distance from airport: 20 minutes
 CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE
 Conference 15x20 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20
 Multiple 16x22 Obs. Rm. Seats 20
 (See advertisement on p. 180)

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
 www.strictly-medical.com
 Wendy Walker, Exec. Vice President
 Location: Office building
 Distance from airport: 20 minutes
 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
 www.tntmarketresearch.com
 Myra Balaban, President
 Location: Office building
 Distance from airport: 20 minutes
 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: answers@westgroupresearch.com
 www.westgroupresearch.com
 Beth Aguirre-Smith
 Location: Freestanding facility
 Distance from airport: 5 miles, 7 minutes
 CL, 1/1, 1/1OR, MP, VE
 Conference 15x20 Obs. Rm. Seats 12
 Conference 16x23 Obs. Rm. Seats 15
 (See advertisement on p. 100)

Tucson

Car-Lene Research, Inc.
 Tucson Mall
 4500 N. Oracle
 Tucson, AZ 85705
 Ph. 520-292-0966
 Fax 520-292-0800
 E-mail: carlenetucson@earthlink.net
 www.car-leneresearch.com
 Laura Metelovski, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 Conference 18x11 Obs. Rm. Seats 10
 (See advertisement on p. 149)

Questions?

Marketing without research is like talking without listening.

WestGroup Research listens.

Focus Group Facilities include:

- 2 suites • Spacious, tiered viewing rooms • Client lounge with closed circuit TV • Trapezoidal table • Complimentary fixed-camera video

Focus Group Services include:

- Design & analysis • Spanish recruiting
- 5 moderators on staff • Transcription service

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Answers.

1-800-999-1200

www.westgroupresearch.com

2720 E. Thomas Rd., Phoenix, AZ 85016-8202 • *Established 1959*



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- Focus Vision™ video & Internet conferencing
- ActiveGroup™ Internet conferencing
- Customized "usability lab" for one-on-one research
- DSL lines to accommodate up to 96 computer stations
- Diverse focus groups covering every demographic
- Foreign language translation system



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For more information, please call (310) 440-2330 or visit our website at www.awr-la.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 - Video/Web Conf. 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.

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
 CL, VE
 Conference 10x20 Obs. Rm. Seats 12

FMR Associates, Inc.
 6045 E. Grant Rd.
 Tucson, AZ 85712
 Ph. 520-886-5548
 Fax 520-886-0245
 E-mail: FMRASSOC@aol.com
 Sue Brady, Field Director
 Location: Freestanding facility
 Distance from airport: 13 miles, 25 minutes
 CL, 1/1, 1/1OR, 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 or 520-623-9443
 Fax 520-623-1440
 E-mail: puebloresearch@theriver.com
 www.puebloresearch.com
 Jackie Acorn, President
 Location: Office building
 Distance from airport: 5 miles, 10 minutes
 1/1, 1/1OR, 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 facility
 CL, TK, VE
 Conference 22x23 Obs. Rm. Seats 10

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
 CL, TK, TKO, VC, 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
 Fax 501-666-9468
 E-mail: lsmith2070@aol.com
 Lou Smith, Owner
 Location: Office building
 Distance from airport: 12 miles, 20 minutes
 CL, 1/1, VE
 Conference 20x24 Obs. Rm. Seats 12

Flake-Wilkerson Market Insights, LLC
 333 Executive Ct., Ste. 100
 Little Rock, AR 72205
 Ph. 501-221-3303 or 800-327-8831
 Fax 501-221-2554
 E-mail: research@mktinsights.com
 www.mktinsights.com
 Karen Flake or Sandy Houser
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 1/1, VC, 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
 Jason Rodgers, Manager
 Location: Shopping mall
 Distance from airport: 46 miles
 1/1, 1/1OR, 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
 Dee Simpson, Field Director
 Location: Freestanding facility
 1/1, 1/1OR, 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
 Distance from airport: 5 miles, 10 minutes
 1/1, 1/1OR, 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
 Distance from airport: 8 miles, 15 minutes
 1/1, 1/1OR, 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
 Distance from airport: 8 miles, 15 minutes
 1/1, TK, VE
 Conference 15x20 Obs. Rm. Seats 10
 (See advertisement on p. 121)

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
 Distance from airport: 13 miles, 25 minutes
 CL, 1/1, 1/1OR, 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. 104)

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Assistance In Marketing, at Metro Pointe in Costa Mesa, which receives the highest ratings from the Impulse Survey year after year, is your single source for fielding better targeted focus groups and other market research. If you're ready to take AIM on more effective data collection, call David Weinberg or Cindi Reyes at 714-755-3900 or toll free, 888-4-AIMFIRE. Visit our website at AimResearchNetwork.com or e-mail us at AIMLA@aol.com



949 South Coast Drive Suite 525 Costa Mesa, California 92626
(714) 755-3900 • Toll-free: 888 4 AIM FIRE (888-424-6347) • Fax: (714) 755-3930

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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 - Video/Web Conf.	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
 Distance from airport: 11 miles, 20 minutes
 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. 104)

Adler-Weiner Research/L.A.

10990 Wilshire Blvd., Ste. 200
 Los Angeles, CA 90024
 Ph. 310-440-2330
 Fax 310-440-2348
 E-mail: tbiederman@awrla.com
 www.awr-la.com
 Todd Biederman, Facility Director
 Location: Office building
 Distance from airport: 11 miles, 20 minutes
 CL, TK, MP, VC, VE
 Conference 14x15 Obs. Rm. Seats 10
 Conference 18x18 Obs. Rm. Seats 15
 Conference 18x18 Obs. Rm. Seats 15
 Conference 16x20 Obs. Rm. Seats 15
 (See advertisement on p. 101)

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: dweinberg@aimla.com
 www.aimresearchnetwork.com
 David Weinberg
 Location: Office building
 Distance from airport: 15 miles, 25 minutes
 CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE
 Conference 24x28 Obs. Rm. Seats 22
 Conference 22x14 Obs. Rm. Seats 12
 Conference 21x14 Obs. Rm. Seats 6
 (See advertisement on p. 103)

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
 Distance from airport: 10 miles, 25 minutes
 CL, 1/1, 1/1OR, MP, VC, VE
 Multiple 29x15 Obs. Rm. Seats 16
 Conference 20x14 Obs. Rm. Seats 12
 Multiple 32x20 Obs. Rm. Seats 25
 (See advertisement on p. 106)

Car-Lene Research, Inc.

Puente Hills Mall
 1600 S. Azusa, Unit 386
 City of Industry, CA 91748-1619
 Ph. 626-964-4589
 Fax 626-964-4809
 E-mail: carlenepuente@earthlink.net
 www.car-leneresearch.com
 Danella Hawkins, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 Conference 11x10 Obs. Rm. Seats 5
 (See advertisement on p. 149)

The **triumphant raves** of a happy client?
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CORPORATE HEADQUARTERS 1061 East Indiantown Road, Suite 204 Jupiter, Florida 33477 1-888-331-7779 discoverynqn.com *The Confident Choice*

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A DIVISION OF OMNISOURCE GROUP

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Video/Web Conf. 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 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
 Distance from airport: 12 miles, 10 minutes
 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. 130)

Davis Research, LLC
 23801 Calabasas Rd., Ste. 1036
 Calabasas, CA 91302
 Ph. 818-591-2408
 Fax 818-591-2488
 E-mail: info@davisresearch.com
 Carol Davis, President
 Location: Office building
 Distance from airport: 18 miles, 25 minutes
 1/1, 1/1OR, TK, VE
 Conference 20x22 Obs. Rm. Seats 15
 Conference 14x20 Obs. Rm. Seats 10

Delve

(Formerly Quality Controlled Services - QCS)
 3440 Torrance Blvd., Ste. 100
 Torrance, CA 90503
 Ph. 800-448-4414 or 310-316-0626
 Fax 310-316-4815
 E-mail: postmaster@delve.com
 www.delve.com
 Wanda Myers, Branch Manager
 Location: Office building
 Distance from airport: 8 miles, 5 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Conference 20x24 Obs. Rm. Seats 12
 Conference 18x22 Obs. Rm. Seats 10
 (See advertisement on p. 173)

Discovery - National Qualitative Network

15315 Magnolia Blvd., Ste. 120
 Sherman Oaks, CA 91403
 Ph. 888-331-7779 or 800-689-4374
 Fax 818-995-7055
 E-mail: susanp@quicktest.com
 www.discovery-nqn.com
 Debbie Baltiati, Manager
 Location: Office building
 Distance from airport: 26 miles, 35 minutes
 CL, 1/1, 1/1OR, 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. 105)

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 In-Depth-Interviews
 Mystery Shopping
 Exit Interviews
 Taste Tests • Medical
 Hispanic • IT'S
 MOCK JURIES • Medical African American • IT'S
 African American • FOCUS GROUPS • Native American
 Exit Interviews • Free Video

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- **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.



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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 www.focusetc.com

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Video/Web Conf. 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.

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 Escoe, Vice President
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 Conference 18x23 Obs. Rm. Seats 15
 Conference 11x14 Obs. Rm. Seats 10

Facts 'n Figures
 Antelope Valley Mall
 1233 W. Ave. P
 Palmdale, CA 93551
 Ph. 661-272-4888
 Fax 661-272-5676
 E-mail: steve_escoe@factsnfiguresinc.com
 www.factsnfiguresinc.com
 Rene Stapleton, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 Conference 16x14 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, 1/1OR, TK, VE
 Conference 12x14 Obs. Rm. Seats 5

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
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Multiple 19x17 Obs. Rm. Seats 18
 Multiple 16x14 Obs. Rm. Seats 18
 Multiple 20x22 Obs. Rm. Seats 15

Field Management Associates-Los Angeles
 10800 W. Pico Blvd., #207
 Los Angeles, CA 90064
 Ph. 310-234-3410
 Fax 310-234-3480
 E-mail: lpernick@aol.com
 www.fmaresearch.com
 Linda Pernick
 Location: Office building
 1/1, TK, VE
 Conference 16x18 Obs. Rm. Seats 10

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 facility
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, 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. 108)

The Ultimate FOCUS & TESTING Facility



- 10,000 sq. ft. facility
- Five spacious focus/observation rooms
- One-on-one to fifty respondents
- Field management
- Ethnic recruiting
- Mock Jury
- Medical/Technology
- Tobacco
- Entertainment
- Children/Teens
- Car clinics on site

and our facilities include...

- 1,200 sq. ft. commercial test kitchen
- 650 amps of electricity
- 1,000,000 BTU's
- Three utility distribution systems
- Walk-in refrigerators/freezers
- Twenty microwaves
- Over 30 ft. of hood space
- Video conferencing



FOCUS & TESTING, INC. LOS ANGELES, CA

20847 Ventura Boulevard, Woodland Hills, CA 91364
 818-347-7077 • fax 818-347-7073
 e-mail: focustest@earthlink.net • website: focusandtesting.com

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 facility
 Distance from airport: 20 miles
 CL, 1/1, 1/10R, 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. 107)

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, 1/10R, VE
 Conference 16x14 Obs. Rm. Seats 8

Ted Heiman & Associates

California Qualitative Center
 20350 Ventura Blvd., Ste. 140
 Woodland Hills, CA 91364
 Ph. 818-712-4920
 Fax 818-887-2750
 E-mail: tedheiman@msn.com
 Ted Heiman, Owner
 Location: Office building
 Distance from airport: 22 miles, 45 minutes
 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 facility
 Distance from airport: 25 miles, 45 minutes
 CL, 1/1, VE
 Conference 28x15 Obs. Rm. Seats 8
 Conference 17x07 Obs. Rm. Seats 5
 (See advertisement on p. 109)

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 facility
 Distance from airport: 8 miles, 15 minutes
 Conference 10x25 Obs. Rm. Seats 8

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
 www.thefocusnetwork.com
 Wendy Feinberg or Lisa Balelo, Partners
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 CL, 1/1, 1/10R, TK, VC, VE
 Conference 21x16 Obs. Rm. Seats 22
 Conference 17x13 Obs. Rm. Seats 12
 Conference 22x18 Obs. Rm. Seats 22

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
 HMRResearch@aol.com



House Of Marketing

836 South Arroyo Parkway • Pasadena, CA 91105

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
- Hi-speed online access for 10+ respondents

Client Service

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

Competitive Pricing

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



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



CODES

Location: Office building, Freestanding building, Shopping mall
 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. 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
 Distance from airport: 20 miles, 20 minutes
 1/1, 1/1OR, VE
 Conference 16x23 Obs. Rm. Seats 12

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
 Distance from airport: 7 miles, 20 minutes
 1/1, VC, VE
 Conference 11x22 Obs. Rm. Seats 20
 Conference 14x14 Obs. Rm. Seats 10
 (See advertisement on p. 110)

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@mmrcinc.com
 www.mmrcinc.com
 Anthony Diaz, Qualitative Director
 Location: Office building
 Distance from airport: 1 miles, 5 minutes
 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 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
E-mail: suem@murrayhillcenter.com
www.murrayhillcenter.com

Sue Mender, Exec. Vice President
Location: Office building
Distance from airport: 15 miles, 20 minutes
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
Jennifer Dean, Manager
Location: Office building
1/1, VE
Conference 15x21 Obs. Rm. Seats 10
Living 20x16 Obs. Rm. Seats 12

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
Distance from airport: 50 miles, 60 minutes
CL, 1/1, 1/1OR, 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
Distance from airport: 1 minutes
CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE
Conference 16x22 Obs. Rm. Seats 20
Conference 16x22 Obs. Rm. Seats 20
Conference 16x20 Obs. Rm. Seats 20
(See advertisement on p. 181)

Qualitative Insights
15060 Ventura Blvd., Ste. 125
Sherman Oaks, CA 91403
Ph. 818-988-5411
Fax 818-988-4057
E-mail: q-insights@q-insights.com
www.q-insights.com
Jennifer von Schneidau, Vice President
Location: Office building
Distance from airport: 20 miles, 40 minutes
CL, 1/1, 1/1OR, TK, MP, VC, VE
Conference 20x16 Obs. Rm. Seats 12
Conference 20x16 Obs. Rm. Seats 12
Multiple 34x19 Obs. Rm. Seats 30

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modern & spacious conference rooms •
bi-level viewing rooms • in-house respon-
dent recruiting • private reception areas
• private client lounges
furnished with data lines, fax &
individual climate control • high
speed internet connections & usability
labs • video conferencing & video
streaming • quantitative data collection



Schlesinger Associates
A Marketing Research Corporation

3330 Cahuenga Boulevard, Suite 301
Los Angeles, CA 90068

Phone (323) 876-9909
Fax (323) 876-9884

LA@SchlesingerAssociates.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 - Video/Web Conf. 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.savitzfieldandfocus.com
 Susan Ludwig, Branch Manager
 Location: Office building
 Distance from airport: 1 miles, 10 minutes
 CL, 1/1, 1/1OR, TK, MP, 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. 213)

Schlesinger Associates West, Inc.
 3330 Cahuenga Blvd., Ste. 301
 Los Angeles, CA 90067
 Ph. 323-876-9909
 Fax 323-876-9884
 E-mail: LA@schlesingerassociates.com
 www.schlesingerassociates.com
 Debra Schlesinger Hellman, Exec. Vice President
 Location: Office building
 Distance from airport: 25 miles, 30 minutes
 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. 111, 137, 144, 180, 192)

Trotta Associates
 13160 Mindanao Way, Ste. 100
 Marina del Rey, CA 90292
 Ph. 310-306-6866
 Fax 310-827-5198
 E-mail: marina@trotta.net
 www.trotta.net
 Diane Trotta, President
 Location: Office building
 Distance from airport: 3 miles, 10 minutes
 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. 113)

Your Partners in Southern California Are Smiling.



Visit Our Newly Remodeled Facilities at The Block and See Why.

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

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

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

ASK SOUTHERN CALIFORNIA, INC.
 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



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
 Jennifer Kerstner, President
 Location: Freestanding facility
 Distance from airport: 9 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, VC, VE
 Conference 27x28 Obs. Rm. Seats 20
 Conference 20x28 Obs. Rm. Seats 12
 Conference 27x28
 (See advertisement on p. 112)

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
 www.aimresearchnetwork.com
 Cindi Reyes, Manager
 Location: Office building
 Distance from airport: 7 miles, 15 minutes
 CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE
 Conference 12x14 Obs. Rm. Seats 6
 Conference 18x24 Obs. Rm. Seats 20
 Conference 18x30 Obs. Rm. Seats 20
 Conference 18x16 Obs. Rm. Seats 12
 (See advertisement on p. 103)

Car-Lene Research, Inc.

The Promenade Mall
40820 Winchester Rd., Ste. 2292
Temecula, CA 92591
Ph. 909-296-0606
Fax 909-296-0605
E-mail: carlenesd1@earthlink.net
www.car-leneresearch.com
Kelly Cummings, Manager
Location: Shopping mall
1/1, 1/10R, TK, VE
(See advertisement on p. 149)

Discovery - National Qualitative Network

Focus & Test Kitchen
17815 Sky Park Circle, Ste. K
Irvine, CA 92714
Ph. 949-261-8353 or 800-689-4374
Fax 949-852-0110
E-mail: irvine@discovery-nqn.com
www.discovery-nqn.com
Natalie Nelson or Myra Conti Giffler
Location: Freestanding facility
Distance from airport: 1 miles, 5 minutes
CL, 1/1, TK, VC, VE
Conference 20x28 Obs. Rm. Seats 20
Conference 19x15 Obs. Rm. Seats 20
(See advertisements on pp. 105, 216)

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: info@losangeles.fieldwork.com
www.fieldwork.com
Toni McCaw, President
Location: Office building
Distance from airport: 2 miles, 5 minutes
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)

Peryam & Kroll Marketing and Research Corp.

4175 E. LaPalma
Anaheim, CA 92807
Ph. 714-572-6888
Fax 714-572-6808
www.pk-research.com
Michelle Claassen
Location: Office building
Distance from airport: 10 miles, 10 minutes
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
Distance from airport: 29 miles, 45 minutes
1/1, 1/10R, VE
Conference 23x18 Obs. Rm. Seats 18
Living 23x18 Obs. Rm. Seats 15



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

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

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

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

2001 FOCUS GROUP FACILITIES DIRECTORY



Qualitative recruiting and facilities, usability labs, video conferencing, on-site intercepts...

2025 Hurley Way, Suite 110 Sacramento CA 95825
 (916) 568-1226 fax (916) 568-6725 hugh or magda @opinionsofsac.com
 member of active group internet video conferencing
 website: www.opinionsofsac.com

IN SOUTHERN CALIFORNIA



THE QUESTION SHOP, inc.

2860 N. Santiago Blvd. • Suite 100
 Orange, California 92667
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 For All Your Data Collection Needs
 Call Ryan Reasor

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

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 92867
 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
 Distance from airport: 10 miles, 20 minutes
 CL, 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. 114)

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
 Distance from airport: 2 miles, 15 minutes
 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. 113)

Sacramento

American River Research
 8869 Greenback Ln.
 Orangevale, CA 95662
 Ph. 916-989-0961
 Fax 916-989-3670
 E-mail: arr8869@aol.com
 Charlotte Banks, Manager
 Location: Shopping mall
 Distance from airport: 25 miles, 30 minutes
 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 facility
Distance from airport: 10 miles, 10 minutes
CL, 1/1, 1/1OR, TK, MP, VE
Conference 19x13 Obs. Rm. Seats 14
Conference 15x13 Obs. Rm. Seats 14

Opinions of Sacramento

2025 Hurley Way, Ste. 110
Sacramento, CA 95825
Ph. 916-568-1226
Fax 916-568-6725
E-mail: hugh@opinionsofsac.com
www.opinionsofsac.com
Hugh Miller, Co-owner
Location: Freestanding facility
Distance from airport: 15 miles, 25 minutes
CL, 1/1, 1/1OR, TK, VC, VE
Conference 16x20 Obs. Rm. Seats 12
Conference 16x20 Obs. Rm. Seats 12
Conference 12x16 Obs. Rm. Seats 6
Conference 16x24 Obs. Rm. Seats 12
(See advertisement on p. 114)

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
Distance from airport: 18 miles, 20 minutes
CL, 1/1, 1/1OR, MP, VE
Multiple 19x14 Obs. Rm. Seats 16
Conference 14x14 Obs. Rm. Seats 12
(See advertisement on p. 106)

Car-Lene Research, Inc.

Ontario Mills Mall
1 Mills Cir., #508
Ontario, CA 91764
Ph. 909-481-7666
Fax 909-481-7706
E-mail: carleneontariomls@earthlink.net
www.car-leneresearch.com
Tracy Nuno, Manager
Location: Shopping mall
1/1, 1/1OR, TK, VE
(See advertisement on p. 149)

Go Ahead.



Call Taylor Research for your next project. We'll spoil you with the recruiting expertise and facilities that the market opinion research industry has trusted in San Diego for more than 40 years. You will appreciate the experienced staff, comfortable surroundings and well screened respondents. Our large database is full of individuals, businesses and medical professionals. There are rooms for everything from one-on-one's to 60 respondents. Plus field teams for county-wide projects. Video conferencing or video streaming makes communication with others off-site easy. Customer service and smiles are our specialties.

(Calories not included.)

GroupNET
The Qualitative Experts
FOCUSVISION
WORLDWIDE

TAYLOR
RESEARCH • SAN DIEGO

1545 Hotel Circle South, Suite 350
San Diego, California 92108
1.800.922.1545
www.taylorresearch.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 1/10R - 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.

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
 Distance from airport: 30 miles
 CL, 1/1, 1/10R, TK, MP, VC, VE
 Conference Obs. Rm. Seats 5
 (See advertisement on p. 130)

San Diego

Analysis Research
 7290 Clairemont Mesa Blvd.
 San Diego, CA 92111
 Ph. 858-268-4800 or 800-998-4801
 Fax 858-268-4892
 E-mail: info@analysisresearch.com
 www.analysisresearch.com
 Carol Gailey, Manager
 Location: Office building
 Distance from airport: 12 miles, 20 minutes
 CL, 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
 Frank Gabbert, Vice President
 Location: Freestanding facility
 Distance from airport: 7 miles, 20 minutes
 CL, 1/1, TK, MP, VE
 Conference 15x25 Obs. Rm. Seats 12
 Conference 16x18 Obs. Rm. Seats 10
 (See advertisement on p. 119)

Field Management Associates-San Diego
 200 E. Via Rancho Pkwy., #499
 Escondido, CA 92025
 Ph. 760-746-4504
 Fax 760-480-9820
 E-mail: hellmanfma@aol.com
 www.fmaresearch.com
 Robert Hellman
 Location: Office building
 VE
 Conference 10x20 Obs. Rm. Seats 10

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
 Distance from airport: 1 miles, 5 minutes
 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. 117)

Fogerty Group, Inc.
 1333 Camino del Rio S., #306
 San Diego, CA 92108
 Ph. 619-718-7500
 Fax 858-718-7515
 E-mail: FogGrp@aol.com
 Ginger Schmeiser
 Location: Office building
 Distance from airport: 5 miles, 15 minutes
 CL, 1/1, TK, VE
 Conference 20x20 Obs. Rm. Seats 15

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- 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

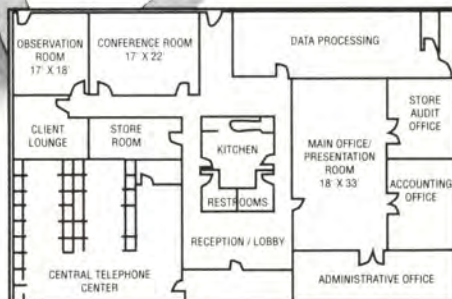
EXECUTIVE OFFICES
 4616 Mission Gorge Pl.
 San Diego, CA 92120
 (800) 895-1225
 (619) 265-2361
 FAX (619) 582-1562
 E-mail: sdsurveys@aol.com

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

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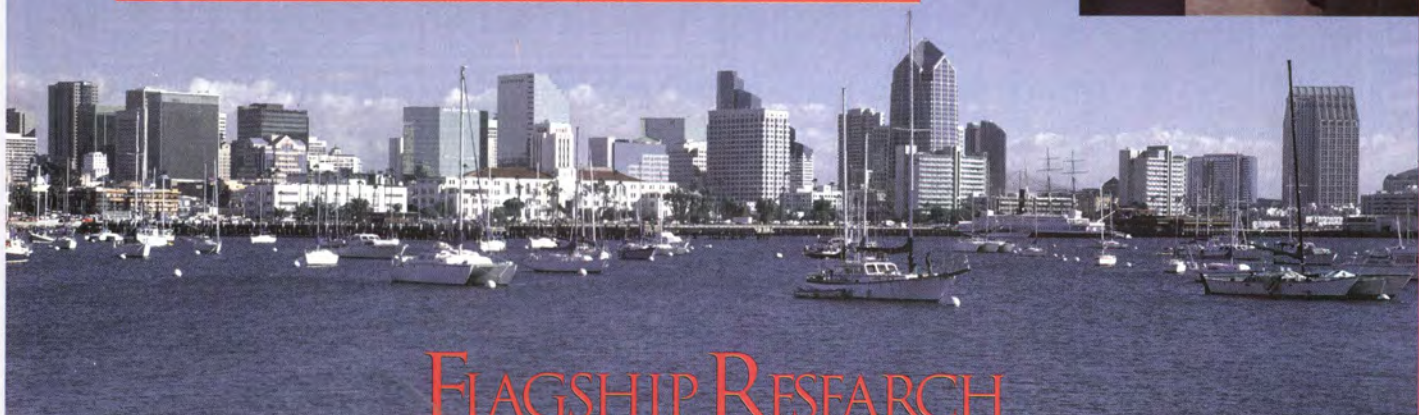
SERVICE We know that good service happens when each member of our staff believes that *our success is fully and completely dependent on how our clients view their experience with us.*

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 (PC, Fax, Modem, Voice, Copier, Printer)	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	
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

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 VC - Video/Web Conf. 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.

Jagorda Interviewing Services
 3615 Kearny Villa Rd., Ste. 111
 San Diego, CA 92123
 Ph. 858-573-0330
 Fax 858-573-0538
 E-mail: alert@jagorda.com
 www.jagorda.com
 Gerald Jagorda, President
 Location: Office building
 Distance from airport: 12 miles, 20 minutes
 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
 Jan Borkum
 Location: Freestanding facility
 Distance from airport: 10 miles, 10 minutes
 CL, 1/1, 1/1OR, VC, VE
 Conference 20x19 Obs. Rm. Seats 20
 Conference 20x23 Obs. Rm. Seats 10
 Conference 22x23 Obs. Rm. Seats 10

Medicis Communications
 4045 Bonita Rd., Ste. 209
 San Diego, CA 91902
 Ph. 619-267-6010
 Fax 619-267-5965
 E-mail: medicis@pacbell.net
 Location: Office building
 VE

San Diego Surveys, Inc.
 4616 Mission Gorge Pl.
 San Diego, CA 92120
 Ph. 619-265-2361 or 800-895-1225
 Fax 619-582-1562
 E-mail: SDSURVEYS@aol.com
 Jean Van Arsdale, President
 Location: Freestanding facility
 Distance from airport: 10 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, MP, VE
 Conference 17x22 Obs. Rm. Seats 12
 (See advertisement on p. 116)

San Diego Surveys, Inc.
 3689 Midway Dr.
 San Diego, CA 92110
 Ph. 619-224-3113
 Fax 619-582-1562
 E-mail: SDSURVEYS@aol.com
 Jean Van Arsdale, President
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 Conference 12x20 Obs. Rm. Seats 20
 (See advertisement on p. 116)

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
 Distance from airport: 10 miles, 10 minutes
 CL, 1/1, 1/1OR, 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. 115)

**San Francisco Bay/
 San Jose Area**

Car-Lene Research, Inc.
 Stonestown Galleria
 3251 20th Ave.
 San Francisco, CA 94132
 Ph. 415-566-9925
 Fax 415-566-9929
 E-mail: carlenesfran@earthlink.net
 www.car-leneresearch.com
 Lita Columbres, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 Conference 16x14 Obs. Rm. Seats 8
 (See advertisement on p. 149)

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 Reka Kunos
 Location: Office building
 Distance from airport: 14 miles, 20 minutes
 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. 209)

Corey, Canapary & Galanis
 447 Sutter St., Penthouse N.
 San Francisco, CA 94108
 Ph. 415-397-1200
 Fax 415-433-3809
 E-mail: betsey@ccgresearch.com
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 VE
 Conference 18x22 Obs. Rm. Seats 7



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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.

Cunningham Field & Research Service
 New Park Mall
 1129 New Park Mall
 Newark, CA 95460
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: SANN@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 1/1, 1/1OR, TK, TKO, VE
 Conference Obs. Rm. Seats 12
 (See advertisement on p. 130)

Cunningham Field & Research Service
 Santa Rosa Plaza
 2047A Santa Rosa Plaza
 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. 130)

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
 Distance from airport: 5 miles, 10 minutes
 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. 118)

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
 Distance from airport: 15 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, VC, VE
 Conference 19x20 Obs. Rm. Seats 14
 Conference 18x23 Obs. Rm. Seats 15
 Conference 09x09 Obs. Rm. Seats 4
 (See advertisement on p. 118)

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: fmaequal@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
 Distance from airport: 14 miles, 30 minutes
 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. 120)

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 web: www.ffrsf.com

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 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
 Distance from airport: 36 miles, 45 minutes
 CL, 1/1, 1/10R, VE
 Multiple 18x16 Obs. Rm. Seats 15
 (See advertisement on p. 120)

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
 Location: Shopping mall
 Distance from airport: 40 miles
 1/1, 1/10R, TK, MP, VE
 Conference 10x11 Obs. Rm. Seats 7

Greenberg Qualitative Research, Inc.
 918 Parker St., Ste. A22
 Berkeley, CA 94710
 Ph. 510-845-1380
 Fax 510-845-1503
 E-mail: maria@gqrinc.com
 www.gqrinc.com
 Maria Gistrand, Vice President
 Location: Freestanding facility
 Distance from airport: 20 minutes
 CL, VE
 Living 26x18 Obs. Rm. Seats 10

Insight Research, Inc.
 1000 Broadway, Ste. 292
 Oakland, CA 94607
 Ph. 510-286-8000
 Fax 510-286-2022
 E-mail: info@iresearchinc.com
 www.iresearchinc.com
 Ana Rivera, Director
 Location: Office building
 Distance from airport: 4 miles, 15 minutes
 CL, 1/1, TK, TKO, MP, VC, VE
 Conference 17x21 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 16

Marchione & Spero Research Center
 2815 Mitchell Dr., Ste. 121
 Walnut Creek, CA 94598
 Ph. 925-210-1525
 Fax 925-210-1513
 E-mail: ksat@decisiveinformation.com
 www.decisiveinformation.com
 Kerry Satterfield, V.P. Client Services
 Location: Office building
 CL, 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: sunnyvale@nichols-research.com
 www.nichols-research.com

Mimi Nichols
 Location: Office building
 Distance from airport: 6 miles, 15 minutes
 CL, 1/1, 1/10R, 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. 121)

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

Maxine Fullmore
 Location: Office building
 Distance from airport: 31 miles, 42 minutes
 CL, 1/1, 1/10R, 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. 121)

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Living - Living Room-Style Room
Multiple - Both Styles
Room dimensions, when stated, are shown in feet.

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
 Distance from airport: 13 miles, 21 minutes
 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. 121)

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
 Distance from airport: 25 minutes
 CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE
 Conference 15x20 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20
 Multiple 16x22 Obs. Rm. Seats 20
 (See advertisement on p. 181)

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
 Distance from airport: 3 miles, 10 minutes
 VE
 Conference 15x23 Obs. Rm. Seats 15

Q & A Research, Inc.
 64 Digital Dr.
 Novato, CA 94949
 Ph. 415-883-1188
 Fax 415-883-1344
 E-mail: eblue@qar.com
 www.qar.com
 Erin Blue
 Location: Freestanding facility
 Distance from airport: 37 miles, 50 minutes
 CL, 1/1, 1/1OR, TK, VE
 Conference 28x16 Obs. Rm. Seats 14

Q & A Research, Inc.
 2815 Mitchell Dr., Ste. 121
 Walnut Creek, CA 94958
 Ph. 925-210-1525
 Fax 925-210-1513
 E-mail: ksatt!qar.com
 www.qar.com
 Kerry Satterfield, Vice President
 Location: Office building
 Distance from airport: 35 miles, 35 minutes
 CL, TK, VE
 Conference 16x23 Obs. Rm. Seats 15

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
 www.foodcom.com/qra.html
 Deborah Muller, Mkt. Rsch. Mgr.
 Location: Office building
 Distance from airport: 15 miles
 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. 122)

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: h.flores@thefocusnetwork.com
 www.sifocus.com
 Heidi Flores
 Location: Office building
 Distance from airport: 5 miles, 15 minutes
 CL, 1/1, 1/1OR, TK, VC, VE
 Conference 16x22 Obs. Rm. Seats 17
 Conference 16x20 Obs. Rm. Seats 17
 Conference 16x20 Obs. Rm. Seats 17
 Living 12x16
 Conference 11x18 Obs. Rm. Seats 12
 Conference 14x18 Obs. Rm. Seats 12

STAR Market Research
 30997 Huntwood Ave., Ste. 102
 Hayward, CA 94544
 Ph. 510-476-0940 or 510-476-1279
 Fax 510-476-1275
 E-mail: abramhall@hotmail.com
 www.stargrp.com
 Audrey Bramhall, Mktg. Rsch. Mgr.
 Location: Office building
 Distance from airport: 13 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, TKO, MP, VE
 Conference 24x12 Obs. Rm. Seats 10
 Multiple 30x12 Obs. Rm. Seats 12
 Multiple 20x12 Obs. Rm. Seats 8
 Living 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
 Distance from airport: 5 miles, 10 minutes
 CL, VE
 Conference 13x21 Obs. Rm. Seats 6

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 Ph. 800-841-1177 or 650-365-1833
 Fax 650-365-3737
 E-mail: sales@tragon.com
 www.tragon.com
 Carol Sidel, Qual. Rsch. Mgr.
 Location: Freestanding facility
 Distance from airport: 15 miles, 30 minutes
 CL, 1/1, TK, MP, VE
 Conference 16x22 Obs. Rm. Seats 10
 (See advertisement on p. 123)

Vista Marketing Research
 70 Washington St., Ste. 300
 Oakland, CA 94607
 Ph. 323-839-0256 or 888-848-2511
 Fax 323-839-3075
 E-mail: tmc@vistamr.com
 www.vistamr.com
 Location: Office building
 VE
 Conference 19x13 Obs. Rm. Seats 5

Margaret Yarbrough & Associates

934 Shorepoint Ct., Ste. 100
 Alameda, CA 94501
 Ph. 510-521-6900
 Fax 510-521-2130
 E-mail: yarbrough@bayarea.com
 Diane Kientz or Helen Singer
 Location: Office building
 Distance from airport: 3 miles, 10 minutes
 CL, 1/1, 1/1OR, TK, TKO, VE
 Conference 33x18 Obs. Rm. Seats 15
 Multiple 17x17 Obs. Rm. Seats 8
 (See advertisement on p. 123)



When it's time to focus, think Tragon.

For over 25 years, clients large and small have teamed with Tragon for their marketing research needs. Our qualitative suites are well-appointed and ideally located. We offer the highest quality services with meticulous attention to detail:

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- Telephone recruiting and interviewing
- Extensive database with specialized panels
- Audio-video services, closed-circuit television
- Testing booths and test kitchens
- Consulting

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 YARBROUGH
 & ASSOC**

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 Suite 100
 Alameda, CA 94501

Over 23 years of Market Research Experience. The Bay Area's Premier Focus Group Facility. Permanent Pre-Recruiting and Testing Facility • Permanent South Shore Center Mail Facility

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 • yarbrough@bayarea.com

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Video/Web Conf. 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.

Ventura/Santa Barbara

Reyes Research
 1013 Colina Vista
 Ventura, CA 93701
 Ph. 805-278-1444
 Fax 805-278-1447
 E-mail: arvind@reyesresearch.com
 www.reyesresearch.com
 Arvind Datta
 Location: Office building
 Distance from airport: 4 miles, 10 minutes
 CL, 1/1, MP, VE
 Conference 13x15 Obs. Rm. Seats 8

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.boulderfocuscenter.com
 Nancy Sullivan, Center Manager, Ext. 104
 Location: Office building
 Distance from airport: 45 miles, 60 minutes
 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
 E-mail: carlenecolob@earthlink.net
 www.car-leneresearch.com
 Dannette Blake, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 Conference 16x12 Obs. Rm. Seats 4
 (See advertisement on p. 149)

Car-Lene Research, Inc.

Twin Peaks Mall
 1250 S. Hover Rd., Ste. 45
 Longmont, CO 80501
 Ph. 303-682-0131
 Fax 303-682-0118
 E-mail: carlenecolmo@earthlink.net
 www.car-leneresearch.com
 Jessica Rea, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 Conference 17x12 Obs. Rm. Seats 4
 (See advertisement on p. 149)

Colorado Springs

Project Essentials, Inc.
 (Formerly Strategic Marketing Solutions)
 P.O. Box 25938
 Colorado Springs, CO 80936
 Ph. 719-594-6428 or 719-684-9257
 Ph. 719-262-0383
 E-mail: lizahaight@aol.com
 Lisa Haight
 Location: Office building
 Distance from airport: 15 miles, 25 minutes
 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
 E-mail: springsresearch@uswest.net
 Esther Brewer
 Location: Shopping mall
 Distance from airport: 5 miles, 15 minutes
 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
 Distance from airport: 13 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, VC, VE
 Conference 21x15 Obs. Rm. Seats 15
 Conference 19x14 Obs. Rm. Seats 15

Car-Lene Research, Inc.

Thornton Town Center
 10001 Grant St.
 Thornton, CO 80229
 Ph. 303-452-2696
 Fax 303-452-2630
 E-mail: carlenethco@earthlink.net
 www.car-leneresearch.com
 Cindy Rodriguez, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 (See advertisement on p. 149)

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 facility
 Distance from airport: 24 miles, 30 minutes
 CL, 1/1, TK, MP, VC, VE
 Conference 14x25 Obs. Rm. Seats 20
 Conference 14x25 Obs. Rm. Seats 20

Cunningham Field & Research Service

Aurora Mall
 14200 E. Alameda, Ste. 1041
 Aurora, CO 80012
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: DENV@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 Distance from airport: 30 miles
 1/1, 1/1OR, TK, MP, VC, VE
 Conference Obs. Rm. Seats 8
 (See advertisement on p. 130)

Eagle Research - Denver

14818 W. 6th Ave., Ste. 6A
 Golden, CO 80401
 Ph. 303-980-1909 or 303-980-2262
 Fax 303-980-5980 or 980-2270
 E-mail: christine.farber@eagleresearch.com
 www.eagleresearch.com
 Debbie Calzaretta, Dir. of Qual. Rsch.
 Location: Office building
 Distance from airport: 36 miles, 40 minutes
 CL, 1/1, 1/1OR, MP, VE
 Conference 18x17 Obs. Rm. Seats 25
 Multiple 18x17 Obs. Rm. Seats 25
 Conference 12x09 Obs. Rm. Seats 5
 (See advertisements on pp. 125, 141)

Fieldwork Denver, Inc.

At the Tivoli
 900 Auraria Pkwy., #225
 Denver, CO 80204
 Ph. 303-825-7788
 Fax 303-623-8006
 E-mail: info@denver.fieldwork.com
 www.fieldwork.com
 Nicole Darre, President
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, TKO, VC, VE
 Conference 23x26 Obs. Rm. Seats 25
 Conference 24x23 Obs. Rm. Seats 25
 Conference 18x20 Obs. Rm. Seats 20
 Conference 18x20 Obs. Rm. Seats 20
 (See advertisement on the Back Cover)

Eagle

Research

Denver

Atlanta

Debbie Calzaretta
Qualitative Director
303-980-2262

Fax: 303-980-2270
debbie.calzaretta@eaglereserach.com

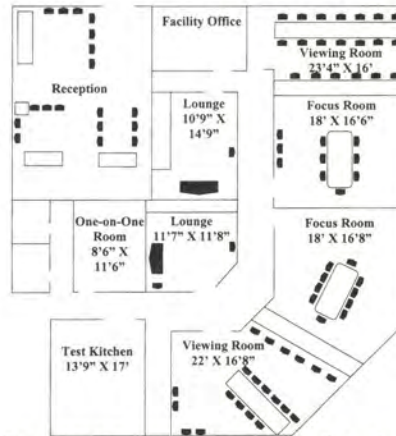
Constance Piperno
Qualitative Director
770-677-7970

Fax: 770-671-9708
constance.piperno@eagleresearch.com

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www.eagleresearch.com

- Great Denver West location
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- Multi-use auditorium (seats 30)
- Test kitchen
- One-on-one room
- Separate client lounges



Qualitative Recruiting & Services

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- Taste/product/simulated store tests
- Central location/classroom/theater settings
- Mock juries
- On-site/product audit/mystery shopping

Quantitative Research

- Needs assessment through analysis
- 96 station CATI phone center
- Quancept/Query software
- Quantum/Wincross/SPSS/Excel output
- Predictive Dialers
- In-bound 800/remote monitoring
- NCS scanning
- Phone/email/fax/mail/web surveys



Experience Outstanding Quality and Total Client Satisfaction

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 - Video/Web Conf. 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
 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
 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
 E-mail: irires@aol.com
 Norman Pettitt, President
 Location: Freestanding facility
 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: ehalterman@marketperceptions.com
 www.marketperceptions.com
 Eve Halterman, Sr. Analyst
 Location: Office building
 Distance from airport: 18 miles, 30 minutes
 CL, 1/1, 1/1OR, VC, VE
 Conference 26x18 Obs. Rm. Seats 20

A.R. McIntyre and Company, MC-3
 One 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
 Distance from airport: 8 miles, 10 minutes
 1/1, 1/1OR, TK, MP, VC, VE
 Multiple 21x21 Obs. Rm. Seats 35
 Conference 21x21 Obs. Rm. Seats 35
 Conference 21x21 Obs. Rm. Seats 35

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
 Distance from airport: 45 minutes
 CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE
 Conference 15x20 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20
 Multiple 15x20 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20
 (See advertisement on p. 181)

Connecticut

Danbury

MarketView, Inc.
 26 Mill Plain Rd.
 Danbury, CT 06811
 Ph. 203-791-1644
 Fax 203-791-1525
 E-mail: info@emarketview.com
 www.emarketview.com
 Gail Friedman
 Location: Freestanding facility
 Distance from airport: 25 miles, 30 minutes
 CL, TK, VC, 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
 Distance from airport: 20 miles, 30 minutes
 VE
 Conference 18x13 Obs. Rm. Seats 12

Connecticut Connection
 Hartford - New Haven Research Centers
 530 Silas Deane Hwy., #LL
 Wethersfield, CT 06109
 Ph. 860-529-8006
 Fax 860-563-0645
 E-mail: nancy@ctconnection.com
 www.ctconnection.com
 Nancy Neumann, Sr. Director
 Location: Office building
 Distance from airport: 15 miles, 25 minutes
 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 facility
 Distance from airport: 18 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, MP, VE
 Conference 20x20 Obs. Rm. Seats 15
 (See advertisement on p. 127)

Friedman Marketing Services
 Consumer Opinion Center
 The Pavillions at Buckland Hills
 194 Buckland Hills Dr.
 Manchester, CT 06040
 Ph. 860-644-9679 or 914-698-9591
 Fax 860-644-9698
 E-mail: gvigeant@roper.com
 www.friedmanmktg.com
 Sandy Mesaros, Manager
 Location: Shopping mall
 Distance from airport: 16 miles
 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: rosaliere@mintz-hoke.com
 Jeff Fine
 Location: Office building
 1/1, TK, VE
 Conference 17x26 Obs. Rm. Seats 12

Performance Plus
 Enfield Square
 90 Elm St.
 Enfield, CT 06082
 Ph. 508-872-1287
 Fax 508-879-7108
 www.performanceplusboston.com
 Shirley Shames, President
 Location: Shopping mall
 Distance from airport: 12 miles, 15 minutes
 CL, 1/1, TK, VE
 Conference 13x20 Obs. Rm. Seats 20

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
 E-mail: verna@ctconnection.com
 www.ctconnection.com
 Verna Saucier, Director
 Location: Office building
 Distance from airport: 35 miles, 45 minutes
 CL, VC, VE
 Conference 15x20 Obs. Rm. Seats 30
 Conference 15x20 Obs. Rm. Seats 10



Greater Hartford's Premier Marketing Research Facility

860.652.0307

Shapiro Research Services, Inc.
 Trumbull Shopping Park
 5065 Main St.
 Trumbull, CT 06611
 Ph. 203-373-9391
 Fax 203-371-4257
 E-mail: srstrumbull@aol.com
 Sandy Shapiro, President
 Location: Shopping mall
 TK, TKO
 Conference 12x19 Obs. Rm. Seats 10

Stamford

Focus First America
 2777 Summer St.
 Stamford, CT 06905
 Ph. 203-322-1173
 Fax 203-968-0421
 E-mail: info@focusfirstamerica.com
 www.focusfirstamerica.com
 Rachel Weiss-Fuentes, Managing Director
 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

The Focus Room, Inc. - Stamford
 Market Research & Video Conference Center
 1011 High Ridge Rd.
 Stamford, CT 06905
 Ph. 203-322-5996
 Fax 203-322-0819
 E-mail: stam@focusroom.com
 www.focusroom.com
 Jennifer Frank, Managing Director
 Location: Office building
 Distance from airport: 20 minutes
 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
 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
 Distance from airport: 60 minutes
 1/1, 1/1OR, VE
 Conference 25x16 Obs. Rm. Seats 15

Waterbury

Cunningham Field & Research Service
 Brass Mill Center
 495 Union St., Ste. 1102
 Waterbury, CT 06705
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: WATE@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 Distance from airport: 30 miles
 1/1, 1/1OR, TK, MP, VC, VE
 Conference Obs. Rm. Seats 5
 (See advertisement on p. 130)

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Video/Web Conf. 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.

Delaware

Wilmington

Central Focus
 819 Washington St.
 Wilmington, DE 19801
 Ph. 302-655-3665
 Fax 302-655-3105
 E-mail: centralfocus@abcfocus.com
 www.abcfocus.com
 Dick Dahn
 Location: Office building
 Distance from airport: 20 miles, 35 minutes
 CL, 1/1, 1/1OR, MP, VE
 Conference 12x20 Obs. Rm. Seats 6



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 metropolitan area
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 entrance

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full service marketing
 research

t. 301 951 9200 f. 301 986 1641
 focusgroups@lowassociates.com
 5454 wisconsin ave, suite 1400
 chevy chase, md 20815-6994

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
 CL, TK, MP, VE
 Conference 14x17 Obs. Rm. Seats 10
 Conference 14x17 Obs. Rm. Seats 10

Car-Lene Research, Inc.
 Potomac Mills Mall
 2700 Potomac Mills Cir.
 Woodbridge, VA 22192
 Ph. 703-497-4444
 Fax 703-497-0999
 E-mail: carlenedc@earthlink.net
 www.car-leneresearch.com
 Yvonne Fayson, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 Conference 12x10 Obs. Rm. Seats 6
 (See advertisement on p. 149)

Consumer Pulse of Washington
 8310 C Old Courthouse Rd.
 Vienna, VA 22182
 Ph. 703-442-0960 or 800-336-0159
 Fax 703-442-0967
 E-mail: washington@consumerpulse.com
 www.consumerpulse.com
 Jeff Davis, Director
 Location: Office building
 Distance from airport: 30 miles, 20 minutes
 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
 Distance from airport: 15 miles
 CL, 1/1, 1/1OR, TK, VC, VE
 Conference 18x12 Obs. Rm. Seats 5
 (See advertisement on p. 130)

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: tdg@dominiongroup.com
 www.dominiongroup.com
 Barbara Lucas, Field Director
 Location: Office building
 TKO
 Conference 20x16 Obs. Rm. Seats 10

Ebony Marketing Research, Inc.
 666 11th St. N.W., Ste. 730
 Washington, DC
 Ph. 202-628-4640
 E-mail: emr@interport.net
 www.ebonymktg.com/
 Shaline Nyrhe
 Location: Office building
 Distance from airport: 10 miles, 17 minutes
 CL, 1/1, 1/1OR, TK, VE
 Conference 24x36 Obs. Rm. Seats 20
 (See advertisement on p. 184)

G.M. Market Focus
 1700 Wisconsin Ave. N.W.
 Washington, DC 20007
 Ph. 202-337-0700
 Fax 202-298-3400
 Donna Earl
 Location: Freestanding facility
 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: ehouse@mindspring.com
 www.housemarketresearch.com
 Elaine House
 Location: Office building
 Distance from airport: 25 miles, 30 minutes
 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' groupsatlow
 5454 Wisconsin Ave., Ste. 1400
 Chevy Chase, MD 20815-6994
 Ph. 301-951-9200
 Fax 301-986-1641
 E-mail: focusgroups@lowassociates.com
 www.groupsatlow.com
 Nan Russell, V.P. Market Intelligence
 Location: Office building
 Distance from airport: 9 miles, 30 minutes
 CL, VE
 Conference 23x22 Obs. Rm. Seats 26
 (See advertisement on p. 128)

Martin Focus Group Centres, Inc.
 1199 N. Fairfax St., Ste. 150
 Alexandria, VA 22314
 Ph. 703-519-5800
 Fax 703-519-0704
 E-mail: alexandria@martinfocus.com
 www.martinfocus.com
 Cheri Zeman, Vice President
 Location: Office building
 Distance from airport: 3 miles, 10 minutes
 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
Distance from airport: 15 miles, 25 minutes
CL, 1/1, 1/10R, VC, 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

Metro Research Services, Inc.
1729 King St., Ste. 302
Alexandria, VA 22314
Ph. 703-385-1108
Fax 703-385-8620
E-mail: info@metroresearchservices.com
www.metroresearchservices.com
Angela Lorinchak, President
Location: Office building
Distance from airport: 3 miles, 10 minutes
CL, 1/1, 1/10R, VE
Conference 15x20 Obs. Rm. Seats 18
Conference 08x10 Obs. Rm. Seats 6

Mid-America Rsch./Facts In Focus
St. Charles Towne Center
5000 Rte. 301, Ste. 2006
Waldorf, MD 20603
Ph. 301-870-7799 or 847-392-0800
Fax 301-705-8348
Location: Shopping mall
1/1, 1/10R, TK, VE
Conference 17x15 Obs. Rm. Seats 5

OMR (Olchak Market Research)
7255-A Hanover Pkwy.
Greenbelt, MD 20770
Ph. 301-441-4660
Fax 301-474-4307
E-mail: info@OMRdc.com
www.OMRdc.com
Jill Siegel, President
Location: Freestanding facility
Distance from airport: 18 miles, 25 minutes
CL, 1/1, 1/10R, TK, VC, VE
Conference 19x14 Obs. Rm. Seats 14

OMR (Olchak Market Research)
900 17th St. N.W., Ste. 650
Washington, DC 20006
Ph. 202-822-8590
Fax 202-822-8580
E-mail: info@OMRdc.com
www.OMRdc.com
Jill Siegel, President
Location: Office building
Distance from airport: 4 miles, 12 minutes
CL, 1/1, 1/10R, TK, VC, VE
Conference 17x14 Obs. Rm. Seats 15

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

the polling company™
1220 Connecticut Av. N.W.
Washington, DC 20036
Ph. 202-667-6557
Fax 202-467-6551
E-mail: info@pollingcompany.com
www.pollingcompany.com
Lei Ann Ulep or Kellyanne Fitzpatrick
Location: Freestanding facility
Distance from airport: 5 miles, 12 minutes
TK, VE

Shugoll Research
7475 Wisconsin Ave., Ste. 200
Bethesda, MD 20814
Ph. 800-322-4499 or 301-656-0310
Fax 301-657-9051
E-mail: mshugoll@ShugollResearch.com
www.ShugollResearch.com
Joan Shugoll, Owner
Location: Office building
Distance from airport: 12 miles, 35 minutes
CL, 1/1, 1/10R, VC, VE
Conference 16x20 Obs. Rm. Seats 12
Conference 16x21 Obs. Rm. Seats 10
Conference 19x20 Obs. Rm. Seats 10
Conference 16x26 Obs. Rm. Seats 22
Conference 16x21 Obs. Rm. Seats 10

T.I.M.E. Market Research
425 Spotsylvania Mall
Fredericksburg, VA 22407
Ph. 540-786-3376
Fax 540-786-3925
E-mail: timese@erols.com
Steve Ingalls
Location: Shopping mall
Distance from airport: 50 miles, 60 minutes
1/1, 1/10R, TK, VE
Conference 23x14 Obs. Rm. Seats 10

Woelfel Research, Inc.
2222 Gallows Rd., Ste. 220
Vienna, VA 22027
Ph. 703-560-8400
Fax 703-560-0365
E-mail: asweinwri@aol.com
www.woelfelresearch.com
Adam Weinstein
Location: Office building
Distance from airport: 15 miles, 20 minutes
CL, 1/1, 1/10R, VE
Conference 17x20 Obs. Rm. Seats 25
Conference 12x8 Obs. Rm. Seats 8

Florida

Daytona Beach

Cunningham Field & Research Service, Inc.
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 facility
Distance from airport: 10 miles, 15 minutes
CL, 1/1, TK, VC, VE
Conference 16x20 Obs. Rm. Seats 20
Conference 16x20 Obs. Rm. Seats 20
(See advertisement on p. 130)

It Takes A Real Mind Reader To Know The Heart Of The Consumer.

In these days of increasingly competitive branding and marketing strategies, it takes a professional "mind reader" to get to the heart of what consumers are thinking.

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<http://www.schwartzresearch.com>

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Video/Web Conf. 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

Volusia Mall
 1700 International Speedway Blvd., Ste. 386
 Daytona Beach, FL 32114
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: DAYT@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 Distance from airport: 1 miles
 1/1, 1/1OR, TK, TKO, VC, VE
 Conference Obs. Rm. Seats 10
 (See advertisement on p. 130)

Fort Lauderdale

Car-Lene Research, Inc.

Broward Mall
 8000 Broward Mall, Ste. 124
 Plantation, FL 33388
 Ph. 954-476-6840
 Fax 954-476-6839
 E-mail: carlenefftl@earthlink.net
 www.car-leneresearch.com
 Sandy Lorello, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 (See advertisement on p. 149)

Florida in Focus

915 Middle River Dr., Ste. 109
 Fort Lauderdale, FL 33304
 Ph. 954-566-5729
 Fax 954-566-6819
 E-mail: dwagman@aol.com
 www.floridainfocus.com
 Doris M. Wagman, President
 Location: Office building
 Distance from airport: 6 miles, 15 minutes
 CL, TK, VC, VE
 Conference 14x16 Obs. Rm. Seats 20
 Conference 14x16 Obs. Rm. Seats 8

Mars Research

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
 Harriet Poster, Sr. Project Director
 Location: Office building
 Distance from airport: 18 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Conference 20x18 Obs. Rm. Seats 15

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
 Distance from airport: 15 minutes
 CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE
 Conference 15x20 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20
 Multiple 16x22 Obs. Rm. Seats 20
 (See advertisement on p. 181)

It's 10:00 am. Why are you still waiting for your daily progress report?



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Cunningham Field & Research Service delivers online status reports and daily progress reports via the internet to your desktop every day ... so you don't have to waste valuable time tracking down the information you need, when you need it.

CFS is the only nationwide data collection firm to successfully implement web-based data collection and information retrieval through the use of our innovative Wide Area Network (WAN) with frame relay technology.

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Data you need, when you need it ... direct to your desktop from Cunningham.

Everywhere you need us to be, doing everything you need.

www.cunninghamresearch.com

Cunningham Field & Research Service, Inc.
 770 West Granada Boulevard ♦ Suite 300
 Ormond Beach, FL 32174
 Tel: 904 677 5644 ♦ Fax: 904 677 5534



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Kathryn Blackburn, President

904.731.1811 • 800.889.2176 • Fax 904.731.1225 • www.irwinservices.com

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Video/Web Conf. 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.

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
 Distance from airport: 12 miles, 15 minutes
 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. 193)

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
 Distance from airport: 7 miles, 12 minutes
 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

The Irwin Group, Inc.
 Div. of Irwin Research Services, Inc.
 SunTrust Building
 9250 Baymeadows Rd., Ste. 350
 Jacksonville, FL 32256
 Ph. 904-731-1811
 Fax 904-731-1225
 E-mail: kblackburn@irwinservices.com
 www.irwinservices.com
 Kathryn Blackburn, President
 Location: Office building
 Distance from airport: 30 miles, 45 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Conference 18x22 Obs. Rm. Seats 15
 Conference 18x30 Obs. Rm. Seats 10
 Conference 10x12 Obs. Rm. Seats 6
 (See advertisement on p. 131)

Kirk Research Services, Inc.
 3829 Atlantic Blvd.
 Jacksonville, FL 32207
 Ph. 904-858-3200
 Fax 904-858-3204
 E-mail: KirkResh@bellsouth.net
 Rebecca Kirk, Vice President
 Location: Freestanding facility
 Distance from airport: 18 miles, 25 minutes
 1/1, 1/1OR, VE
 Conference 14x16 Obs. Rm. Seats 15

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
 Distance from airport: 25 miles, 30 minutes
 1/1, VE
 Conference 14x20 Obs. Rm. Seats 10

Miami

Ask Miami Market Research
 2121 Ponce De Leon Blvd., Ste. 1250
 Miami, FL 33134
 Ph. 800-282-2771 or 305-443-2000
 Fax 305-448-6825
 E-mail: AskMiami@aol.com
 www.askmiami.com
 Juliette Aldana-Chiles, Dir. of Field Services
 Location: Office building
 CL, 1/1, 1/1OR, MP, VE
 Multiple 23x13 Obs. Rm. Seats 12

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Tel. (305) 620-4244
Fax: (305) 621-3533
www.rifemarketresearch.com

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
Distance from airport: 30 miles
1/1, 1/10R, TK, VC, VE
Conference 18x12 Obs. Rm. Seats 12
(See advertisement on p. 130)

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
Distance from airport: 15 miles, 15 minutes
1/1, 1/10R, 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@aol.com
Lisa Switkes, President
Location: Office building
Distance from airport: 10 miles, 15 minutes
1/1, 1/10R, TK, MP, VE
Conference 18x16 Obs. Rm. Seats 15

Focus On Miami

407 Lincoln Rd.
Miami Beach, FL 33139
Ph. 305-661-8332
Fax 305-661-9686
E-mail: FocusOnMiami@aol.com
Lisa Switkes, President
Location: Office building
Distance from airport: 15 miles, 20 minutes
1/1, 1/10R, 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
E-mail: findings@interfindings.com
Orlando Esquivel, Vice President
Location: Office building
1/1, 1/10R, VE
Conference 18x22 Obs. Rm. Seats 15
Conference 15x18 Obs. Rm. Seats 10

The Market Segment Group

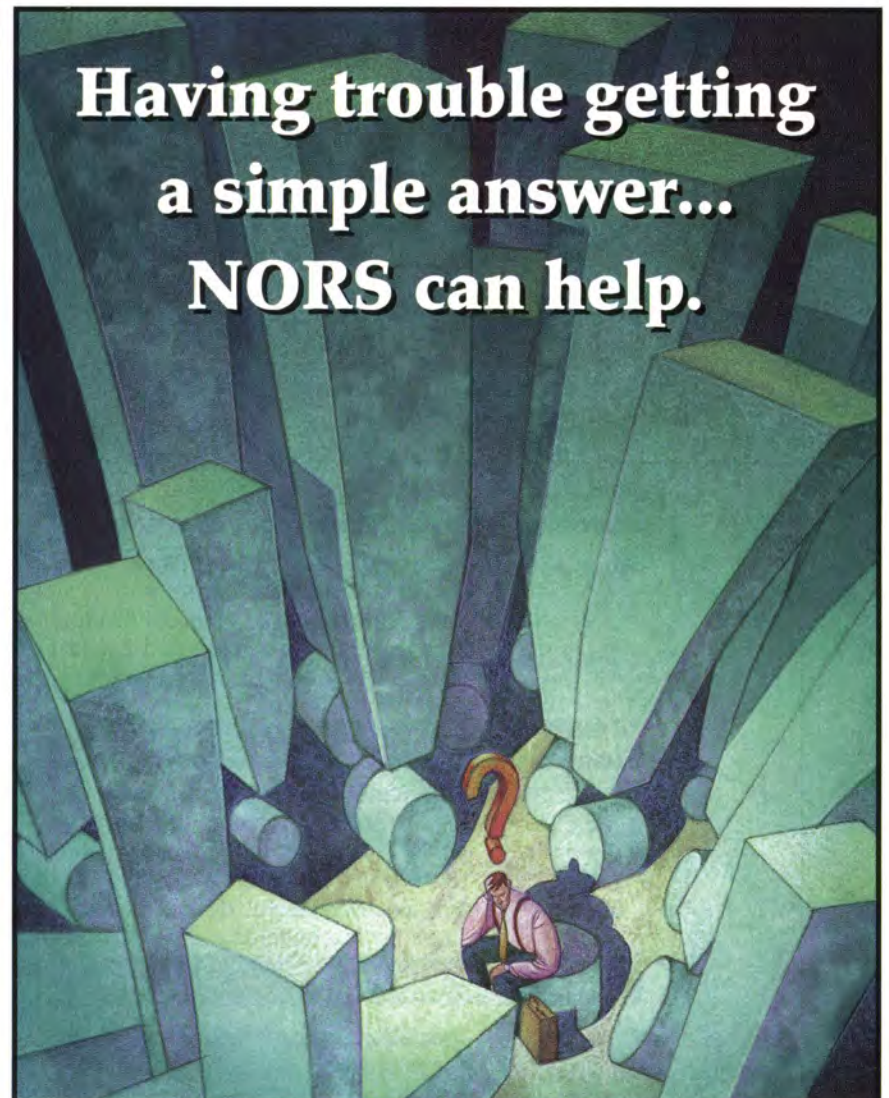
201 Alhambra Circle, Ste. 804
Coral Gables, FL 33134
Ph. 305-669-3900
Fax 305-669-3901
E-mail: gberman@marketsegment.com
www.marketsegment.com
Gary L. Berman, President
Location: Office building
1/1, 1/10R, VC, VE
Conference 20x15 Obs. Rm. Seats 10
Conference 16x12 Obs. Rm. Seats 10

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
Distance from airport: 7 miles, 15 minutes
CL, 1/1, 1/10R, TK, MP, VC, VE
Conference 20x14
Conference 14x12

National Opinion Research Services

760 N.W. 107th Ave., Ste. 106
Miami, FL 33172
Ph. 800-940-9410
Fax 305-553-8586
E-mail: quality@nors.com
www.nors.com
Daniel Clapp, President
Location: Office building
Distance from airport: 5 miles, 10 minutes
CL, 1/1, 1/10R, VC, VE
Conference 25x17 Obs. Rm. Seats 18
Conference 16x22 Obs. Rm. Seats 18
Conference 11x22 Obs. Rm. Seats 4
(See advertisement on p. 133)



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2001 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 - Video/Web Conf. 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.

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

www.rifemarketresearch.com

Mary Rife, President

Location: Office building

Distance from airport: 8 miles, 20 minutes

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

Conference 15x15 Obs. Rm. Seats 14

Conference 15x15 Obs. Rm. Seats 12

(See advertisement on p. 132)

Strategy Research Corporation

100 N.W. 37th Ave., 3rd fl.

Miami, FL 33125

Ph. 305-649-5400

Fax 305-643-5584

mail: rlopez@marketfacts.com

www.strategyresearch.com

Raul Lopez or Vivian Hernandez

Location: Office building

Distance from airport: 2 miles

1/1, 1/1OR, VE

(See advertisement on p. 134)

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

Distance from airport: 14 miles, 25 minutes

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

Conference 23x22 Obs. Rm. Seats 20

Conference 18x26 Obs. Rm. Seats 20

(See advertisement on p. 135)

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

Distance from airport: 7 miles, 15 minutes

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

Car-Lene Research, Inc.

West Oaks Mall

9401 W. Colonial Dr., Space 401

Ocoee, FL 34761

Ph. 407-298-6668

Fax 407-298-6877

E-mail: carleneflor@earthlink.net

www.car-leneresearch.com

Linda Powers, Manager

Location: Shopping mall

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

(See advertisement on p. 149)

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

Distance from airport: 2 miles, 10 minutes

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

Conference 22x14 Obs. Rm. Seats 25

Conference 20x14 Obs. Rm. Seats 10

Conference 21x16 Obs. Rm. Seats 6

Barbara Nolan Market Research

Orlando North Focus Facility

999 Douglas Ave., Ste. 3307

Altamonte Springs, FL 32714

Ph. 407-629-8800 or 800-240-6119

Fax 407-629-7633

E-mail: BNMR190@attglobal.net

Ginger Everett, Focus Group Dir.

Location: Office building

Distance from airport: 10 miles, 20 minutes

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: BNMR175@aol.com

Ginger Everett, Focus Group Dir.

Location: Office building

Distance from airport: 2 miles, 5 minutes

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

Conference 21x14 Obs. Rm. Seats 12

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With over 25 years' experience in the Hispanic market, SRC offers a multicultural staff of bilingual moderators (Spanish, Portuguese and English) who cover the US Hispanic market and Latin America.

American qualitative research.

That multinational experience has lead to the development of innovative group techniques that shed light on the subtlety of group discussions - the specific cultural differences of Hispanic respondents.

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100 N.W. 37th Avenue, Miami, Florida 33125

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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: orlando@schlesingerassociates.com
 www.schlesingerassociates.com
 Deborah Leaper, Facility Director
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 CL, 1/1, 1/10R, TK, MP, VC, VE
 Conference 24x16 Obs. Rm. Seats 16
 Conference 24x16 Obs. Rm. Seats 16
 (See advertisements on pp. 111, 137, 144, 180, 192)

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
 Hugh McKenzie, Mgr. Field Operations
 Location: Office building
 CL, 1/1, 1/10R, 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

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, 1/10R, TK, VE
 Conference 10x16 Obs. Rm. Seats 10

Starr Research

Sarasota Square Mall
 8201 S. Tamiami Trail, #54
 Sarasota, FL 34238
 Ph. 941-925-7827
 Fax 941-922-3289
 E-mail: starrresearch@netscape.net
 Vicki Pobicki, President
 Location: Shopping mall
 Distance from airport: 12 miles, 30 minutes
 TK, VE
 Conference 15x21 Obs. Rm. Seats 10

Tallahassee

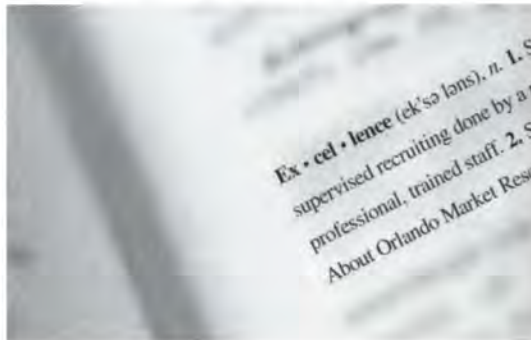
Kerr & Downs Research
 2992 Habersham Dr.
 Tallahassee, FL 32308
 Ph. 800-564-3182 or 850-906-3111
 Fax 850-906-3112
 E-mail: pd@kerr-downs.com
 www.kerr-downs.com
 Kerrie Stillman, Marketing Director
 Location: Freestanding facility
 Distance from airport: 16 miles, 20 minutes
 1/1, VE
 Conference 21x17 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
 Distance from airport: 7 miles, 20 minutes
 CL, 1/1, 1/10R, TK, MP, VE
 Conference 18x24 Obs. Rm. Seats 18
 Conference 13x16 Obs. Rm. Seats 8

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
 Distance from airport: 1 miles, 5 minutes
 1/1, 1/10R, TK, VE
 Conference 16x21 Obs. Rm. Seats 15

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- Supervised and monitored recruiting
- Modern, fully automated research facility
 - Spacious, light, all-new interior
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Suzanne S. Cattell, President

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 email: info@aboutorlandoresearch.com Web: www.aboutorlandoresearch.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.

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

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
 Distance from airport: 10 miles, 15 minutes
 CL, 1/1, 1/1OR, TK, TKO, MP, VE
 Multiple 27x19 Obs. Rm. Seats 25
 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
 Distance from airport: 25 miles
 1/1, 1/1OR, TK, VC, VE
 Conference 22x16 Obs. Rm. Seats 6
 (See advertisement on p. 130)

Cunningham Field & Research Service
 Countryside Mall
 27001 US Hwy. 19 N.
 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 8
 (See advertisement on p. 130)

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 facility
 Distance from airport: 8 miles, 15 minutes
 1/1, 1/1OR, TK, VE
 Conference 15x24 Obs. Rm. Seats 12

Gulf State Research Center
 Eagle Ridge Mall
 433 Eagle Ridge Dr., Ste. 211
 Lake Wales, FL 33853
 Ph. 800-357-8842 or 863-676-3676
 Fax 863-676-0471
 E-mail: Lvillar@gte.net
 Tim Villar, Vice President
 Location: Shopping mall
 TK, VE

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
 Elaine Cravens
 Location: Office building
 Distance from airport: 2 miles, 5 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Conference 15x20 Obs. Rm. Seats 20
 Conference 20x10 Obs. Rm. Seats 20
 Conference 22x24 Obs. Rm. Seats 24
 Conference 22x24 Obs. Rm. Seats 15
 Living 15x20 Obs. Rm. Seats 12
 Living 22x24 Obs. Rm. Seats 30
 (See advertisement on p. 136)

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The Herron Group of Tampa, Inc.
 Consumer Research

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 e-mail: herrontpa@aol.com, http://www.herrongroup.com

The Herron Group of Tampa, Inc.

5410 Mariner St., Ste. 100
Tampa, FL 33609
Ph. 813-282-0866
Fax 813-282-3553
E-mail: herrontpa@aol.com
www.herrongroup.com
Elaine Cravens

Location: Freestanding facility
Distance from airport: 2 miles, 5 minutes
CL, 1/1, 1/10R, TK, TKO, MP, VC, VE
Conference 16x20 Obs. Rm. Seats 8
Multiple 2000 sq. ft. Obs. Rm. Seats 10
(See advertisement on p. 136)

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
Distance from airport: 20 miles, 30 minutes
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
Bonnie Schwartz

Location: Freestanding facility
Distance from airport: 3 miles, 10 minutes
CL, 1/1, 1/10R, 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. 129)

Suburban Associates

Tampa Bay Center Mall
4302 W. M.L.K. Hwy., #1037A
Tampa, FL 33607
Ph. 863-585-9639
Fax 863-585-8639
E-mail: tampamall@subassoc.com
www.subassoc.com
Barbara Talbott

Location: Shopping mall
Distance from airport: 2 miles, 5 minutes
1/1, TK, VE
Conference 12x17 Obs. Rm. Seats 10

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
Distance from airport: 4 miles, 10 minutes
CL, 1/1, TK, VC, VE
Multiple 14x18 Obs. Rm. Seats 12
Conference 14x25 Obs. Rm. Seats 15

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Schlesinger Associates

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Maitland Green II, 2290 Lucien Way, Suite 180
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5401 W. Kennedy Blvd., Suite 820, Tampa, FL 33609
 TEL. 813-282-1660 • FAX 813-287-0605
 SHARI DAVIS GONZALES/DIRECTOR

CODES

Location: Office building, Freestanding building, Shopping mall
 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.

Superior Research

5401 W. Kennedy Blvd., Ste. 820
 Tampa, FL 33609
 Ph. 813-282-1660
 Fax 813-287-0605
 E-mail: sr.tampa@gte.net
 Shari Gonzales

Location: Office building
 Distance from airport: 5 miles, 5 minutes
 CL, 1/1, 1/10R, TK, TKO, MP, 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 advertisements on pp. 138, 147)

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
 Distance from airport: 6 miles, 10 minutes
 CL, 1/1, 1/10R, 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
 Location: Freestanding facility
 Distance from airport: 15 minutes
 CL, 1/1, 1/10R, VE
 Conference 14x18 Obs. Rm. Seats 18

Mars Research
 7000 W. Palmetto Park Rd., Ste. 208
 Boca Raton, FL 33433
 Ph. 954-755-2805 or 877-755-2805
 Fax 954-755-3061
 E-mail: info@marsresearch.com
 www.marsresearch.com
 Harriet Poster, Sr. Project Director
 Location: Office building
 Distance from airport: 20 miles, 25 minutes
 CL, 1/1, 1/10R, TK, MP, VC, VE
 Conference 20x22 Obs. Rm. Seats 8

Compass Marketing Research

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There's a revolution happening out there.

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.**

We have the technology, the equipment, the facilities, and the staff to meet your most demanding and unusual specifications. Our experienced project managers identify problems, recommend solutions, and communicate effectively to give you the answers you need.

Now, view your Atlanta groups live over the Internet !

- From your home, office, anywhere in the world
- No special videoconferencing equipment needed
- No special phone line needed

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- On premises, supervised, validated recruiting
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- Consumers, professionals, executives, technicians, business owners

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- Spacious, comfortable, client viewing and respondent rooms
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- Separate client, respondent and staff entrances

Facilities Designed to Meet Unique Research Needs

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- **Test Kitchen:** (25 x 24) large refrigeration units, conventional oven, microwave, freezer, warehouse product storage
- **Display Room:** (25 x 29) wide double doors, drive up ramp to easily accommodate automobiles, recreation vehicles, boats, etc.
- **Multipurpose Room:** 500 square foot room right off test kitchen ideal for taste tests, theatre seating
- **One-On-One Rooms:** one-way mirror viewing, audio and video recording



Our Test Kitchen



Focus Group Lounge



Our WATS Center

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Discover the true course in Data Collection

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 - Video/Web Conf. 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.

Palm Beach Focus
 1655 Palm Beach Lakes Blvd., Ste. 203
 West Palm Beach, FL 33401
 Ph. 561-640-3242 or 888-640-3242
 Fax 561-640-3780
 E-mail: PBFocus@aol.com
 Jackie Iannucci, President
 Location: Office building
 Distance from airport: 3 miles, 8 minutes
 CL, 1/1, 1/1OR, 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
 E-mail: atlantafocus@thefocusnetwork.com
 www.thefocusnetwork.com
 Marianne Polk, President/Partner
 Location: Office building
 Distance from airport: 19 miles, 20 minutes
 CL, 1/1, 1/1OR, VE
 Conference 15x20 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20
 Conference 15x25 Obs. Rm. Seats 20
 Conference 11x14 Obs. Rm. Seats 8

Car-Lene Research, Inc.
 Arbor Place Mall
 2431 Arbor Place Mall
 Douglasville, GA 30135
 Ph. 770-577-5414
 Fax 770-577-8585
 E-mail: carleneatla@earthlink.net
 www.car-leneresearch.com
 Johnhdric Kirkland, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 (See advertisement on p. 149)

Car-Lene Research, Inc.
 North Dekalb Mall
 2050 Lawrenceville Hwy., Ste. 2005
 Decatur, GA 30033
 Ph. 404-728-8810
 Fax 404-633-9841
 E-mail: carleneatlndk@earthlink.net
 www.car-leneresearch.com
 Casandra McClain, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 (See advertisement on p. 149)

Car-Lene Research, Inc.
 Perimeter Mall
 4400 Ashford Dunwoody Rd., #2760
 Atlanta, GA 30346
 Ph. 770-730-0622
 Fax 770-730-9968
 E-mail: carleneatl@aol.com
 www.car-leneresearch.com
 Christy Haney, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 (See advertisement on p. 149)

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
 Distance from airport: 24 miles, 30 minutes
 VE
 Conference 23x14 Obs. Rm. Seats 9

Compass Marketing Research
 3725 DaVinci Ct., Ste. 100
 Norcross, GA 30092
 Ph. 770-448-0754
 Fax 770-416-7586
 E-mail: CMRCOMPASS@aol.com
 www.cmrcompass.com
 Jeffrey Loerber, President
 Location: Freestanding facility
 Distance from airport: 30 miles, 45 minutes
 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. 139)

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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 20 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, Comfortable client lounge! Additional focus room! Still a great Atlanta Midtown location!** Call us for your next project.



IMAGES Market Research
 290 Fourteenth Street • Atlanta, GA 30318
 Ph. 404-892-2931 • Fax 404-892-8651
 E-mail: research@imagesusa.net

Contact: Deborah White, Director of Field Services or John Lockyer

- | | | |
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| Children | Insurance | Seniors/Elderly |
| College Students | International | Sports |
| Consumer Products | Media | Taste Tests |
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| Customer Satisfaction | Care/Pharmaceutical | Tourism |
| Energy/Utility | Music | Tracking |



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Atlanta

Denver

Constance Piperno
Qualitative Director
770-677-7970

Fax: 770-671-9708
constance.piperno@eagleresearch.com

Debbie Calzaretta
Qualitative Director
303-980-2262

Fax: 303-980-2270
debbie.calzaretta@eaglereserach.com

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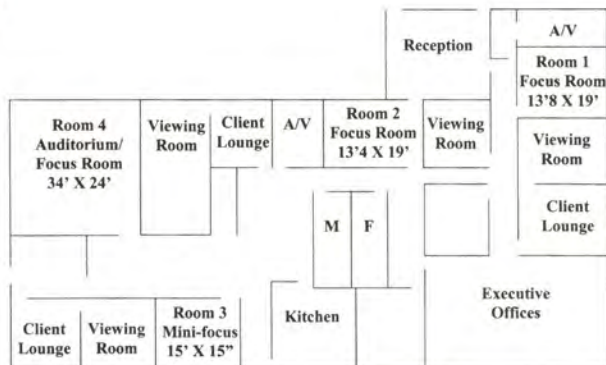


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- Needs assessment through analysis
- 96 station CATI phone center
- Quancept/Query software
- Quantum/Wincross/SPSS/Excel output
- Predictive Dialers
- In-bound 800/remote monitoring
- NCS scanning
- Phone/email/fax/mail/web surveys



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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 - Video/Web Conf. 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 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 30022
 Ph. 904-677-5644
 Fax 904-677-5534

E-mail: ATLA@cunninghamresearch.com

www.cunninghamresearch.com

Location: Shopping mall
 Distance from airport: 50 miles
 1/1, 1/1OR, TK, VC, VE

Conference 18x12 Obs. Rm. Seats 4
 (See advertisement on p. 130)

Delve

(Formerly Quality Controlled Services - QCS)
 2635 Century Pkwy., Ste. 100
 Atlanta, GA 30345
 Ph. 800-227-2974 or 404-321-0468
 Fax 404-636-3276
 E-mail: postmaster@delve.com
 www.delve.com

Susan Lipsitz, Branch Manager

Location: Office building
 Distance from airport: 20 miles, 25 minutes
 CL, TK, MP, VC, VE

Conference 15x22 Obs. Rm. Seats 10
 Conference 15x20 Obs. Rm. Seats 10
 Conference 15x20 Obs. Rm. Seats 10
 (See advertisement on p. 173)

Discovery - National Qualitative Network

Atlanta Focus
 5505 Roswell Rd.
 Atlanta, GA 30343
 Ph. 404-843-3807
 Fax 404-843-9733
 E-mail: atlanta@discovery-nqn.com
 www.discovery-nqn.com

Brad MacDonald, Manager

Location: Office building
 Distance from airport: 18 miles, 40 minutes
 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. 105)

Eagle Research - Atlanta

One Dunwoody Park, Ste. 128
 Atlanta, GA 30338
 Ph. 770-395-6090 or 770-677-7970
 Fax 770-671-9708
 E-mail: joel.reish@eagleresearch.com
 www.eagleresearch.com

Constance Piperno, Dir. of Qual. Rsch.

Location: Office building
 Distance from airport: 25 miles, 30 minutes
 CL, 1/1, 1/1OR, MP, VE

Conference 14x20 Obs. Rm. Seats 20
 Conference 14x19 Obs. Rm. Seats 12
 Conference 15x17 Obs. Rm. Seats 25
 Multiple 36x24 Obs. Rm. Seats 25
 (See advertisements on pp. 125, 141)

Fieldwork Atlanta, Inc.

200 Galleria Pkwy., Ste. 1600
 Atlanta, GA 30339
 Ph. 770-988-0330
 Fax 770-955-1555
 E-mail: info@atlanta.fieldwork.com
 www.fieldwork.com

Bette Hayden, Project Director

Location: Office building
 Distance from airport: 25 minutes
 CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE

Conference 35x20 Obs. Rm. Seats 20
 Conference 22x25 Obs. Rm. Seats 20
 Conference 20x24 Obs. Rm. Seats 20
 Conference 19x22 Obs. Rm. Seats 25
 Conference 09x10 Obs. Rm. Seats 10
 (See advertisement on the Back Cover)

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 Strategic Marketing Research



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

1900 The Exchange, Suite 360
 Atlanta, Georgia 30339

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www.michelson.com/research

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- auditorium with seating up to 100 with 8'-wide outside entrance for easy delivery of cars, appliances or equipment
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- on-line capability in all focus rooms by T-1, ISDN
- videoconferencing
- videostreaming
- usability testing

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Atlanta, GA 30328
(770) 394-8700 FAX (770) 394-8702
research @ jacksonassociates.com
www.jacksonassociates.com

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streaming • quantitative data collection



Schlesinger Associates

A Marketing Research Corporation

The Palisades Building, 5909 Peachtree Dunwoody, Suite 950
Atlanta, GA 30328

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Fax (770) 396-8753

Atlanta@SchlesingerAssociates.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.

Focus On Atlanta
3953 Pleasantdale Rd., #110
Atlanta, GA 30340
Ph. 770-447-9800
Fax 770-446-8038
E-mail: babecker@mindspring.com
www.focusatlanta.com

Barbara Becker
Location: Freestanding facility
Distance from airport: 23 miles, 30 minutes
1/1, 1/1OR, TK
Conference 10x20 Obs. Rm. Seats 12

IMAGES Market Research

290 Fourteenth St.
Atlanta, GA 30318
Ph. 404-892-2931
Fax 404-892-8651
E-mail: research@imagesusa.net
Deborah White

Location: Office building
Distance from airport: 10 miles, 15 minutes
CL, VE
Conference 20x12 Obs. Rm. Seats 15
Conference 20x12 Obs. Rm. Seats 10
(See advertisement on p. 140)

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
Distance from airport: 25 miles, 40 minutes
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. 143)

Joyner Hutcheson Research, Inc.

1900 Century Place
Atlanta, GA 30345
Ph. 404-321-0953
Fax 404-634-8131
Wanda Hutcheson, President

Location: Office building
Distance from airport: 18 miles, 30 minutes
CL, 1/1, TK, MP, VE
Conference 15x20 Obs. Rm. Seats 12
Conference 16x20 Obs. Rm. Seats 8
Conference 16x16 Obs. Rm. Seats 8

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The Marketing Workshop, Inc.

MARKETING INTELLIGENCE THROUGH RESEARCH

James H. Nelems, President

Carolyn Garfein Al Swint Lorri Sidoti Larry Gulledge
Jeff Shusterman Sherri Taylor Janelle Polito Jo-Ann Goodchild

www.mwshop.com

3725 da Vinci Court Norcross, Georgia 30092 770-449-6767

28th Anniversary

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Video/Web Conf. 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.

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
 Distance from airport: 22 miles, 30 minutes
 1/1, VE
 Conference 15x20 Obs. Rm. Seats 4
 (See advertisement on p. 142)

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 19x12 Obs. Rm. Seats 12

Murray Hill Center Southeast, LLC

3475 Piedmont Rd. N.E.
 Atlanta, GA 30305
 Ph. 404-495-1400
 Fax 404-495-1434
 E-mail: tracey@hmmurrayhillcenter.com
 www.murrayhillcenter.com
 Tracey Howard, Director
 Location: Office building
 Distance from airport: 18 miles, 20 minutes
 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 10x09 Obs. Rm. Seats 8
 Conference 40x16 Obs. Rm. Seats 30

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
 Distance from airport: 20 miles, 25 minutes
 CL, 1/1, 1/1OR, TK, TKO, VE
 Conference 16x17 Obs. Rm. Seats 15
 Conference 16x27 Obs. Rm. Seats 15

P V R, Inc.

11445 Johns Creek Pkwy.
 Atlanta, GA 30097
 Ph. 770-232-0322
 Fax 770-232-0344
 E-mail: jhannula@pvr-research.com
 www.pvr-research.com
 Glenda Middleton, V.P. Operations
 Location: Office building
 Distance from airport: 40 miles, 45 minutes
 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 30269
 Ph. 770-487-0700
 Fax 770-487-0884
 E-mail: peachgrp@mindspring.com
 www.peachtreeconsulting.com
 Greg Alford, Sr. Partner
 Location: Office building
 Distance from airport: 25 miles, 20 minutes
 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
 Distance from airport: 25 minutes
 CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE
 Conference 15x20 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20
 Multiple 15x20 Obs. Rm. Seats 20
 Conference 20x30 Obs. Rm. Seats 25
 (See advertisement on p. 181)

Schlesinger Associates Atlanta, Inc.

The Palisades Building, Ste. 950
 5909 Peachtree Dunwoody
 Atlanta, GA 30328
 Ph. 770-396-8700
 Fax 770-396-8753
 E-mail: atlanta@schlesingerassociates.com
 www.schlesingerassociates.com
 Stephanie King, Facility Director
 Location: Office building
 Distance from airport: 25 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Multiple 15x20 Obs. Rm. Seats 16
 Multiple 15x20 Obs. Rm. Seats 16
 Multiple 15x20 Obs. Rm. Seats 16
 Multiple 20x18 Obs. Rm. Seats 16
 (See advertisements on pp. 111, 137, 144, 180, 192)

John Stolzberg Market Research

1800 Century Blvd., Ste. 1000
 Atlanta, GA 30345
 Ph. 404-329-0954
 Fax 404-329-1596
 E-mail: stolzmr@aol.com
 John Stolzberg
 Location: Office building
 Distance from airport: 20 miles, 35 minutes
 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
 Distance from airport: 20 miles, 30 minutes
 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 advertisements on pp. 138, 147)

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
 www.homer-research.com
 Carol Sanchez, Mgr. of Field Services
 Location: Office building
 Distance from airport: 15 minutes
 CL, 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
 www.vlmarketresearch.com
 Dydra Virgil, Principal
 Location: Office building
 Distance from airport: 16 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, MP, VE
 Multiple 17x14 Obs. Rm. Seats 16
 Multiple 12x12 Obs. Rm. Seats 10

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
Distance from airport: 10 miles
CL, TK, MP, VE
Multiple 20x40 Obs. Rm. Seats 25

Gainesville

Cunningham Field & Research Service
Lakeshore Mall
150 Pearl Nix Pkwy., Ste. C6
Gainesville, GA 30501
Ph. 904-677-5644
Fax 904-677-5534
E-mail: ATLG@cunninghamresearch.com
www.cunninghamresearch.com
Location: Shopping mall
1/1, 1/10R, TK, VC, VE
(See advertisement on p. 130)

Hawaii

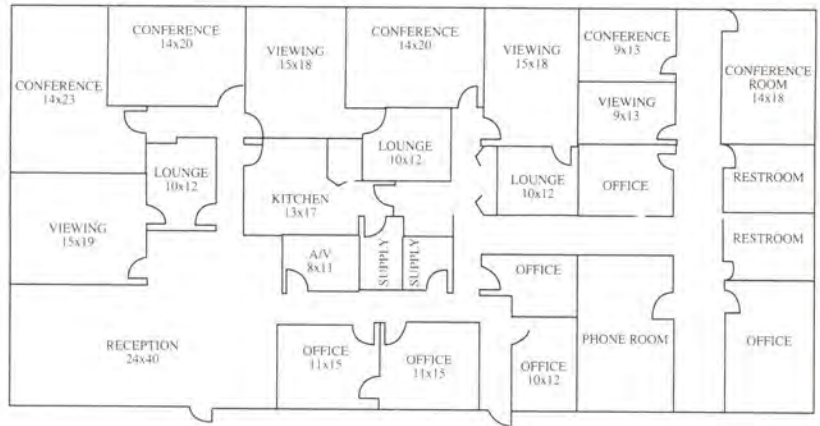
Honolulu

Market Trends Pacific, Inc.
1001 Bishop St., Ste. 505
Honolulu, HI 96813
Ph. 808-532-0733
Fax 808-532-0744
E-mail: info@mtp.com
www.markettrendspacific.com
Wanda L. Kakugawa, President
Location: Office building
Distance from airport: 6 miles, 15 minutes
1/1, 1/10R, 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: omnitrak@lava.net
www.omnitrakgroup.com
Janie Salomon, Field Director
Location: Office building
Distance from airport: 4 miles, 20 minutes
1/1, 1/10R, 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
Distance from airport: 8 miles, 15 minutes
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
Distance from airport: 5 miles, 15 minutes
1/1, 1/10R, VE
Conference 12x22 Obs. Rm. Seats 9



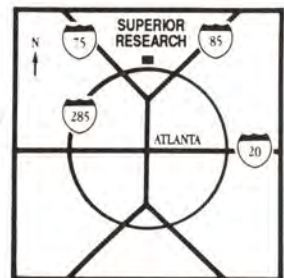
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OWNED AND MANAGED BY RHODA DAVIS AND DEBBIE HUNTER

- THREE SPACIOUS FOCUS GROUP SET-UPS
 - INDIVIDUAL INTERVIEWING ROOM
 - FULLY EQUIPPED TEST KITCHEN
 - SIMULTANEOUS VIEWING CAPABILITY
- REVERSIBLE SET-UP FOR IN-DEPTH INTERVIEWS
 - FIXED VIDEO EQUIPMENT
- LOUNGES WITH PC INTERNET ACCESS
 - GOURMET FOOD
- ADJACENT TO BANKS, RESTAURANTS, SHOPS AND HOTELS
 - EASY ACCESS TO MAJOR HIGHWAYS AND AIRPORTS
 - MEMBER OF THE FOCUSVISION NETWORK

SUPERIOR RESEARCH

1155 HAMMOND DRIVE
SUITE 5090-E
ATLANTA, GA 30328
TELEPHONE 770-394-4400
FAX 770-391-9345



CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Video/Web Conf. 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.

Idaho

Boise

Clearwater Research - Human Factors Group
 12501 W. Explorer, Ste. 100
 Boise, ID 83713
 Ph. 208-658-0001
 Fax 208-321-4506
 E-mail: ddonohoo@clearwater-research.com
 www.clearwater-research.com
 Dan Donohoo, Director
 Location: Office building
 Distance from airport: 6 miles, 15 minutes
 CL, MP, VE
 Usability Lab 12x10 Obs. Rm. Seats 8
 Usability Lab 12x10 Obs. Rm. Seats 8

Accurate Data Marketing, Inc.

Excellence In Data Collection

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 Recruitment Specialists

Consumer, Medical,
 Financial Database

Supervised In-House Recruiting

ActiveGroup
 Video Conferencing

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 North Shore Community*

Accurate Data Marketing, Inc.
 1247 Milwaukee Ave.
 Glenview, IL 60025
 847-390-7777 • Fax 847-390-7849
 www accurdata.com
 email: info@accurdata.com

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
 Distance from airport: 3 miles, 10 minutes
 1/1, 1/1OR, TK, VE
 Conference 15x12 Obs. Rm. Seats 10

Northwest Research Group, Inc.
 225 N. 9th St., Ste. 200
 Boise, ID 83702
 Ph. 208-364-0171
 Fax 208-364-0181
 E-mail: ethertnt@nwrgr.com
 www.nwrgr.com
 Jeff Etherton, Vice President
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, VE
 Conference 12x16 Obs. Rm. Seats 15

Illinois

Chicago

AAR/All About Research
 2000 York Rd., Ste. 111
 Oak Brook, IL 60523
 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: info@accurdata.com
 www accurdata.com
 Barbara Dorfman, President
 Location: Office building
 Distance from airport: 25 minutes
 1/1, 1/1OR, TK, MP, VC, VE
 Conference 18x18 Obs. Rm. Seats 24
 Conference 20x25 Obs. Rm. Seats 24
 Conference 17x19 Obs. Rm. Seats 24
 Conference 18x20 Obs. Rm. Seats 14
 (See advertisement on p. 148)

Adler-Weiner Research/Chicago, Inc.
 6500 N. Lincoln Ave.
 Lincolnwood, IL 60712
 Ph. 847-675-5011
 Fax 847-675-5698
 E-mail: andi@awres.com
 www.awres.com
 Andi Weiner
 Location: Freestanding facility
 Distance from airport: 15 miles, 30 minutes
 CL, TK, 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
 Distance from airport: 15 miles, 45 minutes
 CL, 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

American Public Opinion
 5325 S. Hyde Park Blvd.
 Chicago, IL 60615
 Ph. 888-750-9714
 Fax 616-453-1859
 E-mail: ron@mtcnet.net
 www.mtcnet.net/~ron
 Ron Van Beek, President
 Location: Office building
 Distance from airport: 5 miles, 15 minutes
 CL, 1/1, 1/1OR, MP, VC, VE
 Multiple 20x18 Obs. Rm. Seats 10
 Multiple 24x20 Obs. Rm. Seats 8

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: ishulman@aim-chicago.com
 www.aimresearchnetwork.com
 Laura Shulman
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Conference 20x12 Obs. Rm. Seats 12
 Conference 17x13 Obs. Rm. Seats 8
 Conference 14x13 Obs. Rm. Seats 5



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105 Revere Drive • Suite C • Northbrook, Illinois 60062
Phone: 847.564.1454 • Fax: 847.564.3113 • Web: www.car-leneresearch.com

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Video/Web Conf. 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 Blackstone Group

360 N. Michigan Ave.
 Chicago, IL 60601
 Ph. 312-419-0400
 Fax 312-419-8419
 E-mail: info@bgchicago.com
 www.bgglobal.com

Claire K. Rose

Location: Office building
 1/1, 1/1OR, 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
 Distance from airport: 12 miles, 35 minutes
 1/1, 1/1OR, 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: crobison@crmarket.com
 www.crmarket.com

Cherlyn Robinson, Project Coordinator

Location: Office building
 Distance from airport: 5 miles, 25 minutes
 1/1, TK, VE

Conference 10x12 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

Sarah Lopez, Manager

Location: Freestanding facility
 Distance from airport: 15 miles, 20 minutes
 VE

Conference 24x24 Obs. Rm. Seats 12

Car-Lene Research, Inc.

Lincolnwood Town Center
 3333 W. Touhy Ave.
 Lincolnwood, IL 60712
 Ph. 847-679-4470
 Fax 847-679-4472
 E-mail: carlenelinil@earthlink.net
 www.car-leneresearch.com

Nadya Hasselquist, Manager

Location: Shopping mall
 1/1, 1/1OR, TK, VE
 (See advertisement on p. 149)

Car-Lene Research, Inc.

Northbrook Court
 1108 Northbrook Court
 Northbrook, IL 60062
 Ph. 847-498-1305
 Fax 847-498-1491
 E-mail: carlenebrook@earthlink.net
 www.car-leneresearch.com

Robin Rome, Manager

Location: Shopping mall
 1/1, 1/1OR, TK, TKO, VE
 Conference 17x15 Obs. Rm. Seats 6
 (See advertisement on p. 149)

Car-Lene Research, Inc.

River Oaks Mall
 8 River Oaks Center
 Calumet City, IL 60409
 Ph. 708-862-6666
 Fax 708-862-0660
 E-mail: carlenechiro@earthlink.net
 www.car-leneresearch.com

Barbara Rutledge, Manager

Location: Shopping mall
 1/1, 1/1OR, TK, TKO, VE
 Conference 12x09 Obs. Rm. Seats 3
 Conference 06x04 Obs. Rm. Seats 2
 (See advertisement on p. 149)

Car-Lene Research, Inc.

Yorktown Center
 266 D Yorktown Center
 Lombard, IL 60148
 Ph. 630-705-1303
 Fax 630-705-1304
 E-mail: carleneyork@earthlink.net
 www.car-leneresearch.com

Marlene Szafranski, Manager

Location: Shopping mall
 1/1, 1/1OR, TK, TKO, VE
 Conference 17x12 Obs. Rm. Seats 4
 (See advertisement on p. 149)

Chicago Focus

The Focus Network
 7 E. Huron St.
 Chicago, IL 60611
 Ph. 312-951-1616
 Fax 312-951-5099
 E-mail: chicagofocus@thefocusnetwork.com
 www.thefocusnetwork.com

Lynn Rissman, President/Partner

Location: Freestanding facility
 Distance from airport: 30 miles, 40 minutes
 CL, VC, VE
 Conference 21x13 Obs. Rm. Seats 8
 Conference 21x13 Obs. Rm. Seats 8
 Conference 21x13 Obs. Rm. Seats 15

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

Steve Lehman, Director

Location: Shopping mall
 Distance from airport: 20 miles, 15 minutes
 1/1, TK, VC, VE
 Conference 15x15 Obs. Rm. Seats 15

Consumer Surveys Co.

Northpoint Shopping Center
 304 E. Rand Rd.
 Arlington Heights, IL 60004
 Ph. 847-394-9411
 Fax 847-394-0001
 E-mail: consumersurveys1@aol.com
 Deanna Kohn, National Field Director

Location: Office building
 Distance from airport: 25 miles, 25 minutes
 CL, 1/1, 1/1OR, TK, MP, VE
 Conference 15x20 Obs. Rm. Seats 15
 (See advertisement on p. 151)

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
 Distance from airport: 30 miles
 CL, 1/1, 1/1OR, TK, MP
 Conference Obs. Rm. Seats 4
 (See advertisement on p. 130)

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
 Distance from airport: 45 miles
 1/1, 1/1OR, TK, MP, VC, VE
 Conference 14x19 Obs. Rm. Seats 8
 (See advertisement on p. 130)

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- Communicate instantly with your moderator from the viewing room by means of a *unique computer system* visible only to your moderator.
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- View the group in our *client lounge* or in our *tiered observation room* that *comfortably seats fifteen* of your agency and corporate traveling companions.
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- Feel refreshed by our *separate air/heating system*.

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Consumer Surveys Company

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Tel: 847/394-9411 • Fax: 847/394-0001
consumersurveys1@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 - Video/Web Conf. 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.

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

Delve
 (Formerly Quality Controlled Services - QCS)
 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@delve.com
 www.delve.com
 Candice Wysock, Branch Manager
 Location: Office building
 Distance from airport: 15 miles, 25 minutes
 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. 173)

Discovery - National Qualitative Network

Chicago Field & Focus
 3615 Park Dr., Ste. 101
 Olympia Fields, IL 60461
 Ph. 708-503-0100
 Fax 708-503-0101
 E-mail: chicago@discovery-nqn.com
 www.discovery-nqn.com
 Linda Smith
 Location: Office building
 Distance from airport: 38 miles, 45 minutes
 TK, VC, VE
 Conference 20x15 Obs. Rm. Seats 12
 Conference 20x15 Obs. Rm. Seats 10
 (See advertisement on p. 105)

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-North, Inc.

6200 N. Hiawatha, Ste. 720
 Chicago, IL 60646
 Ph. 773-282-2911
 Fax 773-282-8971
 E-mail: info@chicago.fieldwork.com
 www.fieldwork.com
 Karen Borgardt or Judy Piechocki
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE
 Conference 16x20 Obs. Rm. Seats 15
 Conference 16x20 Obs. Rm. Seats 25
 Conference 16x20 Obs. Rm. Seats 25
 Conference 16x16 Obs. Rm. Seats 12
 (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: info@ohare.fieldwork.com
 www.fieldwork.com
 Pam White, Manager
 Location: Office building
 Distance from airport: 2 miles, 5 minutes
 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: info@schaumburg.fieldwork.com
 www.fieldwork.com
 Paul Scaletta, Manager
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 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: krooney@focuscope.com
 Kevin Rooney
 Location: Office building
 Distance from airport: 10 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE
 Multiple 20x15 Obs. Rm. Seats 18
 Multiple 20x15 Obs. Rm. Seats 18
 Multiple 16x14 Obs. Rm. Seats 7
 Multiple 24x14 Obs. Rm. Seats 12
 (See advertisement on p. 152)

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FOCUSCOPE - Chicago
 515 North State Street
 Suite 1920
 Chicago, IL 60610

FOCUSCOPE - Oak Park
 1100 Lake Street
 Suite 60
 Oak Park, IL 60301

Phone: 708.386.5086
 Fax: 708.386.1207

Focuscope, Inc.
 515 N. State St., Ste. 1920
 Chicago, IL 60610
 Ph. 708-386-5086
 Fax 708-386-1207
 E-mail: krooney@focuscope.com
 Kevin Rooney
 Location: Office building
 Distance from airport: 15 miles, 35 minutes
 CL, 1/1, 1/10R, MP, VC, VE
 Multiple 25x20 Obs. Rm. Seats 23
 Multiple 24x19 Obs. Rm. Seats 20
 (See advertisement on p. 152)

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
 Distance from airport: 12 miles, 20 minutes
 CL, 1/1, 1/10R, TK, TKO, MP, 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. 153)

Market Ease/Urban Focus
 1229 N. Northbranch, Ste. 306
 Chicago, IL 60622
 Ph. 312-654-9910 or 312-280-4964 (facility)
 Fax 312-654-9917
 E-mail: market-eas@aol.com
 Iliana Ruiz Moran, President
 Location: Office building
 Distance from airport: 10 miles, 30 minutes
 VE
 Conference Obs. Rm. Seats 10

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 facility
 Distance from airport: 15 miles, 30 minutes
 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, 1/10R, TK, VE
 Conference 15x15 Obs. Rm. Seats 8

**CHICAGO'S LUXURIOUS
 FOCUS GROUP CENTER**
 Plus 1-on-1's, taste tests,
 complete quantitative facilities



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

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

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

We have been recruiting focus groups for blue-chip clients for 40 years. Now with 5 focus group suites, all with DSL connections, we are superbly equipped to put our resources to work for you.



Client Amenities

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

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

You also have your own phone room.



On-Site Recruiting

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



Fully-Equipped Kitchen

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

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



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

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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 - Video/Web Conf. 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.

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

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

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

Distance from airport: 20 miles, 40 minutes

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

Conference 16x16 Obs. Rm. Seats 10

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

Distance from airport: 25 miles, 30 minutes

CL, 1/1, 1/1OR, 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

Distance from airport: 25 miles, 30 minutes

CL, 1/1, 1/1OR, 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

CL, TK, MP, 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

Oakbrook Interviewing Center, Inc.

1415 W. 22nd St., Ste. 220

Oak Brook, IL 60523

Ph. 630-574-0330

Fax 630-574-0358

E-mail: dorothy@oicfocus.com

www.oicfocus.com

Dorothy Polzin, V.P. of Operations

Location: Office building

Distance from airport: 22 miles, 25 minutes

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

Distance from airport: 3 miles, 8 minutes

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. 155)

Peryam & Kroll Marketing and Research Corp.

6323 N. Avondale Ave., Ste. 211

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

Distance from airport: 10 miles, 10 minutes

CL, 1/1, TK, MP, VE

Conference 21x23 Obs. Rm. Seats 18

Conference 21x23 Obs. Rm. Seats 18

Plaza Research-Chicago

8725 W. Higgins Rd.

Chicago, IL 60631

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

Distance from airport: 5 minutes

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

Multiple 18x33 Obs. Rm. Seats 20

Conference 16x24 Obs. Rm. Seats 20

Multiple 16x22 Obs. Rm. Seats 20

Multiple 17x24 Obs. Rm. Seats 25

(See advertisement on p. 181)

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

Distance from airport: 2 miles, 10 minutes

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 advertisements on pp. 79, 81, 83)

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 facility

Distance from airport: 30 miles, 30 minutes

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: RGI222@aol.com
www.researchgroupinc.com
Charles Orloff, Vice President
Location: Shopping mall
Distance from airport: 7 miles, 15 minutes
CL, 1/1, 1/1OR, TK, TKO, MP, VE
Conference 20x17 Obs. Rm. Seats 15

Research House
6901 N. Lincoln Ave.
Lincolnwood, IL 60712
Ph. 847-677-4747
Fax 847-677-7990
E-mail: RsrchHse@aol.com
Darlene Piell, President
Location: Freestanding facility
Distance from airport: 8 miles, 15 minutes
CL, 1/1, TK, MP, VE
Conference 16x20 Obs. Rm. Seats 14
Conference 21x20 Obs. Rm. Seats 14

Research International USA
875 N. Michigan Ave., Ste. 2511
Chicago, IL 60611
Ph. 888-387-2233
Fax 312-787-4156
E-mail: riusa@research-int.com
www.riusa.com
Location: Office building
1/1, TK, VE
Conference 21x18 Obs. Rm. Seats 15

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.savitzfieldandfocus.com
Joe Logan, Branch Manager
Location: Office building
Distance from airport: 15 miles, 20 minutes
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. 213)

Smith Research, Inc.
710 Estate Dr.
Deerfield, IL 60015
Ph. 847-948-0440
Fax 847-948-8350
E-mail: ksmith@smithresearch.com
www.smithresearch.com
Kevin Smith, President
Location: Freestanding facility
Distance from airport: 15 miles, 20 minutes
CL, TK, MP, VC, VE
Conference 26x18 Obs. Rm. Seats 20
Conference 26x16 Obs. Rm. Seats 15
Conference 26x16 Obs. Rm. Seats 15
Conference 19x17 Obs. Rm. Seats 20



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Excellent Location

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

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Three large conference rooms.

Comfortable mini-group room.

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1011 East Touhy Avenue • Des Plaines, Illinois 60018
(847) 299-6636 • FAX (847) 824-3259

Email: rvitellaro@ohareinfocus.com

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Video/Web Conf. 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.

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
 Distance from airport: 15 miles, 60 minutes
 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

Strictly Medical Market Research
 Edens Office Plaza
 4801 W. Peterson Ave., Ste. 608
 Chicago, IL 60646
 Ph. 773-202-3500
 Fax 773-202-3511
 E-mail: tntwalker@aol.com
 www.strictly-medical.com
 Harry Balaban
 Location: Office building
 Distance from airport: 30 minutes
 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: susans@ljs.com
 www.surveycenterllc.com
 Susan Stanicek
 Location: Office building
 Distance from airport: 15 miles, 35 minutes
 CL, 1/1, 1/1OR, TK, TKO, MP, VC, 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

Time N Talent Market Research
 Edens Office Plaza
 4801 W. Peterson Ave., Ste. 608
 Chicago, IL 60646
 Ph. 773-202-3500
 Fax 773-202-3511
 E-mail: tntwalker@aol.com
 www.tntmarketresearch.com
 Harry Balaban
 Location: Office building
 Distance from airport: 30 minutes
 1/1, 1/1OR, TK, VC, VE
 Conference 18x14 Obs. Rm. Seats 14

Tragon

1400 E. Lake Cook Rd., Ste. 105
 Buffalo Grove, IL 60089-1865
 Ph. 800-841-1177 or 847-808-2080
 Fax 847-808-0179
 E-mail: sales@tragon.com
 www.tragon.com
 Carol Sidel, Qual. Rsch. Mgr.
 Location: Office building
 Distance from airport: 15 miles, 30 minutes
 1/1, TK, TKO, MP, VE
 Conference 15x20 Obs. Rm. Seats 10
 (See advertisement on p. 123)

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, President
 Location: Freestanding facility
 Distance from airport: 20 miles, 20 minutes
 1/1, 1/1OR, TK, TKO, VE
 Conference 20x30 Obs. Rm. Seats 14

Indiana

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
 Distance from airport: 5 miles, 10 minutes
 CL, TK, VE
 Conference 16x14 Obs. Rm. Seats 6

Product Acceptance & Research (PAR)
 9845 Hedden Rd.
 Evansville, IN 47725-8905
 Ph. 812-867-8600
 Fax 812-867-8699
 E-mail: michael.lloyd@par-research.com
 www.par-research.com
 Michael Lloyd, Director Mktg. Rsch.
 Location: Office building
 Distance from airport: 1 miles, 5 minutes
 1/1, TK, VE
 Conference 19x15 Obs. Rm. Seats 15

Fort Wayne

Advantage Research of Northern Indiana
 3502 Stellhorn Rd.
 Fort Wayne, IN 46815
 Ph. 219-492-5541 or 734-261-8377 (Hq.)
 Fax 219-492-5542
 E-mail: AdvantageFW@aol.com
 www.advantageresearch.net
 Darla Keller Meyer
 Location: Freestanding facility
 Distance from airport: 9 miles, 15 minutes
 CL, 1/1, MP, VE
 Multiple 20x15 Obs. Rm. Seats 10
 Multiple 20x13 Obs. Rm. Seats 8

Indiana Research Service
 8126 Sagimore Court
 Fort Wayne, IN 46835
 Ph. 219-485-2442
 Fax 219-485-1476
 E-mail: drs01@earthlink.net
 Chris Cage, General Manager
 Location: Office building
 Distance from airport: 9 miles, 20 minutes
 1/1, 1/1OR, VC, VE
 Conference 25x25 Obs. Rm. Seats 5

Gary

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
 www.kldresearch.com
 Kathleen L. DeWitt, President
 Location: Freestanding facility
 Distance from airport: 80 miles, 90 minutes
 VE
 Conference 18x13 Obs. Rm. Seats 8

Indianapolis

Harper Research Center
 9840 Westpoint Dr., Ste. 100
 Indianapolis, IN 46256
 Ph. 317-594-1500
 Fax 317-594-1600
 E-mail: cindy@harpermod.com
 www.harpermod.com
 Cindy Johnson, Facility Director
 Location: Office building
 Distance from airport: 30 miles, 45 minutes
 CL, VE
 Conference Obs. Rm. Seats 10

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 McAdams, President

Location: Office building

Distance from airport: 15 miles, 30 minutes

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

Conference 24x14 Obs. Rm. Seats 15

Conference 09x13 Obs. Rm. Seats 5

(See advertisement on p. 157)

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 McAdams, President

Location: Office building

Distance from airport: 8 miles, 10 minutes

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. 157)

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

Distance from airport: 1 miles, 5 minutes

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

Conference 21x16 Obs. Rm. Seats 8

Conference 22x14 Obs. Rm. Seats 12

Strategic Marketing & Research, Inc.

12220 N. Meridian, Ste. 100
Carmel, IN 46032
Ph. 317-574-7700
Fax 317-574-7777

www.smari.com

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 317-843-8584

E-mail: bmiller@walkerinfo.com

www.walkerinfo.com

Barbara Miller, Vice President

Location: Freestanding facility

Distance from airport: 20 miles, 20 minutes

CL, 1/1, MP, VE

Conference 17x21 Obs. Rm. Seats 12

Multiple 30x30 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

Distance from airport: 15 miles, 20 minutes

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@pnrdata.com

www.pnrdata.com

Bonnie Howard, Manager

Location: Shopping mall

Distance from airport: 5 miles

VC, VE

Conference 16x18 Obs. Rm. Seats 12

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 facility

Distance from airport: 10 miles, 15 minutes

CL, 1/1, VE

Conference 20x19 Obs. Rm. Seats 15

Davenport**PMR-Personal Marketing Research, Inc.**

322 Brady St.

Davenport, IA 52801

Ph. 319-322-1960

Fax 319-322-1370

E-mail: info@pnrdata.com

www.pnrdata.com

Patricia E. Duffy, President

Location: Freestanding facility

Distance from airport: 10 miles

VC, VE

Conference 16x18 Obs. Rm. Seats 12

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Indianapolis building
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marketing research
facilities in the Midwest!

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- CLT's
- One-on-Ones
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WORLDWIDE



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Marketing Research

317.882.3800

www.herron-research.com

e-mail: herron@iquest.net

Marketing Research the
right way...since 1958.

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Video/Web Conf. 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.

Des Moines

Essman/Research

100 E. Grand Ave., Ste. 340

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

Distance from airport: 10 miles, 20 minutes

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

Distance from airport: 4 miles, 10 minutes

1/1, 1/1OR, 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, 1/1OR, 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

Distance from airport: 6 miles, 20 minutes

1/1, 1/1OR, 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@pmrdata.com

www.pmrdata.com

Location: Shopping mall

Distance from airport: 12 miles

VE

Conference 16x18 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

E-mail: pl_crc@cjnetworks.com

Phil Lange, Vice President

Location: Office building

VE

Conference 15x15 Obs. Rm. Seats 10

Wichita

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

Distance from airport: 5 miles, 10 minutes

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: trpinct@aol.com

www.trp-ict.com

Esther Headley, President

Location: Freestanding facility

Distance from airport: 10 miles, 15 minutes

1/1, VE

Conference 23x17 Obs. Rm. Seats 8

Conference 12x24 Obs. Rm. Seats 8

Kentucky

Lexington

Lexington Opinion Research, Inc.

131 Prosperous Pl., Ste. 19B

Lexington, KY 40509

Ph. 859-263-4999

Fax 859-263-2838

E-mail: LexOpinion@aol.com

Sue Cain or Bill Forker, Project Director

Location: Office building

Distance from airport: 15 miles, 25 minutes

VE

Conference 12x17 Obs. Rm. Seats 8

M C Squared Consulting

120 Dennis Dr., Ste. 3

Lexington, KY 40503

Ph. 800-370-6071 or 859-278-9299

Fax 859-276-3824

E-mail: mc2con@mindspring.com

Deborah Moore, Focus Group Director

Location: Office building

Distance from airport: 5 miles, 10 minutes

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. 859-263-8177 or 800-558-6941

Fax 859-263-1223

E-mail: matre@lex.infi.net

www.tmgresearch.com

Martha L. DeReamer

Location: Office building

Distance from airport: 10 miles, 20 minutes

CL, MP, VE

Conference 17x13 Obs. Rm. Seats 10

Multiple 35x15 Obs. Rm. Seats 10

Louisville

Car-Lene Research, Inc.

Green Tree Mall

Hwy. 131, Unit 224

Clarksville, IN 47129

Ph. 812-284-1770

Fax 812-284-1655

E-mail: carlenelvil@hotmail.com

www.car-leneresearch.com

Doris West, Manager

Location: Shopping mall

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

(See advertisement on p. 149)

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

www.fangmanresearch.com

Allen Fangman, Exec. V.P.

Location: Office building

Distance from airport: 2 miles, 5 minutes

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
Mary Lea Quick, President
Location: Shopping mall
1/1, 1/10R, 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 facility
Distance from airport: 5 miles, 10 minutes
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: poi@alltel.net
www.personalopinion.org
Linda Schulz, Dir. Mktg. Rsch.
Location: Freestanding facility
Distance from airport: 4 miles, 10 minutes
CL, 1/1, 1/10R, 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
100 Mallard Creek Rd., Ste. 200
Louisville, KY 40207
Ph. 502-454-0771
Fax 502-458-5773
Sharron Hermanson, President
Barbara Temple, Qualitative Director
Location: Office building
Distance from airport: 5 miles, 10 minutes
CL, TK, VE
Conference 20x18 Obs. Rm. Seats 16
(See advertisement on p. 159)

Southern Surveys, Inc.
1519 Gagel Ave.
Louisville, KY 40216
Ph. 502-367-7199
Fax 502-367-7356
E-mail: s1surveys@aol.com
Doris or Robert Kaberle, Owners
Location: Freestanding facility
Distance from airport: 5 miles, 15 minutes
CL, 1/1, 1/10R, 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
German Dillon, Sr. Account Manager
Location: Freestanding facility
CL, TK, TKO, VE
Conference 18x24 Obs. Rm. Seats 14

Madisonville

Market Research Services
705 Shamrock Dr.
Madisonville, KY 42431
Ph. 270-825-0761 or 270-821-4182
Fax 270-821-7151
E-mail: donnabaldridge@hotmail.com
Location: Office building
Distance from airport: 40 miles, 45 minutes
1/1, 1/10R, MP, VC, VE
Multiple 30x30 Obs. Rm. Seats 15
Multiple 20x30 Obs. Rm. Seats 10

Owensboro

Market Research Services
Owensboro, KY
Ph. 270-825-0761
Fax 270-821-7151
E-mail: donnabaldridge@hotmail.com
Location: Office building
Distance from airport: 8 miles, 15 minutes
CL, TK, TKO, MP, VC, VE
Multiple 12x20 Obs. Rm. Seats 30
Multiple 30x30 Obs. Rm. Seats 30

Louisiana

Baton Rouge

Survey Communications, Inc.
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
CL, 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

Car-Lene Research, Inc.
North Shore Square Mall
5038 North Shore Blvd., Ste. 5038
Slidell, LA 70460
Ph. 504-847-0405
Fax 504-847-0042
E-mail: carlenenola@hotmail.com
www.car-leneresearch.com
Josh Barger, Manager
Location: Shopping mall
1/1, 1/10R, TK, VE
(See advertisement on p. 149)

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

New Orleans Field Services
257 Bonnabel Blvd.
Metairie, LA 70005-3738
Ph. 504-833-0641
Fax 504-834-2005
Peggy or Andrea Gereighty
Location: Freestanding facility
Distance from airport: 6 miles, 15 minutes
1/1, 1/10R, MP, VE
Conference 18x18 Obs. Rm. Seats 8

SRS FOR EXCELLENCE IN QUALITATIVE SERVICES

- Tiered client viewing room (24 feet x 14 feet)
- Private client office attached
- One way mirror (18 feet x 5 feet) with writing shelf
- Expertise in random recruitment
- Experienced moderator on staff

SOUTHERN RESEARCH SERVICES

100 Mallard Creek Rd., #200 • Louisville, KY 40207 • Phone: (502) 454-0771

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Video/Web Conf. 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.

NGL Research Services - New Orleans
 4300 S. I-10 Service Rd. W., Ste. 115
 Metairie, LA 70001
 Ph. 504-456-9025
 Fax 504-456-9072
 E-mail: nglrsch@bellsouth.net
 www.nglresearch.com
 Lena Webre, Project Director
 Location: Office building
 Distance from airport: 4 miles, 5 minutes
 CL, 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.southernpectrum.com
 Agnes White
 Location: Office building
 Distance from airport: 10 miles, 12 minutes
 CL, 1/1, 1/1OR, MP, VE
 Conference 17x19 Obs. Rm. Seats 20
 Conference 11x14 Obs. Rm. Seats 8
 Conference 16x18 Obs. Rm. Seats 15

Maine

Portland

Critical Insights, Inc.
 120 Exchange St.
 Portland, ME 04101
 Ph. 207-772-4011
 Fax 207-772-7027
 E-mail: mef@criticalinsights.com
 Joan Frustaci
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 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
 E-mail: rmarket1@maine.rr.com
 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 or 207-871-8622
 Fax 207-774-4842
 E-mail: pmurphy@maine.rr.com
 www.panatlantic.net
 Patrick O. Murphy, President
 Location: Office building
 Distance from airport: 5 miles, 10 minutes
 CL, 1/1, 1/1OR, 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: kskopins@aimbalt.com
 www.aimresearchnetwork.com
 Carl Iseman
 Location: Office building
 Distance from airport: 27 miles, 35 minutes
 CL, 1/1, 1/1OR, 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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- Centralized location - Baltimore is close to Washington D.C., New Jersey, Philadelphia and New York.
- Executive, Medical & Consumer recruiting which also includes the 2% incidence projects.
- Accurate and proper recruiting done in-house. Computerized database of more than 10,000 households and growing all the time.
- All specs are met to your qualifications and rescreened prior to the group.
- Telephone interviewing is completely supervised at all times.

- 25 line phone center complete with on & off premise telephone monitoring capabilities.
- 25 full & part time trained interviewers using the MRA Video taped training program.
- Executive & extensive medical indepth interviewing with 70,000 health care professionals & complete hospital database on computer.
- Convention interviewing, in-store interviewing, store audits and mystery shopping.

For more information on your next focus group or telephone survey, call Bruce Schulman or Debbie Caplan

Chesapeake Surveys is a member of GroupNet videoconferencing network and is a div. of Migliara/Kaplan, Inc., an NFO Worldwide Company



Chesapeake Surveys • 4 Park Center Court • Suite 100 • Owings Mills, MD 21117 • (410) 356-3566

Baltimore Research
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
www.bayareamarketingresearch.com
Tamara Zwingelberg, President
Location: Freestanding facility
1/1, 1/1OR, TK, VE
Conference 14x30 Obs. Rm. Seats 15

Car-Lene Research, Inc.
Towson Town Center
825 Dulaney Valley Rd., #105
Towson, MD 21204
Ph. 410-823-7900
Fax 410-823-7868
E-mail: carlenebalt1@earthlink.net
www.car-leneresearch.com
Sylvia Sandler, Manager
Location: Shopping mall
1/1, 1/1OR, TK, VE
(See advertisement on p. 149)

Car-Lene Research, Inc.
(Opening November 2000)
Arundel Mills
7000 Arundel Mills Blvd., Space 324
Hanover, MD 21076
Ph. 443-755-8880
Fax 443-755-8884
www.car-leneresearch.com
Sylvia Yeager, Manager
Location: Shopping mall
1/1, 1/1OR, TK, VE
(See advertisement on p. 149)

Chesapeake Surveys
4 Park Center Ct., Ste. 100
Owings Mills, MD 21117
Ph. 410-356-3566
Fax 410-581-6700
E-mail: chessurv@migkap.com
Bruce A. Schulman, President
Location: Office building
Distance from airport: 25 miles, 30 minutes
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. 160)

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
Distance from airport: 18 miles, 25 minutes
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
Distance from airport: 30 miles, 25 minutes
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

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
Location: Office building
CL, 1/1, VE
Conference 13x20 Obs. Rm. Seats 15

House Market Research, Inc.
1829 Reisterstown Rd., Ste. 200
Baltimore, MD 21208
Ph. 410-602-2800
Fax 410-602-2806
E-mail: KHSHMR@aol.com
www.housemarketresearch.com
Karen House Sapp
Location: Office building
Distance from airport: 10 miles, 15 minutes
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
Distance from airport: 9 miles, 12 minutes
CL, VE
Conference 12x18 Obs. Rm. Seats 12

Observation Baltimore
A Div. of The Family Research Group, Inc.
300 W. Pratt St., Ste. 250
Baltimore, MD 21201
Ph. 410-332-0400
Fax 410-332-0403
E-mail: dd@obaltimore.com
www.observationbaltimore.com
Debra Davis, V.P. Operations
Location: Office building
Distance from airport: 11 miles, 15 minutes
CL, VE
Conference 15x20 Obs. Rm. Seats 10
(See advertisement on p. 161)


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- Consumer
- B to B
- Medical



- Moderating
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- And more...

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Baltimore



A division of The Family Research Group

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www.ObservationBaltimore.com

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1-800-FIRST-TX



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Market
Research**

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(800) 347-7811 or (617) 236-7080
2301 Hancock Drive, Austin, TX 75756
(800) 347-7889 or (512) 451-4000

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.

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 20x17 Obs. Rm. Seats 15
Multiple 20x17 Obs. Rm. Seats 15
Conference 20x17 Obs. Rm. Seats 14
Conference 25x25 Obs. Rm. Seats 20

Boston Field & Focus
D/B/A Performance Plus
4 Faneuil Hall Marketplace
S. Bldg., 3rd fl.
Boston, MA 02109
Ph. 508-872-1287
Fax 508-879-7108
www.performanceplusboston.com
Shirley Shames, President

Location: Office building
Distance from airport: 2 miles, 5 minutes
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
Distance from airport: 5 miles, 20 minutes
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
E-mail: carleneboston@earthlink.net
www.car-leneresearch.com
Steve Martin, Manager
Location: Shopping mall
1/1, 1/1OR, TK, VE
Conference 08x06 Obs. Rm. Seats 2
(See advertisement on p. 149)

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 facility
Distance from airport: 4 miles, 10 minutes
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 Worcester St., Ste. 1004
Natick, MA 01760-1553
Ph. 904-677-5644
Fax 904-677-5534
E-mail: BOST@cunninghamresearch.com
www.cunninghamresearch.com
Location: Shopping mall
Distance from airport: 25 miles
1/1, 1/1OR, TK, VC, VE
Conference Obs. Rm. Seats 4
(See advertisement on p. 130)

Discovery - National Qualitative Network

Boston Focus
Apple Hill
600 Worcester Rd.
Natick, MA 01760
Ph. 508-653-8000
Fax 508-653-0258
E-mail: boston@discovery-nqn.com
www.discovery-nqn.com
Pam Auclair, Manager
Location: Office building
Distance from airport: 22 miles, 40 minutes
CL, 1/1, TK, MP, VC, VE
Conference 18x22 Obs. Rm. Seats 15
Conference 17x22 Obs. Rm. Seats 12
(See advertisement on p. 105)

Fieldwork Boston, Inc.

800 South St., Ste. 105
Waltham, MA 02453
Ph. 781-899-3660
Fax 781-893-5574
E-mail: info@boston.fieldwork.com
www.fieldwork.com
Maria Kvschel, Project Supervisor
Location: Office building
Distance from airport: 15 miles, 20 minutes
CL, 1/1, 1/1OR, VC, VE
Conference 17x16 Obs. Rm. Seats 16
Conference 19x17 Obs. Rm. Seats 12
Conference 19x19 Obs. Rm. Seats 15
(See advertisement on the Back Cover)

First Market Research Corp.

656 Beacon St., 6th fl.
 Boston, MA 02215
 Ph. 800-FIRST-1-1 or 617-236-7080
 Fax 617-267-9080
 E-mail: sarahf@ziplink.net
 www.firstmarket.com
 Sarah Foster or Jack Reynolds
 Location: Office building
 Distance from airport: 8 miles, 30 minutes
 VE
 Conference 13x16 Obs. Rm. Seats 8
 (See advertisement on p. 162)

Focus On Boston

30 Rowes Wharf
 Boston, MA 02110
 Ph. 617-946-0755
 Fax 617-946-0850
 Terri-Lynn Hawley, Sr. Vice President
 Jeff Macalalad, Operations Manager
 Location: Office building
 1/1, 1/10R, 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

Focus On Boston (High Tech Center)

75 Third Ave.
 (opposite the Westin Hotel)
 Waltham, MA 02451
 Ph. 617-946-0755
 Fax 617-946-0850
 Larry Jenkins, Vice President
 John Zebierek, Sr. Project Director
 Location: Office building
 CL, 1/1, 1/10R, MP, VE
 Conference 20x20 Obs. Rm. Seats 14
 Conference 12x09 Obs. Rm. Seats 7

Focus On Boston (Suburban)

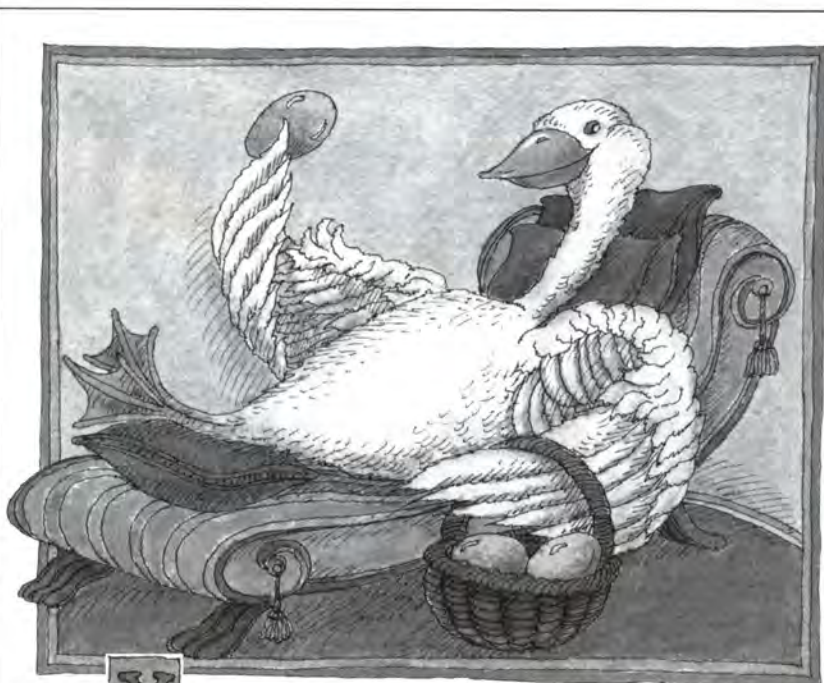
South Shore Executive Park
 Braintree, MA 02184
 Ph. 617-946-0755
 Fax 617-946-0850
 Larry Jenkins, Vice President
 John Zebierek, Sr. Project Director
 Beth Ann Strenge, Facility Manager
 Location: Office building
 TK, VE
 Conference 20x20 Obs. Rm. Seats 14
 Conference 20x20 Obs. Rm. Seats 14
 Conference 20x20 Obs. Rm. Seats 14

Focus Pointe - Boston

18 Tremont St., 11th fl.
 Boston, MA 02108
 Ph. 617-573-0808
 Fax 617-227-6540
 E-mail: nbatterton@mlr.net
 www.focuspointe.net
 Nancy Batterton, Facility Manager
 Location: Office building
 Distance from airport: 2 miles, 10 minutes
 CL, 1/1, 1/10R, 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 advertisements on pp. 163, 201)

Maguire Associates, Inc.
 135 South Rd.
 Bedford, MA 01730
 Ph. 781-280-2900 or 800-581-1775
 Fax 781-280-2909
 E-mail: mail@maguireassoc.com
 www.maguireassoc.com
 Kathleen Dawley, President
 Location: Office building
 1/1, VC, VE
 Conference 12x30 Obs. Rm. Seats 20

National Field & Focus, Inc.
 190 N. Main
 Natick, MA 01760
 Ph. 508-655-1926
 Fax 508-655-0096
 E-mail: nff@ma.ultranet.com
 www.nationalfieldandfocus.com
 Brenda Chartoff, President
 Location: Office building
 Distance from airport: 18 miles, 35 minutes
 CL, 1/1, 1/10R, TK, MP, VE
 Conference 20x21 Obs. Rm. Seats 15
 Conference 17x14 Obs. Rm. Seats 8
 Multiple 23x23 Obs. Rm. Seats 15



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 100 North 17th Street, 3rd floor, Philadelphia, PA 19103, Tel: (800)220-5088, Fax: (215) 561-6525
 225 City Line Avenue, Suite 10, Bala Cynwyd, PA 19004, Tel: (610) 949-9100, Fax: (610)949-9300

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Video/Web Conf. 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.

National Qualitative Centers, Inc.
 545 Boylston St.
 Boston, MA 02116
 Ph. 800-335-1222 or 617-424-8800
 Fax 617-262-2156
 E-mail: nqcgboston@aol.com
 www.nqc-focus.com

Scott Januzzi, Co-Operations Manager
 Location: Office building
 CL, 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
 E-mail: doyle@panelopinions.com
 www.panelopinions.com
 Eileen Doyle, President
 Location: Office building
 Distance from airport: 16 miles, 30 minutes
 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
 Karen Daily Stahl, Partner
 Location: Office building
 Distance from airport: 25 miles, 40 minutes
 CL, MP, 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
 www.performanceplusboston.com
 Shirley Shames, President
 Location: Office building
 Distance from airport: 20 miles, 35 minutes
 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

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 Tippett, Vice President
 Location: Office building
 Distance from airport: 20 miles, 25 minutes
 1/1, 1/1OR, TK, VE
 Conference 16x20 Obs. Rm. Seats 15

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
 www.socialmarketing.org
 Bill Schroer, Principal
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 VE
 Conference 11x18 Obs. Rm. Seats 7

Detroit

Advantage Research Services, Inc.
 33620 Five Mile Rd.
 Livonia, MI 48154
 Ph. 734-261-8377
 Fax 734-261-8477
 E-mail: Advantage3@aol.com
 www.advantageresearch.net
 David Sokolowski, President
 Location: Freestanding facility
 Distance from airport: 10 miles, 20 minutes
 CL, 1/1, TK, VE
 Multiple 20x20 Obs. Rm. Seats 20

Consumer Pulse of Detroit-WATS
 725 S. Adams Rd., Ste. 265
 Birmingham, MI 48009
 Ph. 248-540-5330 or 800-336-0159
 Fax 248-645-5685
 E-mail: detroitwats@consumerpulse.com
 www.consumerpulse.com
 Robert Rochte, Director
 Location: Office building
 Distance from airport: 40 miles, 40 minutes
 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: pcrimmins@crimminsandforman.com
 www.crimminsandforman.com
 Paula Crimmins, Partner
 Location: Freestanding facility
 Distance from airport: 30 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, 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
 www.crimminsandforman.com
 Paula Crimmins, Partner
 Location: Freestanding facility
 Distance from airport: 30 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, VC, 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
 Distance from airport: 60 miles
 1/1, 1/1OR, MP, VC, VE
 Conference Obs. Rm. Seats 6
 (See advertisement on p. 130)

Delve

(Formerly Quality Controlled Services - QCS)
 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@delve.com
 www.delve.com
 Dianne Flock, Branch Manager
 Location: Office building
 Distance from airport: 30 miles, 35 minutes
 CL, MP, VC, VE
 Conference 23x16 Obs. Rm. Seats 12
 (See advertisement on p. 173)

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
 Kelly O'Brien
 Location: Office building
 Distance from airport: 20 minutes
 1/1, 1/1OR, VE
 Conference 17x13 Obs. Rm. Seats 4

MORPACE International FOCUS GROUP STUDIOS "Michigan's Finest Focus Group Facility!"



CLT Studio



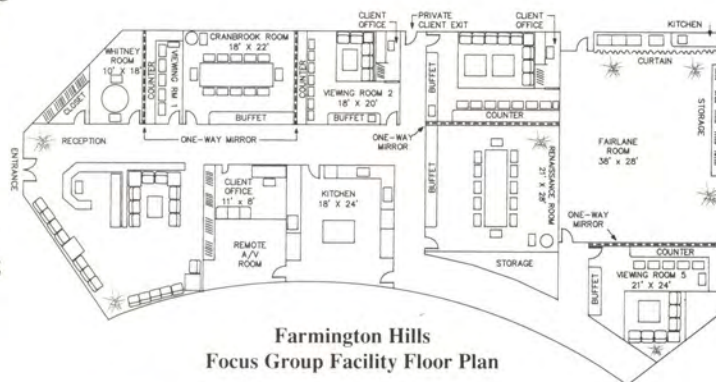
Observation Room

Focus Group Studio Services:

- FULL RANGE OF SERVICES include moderating and multiple city project management.
- MICHIGAN'S FINEST FACILITY includes one large CLT studio, two 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, full-duplex Polycom® SoundStation®, high-speed Internet connection, cable TV access, and Perception Analyzers®.
- MEMBER FocusVision® providing videoconferencing utilizing PictureTel Concorde 4500.
- FULL SERVICE KITCHEN, gourmet catering.
- QUALITY RECRUITING to your specifications, SIGMA VALIDATION.

Additional Capabilities Include:

- HOLLYWOOD HOUSE STUDIO, new state-of-the-art focus group facility in London, UK. Provides PictureTel videoconferencing
- 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 - Video/Web Conf. 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
 La'Von Tarleton, Manager
 Location: Shopping mall
 Distance from airport: 25 miles
 1/1, 1/1OR, TK, VE
 Conference 20x40 Obs. Rm. Seats 5

Gongos & Associates, Inc.
 6001 N. Adams Rd., Ste. 250
 Bloomfield Hills, MI 48304
 Ph. 248-205-9500
 Fax 248-205-9501
 E-mail: cnicita@gongos.com
 www.gongos.com
 Tonya Jiles
 Location: Office building
 Distance from airport: 30 miles, 45 minutes
 CL, VE
 Multiple 26x18 Obs. Rm. Seats 16

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@morpac.com
 www.morpac.com
 Amie Saltzman, Project Director
 Location: Office building
 Distance from airport: 25 miles, 40 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Conference 18x22 Obs. Rm. Seats 14
 Conference 20x28 Obs. Rm. Seats 20
 CLT 38x28 Obs. Rm. Seats 14
 (See advertisement on p. 165)

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
 Distance from airport: 20 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, VC, VE
 Conference 15x16 Obs. Rm. Seats 20
 Conference 19x24 Obs. Rm. Seats 12

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 facility
 1/1, 1/1OR, TK, TKO, VE
 Multiple 16x18 Obs. Rm. Seats 20
 Conference 12x18 Obs. Rm. Seats 12

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
 Debra Power, Director
 Location: Office building
 Distance from airport: 20 miles, 20 minutes
 VE
 Conference 25x15 Obs. Rm. Seats 6

RDA Group
 450 Enterprise Ct.
 Bloomfield Hills, MI 48302
 Ph. 248-332-5000
 Fax 248-332-4168
 E-mail: abenson@rdagroup.com
 www.rdagroup.com
 Ann Benson, Vice President
 Location: Freestanding facility
 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
 Distance from airport: 22 miles, 25 minutes
 CL, 1/1, 1/1OR, TK, VC, VE
 Conference 26x16 Obs. Rm. Seats 30
 Conference 25x16 Obs. Rm. Seats 15
 Conference 21x15 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
 Distance from airport: 30 miles, 35 minutes
 1/1, TK, VC, VE
 Conference 14x27 Obs. Rm. Seats 15

Yee/Minard & Associates, Inc.
 31700 Middlebelt Rd., Ste. 240
 Farmington Hills, MI 48334
 Ph. 248-539-5250
 Fax 248-539-5252
 E-mail: ascottmontgomery@yeeminard.com
 Don Minard
 Location: Office building
 Distance from airport: 30 miles, 30 minutes
 CL, 1/1, VE
 Conference 18x18 Obs. Rm. Seats 20

Grand Rapids

Advantage Western Michigan Research, Inc.
 6159 28th St. S.E.
 Grand Rapids, MI 49546
 Ph. 616-949-8724
 Fax 616-949-8511
 E-mail: advantagegr@aol.com
 www.advantageresearch.net
 Kimberly Brandt, Director of Research
 Location: Office building
 Distance from airport: 5 miles, 10 minutes
 CL, 1/1, TK, MP, VE
 Conference 18x30 Obs. Rm. Seats 15

Datatrack
 A Div. of Wirthlin Worldwide
 2401 Camelot Ct. S.E.
 Grand Rapids, MI 49546
 Ph. 616-954-0303
 Fax 616-954-0001
 E-mail: info@datatracksolutions.com
 www.datatracksolutions.com
 Kevin Scheppman, Field Director
 Location: Office building
 CL, VE
 Conference 16x19 Obs. Rm. Seats 14

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
 Distance from airport: 3 miles, 5 minutes
 CL, VE
 Conference 17x18 Obs. Rm. Seats 12

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 facility
 Distance from airport: 13 miles, 18 minutes
 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
www.capitolresearchservice.com
Rachelle Souser Neal, President
Location: Freestanding facility
Distance from airport: 8 miles, 20 minutes
1/1, 1/10R, TK, MP, VE
Conference 18x20 Obs. Rm. Seats 14
Conference 13x10 Obs. Rm. Seats 8
Conference 28x17 Obs. Rm. Seats 4

Minnesota

Minneapolis/St. Paul

Car-Lene Research, Inc.
Brookdale Center
1269 Brookdale
Brooklyn Center, MN 55430
Ph. 763-585-1858
Fax 763-585-1859
E-mail: carlenemnbnd@earthlink.net
www.car-leneresearch.com
Jaime Rodriguez, Manager
Location: Shopping mall
1/1, 1/10R, TK, VE
(See advertisement on p. 149)

Car-Lene Research, Inc.
Southdale Mall
0306 Southdale Mall
Edina, MN 55435
Ph. 952-922-1444
Fax 952-922-1999
E-mail: carlenempls2@earthlink.net
www.car-leneresearch.com
L'Tanya Wise, Manager
Location: Shopping mall
1/1, 1/10R, TK, VE
Conference 10x08 Obs. Rm. Seats 2
(See advertisement on p. 149)

Comprehensive Research
1740 N. Rice St., lower level
St. Paul, MN 55113
Ph. 651-489-3200
Fax 651-481-0020
E-mail: CRG2900@aol.com
www.crginc.org
Location: Office building
Distance from airport: 12 miles, 15 minutes
1/1, 1/10R, TK, MP, VE
Multiple 20x16 Obs. Rm. Seats 12
Multiple 18x10 Obs. Rm. Seats 8
Multiple 22x20 Obs. Rm. Seats 4
Multiple 10x8 Obs. Rm. Seats 4

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
www.foodperspectives.com
Marilyn Rausch
Location: Office building
Distance from airport: 20 miles, 30 minutes
TK, MP, VE
Conference 19x12 Obs. Rm. Seats 8

Cook Research & Consulting, Inc.
6600 France Ave. S., Ste. 214
Minneapolis, MN 55435
Ph. 952-920-6251
Fax 952-920-1230
E-mail: cookresearch@att.net
Harold Cook
Location: Office building
Distance from airport: 7 miles, 12 minutes
CL, TK, VE
Conference 17x18 Obs. Rm. Seats 15

FOCUS

Minneapolis • St. Paul Market
29 Years of Qualitative Expertise

FOCUS Experience reliable, conscientious service and hospitable staff while enjoying spacious, modern suites.

FOCUS is the only agency in the Twin Cities that offers you the best geographic and demographic representation with **two** locations and **five** focus rooms to serve you. Both facilities are conveniently located to the airport and fine hotels.

FOCUS specializes in qualitative recruitment and adheres to the highest standards of the industry and beyond. We understand your need for personalized service and a pleasant working atmosphere.

- Two locations and five focus rooms
- Consumer, Medical and Business Recruiting
- Test Kitchen with Viewing
- FocusVision Video Conferencing
- FocusVision On Line/Video Streaming
- GroupNet Video Conferencing

FOCUS We are the agency that does Qualitative best with 29 years of expertise!

Call Judy Opstad, Bob Yoerg or Cindy Uttech for your next qualitative project at 612•869•8181.

The Midwest and the Southwest
Come See Us in the Phoenix Market

FOCUS Market
Research INC.
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 - Video/Web Conf. 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

Maplewood Mall
 3001 White Bear Ave N., Ste. 2013
 Maplewood, MN 55109
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: MINM@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 1/1, 1/1OR, TK, TKO, VE
 (See advertisement on p. 130)

Cunningham Field & Research Service

Northtown Mall
 310 Northtown Dr.
 Blaine, MN 55434
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: minn@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 Distance from airport: 30 miles
 1/1, 1/1OR, TK, MP, VC, VE
 Conference Obs. Rm. Seats 6
 (See advertisement on p. 130)

Delve

(Formerly Quality Controlled Services - QCS)
 2051 Killebrew Dr., Ste. 680
 Bloomington, MN 55425
 Ph. 800-526-5718 or 952-858-1550
 Fax 952-858-1580
 E-mail: postmaster@delve.com
 www.delve.com
 Kathleen Fischbach, Branch Manager
 Location: Office building
 Distance from airport: 1 miles, 3 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Conference 20x20 Obs. Rm. Seats 15
 Conference 20x18 Obs. Rm. Seats 12
 (See advertisement on p. 173)

Dennis And Company Research, Inc.

3800 W. 80th St., Ste. 270
 Bloomington, MN 55431
 Ph. 952-837-8750
 Fax 952-837-8759
 www.dacresearch.com
 J.C. Savage, Sr. Vice President
 Location: Office building
 Distance from airport: 5 miles, 15 minutes
 CL, 1/1, 1/1OR, TK, TKO, MP, VE
 Conference 15x26 Obs. Rm. Seats 18
 Conference 12x14 Obs. Rm. Seats 10

Discovery - National Qualitative Network

Minneapolis Focus
 Skyline Square Professional Building
 12940 Harriet Ave. S.
 Burnsville, MN 55337
 Ph. 612-894-5868
 Fax 612-894-8270
 E-mail: minneapolis@discovery-nqn.com
 www.discovery-nqn.com
 Sharon Osborne-Bale, Manager
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, TK, MP, VC, VE
 Conference 20x19 Obs. Rm. Seats 16
 Conference 17x16 Obs. Rm. Seats 10
 (See advertisement on p. 105)

Fieldwork Minneapolis, Inc.

Centennial Lakes Office Park
 7650 Edinborough Way, Ste. 700
 Edina, MN 55435
 Ph. 952-837-8300
 Fax 952-837-8301
 E-mail: info@minneapolis.fieldwork.com
 www.fieldwork.com
 Denice Duncan, President
 Location: Office building
 Distance from airport: 7 miles, 15 minutes
 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 Crossings, Ste. 160
 Minneapolis, MN 55423
 Ph. 612-869-8181
 Fax 612-869-8109
 E-mail: minneapolis@focusmarketresearch.com
 www.focusmarketresearch.com
 Judy Opstad
 Bob Yoerg
 Cindy Uttech
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 CL, TK, MP, VC, VE
 Multiple 21x22 Obs. Rm. Seats 16
 Conference 21x22 Obs. Rm. Seats 16
 Conference 21x22 Obs. Rm. Seats 16
 (See advertisements on pp. 99, 167)

Focus Market Research, Inc.

4956 Lincoln Dr.
 Minneapolis, MN 55436
 Ph. 612-869-8181
 Fax 612-869-8109
 E-mail: minneapolis@focusmarketresearch.com
 www.focusmarketresearch.com
 Judy Opstad
 Bob Yoerg
 Cindy Uttech
 Location: Office building
 Distance from airport: 12 miles, 20 minutes
 CL, TK, TKO, VC, VE
 Multiple 19x15 Obs. Rm. Seats 14
 Conference 15x15 Obs. Rm. Seats 14
 (See advertisements on pp. 99, 167)

Friedman Marketing Services

Consumer Opinion Center
 Burnsville Center Mall
 1178 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 Weiss, Manager
 Location: Shopping mall
 Distance from airport: 18 miles
 TK, VE
 Conference 12x16 Obs. Rm. Seats 6

Ideas To Go, Inc.

One Main at Riverplace, Ste. 504
 Minneapolis, MN 55414
 Ph. 612-331-0204
 Fax 612-331-1602
 E-mail: mgrau@ideastogo.com
 www.ideastogo.com
 Maureen Grau, Facility Wizard
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, 1/1, VE
 Multiple 24x20 Obs. Rm. Seats 16
 Multiple 22x18 Obs. Rm. Seats 10
 Multiple 23x18

The Leede Group LLC

10,000 Hwy. 55
 Minneapolis, MN 55441
 Ph. 763-595-5824
 Fax 763-595-5852
 E-mail: dfriese@leedersearch.com
 www.leede.com
 Deborah Friese, Manager/Director
 Location: Office building
 Distance from airport: 20 miles, 25 minutes
 CL, 1/1, 1/1OR, TK, TKO, MP, VE
 Conference 15x26 Obs. Rm. Seats 14
 Conference 12x15 Obs. Rm. Seats 14

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, TK, VE
 Conference 14x24 Obs. Rm. Seats 8

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
 Distance from airport: 15 miles, 15 minutes
 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 952-831-4911
 Fax 952-831-4913
 E-mail: info@ormanguidance.com
 www.ormanguidance.com
 Allan Orman or Rosemary Sundin
 Location: Office building
 Distance from airport: 9 miles, 15 minutes
 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

Research Systems, Inc.

2000 S. Plymouth Rd., Ste. 120
 Minnetonka, MN 55305
 Ph. 952-544-6334
 Fax 952-544-6764
 E-mail: RESSYSWHIT@aol.com
 Bill Whitney, President
 Location: Office building
 Distance from airport: 25 miles, 30 minutes
 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. 169)

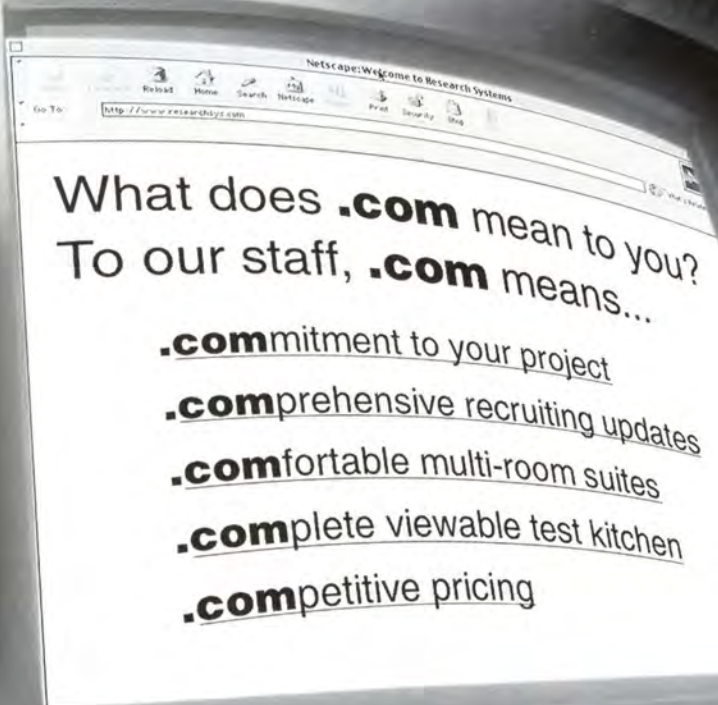
The TCI Group
 3225 Hennepin Ave., S.
 Minneapolis, MN 55408
 Ph. 612-823-6214
 Fax 612-823-6215
 E-mail: bethfischer@theTCIGroup.com
 www.theTCIGroup.com
 Beth Fischer, President
 Location: Freestanding facility
 Distance from airport: 7 miles, 20 minutes
 1/1OR, VE
 Conference 17x23 Obs. Rm. Seats 6

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
 Distance from airport: 8 miles, 15 minutes
 1/1, VE
 Conference 20x15 Obs. Rm. Seats 10

RESEARCH
 SYSTEMS, INC.



Research Systems, the full service research firm that independent moderators and companies have depended on for 23 years. Two complete large focus group suites. Two living room settings for one-on-ones and small groups. Eight internet-connected workstations for web design, usability research and software development. Client conference/dining room and full test kitchen.

Research Systems does its own monitored recruiting. We also provide off-site interviewing and conduct quantitative studies from our 24-line phone center.

RESEARCH
 SYSTEMS, INC.

E-mail: ResSysWhit@aol.com

2000 Plymouth Road, Suite 120
 Minnetonka, MN 55305
 Ph: (952) 544-6334 Fx: (952) 544-6764

2001 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 - Video/Web Conf. 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
 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
 Ruth Davis, Manager
 Location: Shopping mall
 Distance from airport: 15 miles
 TK, VE
 Conference 10x15 Obs. Rm. Seats 6

Mitcham Strategic Partners, Inc.
 1830 Crane Ridge Dr.
 Jackson, MS 39216
 Ph. 601-362-4800 or 800-880-9207
 Fax 601-366-9585
 E-mail: cindy@mitcham.com
 www.mitcham.com
 Cindy Mitcham or Cliff Bennett
 Location: Freestanding facility
 Distance from airport: 5 miles, 10 minutes
 1/1, 1/1OR, MP, VE
 Conference 12x25 Obs. Rm. Seats 12
 Living 12x12 Obs. Rm. Seats 8

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
 Kathleen Anger, President
 Location: Office building
 Distance from airport: 15 miles, 15 minutes
 CL, 1/1, 1/1OR, VE
 Conference 12x22 Obs. Rm. Seats 8

Kansas City

Delve
 (Formerly Quality Controlled Services - QCS)
 9233 Ward Pkwy., Ste. 150
 Kansas City, MO 64114
 Ph. 800-628-3428 or 816-361-0345
 Fax 816-361-3580
 E-mail: postmaster@delve.com
 www.delve.com
 Iva Schlatter, Group Manager
 Location: Office building
 Distance from airport: 30 miles, 40 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Conference 21x21 Obs. Rm. Seats 18
 Conference 20x19 Obs. Rm. Seats 10
 (See advertisement on p. 173)

Delve
 (Formerly Quality Controlled Services - QCS)
 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@delve.com
 www.delve.com
 Iva Schlatter, Group Manager
 Location: Office building
 Distance from airport: 35 miles, 40 minutes
 CL, 1/1, TK, MP, VC, VE
 Conference 20x25 Obs. Rm. Seats 18
 Conference 17x20 Obs. Rm. Seats 12
 Conference 20x20 Obs. Rm. Seats 9
 (See advertisement on p. 173)

Essential Market Research
 8080 Ward Pkwy., Ste. 201
 Kansas City, MO 64114
 Ph. 816-333-2344
 Fax 816-333-4596
 E-mail: c.anderson@emr.kc.com
 www.emr.kc.com
 Cheryl Anderson, Project Manager
 Location: Office building
 Distance from airport: 30 miles, 60 minutes
 CL, 1/1, 1/1OR, VE
 Conference 24x16 Obs. Rm. Seats 12
 Conference 12x14 Obs. Rm. Seats 4

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 facility
 Distance from airport: 35 miles, 45 minutes
 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

Market Directions, Inc.
 911 Main St., Ste. 300
 Kansas City, MO 64105
 Ph. 816-842-0020
 Fax 816-472-5177
 E-mail: lisa@marketdirections.com
 www.marketdirections.com
 Lisa R Emmert, Field Manager
 Location: Office building
 CL, 1/1, VE
 Conference 17x20 Obs. Rm. Seats 10

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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

St. Louis

ACG Research Solutions

An IBM Company
Pierre Laclède 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 or Steve Lemon
Location: Office building
Distance from airport: 10 miles, 20 minutes
CL, 1/1, TK, VE
Conference 21x24 Obs. Rm. Seats 18
(See advertisement on p. 171)

Car-Lene Research, Inc.
Alton Square Mall
200 Alton Square, #203B
Alton, IL 62002
Ph. 618-462-1173
Fax 618-462-1180
E-mail: carlenealton@earthlink.net
www.car-leneresearch.com
Jason Sprakties, Manager
Location: Shopping mall
1/1, 1/10R, TK, VE
Conference 08x08 Obs. Rm. Seats 3
(See advertisement on p. 149)

Car-Lene Research, Inc.
South County Mall
Hwy. 55 & Lindbergh Blvd.
St. Louis, MO 63129
Ph. 314-845-2002
Fax 314-845-6254
E-mail: carlenesc@earthlink.net
www.car-leneresearch.com
Marie Sykes, Manager
Location: Shopping mall
1/1, 1/10R, TK, VE
(See advertisement on p. 149)

Consumer Opinion
10403 Clayton Rd.
St. Louis, MO 63131
Ph. 314-692-2686
Fax 314-692-2427
Kathleen Dunn
Location: Office building
Distance from airport: 7 miles, 10 minutes
1/1, 1/10R, TK, VE
Conference 21x18 Obs. Rm. Seats 20
Conference 18x18 Obs. Rm. Seats 10
Conference 15x15 Obs. Rm. Seats 10

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: jcv@pragmatic-research.com
www.pragmatic-research.com
John Voda, Director Research
Location: Office building
Distance from airport: 15 minutes
1/1, 1/10R, 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
Distance from airport: 45 miles
1/1, 1/10R, MP, VC
Conference Obs. Rm. Seats 4
(See advertisement on p. 130)

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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 - Video/Web Conf. 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.

Delve

(Formerly Quality Controlled Services - QCS)
 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@delve.com
 www.delve.com
 Deborah Moore, Branch Manager
 Location: Office building
 Distance from airport: 14 miles, 20 minutes
 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. 173)

Fact Finders, Inc.
 1852 Craig Park Ct.
 St. Louis, MO 63146
 Ph. 314-469-7373
 Fax 314-214-4138
 E-mail: factfinder@primary.net
 www.ffinet.com
 Claire Bruno-Bacon
 Location: Freestanding facility
 Distance from airport: 10 miles, 15 minutes
 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 facility
 Distance from airport: 12 miles, 20 minutes
 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: vtthies@doanemr.com
 www.mkteam.com
 Vicki Thies
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, MP, 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: lwims@stlnet.com
 www.mhorizons.com
 Loren Wims, Vice President
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 1/1, TK, VE
 Conference 18x22 Obs. Rm. Seats 12
 (See advertisement on p. 172)

Marketing Horizons, Inc.-South

11166 Tesson Ferry
 St. Louis, MO 63123
 Ph. 314-432-1957
 Fax 314-432-7014
 E-mail: lwims@stlnet.com
 www.mhorizons.com
 Loren Wims, Vice President
 Location: Office building
 Distance from airport: 22 miles, 30 minutes
 VE
 Conference 24x20 Obs. Rm. Seats 10
 (See advertisement on p. 172)

Peters Marketing Research, Inc.
 12400 Olive Blvd., Ste. 225
 St. Louis, MO 63141-5437
 Ph. 314-469-9022
 Fax 314-469-7436
 E-mail: amanda@petersmktg.com
 www.petersmktg.com
 Amanda Peters-Luke
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 CL, VC, VE
 Conference 12x22 Obs. Rm. Seats 14
 Conference 17x18 Obs. Rm. Seats 18

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
 Distance from airport: 7 miles, 10 minutes
 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

Bryles Research, Inc.
 227 Battlefield Mall
 Springfield, MO 65804
 Ph. 417-887-1035
 Fax 417-887-0209
 E-mail: nancy@brylesresearch.com
 www.brylesresearch.com
 Bob Bryles, President
 Location: Shopping mall
 Distance from airport: 8 miles, 20 minutes
 1/1, 1/1OR, TK, MP, VE
 Conference 13x15 Obs. Rm. Seats 8

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St. Louis



CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Video/Web Conf. 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.

Montana

Great Falls

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

Omaha

Car-Lene Research, Inc.
 Westroads Shopping Mall
 10000 California
 Omaha, NE 68114
 Ph. 402-343-9090
 Fax 402-343-9191
 E-mail: carleneom@earthlink.net
 www.car-leneresearch.com
 Frank Padilla, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 Conference 13x11 Obs. Rm. Seats 6
 (See advertisement on p. 149)

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, 1/1OR, VC, VE
 (See advertisement on p. 130)

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 facility
 Distance from airport: 15 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, VE
 Conference 23x14 Obs. Rm. Seats 15

Nevada

Las Vegas

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
 Distance from airport: 20 miles
 1/1, TK, MP, VC, VE
 Conference 16x14 Obs. Rm. Seats 8
 (See advertisement on p. 130)

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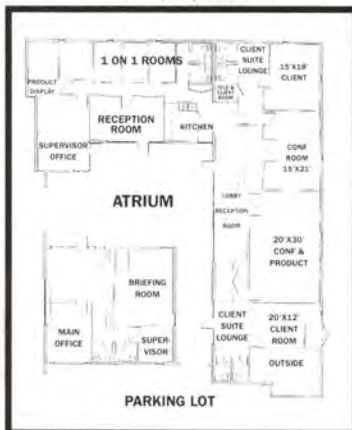
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- Mall Intercepts
- Conventions
- Radio Music Tests
- Mock Jury Trials
- Hispanic Research Capabilities
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 Las Vegas, NV 89109
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 (702) 650-5500
 FAX (702) 650-0729

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

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



Discovery - National Qualitative Network

Las Vegas Focus
 1370 E. Flamingo Rd., Ste. J
 Las Vegas, NV 89119
 Ph. 702-737-3272
 Fax 702-737-1023
 E-mail: lasvegas@discovery-nqn.com
 www.discovery-nqn.com
 Patricia McKinney, Manager
 Location: Office building
 Distance from airport: 4 miles, 10 minutes
 CL, 1/1, TK
 Multiple 18x20 Obs. Rm. Seats 12
 (See advertisement on p. 105)

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 facility
 Distance from airport: 5 miles, 10 minutes
 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. 174)

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: lvsurveys@aol.com
 Carlos Kelley, V.P. Research
 Location: Shopping mall
 Distance from airport: 5 miles, 10 minutes
 1/1, TK, VE
 Conference 16x13 Obs. Rm. Seats 8
 (See advertisement on p. 174)

MRCFocus

101 Convention Center Dr., Plaza 125
 Las Vegas, NV 89109
 Ph. 702-734-7511
 Fax 702-734-7598
 E-mail: research@mrcgroup.com
 www.mrcgroup.com
 Lesley Hodges, Facility Manager
 Location: Office building
 Distance from airport: 5 miles, 10 minutes
 1/1, 1/1OR, VC, VE
 Multiple 26x20 Obs. Rm. Seats 15
 Multiple 26x20 Obs. Rm. Seats 15
 Multiple 26x20 Obs. Rm. Seats 15
 Theater 40x40
 (See advertisement on p. 175)



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 www.mrcgroup.com

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Video/Web Conf. 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.

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
 Distance from airport: 25 miles
 1/1, 1/1OR, TK, VC, VE
 Conference Obs. Rm. Seats 3
 (See advertisement on p. 130)

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
 Distance from airport: 10 miles, 15 minutes
 1/1, 1/1OR, VE
 Conference 16x14 Obs. Rm. Seats 10

New England Interviewing, Inc.
 337 Amhearth St.
 Nashua, NH 03063-1723
 Ph. 603-889-8222
 Fax 603-883-1119
 E-mail: newenglandint@cs.com
 Joan Greene, President
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 1/1, TK, VE
 Conference 19x17 Obs. Rm. Seats 14

New England Interviewing, Inc.
 Qualitative Center
 124 S. River Rd.
 Bedford, NH 03110
 Ph. 603-641-1222
 Fax 603-666-5920
 E-mail: NewEnglandInt.@c.s.com
 Rosemarie Hatin
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 1/1, 1/1OR, TK, MP, VE
 Conference 26x16 Obs. Rm. Seats 20
 Conference 12x14 Obs. Rm. Seats 6

New Jersey

Atlantic City

Survey Central, Inc.
 503 Mill Rd.
 Northfield, NJ 08225
 Ph. 609-383-1700
 Fax 609-383-1783
 E-mail: jdavis@surveycentralinc.com
 www.surveycentralinc.com
 Jody Davis
 Location: Freestanding facility
 Distance from airport: 7 miles, 12 minutes
 VE
 Conference 15x15 Obs. Rm. Seats 10

Northern New Jersey

A La Carte Research, LLC
 400 Kelby St.
 Ft. Lee, NJ 07024
 Ph. 201-346-3888
 Fax 201-346-3999
 E-mail: jmooney@alacarteresearch.com
 www.alacarteresearch.com
 John Mooney, President
 Location: Office building
 Distance from airport: 10 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Conference 21x16 Obs. Rm. Seats 20
 Conference 18x16 Obs. Rm. Seats 20
 Conference 18x15 Obs. Rm. Seats 20
 Conference 13x09 Obs. Rm. Seats 8
 (See advertisements on pp. 177, 185)

Assistance In Marketing/New Jersey
 Continental Plaza
 433 Hackensack Ave.
 Hackensack, NJ 07601
 Ph. 201-488-5888
 Fax 201-488-5780
 E-mail: dweinberg@focusgroupnj.com
 www.aimresearchnetwork.com
 Donna Weinberg, President
 Location: Office building
 Distance from airport: 15 miles, 25 minutes
 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
 E-mail: aimmorristownnj@earthlink.net
 www.aimresearchnetwork.com
 Irene Bing, Managing Director
 Location: Office building
 Distance from airport: 15 miles, 25 minutes
 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
 E-mail: carlenebergen@earthlink.net
 www.car-leneresearch.com
 Nina Velella, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, TKO, VE
 Conference 14x10 Obs. Rm. Seats 5
 (See advertisement on p. 149)

Car-Lene Research, Inc.

Moorestown Mall
 Rte. 38 & Lenola
 Moorestown, NJ 08057
 Ph. 856-231-0600
 Fax 856-231-9575
 E-mail: carlenephilly@earthlink.net
 www.car-leneresearch.com
 Evan Celwyn, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, TKO, VE
 Conference 15x16 Obs. Rm. Seats 12
 (See advertisement on p. 149)

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
 Distance from airport: 45 miles
 1/1, 1/1OR, TK, MP, VC, VE
 Conference Obs. Rm. Seats 5
 (See advertisement on p. 130)

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Parker Plaza
400 Kelby Avenue
Fort Lee, New Jersey 07024
(201) 346-3888 (201) 346-3999 Fax

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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 - Video/Web Conf. 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

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
 Distance from airport: 20 miles
 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. 130)

Discovery - National Qualitative Network

New York Focus
 855 Valley Rd.
 Clifton, NJ 07013
 Ph. 973-470-0044
 Fax 973-470-0397

E-mail: newyork@discovery-nqn.com
 www.discovery-nqn.com

Vickie Griffiths, Manager
 Location: Office building
 Distance from airport: 14 miles, 20 minutes
 CL, 1/1, TK, TKO, VC, VE

Multiple 26x16 Obs. Rm. Seats 20
 Multiple 25x16 Obs. Rm. Seats 20
 (See advertisement on p. 105)

Fieldwork East, Inc.

2 Executive Dr., Ste. 800
 Fort Lee, NJ 07024
 Ph. 201-585-8200
 Fax 201-585-0096
 E-mail: info@ftee.fieldwork.com
 www.fieldwork.com

Carol Tauben
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 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@att.net
 www.focusworldint.com

Gary Eichenholtz, CEO/CFO
 Location: Freestanding facility
 Distance from airport: 20 miles, 35 minutes
 CL, 1/1, 1/1OR, TK, MP, 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: j.glickman@glickmanresearch.com

Lynda Broer
 Location: Office building
 1/1, 1/1OR, VE
 Conference 14x18 Obs. Rm. Seats 15

Hygeia Marketing Associates, Inc.
 1120 Bloomfield Ave., Ste. 100
 West Caldwell, NJ 07006
 Ph. 973-227-8239
 Fax 973-227-8319

E-mail: Hygeia3@aol.com
 Marianne Bange, Partner
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 1/1, VE
 Conference 19x13 Obs. Rm. Seats 8

Marketing Solutions Corporation

2 Ridgedale Ave., Ste. 216
 Cedar Knolls, NJ 07927
 Ph. 973-540-9133
 Fax 973-540-9280

E-mail: MarketingSolutions@ibm.net
 www.marketingsolutionscorp.com
 Location: Office building
 Distance from airport: 15 miles, 30 minutes
 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
 Theater 30x40 Obs. Rm. Seats 15

MEADOWLANDS CONSUMER CENTER INC.

The Plaza at the Meadows
 100 Plaza Dr., 1st fl.
 Secaucus, NJ 07094
 Ph. 201-865-4900 or 800-998-4777
 Fax 201-865-0408

E-mail: Meadowcc@aol.com
 Lauren A. Heger, Field Director
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 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. 179)



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- One-on-one in depth interviewing

Phone: 973-785-4449 • Fax: 973-785-3679 • E-mail: northeastdata@yahoo.com

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, 1/10R, TK, VE
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: info@tamiller.com
www.tamiller.com
Thomas Miller, President
Location: Office building
Distance from airport: 20 miles, 30 minutes
1/1, 1/10R, 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
E-mail: melodysix@aol.com
Melody McGinley Whitelaw, President
Location: Freestanding facility
CL, 1/1, 1/10R, 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: info@northeastdata.net
www.northeastdata.net
Paul Schwartz, President
Location: Shopping mall
Distance from airport: 18 miles, 30 minutes
1/1, 1/10R, TK, VE
Conference 16x18 Obs. Rm. Seats 10
(See advertisement on p. 178)

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 facility
Distance from airport: 30 miles, 35 minutes
CL, 1/1, 1/10R, 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
Distance from airport: 18 miles, 25 minutes
CL, 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
Distance from airport: 30 minutes
CL, 1/1, 1/10R, TK, TKO, MP, VC, VE
Conference 16x26 Obs. Rm. Seats 20
Conference 16x26 Obs. Rm. Seats 20
Conference 15x20 Obs. Rm. Seats 20
Conference 15x20 Obs. Rm. Seats 20
Multiple 15x20 Obs. Rm. Seats 20
(See advertisement on p. 181)

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100 Plaza Drive • Secaucus, NJ 07094
800-998-4777 • 201-865-4900 • fax 201-865-0408
email us at info@meadowcc.com
or visit our website at www.meadowcc.com



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Schlesinger Associates
A Marketing Research Corporation

10 Parsonage Road, Suite 400
Edison, NJ 08837

Phone (732) 906-1122
Fax (732) 906-8792

NJ@SchlesingerAssociates.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.

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
www.q10marketing.com
Barbara Cataraso or Joseph DeRose, Owners
Location: Freestanding facility
Distance from airport: 20 miles, 20 minutes
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
Distance from airport: 15 miles, 20 minutes
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 advertisements on pp. 111, 137, 144, 180, 192)

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
Distance from airport: 20 miles, 45 minutes
CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE
Conference 16x18 Obs. Rm. Seats 15
Conference 16x18 Obs. Rm. Seats 15
Living 16x25 Obs. Rm. Seats 15

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
Distance from airport: 10 miles, 25 minutes
1/1, 1/1OR, TK, MP, VC, VE
Conference 14x20 Obs. Rm. Seats 15
Conference 12x16 Obs. Rm. Seats 12



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- Ask about our nationwide quantitative and qualitative recruiting capabilities
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Phoenix



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1-800-654-8002

www.plazaresearch.com

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Video/Web Conf. 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.

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
 Distance from airport: 25 miles, 45 minutes
 1/1, 1/1OR, TK, MP, 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
 Distance from airport: 20 miles, 45 minutes
 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 or 201-836-1420
 Fax 201-836-1959
 E-mail: tainj@aol.com
 www.taimarketres.com
 Joan Vicenzotti, Operations Manager
 Location: Freestanding facility
 Distance from airport: 10 miles, 20 minutes
 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
 E-mail: tainj@aol.com
 www.taimarketres.com
 Carol Hepson
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 TK, TKO, VC, VE
 Conference 18x19 Obs. Rm. Seats 15
 Multiple 20x20 Obs. Rm. Seats 15

Taurus Marketing Research Field & Focus Svc.
 1810 Englishtown Rd.
 Old Bridge, NJ 08857
 Ph. 732-251-7772
 Fax 732-251-9008
 E-mail: ruthann@taurasresearch.com
 Ruthann Chesnoff, President
 Location: Office building
 Distance from airport: 30 miles, 40 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Conference 17x20 Obs. Rm. Seats 18
 Conference 16x18 Obs. Rm. Seats 12

Princeton

Research 100
 3490 U.S. Rte. 1
 Princeton, NJ 08540
 Ph. 609-924-6100
 Fax 609-452-0138
 E-mail: info@research100.com
 www.research100.com
 Harriet Mack
 Location: Office building
 Distance from airport: 45 miles, 60 minutes
 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
 Distance from airport: 15 miles, 40 minutes
 CL, 1/1, 1/1OR, TK, VC, VE
 Conference 16x24 Obs. Rm. Seats 22
 Conference 17x22 Obs. Rm. Seats 18
 (See advertisement on p. 203)

New Mexico

Albuquerque

Ameritest, CY Research
 4841 Tramway Ridge Dr. N.E.
 Albuquerque, NM 87111
 Ph. 505-856-0763
 Fax 505-856-3388
 E-mail: chuck@ameritest.net
 www.ameritest.net
 Charles Young, President
 Location: Freestanding facility
 1/1, 1/1OR, VE
 Conference 11x22 Obs. Rm. Seats 12
 Conference 11x11 Obs. Rm. Seats 8

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 facility
 Distance from airport: 8 miles
 TK, VE
 Conference 14x25 Obs. Rm. Seats 8

Car-Lene Research, Inc.

Coronado Center
 6600 Menaul Blvd. N.E., Ste. K8
 Albuquerque, NM 87110
 Ph. 505-889-3070
 Fax 505-889-3071
 E-mail: carleneabqnm@aol.com
 www.car-leneresearch.com
 Scott Solis, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 (See advertisement on p. 149)

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 facility
 Distance from airport: 15 minutes
 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, 1/1OR, 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 facility
Distance from airport: 8 miles, 15 minutes
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
Distance from airport: 8 miles, 20 minutes
CL, 1/1, 1/10R, TK, TKO, MP, VE
Conference 20x21 Obs. Rm. Seats 16
Conference 20x12 Obs. Rm. Seats 8

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
Distance from airport: 15 miles, 20 minutes
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 facility
Distance from airport: 4 miles, 5 minutes
1/1, 1/10R, TK, TKO, MP, VE
Conference 40x20 Obs. Rm. Seats 15

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 facility
Distance from airport: 5 miles, 10 minutes
1/1, 1/10R, TK, TKO, MP, VC, VE
Conference 14x27 Obs. Rm. Seats 12
(See advertisement on p. 183)

The Search Is Over!

* search for: "trusted reliable marketing research firm"

File Edit View Favorites Tools Help
⏪ ⏩ X
Back Forward Stop

Results for: **trusted, reliable marketing research firm**

[New search](#) | [Advanced search](#)

Search result: Found 1 business matching criteria

1. Survey Service, Inc.

Founded in 1957; provides marketing research and information services using standards of excellence and strict business ethics as guiding principles...more
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With three prime research operations in New York and New Jersey, plus our new focus group facility in Washington DC, **Ebony Marketing Research** is ideally positioned to put you in touch with important market segments in this vital area.

Extending Our Reach

Ebony Marketing Research's northeastern facilities also provides research resources for our work in other regions. These offices support our field offices in Central America and Southeast Asia, as well as our extensive contacts elsewhere in the US and Abroad. As a result, our multi-lingual research professionals can put you in touch with target populations just about anywhere.

From the capital of the nation to the financial capital of the world --and beyond, **Ebony Marketing Research** has the skills, the staff and the know-how to connect you with the key population groups you most want to reach.

Whatever your requirements from ethnic to mainstream market segments, call us. We've got the reach, the range and the community rapport to deliver the results you need.

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EBONY

MARKETING RESEARCH, INC.

2100 Bartow Avenue, Suite 243

Baychester, NY 10475

Telephone: 718-320-3220 Fax: 718-320-3996

e-mail: emr@interport.net

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.

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: jmooney@alacarteresearch.com

www.alacarteresearch.com

John Mooney, President

Location: Office building

Distance from airport: 15 miles, 45 minutes

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

Conference 19x20 Obs. Rm. Seats 20

Conference 17x19 Obs. Rm. Seats 16

Conference 12x09 Obs. Rm. Seats 6

(See advertisements on pp. 177, 185)

Beta Research Corp.

6400 Jericho Tpke.

Syosset, NY 11791

Ph. 516-935-3800

Fax 516-935-4092

E-mail: virginia@nybeta.com

www.nybeta.com

Virginia Redus, Field Coordinator

Location: Office building

Distance from airport: 28 miles, 30 minutes

VE

Conference 12x16 Obs. Rm. Seats 12

Car-Lene Research, Inc.

Galleria at Crystal Run

1 Galleria Dr.

Middletown, NY 10941

Ph. 845-692-2226

Fax 845-692-2207

E-mail: carlene@bestweb.net

www.car-leneresearch.com

Tabatha Lanos, Manager

Location: Shopping mall

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

Conference 10x09 Obs. Rm. Seats 3

(See advertisement on p. 149)

Greene Revolution Market Research

160 E. 48th St., Penthouse U

New York, NY 10017

Ph. 212-758-9777

Fax 212-758-7520

E-mail: owen-pahlgreene@aol.com

Owen-Pahl Greene, President

Location: Office building

Distance from airport: 20 miles, 30 minutes

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

Conference 12x16 Obs. Rm. Seats 12

Living 15x30 Obs. Rm. Seats 10

Multiple 15x30 Obs. Rm. Seats 10

A La Carte Research

We cater to all your focus group needs



Expert, reliable computer-aided recruiting
done in-house

State-of-the-art A/V equipment

Comfortable 3-room focus suites with
separate A/C controls

DSL Internet access

Internet broadcasting of focus groups



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North Shore Atrium
6800 Jericho Turnpike 113E
Syosset, New York, 11791
(516) 364-4004 (516) 364-4683 Fax

Fort Lee, New Jersey
Parker Plaza
400 Kelby Avenue
Fort Lee, New Jersey 07024
(201) 346-3888 (201) 346-3999 Fax

www.alacarteresearch.com

Tired of Being a Color or Number When Doing Focus Groups in New York City?

Let us turn our central *focus on you*. With one room, respondents are not intermingled and your clients receive our undivided attention and service.

Our state of the art facility features:

- One large focus room designed by experienced moderators
- Adjacent client lounge with audio-visual monitoring
- Top notch recruiting capabilities
- Experienced and professional staff to meet all your research needs



**Call us when you want
your research to be
our #1 concern.**

FOCUSCENTRAL

WHERE THE FOCUS IS ON YOU

162 Fifth Avenue at 21st Street
New York, NY 10010
Tel. **212-989-2760**
Fax 212-647-7659
e-mail info@focuscentral.com
www.focuscentral.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.

Ebony Marketing

173-14 Warwick Crescent
Jamaica, NY 11432
Ph. 718-526-3204
Fax 718-526-3312
E-mail: ebonymktg@yahoo.com
www.ebonymktg.com

Sylvia Lopez, Facility Manager

Location: Freestanding facility

Distance from airport: 18 miles, 30 minutes

TK, VE

Conference 18x15 Obs. Rm. Seats 13

(See advertisement on p. 184)

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

Distance from airport: 12 miles, 20 minutes

CL, TK, VE

Conference 18x16 Obs. Rm. Seats 10

Conference 17x15 Obs. Rm. Seats 9

(See advertisement on p. 184)

Fieldwork New York at Westchester

555 Taxter Rd., Ste. 390
Elmsford, NY 10523
Ph. 914-347-2145
Fax 914-347-2298
E-mail: info@westchester.fieldwork.com
www.fieldwork.com

Maria Buncamper

Location: Office building

Distance from airport: 15 miles, 30 minutes

CL, 1/1, 1/1OR, 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)

Focus Central

162 Fifth Ave., 11th fl.
New York, NY 10010
Ph. 212-989-2760
Fax 212-647-7659
E-mail: info@focuscentral.com
www.focuscentral.com

Judy Miller, Managing Director

Regina Faucett, Facility Manager

Location: Office building

Distance from airport: 10 miles, 30 minutes

CL, 1/1, MP, VE

Conference 21x15 Obs. Rm. Seats 12

(See advertisement on p. 186)

Focus Plus, Inc.

79 Fifth Ave., 5th fl.
New York, NY 10003
Ph. 212-675-0142
Fax 212-645-3171
E-mail: focusplus@msn.com
www.focusplusny.com

John Markham or Liz Lobrano Markham

Location: Office building

Distance from airport: 10 miles, 30 minutes

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. 188)

The Focus Room on Fifth, LLC

Market Research & Video Conference Center - NYC

693 Fifth Ave., 13th fl.

Between 54th & 55th St.

New York, NY 10022

Ph. 212-935-6820

Fax 212-935-6825

E-mail: nyc@focusroom.com

www.focusroom.com

Ken Lethbridge, Managing Director

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

The Focus Room, Inc. - White Plains

Market Research & Video Conference Center

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, President

Location: Office building

Distance from airport: 30 minutes

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 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

Distance from airport: 30 minutes

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 p. 190)

**PEOPLE YOU CAN COUNT ON.
FOR DATA YOU CAN COUNT ON.**



■ YOUR RESEARCH IS ONLY AS GOOD AS THE DATA.

Top quality data collection can make a significant difference in your research - from top line to conclusion.

You can count on Innovative Concepts Marketing Research to deliver accurate, timely data, very cost-effectively — whether your study calls for telephone interviewing, focus groups or Internet surveys. We're just the right size to combine highly personalized service with a sophisticated systematic approach.

■ BETTER SYSTEMS COLLECT BETTER DATA.

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- Interviewers are hand picked for your study.
- Advanced technology end to end.
- Tighter controls for greater accuracy.

■ ADD A MEASURE OF CONFIDENCE TO YOUR RESEARCH.

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MARKETING
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Carle Place, NY 11514

FOCUS PLUS 2000

Advanced Qualitative Research
With All The Pluses.

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- Large, professional focus rooms
- Over-sized client rooms with living room comfort (seating up to 24)
- Private client offices/lounges
- Separate respondent waiting rooms
- Classroom, living room and children's room arrangements

PLUS

- Video conferencing - 384K (6 channel)
- Data ports in every room
- Highspeed on-line access for 10+ respondents

**INSTANT
BIDS**



Video
Focus
Direct

MEMBER

OTHER PLUSES . . .

- + Owner operated + International network
- + Professional in-house recruiting + Fast turn-around
- + Mid-sized and personal, NOT a "supermarket" facility
- + Located between Midtown and Wall Street
- + Comfort and luxury

79 FIFTH AVENUE, NEW YORK, NEW YORK 10003-3034
VOICE: 212 675-0142 FAX: 212 645-3171
EMAIL: focusplus@msn.com

Visit our website at: focusplusny.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 Obsv. 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. 631-366-6325 or 914-698-9591
Fax 631-366-6331
E-mail: gviceant@roper.com
www.friedmanmktg.com
Joe Brundin, 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: gviceant@roper.com
www.friedmanmktg.com
Jon Erickson, Manager
Location: Shopping mall
Distance from airport: 25 miles
1/1, VE
Conference 08x12 Obs. Rm. Seats 5

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 facility
Distance from airport: 15 miles, 20 minutes
CL, VE
Conference 23x18 Obs. Rm. Seats 14
(See advertisement on p. 187)

Long Island Focus Room
2174 Hewlett Ave., Ste. 108
Merrick, NY 11566
Ph. 516-771-1400
Fax 516-771-6011
E-mail: nygroups@aol.com
www.1877mktrsch.com
Location: Office building
Distance from airport: 15 miles, 25 minutes
VE
Conference 18x14 Obs. Rm. Seats 12

THE
LOOKING GLASS



SHARPEN YOUR FOCUS

WITH A UNIQUE NEW FOCUS GROUP FACILITY



Introducing a new standard of excellence in service and amenities, thoughtfully designed by a team of highly experienced professionals.

- Instant Messaging Between Front and Back Rooms
- Ready to go Group Notes
- Personal concierge-like services
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- Meticulous Attention To Detail
- The Right Respondents

CALL THE LOOKING GLASS AT 1 (800) 343-5834

6800 Jericho Turnpike • Syosset, NY 11791 • (516) 992-5666

Get an Instant Bid 24/7 • www.TLGonline.com

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Video/Web Conf. 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.

Long Island Groups in Focus, Ltd.

1185 Northern Blvd.

Manhasset, NY 11030

Ph. 516-365-8630

Fax 516-365-4913

E-mail: ligif@optonline.net

Mary Garofalo, Managing Director

Location: Freestanding facility

Distance from airport: 15 miles, 30 minutes

VE

Conference 12x26 Obs. Rm. Seats 12

Conference 10x21 Obs. Rm. Seats 10

The Looking Glass

6800 Jericho Tpke., Ste. 208W

Syosset, NY 11791

Ph. 800-343-5834

E-mail: info@tlgonline.com

www.tlgonline.com

Location: Office building

Distance from airport: 22 miles, 30 minutes

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

Conference 24x22 Obs. Rm. Seats 15

Conference 16x18 Obs. Rm. Seats 15

Conference 20x14 Obs. Rm. Seats 15

(See advertisement on p. 189)

MBC Research Center

366 Madison Ave.

New York, NY 10017

Ph. 212-599-7400

Fax 212-599-7410

E-mail: info@mbcresearch.com

www.mbcresearch.com

Monica Sampedro

Location: Office building

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

Conference 12x20 Obs. Rm. Seats 50

Living 16x20 Obs. Rm. Seats 50

Conference 10x12 Obs. Rm. Seats 50

Murray Hill Center, Inc.

373 Park Ave. S., 10th fl.

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

Distance from airport: 15 miles, 40 minutes

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: nycfocus@aol.com

Bob Romano, Operations Manager

Location: Office building

Distance from airport: 10 miles, 20 minutes

1/1, 1/1OR, VC, VE

Conference 15x16 Obs. Rm. Seats 10

Conference 19x20 Obs. Rm. Seats 12

Conference 19x24 Obs. Rm. Seats 12

Room to breathe

It's hard to balance a plate of food while taking notes in a small, dark viewing room. It's harder still to have a side-conversation without disturbing other viewers. And hardest of all to squeeze 14 viewers into a room built for six.

Comfort is very important. We designed Focus Suites to give our clients an intimate, yet spacious place in which to conduct their business.

FOCUS Suites

We focus on you.



For more information contact

Bill Falvo in New York at 212-867-7373

Kathy Jonik in Philadelphia at 610-667-1110

or visit our website www.focussuites.com

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
 www.thefocusnetwork.com
 Nancy Opoczynski, President
 Location: Office building
 Distance from airport: 10 miles, 25 minutes
 CL, VC, VE

Conference	16x22	Obs. Rm.	Seats 20
Conference	15x20	Obs. Rm.	Seats 15
Conference	15x21	Obs. Rm.	Seats 20
Conference	15x22	Obs. Rm.	Seats 25
Conference	16x19	Obs. Rm.	Seats 20

ORC Macro
 aka Macro International Inc.
 116 John St., 8th fl.
 New York, NY 10038
 Ph. 888-MACRO-US or 212-941-5555
 Fax 212-941-7031
 E-mail: tduffy@macroint.com
 www.macroint.com
 Tom Bancroft, Facility Manager
 Location: Office building
 1/1, 1/10R, TK, VE

Conference	24x18	Obs. Rm.	Seats 24
Conference	19x11	Obs. Rm.	Seats 24
Conference	10x11	Obs. Rm.	Seats 24

Primary Data Collection Services
 1063 Green Acres Mall
 Valley Stream, NY 11581
 Ph. 516-561-1723
 Fax 516-561-2523
 E-mail: primarydta1@aol.com
 Tom Champion, President
 Location: Shopping mall
 Distance from airport: 5 miles, 15 minutes
 VE

Conference	12x14	Obs. Rm.	Seats 4
------------	-------	----------	---------

Recruiting Resources Unlimited, LLC
 480 Court St.
 Brooklyn, NY 11231
 Ph. 718-222-5600
 Fax 718-222-5689
 E-mail: rru131@aol.com
 www.recruitingresourcesllc.com
 Connie Livia
 Location: Freestanding facility
 Distance from airport: 35 miles, 50 minutes
 1/1, 1/10R, VC, VE

Conference	18x24	Obs. Rm.	Seats 10
Conference	16x20	Obs. Rm.	Seats 8

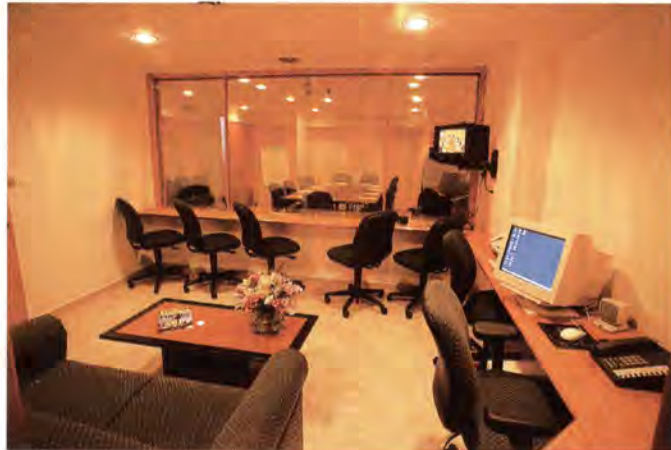
(See advertisement on p. 191)

Audrey Schiller Market Research
 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
 Distance from airport: 22 miles
 1/1, 1/10R, TK, VE

Conference	17x20	Obs. Rm.	Seats 15
Conference	10x11	Obs. Rm.	Seats 6

RRU

Focus Facility and Video Conferencing Center



**478-480 Court Street
 Brooklyn, NY 11231**

Phone 718-222-5600 Fax 718-222-5689

www.RecruitingResourcesLLC.com

- Two state of the art focus rooms equipped with video conferencing, translation equipment, fax machine, computer, Internet access, telephone, comfortable seating
- Computerized dialogue between viewing room and moderator
- All recruiting done in-house – *Executives; Technical, Medical, Legal & Financial Professionals; E-commerce execs; Business & Leisure travelers; Investors/Traders; ForeignLanguage studies; Ethnic markets-Asian, Black, Hispanic; Ordinary & extraordinary consumers*
- Moderators, Interviewers, Hosts/Hostesses, Translators, Screener Development, Transcription Services available

With over 25 years experience, our knowledgeable staff and dedicated employees are always working diligently to anticipate your needs and exceed your expectations.

Call us to coordinate your next project and put your mind at ease.

*We are where the action is,
come experience the energy*

NEW YORK CITY

modern & spacious conference rooms •
bi-level viewing rooms • in-house respon-
dent recruiting • private reception areas
• private client lounges
furnished with data lines, fax &
individual climate control • high
speed internet connections & usability
labs • video conferencing & video
streaming • quantitative data collection



Schlesinger Associates

A Marketing Research Corporation

500 Fifth Avenue, Suite 1030
New York, NY 10110

Phone (212) 730-6400
Fax (212) 730-0853

NYC@SchlesingerAssociates.com

Visit our website at: www.SchlesingerAssociates.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.

Schlesinger Associates NYC, Inc.

500 Fifth Ave., Ste. 1030

New York, NY 10110

Ph. 212-730-6400

Fax 212-730-0853

E-mail: nyc@schlesingerassociates.com

www.schlesingerassociates.com

Lizabeth Clegg, Vice President

Location: Office building

Distance from airport: 10 miles, 25 minutes

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

Multiple 14x12 Obs. Rm. Seats 12

Multiple 24x22 Obs. Rm. Seats 20

Conference 24x18 Obs. Rm. Seats 16

(See advertisements on pp. 111, 137, 144, 180, 192)

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

Distance from airport: 20 miles, 30 minutes

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

Conference 18x20 Obs. Rm. Seats 10

(See advertisement on p. 194)

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

Distance from airport: 10 miles, 20 minutes

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. 193)

Who says you shouldn't mix apples & oranges?

Not our clients!

IN THE "BIG APPLE"

For the third year in a row,
WAC of New York was rated among
the top 10% of all facilities in the country.

*---2000 Impulse Survey
of Focus Group Facilities*

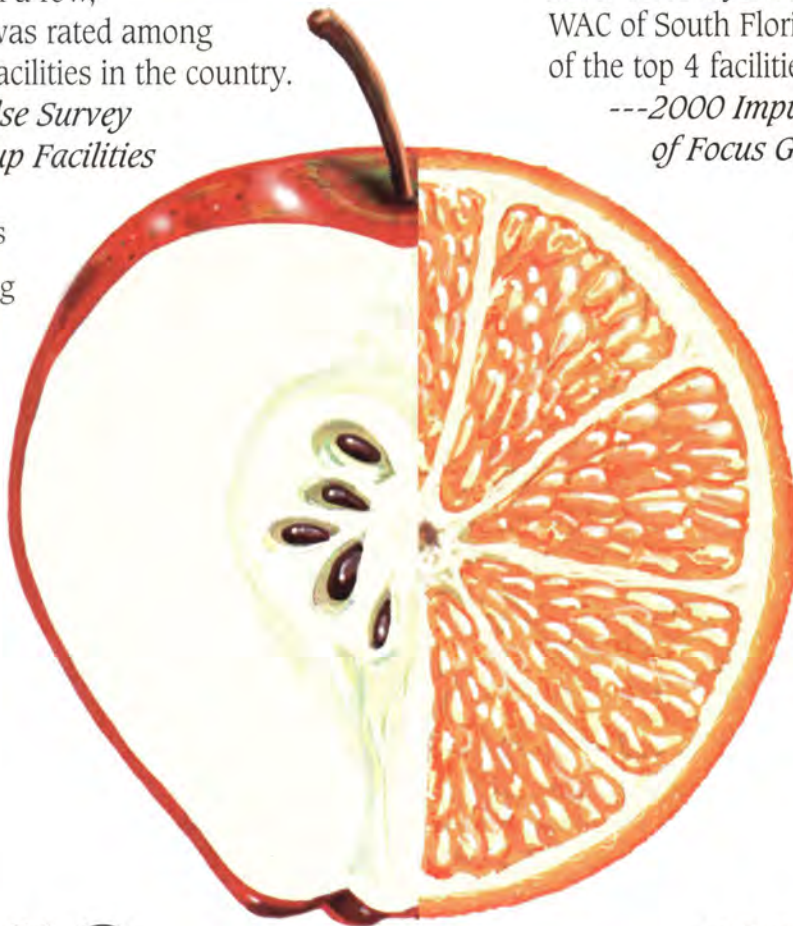
- 3 focus group suites
- Theater-style seating for up to 30
- Spacious viewer accommodations
- On-site recruiting
- Video streaming
- Videoconferencing
- Kitchen facilities
- "Cafe WAC"

IN THE "BIG ORANGE"

In its second year of operation,
WAC of South Florida was rated as one
of the top 4 facilities in the country.

*---2000 Impulse Survey
of Focus Group Facilities*

- 4 focus group suites
- Theater-style seating for 50
- Accommodations for 25 client-viewers
- On-site recruiting
- Videostreaming
- Videoconferencing
- Kitchen facilities
- "Cafe WAC"



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



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

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Video/Web Conf. 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.

Rochester

Car-Lene Research, Inc.

Market Place Mall
 301 - Miracle Mile Dr.
 Rochester, NY 14623
 Ph. 716-424-3203
 Fax 716-292-0523
 E-mail: carlenerocmp@hotmail.com
 www.car-leneresearch.com

Barbi White, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, TKO, VE
 Conference 20x12 Obs. Rm. Seats 8
 (See advertisement on p. 149)

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
 Distance from airport: 15 miles
 1/1, 1/1OR, TK, MP, VC, VE
 Conference Obs. Rm. Seats 5
 (See advertisement on p. 130)

Harris Interactive

Corporate Headquarters
 135 Corporate Woods
 Rochester, NY 14623
 Ph. 877-919-4765 event code cm66
 E-mail: info@harrisinteractive.com
 www.harrisinteractive.com/cm66
 Location: Freestanding facility
 Distance from airport: 5 miles
 CL, 1/1, VE
 Conference 18x30 Obs. Rm. Seats 15
 (See advertisement on p. 55)

The Sutherland Group, Ltd.
 1160 Pittsford-Victor Rd.
 Pittsford, NY 14534
 Ph. 716-586-5757
 Fax 716-586-7508
 www.suth.com
 Location: Office building
 1/1, VC, VE
 Conference 20x24 Obs. Rm. Seats 15

Syracuse

KS&R's INSITE
 5792 Widewaters Pkwy.
 Dewitt, NY 13214
 Ph. 800-645-5469 or 315-446-3403
 Fax 315-446-6719
 E-mail: jsnyder@ksrinc.com
 www.ksrinc.com
 Joseph W. Snyder, Dir. of Operations
 Location: Office building
 Distance from airport: 12 miles, 15 minutes
 1/1, VE
 Conference 15x18 Obs. Rm. Seats 20

McCarthy Associates
 6075 E. Molloy Rd.
 Syracuse, NY 13211
 Ph. 315-431-0660
 Fax 315-431-0672
 E-mail: mccarthyfield@cs.com
 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 facility
 TK, VC, VE
 Conference 18x16 Obs. Rm. Seats 18
 Conference 16x14 Obs. Rm. Seats 10

Trainer Associates
 135 Oxford Rd.
 New Hartford, NY 13413
 Ph. 315-797-7970
 Fax 315-797-7975
 E-mail: fnicastro@trainer.com
 Location: Office building
 Distance from airport: 45 miles, 60 minutes
 VE
 Conference 20x35 Obs. Rm. Seats 6

North Carolina

Asheville

Cunningham Field & Research Service

Ashville Mall
 3 S. Tunnel Rd., Ste. L-34
 Ashville, NC 28805
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: ASHE@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 1/1, 1/1OR, TK
 (See advertisement on p. 130)

**Wall
 Street's
 Focus
 Room**

135 William St.
 New York, NY
 1-800-347-2662
 (212) 608-3100
 Fax (212) 608-4966

*Financial
 Focus*

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Ph. 704-341-0232
Fax 704-341-0234
E-mail: aocinc@bellsouth.net
www.aocresearch.com
Betty Collins or Joyce O'Shields, Owners
Location: Office building
Distance from airport: 15 miles, 20 minutes
CL, 1/1, TK, MP, VE
Multiple 30x35 Obs. Rm. Seats 20

Car-Lene Research, Inc.

Concord Mills Mall
8111-677 Concord Mills Blvd.
Concord, NC 28027
Ph. 704-979-1660
Fax 704-979-1663
E-mail: toricarik@cs.com
www.car-leneresearch.com
Tori Dryburgh, Manager
Location: Shopping mall
1/1, 1/10R, TK, VE
(See advertisement on p. 149)

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
Dan Bashaw, Director
Location: Shopping mall
Distance from airport: 18 miles, 20 minutes
1/1, TK, VC, VE
Conference 18x10 Obs. Rm. Seats 12

Cunningham Field & Research Service

Carolina Place
11025 Carolina Place Pkwy.
Pneville, NC 28134
Ph. 904-677-5644
Fax 904-677-5534
E-mail: chap@cunninghamresearch.com
www.cunninghamresearch.com
Location: Shopping mall
1/1, 1/10R, TK, VC, VE
(See advertisement on p. 130)

FacFind, Inc.
6230 Fairview Rd., Ste. 108
Charlotte, NC 28210-3253
Ph. 704-365-8474
Fax 704-365-8741
E-mail: FacFind@aol.com
www.facfind.com
Sandra Barritt, Vice President
Location: Office building
Distance from airport: 15 miles, 20 minutes
1/1, VE
Conference 20x14 Obs. Rm. Seats 10

K P C Research
600 S. Tryon St.
Charlotte, NC 28202
Ph. 704-358-5757 or 800-852-2794
Fax 704-358-5745
E-mail: kpcresearch@charlotteobserver.com
www.kpcresearch.com
Judie Bickel, Focus Group Manager
Location: Office building
Distance from airport: 7 miles, 20 minutes
CL, 1/1, VE
Conference 22x18 Obs. Rm. Seats 15

Leibowitz Market Research Associates
One Parkway Plaza, Ste. 110
4824 Parkway Plaza Blvd.
Charlotte, NC 28217-1968
Ph. 704-357-1961
Fax 704-357-1965
E-mail: info@leibowitz-research.com
www.leibowitz-research.com
Teri Leibowitz, President
Location: Office building
Distance from airport: 2 miles, 5 minutes
CL, 1/1, 1/10R, 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

MarketWise, Inc.
831 E. Morehead St., Ste. 150
Charlotte, NC 28202
Ph. 704-332-8433 or 800-849-5924
Fax 704-332-0499
E-mail: mparker@marketwise-usa.com
www.marketwise-usa.com
Mimi Parker, Focus Group Coord.
Location: Office building
Distance from airport: 7 miles, 12 minutes
CL, 1/1, VE
Conference 24x20 Obs. Rm. Seats 15

20/20 Research - Charlotte
2102 Cambridge Beltway Dr., Ste. B
Charlotte, NC 28273
Ph. 800-737-2020 or 877-713-2020
Fax 615-777-8706
E-mail: lisa@2020research.com
www.2020research.com
Lisa Stilts, Facility Coordinator
Location: Office building
Distance from airport: 10 miles, 15 minutes
VC, VE
Conference 20x20 Obs. Rm. Seats 15
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: johnsessions@bellomyresearch.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: melissas@cbaresearch.com
Melissa Smith, Field Operations Manager
Location: Freestanding facility
Distance from airport: 15 miles, 20 minutes
CL, 1/1, 1/10R, 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.
1 PAI Park
Greensboro, NC 27409-9669
Ph. 336-812-3500 or 888-277-4820
Fax 336-812-8888
E-mail: CorpRes@nr.infi.net
www.corporateresearch.org
Nicole Scullion, Vice President
Location: Freestanding facility
Distance from airport: 5 miles, 10 minutes
1/1, TK, VE
Conference 23x21 Obs. Rm. Seats 20

Dennis And Company Research, Inc.
150 S. Stratford Rd., Ste. 520
Winston-Salem, NC 27104
Ph. 336-723-6100
Fax 336-723-6103
E-mail: lbuzzard@dacresearch.com
www.dacresearch.com
Lynn Bowden-Buzzard, Sr. Vice President
Location: Office building
VE
Conference 12x14 Obs. Rm. Seats 10

Homer Market Research Associates, Inc.
333 Four Seasons Town Centre
Greensboro, NC 27407
Ph. 336-294-9415
Fax 336-294-6116
E-mail: homermtresearch@msn.com
www.homer-research.com
Leonard Homer, President
Location: Shopping mall
TK, VE
Conference 13x20 Obs. Rm. Seats 10

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Video/Web Conf. 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.

W.H. Long Marketing, Inc.
 Golden Gate Shopping Center
 2250 Golden Gate Dr.
 Greensboro, NC 27408
 Ph. 336-292-4146
 Fax 336-299-6165
 John Voss
 Location: Shopping mall
 Distance from airport: 7 miles, 15 minutes
 TK, VE
 Conference 24x15 Obs. Rm. Seats 10

Raleigh/Durham

Cunningham Field & Research Service

Cary Towne Center
 1105 Walnut St., Ste. E103A
 Cary, NC 27511
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: RALE@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 Distance from airport: 7 miles
 1/1, 1/1OR, TK, VC, VE
 Conference 16x18 Obs. Rm. Seats 10
 (See advertisement on p. 130)

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

Johnston, Zabor, McManus, Inc.
 2222 Chapel Hill/Nelson Hwy.
 Headquarters Park, #300
 Durham, NC 27709
 Ph. 800-735-5448
 Fax 919-544-0954
 E-mail: bradm@jzm.com
 www.jzm.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
 Distance from airport: 16 miles, 25 minutes
 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
 Distance from airport: 10 miles, 10 minutes
 1/1, 1/1OR, VE
 Conference 21x13 Obs. Rm. Seats 10
 Conference 15x13 Obs. Rm. Seats 4

Wilmington

EastCoast Research
 1308 S. 16th St.
 Wilmington, NC 28401
 Ph. 910-763-3260
 Fax 910-763-0810
 Paula Lentz, Owner
 Location: Office building
 Distance from airport: 5 miles
 1/1, VE
 Conference 20x20 Obs. Rm. Seats 15

North Dakota

Bismarck

D H Research
 Odney Advertising Agency
 1400 W. Century Ave.
 Bismarck, ND 58501
 Ph. 701-235-2303
 Fax 701-235-9483
 E-mail: results@dhresearch.com
 www.dhresearch.com
 Mary Klabo, Marketing Director
 Location: Office building
 Distance from airport: 5 miles, 10 minutes
 CL, 1/1, MP, VE
 Conference 15x20 Obs. Rm. Seats 4

Fargo

D H Research
 1335 Second Ave. N., Ste. 1
 Fargo, ND 58102
 Ph. 701-235-2303
 Fax 701-235-9483
 E-mail: results@dhresearch.com
 www.dhresearch.com
 Mary Klabo, Marketing Director
 Location: Office building
 Distance from airport: 5 miles, 5 minutes
 CL, 1/1, MP, VE
 Conference 16x20 Obs. Rm. Seats 5

Ohio

Akron

Data for Decisions in Marketing, Inc.
 2872 W. Market St., Ste. D
 Akron, OH 44333
 Ph. 330-867-0885
 Fax 330-864-2233
 E-mail: amerrill@datadecisions.com
 www.datadecisions.com
 Amy Merrill, President
 Location: Freestanding facility
 CL, 1/1, 1/1OR, TK, MP, VE
 Conference 15x17 Obs. Rm. Seats 14
 Living 14x15 Obs. Rm. Seats 15

Cincinnati

The Answer Group
 a Member of Wirthlin Worldwide
 Suburban Facility
 11161 Kenwood Rd.
 Cincinnati, OH 45242
 Ph. 513-489-9000
 Fax 513-489-9130
 E-mail: rbaumgart@answergroup.com
 www.answergroup.com
 Ruth Baumgart, Mgr. Qual. Rsch.
 Location: Freestanding facility
 Distance from airport: 25 miles, 20 minutes
 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

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
 www.aimresearchnetwork.com
 Irwin Weinberg, Vice President
 Location: Freestanding facility
 Distance from airport: 35 miles, 45 minutes
 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

Calo Research Services, Inc.
10250 Alliance Rd.
Cincinnati, OH 45242
Ph. 513-984-9708
Fax 513-792-7404
E-mail: ncalo@caloresearch.com
www.caloresearch.com
Joyce Simmons, Field Director
Location: Office building
VE
Conference 20x13 Obs. Rm. Seats 8

Convergys Marketing Research Services
4600 Montgomery Rd.
Cincinnati, OH 45212
Ph. 800-323-8369
Fax 513-458-1315
E-mail: marketing@convergys.com
www.convergys.com
Location: Office building
1/1, 1/10R, TK, MP, VE
Conference 20x25 Obs. Rm. Seats 20
Conference 20x29 Obs. Rm. Seats 8
Conference 16x25 Obs. Rm. Seats 10

Cunningham Field & Research Service
Tri County Mall
11700 Princeton Rd., Ste. E-207
Cincinnati, OH 45246
Ph. 904-677-5644
Fax 904-677-5534
E-mail: CINC@cunninghamresearch.com
www.cunninghamresearch.com
Location: Shopping mall
1/1, 1/10R, TK, VC, VE
Conference Obs. Rm. Seats 8
(See advertisement on p. 130)

Family Market Testing Institute (FMTI)
A Partnership of SIRS, Inc. & Cincinnati Museum Ctr.
Cincinnati's Union Terminal
Cincinnati, OH
Ph. 513-777-6550 or 859-781-9700
Marion Marlow, Dir. Qualitative Research
Location: Other
Distance from airport: 20 miles, 25 minutes
MP, VE

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
Distance from airport: 20 miles, 30 minutes
1/1, 1/10R, 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, 1/10R, TK, MP, 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 Zofkie
Location: Office building
Distance from airport: 30 miles, 40 minutes
1/1, 1/10R, TK, TKO, VE
Conference 16x24 Obs. Rm. Seats 20
Conference 13x18 Obs. Rm. Seats 6
(See advertisement on p. 197)

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 facility
Distance from airport: 29 miles, 40 minutes
CL, 1/1, 1/10R, TK, MP, VC, VE
Multiple 22x18 Obs. Rm. Seats 15
Multiple 24x20 Obs. Rm. Seats 25
Multiple 19x21 Obs. Rm. Seats 15
Multiple 24x24 Obs. Rm. Seats 25

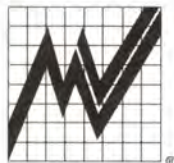
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MarketVision.

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and why clients keep coming back year-after-year:

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- One call to our **800 number** to set-up multi-city focus groups
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- Client meeting room with computer, modem, and fax
- IDI suite for one-on-one interviews
- Kitchen for food preparation
- *MarketSource*SM Field Network for access to 60+ focus group suites in North America
- Skilled focus group moderating and in-depth interviewing

Your MarketVision client service team will work with you to execute even the most demanding project that will be on time and on budget. Call **MarketVision** today at **1-800-232-4250**, or visit our website at **www.marketvisionresearch.com** for more information about how we can manage your next *5 or 500* focus groups!



MarketVision Research®

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4500 Cooper Road • Cincinnati, OH 45242-5617
513/791-3100 • FAX 513/794-3500
www.marketvisionresearch.com



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Sciences

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Video/Web Conf. 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.

Service Industry Research Systems, Inc. (SIRS)
 201 Martha Layne Collins Blvd.
 Highland Heights, KY 41076-1750
 Ph. 859-781-9700
 Fax 859-781-8802

E-mail: sirsinc@aol.com
 www.sirsinc.com

Marion Marlow, Dir. Qual. Rsch.
 Location: Freestanding facility
 Distance from airport: 15 miles, 20 minutes
 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: brsresearch@aol.com
 www.marketingresearch.com

Barbara Elioff, Dir. Field Services
 Location: Freestanding facility
 Distance from airport: 15 miles, 20 minutes
 1/1, 1/1OR, TK, MP, VE
 Conference 14x21 Obs. Rm. Seats 12
 Multiple 14x21 Obs. Rm. Seats 6

Car-Lene Research, Inc.

Great Northern Mall
 924 Great Northern Mall
 North Olmsted, OH 44070
 Ph. 440-979-0200
 Fax 440-979-1163

E-mail: carlencleve@earthlink.net
 www.car-leneresearch.com

Christin Readence, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 Conference 16x14 Obs. Rm. Seats 6
 (See advertisement on p. 149)

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
 www.focusgroupsofcleveland.com

Betty B. Perry, President
 Location: Office building
 Distance from airport: 8 miles, 12 minutes
 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. 199)

Marketeam Associates
 3645 Warrensville Center Rd., #331
 Shaker Heights, OH 44122
 Ph. 216-491-9515
 Fax 216-491-8552

E-mail: vstake@doanemr.com
 www.mkteam.com

Vaughn Stakes, Branch Manager
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 VE
 Conference 19x13 Obs. Rm. Seats 8

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, Dir. Qual. Field Sales
 Location: Office building
 CL, 1/1, 1/1OR, 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 or 216-518-2805
 Fax 216-518-2903

E-mail: nsrc@nsrc.com
 Lauren Wagner
 Location: Office building
 Distance from airport: 7 miles, 13 minutes
 VE
 Conference 15x20 Obs. Rm. Seats 15

Opinion Centers America
 Ste. 100, Great Northern Corporate Ctr. III
 25050 Country Club Blvd.
 North Olmsted, OH 44070
 Ph. 800-779-3003 or 440-779-3000
 Fax 440-779-3040

E-mail: oca@opinioncenters.com
 www.opinioncenters.com
 Karen Cunningham
 Location: Freestanding facility
 Distance from airport: 6 miles, 10 minutes
 CL, 1/1, 1/1OR, TK, TKO, MP, VE
 Conference 21x16 Obs. Rm. Seats 20
 Conference 19x16 Obs. Rm. Seats 10
 Conference 30x21 Obs. Rm. Seats 15

OPINIONation

4301 Ridge Rd.
 Cleveland, OH 44144
 Ph. 216-351-4644
 Fax 216-351-7876

E-mail: OPINION@ix.netcom.com
 www.opination.com
 Ron Kornokovich, President
 Location: Freestanding facility
 Distance from airport: 8 miles, 10 minutes
 1/1, 1/1OR, 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 216-531-9562
 Fax 216-531-9724

E-mail: research@pathenry.com
 www.thepathenrygroup.com
 Ken Long, Dir. of Rsch Ops.
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 CL, 1/1, 1/1OR, 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
 Distance from airport: 12 miles, 30 minutes
 1/1, 1/1OR, TK, VE
 Conference 10x18 Obs. Rm. Seats 8
 Conference 10x15

Delve

(Formerly Quality Controlled Services - QCS)
 7634 Crosswoods Dr.
 Columbus, OH 43235
 Ph. 800-242-4118 or 614-436-2025
 Fax 614-436-7040

E-mail: postmaster@delve.com
 www.delve.com
 Judy Golas, Group Manager
 Location: Office building
 Distance from airport: 20 miles, 15 minutes
 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. 173)

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
 Lorne Dillabaugh, V.P. Operations
 Location: Office building
 Distance from airport: 3 miles, 10 minutes
 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: mrroullard@sbc-adv.com
 Melanie Roullard, Exec. Asst.
 Location: Freestanding facility
 1/1, 1/1OR, TK, VE
 Conference 14x15 Obs. Rm. Seats 6

Dwight Spencer & Associates, Inc.
 1290 Grandview Ave.
 Columbus, OH 43212
 Ph. 614-488-3123
 Fax 614-488-0923
 Betty Spencer, President
 Location: Freestanding facility
 Distance from airport: 6 miles, 20 minutes
 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 or 888-483-2237
 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: libby@cincy.qfact.com
 www.qfact.com
 Libby Sampson, Manager
 Location: Shopping mall
 Distance from airport: 25 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, MP, VE
 Multiple 24x20 Obs. Rm. Seats 21
 Multiple 22x14 Obs. Rm. Seats 14

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
 Distance from airport: 18 miles, 30 minutes
 VE
 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
 Distance from airport: 60 miles, 60 minutes
 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 Casteel, President
 Location: Freestanding facility
 TK, VE
 Conference 20x13 Obs. Rm. Seats 8

Oklahoma City Market Research
 Div. of Ruth Nelson Research
 4323 N.W. 63rd St., #235
 Oklahoma City, OK 73116-1520
 Ph. 405-752-4710
 Fax 405-752-2344
 E-mail: ocrs@worldnet.att.net
 www.ruthnelsonresearchsvcs.com
 Bohn Macrory, Manager
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 1/1, 1/1OR, VE
 Conference 20x13 Obs. Rm. Seats 10
 Conference 10x07 Obs. Rm. Seats 4

Oklahoma Market Research
 Data Net
 4900 N. Portland Ave., Ste. 150
 Oklahoma City, OK 73112
 Ph. 405-525-3412
 Fax 405-525-3419
 E-mail: datanet@theshop.net
 Deanna Carter
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 CL, 1/1, TK, VE
 Conference 25x16 Obs. Rm. Seats 15
 Conference 22x14 Obs. Rm. Seats 4

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Moderators - Reports

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Fax: 216-901-8085 or 216-642-8876

Email: focusclv@en.com Web: www.focusgroupsofcleveland.com

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Video/Web Conf. 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.

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
 Distance from airport: 10 miles, 15 minutes
 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 4
 (See advertisement on p. 130)

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
 Distance from airport: 10 miles
 CL, 1/1, 1/1OR, TK, VC, VE
 Conference 12x18 Obs. Rm. Seats 7
 (See advertisement on p. 130)

Oregon

Eugene

Williams Research
 P.O. Box 50444
 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
 Distance from airport: 10 miles, 20 minutes
 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
 Pamela Sutton
 Location: Office building
 Distance from airport: 12 miles, 15 minutes
 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
 Distance from airport: 10 miles, 20 minutes
 1/1, TK, VE
 Conference 15x19 Obs. Rm. Seats 10
 (See advertisement on p. 219)

Consumer Opinion Services, Inc.

Lloyd Center Focus
 2225 Lloyd Center
 Portland, OR 97232
 Ph. 503-493-2870 or 206-241-6050 for bids
 Fax 503-493-2882
 E-mail: info@cosvc.com
 www.cosvc.com
 Jim Weaver
 Location: Shopping mall
 Distance from airport: 10 miles, 20 minutes
 CL, TK, MP, VC, VE
 Multiple 27x16 Obs. Rm. Seats 15
 Multiple 14x22 Obs. Rm. Seats 12
 (See advertisement on p. 219)

Focus Portland

4915 S.W. Griffith Dr., Ste. 210
 Beaverton, OR 97005
 Ph. 503-350-4829
 Fax 503-641-0771
 E-mail: info@focusportland.com
 www.focusportland.com
 Kristin Curtis, Facility Director
 Location: Freestanding facility
 Distance from airport: 17 miles, 30 minutes
 CL, MP, VC, VE
 Conference 20x20 Obs. Rm. Seats 8
 Conference 25x18 Obs. Rm. Seats 10
 Conference 22x18 Obs. Rm. Seats 10
 (See advertisement on p. 200)



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503-350-4829
 www.focusportland.com

Gilmore Research Group

729 N.E. Oregon St., Ste. 150
 Portland, OR 97232
 Ph. 503-236-4551
 Fax 503-731-5590
 E-mail: sklause@gilmore-research.com
 www.gilmore-research.com

Shari Klaus

Location: Office building

Distance from airport: 10 miles, 20 minutes

CL, 1/1, 1/10R, VE

Conference 12x18 Obs. Rm. Seats 12
 (See advertisement on p. 201)

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

Distance from airport: 18 miles, 20 minutes

CL, 1/1, 1/10R, VE

Conference 18x20 Obs. Rm. Seats 12

Conference 18x20 Obs. Rm. Seats 12

Conference 18x19 Obs. Rm. Seats 12

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

Nissa Wheelock

Location: Office building

Distance from airport: 12 miles, 20 minutes

CL, 1/1, MP, 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: info@omni-research.com

www.omni-research.com

Chris Robinson

Location: Freestanding facility

Distance from airport: 17 miles, 25 minutes

1/1, MP, VC, VE

Conference 21x20 Obs. Rm. Seats 10

Pennsylvania

Allentown/Bethlehem

Integrated Marketing Concepts

3724 Crescent Ct. W.

Whitehall, PA 18052

Ph. 610-437-4000

Fax 610-437-5212

E-mail: info@integratedmc.com

www.integratedmc.com

Bob Williams, President

Location: Freestanding facility

Distance from airport: 7 miles, 10 minutes

VE

Conference 25x15 Obs. Rm. Seats 20

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, 1/10R, 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



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100 North 17th Street, 3rd floor, Philadelphia, PA 19103, Tel: (800)220-5088, Fax: (215) 561-6525

225 City Line Avenue, Suite 10, Bala Cynwyd, PA 19004, Tel: (610) 949-9100, Fax: (610)949-9300

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Video/Web Conf. 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.

Erie

Moore Research Services, Inc.
 2675 West 12th St.
 Erie, PA 16505
 Ph. 814-835-4100
 Fax 814-835-4110
 E-mail: colleen@moore-research.com
 www.moore-research.com
 Colleen Moore, President
 Location: Office building
 Distance from airport: 5 miles, 5 minutes
 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: thebartlettgroup@aol.com
 Jeff Bartlett, President
 Location: Freestanding facility
 Distance from airport: 10 miles, 20 minutes
 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 facility
 Distance from airport: 15 miles, 15 minutes
 1/1, 1/1OR, MP, VC, 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: thebartlettgroup@aol.com
 Jeff Bartlett, President
 Location: Shopping mall
 Distance from airport: 25 miles, 40 minutes
 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
 E-mail: dduda@donovanadv.com
 www.donovanadv.com
 Dan F. Duda
 Location: Office building
 Distance from airport: 1 miles, 2 minutes
 CL, TK, MP, VE
 Conference 26x16 Obs. Rm. Seats 6

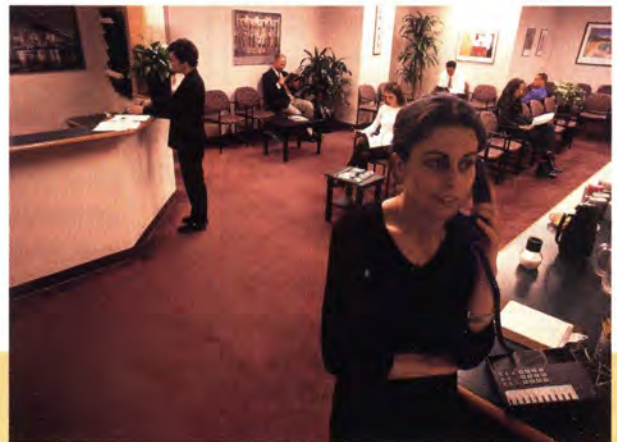
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 Bill Falvo in New York at 212-867-7373
 Kathy Jonik in Philadelphia at 610-667-1110
 or visit our website www.focussuites.com

Philadelphia/ Southern New Jersey

Car-Lene Research, Inc.

Echelon Mall
2070 Echelon Mall, Ste. 245
Voorhees, NJ 08043-1903
Ph. 856-772-2411
Fax 856-772-2421
E-mail: clphile@aol.com
www.car-leneresearch.com
Helen Dobkin, Manager
Location: Shopping mall
1/1, 1/1OR, TK, VE
(See advertisement on p. 149)

Car-Lene Research, Inc.

Oxford Valley Mall
2300 E. Lincoln Hwy. #108
Langhorne, PA 19047
Ph. 215-750-7202
Fax 215-750-9622
E-mail: carleneoxval@earthlink.net
www.car-leneresearch.com
Mickey Kiely, Manager
Location: Shopping mall
1/1, 1/1OR, TK, VE
Conference 13x22 Obs. Rm. Seats 6
(See advertisement on p. 149)

Consumer Pulse of Philadelphia
One 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: Office building
Distance from airport: 38 miles, 30 minutes
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. 130)

Delve

(Formerly Quality Controlled Services - QCS)
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@delve.com
www.delve.com
Dorothy McDougall, Branch Manager
Location: Office building
Distance from airport: 30 miles, 40 minutes
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. 173)

Focus Pointe

100 N. 17th St., 3rd fl.
Philadelphia, PA 19103
Ph. 800-220-5088 or 215-561-5500
Fax 215-561-6525
E-mail: kgoldsmith@mlr.net
www.focuspointe.net
Kevin Goldsmith, Facility Manager
Location: Office building
Distance from airport: 10 miles, 30 minutes
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 advertisements on pp. 163, 201)

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100 GRANITE DRIVE, MEDIA, PA 19063-5134
877 JRP-2055 610 565-8840
FAX 610 565-8870 JRPMARK@FAST.NET

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.

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
Distance from airport: 7 miles, 30 minutes
CL, 1/1OR, VC, VE
Conference 15x22 Obs. Rm. Seats 15
Conference 18x22 Obs. Rm. Seats 15
Conference 16x20 Obs. Rm. Seats 15
(See advertisements on pp. 163, 201)

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
Distance from airport: 30 minutes
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 p. 202)

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
Distance from airport: 12 miles, 30 minutes
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. 203)

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
Distance from airport: 15 miles, 40 minutes
CL, 1/1, 1/1OR, TK, VC, VE
Conference 16x24 Obs. Rm. Seats 22
Conference 17x22 Obs. Rm. Seats 18
(See advertisement on p. 203)

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 Hstand
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 CL, 1/1, 1/10R, MP, 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 15
 (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 Hstand
 Location: Office building
 Distance from airport: 18 miles, 30 minutes
 CL, 1/1, 1/10R, 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 Hstand
 Location: Office building
 Distance from airport: 26 miles, 45 minutes
 CL, 1/1, 1/10R, 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 Hstand
 Location: Office building
 Distance from airport: 25 miles, 45 minutes
 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: jrppmark@fast.net
 Paul Frattaroli
 Location: Office building
 Distance from airport: 15 miles, 25 minutes
 1/1, TK, VE
 Conference 20x20 Obs. Rm. Seats 18
 Conference 24x20 Obs. Rm. Seats 15
 (See advertisement on p. 204)

Plaza Research-Philadelphia

Two Greentree Centre
 Marlton, NJ 08053
 Ph. 856-596-7777 or 800-654-8002
 Fax 856-596-3011
 E-mail: tsandone@plazaresearch.com
 www.plazaresearch.com
 Tina Sandone, Director
 Location: Office building
 Distance from airport: 30 minutes
 CL, 1/1, 1/10R, TK, TKO, MP, VC, VE
 Conference 15x20 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20
 Multiple 15x20 Obs. Rm. Seats 20
 (See advertisement on p. 181)

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

Roda Marketing Research, Inc.

1250 Greenwood Ave.
 Ste. 1, The Plaza
 Jenkintown, PA 19046-2900
 Ph. 215-887-4700
 Fax 215-884-6184
 E-mail: roda@rodaresearch.com
 www.rodaresearch.com
 Location: Office building
 Distance from airport: 25 miles, 30 minutes
 CL, 1/1, 1/10R, VE
 Conference 24x14 Obs. Rm. Seats 8

TVG, Inc.

520 Virginia Dr.
 Fort Washington, PA 19034
 Ph. 215-646-7200
 Fax 215-641-1898
 E-mail: mlewis@tvig-inc.com
 www.tvig-inc.com
 Mari Lewis
 Location: Office building
 Distance from airport: 18 miles, 35 minutes
 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
 Distance from airport: 18 miles, 20 minutes
 CL, 1/1, 1/10R, TK, VE
 Conference 16x22 Obs. Rm. Seats 14
 Conference 18x25 Obs. Rm. Seats 10
 Conference 14x20 Obs. Rm. Seats 8
 (See advertisement on p. 205)

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 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Video/Web Conf. 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.

Monroeville Mall, Rm. 144

Monroeville, PA 15146

Ph. 412-373-3670

Fax 412-373-5076

E-mail: carlenepit@earthlink.net

www.car-leneresearch.com

Kathleen Hanlin, Manager

Location: Shopping mall

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

Conference 18x14 Obs. Rm. Seats 8

(See advertisement on p. 149)

Data Information, Inc.

Century III Mall

3075 Clairton Blvd., Ste. 934

Pittsburgh, PA 15123

Ph. 412-655-8690

Fax 412-655-8693

E-mail: datainfo@nauticom.net

Diane Foster

Location: Shopping mall

Distance from airport: 22 miles, 40 minutes

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

Distance from airport: 10 miles, 15 minutes

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

Conference 25x16 Obs. Rm. Seats 15

Conference 20x12 Obs. Rm. Seats 10

Direct Feedback, Inc.

Four 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

Distance from airport: 13 miles, 20 minutes

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

E-mail: focus6@prodigy.net

Denise Augustine, Manager

Location: Office building

Distance from airport: 15 miles, 20 minutes

1/1, 1/1OR, TK, MP, 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

Distance from airport: 25 miles, 45 minutes

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

Conference 14x22 Obs. Rm. Seats 10

Conference 10x12

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

Distance from airport: 20 miles, 40 minutes

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

E-mail: time81@prodigy.net

Tammy Bailey

Location: Shopping mall

Distance from airport: 10 miles, 15 minutes

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@blazenet.net

Carol Morris, Dir. Field Svcs.

Location: Freestanding facility

Distance from airport: 35 miles, 45 minutes

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

Distance from airport: 12 miles, 20 minutes

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

E-mail: macsurvey@aol.com

Ann MacIntosh

Location: Office building

Distance from airport: 10 miles, 10 minutes

TK, TKO, VE

Conference 18x20 Obs. Rm. Seats 15

Performance Plus

Providence Place Mall

80 Providence Place

Providence, RI 02903

Ph. 508-872-1287

Fax 508-879-7108

www.performanceplusboston.com

Shirley Shames, President

Location: Shopping mall

Distance from airport: 6 miles, 10 minutes

CL, 1/1, TK, VC, VE

Conference 13x20 Obs. Rm. Seats 20

South Carolina

Charleston

Coastal Focus
4130 Faber Place, Ste. 203
N. Charleston, SC 29405
Ph. 843-744-9009
Fax 843-744-9044
E-mail: jsdcigi@aol.com
Judy DuBose, Owner
Location: Office building
Distance from airport: 2 miles, 5 minutes
CL, 1/1, 1/1OR, TK, MP, VE
Conference 20x15 Obs. Rm. Seats 15

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 facility
Distance from airport: 10 miles, 20 minutes
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@metromark.net
www.metromark.net
Emerson Smith, President
Location: Freestanding facility
Distance from airport: 8 miles, 15 minutes
1/1, VE
Conference 18x20 Obs. Rm. Seats 12
Multiple 21x24 Obs. Rm. Seats 10

Midlands Market Research
6700 Longbrook Rd.
Columbia, SC 29206
Ph. 803-782-8697
Fax 803-787-0371
E-mail: jsdcigi@aol.com
www.midlands.com
Judy DuBose, Owner
Location: Freestanding facility
Distance from airport: 5 miles, 15 minutes
CL, 1/1, TK, VE
Conference 18x20 Obs. Rm. Seats 15

Greenville/Spartanburg

Priority Metrics Group
300 E. Henry St.
Spartanburg, SC 29302
Ph. 864-573-9853
Fax 864-573-4348
E-mail: JBarrett@pmgco.com
www.pmgco.com
John Barrett, President
Location: Office building
Distance from airport: 20 miles, 30 minutes
1/1, 1/1OR, 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 facility
Distance from airport: 2 miles, 10 minutes
CL, 1/1, 1/1OR, TK, TKO, MP, VC, 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: opinions@wilkinsresearch.net
www.wilkinsresearch.com
Lisa Wilkins, Executive Director
Location: Freestanding facility
Distance from airport: 8 miles, 15 minutes
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. 865-281-0038
Fax 865-281-2250
Carolyn Mincey
Location: Office building
Distance from airport: 14 miles, 25 minutes
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
Distance from airport: 3 miles, 5 minutes
MP, 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 facility
Distance from airport: 8 miles, 15 minutes
CL, 1/1, 1/1OR, TK, VC, VE
Conference 14x23 Obs. Rm. Seats 20
Conference 14x18 Obs. Rm. Seats 12
Conference 14x25 Obs. Rm. Seats 15

Food Insights, Inc.
51 Germantown Court, Ste. 201
Cordova, TN 38018
Ph. 901-755-9911 or 888-755-9911
Fax 901-755-1006
E-mail: judy.patton@foodinsights.com
Judy Patton, Sr. V.P., Mktg. Rsch.
Location: Office building
Distance from airport: 17 miles, 30 minutes
CL, TK, VE
Conference 20x15 Obs. Rm. Seats 12

Friedman Marketing Services
Consumer Opinion Center
4435 Mall of Memphis
Ste. 1, Space P-231
Memphis, TN 38118
Ph. 901-368-5449 or 914-698-9591
Fax 901-368-1390
E-mail: gvigeant@roper.com
www.friedmanmktg.com
Rosemarie O'Sullivan, Manager
Location: Shopping mall
Distance from airport: 10 miles
TK, MP
Conference 10x12 Obs. Rm. Seats 5

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Video/Web Conf. 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.

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, 1/1OR, VE
 Conference 21x14 Obs. Rm. Seats 12

Nashville

Car-Lene Research, Inc.
 Bellevue Center
 7620 Hwy. 70 S., #257a
 Nashville, TN 37221
 Ph. 615-646-7044
 Fax 615-646-7062
 E-mail: carlenetenn2@earthlink.net
 www.car-leneresearch.com
 Marvin Henderson, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 (See advertisement on p. 149)

Car-Lene Research, Inc.
 Stones River Mall
 1720 Old Fort Parkway
 Murfreesboro, TN 37129
 Ph. 615-907-0037
 Fax 615-907-0039
 E-mail: carlenetenn1@earthlink.net
 www.car-leneresearch.com
 Toni White, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 (See advertisement on p. 149)

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
 Distance from airport: 20 miles
 1/1, 1/1OR, TK, VC, VE
 Conference 10x08 Obs. Rm. Seats 10
 (See advertisement on p. 130)

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
 Distance from airport: 3 miles, 5 minutes
 1/1, 1/1OR, TK, MP, VC, 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: dprince@PMResearch.com
 www.pmresearch.com
 Shannon Huntley, Account Manager
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 CL, VE
 Conference 13x23 Obs. Rm. Seats 12

20/20 Research, Inc.
 2303 21st Ave. S.
 Nashville, TN 37212
 Ph. 800-737-2020 or 877-392-0220
 Fax 615-777-8706
 E-mail: lisa@2020research.com
 www.2020research.com
 Lisa Stilts, Facility Coordinator
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 CL, VC, 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: focusgrp@firstmarket.com
 www.firstmarket.com
 Ron Neumond
 Location: Freestanding facility
 Distance from airport: 12 miles, 30 minutes
 VE
 Conference 15x16 Obs. Rm. Seats 8
 Conference 15x16 Obs. Rm. Seats 4
 (See advertisement on p. 162)

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
 Distance from airport: 3 miles, 10 minutes
 CL, 1/1, 1/1OR, VE
 Conference 16x30 Obs. Rm. Seats 10

Dallas/Ft. Worth

Accurate Research, Inc.
 2214 Paddock Way Dr., Ste. 100
 Grand Prairie, TX 75050
 Ph. 972-647-4272
 Fax 972-641-1549
 E-mail: Accurate.Research@airmail.net
 Tara Miller
 Location: Freestanding facility
 Distance from airport: 5 miles, 7 minutes
 CL, 1/1, TK, MP, VE
 Conference 12x21 Obs. Rm. Seats 9
 Conference 14x20 Obs. Rm. Seats 9
 Conference 16x25 Obs. Rm. Seats 20
 Multiple 28x40 Obs. Rm. Seats 10

Car-Lene Research, Inc.
 Collin Creek Mall
 811 N. Central Expwy., Ste. 2245
 Plano, TX 75075
 Ph. 972-424-8587
 Fax 972-424-7467
 E-mail: carlenetxcm@earthlink.net
 www.car-leneresearch.com
 Mona Hinton, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 Conference 15x11 Obs. Rm. Seats 3
 (See advertisement on p. 149)

Car-Lene Research, Inc.
 Grapevine Mills Mall
 3000 Grapevine Mills Pkwy., Ste. 208
 Grapevine, TX 76051
 Ph. 972-724-6816
 Fax 972-724-6819
 E-mail: carlenegr@aol.com
 www.car-leneresearch.com
 Debbie Middleton, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 (See advertisement on p. 149)

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<i>Best Overall</i>	✓	✓
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<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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CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Video/Web Conf. 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.
 North Hills Mall
 7624 Grapevine Hwy. N., Ste. 728
 North Richland Hills, TX 76180
 Ph. 817-595-3737
 Fax 817-595-1988
 E-mail: carlenenhill@earthlink.net
 www.car-leneresearch.com
 Sharon White, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 (See advertisement on p. 149)

Car-Lene Research, Inc.
 Richardson Square Mall
 501 S. Plano Rd.
 Richardson, TX 75081
 Ph. 972-783-1935
 Fax 972-680-3652
 E-mail: carleners@earthlink.net
 www.car-leneresearch.com
 Ruba Jamaluddin, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 (See advertisement on p. 149)

Car-Lene Research, Inc.
 Six Flags Mall
 2911 E. Division, #409A
 Arlington, TX 76011
 Ph. 817-633-6020
 Fax 817-633-4460
 E-mail: patriciapalmer2@yahoo.com
 www.car-leneresearch.com
 Patricia Palmer, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 Conference 15x12 Obs. Rm. Seats 8
 (See advertisement on p. 149)

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 or Pam Porter
 Location: Office building
 Distance from airport: 18 miles, 25 minutes
 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. 209)

Cunningham Field & Research Service
 Stonebriar Center
 2601 Preston Rd.
 Frisco, TX 75034
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: DALL@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 Distance from airport: 30 miles
 1/1, 1/1OR, TK, VC, VE
 (See advertisement on p. 130)

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
 Distance from airport: 10 miles, 15 minutes
 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
 10x08 Obs. Rm. Seats 8
 (See advertisement on p. 210)

Databank Marketing Research, Inc.
 5165 Veal Station Rd.
 Weatherford, TX 76085
 Ph. 817-677-2331
 Fax 817-221-3047
 E-mail: DBMSC@aol.com
 Sharyn Chambers, President
 Location: Freestanding facility
 1/1, 1/1OR, TK, VE
 Conference 18x20 Obs. Rm. Seats 12
 Conference 22x15 Obs. Rm. Seats 12
 Living 18x22 Obs. Rm. Seats 12

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 2711 LBJ Freeway, Ste. 300
 Farmers Branch, TX 75234
 Ph. 800-421-2167 or 972-488-9988
 Fax 972-488-9997
 E-mail: postmaster@delve.com
 www.delve.com
 Lynn Hibben, Branch Manager
 Location: Office building
 Distance from airport: 25 miles, 30 minutes
 CL, 1/1, 1/10R, 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. 173)

Discovery - National Qualitative Network
 Dallas Focus
 2723 Valley View Ln.
 Dallas, TX 75234
 Ph. 972-241-6696
 Fax 972-241-8513
 E-mail: dallas@discovery-nqn.com
 www.discovery-nqn.com
 John Gachelin
 Location: Freestanding facility
 Distance from airport: 12 miles, 20 minutes
 CL, 1/1, TK, MP, VC, VE
 Conference 18x21 Obs. Rm. Seats 20
 Conference 17x18 Obs. Rm. Seats 10
 (See advertisement on p. 105)

Fenton Swanger Consumer Research, Inc.
 14140 Midway Rd., Ste. 105
 Dallas, TX 75244
 Ph. 972-934-0707
 Fax 972-490-3919
 E-mail: focus@fentonswanger.com
 www.fentonswanger.com
 Ruthye Fowler, Vice President
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/10R, TK, MP, VC, VE
 Multiple 23x17 Obs. Rm. Seats 25
 Multiple 15x20 Obs. Rm. Seats 15
 Multiple 19x14 Obs. Rm. Seats 15
 (See advertisement on p. 211)

Fieldwork Dallas, Inc.
 15305 Dallas Pkwy., Ste. 802
 Addison, TX 75001-4637
 Ph. 972-866-5800
 Fax 972-866-5801
 E-mail: info@dallas.fieldwork.com
 www.fieldwork.com
 Freddi Wayne, President
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/10R, VC, VE
 Multiple 27x27 Obs. Rm. Seats 25
 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
 E-mail: bids@focusondallas.com
 www.focusondallas.com
 Mary Ulrich, President
 Location: Office building
 Distance from airport: 18 miles, 15 minutes
 1/1, 1/10R, TK, VC, 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

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 facility
 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
 Distance from airport: 10 miles, 10 minutes
 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
 Distance from airport: 30 miles, 30 minutes
 CL, 1/1, 1/10R, TK
 Conference 26x29 Obs. Rm. Seats 16

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 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

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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 - Video/Web Conf. 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
 Distance from airport: 20 minutes
 CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE
 Conference 15x20 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20
 Multiple 15x20 Obs. Rm. Seats 20
 (See advertisement on p. 181)

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
 Distance from airport: 10 miles, 20 minutes
 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.savitzfieldandfocus.com
 Harriet Silverman, Exec. Vice President
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 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. 213)

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: information@savitzfieldandfocus.com
 www.savitzfieldandfocus.com
 Harriet Silverman, Exec. Vice President
 Location: Shopping mall
 Distance from airport: 12 miles, 20 minutes
 TK, VE
 Conference 17x15 Obs. Rm. Seats 10
 (See advertisement on p. 213)

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 facility
 TK, VE
 Conference 20x20 Obs. Rm. Seats 15
 Conference 10x15 Obs. Rm. Seats 8
 (See advertisement on p. 212)



**TOTAL RECALL
 TELEPHONE
 INTERVIEWING
 WITH
 RESULTS!**

PHONE SERVICES

- Nationwide telephoning
- 30 line phone center
- CATI
- Interview programming
- CI3 software
- Tabulation
- Media research (TV/Radio/Newspaper)
- Children research
- Fully supervised

HISPANIC SERVICES

- Nationwide telephoning
- Translation
- Bilingual interviewing
- Bilingual supervision
- Se Habla Español
- Spanish questionnaire programming

AIM CONTACTS

Linda Adams, Owner & Director or
 Joy Gallegos, Associate Director
 (915) 591-4777 Fax (915) 595-6305

AIM RESEARCH

Since 1969

10456 Brian Mooney Avenue • El Paso, Texas 79935

email: aimres@aol.com • internet: http://www.aimresearch.com

Houston

Car-Lene Research, Inc.

Katy Mills Mall
5000 Katy Mills Circle, Ste. 667
Katy, TX 77494
Ph. 281-644-6100
Fax 281-644-6104
E-mail: carlenehou2@earthlink.net
www.car-leneresearch.com
Cheryl Sempe, Manager
Location: Shopping mall
1/1, 1/10R, TK, VE
(See advertisement on p. 149)

Car-Lene Research, Inc.

Northwest Mall
307 Northwest Mall
Houston, TX 77092
Ph. 713-686-5557
Fax 713-686-5584
E-mail: athenearest@hotmail.com
www.car-leneresearch.com
Athena Sempe, Manager
Location: Shopping mall
1/1, 1/10R, TK, VE
Conference 14x12 Obs. Rm. Seats 4
(See advertisement on p. 149)

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: cqs@cqsinc.com
www.cqsinc.com
Noel Roulin, President
Location: Office building
Distance from airport: 19 miles, 25 minutes
CL, 1/1, 1/10R, 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

Creative Consumer Research

3945 Greenbriar
Stafford, TX 77477
Ph. 281-240-9646
Fax 281-240-3497
E-mail: ccrhous@insync.net
Patricia Pratt, Vice President
Location: Freestanding facility
Distance from airport: 38 miles, 30 minutes
1/1, 1/10R, 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. 217)

Bigger Facilities. Better Recruiting. Best Service.

Offering state-of-the-art capabilities for your focus groups – and we're now in four locations.



Chicago
Dallas
Houston
Los Angeles

FOCUS GROUP FACILITIES:

Chicago, Dallas, Houston and Los Angeles

- ▶ Four 3-room focus group suites (both conventional size and extra large)
 - Comfortable viewing for up to 20 clients
 - Private ante-rooms and gallery seating
- ▶ Classroom, living room and auditorium settings
- ▶ One-on-one interviewing rooms available
- ▶ Fully equipped test kitchens
- ▶ Member of FocusVision Network videoconferencing

Chicago tel: 312.377.1200 fax: 312.377.1220

Dallas tel: 972.386.4050 fax: 972.450.2507

Houston tel: 713.621.4084 fax: 713.621.4223

Los Angeles tel: 310.642.4799 fax: 310.642.7795

web site: www.savitz-research.com

e-mail: info@savitzfieldandfocus.com



Savitz

FIELD and FOCUS

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Video/Web Conf. 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
 Distance from airport: 15 miles
 1/1, 1/1OR, TK, MP, VC, VE
 Conference 18x12 Obs. Rm. Seats 8
 (See advertisement on p. 130)

Delve

(Formerly Quality Controlled Services - QCS)
 17625 El Camino Real, Ste. 100
 Houston, TX 77058
 Ph. 800-522-2385 or 281-488-8247
 Fax 281-486-3831
 E-mail: postmaster@delve.com
 www.delve.com
 Diana Reid, Branch Manager
 Location: Office building
 Distance from airport: 20 miles, 25 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Conference 21x17 Obs. Rm. Seats 10
 Conference 20x18 Obs. Rm. Seats 8
 (See advertisement on p. 173)

Gulf State Research Center

San Jacinto Mall
 1670 San Jacinto Mall
 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

Market Research & Analysis Field Staff, Inc.

The Research Center
 5075 Westheimer Rd.
 Houston, TX 77056
 Ph. 713-271-5624
 Fax 713-840-0699
 E-mail: mrafs@swbell.net
 Fay Parker, President
 Location: Office building
 Distance from airport: 16 miles, 30 minutes
 CL, 1/1, TK, VE
 Conference 20x24 Obs. Rm. Seats 12
 Conference 16x22

Market Study International, Inc.

9700 Richmond Ave., Ste. 108
 Houston, TX 77042
 Ph. 713-952-1400
 Fax 713-952-2444
 E-mail: marketstudy@pdq.net
 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: mars@gge.net
 www.marsresearch.com
 Johnnie Horn
 Location: Office building
 Distance from airport: 30 miles, 45 minutes
 CL, 1/1, 1/1OR, TK, VC, VE
 Conference 28x25 Obs. Rm. Seats 25
 Conference 25x25 Obs. Rm. Seats 20
 (See advertisement on p. 214)

MARS RESEARCH

Houston, Texas



Our focus is on You!

YOUR NEEDS ARE OUR FIRST CONCERN.

Focus Groups

2 large Focus Rooms

1 IDI/TRIAD

Phone Surveys

35 CATI Stations

Field

On-site intercepts

Mystery Shops

• Medical Interviews

• Hispanic Studies

• Mock Juries

• Executive Studies

• Store Intercepts

EASY ACCESS FROM BOTH HOUSTON AIRPORTS!

3200 WILCREST, SUITE 100 HOUSTON, TX 77042

1-888-320-6277

WWW.MARSTEXAS.COM

EMAIL: JOHNNIEHORN@MARSTEXAS.COM

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.opinions-unlimited.com
 Anndel Martin
 Location: Office building
 Distance from airport: 20 miles, 40 minutes
 CL, 1/1, 1/1OR, MP, VC, VE
 Multiple 24x20 Obs. Rm. Seats 24
 Conference 24x20 Obs. Rm. Seats 16
 Conference 22x20 Obs. Rm. Seats 16
 Multiple 26x32 Obs. Rm. Seats 16
 (See advertisement on p. 215)

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
 Distance from airport: 45 minutes
 CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE
 Conference 15x20 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20
 Multiple 15x20 Obs. Rm. Seats 20
 (See advertisement on p. 181)

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.savitzfieldandfocus.com
 Laurie DeRoberts, Branch Manager
 Location: Office building
 Distance from airport: 20 miles, 25 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Conference 22x30 Obs. Rm. Seats 24
 Conference 18x20 Obs. Rm. Seats 20
 Conference 08x16 Obs. Rm. Seats 6
 (See advertisement on p. 213)

Texas Qualitative, Inc.
 14503 Bammel N. Houston, Ste. 100
 Houston, TX 77014
 Ph. 281-586-8088
 Fax 281-586-7003
 www.tqjhouston.com
 Location: Freestanding facility
 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
 www.umspro.com
 David McDonald
 Location: Freestanding facility
 Distance from airport: 8 miles, 15 minutes
 1/1, VE
 Conference 20x12 Obs. Rm. Seats 8

San Antonio

Car-Lene Research, Inc.
 North Star Mall
 7400 San Pedro, #2060
 San Antonio, TX 78216
 Ph. 210-340-3595
 Fax 210-340-3559
 E-mail: carlenesat@earthlink.net
 www.car-leneresearch.com
 Sandy Yeater, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 (See advertisement on p. 149)

Turning the research world... Well, you get the picture.



Opinions Unlimited gives you a fresh perspective with innovative, actionable qualitative and quantitative research backed with the resources necessary to ensure quality and control cost.

Recognized as one of the top-tier facilities in North America, Opinions Unlimited is the premier full service marketing research and data collection firm in the Southwest; dedicated to "excellence in research" since 1979.

Texas' #1 Focus Group Facility*

- Located within the exciting and highly acclaimed *Houston Galleria* area
- 4 spacious, contemporary focus group suites and state-of-the-art usability lab
- Designed and equipped by leading moderators
- Numerous high-tech features and amenities for enhanced comfort and productivity
- Offering *FocusVision Worldwide*™ video-conferencing and Internet video streaming

*Rated #1 in Texas 1997, 1998 and 2000
Impulse Survey (40+ raters)

Data Collection Services

- 75+ station CATI and Internet equipped Interviewing Center
- In-house CATI programming and tabulation

Research Design and Analysis

- Highly effective, strategic-thinking research professionals specializing in qualitative and quantitative research

Worldwide Experience with Numerous Cultures

For more information contact Ms. Anndel Martin today...

Member of
GroupM
 The Qualitative Experts
 Simple. Effective. Smart.

Three Riverway, Suite 250
 Houston, Texas 77056
 713.888.0202 / 1.800.604.4247
 www.opinions-unlimited.com



CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Video/Web Conf. 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.

Creative Consumer Research

5300 Wurzbach Rd., Ste. 400
 San Antonio, TX 78238
 Ph. 210-520-7025
 Fax 210-680-9906
 E-mail: ccrsan210@aol.com
 Richard, Exec. Vice President
 Location: Freestanding facility
 Distance from airport: 8 miles, 15 minutes
 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. 217)

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 facility
 Distance from airport: 5 miles, 15 minutes
 CL, 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, 1/1OR, TK, MP, VC, VE
 Conference 19x11 Obs. Rm. Seats 12
 (See advertisement on p. 130)

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
 Distance from airport: 7 miles, 10 minutes
 1/1, 1/1OR, 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
 Distance from airport: 12 miles, 10 minutes
 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 facility
 Distance from airport: 10 miles, 15 minutes
 CL, MP, VE
 Multiple 18x15 Obs. Rm. Seats 8



Telephone Interviewing

- * Over 350 CATI stations
- * ACS Query, CfMC Survent, SurveyCraft
- * Hi-Tech Business to Business Specialists

Advanced Technologies

- * Web & E-mail Surveys
- * Voice Automated Surveys (IVR)
- * T-1 Access for Internet Groups

Qualitative & Food Research

- * Two well-appointed focus group suites
- * Two 2,000 sq.ft. commercial test kitchens
- * Industrial-strength restaurant equipment



www.drgutah.com
 E-mail: sales@drgutah.com
 2089 East Fort Union Blvd.
 Salt Lake City, UT 84121-3135
 (800) 678-3748 · Fax (801) 944-0550

Creative Consumer Research.

**Our name
says it all.**

With our 6 mall locations,
on-site supervisors, 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:**

**Focus groups
Telephone interviews
CATI interviews
Pre-recruits
Executive interviews
Full-service taste-test kitchens
Legal studies
Music studies**



**CREATIVE CONSUMER
RESEARCH**

Where business gets resultsSM

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 - Video/Web Conf. 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.

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, Director
 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
 Distance from airport: 7 miles, 20 minutes
 1/1, 1/1OR, VE
 Conference 11x21 Obs. Rm. Seats 9

Discovery - National Qualitative Network

Norfolk Telephone
 825 Greenbrier Circle, Ste. 200
 Chesapeake, VA 23320
 Ph. 757-523-2505
 Fax 757-523-0463
 E-mail: norfolk@discovery-nqn.com
 www.discovery-nqn.com
 Gerri Kennedy
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 CL, 1/1, TK, VE
 Conference 18x22 Obs. Rm. Seats 15
 (See advertisement on p. 105)

Issues and Answers Network, Inc.
 5151 Bonney Rd.
 Virginia Beach, VA 23462
 Ph. 757-456-1100 or 800-23-ISSUE
 Fax 757-456-0377
 E-mail: peterm@issans.com
 www.issans.com
 Pamela Jenkins, Project Pricing Manager
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 1/1, VC, VE
 Conference 16x22 Obs. Rm. Seats 10
 Conference 24x18 Obs. Rm. Seats 15

Market Researchers & Analysts
 11833 Canon Blvd., Ste. 100
 Newport News, VA 23606
 Ph. 757-873-8384
 Fax 757-873-8451
 E-mail: ywang@mr-a.com
 www.mr-a.com
 Dr. Youde Wang, Director
 Location: Office building
 VE
 Conference 10x20 Obs. Rm. Seats 10

Martin Focus Group Centres, Inc.
 4801 Columbus St., Ste. 102
 Virginia Beach, VA 23462
 Ph. 757-518-0180
 Fax 757-518-0185
 E-mail: vabeach@martinfocus.com
 www.martinfocus.com
 Steve Weachter, Manager
 Location: Office building
 Distance from airport: 10 miles, 30 minutes
 CL, 1/1, 1/1OR, VE
 Conference 16x17 Obs. Rm. Seats 10
 Conference 18x21 Obs. Rm. Seats 20

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@aol.com
 www.dominionfocusgroup.com
 Bana Bhagchandani, President
 Location: Office building
 Distance from airport: 17 miles, 20 minutes
 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. 804-935-0203
 Fax 804-935-0567
 E-mail: richmond@martinfocus.com
 www.martinfocus.com
 Jennifer Powell, Manager
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 CL, 1/1, 1/1OR, VE
 Conference 18x21 Obs. Rm. Seats 10
 Conference 16x28 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
 Distance from airport: 15 miles, 20 minutes
 1/1, MP, VE
 Conference 15x22 Obs. Rm. Seats 13

Alan Newman Research
 1025 Boulders Pkwy., Ste. 401
 Richmond, VA 23225
 Ph. 804-272-6100
 Fax 804-272-7145
 E-mail: tbrisbane@anr.com
 Terry Brisbane, Vice President
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, VE
 Conference 27x18 Obs. Rm. Seats 14

Richmond

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: tbrisbane@anr.com
 Terry Brisbane, Vice President
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, VE
 Conference 27x18 Obs. Rm. Seats 14

Southeastern Institute of Research (SIR)
 2325 W. Broad St.
 Richmond, VA 23220
 Ph. 804-358-8981
 Fax 804-358-9761
 E-mail: SIR@SIRresearch.com
 www.SIRresearch.com
 Location: Freestanding facility
 Distance from airport: 12 miles, 25 minutes
 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. 540-342-1970
 Fax 540-982-8101
 E-mail: roanoke@martinfocus.com
 www.martinfocus.com
 Marjorie Jeskey, V.P. Ops.
 Location: Freestanding facility
 Distance from airport: 8 miles, 20 minutes
 CL, VE
 Conference 17x20 Obs. Rm. Seats 20

Washington

Seattle/Tacoma

Car-Lene Research, Inc.

Alderwood Mall
3000 184th St. S.W., #861
Lynnwood, WA 98037
Ph. 425-744-8047
Fax 425-744-7809
E-mail: carleneseawa@earthlink.net

www.car-leneresearch.com
Jean LeBlanc, Manager
Location: Shopping mall
1/1, 1/1OR, TK, VE
(See advertisement on p. 149)

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 facility
Distance from airport: 5 miles, 10 minutes
TK, TKO, VE
Conference 15x20 Obs. Rm. Seats 10
(See advertisement on p. 219)

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
Distance from airport: 20 miles, 45 minutes
CL, TK, VE
Conference 15x20 Obs. Rm. Seats 10
(See advertisement on p. 219)

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
Distance from airport: 15 miles, 30 minutes
CL, 1/1, TK, MP, VC, VE
Conference 15x20 Obs. Rm. Seats 18
Multiple 20x40 Obs. Rm. Seats 10
(See advertisement on p. 219)

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
Distance from airport: 20 miles
1/1, 1/1OR, TK, VC, VE
Conference 20x14 Obs. Rm. Seats 8
(See advertisement on p. 130)

Delve

(Formerly Quality Controlled Services - QCS)
14711 NE 29th Place, Ste. 110
Bellevue, WA 98007
Ph. 888-863-9573 or 425-881-7272
Fax 425-881-7121
E-mail: postmaster@delve.com
www.delve.com
Donna Glosser, Branch Manager
Location: Office building
Distance from airport: 20 miles, 25 minutes
CL, 1/1, 1/1OR, TK, MP, VC, VE
Conference 21x18 Obs. Rm. Seats 14
Conference 20x20 Obs. Rm. Seats 12
(See advertisement on p. 173)

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
Distance from airport: 25 minutes
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

7907 212th St. S.W., Ste. 200
Edmonds, WA 98026
Ph. 425-775-3500
Fax 425-776-1202
E-mail: 1st.nw.grp@worldnet.att.net
www.firstnwgroup.com
Karen Benedict, General Manager
Location: Freestanding facility
Distance from airport: 30 miles, 30 minutes
1/1, VE
Conference 30x21 Obs. Rm. Seats 18

**New in
Portland!**

The color of data

Many focus group companies seem to think that good data comes out of beige rooms. We happen to think otherwise.

Our new Portland focus group office features all the creature comforts, high speed net access and videoconferencing too. But we also give you the choice of a relaxing and rich blue themed room or a soothing and warm burgundy themed room for your focus group.

We think good data is best collected in rooms you can actually like. Call us with your next focus group assignment.



Consumer Opinion Services
We answer to you

12825 1st Avenue South Seattle, WA 98168 www.cosvc.com 206-241-6050

Seattle ♦ Spokane ♦ Boise ♦ Portland ♦ Salt Lake City ♦ San Jose

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Video/Web Conf. 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.

Gilmore Research Group

2324 Eastlake Ave. E., Ste. 300
 Seattle, WA 98102-3306
 Ph. 206-726-5555
 Fax 206-726-5620
 E-mail: sklause@gilmore-research.com
 www.gilmore-research.com
 Shari Klause
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 CL, 1/1, VC, VE
 Conference 14x20 Obs. Rm. Seats 12
 Conference 14x19 Obs. Rm. Seats 8
 (See advertisement on p. 221)

Gilmore Research Group

2825 Eastlake Ave. E., Ste. 200
 Seattle, WA 98102
 Ph. 206-726-5555
 Fax 206-726-5620
 E-mail: sklause@gilmore-research.com
 www.gilmore-research.com
 Shari Klause
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 CL, 1/1, VC, VE
 Conference 14x20 Obs. Rm. Seats 16
 (See advertisement on p. 221)

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
 Distance from airport: 20 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, MP, VE
 Conference 12x22 Obs. Rm. Seats 10

Hebert Research, Inc.
 13629 N.E. Bellevue-Redmond Rd.
 Bellevue, WA 98005
 Ph. 425-643-1337
 Fax 425-746-8138
 E-mail: info@hebertresearch.com
 www.hebertresearch.com
 Michael Link, V.P. Mktg. & Rsch.
 Location: Freestanding facility
 Distance from airport: 10 miles, 18 minutes
 CL, TK, MP, VE
 Conference 30x18 Obs. Rm. Seats 8

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: kgere@marketdataresearch.com
 Scott Schoegg
 Location: Office building
 CL, 1/1, VC, VE
 Conference 23x17 Obs. Rm. Seats 14

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@marketrends.com
 www.marketrends.com
 Jackie Weise, Exec. Vice President
 Location: Office building
 Distance from airport: 5 miles, 10 minutes
 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@marketrends.com
 www.marketrends.com
 Jackie Weise, Exec. Vice President
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 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@nwrg.com
 www.nwrg.com
 Jeff Etherton, Vice President
 Location: Office building
 Distance from airport: 10 miles, 5 minutes
 CL, VE
 Conference 12x16 Obs. Rm. Seats 15

Spokane

Consumer Opinion Services, Inc.
 Northtown Mall
 4750 N. Division St., Ste. E-219
 Spokane, WA 99207
 Ph. 509-487-6173 or 206-241-6050 for bids
 Fax 509-487-7205
 E-mail: info@cosvc.com
 www.cosvc.com
 Jerry Carter
 Location: Shopping mall
 Distance from airport: 10 miles, 20 minutes
 1/1, TK, VE
 Conference 15x20 Obs. Rm. Seats 10
 (See advertisement on p. 219)

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 facility
 Distance from airport: 8 miles, 10 minutes
 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@strategicresearch.net
 www.strategicresearch.net
 Steven Dean, Research Director
 Location: Freestanding facility
 Distance from airport: 8 miles, 15 minutes
 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: jmace@mcmillionresearch.com
 www.mcmillionresearch.com
 Gary L. McMillion
 Location: Office building
 Distance from airport: 3 miles, 10 minutes
 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
 E-mail: timothyaspennwall@home.com
 Tim Aspenwall
 Location: Shopping mall
 Distance from airport: 50 miles, 60 minutes
 1/1, 1/1OR, 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 Ogden, Manager
 Location: Shopping mall
 Distance from airport: 15 miles
 TK, VE
 Conference 10x12 Obs. Rm. Seats 5

Green Bay/Appleton

Delve
 (Formerly Quality Controlled Services - QCS)
 4330 W. Spencer St.
 Appleton, WI 54915
 Ph. 800-637-0775 or 920-731-2241
 Fax 920-731-2921
 E-mail: postmaster@delve.com
 www.delve.com
 Esther Young, Branch Manager
 Location: Freestanding facility
 Distance from airport: 3 miles, 5 minutes
 CL, 1/1, 1/1OR, TK, VC, VE
 Conference 16x23 Obs. Rm. Seats 15
 Conference 15x17 Obs. Rm. Seats 10
 (See advertisement on p. 173)

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 facility
 Distance from airport: 35 miles, 30 minutes
 1/1, 1/1OR, VE
 Conference 21x19 Obs. Rm. Seats 10

Wisconsin Research, Inc.
 1270 Main St.
 Green Bay, WI 54302
 Ph. 920-436-4646
 Fax 920-436-4651
 Barbara Smits, President
 Location: Office building
 Distance from airport: 7 miles, 15 minutes
 1/1, 1/1OR, TK, VE
 Conference 22x18 Obs. Rm. Seats 14

Madison

Chamberlain Research Consultants, Inc.
 710 John Nolen Dr.
 Madison, WI 53713
 Ph. 608-246-3010
 Fax 608-246-3019
 E-mail: crc@crwis.com
 www.crwis.com
 Tyler Walker, Project Director
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Conference 19x25 Obs. Rm. Seats 18
 Conference 21x25 Obs. Rm. Seats 12
 Conference 18x25 Obs. Rm. Seats 25

Cunningham Field & Research Service
 Focus/CLT Facilities
 6333 Odana Rd.
 Madison, WI 53719
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: MADI@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Office building
 Distance from airport: 25 miles
 CL, 1/1, 1/1OR, TK, TKO, VC, VE
 Conference 18x25 Obs. Rm. Seats 12
 (See advertisement on p. 130)



Can you find the 5 people in
 this picture who own vacation
 homes and eat guavas?
 We can.

Focus groups are truly a valuable research tool. But only if you have the right people in your group. Your target audience. So at Gilmore Research, we make it our mission to ensure that's exactly who shows up in your focus groups. And they'll show up at one of the most modern, efficient and comfortable group facilities in the nation. Complete with video conferencing, professional hostessing and the best recruiters in the Northwest. You can get the whole story on our focus group services by calling (206) 726-5555. But please call today. We'd really like to find you, too.

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 Portland, Oregon

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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 - Video/Web Conf. 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.

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
 Distance from airport: 9 miles, 20 minutes
 1/1, 1/1OR, VE
 Conference 20x28 Obs. Rm. Seats 12

Milwaukee

Advantage Research, Inc.
 W202 N10246 Lannon Rd.
 Germantown, WI 53022
 Ph. 262-502-7000 or 877-477-7001
 Fax 262-502-7010
 E-mail: susans@ariadvantage.com
 www.ariadvantage.com
 Susan Schwabenlender
 Location: Freestanding facility
 Distance from airport: 25 miles, 30 minutes
 CL, VE
 Conference 28x18 Obs. Rm. Seats 12
 (See advertisement on p. 43)

Car-Lene Research, Inc.
 Northridge Mall
 7700 W. Brown Deer Rd.
 Milwaukee, WI 53223
 Ph. 414-357-6611
 Fax 414-357-7757
 E-mail: cm3576611@aol.com
 www.car-leneresearch.com
 Christine Malone, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK, VE
 Conference 12x17 Obs. Rm. Seats 6
 (See advertisement on p. 149)

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
 Kelly McGrath, Director
 Location: Shopping mall
 Distance from airport: 12 miles, 15 minutes
 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
 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.lein-spiegelhoff.com
 Charles Spiegelhoff, President
 Location: Freestanding facility
 Distance from airport: 18 miles, 30 minutes
 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

Mazur/Zachow, Inc.
 1025 S. Moorland Rd., Ste. 300
 Brookfield, WI 53005
 Ph. 262-938-9244
 Fax 262-938-9255
 E-mail: mazurzac@aol.com
 www.mazurzachow.com
 Barbara Steigerwald, Project Director
 Location: Office building
 Distance from airport: 15 miles, 15 minutes
 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: mmmr@execpc.com
 Susan Lehmann
 Location: Office building
 Distance from airport: 14 miles, 18 minutes
 CL, TK, TKO, VE
 Conference 25x24 Obs. Rm. Seats 20
 Conference 22x18 Obs. Rm. Seats 10

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
 735 W. Wisconsin Ave.
 Milwaukee, WI 53233
 Ph. 414-273-4680
 Fax 414-273-3158
 E-mail: PR@zjs.com
 Wendy Blumenthal, V.P. Opinion & Mkt. Rsch.
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 VE
 Conference 15x22

CANADA

Alberta

Calgary

ENVIRONICS Research Group Ltd. - West
 999 8th St. S.W., #630
 Calgary, AB T2R 1J5
 Canada
 Ph. 403-229-0711
 Fax 403-228-9165
 E-mail: gcraig@environics-west.com
 www.environic-west.com
 Giorgia Craig
 Location: Office building
 Distance from airport: 30 minutes
 VE
 Conference Obs. Rm. Seats 15
 Conference Obs. Rm. Seats 15

Top Hat Focus Surveys Ltd.
 3015 12th St. N.E., #140
 Calgary, AB T2E 7J2
 Canada
 Ph. 403-299-0750 or 877-255-7022
 Fax 403-299-0762
 E-mail: tophat@ab.imag.net
 Edna Kingston, President
 Location: Office building
 Distance from airport: 5 miles
 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

British Columbia

Vancouver

CGT Research International
 1100 - 675 W. Hastings St.
 Vancouver, BC V6B 1N2
 Canada
 Ph. 604-681-0381
 Fax 604-681-0427
 E-mail: adipaula@cgtnet.com
 www.cgtnet.com
 Adam Di Paula
 Location: Office building
 Distance from airport: 12 miles, 25 minutes
 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: jayme@crpdata.com
www.crcpdata.com
Jayme Harper, Facility Manager
Location: Office building
Distance from airport: 15 miles, 20 minutes
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

Sixth Line Solutions
1156 Hornby St.
Vancouver, BC V6Z 1V8
Canada
Ph. 604-682-4292 or 877-883-5705
Fax 604-682-8582
David Gray, President
Location: Freestanding facility
Distance from airport: 11 miles, 25 minutes
1/1, 1/10R, VE
Conference 21x17 Obs. Rm. Seats 13
Multiple 14x14 Obs. Rm. Seats 12

Vancouver Focus
1177 Hornby St., Main floor
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

PRA, Inc.
Prairie Research Associates
530-363 Broadway
Winnipeg, MB R3C 3N9
Canada
Ph. 204-987-2030
Fax 204-989-2454
E-mail: admin@pra.ca
www.pra.ca
Greg Mason
Location: Office building
TK, VE
Conference 10x20 Obs. Rm. Seats 10

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
Andrew Enns, Dir. Mktg. Rsch. Analyst
Location: Office building
VE
Conference 14x17 Obs. Rm. Seats 15
Conference 14x17 Obs. Rm. Seats 6

Nova Scotia

Halifax

Omnifacts Research Limited
Cogswell Tower
2000 Barrington St., Ste. 800
Halifax, NS B3J 3K1
Canada
Ph. 902-491-2600
Fax 902-492-3756
E-mail: research@bristolgroup.ca
www.bristolgroup.ca
Jack Potter
Location: Office building
Distance from airport: 19 miles, 30 minutes
CL, 1/1, 1/10R, MP, VE
Conference 20x15 Obs. Rm. Seats 10
Conference 20x17 Obs. Rm. Seats 4

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 facility
Distance from airport: 2 miles, 10 minutes
CL, TK, VE
Conference 16x14 Obs. Rm. Seats 8

Ottawa

Ekos Research Associates, Inc.
99 Metcalfe St., Ste. 1100
Ottawa, ON K1P 6L7
Canada
Ph. 613-235-7215
Fax 613-235-8498
E-mail: pobox@ekos.com
www.ekos.com
Frank Graves, President
Location: Office building
VE
GPC Research
220 Laurier Ave. W., Ste. 1650
Ottawa, ON K1P 5Z9
Canada
Ph. 613-234-8960
Fax 613-236-9867
E-mail: bratkiewicz@gpc.ca
Location: Office building
Distance from airport: 12 miles, 20 minutes
1/1, TK, VE

Opinion Search, Inc.
1800 - 160 Elgin St.
Ottawa, ON K2P 2C4
Canada
Ph. 800-363-4229
Fax 613-230-3793
E-mail: info@opinionsearch.com
www.opinionsearch.com
Eric Turcotte, Qual. Rsch. Supervisor
Location: Office building
Distance from airport: 10 miles, 20 minutes
1/1, MP, VE
Conference 30x20 Obs. Rm. Seats 20
20x18 Obs. Rm. Seats 10

Optima Consultants in Applied Social Research
216 Florence St.
Ottawa, ON K1R 5N6
Canada
Ph. 613-236-2998
E-mail: optimac@optima.ca
www.optima.ca
Location: Office building
VE

Toronto

ABM Research, Ltd.
17 Madison Ave.
Toronto, ON M5R 2S2
Canada
Ph. 416-961-5511
Fax 416-961-5341
E-mail: abm@abm-research.com
Location: Freestanding facility
TK, VE
Conference 15x12 Obs. Rm. Seats 10
Conference 12x10 Obs. Rm. Seats 8

CODES

Location: Office building, Freestanding building, Shopping mall
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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.

ACNielsen - DJC Research
 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
 Distance from airport: 15 miles, 20 minutes
 TK, VE
 Conference 18x20 Obs. Rm. Seats 15

Applied Consumer & Clinical Evaluations Inc.
 ACCE, 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 facility
 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: cdnview@interlog.com
 Kim Storer, Field Director
 Location: Shopping mall
 Distance from airport: 20 miles
 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
 Location: Office building
 Distance from airport: 15 miles
 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
 www.consumervision.on.ca
 Phyllis Friedman, General Manager
 Location: Office building
 CL, 1/1, 1/1OR, MP, VE
 Conference 24x19 Obs. Rm. Seats 15
 Conference 24x19 Obs. Rm. Seats 15
 Conference 25x18 Obs. Rm. Seats 18
 Conference 25x18 Obs. Rm. Seats 18
 Conference 30x18 Obs. Rm. Seats 18
 Conference 24x19 Obs. Rm. Seats 14
 Living 15x14 Obs. Rm. Seats 8

Contemporary Research Centre - Toronto
 350 Bloor St., Ste. 603
 Toronto, ON
 Canada
 Ph. 877-927-0458
 Fax 416-927-1028
 E-mail: colette@crccdata.com
 www.crccdata.com
 Colette Grant, Facility Manager
 Location: Office building
 Distance from airport: 20 miles, 25 minutes
 CL, 1/1, 1/1OR, VE
 Conference 21x16 Obs. Rm. Seats 10
 Living 13x11 Obs. Rm. Seats 4

Contract Testing, Inc.
 119 West Dr.
 Brampton, ON L6T 2J6
 Canada
 Ph. 905-456-0783
 Fax 905-456-1172
 E-mail: info@contracttesting.com
 www.contracttesting.com
 Lanny Scholes
 Location: Freestanding facility
 Distance from airport: 10 miles, 20 minutes
 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 facility
 1/1, 1/1OR, TK, VC, VE
 Multiple 15x18 Obs. Rm. Seats 15

Ekos Research Associates, Inc.
 480 University St., Ste. 1006
 Toronto, ON M5G 1V2
 Canada
 Ph. 416-598-8002
 Fax 416-598-2543
 E-mail: toronto@ekos.com
 www.ekos.com
 Location: Office building
 VE

Face To Face Qualitative Rsch. Svcs.
 A Div. of Karom Group
 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 or Kate Khait
 Location: Office building
 Distance from airport: 20 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, VE
 Conference 30x30 Obs. Rm. Seats 10
 Conference 40x30 Obs. Rm. Seats 10

Focus First Research Inc.
 (An affiliate of Camelford Graham Research Group)
 2300 Yonge St., Ste. 1001
 Toronto, ON M4P 1E4
 Canada
 Ph. 416-440-1450
 Fax 416-440-1468
 E-mail: cg@camelfordgraham.on.ca
 www.camelfordgraham.on.ca
 Heather Mercer, Facility Manager
 Location: Office building
 VC, VE
 Conference 22x22 Obs. Rm. Seats 15
 Conference 24x29 Obs. Rm. Seats 15
 Conference 22x23 Obs. Rm. Seats 15

Goldfarb Consultants
 4950 Yonge St., Ste. 1700
 Toronto, ON M2N 6K1
 Canada
 Ph. 800-803-6332 or 416-221-9200
 Fax 416-221-2214
 E-mail: info@goldfarbconsultants.com
 www.goldfarbconsultants.com
 Todd Gillam
 Location: Office building
 Distance from airport: 20 minutes
 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

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
 Vickie Sotirakos
 Location: Office building
 Distance from airport: 20 miles
 CL, TK, VE
 Conference 20x24 Obs. Rm. Seats 15

Infoquest Research Corporation
 12-6655 Kitimat Rd.
 Mississauga, ON L5N 6J4
 Canada
 Ph. 905-567-9009
 Fax 905-567-8920
 Jim Henderson
 Location: Freestanding facility
 1/1, TK, VE

Inspiration In-Sync Consumer Insight
 30 Soudan Ave., Ste. 500
 Toronto, ON M4S 1V6
 Canada
 Ph. 416-932-0921
 Fax 416-932-0922
 E-mail: sbardwell@in-syncresearch.com
 www.in-syncresearch.com
 Susan Bardwell, Partner
 Location: Office building
 VE
 Conference Obs. Rm. Seats 12
 Conference Obs. Rm. Seats 12

INTERtab
 4950 Yonge St., Ste. 1002
 Toronto, ON M2N 6K1
 Canada
 Ph. 416-250-8511
 Fax 416-250-8515
 E-mail: randa@cree.com
 Randa Bell, Managing Director
 Location: Office building
 Distance from airport: 15 miles, 30 minutes
 1/1, 1/1OR, TK, VE
 Conference 19x20 Obs. Rm. Seats 8

Market Facts of Canada
 77 Bloor St. W.
 Toronto, ON M5S 3A4
 Canada
 Ph. 416-964-6262
 Fax 416-964-9333
 E-mail: tpayne@marketfacts.com
 www.marketfacts.com
 Location: Office building
 Distance from airport: 20 miles, 45 minutes
 VE
 Conference 24x21 Obs. Rm. Seats 7

Metroline Research Group, Inc.
 7 Duke St. W., Ste. 301
 Kitchener, ON N2H 6N7
 Canada
 Ph. 800-827-0676
 Fax 519-584-7672
 E-mail: info@metroline.ca
 www.metroline.ca
 Dave Kains, ext. 3003
 Location: Office building
 Distance from airport: 60 miles, 45 minutes
 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: dave@metroline.ca
 www.metroline.ca
 Dave Kains, Partner
 Location: Office building
 Distance from airport: 20 miles, 20 minutes
 VE
 Conference 22x18 Obs. Rm. Seats 12
 Conference 22x13 Obs. Rm. Seats 8

Opinion Search, Inc.
 2500 - 2 Bloor St. W.
 Toronto, ON M4W 3E2
 Canada
 Ph. 800-363-4229 or 888-495-7777
 Fax 416-962-0505
 E-mail: info@opinionsearch.com
 www.opinionsearch.com
 Eric Turcotte, Qual. Rsch. Supervisor
 Location: Office building
 Distance from airport: 20 miles, 20 minutes
 VE
 Conference 25x20 Obs. Rm. Seats 15

Research Dimensions, Ltd.
 30 Soudan Ave., 6th fl.
 Toronto, ON M4S 1V6
 Canada
 Ph. 416-486-6161 or 800-663-2973
 Fax 416-486-6162
 E-mail: info@researchdimensions.com
 www.researchdimensions.com
 Tara Jadoonath
 Location: Office building
 Distance from airport: 10 miles, 25 minutes
 VE
 Conference 20x20 Obs. Rm. Seats 12
 Conference 18x16 Obs. Rm. Seats 12

Research House, Inc.
 1867 Yonge St., 2nd fl.
 Toronto, ON M4S 1Y5
 Canada
 Ph. 416-488-2328 (Qual.)
 Fax 416-488-2368
 E-mail: qual@research-house.ca
 www.research-house.ca
 Linda Lane, Dir. Qualitative Services
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 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
 (See advertisement on p. 225)

Research House, Inc.
 Portage Place
 1154 Chemong Rd., Store 50B
 Peterborough, ON L5B 2C9
 Canada
 Ph. 416-488-2328
 Fax 416-488-2368
 E-mail: linda_lane@research-house.ca
 www.research-house.ca
 Linda Lane, Dir. Qualitative Services
 Location: Shopping mall
 Distance from airport: 75 miles, 120 minutes
 TK, VE
 Conference 12x14 Obs. Rm. Seats 10
 (See advertisement on p. 225)

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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 - Video/Web Conf. 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.

Thompson Lightstone & Company
 350 Bloor St. E., Ste. 600
 Toronto, ON M4W 1H4
 Canada
 Ph. 416-922-1140
 Fax 416-922-8014
 E-mail: tlc@tlcl.com
 www.omnitel.org
 Liz Futo, Director Field Services
 Location: Office building
 Distance from airport: 20 miles
 CL, 1/1, 1/1OR, TK, MP, VE
 Conference 16x23 Obs. Rm. Seats 12
 Conference 13x13 Obs. Rm. Seats 12

Toronto Focus
 The Focus Network
 4950 Yonge St., Ste. 306
 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
 Distance from airport: 10 miles, 20 minutes
 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
 Distance from airport: 20 miles, 20 minutes
 CL, VE
 Conference 25x15 Obs. Rm. Seats 12

Sudbury

Oraclepoll Research Ltd.
 128 Larch St., Ste. 502
 Sudbury, ON P3E 5J8
 Canada
 Ph. 705-674-9591 or 800-494-4199
 Fax 705-674-3548
 E-mail: oracle@isys.ca
 www.oraclepoll.com
 Paul Seccaspina or Terry Johnson
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, 1/1, MP, VC, VE
 Living 20x12 Obs. Rm. Seats 6

Quebec

Montreal

Contemporary Research Centre - Montreal
 1250 Guy St., Ste. 802
 Montreal, PQ H3H 2T4
 Canada
 Ph. 800-932-7511
 Fax 514-932-3830
 E-mail: christiane@crccdata.com
 www.crccdata.com
 Christiane Ballant, Facility Manager
 Location: Office building
 Distance from airport: 20 miles, 20 minutes
 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: info@createc.ca
 Gregoire Gollin, President
 Location: Freestanding facility
 1/1, 1/1OR, TK, TKO, VE
 Conference 20x30 Obs. Rm. Seats 8

Descarie & Complices
 1440, St. Catherine W., Ste. 555
 Montreal, PQ H3G 1R8
 Canada
 Ph. 514-861-8555
 Fax 514-861-8455
 E-mail: jwilson@complice.qc.ca
 Jane Wilson
 Location: Office building
 Distance from airport: 12 miles, 20 minutes
 TK, VE
 Conference 30x24 Obs. Rm. Seats 17

Legendre Lubawin Goldfarb, Inc.
 1172 St. Mathieu
 Montreal, PQ H3H 2H5
 Canada
 Ph. 514-937-2079
 E-mail: lubawin@sympatico.ca
 Victoria Lubawin, Partner
 Location: Freestanding facility
 Distance from airport: 10 miles, 20 minutes
 1/1, 1/1OR, VE
 Conference 20x15 Obs. Rm. Seats 10

Leger Marketing
 507 Place D'Armes, Ste. 700
 Montreal, PQ H2Y 2W8
 Canada
 Ph. 514-982-2464
 Fax 514-987-1960
 E-mail: info@legermarketing.com
 www.legermarketing.com
 Liliane Gaudette
 Location: Office building
 Distance from airport: 10 miles, 30 minutes
 TK, MP, VC, VE
 Conference 17x22 Obs. Rm. Seats 10
 Conference 16x22 Obs. Rm. Seats 10
 Conference 17x22 Obs. Rm. Seats 10

Opinion Search, Inc.
 1101 - 630 Sherbrooke St. W.
 Montreal, PQ H3A 1E4
 Canada
 Ph. 800-363-4229 or 888-495-7777
 Fax 514-288-0138
 E-mail: info@opinionsearch.com
 www.opinionsearch.com
 Eric Turcotte, Qual. Rsch. Supervisor
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 1/1, MP, VE
 Conference 25x25 Obs. Rm. Seats 10
 Conference 25x35 Obs. Rm. Seats 10

POLLARA
 360 St. Jacques West, Ste. 507
 Montreal, PQ H2Y 1P5
 Canada
 Ph. 514-840-0099
 Fax 514-840-0093
 E-mail: info@pollara.ca
 www.pollara.ca
 Marie Larose, Vice President
 Location: Office building
 Distance from airport: 7 miles, 15 minutes
 CL, 1/1, VC, 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
 Distance from airport: 25 miles, 45 minutes
 VE
 Conference 17x21 Obs. Rm. Seats 10

SOM, inc.
 1180 Drummond St., Ste. 620
 Montreal, PQ H3G 2S1
 Canada
 Ph. 514-878-9825
 Fax 514-878-9689
 E-mail: som@som-inc.com
 www.som-inc.com
 Diane Lacasse, Focus Grp. Facility Mgr.
 Location: Office building
 Distance from airport: 22 miles, 35 minutes
 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: info@sylvestremarketing.com
www.sylvestremarketing.com
Location: Freestanding facility
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
Distance from airport: 8 miles, 12 minutes
CL, TK, MP, VE
Conference 23x17 Obs. Rm. Seats 12
Multiple 22x18 Obs. Rm. Seats 12

INTERNATIONAL

Argentina

A & C Research
Salta 1007
C1074AAU Buenos Aires
Argentina
Ph. +54-11-4307-2340 or +54-11-4304-6309
Fax +54-11-4306-8800
E-mail: info@ayc-cons.com.ar
www.ayc-cons.com.ar
Location: Office building
1/1, VE
Living 20x13 Obs. Rm. Seats 20

IFOP-ASECOM Latin America
Av. Belgrano 1255
C1093AAA 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
Distance from airport: 18 miles, 30 minutes
VE
Conference 23x16 Obs. Rm. Seats 15
Conference 20x20 Obs. Rm. Seats 15

INFOQUALITY
Amenabar 1550 4toF, Apt. A
1426 Buenos Aires
Argentina
Ph. +54-11-4781-4571
Fax +54-11-4781-4571
E-mail: martineze@elsitio.net
www.focusvision.com
Ester Martinez, Director
Location: Office building
Distance from airport: 10 miles, 20 minutes
1/1, 1/10R, TK, TKO, VC, VE
Multiple 13x13 Obs. Rm. Seats 10
Multiple 21x12 Obs. Rm. Seats 10

Markwald, La Madrid & Asociados
Paraguay 1840 - 5 Piso
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

S & T Research
Coronel Diaz 2551 - 1 Depto "A"
1425 Buenos Aires
Argentina
Ph. +54-11-4802-9972
Fax +54-11-4802-9972
E-mail: cj827708@bed.buenayre.com.ar
Location: Office building
VE

Australia

ACA Research Pty Ltd
Level 5, 121 Walker Street
North Sydney, NSW 2060
Australia
Ph. +61-2-9955-1966
Fax +61-2-9955-6293
E-mail: admin@acaresearch.com.au
www.acaresearch.com.au
James Orgon, Director
Location: Office building
VE
Conference 26x13 Obs. Rm. Seats 4

H.J. Campbell-Pretty & Associates
86-92 Wellington Parade
East Melbourne, VIC 3002
Australia
Ph. +61-3-9417-3400
Fax +61-3-9417-6182
Location: Freestanding facility
1/1, 1/10R, 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 facility
VE

Central Field Market Research
3 Constantine Court
Rostrevor, SA 5073
Australia
Ph. +61-8-8365-3656
Fax +61-8-8365-3599
Natalie Norton-Baker, Managing Director
Location: Office building
VE

The City Group Rooms
Level 11, 60 York St.
Sydney, NSW 2000
Australia
Ph. +61-2-9299-8907
Fax +61-2-9299-8908
E-mail: patrick@cgr.com.au
www.cgr.com.au
Patrick Strachan, Manager
Location: Office building
Distance from airport: 10 miles, 20 minutes
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 South
5/438 Forest Road
Hurstville, NSW 2220
Australia
Ph. +61-2-9299-8907
Fax +61-2-9299-8908
E-mail: patrick@cgr.com.au
www.cgr.com.au
Patrick Strachan, Director
Location: Office building
Distance from airport: 5 miles, 15 minutes
TK, VE
Conference 20x23 Obs. Rm. Seats 7
Conference 20x23 Obs. Rm. Seats 7

* Indicates listing not verified for 2001 edition

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Video/Web Conf. 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 City Group Rooms West
 67 Harris Street
 Harris Park, NSW 2150
 Australia
 Ph. +61-2-9299-8907
 Fax +61-2-9299-8908
 E-mail: patrick@cgr.com.au
 www.cgr.com.au
 Patrick Strachan, Manager
 Location: Freestanding facility
 Distance from airport: 15 miles, 30 minutes
 1/1, TK, VE
 Conference 20x23 Obs. Rm. Seats 7
 Conference 20x23 Obs. Rm. Seats 7

Jess Croker & Associates
 Research Resources
 65 Victoria Avenue
 Albert Park, VIC 3206
 Australia
 Ph. +61-3-9690-6691
 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

EMRS
 171 Macquarie Street
 Hobart, TAS 7000
 Australia
 Ph. +61-3-6224-1422
 Fax +61-3-6224-0220
 E-mail: emrs@ibm.net
 Lyn Hocking, Managing Director
 Location: Office building
 1/1, 1/1OR, VE
 Conference 12x12 Obs. Rm. Seats 10

Robyn Kunko Market Research
 7 Hill Court
 Black Forest, SA 5035
 Australia
 Ph. +61-8-8293-2800
 Fax +61-8-8293-2334
 E-mail: rdkunko@ozemail.com.au
 Robyn Kunko, Principal
 Location: Office building
 VE

Market Attitude Research Services Pty Ltd
 Suite 18, 20-24 Gibbs Street
 (P O Box 214)
 Miranda, NSW 2228
 Australia
 Ph. +61-2-9525-3200
 Fax +61-2-9525-3656
 E-mail: collins@mars.bu.aust.com
 David Collins, Managing Director
 Location: Office building
 1/1, 1/1OR, TK, VE
 Multiple 16x10 Obs. Rm. Seats 10

Market Equity
 Perth Office
 28-42 Ventnor Avenue
 PO Box 984
 West Perth, WA 6872
 Australia
 Ph. +61-8-9321-5415
 Fax +61-9-321-5463
 E-mail: marketequity@marketequity.com.au
 www.marketequity.com.au
 Julie Beeck, Director
 Location: Office building
 VE
 Conference 15x12 Obs. Rm. Seats 8
 Conference 12x10 Obs. Rm. Seats 5

Market Equity
 Adelaide Office
 357 Greenhill Road
 Toorak Gardens, SA 5065
 Australia
 Ph. +61-8-8364-2424
 Fax +61-8-3864-1151
 E-mail: marketequity@marketequity.com.au
 www.marketequity.com.au
 Mark Sparrow, Executive Director
 Location: Office building
 VE

Marketing Research Associates
 Ground floor, 83 Alexander Street
 Crows Nest, NSW 2065
 Australia
 Ph. +61-2-9966-4811
 Fax +61-2-9966-4822
 E-mail: mrsarsch@ozemail.com.au
 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

Minter Research
 12-14 Waratah St
 Mona Vale, NSW 2103
 Australia
 Ph. +61-2-9979-5277
 Fax +61-2-9979-6658
 E-mail: gminter@minter.com.au
 www.minter.com.au
 Location: Office building
 VE

Phyllis Mitchell & Associates Pty Ltd
 24 Lanark Street
 East Brunswick, VIC 3057
 Australia
 Ph. +61-3-9682-9115
 Fax +61-3-9682-9112
 Phyllis Mitchell, Principal
 Location: Office building
 VE

Phyllis Mitchell & Associates Pty Ltd
 46 Dundas Place
 Albert Park, VIC 3206
 Australia
 Ph. +61-3-9682-9115
 Fax +61-3-9682-9112
 Phyllis Mitchell, Principal
 Location: Office building
 VE

NFS Market Research Pty Ltd
 Group Rooms
 15/71 Bradley Street
 Spring Hill, QLD 4000
 Australia
 Ph. +61-7-3839-9588
 Fax +61-7-3839-5070
 Location: Office building
 1/1, 1/1OR, VE
 Conference 15x10 Obs. Rm. Seats 6
 Multiple 12x09 Obs. Rm. Seats 4

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, Marketing Director
 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

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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
www.taylorresearch.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

Viewpoint Group Rooms
Suite 8, 40-44 St. Kilda Rd.
St. Kilda, VIC 3182
Australia
Ph. +61-3-9510-6477
Fax +61-3-9510-6447
E-mail: viewpoint@kew.hotkey.net.au
www.kew.hotkey.net.au/~viewpoint
John Chalmers
Location: Office building
Distance from airport: 10 miles, 30 minutes
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

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 facility
TK, VE

Belgium

MARESCO
Oogststraat 66
2600 Berchem
Belgium
Ph. +32-3-449-46-00
Fax +32-3-449-88-70
E-mail: maresco@village.uu.net.be
Lieve Brauers, Managing Director
Location: Freestanding facility
Distance from airport: 25 miles, 30 minutes
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

Bolivia

APOYO Opinion y Mercado Bolivia S.A.
Av. Libertador No. 3000, San Jorge
La Paz
Bolivia
Ph. +591-2-430-268
Fax +591-2-430-268
E-mail: lgaray@ceibo.entelnet.bo
www.apoyo.com
Luis Garay
Location: Office building
1/1, VE
Conference 16x13 Obs. Rm. Seats 8

Brazil

ABACO Marketing Research, Ltd.
Sao Paulo Marketing Center
Rua Minas Gerais, 396
01244-010 Sao Paulo
Brazil
Ph. +55-11-257-0711 or +55-11-257-0030
Fax +55-11-256-3982
E-mail: abaco@amcham.com.br
www.abacoresearch.com
Alan Grabowsky, President
Location: Freestanding facility
Distance from airport: 8 miles, 20 minutes
CL, 1/1, 1/1OR, TK, MP, VC, VE
Conference 20x14 Obs. Rm. Seats 8

ABACO Marketing Research, Ltd. - Field Center
Avenida Paulista 2744 - 7th floor
01310-300 Sao Paulo
Brazil
Ph. +55-11-257-0711 or +55-11-257-0030
Fax +55-11-256-3982
E-mail: abaco@abacoresearch.com
www.abacoresearch.com
Alan Grabowsky, President
Location: Office building
Distance from airport: 8 miles, 20 minutes
CL, 1/1, 1/1OR, TK, MP, VC, VE
Multiple 25x18 Obs. Rm. Seats 6

CLAIM
Centro Latino Americano de Investigacao de Mercado
Rua Januario Miraglia 129
Vi. Nova Concricao
04507-020 Sao Paulo
Brazil
Ph. +55-11-3884-8404
Fax +55-11-3884-7034
E-mail: claim@claim.com.br
www.claim.com.br
Location: Office building
VE

CNP/Gazelle International, Inc.
R. Cel. Joaquin 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, President
Location: Freestanding facility
1/1, 1/1OR, VC, VE
Conference 14x11 Obs. Rm. Seats 11
Conference 17x11 Obs. Rm. Seats 9

EP-Escritorio de Pesquisa Eugenia Paesani S/C

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Video/Web Conf. 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.

Ltda^{*}

Rua Armando Penteado, 245

01242-010 Sao Paulo

Brazil

Ph. +55-11-3662-1699

Fax +55-11-3662-1696

E-mail: eppesq@ibm.net

Eugenia Paesani, President

Location:

CL, MP, VC, VE

Sao Paulo Focus

The Focus Network

Rua Bandeira Panlista, 600 14th floor

04532-001 Sao Paulo

Brazil

Ph. +55-11-3841-9281

Fax +55-11-3841-9452

E-mail: saopaulofocus@thefocusnetwork.com

www.thefocusnetwork.com

Octavio da Costa Edvardo Jr., Dir. Of Qual. Rsch.

Location: Office building

Distance from airport: 25 miles, 50 minutes

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

Conference 27x22 Obs. Rm. Seats 15

Conference 25x09 Obs. Rm. Seats 5

China

(See also Hong Kong)

The AMI Group of Companies

9/F, Leighton Centre

77 Leighton Road

Causeway Bay

Hong Kong

Ph. +852-2881-5388

Fax +852-2881-5918

E-mail: info@ami-group.com

www.ami-group.com

Adrian Chedore, CEO

Location: Office building

Distance from airport: miles, 35 minutes

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

Conference 17x16 Obs. Rm. Seats 20

Conference 17x16 Obs. Rm. Seats 12

Conference 14x12 Obs. Rm. Seats 10

Living 14x12 Obs. Rm. Seats 10

Conference 13x10 Obs. Rm. Seats 10

Conference 13x10 Obs. Rm. Seats 10

Consumer Research China - Beijing

Room 718, Jinglong Bldg.

5 Tuanjiehu Nanli, East 3rd Ring Road (N)

Beijing 100026

China

Ph. +86-10-6506-8605-8

Fax +86-10-6509-8609

E-mail: crc@public.east.cn.net

www.cshk.com

Paul Lee, Director

Location: Office building

VE

Conference 10x20 Obs. Rm. Seats 6

Consumer Research China - Guangzhou

Room 1701, Guangzhou Exchange Square

268 Dong Feng Road Central

Guangzhou 510180

China

Ph. +86-20-8351-1460

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@public6.sta.net.cn

www.cshk.com

Paul Lee, Director

Location: Office building

VE

Conference 10x18 Obs. Rm. Seats 8

Field Force China - Harris China

11F, No. 666, Fuzhou Road

Changhai 200001

China

Ph. +86-21-6391-7766

Fax +86-21-6391-7708

E-mail: alicef@ffms.com

www.ffms.com

Location: Office building

Distance from airport: miles, 40 minutes

CL, MP, VE

Conference 16x38 Obs. Rm. Seats 3

Colombia

Centro Nacional de Consultoria^{*}

Diagonal 34 N 5-27

Bogota

Colombia

Ph. +57-1-288-3100 or +57-1-320-0166

Fax +57-1-287-2670

E-mail: cnc@cable.net.co

Julio Ponce De Leon

Location: Freestanding facility

VC, VE

Conference 20x26 Obs. Rm. Seats 4

Czech Republic

AMASIA s.r.o^{*}

Parikova 362/3

190 00 Praha 93

Czech Republic

Ph. +42-2-2684-3671 or +42-2-2684-3672

Fax +42-2-2684-3677

E-mail: amasia@amasia.cz

Dimitrij Halkov, Director

Location: Office building

CL, 1/1, TK, VE

Conference 18x12 Obs. Rm. Seats 5

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

Karin Niinas, Managing Director

Location: Office building

1/1, 1/1OR, 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, 1/1OR, VC, VE

Conference 18x18 Obs. Rm. Seats 4

Field Facts Worldwide

5 rue de Ponthieu

75008 Paris

France

Ph. +33-1-53-96-02-10

Fax +33-1-53-96-02-50

E-mail: jfg@fieldfactsfrance.fr

www.fieldfacts.com

Jean-Francois Guiderdoni, General Manager

Location: Office building

Distance from airport: 25 miles, 60 minutes

1/1, TK, VC, VE

Conference 23x27 Obs. Rm. Seats 14

Conference 23x27 Obs. Rm. Seats 14

(See advertisement on p. 231)

* Indicates listing not verified for 2001 edition

The Best Focus Group Facilities in...



Paris

2 focus group facilities with full width one-way mirrors, Viewing rooms for up to 20 clients with audio and video, On-site telephone recruiting, strict supervision, bilingual moderators, simultaneous translators, staff at your disposal, test kitchen and nearby parking

25 rue de Ponthieu, 75008 Paris

Tel: +33-1-53-96-02-10 Fax: +33-1-53-96-02-50
info@fieldfactsfrance.fr



London

4 focus group facilities with full width one-way mirrors, Viewing rooms for up to 20 clients with audio and video, On-site telephone recruiting, CATI telephone centers, strict supervision, staff at your disposal, test kitchen and nearby parking

11 Weymouth Street, London W1W 6DD

Tel: +44-20-7908-6600 Fax: +44-20-7908-6666
info@fieldfacts.com



Frankfurt

2 focus group facilities with full width one-way mirrors, Viewing rooms for up to 20 clients with audio and video, On-site telephone recruiting, strict supervision, bilingual moderators, simultaneous translators, staff at your disposal, test kitchen and nearby parking

Schillerstrasse 5, 60313 Frankfurt-AM-Main

Tel: +49-69-299-8730 Fax: +49-69-299-87310
fieldfactsgermany@yahoo.com

Member of Focus Vision Network



Field Facts Worldwide

410 Union Avenue

Framingham, Massachusetts 01702 USA

Tel: 508-872-8840 Fax: 508-875-4719

fieldfactsus@compuserve.com

Field Facts Worldwide

Additional information, including local hotels and restaurants, please visit our website:

www.fieldfacts.com

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Video/Web Conf. 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.

Gfk Sofema International
 10 rue Lionel Terray
 92508 Rueil Malmaison
 France
 Ph. +33-1-47-14-44-00
 Fax +33-1-47-14-44-99
 E-mail: marie-franceriggi@gfk.fr
 www.gfk.com
 Christine Freeman, Int'l. Rsch. Dir.
 Location: Freestanding facility
 1/1, TK, TKO, VE
 Conference 16x20 Obs. Rm. Seats 10
 Conference 16x20 Obs. Rm. Seats 10

I.E.S. Information Europe Services
 14 rue d'Uzes
 75002 Paris
 France
 Ph. +33-1-40-13-16-16
 Fax +33-1-40-13-16-19
 E-mail: ieseeurope@aol.com
 Location: Freestanding facility
 Distance from airport: 15 miles, 40 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, VE

IPSOS FRANCE
 99 rue de 'Abbe Groult
 75739 Paris Cedex 15
 France
 Ph. +33-1-53-68-28-28
 Fax +33-1-53-68-28-00
 E-mail: jean-marc.lech@ipsos.com
 www.ipsos.com
 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
 140 rue Victor Hugo
 92300 Levallois-Perret
 France
 Ph. +33-1-41-06-57-00
 Fax +33-1-41-06-57-10
 E-mail: mdesouza@msm.fr
 Marianne de Souza
 Location: Office building
 Distance from airport: 18 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Conference 23x15 Obs. Rm. Seats 10
 Conference 12x15 Obs. Rm. Seats 10
 Conference 23x19 Obs. Rm. Seats 10

* Indicates listing not verified for 2001 edition

MV2 Conseil
 89/100 avenue Aristide Braind
 92120 Montrouge, Paris
 France
 Ph. +33-1-46-73-31-31
 Fax +33-1-46-73-31-60
 E-mail: mv2inter@aol.com
 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 facility
 Distance from airport: 14 miles, 30 minutes
 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

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

Georgia

IPM-Georgia
 David Agmashenebeli Ave., 123
 3800545, Tbilisi
 Georgia
 Ph. +995-32-957-879
 Fax +995-32-954-807
 E-mail: ipm@ipm-georgia.com
 www.ipm-georgia.com
 Gocha Tskitivil, General Manager
 Location: Office building
 MP, VC, VE
 Conference 20x16 Obs. Rm. Seats 10
 Conference 23x16 Obs. Rm. Seats 10

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
 www.aski.de
 Kirsten Dietrich-Hommel, U.S. Branch Manager
 Location: Shopping mall
 Distance from airport: 8 miles, 30 minutes
 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
 www.empirix.net
 Location: Office building
 Distance from airport: 15 miles, 15 minutes
 1/1, 1/1OR, TK, VC, VE
 Conference 16x23 Obs. Rm. Seats 8
 Conference 20x20 Obs. Rm. Seats 8

Field Facts Worldwide
 Schillerstrasse 5
 60313 Frankfurt-Am-Main
 Germany
 Ph. +49-69-299-8730
 Fax +49-69-299-873-10
 E-mail: fieldfactsgermany@yahoo.com
 www.fieldfacts.com
 Swantje Warns, General Manager
 Location: Office building
 Distance from airport: 10 miles, 17 minutes
 1/1, TK, VC, VE
 Conference 26x20 Obs. Rm. Seats 18
 Conference 26x20 Obs. Rm. Seats 18
 (See advertisement on p. 231)

Foerster & Thelen Marktforschung Fieldservice
 Harpener Feld 34
 44805 Bochum
 Germany
 Ph. +49-234-5074-0
 Fax +49-234-591070
 E-mail: field@f-t-gmbh.com
 www.f-t-gmbh.com
 Location: Office building
 1/1, 1/1OR, TK, VE
 Conference 20x20 Obs. Rm. Seats 10

Georgiades Marketing GmbH
 Schlueterstrasse 55
 10629 Berlin
 Germany
 Ph. +49-30-883-87-60
 Fax +49-30-883-87-17
 E-mail: info@georgiades.de
 Pauline Georgiades or +Anne Wendelken
 Location: Freestanding facility
 Distance from airport: miles, 20 minutes
 1/1, 1/1OR, MP, VE
 Conference 23x16 Obs. Rm. Seats 1
 Living 20x13 Obs. Rm. Seats 1

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
 Michael Eppler, 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. +49-40-60994-0
 Fax +49-40-60994-132
 E-mail: hkmhh@hkmhh.de
 www.hkmhh.de
 Hartmut Keller, Managing Director
 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 Koln
 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

insight europe gmbh
 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 facility
 Distance from airport: 12 miles, 30 minutes
 CL, 1/1, 1/1OR, VE
 Conference 21x14 Obs. Rm. Seats 15

Institut für Marktforschung GmbH
 Postfach 100 807
 04008 Leipzig
 Germany
 Ph. +49-341-9950-0
 Fax +49-341-9950-111
 E-mail: info@imleipzig.de
 www.imleipzig.de
 Hans-Reinhard Gunther, Managing Director
 Location: Shopping mall
 1/1, 1/1OR, TK, VC, VE
 Conference 16x20 Obs. Rm. Seats 10

INTERVIEW + EXPLORATION I+E Berlin GmbH
 Budapester Str. 44
 10787 Berlin
 Germany
 Ph. +49-30-590-022-0
 Fax +49-30-590-022-199
 E-mail: info@interview-exploration-berlin.de
 Barbara Goetz, Managing Director
 Location: Office building
 Distance from airport: 10 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Conference 53x23 Obs. Rm. Seats 20
 Conference 23x23 Obs. Rm. Seats 08
 Conference 23x26 Obs. Rm. Seats 20

INTERVIEW + EXPLORATION julia otte GmbH
 Schuetzenstr. 9
 80335 Munich
 Germany
 Ph. +49-89-59944-110
 Fax +49-89-59944-199
 E-mail: info@interview-exploration.de
 Thorsten Giesselmann, Manager Intl. Business
 Location: Office building
 Distance from airport: 25 miles, 45 minutes
 CL, 1/1, 1/1OR, MP, VC, VE
 Conference 46x23 Obs. Rm. Seats 20
 Conference 20x20 Obs. Rm. Seats 9
 Conference 20x23 Obs. Rm. Seats 14

INTERVIEW + EXPLORATION julia otte GmbH
 Gerhofstr. 18
 20354 Hamburg
 Germany
 Ph. +49-40-3571-9768
 Fax +49-40-348-872
 E-mail: info@interview-exploration.de
 Peter Paetzold, Branch Manager
 Location: Office building
 Distance from airport: 15 miles, 35 minutes
 CL, 1/1, 1/1OR, MP, VC, VE
 Conference 20x23 Obs. Rm. Seats 14
 Conference 20x20 Obs. Rm. Seats 14

INVISIO
 Georgstrasse 22
 30159 Hanover
 Germany
 Ph. +49-511-30-79-3-0
 Fax +49-511-30-79-3-33
 E-mail: info@invisio.de
 www.invisio.de
 Frank H. Gehre, Partner
 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
 Germany
 Ph. +49-40-441850
 Fax +49-40-44185-202
 E-mail: email@kehrmann.de
 Location: Office building
 1/1, 1/1OR, TK, VC, VE
 Conference 37x15 Obs. Rm. Seats 10

Kehrmann Marktforschung - Bochum
 Hellweg 5-7
 44787 Bochum
 Germany
 Ph. +49-234-964730
 Fax +49-234-67849
 E-mail: bochum.office@kehrmann.de
 Location: Shopping mall
 1/1, 1/1OR, TK, VC, VE
 Conference 23x14 Obs. Rm. Seats 7
 Conference 23x14 Obs. Rm. Seats 7

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Video/Web Conf. 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.

Kehrmann Marktforschung - Duisburg
 Muenzstrasse 19
 47051Duisburg
 Germany
 Ph. +49-234-964730
 Fax +49-234-67849
 E-mail: duisberg.office@kehrmann.de
 Location: Shopping mall
 1/1, 1/1OR, TK, VC, VE
 Conference 19x15 Obs. Rm. Seats 7

Kehrmann Marktforschung - Erfurt
 Anger 61
 99084 Erfurt
 Germany
 Ph. +49-361-642-1798
 Fax +49-361-566-8798
 E-mail: erfurt.office@kehrmann.de
 Location: Shopping mall
 1/1, 1/1OR, TK, VC, VE
 Conference 23x23 Obs. Rm. Seats 7

Kehrmann Marktforschung - Leipzig
 Hainstrasse 4
 04109 Leipzig
 Germany
 Ph. +49-341-1297-400
 Fax +49-341-1297-444
 E-mail: leipzig.office@kehrmann.de
 Location: Shopping mall
 1/1, 1/1OR, TK, VC, VE
 Conference 20x17 Obs. Rm. Seats 10

Kehrmann Marktforschung - Nuremberg
 Karolinenstrasse 23
 90402 Nuremberg
 Germany
 Ph. +49-911-23063-400
 Fax +49-911-23063-444
 E-mail: nurember.office@kehrmann.de
 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: contact@kraemer-germany.com
 www.kraemer-germany.com
 Henning Eichholz, Dir. International Projects
 Location: Office building
 Distance from airport: 30 miles, 30 minutes
 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
 Gansemarkt 45
 20354 Hamburg
 Germany
 Ph. +49-40-3508950
 Fax +49-40-35089555
 E-mail: contact@kraemer-germany.com
 www.kraemer-germany.com
 Markus Holtz
 Location: Shopping mall
 Distance from airport: 60 miles, 60 minutes
 1/1, 1/1OR, TK, MP, VE
 Conference 25x20 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
 Distance from airport: 40 miles, 45 minutes
 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
 Leipziger Str. 12
 06108 Halle
 Germany
 Ph. +49-345-2003143
 Fax +49-345-2003144
 E-mail: contact@kraemer-germany.com
 www.kraemer-germany.com
 Sonja Edner
 Location: Shopping mall
 Distance from airport: 40 miles, 50 minutes
 1/1, 1/1OR, TK, MP, VE
 Conference 26x20 Obs. Rm. Seats 5

Kramer Marktforschung GmbH
 stm Studio Test Marktforschung
 Ludgeristr. 114
 48143 Munster
 Germany
 Ph. +49-251-85712-0
 Fax +49-251-4143480
 E-mail: stmMuenster@t-online.de
 www.kraemer-germany.com
 Birgit Karp
 Location: Shopping mall
 Distance from airport: 35 miles, 40 minutes
 1/1, 1/1OR, VE
 Conference 26x20 Obs. Rm. Seats 5

Kramer Marktforschung GmbH
 stm Studio Test Marktforschung
 Neuhauser Str. 15
 80331 Munich
 Germany
 Ph. +49-89-232360-0
 Fax +49-89-232360-60
 E-mail: stmmuc@aol.com
 www.kraemer-germany.com
 Anja Teubel
 Location: Shopping mall
 Distance from airport: 45 miles, 60 minutes
 1/1, 1/1OR, VE
 Conference 26x20 Obs. Rm. Seats 3

Marktforschung Zentzis GmbH
 Kaufinger Str. 9
 80331 Munich
 Germany
 Ph. +49-89-288180-0
 Fax +49-89-288180-10
 E-mail: Marktforschung-Zentzis-GmbH@t-online.de
 www.mafo-zentzis.de
 Dr. Kurt Zentzis
 Location: Office building
 Distance from airport: 18 miles, 45 minutes
 1/1, 1/1OR, TK, VC, VE
 Conference 25x17 Obs. Rm. Seats 10
 Conference 14x16 Obs. Rm. Seats 10

Marktforschung Zentzis GmbH
 Testhall Berlin
 Wilmersdorfer Str. 50/51
 10627 Berlin
 Germany
 Ph. +49-30-327950-0
 Fax +49-30-327950-10
 E-mail: Marktforschung-Zentzis-Berlin@t-online.de
 www.mafo-zentzis.de
 Doris Blossie
 Location: Office building
 Distance from airport: 45 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, VE
 Conference 21x19 Obs. Rm. Seats 10
 Conference 14x16 Obs. Rm. Seats 10

Marktforschung Zentzis GmbH
 Testhall Passau
 Ludwigstr. 16
 94032 Passau
 Germany
 Ph. +49-851-9346036
 Fax +49-851-9346042
 E-mail: Marktforschung-Zentzis-Passau@t-online.de
 www.mafo-zentzis.de
 Martin Wagner
 Location: Office building
 Distance from airport: 124 miles, 150 minutes
 1/1, 1/1OR, TK, VE
 Conference 21x21 Obs. Rm. Seats 10

mc markt-consult institut
 Bluecherstrasse 11
 22767 Hamburg
 Germany
 Ph. +49-40-386042-0
 Fax +49-40-386042-18
 E-mail: info@markt-consult.de
 www.markt-consult.de
 Susanna Schlette, Field Manager
 Location: Office building
 Distance from airport: 8 miles, 30 minutes
 TK, VE
 Conference 26x13 Obs. Rm. Seats 15

* Indicates listing not verified for 2001 edition

MR&S Market Research & Services GmbH
 Mainluststrasse 2
 60329 Frankfurt/Main
 Germany
 Ph. +49-69-2426650
 Fax +49-69-250016
 E-mail: mr-s@mr-s.com
 www.mr-s.com
 Dr. Michaela Kunze, Managing Director
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 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

MS Mott Schlebusch Marktforschung GmbH
 Buchel 20
 41460 Neuss bei Dusseldorf
 Germany
 Ph. +49-2131-26880
 Fax +49-2131-268877
 E-mail: MS-Marktforschung@t-online.de
 Viv Mott or +Dieler Schlebusch
 Location: Shopping mall
 Distance from airport: 30 miles, 60 minutes
 1/1, 1/1OR, VE
 Conference 16x21 Obs. Rm. Seats 9

ProFakt Markt und Konsumforschung
 Fuerstenrieder Str. 279a
 81377 Munich
 Germany
 Ph. +49-89-260-3000
 Fax +49-89-260-6861
 E-mail: mail@profakt.de
 www.profakt.de
 Jurgen Bluhm
 Location: Shopping mall
 Distance from airport: 30 miles, 45 minutes
 1/1, 1/1OR, VE
 Conference 16x23 Obs. Rm. Seats 6

T.I.P. Biehl & Wagner
 Neustrasse 27
 54290 Trier
 Germany
 Ph. +49-651-948000
 Fax +49-651-9480050
 E-mail: tip@tip-web.de
 www.tip-web.de
 Location: Shopping mall
 VE
 Conference 20x20 Obs. Rm. Seats 1

theMA Marktforschungsgesellschaft mbH
 Monckebergstrasse 10
 20095 Hamburg
 Germany
 Ph. +49-40-3234-11
 Fax +49-40-3234-13
 E-mail: info@thema.de
 Location: Shopping mall
 Distance from airport: 10 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, MP, VE
 Multiple 26x20 Obs. Rm. Seats 10

Greece

Centrum SA
 64, L. Riancourt st.
 Apollo Tower, 17th A
 115-23 Athens
 Greece
 Ph. +30-1-692-5011 or +30-1-692-2167
 Fax +30-1-692-3894
 E-mail: info@centrum.gr
 www.centrum.gr
 Niki Batzia, President/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
 Ph. +30-1-612-8800-9
 Fax +30-1-612-8810
 E-mail: globlink@compulink.gr
 www.globallink.gr
 Constantine D. Sigalos
 Location: Office building
 Distance from airport: 30 miles, 60 minutes
 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
 Eleri Zakyntinou
 Location: Office building
 Distance from airport: 6 miles, 45 minutes
 CL, 1/1, 1/1OR, TK, MP, 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
 Ph. +30-1-692-3755
 Fax +30-1-691-4702
 E-mail: mrc@ath.forthnet.gr
 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
 5 Ventrí Str.
 115 28 Athens
 Greece
 Ph. +30-1-721-0069
 Fax +30-1-729-1915
 E-mail: info@orco.gr
 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
 Ph. +30-1-748-2001
 Fax +30-1-775-6227
 E-mail: prismaop@hol.gr
 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
 8-12 Chalkidonos Street
 115 27 Athens
 Greece
 Ph. +30-1-775-3001
 Fax +30-1-779-5886
 E-mail: rihellas@prometheus.hol.gr
 www.research-int.com
 Dimitris Manoussakis, Managing Director
 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.
 7 Anastasiou St.
 115 24 Athens
 Greece
 Ph. +30-1-69-82-300
 Fax +30-1-69-825-03
 E-mail: stohos@hol.gr
 Location: Freestanding facility
 Distance from airport: 10 miles, 30 minutes
 CL, 1/1, TK, TKO, VC, VE
 Conference 24x18 Obs. Rm. Seats 10
 Conference 20x14 Obs. Rm. Seats 10
 Multiple 18x18

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Video/Web Conf. 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.

Guam

QMark Research & Polling
 720 Pale San Vitores Road
 Tumon 96911
 Guam
 Ph. 671-649-7629
 Fax 671-647-4541
 E-mail: gmigita@starrtech.com
 www.starrtech.com
 Gwen Migita, Exec. Vice President
 Location: Freestanding facility
 Distance from airport: 10 miles, 20 minutes
 VC, VE
 Conference 10x15 Obs. Rm. Seats 6

Hong Kong

(See also China)

Asia Market Intelligence Ltd.
 9/F, Leighton Centre
 77 Leighton Road
 Causeway Bay
 Hong Kong
 Ph. +852-2881-5388
 Fax +852-2881-5918
 E-mail: ami_hongkong@ami-group.com
 www.ami-group.com
 Jill Telford, Executive Director
 Location: Office building
 Distance from airport: miles, 35 minutes
 CL, 1/1, 1/1OR, MP, VC, VE
 Conference 17x16 Obs. Rm. Seats 20
 Conference 17x16 Obs. Rm. Seats 12
 Conference 14x12 Obs. Rm. Seats 10
 Living 14x12 Obs. Rm. Seats 10
 Conference 13x10 Obs. Rm. Seats 10
 Conference 13x10 Obs. Rm. Seats 10

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 10x20 Obs. Rm. Seats 6
 Conference 10x18

India

Data Search Pvt. Ltd.
 187, Santoshpur Avenue
 Calcutta 700 075
 India
 Ph. +91-33-416-4434 or +91-33-419-1135
 Fax +91-33-416-6460
 E-mail: info@datasearchindia.com
 www.datasearchindia.com
 Saheli Banerjee, Manager Field Ops.
 Location: Shopping mall
 Distance from airport: miles, 45 minutes
 CL, 1/1, 1/1OR, TK, MP, VE
 Conference 15x15 Obs. Rm. Seats 4
 Living 16x10 Obs. Rm. Seats 6
 Multiple 18x14 Obs. Rm. Seats 6

Data Search Pvt. Ltd.
 107/11, 2nd floor, Amritpuri "B",
 East of Kailash, Opp. Iskcon Temple
 New Delhi 110 065
 India
 Ph. +91-11-640-5603 or +91-11-640-5604
 Fax +91-11-622-5950
 E-mail: dspl_del@mantraonline.com
 www.datasearchindia.com
 Sandip Sinha Roy, Director
 Location: Office building
 Distance from airport: miles, 40 minutes
 CL, 1/1, 1/1OR, TK, MP, VE
 Living 10x12 Obs. Rm. Seats 4
 Conference 15x10 Obs. Rm. Seats 6
 Multiple 16x10 Obs. Rm. Seats 6

Taylor Nelson Sofres MODE (Pvt.) Ltd.
 9, Thirumoorthy Nagar
 Main Road, III floor, Nungambakkam
 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

Taylor Nelson Sofres MODE (Pvt.) Ltd.
 C-1/53, Safdarjung Development Area, 1st floor
 Delhi, Delhi 110 016
 India
 Ph. +91-11-656-1008 or +91-11-652-7227
 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

Taylor Nelson Sofres MODE (Pvt.) Ltd.
 Mill Compound, Raghuvanshi Mill Compound, 3rd fl.
 Main Office Bldg, Raghuvanshi Mill Compound, lwr parel
 Mumbai (Bombay), Maharashtra 400 013
 India
 Ph. +91-22-498-0125
 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

Ireland

Fitzpatrick Marketing Research Ltd.
 Raheny SC, Howth Road
 Dublin 5
 Ireland
 Ph. +353-1-832-9955
 Fax +353-1-832-9977
 E-mail: fmrl@eircom.net
 Location: Office building
 VE
 Multiple 31x27 Obs. Rm. Seats 5

Israel

Gallup Israel Ltd.
 22 Baruch Hirsch St.
 Bnei-Brak 51202
 Israel
 Ph. +972-3-577-3111
 Fax +972-3-570-1335
 E-mail: gallup@netvision.net.il
 www.gallup.co.il
 Location: Office building
 1/1, 1/1OR, TK, VC, VE
 Conference 20x10 Obs. Rm. Seats 6
 Conference 26x12 Obs. Rm. Seats 6

Italy

ADACTA-Marketing e Ricerche di Mercato
 Corso Vittorio Emanuele 122
 80121 Naples
 Italy
 Ph. +39-81-76-13-232
 Fax +39-81-68-0-502
 E-mail: ADACTA@iol.it
 www.adactainternational.com
 Location: Office building
 CL, 1/1, 1/1OR, TK, MP, VC, VE
 Conference 20x17 Obs. Rm. Seats 5
 Conference 13x13 Obs. Rm. Seats 3

ART S.a.s.
 Via Caminadella 2
 20123 Milan
 Italy
 Ph. +39-2-72-01-09-89
 Fax +39-2-80-56-049
 E-mail: info@art.it
 www.art.it
 Donatella Zanfini
 Location: Office building
 Distance from airport: 7 miles, 30 minutes
 VE
 Conference 13x20 Obs. Rm. Seats 10

* Indicates listing not verified for 2001 edition

Demoskopea SpA
Via Battistotti Sassi 13
20133 Milan
Italy
Ph. +39-2-70-12-59-41
Fax +39-2-70-12-50-59
E-mail: erminerio@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.
Via Filippo Caronti 9
20133 Milan
Italy
Ph. +39-2-76-11-07-31
Fax +39-2-738-01-50
E-mail: gimeotti@tin.it
www.egeria-italia.it
Location: Freestanding facility
1/1, 1/1OR, VC, VE
Conference 27x18 Obs. Rm. Seats 7

GfK - ASM S.r.l.
Via Vicenza, 29
00185 Rome
Italy
Ph. +39-6-49-22-01
Fax +39-6-44-65-560
E-mail: asmmilan.asm@tiscalinet.it
www.gfk.com
Location: Freestanding facility
VC, VE
Conference 13x22 Obs. Rm. Seats 10

Italy Field Services
The Focus Network
Plaza Borromeo, 14
20123 Milano
Italy
Ph. +39-2-86-06-91
Fax +39-2-86-58-33
E-mail: italyfieldservices@gpa.it
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
20127 Milan
Italy
Ph. +39-2-26-82-62-67
Fax +39-2-26-82-66-05
Mario Stanga
Location: Office building
TK, VE
Conference 23x16 Obs. Rm. Seats 5

Medi-Pragma S.r.l.
Via Nizza, 152
00198 Rome
Italy
Ph. +39-6-84-55-51
Fax +39-6-84-11-850
E-mail: mediapragma@mediapragma.com
www.mediapragma.com
Dr. Michele Corsaro
Location: Office building
Distance from airport: miles, 50 minutes
1/1, 1/1OR, MP, 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

PROBE
Piazza Enrico Bottini 2
20133 Milan
Italy
Ph. +39-02-236-38-66
Fax +39-02-236-53-56
E-mail: mauri@probesrl.com
www.probesrl.com
Location: Office building
VE

Pro-Marketing
Via Giordano Bruno Ferrari 25 int. 22
00125 Rome - Acilia
Italy
Ph. +39-6-52-16-91-46
Fax +39-6-52-16-91-48
E-mail: promarketing@flashnet.it
Caterina Sburlati Agagliati
Location: Office building
Distance from airport: 16 miles, 15 minutes
1/1, 1/1OR, VE
Conference 13x16 Obs. Rm. Seats 4

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@sinergi.it
www.sinergi.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

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 facility
1/1, 1/1OR, MP, VC, VE
Conference 23x13 Obs. Rm. Seats 10

Japan Market Research Bureau (JMRRB)
Research International
Harmony Tower, 9th floor
32-2 Honcho 1-chome
Nakano-ku, Tokyo 164-8721
Japan
Ph. +81-3-5365-6851
Fax +81-3-5365-6882
E-mail: Qualitatif@jmrb-ri.co.jp
www.jmrb-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 Statistics & Research Co.
3-5-8 Nakameguro
Meguro-ku, Tokyo 153-0061
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
Location: Freestanding facility
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.lynscs.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.ijnet.or.jp
Location: Office building
1/1, 1/1OR, VC, VE
Conference 19x16 Obs. Rm. Seats 25

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Video/Web Conf. 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.

Marketing Intelligence Corp. (MiC)

Global Services

1-4-1, Honcho,

Higashikurume-shi

Tokyo 188-9701

Japan

Ph. +81-424-76-5164

Fax +81-424-76-5169

E-mail: global-service@mictokyo.co.jp

www.micjapan.com

Geoffrey Pickens

Location: Office building

Distance from airport: 38 miles, 120 minutes

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

Conference 16x30 Obs. Rm. Seats 10

Conference 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: duston@nrc.co.jp

www.nrc.co.jp

Chris Duston

Location: Office building

Distance from airport: 40 miles, 60 minutes

VE

Conference 19x17 Obs. Rm. Seats 15

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

Distance from airport: miles, 20 minutes

VE

Conference 20x20 Obs. Rm. Seats 6

Malaysia

ZR Associates Sdn Bhd

10th floor, Wisma Damansara,

Jalan Semantan,

50490 Kuala Lumpur

Malaysia

Ph. +60-3-252-5411

Fax +60-3-253-5411

E-mail: zarinar@attglobal.net

www.zrassociates.com.my

Zarina Rafique, Exec. Director

Location: Office building

Distance from airport: 80 miles, 40 minutes

1/1, 1/1OR, VE

Multiple 23x16 Obs. Rm. Seats 10

Mexico

Arango y Asociados

Fuente de Leones #7-2

Mexico City, DF 53950

Mexico

Ph. +52-5-525-5588

Fax +52-5-208-6119

E-mail: arango@viernes.iwm.com

Isabel Arango, President

Location: Freestanding facility

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

Location: Office building

VE

Conference 20x20 Obs. Rm. Seats 10

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

Pearson, S.A. de C.V.

Homero 223-4to. Piso

Col. Polanco

Mexico, DF 11560

Mexico

Ph. +52-5-531-5560 or +52-5-531-5324

Fax +52-5-203-8230

E-mail: pearson@pearson-research.com

www.pearson-research.com

Manuel Barberena, General Director

Location: Office building

Distance from airport: 10 miles, 15 minutes

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

a wholly-owned subsidiary of Cheskin Research

Ensenada 61

Colonia Hipodromo

Mexico City, DF, CP 06100

Mexico

Ph. 650-802-2100 (U.S.) or +52-5-553-2754 (Mex.)

Fax 650-593-1125 (U.S.)

E-mail: SuperDatos@cheskin.com

www.cheskin.com

Miriam Korzenny, Manager

Location: Office building

Distance from airport: 10 miles

CL, VE

Conference 14x20 Obs. Rm. Seats 10

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

E-mail: rms@infoweb.abs.net

Location: Office building

VE

Conference 20x16 Obs. Rm. Seats 4

Conference 16x16 Obs. Rm. Seats 4

Conference 16x16 Obs. Rm. Seats 4

Pakistan

AFTAB Associates (Pvt) Ltd.

5E/1 Gulberg III

54660 Lahore

Pakistan

Ph. +92-42-571-0987 or +92-42-575-4690

Fax +92-42-571-1020

E-mail: aal@brain.net.pk

H. Aftab Ahmad, Chief Executive

Location: Freestanding facility

Distance from airport: 5 miles, 20 minutes

VE

Multiple 22x17 Obs. Rm. Seats 6

* Indicates listing not verified for 2001 edition

AFTAB Associates (Pvt) Ltd.
50-L, Block G, Pechs
Karachi
Pakistan
Ph. +92-21-452-2774
Fax +92-21-453-8186
E-mail: aftab@khi.comsats.net.pk
Saima Qamar, Manager
Location: Freestanding facility
Distance from airport: 9 miles, 15 minutes
VE
Conference 12x09 Obs. Rm. Seats 10

Peru

APOYO Opinion y Mercado S.A.
Av. Republica de Panama 6380
Miraflores, Lima 18
Peru
Ph. +51-1-241-8141 or +54-1-241-1833
Fax +51-1-447-1831
E-mail: at@apoyo2.com.pe
www.apoyo.com
Alfredo Torres
Location: Office building
Distance from airport: 8 miles
1/1, VE
Conference 16x11 Obs. Rm. Seats 6
Conference 11x11 Obs. Rm. Seats 8
Conference 20x14 Obs. Rm. Seats 12
Living 12x10 Obs. Rm. Seats 7

APOYO Opinion y Mercado S.A.
Centro Commercial Caima Oficina M - Piso 3
Distrito Caima
Peru
Ph. +51-1241-8141
E-mail: at@apoyo2.com.pe
www.apoyo.com
Location: Office building
Distance from airport: 4 miles, 40 minutes
1/1
Conference 16x16 Obs. Rm. Seats 8

Poland

Centrum Badania Opinii Spoolecnej
Public Opinion Research Centre
4a Zurawia
00 503 Warsaw
Poland
Ph. +48-22-629-35-69
Fax +48-22-629-40-89
E-mail: sekretariat@cbos.pl
www.cbos.pl
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
Distance from airport: 6 miles, 20 minutes
1/1, 1/1OR, VE
Conference 26x20 Obs. Rm. Seats 8
Conference 16x13 Obs. Rm. Seats 8

F-Squared Market Research + Consulting Poland
Al. Jana Pawla II 61, V p.
01 031 Warsaw
Poland
Ph. +48-22-636-55-32
Fax +48-22-636-54-04
E-mail: info@fsquared.pl
www.fsquaredresearch.com
Daniel Leis
Location: Office building
Distance from airport: 50 minutes
CL, TK, MP, VE
Conference 11x12 Obs. Rm. Seats 10
Conference 20x22 Obs. Rm. Seats 22

Medical Data Management, sp.z.o.o.
Ul. J. Sengera "Cichego" 1
02 790 Warszawa
Poland
Ph. +48-22-645-77-33 or +48-22-645-77-30
Fax +48-22-645-78-88
E-mail: ralph.bruin@mdmworld.com
www.medicaldatamanagement.com
Jarek Frackowiak
Location: Office building
Distance from airport: 10 miles, 20 minutes
MP, VE
Conference 19x18 Obs. Rm. Seats 10

Portugal

Motivacao
Estudos Psico-Sociologicos Lda.
R. Pinheiro Chagas No. 69 - 1 Esq/Dto
1050 Lisbon
Portugal
Ph. +351-21-319-01-90
Fax +351-21-319-04-89
E-mail: motivacao@esoterica.pt
Maria Jose Paixao, Director
Location: Freestanding facility
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
Ph. +351-21-319-01-90
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
Fax +351-22-600-07-72
E-mail: motivacao@esoterica.pt
Maria Jose Paixao, Director
Location: Office building
1/1, 1/1OR, MP, VE
Conference 20x16 Obs. Rm. Seats 6

Puerto Rico

CONSULTEC
1866 Fernandez Juncos Ave.
San Juan, PR 00909-3008
Puerto Rico
Ph. 787-727-6865
Fax 787-268-2823
E-mail: consultec@compuserve.com
Location: Office building
VE

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 facility
Distance from airport: 7 miles, 20 minutes
1/1, 1/1OR, TK, TKO, VC, VE
Conference 12x15 Obs. Rm. Seats 15
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
www.gaitherinternational.com
Location: Office building
Distance from airport: 5 miles, 10 minutes
1/1, 1/1OR, VE
Conference 15x10 Obs. Rm. Seats 15
Living 13x10 Obs. Rm. Seats 10

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
www.ska-pr.com
Carmen Velez, President Sales & Mktg.
Location: Office building
TK, VE
Conference 12x20 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 - Video/Web Conf. 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 Marketing Center
 PMB 605, 89 Ave. de Diego, Ste. 105
 San Juan, PR 00927-6346
 Puerto Rico
 Ph. 787-751-3532
 Fax 787-765-2096
 E-mail: info@tmcgroup.net
 www.tmcgroup.net
 Yeidi Stawinski
 Location: Freestanding facility
 Distance from airport: 5 miles, 15 minutes
 1/1, TK, VE
 Conference 13x12 Obs. Rm. Seats 8

Romania

MERCURY Marketing and Research Consultants
 31, Vasile Lascar Street, 3rd floor
 Bucharest 70211
 Romania
 Ph. +401-211-3967
 Fax +401-211-3970
 E-mail: contact@mercury.ro
 www.mercury.ro
 Gabi Antonescu
 Location: Office building
 Distance from airport: 15 miles, 40 minutes
 VE
 Conference 19x12 Obs. Rm. Seats 5

Russia

F-Squared Market Research + Consulting Russia
 1 Red Square
 103012 Moscow
 Russia
 Ph. +7-095-721-1850
 Fax +7-095-721-1848
 E-mail: info@fsquared.ru
 www.fsquaredresearch.com
 Michael Fodor
 Location: Office building
 Distance from airport: 40 minutes
 1/1, 1/1OR, TK, VE
 Conference 18x12 Obs. Rm. Seats 10
 Conference 20x15 Obs. Rm. Seats 8

Marketing Information Center
 P.O. Box 122 Central Post Office
 101000 Moscow
 Russia
 Ph. +7-095-951-6100
 Fax +7-502-951-6100
 E-mail: mic@mic-russia.ru
 www.mic-russia.ru
 Location: Office building
 VE

* Indicates listing not verified for 2001 edition

Validata
 13/2 Ordzkonikidze St.
 117071 Moscow
 Russia
 Ph. +7-095-954-9895 or +7-095-954-0300
 Fax +7-095-954-9896
 E-mail: office@validata.ru
 www.validata.ru
 Marsha Volkenstein, President
 Location: Office building
 1/1, 1/1OR, TK, TKO, VE
 Conference 21x11 Obs. Rm. Seats 10
 Conference 21x11 Obs. Rm. Seats 10
 Living 13x9 Obs. Rm. Seats 10

Singapore

Asia Insight Research Consultants Pte. Ltd.
 491B, River Valley Road
 #10-03, Valley Point
 Singapore 248373
 Singapore
 Ph. +65-735-3788
 Fax +65-735-7188
 E-mail: contact_us@asianinsight.com
 www.asianinsight.com
 Location: Office building
 Distance from airport: miles, 25 minutes
 1/1, 1/1OR, TK, VE
 Conference 14x12 Obs. Rm. Seats 9
 Living 14x11 Obs. Rm. Seats 9

Joshua Research Consultants
 190 Middle Road
 Fortune Centre #20-02
 Singapore 188979
 Singapore
 Ph. +65-227-2728
 Fax +65-333-5517
 E-mail: joshuarc@singnet.com.sg
 www.joshuaresearch.com
 Carol Goh, Research Consultant
 Location: Office building
 Distance from airport: miles, 15 minutes
 1/1, MP, VE
 Conference 18x16 Obs. Rm. Seats 8

Slovenia

GRAL - ITEO
 P.O. Box 476
 1001 Ljubljana
 Slovenia
 Ph. +386-61-472-0800
 Fax +386-61-472-0834
 E-mail: info@graliteo.si
 www.graliteo.si
 Location: Office building
 Distance from airport: 8 miles, 20 minutes
 MP, VE
 Multiple 16x13 Obs. Rm. Seats 4
 Multiple 16x13 Obs. Rm. Seats 6

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
 E-mail: dsijhb@dsiza.com
 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

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
 Christopher Duck, Managing Director
 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

South Korea

Gallup Korea
 208, Sajik-dong
 Chongro-Ku
 Seoul
 South Korea
 Ph. +82-2-3702-2550 or +82-2-3702-2100
 Fax +82-2-3702-2555
 E-mail: ikkang@gallup.co.kr
 www.gallup.co.kr
 I.K. Kang
 Location: Office building
 Distance from airport: 15 miles, 50 minutes
 VC, VE
 Conference 20x14 Obs. Rm. Seats 10

Taylor Nelson SOFRES Korea
 5th floor, Anwon Building 14-15
 Yoido-dong, Youngdeungpo-ku
 Seoul 150-010
 South Korea
 Ph. +82-2-3779-4300
 Fax +82-2-782-5533
 E-mail: david.richardson@kr.tnsofres.com
 David Richardson, Managing Director
 Location: Office building
 Distance from airport: 10 miles, 30 minutes
 CL, 1/1, 1/1OR, MP, VE
 Conference 15x18 Obs. Rm. Seats 10
 Conference 16x15 Obs. Rm. Seats 8
 Conference 18x18 Obs. Rm. Seats 20

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
E-mail: milagros.benito@es.millwardbrown.com
Location: Office building
1/1, 1/1OR, VE

ARPO
Caidos de la Division Azul, 1
Portal Oficinas
28016 Madrid
Spain
Ph. +34-91-350-52-32
Fax +34-91-350-27-35
E-mail: arpo@arpo.es
Location: Office building
Distance from airport: 10 miles, 15 minutes
CL, TK, MP, VE
Conference 20x17 Obs. Rm. Seats 10

Demoscopia S.A.
Edificio Sollube Plaza de Carlos Trias Bertran
N 7. 4a Planta
28020 Madrid
Spain
Ph. +34-91-596-96-00
Fax +34-91-555-72-32
E-mail: j.i.wert@demoscopia.com
www.demoscopia.com
Location: Office building
Distance from airport: 3 miles
1/1, 1/1OR, VC, VE
Conference 18x13 Obs. Rm. Seats 10
Living 10x12 Obs. Rm. Seats 6

Gfk + EMER Marketing Research S.A.
Calle Luchana 23, 6th floor
28010 Madrid
Spain
Ph. +34-91-591-9940
Fax +34-91-445-35-13
E-mail: begona.ramoneda@gfk.emer.com
www.gfk.com
Nuria Fernandez
Location: Office building
VE

INNER Strategic Market Research
C/ Velazquez 109, 7 dcha
28006 Madrid
Spain
Ph. +34-91-411-84-70
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

Borell Market Research AB
Baldersgatan 2
114 27 Stockholm
Sweden
Ph. +46-8-24-35-30
Fax +46-8-24-4015
E-mail: magnus.jaderlund@gfksverige.se
www.gfksverige.se
Magnus Jaderlund, Managing Director
Location: Freestanding facility
Distance from airport: 65 miles, 30 minutes
CL, 1/1, 1/1OR, MP, VC, VE
Conference 23x17 Obs. Rm. Seats 4
Conference 23x17 Obs. Rm. Seats 8
Living 25x20 Obs. Rm. Seats 4
Conference 30x20 Obs. Rm. Seats 4

Switzerland

GfM Research/Institute of Swiss Marketing
Obermattweg 9
6052 Hergiswil
Switzerland
Ph. +41-41-632-91-11
Fax +41-41-632-91-20
E-mail: info@ihagfm.ch
www.ihagfm.ch
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

Interdata Research Institute
Villa Haldeneck, Brunnhalde 7
6006 Lucerne
Switzerland
Ph. +41-41-370-77-22
Fax +41-41-370-73-66
E-mail: interdata@centralnet.ch
Location: Freestanding facility
Distance from airport: 40 miles, 40 minutes
1/1, 1/1OR, TK, TKO, VE
Conference 10x10 Obs. Rm. Seats 3

Taiwan

Opinion Research Taiwan
Minsheng East Road, Section 3, #57, 2F-3
Taipei
Taiwan
Ph. +886-2-2509-6438
Fax +886-2-2509-6447
E-mail: ort999@ms42.hinet.net
Location: Office building
Distance from airport: 2 miles, 10 minutes
1/1, 1/1OR, VE
Conference 25x40 Obs. Rm. Seats 15

Opinion Research Taiwan
Kuang Hwa 1st Road #206, 10F-4
Kaohsiung
Taiwan
Ph. +886-7-227-2722
Location: Office building
Distance from airport: 10 miles, 20 minutes
VE
6 25x Obs. Rm. Seats 25

Viewpoint Research
2/F No. 71 Sung Chiang Rd.
Taipei
Taiwan
Ph. +886-22-500-7111
Fax +886-22-507-5828
E-mail: viwepnt@ms1.hinet.net
Mike Chou, Managing Director
Location: Office building
Distance from airport: 50 miles, 40 minutes
1/1, 1/1OR, VC, VE
Conference 30x15 Obs. Rm. Seats 15

Thailand

Taylor Nelson Sofres (Thailand) Limited
12th Fl., Vorawat Building
849 Silom Rd., Silom
Bangrak, Bangkok 10500
Thailand
Ph. +66-2-635-1276 or +66-2-635-1277
Fax +66-2-635-1273
E-mail: bangkok.office@th.tnssofres
Location: Office building
VE

The Netherlands

Intomart bv
Noordse Bosje 13/15
1211 BD Hilversum Postbus 10004
1201 DA Hilversum
The Netherlands
Ph. +31-35-625-84-11
Fax +31-35-624-65-32
E-mail: info@intomart.nl
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

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Video/Web Conf. 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.

NIPO, The Market Research Institute

P.O. Box 247

Grote Bickersstraat 74

1000 AE Amsterdam

The Netherlands

Ph. +31-20-522-54-44

Fax +31-20-522-53-33

E-mail: info@nipo.nl

www.nipo.nl

J. Visser

Location: Office building

Distance from airport: 12 miles, 20 minutes

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

Conference 32x20 Obs. Rm. Seats 12

Conference 20x20 Obs. Rm. Seats 8

Team Vier b.v.

Veenplaats 19

1182 JW Amstelveen

The Netherlands

Ph. +31-20-645-53-55

Fax +31-20-645-59-30

E-mail: team4u@team4u.nl

www.team4u.nl

Hans van Gool

Location: Office building

Distance from airport: 3 miles, 8 minutes

1/1, 1/1OR, VE

Conference 32x10 Obs. Rm. Seats 6

Turkey

IBS Marketing Research Services

Kizilkaya Apartment, Abdi Ipekci Cad 59/4

80200 Macka, Istanbul

Turkey

Ph. +90-212-231-0480

Fax +90-212-231-6614

E-mail: mail@ibsresearch.com

www.ibsresearch.com

Murat Sari, General Manager

Location: Office building

VE

Conference 16x12 Obs. Rm. Seats 10

Piar-Gallup Marketing Research Co.*

Gazeteciler Mah. 23, Temmuz Meydani No. 8

80300 Esentepe, Istanbul

Turkey

Ph. +90-212-212-2944

Fax +90-212-212-2956

Location: Office building

1/1, 1/1OR, VE

United Kingdom

Chatterbox

Van Gaver House

40-50 Bridgford Road, West Bridgford

Nottingham NG2 6AP

United Kingdom

Ph. +44-115-981-6445

Fax +44-115-945-5729

E-mail: mail@chatterbox.uk.com

www.chatterbox.uk.com

Location: Office building

VE

Chatterbox

44A Bramhall Lane South

Bramhall SK7 1AH

United Kingdom

Ph. +44-161-439-1090

Fax +44-161-440-7897

E-mail: mail@chatterbox.uk.com

www.chatterbox.uk.com

Location: Office building

VE

Chatterbox

Westbrook Court

2 Sharrow Vale Road

Sheffield S118 8YZ

United Kingdom

Ph. +44-114-266-6030

Fax +44-114-268-6696

E-mail: mail@chatterbox.uk.com

www.chatterbox.uk.com

Location: Office building

VE

City (Financial) Focus Ltd.

Pountney Hill House

6 Laurence Pountney Hill

London EC4R 0BL

United Kingdom

Ph. +44-20-7283-3355

Fax +44-20-7283-5777

E-mail: sharon@westend-net.com

Sharon Stevens or +Dominec Longcroft

Location: Office building

Distance from airport: 5 miles, 30 minutes

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

Multiple 16x13 Obs. Rm. Seats 6

Multiple 18x25 Obs. Rm. Seats 18

Multiple 19x16 Obs. Rm. Seats 12

Field Facts Worldwide

11 Weymouth St.

London W1W 6DD

United Kingdom

Ph. +44-20-7908-6600

Fax +44-20-7908-6666

E-mail: douglas@fieldfacts.com

www.fieldfacts.com

Douglas Fedele, General Manager

Location: Freestanding facility

Distance from airport: 14 miles, 30 minutes

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. 231)

The Front Room*

359 City Road

London EC1V 1LR

United Kingdom

Ph. +44-20-7837-7700

Fax +44-1-20-7837-7823

Location: Office building

VE

Group Discussions and Viewing Facilities

Bob Ginger Partnership

19-21 Acton High Street

London W3 6NG

United Kingdom

Ph. +44-20-8993-6772

Fax +44-20-8993-9982

E-mail: info@bobginger.co.uk

www.bobginger.co.uk

Location: Freestanding facility

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

Multiple 17x14 Obs. Rm. Seats 10

J R A Research

Victoria Court, Kent Street

Nottingham NG1 3L2

United Kingdom

Ph. +44-115-955-1133 or +44-115-910-5768

Fax +44-115-953-7077

E-mail: jra@jraresearch.com

www.jraresearch.com

Location: Office building

VE

Le Rendez Vous Studio*

594 Whitton Ave West

North Greenford

Middlesex UB6 0EF

United Kingdom

Ph. +44-1895-254800

Fax +44-1895-253030

E-mail: belbest@aol.com

Location: Freestanding facility

1/1, TK, TKO, VE

Multiple 24x15 Obs. Rm. Seats 10

Leeds Roundhay Research Centre

Roche House

452 Street Lane

Leeds LS17 6RB

United Kingdom

Ph. +44-113-266-5440

Fax +44-113-268-9111

E-mail: roundhay.research@tesco.net

www.roundhay-research.com

Jackie Waterhouse, NDD

Location: Freestanding facility

Distance from airport: 5 miles, 20 minutes

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

Multiple 18x14 Obs. Rm. Seats 9

Multiple 16x13 Obs. Rm. Seats 10

* Indicates listing not verified for 2001 edition

The Leo House Partnership
 Leo House
 Portsmouth Road, Thames Ditton
 Surrey KT7 0XF
 United Kingdom
 Ph. +44-20-8398-9898
 Fax +44-20-8398-6343
 E-mail: info@leohouse.co.uk
 www.leohouse.co.uk
 Anne Kingswell Lovelock, Sr. Partner
 Location: Freestanding facility
 1/1, 1/10R, TK, MP, VC, VE
 Multiple 13x13 Obs. Rm. Seats 10
 Living 13x15 Obs. Rm. Seats 10
 Conference 11x11

London Focus
 The Focus Network
 Colet Court
 100 Hammersmith Rd.
 London W6 7JP
 United Kingdom
 Ph. +44-20-8563-7117
 Fax +44-20-8563-1486
 E-mail: londonfocus@thefocusnetwork.com
 www.thefocusnetwork.com
 Location: Freestanding facility
 Distance from airport: 12 miles, 15 minutes
 CL, 1/1, 1/10R, MP, 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 8

MORPACE International Ltd.
 Hollywood House, 3rd Floor
 Church Street East
 Woking, Surrey GU21 1HJ
 United Kingdom
 Ph. +44-1483-737055
 Fax +44-1483-737049
 E-mail: studio@hollywoodhouse.co.uk
 Sarah Holworthy, Studio Secretary
 Location: Office building
 Distance from airport: miles, 30 minutes
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Names of Note

continued from p. 10

its omnibus research studies.

Gayle Belkengren has been promoted to vice president, marketing at *CJ Olson Market Research*, Minneapolis.

Sharon Harap has been named senior research director at *Modalis Research Technologies*, Austin, Texas.

Steve McGavic has been named vice president, division manager for *Delve* (formerly Quality Controlled Services), a St. Louis research firm.

J.D. Power III, chairman of Agoura Hills, Calif., research firm *J.D. Power and Associates*, has been elected to the board of directors of IMPCO, a Cerritos, Calif., maker of fuel storage, fuel delivery and electronic control systems.

Menlo Park, Calif., marketing information firm *Knowledge Networks* has named **Krishnakumar S. Davey** vice president of product management.

J. Walker Smith, president of Norwalk, Conn.-based research firm *Yankelovich Partners*, has been named

to the board of directors of *Screen4me Corporation*, a provider of privacy and permission tools to help consumers control the marketing they receive.

Gang & Gang, Inc., a Salem, Mass., research firm, has named **Tim Guen** senior vice president and **Roger Graves** chief technology officer.

Richard Chase has been named data processing manager at *The Matrix Group*, a Lexington, Ky., research firm.

NFO Worldwide, Inc., has named **Michael Tsavaris** vice president, chief financial officer - North American operations. In addition, **James Wagner** has been named senior vice president, chief financial officer; and **Patrick Healy** has been named vice chairman.

Rick Ramos has been named vice president finance at *Maritz Marketing Research*, St. Louis.

RKS Research & Consulting, North Salem, N.Y., is now offering online panels of energy customers. Managing the new initiative is **Kathi Disch**.

San Mateo, Calif.-based *Vividence Corporation*, a Web experience evaluation firm, has named **Diane Savage**

vice president of corporate development.

Minneapolis-based *Custom Research* has added three new staff members. **Barry Feinberg** has been named senior vice president at the firm's New York office. In Minneapolis, **Joanne Kaplan** has been named manager, qualitative services, and **Amy Sherek** has been named account manager, database marketing.

ACNielsen Corporation, Stamford, Conn., has appointed **Steven M. Schmidt** president, North America.

Rochester, N.Y.-based *Harris Interactive* has announced that **Greg Smith**, vice president, international development, will lead its entrance into the European markets. Based in the U.K., Smith will work to build the Harris Interactive brand and business across Europe.

Cozint Interactive, Inc., an Andover, Mass., research firm, has named **Cindy Blodgett** vice president marketing and sales; **Laurie Gelb** director, product planning; and **Dave Gustafson** director, business development. They will be based in the firm's Princeton, N.J., sales and marketing office.



We welcome your letters on articles that appear in QMRR, or any research related topic that's on your mind. When you write, please include your name, job title, company or organization name, address, phone number, and e-mail address. Letters may be edited for clarity or space. Send letters to: Joseph Rydholm, QMRR, P.O. Box 23536, Minneapolis, Minn., 55423. E-mail: joe@quirks.com. Fax 952-854-8191.

Gap in gap article

I am writing to bring to your attention what I believe is a serious error/oversight in the article "Discrete satisfaction-gap profiling" (*Quirk's*, October 2000). The key underlying assumption in using the gap in satisfaction measurement is that the scale is linear. Thus, a gap at any location on the scale is equivalent to an equal gap at any other location on the scale. Since the scale is ordinal, there is no known value for the spacing between successive points on the scale.

Many researchers, myself included, believe that a gap on the ends of the scale is more important than a gap in the middle of the scale. For example, it is usually easier to move a customer with a mid-point valuation of satisfaction by one or two values on the scale than it is to move a customer from near the top to the top.

By making the assumption, analysts will focus on large gaps rather than gaps that may be smaller but more important. The key point is that gaps are not equal even when they are the same size. It is their location that makes the difference.

Bill Bleuel

Professor of Quantitative Methods
Graziadio School of Business and Management
Pepperdine University, Malibu, Calif.

A reply to Dennis Gonier

One of the last official acts of the Roman Senate was to table discussion as to how much additional monies should be allocated to repair streets in an area of Rome that was falling into disrepair. Thus as the final collapse and subsequent sacking of the world's greatest imperial capital was occurring, our final recollections of Roman government is one of petty distraction.

The Roman Senate could not change its bureaucratic ways. It had to continue on a trajectory of action that allowed the Senators' the illusion that their world was not coming to an end. To do otherwise would have created chaos, and above all, the self-defined purpose of the Roman Senate was to preserve order in the fashion that it had been done for hundreds of years.

In reply to Dennis Gonier's letter to the editor (*Quirk's*,

October 2000), and without mentioning other specific names or organizations, it occurs to me that we have the opportunity to see history repeating itself in the microcosm of our own research industry. Let's face it, we have all built our organizations with the greatest care possible, conforming to the norms of business and proceeding so as to optimize our departments and agencies according to what have been the "rules of the game." But frankly, the rules have already changed.

In this modern reenactment of the fall of Rome, the part of the Visigoths will be played by technology. And to many, this will seem odd, because technology has been the friend of marketing research for decades beginning with data processing and CATI systems following through to CAPI and other types of computer-mediated research tools. Why are we now sensing that the uses of newer technologies, particularly the Internet, are actually taking the industry apart? A simple answer is that this time the character of the technology is different.

Kuhn (1962), Tushman and Rosenkopf (1992) and others have said that there are two types of technology: "competence enhancers" and "competence destroyers." CATI, CAPI, etc., are examples of enhancers. In other words, they make the job we do easier, faster, better, cheaper, but don't challenge the basic way we work. These earlier technologies were friendly to the status quo and in fact helped preserve it for four decades.

The Internet, however, comes to our gate as a competence destroyer. It carries with it the same promises of earlier innovations, but does not easily coexist with traditional ways of doing business. The economics, cultural mores, competitors and implementations are very different and those who try to convert traditional ways of doing business directly to the Web soon find out that it doesn't work very well.

The tragedy that we see today is that some of our industry thought leaders cling to the objective of preserving a status quo that will soon be shattered, with or without their participation. Organizations who endlessly debate whether or not the Internet should be considered legitimate research or not ignore the overwhelming evidence that it is already here. Railing against upstart groups that try to offer hard-won insight, the old guard suggests that somehow "working together" we can rebuild Rome. This did not work well 2,000 years ago, and it won't work today.

Trade Talk

continued from p. 250

thing from online research to report writing and conducting international focus groups.

But the teaching didn't stop once the presentation was over. At most conferences, once the speaker is done and the house lights go up, the room empties and people get back on their cell phones or head to the next presentation. Not so at the QRCA show. In the sessions I attended, even before the last PowerPoint slide was shown, attendees began lining up at the microphone to ask the presenter and others in the audience questions and to share tips, techniques and


insights gleaned from their successes and failures.

One hilarious session, which drew a standing room-only crowd, focused on "groups from hell" and how to handle the embarrassing, infuriating, and mystifying things that respondents and clients can do during a focus group. Moderators took turns playing different roles, from Troublesome Respondent to Harried Moderator (those playing the respondents seemed to delight in being the tormentor instead of the tormented!).

The session's comedic value was matched by its educational worth. Following each hellish scenario, the presenters opened the floor to discussion and had the assembled mod-

erators share thoughts on what they might have done to handle that boorish respondent or the stream of notes that trickled in from the imaginary backroom.

Rising tide

Moderating - like the rest of marketing research - is a competitive business. Yet from what I observed, the QRCA and its members are the very embodiment of the idea that a rising tide floats all boats. The sense of excitement and the enthusiasm for learning at the show was palpable. I saw a group of bright, dedicated people eager to make their profession better by exchanging information. A good time was had by all. 

IMRO (the Interactive Marketing Research Organization) is a four-month-old group that has formed to specifically investigate and report on adapting to conditions of an Internet-connected world. Its non-profit, public education mission is to help answer questions and provide guidance based on the realities of modern research technology and the infrastructure that carries it. There are new rules that must be adhered to; otherwise market research will continue its downward spiral of lower and lower participation and generally poor relationship building with the public at large.

Already this group is making tremendous strides with an all-volunteer effort. We have adopted a standard, rigorous, well-defined code of ethics that clearly illustrates bad technologies and techniques for online sampling and recruitment. The group has a "big tent" membership philosophy, which includes representatives from research agencies, large corporations and academic institutions. This broad, inclusive strategy is opening doors to new ways of thinking about research and technology around the globe.

IMRO committees are in advanced stages of discussions with many large trade and industry associations to share a "highly focused special interest group perspective" with their memberships through event participation and co-publication. In fact, except for one group (of which Dennis Gonier is a director), every major research and marketing association in the U.S. (and some international groups) has expressed goodwill and interest in working together on studying Internet research best practices and ethics. By the time this letter is printed, major partnerships and alliances will have announced.

We are proud to be taking a leadership role in the conversion of our industry to a new and long-lasting period of technological stability. It is our wish that all organiza-

tions would partner with IMRO in this effort, and to help create an atmosphere of open sharing of opinions and ideas in an era of uncertainty.

Dennis asks the organizers of IMRO if it isn't better to be a builder than a conqueror. I hear the long-dead echoes from a Roman Senate debate posing the same question. In this case, IMRO believes it will make the industry stronger if we are a little bit of both.

Bill MacElroy
President

Interactive Marketing Research Organization (IMRO)
www.imro.org

[MacElroy is also president of Modalis Research Technologies, Inc., San Francisco.]

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Trade Talk

By Joseph Rydholm, QMRR editor

Enjoyin' moderation

No offense to my friends on the quantitative side, but qualitative researchers are more fun. Granted, they are paid to be extroverts (as if they needed monetary encouragement!). It's their job to be talkative, open, friendly, inclusive, and good listeners. But after spending three days at a conference of 300-some moderators, I'm convinced those traits come naturally to them.

In October I attended the annual conference of the Qualitative Research Consultants Association (QRCA) in San Diego at the invitation of QRCA President Jim Bryson. Though research conference organizers frequently invite writer-types like myself to their shows, my presence at the QRCA event was unprecedented. Until I set foot in an early-bird session the night before the show opened, the organization had apparently never allowed a member of the press to attend its annual gathering.

Members candidly informed me that the decision to invite me had been a controversial one. I'm not sure what all the hand-wringing was about - I can't think of a more pro-research media outlet than ours. But if QRCA members had reservations about my presence, they cer-

tainly hid them well. I felt quite welcome and received an enthusiastic response from everyone I talked to at the show.

Have a good time

And what a show it was. The QRCA knows how to have a good time - and I'm not talking about the cocktail receptions and post-show events. I'm talking about the seminars, meetings, conversations, and the countless small-group discussions that I observed.

One of the things that keeps our magazine alive is the willingness of marketing researchers to share their knowledge with others in the industry. That same spirit infused the QRCA conference.

In contrast to the product/technique demonstrations that commonly make up research industry event programming, the QRCA presentations focused on information exchange rather than information delivery. It was moderators teaching moderators. Topics covered every-

continued on p. 249

Non Sequitur

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