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Research improves

Most people are familiar with sugar substitutes as a low-calorie alternative to sugar for hot and cold beverages. Although this may have been their original purpose, marketers at the NutraSweet Co., Chicago, makers of Equal sugar substitute, wanted to reposition the product to compete with sugar and market it as a natural, healthier replacement for use in foods as well.

This appeal of balancing good taste with good nutrition was accomplished through new packaging created for Equal by S&O Consultants, Inc., a San Francisco-based permanent media specialist.

"We wanted to broaden Equal's appeal beyond that of a diet product used primarily in coffee and tea," says Margaret H. Widelock, senior vice president of S&O. "The packages' appetizing vignettes help convey this message."

The product's five new packages highlight Equal's use-on-food properties; appetizing vignettes show Equal sprinkled on cereal, coffee, iced tea, fruit salad and fresh strawberries. The five versions appear simultaneously on the grocery shelf.

When Equal was originally introduced, it was promoted as a better tasting, saccharin-free alternative to other brands in the sugar substitute category, especially market leader Sweet 'N Low. To lure a broader audience, it is targeting many previous non-users who were dissatisfied with the taste of sugar substitutes but wanted a sweetener.

Research in 1986 by NOVA Research, Inc., San Francisco, S&O's sister company, also indicated a need to strengthen brand identity, distinguish Equal from its look-alike competitors, heighten appetite appeal and provide a greater level of NutraSweet recognition. The quantitative label evaluation study by NOVA measured the effectiveness of the previous label



design and four new alternatives in projecting key product attributes and the desired imagery.

Research sample

The sample in the study was comprised of 1,121 female heads-of-household between 21 and 59, who sweeten food and beverages on a regular basis. One-third of the respondents use sugar most often, one-third use Equal most frequently and one-third use saccharin.

Research methodology

Respondents participated in a standard tachistoscope (T-scope) shelf visibility test to measure speed of registration of the product category, brand identity and key packaging elements for the Equal designs and competitive products within the array. The same participants also completed a label communication T-scope test.

According to Mary Fox, account supervisor at NOVA, the T-scope shelf visibility test uses an electronically-

sweetener packaging

timed shutter to control how long the respondents view a particular stimuli. In this case, respondents saw slides of grocery shelves stocked with variously arranged packages of Equal, competitive sugar substitute products and regular sugar.

"It's a way of finding out how visible your package is," says Fox.

The label communication T-scope test involved showing respondents a slide with only one sugar substitute product on it. Fox says its purpose is to find out what the respondents could read on the package and what's important enough about it to stick in their minds.

"The test tells us, can they read what the manufacturer wants them to read?" explains Fox. "Also, what color do they see? What words do they

"We wanted to broaden Equal's appeal beyond that of a diet product used primarily in coffee and tea. The packages' appetizing vignettes help convey this message." Margaret H. Widelock.

pick out and is the type size large enough?"

Their responses helped determine what features should be included on the new package.

Respondents took a series of other tests, evaluating the projected image, overall appeal, purchase inclination and basic product and brand usage.

A sub-sample of the total participated in eye-movement tracking research, in which they were exposed to a series of slides simulating a store walk-through. Included in this sequence was a mass display slide and a

Continued on p. 8

Packaging change boosts coffee's identity



Until recently, the Johann Jacobs brand of coffees were suffering an identity problem. Thanks to new packaging created by S&O Consultants, Inc., San Francisco, "Europe's most preferred coffees" are now a viable competitor on the American supermarket shelf.

The rich package design for the Delavan, Wis.-based brand's line of four coffees was created because the original packaging for Jacobs failed to create a strong presence in the category. Compared to its competition, the brand had fewer facings and was contained in a smaller brick pack. Moreover, the packaging did not distinctly designate each product - regular and decaffeinated coffee and regular and decaffeinated espresso.

"We wanted to ensure that the new packaging reinforced Jacobs as a premium brand coffee with a strong European heritage," explains C. Geron Vartan, senior vice president of S&O Consultants,

Inc., a marketing and design specialist in permanent media. "A more dominant use of the brand name and a color-coding system makes the coffees stand out on the shelf while clearly differentiating between flavors."

Packaging research

The research for Jacobs' packaging was conducted last year by NOVA Research, Inc., San Francisco. NOVA conducted a quantitative design arbitration study. The research evaluated the current and three proposed label alternatives. The main objectives of the study were to:

- Measure the visual impact and recognition characteristics of the design concepts in relationship to each other and key competition
- Evaluate the visibility and readership properties of the four alternatives and,
- Assess the imagery conveyed by each of the four alternatives.

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Equal

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close-up beauty shot of each Equal test package.

Study results

The packaging design that was ultimately selected scored fastest in speed of recognition and attained a high level of both brand recognition and shelf visibility. It appropriately communicated brand, product and packaging imagery and beat out the other alternatives in its level of "NutraSweet" recognition.

The package's attractive design incorporating bright, bold colors and eye-catching vignettes also won greater consumer appeal than the other designs.

All of the design alternatives outperformed Sweet 'N Low and three out of four out performed the previous label in communicating attributes such as "clean," "uncluttered," "contemporary" and "very attractive."

The design also evoked overwhelming appetite appeal. The positive appeal of this design became even more apparent in the eye-movement tracking test. Respondents spent more time viewing slides which had this package on the shelf, with many noticing the product in particular.

*"The packaging capitalizes
on the well-known
NutraSweet brand
sweetener in Equal and on
the brand name and clearly
distinguishes the product
from its competitors."
Margaret H. Widelock*

With respect to purchase inclination, the proposed test packages generated favorable interest on a par with the current package.

According to Widelock, "The packaging capitalizes on the well-known NutraSweet brand sweetener in Equal and on the brand name and clearly distinguishes the product from its competitors."

To reflect that objective, the brand name "Equal" is reversed out in white and is vertically displayed in bolder

*"Not only is the packaging
more appetizing but it
emphasizes the direct use-
on-food characteristic and
takes advantage of the
NutraSweet endorsement.
Equal is no longer just a
low-calorie sugar substitute
for use in tea and coffee."
Fred Dial*

and larger type down the front left panel. A royal blue replaces the predominant fluorescent blue of the original package and becomes proprietary for the product.

There was some concern with the vertical positioning of the brand name on the selected design. However, research did not indicate any consumer difficulty with this format because the name is short and simple.

The NutraSweet designation appears in a box at the top right. The reference is underscored by two turquoise bars forming an equal sign. White sprinkles of Equal emerge onto the nutritious food depicted below.

The five packages side by side produce a billboard effect on the grocery shelf; clear product identification attained through the use of blue, the appealing food vignettes and the brand name.

"The new packaging for Equal has helped us reposition the product as a healthier, natural replacement for sugar," explains Fred Dial, marketing manager for the NutraSweet Co. "Not only is it more appetizing but it emphasizes the direct use-on-food characteristic and takes advantage of the NutraSweet endorsement. Equal is no longer just a low-calorie sugar substitute for use in tea and coffee." **MRR**

College salaries

The top salary earners at private colleges are full professors of engineering, averaging \$51,835 a year, reports the College and University Personnel Assn. The next highest wage earners are professors of business and management, earning \$49,523 annually. The average salary for all full professors is \$41,175.

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Restaurant chain uses mall intercepts to test products

By Beth E. Hoffman
managing editor

Seven years ago, when Kathleen Flynn Fox left the marketing research department at Bresler's Ice Cream Co. in Chicago to work in market research at Carousel Snack Bars of Minnesota, Inc., in Minneapolis, she was taking on a big challenge. Her duty was to market a typically male-consumed product - hot dogs - in a primarily female-populated location - shopping malls.

"It really isn't difficult to get people to buy ice cream because practically everyone loves it and eats it," says Fox, vice president of marketing at Carousel Snacks. "But traditionally, only males have been known to be the biggest consumers of a product like hot dogs. Most females, if you ask them, say they don't eat hot dogs. The total mall population, however, is 75% female and 25% male."

In addition to the large variety of hot dog specialties, Carousel also sells hamburgers, pizza, pocket sandwiches, beverages, french fries and nachos. The 325 food outlets, also known as "Hot Dogs & More," "The Great Hot Dog Experience," "The Great Hamburger Experience," "Carousel Pizza" and, "Frankly Speaking," are located in major shopping malls nationally.

Fox's challenge was further complicated. No formal research was currently being conducted to find out what the restaurant customers—35% mall employees, 50% shoppers and 15% teens and senior citizens—thought of the restaurants, the food served or what they wanted to eat. That's when Fox initiated vigorous market research consisting of mall intercepts and focus groups.



THE GREAT
HOT DOG
EXPERIENCE

Carousel
SNACK BARS

Carousel
SNACKS

On-going research

Almost any day of the year, mall intercepts and focus groups are being conducted by Carousel to test new product introductions. The mall intercepts help the restaurants discover what foods are or are not appealing to the mall customers and what new types of food they would like to see on the menu. Mall intercepts also rate the restaurants' performance, how customers perceive their service responsiveness, cleanliness, menu variety and price value. Ideas generated by mall customers and store managers are then presented to focus group participants. Five sets of focus groups test a particular product prototype. Customers of various Carousel restaurants within that particular city are asked to participate and every targeted audience, whether it's children, working women, homemakers or mall employees, assist in product testing.

Actively listening and following up on customer needs and expectations have paid off for the restaurant chain. Seven years ago, there were just 240 food outlets, each with annual sales of approximately \$115,000. Today, all 325 stores have annual sales of about \$160,000.

"International Sausages"

The introduction of Carousel's "International Sausages" in May, 1986, was one way in which the restaurant followed up on customers' request for a different product.

Fox says the product rating they were getting for hot dogs was good for everyone except the male segment. When males were interviewed, Carou-

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Innovative packaging keeps Campbell's at market forefront

"The package of today and tomorrow. It has to communicate harder than its predecessor. It has to be targeted at a more specialized market niche. And, it has to be even more thoroughly researched than its predecessor to guarantee that it meets more stringent communication requirements." Frank Tobolski, "Dissecting the Megatrends: The Impact on Packaging."

Consumers purchase products based on a multitude of criteria. Sometimes it's because their past experience with a certain product has been positive or because the product is easy or convenient to use. It's no surprise, then, that the Campbell Soup Co. is highly committed to new package research and development and subsequently, why it's one of the country's leaders in the consumer products industry.

"We view packaging as a way to be pre-emptive in the marketplace and to fulfill emerging consumer needs, says Robin L. Danziger, senior marketing research manager at Campbell's in Camden, N.J. Danziger provided insight in the area of new packaging development in her presentation entitled, "Identifying new product opportunities: How the pros do it," at the American Marketing Assn.'s annual marketing conference in Orlando, Fla., last fall.

"At the point of sale, the package is the product to the consumer," continues Danziger. "A good package both contains and protects the product from the time of production until it's

finally discarded by the consumer. An effective package informs, convinces, satisfies, triggers sales and aids repeat sales. The package is the single constant in the marketing program at the point of sale, in advertising, in promotion materials and in use by the consumer."

Least understood

Despite the importance of packaging, it is one of the least understood and most underutilized elements of the new product marketing mix, says Danziger. That's why Campbell's, like other similar companies, "needs to encourage the kind of creativity that



will help it maximize its opportunity to cash in on consumer trends. An organization does this through innovative approaches in which new ideas are welcomed, encouraged and rewarded."

Having ideas is one thing; making them succeed is another. One technique which has been very effective in helping make ideas succeed is synectics, says Danziger.

"Broadly speaking, synectics is a creative process that can be applied and adapted to almost any situation. It

involves free-flowing, nonevaluative thinking, with the goal of developing alternative solutions to current problems or bottlenecks."

According to Danziger, "Synectics generate 'I wish' statements - statements which allow us to move beyond practical solutions, solutions that may be more absurd but are also more innovative. It allows Campbell's to get techniques that can help develop new product ideas, new packaging ideas and new solutions to old problems. Marketing research has taken a leadership role in synectics sessions."

Task force

Campbell's also established a packaging task force in 1983 to address the question of what are the optimal packages for soup for the long term, says Danziger. That's because the company believes packaging can be very important in new product development, especially if it accomplishes one or more of the following objectives:

- Solves a problem
- Makes it easier to use the product and,
- Projects an image of differentiation.

Danziger explained some of the task force's work. "First of all, whenever we tackle a new issue, such as what is the optimal package for Campbell's for the long term, we start with a step backward. We want to make sure that the direction in which we're heading is consistent with today's trends and the trends we're predicting for the future."

The company does this by reviewing demographic trends. As we all are aware, these show that over 50% of households today consist of only one

or two people. The traditional family - the father as the main financial supporter and the mother at home with the children - is diminishing. More commonly, the family has two wage-earners with both mother and father in the work force and the kids in day care.

"An effective package informs, convinces, satisfies, triggers sales and aids repeat sales." Robin Danziger

"These two-income families have contributed to the growing affluence in this segment of the population. They are a favorite of today's marketers, because they tend to have more disposable income and they're spending their income differently, in different ways and on different types of goods and services, than their parents did."

Danziger says the aging population has also had a large impact on the country, especially since disposable income is growing among today's elderly. Those age 55 and over represent just 21% of this country's population yet control 39% of the discretionary income.

"The graying of America is one of the most visible and inescapable trends," says Frank Tobolski, director of marketing research at Container Corporation of America's DMR (Design and Market Research Laboratory) facility, Carol Stream, Ill., in his article, "Dissecting the Megatrends: The Impact on Packaging." In it he asks, "What impact will this have on the role of packaging in the marketing mix? The implication here is that packaging design will have to address this age group's specific needs. Legibility and easy readability of user instructions is one area.

"For more personal identification," continues Tobolski, "product photography will incorporate older models. They'll be doing the same things as their younger counterparts. At home, at work, at leisure - the accent will be on the older, more mature adults."

The ability to identify such trends, says Danziger, as well as predict the impact they will have in the future, is critical in enabling companies to be the marketplace leaders of tomorrow.

Campbell's task force also considers consumers' lifestyles as they design

their packages and their research.

"Today's consumers are working with a new definition of quality. We must understand their perceptions of quality if we are to make and adapt products to their needs," continues Danziger. "We have a full-fledged effort underway to constantly talk to our consumers and to react to what they're telling us."

Focus groups, among other things, are part of the firm's full-fledged effort in understanding consumers. Such research, says Tobolski, is critical in confirming a product's positioning. In turn, the research determines "whether the package communicates that positioning to the consumer who buys the product."

With research knowledge at hand, Campbell's hopes to develop packaging that is one step ahead of its competition and which fulfills emerging consumer needs.

Convenient packaging

Like other manufacturers, Campbell's is learning from its foreign competition. "The Japanese have entered the market with the ultimate in packaging convenience, Nissin Cup O'Noodles. You just add hot water, eat it and toss. It's lightweight, disposable, relatively inexpensive and you eat it right out of the container," says Danziger. "We recognize the need to compete

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Four necessary criteria for packaged products

Several package options on food products compete for the consumer's attention, and convenience plays a critical role in consumer's decision to purchase certain products, says Frank Tobolski, director of marketing research at Container Corporation of America's DMR (Design and Market Research Laboratory) facility, Carol Stream, Ill., in his article, "Dissecting the Megatrends: The Impact on Packaging." Says Tobolski, "Viewed against this competitive background, the package graphics might stress convenience, positioning the product strongly against the eat-out option in addition to positioning it against another food product."

But no matter what source prompts a purchase decision, whether it be societal trends or changes driven by demographics, the implication is that the marketer and packager thoroughly research the product and package to make sure they are on target, says Tobolski.

Tobolski cites four criteria which he feels indicate whether a package is doing its job:

1. Efficacy requires that the package properly communicate the product's attributes and positioning. If it is a 'feather' product (one which caters to a consumer's internally-oriented desires or self-indulgence), product graphics should clearly communicate its luxurious, showy, sensuous attributes. If it is a basic product, the graphics should do a straightforward job of saying, 'This is what the product is,' and 'This is how it is used.'

2. Convenience in all aspects of the product and package looms larger as a requirement. The rise in dispensing closures on health and beauty-aid items underscores the consumer's demand for convenient packaging. And, dispensing closures are finding their way onto food containers - allowing easy, convenient handling of products such as condiments and syrups which not too long ago had packaging that the consumer simply tolerated.

3. Quality in positioning has to be reflected by both the product and the packaging. Consumers are willing to pay for quality, they expect it in the product, and the packager who doesn't use his container to reflect quality may be missing the connection."

4. Congruence is another package necessity. This need "requires that the package and the product match the consumer's expectations within their values and lifestyles. If the product is a luxury item, let the packaging say that. If it is a basic product, don't use graphics that embellish product attributes."

All of these criteria point to the important link in the packaging "connection" - information.

"Information may overshadow even capital as the factor which drives business decisions," says Tobolski. And that information is achieved through design and market research which Tobolski says "are the tools that validate a product's positioning and the consumer's perception of that positioning as communicated by the package." MRR

along this functional dimension of convenient packaging."

Danziger listed some criteria the company is now using in the design of new soup packaging of the future. The package must be:

- Lightweight
- Durable
- Able to withstand rough treatment and avoid the denting problem cans have
- Easy to open
- Heat proof so that it can withstand the heat generated during processing as well as being able to heat it in its own container either at home or at the office
- Microwavable.

Moreover, to enhance the perception of portability and convenience, the company wants the consumer to be able to eat from it.

Exploring alternatives

Her firm is in the process of developing other packages as well. Some of these are:

- Soup du Jour: This frozen soup is made from the microwave only and comes in its own bowl
- Cream of tomato soup: Its new aseptic box offers consumers portability and convenience and,
- Cookbook Classics, which come in its own plastic bowl and is both portable and microwavable.

New product innovator

The innovative approaches in packaging that Campbell's is using with its soup line is just one of the ways the

"The package is the single constant in the marketing program at the point of sale, in advertising, in promotion materials and in use by the consumer."
Robin Danziger

company is "trying to keep in the forefront and remain a product innovator," says Danziger. But innovative products don't just happen; creative thinking remains an essential ingredient in the new product development process.

"We view packaging as a way to be pre-emptive in the marketplace and to fulfill emerging consumer needs." Robin Danziger

Concludes Danziger, "It is essential in tackling the challenge of introducing innovations for existing products and discovering and bringing new packaged goods to market." MRR

A legal complaint

Twenty-one percent of surveyed young lawyers said they chose law because they "didn't know what else to do," according to a survey conducted by the American Bar Association's ABA Journal. For 25% of them, the biggest surprise was "the amount of money I'm not making." The survey revealed more than two-thirds earn less than \$50,000 a year from practicing law.

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BOULDER CO.	X	X		X	NEW ORLEANS, LA	X	X	X	X
COUNCIL BLUFFS, IA/ OMAHA, NE	X		X	X	PHOENIX, AZ	X	X	X	** X
DENVER, CO.		X	X	X	PINE BLUFF/ LITTLE ROCK, AR	X	X	X	X
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Surveys help settle trade

The boardroom is not the only place where consumer surveys are playing a role. More and more frequently they are showing up in the courtroom as evidence in cases such as trade dress infringement.

That was the "case" about two years ago between Kmart Corp. and LeSportsac, Inc., a marketer of luggage, bags and knapsacks. The case started after Kmart introduced a line of bags which LeSportsac claimed were similar in appearance to its bags. Apparently, according to LeSportsac, Kmart lead consumers to believe that they were purchasing LeSportsac bags when actually they were purchasing products from the retailer. Evidence from consumer surveys by Kmart and LeSportsac revealed that many consumers were unable to distinguish the origin of the products.

In late 1986, the case was settled after a federal judge signed a consent agreement between the two parties. Settlement was reached after the parties had completed most of the pretrial discovery and were in the process of preparing the case for trial.

The long court battle ended with the retailer agreeing to stop selling its line of bags carrying the name "di Paris sac," a line it had been offering for sale since 1984. LeSportsac had been selling its distinctive, highly successful line of luggage and bags since 1976. During that period, LeSportsac had sold approximately 50,000,000 in both the U.S. and abroad.

LeSportsac's study

In LeSportsac's study, a majority of the respondents could, with the logo masked, name LeSportsac as the maker of its bags. Another sample group was shown Kmart's "di Paris sac" bags and one-third of them said those bags were made by LeSportsac.

LeSportsac's study, conducted by an independent research supplier in July,



1985, used two different questionnaire versions. It involved women 18-40 years of age living in three metropolitan areas and within 30 miles of the interview area. All of them had to have purchased any light-weight, soft-sided bags or light-weight, soft-sided

"The use of consumer surveys in trademark cases is on the rise because the product's shape is acting as a recognition signal to the public and it's difficult to prove what a company's symbol is without the aid of a survey." Steven Bazerman

luggage within the past two years.

LeSportsac's survey also obtained information as to the type of stores the respondents shopped in order to disprove any argument that buyers of LeSportsac bags were a different set

than customers of Kmart, says Steven Bazerman, attorney with Moore, Berson, Lifflander & McWhinney in New York City. Bazerman acted as trial counsel for LeSportsac.

Purpose of the study

One group of women were shown two LeSportsac light weight soft-sided bags from which all tags were removed and all words and designs were printed over within the distinctive LeSportsac ovals. The purpose of this study version was to learn whether or not these women perceive a single company or source and/or brand identity of masked bags, what identifications they make, if any, and the reasons they give for doing so.

A second group of women were shown two "di Paris sac" light-weight, soft-sided bags on which the brand name was visible and bearing the tags and labels these bags carry when displayed in a store. The purpose of this study version was to learn whether or not these women recognize the company source and/or brand name of the "di Paris sac" bags, what

dress infringement case

sources and brand names they offer, if any, and the reasons they give for doing so.

Study methods

The sample design called for approximately 400 completed personal interviews, 134 in each of three metropolitan areas: Chicago, New York and Los Angeles. Interviewing was conducted at points in the three metropolitan areas where it was anticipated that mobile women would be found who would more likely be purchasers or potential purchasers of light weight soft-sided bags and luggage.

Because this was a random intercept study rather than a study utilizing a probability sample, the results of the study were not statistically projectable to the entire national population of women who had within 1984-85, purchased any light-weight, soft-sided bags or luggage. Respondents were

"LeSportsac has clearly established that the federal courts will protect a product's appearance or trade dress, provided it has established that the public recognizes the product's appearance is an indication that the goods come from a single source." Steven Bazerman

not selected in accordance with strict probability methods whereby each such individual would have an equal or known chance of being included in the sample of all such people living in each of the three metropolitan areas, nor were the three metropolitan areas

selected on a strict probability basis, even though they are populated by a wide diversity of people from various socioeconomic origins.

However, all respondents were selected in accordance with age quotas and without reference to any knowledge, perception, preference or purchase behavior on their part concerning light-weight, soft-sided bags or luggage which might have introduced a bias into the selection of the respondents or affected the content of their replies to the interviewer's questions.

Interviewing for LeSportsac was conducted mainly during the last two weeks of July, 1985. Interviews were conducted at hours during the day and evening when the level of pedestrian traffic in each of the locations was likely to be highest.

Except for the survey company, none of the interviewers nor the supervisors knew at the time of the survey that it was being conducted for possible use in litigation. None of the supervisors nor interviewers knew the name of the party in whose behalf the survey was being conducted. Moreover, the interviewer instructions and the interview questionnaire were designed to avoid providing any suggestions about who the survey sponsor or interested parties might be.

LeSportsac conclusions

The data gathered in the two studies of female consumers purchasing soft-sided bags in the three cities indicate the following:

1. 48.8% of total survey respondents associated the appearance of the masked "LeSportsac" bags with a single source and did not make an incorrect source identification.

2. 4.13% of total survey respondents identified "LeSportsac" as the brand name or the name of the company making the "LeSportsac" soft-sided bags they were shown. Over one

Evidentiary requirements for surveys

According to the Handbook of Recommended Procedures for the Trial of Protracted Cases, issued by the Judicial Conference of the United States in 1960, the party offering a survey into evidence is recommended to establish the following:

1. That the proper universe was selected and examined;
2. A representative sample was drawn from that universe;
3. A fair and correct method of questioning the interviewees was used;
4. The persons conducting the survey were recognized experts;
5. The data gathered was accurately reported;
6. The sample, the questionnaire and the interviewing were in accordance with generally accepted standards of objective procedure and statistics in the field of such surveys;
7. The sample and the interviews were conducted independently of the attorneys in the case;
8. The interviewers were adequately trained in the field and had no knowledge of the litigation purposes for which the survey was to be used. MRR

half of these individuals cite insignia and/or labels and/or circles as the reason for making the "LeSportsac" identification. An additional 3.0% of total survey respondents gave a name having a partial similarity to "LeSportsac." Almost all of the remaining

Continued on p. 33

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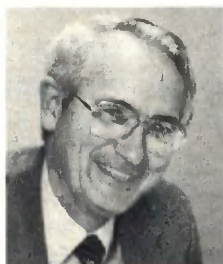
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Quirk's
MARKETING RESEARCH
Review

**P.O. Box 23536
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By Tom Quirk
publisher



Many marketing directors believe that there are certain groups of individuals who will not participate in focus groups. It is their feeling that these individuals are unwilling to become involved in this phase of the research process because of their business position or academic background.

Nothing could be further from the truth. I have found that the higher the educational level or corporate position the more likely the individual is to participate. Very seldom will you find the "wallflower" who attempts to fade into the background. Successful business people are ones who have aggressively worked to reach their position and can usually articulate their experiences and attitudes very clearly.

One example illustrates my point. I was conducting a project for a pharmaceutical company that was preparing to introduce a new product. Ph.D. nutritionists were asked to play a key role in the introduction. It was critical that this group be presented the salient information about the new product in a form and manner which would get favorable reaction.

I recommended focus groups as being preferable to personal interviews. I knew that other competing products had been introduced in the preceding two to three years and that I was likely to get more information using a setting where there would be interaction among participants than I could obtain from a one-on-one situation.

Recruiting the qualified

The most critical part of the process was getting only qualified participants. Most of the screening process was done prior to the contact with the individual. We used a variety of sources to identify the most likely prospect within each of the targeted firms. Once we had identified these individuals, we submitted the names to the client for final verification. The

client, because of its involvement already in this industry, had final approval as to whom we would contact.

Monetary incentive was a key element in our recruitment strategy but what was more important was the use of peer pressure. We had a finite group to select from, the industry was small and the prospective participants knew each other from industry meetings.

I personally contacted and recruited

the first three participants for each meeting and explained what we planned to do. The ability to use the names of these three individuals in the remainder of our recruiting proved invaluable. It provided us and our project with the credibility we needed to convince others of the value of their participation.

As with our other focus group programs, each participant was sent a let-

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C COUNTIES (not A's or B's, over 40,000 pop. in SMSA)	15.1% of hslds.
D COUNTIES (all remaining counties)	13.4% of hslds.

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†Call/Write for speech by Edward J. Flesch, Marketing Research Director, The Drackett Company, on the subject of **THE REPEAT RESPONDENT MATCHING PROGRAM**, presented to The Conference Board's Council on Marketing Research, May 1987.



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ter repeating what had been told to him or her in the phone recruitment. The only difference was that we provided more information about the purpose of the meeting than we would do for consumer focus groups. This was done to reinforce the image we had attempted to create as to the important role they as a participant would play in the development and introduction of a new product. Finally, the day before the meeting, each participant was called to verify attendance.

Ten participants had been recruited for each of the two meetings. The 20 companies represented controlled approximately 40% of the purchasing power in this market. We felt confident that the information obtained would be reflective of the total industry.

Everyone arrived within five minutes of the announced starting time. Because of previous contacts at industry meetings and shows, no introductions were needed.

We were able to get into the subject matter much quicker than we could do with consumer groups. The participants understood the purpose of the discussion and were, of course, well-versed in product knowledge. Because a number of them had been in the industry for a number of years, we were able to obtain a history of competitors

from the customer's or prospect's perspective.

Quality participation

Without giving away any confidential information, the participants provided glimpses into the factors which are taken into account when making buying decisions. Price, service, sales support and technical assistance were discussed. Each of the participants were able to contribute to the discussion because of their involvement with these products within their respective companies.

The previously announced time limit of 90 minutes was strictly adhered to. Because the participants were knowledgeable in the subject matter and could articulate this knowledge succinctly, we were able to cover much more ground than could be accomplished with consumers. Our meetings obtained the information we were after and were a major input into the client's marketing plan.

Many times, we as researchers have people tell us that they do not participate in research projects. It seems to be a "knee-jerk" reaction that some individuals feel they have to make. However, when properly approached, these same people can become enthusiastic participants in research projects. Careful planning, sensitivity when making the initial contact and

proper follow-through are factors which help give participants the assurance that their cooperation is important. MRR

Public thinks sports overemphasized, poll shows

College sports are overemphasized today, half of all surveyed Americans believe. The remaining half believe overly devoted fans often violate rules by giving money to players, a Media General-Associated poll shows.

Of the 1,304 adult Americans questioned in the nationwide telephone poll, 52% thought campus sports were given too much emphasis. Just 38% thought sports had the proper emphasis.

Compared with those of less education, college graduates were much more likely to say sports were overemphasized in college. Non-fans were also more apt to think sports on campus were overemphasized.

Moreover, 54% of the surveyed participants thought college booster clubs frequently violated rules by giving money to college players; 18% said it was a rare occurrence; 28% were not certain.

Coming in the next twelve months

Issue	Editorial Emphasis	Directories/Listings
December/January	Focus Groups	Focus Group Facilities
February	Business-To-Business Research	
March	Data Processing	Data Processing Services and Software Programs Designed for Research
April	Advertising Research	
May	Telephone Interviewing	Major Telephone Interviewing Organizations
June/July	Healthcare Research	
August/September	Syndicated Research	Syndicated Research Services
October/November	Packaging Research	Permanent Shopping Mall Research Facilities

Study and approach

Four-hundred individuals - primary grocery shoppers between 21 and 50 who had purchased coffee in the past month - participated in visibility and projected imagery tests. One-half of the sample had purchased super-premium coffee in the past month.

Respondents participated in a standard tachistoscope (T-scope) shelf visibility test in which they were exposed to a cluttered, mass display including one of the Jacobs designs. The consumers also took a label communications T-scope test which exposed a close-up beauty shot of the test package and its key competitor, Maxwell House's Masters Collection, shown at progressively longer exposure intervals.

A T-scope test is a way of measuring how long the respondent views a particular stimuli, says Mary Fox, account supervisor at NOVA. A label communication T-scope test is a way of finding out what respondents can read on the package and what features about it are important enough to stick in the respondents' minds.

Other tests evaluated purchase interest, likes and dislikes, quality, flavor and preference.

A sub-sample of the total participated in eye-movement tracking research in which they were exposed to a series of slides simulating a store walk-through.

Research results

In terms of projected imagery, the "contemporary" design which is currently in the marketplace, outperformed the previous label and competitors on key attributes related to desired positioning objectives. It also generated strong consumer appeal, communicated a coffee which is better than other brands, is processed for everyday use and has a label that is both attractive and eye-catching.

The new design retains the color equities of the original packages by using dark, rich colors - green, blue, burgundy and brown - to reinforce the full-bodied taste of the coffees.

Continued on p. 50

College students considered naive about workplace

The way to succeed at work is handled the same way one succeeded at school, believes college students. Not so, according to a study by Catalyst, which fosters careers of women, citing the students hold a "somewhat unrealistic view" of the workplace and getting ahead in one's job. In the student's opinion, superior performance, enthu-

siasm and self-confidence are more important than getting along with the boss, having a helpful adviser, working long hours or playing (or avoiding) office politics.

Catalyst reports "knowing the ropes, being a team player and other important workplace concepts are not part of students' consciousness. For employers to elicit a truly 'superior' performance, they may need to teach new recruits about these concepts."

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Survey crosstab software for your desktop computer

By Peter A. Sharpe

What! It's almost 1988 and you're still not using your desktop computer for crosstabbing your survey data? Software available today for desktop computers can help you turn out high quality, custom tables for your management reports quickly, easily and at ridiculously low cost!

Quality, flexibility and speed. It was to achieve these that our firm first explored using desktop computers (PCs) to do our crosstab analysis. That was in 1983. Prior to that, we relied on hand-tabs, time-sharing systems and tab-houses. Not only did crosstab software provide these improvements, but it has also saved our firm thousands of dollars a year.

We now use our PCs for virtually all of our crosstabbing needs - small surveys for which we could justify neither the cost of nor the preparation for a tab service; large, repetitive, or trend surveys; and surveys with structured, open-ended and multiple response questions, or with scaled responses.

Desktop crosstabbing

Here's how "desktop crosstabbing" has helped us:

1. It has given us complete control over our surveys - from design through reporting.

2. It has provided immediate turn-around. Topline results are available within minutes after the last interview has been completed. Final crosstabs, with complete banners, can be generated within a few minutes or a few

hours - depending on the survey size. We can also print crosstabs for cumulative groups of interviews as results come in.

3. We have been able to eliminate all typing of tables. The crosstab software has allowed us to enter, change, or edit table labels directly on the PC, and then reprint the edited, report-ready tables within minutes.

4. It has given us the flexibility to modify the table format; run (and re-run) tables with different banner setups; run filtered tables for alternative analyses; combine, rank, rearrange or group (i.e., into subgroups) the row stubs as appropriate for each table; or print out only those banner questions which are relevant or meaningful to particular questions. And it has allowed us to do all this immediately and without incurring delays or extra charges from a tab service.

5. It has allowed us to re-use the already-entered data to create presentation charts with professional quality charting software; to incorporate selected tables into the body of reports without additional typing by using word processing software; or to special analyses by transferring survey data to spreadsheet software.

Don't be afraid

Sounds great, you say. But you don't have keypunch operators available and you're not set up for data entry. You are not a tab house. You are willing to suffer delays and continue paying the high cost of outside tab services. You are afraid to get involved. Don't be!

If you have a desktop computer available and a typist who knows one end of a keyboard from the other, you have what you need to take advantage

of survey crosstab software. With your own crosstab software, your typist can enter data as the questionnaires come in and probably do it as a spare time activity. In fact, you don't even need the typist. Some desktop crosstab software will accept data which has been keypunched, so you can send the questionnaires out for keypunching and then take advantage of all the other additional benefits of the software.

Let's take the mystery out of using crosstab software. Here's how you might work with it. Our illustration is based on the crosstab software called TABULYZER (by Business Research & Surveys) which we first used five years ago. We liked the software so much, we purchased the rights to it. It is only one of many crosstab software packages available. (See March, 1987, issue of *Quirk's Marketing Research Review*).

Simple steps

Here are the simple steps you would follow, working from your edited and coded questionnaires. This is the point at which you would normally send the questionnaires out to your tab house. Keep in mind that you don't have to be concerned with punch cards and columns, complex table definitions or tab spec procedures.

1. Set up your survey. The software will automatically prompt you to provide a survey name, the number of questionnaires and the number of questions per questionnaire.

2. Enter the survey data from the computer keyboard. You will see a format for two vertical columns on the screen. As the question number appears in the left column, the typist en-

Peter A. Sharpe is vice president of Irwin P. Sharpe & Associates, a marketing consulting firm which specializes in new business development, marketing and strategic planning for high tech, industrial and business-to-business products and services. He has been with the firm for five years. Sharpe has held market research and product development positions for 15 years and has conducted seminars for marketing executives on the use of microcomputers in marketing research. He holds a B.S. degree from the University of Wisconsin and an M.B.A. from Rutgers University.

ters the coded response number in the right column. The next question number will automatically appear. The typist can revise or skip questions as required. Responses to 100 questions can usually be entered in less than two minutes. (If you are using keypunched data, you can skip all of this step). After all data has been entered, you may, if you wish, clean or verify data; search for selected questionnaires or questions; edit entries; and display selected or all data.

3. Analyze the data. Marginal counts and top-line tables can be printed immediately, simply by pressing a few keys on the computer. If you wish to run complete crosstabs with banners, the software will ask you to answer questions concerning which questions are to be used as banners, and the number of columns you want, and it will automatically analyze the data and develop the crosstabs for your entire survey.

4. Label the tables. From the computer keyboard, in response to questions from the software, type in the table titles and row labels for each table - without worrying about table format. The software will insert the labels in the proper location for each table when the tables are printed. Columns may also be rearranged or suppressed; rows may be ranked, combined, suppressed or rearranged.

5. Print the finished, labeled, report-ready tables to a printer; to the screen; or to disk for use by word processing or other software.

And that's it. You have achieved fast results and have kept control of your survey - and your first survey has already saved the cost of the software. If

Continued on p. 32

CALL FOR PAPERS

1988 Sawtooth Conference On Perceptual Mapping, Conjoint Analysis, And Computer Interviewing

Over 250 researchers attended our 1987 conference that focused on the practical issues of designing, implementing, and analyzing studies using perceptual mapping, conjoint analysis, and computer interviewing. The speakers were academics and researchers from consumer, industrial, and research firms.

The 1988 conference, to be held April 6-8 in Sun Valley, Idaho, will address how well these techniques work by presenting evidence of usefulness and validity of results. Its purpose will also be to stimulate broader use of these techniques by emphasizing new and inventive applications.

We invite you to submit the outline of a paper to be presented at the 1988 conference. Although written papers will be required for the published proceedings, speakers will present their material informally during half hour presentations. The deadline for outlines is November 15, 1987.

Outlines should be submitted to:
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"Packaging Research - Evaluating Consumer Reaction"

It goes without saying that strong and effective packaging has to be an integral part of the marketing mix. A strong package is equity. A strong package sells a product and a strong package justifies premium pricing.

But, who defines a strong package? The shopper, because the shopper is the individual who ultimately picks up and buys the product or quickly bypasses or totally ignores it. From both the shoppers' and the marketers' point of view, the shopping experience is a battle. The shopper has to battle through competing items, through heavy shopper traffic and through the check-out lines. The marketer, on the other hand, has to break through the clutter to get a few precious seconds of consideration. A number of startling facts about shopping in the U.S. are now available. For example:

- The average supermarket contains over 17,000 items, with 2,300 new products being introduced each year.
- The average shopper is spending approximately 30 minutes in his/her normal shopping trip. This translates to 1,800 seconds to consider 17,000 items. Needless to say, many of these items are being ignored. In one of our eye tracking studies, we recorded how shoppers zero in on different product categories. Not surprisingly, approxi-

The accompanying presentation, "Packaging Research - Evaluating Consumer Reaction," was given by Elliot Young, president, Perception Research Services, Inc., at the Strategic Packaging 1987 International Seminar in September in Toronto.



Elliot C. Young is president of Perception Research Services, Inc., Englewood Cliffs, N.J. Young attended New York University graduate school of business administration and holds a B.S. degree in business administration from Boston University. Prior to establishing PRS in 1972, Young spent 15 years within the Interpublic Group of Companies and served as administrative vice president of Marplan Research, Inc. He also served within McCann-Erickson, Inc., Dataplan and the Institute of Communications Research. PRS' clients include Bacardi Imports, R.J. Reynolds, Ralston Purina, AT&T, Gillette, Beatrice/Hunt-Wesson and Campbell Soup Co. Major new product introductions tested by the company include Actifed and Sudafed from Burroughs Wellcome, Miller Draft Beer, Eagle Snacks, Philips Light Bulbs, Captain Morgan Spiced Rum and Seagram's Golden Cooler.

mately one-third of the packages on the shelf were being completely ignored. Even with more than 5,600 products bypassed, the U.S. supermarket shopper is still faced with 11,000 items being considered in 1,800 seconds; not much time for a marketer to sell his/her product.

In the U.S., it is now generally acknowledged that 80% of the decisions made in today's supermarkets are in-store decisions and, of equal importance, 60% are impulse purchases. This means that the packaging and its effectiveness in breaking through the clutter and conveying the right imagery can determine, and does determine, a product's success or failure.

How do we marketers research packaging to insure our products will receive a fair share of non-planned or impulse purchases? Initially, we must define an effective package.

Effective package

An effective package:

- Is simple
- Quickly communicates what the product is
- Makes use of focal points
- Stands out from the competition
- Makes selection within a product line easy
- Has the right quality impression
- Reflects the image of the product
- Retains a visual connection with the past when redesigned.

Packaging research must address each of these criteria. Effective packaging research must also be conducted with the appropriate target audience; the same target audience that is used

Continued on p. 27

when developing marketing strategy, when planning TV commercials and when producing print ads.

Good packaging research

What is good packaging research? Let's begin with the premise that the packaging must be compatible with the long term strategy and positioning of the brand. The packaging must close a sale in the store.

If we can define what the package should be, then certainly we should be able to design research to uncover if the packaging is delivering in all of the key areas.

One research tool that can be used to find out where the packaging is strong and where it is weak is through eye tracking. Eye tracking is used to examine how shoppers read labeling on a package. The tracking shows if they move top to bottom or bottom to top, if key product attributes are seen and read, or if a unique product benefit is camouflaged within a poor graphic design.

Let's not shortcut the traditional tried and true verbal interview. With questions, the researcher uncovers

"A strong package must have stopping power, it must generate readership and involvement with the labeling and it must convey the imagery which helps close a sale." Elliot Young

shoppers' attitudes and feelings toward packaging, if the shopper were to take the time to pick the package up, to consider it and, hopefully, to buy it. We recognize that a designer can create a gimmick package which gets attention but does not close a sale. Conversely, a marketer can have a unique product with unique benefits, yet its packaging may be lost or buried on the cluttered store shelf. A strong package must be strong in many areas. It must have stopping power, it must generate readership and involvement with the

labeling and it must convey the imagery which helps close a sale.

Packaging for a well established brand represents equity. Changing that package represents a risk. Packaging research must profile the equity the marketer has in his/her existing packaging and the risk he/she may encounter by making a change. Thus, packaging research must be evaluative. This means that it must profile to the marketer the strengths as well as the limitations of his/her package and, at the same time, it must be diagnostic. It must generate information or fine tune packaging designs, if fine tuning is necessary.

Conducting research

There are basically three methods of conducting packaging research:

- Focus group sessions
- Mall intercept interviewing
- Test market auditing.

Focus groups have a number of advantages as well as serious limitations. They allow you to see and to hear consumer reaction. They can also provide valuable diagnostic input. However, we're all familiar with one dominant respondent totally controlling the focus group and biasing the responses of the other attendees. Many of you have also learned from attending focus groups that we often hear what we choose to hear. So often, four or five observers walk out of a focus group session with four or five different interpretations.

I mentioned earlier the importance of shelf visibility. It is impossible to measure the shelf prominence of a package in a focus group session. To ask a shopper if he/she would or would not take notice of a package on the shelf is naive at best. What you gain from focus group sessions is an overall insight of "acceptable or unacceptable." If you're looking for serious negatives, the focus group will begin to uncover problems. If you're looking for quantitative decision-making information, the focus group session is not for you.

Mall interviewing

Mall intercept interviewing is widely used. In the shopping malls, we're generally able to reach target shoppers and interview them individually. Let me emphasize individually. The mall intercept interview is con-

ducted on a one-to-one basis (shopper and interviewer). Accordingly, one strongly opinionated shopper cannot make or break a package, as so often occurs in the focus group session.

Areas which should be covered in the questionnaire include:

- Aesthetic appeal of the packaging
- Perceived product imagery conveyed by the packaging
- Believability of claims
- Effectiveness of the package in stimulating interest in trial
- Functionality of the packaging (easy to store, easy to pour, easy to hold)
- Confusion (if any) with labeling claims and instructions.

Test market auditing, on face value, appears to be an effective way of docu-

"Packaging research must be evaluative. It must profile to the marketer the strengths as well as the limitations of his/her package and it must also be diagnostic. It must generate information or fine tune packaging designs." Elliot Young

menting the impact of packaging in the store. In actuality, it is probably the least efficient method, since it is subject to so many uncontrollable variables - competitive pricing, positioning on the shelf, number of facings and in-store sales. In addition, in-store auditing requires the packaging to be produced in finished form and in sufficient quantities to stock the shelves. Unfortunately, if your packaging is deficient, the marketer will not find out until he/she has wasted a lot of time and money.

Measuring shelf impact

Researchers have tried a variety of tools to measure shelf impact. Some have strengths and some have serious limitations. Let's consider:

- Tachistoscopic research
- Findability tests
- Recall questioning
- Eye tracking.

Continued on p. 29



THE CASE OF THE DISAPPEARING BLIP

*...or, How Industrial/Business Research Can
Uncover Hidden Problems and Prevent a Downturn in Sales.*

THE TIME: 6:30 PM

THE PLACE: THE EXECUTIVE OFFICES OF A MAJOR MANUFACTURER.

Several executives are gathered around a table in the corner office. It's late. Papers and print-outs are piled high in front of them. A man standing near the head of the table passes out still another report. "This is a study of our overall image and customer perceptions. I'll just mention that it shows we're doing a good job in overall quality, product support...etc, etc. I'd say we're looking good."

(He pauses) "Oh there's something about engineering, but what the heck, nobody's perfect."

A Division Manager, looks up and says, "Harry, what did you say?"

"I said we can't be perfect, can we?"

"No, not that...something about engineering."

"Oh, that. The report shows a weaker than expected rating in our engineering capability, and said something about competitive performance. Probably nothing to worry about...?"

The group was suddenly alert. One by one, they began studying the report.

A few minutes later, it was agreed the "blip" regarding engineering must be examined more carefully. A meeting was held a few days later with the heads of engineering and McGraw-Hill Research. A new study was designed to probe deeper. Engineering would be responsible for the study—and report back to corporate.

Several weeks later, findings showed serious problems had developed. If allowed to go uncorrected, sales might take a nose dive.

Armed with precise information, a plan was made to overcome the shortcomings. Engineering Management was happy to know where to focus their attention and Corporate was pleased that they had provided needed assistance. Overview research that identified the problem—and led to sharply focused investigation—had once again saved the day. The blip disappeared.

McGraw-Hill Research would like to demonstrate how you too can identify serious problems before they become disasters. Joseph T. Collins, Manager, Marketing & Corporate Communications Research, will be happy to provide details. Call him at (212) 512-3264, or write today. McGraw-Hill wants to be your research company.

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Tachistoscopic research is simple to administer and provides a measure of quick recognition. The shopper is exposed to a series of scenes at brief time intervals (1/5, 1/2, 1 second) and asked to identify what he or she saw. The package which is identified most quickly is generally considered to be the best.

Unfortunately, there are many serious limitations to T-scope research. The most fundamental is the arbitrary time the researcher chooses to show each package. Does it really matter that package "A" communicates faster in one-fifth of a second than package "B." Who's to determine if a fifth of a second is a relevant time frame?

An even greater drawback is the aspect of familiarity. As you might imagine, the familiar brands are generally those which are identified faster. Thus, when a marketer is considering a packaging modification, the T-scope may put his/her new design at a distinct disadvantage.

The T-scope has one other serious deficiency; the designer's know-how to beat the system. They need only put the name of the product big, bold and dead center. T-scope research stifles creativity. A designer is inhibited from using unique type styles, from putting the product name on a slant and from being creative. These types of executions don't test well in T-scope research.

Findability tests

Findability tests are simply those that ask a shopper to look at a cluttered in-store shelf scene and find specific products. Again, the assumption is made that the package that can be found fastest is the most effective. I mentioned earlier that 80% of the purchases made in the supermarket are non-planned. Thus, the findability tests which ask the shopper to locate a specific brand he/she is looking for is only relevant to those 20% who are going into the store looking for that brand. In actuality, the marketer's concern is with the other 80% who might make a non-planned purchase. The 20% who plan to buy your product will find it, regardless of where it's located on the shelf.

A third commonly used measure of shelf impact is recall questioning. Recall, like T-scope research, is often-times influenced by familiarity. The

well-known brands receive the higher recall scores. The new products or low awareness brands suffer from a lack of previous exposure.

Though recall questioning has been used for decades to evaluate advertising performance, in the packaging area recall scores are inconsequential. How many marketers would be satisfied with 90% of the shoppers walking

"An effective package makes selection within a product line easy, has the right quality impression and reflects the image of the product." Elliot Young

out of a supermarket remembering their product was in the third aisle, on the right? Yet only 2% bought it. A package is on the shelf to sell, not to be recalled.

Eye tracking research

I believe eye tracking research to document shelf prominence overcomes many of the limitations of the T-scope, findability tests and recall. The

eye tracker enables you to observe the shopper behavior; to see what they see, to see what they consider and, most importantly, to observe what they ignore. Importantly, eye tracking is not hampered by the need to select an arbitrary viewing time. You are able to observe what people do and how they shop the category in the time they choose to give the category, be it one second, one minute or one hour. The eye tracking is not biased by familiarity.

One might even argue that the uniqueness of new brands would have an advantage, rather than a disadvantage, in drawing shopper attention. Many major marketers in the U.S. are using the eye tracking to develop planograms and to pinpoint the pros and cons of additional shelf facings, horizontal and vertical layouts and even to uncover the competitive products which are strong on the shelf.

Some may argue that the eye tracking viewing situation is artificial and they are correct. However, the reality is that no one can duplicate "real world," for it differs from store to store. How many times have we seen beautiful planograms never imple-

Continued on p. 30

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mented in the supermarkets?

Oftentimes we refer to eye level. But does eye level assume the shopper is 6'2", 5'10", or 4'9"? With eye tracking we can watch the shopper discriminate and, most importantly, see what he or she ignores. We know from eye tracking the packaging that is breaking clutter and the packaging that is being zapped.

Label readership

Label readership is another vital area that comprehensive packaging research must address. The designer has positioned key elements on the label to be seen and to be read. The three research tools commonly used to evaluate label readership are T-scope, recall and eye tracking. The T-scope and recall measures suffer from the limitations described earlier - a fixed viewing time, contamination by familiarity and, in many instances, shopper guessing. The eye tracking shows how shoppers read the package labeling. It quantifies the advantages of top of the package versus bottom. It shows the shoppers' discriminating process and, most importantly, it allows the shopper to ponder and thoroughly examine a package if he/she chooses.

Earlier, I stated an effective package:

- Makes selection within a product line easy
- Has the right quality impression
- Reflects the image of the product
- Retains a visual connection with the past when redesigned.

Researching each of these attributes can be accomplished only through a comprehensive and well thought out questionnaire. Unfortunately, many researchers attempt to answer these questions through paired comparisons,

i.e., showing two potential packaging alternatives side by side. This is a simple approach for forcing a winner because one package will test better than the other. However, in actuality, neither may meet marketing objectives and the end result may be the best of the worst.

Designing research

With all of the above in mind, let me offer a few of my do's and don'ts when designing packaging research:

1. Don'ts show different packaging alternatives side by side to a shopper. The shopper will never see two executions for the same package side by side in the store. His/her frame of refer-

"To advise a package designer that certain colors or shapes or designs will not work within a category is shortsighted. Utilize their talents, allow them free rein and explore all creative opportunities before accepting or rejecting an innovation in packaging."
Elliot Young

ence is competition. Thus, each packaging execution should be tested against competition.

2. Never control the amount of time you let a shopper look at a package. Remember, a designer is trying to develop a package which is a stopper, a package which is involving, a package which a shopper will want to take a second or third look at. The instant a researcher controls the amount of time they let the shopper look at a package,

is the instant you can no longer measure involvement. Speed of communication is not the key. Effective communication is far more relevant.

3. Don't live by hard and fast rules. Be innovative. Packaging designers have demonstrated time and time again that being different can pay great dividends at the cash register. Who would have guessed years ago that an orange juice company could use the color black as their primary packaging identifier? Yet Minute Maid has done it and done it with enormous success.

4. Don't rely on traditional advertising research recall scores. Many researchers have a tendency to rely on that magical thing called recall. Yet recall per se is irrelevant when it comes to packaging research. A package is not on the shelf to be recalled. A package is there to be seen, to be considered and to sell.

5. Don't tie the package designer's hands. As a packaging researcher, I've developed great admiration and respect for the creativity and excellence of the packaging design industry. They're creative, they're innovative, they're insightful and, most of all, they approach their task with a marketing frame of reference. To advise a package designer that certain colors or shapes or designs will not work within a category is shortsighted. Utilize their talents, allow them free rein and explore all creative opportunities before accepting or rejecting an innovation in packaging.

6. Don't forget to look at competition. The shopper considers competition prior to making his/her purchase decision. The marketer should do the same. All too often, there is a tendency to "follow the leader." If he/she is using red, we should use red. If his/her packaging is horizontal, ours should be the same. Keep in mind, breaking through clutter and getting attention is the first step to a sale.

Effective packaging is an integral part of the marketing mix. An effective package catches the consumer's eye and entices the shopper to give the product a try. Successful products lead to successful businesses and the success of each and every one of us. Don't underestimate the influence of packaging. Your package represents your product. Your package is equity. A major change in your package is a risk. Research the risk thoroughly and logically, for in many instances, your package is your product. MRR

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— NAMES OF NOTE —

Field Facts, Inc., Framingham, MA, announces the opening of its first mall location in London, England. The mall is located in the Wood Green Shopping City and is managed by Ms. Jay Lemon. The facility is able to handle all types of intercepts including taste tests and commercial evaluations as well as the traditional English Hall Tests. For information call (617) 872-1800 in the U.S. or (01) 881-5730 in the U.K.

Consumer Pulse announces the appointment of **Jodie Rapp**, formerly of Market Probe, as director of its Philadelphia facility and, **Judith Charles**, formerly of Yankelovich, Skelly & White, as director of its Charlotte, NC, facility. **Sally Fitlow** joins the company as coordinator of marketing for all of CPI's 11 markets at its headquarters. **Margie Santa** has been promoted to vice president of operations.

The Atlantis Group has announced the addition of **Nancy Sorsdahl** as vice president and partner. Sorsdahl's responsibilities will be to manage qualitative research projects and to develop a secondary data search and analysis service. In addition, she will manage new client product assignments.

Joining Leferman Associates in Stamford, CT, as vice president for client service is **Richard F. Whittington**. Whittington has spent the last 16 years in the marketing and market research fields, most recently employed as group marketing manager for Philips Home Interactive Systems.

John B. Timherlake has joined Scarborough Research Corp., New York City, as vice president, major market studies. He was previously with the Chicago Tribune as research manager.

Colleen Hall has been promoted to account executive from client service executive for Nielsen Station Index in San Francisco. Hall started with Nielsen in 1985 as a client service executive in the Los Angeles NSI office. In 1986, she transferred to the San Francisco office.

Roger Johnston has been promoted to research executive, Opinion Research Corp., Washington, D.C. He was previously research director.

Kapuler Marketing Research, Arlington Heights, IL, announces several promotions: **Susan Lazar** to vice president and, **Nancy Fletcher** and **Ilene Lanin-Kettering** to associate vice presidents. Joining Kapuler is **Tyrone Alhert**, associate group manager. He was formerly with Vopan Marketing Research, Boston.

Robert J. Hodlick has been promoted to client service executive from client service assistant with Nielsen Station Index in Chicago. Hodlick began his Nielsen career in 1980 as field surveyor in the media statistical research department in Northbrook. He was promoted to manager of field survey operations in 1981. In 1986 he transferred to the Chicago NSI office as client service assistant.

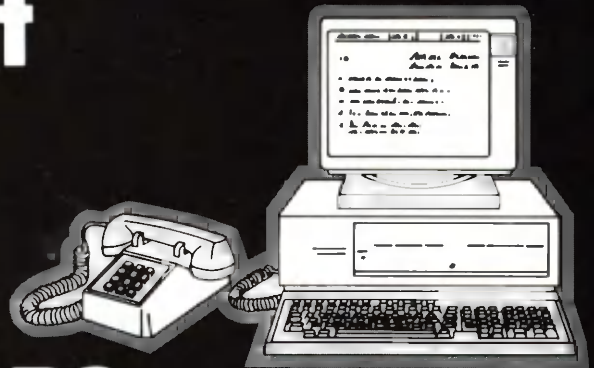
John Trumbore was promoted to senior vice president director, corporate planning and research, Lewis, Gilman & Kynett, Philadelphia, from vice president research director.

Opinion Research Corp. has announced several staff promotions: **Welling C. Howell, Jr.**, has been promoted to manager of programming and systems in the operations division; **Gerald Miodus** to manager of ORC's central telephone interviewing facility in South Plainfield, NJ; **Rose Mastroianni** to manager of the company's telephone interviewing operations; **Barbara Worek** to assistant supervisor in the word processing center.

Carol S. Matasic has been promoted to president of Valley Forge Information Service, King of Prussia, PA. She was previously vice president at the company's Washington, D.C. office. Also promoted at King of Prussia is **Dan Margherita** to executive vice president from vice president.

Ellen Farley has been promoted to senior vice president market research at Donnelley Marketing, Stamford, CT. She was formerly vice president market research.

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(Scale of 1-5: 5 = Excellent; 1 = Poor)

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		Data Proc. Dept.	Resrch Dept.	Mrktg/Sales Dept.	Mfr.	Retail
(5) Excellent	3859 39.1%	1843 38.1	817 40.4	1199 39.9	2031 40.0	1828 38.2
(4) Very Good	3068 31.1%	1555 32.1	622 30.7	891 29.7	1545 30.4	1523 31.8
(3) Good	1327 13.5%	665 13.7	281 13.9	381 12.7	650 12.8	677 14.2
(2) Fair	1146 11.6%	535 11.1	202 10.0	409 13.6	599 11.8	547 11.4
(1) Poor	465 4.7%	240 5.0	101 5.0	124 4.1	258 5.1	207 4.3
TOTAL RESPONSES	9865 100.0%	4838 100.0	2023 100.0	3004 100.0	5083 100.0	4782 100.0
MEAN	3.88	3.87	3.92	3.88	3.88	3.88
VARIANCE	1.40	1.39	1.38	1.43	1.44	1.36
STD. DEV.	1.18	1.18	1.18	1.19	1.20	1.16
STD. ERROR	0.01	0.02	0.03	0.02	0.02	0.02
CHI SQ (DF)			27.71	(8)	10.16	(4)

Left: A sample of a table which was generated on a PC computer using TABULYZER crosstab software.

Data Use

Continued from p. 23

you wish to try a different banner arrangement; or use a filter; or change filter, go to step 3, and let the computer do the rest of the work. If you wish to expand the study, just go to step 2 and add the data. The computer will do the rest.

In addition to the many fine survey crosstab packages available, there are many comprehensive statistical programs, too. They are great for high-

powered statistical analyses; but, we have found that they either lack crosstab capabilities, or, these capabilities are specialized or limited. Like the TABULYZER package we have described, many crosstab software packages will also print descriptive statistics and, if you wish, allow you to transfer data into many of the high-powered statistical packages.

Database software?

Can spreadsheet or database software be used for survey crosstabs? Yes, they can be forced into use for

some simple crosstabs; but they are clumsy, tedious and time-consuming to use with large quantities of frequency count data. They are simply not designed for quick and convenient entry and analysis of this type of data as are the crosstab software packages.

So, if you wish to declare your independence by taking control of your survey analysis and reporting, while drastically reducing the budget for it, check out the fine survey crosstab software packages which are available - and really move into the computer era. Try it, you'll like it. MRR



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consumers making the LeSportsac company or brand identification referred to the material or design of material or the style of the bag.

3. Of the survey respondents offering insignia, labels or circles as the reason for their company/brand identification, 81.1% said "LeSportsac;" 76.1% of those giving a material/design of material explanation and 76.7% of those giving a style of bag explanation also gave LeSportsac as their company/brand identification.

4. When asked which of several brands they had previously seen and whether there was anything about their total appearance they associated with it, 31.8% of total survey respondents volunteered label/insignia/circles as the characteristics ("anything about the appearance") of the LeSportsac bags that caused them to associate it with the brand name LeSportsac.

5. When a similar body of consumers, picked by the same techniques, were asked to identify the source of "di Paris sac" bags that carried all of their name and logo markings as well as their handtags, 25.9% of total survey respondents said the company source was LeSportsac. Moreover, 15.9% of total survey respondents attributed their LeSportsac source identification to the insignia or label. Other respondent references to LeSportsac as the source were explained on the basis of style/design and material/texture of material.

6. When asked the brand name of the "di Paris sac" bags they were being shown, 11.4% of total respondents replied LeSportsac. In response to this question concerning brand, one-half of the respondents giving "The insignia/label" reason for their brand identification had made a LeSportsac brand identification.

7. An unduplicated net 33.8% of total survey respondents stated, when shown the "di Paris sac" bags, that LeSportsac either makes the bags or is the brand name for the bags.

8. Given the reasons of these findings:

A. More than 40% of female consumers of soft-sided bags, when they view a LeSportsac soft-sided bag without its name believe, on the basis of the design, shape, color and placement of its oval marks and to a lesser extent on the basis of the presence of other items of appearance and style, that they viewed soft-sided bags the company source and/or brand name of which is LeSportsac.

B. More than 25% of female consumers of soft-sided bags, when they viewed a fully marked "di Paris sac" soft-sided bag, believed for reasons of the design, shape and placement of its oval marks and to a lesser extent on the basis of the presence of other items of appearance and style, that they viewed soft-sided bags the company source and/or brand name of which is LeSportsac.

Value of surveys

Bazerman says the use of consumer surveys in trademark cases is on the rise because "the products' shapes do act as brand recognition signals to the public and it's difficult to prove this without the aid of a survey." In the Kmart/LeSportsac case, consumer

surveys provided a cost-effective way of assisting in the court of appeal's decision to affirm the issuance of a preliminary injunction.

"We used the surveys to prove secondary meaning," says Bazerman. "Secondary meaning implies that consumers recognize that a particular symbol such as a work, product packaging or product shape is associated with one company, i.e., a single source. The Rolls Royce grill is an example. Consumers may not be able to tell you it's a Rolls Royce but they do know it's associated with a particular company. Aside from a survey, evidence one can use to prove 'secondary meaning' is advertising expenditures, unsolicited articles in the media or other indications of public recognition of the symbol."

In discussing the Kmart/LeSportsac case, Bazerman indicated: "By its suit, LeSportsac has clearly established that the federal courts will protect a product's appearance or trade dress, provided it has established that the public recognizes the product's appearance is an indication that the goods come from a single source, in this case, LeSportsac." MRR

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been enhanced and upgraded throughout the years, making it one of the most comprehensive and flexible systems for research tabulation available today. It is so powerful, in fact, that it is the program selected by a number of leading service bureaus. MENTOR includes sophisticated database management capabilities which are particularly useful for researchers conducting large or on-going projects such as tracking studies.

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Continued from p. 10

sel found they wanted a bigger, spicier hot dog. Six months later, Fox and a task force of various company officers who help with product development and introduction, came out with two sausage prototypes. The unit test - the customers' taste buds - was the next step and involved putting the product in 20 restaurants for 2-3 months to get the customers' reaction to the two

products. Mall intercepts during this time revealed that male customers were eating and liking the sausages, says Fox. The final product is one of the restaurants' biggest sellers.

"The 'International Sausages' are a Polish and Italian sausage twice as big as hot dogs, spicier, loaded with condiments and have a bigger bun," explains Fox.

Channeled results

Before a product like the "International Sausages" is introduced, the findings from the mall intercepts and



"Our customers are very truthful. They're also very understanding. They don't expect a five-star restaurant, but they do expect cleanliness, to be treated courteously and to get fast service." Kathleen Flynn Fox

focus groups go through a channel of company officers. Besides Fox, the company's other two vice presidents (operations and real estate) get the results, as well as Carousel's controller and the president of the company. Fox also gives quarterly presentations to the company's field management teams from across the country.

"The purpose of these presentations is to tell them where our sore spots are and where we look good. It also lets them know where our customer count is up and where it is down."

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The results are then used by Fox and the task force to develop new product prototypes that are finally tested by the restaurants' customers. This stage of the research process is especially exciting for Fox.

"This is the best part of the research effort because I'm not sitting in a vacuum coming up with new product ideas all by myself. Everyone is involved and behind the product we're introducing. It makes it so much fun and rewarding for everyone when we have a successful product."

Carousel Snacks has been successful developing products and providing service which keep customers coming back. Customer input, believes Fox,

HOT DOGS & MORE

FRANKLY SPEAKING

has been invaluable to the restaurants.

"Our customers are very truthful. If they have a problem with service, for example, they tell us. They're also very understanding. They don't expect a five-star restaurant, but they do expect cleanliness, to be treated courteously and to get fast service. And that's exactly what we try to provide."

Household income

In 1985, the typical American household took in \$22,646 after taxes, a jump of 0.9% for the fourth consecutive annual increase, the Census Bureau reported. From 1981-85, household after-tax income rose 8.9%, after adjustment for inflation, the report said.

Low crime areas

The least crime-prone regions of the U.S. last year was the northeast, with 19% of households being affected, the U.S. Bureau of Justice Statistics revealed. The midwest ranked second, with 25%.

Correction

In the August/September issue, the article "Marketers track, understand teens with syndicated studies" incorrectly identified the title of MTV Networks' Ned Greenberg. He is vice president of marketing and advertising, advertising sales division.

In the Syndicated/Omnibus Directory of the August/September issue, the page numbers for the advertisements for International Communications Research (IRC) and Maritz Marketing Research, Inc., were reversed. ICR's ad is on p. 28 and Maritz Marketing Research's ad is on p. 22.

In the August/September issue, Analysis Research Limited was inadvertently omitted from the Syndicated/Omnibus Research Directory. The company provides an Hispanic omnibus study called "Chips." Contact Arline Lowenthal, Analysis Research Limited, (619) 268-4800.

This listing was omitted from the June/July Health Care Marketing Services Directory:

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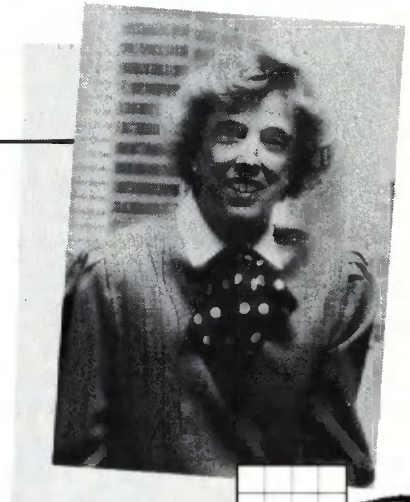
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Q O / N

Telephone tracking studies

Telephone tracking studies are widely used to obtain data on the effectiveness of ad campaigns, new product introductions and market share. C/J Research, Inc., Arlington Heights, Ill., has over the past 10 years conducted hundreds of studies using its 100-plus WATS station facility. C/J president Terence Cotter has been involved since the beginning and shares his observations about telephone tracking studies.

What are the elements which you find to be crucial for telephone tracking studies to be successful?

First, those involved in tracking studies have to be very concerned about wave-to-wave replication. This means that everything related to the tracking study should remain the same. The same sources should be used for sample selection. Second, it is important that the respondents' qualifications stay the same. This means that those involved in preparing for

each wave must give careful thought as to the methodology used in the previous wave. Ideally, all variables should be held constant except those that are being tested.

There are some other factors which should be taken into consideration. We find we must be very careful regarding local time zone calling. We want to be consistent and use the same calling times into areas because there are differences in who is home at different times. We also recommend limited daytime calling on consumer tracking studies because there is a disproportionate number of retired people and mothers with young children at home which could result in a skewed sample.

The client may also want to consider including some "control" markets, regions or groups in the design of the tracking study. This is particularly useful in determining if an observed change is because of the variables be-

ing tested or because there has been an overall market shift.

What about recommended sample size?

This is probably the most frequently asked question and an important one. The client should consider first the number and nature of market segments (e.g., regions, working women, males 18-34 years old, households with young children) that will be scrutinized upon completion of each wave of the study. Then it should be decided what the minimum number of interviews for that segment is acceptable. In general, we recommend a minimum of 100 interviews per segment, optimally more if the budget allows.

Second, the size of the total sample per wave is dependent on the desired level of precision. The greater the sample size, the lower the sampling error. Most market research firms will assist the client in estimating the appropriate number of interviews for each wave.

What about scheduling tracking studies?

If it is an annual or semiannual tracking study, data collection should ideally occur during the same calendar time periods as previous waves. Timing on ad tracking programs, however, are generally scheduled to reflect the flight and/or weight of the campaign.

Even though everyone involved in planning a study did their best to anticipate every contingency, there are times when questions must be added to a later wave. How do you handle this problem?

We know that inserting new questions into the middle of the survey can affect the data. Therefore, whenever possible, we try to put additional questions at the end of the questionnaire. This can usually be done with the ef-

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Telephone research facility at C/J Research, Inc., Arlington Heights, Ill.

fect of maintaining the integrity of the benchmark data and still obtain valid information for the questions which have been added. It is also very important that the "wording" of each question be kept exactly the same from wave-to-wave.

Some industries have a history of heavy advertising expenditures. How do you recommend to your clients to reduce potential problems in case an unusual amount of advertising expenditure is made by a competitor during a wave period of the tracking study?

In some industries, it is not uncommon for companies to "spike" expenditures over a short period of time. When this is a possibility, we recommend that our clients spread the data collection of each wave out between 6-8 weeks. This tends to reduce the impact of these "spikes" in advertising expenditures and provide more accurate results on volatile measures such as unaided advertising awareness and product awareness. On smaller tracking studies we recommend each wave be started and finished within five to

seven days - thus measuring a very narrow point in time.

There are also situations where "continuous tracking" is the recommended methodology. In this case, a small number of interviews are conducted each day with tabulation occurring on the quarter or every six months.

Are studies which require a large sample handled any differently than those which require more modest numbers?

Normally, on large studies, we suggest CRT interviewing because it may be more cost-efficient. The software for CRT interviewing is highly sophisticated and can offer some cost savings.

The most useful feature of CRT interviewing is the ability to perform a preliminary "tab" of the results part way into the study. On large tracking studies that take some time to complete, this feature is especially useful in providing the client "top-line" results based on the first four or five days of production. MRR

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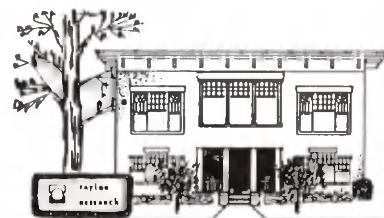


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Package program evaluates

Traditionally, packaging research has focused on image assessment based on a consumer's subjective and psychological attitudes toward a package. With the advent of a state-of-the-art package evaluation program, it's now possible to measure product visibility and assess the strength of package designs.

Developed by NOVA Research, Inc., the Design Visibility Lab (DVL) evaluates the visual strength of alternative package designs by measuring six dimensions of visibility. Moreover, packages can be judged against existing competitive products to determine their shelf impact. While the DVL focuses on package design, some of its tests are also suitable for measuring the effectiveness of signage.

The DVL concentrates on the physiological ability of the human eye to see a package under various physical conditions. Unless a package is literally seen, it cannot communicate any mes-

sage. Both visibility and image are integral components of successful packaging.

The six instruments in the lab evaluate packaging structure, performance and graphics - size, color and legibility - on the competitive retail shelf.

DVL instruments

The six DVL instruments include:

1. The Eyesight Quality test. Purpose: Determines the strength of a package's design based on the quality of eyesight required to identify the product and key copy points from typical shopping distances.

Test: An optical mask, transparent when touching a package but opaque when more than 18 in. away, is moved toward and away from the package. Distances are noted when certain design elements (copy, logos, symbols) can be correctly identified.

2. The Design Dominance test. Purpose: Determines the dominance of

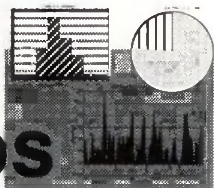
one package design over another.

Test: Two packages are placed at the same location in side-by-side chambers separated by a membrane. The two designs are viewed simultaneously and independently; one eye sees one design and the other eye sees the second design. Because of the location of the designs and the brain's conditioning, the two designs fuse into one image comprised of the dominant characteristics of the two designs. Since left and right brain biases exist, packages are rotated and each respondent is tested twice.

3. The Apparent Size test. Purpose: Measures the perceived size of a package. Because of the physical size and graphic/color treatment of designs, some packages may appear larger or smaller than their actual physical size.

Test: A package and its gray card silhouette are placed in side-by-side

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strength of package designs

chambers, separated by a membrane. Each is a movable track. The gray card, similar to the test product but lacking graphics, serves as a reference point. As in the design dominance test, the product and gray card are viewed independently and simultaneously. The two packages are moved toward or away from the respondent until they appear to be the same size.

The results of this test determine whether a package is perceived as larger or smaller than its actual size.

4. The Recognition Distance test. Purpose: Measures the distance at which the product can be correctly identified.

Test: A package is placed at the back of a chamber. The respondent looks through a 35mm camera-like device placed in the front of the chamber. A series of lenses are adjusted to make the package appear slightly beyond recognition distance.

Through a series of optical modifications, the package is made to gradually appear closer until respondents can correctly identify specific elements, such as logos, copy and symbols. Identification distances for each element are recorded. This test can also be applied to exterior signage evaluation.

5. The Recognition Angle test. Purpose: Measures the angle at which the product can be correctly identified. Products on a retail shelf are initially viewed from a side angle as the shopper moves down the aisle.

Test: A package is placed on a rotating platform within a chamber. The consumer rotates the platform from both the right and left sides. The points at which the product and design elements are correctly identified are recorded. The resulting left and right angles together comprise the product's overall recognition angle.

6. The Threshold Illumination test. Purpose: Determines the amount of light or illumination required to properly recognize an overall design and/or specific design elements. The density of ink, degree of paper gloss and absorption of ink by paper can affect the amount of light needed to recognize a package.

Test: A package is placed in a sealed and darkened chamber. As the respondent looks into the chamber, the level of illumination, which imitates typical fluorescent retail lighting, is gradually increased. The test determines the point at which a package and its design elements can be identified. This test is appropriate for both packaging and signage.

Objective method

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Continued on p. 49

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DVL

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and its visibility in the retail environment," says William D. Haueisen, president of NOVA. "With so many restrictions - size, location - being placed on the use of the external sign, it is important to ensure that a sign remains effective within those limitations, especially in terms of its visibility."

DVL tests are administered to an expert panel whose members are pre-screened for corrected 20/20 vision, correct depth perception, balanced eyesight and the absence of color blindness, to ensure that responses have the same basis of comparison.

Editor's note: NOVA Research, Inc., San Francisco, is an international firm specializing in design, new product and corporate and retail identity research. MRR

Habitats of millionaires

The largest number of millionaires can be found in Florida, the District of Columbia, Connecticut, California, Arizona, Hawaii, Vermont, Nevada, Kansas and Illinois, shows a study by FIND/SVP, a New York market researcher.

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Johann Jacobs

Continued from p. 21

The package emphasizes the brand name "Jacobs" in bolder type, along with a much more dominant "Johann" to strengthen the ties to the European tradition of the coffee. The design's use of Johann in this way had more impact than the other alternatives.

The research found that while the purchase interest for all the Jacobs label alternatives, as well as for key competitors, was relatively low due to the basically unbranded nature of the category, the premium coffee

user was more likely to purchase the three proposed designs than either the current one or the competitor's products.

Both the "contemporary" and "close-up" designs communicated

"A more dominant use of the brand name and a color-coding system makes the coffees stand out on the shelf while clearly differentiating between flavors." C. Geron Vartan

brand, product and packaging imagery consistent with Johann Jacobs' premium positioning and European heritage, but the "contemporary" was particularly liked due to its color, design elements and classy, elegant appearance. The "close-up," on the other hand, better communicated the European traditions of the coffee.

Contemporary design

The contemporary design features a gold foil medallion which highlights attributes of the brand, such as "imported" and "Europe's most preferred coffees," along with the brand name. The names of the blends appear in serif type underneath the medallion.

As part of the nomenclature system which describes the products, the decaffeinated blends emphasize their use of the special Swiss water-process created by Jacobs.

Bright bands serve as important design elements to color-code the four flavors while enhancing the dominant color of each package. The overall effect is a less cluttered, more elegant package.

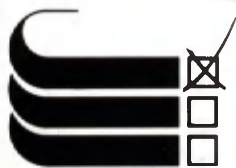
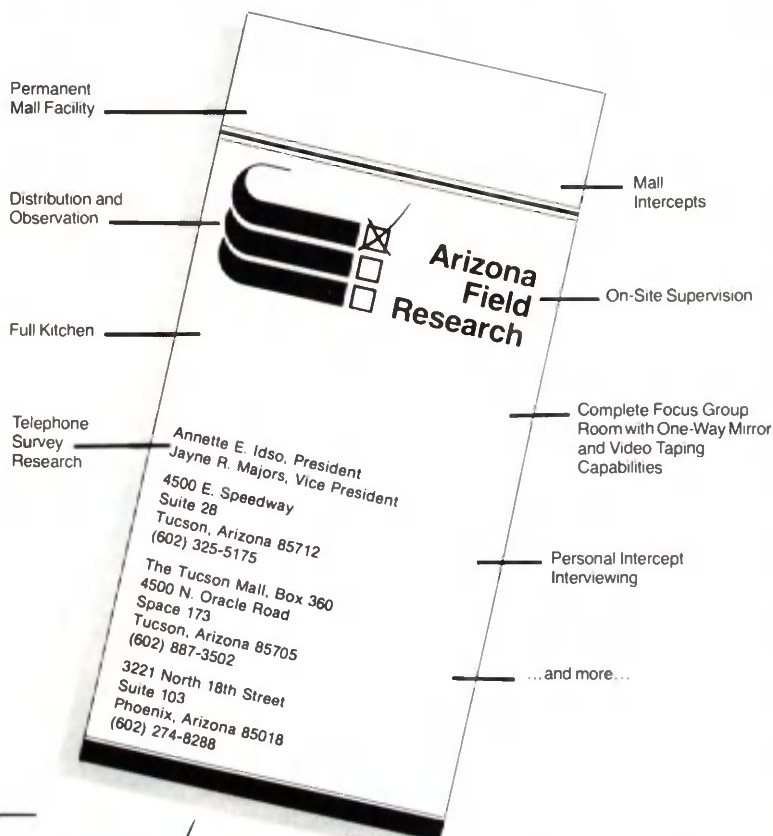
"The richer, more upscale packaging supports our premium positioning in the marketplace," says Robert A. Crockett, marketing manager, the Jacobs Coffee Co. "Through the bolder use of our brand name and a color-coding system, Jacobs has created a strong section look in the category while clearly segmenting its four flavors." MRR

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1987

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***PERMANENT MALL
RESEARCH FACILITIES***

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ALABAMA

BIRMINGHAM

Polly Graham & Assoc.
Eastwood Mall #7712
Birmingham, AL 35210
(205) 985-3099
H-20% M-65% L-15%
Stat.-12 1, 2, 3, 4

Polly Graham & Assoc.
Western Hills Mall #20
7201 Wieble Drive
Birmingham, AL 35228
(205) 985-3099
H-50% M-40% L-10%
Stat.-8

GADSDEN

Polly Graham & Assoc.
Gadsden Mall
1001 Rainbow Drive
Gadsden, AL 35901
(205) 546-6270
H-50% M-40% L-10%
Stat.-6 3

MOBILE

Polly Graham & Assoc.
Bel Aire Mall #3289
Mobile, AL 36606
(205) 471-0059
H-50% M-40% L-10%
Stat.-8 3, 4

TUSCALOOSA

Polly Graham & Assoc.
University Mall #142
1701 McFarland Blvd. E.
Tuscaloosa, AL 35405
(205) 553-7591
H-50% M-40% L-10%
Stat.-8 3, 4

ARIZONA

PHOENIX

Angeletti Market Research Service
Indian Village Shopping Center
4015-A North 16th St.
Phoenix, AZ 85016
(602) 956-2500
H-20% M-40% L-40%
Stat.-15 2, 3, 4

E. Friedman Marketing Services
Phoenix Research Services
Colonnade Mall
1911 E. Camelback Rd.
Phoenix, AZ 85016
(602) 264-1133
H-30% M-50% L-20%
Stat.-8 1, 2, 3, 4
(See Advertisement on Page 15)

E. Friedman Marketing Services
Consumer Testing Center
Paradise Valley Mall
4550 - 30 E. Cactus
Phoenix, AZ 85032
(602) 996-0233
H-35% M-55% L-10%
Stat.-10 1, 2, 3, 4
(See Advertisement on Page 15)

E. Friedman Marketing Services
Consumer Opinion Center
Tower Plaza
3843 E. Thomas Rd.
Phoenix, AZ 85018
(602) 273-6329
H-25% M-55% L-20%
Stat.-13 1, 2, 3, 4
(See Advertisement on Page 15)

E. Friedman Marketing Services
Consumer Opinion Center
Westridge Mall
7611 - 118 W. Thomas Rd.
Phoenix, AZ 85033
(602) 849-8080
H-25% M-50% L-25%
Stat.-14 1, 2, 3, 4
(See Advertisement on Page 15)

Gikas Opinion Research Center
Cinema Park Center
5515-1 No. 7th Street
Phoenix, AZ 85014
(602) 265-2890
H-25% M-60% L-15%
Stat.-6 1, 2, 3, 4

Ruth Nelson Research Services
Metrocenter Mall
9609 Metro Parkway West
Phoenix, AZ 85051
(602) 997-7221
H-40% M-40% L-20%
Stat.-8 1, 2, 3, 4
(See Advertisement on Page 37)

Quality Controlled Services
Thomas Mall, Suite 200
4513 East Thomas Rd.
Phoenix, AZ 85018
(602) 840-9441
H-10% M-70% L-20%
Stat.-N/A 1, 2, 3, 4

Response Research
Maryvale Mall
5220 W. Indian School Rd.
Phoenix, AZ 85031-2610
(602) 277-2526
H-30% M-50% L-20%
Stat.-6 1, 2, 3, 4

Quick Test Opinion Centers
Los Arcos Mall
1327 No. Scottsdale Rd.
Scottsdale, AZ 85257
(602) 946-9972
H-15% M-65% L-20%
Stat.-11 1, 2, 3, 4
(See Advertisement on Page 3 & 44)

Walker Research, Inc.
Valley West Mall, Suite 178
5730 W. Hayward
Glendale, AZ 85301
(602) 247-2560
H-30% M-60% L-10%
Stat.-6 1, 2, 3
(See Advertisement on Page 18)

TUCSON

Arizona Field Research
Tucson Mall
4500 North Oracle, Box #360
Tucson, AZ 85705
(602) 887-3502
H-11% M-63% L-26%
Stat.-8 2, 3, 4
(See Advertisement on Page 50)

ARKANSAS

LITTLE ROCK

Arkansas Answers, Inc.
Southwest Mall
I-30 & Geyer Springs
Little Rock, AR 72209
(501) 568-0261
H-15% M-70% L-15%
Stat.-6 1, 2, 3, 4

PINE BLUFF

E. Friedman Marketing Services
Consumer Opinion Center
The Pines Mall #338
2901 Pines Mall Drive
Pine Bluff, AR 71601
(501) 535-1688
H-25% M-50% L-25%
Stat.-15 1, 2, 3, 4
(See Advertisement on Page 15)

CALIFORNIA

EUREKA

E. Friedman Marketing Services
Consumer Opinion Center
Bayshore Mall #238
Eureka, CA 95501
(313) 569-0444
H-30% M-55% L-15%
Stat.-12 1, 2, 3, 4
(See Advertisement on Page 15)

FRESNO

Bartels Research
Town Center, 130 Shaw
Clovis, CA 93612
(209) 297-7206
H-10% M-75% L-15%
Stat.-N/A 1, 2, 3, 4

Bartels Research
Manchester Mall
3738 No. Blackstone
Fresno, CA 93726
(209) 298-7557
H-10% M-75% L-15%
Stat.-4 1, 3

LOS ANGELES

Adept Research, Inc.
Sherman Oaks Fashion Square
14006 Riverside Drive
Sherman Oaks, CA 91423
(818) 784-5657
H-60% M-30% L-10%
Stat.-12 2, 3

Adept Research, Inc.
Hawthorne Plaza
12270 Hawthorne Blvd.
Hawthorne, CA 90250
(213) 676-1426
H-10% M-70% L-20%
Stat.-7 2, 3, 4

Car-Lene Research, Inc.
Santa Fe Springs Mall
Santa Fe Springs, CA 90670
(213) 946-2176
H-10% M-60% L-30%
Stat.-7 2, 3, 4

Car-Lene Research, Inc.
Indian Hills Mall
Pomona, CA 91767
(714) 623-4844
H-10% M-60% L-30%
Stat.-10 2, 3, 4

Consumer Pulse of Los Angeles
Galleria at South Bay #269
1815 Hawthorne Blvd.
Redondo Beach, CA 90278
(213) 371-5578
H-20% M-50% L-30%
Stat.-9 1, 2, 3, 4
(See Advertisement on Page 59)

Facts 'N Figures
Panorama Mall, Suite 78B
Panorama City, CA 91402
(818) 891-6779
H-30% M-50% L-20%
Stat.-12 1, 2, 3, 4

Heakin Research, Inc.
Fallbrook Mall, Suite 315
6633 Fallbrook Ave.
Canoga Park, CA 91307
(818) 712-0660
H-50% M-40% L-10%
Stat.-6 2, 3, 4

Integrity Research
Stonewood Mall
9081 E. Stonewood
Downey, CA 90241
(213) 869-2665
H-20% M-70% L-10%
Stat.-8 1, 2, 3

Los Angeles Marketing Research
Association
Woodman Mall, Woodman & Nordhof
Panorama City, CA 91331
(818) 506-5544
H-20% M-65% L-15%
Stat.-8 2, 3, 4

L.A. Research, Inc.
9010 Office, #190
9010 Reseda
Northridge, CA 91324
(818) 993-5500
H-50% M-50% L-0%
Stat.-7 2, 3, 4

Marketeam Associates
Orangefair Mall, #228
Fullerton, CA 92632
(714) 526-0600
H-0% M-65% L-35%
Stat.-5 2, 3, 4
(See Advertisement on Page 30)

MSI International
Hillsdale Mall #14
San Mateo, CA 94403
(415) 574-9044
H-25% M-60% L-15%
Stat.-10 2, 3, 4

P.K.M. Marketing Research Services
Whittwood Mall
15618-B Whittwood Lane
Whittier, CA 90603
(213) 694-5634
H-40% M-40% L-20%
Stat.-8 2, 3, 4

Quality Controlled Services
Del Amo Fashion Square, Upper Mall 7
103 Del Amo Fashion Square

Torrence, CA 90505
(213) 316-9011
H-15% M-75% L-10%
Stat.-N/A 1, 2, 3

Quality Controlled Services
Lakewood Center Mall
Lakewood Blvd. & Del Amo
Lakewood, CA 90712
(213) 947-2533
H-20% M-70% L-10%
Stat.-N/A 1, 2, 3

Quick Test Opinion Centers
Westminster Mall #136
Westminster, CA 92683
(714) 898-0906
H-40% M-50% L-10%
Stat.-8 1, 2, 4
(See Advertisement on Page 3 & 44)

Quick Test Opinion Centers
West Covina Fashion Plaza
519 Fashion Plaza
West Covina, CA 91790
(818) 960-8547
H-20% M-70% L-10%
Stat.-7 1, 2, 3, 4
(See Advertisement on Page 3 & 44)

Wade West, Inc.
Long Beach Plaza
369 Long Beach Blvd.
Long Beach, CA 90802
(213) 435-0888
H-20% M-60% L-20%
Stat.-8 1, 2, 3, 4

ORANGE COUNTY

Consumer Opinion Forum
Div. of Market Facts
Buena Park Mall
8623 On The Mall
Buena Park, CA 90620
(312) 524-2001
H-19% M-40% L-41%
Stat.-16 1, 2, 3, 4

The Question Shop, Inc.
Olive Court Plaza
1500 E. Lincoln
Orange, CA 92665
(714) 974-8020
H-60% M-35% L-5%
Stat.N/A 1, 2, 3, 4

South Coast Research
10848 Katella
Anaheim, CA 92804
(714) 539-9500
H-25% M-75% L-0%
Stat.-9 2, 3, 4

So. California Interviewing Service
Town & Country Shopping Center
17200 Ventura Blvd.
Encino, CA 91316
(818) 783-7700
H-50% M-45% L-5%
Stat.-8 2, 3, 4

So. California Interviewing Service
Burbank Golden Mall
229 N. Golden Mall
Burbank, CA 91502
(818) 783-6166
H-25% M-65% L-10%
Stat.-6 2, 3

RIVERSIDE

Field Management Associates
Riverside Plaza, #3601
Riverside, CA 92506
(714) 369-0800
H-30% M-60% L-10%
Stat.-7 2, 3, 4

L.A. Research, Inc.
Canyon Crest Towne Centre, #303
5225 Canyon Crest Drive, Bldg. #300
Riverside, CA 92507
(714) 788-2280
H-50% M-50% L-0%
Stat.-8 2, 3, 4

SACRAMENTO

Heakin Research, Inc.
Arden Fair Mall
1607 D Arden Way
Sacramento, CA 95815
(916) 920-1361
H-19% M-56% L-25%
Stat.-6 2, 3, 4

Research Unlimited
Country Club Centre, Suite 40
3382 El Camino Ave.
Sacramento, CA 95821
(916) 484-0131
H-15% M-70% L-15%
Stat.-12 2, 3, 4

Research Unlimited
Old Sacramento
1012 Second St.
Sacramento, CA 95814
(916) 446-6064
H-15% M-80% L-5%
Stat.-10 2, 3, 4

Research Unlimited
Downtown Plaza, 5th & K Streets
Sacramento, CA 95814
(916) 446-6064
H-35% M-60% L-5%
Stat.-3 2, 3, 4

SALINAS

E. Friedman Marketing Services
Consumer Opinion Center
Northridge Mall
Hwy. 101 & Borondo Rd.
Salinas, CA 93906
(408) 449-7921
H-30% M-50% L-20%
Stat.-8 1, 2, 3, 4
(See Advertisement on Page 15)

CODES:

N/A - Information not available
H - high income
M - middle income
L - low income
Stat. - Number of interviewing stations
1 - Computer aided interviewing
2 - Kitchen facilities
3 - Private display room
4 - One-way mirror for viewing of stations

SAN DIEGO

Analysis/Research Limited
Market Place At The Grove
217 The Mall
San Diego, CA 92115-0856
(619) 268-4800
H-20% M-55% L-25%
Stat.-7 1, 2, 3, 4
(See Advertisement on Page 55)

Luth Research, Inc.
Plaza Bonita #3033, Space 2188
National City, CA 92050
(619) 283-7333
H-12% M-80% L-8%
Stat.-10 1, 2, 3, 4

Luth Research, Inc.
Misson Valley Center
1640 Camino de Rio No., Suite 1275
San Diego, CA 92108
(619) 283-7333
H-30% M-50% L-20%
Stat.-10 1, 2, 3, 4

San Diego Surveys
Escondido Village Mall
1351 E. Pennsylvania
Escondido, CA 92027
(619) 480-8440
H-20% M-70% L-10%
Stat.-6 1, 2, 3, 4

San Diego Surveys
Point Loma Mall, Midway Drive
Point Loma, CA 92110
(619) 265-2361
H-25% M-65% L-10%
Stat.-6 1, 2, 3, 4

SAN FRANCISCO

Field Management Associates
El Cerito Plaza #309
El Cerito, CA 94530
(415) 527-8030
H-10% M-80% L-10%
Stat.-7 2, 3, 4

E. Friedman Marketing Services
Consumer Opinion Center
The Mall at Northgate, #5800
San Raphael, CA 94903
(313) 569-0444
H-50% M-40% L-10%
Stat.-13 1, 2, 3, 4
(See Advertisement on Page 15)

Heakin Research, Inc.
Tanforan Park Mall
San Bruno, CA 94066
(415) 952-8558
H-10% M-56% L-34%
Stat.-6 2, 3, 4

Heakin Research, Inc.
Vallco Fashion Park, Suite 2031
10123 No. Wolfe Rd.
Cupertino, CA 95014
(408) 253-4690
H-50% M-37% L-13%
Stat.-6 2, 3, 4

Nichols Research, Inc.
New Park Mall, #1155
Newark, CA 94560
(415) 794-2990
H-30% M-55% L-15%
Stat.-10 1, 2, 3, 4

Quick Test Opinion Centers
Sun Valley Mall, #177A
Concord, CA 94520
(415) 798-2700
H-10% M-60% L-30%
Stat.-8 1, 2, 3, 4
(See Advertisement on Page 3 & 44)

Quick Test Opinion Centers
Southland Mall
State Hwy. 17 & W. Winton
Hayward, CA 94545
(415) 785-4650
H-20% M-60% L-20%
Stat.-6 1, 2, 4
(See Advertisement on Page 3 & 44)

Quick Test Opinion Centers
Town Center, #1268
Sunnyvale, CA 94086
(408) 773-9777
H-35% M-40% L-25%
Stat.-10 1, 2, 3, 4
(See Advertisement on Page 3 & 44)

Wade West, Inc.
Serramonte Center, #8-D
Daly City, CA 94015
(415) 992-9300
H-35% M-50% L-15%
Stat.-6 1, 2, 3, 4

Margaret Yarbrough & Assoc.
South Shore Center
415 Otis Drive
Alameda, CA 94501
(415) 531-9099
H-60% M-30% L-10%
Stat.-4 1, 2, 3

COLORADO

COLORADO SPRINGS

Consumer Pulse of Colorado Springs
The Citadel Mall, #1084
750 Citadel Drive East
Colorado Springs, CO 80909
(303) 596-6933
H-10% M-45% L-45%
Stat.-9 1, 2, 3
(See Advertisement on Page 59)

Ideal Field Services, Inc.
Mall of the Bluffs
3650 Austin Bluff Pkwy.
Colorado Springs, CO 80917
(303) 594-9192
H-10% M-45% L-45%
Stat.-6 2, 3

DENVER

Consumer Opinion Forum
Div. of Market Facts
Southwest Plaza
So. Wadsworth & W. Bowles
Denver, CO 80221
(312) 524-2001
H-21% M-39% L-40%
Stat.-18 1, 2, 3, 4

Consumer Pulse of Denver
Lakeside Mall, #B-119
5801 W. 44th Avenue
Denver, CO 80212
(303) 480-0128
H-10% M-40% L-50%
Stat.-10 1, 2, 3
(See Advertisement on Page 59)

Ideal Field Services, Inc.
Tiffany Plaza
3515 So. Tamarac
Denver, CO 80237
(303) 773-2440
H-45% M-45% L-10%
Stat.-N/A

E. Friedman Marketing Services
Consumer Opinion Center
Crossroads Mall
1600 - 28th Street
Boulder, CO 80030
(303) 449-4632
H-35% M-45% L-20%
Stat.-10 1, 2, 3, 4
(See Advertisement on Page 15)

Information Research, Inc.
Bear Valley Mall, #23
3100 So. Sheridan Blvd.
Denver, CO 80227
(303) 936-3400
H-25% M-70% L-5%
Stat.-4 3

Information Research, Inc.
Twin Peaks Mall, #51
1250 So. Hover Rd.
Longmont, CO 80501
(303) 443-3548
H-22% M-70% L-8%
Stat.-5 2, 3, 4

Ruth Nelson Research Services
Westminster Mall
5433 West 88th Avenue
Westminster, CO 80030
(303) 426-1840
H-40% M-50% L-10%
Stat.-8 1, 2, 3, 4
(See Advertisement on Page 37)

Ruth Nelson Research Services
Buckingham Square
So. Havana at E. Mississippi
Aurora, CO 80012
(303) 750-0290
H-20% M-50% L-30%
Stat.-8 1, 2, 3, 4
(See Advertisement on Page 37)

Ruth Nelson Research Services
Northglenn Mall
10578 Melody Drive
Northglenn, CO 80234
(303) 450-0940
H-10% M-40% L-50%
Stat.-5 1, 2, 3, 4
(See Advertisement on Page 37)

Ruth Nelson Research Services
Southglenn Mall
6911 So. University Blvd.
Littleton, CO 80122
(303) 794-2653
H-50% M-40% L-10%
Stat.-5 1
(See Advertisement on Page 37)

Ruth Nelson Research Services
North Valley Mall
500 East 84th Avenue
Thornton, CO 80229
(303) 758-6424
H-10% M-45% L-45%
Stat.-3
(See Advertisement on Page 37)

Quality Controlled Services

Cinderella City Mall
701 Hampden Avenue
Englewood, CO 80110
(303) 789-0565
H-20% M-55% L-25%
Stat.-N/A 1, 2, 3, 4

Quick Test Opinion Centers

Villa Italia Mall
7200 W. Alameda
Lakewood, CO 80226
(303) 937-0144
H-20% M-70% L-10%
Stat.-8 1, 2, 4
(See Advertisement on Page 3 & 44)

CONNECTICUT**BRIDGEPORT**

CSi Testing Centers
Connecticut Post Mall
1201 Boston Post Rd., Suite 2073
Milford, CT 06460
(203) 877-2739
H-30% M-60% L-10%
Stat.-8 1, 2, 3, 4

Field Facts, Inc.

Trumbull Shopping Park
5065 Main Street
Trumbull, CT 06611
(203) 372-4995
H-40% M-40% L-20%
Stat.-16 1, 2, 3, 4
(See Advertisement on Page 61)

Firm Facts Interviewing

Hi Ho Center
333 State Street
Bridgeport, CT 06604
(203) 332-0947
H-20% M-40% L-40%
Stat.-N/A 2, 3

J.B. Martin Interviewing Services

Ansonia Mall, Main Street
Ansonia, CT 06403
(203) 371-4158
H-25% M-45% L-30%
Stat.-4 1, 2

DANBURY**Performance Plus, Inc.**

Danbury Fair Mall
7 Backus Avenue
Danbury, CT 06810
(617) 872-1287
H-50% M-35% L-15%
Stat.-16 1, 2, 3, 4

HARTFORD**Karen Associates, Inc.**

Farmington Valley Mall
Route #44 & Route #167
Simsbury, CT 06070
(203) 236-2947
H-50% M-40% L-10%
Stat.-6 2, 3, 4

NORWICH**Karen Associates, Inc.**

Norwichtown Mall
Norwich, CT 06360
(203) 236-2947
H-30% M-55% L-15%
Stat.-6 2, 3, 4

DISTRICT OF COLUMBIA**Consumer Pulse of Washington**

The Mall at Manassas
8300 Sadley Road
Manassas, VA 22110
(301) 256-7700
H-10% M-45% L-45%
Stat.-8 1, 2, 3
(See Advertisement on Page 59)

Decision Data Collection, Inc.

McLean Commons
7405 Colshire Dr., #218
McLean, VA 22102
(703) 556-8682
H-20% M-60% L-20%
Stat.-16 3, 4

Heakin Research, Inc.

Laurel Centre
14882 Baltimore/Washington Blvd.
Laurel, MD 20707
(301) 776-9800
H-23% M-43% L-34%
Stat.-6 2, 3, 4

House Market Research, Inc.

Prince George Plaza
3500 East West Hwy.
Hyattsville, MD 20782
(301) 559-7060
H-25% M-50% L-25%
Stat.-6 2, 3, 4

Metro Research Services, Inc.

Outlet Mall
10710 Lee Highway
Fairfax, VA 22030
(703) 385-1108
Income-N/A
Stat.-4 2

Metro Research Services, Inc.

Beacon Mall
6756 Richmond Highway
Alexandria, VA 22306
(703) 385-1108
Income-N/A
Stat.-4

Olchak Market Research, Inc.

Beltway Plaza Mall
6194 Greenbelt Road
Greenbelt, MD 20770
(301) 441-4660
H-10% M-80% L-10%
Stat.-4 2, 3

Opinion Centers, Inc.

Springfield Mall, #6737
Springfield, VA 22150
(703) 971-6717
H-65% M-20% L-15%
Stat.-20 1, 2, 3, 4

Joan Shugoll Associates

Carrollton Mall
7722 Riverdale Road
New Carrollton, MD 20784
(301) 656-0310
H-10% M-75% L-15%
Stat.-10 1, 2, 3, 4

T.I.M.E. Market Research

Spotsylvania Mall
425 Spotsylvania Mall
Fredricksburg, VA 22401
(614) 846-3163
H-25% M-60% L-15%

Stat.-12 1, 2, 3, 4
(See Advertisement on Page 65)

FLORIDA**BRADENTON****Mid-America Research, Inc.**

De Soto Square Mall
303 US 301 Blvd. West
Bradenton, FL 33505
(813) 746-1849
H-12% M-78% L-10%
Stat.-12 1, 2, 3, 4

FORT LAUDERDALE**Alenik Field Services, Inc.**

Pine Island Ridge Plaza
8960 State Road 84
Ft. Lauderdale, FL 33324
(305) 474-3800
H-30% M-70% L-0%
Stat.-4 1, 2, 3, 4

CODES:

N/A - Information not available
H - high income
M - middle income
L - low income
Stat. - Number of interviewing stations
1 - Computer aided interviewing
2 - Kitchen facilities
3 - Private display room
4 - One-way mirror for viewing of stations

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CSi Testing Centers
Coral Ridge Mall, #118
3200 N. Federal Highway
Ft. Lauderdale, FL 33306
(305) 565-4185
H-30% M-60% L-10%
Stat.-10 1, 2, 3, 4

Heakin Research, Inc.
Coral Square Mall
9569 W. Atlantic Blvd.
Coral Spring, FL 33071
(305) 753-4466
H-30% M-60% L-10%
Stat.-6 2, 3, 4

Mar's Surveys
Coral Springs Mall
3215 N. University Dr.
Coral Springs, FL 33065
(305) 755-2805
H-60% M-30% L-10%
Stat.-4 2, 3, 4

Natalie G. Weitzman, Inc.
Hollywood Fashion Center
101 Hollywood Blvd.
Hollywood, FL 33023
(305) 653-6323
H-25% M-50% L-25%
Stat.-N/A

FORT MYERS

DLI Opinion Center
Edison Mall
4125 Cleveland Avenue
Fort Myers, FL 33901
(813) 275-0223
H-15% M-65% L-20%
Stat.-13 2, 3, 4

Starr Marketing Research, Inc.
Metro Mall
2855 Colonial Blvd.
Fort Myers, FL 33907
(802) 862-3911
H-40% M-30% L-30%
Stat.-6 2, 3, 4

JACKSONVILLE

Irwin Research Services
Regency Square Mall
9501 Arlington Expressway, Suite 155
Jacksonville, FL 32211
(904) 725-8407
H-30% M-60% L-10%
Stat.-11 1, 2, 3, 4

Irwin Research Services
Orange Park Mall
44 Wells Road, Suite A1.1
Orange Park, FL 32073
(904) 269-7956
H-30% M-60% L-10%
Stat.-9 1, 2, 3, 4

MELBOURNE

Irwin Research Services
Melbourne Square Mall
1700 W. New Haven Ave., Suite 577
Melbourne, FL 32901
(305) 724-9211
H-30% M-60% L-10%
Stat.-8 1, 2, 3, 4

MIAMI

Jean M. Light Interviewing Service
163rd St. Shopping Mall

1239-NE 163rd Street
Miami, FL 33155
(305) 264-5780
H-50% M-45% L-5%
Stat.-6 1, 2, 3

Rife Market Research, Inc.
Skylake Mall
1758 N.E. 183rd St.
Miami, FL 33179
(305) 945-9390
H-20% M-60% L-20%
Stat.-8 2, 3, 4

Natalie G. Weitzman, Inc.
California Club Mall
850 Ives Dairy Road
Miami, FL 33179
(305) 653-6323
H-25% M-60% L-15%
Stat.-N/A 2, 3, 4

ORLANDO

Pilar Ellis Market Research
Colonial Plaza Mall, Suite 87
2400 E. Colonial Dr.
Orlando, FL 32803
(305) 628-1835
H-20% M-60% L-20%
Stat.-8 1, 2

Pilar Ellis Market Research
Winter Park Mall, Suite 1398
500 No. Orlando Avenue
Winter Park, FL 32789
(305) 628-1835
H-25% M-60% L-15%
Stat.-6 1, 3, 4

Barbara Nolan Market Research
Altamonte Mall
Altamonte Springs, FL 32701
(305) 830-4542
H-35% M-55% L-10%
Stat.-10 1, 2, 3, 4

Barbara Nolan Market Research
Florida Mall
8001 So. Orange Blossom Tr.
Orlando, FL 32803
(305) 830-4542
H-30% M-55% L-15%
Stat.-N/A 1, 2, 3

TALLAHASSEE

E. Friedman Marketing Services
Consumer Opinion Center
Tallahassee Mall, #718
2415 N. Monroe
Tallahassee, FL 32303
(904) 385-4399
H-25% M-50% L-25%
Stat.-9 1, 2, 3, 4
(See Advertisement on Page 15)

TAMPA/ST. PETERSBERG

Adam Market Research, Inc.
Belz Mall, Buffalo Ave & I-4
Tampa, FL 33607
(813) 875-4005
H-15% M-55% L-30%
Stat.-9 2, 3

Data Inquiries
Pinellas Square Mall
715 No. Sherrill
Pinellas Park, FL 33609
(813) 877-9617

H-27% M-65% L-8%
Stat.-8 2, 3, 4

Gulf Coast Research
Tampa Bay Center Mall
3302 W. Buffalo Avenue
Tampa, FL 33607
(813) 876-0321
H-25% M-60% L-15%
Stat.-5 2, 3, 4

Quick Test Opinion Centers

Country Side Mall, #323B
2601 U.S. Hwy. 19 North
Clearwater, FL 33575
(813) 797-4868
H-30% M-50% L-20%
Stat.-7 1, 2, 3, 4
(See Advertisement on Page 3 & 4)

Walker Research, Inc.

Eastlake Square Mall
5701 E. Hillsborough Avenue
Tampa, FL 33610
(813) 623-1774
H-31% M-57% L-12%
Stat.-12 1, 2, 3
(See Advertisement on Page 18)

GEORGIA

ATHENS

Jackson Associates, Inc.
Georgia Square
3700 Atlanta Highway
Athens, GA 30610
(404) 353-3338
H-20% M-50% L-30%
Stat.-5 2

ATLANTA

Consumer Network, Inc.
Gwinnett Place
2100 Pleasant Hill Rd.
Duluth, GA 30134
(404) 231-4399
H-55% M-40% L-5%
Stat.-20 2, 3

Consumer Network, Inc.
Shannon Mall, #331
Union City, GA 30291
(404) 231-4399
H-30% M-60% L-10%
Stat.-8 2, 3, 4

Elrod Marketing Research, Inc.
Roswell Mall
608 Holcombe Bridge Rd.
Roswell, GA 30076
(404) 352-0686
H-20% M-60% L-20%
Stat.-4

Jackson Associates, Inc.
Holiday Mall
5000 Buford Highway
Atlanta, GA 30341
(404) 458-4075
H-10% M-50% L-40%
Stat.-5 2

Joyner Hutcheson Research, Inc.
Marketsquare Mall
DeKalb, GA 30033
(404) 321-0953
H-20% M-60% L-20%
Stat.-7 2, 3, 4

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284	285	288	287	288	289												

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Minneapolis, Minnesota 55423**

Joyner Hutcheson Research, Inc.
Belmont Hills Mall
2486 Atlanta Rd.
Smyrna, GA 30080
(404) 321-0953
H-20% M-40% L-40%
Stat.-4 3

Mid-America Research, Inc.
Lenox Square Mall
3393 Peachtree Road
Atlanta, GA 30326
(404) 261-8011
H-26% M-60% L-14%
Stat.-24 1, 2, 3, 4

Mid-America Research, Inc.
Northlake Mall
4800 Briarcliff Rd.
Atlanta, GA 30345
(404) 493-1403
H-19% M-76% L-5%
Stat.-12 1, 2, 3, 4

Peachtree Surveys, Ltd.
Southlake Mall
2443 Southlake
Morrow, GA 30260
(404) 257-1230
H-20% M-60% L-20%
Stat.-8 3, 4

Quick Test Opinion Centers
Cobb Town Center, Suite 272
400 Ernest Barret Pkwy.
Kennesaw, GA 30144
(404) 423-0884
H-10% M-65% L-25%
Stat.-8 1, 2, 3, 4
(See Advertisement on Page 3 & 44)

John Stolzberg Market Research
Outlets Limited
750 George Busbee Pkwy.
Kennesaw, GA 30134
(404) 329-0954
H-30% M-70% L-0%
Stat.-4

John Stolzberg Market Research
3750 Venture Drive
Duluth, GA 30136
(404) 329-0924
H-15% M-70% L-15%
Stat.-4

Tannenbaum Research Services
South DeKalb Mall, #80
Decatur, GA 30034
(404) 321-1770
H-30% M-50% L-20%
Stat.-8 2, 3

Tannenbaum Research Services
Outlet Square Mall
4166 Buford Highway
Atlanta, GA 30345
(404) 321-1770
H-50% M-40% L-10%
Stat.-7 2, 3

COLUMBUS

Quality Controlled Services
Columbus Square Mall
3050 Macon Road
Columbus, GA 31906
(404) 568-3455
H-20% M-65% L-15%
Stat.-N/A 1, 2

GAINESVILLE

Jackson Associates, Inc.
Lakeshore Mall
1285 W. Washington Street
Gainesville, GA 30501
(404) 454-7060
H-40% M-30% L-30%
Stat.-12 2, 3, 4

SAVANNAH

Cooper Research, Inc.
Oglethorpe Mall, Suite 18-A
Savannah, GA 31406
(912) 355-0498
H-28% M-52% L-20%
Stat.-4 2, 3, 4

ILLINOIS

CHICAGO

Assistance In Marketing
Spring Hill Mall, #1278
Dundee, IL 60118
(312) 428-0885
H-51% M-35% L-14%
Stat.-20 1, 2, 3, 4

Assistance In Marketing
Century City Mall
2828 North Clark Street
Chicago, IL 60657
(312) 428-0885
H-40% M-30% L-30%
Stat.-12 1, 2, 3, 4

Baxter Research
North Park Mall
270 W. North Ave.
Villa Park, IL 60181
(312) 832-2617
H-15% M-65% L-20%
Stat.-5 2, 3, 4

Bryles & Associates
Washington Square Mall
17735 So. Halsted St.
Homewood, IL 60430
(312) 799-7400
H-20% M-60% L-20%
Stat.-10 1, 2, 3, 4

Bryles & Associates
Century Mall
8275 Broadway
Merrillville, IN 46410
(219) 769-7380
H-20% M-60% L-20%
Stat.-8 1, 2, 3, 4

Bryles & Associates
Orland Park Plaza, #260
Orland Park, IL 60462
(312) 403-0300
H-40% M-60% L-0%
Stat.-15 1, 2, 3, 4

Bryles & Associates
Bremontown Mall
6847 W. 159th Street
Tinley Park, IL 60477
(312) 532-6800
H-40% M-60% L-0%
Stat.-7 1, 2, 3, 4

Car-Lene Research, Inc.
Northbrook Court
Northbrook, IL 60062
(312) 498-1305

H-40% M-60% L-0%
Stat.-8 2, 3, 4

Car-Lene Research, Inc.
Deerbrook Mall
188 So. Waukegan St.
Deerfield, IL 60015
(312) 564-1454
H-10% M-80% L-10%
Stat.-8 2, 3, 4

Consumer Opinion Forum
Div. Of Market Facts
Fox Valley Center Mall
Hwy. #59 & New York Street
Aurora, IL 60505
(312) 524-2001
H-24% M-46% L-30%
Stat.-9 1, 2, 3, 4

Consumer Professional Research
Plaza Del Lago
1515 Sheridan Rd.
Wilmette, IL 60091
(312) 256-7744
H-80% M-20% L-0%
Stat.-8 2, 3, 4
(See Advertisement on Page 58)

Consumer Surveys Company
Northpoint Shopping Center
346 E. Rand Rd.
Arlington Heights, IL 60004
(312) 394-9411
H-30% M-50% L-20%
Stat.-10 2, 3, 4

Consumer Surveys Company
Chicago Ridge Mall, #730
Chicago Ridge, IL 60415
(312) 499-6000
H-5% M-65% L-30%
Stat.-8 2, 3, 4

CSi Testing Centers
Illinois Center
111 E. Wacker Drive
Chicago, IL 60601
(312) 819-0056
H-70% M-25% L-5%
Stat.-8 1, 2, 3, 4

Heakin Research, Inc.
Lincoln Mall
Route 30 & Cicero Avenue
Matteson, IL 60443
(312) 748-8320
H-32% M-38% L-30%
Stat.-12 2

Heakin Research, Inc.
North Riverside
7501 W. Cermak Road
No. Riverside, IL 60546
(312) 447-9208
H-28% M-45% L-27%
Stat.-8 2

CODES:

N/A - Information not available

H - high income

M - middle income

L - low income

Stat. - Number of interviewing stations

1 - Computer aided interviewing

2 - Kitchen facilities

3 - Private display room

4 - One-way mirror for viewing of stations

Heakin Research, Inc.
Louis Joliet Mall, Door 4
1166 Louis Joliet Rd.
Joliet, IL 60435
(815) 439-2053
H-34% M-28% L-38%
Stat.-6 2, 3, 4

Heakin Research, Inc.
Brickyard Mall
6465 W. Diversey
Chicago, IL 60635
(312) 745-8001
H-9% M-55% L-36%
Stat.-8 2

Heakin Research, Inc.
Jefferson Square Mall
2450 W. Jefferson
Joliet, IL 60436
(815) 729-0595
H-12% M-50% L-38%
Stat.-6 2

Mid-America Research, Inc.
Randhurst Shopping Center
999 N. Elmhurst Rd.
Mt. Prospect, IL 60056
(312) 392-0800
H-33% M-52% L-15%
Stat.-20 1, 2, 3, 4

Mid-America Research, Inc.
Orland Square Mall, #280
Orland Park, IL 60462
(312) 349-0888
H-24% M-63% L-14%
Stat.-12 1, 2, 3, 4

Precision Field Services, Inc.
Hillside Mall
101 N. Wolf Rd.
Hillside, IL 60162
(312) 966-8666
H-27% M-58% L-15%
Stat.-8 2, 3, 4

Precision Field Services, Inc.
Town & Country Mall, Suite 52
445 E. Palatine Road
Arlington Heights, IL 60004
(312) 966-8666

H-35% M-49% L-16%
Stat.-6 2, 3, 4

Quality Controlled Services
Yorktown Center Mall
203B Yorktown Road
Lombard, IL 60148
(312) 629-4152
H-35% M-55% L-10%
Stat.-Variable 1, 2, 3

Quality Controlled Services
Harlem-Irving Mall
4192 Harlem Ave.
Norridge, IL 60634
(312) 452-7660
H-10% M-75% L-15%
Stat.-N/A 1, 2, 3, 4

Quick Test Opinion Centers
Ford City Shopping Center
7601 S. Cicero Avenue
Chicago, IL 60652
(312) 581-9400
H-5% M-75% L-20%
Stat.-8 1, 2, 4
(See Advertisement on Page 3 & 44)

Quick Test Opinion Centers
Hawthorn Mall
429 Hawthorn Center
Vernon Hills, IL 60061
(312) 367-0036
H-60% M-30% L-10%
Stat.-9 1, 2, 4
(See Advertisement on Page 3 & 44)

INDIANA

EVANSVILLE

Gore Research & Associates
Eastland Mall
800 Green River Rd.
Evansville, IN 47715
(812) 473-7112
H-8% M-47% L-45%
Stat.-9 2, 3

FORT WAYNE

Communications Alert Research Div.

Glenbrook Square
4201 Coldwater Road
Fort Wayne, IN 46805
(219) 483-2884
H-50% M-40% L-10%
Stat.-7 2, 4

INDIANAPOLIS

Herron Associates, Inc.
Greenwood Park, #C-26
1251 U.S. 31 North
Greenwood, IN 46142
(317) 882-3800
H-20% M-60% L-20%
Stat.-12 1, 2, 3, 4

Herron Associates, Inc.
Washington Square, Suite 402
10202 E. Washington St.
Indianapolis, IN 46229
(317) 882-3800
H-8% M-50% L-42%
Stat.-13 1, 2, 3, 4

Strategic Marketing & Research
Eastgate Consumer Mall
Washington & Shadeland
Indianapolis, IN 46215
(317) 359-9407
H-20% M-50% L-30%
Stat.-4 2, 3, 4

Walker Research, Inc.
Castleton Square Mall
6020 E. 82nd Street
Indianapolis, IN 46250
(317) 842-6800
H-37% M-43% L-20%
Stat.-8 1, 2, 3
(See Advertisement on Page 18)

IOWA

DES MOINES

E. Friedman Marketing Services
Consumer Opinion Center
Southridge Mall, #158
1111 E. Army Post Rd.
Des Moines, IA 50315
(515) 287-4744
H-30% M-55% L-15%
Stat.-15 1, 2, 3, 4
(See Advertisement on Page 15)

IMR
Merle Hay Mall, #423
Merle Hay Rd. & Douglas Ave.
Des Moines, IA 50310
(515) 276-8449
H-21% M-70% L-9%
Stat.-10 1

Mid-Iowa Interviewing
Valley West Mall
1551 35th Street
West Des Moines, IA 50265
(515) 287-1266
H-30% M-60% L-10%
Stat.-6 3, 4

KANSAS

WICHITA

N.S.V. Market Research
Twin Lakes Mall
21st & Amidon
Wichita, KS 67203
(316) 264-3670

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Plaza del Lago, 1515 Sheridan Road
Wilmette, Illinois 60091

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H-50% M-25% L-25%
Stat.-2 2, 3

KENTUCKY

LOUISVILLE

Personal Opinion, Inc.
Green Tree Mall, Hwy. 131
Louisville, KY 40218
(502) 451-1971
H-15% M-60% L-25%
Stat.-10 1, 2, 3

Stevens Research Services, Inc.
Outlets Ltd. Mall
Bluegrass Parkway
Louisville, KY 40299
(502) 456-5300
H-30% M-50% L-20%
Stat.-3 3

LOUISIANA

BATON ROUGE

NGL Research Services, Inc.
Cortana Mall
9119 Cortana Place
Baton Rouge, LA 70815
(504) 924-0010
H-21% M-45% L-34%
Stat.-7 2, 3, 4

NEW ORLEANS

E. Friedmsn Mrkting Services
Consumer Opinion Center
Belle Promenade Mall, #666
1701 Barataria Blvd.
Marrero, LA 70072
(504) 340-0972
H-25% M-50% L-25%
Stat.-14 1, 2, 3, 4
(See Advertisement on Page 15)

Heakin Research, Inc.
Esplanade Mall, Suite C3
1401 E. Esplanade
Kenner, LA 70065
(504) 464-9188
H-21% M-45% L-34%
Stat.-6 2, 3, 4

MARYLAND

BALTIMORE

Baltimore Research Agency
Columbia Mall
10300 Little Patuxent Pkwy.
Columbia, MD 21044
(301) 484-2177
H-75% M-24% L-1%
Stat.-6 4

Consumer Pulse of Bsltmore

White Marsh Mall, #1039
8200 Perry Hall Blvd.
Baltimore, MD 21236
(301) 256-7700
H-20% M-50% L-30%
Stat.-8 1, 2, 3, 4
(See Advertisement on Page 59)

Heakin Research, Inc.
Eastpoint Mall
7839 Eastpoint Mall
Baltimore, MD 21224
(301) 282-3133

H-6% M-30% L-64%
Stat.-6 2, 3, 4

Opinion Centers of Maryland
Golden Ring Mall
6400 Rossville Blvd.
Baltimore, MD 21237
(301) 391-7750
H-48% M-29% L-23%
Stat.-20 1, 2, 3, 4

Opinion Centers of Maryland
Hunt Valley Mall
118 Shawan Road
Cockeysville, MD 21030
(301) 785-5344
H-65% M-25% L-10%
Stat.-20 1, 2, 3, 4

FREDERICK

Polk-Lepson Research Group
Francis Scott Key Mall
Frederick, MD 21701
(717) 741-2879
Income-N/A
Stat.-2

MASSACHUSETTS

BOSTON

Bennett Research, Inc.
Southshore Plaza
230 Granite
Braintree, MA 02124
(617) 254-1314
H-50% M-50% L-0%
Stat.-15 1, 2, 3

Bennett Research, Inc.
Assembly Square, Middlesex Ave.
Somerville, MA 02145
(617) 254-1314
H-0% M-50% L-50%
Stat.-15 1, 2, 3, 4

Car-Lene Research, Inc.
Hanover Mall
Hanover, MA 02339
(617) 826-0052
H-20% M-60% L-20%
Stat.-5 2, 3, 4

CSI Testing Centers
North Shore Mall
Peabody, MA 01960
(617) 523-2966
H-65% M-25% L-10%
Stat.-8 1, 2, 3, 4

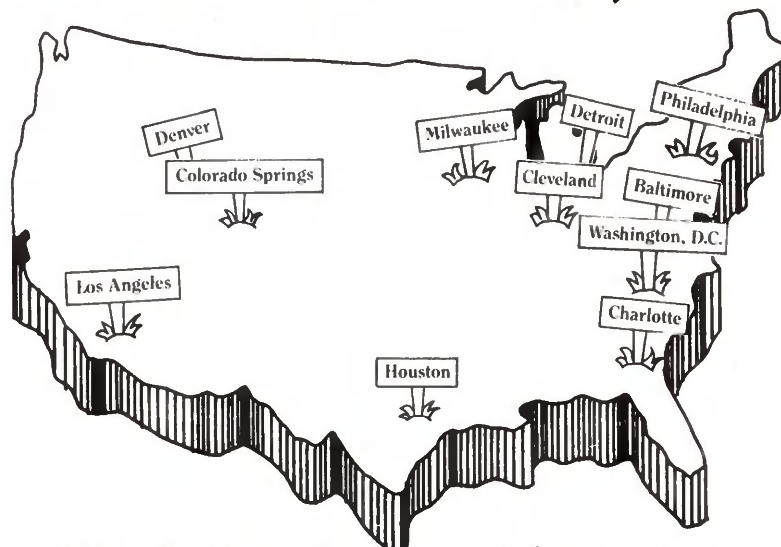
Field Facts, Inc.

Methuen Mall, Route 113
Methuen, MA 01844
(617) 685-1917
H-40% M-40% L-20%
Stat.-8 1, 2, 3, 4
(See Advertisement on Page 61)

CODES:

N/A - Information not available
H - high income
M - middle income
L - low income
Stat. - Number of interviewing stations
1 - Computer aided interviewing
2 - Kitchen facilities
3 - Private display room
4 - One-way mirror for viewing of stations

Consumer Pulse, Inc.



11 high-traffic regional malls
11 complete field offices

18 focus group rooms
180+ central telephones



Quality Data Collection
(800) 336-0159

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Field Facts, Inc.

Worcester Center, West Mall
 Worcester, MA 01608
 (617) 754-3960
 H-30% M-50% L-20%
 Stat.-8 1, 2, 3, 4
 (See Advertisement on Page 61)

Field Facts, Inc.

Watertown Mall
 550 Arsenal Street
 Watertown, MA 02172
 (617) 924-8486
 H-20% M-60% L-20%
 Stat.-14 1, 2, 3, 4
 (See Advertisement on Page 61)

Performance Plus, Inc.
 Route 30 Mall
 341 Cochituate Road
 Framingham, MA 01701
 (617) 872-1287
 H-50% M-35% L-15%
 Stat.-16 1, 2, 3

Performance Plus, Inc.
 Westgate Mall
 Brockton, MA 02401
 (617) 872-1287
 H-25% M-65% L-10%
 Stat.-10 1, 2, 3

Performance Plus, Inc.
 Woburn Mall
 300 Mishawam Road
 Woburn, MA 01801
 (617) 872-1287
 H-35% M-50% L-15%
 Stat.-8 1, 2, 3

Performance Plus, Inc.
 Faneuil Hall Marketplace #3
 Boston, MA 02109
 (617) 872-1287
 H-35% M-50% L-15%
 Stat.-5 2, 3, 4

Survey & Research Service
 North Shore Shopping Center
 Route 128 & Route 114
 Peabody, MA 01960
 (617) 864-7794
 H-35% M-50% L-15%
 Stat.-5 3, 4

SPRINGFIELD

Performance Plus, Inc.
 Fairfield Mall
 591 Memorial Drive
 Chicopee, MA 01020
 (617) 872-1287
 H-10% M-60% L-30%
 Stat.-8 1, 2, 3, 4

Quality Controlled Services

Holyoke Mall
 Whiting Farms Road
 Holyoke, MA 01040
 (617) 653-1122
 H-25% M-60% L-15%
 Stat.-N/A 1, 2, 3, 4

West. Mass. Interviewing Service
 Eastfield Mall
 1655 Boston Road
 Springfield, MA 01129
 (413) 543-5820
 H-10% M-50% L-40%
 Stat.-10 2, 3, 4

MICHIGAN**DETROIT****Consumer Pulse of Detroit**

Universal Mall
 28620 Dequindre Rd.
 Warren, MI 48092
 (313) 540-5330
 H-10% M-45% L-45%
 Stat.-11 1, 2, 3, 4
 (See Advertisement on Page 59)

Detroit Marketing Service
 Wonderland Mall
 29755 Plymouth Road
 Livonia, MI 48150
 (313) 569-7095
 H-25% M-45% L-30%
 Stat.-7 1, 2, 3, 4

E. Friedman Marketing Services

Consumer Testing Center
 Oakland Mall
 350 B W. 14 Mile Road
 Troy, MI 48084
 (313) 589-0950
 H-30% M-50% L-20%
 Stat.-15 1, 2, 3, 4
 (See Advertisement on Page 15)

E. Friedman Marketing Services

Consumer Testing Center
 Westland Mall
 35000 W. Warren Road
 Westland, MI 48185
 (313) 522-4080
 H-25% M-50% L-25%
 Stat.-14 1, 2, 3, 4
 (See Advertisement on Page 15)

Heakin Research, Inc.
 Macomb Mall, Suite 790
 32165 Gratiot
 Roseville, MI 48066
 (313) 294-3232
 H-41% M-41% L-18%
 Stat.-6 2, 3, 4

Hi-Scope Research
 Hunter Square Tally Hall
 31005 Orchard Lake Road
 Farmington Hills, MI 48018
 (313) 855-4121
 H-70% M-25% L-5%
 Stat.-8 2, 3, 4

Opinion Search
 Haward Row
 21730 W. 11 Mile Rd.
 Southfield, MI 48076
 (313) 353-0034
 H-50% M-40% L-10%
 Stat.-4

GRAND RAPIDS

Datatrack, Inc.
 Rogers Plaza
 1110-28th Street SW
 Grand Rapids, MI 49509
 (616) 776-7230
 H-19% M-43% L-38%
 Stat.-N/A 1, 2, 3

MINNESOTA**MINNEAPOLIS/ST. PAUL**

A & I Of Minnesota
 Eden Prairie Center, #1248
 Eden Prairie, MN 55344
 (612) 941-0825

H-60% M-30% L-10%
 Stat.-6 1, 2, 3

N.K. Friedrichs & Assoc., Inc.
 Northtown Mall, #310
 Blaine, MN 55434
 (612) 784-7332
 H-30% M-60% L-10%
 Stat.-10 1, 2, 3

Heakin Research, Inc.
 Knollwood Mall
 8332 Highway 7
 St. Louis Park, MN 55426
 (612) 936-0904
 H-26% M-41% L-33%
 Stat.-6 2, 3, 4

Quality Controlled Services

Maplewood Mall, #2016
 Maplewood, MN 55109
 (612) 831-7133
 H-20% M-65% L-15%
 Stat.-N/A 1, 2, 3, 4

Quick Test Opinion Centers

Burnsville Center, #1008
 Burnsville, MN 55337
 (612) 435-8581
 H-25% M-65% L-10%
 1, 2, 3, 4
 Stat.-7
 (See Advertisement on Page 3 & 44)

MISSISSIPPI**JACKSON****E. Friedman Marketing Services**

Consumer Opinion Center
 Metrocenter, #1275
 Hwy. 80 & Robinson Rd.
 Jackson, MS 39209
 (601) 352-9340
 H-20% M-60% L-20%
 Stat.-13 1, 2, 3, 4
 (See Advertisement on Page 15)

MISSOURI**KANSAS CITY**

The Field House, Inc.
 Oak Park Mall
 11319 West 95th Street
 Overland Park, KS 66214
 (913) 492-1506
 H-40% M-50% L-10%
 Stat.-12 2, 3, 4

The Field House, Inc.
 Metro North Mall
 400 NW Barry Road
 Kansas City, MO 64155
 (816) 436-8787
 H-10% M-60% L-30%
 Stat.-8 2, 3

The Field House, Inc.
 Metcalf South Mall
 95th Street & Metcalf
 Overland Park, KS 66212
 (913) 381-7021
 H-20% M-60% L-20%
 Stat.-6

Heakin Research, Inc.
 Blue Ridge Mall
 4200 Blue Ridge Blvd.
 Kansas City, MO 64133
 (816) 737-1130
 H-25% M-41% L-34%
 Stat.-6 2, 3, 4

Heakin Research, Inc.
Independence Center, #116
Independence, MO 64057
(816) 795-0706
H-33% M-43% L-24%
Stat.-6 2, 3, 4

Heakin Research, Inc.
Indian Springs
4601 State Ave.
Kansas City, KS 66102
(913) 596-2244
H-8% M-42% L-50%
Stat.-6 2, 3, 4

Quality Controlled Services
Ward Parkway Mall
8600 Ward Parkway
Kansas City, MO 64114
(816) 361-0345
H-20% M-70% L-10%
Stat.-N/A 1, 2, 3, 4

ST. LOUIS

Bryan Research
Belz Factory Outlet Mall
40/61 Highway 70
Wentzville, MO 63385
(314) 928-0811
H-25% M-65% L-10%
Stat.-4 2, 3

Marketeam Associates
Mark Twain
1355 Fifth Street
St. Charles, MO 63301
(314) 947-4195
H-10% M-70% L-20%
Stat.-4 2, 3
(See Advertisement on Page 30)

Marketeam Associates
River Roads Mall, #117
St. Louis, MO 63136
(314) 867-1432
H-0% M-65% L-35%
Stat.-8 3
(See Advertisement on Page 30)

Quality Controlled Services
South County Center
24 S. County Center Way
St. Louis, MO 63129
(314) 966-6595
H-20% M-70% L-10%
Stat.-N/A 1, 2, 3

Superior Surveys of St. Louis
Mid Rivers Mall, #1279
St. Peters, MO 63376
(314) 965-0023
H-50% M-50% L-0%
Stat.-12 1, 2, 3, 4

Superior Surveys of St. Louis
Village Square Mall, #60
St. Louis, MO 63042
(314) 965-0023
H-0% M-100% L-0%
Stat.-4

CODES:

N/A - Information not available
H - high income
M - middle income
L - low income
Stat. - Number of interviewing stations
1 - Computer aided interviewing
2 - Kitchen facilities
3 - Private display room
4 - One-way mirror for viewing of stations

Field Facts, Inc.

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Hampton, VA
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Orlando, FL
Trumbull, CT
Methuen, MA



Field Facts, Inc.

680 WORCESTER ROAD,
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CALL: 617-872-1800

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Wade West, Inc.
Northwest Plaza
536 Northwest Plaza
St. Ann, MO 63074
(314) 291-8888
H-30% M-50% L-20%
Stat.-7 1, 2, 3, 4

SPRINGFIELD

Bryles & Associates
Battlefield Mall, #226
Springfield, MO 65801
(417) 887-1035
Income-N/A
Stat.-12 1, 2, 3, 4

NEBRASKA

OMAHA

E. Friedman Marketing Services
Consumer Opinion Center
Mall of the Bluffs, #330
1751 Madison Avenue
Council Bluffs, IA 51501
(712) 322-7200
H-30% M-55% L-15%
Stat.-14 1, 2, 3, 4
(See Advertisement on Page 15)

Midwest Survey, Inc.
Westroads Shopping Center
102nd & Dodge Street
Omaha, NE 68114
(402) 391-1051
H-16% M-64% L-20%
Stat.-8 2, 3, 4
(See Advertisement on Page 63)

Midwest Survey, Inc.
Crossroads Mall
72nd & Dodge St.
Omaha, NE 68114
(402) 399-9346
H-12% M-62% L-26%
Stat.-12 1, 2, 3, 4
(See Advertisement on Page 63)

Midwest Survey, Inc.
Southroads Mall
1001 Ft. Crook Road No.
Bellevue, NE 68005
(402) 733-4036
H-10% M-58% L-32%
Stat.-7 2, 3, 4
(See Advertisement on Page 63)

NEVADA

LAS VEGAS

Las Vegas Surveys
Boulevard Mall
3718 E. Maryland Blvd.
Las Vegas, NV 89119
(702) 796-6451
H-20% M-65% L-15%
Stat.-6 1, 2, 3, 4

NEW JERSEY

SOUTH JERSEY

CSi Testing Centers
Hamilton Mall
100 West Black Horse Pike Rd.
Mays Landing, NJ 08330
(203) 797-0666
H-30% M-60% L-10%
Stat.-10 1, 2, 3, 4

NEW MEXICO

ALBUQUERQUE

Sandia Marketing Services
Coronado Mall
923 Coronado Mall, NE
Albuquerque, NM 87110
(505) 883-5512
H-30% M-60% L-10%
Stat.-12 1, 2, 3, 4

Sandia Marketing Services
Winrock Mall
Albuquerque, NM 87110
(505) 883-5512
H-30% M-60% L-10%
Stat.-6 1

NEW YORK

ALBANY

Field Facts, Inc.
Crossgates Mall
120 Washington Avenue Ext.
Albany, NY 12203
(518) 456-8641
H-30% M-50% L-20%
Stat.-8 1, 2, 3, 4
(See Advertisement on Page 61)

Field Facts, Inc.
Mohawk Mall
428 Mohawk Mall
Schenectady, NY 12304
(518) 370-5077
H-30% M-50% L-20%
Stat.-12 1, 2, 3, 4
(See Advertisement on Page 61)

Markette Research
Clifton Country Mall, #421
Clifton Park, NY 12065
(518) 383-1661
H-35% M-60% L-5%
Stat.-6 2, 3

Markette Research
Aviation Mall
Glen Falls, NY 12081
(518) 792-2998
H-35% M-60% L-5%
Stat.-3 2, 3

BUFFALO

Buffalo Survey & Research
Main Place Mall
Buffalo, NY 14202
(716) 833-6639
H-10% M-50% L-40%
Stat.-4 2, 3

Ruth Diamond Market Research
Boulevard Mall
730 Alberta Drive
Buffalo, NY 14226
(716) 836-1110
H-28% M-53% L-19%
Stat.-4 2, 3, 4

Quantum Analysis Research Center
McKinley Mall
Hamburg, NY 14075
(716) 827-4444
H-30% M-60% L-10%
Stat.-6 2, 3, 4

Survey Service of West New York
Eastern Hills Mall

4545 Transit Road
Williamsville, NY 14221
(716) 634-3085
H-15% M-65% L-20%
Stat.-8 1, 2, 3, 4

Survey Service of West New York
Lockport Mall
5737 South Transit
Lockport, NY 14094
(716) 433-1987
H-0% M-25% L-75%
Stat.-5 1, 2, 3, 4

Survey Service of West New York
Thruway Mall
Harlem Rd. & Walden Avenue
Cheektowaga, NY 14225
(716) 891-9895
H-0% M-75% L-25%
Stat.-7 1, 2, 3

NEW YORK

Bernett Research, Inc.
Livingston Mall
Eisenhower Parkway
Livingston, NJ 07039
(201) 740-1566
H-60% M-40% L-0%
Stat.-12 1, 2, 3, 4

CSI Testing Centers
West Belt Mall
Wayne, NJ 07470
(201) 785-2256
H-70% M-25% L-5%
Stat.-8 1, 2, 3, 4

Ebony Marketing, Inc.
Five Town's Shopping Mall
253-01 Rockaway Tpke.
New York, NY 11422
(718) 217-0842
Income-N/A
Stat.-8 2

Enclosed Mall Research Of N.Y.
Galleria Mall
100 Main Street
White Plains, NY 10601
(914) 997-7200
H-25% M-60% L-15%
Stat.-N/A 2, 3, 4

Field Facts, Inc.
Staten Island Mall
2655 Richmond Avenue
Staten Island, NY 10314
(718) 494-8562
H-30% M-50% L-20%
Stat.-5 1, 2, 3, 4
(See Advertisement on Page 61)

E. Friedmen Marketing Services
New York Opinion Center
Orange Plaza Mall
Route 211 East
Middletown, NY 10940
(914) 343-0203
H-25% M-50% L-25%
Stat.-9 1, 2, 3, 4
(See Advertisement on Page 61)

E. Friedmen Marketing Services
Consumer Opinion Center
Jefferson Valley Mall, #E-1
650 Lee Boulevard
Yorktown Heights, NY 10598
(914) 962-9400
H-30% M-55% L-15%
Stat.-8 1, 2, 3, 4
(See Advertisement on Page 15)

Heakin Research, Inc.
Seaview Square
Route 35 & 66
Ocean, NJ 07712
(201) 922-0300
H-20% M-40% L-40%
Stat.-6 2, 3, 4

Ideal Field Services, Inc.
Green Acres Mall, #1242
Valley Stream, NY 11581
(516) 561-1723
H-40% M-40% L-20%
Stat.-7 2, 3, 4

J & R Research, Inc.
East Meadow Mall
1917 Front Street
East Meadow, NY 11554
(516) 542-0081
H-10% M-55% L-35%
Stat.-4 2

J & R Research, Inc.
Shirley Mall
800 Montauk Highway
Shirley, NY 11967
(516) 399-0200
H-15% M-45% L-40%
Stat.-4 2, 3, 4

J & R Research, Inc.
New Rochelle Mall
Harrison Street
New Rochelle, NY 10801
(914) 235-8335
H-20% M-65% L-15%
Stat.-6 2, 3, 4

Quick Test Opinion Centers
Sunrise Mall
Massapequa, NY 11758
(516) 541-5100
H-30% M-60% L-10%
Stat.-12 1, 2, 3, 4
(See Advertisement on Page 3 & 44)

Audrey Schiller Market Research
Nassau Mall
3601 Hempstead Turnpike
Levittown, NY 11756
(516) 731-1500
H-25% M-60% L-15%
Stat.-5 2, 3, 4

Walker Research, Inc.
Rockaway Townsquare Shopping Ctr.
I-80 & Mt. Hope Avenue
Rockaway, NJ 07866
(201) 328-0848
H-28% M-40% L-32%
Stat.-6 1, 2, 3, 4
(See Advertisement on Page 18)

NIAGARA FALLS

Survey Service of West New York
Summit Park Mall
6929 Williams Road
Niagara Falls, NY 14304
(716) 297-9647
H-0% M-50% L-50%
Stat.-5 1, 2, 3

ROCHESTER

Ford Research Services
The Marketplace
3400 W. Henriette Road
Rochester, NY 14623

(716) 424-3203
H-46% M-40% L-14%
Stat.-6 1, 2, 3, 4

Ford Research Services
Greece Towne Mall
2211 W. Ridge Road
Rochester, NY 14626
(716) 225-3100
H-38% M-44% L-18%
Stat.-6 1, 2, 3, 4

SYRACUSE

McCarthy Associates, Inc.
Penn Can Mall
5775 South Bay Road
Syracuse, NY 13041
(315) 458-9320
H-20% M-70% L-10%
Stat.-10 2, 3, 4

McCarthy Associates, Inc.
Camillus Mall
5300 W. Genesee Street
Syracuse, NY 13031
(315) 458-9320
H-15% M-70% L-15%
Stat.-10 2

McCarthy Associates
Fingerlakes Mall
Auburn, NY 13022
(315) 458-9320
H-10% M-55% L-35%
Stat.-8 2

Quantum Analysis Research Center
Fayetteville Mall
Fayetteville, NY 13066
(315) 637-3169
H-30% M-60% L-10%
Stat.-4 2, 3, 4

Marion Simon Research Service
Northern Lights Mall
Syracuse, NY 13212
(315) 455-5952
Income-N/A
Stat.-N/A 2, 3, 4

Marion Simon Research Service
Marketplace Mall
5701 E. Circle Drive
Clay, NY 13041
(315) 458-8651
Income-N/A
Stat.-N/A 2, 4

NORTH CAROLINA

CHARLOTTE

Consumar Pulse of Charlotte
Eastland Mall
5625 Central Avenue
Charlotte, NC 26212
(704) 536-6067
H-20% M-40% L-40%
Stat.-10 1, 2, 3, 4
(See Advertisement on Page 59)

CODES:

N/A - Information not available
H - high income
M - middle income
L - low income
Stat. - Number of interviewing stations
1 - Computer aided interviewing
2 - Kitchen facilities
3 - Private display room
4 - One-way mirror for viewing of stations

- OMAHA -

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Omaha, NE 68114



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Omaha, NE 68114



SOUTNROADS MALL
Bellevue, NE 68005

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Leibowitz Market Research Assoc.
Eastridge Mall
120 New Hope Rd.
Gastonia, NC 28052
(704) 861-0936
H-30% M-50% L-20%
Stat.-6 1, 2, 3

Leibowitz Market Research Assoc.
Outlet Square
Kings Dr. & E. Independence Blvd.
Charlotte, NC 28204
(704) 375-5611
H-30% M-55% L-15%
Stat.-6 1, 2, 3

Leibowitz Market Research Assoc.
Monroe Mall
Highway 74, Roosevelt Blvd.
Monroe, NC 28110
(704) 283-4667
H-20% M-50% L-30%
Stat.-6 1, 2, 3

GREENSBORO

Wade West, Inc.
Carolina Circle Mall, #203
2300 W. Meadowview Rd.
Greensboro, NC 27407
(919) 854-3333
H-25% M-55% L-20%
Stat.-7 1, 2

RALEIGH

Field Facts, Inc.
South Square Mall
Durham, NC 27707
(919) 489-3104
H-30% M-50% L-20%
Stat.-8 1, 2, 3, 4
(See Advertisement on Page 61)

L & E Research
Crabtree Valley Mall
Route 70 & Glenwood Ave.
Raleigh, NC 27612
(919) 782-3860
H-33% M-34% L-33%
Stat.-4 3

OHIO

AKRON

Opinion Centers of America
Summit Mall, #200
3265 W. Market Street
Akron, OH 44313
(216) 867-6117
H-70% M-25% L-5%
Stat.-10 1, 2, 3, 4

CINCINNATI

Assistance In Marketing, Inc.
Northgate Mall
9523 Colerain Avenue
Cincinnati, OH 45239
(513) 385-8228
H-50% M-30% L-20%
Stat.-12 1, 2, 3, 4

Assistance In Marketing
Florence Mall
1150 Florence Mall Road
Florence, KY 41042
(606) 283-1232
H-45% M-35% L-20%
Stat.-18 1, 2, 3, 4

B & B Research, Inc.
Cassinelli Mall
Princeton Park Drive
Cincinnati, OH 45246
(513) 792-4223
H-25% M-50% L-25%
Stat.-6

Marketing Research Services, Inc.
Biggs Place
4450 Eastgate Blvd.
Batavia, OH 45103
(513) 752-3350
Income-N/A
Stat.-8 1, 2, 3, 4

MarketVision Research
Outlets Limited Mall
Kings Mill Road
Mason, OH 45040
(516) 733-5600
H-60% M-30% L-10%
Stat.-8 2, 3

CLEVELAND

Consumer Pulse of Cleveland
Parmatown Mall
7859 Ridgewood Drive
Parma, OH 44129
(216) 351-4644
H-20% M-50% L-30%
Stat.-10 1, 2, 3,
(See Advertisement on Page 59)

Marketeam Associates
Eastwood Mall, Suite 2636A
5555 Youngstown-Warren Road
Niles, OH 44446
(216) 544-5253
H-15% M-70% L-15%
Stat.-5 3, 4
(See Advertisement on Page 30)

Opinion Centers of America
Randall Park Mall
20801 Miles Road
Cleveland, OH 44128
(216) 581-7880
H-60% M-25% L-15%
Stat.-12 1, 2, 3, 4

Questions, Inc.
Great Lakes Mall
7850 Mentor
Mentor, OH 44060
(216) 255-9940
H-20% M-75% L-5%
Stat.-6 2, 3

COLUMBUS

Assistance In Marketing
Westland Mall, #A-15
4265 Westland Mall
Columbus, OH 43228
(614) 276-6336
H-15% M-70% L-15%
Stat.-12 1, 2, 3, 4

Assistance In Marketing
River Valley Mall, #401
1475 Columbus-Lancaster Rd.
Lancaster, OH 43130
(614) 846-3163
H-20% M-50% L-30%
Stat.-15 1, 2, 3, 4

B & B Research, Inc.
Westerville Mall
Huber Village Drive
Westerville, OH 43081

(614) 486-6746
H-30% M-60% L-10%
Stat.-3 3

Columbus Research Center
Southland Mall
South High Street
Columbus, OH 43207
(614) 885-1598
H-10% M-60% L-30%
Stat.-6 1

T.I.M.E. Market Research
Indian Mound Mall, #667
Heath, OH 43055
(614) 522-2162
H-10% M-60% L-30%
Stat.-8 1, 2, 3
(See Advertisement on Page 65)

T.I.M.E. Market Research
Westland Mall, #4265
Columbus, OH 43228
(614) 276-6336
H-25% M-50% L-25%
Stat.-10 1, 2, 3, 4
(See Advertisement on Page 65)

DAYTON

Opinion Centers
Dayton Mall, #560
2700 Miamisburg-Centerville Rd.
Dayton, OH 45459
(513) 433-6296
H-50% M-30% L-20%
Stat.-12 1, 2, 3, 4

OKLAHOMA

OKLAHOMA CITY

Oklahoma Market Research, Inc.
Heritage Park Mall
6749 B East Reno
Midwest City, OK 73110
(405) 733-4266
H-25% M-50% L-25%
Stat.-8 2, 3, 4

Ruth Nelson Research Services
Quail Springs Mall
2501 West Memorial Drive
Oklahoma City, OK 73134
(405) 752-4710
H-30% M-50% L-20%
Stat.-6 1, 2, 3, 4
(See Advertisement on Page 37)

Quick Test Opinion Centers
Crossroads Mall, #1153
Oklahoma City, OK 73149
(405) 631-9738
H-20% M-70% L-10%
Stat.-5 1, 2, 3, 4
(See Advertisement on Page 3 & 44)

TULSA

E. Friedman Marketing Services
Consumer Opinion Center
Eastland Mall
14002 E. 21st Street
Tulsa, OK 74108
(918) 234-3793
H-25% M-55% L-20%
Stat.-17 1, 2, 3, 4
(See Advertisement on Page 15)

Tulsa Surveys
Woodland Hills Mall
7021 So. Memorial Dr.
Tulsa, OK 74133
(918) 836-4512
H-20% M-70% L-10%
Stat.-7 1, 2, 3, 4

Tulsa Surveys
Southroads Mall
4945 E. 41st
Tulsa, OK 74135
(918) 836-4512
H-30% M-65% L-5%
Stat.-5 1

OREGON

PORTLAND

ATW Research
Beaverton Mall
3275 SW Cedar Hills Blvd.
Beaverton, OR 97005
(503) 646-4477
H-12% M-59% L-29%
Stat.-5 2, 3, 4

ATW Research
Lancaster Mall, #53
831 Lancaster Drive NE
Salem, OR 97301
(503) 646-4477
H-20% M-50% L-30%
Stat.-8 2, 3, 4

Data Unltd., Inc.
Mall 205
9900-A S.E. Washington
Portland, OR 97216
(503) 777-0201
Income-N/A
Stat.-8 1, 2, 3, 4

Data Unltd., Inc.
Eastport Plaza
SE 82nd Street
Portland, OR 97266
(503) 760-0201
Income-N/A
Stat.-N/A 1, 3

Griggs-Anderson Field Research
Yamhill Marketplace
110 SW Yamhill
Portland, OR 97204
(503) 241-8700
H-30% M-54% L-16%
Stat.-28 2, 3

Omni Research
Jantzen Beach Mall
1667 Jantzen Beach Center
Portland, OR 97217
(503) 283-3436
H-20% M-60% L-20%
Stat.-6 1, 2, 3

PENNSYLVANIA

ERIE

T.I.M.E. Market Research
Millcreek Mall, #340
Erie, PA 16565
(814) 868-0873
H-15% M-70% L-15%
Stat.-10 2
(See Advertisement on Page 65)

OUTSTATE

Polk-Lepson Research Group
(17 Locations)
South Mall
Allentown, PA

Logan Valley Mall
Altoona, PA

Bradford Mall
Bradford, PA

Capital City Mall
Camp Hill, PA

Carlisle Plaza Mall
Carlisle, PA

Chambersburg Mall
Chambersburg, PA

Schuylkill Mall
Frackville, PA

North Hanover Mall
Hanover, PA

Highlands Mall
Natrona Heights, PA

Viewmont Mall
Scranton, PA

Shenango Valley Mall
Sharon, PA

Nittany Mall
State College, PA

Uniontown Mall
Uniontown, PA

Franklin Mall
Washington, PA

Wyoming Valley Mall
Wilkes-Barre, PA

Lycoming Mall
Williamsport, PA

West Manchester Mall
York, PA
(717) 741-2879

PHILADELPHIA

Associated Interviewing Services
Springfield Mall
1200 Baltimore Pike
Springfield, PA 19064
(215) 328-1147
H-60% M-30% L-10%
Stat.-14 1, 2, 3, 4

CODES:

N/A - Information not available
H - high income
M - middle income
L - low income
Stat. - Number of interviewing stations
1 - Computer aided interviewing
2 - Kitchen facilities
3 - Private display room
4 - One-way mirror for viewing of stations

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- in



TIME Market Research

6276 Busch Blvd., Columbus, OH 43229
(614) 846-3163

Circle No. 267 on Reader Card

Consumer Pulse of Philadelphia
Plymouth Meeting Mall, #2203
Plymouth Meeting, PA 19462
(215) 825-6636
H-15% M-50% L-35%
Stat.-15 1, 2, 3, 4
(See Advertisement on Page 59)

J.J. & L. Research Co.
Roosevelt Mall
2383 Cottman
Philadelphia, PA 19149
(215) 332-7040
H-33% M-34% L-33%
Stat.-10 2, 3, 4

JRP Marketing Research Services
Granite Run Mall, Store #274
1067 W. Baltimore Pike
Media, PA 19063
(215) 565-7821
H-30% M-40% L-30%
Stat.-10 1, 2, 3
(See Advertisement on Pg. 29, 31 & 33)

JRP Marketing Research Services
King of Prussia Plaza
Route 202 & 363, Continental Arcade E
King of Prussia, PA 19406
(215) 265-4442
H-40% M-40% L-20%
Stat.-4 1, 3
(See Advertisement on Pg. 29, 31 & 33)

JRP Marketing Research Services
Oxford Valley Mall, Store 108
Route 1 & Oxford Valley Rd.
Langhorne, PA 19047
(215) 757-0232
H-30% M-30% L-40%
Stat.-10 1, 2, 3, 4
(See Advertisement on Pg. 29, 31 & 33)

JRP Marketing Research Services
Quakerbridge Mall, Store 173
Route 1 & I-95
Lawrenceville, NJ 08648
(609) 799-1790
H-40% M-30% L-30%
Stat.-4 1, 2
(See Advertisement on Pg. 29, 31 & 33)

Mar's Surveys, Inc.
Woodhaven Mall
1336 Bristol Pike
Bensalem, PA 19020
(609) 786-8514
H-10% M-40% L-50%
Stat.-2

Pak Interviewing Co.
Village Mall
Blair Mill & Moreland
Horsham, PA 19044
(215) 441-8042
H-10% M-80% L-10%
Stat.-8 1, 2, 3, 4

Pak Interviewing Co.
I-95 Marketplace
Route #1 & Route I-95
Levittown, PA 19056
(215) 441-8042
H-20% M-60% L-20%
Stat.-4 1

Quality Controlled Services
Burlington Center
2501 Mount Holly Rd.
Burlington, NJ 08016
(609) 387-7090
Income-N/A

Stat.-N/A 1, 2, 3, 4

Quality Controlled Services
Pennsauken Merchandise Mart
Route 73 & 130
Pennsauken, NJ 08110
(215) 639-8035
H-10% M-80% L-10%
Stat.-N/A 1, 3

Quick Test Opinion Centers
Neshaminy Mall, #109
Bensalem, PA 19020
(215) 322-0400
H-20% M-70% L-10%
Stat.-4 1, 2, 3, 4
(See Advertisement on Page 3 & 44)

Quick Test Opinion Centers
Moorestown Mall
Route 38 & Lenola Road
Moorestown, NJ 08057
(609) 234-5440
H-15% M-70% L-15%
Stat.-9 1, 2, 4
(See Advertisement on Page 3 & 44)

Survey Center, Inc.
Cherry Hill Mall, #208
Cherry Hill, NJ 08002
(609) 663-6700
H-33% M-34% L-33%
Stat.-12 2, 3, 4

PITTSBURGH

Data Inquiries
Century III Mall
3075 Clairton Rd.
W. Mifflin, PA 15123
(412) 655-8690
H-33% M-50% L-17%
Stat.-8 1, 2, 3, 4

Greater Pittsburgh Research Services
Beaver Valley Mall
Monaca, PA 15061
(412) 788-4570
H-25% M-50% L-25%
Stat.-8 1, 2, 3, 4

Heakin Research, Inc.
Ross Park Mall
1000 Ross Park Mall Rd.
Pittsburgh, PA 15237
(412) 369-4545
H-30% M-45% L-25%
Stat.-6 2, 3, 4

Santell Market Research, Inc.
Parkway Center Mall
1135 McKinney Lane
Pittsburgh, PA 15220
(412) 191-0550
H-20% M-65% L-15%
Stat.-Flexible 1, 2, 3, 4
(See Advertisement on Page 67)

Truxell Interviewing Service
Monroeville Mall
Monroeville, PA 15146
(412) 373-3670
H-60% M-30% L-10%
Stat.-4 2, 4

SOUTH CAROLINA

CHARLESTON

Bernett Research, Inc.
Northwoods Mall

62 Northwoods Mall Rd.
Charleston, SC 29418
(803) 553-0030
H-50% M-50% L-0%
Stat.-10 1, 2, 3, 4

G & G Market Research
CharlesTowne Square Mall
2401 Mall Drive
No. Charleston, SC 29418
(803) 744-9807
H-20% M-40% L-40%
Stat.-10 3

GREENVILLE

Carolina Market Research
Greenville Mall
Woodruff Rd. & I-385
Greenville, SC 29607
(803) 233-5775
H-20% M-60% L-20%
Stat.-8 3

TENNESSEE

KNOXVILLE

T.I.M.E. Market Research
East-Towne Mall
3029-B Mall Rd. No.
Knoxville, TN 37924
(615) 544-1885
H-15% M-70% L-15%
Stat.-6 2, 3, 4
(See Advertisement on Page 85)

MEMPHIS

Chamberlain Interviewing Services
Raleigh Springs Mall, #3376
3684 Austin Peay Hwy.
Memphis, TN 38128
(901) 795-6800
H-35% M-35% L-30%
Stat.-10 1, 2, 3

E. Friedman Marketing Services
Consumer Opinion Center
Belz Factory Outlet Mall
3536 Canada Road
Arlington, TN 38022
(901) 377-6774
H-30% M-50% L-20%
Stat.-11 1, 2, 3, 4
(See Advertisement on Page 15)

Heakin Research, Inc.
Mall of Memphis, #4434
Memphis, TN 38118
(901) 795-8180
H-29% M-46% L-25%
Stat.-8 2, 3, 4

Heakin Research, Inc.
Southland Mall, #1287-2
Memphis, TN 38116
(901) 345-0147
H-4% M-37% L-59%
Stat.-5 2

NASHVILLE

Bernett Research, Inc.
Rivergate Mall
100 Two Mile, #810
Nashville, TN 37214
(615) 859-4484
H-40% M-50% L-10%
Stat.-8 1, 2, 3

Quality Controlled Services

Harding Mall
4046 Nolensville Rd.
Nashville, TN 37211
(615) 383-5312
H-10% M-75% L-15%
Stat.-N/A 1, 3

Quality Controlled Services

100 Oaks Mall, Office Tower Suite 401
719 Thompson Lane
Nashville, TN 37204
(615) 383-5312
H-15% M-70% L-15%
Stat.-N/A 1, 2, 3, 4

Quick Test Opinion Centers

Hickory Hollow Mall, #1123
Nashville, TN 37013
(615) 834-0900
H-20% M-60% L-20%
Stat.-10 1, 2, 4
(See Advertisement on Page 3 & 44)

TEXAS**AMARILLO**

Opinions Unlimited, Inc.
Westgate Mall
7701 West I-40
Amarillo, TX 79102
(806) 353-4025
H-30% M-50% L-20%
Stat.-6 1, 2, 3

AUSTIN

Irwin Research Services
Barton Creek Square C-09
2901 Capitol Texas Highway
Austin, TX 78746
(512) 327-8787
H-30% M-60% L-10%
Stat.-6 1, 2, 3, 4

Texas Field Service
Highland Mall, #1200
Austin, TX 78752
(512) 459-3139
H-46% M-41% L-13%
Stat.-6 1, 3, 4

CORPUS CHRISTI

Wade West, Inc.
Sunrise Mall, #38
5858 S. Padre Island
Corpus Christi, TX 78412
(512) 993-6200
H-35% M-45% L-20%
Stat.-8 1, 2, 3, 4

DALLAS/FORT WORTH

Brisendine & Associates, Inc.
Hulen Mall
4800 So. Hulen
Ft. Worth, TX 76132
(817) 292-8073
H-38% M-47% L-15%
Stat.-6 1, 2, 3, 4

Brisendine & Associates Inc.
RedBird Mall, #2024
3662 W. Camp Wisdom Rd.
Dallas, TX 75237
(214) 296-8506
H-25% M-45% L-30%
Stat.-6 1

Car-Lene Research, Inc.
Richardson Square Mall
Richardson, TX 75230
(214) 783-1935
H-20% M-60% L-20%
Stat.-5 2, 3, 4

Heakin Research, Inc.
Ft. Worth Town Center, Suite B31
4200 South Freeway
Ft. Worth, TX 76115
(817) 926-7995
Income-N/A
Stat.-6 2, 3, 4

JRP Marketing Research Services
Six Flaggs Mall, Suite 409A
2911 E. Division
Arlington, TX 76011
(817) 649-1123
H-30% M-40% L-30%
Stat.-10 2, 3
(See Advertisement on Pg. 29, 31 & 33)

Probe Research, Inc.
Golden Triangle Mall
I-35 & Loop 288
Denton, TX 75137
(817) 566-0658
H-0% M-50% L-50%
Stat.-11 2, 3, 4

CODES:

N/A - Information not available
H - high income
M - middle income
L - low income
Stat. - Number of interviewing stations
1 - Computer aided interviewing
2 - Kitchen facilities
3 - Private display room
4 - One-way mirror for viewing of stations

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- SECURED STORAGE



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Probe Research, Inc.
Northeast Mall
Routes 820 & 183
Hurst, TX 76053
(214) 263-2907
H-50% M-50% L-0%
Stat.-9 1, 2, 3

Probe Research, Inc.
Big Town Mall
Loop 12 & I-20
Dallas, TX 75216
(214) 241-6696
H-0% M-50% L-50%
Stat.-8 2, 3, 4

Quality Controlled Services
Ridgmar Mall
1736 Green Oaks Road
Ft. Worth, TX 76116
H-50% M-45% L-5%
Stat.-8 1, 2, 3

Tops in Research
Irving Mall
Hwy. 183 & Beltline Rd.
Irving, TX 75062
(214) 484-9901
H-21% M-53% L-26%
Stat.-6 2, 3, 4

HOUSTON

Consumer Pulse of Houston
San Jacinto Mall, #1690
Baytown, TX 77521
(713) 421-2584
H-10% M-45% L-45%
Stat.-16 1, 2, 3, 4
(See Advertisement on Page 59)

Heakin Research, Inc.
Galleria II, Suite 3897
5085 Westheimer
Houston, TX 77056
(713) 871-8542
H-23% M-43% L-34%
Stat.-8 2, 3, 4

Heakin Research, Inc.
Willowbrook Mall
7925 F.M. Road 1960 West
Houston, TX 77070
(713) 469-2239
H-23% M-41% L-36%
Stat.-4

Houston Consumer Research
Almeda Mall, Suite 730
555 Almeda
Houston, TX 77075
(713) 944-1431
H-25% M-75% L-0%
Stat.-7 2, 3, 4

Quality Controlled Services
Baybrook Mall, #1088
Friendswood, TX 77546
(713) 488-8247
H-40% M-50% L-10%
Stat.-N/A 1, 2, 3, 4

Quick Teat Opinion Centara
Sharpstown Center Suite 762
7500 Bellaire Blvd.
Houston, TX 77036
(713) 988-8988
H-40% M-50% L-10%
Stat.-6 1, 2, 3, 4
(See Advertisement on Page 3 & 44)

SAN ANTONIO

Creative Consumer Research
Central Park Mall
San Antonio, TX 78216
(512) 734-7025
H-25% M-75% L-0%
Stat.-8 2, 3

Creative Consumer Research
Crossroads of San Antonio
San Antonio, TX 78201
(512) 734-7025
H-0% M-75% L-25%
Stat.-N/A 3

Creative Consumer Research
Westlakes Mercado
San Antonio, TX 78227
(512) 734-7025
H-0% M-75% L-25%
Stat.-N/A 3

Creative Consumer Research
South Park Mall
San Antonio, TX 78224
(512) 734-7025
H-0% M-50% L-50%
Stat.-N/A 3

Galloway Research Service
North Star Mall
San Pedro & McCullough at 410
San Antonio, TX 78229
(512) 349-0434
H-60% M-40% L-0%
Stat.-8 1, 2, 3, 4

Galloway Research Service
Ingram Park
6301 N.W. Loop 410
San Antonio, TX 78238
(512) 681-0642
H-10% M-80% L-10%
Stat.-7 1, 2, 3, 4

Galloway Research Service
McCreless Mall, #800
4100 S. New Braunfels
San Antonio, TX 78223
(512) 534-8883
H-0% M-40% L-60%
Stat.-8 1, 2

Quick Test Opinion Centers
Windsor Park Mall, Suite 14B
San Antonio, TX 78218
(512) 657-9424
H-30% M-50% L-20%
Stat.-7 1, 2, 4
(See Advertisement on Page 3 & 44)

UTAH

SALT LAKE CITY

E. Friedman Marketing Services
Consumer Opinion Center
Layton Hills Mall, #2051
Layton, UT 84041
(801) 544-8688
H-30% M-55% L-15%
Stat.-10 1, 2, 3, 4
(See Advertisement on Page 15)

Gay Hill Field Service
Cottonwood
483 Highland Drive
Salt Lake City, UT 84117
(801) 262-1960
H-70% M-30% L-0%
Stat.-6 3, 4

Ruth Nelson Research Services
Crossroads Plaza Mall
50 South Main Street
Salt Lake City, UT 84144
(801) 363-8726
H-40% M-40% L-20%
Stat.-3 1, 2, 3, 4
(See Advertisement on Page 37)

VERMONT

BURLINGTON

Starr Marketing Research
Burlington Square Mall, #7
Burlington, VT 05401
(802) 862-3911
H-30% M-45% L-25%
Stat.-6 2, 3, 4

VIRGINIA

NORFOLK/VIRGINIA BEACH

Field Facts, Inc.
Coliseum Mall
1800 W. Mercury Blvd.
Hampton, VA 23666
(804) 826-0299
H-30% M-50% L-20%
Stat.-8 1, 2, 3
(See Advertisement on Page 61)

WASHINGTON

SEATTLE

Consumer Opinion Services, Inc.
Everett Mall
1402-SE Everett Mall Way
Everett, WA 98208
(206) 347-2424
H-15% M-70% L-15%
Stat.-8 2, 3
(See Advertisement on Page 69)

Consumer Opinion Services, Inc.
Vancouver Mall
5001 NE Thurston Way
Vancouver, WA 98662
(206) 254-5650
H-20% M-65% L-15%
Stat.-7 2, 3
(See Advertisement on Page 69)

Consumer Opinion Services, Inc.
Mt. Vernon Mall
203A E. College Way
Mt. Vernon, WA 98273
(206) 254-5650
H-5% M-60% L-35%
Stat.-4 2, 3
(See Advertisement on Page 69)

Consumer Opinion Services, Inc.
Three Rivers Mall
351 - Three Rivers Drive
Kelso, WA 98626
(206) 425-8815
Income-N/A
Stat.-N/A
(See Advertisement on Page 69)

E. Friedman Marketing Services
Consumer Opinion Center
Pavillon Outlet Center, #286
17900 Southcenter Pkwy.
Tukwila, WA 98188
(206) 575-1188
H-30% M-50% L-20%

Stat.-17 1, 2, 3, 4
(See Advertisement on Page 15)

Superior Surveys of St. Louis
Aurora Village Mall
20205 Aurora Village
Seattle, WA 98133
(206) 542-7631
H-50% M-50% L-0%
Stat.-15 1, 2, 3, 4

Wade West, Inc.
Crossroads Mall, Suite F13
15600 NE 8th Street
Bellevue, WA 98008
(206) 641-1188
H-40% M-45% L-15%
Stat.-8 1, 2, 3, 4

SPOKANE

Consumer Opinion Services, Inc.
Northtown Mall, #315
Spokane, WA 99207
(509) 487-6173
H-15% M-60% L-15%
Stat.-8 2, 3, 4
(See Advertisement on Page 69)

WEST VIRGINIA

FAIRMONT

Polk-Lepson Research Group
Middletown Mall
Fairmont, WV 26554
(717) 741-2879
Income-N/A
Stat.-2

WHEELING

T.I.M.E. Market Research
Ohio Valley Mall, #280
St. Clairsville, OH 43950
(614) 695-6288
H-10% M-75% L-15%
Stat.-12 1, 2, 3, 4
(See Advertisement on Page 65)

WISCONSIN

APPLETON

E. Friedman Marketing Services
Consumer Opinion Center
Fox River Valley Mall, #712
Appleton, WI 54913
(414) 730-2240
H-30% M-55% L-15%
Stat.-11 1, 2, 3, 4
(See Advertisement on Page 15)

EAU CLAIRE

E. Friedman Marketing Services
Consumer Opinion Center
Oakwood Mall, #400
4800 Golf Road
Eau Claire, WI 54701
(715) 833-2401
H-25% M-55% L-20%
Stat.-11 1, 2, 3, 4
(See Advertisement on Page 15)

FOND DU LAC

Promen Research Systems, Inc.
Forest Mall
Fond du Lac, WI 54935

(414) 922-3706
H-35% M-80% L-5%
Stat.-4

GREEN BAY

Wisconsin Research
Port Plaza Mall
300 Main Street
Green Bay, WI 54301
(414) 436-4656
H-30% M-50% L-20%
Stat.-8 2, 3, 4

MADISON

Madison Interviewing Service, Inc.
South Towne Mall
2301 W. Broadway
Madison, WI 53713
(608) 222-1093
H-30% M-60% L-10%
Stat.-4 2

MILWAUKEE

Consumer Pulse of Milwaukee
The Grand Avenue Mall, #2028
275 West Wisconsin Avenue
Milwaukee, WI 53203
(414) 272-7202
H-20% M-50% L-30%
Stat.-8 1, 2, 3, 4
(See Advertisement on Page 59)

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N/A - information not available
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M - middle income
L - low income
Stat. - Number of interviewing stations
1 - Computer aided interviewing
2 - Kitchen facilities
3 - Private display room
4 - One-way mirror for viewing of stations

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QUALITY INTEGRITY SERVICE

Study shows elderly, well-educated getting richer

Education and age, rather than race or household make-up, are attributed to the growing gap in the distribution of the nation's wealth, states a new report.

Furthermore, the report acknowledges an increase in income inequality but states it has been greatly inflated by the media.

"There has been a remarkable rush to judgment, to the conclusion that the Reagan administration is responsible for increasing inequality," says the report presented recently at a seminar sponsored by the American Enterprise Institute (AEI), a conservative-oriented policy group.

The findings were based on Federal Reserve Board surveys between 1977 and 1983. Authors are John Weicher of AEI and Susan Wachter of the University of Pennsylvania. The surveys conclude that "inequality increased because of changes in the relationships between education and wealth and between age and wealth. The elderly and the well-educated have gained; the middle-aged and the uneducated have lost."

Among their findings, in 1977 constant dollars:

- Those with a college degree had a mean net worth of \$71,190 in 1977 and \$82,770 in 1983. People with only a high school education had a net worth of \$37,401 in 1977, up to only \$37,680 six years later.

- Based on age, "the dividing line comes at age 55," it says. Those aged 55-64 had a net worth of \$61,598 in 1977 and \$82,115 in 1983 and people aged 65-74 saw their mean net worth grow from \$53,514 to \$84,499 six years later. Younger than 55, the mean dropped off in every category: from \$6,842 in 1977 to \$4,531 in 1983 for 17-24 year olds; \$18,804 to \$16,651 for 25-34 year olds; \$44,359 to \$40,710 for 35-44 year olds, and \$59,725 to \$56,320 for 45-54 year olds.

- By race, the AEI report reveals net worth of white households increasing from \$44,817 in 1977 to \$52,820 in 1983. Blacks improved slightly, from \$12,064 to \$16,766. Hispanics overall saw a tiny drop in their net worth, from \$15,642 to \$15,318.

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Continued from p. 72

where. We now advertise specific products we sell, such as a propane lantern or a certain kind of sleeping bag."

The number of returned questionnaires varies from "mediocre to excellent," says Bartlett.

"It really depends on the product. With the big ticket items such as tents and canoes, the response rate is excellent. For the lower-priced items, it's not as good."

Despite the roller-coaster effect, the research effort is positive and worthwhile, believes Bartlett. The technique has become exceptionally useful in letting customers express what features of a product are appealing or not appealing.

Some customers, for example, have suggested engineering changes on particular products, explaining what they like and dislike.

"A lot of people like to store their lantern in the box they purchased it in," explains Bartlett, "and have suggested we make a box which is more suitable for storing. So, we have redesigned the box, making it more substantial and sturdy so that it can be re-used."

The research results are developed into market research reports and studies which are then distributed to the product manager of that particular product, the divisional manager, Bartlett and the ad agency.

Coleman also continually conducts focus groups to find out what its customers think about all of its products. These are conducted in Boston, Minneapolis, Austin, Texas, and Los Angeles. Bartlett says focus groups are used primarily to assist the company in improving the design of its products. The company also hires an outside consultant to track competitors to get market share information.

Although the end of the summer season signals the retirement of some Coleman customers' products, it's not a signal of rest at the Coleman Co. The outdoor outfitter is always busy improving existing products and developing new ones for the next season and the next and the next... MRR

BUSINESS DIRECTORY

Contact publisher for rates: *Marketing Research Review*, P.O. Box 23536, Minneapolis, Minn., 55423. 612-861-8051.

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By Beth E. Hoffman
managing editor



Research season is year-round at Coleman Co.

Many people take advantage of the warm summer months by going to the lakes for swimming and boating or to campgrounds for cooking and sleeping out under the stars. It's normally a three-month opportunity. No doubt it involves the annual ritual of digging out the canoe, life vests, beverage cooler, tent and sleeping bags.

There are, however, some folks who are "using" these outdoor necessities year-round. No, they aren't retired or financially set for life. They're making improvements on these products so that others can better enjoy them not only during the summer months but year-round.

These particularly dedicated people are from The Coleman Co. In addition to the products already mentioned, the company manufactures lanterns, jugs, propane stoves, heaters, inflatable boats, life vests, bags and sacks, frame trailers and inflaters.

Customer questionnaire

With a product-specific questionnaire, Coleman

keeps tabs on who's using its products, how it can improve them and if it should start manufacturing new products.

The two-page, check-off question survey is tucked into boxes of the company's big selling items, says Brad Bartlett, director of marketing and advertising at the company's Wichita, Kan., office. These are the thermal coolers and jugs, lanterns and stoves, life vests, canoes, sleeping bags and tents.

The front side of the questionnaire asks the particular model the customer purchased; who made the decision to buy the product; where the product was purchased; how the product will be used; how the customer became aware of the Coleman product; what factors influenced the customer's decision to purchase the product; the customer's birth date, marital status, occupation and number of children; the customer's annual family income; which credit cards the customer uses regularly and if the customer owns or rents.

Customer interests

The back side asks customers to indicate their interests and activities that they participate in on a regular basis. Bartlett says this section enables the company to better understand the types of people buying its products so that it can develop new products based on those interests and activities and target market its advertising more effectively.

Generally, the purpose of the questionnaire, which Coleman updates annually, is to keep abreast of who's buying the company's products because the demographics are always changing, says Bartlett. "Coolers and sleeping bag buyers have gotten younger; people who purchase lanterns and stoves have gotten older, more mature."

The company also wants to make sure its advertising is reaching the right people. It uses the zip codes off the questionnaire to reach other potential customers.

"We want to rifle shoot our target instead of using a shot gun approach," Bartlett says.

The kind of advertising Coleman uses has also evolved.

"Our advertising has become more category-oriented instead of image-oriented. We used to rely on the Coleman name and 'The Great Outdoors' to sell our products. We used to spread our name every-

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