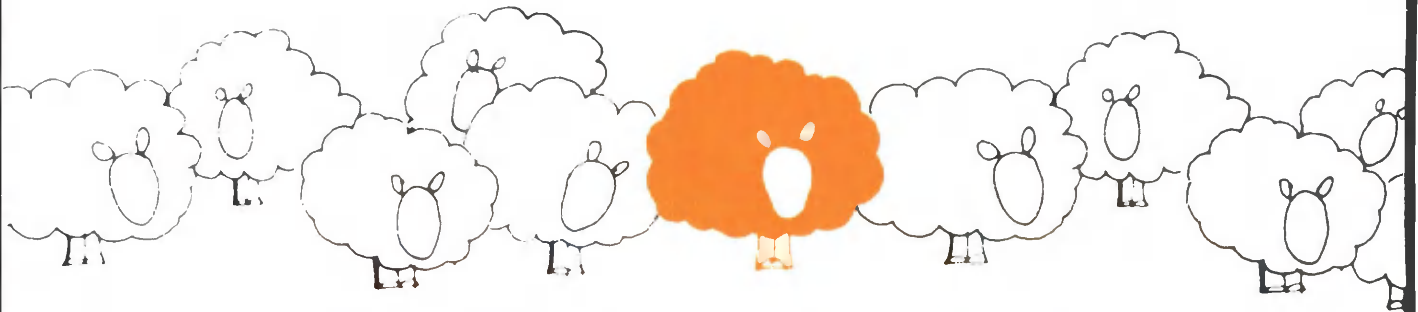




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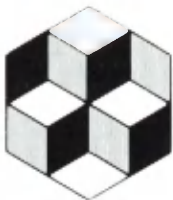
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### Cover

Polaroid develops a clearer picture of the market for its professional films. Photo courtesy of Polaroid.



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# Picture this

*Polaroid "checks out" the users of its professional films*



In addition to many products for use in amateur photography, Polaroid Corp. also manufactures films for use in a wide array of professional and business applications. To cite just a few examples: the science and healthcare fields use Polaroid products to capture images from everything from ultrasounds to scanning electron microscopes; professional photographers use Polaroids to check lighting and layout before beginning a shoot; and 31 states use Polaroid film for their driver's license and identification photos.

Within Polaroid, the Professional Film division encompasses eight market sectors, including the scientific and industrial, medical, commercial, electronic

imaging, and security/identification fields. And though each sector has performed marketing research on topics specific to its area, George Garland, senior market research analyst with Polaroid, says that the market sector managers wanted more concrete information on consumption in their various markets.

"Everybody wanted to know, 'What's my piece of the pie?'" he says. "We've done a lot of primary research, looking at the various syndicated efforts that are available, and certainly some good information comes from them, but it's not at a level that's of great help to us. We needed to look at specific film types and specific markets, (to get) the really detailed information that we couldn't get from any

other source."

The idea was to profile the professional film users by market to discover which film types were most used in each of the markets and with what applications, thereby gaining a broader perspective of the professional market.

## **Incentive with survey**

To do this, Polaroid used ResponseChecks, a research tool created by Attitude Measurement Corp. (AMC), a Southampton, Penn.-based marketing research firm.

Combining the incentive with the survey, a ResponseCheck is a negotiable bank check with a questionnaire on the back. Each check is made out to "bearer,"

and the dollar amount is set by the client.

Ray Roshkoff, president of Attitude Measurement Corp., says the typical incentive for consumer-related projects is \$1.00, though because the respondents in the Polaroid survey were professional photographers, \$3.00 was the amount chosen.

Below their endorsement on the "check," respondents supply their name, address and telephone number and answer a series of questions which are printed on an attached "stub." Once the



Garland

checks are cashed, they go through the normal check-processing procedure before being returned to AMC for coding and tabulation. AMC also assists with questionnaire development, handles the check printing, and compiles a respondent database for each project which clients can use for follow-up research,

focus group recruitment, etc.

### Most popular film types

Beginning in September 1988, ResponseChecks were randomly inserted into boxes of five of Polaroid's most popular professional film types—approximately 2,000 checks per type. The checks

medical profession actually reads a given issue. So periodically checks were placed in random copies of a publication, and based on the number that were found and cashed by the doctors, the readership percentage would be determined. And the pharmaceutical companies would use this data in selecting their media," he says.

"I took the concept and thought Why not put it in consumer products?—where often we were screening for really low incidence users. If we gave people enough of an incentive they would identify themselves, and not only would they identify themselves, but you could also put a survey on the back. And that grew into the method that

continued on p. 29

## THIS IS A REAL CHECK

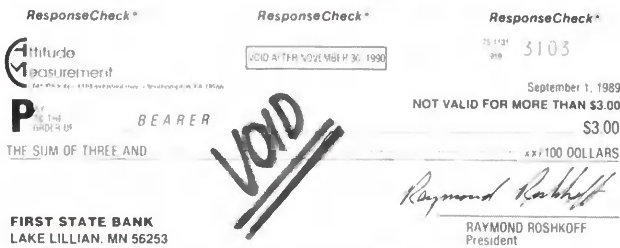
You are lucky to have purchased one of the few boxes of T52 film selectively placed throughout the United States into which these checks have been inserted.

By cashing this check in the same manner as you would any other and completing the short survey on the back of the check before you endorse it, you will be providing valuable information to Polaroid Corporation.

The \$3.00 is our way of saying "thank you" for helping us with this most important survey.

Sincerely,

*Raymond Roshkoff*  
Raymond Roshkoff, President  
Attitude Measurement Corp.



Polaroid placed the ResponseChecks, which combine an incentive (above) with a questionnaire (right), in random boxes of five of its most popular professional film types.

# "An evolutionary process"

The implementation of any new idea is always a learning process. Without a frame of reference, you pick things up gradually, smoothing out the logistical bumps and humps as you go.

That's just what Ray Roshkoff has done over the years while refining the ResponseCheck concept. Roshkoff, president of Attitude Measurement Corp. (AMC), says he came up with the idea of putting a questionnaire on the back of a check after seeing a somewhat similar method used to gauge readership of trade magazines in the medical field.

"Medical publications are sent to many doctors free of charge to increase the circulation and there is some question about what percentage of the

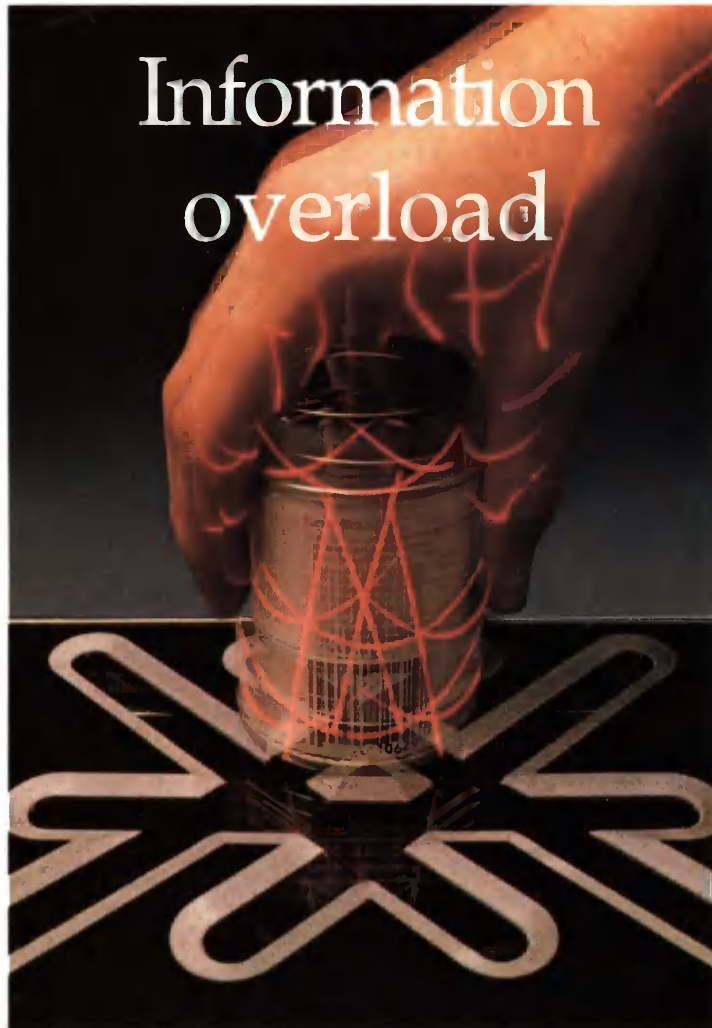
were packed into one box of film per case, so that customers who buy in large quantities wouldn't be inundated with checks.

Further, the boxes containing ResponseChecks were dispersed to regional

continued on p. 28

THANK YOU FOR PARTICIPATING IN THIS STUDY		YOUR ENDORSEMENT	
PLEASE RECORD YOUR ANSWERS TO EACH QUESTION AT THE RIGHT OF THAT QUESTION		SIGNATURE	DATE
		YOUR PRINT NAME	
1 What camera/equipment was used to expose this box of T52 film?		TITLE	
		DEPT	
		COMPANY	
		ADDRESS	
		CITY	
2 Why did you choose T52?		STATE	ZIP
		PHONE #	
3 What one subject matter do you make exposures of most often with T52?		CAMERA/EQUIPMENT MANUFACTURER	
4 In general, about what proportion of your work do you do with Tungsten versus daylight light sources?		MODEL #	
5 When did you last read the Polaroid tip sheet that comes with the film?		TUNGSTEN _____ %	
6 Circle the number which best describes your general level of satisfaction with T52?		DAYLIGHT _____ %	
7 What do you particularly like about T52?		OTHER _____ %	
8 What do you particularly dislike about T52?		DATE	<input type="checkbox"/> NEVER
9 Please indicate all Polaroid Instant films you have used in the past 30 days		DATE	<input type="checkbox"/> NEVER
10 Next to each Instant film type, please record the total number of exposures you made using that film in the past 30 days		1	2
*Total exposures, not packs or boxes		3	4
11a Do you think the number of exposures you make with T52 film will increase, decrease or stay the same in the next 12 months?		5	
11b Why do you say that?		INCREASE <input type="checkbox"/>	
12 The space to the right is provided for you to note any suggestions, comments or questions you have concerning Polaroid Corporation or Polaroid products		DECREASE <input type="checkbox"/>	
		STAY THE SAME <input type="checkbox"/>	

# Information overload



A recent study by Temple, Barker & Sloane, Inc. (TBS), a Lexington, Mass.-based management and economic consulting firm, found that while the consumer products companies using scanner data are excited by its potential, many believe that they aren't using the information to its fullest extent.

The study, a TBS report says, was intended to discover "how extensively firms are using scanner data, how they use various support tools, what added value they expect (or want) from the data, and how satisfied they are with scanner data."

To do this, marketing services and marketing research managers, directors, and vice presidents in 51 U.S. consumer products firms were interviewed.

"Essentially what you're seeing in this market is a very exciting, very important resource that the big consumer packaged goods companies are still trying to get their hands around, and the data is progressing faster than the users are able to get the value from it," says Nancy Peck-Gray, associate, Temple, Barker & Sloane's marketing and sales management group.

## *A survey of scanner data users finds problems with data analysis, assimilation*

by Joseph Rydholm, managing editor

"(Scanner data) is a dream for marketers. Consumer packaged goods companies know the subtle analyses they could be doing with this data. They know that if they probed and they pushed into the depths of this micro-market data, they could gain knowledge of its subtle characteristics, especially combined with panel data."

On the other hand, Peck-Gray continues, it's also a nightmare. Because of the frequency and volume of data shipments and difficulties with the analysis process, some companies indicated they didn't have the time or the resources to get the most from the data.

"They expressed concern that there wasn't enough time or enough staff, and frankly they hadn't figured out how to approach a more in-depth analysis of the data."

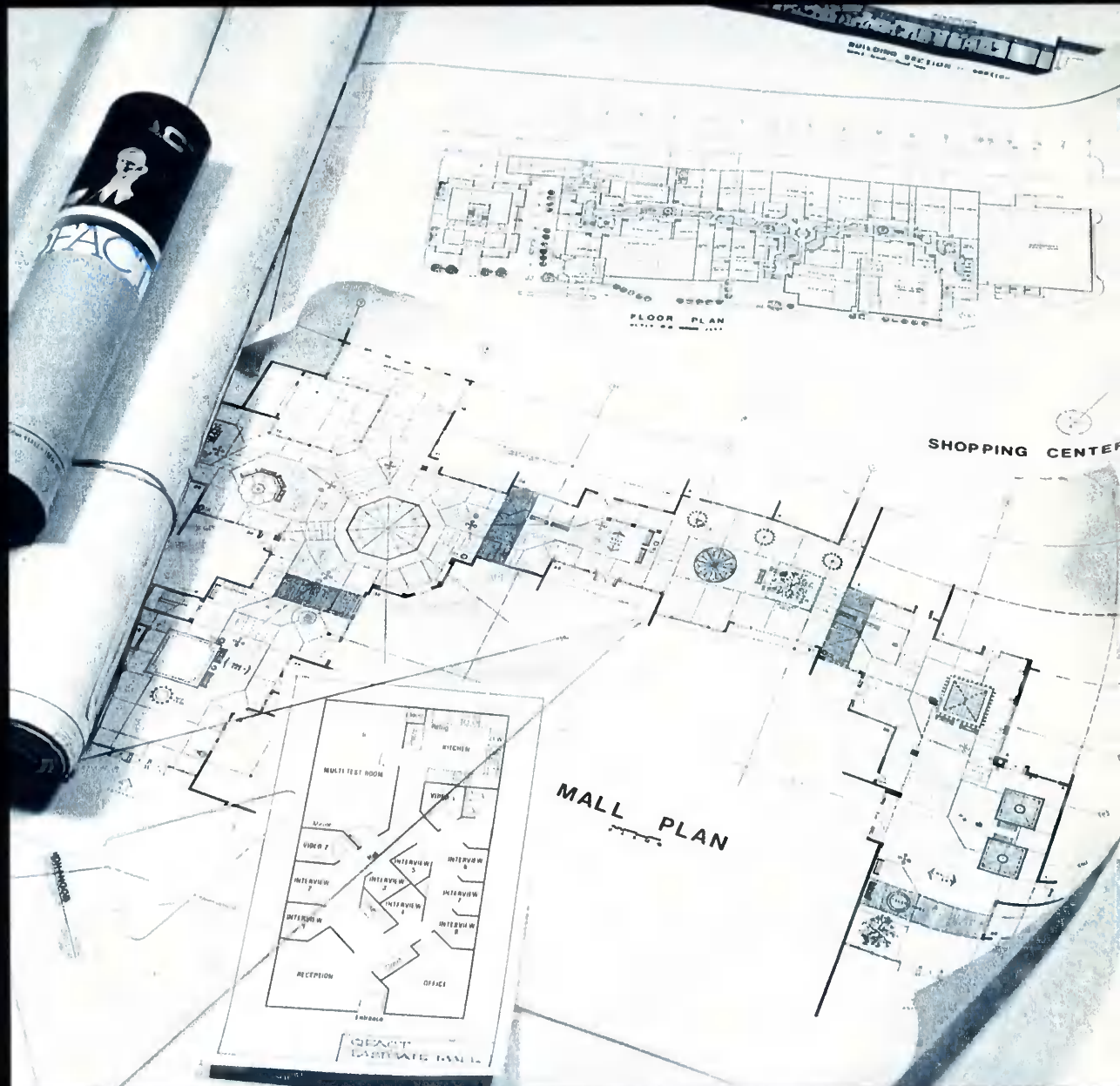
Many firms are also worried that their competitors are somehow using the information more effectively than they are. Awareness of these feelings was one reason why TBS performed and underwrote the study.

"The consumer packaged goods world had been consistently sending us signals that one of their main concerns was their use and application of scanner data. Our impression was that they were worried that their peers were getting more sophisticated in using the data than they were, and so we decided that in order to better serve our clients, we really needed to understand exactly what

continued on p. 30



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**F**ollowing their home, the most expensive item most Americans purchase in their lifetime is an automotive vehicle. Like homes, vehicles are not simply possessions. They are primary elements in how individuals express their personalities and lifestyles.

Money is only one of many factors involved in the purchase of a particular vehicle. Two vehicles may be priced exactly the same and yet be entirely different in style, structure, size, and function. These differences accommodate differing buyer needs and become the basis for market segmentation.

Many automotive analysts maintain that the compact truck has been the most dynamic vehicle segment in recent years. This category includes compact pickups, compact sports utilities, and also, in some schema, mini-vans. Sales in this segment have exploded since the mid-1980's for a variety of practical and perceptual reasons. For example, many drivers need, or at least feel they need, such truck features as four-wheel drive, greater cargo capacity, and the better view of traffic afforded by a truck's higher ground clearance. In addition, compact trucks, like other vehicles, are of great importance in conveying an image with which many buyers want to be associated.

As a service to the automotive industry, *Newsweek* recently completed a comprehensive survey among new compact pickup and sport utility truck buyers. The purpose was to provide a database about buyers, their vehicles, and the purchase process which the industry can use as a tool to better serve future buyers.

---

# FOUR WHEELING AND DEALING

---

*A Newsweek survey  
reveals the factors  
that drive compact  
truck purchases*

---

by Jim Schwartz

## Methodology

Data were collected with an eight-page questionnaire that was mailed to buyers of the thirty-eight 1989 compact truck models (hereafter called "trucks") available for purchase in November and December, 1988. Names were selected systematically from private sector, unrestricted state registration data supplied by R.L. Polk & Co. A dollar was used as an incentive. In total, 8,451 questionnaires were mailed, with 183 being returned as non-deliverable. By the end of the field period, which extended from February 24 to April 24, 1989, 3,354 questionnaires had been returned, for a response rate of 41%. Returns were weighted by model to represent the number of registrations, so the results reflect the importance of each make and model in the market. Market Facts in Chicago was the research firm commissioned

to conduct this project.

## The purchase process

Much automotive research focuses on either the demographics of buyers or vehicle characteristics. The focus of this research is on another element concerning new truck buyers—the process that leads to the purchase. An incredible number of factors go into the process of buying a product that becomes a major reflection of the owner's personality. This article is a review of the key elements in that process.

## The length of the purchase process

Many durable products are purchased within a short time

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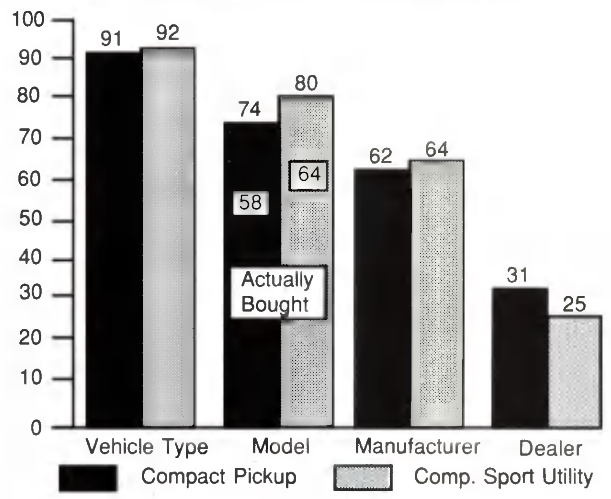
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GRAPH 1 WHEN FIRST THOUGHT OF BUYING HAD IN MIND SPECIFIC:



span and the decisions involved are made solely by the buyer. This is not true in the purchase of a new truck. The purchase process is lengthy. Sport utility buyers spend a median of eight weeks just in gathering information. They also spend a median of four weeks deciding to buy a new vehicle, three weeks visiting dealer showrooms, and one week deciding on the exact model.

Pickup buyers spend slightly less time at different stages of the purchase process, although the process is still a lengthy one. (These numbers are not additive because of the question structure.)

### Many people involved in purchase

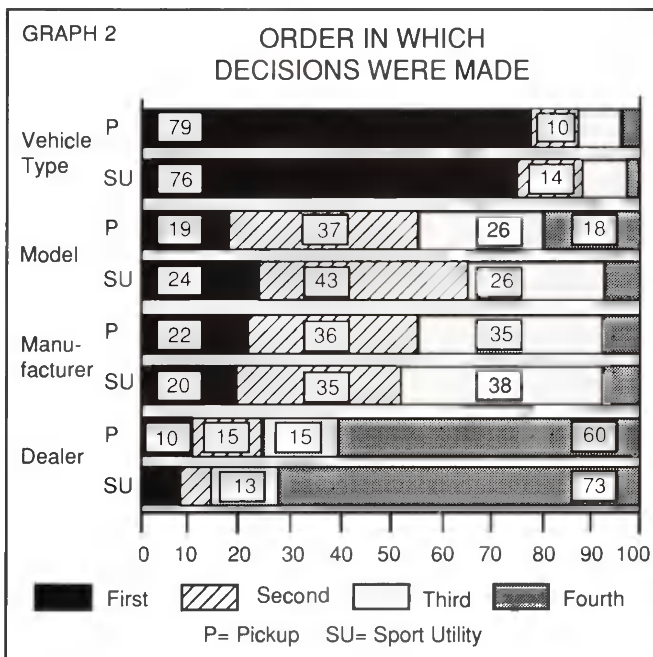
Typically, many people are involved in the purchase of a new truck. Understandably, nearly all drivers influence the purchase of their new trucks. The six percent not involved are the principal drivers (the respondents in this survey) who are not the registered owners. For example, some drivers may have received the truck as a gift from their spouse or parent. Of all purchases made, spouses influence 61%, auto dealers 55%, friends 52%, children 25%, parents 22%, and auto mechanics 21%. The point is that given the complexity and size of the purchase, a multitude of individuals apparently influence the purchase decision.

### Decisions made in advance

When buyers first enter the purchase process, have they already made the key decisions, or are they receptive to alternatives in the market? Indeed, many buyers have actually made certain key decisions when they first thought of buying a new vehicle: nine out of ten truck owners knew the type of vehicle they would buy.

Approximately three-fourths knew the model they wanted, while slightly fewer than two-thirds knew the manufacturer they preferred. Over a quarter had selected the dealer they would buy from.

Such early interest in buying a specific model does not automatically result in purchase of that specific model. Because it is known that people frequently change their minds during the



purchase process, respondents were asked if they actually bought the model they had in mind at market entry. Fully 74% of the pickup buyers said they had a specific model in mind, and 58% of all pickup buyers actually bought that model. Similarly, 80% of the sport utility buyers had a specific model in mind and 64% actually bought that model. In other words, approximately 80% of those who had a specific model in mind when they first thought of buying actually bought that model. These data are critical because they demonstrate the enormous value of pre-selling people before they enter the market as buyers. (See Graph 1.)

#### Purchase order decision

Some years ago, when the automotive market was composed of far fewer models, many buyers probably selected their vehicles on the basis of loyalty to a dealer and the models he had in stock. This survey provided the opportunity to determine if the decision order remained that way.

In fact, it has not. Of the four decisions mentioned above, the first one most buyers made is the type of vehicle, while the dealer is decided upon last. Model and manufacturer, often inseparable, are the second and third decisions of most truck buyers. (See Graph 2.)

#### Compact trucks—fad or fixture?

Some analysts thought the compact truck market's impressive growth in recent years might be a passing fad. Yet much of the data in this survey indicate trucks are here to stay. For example, when respondents first seriously considered buying a new vehicle, 85% of the pickup buyers and 65% of the sport utility buyers considered truck models only, while 14% and 31%, respectively, considered both cars and trucks. Other factors which indicate that the truck market is not a fad include the reasons trucks were selected over cars, the alternative vehicles considered, and the vehicles disposed of, all of which are

continued on p. 37

**When they are focusing on you...**

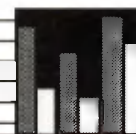
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## Spanish most important language

According to a survey by the temporary-help firm Accountemps, 44% of executives felt that Spanish was the most important foreign language for a successful business career in the next 20 years. Japanese was next at 33%. Others were ranked as follows: French, 8%; Chinese 6%; German, 5%, and Russian, 1%.

## Don't forget to check the oil

A recent TeleNation survey of 1000 adults found that 85% had changed the oil in their primary car in the last six months. A little over half of those indicating that the oil had been changed said that they did it themselves or had a friend or relative do it. Slightly less than half (48.4%) went to a commercial outlet for a change.

In that segment, 28 percent went to a service station, 26% went to a quick lube and oil change outlet, and 22 percent went to a car dealership. The remaining 24% was made up of independent repair garages (9%), tire company service centers (5%), and discount or department store service centers (5%).

## Busiesses dissect their travel budgets

According to a recent survey of corporations by Runzheimer International, a Rochester, Minn.-based travel consulting firm, airfare accounts for the largest share of a company's travel expenditure.

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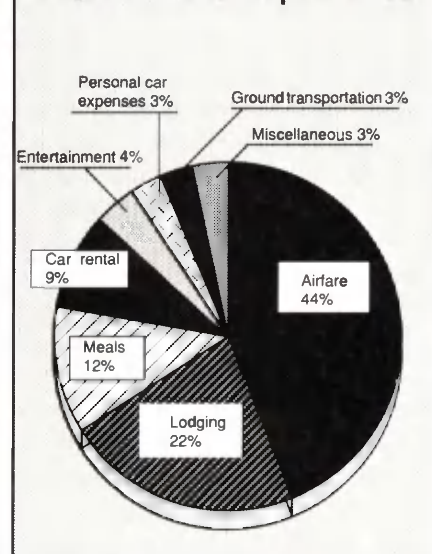
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### Business Travel Expenditures



It makes up 44% of the total, followed by lodging (22%), and meals (12%). The remaining segments are shown in the graph.

## Most firms looking ahead to European unification

A recent Opinion Research Corp. survey found that approximately half of America's largest companies plan to expand their role in Europe's commerce when the 1992 unification arrives. More than 500 executives, nearly 200 of whom are actively involved in international operations at their respective companies, were interviewed by telephone.

According to international operations managers, American business' response to the prospect of 1992 primarily involves seeking European suppliers (48%), and expanding their European exports (42%); however, many of America's largest firms are also planning to increase their physical presence in Europe. Two executives in five (42%) who are active in international operations say their company is looking for European joint venture opportunities. More than one in three (37%) say their organizations will at least establish a European office. Other planned actions include: acquiring a

European company (30%); establishing subsidiaries to serve the new market (25%), and building new European facilities (22%).

The most frequently reported company activity is information gathering. 72% of the executives say their companies are reacting to 1992 by monitoring their European competitors more closely, and half report a serious commitment of resources to study the consequences for the company.

International operations executives are the most enthusiastic about 1992's prospects for their companies. Nearly three in five (57%) believe the impact will be at least moderately favorable (although only 7% project a very favorable impact); 13% see a moderately or very unfavorable impact on their company; 26% see no impact at all; 4% are unsure.

Even among executives in total, positive expectations outweigh negative ones: nearly half (45%) see a favorable impact on their company, while 10% fear negative results. Two in five expect the 1992 Common Market to have no impact on their companies.

The mostly favorable attitude of executives is reflected in their views of the possible macroeconomic and political effects of the new Common Market. Among all executives in the study, 77% agree with the statement that an economically unified Europe will be a positive development for the U.S., as well as for the other trading partners of the European community. Nearly the same number of executives (74%) believe 1992 will result in an increased flow of goods into the United States.

On the negative side, one-third (33%) of the executives believe that trade barriers against American products will result from the new Common Market. 26% of the executives agree with the statement that an economically unified Europe will benefit only the countries in the European community.

Most American executives foresee neither the extreme of future political and military unification (78% disagree that this is likely to occur), nor that the individual interests of the European countries are too divergent for an economically unified Europe to be successful (64% disagree).

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# NAMES OF NOTE



**John D. Semler Jr.** has been promoted to president of St. Paul-based Readex Inc.

**Michael Cooper** has been named president and CEO of Princeton, NJ-based Opinion Research Corp.

Ehrhart-Babic Group, Englewood Cliffs, NJ, has promoted **Salvatore De Benedetto** to corporate field director.

SPAR/Burgoyne, Tarrytown, NY has appointed **Timothy Ryan** as senior vice

president and director of the ConsumerViews division. **Frederick H. Bahr** has



**Ryan**



**Bahr**

been named director of data processing. In addition, **Dr. Allen Tenenhanm** has

been named vice president of the ConsumerViews division.

Atlanta, GA-based Equifax Inc. has promoted **Joseph E. Dawson** to vice president-corporate marketing.

Market Data Retrieval has named **Robert M. Resnick** to vice president of sales and marketing. Previously he was director of planning and development for the McGraw-Hill Publishing Co.

Total Research Corp., Princeton, NJ,

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has promoted **Janet Knoll Giordano** to technical manager of data processing, and **Stephen P. Cutino** to senior research analyst. **Larry Durkin** has been named senior research analyst. Previously he was with Response Analysis Corp. **Darlene L. Lauriha** has been named research analyst. Previously she was with JRP Marketing Research Services, Inc. In addition, **Stephan R. Konopka** has been named junior specifications writer.

**Sharon Feyerherm** has been named category research manager at Miller Brewing Co.



Feyerherm

**Cathy Berggreen** has joined Project Research, Inc., Minneapolis, as a senior research analyst. Previously she was a senior analyst at Retail Systems, Inc.

Marketscan International, Pasadena, CA, announces two appointments to its Flight Labs division: **Dr. Henry M. Braner** to director of marketing and **Marcia J. Barto** to director of operations.

**Jacqueline D. Bunnell** has joined the ICR Survey Research Group, Media, PA, as vice president, client services. Previously she was an account manager and business development executive at the A.C. Nielsen Co.

**Kathleen Kennedy** has joined Catherine Bryant & Associates, Winston-



Kennedy



Gorelli

Salem, NC, as vice president and project director. In addition, **Gina Gorelli** has joined the firm as an administrative assistant.

Field Research Corp., San Francisco, has named **Cliff Zukin** research director. Previously he was director of the Center for Public Interest Polling, Rutgers University.

**Joseph R. Francica** has been named business manager, commercial applications, in the Arlington, VA, office of Tydac Technologies.

As of November 6, **James G. Address** will join Chicago-based Information

Resources, Inc. as president and chief operating officer.

**Kristin Holmes** has been transferred to the European headquarters in Thames Valley, England of San Francisco-based Computers for Marketing Corp. to assist in providing training and technical support.

**Douglas M. Long** has been named vice president, field services for the Market Research division of IMS America, Plymouth Meeting, PA.

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## New credit card database

National Decision Systems (NDS) introduces a new database for companies interested in marketing bank or retail credit cards. Using the Equifax Consumer Marketing database as its source, the database contains information on over 150 million cardholders, including counts of the total number of cardholders, total number of cards, total card balance, average balance per cardholder, total credit available, average credit available per cardholder, and percent of card usage. Users can analyze ZIP codes, counties, and larger areas to gather an array of information on the market.

The cardholder database is accessed with NDS' Infomark Laser PC System. It is linked to the VISION geodemographic segmentation system, enabling users to profile and target high propensity seg-

ments within key groups. Information on the database is derived from complete and actual counts rather than survey data, and it is updated on a semi-annual basis. For more information, contact Randy Grimm at NDS at 619-942-7000.

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Option Technologies' OptionFinder software is an opinion collection and analysis system that connects up to 120 participants with an IBM-compatible personal or laptop computer via individual 10-button keypads. The computer also connects to a video projection device with immediate feedback of results.

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ask participants to vote on as many as 52 items developed either prior to a meeting or generated through group discussion within the meeting. The participants enter their responses into the keypads and the computer calculates the results and then displays them anonymously to the group in the form of a bar chart of multi-dimensional presentations. For more information call 800-645-2287 (in New York, 516-277-7000) and ask for the OptionFinder Group.

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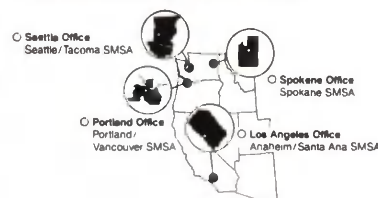
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reach the age of 17. The list is derived from the UK Electoral register. Each name has been coded with an ACORN Life-styles code, which characterizes each name with one of 81 different consumer segments, allowing users to pinpoint names and addresses of Britons with the greatest propensity to buy a specific product or service. For more information contact Eric Cohen at 703-698-4624.

## Directory lists research reports

The 1989 FINDEX Directory of Market Research Reports, Studies and Surveys contains thousands of marketing research report references, industry studies, Wall Street research, and individual company reports. It includes a short summary of each listed multi-client study and a mid-year supplement. Available from MacFarlane & Co., 404-352-2290; fax 404-352-2299.

## New products for Compass

Claritas Corp. has released several new target marketing products for Compass, a PC-based software system that integrates Claritas' demographic databases with client and third-party databases for target marketing. Applications include site selection and planning, custom territory design, product profiling, mapping, stra-

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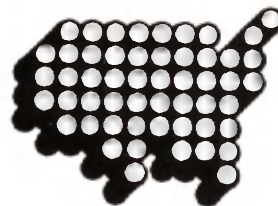
The new products include Market Management System, a replication of Accountline Financial Services' Black Box geodemographic marketing system for the financial services industry; Compass Market Audit, a PC version of Claritas' Market Share Audit, originally a mainframe system, used to analyze banks' market share; and Compass Newspaper, a market analysis system designed for

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# Organizing and implementing a market tracking system

by N. Carroll Mohn

What are the elements of an ongoing market tracking procedure required within a company to carry out the function successfully? What about the tracking organization and its sponsorship within the company? This article focuses on some of the more important considerations that are essential to successful implementation of a market tracking system. It examines some of the characteristics of successful tracking systems and how a company might apply itself to getting started. The emphasis here is on those aspects of the market tracking function that are most important to the manager. Clearly there are details associated with establishing a staff organization to support tracking that must be known by the individual who will be in charge of that group. This article, however, does not deal at this level of detail, but rather aims at covering the main points important to the manager (user) of that tracking support group.

## Elements of an ongoing tracking procedure

For any particular market tracking application five basic steps usually will be followed. These five steps are primary in establishing the tracking function within a company because support is required for each of them. Should any of these elements be missing or not properly supported, the results of a market tracking function will not be satisfactory. To

see just what skills and resources are required for market tracking, each of these five basic elements will be examined.

### 1. Identifying management needs.

The starting point for any new market tracking application is identification of management's requirements. Due to the nature of market tracking and the supportive role it plays in decision making, the

tracking staff frequently will identify what they think is a requirement, and then upon querying management, naturally will receive a positive response. Since supplying a manager with a market tracking report does not require any explicit change in his or her decision making, the manager can always say he or she would like more information, whether or not that information is directly relevant to managing the business.

Pursuing such a procedure in the development of new market tracking applications can be detrimental to the tracking function in the long term. When the tracking staff identifies the potential requirements, it is likely that the number of tracking reports being supplied to management will balloon rapidly, yet the effect on management's decision making will be minimal.

What is required at this step is a procedure that will require the manager's participation in determining what market tracking reports would be most useful to his or her particular requirements. While it will be more difficult to involve a busy manager in this identification process, those companies that have done so have found it much more efficient in the long term. One successful way has been to have the tracking staff hold discussion sessions with small groups of managers. The function of these discussions is for managers themselves to identify what they think may be appropriate market elements to monitor. The tracking staff



*N. Carroll Mohn is manager, analytical methods in the corporate marketing research department of the Coca-Cola Company. Dr. Mohn received both masters and doctorate degrees in business and economic statistics from the University of Texas at Austin. He has written numerous journal articles and co-authored a text entitled "Sales Forecasting Models: A Diagnostic Approach."*

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can then introduce managers to some of the possibilities that exist to track specific market elements.

**2. Hiring qualified tracking staff.** In any company it is useful to have one or more people to help develop and maintain the market tracking function. Basic jobs of this staff group are to support each of the steps of market tracking, being responsible for the actual data collection and the analysis with specific tracking techniques. It is important that staff

members be competent in their understanding of the available tracking analysis methods and that they also be competent in understanding the management issues. For most cases, their training will be technical, but more importantly, they must be able to discuss with the manager existing or potential problems and situations uncovered in the market tracking process.

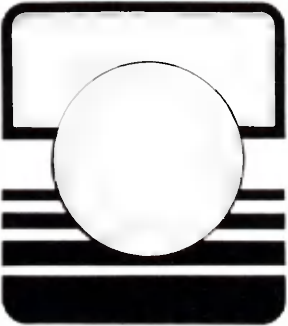
Toward the development of tracking staffs, companies generally have found it advantageous to trade understanding of

the business for technical expertise. It also is important that both management and staff realize that the tracking group has been created to support management. Thus, market tracking requirements may adapt when new managers with different decision-making styles need different market tracking support.

**3. Gathering data.** The lynch pin for successful market tracking is a high level of manager expectancy for the periodic tracking reports. In the data-gathering arena, funding support must be available in the form of a willingness to establish a database from primary and secondary sources. Actual gathering of data usually will be performed by the tracking staff. Procedures for collecting the market tracking data will be determined by its type and source. Once procedures have been established for the actual collection of tracking data, it must be put into form for applying the tracking method. This usually will entail getting the data onto a computer system so that a computerized version of the tracking method can be applied. Design of this data gathering and formatting operation is a key technical function of the market tracking staff.

**4. Applying the tracking method.** After data are gathered over a time interval, the market tracking staff can apply the appropriate method for tracking. Examples of frequently used procedures are: moving average, trending, or other smoothing methods; actual percent of budget; percent change from prior period; indexing; and exception reporting using prespecified management criteria. It is essential that the company supply necessary computer support to prepare market tracking reports efficiently. Such support usually will include a computer and initial programmer time to fit the tracking method to the data.

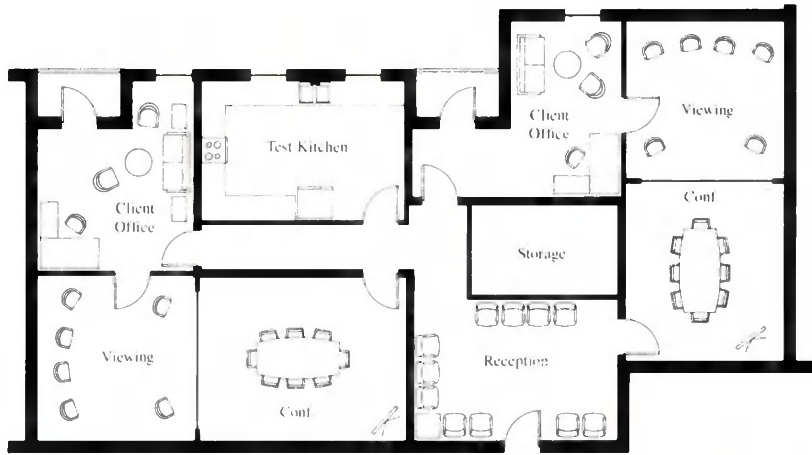
**5. Communicating the tracking report.** For a market tracking report to be of optimal value, it must be given to the manager in a timely manner and in a form to fit his or her particular decision-making style. This means that the market tracking staff must be aware of the time frame within which the manager operates. In terms of the format in which the



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tracking function is presented, it is advantageous to supply both graphical and tabular output, either in hard copy or via computer. Preparation of brief narrative highlights about the data patterns may be appropriate for management, but one thing that clearly should be avoided is overload of information and redundancy.

### Avoiding common mistakes

Managers always seem surprised at the number of difficulties that can develop in getting a market tracking function up and running. Resolving some problems sometimes requires more than reorganizing the effort, primarily because people do not change quickly. The following listing includes several examples.

1. Human mistakes in recording data may make a manager hesitant to base decisions on the data.

2. People responsible for checking a market tracking analysis may give rubber stamp approval without verifying its consistency and reliability.

3. A manager may find that market tracking data never seem to be available in time to impact his or her decisions.

4. The manager may not be committed to the market tracking function because s/he does not know how to incorporate it into decision making.

5. Some of the people whose contribution is needed to make market tracking successful do not feel any personal need to make changes in their own procedures that are required to complete the tracking system.

Careful planning and support can be undertaken to help alleviate such difficulties. Accordingly, there are four general areas involving responsibility assignments.

**1. Who is responsible?** When establishing a market tracking function, companies sometimes fail to define explicitly the responsibility and leadership required for it. Just hoping this responsibility will find a home often can create misunderstanding and give a poor orientation to

the market tracking function from the beginning.

While there are no general or set rules about who is most appropriate, responsibility for market tracking must be assigned. The key is making certain one person is responsible for the success of the function and that he or she has the authority to act to guarantee success.

**2. Who makes decisions?** The market tracking function involves two types of decisions. The first, just mentioned, sur-

rounds guiding the entire market tracking function within the company by a single person given this authority. The second surrounds specific projects and periodic reports of market tracking. The challenge is to determine which decisions will reside with the market tracking staff and which will be with the manager using the particular tracking services. Some areas such as determining what is to be tracked and the frequency of reporting are clearly the manager's responsibility. Others involving technical decisions are the

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domain of the market tracking staff, but at least should be reviewed by the manager who will use the tracking service.

**3. Who pays for tracking services?** The issue here is assigning the cost of market tracking to specific organizational units of the company. Generally, there will be some overhead cost associated with maintaining the market tracking staff, but the majority of the expense should be assigned by the specific tracking reports produced. It is important to allocate market

tracking costs wherever possible to the company organizational units using the market tracking reports. The advantage of doing this is that the manager will be more likely to weigh the benefit derived in contrast to its cost. When an organizational unit does not have to pay for having market tracking reports prepared, it usually will justify many tracking services as having value, even if some of them are marginal. As part of the cost allocation process, an initial analysis of what a market tracking report will cost should be

made with the user's agreement to cover its cost. Where a market tracking report is being supplied to several different organizational units, cost can be either equally or proportionally shared, whichever is equitable for the particular company situation.





**4. Who does the work?** There typically are three jobs in any market tracking application: 1) the tracking staff which identifies and carries out the tracking application, 2) the manager who will apply the market tracking service in his or her decision making, and 3) the computer programmer who will actually automate and apply the market tracking method to the data. Coordinating these tasks requires that one person have the responsibility for seeing that market tracking reports are published on schedule and that procedures are established for coordination among the various parties. Usually, the person in charge will be a member of the market tracking staff since they have the background to interface with the different units.

A common problem in assigning tasks is scheduling programming support time. Since programmers are also a staff group serving multiple organizational units, it is sometimes hard for the market tracking group to get the response from the programming staff necessary to be effective. One solution is to have both staff groups reporting to the same person. Alternatively, setting up procedures outlining programmer assignments and time schedules is helpful.

**Locating and integrating the tracking function**

In simplest terms, locating the market tracking staff in a company should be consistent with the rest of the organization. The market tracking staff is most closely related to the work done by either marketing researchers or the computer systems group. Hence, it may make sense to combine with either of these units. When this is done, however, it is important that specific persons have the responsibility for market tracking. By setting up a market tracking subgroup, the function is given more emphasis and chances of its usefulness are improved.

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Perhaps most critical is that the market tracking staff realize their primary concern should be with management and management's problems. This requires that the market tracking staff report to a person who understands both the technical and the management aspects of market tracking.

The rule of consistency with the rest of the company organization is applied equally to establishing market tracking procedures. The area particularly related to market tracking is planning. Companies usually have established planning procedures, so it is instructive to determine how market tracking procedures can be integrated with at least this existing function to get some appreciation of the issues involved in integration.

In the planning process the application of market tracking involves periodically verifying the feasibility and soundness of a business plan. In this role market tracking provides managers with environmental and evaluative information about the assumptions underlying the business plan. Moreover, market tracking would identify large discrepancies with the plan

that need to be understood.

For any application of market tracking it is essential that an evolutionary approach be followed. The initial market tracking service does not have to be perfect. Rather, it should be useful, serving as the starting point from which refinements can be made. Attempting to anticipate all the difficulties and issues surrounding a market tracking function is impossible. Instead, beginning with something satisfactory and improving upon it is the practical course.

#### Characteristics of successful market tracking

It is worthwhile outlining several steps that can be taken by those directly responsible for market tracking to enhance its level of usefulness. These steps relate to:

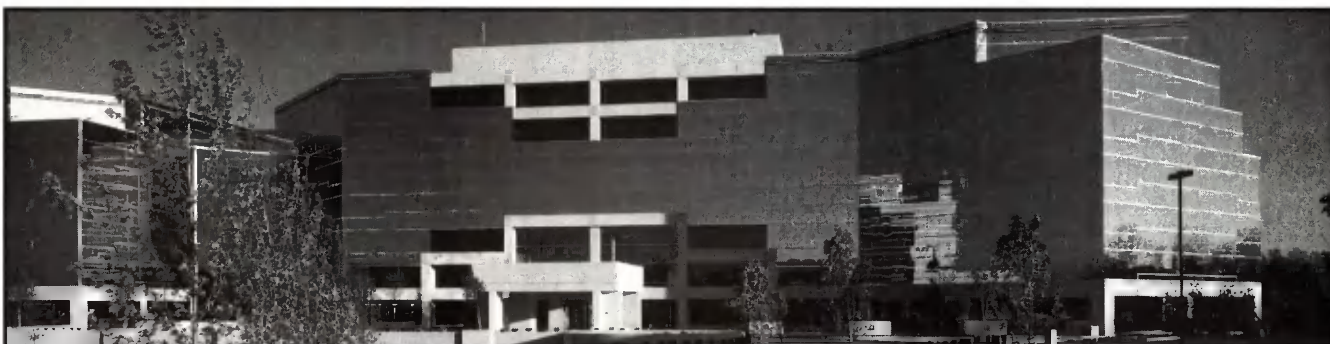
- 1) the manager type involved,
- 2) the degree of support in the company, and
- 3) the market tracking task itself.

As expected, the type of manager using the market tracking service dictates the

level of success. Characterizing the manager who successfully implements market tracking are: an understanding of the decision-making situation for which the particular market tracking report is being prepared, and an interest in real improvements in decision making rather than adopting market tracking input for appearances' sake.

Secondly, a company can do two things to support formalized market tracking application. One includes communicating the existence of market tracking services, noting those within the company who are using them successfully. Another is giving the manager access to those resources needed to utilize market tracking. These resources include the data, market tracking specialists and programming support to help in the preparation of the market tracking reports.

Finally and simply, situations for market tracking must be selected that are helpful to the manager, thereby improving decision making. What is needed are market tracking reports that provide opportunities for substantial improvement in decisions.



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## Polaroid

continued from p. 7

distribution centers in proportion to sales of the product the previous year, to get as close as possible to a random sample based on geographical distribution.

"The idea is that the client should intersperse them among their entire inventory so that we get a good sample of purchasers throughout the product cycle and throughout the entire marketing area," AMC's Roshkoff says.

The questionnaire sought information on: the equipment used in conjunction with the Polaroid film, what subject matter was photographed, current and future usage levels, opinions on the film, and readership of Polaroid literature.

During the process of drafting the questionnaire, Garland consulted with market sector managers to get their input and then structured the questionnaire to be as specific as possible about each film type while meeting more general infor-

mational goals.

### High response rate

The program has enjoyed a high response rate, accumulating returns of between 35 and 55 percent, depending on the type of film. Garland says that although final analysis of the data is still in progress, the project has been received with tremendous interest within the company.

"I think the biggest impact is the improved level of information for the market sector managers as they move forward in their strategic planning for 1990's and beyond."

### Usable information

Garland is unable to discuss specific findings in-depth, but he says that the research has already provided usable information in the areas of advertising and positioning, sales, and quality control.

"It lets us know where we should be directing our advertising efforts. We were able to look at each film type by sector and take total sales for a particular product and break it down specifically to the amount that was used in a particular area.

Usage data indicated that certain film types were being used in greater quantity in certain professions. For example, research showed that 90% of sales of Polaroid's Type 52, a 4x5 sheet, black and white film, were in the scientific and industrial sector. "We didn't know that before," Garland says.

This information, Garland says, gives the advertising and promotion teams more insight into who their current customers are and also assists in efforts to increase awareness with potential customers who might not now be using, considering, or aware of the capabilities of, Polaroid products.

"We can now target particular markets because we're better aware of the level of consumption within those markets of the various kinds of films. For example, we know now that there's a low consumption level of Type 52 in the professional photography market—that may be because the product is inappropriate for their use—but also there may be an opportunity there, in that some people in that industry may not be aware of the product or may not be aware that it's usable in certain applications.

"Positioning is always an issue. When your product line is so diverse, as our

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## ResponseCheck

continued from p. 7

we're using now."

In the eight years since their introduction, ResponseChecks have been used in many different ways, from defining purchaser satisfaction levels and obtaining usage information—as with the Polaroid example—to gathering marketing information from participants in rebate programs.

Initially, Roshkoff says, space limitations were an issue. There just wasn't enough room on the back of a check for several questions and their answers. Then he realized the questions could put on an attached "stub," freeing up a great deal of much-needed space. But this led to another snafu, as some respondents had difficulty figuring out where to write their replies to the questions.

"After I first developed the stub, when we asked an open-ended question—for example What do you like about the product?—I found that some people were starting to write their answer on the stub where the question appeared, not realizing that we wanted it on the

right, and so we'd get back only the second half of the sentence!"

This led to explicit instructions telling respondents where to record their answers and to the obliteration of any space on the stub that might be considered open.

Roshkoff says that one of the most obvious problems—that of bank processing stamps making some information on the back of the checks illegible—really hasn't proven to be that troublesome.

"Sometimes there's only one stamp and it's fairly light and other times it gets fairly heavy. It's a matter of where it was cashed and how many banks it travels through on its way back. Our coding department is quite used to working with them by now, and when they transfer the data to coding sheets for data entry, the original document is attached for reference in case there are questions."

As part of the ResponseCheck program, AMC handles printing of the checks for clients, something Roshkoff didn't think was possible in the beginning.

"Before I tried this I just assumed that you couldn't print your own checks and that everybody went to Deluxe Check Printers, for example. But when I discovered that I could print them myself, I

spent a good deal of time with different typesetters and printers trying to find out how I would go about it. Everything has to be very precise. You've got to have different kinds of inks and you've got to conform to each bank's specifications and the Federal Reserve's rules and regulations."

And it's not always governmental specifications that need to be met. Prior to proceeding with the Polaroid program, Roshkoff had to send samples of the inks and paper used to print the checks to Polaroid for analysis, to make sure they wouldn't chemically interact with the film types when placed in the boxes. Similar precautions have been taken when the checks are to be included in food products.

Roshkoff says some clients have asked him to look into the possibility of using ResponseChecks on an international basis. He's already used them in Canada—which presented its own set of difficulties, courtesy of some idiosyncratic Canadian banking practices—and as they are used elsewhere, Roshkoff is sure that new issues will be raised.

"It's truly been an evolutionary process," he says. □

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## Scanner

continued from p. 8

the status was of the use of scanner data."

### High interest level

The survey had an 84% response rate, which reflects the high interest level in the subject. 78% of the firms have \$300 million or more in annual revenues; the smallest firm generates annual revenues of \$25 million. 80 percent are food manufacturers, 13 percent are health and beauty aid firms, and seven percent manufacture other consumer products. The surveyed companies spend an average of more than a million dollars each on scanner data annually.

The study found that on average, the firms have been purchasing scanner data for almost three years. Many companies purchase scanner data from more than one of the three primary suppliers, Nielsen, IRI and SAMI. In conjunction with scanner data, most firms are also purchasing in-store display audits, pricing, local advertising, distribution, and couponing data. Approximately half also buy panel data describing purchaser

demographics.

### Usage

The study found that scanner data is used most frequently by the marketing,

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*"The satisfaction scores were interesting. You would think that marketers would be very excited about this product, but the 3.5 average satisfaction level is not good news. It says that there is a lot of work to be done on the user side and supplier side to take advantage of this resource."*

*Nancy Peck-Gray*

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sales, and marketing research departments for:

- basic business tracking, (watching category and company volume trends,

shares, and prices),

- tracking or testing variables (including promotions, in-store displays, feature coverage),
- planning (goal setting, forecasting),
- new product/test market tracking,
- monitoring competitors.

Sales departments use scanner data mainly for:

- basic business tracking,
- key account tracking,
- broker/trade management, including preparing business presentations and tracking levels of retail support.

Though the number of users within firms varies greatly (from 5 to 900 users per company), scanner data is used or analyzed extensively by an average of 45 employees within each company. When salespeople are also involved, the average number of users per firm is 122.

### Overall rating

The firms were asked to provide an overall satisfaction rating on a scale of 1 to 5—1 being dissatisfied, 5 being very satisfied. While the satisfaction levels of individual firms ranged from 1 to 5, the average rating was 3.5.

"The satisfaction scores were interesting," Peck-Gray says. "You would think that marketers would be very excited about this product, but the 3.5 average satisfaction level is not good news. It says that there is a lot of work to be done on the user side and supplier side to take advantage of this resource."

Although the survey found that scanner data users are satisfied with the timeliness of the data and the maintenance requirements for it, many respondents were unhappy with the depth of their companies' applications of and experience with the data.

(A small number of respondents indicated they were satisfied with the current use of scanner data within their firms. They tended primarily to be from small firms who are less experienced with scanner data. "Importantly," the TBS report adds, "the less satisfied scanner data users are firms with more than one year's experience with the data.")

The dissatisfaction stems from a combination of closely related factors. Each month brings a large quantity of new data to be analyzed. Associated with this are staff shortages (too few personnel are

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assigned exclusively to data analysis), in-experience with analysis (those employees who are involved need more training) and difficulties with the software used for analysis.

"My feeling is that it's not an inadequacy on the part of these companies. It's the fact that their standards and their understanding of what could be done with this data are high, but the personnel resources just can't be committed to full time monitoring of the data," Peck-Gray says.

#### Staff commitment

The survey found that on average each firm committed only one full-time equivalent staff person to analyzing updated scanner data each month, although this is separate from maintenance of the scanner data/system and separate from independent analysis undertaken by users throughout the firm.

"Companies probably should be budgeting to have at least one full time analyst in a particular group do in-depth analysis of this data every month, but that doesn't seem to be the typical pattern," Peck-Gray says.

"The typical pattern is that the top line is skimmed off the data in a report and distributed widely and everybody gets the baseline of business trends for their category and their industry and their market. But the marketers know that there's an awful lot more that could be gotten from the data."

#### More depth

To the question, "For what, if any, other routine purposes would you like your organization to use scanner data?" several firms responded that they felt they should be using the data in more depth and/or with increased sophistication.

70 percent of the firms reported using scanner data for reference purposes, while 30% indicated they used it as a broader discovery tool. As a reference tool, scanner data is used to confirm or refute suspected problems or marketplace activities. In discovery analysis, the data is more thoroughly reviewed, allowing the clients to discover important or unusual activity in the marketplace.

The latter is a time-consuming process, which Peck-Gray likens to reading a novel, that requires "starting from the beginning and letting it unfold and seeing

what interesting phenomena pop out at you."

"Asking the respondents what they thought would be an ideal ratio (between reference and discovery), interestingly, and not really surprisingly, people thought there would always be an important role

for reference analysis of the data, but they felt that the ratio really should be more like 50/50."

#### Increasing utility

The TBS report suggests the following ways for firms to increase their utility of

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the data: make sure that the data analysts are working to meet management's needs by analyzing and providing the right information; use the data in tandem with other internal data; and become more proficient with the available data analysis software.

This point presents some difficulty, Peck-Gray says, because in some firms, those currently responsible for data analysis don't feel comfortable with the analysis software available.

"They don't completely understand how to use it. They spend too much time

trying to get basic statistics pulled out. I think from the user's perspective, (the firms) really should be investing in training their people to use that software."

The most common comments made on data analysis software related to ease of use issues, with many respondents claiming that the software was overly complex. They also expressed the view that the features and capabilities of their present software package should be expanded. Many also discussed the use of "expert" tools such as automated analysis to enhance analytical capabilities.

#### Automated analysis

Questions on automated analysis software—which can take the place of human analysts by performing set analysis tasks—were added to the survey after

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*"They feel that it's a very expensive resource, and they feel that it's more or less an indispensable resource, because as long as their competitors are using it, they're going to use it themselves."*

*Nancy Peck-Gray*

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field testing of the questionnaire uncovered a great deal of interest and concern about the topic. (93% of the firms expressed interest in automated analysis capabilities, and one third have already taken steps to develop or acquire automated analysis capabilities.)

"The vast majority was interested in automated analysis programs. There are concerns about them—the thought process isn't as insightful as an interactive analytic person—but our impression was that people were beginning to feel that having a consistent look with some depth at their data every month would be very valuable.

"When analysts look at the data, they tend to look at it a little differently every month and pick up different phenomena. The nice thing about an automated tool is that it's consistent. It may not look at the data exactly as you would, but you know that it does it in a consistent

way every month, so that you have some baseline experience that you're working from."

#### Customize offerings

On the supplier side, the report recommends that they increase responsiveness to clients and work to customize offerings to the needs of specific companies. And, just as their clients should invest in automated analysis, the suppliers should also offer it and other tools to enhance analytical capabilities.

The TBS report states "A supplier's quality of service has two distinct dimensions. The first is the supplier's ability to deliver the data successfully—on time, accurately, and including appropriate analytical treatment. The second is the skill and effectiveness of individual sales/service representatives. The role of the supplier's representative is to understand the client's needs and communicate them to the supplier organization, to suggest relevant data and analytical solutions to the client and to satisfy the client that his needs and interests are being addressed."

#### Data quality

Data quality was also an issue in the survey. Peck-Gray says that nearly 50% of the respondents brought it up on an unaided basis as an area of concern for them.

"No company should accept the data as it is. There should be some basic checking to make sure that the magnitudes are in line with your own knowledge of shipments and that there hasn't been, for example, some major misplacement of a product into inappropriate categories which could skew the topline data dramatically and give the wrong signals."

#### Quicker turnaround

In the future, Peck-Gray says, scanner data will benefit from increased specialization and quicker turnaround time, making it imperative that users work to maximize their skill at analyzing and implementing it. The consumer products companies know that scanner data is here to stay.

"They feel that it's a very expensive resource, and they feel that it's more or less an indispensable resource, because as long as their competitors are using it, they're going to use it themselves." □

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## Polaroid

continued from p.28

products for the industrial world are, how do you position it? You really have to be very focused in your approach, and (the research) gives us an opportunity to address that issue with a greater understanding of what the (consumer) thinks."

### Promotional efforts

Garland says that the knowledge that Type 52 is used primarily in the scientific and industrial world will help focus promotional efforts for the film.

"We know that if we include a special promotion in the packaging, that most of the product will end up in scientific and industrial people's hands, so certainly we don't want to include something concerned with the medical field in that particular product."

### Technical comments

In the area of product satisfaction levels, the questionnaire solicited technical comments from the respondents, which gave Polaroid detailed information on specific quality-related issues.

"These areas were amply covered by the questionnaire, to such an extent that we now know some areas that we need to be a little more concerned about because of customer dissatisfaction. That directs us to address those issues in terms of developing new or improved products."

For example, the discovery of a technical problem through the research resulted in a reassessment of the interface of one film type with its film holder.

"The quality organization got together a task force with the hardware engineering people as well as the film engineering and manufacturing people and worked out a better system for the interface," Garland says.

### End-user notes

In the future, the research may also inform the content of Polaroid's end-user notes, a series of booklets designed to inform readers of the capabilities and uses of Polaroid professional films.

"In the end-user notes for the scientific field, for example, the subject might be optical microscopy, and we now know that a great deal of Type 52 is being used for that purpose, so it isn't inappropriate to say to the new people that are coming into that field: Here is a product that is used successfully in your particular field," Garland says. □

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# Questionnaire design—some general considerations

by David S. Walonick

*Editor's note: The following article is an excerpt from a paper entitled "Designing and Using Questionnaires." David Walonick is president of Walonick Associates, a software publisher for the marketing research industry.*

search method. The importance of an advantage or disadvantage depends upon the individual study and there are no absolute rules. It is, however, important for the researcher to be aware of the possible problems.

geographic areas. Written questionnaires become even more cost effective as the number of research questions increases.

Questionnaires are easy to analyze. Data entry and tabulation for nearly all surveys can be easily done on a PC. What's more, there is a large selection of statistical analysis software packages available for the PC.

Questionnaires are familiar to most people. Nearly everyone has had some experience completing questionnaires and

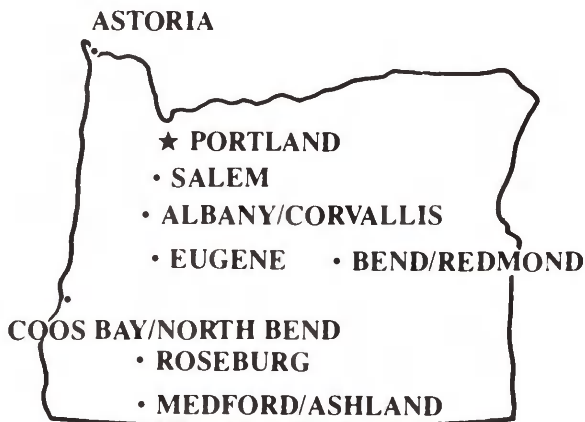
**Q**uestionnaires have many advantages and disadvantages. Each of these must be weighed to decide if a questionnaire is the best re-

#### Advantages

Questionnaires are very cost effective when compared to face-to-face interviews. This is especially true for studies involving large sample sizes and large

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they generally do not make people apprehensive.

Questionnaires reduce bias. There is uniform question presentation and no middle-man bias. The researcher's own opinions will not influence the respondent to answer questions in a certain manner. There are no verbal or visual clues to influence the respondent.

Questionnaires are less intrusive than telephone or face-to-face surveys. When a respondent receives a questionnaire in the mail, he or she is free to complete the questionnaire on his or her own timetable. Unlike other research methods, the respondent is not interrupted by the research instrument.

### Disadvantages

One major disadvantage of written questionnaires is the possibility of low response rates. Low response is the curse of statistical analysis. It can dramatically lower our confidence in the results. Response rates vary widely from one questionnaire to another (10%-90%), however, well-designed studies consistently produce high response rates.

Another disadvantage of questionnaires is the inability to probe responses. Questionnaires are structured instruments. They allow little flexibility to the respondent with respect to response format. In essence, they often lose the "flavor of the response" (i.e. respondents often want to qualify their answers). By allowing space for comments, the researcher can partially overcome this disadvantage. Comments are among the most helpful of all the information on the questionnaire, and they usually provide insightful information that would have otherwise been lost.

Nearly 90 percent of all communication is visual. Gestures and other visual cues are not available with written questionnaires. The lack of personal contact will have different effects depending on the type of information being requested. A questionnaire requesting factual information will probably not be affected by the lack of personal contact. A questionnaire probing sensitive issues or attitudes may be severely affected.

When returned questionnaires arrive in the mail it's natural to assume that the respondent is the same person you sent the questionnaire to. This may not actu-

ally be the case. Many times business questionnaires get handed to other employees for completion. Wives sometimes respond for their husbands. Kids respond as a prank. There are a variety of reasons that the respondent may not be who you think it is. It's a confounding error inherent in questionnaires.

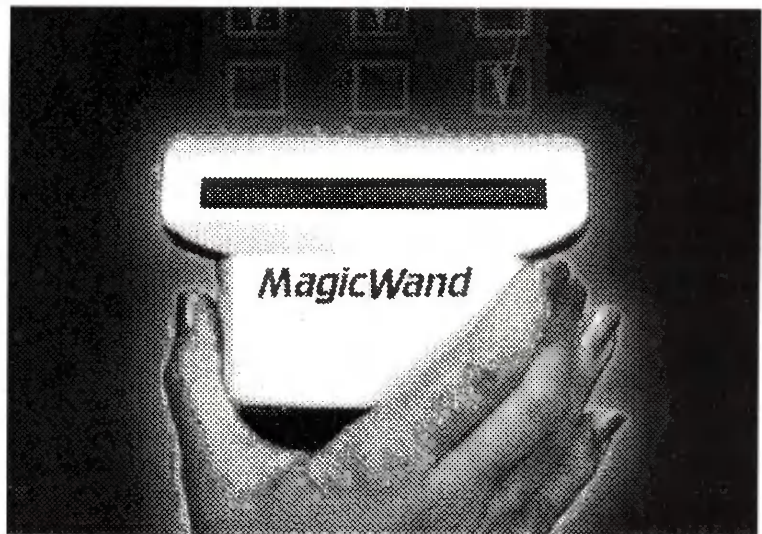
Finally, questionnaires are simply not suited for some people. For example, a written survey to a group of poorly educated people might not work because of reading skill problems. Or more fre-

quently, some people are just turned off by written questionnaires.

### Well-defined goals

Most problems with questionnaire analysis can be traced back to the design phase of the project. Well-defined goals are the best way to assure a good questionnaire design. When the goals of a study can be expressed in a few clear and concise sentences, the design of the questionnaire becomes considerably easier.

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study goals is to decide how you intend to use the information. Do this before you begin designing the study. This sounds obvious, but many researchers neglect this task. Why do research if the results will not be used?

Be sure to commit the study goals to writing. Whenever you are unsure of a question, refer to the study goals and a solution will become clear. Ask only those questions that directly address the study goals. Avoid the temptation to ask ques-

tions because it would be "interesting to know."

As a general rule with only a few exceptions, long questionnaires get less response than short questionnaires. Keep your questionnaires short. In fact, the shorter, the better. Response rate is the single most important indicator of how much confidence you can place in the results. A low response rate can be devastating to a study. Therefore, you must do everything possible to maximize the response rate. One of the most effective methods of maximizing response is to shorten the questionnaire.

If your survey is over a few pages, try to eliminate questions. Many people have difficulty knowing which questions could be eliminated. For the elimination round, read each question and ask, "How am I going to use this information?" If the information will be used in a decision-making process, then keep the question. If not, throw it out.

One important way to assure a successful survey is to include other experts and relevant decision makers in the questionnaire design process. Their suggestions will improve the questionnaire and they will subsequently have more confidence in the results.

Formulate a plan for doing the statistical analysis during the design stage of the project. Know how every question will be analyzed and be prepared to handle missing data. If you cannot specify how you intend to analyze a question or use the information, do not use it in the survey.

Make the envelope unique. We all know how important first impressions are. The same holds true for questionnaires. The respondent's first impression of the study usually comes from the envelope containing the survey. The best envelopes (i.e. the ones that make you want to see what's inside) are colored, hand-addressed and use a commemorative postage stamp. Envelopes with bulk mail permits or gummed labels are perceived as unimportant and this will generally be reflected in a lower response.

Provide a well-written cover letter. The respondent's next impression comes from the cover letter. The importance of the cover letter should not be underestimated.

continued on p. 44

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discussed below.

**Reasons for selecting a truck instead of a car**

Why did buyers choose a truck over a car? For pickup buyers, the primary reason was the need for a truck's cargo capacity (56%). The primary reason sport utility buyers gave was a need for 4-wheel drive (63%), followed by seeing the vehicle(s) considered (46%). Three other reasons were mentioned by at least a fifth of the buyers: test driving the vehicle(s) considered, riding in the vehicle(s) considered, and talking with family/friends about the alternative vehicles available.

**Reasons for buying a new truck**

Buyers had a multitude of reasons for buying a new truck at the particular time they did. The two most important reasons were that they needed a more reliable vehicle (pickups—42%; sport utilities—34%) and they liked the appearance of the new vehicle (pickups—34%; sport utilities—42%). The third most cited reason was that costly repairs were needed on an old vehicle (33% and 26% respectively). Seven other reasons were mentioned by at least a fifth of the buyers in either or both segments: wanting a vehicle that gets better gas mileage, wanting a more economical vehicle to operate, growing tired of the old vehicle, receiving an attractive offer from the dealer, wanting better overall performance, wanting better quality/workmanship, and needing a larger vehicle.

**Model decision factors**

To determine which factors are most important in the purchase of a particular model, respondents were asked to rate a battery of 40 items. Two factors are clearly most important to

Table 1

IMPORTANCE OF FACTORS IN DECISION TO PURCHASE PARTICULAR MODEL

Ratings of Extremely or Very Important

	Compact Pickup	Compact Sport Utility
Durability/reliability	79%	82%
Quality of workmanship	79	82
Price or deal offered	68	59
Value for the money	67	66
Gas mileage/fuel economy	64	37
Manufacturer's reputation	63	56
Warranty coverage	62	60
Ease of handling	60	70
Exterior styling	60	69
Cost of maintenance	60	45
Fun to drive	59	70
Tough, rugged	57	67
Riding comfort	56	62
Seating comfort	52	67
Acceleration/power	52	60
Interior styling	49	60
Versatility	46	71
Interior roominess	45	66
Four-wheel drive	30	78

buyers of both types of trucks: durability/reliability and quality of workmanship. Four-wheel drive is equally important to sport

utility buyers. Table 1 lists the 19 factors rated as extremely or very important by at least 60% of the buyers on one or both segments.

**Four-wheel drive**

Four-wheel drive is clearly the factor that most distinguishes pickup and sport utilities buyers. This is confirmed to a great degree by ownership. Nine out of ten (89%) sport utility trucks have four-wheel drive, in contrast to only a quarter (27%) of the pickups.

Among those who own four-wheel drive, the most important reason for buying it, far and away, is driveability in rain or snow. Nine out of ten 4WD owners rated this extremely or very important. Other factors rated by over half of the four-wheel drive buyers as extremely or very important are safety, tough/rugged, riding comfort, off-road ability and interior noise level.

**Alternative vehicles considered**

For many buyers the truck purchase is a trade-off, a balancing of the merits of one vehicle with those of another. Only 39% of the truck buyers seriously considered buying only the model they now own. That is, 61% seriously considered at least one other model, including 36% who considered three or more models.

When buyers considered alternative vehicles, they primarily considered different models of the same type of truck. Among pickup buyers the alternative vehicle most seriously considered was another compact pickup (61%). A tenth considered a full-

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size pickup and 12% a car.

For sport utility buyers another compact sport utility was the leading alternative (47%), while a full-size sport utility was most seriously considered by 15%.

Only 8% of the buyers of each type of truck said the other kind of truck was the alternative vehicle they most seriously considered, indicating that the two types of trucks appeal to very different types of buyers.

As an indication of the degree to which alternative vehicles were seriously considered, over 90% of these buyers actually saw the alternative vehicle, and two thirds test drove it.

## Truck shopping

New truck buyers shop around. Over three-fourths of the pickup and sport utility buyers visited two or more dealers. A third shopped at five or more dealers. In addition, a fourth of the pickup buyers and a third of the sport utility buyers telephoned but did not visit other dealers. The average number of dealers contacted either in person or by phone was 4.4 for pickup and 4.9 for sport utility buyers. An important part of the dealer contact involves the test drive, which over three-fourths of the buyers took.

## Purchase price and financing

The median price of the sport utility is \$17,500. That of the pickup is \$11,500—still expensive, but considerably less so. Most buyers do not make expenditures of this magnitude as single payments. Three-fourths of all new truck buyers financed some portion of the purchase price. In most cases, the dealer arranged the financing (72% for pickups, 56% for sport utility). The primary loan source for half the buyers was the bank, the median interest rate on the loan was 11.0% and the majority of loans were for 60 months or longer.

## Vehicle disposal

Trading in or selling another vehicle is one method many buyers use in securing funds to pay for their new trucks. Approximately two-thirds of all compact truck buyers disposed of a vehicle when they bought their new trucks. Significantly, 41% of the pickup buyers disposed of a car. Nearly half disposed of a pickup, primarily another compact pickup (30%) and to a lesser extent a full-size (16%).

Only a quarter of the sport utility buyers disposed of a sport utility, either another compact (20%) or a full-size (5%). Over half (57%) disposed of a car. The important finding here is the high percentage of cars being disposed of in favor of trucks.

## Post-purchase satisfaction

Having been through the purchase, and being interviewed in their "honeymoon" phase, most buyers report high satisfaction with their vehicle. Over four out of five are extremely or very satisfied.

If they could repeat the purchase process 85% of the sport utility buyers and 73% of the pickup buyers would buy the exact same make and model again. However, and this is a serious warning to some manufacturers, a fifth (19%) of the pickup buyers say they would buy a different new truck. Buyers expect

to keep their new trucks a median of five years. Over a fifth plan to keep their new truck 10 or more years.

### Demographics

Key demographic characteristics of new compact truck buyers appear in Table 2. Buyers in both segments are more upscale than the population as a whole. Their median household incomes are higher than that of all American households. In addition, a greater percentage are employed in professional or managerial occupations and have at least some college education. The figures for sport utility buyers are significantly higher than those of the pickup buyers.

Both segments are predominantly male. Their median chrono-

Table 2

#### DEMOGRAPHY OF NEW COMPACT TRUCK BUYERS/HOUSEHOLDS

	COMPACT PICKUP	COMPACT SPORT UTILITY
Household income-median	\$38,524	\$59,099
Sex-male	88%	73%
Employed	89%	93%
Occupation-		
Professional/manager	46%	70%
Blue collar	45	19
Married	65%	73%
Spouse employed	68%	78%
Education-attended/		
graduated college	50%	72%
Age- median		
chronological	38	38
psychological (how old respondent feels)	30	30
First time truck buyers	48%	50%
Have purchased new car	67%	77%

logical age is 38, but their psychological age (how old they feel) is much younger, 30. One important indication that the compact truck segment is likely to continue to grow is that half of the respondents are first-time buyers.

### Conclusion

The compact truck market has experienced phenomenal growth in recent years. The elements of the purchase process that buyers go through indicate that this market is not a fad. To the contrary, it is not only viable, but growing. Compact trucks meet functional needs as well as image management requirements for their buyers. As the manufacturers have tapped into a need that is only now being met, it is likely that this automotive category will continue to grow before plateauing in share and volume.

Jim Schwartz, Ph.D. has been market research manager for *Newsweek* magazine since 1983. He is responsible for directing *Newsweek's* primary research activities. Prior to joining *Newsweek*, he spent five years at Audits & Surveys, which he joined after five years of teaching at the college level. He studied at the University of Minnesota and New York University, receiving his doctorate in sociology.

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Market Navigation, Inc.  
Murray Hill Center  
James Spanier Associates  
Thorne Creative Research  
The Winters Group  
Wolf/Altschul/Callahan, Inc.

## North Carolina

Martin Research Inc.

## Ohio

ADI Research, Inc.  
The Answer Group  
Focused Research  
Dwight Spencer & Associates

## Pennsylvania

Arbor, Inc.  
Creative Marketing Solutions  
The Data Group  
Datatactics, Inc.

## Rhode Island

Alpha Research Associates, Inc.

## South Dakota

American Public Opinion Survey  
& Market Research Corp

## Texas

First Market Rsch(J. Heiman)

## Virginia

K C A Research  
Martin Research Inc.  
Southeastern Inst. of Rsch.

## Washington

Consumer Opinion Services

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# SPECIALTY CROSS INDEX OF MODERATORS

Refer to Above Listings For Address, Phone Number and Contact

---

## ADVERTISING

Analysis Research Ltd.  
Brand Consulting Group  
Concepts In Marketing Research  
DeNicola Research, Inc.  
Dolobowsky Qual. Svcs., Inc.  
Doyle Research Associates  
D.S. Fraley & Associates  
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Lynn Greenberg & Associates  
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Menendez International  
Research Arts, Inc.  
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James Spanier Associates  
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## BLACK

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Kennedy Research Inc.  
Market Views Research, Inc.  
Moosbrugger Marketing Rsch.  
Rockwood Research Corp.  
Southeastern Institute of  
Research, Inc.  
Strategic Marketing Services  
Sweeney International, Ltd.  
Total Research Corporation

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Youth Research/CSi

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Fedder Research  
D.S. Fraley & Associates  
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First Market Rsch(J. Reynolds)  
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Market Views Research, Inc.  
Sweeney International, Ltd.

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Dolobowsky Qual. Svcs., Inc.  
Elrick and Lavidge, Inc.  
Fedder Research  
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First Market Rsch(J. Reynolds)  
Greenfield Consulting Group, Inc.  
LaScola Qualitative Research  
Marketeam Associates  
Moosbrugger Marketing Rsch  
The Research Center  
Rockwood Research Corp.  
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Total Research Corporation  
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American Public Opinion Survey  
& Market Research Corp  
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Thorne Creative Research  
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Youth Research/CSi

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The Answer Group  
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ADI Research, Inc.  
Arbor, Inc.  
Concepts In Marketing Research  
Creative Marketing Solutions  
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Dolobowsky Qual. Svces., Inc.  
DTW Marketing Research Group  
Fedder Research  
First Market Rsch(L. Lynch)  
First Market Rsch(J. Reynolds)  
Greenfield Consulting Group, Inc.  
D.S. Howard Assoc., Inc.  
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LaScola Qualitative Research  
Marketeam Associates  
Market Navigation, Inc.  
MedProbe Medical Mktg. Rsch  
Moosbrugger Marketing Rsch.  
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Strategic Research, Inc.  
Sweeney International, Ltd.  
Taylor Research

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Fedder Research

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DTW Marketing Research Group  
D.S. Howard Assoc., Inc.  
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MedProbe Medical Mktg. Rsch  
Strategic Research, Inc.

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& Market Research Corp  
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Langer Associates, Inc.  
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Schrader Rsch & Rating Svce  
James Spanier Associates  
Strategic Marketing. Svces  
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Research Arts, Inc.  
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Schrader Rsch & Rating Svce  
Thorne Creative Research  
Total Research Corporation  
Paul A. Warner Associates, Inc.  
Youth Research/CSi

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DTW Marketing Research Group  
D.S. Howard Assoc., Inc.  
Market Navigation, Inc.  
MedProbe Medical Mktg. Rsch  
James Spanier Associates  
Total Research Corporation  
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& Market Research Corp  
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First Market Rsch(J. Reynolds)  
Langer Associates, Inc.  
Paul A. Warner Associates, Inc.

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K C A Research

## SOFT DRINKS, BEER, WINE

American Public Opinion Survey  
& Market Research Corp  
D.S. Fraley & Associates  
Thorne Creative Research  
Paul A. Warner Associates, Inc.

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D.S. Fraley & Associates

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Datatactics, Inc.  
Decision Research  
Elrick and Lavidge, Inc.  
First Market Rsch(J. Heiman)  
D.S. Howard Assoc., Inc.  
Kennedy Research Inc.  
LaScola Qualitative Research  
Total Research Corporation  
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## TELECONFERENCING

Rockwood Research Corp.

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Sweeney International, Ltd.  
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Schrader Rsch & Rating Svce  
Sweeney International, Ltd.  
Total Research Corporation

## YOUTH

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Strategic Research Corp.  
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## The 1990 SourceBook of Research Products/Services

Featuring a listing of over 4000 providers  
of research products/services

It provides your best chance to persuade the respondent to complete the survey.

Give your questionnaire a title that is short and meaningful to the respondent. A questionnaire with a title is generally perceived to be more credible than one without.

Include clear and concise instructions on how to complete the questionnaire. These must be very easy to understand, so use short sentences and basic vocabulary. Be sure to print the return address on the questionnaire itself (since questionnaires often get separated from the reply envelopes).

Begin with a few non-threatening and easy to answer items. If the first items are too difficult or threatening, there is little chance that the person will complete the questionnaire. People generally look at the first few questions before deciding whether or not to complete the questionnaire. Make them want to continue by putting the easy questions first.

Use simple and direct language. The questions must be clearly understood by the respondent. The wording of a ques-

tion should be simple and to the point. Do not use uncommon words or long sentences. Make items as brief as possible. This will reduce misunderstandings and it will make the questionnaire appear easier to complete. One way to eliminate misunderstanding is to emphasize crucial words in each item by using boldface, italics or underlining.

Leave adequate space for respondents to make comments. As mentioned above, one criticism of questionnaires is their inability to retain the flavor of a response. Leaving space for comments will provide valuable information not captured by the response categories. Leaving white space also makes the questionnaire look easier and this increases response.

Place the most important items in the first half of the questionnaire. Respondents often send back partially completed questionnaires. By putting the most important items near the beginning, the partially completed questionnaires will still contain important information.

Hold the respondent's interest. We want the respondent to complete our question-

naire. One way to keep it interesting is to provide variety in the type of items used. Varying the questioning format will also prevent respondents from falling into "response sets." At the same time, it is important to group items into coherent categories. All items should flow smoothly from one to the next.

If the questionnaire is more than a few pages and is held together by a staple, include some identifying data on each page (such as a respondent ID number). Pages often get accidentally separated.

Provide incentives as a motivation for properly completed questionnaire. What does the respondent get for completing your questionnaire? Altruism is rarely an effective motivator. Attaching a dollar bill to the questionnaire works well. If the information you're collecting is of interest to the respondent, offering them a free summary report is also an excellent motivator. Whatever you choose, it must make the respondent want to complete the questionnaire.

Use professional production methods for the questionnaire—either desktop publishing or typesetting and keylining. Be creative. Try different colored inks and paper. The object is to make your questionnaire stand out from all the others the respondent receives.

Make it convenient. The easier it is for the respondent to complete the questionnaire the better. Always include a self-addressed postage-paid envelope. Envelopes with postage stamps get better response than business reply envelopes (although they are more expensive since you also pay for the non-responders).

The final test of a questionnaire is to try it on representatives of the target audience. If there are any problems with the questionnaire, they almost always show up here. If possible, be present while a respondent is completing the questionnaire and tell him or her that it's okay to ask you for clarification of any item. The questions the respondent asks are indicative of problems in the questionnaire (i.e. the questions on the questionnaire must be without any ambiguity because there will be no chance to clarify a question when the survey is mailed).

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# 1989

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Arizona	48	Louisiana	60	Ohio	66
Arkansas	48	Maryland	60	Oklahoma	67
California	50	Massachusetts	60	Oregon	67
Colorado	52	Michigan	61	Pennsylvania	68
Connecticut	53	Minnesota	62	South Carolina	69
District of Columbia	54	Mississippi	62	Tennessee	69
Florida	54	Missouri	62	Texas	69
Georgia	55	Nebraska	63	Utah	71
Idaho	56	Nevada	63	Virginia	71
Illinois	56	New Hampshire	63	Washington	71
Indiana	59	New Jersey	63	West Virginia	72
Iowa	59	New Mexico	63	Wisconsin	72
Kansas	59	New York	64		

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# ALABAMA

## BIRMINGHAM

Polly Graham & Assoc.  
Eastwood Mall #7712  
Birmingham, AL 35210  
Tel. 205/985-3099  
Fax 205/985-3066  
H-30% M-55% L-15%  
Stat.-12 1,2,3,4

Polly Graham & Assoc.  
Warren Hills Mall  
7201 Wieble Drive  
Birmingham, AL 35228  
Tel. 205/925-9007  
Fax 205/985-3066  
H-50% M-40% L-10%  
Stat.-8 1,2

Scotti Research, Inc.  
Brookwood Village Mall  
Birmingham, AL 35209  
Tel. 205/879-0268  
H-30% M-50% L-20%  
Stat.-6 2,3,4

## GADSDEN

Polly Graham & Assoc.  
Gadsden Mall  
1001 Rainbow Drive  
Gadsden, AL 35901  
Tel. 205/546-6270  
H-50% M-40% L-10%  
Stat.-6 1,2,3

## JASPER

Polly Garham & Assoc.  
Jasper Mall  
Hwy. 78, #B-1  
Jasper, AL 35501  
Tel. 205/387-1126  
H-50% M-30% L-20%  
Stat.-6 1,2,3

## MOBILE

Polly Graham & Assoc.  
Bel Aire Mall #3289  
Mobile, AL 36606  
Tel 205/478-0015  
H-50% M-40% L-10%  
Stat.-8 1,2,3,4

# ARIZONA

## PHOENIX

Angeletti Market Research Svce.  
Indian Village Shopping Center  
4015-A North 16 Street  
Phoenix, AZ 85016  
Tel. 602/956-2500  
H-20% M-40% L-40%  
Stat.-15 2,3,4

Ask Arizona/Div. Bergo & Assoc.  
Tri City Mall, #173  
1980 W. Main Street  
Mesa, AZ 85201  
Tel. 602/949-0080  
Fax 602/945-7826  
H-23% M-64% L-13%  
Stat.-6 1,2,3,4

## The Friedman Marketing Organization

Phoenix Research Services  
Colonnade Mall  
1911 E. Camelback Road  
Phoenix, AZ 85016  
Tel. 602/264-1133  
Fax 602/266-9051  
H-30% M-50% L-20%  
Stat.-8 1,2,3,4  
(See Advertisement p. 61)

## The Friedman Marketing Organization

Consumer Opinion Center  
Paradise Valley Mall  
4550-30 E. Cactus  
Phoenix, AZ 85032  
Tel. 602/996-0233  
Fax 602/996-0399  
H-35% M-55% L-10%  
Stat.10 1,2,3,4  
(See Advertisement p. 61)

## The Friedman Marketing Organization

Consumer Opinion Center  
Tower Plaza  
3843 E. Thomas Road  
Phoenix, AZ 85018  
Tel. 602/273-6329  
Fax 602/273-9038  
H-25% M-55% L-20%  
Stat.13 1,2,3,4  
(See Advertisement p. 61)

## The Friedman Marketing Organization

Consumer Opinion Center  
Westridge Mall  
7611-118 W. Thomas Rd.  
Phoenix, AZ 85033  
Tel. 602/849-8080  
Fax 602/849-8083  
H-25% M-50% L-25%  
Stat.-14 1,2,3,4  
(See Advertisement p. 61)

Gikas International  
Cinema Park Center  
5515-1 No. 7th Street  
Phoenix, AZ 85014  
Tel. 602/265-2890  
Fax 602/279-4108  
H-25% M-60% L-15%  
Stat.-8 1,2,3,4

## Ruth Nelson Research Services

Metrocenter Mall  
9606 Metro Parkway East  
Phoenix, AZ 85051  
Tel. 602/997-7221  
Fax 602/944-0130  
H-40% M-40% L-20%  
Stat.-8 1,2,3,4  
(See Advertisement p. 53)

## Quick Test Opinion Centers

Los Arcos Mall  
1327 No. Scottsdale Rd.  
Scottsdale, AZ 85257  
Tel. 602/946-9972  
Fax 602/946-7641  
H-15% M-65% L-20%  
Stat.-11 1,2,3,4  
(See Advertisement p. 3)

Response Research/Target Mktg.  
Maryvale Mall  
5220 W. Indian School Rd.  
Phoenix, AZ 85031-2610  
Tel. 602/277-2526  
Fax 602/247-4477  
H-20% M-60% L-20%  
Stat.-5 1,2,3

## Walker DataSource/Walker Research, Inc.

Valley West Mall Ste.178  
5730 W. Hayward  
Glendale, AZ 85301  
Tel. 602/247-2560  
Fax 602/931-6058  
H-30% M-60% L-10%  
Stat.-6 1,2,3  
(See Advertisement p. 28)

## TUCSON

### Quality Controlled Services

Tucson Mall  
4500 North Oracle Box #360  
Tucson, AZ 85705  
Tel. 602/325-5175  
Fax 602/326-0790  
H-24% M-48% L-28%  
Stat.-8 1,2,3,  
(See Advertisement p. 49)

# ARKANSAS

## FORT SMITH

Cunningham Field Services  
Central Mall #492  
Ft. Smith, AR 72903  
Tel. 904/677-8336  
Income-NA  
Stat.-6 1,2,3

## LITTLE ROCK

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

## PINE BLUFF

### The Friedman Marketing Organization

Consumer Opinion Center  
The Pines Mall #338  
2901 Pines Mall Drive  
Pine Bluff, AR 71601  
Tel. 501/535-1688  
Fax 501/535-1754  
H-25% M-50% L-25%  
Stat.-15 1,2,3,4  
(See Advertisement p. 61)

CODES: NA- NOT AVAILABLE  
H-HIGH INCOME M-MIDDLE INCOME L-LOW INCOME  
Stat.-NO. OF INTERVIEWING STATIONS  
1-COMPUTER AIDED INTERVIEWING  
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St. Louis Survey ■ (314) 822-4145

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Torrance ■ (213) 316-9011  
Tucson ■ (602) 325-5175  
Washington, D.C. ■ (703) 971-6717

**EUREKA****The Friedman Marketing Organization**

Consumer Opinion Center  
Bayshore Mall  
3300 Broadway  
Eureka, CA 95501  
Tel. 707/443-2201  
Fax 707/443-0431  
H-30% M-55% L-15%  
Stat.-12 1,2,3,4  
(See Advertisement p. 61 )

**FRESNO**

Bartels Research  
Town Center  
130 Shaw  
Clovis, CA 93612  
Tel. 209/297-7206  
Fax 209/298-5226  
H-10% M-75% L-15%  
Stat.-NA 1,2,3,4

Bartels Research  
Manchester Mall  
3738 No. BlackStone  
Fresno, CA 93726  
Tel. 209/298-7557  
Fax 209/298-5226  
H-10% M-75% L-15%  
Stat.-4 1,3

Nichols Research  
Fashion Fair  
557 East Shaw  
Fresno, CA 93710  
Tel. 209/226-3100  
Fax 209/226-9354  
H-30% M-50% L-20%  
Stat.-8 2,3

**LOS ANGELES**

Adept Research, Inc.  
Sherman Oaks Fashion Sq.  
13958-A Riverside Drive  
Sherman Oaks, CA 91423  
Tel. 818/784-5657  
H-80% M-20% L-20%  
Stat.-4 2

Adept Research, Inc.  
Hawthorne Plaza  
12270 Hawthorne Blvd.  
Hawthorne, CA 90250  
Tel. 213/676-1426  
H-10% M-80% L-10%  
Stat.-8 2,3,4

Car-Lene Research, Inc.  
Santa Fe Springs Mall  
Santa Fe Springs, CA 90670  
Tel. 213/946-2176  
H-10% M-60% L-30%  
Stat.-7 1,2,3,4

Car-Lene Research, Inc.  
Indian Hills Mall  
Pomona, CA 91767  
Tel. 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  
Tel. 213/371-5578  
Fax 213/542-2669  
H-20% M-50% L-30%  
Stat.-9 1,2,3,4  
(See Advertisement p. 51 )

**The Friedman Marketing Organization**

Consumer Opinion Center  
Buena Park Mall  
8623 Buena Park Mall  
Buena Park, CA 90620  
Tel. 714/995-6000  
Fax 714/995-0637  
H-40% M-40% L-20%  
Stat.-14 1,2,3,4  
(See Advertisement p. 61 )

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

Heakin Research, Inc.  
Fallbrook Mall Ste. 315  
6633 Fallbrook Ave.  
Canoga Park, CA 91307  
Tel. 818/712-0660  
H-50% M-40% L-10%  
Stat.-14 2,3,4

Integrity Research  
9112 Stonewood Mall  
Downey, CA 90241  
Tel. 213/869-2665  
H-20% M-70% L-10%  
Stat.8 1,2,3

Los Angeles Mktg. Rsch. Assoc.  
Woodman Mall  
Woodman & Nordhof  
Panorama City, CA 91331  
Tel. 818/506-5544  
H-20% M-65% L-15%  
Stat.-8 2,3,4

L.A. Research, Inc.  
9010 Office Plaza, #190  
9010 Reseda Blvd.  
Northridge, CA 91324  
Tel. 818/993-5500  
Fax 818/993-5664  
H-50% M-50% L-0%  
Stat.-7 2,3,4

MSI Hillsdale  
Hillsdale Mall #14  
San Mateo, CA 94403  
Tel. 415/574-9044  
Fax 415/574-0385  
H-50% M-40% L-10%  
Stat.-10 2,3,4

P.K.M. Mktg. Research Svcs.  
Whittwood Mall  
15618-B Whittwood Lane  
Whittier, CA 90603  
Tel. 213/694-5634  
Fax 213/947-6261  
H-40% M-40% L-20%  
Stat.-8 1,2,3,4

**Quality Controlled Services**

Lakewood Center Mall/Space 25  
Lakewood Blvd. & Del Amo  
Lakewood, CA 90712  
Tel. 213/947-2533  
H-20% M-70% L-10%  
Stat.-NA 1,2,3  
(See Advertisement p. 49 )

**Quick Test Opinion Centers**

519 Fashion Plaza  
West Covina, CA 91790  
Tel. 818/960-8547  
H-20% M-70% L-10%  
Stat.-7 1,2,3,4  
(See Advertisement p. 3 )

**U.S. Testing Co., Inc.**

2157 Montclair Plaza Lane  
Montclair, CA 91763  
Tel. 714/624-1244  
Income-Middle  
Stat.-NA 1,2,3,4  
(See Advertisement p. 47 )

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

**ORANGE COUNTY**

Nichols Research  
Huntington Center  
7777 Edinger Ave., Space 201  
Huntington Beach, CA 92647  
Tel. 714/891-2440  
Fax 714/898-1126  
H-60% M-30% L-10%  
Stat.-8 1,2,3,4

**The Question Box**

F & M Plaza  
122 E. Katella, #100  
Orange, CA 92667  
Tel. 714/744-2744  
Fax 714/744-2933  
H-60% M-35% L-5%  
Stat.-10 1,2,3,4  
(See Advertisement p. 26 )

**The Question Shop, Inc.**

Nohl Plaza  
1500 E. Lincoln Ave.  
Orange, CA 92665  
Tel. 714/974-8020  
Fax 714/921-4762  
Income-NA  
Stat.-7 2,4

CODES: NA- NOT AVAILABLE  
H-HIGH INCOME M-MIDDLE INCOME L-LOW INCOME  
Stat.-NO. OF INTERVIEWING STATIONS  
1-COMPUTER AIDED INTERVIEWING  
2-KITCHEN FACILITIES  
3-PRIVATE DISPLAY ROOM  
4-ONE-WAY MIRROR FOR VIEWING OF STATIONS

### Quick Test Opinion Centers

Anaheim Plaza, Space 105  
500 No. Euclid Ave.  
Anaheim, CA 92801  
Tel. 714/535-2696  
Fax 714/535-8182  
H-5% M-75% L-20%  
Stat.-10 1,2,3,4  
(See Advertisement p. 3 )

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

So. California Interviewing Svce  
Town & Country Shpg. Center  
17200 Ventura Blvd.  
Encino, CA 91316  
Tel. 818/783-7700  
Fax 818/783-8626  
H-60% M-38% L-2%  
Stat.-8 2,3,4

So. California Interviewing Svce  
Burbank Golden Mall  
304 N. Golden Mall  
Burbank, CA 91502  
Tel. 818/783-6166  
H-25% M-65% L-10%  
Stat.-6 2,3

U.S. Testing Co., Inc.  
Mission Viejo Mall, Store #65  
27000 Crown Valley Parkway  
Mission Viejo, CA 92691  
Tel. 714/364-1872  
Income-Middle  
Stat.-NA 1,2,3  
(See Advertisement p. 47 )

### RIVERSIDE/SAN BERNADINO

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

L.A. Research, Inc.  
Hardman Center  
5222 Arlington Ave. #E  
Riverside, CA 92504  
Tel. 714/358-0300  
H-35% M-55% L-10%  
Stat.-8 2,3,4

Quality Controlled Services  
Inland Center Mall/Space 501  
500 Inland Drive  
San Bernadino, CA 92408  
Tel. 213/947-2533  
H-30% M-60% L-10%  
Stat.-NA 1,2,3,4  
(See Advertisement p. 49 )

### SACRAMENTO

Heakin Research, Inc.  
Arden Fair Mall  
1607 D Arden Way  
Sacramento, CA 95815  
Tel. 916/920-1361  
H-19% M-56% L-25%  
Stat.-13 2,3,4

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

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

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

### SALINAS

The Friedman Marketing Organization  
Consumer Opinion Center  
Northridge Mall  
Hwy. 101 & Boronda Rd.  
Salinas, CA 93906  
Tel. 408/449-7921  
Fax 408/449-0187  
H-30% M-50% L-20%  
Stat.-8 1,2,3,4  
(See Advertisement p. 61 )

### SAN DIEGO

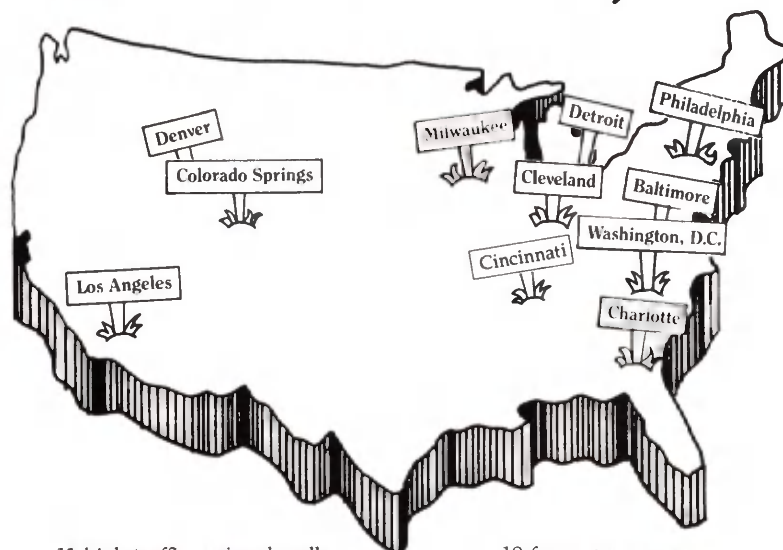
Analysis/Research Limited  
Market Place At The Grove  
210 The Mall  
San Diego, CA 92115-0856  
Tel. 619/268-4800  
Fax 619/268-4892  
H-20% M-55% L-25%  
Stat.-7 1,2,3,4  
(See Advertisement p. 14 )

Fogerty Group  
Mission Valley Center  
1640 Camino del Rio No.  
San Diego, CA 92108  
Tel. 619/268-8505  
H-35% M-50% L-15%  
Stat.-10 2,3

Luth Research, Inc.  
Plaza Bonita #3030 Space 2188  
National City, CA 92050  
Tel. 619/283-7333  
H-12% M-80% L-8%  
Stat.-10 1,2,3,4

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

# 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

Novick Ayres Corp.  
El Camino North/Vista Way  
Oceanside, CA 92054  
Tel. 619/967-1307  
Fax 619/433-5815  
H-15% M-70% L-15%  
Stat.-6 2,4

San Diego Surveys  
Escondido Village Mall  
1351 E. Pennsylvania  
Escondido, CA 92027  
Tel 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  
Tel. 619/265-2361  
H-25% M-65% L-10%  
Stat.-6 1,2,3,4

## SAN FRANCISCO

### The Friedman Marketing Organization

Consumer Opinion Center  
5800 Northgate Mall  
San Raphael, CA 94903  
Tel. 415/472-5394  
Fax 415/472-5477  
H-50% M-40% L-10%  
Stat.-13 1,2,3,4  
(See Advertisement p. 61 )

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

Heakin Research, Inc.  
Bay Fair Mall  
San Leandro, CA 94578  
Tel. 415/278-2200  
H-20% M-60% L-20%  
Stat.-30 2,3,4

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

Nichols Research, Inc.  
1155 NewPark Mall  
Newark, CA 94560  
Tel. 415/794-2990  
Fax 415/794-3471  
H-30% M-55% L-15%  
Stat.-10 1,2,3,4

Nichols Research  
The Fremont Hub  
39146 Fremont Hub  
Fremont, CA 94538  
Tel. 415/796-7202  
H-30% M-60% L-10%  
Stat.-5

### Quick Test Opinion Centers

Southland Mall  
Hayward, CA 94545  
Tel. 415/785-4650  
H-20% M-60% L-20%  
Stat.-6 1,2,3,4  
(See Advertisement p. 3 )

### Quick Test Opinion Centers

Town Center #1268  
Sunnyvale, CA 94086  
Tel. 408/773-9777  
H-35% M-40% L-25%  
Stat.-10 1,2,3,4  
(See Advertisement p. 3 )

Wade West, San Francisco  
Serramonte Center #8-D  
Daly City, CA 94015  
Tel. 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  
Tel. 415/521-6900  
Fax 415/521-2130  
H-60% M-30% L-10%  
Stat.-4 1,2,3  
(See Advertisement p. 37 )

## COLORADO

### COLORADO SPRINGS

#### Consumer Pulse of Colorado Springs

The Citadel Mall #1084  
750 Citadel Drive East  
Colorado Springs, CO 80909  
Tel. 303/596-6933  
Fax 303/480-0176  
H-10% M-45% L-45%  
Stat.-9 1,2,3  
(See Advertisement p. 51 )

Barbara Prince Associates, Inc.  
Mall of the Bluffs  
3650 Austin Bluff Pkwy  
Colorado Springs, CO 80917  
Tel. 303/594-9192  
H-10% M-45% L-45%  
Stat.-6 2,3

U.S. Testing Co. Inc.  
Chapel Hills Mall, Ste. 315  
1710 Briargate Blvd.  
Colorado Springs, CO 80920  
Tel. 719/598-8070  
Income-Middle  
Stat.-NA 1,2,3,4  
(See Advertisement p. 47 )

## DENVER

### Bernett Research, Inc.

Aurora Mall  
14200 Alameda Ave.  
Aurora, CO 80212  
Tel. 303/341-1211  
H-40% M-50% L-10%  
Stat.-NA 1,2,3,4  
(See Advertisement p. 38 )

### Consumer Pulse of Denver

Lakeside Mall #B-119  
5801 W. 44th Avenue  
Denver, CO 80212  
Tel. 303/480-0128  
Fax 303/480-0176  
H-10% M-40% L-50%  
Stat.-10 1,2,3  
(See Advertisement p. 51 )

### Consumer Pulse of Denver

Thornton Town Center, #105  
10001 Grant Street  
Thornton, CO 80229  
Tel. 303/480-0128  
Fax 303/480-0176  
H-20% M-50% L-30%  
Stat.-10 1,2,3  
(See Advertisement p. 51 )

### The Friedman Marketing Organization

Consumer Opinion Center  
Crossroads Mall  
1600 28th St.  
Boulder, CO 80301  
Tel. 303/449-4632  
Fax 303/449-1484  
H-35% M-45% L-20%  
Stat.-10 1,2,3,4  
(See Advertisement p. 61 )

### The Friedman Marketing Organization

Consumer Opinion Center  
Southwest Plaza  
8501 W. Bowles Ave.  
Littleton, CO 80123  
Tel. 303/972-8734  
Fax 303/933-0476  
H-20% M-60% L-20%  
Stat.-14 1,2,3,4  
(See Advertisement p. 61 )

Information Research, Inc.  
Bear Valley Mall #23  
3100 Sheridan Blvd.  
Denver, CO 80227  
Tel. 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  
Tel. 303/443-3548  
H-22% M-70% L-8%  
Stat.-5 2,3,4

### Ruth Nelson Research Services

Buckingham Square  
1335 So. Joliet  
Aurora, CO 80012  
Tel. 303/750-0290  
Fax 303/756-6467  
H-20% M-50% L-30%  
Stat.-8 1,2,3,4  
(See Advertisement p. 53 )

CODES: NA- NOT AVAILABLE  
H-HIGH INCOME M-MIDDLE INCOME L-LOW INCOME  
Stat.-NO. OF INTERVIEWING STATIONS  
1-COMPUTER AIDED INTERVIEWING  
2-KITCHEN FACILITIES  
3-PRIVATE DISPLAY ROOM  
4-ONE-WAY MIRROR FOR VIEWING OF STATIONS

**Ruth Nelson Research Services**  
Westminster Mall  
5513 West 88th Avenue  
Westminster, CO 80030  
Tel. 303/426-1840  
Fax 303/756-6467  
H-40% M-50% L-10%  
Stat.-8 1,2,3,4  
(See Advertisement p. 53 )

**Ruth Nelson Research Services**  
Southglenn Mall  
6911 So. University Blvd.  
Littleton, CO 80122  
Tel. 303/794-2653  
Fax 303/756-6467  
H-50% M-40% L-10%  
Stat.-5 1  
(See Advertisement p. 53 )

**Ruth Nelson Research Services**  
Northglenn Mall  
10564-D Melody Drive  
Northglenn, CO 80234  
Tel. 303/450-0940  
Fax 303/756-6467  
H-10% M-40% L-50%  
Stat.-5 1,2,3,4  
(See Advertisement p. 53 )

**Ruth Nelson Research Services**  
North Valley Mall  
500 East 84th Avenue  
Thornton, CO 80229  
Tel. 303/758-6424  
H-10% M-45% L-45%  
Stat.-3  
(See Advertisement p. 53 )

Barbara Prince Associates, Inc.  
5801 W. 44th Ave.  
Denver, CO 80212  
Tel. 303/458-0145  
H-20% M-70% L-10%  
Stat.-5 2,3

**Quality Controlled Services**  
Cinderella City Mall  
701 Hampden Avenue  
Englewood, CO 80110  
Tel. 303/789-0565  
Fax 303/789-0573  
H-20% M-55% L-25%  
Stat.-NA 1,2,3,4  
(See Advertisement p. 49 )

**Quick Test Opinion Centers**  
Villa Italia Mall  
Lakewood, CO 80226  
Tel. 303/937-0144  
Fax 602/946-7641  
H-20% M-70% L-10%  
Stat.-8 1,2,3,4  
(See Advertisement p. 3 )

## CONNECTICUT

### BRIDGEPORT

Firm Facts Interviewing  
Hi Ho Center  
303 State Street  
Bridgeport, CT 06604  
Tel. 203/375-4666  
Fax 203/375-6034  
H-20% M-40% L-40%  
Stat.-10 2,3

J.B. Martin Interviewing Svcs  
Ansonia Mall  
Main Street  
Ansonia, CT 06403  
Tel. 203/371-4158  
H-25% M-45% L-30%  
Stat.-4 1,2

**Quick Test Opinion Centers**  
Connecticut Post Mall  
1201 Boston Post Road  
Milford, CT 06460  
Tel. 203/877-2739  
Fax 203/877-6854  
H-25% M-60% L-15%  
Stat.-6 1,2,3,4  
(See Advertisement p. 3)

# What happens when decisions are based on bad data collection?



Bad data collection can lead to bad decisions. That's why at Ruth Nelson Research Services we take extra steps to insure the validity of our data.

Like a special computer program to screen people invited to focus groups. The program checks to make sure that respondents who say they have not been to a group in the past six months are, in fact, telling the truth and not just interested in earning additional income.

We also developed a telephone number matching program for mall and door-to-door interviewing which eliminates professional respondents and insures that the people you want interviewed are being interviewed.

At Ruth Nelson Research Services, we know how important good data is to good decisions and we will always take the extra steps to provide it.



ruth nelson research services  
(303) 758-6424

colorado market research

arizona market research

utah market research

oklahoma city research

## DANBURY

Performance Plus, Inc.  
Danbury Fair Mall  
7 Backus Avenue  
Danbury, CT 06810  
Tel. 617/872-1287  
Fax 508/879-7108  
H-50% M-35% L-15%  
Stat.-16 1,2,3,4

## DISTRICT OF COLUMBIA

### Consumer Pulse of Washington

The Mall At Manassas  
8300 Sudley Road  
Manassas, VA 22110  
Tel. 301/256-7700  
Fax 301/256-5148  
H-10% M-45% L-45%  
Stat.-8 1,2,3,4  
(See Advertisement p. 51 )

Decision Data Collection, Inc.  
McLean Commons  
7405 Colshire Dr./#218  
McLean, VA 22102  
Tel. 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  
Tel. 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  
Tel. 301/424-1930  
Fax 301/424-3128  
H-25% M-50% L-25%  
Stat.-6 2,3,4

Metro Research Services, Inc.  
Outlet Mall  
10710 Lee Highway  
Fairfax, VA 22030  
Tel. 703/385-1108  
H-75% M-25% L-0%  
Stat.-4 2

Metro Research Services, Inc.  
Beacon Mall  
6756 Richmond Highway  
Alexandria, VA 22306  
Tel. 703/385-1108  
H-55% M-30% L-15%  
Stat.-4

Olchak Market Research, Inc.  
Beltway Plaza Mall  
6194 Greenbelt Road  
Greenbelt, MD 20770  
Tel. 301/441-4660  
Fax 301/474-4307  
H-10% M-80% L-10%  
Stat.-4 2,3

### Quality Controlled Services

Springfield Mall  
6710 E. Springfield Mall  
Springfield, VA 22150  
Tel. 703/971-6717  
Fax 703/922-5946  
H-40% M-50% L-10%  
Stat.-NA 2,3,4  
(See Advertisement p. 49 )

Shugoll Research  
Montgomery Mall  
7101 Democracy Blvd., #1014  
Bethesda, MD 20817  
Tel. 301/469-5884  
H-45% M-45% L-10%  
Stat.-4 1,2

T.I.M.E. Market Research  
Spotsylvania Mall  
425 Spotsylvania Mall  
Fredricksburg, VA 22401  
Tel. 614/846-3163  
Fax 614/703/786-3925  
H-25% M-60% L-15%  
Stat.-12 1,2,3,4

## FLORIDA

### BRADENTON

Mid-America Research, Inc.  
De Soto Square Mall  
303 US 301 Blvd. West  
Bradenton, FL 33505  
Tel. 813/746-1849  
H-12% M-78% L-10%  
Stat.-12 1,2,3,4

### DAYTONA BEACH

Cunningham Field Services  
Volusia Mall #380  
1700 Volusia Avenue  
Daytona Beach, FL 32114  
Tel. 904/258-3906  
H-30% M-60% L-10%  
Stat.-5 1,2,3,4

### FORT LAUDERDALE

CSi Testing Centers  
Coral Ridge Mall #118  
3200 N. Federal Highway  
Ft. Lauderdale, FL 33306  
Tel. 800/227-0666  
Fax 203/748-1735  
H-45% M-55% L-0%  
Stat.-10 1,2,3,4

Heakin Research, Inc.  
Coral Square Mall  
9569 W. Atlantic Blvd.  
Coral Springs, FL 33071  
Tel. 305/753-4466  
H-30% M-60% L-10%  
Stat.-14 2,3,4

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

Weitzman & Philip, Inc.  
Hollywood Mall  
3251 Hollywood Blvd.  
Hollywood, FL 33021  
Tel. 305/467-2644  
Fax 305/653-4016  
H-20% M-70% L-10%  
Stat.-12 2,3,4

### FORT MYERS

T.I.M.E. Market Research  
Edison Mall  
4125 Cleveland Avenue  
Fort Myers, FL 33901  
Tel. 813/275-0223  
Fax 813/275-9883  
H-25% M-60% L-15%  
Stat.-10 2,3,4

### JACKSONVILLE

Irwin Research Services  
Regency Square Mall  
9501 Arlington Expwy/Ste 155  
Jacksonville, FL 32211  
Tel. 904/725-8407  
H-34% M-53% L-13%  
Stat.-12 1,2,3,4

Irwin Research Services  
Orange Park Mall  
44 Wells Rd/Ste. A1.1  
Orange Park, FL 32073  
Tel. 904/269-7956  
H-17% M-63% L-20%  
Stat.-10 1,2,3,4

### MELBOURNE

#### Quick Test Opinion Centers

Melbourne Square Mall  
1700 W. New Haven Ave/Ste 577  
Melbourne, FL 32904  
Tel. 407/729-9809  
H-20% M-60% L-20%  
Stat.-10 1,2,3,4  
(See Advertisement p. 3 )

### MIAMI

Jean M. Light Interviewing Svce.  
163rd. St. Shopping Mall  
1281 NE 163rd Street  
Miami, FL 33155  
Tel. 305/264-5780  
H-50% M-45% L-5%  
Stat.-6 1,2,3

Jean M. Light Interviewing Svce.  
Miami International Mall  
1455 N.W. 107 Avenue  
Miami, FL 33174  
Tel. 305/264-5780  
H-35% M-60% L-5%  
Stat.-8 1,2,3,4

CODES: NA- NOT AVAILABLE  
H-HIGH INCOME M-MIDDLE INCOME L-LOW INCOME  
Stat.-NO. OF INTERVIEWING STATIONS  
1-COMPUTER AIDED INTERVIEWING  
2-KITCHEN FACILITIES  
3-PRIVATE DISPLAY ROOM  
4-ONE-WAY MIRROR FOR VIEWING OF STATIONS

**Rife Market Research, Inc.**  
Skylake Mall  
1758 N.E. 183rd St.  
Miami, FL 33179  
Tel. 305/945-9390  
H-20% M-60% L-20%  
Stat.-8 2,3,4  
(See Advertisement p. 72 )

**Weitzman & Philip Inc**  
California Club Mall  
850 Ives Dairy Road  
Miami, FL 33179  
Tel. 305/653-6323  
H-25% M-60% L-15%  
Stat.-8 2,3,4

## ORLANDO

**CSi Testing Centers**  
Colonial Plaza Mall  
87 Colonial Drive East  
Orlando, FL 32803  
Tel. 800/227-0666  
Fax 203/748-1735  
H-60% M-40% L-0%  
Stat.-8 1,2,3,4

**Pilar Ellis-Orlando Market Research**  
Winter Park Mall, Ste 1398  
500 No. Orlando Ave  
Winter Park, FL 32789  
Tel. 407/628-1835  
Fax 407/628-0571  
H-25% M-60% L-15%  
Stat.-8 1,2,3,4

### Quick Test Opinion Centers

**Lake Square Mall**  
U.S. Hwy 441  
Leesburg, FL 34788  
Tel. 904/365-0505  
Fax 904/365-0833  
Income-NA  
STAT-NA 1,2,3,4  
(See Advertisement p. 3 )

**U.S. Testing Co., Inc.**  
Altamonte Mall  
521 Altamonte Ave.  
Altamonte Springs, FL 32701  
Tel. 407/332-9260  
H-35% M-55% L-10%  
Stat.-10 1,2,3,4  
(See Advertisement p. 47 )

**U.S. Testing Co., Inc.**  
Florida Mall, Rm. 422  
8001 So. Orange Blossom Tr.  
Orlando, FL 32809  
Tel. 407/851-7114  
H-30% M-55% L-15%  
Stat.-10 1,2,3,4  
(See Advertisement p. 47 )

## PENSACOLA

**Polly Graham & Assoc.**  
Cordova Mall, #M1209  
5100 No. 9th Avenue  
Pensacola, FL 32504  
Tel. 904/478-9274  
H-50% M-40% L-10%  
Stat.-8 1,2,3,4

## SARASOTA

**Starr Research**  
Sarasota Square Mall  
8201 So. Tamiami Trail  
Sarasota, FL 34238  
Tel. 813/925-7827  
Fax 813/922-3289  
H-35% M-40% L-25%  
Stat.-8 1,2,3,4

## TALLAHASSEE

### The Friedman Marketing Organization

**Consumer Opinion Center**  
Tallahassee Mall #718  
2415 N. Monroe  
Tallahassee, FL 32303  
Tel. 904/385-4399  
Fax 904/385-3481  
H-25% M-50% L-25%  
Stat.-9 1,2,3,4  
(See Advertisement p. 61 )

## TAMPA/ST. PETERSBERG

**Adam Market Research, Inc.**  
Belz Mall  
6302 E. Buffalo  
Tampa, FL 33607  
Tel. 813/875-4005  
Fax 813/875-4055  
H-15% M-55% L-30%  
Stat.-9 2,3

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

### Quick Test Opinion Centers

**Country Side Mall #832**  
2601 U.S. Hwy. 19 North  
Clearwater, FL 34621  
Tel. 813/797-4868  
Fax 813/796-2616  
H-30% M-50% L-20%  
Stat.-7 1,2,3,4  
(See Advertisement p. 3 )

**Tampa Market Research**  
Floriland Mall #9314  
Tampa, FL 33612  
Tel. 813/935-2151  
Fax 813/932-6265  
H-10% M-50% L-40%  
Stat.-8 1,2,3,4

### Walker DataSource/Walker Research, Inc.

**Eastlake Square Mall**  
5701 E. Hillsborough Avenue  
Tampa, FL 33610  
Tel. 813/623-1774  
Fax 813/623-6898  
H-31% M-57% L-12%  
Stat.-12 1,2,3  
(See Advertisement p. 28 )

## GEORGIA

## ATHENS

**Jackson Associates, Inc.**  
Georgia Square  
3700 Atlanta Highway  
Athens, GA 30610  
Tel. 404/353-3338  
Fax 404/546-7518  
H-20% M-50% L-30%  
Stat.-5 1,2

## ATLANTA

**Heakin Research, Inc.**  
Shannon Mall #331  
Union City, GA 30291  
Tel. 404/964-9634  
H-30% M-60% L-10%  
Stat.-8 2,3,4

**Jackson Associates, Inc.**  
Cobb Centre  
2200 S. Cobb Drive  
Smyrna, GA 30080  
Tel. 404/43-1533  
Fax 404/432-1089  
H-30% M-50% L-20%  
Stat.-6 1,2,3,4

**Jackson Associates, Inc.**  
Southlake Mall, #2443  
Morrow, GA 30260  
Tel. 404/968-3646  
Fax 404/968-3660  
H-40% M-35% L-25%  
Stat.-6 1,3,4

**Mid-America Research, Inc.**  
Lenox Square Mall  
3393 Peachtree Road  
Atlanta, GA 30326  
Tel. 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  
Tel. 404/493-1403  
H-19% M-76% L-5%  
Stat.-12 1,2,3,4

### Quick Test Opinion Centers

**Cobb Town Center Ste 272**  
400 Ernest Barret Pkwy.  
Kennesaw, GA 30144  
Tel 404/423-0884  
Fax 404/424-5354  
H-10% M-65% L-25%  
Stat.-8 1,2,3,4  
(See Advertisement p. 3 )

**John Stolzberg Market Research**  
Outlets Limited Mall  
750 George Busbee Pkwy  
Kennesaw, GA 30144  
Tel. 404/329-0954  
H-30% M-70% L-0%  
Stat.-4

John Stolzberg Market Research  
Outlets Limited Mall  
3750 Venture Drive  
Duluth, GA 30136  
404/329-0954  
H-15% M-70% L-15%  
Stat.-4

Tannenbaum Research Services  
South DeKalb Mall #80  
Decatur, GA 30034  
Tel. 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  
Tel. 404/321-1770  
H-50% M-40% L-10%  
Stat.-7 2,3

## AUGUSTA

**U.S. Testing Co., Inc.**  
Regency Mall  
1700 Gordon Highway  
Augusta, GA 30904  
Tel. 404/790-0018  
Income-Middle  
Stat.-NA 1,2,3  
(See Advertisement p. 47 )

## COLUMBUS

**Quality Controlled Services**  
Columbus Square Mall  
3050 Macon Road  
Columbus, GA 31906  
Tel. 404/568-3455  
H-20% M-65% L-15%  
Stat.-NA 1,2  
(See Advertisement p. 49 )

## GAINESVILLE

Jackson Associates, Inc.  
Lakeshore Mall  
1285 W. Washington Street  
Gainesville, GA 30501  
Tel. 404/536-2054  
Fax 404/536-2065  
H-40% M-30% L-30%  
Stat.-12 1,2,3,4

## SAVANNAH

Cooper Research, Inc.  
Oglethorpe Mall Suite 18-A  
Savannah, GA 31406  
Tel. 912/355-0498  
H-24% M-45% L-14%  
Stat.-4 2,3,4

## IDAHO

### BOISE

**Consumer Opinion Services, Inc.**  
Boise Town Square  
350 No. Milwaukee St.  
Boise, ID 83788  
Tel. 208/323-8584  
H-15% M-70% L-15%  
Stat.-9 1,2,3  
(See Advertisement p. 30 )

## ILLINOIS

### CHICAGO

Assistance In Marketing  
1140 Spring Hill Mall  
Dundee, IL 60118  
Tel. 708/428-0885  
Fax 312/392-5841  
H-51% M-35% L-14%  
Stat.-20 1,2,3,4

Assistance In Marketing  
Century City Mall  
2828 No. Clark Street  
Chicago, IL 60657  
Tel. 312/477-3139  
Fax 312/392-5841  
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  
Tel. 708/832-2625  
H-15% M-70% L-15%  
Stat.-4 2,3,4

Car-Lene Research, Inc.  
Northbrook Court  
Northbrook, IL 60062  
Tel. 708/498-1305  
H-40% M-60% L-0%  
Stat.-8 2,3,4

Car-Lene Research, Inc.  
Deerbrook Mall  
188 So. Waukegan St.  
Deerfield, IL 60015  
Tel. 708/564-1454  
H-10% M-80% L-10%  
Stat.-8 2,3,4

Consumer Surveys Company  
Northpoint Shopping Center  
346 E. Rand Rd.  
Arlington Heights, IL 60004  
Tel. 708/394-9411  
Fax 708/394-0001  
H-30% M-50% L-20%  
Stat.-10 1,2,3,4

Consumer Surveys Company  
Chicago Ridge Mall #730  
Chicago Ridge, IL 60415  
Tel. 708/499-6000  
Fax 708/499-4621  
H-5% M-65% L-30%  
Stat.-8 1,2,3,4

Facts In Focus, Inc.  
Fox Valley Center  
Highway 59 & New York St.  
Aurora, IL 60505  
Tel. 708/898-2166  
H-40% M-55% L-5%  
Stat.-12 2,3,4

Heakin Research, Inc.  
North Riverside  
7501 W. Cermak Road  
No. Riverside, IL 60546  
Tel. 708/447-9208  
H-28% M-45% L-27%  
Stat.-8 2,3

Heakin Research, Inc.  
Louis Joliet Mall Door 4  
1166 Mall Loop Dr.  
Joliet, IL 60435  
Tel. 815/439-2053  
H-34% M-28% L-38%  
Stat.-8 2,3,4

Heakin Research, Inc.  
Brickyard Mall  
6465 W. Diversey  
Chicago, IL 60635  
Tel. 312/745-8001  
H-9% M-55% L-36%  
Stat.-12 2,3

Heakin Research, Inc.  
Jefferson Square Mall  
2450 W. Jefferson  
Joliet, IL 60436  
Tel. 815/729-0595  
H-12% M-50% L-38%  
Stat.-10 2,3,4

Mid-America Research, Inc.  
Randhurst Shopping Ctr.  
999 N. Elmhurst Rd., #17  
Mt. Prospect, IL 60056  
Tel. 708/392-0800  
Fax 708/259-7259  
H-33% M-52% L-15%  
Stat.-20 1,2,3,4

Mid-America Research, Inc.  
Orland Square Mall #280  
Orland Park, IL 60462  
Tel. 708/349-0888  
H-24% M-63% L-14%  
Stat.-12 1,2,3,4

**Precision Field Services, Inc.**  
Hillside Mall  
101 North Wolf Rd.  
Hillside, IL 60162  
Tel. 708/966-8666  
Fax 708/966-9551  
H-27% M-50% L-23%  
Stat.-10 1,2,3,4  
(See Advertisement p. 13 )

**Precision Field Services, Inc.**  
Town & Country Mall  
445 E. Palatine Road  
Arlington Heights, IL 60004  
Tel. 708/966-8666  
Fax 708/966-9551  
H-70% M-25% L-5%  
Stat.-6 1,2,3,4  
(See Advertisement p. 13 )

**Quality Controlled Services**  
Yorktown Center Mall  
203B Yorktown Road  
Lombard, IL 60148  
Tel. 708/629-4152  
H-35% M-55% L-10%  
Stat.-Variable 1,2,3  
(See Advertisement p. 49 )

CODES: NA- NOT AVAILABLE  
H-HIGH INCOME M-MIDDLE INCOME L-LOW INCOME  
Stat.-NO. 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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*Review*

**P.O. Box 23536  
Minneapolis, Minnesota 55423**

**Quality Controlled Services**  
Harlem-Irving Mall  
4192 Harlem Ave.  
Norridge, IL 60634  
Tel. 708/452-7660  
H-10% M-75% L-15%  
Stat.-Variable 1,2,3,4  
(See Advertisement p. 49 )

**Quick Test Opinion Centers**  
Ford City Shopping Center  
7601 S. Cicero Avenue  
Chicago, IL 60652  
Tel. 312/581-9400  
Fax 312/581-9758  
H-5% M-75% L-20%  
Stat.-8 1,2,3,4  
(See Advertisement p. 3 )

**Quick Test Opinion Centers**  
Hawthorn Mall  
429 Hawthorn Center  
Vernon Hills, IL 60061  
Tel. 708/367-0036  
Fax 708/367-4863  
H-60% M-30% L-10%  
Stat.-9 1,2,3,4  
(See Advertisement p. 3 )

Time N Talent, Inc.  
Meadows Town Mall  
1400 E. Golf Road  
Rolling Meadows, IL 60008  
Tel. 708/806-0006  
Fax 708/806-0782  
H-25% M-65% L-10%  
Stat.-8 1,2,3,4

**U.S. Testing Co., Inc.**  
Lakehurst Shopping Center, #243A  
Waukegan, IL 60085  
Tel. 708/473-0164  
Income-Middle  
Stat.-NA 1,2,3  
(See Advertisement p. 47 )

**U.S. Testing Co., Inc.**  
Illinois Center, Concourse #16  
111 E. Wacker Drive  
Chicago, IL 60601  
Tel. 312/565-0881  
Income-Middle  
Stat.-NA 1,2,3,4  
(See Advertisement p. 47 )

**PEORIA**  
Scotti Research, Inc.  
Northwoods Mall  
Peoria, IL 61613  
Tel. 309/682-4254  
H-25% M-50% L-25%  
Stat.-5 2,3,4

**QUAD CITIES**  
Scotti Research, Inc.  
Northpark Mall  
Davenport, IA 52806  
Tel. 319/386-1905  
H-25% M-50% L-25%  
Stat.-8 2,3,4

Scotti Research, Inc.  
Southpark Mall  
Moline, IL 61265  
Tel. 309/762-3444  
H-25% M-50% L-25%  
Stat.-5 2

## INDIANA

### EVANSVILLE

Gore Research & Associates  
Eastland Mall  
800 Green River Rd.  
Evansville, IN 47715  
Tel. 812/422-3221  
H-8% M-47% L-45%  
Stat.-9 2,3

Product Acceptance & Research(PAR)  
1139 Washington Square Mall  
Evansville, IN 47715  
Tel. 812/425-3533  
Fax 812/421-6806  
H-30% M-60% L-10%  
Stat.-8 1,2,3,4

### FORT WAYNE

Dennis Research  
Glenbrook Square  
4201 Coldwater Road  
Fort Wayne, IN 46805  
Tel. 219/485-2442  
H-25% M-50% L-25%  
Stat.-NA 2,3,4

Wallace Interviewing Service  
Southtown Mall, #D-03  
7800 So. Anthony Blvd  
Ft. Wayne, IN 46816  
Tel. 317/784-0497  
H-50% M-45% L-5%  
Stat.-6 3

### INDIANAPOLIS

**Herron Associates, Inc.**  
Greenwood Park #C-26  
1251 U.S. 31 North  
Greenwood, IN 46142  
Tel. 317/882-3800  
Fax 317/882-4716  
H-20% M-60% L-20%  
Stat.-12 1,2,3,4  
(See Advertisement p. 15 )

**Herron Associates, Inc.**  
Washington Square Ste 402  
10202 E. Washington St.  
Indianapolis, IN 46229  
Tel. 317/882-3800  
Fax 317/882-4716  
H-15% M-65% L-20%  
Stat.-13 1,2,3,4  
(See Advertisement p. 15 )

**Walker DataSource/WalkerResearch, Inc.**  
Castleton Square Mall  
6020 E. 82nd Street  
Indianapolis, IN 46250  
Tel. 317/842-6800  
Fax 317/576-5438  
H-37% M-43% L-20%  
Stat.-8 1,2,3  
(See Advertisement p. 28 )

## IOWA

**DAVENPORT(See Quad  
Cities, IL)**

## DES MOINES

**The Friedman Marketing Organization**  
Consumer Opinion Center  
Southridge Mall #158  
1111 E. Army Post Rd.  
Des Moines, IA 50315  
Tel. 515/287-4744  
Fax 515/287-5937  
H-30% M-55% L-15%  
Stat.-15 1,2,3,4  
(See Advertisement p. 61 )

Mid-Iowa Interviewing  
Valley West Mall  
1551 35th Street  
West Des Moines, IA 50265  
Tel. 515/225-6232  
H-30% M-60% L-10%  
Stat.-6 1,2,3,4

## KANSAS

### TOPEKA

**Quality Controlled Services**  
West Ridge Mall  
1801 Southwest Wannamaker  
Topeka, KS 66604  
Tel. 913/273-0091  
H-30% M-60% L-10%  
Income-NA 1,2,3  
Stat.-6 1,2,3  
(See Advertisement p. 49 )

### WICHITA

Data Net, Inc.  
Towne East Square  
7700 E. Kellogg, M-3  
Wichita, KS 67207  
Tel. 316/682-6655  
Fax 316/682-6664  
H-35% M-50% L-15%  
Stat.-9 2,3,4

**U.S. Testing Co., Inc.**  
Towne West Square, Store #804  
Wichita, KS 67209  
Tel. 316/943-1153  
Income-Middle  
Stat.-NA 1,2,3,4  
(See Advertisement p. 47 )

### LOUISVILLE

Personal Opinion, Inc.  
River Falls Mall, #206A  
3415 Bardstown Road  
Louisville, KY 40218  
Tel. 502/451-1971  
Fax 502/451-3940  
H-15% M-60% L-25%  
Stat.-10 1,2,3,4

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

## LOUISIANA

### BATON ROUGE

Gulf States Research Center  
Bon Marche Mall  
7361-A Florida Blvd.  
Baton Rouge, LA 70806  
Tel. 800/848-2555  
H-20% M-70% L-10%  
Stat.-6 1,2,3,4

NGL Research Services Inc.  
Cortana Mall  
9119 Cortana Place  
Baton Rouge, LA 70815  
Tel. 504/924-0010  
H-21% M-45% L-34%  
Stat.-7 1,2,3,4

### NEW ORLEANS

#### The Friedman Marketing Organization

Consumer Opinion Center  
Belle Promenade Mall #666  
1701 Barataria Blvd.  
Marrero, LA 70072  
Tel. 504/340-0972  
Fax 504/340-7965  
H-25% M-50% L-25%  
Stat.-14 1,2,3,4  
(See Advertisement p. 61 )

Heakin Research, Inc.  
Esplanade Mall Suite C3  
1401 W. Esplanade  
Kenner, LA 70065  
Tel. 504/464-9188  
H-21% M-45% L-34%  
Stat.-12 2,3,4

Linden Research Services  
Oakwood mall  
197504 WB Exp.  
Gretna, LA 70053  
Tel. 504/368-9825  
Fax 504/368-9866  
H-20% M-50% L-30%  
Stat.-6 2,3,4

New Orleans Field Services Assoc.  
Plaza In Lake Forest  
5300 Read Blvd.  
New Orleans, LA 70127  
Tel. 504/833-0641  
Fax 504/834-2005  
H-10% M-80% L-10%  
Stat.-10 2,3

NGL Research Services, Inc.  
North Shore Square  
4001 North Shore Blvd.  
Slidell, LA 70460  
Tel. 504/847-0405  
H-34% M-42% L-24%  
Stat.-8 1,2,3,4

## MARYLAND

### BALTIMORE

#### Consumer Pulse of Baltimore

White Marsh Mall #1039  
8200 Perry Hall Blvd.  
Baltimore, MD 21236  
Tel. 301/256-7700  
Fax 301/256-5148  
H-20% M-50% L-30%  
Stat.-8 1,2,3,4  
(See Advertisement p. 51 )

Heakin Research, Inc.  
Eastpoint Mall  
7839 Eastpoint Mall  
Baltimore, MD 21224  
Tel. 301/282-3133  
H-6% M-30% L-64%  
Stat.-6 2,3,4

Opinion Centers America  
Golden Ring Mall  
6400 Rossville Blvd.  
Baltimore, MD 21237  
Tel. 301/391-7750  
H-40% M-40% L-20%  
Stat.-4 1,2,3,4

Opinion Centers America  
Security Square Mall  
6901 Security Blvd.  
Baltimore, MD 21203  
Tel. 301/597-9904  
Fax 301/760-6744  
H-40% M-40% L-20%  
Stat.-3 1,2,3,4

Opinion Centers America  
Hunt Valley Mall  
118 Shawan Road  
Hunt Valley, MD 21030  
Tel. 301/785-5344  
Fax 301/760-6744  
H-20% M-40% L-40%  
Stat.-4 1,2,3,4

### FREDERICK

Polk-Lepson Rsch. Group  
Francis Scott Key Mall  
5500 Buckeystown Pike  
Frederick, MD 21701  
Tel. 717/741-2879  
H-15% M-70% L-15%  
Stat.-2

## MASSACHUSETTS

### BOSTON

Bernett Research, Inc.  
Southshore Plaza  
230 Granite  
Braintree, MA 02124  
Tel. 617/254-1314  
H-50% M-50% L-0%  
Stat.-15 1,2,3  
(See Advertisement p. 38 )

Bernett Research, Inc.  
Assembly Square  
Middlesex Ave.  
Somerville, MA 02145  
Tel. 617/254-1314  
H-0% M-50% L-50%  
Stat.-15 1,2,3,4  
(See Advertisement p. 38 )

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

CSi Testing Centers  
North Shore Mall  
Peabody, MA 01960  
Tel. 800/227-0666  
Fax 203/748-1735  
H-70% M-30% L-0%  
Stat.-8 1,2,3,4

Performance Plus, Inc.  
Route 30 Mall  
341 Cochituate Road  
Framingham, MA 01701  
Tel. 617/872-1287  
Fax 508/879-7108  
H-50% M-35% L-15%  
Stat.-16 1,2,3

Performance Plus, Inc.  
Westgate Mall  
Brockton, MA 02401  
Tel. 617/872-1287  
Fax 508/879-7108  
H-25% M-65% L-10%  
Stat.-10 1,2,3

Performance Plus, Inc.  
Woburn Mall  
300 Mishawam Road  
Woburn, MA 01801  
Tel. 617/872-1287  
Fax 508/879-7108  
H-35% M-50% L-15%  
Stat.-8 1,2,3

Performance Plus, Inc.  
Faneuil Hall Marketplace #3  
Boston, MA 02109  
Tel. 617/872-1287  
Fax 508/879-7108  
H-35% M-50% L-15%  
Stat.-5 2,3,4

Quick Test Opinion Centers  
Methuen Mall  
Route 113  
Methuen, MA 01844  
Tel. 617/685-1917  
H-40% M-40% L-20%  
Stat.-8 1,2,3,4  
(See Advertisement p. 3 )

CODES: NA- NOT AVAILABLE  
H-HIGH INCOME M-MIDDLE INCOME L-LOW INCOME  
Stat.-NO. OF INTERVIEWING STATIONS  
1-COMPUTER AIDED INTERVIEWING  
2-KITCHEN FACILITIES  
3-PRIVATE DISPLAY ROOM  
4-ONE-WAY MIRROR FOR VIEWING OF STATIONS

**Quick Test Opinion Centers**  
Worcester Center  
West Mall  
Worcester, MA 01608  
Tel. 508/754-3960  
H-30% M-50% L-20%  
Stat.8 1,2,3,4  
(See Advertisement p. 3 )

**Quick Test Opinion Centers**  
Watertown Mall  
550 Arsenal Street  
Watertown, MA 02172  
Tel. 617/924-8486  
H-20% M-60% L-20%  
Stat.-14 1,2,3,4  
(See Advertisement p. 3 )

## SPRINGFIELD

CSi Testing Centers  
Hampshire Mall  
South Maple Street  
Hadley, MA 01035  
Tel. 800/227-0666  
Fax 203/748-1735  
H-25% M-75% L-0%  
Stat.-6 1,2,3,4

Performance Plus, Inc.  
Fairfield Mall  
591 Memorial Drive  
Chicopee, MA 01020  
Tel. 617/872-1287  
Fax 508/879-7108  
H-10% M-60% L-30%  
Stat.-8 1,2,3,4

**Quality Controlled Services**  
Holyoke Mall  
Whiting Farms Road  
Holyoke, MA 01040  
Tel. 508/653-1122  
H-25% M-60% L-15%  
Stat.-NA 1,2,3,4  
(See Advertisement p. 49 )

**U.S. Testing Co., Inc.**  
Hampshire Mall  
South Maple Street  
Hadley, MA 01035  
Tel. 413/586-1939  
Income-Middle  
Stat.-NA 1,2,3,4  
(See Advertisement p. 47 )

## MICHIGAN

### DETROIT

**Consumer Pulse of Detroit**  
Universal Mall  
28620 Dequindre Rd.  
Warren, MI 48092  
Tel. 313/540-5330  
Fax 313/645-5685  
H-10% M-45% L-45%  
Stat.-30 1,2,3,4  
(See Advertisement p. 51 )

Detroit Marketing Service  
Wonderland Mall  
29755 Plymouth Road  
Livonia, MI 48150  
Tel. 313/569-7095  
Fax 313/569-8927  
H-25% M-45% L-30%  
Stat.-7 1,2,3,4

**The Friedman Marketing Organization**  
Consumer Testing Center  
Oakland Mall  
350 B W. 14 Mile Road  
Troy, MI 48083  
Tel. 313/589-0950  
Fax 313/589-0271  
H-30% M-50% L-20%  
Stat.-15 1,2,3,4  
(See Advertisement p. 61 )

**The Friedman Marketing Organization**  
French Town Square Mall  
2121 Monroe Street  
Monroe, MI 48161  
Tel. 313/241-1610  
Fax 313/241-6804  
H-25% M-50% L-25%  
Stat.-13 1,2,3,4  
(See Advertisement p. 61 )

Heakin Research, Inc.  
Macomb Mall Suite 790  
32165 Gratiot  
Roseville, MI 48066  
Tel. 313/294-3232  
H-41% M-41% L-18%  
Stat.-8 2,3,4

Opinion Search  
Harvard Row  
21730 W. 11 Mile Rd.  
Southfield, MI 48076  
Tel. 313/358-9922  
H-50% M-40% L-10%  
Stat.-4



## A Family Gathering.

Whether it's in the mall, on the phone or at the door. With The Friedman Marketing Organization, your data collection project is family business. You ask the questions, we gather the information through our extensive resources, including: **22 fully equipped focus group rooms; 21 door-to-door markets; 3 central Wats facilities; and 27 permanent mall facilities.**

All this in 25 different markets nationwide. For a bid on your next data collection project or further information on Friedman's full range of data collection services, call us at **313-569-0444.**



**The Friedman Marketing Organization**  
NATIONAL HEADQUARTERS  
25130 Southfield Road, Suite 200  
Southfield, Michigan 48075  
(313) 569-0444 FAX: (313) 569-2813

**READING THE MINDS OF THE MARKETS!**

Opinion Search  
Westland Mall  
3500 W. Warme  
Westland, MI 48185  
Tel. 313/421-6580  
H-45% M-40% L-15%  
Stat.-NA

#### Quick Test Opinion Centers

Southland Center  
23000 Eureka Road  
Taylor, MI 48180  
Tel. 313/287-3600  
Fax 313/287-3840  
H-25% M-50% L-25%  
Stat.-10 1,2,3,4  
(See Advertisement p. 3 )

### GRAND RAPIDS

Datatrack, Inc.  
Rogers Plaza  
1110-28th Street SW  
Grand Rapids, MI 49509  
Tel. 616/776-7230  
H-19% M-43% L-38%  
Stat.-12 1,2,3

Datatrack, Inc.  
Eastbrook Mall  
Grand Rapids, MI 49503  
Tel. 616/776-7230  
Fax 616/776-7212  
H-35% M-50% L-15%  
Stat-7 1,2,3,4

## MINNESOTA

### MINNEAPOLIS/ST. PAUL

A & I Of Minnesota  
Eden Prairie Center #1248  
Eden Prairie, MN 55344  
Tel. 612/941-0825  
H-60% M-30% L-10%  
Stat.-6 1,2,3

Comprehensive Research Group, Inc.  
Har Mar Mall  
2100 Snelling Avenue No.  
Roseville, MN 55113  
Tel. 612/635-0204  
Fax 612/635-0204  
H-60% M-30% L-10%  
Stat.-8 3,4

N.K. Friedrichs & Assoc., Inc.  
Northtown Mall #310  
Blaine, MN 55434  
Tel. 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  
Tel. 612/936-0904  
H-26% M-41% L-33%  
Stat.-12 2,3,4

#### Quality Controlled Services

Maplewood Mall #2016  
Maplewood, MN 55109  
Tel. 612/770-5636  
H-20% M-65% L-15%  
Stat.-NA 1,2,3,4  
(See Advertisement p. 49 )

#### Quick Test Opinion Centers

Burnsville Center #1008  
Burnsville, MN 55337  
Tel. 612/435-8581  
H-25% M-65% L-10%  
Stat.-7 1,2,3  
(See Advertisement p. 3 )

## MISSISSIPPI

### JACKSON

#### The Friedman Marketing Organization

Consumer Opinion Center  
1275 Metrocenter  
Hwy. 80 & Robinson Rd.  
Jackson, MS 39209  
Tel. 601/352-9340  
Fax 601/355-3530  
H-20% M-60% L-20%  
Stat.-13 1,2,3,4  
(See Advertisement p. 61 )

## MISSOURI

### KANSAS CITY

The Field House, Inc.  
Oak Park Mall  
11319 West 95th Street  
Overland Park, KS 66214  
Tel. 913/492-1506  
Fax 913/341-4245  
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  
Tel. 816/436-8787  
Fax 913/341-4245  
H-10% M-60% L-30%  
Stat.-8 2,3

The Field House, Inc.  
Metcalf South Mall  
95th St. & Metcalf  
Overland Park, KS 66214  
Tel. 913/381-7021  
Fax 913/341-4245  
H-20% M-60% L-20%  
Stat.-6

Heakin Research, Inc.  
Blue Ridge Mall  
4200 Blue Ridge Blvd.  
Kansas City, MO 64133  
Tel. 816/737-1130  
H-23% M-41% L-34%  
Stat.-10 2,3,4

Heakin Research, Inc.  
Independence Center #116  
Independence, MO 64057  
Tel. 816/795-0706  
H-33% M-43% L-24%  
Stat.-10 2,3,4

Heakin Research, Inc.  
Indian Springs  
4601 State Street  
Kansas City, KS 66102  
Tel. 913/596-224  
H-8% M-42% L-50%  
Stat.-9 2,3,4

#### Quality Controlled Services

Ward Parkway Mall  
8600 Ward Parkway  
Kansas City, MO 64114  
Tel. 816/361-0345  
Fax 816/361-3580  
H-20% M-70% L-10%  
Stat.-NA 1,2,3,4  
(See Advertisement p. 49 )

### ST. LOUIS

Bryan Research  
Belz Factory Outlet Mall  
100 Mall Pkwy-Hwy 40/61& 70  
Wentzville, MO 63385  
Tel. 314/928-0811  
Fax 314/447-8124  
H-25% M-65% L-10%  
Stat.-6 2,3

#### Marketeam Associates

Mark Twain  
1355 Fifth Street  
St. Charles, MO 63301  
Tel. 314/241-8111  
Fax 314/993-7033  
H-10% M-70% L-20%  
Stat.-4 2,3  
(See Advertisement p. 63 )

#### Marketeam Associates

St. Louis Centre  
515 No. 6th St., Ste. 374  
St. Louis, MO 63101  
Tel. 314/241-8111  
H-25% M-60% L-15%  
Stat.-6 2,3,4  
(See Advertisement p. 63 )

#### Quality Controlled Services

South County Center  
24 S. County Way  
St. Louis, MO 63129  
Tel. 314/966-6595  
H-20% M-70% L-10%  
Stat.-NA 1,2,3  
(See Advertisement p. 49 )

#### Superior Surveys of St. Louis

Mid Rivers Mall #1279  
St. Peters, MO 63376  
Tel. 314/965-0023  
Fax 314/965-8042  
H-50% M-50% L-0%  
Stat.-12 1,2,3,4

CODES: NA- NOT AVAILABLE  
H-HIGH INCOME M-MIDDLE INCOME L-LOW INCOME  
Stat.-NO. OF INTERVIEWING STATIONS  
1-COMPUTER AIDED INTERVIEWING  
2-KITCHEN FACILITIES  
3-PRIVATE DISPLAY ROOM  
4-ONE-WAY MIRROR FOR VIEWING OF STATIONS

U.S. Testing Co., Inc.  
338 Jamestown Mall  
Florissant, MO 63034  
Tel. 314/741-0284  
Income-Middle  
Stat.-NA 1,2,3,4  
(See Advertisement p. 47 )

Wade West, St. Louis  
Northwest Plaza  
514 Northwest Plaza  
St. Ann, MO 63074  
Tel. 314/291-8888  
H-30% M-50% L-20%  
Stat.-7 1,2,3,4

## NEBRASKA

### OMAHA

The Friedman Marketing Organization  
Consumer Opinion Center  
Mall of the Bluffs #330  
1751 Madison Avenue  
Council Bluffs, IA 51501  
Tel. 712/322-7200  
Fax 712/322-5176  
H-30% M-55% L-15%  
Stat.-14 1,2,3,4  
(See Advertisement p. 61 )

Midwest Survey, Inc.  
Crossroads Mall  
7300 Dodge St., Ste. 20  
Omaha, NE 68114  
Tel. 402/399-9346  
H-12% M-68% L-20%  
Stat.-12 1,2,3,4

Midwest Survey, Inc.  
Southroads Mall  
1001 Ft. Crook Road No.  
Bellevue, NE 68005  
Tel. 402/733-4036  
H-20% M-68% L-12%  
Stat.-7 1,2,3,4

## NEVADA

Las Vegas Surveys  
Boulevard Mall  
3718 S. Maryland Blvd.  
Las Vegas, NV 89119  
Tel. 702/796-6451  
Fax 702/796-6450  
H-20% M-65% L-15%  
Stat.-6 1,2,3,4

## NEW HAMPSHIRE

### NASHUA

New England Interviewing, Inc.  
Nashua Mall  
Broad Street  
Nashua, NH 03063  
Tel. 603/889-8222  
Fax 603/883-1119  
H-20% M-68% L-12%  
Stat.-4 2

## NEW JERSEY

### NORTH JERSEY(See New York City)

### SOUTH JERSEY

CSi Testing Centers  
Hamilton Mall  
100 West Black Horse Pike Rd  
Mays Landing, NJ 08330  
Tel. 800/227-0666  
Fax 203/748-1735  
H-40% M-60% L-0%  
Stat.-10 1,2,3,4

## NEW MEXICO

### ALBERQUERQUE

Sandia Marketing Services  
Coronado Mall  
923 Coronado Mall SE  
Albuquerque, NM 87110  
Tel. 800/950-4148  
Fax 505/883-4776  
H-30% M-60% L-10%  
Stat.-12 1,2,3,4

# Marketeam Associates

St. Louis, MO

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AUGUST, 1989!!**

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- Four Levels of Shops, Restaurants, Cafes
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- Pulls From Wide Geographic Area of over 200 Zip Codes
- Excellent Socio-Economic Distribution
- St. Louis' Only Downtown Focus Group Facility



Call 314-241-8111  
to schedule your next project

515 North 6th Street  
Suite 374  
St. Louis, MO 63101

## SANTA FE

### Quick Test Opinion Centers

Villa Linda Mall  
Santa Fe, NM 87505  
Tel. 505/471-1699  
H-25% M-50% L-25%  
Stat-5 1,2,3,4  
(See Advertisement p. 3 )

## NEW YORK

### ALBANY

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

### Quick Test Opinion Centers

Crossgates Mall  
120 Washington Avenue Ext.  
Albany, NY 12203  
Tel. 518/456-8641  
H-30% M-50% L-20%  
Stat.-8 1,2,3,4  
(See Advertisement p. 3 )

### Quick Test Opinion Centers

Mohawk Mall  
428 Mohawk Mall  
Schenectady, NY 12304  
Tel. 518/370-5077  
H-30% M-50% L-20%  
Stat.-12 1,2,3,4  
(See Advertisement p. 3 )

### BUFFALO

Buffalo Survey & Research  
Main Place Mall  
Buffalo, NY 14202  
Tel. 716/833-6639  
Fax 716/834-0396  
H-10% M-50% L-40%  
Stat.-4 2,3

### Ruth Diamond Market Research

Boulevard Mall  
Niagara Falls Blvd  
Buffalo, NY 14226  
Tel. 716/836-1110  
Fax 716/836-1114  
H-28% M-53% L-19%  
Stat.-1 2,3,4

### Marion Simon Research Service

Walden Galleria/C103  
Buffalo, NY 14225  
Tel. 716/684-8025  
Fax 716/684-3009  
H-35% M-35% L-30%  
Stat.-NA 1,2,3  
(See Advertisement p. 65 )

### Survey Svce of West. New York

Eastern Hills Mall  
4545 Transit Road  
Williamsville, NY 14221  
Tel. 716/634-3085  
H-15% M-65% L-20%  
Stat.-8 1,2,3,4

### Survey Svce. of West. New York

McKinley Mall  
3701 McKinley Parkway  
Blasdell, NY 14219  
Tel. 716/876-6450  
H-40% M-40% L-20%  
Stat.-8 1,2,3

### NEW YORK

A & B Interviewing Inc.  
Pathmark Mall  
Jericho, NY 11753  
Tel. 516/379-0994  
H-60% M-30% L-10%  
Stat.-3 2

A & B Interviewing Inc.  
Pathmark Mall  
Deer Park Ave.  
No. Babylon, NY 11703  
Tel. 516/379-0994  
H-30% M-40% L-30%  
Stat.-3 2

### Bernett Research Svcs. of New Jersey

Menlo Park Mall  
Parsonage Road  
Edison, NJ 08837  
Tel. 201/548-2900  
H-20% M-40% L-40%  
Stat.-NA 1,2,3,4  
(See Advertisement p. 38 )

### CSi Testing Centers

Wayne Towne Center  
Route 80, 23, 46  
Wayne, NJ 07470  
Tel. 800/227-0666  
Fax 203/748-1735  
H-80% M-20% L-0%  
Stat.-10 1,2,3,4

Ebony Marketing Research  
Five Town's Shopping Mall  
253-01 Rockaway Blvd.  
Rosedale, NY 11423  
Tel. 718/217-0842  
Income-Low  
Stat.-5 2

Ebony Marketing Research  
Bronx Bay Plaza Mall  
Rt 95 Bronx  
New York, NY 11423  
Tel. 718/217-0842  
Income-Middle  
Stat.-NA 2,4

### Enclosed Mall Research of N.Y.

Galleria Mall  
100 Main Street  
White Plains, NY 10601  
Tel. 914/997-7200  
H-25% M-60% L-15%  
Stat.-8 2,3,4

### The Friedman Marketing Organization

New York Opinion Center  
Orange Plaza Mall  
Route 211 East  
Middletown, NY 10940  
Tel. 914/343-0203  
Fax 914/343-6808  
H-25% M-50% L-25%  
Stat.-9 1,2,3,4  
(See Advertisement p. 61 )

### The Friedman Marketing Organization

Consumer Opinion Center  
Jefferson Valley Mall #E-1  
650 Lee Boulevard  
Yorktown Heights, NY 10598  
Tel. 914/962-9400  
Fax 914/962-1067  
H-30% M-50% L-20%  
Stat.-8 1,2,3,4  
(See Advertisement p. 61 )

Heakin Research, Inc.  
Rockaway Town Square Mall  
1-80 & Mt. Hope Ave.  
Rockaway, NJ 07866  
Tel. 201/328-0848  
H-40% M-40% L-20%  
Stat.-14 1,2,3,4

Ideal Field Services Inc.  
Green Acres Mall #1242  
Valley Stream, NY 11581  
Tel. 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  
Tel. 516/542-0081  
H-10% M-55% L-35%  
Stat.-4 2

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

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

Mid-America Research, Inc.  
131 Livingston Mall  
Livingston, NJ 07039  
Tel. 201/740-1566  
Income-NA  
Stat.-12 1,2,3,4

### Quick Test Opinion Centers

Sunrise Mall  
Massapequa, NY 11758  
Tel. 516/541-5100  
Fax 516/541-1099  
H-30% M-60% L-10%  
Stat.-12 1,2,3,4  
(See Advertisement p. 3 )

CODES: NA- NOT AVAILABLE  
H-HIGH INCOME M-MIDDLE INCOME L-LOW INCOME  
Stat.-NO. OF INTERVIEWING STATIONS  
1-COMPUTER AIDED INTERVIEWING  
2-KITCHEN FACILITIES  
3-PRIVATE DISPLAY ROOM  
4-ONE-WAY MIRROR FOR VIEWING OF STATIONS



### Quick Test Opinion Centers

Staten Island Mall  
2655 Richmond Avenue  
Staten Island, NY 10314  
Tel. 718/494-8562  
H-30% M-50% L-20%  
Stat.-5 1,2,3,4  
(See Advertisement p. 3 )

Audrey Schiller Market Research  
Jericho Mall  
No. Broadway & Jericho  
Jericho, NY 11753  
Tel. 516/731-1500  
H-35% M-50% L-15%  
Stat.-5 2,3

Audrey Schiller Market Research  
Walt Whitman Mall  
Huntington, NY 11743  
Tel. 516/731-1500  
H-35% M-50% L-15%  
Stat.-5 2,3

Sightline Research Ltd.  
Big H Mall  
New York Avenue  
Huntington LI, NY 11743  
Tel. 516/795-1854  
H-33% M-34% L-33%  
Stat.-6

Wade West, New York  
Kings Plaza  
5102 Flatbush Avenue  
Brooklyn, NY 11234  
Tel. 718/338-3388  
H-25% M-50% L-25%  
Stat.-8 1,2,3

### NIAGARA FALLS

Survey Svce of West New York  
Summit Park Mall  
6929 Williams Road  
Niagara Falls, NY 14304  
Tel. 716/297-9647  
H-0% M-50% L-50%

### POUGHKEEPSIE

U.S. Testing Co., Inc.  
Poughkeepsie Galleria, #F114  
790 S. Road  
Poughkeepsie, NY 12601  
Tel. 914/297-1793  
Income-Middle  
Stat.-NA 1,2,3  
(See Advertisement p. 47 )

### ROCHESTER

Ford Research Services  
The Marketplace Mall  
3400 W. Henrietta Road  
Rochester, NY 14623  
Tel. 716/424-3203  
Fax 716/292-0523  
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  
Tel. 716/225-3100  
H-38% M-44% L-18%  
Stat.-6 1,2,3,4

### SYRACUSE

KS&R Consumer Testing Center  
Shoppingtown Mall  
Library Court  
Syracuse, NY 13214  
Tel. 800/289-8028  
Fax 315/471-0115  
H-50% M-30% L-20%  
Stat.-18 1,2,3,4

McCarthy Associates Inc.  
Penn Can Mall  
5775 South Bay Road  
Syracuse, NY 13041  
Tel. 315/458-9320  
H-20% M-70% L-10%  
Stat.-10 1,2,3,4

McCarthy Associates, Inc.  
Camillus Mall  
5300 W. Genesee Street  
Syracuse, NY 13031  
Tel. 315/458-9320  
H-15% M-70% L-15%  
Stat.-10 1,2

McCarthy Associates  
Fingerlakes Mall  
Auburn, NY 13022  
Tel. 315/4580-9320  
H-10% M-55% L-35%  
Stat.-8 1,2

Q/A, Inc. Market Research  
Fayetteville Mall  
Fayetteville, NY 13066  
Tel. 315/637-3169  
H-30% M-60% L-10%  
Stat.-7 1,2,3,4

Marion Simon Research Service  
Northern Lights Mall  
Syracuse, NY 13212  
Tel. 315/455-5952  
Fax 315/455-1826  
Income-NA  
Stat.-NA 1,2,3,4  
(See Advertisement p. 65 )

Marion Simon Research Service  
Marketplace Mall  
5701 E. Circle Drive  
Clay, NY 13041  
Tel. 315/458-8651  
Fax 315/455-1826  
Income-NA  
Stat.-NA 2,4  
(See Advertisement p. 65 )

Marion Simon Research Service  
Great Northern Mall  
4081 Rt. 31  
Clay, NY 13041  
Tel. 315/455-5952  
Fax 315/455-1826  
H-35% M-35% L-30%  
Stat.-NA 1,2  
(See Advertisement p. 65 )

Providing  
Reliable,  
Cost-Effective,  
**Data Collection**  
for three key  
New York markets  
*Syracuse • Rochester • Buffalo*  
is what we do best!

For more information on our organization, and how we can best serve yours through focus groups, mall intercepts, central telephones, audits, and our other services, please call.

**Marion Simon  
Research Service, Inc.**  
*Syracuse                      Rochester                      Buffalo*  
**(716) 359-1510**

# NORTH CAROLINA

## CHARLOTTE

**Consumer Pulse of Charlotte**  
Eastland Mall  
5625 Central Avenue  
Charlotte, NC 28212  
Tel. 704/536-6067  
H-20% M-40% L-40%  
Stat.-10 1,2,3,4  
(See Advertisement p. 51 )

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

Leibowitz Market Rsch. Assoc.  
Monroe Mall  
Highway 74/Roosevelt Road  
Monroe, NC 28110  
Tel. 704/283-4667  
Fax 704/357-1965  
H-20% M-50% L-30%  
Stat.-6 1,2,3

## GREENSBORO

W.H. Long Marketing, Inc.  
Golden Gate Shopping Center  
2240 Golden Gate Drive  
Greensboro, NC 27405  
Tel. 919/292-4146  
H-33% M-34% L-33%  
Stat.-8 2,3,4

Wade West, Carolina  
112 Carolina Circle Mall #203  
Greensboro, NC 27405  
H-25% M-55% L-20%  
Stat.-7 1,2,3,4

## RALEIGH

L & E Research  
Crabtree Valley Mall  
Rte 70 & Glenwood Ave.  
Raleigh, NC 27612  
Tel. 919/782-3860  
Fax 919/782-3428  
H-33% M-34% L-33%  
Stat.-4 3

### Quick Test Opinion Centers

South Square Mall  
Durham, NC 27707  
Tel. 919/489-3104  
Fax 919/490-8979  
H-30% M-50% L-20%  
Stat.-8 1,2,3,4  
(See Advertisement p. 3 )

# OHIO

## AKRON

Opinion Centers of Akron  
Summit Mall #200  
3265 W. Market Street  
Akron, OH 44313  
Tel. 216/867-6117  
Fax 216/836-0418  
H-60% M-40% L-0%  
Stat.-10 1,2,3,4

Rosen Research  
Rolling Acres Mall  
2400 Romig Rd.  
Akron, OH 44322  
Tel. 216/753-5045  
Fax 216/464-7864  
H-15% M-60% L-25%  
Stat.-6 1,2,3

## CINCINNATI

Assistance In Marketing, Inc.  
Northgate Mall  
9523 Coleraiin Avenue  
Cincinnati, OH 45239  
Tel. 513/385-8228  
Fax 513/683-9177  
H-50% M-30% L-20%  
Stat.-12 1,2,3,4

Assistance In Marketing  
Florence Mall  
1150 Florence Mall Road  
Florence, KY 41042  
Tel. 606/283-1232  
Fax 513/683-9177  
H-45% M-35% L-20%  
Stat.-18 1,2,3,4

B & B Research, Inc.  
Cassinelli Mall  
Princeton Park Drive  
Cincinnati, OH 45246  
Tel. 513/793-4223  
Fax 513/793-9117  
H-25% M-50% L-25%  
Stat.-6 1

### Consumer Pulse of Cincinnati

Forest Fair Mall  
514 Forest Fair Drive  
Cincinnati, OH 45240  
Tel. 513/671-1211  
H-30% M-50% L-20%  
Stat.-9 1,2,3,4  
(See Advertisement p. 51 )

### Marketing Research Services, Inc.

Biggs Place  
4450 Eastgate Blvd.  
Batavia, OH 45103  
Tel. 513/752-3350  
H-8% M-34% L-58%  
Stat.-8 1,2,3,4  
(See Advertisement p. 21 )

### QFact Marketing Research, Inc.

Eastgate Mall  
4601/A-210 Eastgate Boulevard  
Cincinnati, OH 45245  
Tel. 513/891-2271  
H-15% M-70% L-15%  
Stat.-10 1,2,3,4  
(See Advertisement p. 9 )

## CLEVELAND

**Cleveland Survey Center**  
691 Richmond Mall  
Cleveland, OH 44143  
Tel. 216/321-0006  
Fax 216/461-9525  
H-20% M-60% L-20%  
Stat.-10 1,2,3,4  
(See Advertisement p. 67 )

### Consumer Pulse of Cleveland

Parmatown Mall  
7859 Ridgewood Drive  
Parma, OH 44129  
Tel. 216/351-4644  
Fax 216/351-7876  
H-20% M-50% L-30%  
Stat.-10 1,2,3  
(See Advertisement p. 51 )

Heakin Research  
Severance Town Center  
3542 Mayfield Road  
Cleveland Heights, OH 44118  
Tel. 216/381-6115  
H-20% M-60% L-20%  
Stat.-14 2,3,4

Opinion Centers America  
Randall Park Mall  
20801 Miles Road  
Cleveland, OH 44128  
Tel. 216/581-7880  
Fax 216/779-3040  
H-10% M-80% L-10%  
Stat.-10 1,2,3,4

Questions, Inc.  
Great Lakes Mall  
7850 Mentor Blvd.  
Mentor, OH 44060  
Tel. 216/255-9940  
H-35% M-55% L-10%  
Stat.-6 2,3

Rosen Research  
Great Lakes Mall  
7850 Mentor Blvd.  
Mentor, OH 44060  
Tel. 216/974-0001  
Fax 216/464-7864  
H-35% M-55% L-10%  
Stat.-6 2,3

Weingarten Interviewing Service  
Great Lakes Mall  
7850 Mentor Ave.  
Mentor, OH 44060  
Tel. 216/464-0087  
H-35% M-55% L-10%  
Stat.-6 2,3

## COLUMBUS

B & B Research, Inc.  
Westerville Mall  
Huber Village Drive  
Westerville, OH 43081  
Tel. 614/486-6746  
Fax 614/486-9958  
H-30% M-60% L-10%  
Stat.-3 1,3

CODES: NA- NOT AVAILABLE  
H-HIGH INCOME M-MIDDLE INCOME L-LOW INCOME  
Stat.-NO. OF INTERVIEWING STATIONS  
1-COMPUTER AIDED INTERVIEWING  
2-KITCHEN FACILITIES  
3-PRIVATE DISPLAY ROOM  
4-ONE-WAY MIRROR FOR VIEWING OF STATIONS

#### Quality Controlled Services

River Valley Mall  
1635 River Valley Circle So.  
Lancaster, OH 43130  
Tel. 614/653-2070  
H-NA M-NA L-NA  
Stat.-NA 1,2,3,4  
(See Advertisement p. 49 )

T.I.M.E. Market Research  
Indian Mound Mall #667  
Heath, OH 43055  
Tel. 614/522-2162  
Fax 614/522-5999  
H-10% M-60% L-30%  
Stat.-8 1,2,3

T.I.M.E. Market Research  
Westland Mall #4265  
Columbus, OH 43228  
Tel. 614/276-6336  
Fax 614/276-6336  
H-25% M-50% L-25%  
Stat.10 1,2,3,4

### DAYTON

#### Marketing Research Services

Upper Valley Mall  
Upper Valley Pike  
Springfield, OH 45504  
Tel. 513/324-1304  
H-15% M-37% L-48%  
Stat.-8 2,3,4  
(See Advertisement p. 21 )

#### Opinion Centers

Dayton Mall #560  
2700 Miamisburg-Centerville Rd.  
Dayton, OH 45459  
Tel. 513/433-6296  
H-59% M-30% L-20%  
Stat.-12 1,2,3,4

### TOLEDO

#### U.S. Testing Co., Inc.

Woodville Mall  
3725 Williston Rd.  
Northwood, OH 43619  
Tel. 419/691-5876  
Income-Middle  
Stat.-NA 1,2,3,4  
(See Advertisement p. 47 )

### OKLAHOMA

#### MUSKOGEE

Cunningham Field Services  
Arrowhead Mall  
Muscogee, OK 74401  
Tel. 501/484-5637  
Income-Middle  
Stat.-6 1,2,3

#### OKLAHOMA CITY

Oklahoma Market Research/Data Net, Inc.  
Heritage Park Mall  
6749 B E. Reno  
Midwest City, OK 73110  
Tel. 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  
Tel. 405/752-4710  
Fax 405/751-1743  
H-30% M-50% L-20%  
Stat.-6 1,2,3,4  
(See Advertisement p. 53 )

#### Quick Test Opinion Centers

Crossroads Mall #1153  
Oklahoma City, OK 73149  
Tel. 405/631-9738  
H-20% M-70% L-10%  
Stat.-5 1,2,3,4  
(See Advertisement p. 3 )

### TULSA

Cunningham Field Services  
Promenade Mall  
41st and Yale  
Tulsa, OK 74135  
Tel. 918/664-7485  
H-30% M-60% L-10%  
Stat.-6 1,2,3

#### The Friedman Marketing Organization

Consumer Opinion Center  
Eastland Mall  
14002 E. 21st Street  
Tulsa, OK 74108  
Tel. 918/234-3337  
Fax 918/234-3793  
H-25% M-55% L-20%  
Stat.-17 1,2,3,4  
(See Advertisement p. 61 )

Tulsa Surveys  
Woodland Hills Mall  
7021 So. Memorial Dr.  
Tulsa, OK 74133  
Tel. 918/836-4512  
Stat.-7 1,2,3,4

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

### OREGON

#### PORTLAND

#### Consumer Opinion Services, Inc.

Vancouver Mall  
5001 NE Thurston Way  
Vancouver, WA 98662  
Tel. 206/254-5650  
H-20% M-65% L-15%  
Stat.-7 1,2,3  
(See Advertisement p. 30 )

#### Consumer Opinion Services, Inc.

Three Rivers Mall  
351- Three Rivers Drive  
Kelso, WA 98626  
Tel. 206/425-8815  
H-10% M-75% L-15%  
Stat.-6 1,2,3  
(See Advertisement p. 30 )

Data Unltd., Inc.  
Mall 205  
9900-A S.E. Washington  
Portland, OR 97216  
Tel. 503/256-0987  
Income-NA  
Stat.-8 1,2,3,4

Data Unltd., Inc.  
Eastport Plaza  
SE 82nd Street  
Portland, OR 97266  
Tel. 503/256-0987  
Income-NA  
Stat.-NA 1,3

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Professional Consumer Research Services For  
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In Business Decisions

Call (216) 321-0006 Or Write For Our Brochure...

### CLEVELAND SURVEY CENTER

Richmond Mall • 691 Richmond Rd. • 2nd Floor • Cleveland, OH 44143

Griggs-Anderson Field Research  
Yamhill Marketplace  
110 SW Yamhill  
Portland, OR 97204  
Tel. 503/241-8700  
Fax 503/241-8716  
H-30% M-54% L-16%  
Stat.-60 2,3

Omni Research  
Jantzen Beach Mall  
1450 Jantzen Beach Center  
Portland, OR 97217  
Tel. 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  
Tel. 814/868-0873  
Fax 814/864-7012  
H-15% M-70% L-15%  
Stat.-10 2

### OUTSTATE

Polk-Lepson Research Group  
South Mall/330 Lehigh St.  
Allentown, PA 18103  
Tel. 717/741-2879  
H-10% M-65% L-25%  
Stat.-2

Polk-Lepson Research Group  
Capital City Mall  
3506 Capital Mall Dr.  
Camp Hill, PA 17011  
Tel. 717/741-7879  
H-10% M-80% L-10%  
Stat.-2

Polk-Lepson Research Group  
Carlisle Plaza Mall/90 E High St.  
Carlisle, PA 17013  
Tel. 717/741-2879  
H-5% M-50% L-45%  
Stat.-2

Polk-Lepson Research Group  
864 Chambersburg Mall  
Chambersburg, PA 17201  
Tel. 717/741-2879  
H-15% M-70% L-15%  
Stat.-2

Polk-Lepson Research Group  
North Hanover Mall  
1200 Carlisle St.  
Hanover, PA 17331  
Tel. 717/741-2879  
H-20% M-60% L-20%  
Stat.-2

Polk-Lepson Research Group  
Viewmont Mall/Carbondale Hwy.  
Scranton, PA 18505  
Tel. 717/741-2879  
H-10% M-60% L-30%  
Stat.-2

Polk-Lepson Research Group  
Nittany Mall/East College Avenue  
State College, PA 16801  
Tel. 717/741-2879  
H-15% M-50% L-35%  
Stat.-2

Polk-Lepson Research Group  
Wyoming Mall/East End Blvd.  
Wilkes-Barre, PA 18702  
Tel. 717/741-2879  
H-10% M-60% L-30%  
Stat.-2

Polk-Lepson Research Group  
West Manchester Mall  
1800 Loricks Rd.  
York, Pa 17404  
Tel. 717/741-2879  
H-15% M-75% L-10%  
Stat. 2

### PHILADELPHIA

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

**Consumer Pulse of Philadelphia**  
Plymouth Meeting Mall #2023  
Plymouth Meeting, PA 19462  
Tel. 215/825-6636  
H-15% M-50% L-35%  
Stat.-15 1,2,3,4  
(See Advertisement p. 51 )

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

**JRP Marketing Rsch. Svces.**  
Granite Run Mall/Store #274  
1067 W. Baltimore Pike  
Media, PA 19063  
Tel. 215/565-7821  
H-30% M-40% L-30%  
Stat.-10 1,2,3  
(See Advertisement p. 33 )

**JRP Marketing Rsch. Svces.**  
King of Prussia Plaza  
Rte 202 & 363  
King of Prussia, PA 19406  
Tel. 215/265-4442  
H-40% M-40% L-20%  
Stat.4 1,3  
(See Advertisement p. 33 )

**JRP Marketing Rsch. Svces.**  
Oxford Valley Mall Store 108  
Route 1 & Oxford Valley Rd.  
Langhorne, PA 19047  
Tel. 215/757-0232  
H-30% M-30% L-40%  
Stat.-10 1,2,3,4  
(See Advertisement p. 33 )

Mar's Surveys Inc.  
Woodhaven Mall  
1336 Bristol Pike  
Bensalem, PA 19020  
Tel. 609/786-8514  
H-10% M-40% L-50%  
Stat.-2 2,3,4

Pak Interviewing Co.  
Village Mall  
Blair Mill & Moreland  
Horsham, PA 19044  
Tel. 215/698-1783  
H-20% M-70% L-10%  
Stat.-8 1,2,3

**Quality Controlled Services**  
Burlington Center  
2501 Mount Holly Rd.  
Burlington, NJ 08016  
Tel. 609/387-7090  
Income-NA  
Stat.-NA 1,2,3,4  
(See Advertisement p. 49 )

**Quality Controlled Services**  
Pennsauken Merchandise Mart  
Rte 73 & 130  
Pennsauken, NJ 08110  
Tel. 215/639-8035  
H-10% M-80% L-10%  
Stat.-NA 1,2,3  
(See Advertisement p. 49 )

**Quick Test Opinion Centers**  
Neshaminy Mall #109  
Bensalem, PA 19020  
Tel. 215/322-0400  
Fax 215/322-5412  
H-20% M-70% L-10%  
Stat.-9 1,2,3,4  
(See Advertisement p. 3 )

**Quick Test Opinion Centers**  
Moorestown Mall  
Rte 38 & Lenola Road  
Moorestown, NJ 08057  
Tel. 609/234-5440  
H-15% M-70% L-15%  
Stat.-9 1,2,3,4  
(See Advertisement p. 3 )

Savitz Research Center  
Willow Grove Park Mall #3007  
2500 Moreland Park Rd.  
Willow Grove, PA 19090  
Tel. 215/657-6660  
Fax 215/657-1915  
H-30% M-60% L-15%  
Stat.-6 1,2,3,4

Survey Center, Inc.  
Cherry Hill Mall #208  
Cherry Hill, NJ 08002  
Tel. 609/663-6700  
Fax 609/663-7591  
H-33% M-34% L-33%  
Stat.-12 2,3,4

CODES: NA- NOT AVAILABLE  
H-HIGH INCOME M-MIDDLE INCOME L-LOW INCOME  
Stat.-NO. OF INTERVIEWING STATIONS  
1-COMPUTER AIDED INTERVIEWING  
2-KITCHEN FACILITIES  
3-PRIVATE DISPLAY ROOM  
4-ONE-WAY MIRROR FOR VIEWING OF STATIONS

U.S. Testing Co.  
224 Echelon Mall  
Voorhees, NJ 08043  
Tel. 609/772-2220  
Income-Middle  
Stat.-NA 1,2,3,4  
(See Advertisement p. 47 )

## PITTSBURGH

Data Information  
Century III Mall  
3075 Clairton Rd  
W. Mifflin, PA 15123  
Tel. 412/655-8690  
Fax 412/655-8693  
H-24% M-53% L-23%  
Stat.-9 1,2,3,4

Heakin Research, Inc.  
Ross Park mall  
1000 Ross Park Mall Rd.  
Pittsburgh, PA 15237  
Tel. 412/369-4545  
H-30% M-45% L-25%  
Stat.-13 2,3,4

Santell Market Research Inc.  
Parkway Center Mall  
1135 McKinney Lane  
Pittsburgh, PA 15220  
Tel. 412/341-8770  
H-20% M-65% L-15%  
Stat.-Flexible 1,2,3,4

T.I.M.E. Market Research  
611 Beaver Valley Mall  
Monaca, PA 15061  
Tel. 412/728-8463  
Fax 412/728-9806  
H-20% M-55% L-25%  
Stat.-10 1,2,3,4

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

## SOUTH CAROLINA

### CHARLESTON

**Bennett Research, Inc.**  
Northwoods Mall  
62 Northwoods Mall Rd  
Charleston, SC 29418  
Tel. 803/553-0030  
H-50% M-50% L-0%  
Stat.-10 1,2,3,4  
(See Advertisement p. 38 )

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

## GREENVILLE

Carolina Market Research  
Greenville Mall  
Woodruff Rd. & 1-385  
Greenville, SC 29607  
Tel. 803/233-5775  
H-20% M-65% L-15%  
Stat.-8 3

Carolina Market Research  
Haywood Mall  
700 Hayward Road  
Greenville, SC 29607  
Tel. 803/233-5775  
H-30% M-60% L-10%  
Stat.-5 2,3

## TENNESSEE

### CHATTANOOGA

Nichols Research  
Eastgate Mall  
5600 Brainerd Road  
Chattanooga, TN 37411  
Tel. 615/855-4500  
Fax 615/855-5410  
H-20% M-50% L-30%  
Stat.-8 2,3

### KNOXVILLE

T.I.M.E. Market Research  
East-Towne Mall  
3029-B Mall Rd. No.  
Knoxville, TN 37924  
Tel. 615/544-1885  
Fax 615/544-1885  
H-15% M-70% L-15%  
Stat.-6 2,3,4

### MEMPHIS

Chamberlain Market Research  
Raleigh Springs Mall #3393  
3865 Viscount Ave, #11  
Memphis, TN 38118  
Tel. 901/795-6800  
Fax 901/795-9147  
H-35% M-35% L-30%  
Stat.-10 1,2,3

### The Friedman Marketing Organization

Consumer Opinion Center  
Lakeland Mall  
3536 Canada Road  
Arlington, TN 38022  
Tel. 901/377-6774  
Fax 901/377-9287  
H-30% M-50% L-20%  
Stat.-11 1,2,3,4  
(See Advertisement p. 61 )

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

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

## NASHVILLE

**Bennett Research, Inc.**  
Rivergate Mall  
1000 Two Mile Pkwy/#A10  
Nashville, TN 37214  
Tel. 615/859-4484  
H-40% M-50% L-10%  
Stat.-8 1,2,3  
(See Advertisement p. 38 )

**Quality Controlled Services**  
100 Oaks Mall/Off Twr Ste 401  
719 Thompson Lane  
Nashville, TN 37204  
Tel. 615/383-5312  
Fax 615/292-4416  
H-15% M-70% L-15%  
Stat.-NA 1,2,3,4  
(See Advertisement p. 49 )

### Quick Test Opinion Centers

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

## TEXAS

### AMARILLO

**Opinions Unlimited, Inc.**  
Westgate Mall  
7701 West 1-40  
Amarillo, TX 79160  
Tel. 806/353-4444  
Fax 806/353-4718  
H-30% M-50% L-20%  
Stat.-8 1,2,3,4  
(See Advertisement p. 71 )

### AUSTIN

**Quick Test Opinion Services**  
Barton Creek Square  
2901 Capitol Texas Hwy. D-1  
Austin, TX 78746  
Tel. 512/327-8787  
H-35% M-55% L-10%  
Stat.-5 1,2,3,  
(See Advertisement p. 3 )

Texas Field Service  
Highland Mall #1200  
Austin, TX 78752  
Tel. 800/288-9287  
H-46% M-41% L-13%  
Stat.-6 1,3,4

### CORPUS CHRISTI

Wade West, Texas  
Sunrise Mall #38  
5858 S. Padre Island  
Corpus Christi, TX 78412  
Tel. 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  
Tel. 817/292-8073  
Fax 817/294-1443  
H-38% M-47% L-15%  
Stat.-6 1,2,3,4

Car-Lene Research, Inc.  
Richardson Square Mall  
Richardson, TX 75081  
Tel. 214/783-1935  
H-20% M-60% L-20%  
Stat.-5 1,2,3,4

Facts In Focus, Inc.  
Prestonwood Town Center  
5301 Beltline Road, Suite 2128  
Dallas, TX 75240  
Tel. 214/233-7792  
Fax 214/233-9033  
H-45% M-50% L-5%  
Stat.-NA 2,3,4

Fenton Swanger Cons. Rsch.  
1036 Town East Mall  
Mesquite, TX 75150  
Tel. 214/270-6551  
Fax 214/270-6552  
Income-Middle  
Stat.-11 1,2,3,4

Fenton Swanger Cons. Rsch.  
3790 Galleria Mall  
Dallas, TX 75240  
Tel. 214/934-0988  
Income-High  
Stat.-6 1,2,3,4

Heakin Research, Inc.  
Ft. Worth Town Center ste B31  
4200 South Freeway  
Ft. Worth, TX 76115  
Tel. 817/926-7995  
Income-NA  
Stat.-12 2,3,4

**JRP Marketing Services**  
Six Flags Mall Suite 409A  
2911 E. Division  
Arlington, TX 76011  
Tel. 817/649-1123  
H-30% M-40% L-30%  
Stat.-10 2,3  
(See Advertisement p. 33)

**Probe Research Inc.**  
Golden Triangle Mall  
1-35 & Loop 288  
Denton, TX 75137  
Tel. 817/566-0658  
H-0% M-50% L-50%  
Stat.-11 2,3,4  
(See Advertisement on back cover)

**Probe Research, Inc.**  
Northeast Mall  
Rtes 820 & 183  
Hurst, TX 76053  
Tel. 214/263-2907  
Fax 817/589-0547  
H-50% M-50% L-0%  
Stat.-9 1,2,3  
(See Advertisement on back cover)

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

**Probe Research, Inc.**  
Red Bird Mall  
3662 Camp Wisdom Road  
Dallas, TX 75237  
Tel. 214/241-6696  
Fax 214/709-0317  
H-25% M-50% L-25%  
Stat.-6 3  
(See Advertisement on back cover)

**Quality Controlled Services**  
Ridgmar Mall  
1736 Green Oaks Road  
Ft. Worth, TX 76116  
Tel. 817/738-5453  
H-30% M-60% L-10%  
Stat.-8 1,2,3  
(See Advertisement p. 49)

Savitz Research Center  
Arlinton Mall/2053 The Parks  
3811 So. Cooper  
Arlington, TX 76015  
Tel. 817/467-6437  
Fax 817/467-6552  
H-30% M-60% L-10%  
Stat.-6 1,2,3,4

Tops In Research  
Irving Mall  
Hwy 183 & Beltline Rd.  
Irving, TX 75062  
Tel. 214/484-9901  
H-21% M-53% L-26%  
Stat.-6 1,2,3,4

## EL PASO

Aim Research  
Cielo Vista Mall  
8401 Gateway West  
El Paso, TX 79925  
Tel. 915/778-7110  
Fax 915/595-6305  
H-45% M-50% L-5%  
Stat.-5 1,2,3

## HOUSTON

Heakin Research, Inc.  
Galleria II Ste 3897  
5085 Westheimer  
Houston, TX 77056  
Tel. 713/871-8542  
H-23% M-43% L-34%  
Stat.-12 2,3,4

Heakin Research, Inc.  
Willowbrook Mall/#1282  
7925 F.M. Road 1960 West  
Houston, TX 77070  
Tel. 713/469-2239  
H-23% M-41% L-36%  
Stat.-4

Heakin Research  
San Jacinto Mall/#1670  
Baytown, TX 77521  
Tel. 713/421-2584  
H-10% M-60% L-30%  
Stat.-14 2,3,4

Houston Consumer Research  
Almeda Mall, Ste 730  
555 Almeda Mall  
Houston, TX 77075  
Tel. 713/944-1431  
Fax 713/944-3527  
H-40% M-60% L-0%  
Stat.-7 2,3,4

In-Touch Research, Inc.  
Northwest Mall  
9600 Hempstead/Ste. 306  
Houston, TX 77092  
Tel. 713/682-1682  
Fax 713/682-1686  
H-33% M-33% L-34%  
Stat.-6 1,2,4

**Quality Controlled Services**  
Baybrook Mall #1088  
Friendswood, TX 77546  
Tel. 713/488-8247  
Fax 713/486-3831  
H-40% M-50% L-10%  
Stat.-NA 1,2,3,4  
(See Advertisement p. 49)

**Quick Test Opinion Centers**  
Sharpstown Center Ste 762  
7500 Bellaire Blvd.  
Houston, TX 77036  
Tel. 713/988-8988  
Fax 713/988-1781  
H-40% M-50% L-10%  
Stat.-6 1,2,3,4  
(See Advertisement p. 3)

Savitz Research Center  
Deerbrook Mall #1122  
20131 Highway 59  
Humble, TX 77338  
Tel. 713/540-2020  
Fax 713/540-2026  
H-30% M-60% L-10%  
Stat.-6 1,2,3,4

**U.S. Testing Co.**  
1166 Galleria I  
5015 Westheimer  
Houston, TX 77056  
Tel. 713/960-1288  
Income-Middle  
Stat.-NA 2,3  
(See Advertisement p. 47)

## SAN ANTONIO

Creative Consumer Research  
Central Park Mall  
622 Loop 410 West, Ste. 245  
San Antonio, TX 78280  
Tel. 512/366-3221  
Fax 512/680-9906  
H-40% M-50% L-10%  
Stat.-8A 1,2,3

Creative Consumer Research  
Westlakes Mercado  
1401 S.W. Loop 410  
San Antonio, TX 78227  
Tel. 512/520-7025  
Fax 512/680-9906  
H-20% M-60% L-20%  
Stat.-NA

Creative Consumer Research  
South Park Mall  
2310 Southwest Military Drive  
San Antonio, TX 78224  
Tel. 512/520-7025  
H-10% M-40% L-50%  
Stat.-5 2,3

Galloway Research Service  
Ingram Park  
6301 N.W. Loop 410  
San Antonio, TX 78238  
Tel. 512/681-0642  
H-10% M-80% L-10%  
Stat.-8 1,2,3

CODES: NA- NOT AVAILABLE  
H-HIGH INCOME M-MIDDLE INCOME L-LOW INCOME  
Stat.-NO. OF INTERVIEWING STATIONS  
1-COMPUTER AIDED INTERVIEWING  
2-KITCHEN FACILITIES  
3-PRIVATE DISPLAY ROOM  
4-ONE-WAY MIRROR FOR VIEWING OF STATIONS

Galloway Research Service  
McCressell Mall #800  
4100 S. New Braunfels  
San Antonio, TX 78223  
Tel. 512/534-8883  
H-0% M-40% L-60%  
Stat.-8 1,2,3,4

Galloway Research Service  
Crossroads Mall  
4522 Fredricksburg Rd.  
San Antonio, TX 78201  
Tel. 512/737-1019  
H-5% M-80% L-15%  
Stat.-9 1,2,3

**Quick Test Opinion Centers**  
Windsor Park Mall Ste 14B  
San Antonio, TX 78218  
Tel. 512/657-9424  
Fax 512/657-9432  
H-30% M-50% L-20%  
Stat.-7 1,2,3,4  
(See Advertisement p. 3 )

## UTAH

### SALT LAKE CITY

**The Friedman Marketing Organization**  
Consumer Opinion Center  
2051 Layton Hills Mall  
Layton, UT 84041  
Tel. 801/544-8688  
Fax 801/546-6075  
H-30% M-55% L-15%  
Stat.-10 1,2,3,4  
(See Advertisement p. 61 )

Gay Hill Field Service  
Cottonwood  
4835 Highland Drive  
Salt Lake City, UT 84117  
Tel. 801/262-1960  
Fax 801/268-0247  
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  
Tel. 801/363-8726  
Fax 801/321-4904  
H-40% M-40% L-20%  
Stat.-3 1,2,3,4  
(See Advertisement p. 53 )

## VIRGINIA

### NORFOLK/VIRGINIA BEACH

**Quick Test Opinion Centers**  
Coliseum Mall  
1800 W. Mercury Blvd.  
Hampton, VA 23666  
Tel. 804/826-0299  
H-30% M-50% L-20%  
Stat.-8 1,2,3  
(See Advertisement p. 3 )

## WASHINGTON

### SEATTLE/TACOMA

**Consumer Opinion Services, Inc.**  
Everett Mall  
1402-SE Everett Mall Way  
Everett, WA 98208  
Tel. 206/347-2424  
Fax 206/241-5213  
H-15% M-70% L-15%  
Stat.-10 1,2,3  
(See Advertisement p. 30 )

**Consumer Opinion Services, Inc.**  
Mt. Vernon Mall  
203A E. College Way  
Mt. Vernon, WA 98273  
Tel. 206/254-5650  
Fax 206/241-5213  
H-5% M-60% L-35%  
Stat.-4 2,3  
(See Advertisement p. 30 )

**Consumer Opinion Services, Inc.**  
Lakewood Mall  
10509 Gravelly Lake Dr. S.W.  
Tacoma, WA 98499  
Tel. 206/241-6050  
Fax 206/241-5213  
H-20% M-70% L-10%  
Stat.-9 1,2,3  
(See Advertisement p. 30 )

**The Friedman Marketing Organization**  
Consumer Opinion Center  
South Hill Mall  
3500 S. Meridian  
Puyallup, WA 98371  
Tel. 206/840-0112  
Fax 206/840-0517  
H-30% M-50% L-20%  
Stat.-11 1,2,3,4  
(See Advertisement p. 61 )

**Northwest Surveys**  
B&I Mall  
8012 S. Tacoma Way  
Tacoma, WA 98499  
Tel. 206/581-7272  
H-0% M-20% L-80%  
Stat.-NA  
(See Advertisement p. 12 )

**Quick Test Opinion Centers**  
Tacoma Mall  
Tacoma, WA 98409  
Tel. 206/474-9980  
Fax 206/473-1931  
H-20% M-40% L-40%  
Stat.-10 1,2,3,4  
(See Advertisement p. 3 )

**U.S. Testing Co. Inc.**  
Alderwood Mall, Store #374  
3000 184th St. S.W.  
Lynnwood, WA 98036  
Tel. 206/774-2151  
Income-Middle  
Stat.-NA 1,2,3  
(See Advertisement p. 47 )

Wade West, Seattle  
Crossroads Mall Ste F13  
15600 NE 8th Street  
Bellevue, WA 98008  
Tel. 206/641-1188  
H-40% M-45% L-15%  
Stat.-8 1,2,3,4

Wade West, Seattle  
South Shore Mall  
1017 South Boone  
Aberdeen, WA 98520  
H-20% M-60% L-20%  
Stat.-4 1,3

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Consumer Opinion Services, Inc.  
Northtown Mall #315  
Spokane, WA 99207  
Tel. 509/487-6173  
H-15% M-60% L-15%  
Stat.-12 1,2,3,4  
(See Advertisement p. 30 )

## YAKIMA

Gargan & Associates Inc.  
Galleria Yakima Mall #32  
Yakima, WA 98901  
Tel. 503/453-7974  
H-30% M-50% L-20%  
Stat.-3 1  
(See Advertisement p. 34 )

## WEST VIRGINIA

### WHEELING

T.I.M.E. Market Research  
Ohio Valley Mall #280  
St. Clairsville, OH 43950  
Tel. 614/695-6288  
Fax 614/695-5163  
H-10% M-75% L-15%  
Stat.-12 1,2,3,4

## WISCONSIN

### APPLETON

The Friedman Marketing Organization  
Consumer Opinion Center  
Fox Valley Mall #712  
4301 W. Wisconsin  
Appleton, WI 54913  
Tel. 414/730-2240  
Fax 414/730-2247  
H-30% M-55% L-15%  
Stat.-11 1,2,3,4  
(See Advertisement p. 61 )

### EAU CLAIRE

The Friedman Marketing Organization  
Consumer Opinion Center  
Oakwood Mall #400  
4800 Golf Road  
Eau Claire, WI 54701  
Tel. 715/836-6580  
Fax 715/836-6584  
H-25% M-55% L-20%  
Stat.-11 1,2,3,4  
(See Advertisement p. 61 )

### FOND DU LAC

Promen Research Systems, Inc.  
Forest Mall  
Fond du Lac, WI 54935  
Tel. 414/922-3706  
H-35% M-60% L-5%  
Stat. -4

## GREEN BAY

Wisconsin Research/Green Bay  
Port Plaza Mall  
300 Main Street  
Green Bay, WI 54301  
Tel. 414/436-4656  
Fax 414/436-4651  
H-30% M-50% L-20%  
Stat.-8 1,2,3,4

## MADISON

Madison Inter. Svce, Inc.  
South Towne Mall  
2303 W. Broadway  
Madison, WI 53713  
Tel. 608/222-6758  
H-30% M-60% L-10%  
Stat.-4 1,2

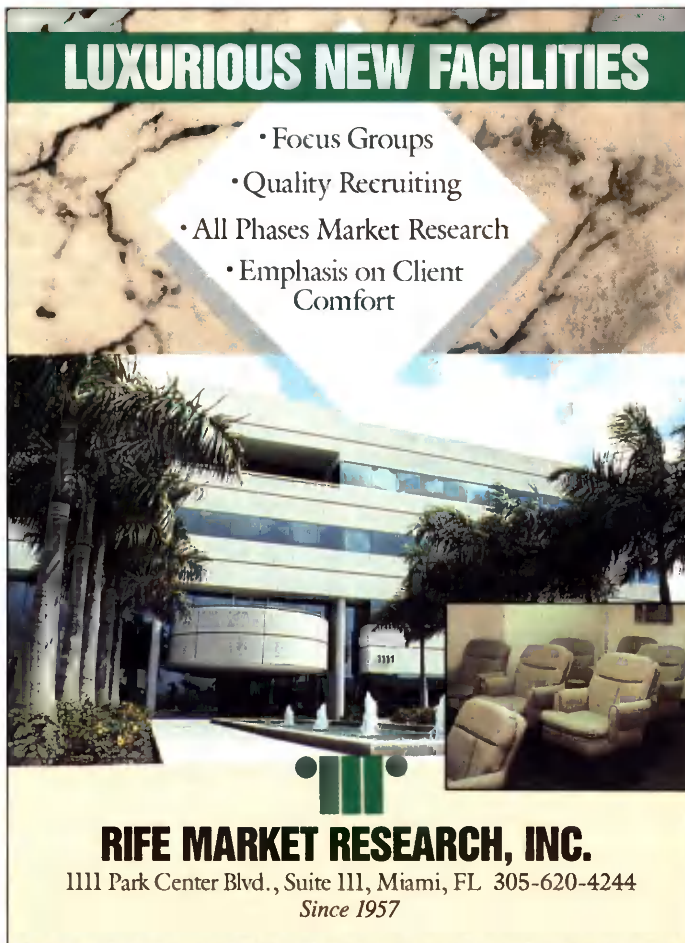
## MILWAUKEE

Consumer Pulse of Milwaukee  
The Grand Avenue Mall #2028  
275 West Wisconsin Avenue  
Milwaukee, WI 53203  
Tel. 414/274-6060  
H-20% M-50% L-30%  
Stat.-8 1,2,3,4  
(See Advertisement p. 51 )

Lein/Spiegelhoff, Inc.  
Southridge Shopping Center  
5300 So. 76th Street  
Milwaukee, WI 53129  
Tel. 414/421-9048  
Fax 414/421-5163  
H-35% M-45% L-20%  
Stat.-12 1,2,3,4

Lein/Spiegelhoff, Inc.  
Northridge Mall  
7700 West Brown Deer Road  
Milwaukee, WI 53223  
Tel. 414/357-8546  
Fax 414/357-8547  
H-40% M-40% L-20%  
Stat.-NA 1,2,3,4

Mazur/Zachow Inc.  
Bay Shore Mall  
5900 No. Port Washington Road  
Milwaukee, WI 53217  
Tel. 414/962-9926  
Fax 414/438-0355  
H-40% M-40% L-20%  
Stat-10 1,2



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cisco, CA 94104. (415) 986-6341.



# Trade Talk

continued from p. 74

workers, or laborers. Less than 10 percent of Betweeners are college graduates. They watch more Hispanic cable each day than do those in the other segments.

Of the three groups, they seem to be the most culturally proud and active. They report the highest incidence of celebrating Hispanic holidays. They are like the Traditional Positives in two areas: they listen to both English and Spanish radio stations and they say they speak Spanish "almost always" or "usually" in the home.

**Media Critics.** Median age is 41. Members of this group are more likely to be married than those in the other segments. Household income is almost three times that of the other two segments. Compared to the other segments, nearly twice as many Media Critics are employed in professional, managerial, or sales/marketing jobs. They are five times more likely than the Betweeners, and twice as likely as the Traditional Positives, to have a college degree. Media Critics are heavy watchers of network news shows, but of the three groups, they watch the smallest amount of television.

Based on the research, Morgan says, it's apparent that two principal dimensions drive the success or failure of advertising to the Hispanic market. The first is whether or not a segment is favorable to current advertising toward Hispanics. The other arises from what each segment would like to see in such advertising.

"The study suggests that levels of identification as a Hispanic, measured by use of language, observance of holidays,

use of media, and so forth, are far more important than country of origin in predicting how well each segment in the Hispanic market accepts advertising directed at it."

For example, the Traditional Positives favor advertising that portrays Hispanic families. Overall, they are more interested in advertisements that show Hispanics and they would prefer to see more Hispanic customs and foods in advertisements.

Of the three groups, they are the most excited by the efforts of American companies to create products geared to Hispanic tastes. But they have strong negative feelings towards learning about a product in English.

In contrast, Betweeners, who, as the name connotes, seem to be comfortable in both the Hispanic and U.S. cultures, are open to learning about products in English, especially via advertisements with Hispanic themes. Though they look more favorably on a new product when it is advertised in Spanish, the use of Spanish doesn't make them trust products or services more than those advertised in English. They feel Hispanics are represented accurately in advertising, especially in ads they see on Hispanic cable television.

The Media Critics, however, have a very negative view of how Hispanics are portrayed in advertising. They feel that advertisements on network television, for example, aren't accurate and they don't show a wide understanding of Hispanic culture, nor do they succeed at showing Hispanic values. This group feels that there is no discrepancy between Hispanics shown in advertisements, even though they may be from different countries. Most Media Critics are fluent in Spanish and English, but they don't trust a product more if it is advertised in Spanish. □

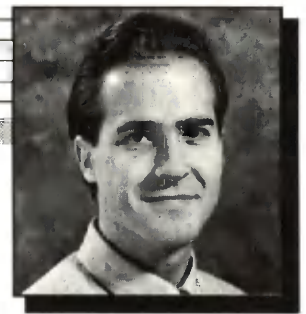
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PS Form 3826, Dec. 1985

(See instruction on reverse)



by Joseph Rydholm  
managing editor

## Survey segments U.S. Hispanic market

A Minneapolis firm, Strategic Directions Group., has taken a different approach to researching and segmenting the U.S. Hispanic market and its opinions of advertising. Rather than focus on aspects such as country of origin or language usage, Carol Morgan, president of SDG, decided to find out if there were other factors that crossed boundaries and unified the various Hispanic segments.

"As a Hispanic myself, I was interested in finding out if attitudinal segments exist which bind together Hispanics from different countries and cultural backgrounds," Morgan says.

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"It seemed to me that there was an oversimplification of targeting Hispanics and that people were fixating on use of language, acculturation, and nationality, so part of my motivation was to see if there was a segmentation that would develop based not on the fact that people were Mexican or Puerto Rican, but if there were cross-interests that unified them."

A mail survey in English and Spanish was sent to Hispanics representative of various nationalities across the U.S. Along with supplying demographic information, the respondents were asked to rank 24 statements on an most agree/least agree scale.

The statements dealt with reactions to a variety of topics, including reactions to how Hispanics are portrayed in advertising, how the use of Spanish effects their impression of advertising and what television networks they watched/preferred.

Some examples:

"I can identify with the Hispanics I see in advertisements on network television."

"It bothers me that advertisements use Spanish expressions incorrectly."

"Hispanics would like to share more of their culture with others in the U.S."

### Three distinct groups

Analysis of the results segmented the Hispanic population into three distinct groups: the Traditional Positives, the Media Critics, and the Betweeners.

"This study indicates that three very different mindsets exist in the U.S. Hispanic population. Each Hispanic segment needs to be communicated with using different images, motifs, and languages. We found that there is no 'average' Hispanic, but segments within the Hispanic market which present opportunities," Morgan says.

The three segments look like this:

**Traditional Positives.** Median age is 30. Half are single. Household income is about average as defined by the 1980 U.S. Census findings. One third of this group work as professionals, managers, or in sales/marketing. Also, one third of Traditional Positives have completed college. Of the three groups, the Traditional Positives are the most fluent speakers of Spanish and watch the most television. They are also active readers of Spanish.

**Betweeners.** Median age is 24. Here again household income is about average. Most members of this group are clerks, service

continued on p. 73

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| <p><b>101. Practical Marketing Research</b><br/>Los Angeles ..... Oct. 2-4<br/>New York ..... Oct. 23-25<br/>Phoenix ..... Nov. 13-15<br/>Cincinnati ..... Dec. 11-13<br/>Atlanta ..... Jan. 8-10<br/>Boston ..... Jan. 29-31<br/>Cincinnati ..... Feb. 5-7<br/>Chicago ..... Feb. 28-Mar. 2<br/>New York ..... Mar. 26-28</p> <p><b>104. Questionnaire Construction Workshop</b><br/>San Francisco ..... Oct. 23-24<br/>Boston ..... Dec. 4-5<br/>New York ..... Feb. 27-28<br/>Cincinnati ..... Mar. 26-27</p> <p><b>105. Questionnaire Design: Applications and Enhancements</b><br/>Boston ..... Dec. 6-7<br/>New York ..... Mar. 1-2<br/>Cincinnati ..... Mar. 28-29</p> <p><b>106. Computer-Assisted Questionnaire Design &amp; Data Collection</b><br/>Cincinnati ..... Mar. 30</p> <p><b>201. Focus Groups: An Introduction</b><br/>San Francisco ..... Oct. 25-26<br/>Toronto ..... Dec. 11-12<br/>New York ..... Feb. 12-13<br/>Boston ..... Mar. 6-7</p> <p><b>202. Focus Groups: An Applications Workshop</b><br/>Toronto ..... Dec. 13-14<br/>New York ..... Feb. 14-15</p> <p><b>203. Focus Group Moderator Training</b><br/>Cincinnati ..... Oct. 10-13<br/>Cincinnati ..... Nov. 7-10<br/>Los Angeles ..... Nov. 28-Dec. 1<br/>Cincinnati ..... Dec. 5-8<br/>Chicago ..... Jan. 9-12<br/>Cincinnati ..... Jan. 30-Feb. 2<br/>Cincinnati ..... Feb. 20-23<br/>Cincinnati ..... Mar. 13-16</p> <p><b>204. Qualitative Marketing Research with Children</b><br/>Toronto ..... Dec. 15<br/>New York ..... Feb. 16</p> <p><b>301. Writing Actionable Marketing Research Reports</b><br/>New York ..... Oct. 26-27<br/>Los Angeles ..... Jan. 10-11<br/>Chicago ..... Feb. 1-2<br/>Cincinnati ..... Mar. 19-20</p> <p><b>302. Effective Oral Presentation of Marketing Information</b><br/>Cincinnati ..... Oct. 2-4<br/>Cincinnati ..... Dec. 18-20<br/>Cincinnati ..... Jan. 22-24<br/>Cincinnati ..... Mar. 21-23</p> | <p><b>401. Managing Marketing Research</b><br/>Cincinnati ..... Oct. 2-3<br/>Hilton Head ..... Nov. 9-10<br/>Boston ..... Feb. 1-2</p> <p><b>501. Applications of Marketing Research</b><br/>Los Angeles ..... Oct. 5-6<br/>Cincinnati ..... Dec. 14-15<br/>Atlanta ..... Jan. 11-12<br/>New York ..... Mar. 29-30</p> <p><b>502. Product Research</b><br/>New York ..... Nov. 14-15<br/>Cincinnati ..... Feb. 6-7</p> <p><b>503. New Product Forecasting</b><br/>Cincinnati ..... Feb. 8-9</p> <p><b>504. Advertising Research</b><br/>Cincinnati ..... Nov. 2-3<br/>New York ..... Jan. 25-26</p> <p><b>505. Positioning and Segmentation Research</b><br/>Cincinnati ..... Oct. 31-Nov. 1<br/>New York ..... Jan. 23-24</p> <p><b>506. Customer Satisfaction Research</b><br/>Hilton Head ..... Oct. 10-11<br/>New York ..... Nov. 16-17<br/>Cincinnati ..... Jan. 18-19<br/>Los Angeles ..... Mar. 15-16</p> <p><b>507. Pricing Strategy &amp; Tactics</b><br/>Cincinnati ..... Feb. 22-23</p> <p><b>601. Tabulation &amp; Interpretation of Marketing Research Data</b><br/>Cincinnati ..... Nov. 13-14<br/>Chicago ..... Feb. 12-13<br/>Boston ..... Mar. 12-13</p> <p><b>602. Tools and Techniques of Data Analysis</b><br/>Cincinnati ..... Nov. 15-17<br/>Los Angeles ..... Dec. 18-20<br/>Chicago ..... Feb. 14-16<br/>Boston ..... Mar. 14-16</p> <p><b>603. Practical Multivariate Analysis</b><br/>Cincinnati ..... Dec. 4-6<br/>New York ..... Feb. 7-9<br/>Chicago ..... Mar. 19-21</p> <p><b>604. Using Multivariate Analysis: A P.C. Based Applications Workshop</b><br/>Cincinnati ..... Dec. 7-8</p> <p><b>606. Practical Conjoint Analysis</b><br/>Cincinnati ..... Nov. 20-21<br/>Chicago ..... Mar. 22-23</p> <p><b>701. International Marketing Research</b><br/>Cincinnati ..... Mar. 29-30</p> <p><b>801. Planning Marketing Strategy &amp; Tactics Using Actionable Research</b><br/>Cincinnati ..... Jan. 16-17</p> |
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