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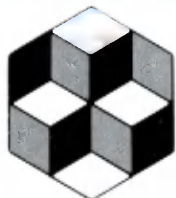
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Cover

An ongoing customer satisfaction research program helped Federal Express win the coveted Malcolm Baldrige award this year. Photo courtesy of Federal Express.



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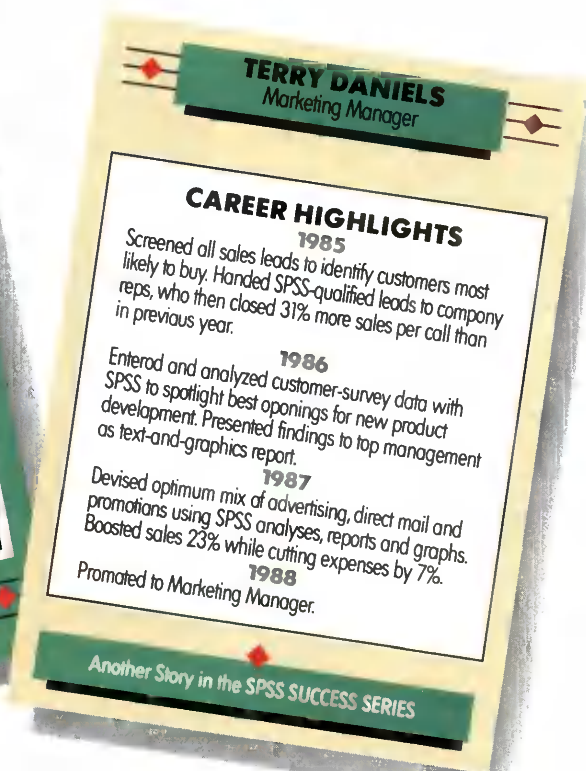
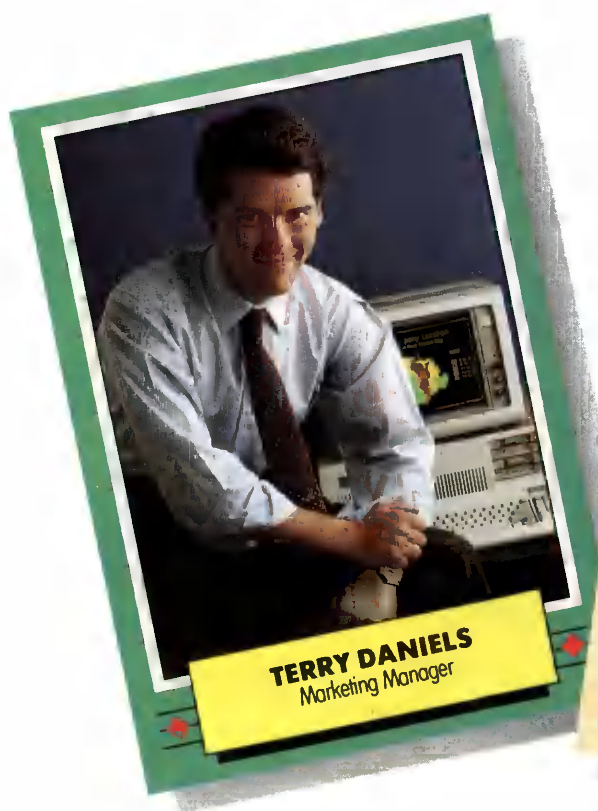
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Delivering satisfaction

Federal Express uses an ongoing study to track customer opinions

by Joseph Rydholm
managing editor

As evidenced by its performance in the competition for the coveted Malcolm Baldrige National Quality Award, Federal Express is a company that is committed to customer satisfaction. In October, the Memphis-based shipper became the first-ever recipient of a Baldrige award in the service company segment.

An integral part of the company-wide

concern for service excellence is an ongoing customer satisfaction research study that Federal Express began with St. Louis-based Maritz Marketing Research Inc. in 1985. Each business day, customers in four Federal Express service areas—U.S. domestic, U.S. export, and two areas within the company's retail services, the drop box and manned service center locations—are interviewed via telephone.

The respondents are screened to get to the person with the most familiarity with the firm's shipping practices. Gail Gilbert, senior research manager, Maritz Marketing Research, says that a "top down" approach is used in the interviews, starting with, for example, the company owner or president and moving down the ladder to the person(s) with the most responsibility for shipping.



Customers are asked to apply a five-point scale of satisfaction to a variety of service issues (each of the four service areas has its own set of attributes) and also to rate their overall satisfaction.

"We solicit reactions to various components of our service—everything from billing to the performance of our couriers, package condition, tracking and tracing capabilities, helpfulness of employees—just about every aspect of our service in which we come in contact with our customers," says Chris Hargett, manager, research & analysis, corporate marketing for Federal Express.

Federal Express receives a quarterly report on the research from Maritz and the results are analyzed in a number of different ways, looking at the stability and magnitude of customer satisfaction trends in various geographic, customer, and industry sub-segments.

In-depth look

Supplementing these efforts, Federal Express conducts mail surveys in its Targeted Customer Satisfaction program to provide an in-depth look at customer opinions of very specific service activities such as invoice adjustments, new account handling, and customer complaint handling.

"It's our goal to understand the satisfaction and any sources of dissatisfaction that exist in all of our contacts with customers—regardless of where they are," Hargett says.

"Monitoring satisfaction on the basic



but important values of on-time delivery, reliability, and speed of service goes without saying. We're also focusing on each and every other opportunity we have to make an impression on the customer to ensure that the highest standard of service is maintained. We have found that attention to the smallest details where the customer is concerned provides us with a consistently superior service that sustains our position of leadership in the industry.

"Whenever we see a downward trend in any category, we start examining the root causes that might be at work. We haven't had the opportunity, happily, to do that very often. But recently we have noticed in one particular area a trend that is not going the right way, so we're taking a close look at what might be at work there."

Couriers rated highly

Federal Express has been particularly happy to see its couriers rated so highly by respondents in the customer satisfaction study. "We've always found that the performance of our couriers is very highly regarded, and we consider that to be a very significant competitive weapon. The couriers are our company personified and it's most gratifying to see that their performance is so well received."

Hargett says that similar customer satisfaction studies done in Canada have helped pave the way for service changes there. "Our customers in Canada told us they would like to see more drop-off locations and that prompted us to increase the number of locations. We also

continued on p. 35

Giving the customer a voice

A look at the customer survey process at Caterpillar Inc.

by Henry Blackwell

Editor's note: Henry Blackwell is customer acceptance survey coordinator for Caterpillar Inc., a Peoria, Illinois-based manufacturer of heavy equipment. This article is adapted from a presentation delivered in July at The Manufacturing Institute's conference on "Measuring and Improving Customer Satisfaction."

Caterpillar's interest in customer satisfaction began with founder Daniel Best, who wrote a personal letter to every customer to ask if he was satisfied with his machine. Our concern for customer satisfaction still exists today and that is why Caterpillar was ranked 7th out of 305 United States companies by Fortune Magazine's annual "Corporate Reputation" survey on the quality of products and services. Caterpillar has ranked in the top 10 for quality every year since Fortune began the survey in 1982.

In the early 1980's, Dr. Joseph M. Juran, a noted lecturer on quality, made a strong case for quality-related market research to gather essential input that is not available in-house. In our case, that is the customer's perception of product quality. With this in mind, our corporate quality committee in 1986 decided that Caterpillar would measure customer perception.

We have three major reasons for surveying customers.

1. *To solicit customer participation in*

improving products.

Who better to evaluate the product and tell us the best way to improve our products than the people who use them day in and day out? They know even the smallest of problems, especially the ones they fix themselves with no dealer involvement.

Additionally, the customer is in the best position to evaluate the dealer product support. Since all but one of our 200 plus dealerships in North America are independently owned, it is difficult for Caterpillar to know what kind of service our customers are really getting from our dealer organizations. This is a very effi-



cient method to measure the customer's satisfaction with our product support capabilities.

But most important, this is the customer's chance to let us know what they think. To illustrate this point, about a year ago, we became concerned about our survey response rate, so we decided to do a little test. During a two-month period, we enclosed a dollar bill in each mailing. It worked well and our response rate jumped to 38%. I even received comments back such as, "Please send me another survey with more money," and a note from a municipality in New York that said, "What are you guys trying to do us? We are already being investigated by the FBI." But I also got this: "Here's your dollar back. It was worth 100 times that to tell you what I think. Thanks for asking."

2. *To provide information needed to manage new product programs.*

Before you can build a quality product, you must have accurate customer information about what their needs are. Then you can begin to build products based on the customers' requirements—and then measure how well they like the result. And keep measuring.

Our customers are the only ones who can tell us if our new products are up to snuff. Quality is the customer's assessment—it is his opinion. But it is the only one that matters, so that's how we must verify the quality of products. Our cus-

Quality is the customer's assessment—it is his opinion. But it is the only one that matters, so that's how we must verify the quality of products. Our customers tell us what they expect product to be able to do, both current and future. That includes productivity, serviceability, and comfort-related items.

tomers tell us what they expect product to be able to do, both current and future. That includes productivity, serviceabil-

ity, and comfort-related items.

Also, depending on the sample size for a given model, the customer survey has the potential to provide the credibility needed to move the company into action. Usually people within the organization have heard all of the comments and complaints before. But once you can quantify these complaints and show the decision makers the customers' comments in black and white, then your organization can truly become customer driven.

3. *To calibrate existing quality indicators.*

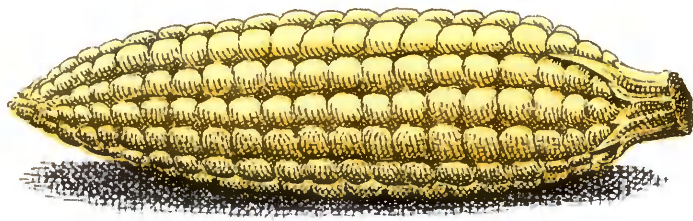
Most companies have a large variety of internal quality indicators. For example, the number of defects counted during the manufacturing and assembly process are often used to measure product quality. But we all recognize how far these internal measures can be from monitoring the customer perception of quality. Even external indicators, like dealer reported repairs, do not necessarily measure customer satisfaction.

Internal targets which are used as an indicator of product reliability need to be

continued on p. 29



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Utilities discovering the value of customer satisfaction research

by Judith Karten

Editor's note: Judith Karten is executive vice president and partner in Reichman-Karten-Sword, a marketing and opinion research, strategic planning and consulting firm with offices in New York and San Francisco. This article was adapted from a speech presented at the 1990 Edison Electric Institute Visual Communications Committee Conference.

Customer satisfaction—for the customer—is not always a conscious thought process. For the most part, people do not sit down with a predetermined list and, after using a product or service, check off the performance of the product or service against the items that are important to them. The company providing the product or service has to remind that customer about how well its product or service is performing—relative to the items that are important to the customer. You've seen this method used time and time again by consumer product companies. There are many advertisements that begin with "...according to our customer surveys, people want X, Y, and Z. Here's how we perform..." Traditionally, utilities have not followed this example—but there is evidence that they are starting to.

In the summer of 1989, a Northeast utility, as part of the development of its communications plan, commissioned Reichman-Karten-Sword (RKS) to con-

duct a survey that would provide the company with a reading on customer satisfaction. Measuring customer satisfaction is something we have been asked to do over the past few years for a number of utilities across the country. In response to these requests, we designed a customer satisfaction index that identifies the key factors that will influence customer satisfaction with the utility.

An important component in ensuring customer satisfaction is knowing what makes a customer feel satisfied. This is not something that can be decided in a vacuum. That's where people in my profession come in. Simply stated, we go to the source—customers—and ask, in a variety of ways, what makes the customer satisfied.

Much of what we find out is not surprising. Customers want fair pricing, and reliable, high quality service. But there are nuances to these factors that we uncover. We also discover a number of satisfaction dimensions that are not so

apparent. Probably the single most important bit of intelligence that we can provide to our clients is information that reveals the individual factors that are most likely to influence customer satisfaction. And, in today's world at least, it is not price!

The survey was conducted among a random cross section of residential customers in July, 1989. We interviewed 820 customers by telephone and the average length of the interview was 19 minutes.

The primary purpose of the survey was to learn the importance residential customers attach to various elements in determining satisfaction. Some of the other issues we covered in the survey dealt with:

- service quality and reliability;
- price and value;
- contact with the utility and the responsiveness of personnel;
- the perceived ease of doing business

with the utility:

- the clarity of the bill and the bill inserts;
- advertising awareness and quality; and,
- the utility's involvement in local communities.

On the specific dimension of customer satisfaction, the survey contained at least three different ways the utility could obtain readings on how residential customers assess their satisfaction with the services received from the company:

- One was a simple measure of satisfaction, asking customers to rate the overall quality of electric service they receive. We found that 97% gave a positive rating, with 55% rating delivery of service as excellent;

- In another measure of customer satisfaction, we asked customers to give the utility a grade on the job it actually does in satisfying individual customers. The survey found residential customers giving an average grade of 7.9 on a scale of 1 to 10;

- A third method we use is somewhat more comprehensive. It involves a statistical approach which utilizes not just a single question or a single series of questions, but rather relies on the entire interview in coming up with a score that we call a Customer Satisfaction Index, or CSI. In this survey, the residential CSI was 90.66.

In the opening question of the survey we asked customers to give us their general views on what constitutes customer satisfaction with the companies they deal with. This question was asked before we narrowed the focus to our client. At this point in the interview the respondents did not know that the focus of the survey would be a specific utility.

So, prior to any mention of utilities, customers told us that the top factors relate to:

- competitive pricing;
- overall quality of service;
- prompt response to service calls or emergencies;
- timely service in general;
- courteous personnel; and,
- reliable and consistent service.

We then narrowed the focus to electric and gas utilities by providing a list to respondents and asking customers to tell

us the importance to them of each item on the list in terms of their electric and gas utility.

This is how the factors we included in the survey rank in importance:

- The top three are:
- reliable service—93%, very important;
 - timely service restoration—90%; and,
 - concern for customer safety—90%.

The next five most important factors are:

- quick response to assist the cus-

tomers—86%;

- concern about the environment—85%;

- ensuring future energy supplies—83%;

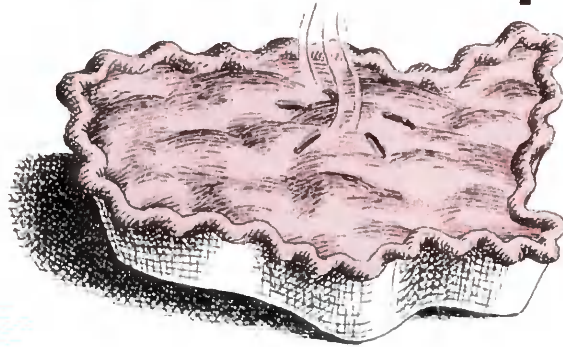
- keeping prices low—82%; and
- conducting its operations efficiently—80%.

A bit later in the interview we asked customers to rate the performance of their utility on these same factors. We found that the utility's performance exceeds the perceived importance in four dimensions:

- providing reliable service—93%



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important vs. 96% positive;

—restoring power quickly—90% vs. 92%;

—communicating effectively—72% vs. 82%;

—helping with energy efficiency—64% vs. 79%.

On one item, performance is in line with importance:

—quick response to customer questions and problems—86% vs. 85%.

There are some items where the perceived performance is below the importance attached to it:

—concern for customers' safety—90% vs. 84%;

—careful about environmental impact—85% vs. 60%;

—ensuring future energy supplies—83% vs. 55%;

—keeping prices low—82% vs. 68%;

—operating efficiently—80% vs. 68%;

—helping customers pay bills—57% vs. 51%; and

—being active in the community—41% vs. 36%.

The customer satisfaction index is based on a computation that groups all questions in the survey into a small number of manageable and meaningful categories. This is done through a process called factor analysis.

This step in the CSI computations served to sort the questions in the interview into seven categories:

- social responsibility;
- rate sensitivity;
- concern for customers;
- awareness of company communications;
- perception of value;
- contact with the utility; and
- opinion of the monthly bill.

After grouping the survey questions into these seven categories or factors, the next step in the CSI computation is to determine which of these factors are related to customer satisfaction. This is done using a process called stepwise regression analysis, which is a technique that can determine which factors are related to another response category, in this case customer satisfaction.

There are three factors that are related to customer satisfaction:

The first factor—concern for customers—consists of three items: (weight = 55%)

- restoring power as quickly as possible

during service interruptions;

- responding quickly to customers' questions and problems; and

- providing reliable energy service.

The second factor—social responsibility—is comprised of four items: (weight = 30%)

- being careful about their impact on the environment;

- ensuring sufficient future energy supplies;

- taking an active role in solving community problems; and

- helping customers who need assistance to pay their bills.

The last item—perception of value—is made up of two items: (weight = 15%)

- the rating of value received for the money spent on electricity; and

- the rating value received for the money spent on natural gas.

The weights suggest that, while all three factors contribute to the CSI, the greatest opportunity to influence the index is by changes in the "concern for customers" factor which accounts for 55% of the CSI score.

As I mentioned, this factor consists of reliability and response components.

Utilities now enjoy a high level of customer satisfaction but this is not top-of-mind for customers. Utilities must communicate to their customers that they are in fact satisfying them in the areas that they feel are most important.

Obviously, this utility performs quite well in the reliability and response components, and therefore is able to achieve a high CSI. The identification of reliability and response as key influences tells the utility that these factors should not be tampered with. I know that a few years ago some utilities—as a way to control costs—considered offering different levels of rates for different levels of reliability and response. Our advice to our clients was—and still is—to not tamper with these service dimensions. Reliability is the utility's prime product and the

quality of one's product should not be tampered with.

To maintain the high CSI, the utility needs to ensure high reliability and quick response. To improve the CSI, the utility needs to work on the second and third factors—social responsibility and value.

The value of the CSI is that it not only provides a score on how well the company is doing in satisfying its customers, but the CSI also identifies the factors that contribute to customer satisfaction. This knowledge puts the utility in a better position to understand customer wants and needs and to develop targeted and differentiated customer communications. On a number of the items where performance for our client fell below importance, the percentage of the customers responding "not sure" was rather high.

It is possible that, if customers knew what the utility was doing in these areas, the positive ratings on performance would go up. In other questions asked in the survey about providing electric and gas service, response to emergencies and request for service, the quality of the company's employees and its communications are rated quite well. But, these are topics in which customers feel knowledgeable by their "direct" experience with the utility. Topics relating to the environment—a hot topic for the '90's—working to help solve social problems—another important topic for this decade—and the utility's efforts to ensure future energy supplies are ones where customers do not feel as knowledgeable.

That customers do not feel knowledgeable about the utility's efforts in these areas was highlighted in a series of focus groups we conducted last summer for an Edison Electric Institute Committee.

The purpose of the group discussions was to learn how a specific segment of people—the middle income and mid-age group in different areas of the country—rate their electric utility on service and various aspects of service. Included in the topics we planned to discuss were: the environment, future supplies and community involvement. All three topics were brought into the discussions by the participants; that is, the moderator did not have to introduce the subject. The bottom line here is that these customers expressed concern and said they did not know what their utility was doing in these three areas. They said they wanted to know. And, more important, these customers said that

if they did know that their utility was doing something, they would probably think better of the company!

Over the past few months we've added another dimension to the customer satisfaction research we conduct. The factors that influence customer satisfaction provide half of the story—and customer expectations about the services provided by the utility provide the other half.

We recently completed a survey for another Northeast utility where we asked customers directly about their expectations for the utility's response on specific non-emergency services. This information will be used in a variety of ways at the utility:

- it will help to further refine the customer satisfaction dimensions by tell-

The value of the CSI is that it not only provides a score on how well the company is doing in satisfying its customers, but it also identifies the factors that contribute to customer satisfaction. This knowledge puts the utility in a better position to understand customer wants and needs and to develop targeted and differentiated customer communications.

ing the utility how their customers expect the company to perform;

- it will assist the company in setting up internal service standards that include the realistic expectations of customers;
- it will enable the utility to develop communications that inform customers about what they can expect from their utility;
- it will allow the company to provide service that meets or slightly exceeds customer expectations. By doing this, this utility will be better able to manage its resources.

If utilities are to adopt some of the consumer product industry's marketing methods, they need to be able to differen-

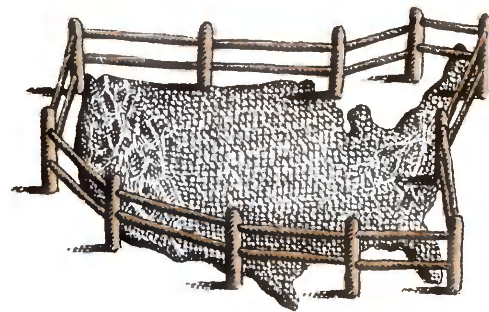
tiate themselves and teach people how to make judgments. Utilities now enjoy a high level of customer satisfaction but this is not top-of-mind for customers. Utilities must communicate to their customers that they are in fact satisfying them in the areas that they feel are most important.

In most of the focus group research we conduct customers tell us that they basically "do not think about their utility company"—unless they are asked about the company directly—as in the focus group. These people explain to us that the

utility is "just there...that they take them for granted...that they rarely, if ever, have a problem with service." One could look on this as a positive. I see it as a negative. Customers have an image of their utility as "boring." Further, customers are hard pressed to name the specific services that energy utilities provide. But those few who can quite often have a much more positive and upbeat image of their energy utility. And, they are typically much less critical about price and other sensitive issues. □



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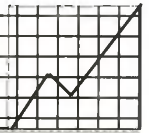
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Determining product feature price sensitivities

by Joseph Curry

Joseph Curry is a vice president of Sawtooth Software, a company that writes and markets microcomputer software for marketing research. Since 1978, Curry has been involved in the development of microcomputer software systems for interactive interviewing and data analysis.

Pricing is a complex area of marketing. Much theory exists about pricing, but it often doesn't hold up when applied to "real-life" situations. So, marketers are often forced to resort to expedients such as cost-plus pricing or matching competitors' prices, and as a result end up leaving money on the table.

The situation is especially complex for products with separately priced features: cars, telephone services, PCs, condominiums, vacation packages, cable TV, and other products where the buyer can select from a menu of options. This article considers pricing product features.

Among the key determinants for pricing products or product features are prevailing market prices, production costs, desired margin, and the price sensitivity of the market. Market prices and desired margin are relatively easy to determine. Calculating production costs is more problematic: it depends on expected volume and learning curve effects. Estimating price sensitivities, more often than not, stops marketers in their tracks.

There are three ways to estimate price sensitivities. The first is to analyze actual sales as a function of price. Data may be available through company records, consumer panels, store audits, or retail scanning systems. Price sensitivity estimates can be derived by regressing sales volume or market share against price. This approach can also be used to develop in-store experiments for measuring price sensitivities.

Although estimates derived from sales data are the closest marketers come to measuring actual price sensitivities, this

approach is often unworkable: it cannot be used for new products or for existing products unless detailed historical information exists.

Laboratory purchase experiments are a second way to estimate price sensitivities. Here, "buyers" are asked to participate in a simulated shopping trip and make purchases from an array of goods, including the product for which price sensitivity is being estimated. To arrive at an estimate, the price of the product is varied and changes in "demand" are measured.

Laboratory purchase experiments can be used for new products or for products where no historical data exist. They can also be used to control for buyer demographics or other variables that often contaminate price sensitivity measurements. Laboratory purchase experiments, however, are used only on a limited basis because of their high cost and the low number of concept alternatives that can be tested. For products with more than a few features to be priced, the latter becomes a problem.

A third way to estimate price sensitivity is through preference studies where "buyers" are asked to express their purchase likelihoods for a product at various price levels. Preference studies have a number of advantages: they are relatively inexpensive, variables are easily controlled, and any product can be studied. Their main drawback is that the price sensitivity estimates they produce can lack credibility because the circumstances under which they are measured are far removed from an actual purchase situation. According to Nagle, the best preference study methodology for estimating price sensitivities is conjoint analysis. In a conjoint study "buyers" are shown

several alternative forms of a product concept. The concepts are profiled in terms of a set of attributes, including price, and buyers rate their preferences for each alternative. Preference and price sensitivities are then inferred from these ratings. What makes conjoint results more credible than those of other techniques is that buyers are forced to make tradeoffs among product features (including price) similar to those they make in actual purchase situations.

Conjoint analysis has been used more often to set product prices than to price product features. This is because conjoint traditionally uses just one pricing attribute and one attribute cannot be expected to cover a \$15,000 automobile and its \$300 radio. A new form of conjoint analysis (see ref. 2) allows the estimation of both feature prices and overall price.

Suppose a company that produces cameras is about to market a new automatic 35mm camera. To keep the example simple, suppose that this camera has just two options: lens type and flash. The lens type can be either auto focus or auto focus with zoom and the flash can either be standard or high-speed.

To measure the market's price sensitivities, a sample of camera buyers is asked to complete a questionnaire with conjoint questions where the prices of the options are varied in the range of established market values. Figure 1 shows two examples of the types of questions we might ask, presented in a pairwise format. Note that there are base prices, feature prices, and a total price for each concept. The buyer indicates which concept he prefers and the strength of his preference.

WHICH CAMERA WOULD YOU PREFER?

Base Price	\$200	Base Price	\$175
Auto Focus	25	Auto Focus w/ Zoom	75
High-Speed Flash	<u>80</u>	Standard Flash	<u>40</u>
	\$305		\$290

Strongly		Strongly
Prefer		Prefer
Left	1 2 3 4 5 6 7 8 9	Right

WHICH CAMERA WOULD YOU PREFER?

Base Price	\$225	Base Price	\$200
Auto Focus	50	Auto Focus w/ Zoom	100
Standard Flash	<u>40</u>	High-Speed Flash	<u>60</u>
	\$315		\$360

Strongly		Strongly
Prefer		Prefer
Left	1 2 3 4 5 6 7 8 9	Right

Fig.1 Two examples of conjoint questions for determining feature price sensitivities.

By varying the prices for specific features, we can infer

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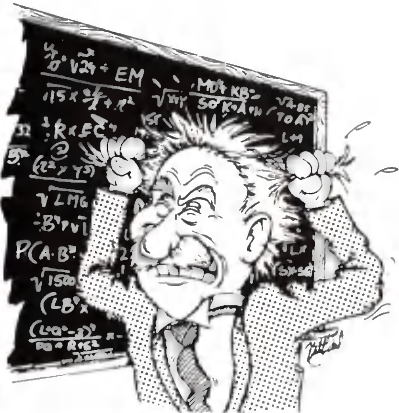
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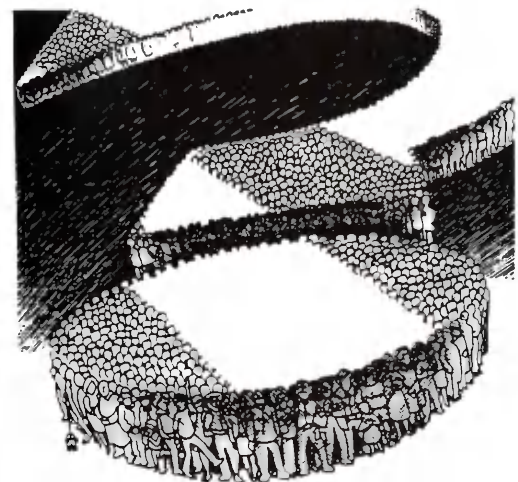
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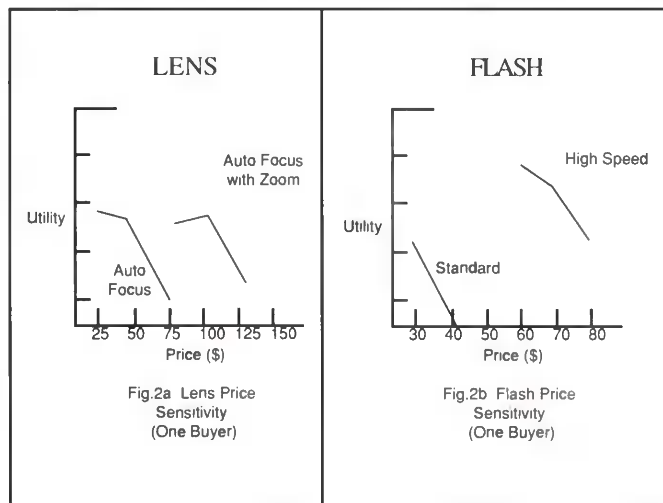
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whether the buyer has more price sensitivity for one feature than others.

Analysis of the conjoint data results in a set of values, or "utilities," for each buyer which reflects that buyer's preferences - the higher a utility for a feature at a given price, the more the buyer values that feature. Figures 2a and 2b show one buyer's utilities as a function of price; that is, the price sensitiv-



ity for that buyer.

Figures 2a and 2b reveal very different price sensitivities. In Figure 2a we see that the auto focus lens priced at \$50 has about the same utility as the auto focus lens with zoom priced at \$100. We would expect, therefore, this buyer to be indifferent between these two alternatives. The shallow slopes below \$50 for the auto focus lens and below \$100 for the lens with zoom suggest that this buyer is relatively insensitive to price changes in these ranges. On the other hand, the steep slopes above \$50 and \$100 indicate that the buyer is quite sensitive to price changes in these ranges. Note that this buyer shows a slight disutility for the zoom lens priced below \$100, perhaps indicating that quality is being inferred from price in this range.

Figure 2b shows that this buyer prefers the high-speed flash over the standard flash throughout the range of prices tested. The buyer is very sensitive to the price of the standard speed flash and less sensitive to the price of the high-speed flash. For this buyer, a high-speed flash appears to be a requirement.

This analysis can be extended easily to market segments or to the market as a whole, by aggregating results of individual buyers. From this information we could decide whether or not it would be worthwhile to develop specific feature pricing strategies for different market segments. For example, we might discover that there is one strategy for first-time buyers and another for the replacement market, or one for those who buy through camera shops and another for those who buy by mail order.

One reason conjoint analysis has become so popular is that its utilities can be used to construct computer-simulated market models. Buyer preferences are represented in the model by individual respondent utilities, which reflect the measured price sensitivities. Products are represented as combinations of features at specified prices. Market simulation models let

marketers ask "what-if" questions in a context that approaches the complexities of the actual market. Figure 3 shows a price sensitivity curve for the entire market generated from a series of simulation runs where the price of the new camera's high-speed flash was raised in increments from \$60 to \$80.

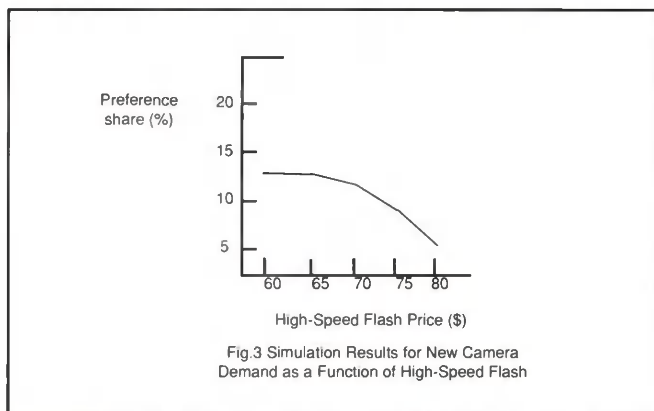


Fig.3 Simulation Results for New Camera Demand as a Function of High-Speed Flash

It is important to note that as compelling as the information in Figure 3 might be, it is only an estimate derived from a model. It should not be acted on alone; rather it should be used in the context of a more complete understanding of the buyers in a market. Nagle points out that managers must "first learn to know their buyers" by performing what he calls a managerial analysis of a market's price sensitivity. He states that "if managers try to use empirical estimates of price sensitivity as a substitute for knowledge of their customers' purchase motivations, attitudes, and incentives, the quality of their pricing

decisions will suffer." On the other hand, if used properly "it can give managers new, objective information that can either increase their confidence in their prior judgments or indicate that perhaps they need to study their buyers further."

Pricing product features will continue to be a complex decision. Fortunately, decision aids are now available that are more equal to the task than ever before. Perhaps the time has come when we can stop leaving so much money on the table. □

References:

1. Thomas T. Nagle, *The Strategy and Tactics of Pricing*, Prentice Hall, Englewood Cliffs, NJ (1987).

2. Richard M. Johnson, "Conjoint Value Analysis," technical paper, Sawtooth Software, Ketchum, ID (1990).

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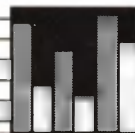
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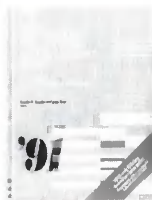
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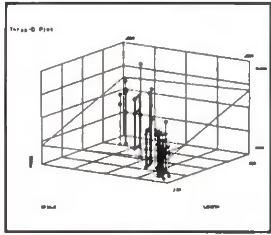
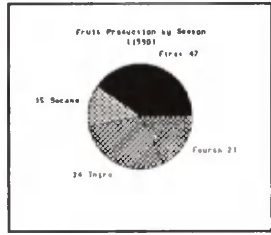
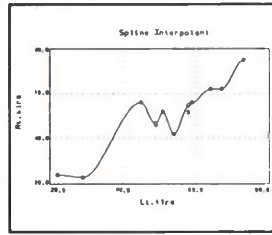
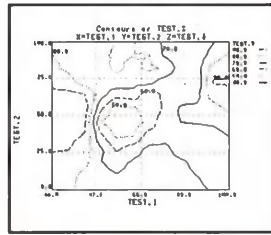
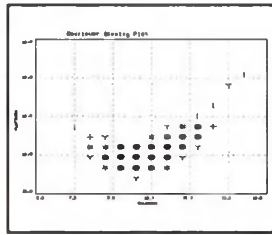
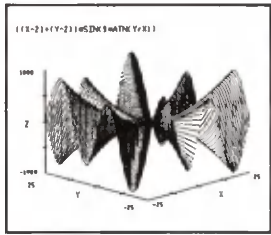
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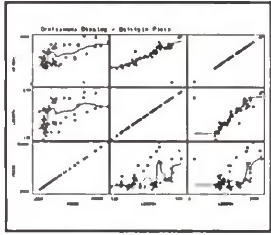
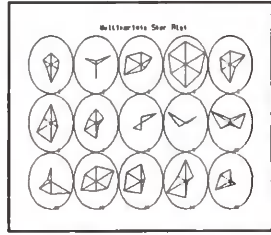
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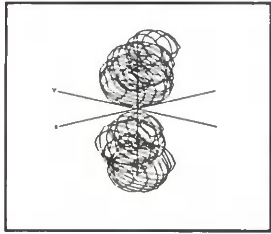
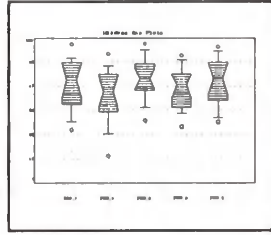
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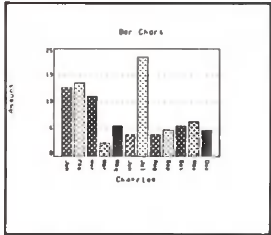
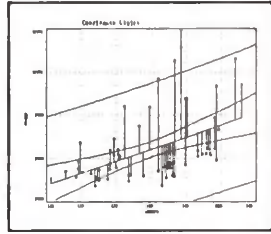
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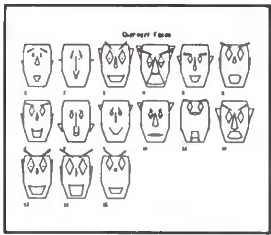
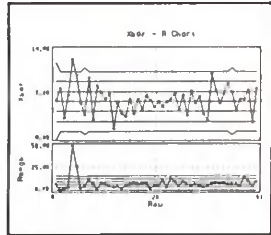
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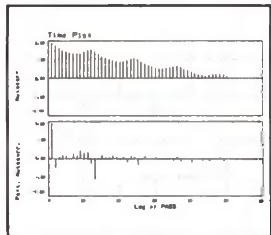
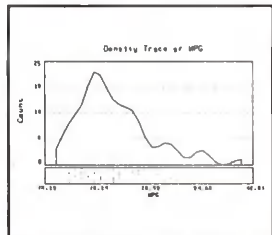
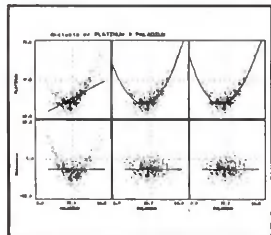
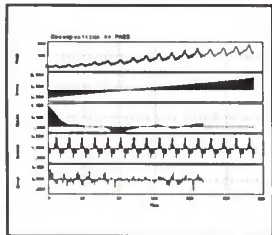
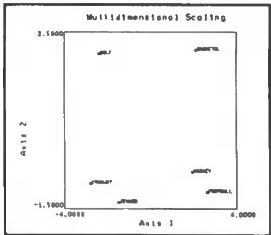
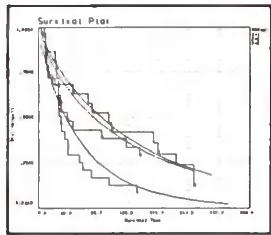
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Shoppers face stress

While the number of ways and places to buy goods and services has dramatically increased, primary shoppers for dual-earner families (usually women) often feel shopping is stressful and interferes with leisure time and families, says a new study by a Rochester Institute of Technology professor.

Despite these feelings, consumers have not been successful in reducing time needed to shop, says Dr. Eugene Fram, RIT's J. Warren McClure Research Professor in Marketing.

"The opportunities for business to develop time-saving services are great," Fram says. "Harried consumers need more support from sellers in handling their shopping and service requirements."

A nationally representative sample of 500 married shoppers with children aged 13 and under were queried about their shopping styles to determine the ways they handle their shopping crunch. Nearly three-quarters were dual earners; the rest were single earners. Highlights of survey results show:

- 92 percent of wives are primarily responsible for buying goods; dual-earner wives make 78% of service transactions.

- Shopping adds stress to their lives, say half of the primary shoppers of dual income families with children. Single-income families' primary shoppers are not far behind—about one-third say shopping adds stress.

- Two-thirds believe they now have less time to shop than five years ago.

- Shopping interferes with quality time spent with children, one in three dual-earner parents say.

Money is time for dual earners, who are less likely to use traditional dollar-saving mechanisms, the study found. They spend less time redeeming grocery store coupons, responding to refund offers and comparison shopping. At the grocery store, they buy more impulsively and at the most convenient location.

"With 58 percent of dual earners and 35 percent of single earners wanting ways to reduce shopping time, sellers need to find ways to respond," Fram says.

Business travelers demand quality improvements

In an attempt to provide high quality service levels to their customers, many airlines, hotel chains, and car rental companies are concentrating their efforts in areas that are the least important and missing service improvements in what frequent travelers say are more important areas, according to the Executive Travel Tracking Service study from Opinion Research Corporation (ORC).

In the first of a series of studies to monitor travel industry performance, ORC asked 400 executives from companies listed in Fortune 500, Fortune Service 500 editions and the Dun and Bradstreet Million Dollar Directory what is most important to them when it comes to business travel. Executives also indicated the actual performance of and overall satisfaction with leading airlines, hotel chains, and car rental companies. These executives traveled on business an average of 45 days in the past year, with

continued on p. 38

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Donald Pace, who for the past 10 years has operated Pace Research and Analysis Inc., has rejoined *Audits & Surveys*, New York, as a vice president in the firm's Survey Division.

Arlington, TX-based *Decision Analyst, Inc.* has promoted **Carric McFarland** from project director to associate.



Van Dyke

Lynnette S. Van Dyke has been elected to the Board of Directors and as a principal of the corporation of *Knowledge Systems and Research, Inc.*, Syracuse, NY.

Gail Huppert has been named research analyst, management services at the *Principal Financial Group*, Des Moines.

Eugene E. Heaton, Jr. has returned to *Response Analysis* as a senior vice presi-

dent. Previously he was with Opinion Research Corp.

Kathy Fredell has joined Minneapolis-based *Custom Research Inc.* as vice president in charge of CRI's new product system. Previously she was senior project manager at Warner-Lambert in Morris Plains, NJ.

Cesar Melgoza has joined San Jose-based *Strategic Mapping, Inc.* as director of marketing. Previously he was with Apple Computer.

Chamberlain Research Consultants has

promoted **Kenneth L. Murray** to project coordinator.

The Board of Directors of *DYG, Inc.*, a full service marketing and social science research firm based in Elmsford, NY, has promoted **Madelyn Hochstein** to president.

Clark Johnson has been promoted to vice president at the *NPD Group*, Port Washington, NY.

Kelly Quehl has joined *Concepts In Marketing Research (CIMR)*, St. Paul, as assistant account manager.

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The Arbitron Company has announced that operation of the SAMI product tracking services will be discontinued by February 22, 1991. It was also announced that all SAMI scanner and warehouse withdrawal customer contracts have been assigned to Information Resources, Inc. In addition, a long-

term cross-licensing agreement was signed which permits both companies to market services which integrate IRI's InfoScan sales tracking data with Arbitron's broadcast audience ratings as well as its television and radio commercial monitoring information.

Schulman, Ronca, & Bucuvalas, Inc., market and opinion research, has moved its Washington D.C. office to 8403 Colesville Rd., Ste. 820, Silver Spring, MD, 20910. Telephone: 301-608-3883.


BRX/Glohal, Inc., the U.S. partner in Global Market Research, announced the addition of partner companies in Belgium, Greece, and Sweden, bringing the total to thirteen affiliated research companies around the world.

For research in Estonia, the **Estonian Market and Opinion Research Center (EMOR)** is now available. The address is Kuhlbarasi I, 200104 Tallinn, Estonia, Soviet Union. To contact EMOR by telephone, use U.S. operator assistance to reach the number 43-17-19. Fax: 42-18-29. Karin Niinas is director. The firm's U.S. contact is Vilma Ungerson, VIRU, Inc., 3622 Word St., Dallas, TX, 75204. Telephone 214-821-3622. Fax: 214-821-3621.


A new research firm has opened in **Chicago: Creative and Response Research Services, Inc.**, 500 No. Michigan Ave., Chicago, IL, 60611. Telephone: 312-828-9200. Sandy Adams is Chief Operating Office and Executive V.P.

TMR Inc. has moved to new expanded facilities at 1974 Sproul Rd., Broomall, PA 19008. The telephone numbers remain the same.


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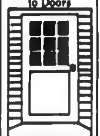
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New release of SPSS/PC+

Version 4.0 of SPSS/PC+, a statistical data analysis software package, is now available. What was formerly the base module in previous versions is now separate modules—SPSS/PC+ Base and SPSS/PC+ Statistics. The SPSS/PC+ Base

module contains all the data and file management facilities, several basic statistical procedures, a report writer, network support and Graph-in-the-Box, a TSR (Terminate and Stay Resident) graphing program. SPSS/PC+ Statistics performs statistical procedures such as analysis of variance, factor analysis, hierarchical cluster analysis, multiple regression,

nonparametric tests, Pearson correlations, reliability analysis, and t-tests. Users can buy the base module and add additional modules as needed to augment capabilities. Each of the modules—Base, Statistics, Advanced Statistics, Trends, and Map from MapInfo—contains several enhancements. For more information, contact SPSS at 312-329-2400.

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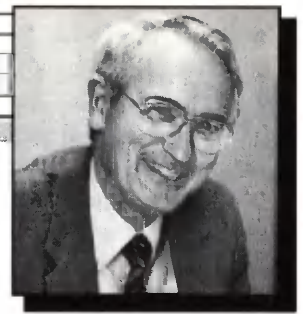
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Newsletter tracks research in cholesterol, dietary fat

Find/SVP has launched a monthly newsletter to track low cholesterol and low fat research, regulatory activity, and consumer behavior. The Low Fat and Cholesterol Issues Monitor contains three sections. The executive summary presents the month's major activities in headline and bullet format to call out key developments at a glance. The Month in Review section summarizes and analyzes all literature on cholesterol and dietary fat issues published within the previous month. The final section, Focused Reporting, is a bi-monthly editorial review which puts events into perspective through interviews with key FDA officials, major manufacturers/distributors, and retailers. For subscription information, phone 212-645-4500, or write Find/SVP, Dept. J8, 625 Avenue of the Americas, New York, NY 10011.

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One company's experience with customer satisfaction

Customer satisfaction studies have become a very important part of our country's attempt to improve the quality of our products and services. The studies provide the information necessary to determine the elements which are considered important in order to put a program in place. Then, further studies are used to measure the success of these programs.

The cost of the research often runs into hundreds of thousands of dollars—obviously far too high for a majority of the nation's companies. Because of the belief that the costs will be too great to bear some firms have either decided to forego them or they attempt in-house projects that may not provide valid data.

A major firm I worked with some years ago developed a method to help their franchised dealers begin customer satisfaction studies which would obtain reliable data at an affordable cost. The dealers were not the only ones who reaped the benefit, because the sponsoring firm also obtained valuable data at a lower cost than if they had the study done only for themselves.

The program worked as follows: The sponsoring firm conducted focus groups to determine the parameters of the study. Based on the results of these focus groups a questionnaire was developed which would be the basic interviewing instrument used across the country. In addition, the focus groups provided a basis for a qualitative research outline.

After the preliminary work had been completed the sponsor began to approach selected dealers. These dealers were asked to participate in the pilot program to improve customer satisfaction within their trade area. The sponsor would assist by providing the qualitative research outline for focus groups as well as the question-

naire for collecting quantitative information. The costs would be split evenly between the sponsoring firm and the franchised dealer and both would have access to the results.

The dealers selected for the pilot program were those known to be more receptive to innovations and looked upon as

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leaders by the other franchisees. The sponsoring firm wanted to insure that the program get off to a favorable start so that those who might normally be slow to join up would only hear good things.

Virtually all the dealers who had been contacted agreed to participate. The research firm set up a meeting to describe details of the program. Because customers known to the dealer would be involved in the focus group sessions it was decided dealers would not attend these meetings as observers. However, there was sufficient flexibility in the quantitative ques-

tionnaire that the dealers were able to add specific questions which were applicable to their own territory.

The qualitative and quantitative parts were completed within six weeks after obtaining approval on the questionnaires. Shortly thereafter we made a presentation of the results was made to both the sponsoring firm and the franchisee. The presentation included specific recommendations regarding ways to upgrade service and quality.

At the conclusion of the presentation the sponsoring company and the franchi-

see met to consider our recommendations and develop a strategy to implement a program of upgrading both product and service. Their strategy included a timetable for each objective as well a method of measuring success or failure.

Virtually every individual study earned enthusiastic approval of the program to improve the product and service quality. When other franchisees heard about what was going on they, too, asked to be included in the program. The sponsoring firm did not have the problem of trying to drag reluctant dealers into their program. Rather the problem was trying to keep franchisees from complaining because the company could only conduct a limited number of programs at one time and thus priorities had to be set.

By the time the initial part of the program was completed more than 100 dealers had participated. The company benefited in a number of ways. First, they had obtained the enthusiastic support of their dealers in the upgrading of product quality and service. Second, the sponsoring firm obtained nationwide data at a cost far less than what it would have been without the cost sharing. And third, they set in place a method to measure the effectiveness of their actions to determine if changes were needed.

I'm sure other smaller firms have also developed methods that allow them to accurately judge the success of their customer satisfaction programs at an affordable cost, but the one I've just described is one of the more effective ones that I have seen. □

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Caterpillar

continued from p. 9

calibrated against a customer satisfaction index. If customers are not satisfied with a product that achieves its target, then the target needs to be revised. Statistical analysis of our survey data and of our

Most companies have a large variety of internal quality indicators. But we all recognize how far these internal measures can be from monitoring the customer perception of quality. Even external indicators, like dealer reported repairs, do not necessarily measure customer satisfaction.

internal measure of product reliability shows that there is a direct correlation between these two quality indicators.

The 1990 Technical Assistance Re-

search Program Institute (TARP) report indicates that top management is directly involved with only 5% of customer problems. Forty-five percent through normal channels. But 50% of our customers do not complain to the manufacturer at all. Why?

- It's not worth the time or trouble.
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have the name of someone to call. Second, with a simple survey sent for every machine sold, it is an easy and trouble-free method for customers to tell us about any problems or concerns that they have.

Theoretically, the survey has the potential to reduce the percentage of customers who do not complain or just complain to front line people. This should increase top management's awareness of many product or dealer related issues.

Development of the survey

In 1983, we introduced a new product to the field. As usual, we did a field follow up program on a few preproduction machines. Because we watched them so closely and gave those customers special attention during that time, no major problems were perceived. Once production machines hit the field, we found out differently. After several rework programs and millions of dollars in cost, we realized that we needed additional input.

So before introducing the backhoe loader in 1985, we decided to send a survey to prospective customers to get direct feedback from the end users. That

information about the product did not get filtered by dealer and support staff, giving us a better understanding of any deficiencies before going into full production.

In early 1986, a corporate committee was formed and they determined that we

Because of the variety of information desired, surveys should be constructed by a multi-functional team, with representatives from marketing, engineering, quality and service. Collect input from each group, and then develop a survey with questions that can result in actionable information.

needed another quality indicator. It was agreed that an external measure was needed and that the backhoe loader survey seemed to work quite well. It was

reconstructed into a survey which could be sent to any machine owner. This survey was four pages long and was sent six months after the sale of each machine.

With the help of an outside marketing company, we soon began monthly production mailings in the United States and Canada. That firm also provided us with a computer dump of the data. That is what we asked for, but that is not what we wanted or needed. Only a handful of people actually read and understood this compilation of data.

In January 1988, since our response rate at that time was only 20% and the computer reports were difficult to interpret, we decided to redesign the form and to collect the data in-house. This is when we really began to manage the entire customer satisfaction program.

Start-up considerations

It is very important to start with a customer focus group to determine the kind of issues customers are concerned about for their business; then try to pick out their most critical concerns.

Because of the variety of information

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desired, surveys should be constructed by a multi-functional team, with representatives from marketing, engineering, quality and service. Collect input from each group, and then develop a survey with questions that can result in actionable information.

Market research consultants can be very helpful in the development, execution and analysis of a customer survey. In fact, Caterpillar works with some outside consulting firms on other types of market research. A research firm helped to get this project going back in 1986. However, because of a falling response rate and insufficient report capabilities, we felt it was best to handle this survey in-house.

Timing important

The timing of the survey is also important. We wanted the respondent to have time to use the machine and to get familiar with the product, but we were also very interested in his initial impression of our product. We believe surveying six months after delivery allows us to accomplish both objectives. Early hour re-

liability and a quality image go hand in hand. Many of these early hour deficiencies can be attributed to the dealer, plant, design, or supplier. Once these deficiencies are discovered, then you can begin to address the causes of those problems and resolve them.

Survey method

The survey method was determined by

The envelope should look official and important. Using a first class stamp rather than a postage meter helps to get the customer's attention. With all of the junk mail that people get these days, the survey could end up in the trash without even being opened.

a process of elimination. Focus groups allowed us to get detailed information from the appropriate people, but on a

continuous basis this method was too expensive and it limited us in the number of respondents we could contact.

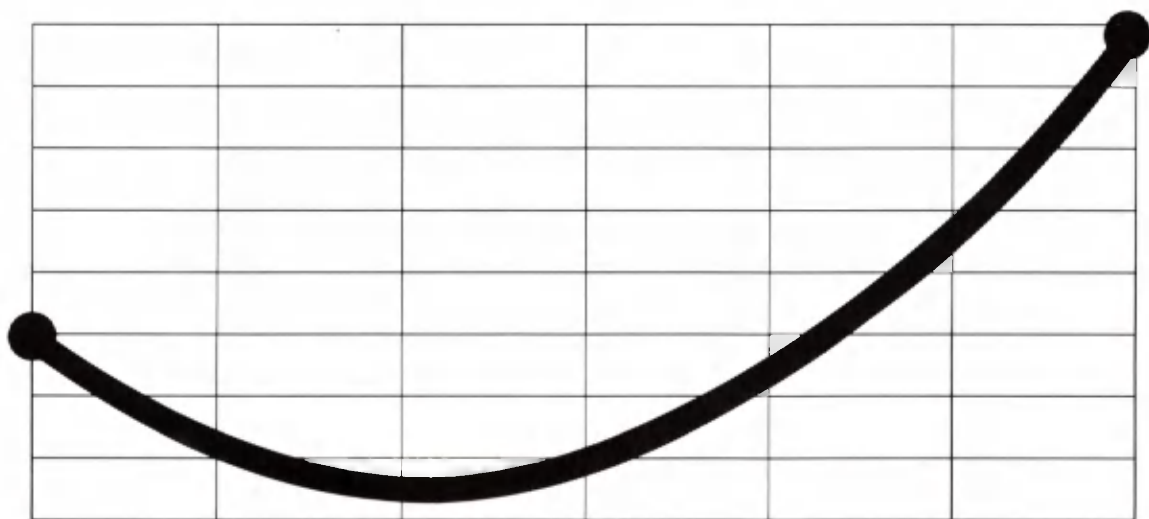
Telephone surveys provided quick answers at relatively low costs. The problem is that most of our customers are not accessible by phone. But, assuming we could contact customers by phone, they may not be able to take the time to give well thought-out answers. Most customers need to review their records on any given machine in order to give accurate and intelligent responses. Also, we felt that this method would not serve our customers well because most phone operators would not be able to interact in a knowledgeable fashion with our customers.

By using a mail survey, we ask both a greater number of questions and more detailed questions. Another advantage is that a mail survey allows the customer to complete the survey at his convenience. And the cost is even less than a phone survey when attempting 100% coverage.

Constructing a survey

A survey should first include an ac-

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knowledge of the recent purchase and tell users that their opinions are important. Then we want to know why they bought our product; are they satisfied with our product?; what kind of failures (if any) have they had?; and, finally, what kind of service have they received from our dealers?

The envelope should look official and important. Using a first class stamp rather than a postage meter helps to get the customer's attention. With all of the junk mail that people get these days, the survey could end up in the trash without even

being opened.

In addition, every survey should have some kind of introduction that tells what we are doing and why we are doing it. Then we tell the customer what we expect of him. We feel the cover letter should come from a real person and someone who has authority to take some action if necessary. Every once in a while a customer will call and want to talk to someone rather than complete the survey.

It is important to keep the form short and simple. Our survey is a single sheet, front and back. Most questions ask for a

simple "X" in a box that best reflects their feelings. But we also leave room for unstructured comments. We include a postage paid return envelope and a thank-you note at the end of the survey form.

Our survey gathers customer opinions in three areas.

1. *The buying decision.*

It is important to know why the customer bought our products, so we asked about specific attributes that the customer considers before making a purchase. We felt this was necessary so that we could evaluate if we were living up to customers' expectations. Once you know why your customers buy your product (at least in our industry), you do not need to keep asking. The answer does not change from month to month or year to year unless there is some major change in the company's marketing philosophy or the world economy.

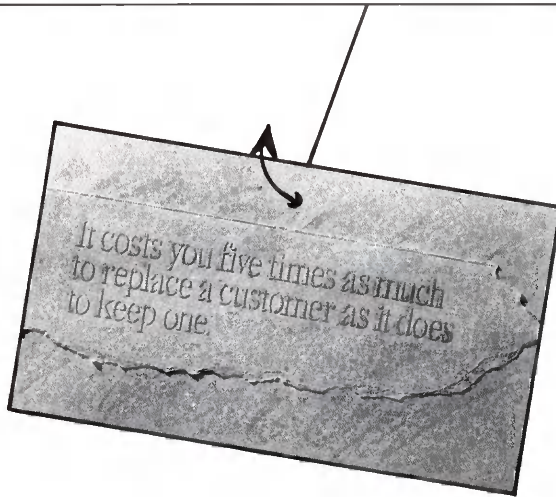
2. *Satisfaction with product characteristics.*

The heart of the survey asks how satisfied the customer is with various characteristics of the product. Satisfaction at the time of delivery indicates whether plant quality systems and dealer pre-delivery systems are working as we intend. Here the survey touches on non-subjective observations such as, were there any leaks, loose bolts, or missing parts? Did the dealer have to make adjustments? Again, as a company, these are things we can take action on to improve future products. Since we continue to measure, we know if the corrective action worked.

Satisfaction with product performance attributes allows us to evaluate how this product compares with a previous model, the competition, or with our customers' own standards. Customers' expectations are usually reasonable, and these expectations must be met if we hope to continue to be successful.

3. *Repair information.*

The survey respondents also provide input that can be used to help convince decision makers to make changes to products in the field. Data on the number of repairs and the types of repairs can also be obtained. All of the repairs won't be reported on the survey, and we had no intention of using these questions as a measure of product reliability. It does,



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however, give some insight into the customers' frame of mind when he answered the survey. It also gives us some specific things to discuss during follow-up calls.

Customer perception of the dealer's service can also be measured. The quality of dealer service, because it reflects back on the manufacturer, has a strong effect on sales. Any strengths or weaknesses identified in the dealer organizations are addressed by our Dealer Marketing group.

Finally, it is important for the customer to summarize his overall impression of the product. Summary information could include questions such as: How satisfied is the customer with the ownership experience? How can the product be improved? Is there anything else that the customer might want to communicate to the factory? Can we assist in resolving any concerns he may have? If the customer does indicate he would require assistance, then make sure you have people with good

When we have an unhappy customer, we feel it is imperative to communicate with him. We make a contact, listen to their concerns and rectify them if we can. But most importantly, we let them know we are interested in their comments.

product knowledge and the personality to communicate with a potentially irate customer.

When we have an unhappy customer, we feel it is imperative to communicate with him. We make a contact, listen to their concerns and rectify them if we can. But most importantly, we let them know we are interested in their comments.

Throughout corporation

Because all of the responses are collected and entered in to our mainframe computer system, the survey data is available throughout the corporation. Since different groups are interested in different issues and products, we created an on-line menu-driven selection report system which allows for sorting of data by plant, model, dealer, etc.

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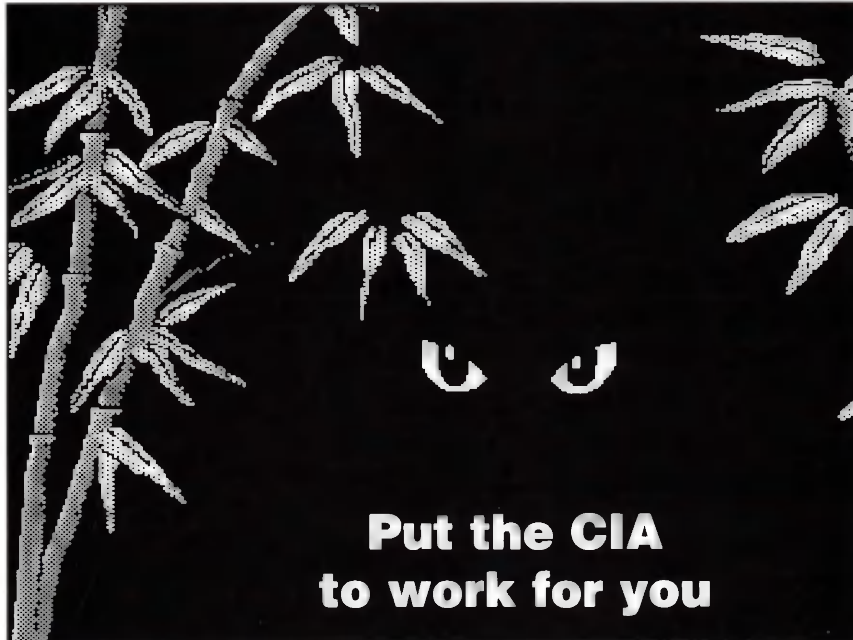
we might, for example, see that customers in one region were less satisfied with the number of repairs than those in other regions. This possible sensitivity to the number of repairs could be due to a cultural difference or may be due to a concentration of a certain product which is less reliable. Environmental differences such as the climate might affect performance which could have some impact on the customers' impression of the product. Remember, the survey results are only to help find inconsistencies. Think of them as a starting point for identifying the real

problems or issues.

A breakdown by dealers within the same region could also be revealing. Dealer delivery inspection, parts availability or service support do vary from dealer to dealer. These are things that district managers are tracking and can work on with deficient dealers to bring up their customers' satisfaction level. A secondary benefit of the survey is an improvement in product support. If your dealer organization knows you are getting direct customer feedback, they will try harder to make the customer happy.

Tabular reports can be generated as needed. We currently send a report to our executive office on a quarterly basis highlighting any significant changes or trends.

Response rates are reported as well. We want to ensure adequate sample sizes so there is no question about the credibility of the data. Generally, this rate fluctuates between 25% and 30%. The rate in the second quarter 1988 of 35% is due to the inclusion of a dollar bill in two of the three monthly mailings during that quarter. A double mailing will accomplish nearly the same results.



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Promote the survey

All of this information is of little value unless people know about it and use it. At Caterpillar, we promoted the survey in several different ways. We started by routing the summaries to all of our Service Engineering division managers. Quarterly updates were sent to the administrative vice-president, who communicated the survey results to the executive committee. Once Plant management realized that the executive committee was reviewing survey results, they got very interested. Now, all of our Service Engineering personnel have been made aware of the process and have access to and utilize the survey files.

Finally, we did an internal media blitz. The survey was highlighted in a management newsletter, an article in the company newspaper and a short video blurb was created to be part of a monthly company news show.

Take corrective action

The final step in evaluating the results is to take corrective action. This means: do something. Once you begin to get feedback from your customers, do something with it. Make follow-up calls or visits to disappointed customers, just to get additional information about their specific problems or concerns. Customers are pleasantly surprised that someone read their responses and are elated that someone is following-up with them. That gesture alone could elevate your company's image in the customer's mind. Chart the results and look for trends (positive or negative) and use the data to generate action. Then continue to measure, because the target is customer satisfaction and it is constantly changing. □

Federal Express

continued from p. 7

found out that in addition to our shipping service to the U.S., our Canadian customers wanted to use us domestically for inter-Canada shipments, which helped make the decision to offer that service a lot easier."

Internal monitoring

The company also internally monitors its performance in a number of service areas as part of its Service Quality Indicator program, tracking the incidence of packages delivered late or on the wrong day, etc.

"The Service Quality Indicator examines our performance in various categories on another level. We know that delivering a package on the wrong day is a huge disappointment, but we also know that there are various factors that can contribute to that happening. It could be an aircraft delay, or something that the customer did by mistake, for example.



The SQI helps us to identify the root causes that may contribute to service failures and to examine our performance in those areas," Hargett says.

Important in competition

Tony Byrd, senior project analyst, research & analysis, corporate marketing

for Federal Express, helped guide the company through the application process for the Baldrige award. He says that the various efforts at tracking performance and customer satisfaction were very important in the competition for the Baldrige award.

"Customer satisfaction is the largest

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Quirk's **MARKETING RESEARCH** *Review*

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and most important of the award's many categories and subcategories, accounting for 300 out of a possible 1000 points. I think market research has played a significant role in the overall application, not only in the customer satisfaction research that Maritz has done for us, but also in the other ongoing studies we have."

Supplier award

Federal Express recently presented an award of its own to Maritz, honoring it with the first Federal Express Research Supplier Quality Award as the supplier "who consistently delivered the highest quality service and best exemplified the spirit of continuous improvement during 1989."

"We employ a variety of suppliers for a variety of studies and we have never had a formal program in place to recognize those who provide the most outstanding quality throughout the year, so we felt that it was a good idea to establish one," Hargett says.

Maritz won the award, he says, for its work on the ongoing customer satisfaction study, during which it increased the number of interviews, reduced interview length, improved report delivery timing after fieldwork completion and improved study validity—while reducing the project cost.

Strong relationship

Both sides agree that the improvements made over 1989 were the product of a strong working relationship in which the two firms met often for in-depth discussions on the goals and performance of the customer satisfaction research.

"During 1989 we made some major changes to the study and we felt that Maritz was very responsive to us in making those changes and analyzing how we could potentially improve the study. For example, it used to take eight weeks from the end of field work until we would get our reports, and they were able to get that down to six weeks to make the report more timely," Byrd says.

Maritz' Gail Gilbert says that the quarterly reports given to Federal Express were also simplified and clarified and now include several kinds of specialized analyses.

Scale simplified

The most significant of the changes the questionnaire has gone through was a

simplification of the scale used to measure satisfaction, from a 100 point scale to a 5 point scale. "We found that the scale formerly used was somewhat cumbersome for the respondent as well as Federal Express to interpret, so we simplified the scaling," Gilbert says.

"In order to maintain historical perspective during the change, we monitored satisfaction using both scales for a period of time and then set up transformation equations that allowed us to look at the data historically and still maintain that trend analysis," Tony Byrd says.

There have also been significant changes made to the section of the questionnaire that probes customer use of

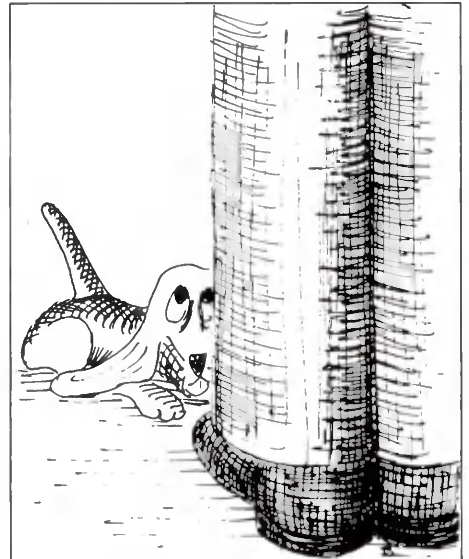
"In order to maintain historical perspective during the change, we monitored satisfaction using both scales for a period of time and then set up transformation equations that allowed us to look at the data historically and still maintain that trend analysis." Tony Byrd

competitors. "We used to ask general questions, such as 'Compared to the competition, is Federal Express better, worse, or about the same?' But now those questions address specific competitors, which gives us better benchmarking by identifying the exact competitor against which the comparison was made," Byrd says.

The questionnaire has also been revised to obtain better information in a shorter interview. "It was tough, since in tracking work consistency is important," Gilbert says, "but we were able to maintain continuity even with the changes we made. We decided to shorten the length of the interview and pare it down to information that was absolutely critical. We cut the interview length in half, and by modifying some question structure we obtained more specific and more critical information."

For example, Byrd says, customers who

use all four of the Federal Express services the survey covers previously might have gone through a lengthy interview. "If a customer fit all four categories, we had a series of questionnaires that might take 45 minutes to go through. We felt the process was too long and that we were getting some respondent fatigue, so we separated the process out so that no customer gets all four segments. At a maximum they may go through a 15 minute interview. We feel that the responses we're measuring now are much more valid." □



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Survey Monitor

continued from p. 22

averages of 34 nights spent in hotels, 34 commercial airline trips, and 20 car rental days.

The focus of this ongoing study is to identify key gaps between what frequent travelers say is important and what the perception of actual service delivery is. This analysis provides companies oppor-

tunities to improve the areas that matter most to their customers and indicate where more performance than is expected is being provided.

For the airline industry, this study finds that the three most important criteria for judging service performance are also the areas with the widest gaps compared to actual performance ratings. Airlines, compared to hotels and rental car companies, have the largest gaps between what customers say they want and what they say they get—there are no positive gaps, which would indicate areas where air travelers are more than satisfied.

In the lodging industry, the four most important considerations are: billing accuracy; efficient check-in; reliable message services; and employees who care about the customer. The least important considerations are: multiple dining and lounge facilities and late evening room service. In terms of the size of the gap between importance and delivery, the lodging industry fares better than the airlines.

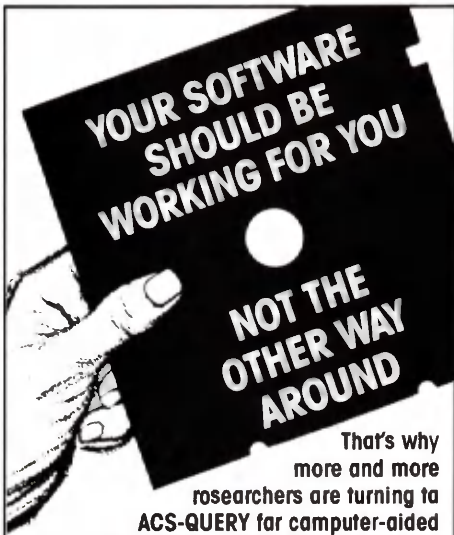
Service delivery does not meet standards of importance for efficient check-in (-25 points) and quality customer service (-23 points). Gaps for billing accuracy and message service are much more acceptable (-3 points and -8 points respectively) and indicate importance scores and delivery are close to being met.

In the two least critical areas, hotels are over-delivering certain service. The gap between service importance and service delivery for dining and lounge facilities is a positive 18 points indicating service delivery exceeds importance to the customer. Similarly, the gap for late evening room service is also positive (14 points), again indicating delivery exceeds importance.

For the auto rental industry, the two largest negative gaps between service importance and performance are in the areas of the mechanical condition of the rental cars and employees who care (-21 points each). Like lodging, the auto rental industry has several areas where service delivery exceeds importance. Also, like the lodging industry, these areas are in the least critical area to the renter—car model variety (+30 points) and quality of frequent renter programs (+10 points).

“Our Executive Travel Tracking Service highlights a major concern within the travel industry—neither the airlines, hotel chains nor car rental companies are giving travelers what they really want,” says Joanne Brewda, vice president of the Travel and Tourism Practice of ORC. “The travel companies appear to be focusing on low cost improvements rather than what the customer says are services which are of greatest importance. It’s easier and less costly for an airline to provide upgraded food than it is to improve its baggage handling system. Yet baggage handling is much more important to the customer. Moreover, exceeding importance on the things customers feel are unimportant is a waste of the company’s resources.”

“Today, companies must realize that improving service quality and delivery pays off in the long run,” says Diane Schmalensee, vice president of ORC’s Service Quality Practice. “Increases in service quality in turn increase revenue, build customer loyalty and usage, reduce complaints, lower marketing costs, and aid in the attraction and retention of employees. But to realize the service quality payoff requires a company to focus on what customers perceive as really important and this is not happening as much as it should be in the travel industry.”



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Chamberlain Rsch. Cnsltnts.

SPECIALTY CROSS INDEX OF MODERATORS

Refer to Preceding Pages Listings For Address, Phone Number and Contact

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Direct Marketing Research Ascts.

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The Answer Group
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Hispanic Marketing
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Cunninghis Associates

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Mar-Quest Research, Inc.
Research, Inc.
Sweeney International, Ltd.
TrendFacts/Playlab

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Chamberlain Rsch. Cnsltns.

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D.S. Fraley & Associates
PlayLab
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5th Annual *Directory of Focus Group Facilities*

Coming in
DECEMBER, 1990

Over 900 facilities listed

Quirk's _____
MARKETING RESEARCH
_____ *Review*

Product and Service Update

continued from p. 26

Equifax creates national household consumer panel

Atlanta-based Equifax Marketing Decision Systems announces Consumer Forum, a series of panels developed to gain primary information about consumers' preferences, trends, and needs in the marketplace. Consumers voluntarily answer questions on their usage and satis-

faction of the following services: financial, automotive, utilities, household appliances, and telecommunications.

The Forum is currently made up of 25,000 panelists representing each of the nine census divisions and a wide variety of household types to ensure a national sample. The sample is balanced on a number of demographic, psychographic, and socioeconomic variables.

Consumer Forum is being teamed with a customer satisfaction and performance measurement process called ServQuest by Equifax Marketing Services/Elrick and

Lavidge, Inc. to track satisfaction levels of this panel with household services such as electric power companies, natural gas companies, long distance telephone companies, local telephone companies, and cable television companies. The panel will be used to develop ratings on importance and performance, satisfaction levels, and attitudes about a full range of industry concerns.

Reports examine East Germany

Kennedy Research Inc. has developed two reports examining the lifestyles, hopes, and anxieties in the rapidly changing markets of Eastern Europe: "A New Attitude in Czechoslovakia," and "The East German Lifestyle and Their Ideal World." These reports are based on interviews conducted by Psyma and Marplan, European affiliates of Kennedy Research. For more information, phone 616-458-1461 or write Kennedy Research Inc., 405-A Waters Bldg., Grand Rapids, MI 49503.

European directory of published research

Euromonitor has published a new directory of published research, the European Directory of Consumer Market Reports and Surveys, which contains thousands of entries of use to marketers and librarians alike. Each entry contains details of title, publisher, date, price, and content. Full listings of all the publishers covered in the directory are included in a separate section. The directory includes a general A-Z index and a geographical subject index. Hundreds of different markets are covered, from adhesives to youth magazines. Subject headings include: general reports; food, drink & tobacco; grocery non-food; consumer durable; and services and leisure. For more information, contact Euromonitor, 87-88 Turnmill St., London EC1M 5QU, England. Telephone: 071-251-8024. Fax: 071-608-3149.

Correction

In the October *Product and Service Update*, the entry on Electronic Information Systems' Call Processing System omitted a contact name and contained an incorrect phone number. For more information the system, contact Bob Schwartz at 800-289-2867.

WE ARE PROUD TO ANNOUNCE THAT WE HAVE MOVED OUR MALL OPERATION INTO THE WESTSHORE PLAZA MALL!

We can now provide you with Tampa's highest sales volume mall facility. You will never see a vacant store front in this upscale, heavy traffic mall.

This upscale mall includes three major department stores; Maas Brothers/Jordan Marsh, Maison Blanche, and J.C. Penney plus over 100 more specialty stores.

The plaza is located less than three miles from the Tampa Airport, directly across the street from our main offices and focus group facilities. This location enables us to provide the close, strict supervision that your next project deserves.

Your clients will be pleased with the "freshness" of our respondents since we are the first market research company to conduct surveys in this mall.

West Shore Plaza

Contact us for further details and demographics on our new mall!

MASS

**MARKETING AND STORE
SERVICES, INC.**

URBAN CENTER II
4890 W. KENNEDY BLVD., SUITE 120
TAMPA, FLORIDA 33609

*Call Gwen
Weinberger*

**813-289-4500
FAX 289-3760**



1990

DIRECTORY



MALL RESEARCH FACILITIES

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CODES:

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

ALABAMA**BIRMINGHAM**

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

Scotti Research, Inc.
 Brookwood Village Mall
 Birmingham, AL 35209
 Tel. 205/879-0268
 Contact: Neil Clan
 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
 Contact: Belinda Vickery
 H-40% M-40% L-20%
 Stat.-6 1,2

HUNTSVILLE

Polly Graham & Assoc.
 Madison Square Mall
 5901 University Dr., #111
 Huntsville, AL 35806
 Tel. 205/830-0146
 Contact: Terry Woods
 Income-NA
 Stat.-NA

JASPER

Polly Garham & Assoc.
 Jasper Mall
 Hwy. 78, #B-1
 Jasper, AL 35501
 Tel. 205/387-1126
 Contact: Jan Gregory
 H-40% M-30% L-30%
 Stat.-6 1,2

MOBILE

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

MONTGOMERY

Nolan Research
 Eastdale Mall
 Atlanta Highway
 Montgomery, AL 36117
 Tel. 205/284-4164
 Contact: Deidra K. Nolan
 H-20% M-70% L-10%
 Stat.-2

ARIZONA**PHOENIX**

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

Ask Arizona/Div. Bergo & Assoc.
 Tri City Mall
 1948 W. Main Street
 Mesa, AZ 85201
 Tel. 602/464-5885
 Fax 602/464-9284
 Contact: Beth Aguirre
 H-23% M-64% L-13%
 Stat.-6 1,2,3,4

Equifax Quick Test Opinion Centers

Superstition Springs Mall
 Phoenix, AZ
 Tel. 602/279-7782
 Contact: Jean Marks
 Income- NA
 Stat.-12 1,2,3,4
 (See advertisement on p. 3)

The Friedman Marketing Organization
 Phoenix Research Services
 Colonnade Mall
 1889 E. Camelback Road
 Phoenix, AZ 85016
 Tel. 602/264-1133
 Fax 602/266-9051
 Contact: Louise Dickenson
 H-30% M-50% L-20%
 Stat.-8 1,2,3,4

The Friedman Marketing Organization
 Consumer Opinion Center
 Tower Plaza
 3843 E. Thomas Road
 Phoenix, AZ 85018
 Tel. 602/273-6329
 Fax 602/273-9038
 Contact: Louise Dickenson
 H-25% M-55% L-20%
 Stat.13 1,2,3,4

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
 Contact: Louise Dickenson
 H-25% M-50% L-25%
 Stat.-14 1,2,3,4

Gikas International
 Cinema Park Center
 5515-1 No. 7th Street
 Phoenix, AZ 85014
 Tel. 602/265-2890
 Fax 602/279-4108
 Contact: Cathie Coppes
 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
 Contact: Kim Niemie
 H-40% M-40% L-20%
 Stat.-8 1,2,3,4

Response Research/Target Mktg.
 Maryvale Mall
 5220 W. Indian School Rd.
 Phoenix, AZ 85031-2610
 Tel. 602/277-2526
 Fax 602/247-4477
 Contact: Michael Engelhart
 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
 Contact: Susan Anderson
 H-30% M-60% L-10%
 Stat.-6 1,2,3
 (See advertisement on p. 49)

TUCSON

Quality Controlled Services
 Tucson Mall
 4500 North Oracle Box #360
 Tucson, AZ 85705
 Tel. 602/325-5175
 Fax 602/326-0790
 Contact: Annette Idso
 H-24% M-48% L-28%
 Stat.-8 1,2,3,
 (See advertisement on p. 47)

When You Want Research Data, You Want It Fast.



QCS Understands That.

That's why QCS developed INSTA-DATA,[®] our computer-aided interviewing and data delivery system.

INSTA-DATA eliminates the paper questionnaire. Your complete data are ready 24 hours after the final interview!

Responses are entered directly into the computer, so there's less room for error and no need for coding.

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Kansas City ■ (816) 361-0345
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Phoenix ■ (602) 274-6288
St. Louis ■ (314) 966-6595
St. Louis Survey ■ (314) 822-4145
Scottsdale ■ (602) 941-0048
Springfield, MA ■ (413) 533-6180

Tampa ■ (813) 886-4830
Torrance ■ (213) 316-9011
Tucson ■ (602) 325-5175
Washington, D.C. ■ (703) 971-6717

CODES:

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

ARKANSAS**FORT SMITH**

Cunningham Field Services
 Central Mall #492
 Ft. Smith, AR 72903
 Tel. 904/258-3906
 Contact: Mary Cunningham
 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
 Contact: Ginger Mansfield
 H-40% M-40% L-20%
 Stat.-10 1,2,3,4

PINE BLUFF

The Friedman Marketing Organization
 Consumer Opinion Center
 The Pines Mall
 2901 Pines Mall Drive
 Pine Bluff, AR 71601
 Tel. 501/535-1688
 Fax 501/535-1754
 Contact: Lois Forman
 H-25% M-50% L-25%
 Stat.-15 1,2,3,4

CALIFORNIA**EUREKA**

The Friedman Marketing Organization
 Consumer Opinion Center
 Bayshore Mall
 3300 Broadway
 Eureka, CA 95501
 Tel. 707/443-2201
 Fax 707/443-0431
 Contact: Lois Forman
 H-30% M-55% L-15%
 Stat.-12 1,2,3,4

FRESNO

Bartels Research
 Clovis Town Center
 130 Shaw
 Clovis, CA 93612
 Tel. 209/297-7206
 Fax 209/298-5226
 Contact: Joellen Bartels
 H-10% M-75% L-15%
 Stat.-6 1,2,3,4

Nichols Research
 Fashion Fair
 557 East Shaw
 Fresno, CA 93710
 Tel. 209/226-3100
 Fax 209/226-9354
 Contact: Chris Figuera
 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. 818/336-7337
 Contact: Iris Gross
 H-80% M-20% L-20%
 Stat.-4 2

Adept Research, Inc.
 Hawthorne Plaza
 12270 Hawthorne Blvd.
 Hawthorne, CA 90250
 Tel. 818/336-7337
 Contact: Iris Gross
 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
 Contact: Danelle Hawkins
 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
 Contact: Danelle Hawkins
 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
 Contact: Angie Abell
 H-20% M-50% L-30%
 Stat.-9 1,2,3,4

(See advertisement on p. 24)

Equifax Quick Test Opinion Centers

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

(See advertisement on p. 3)

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
 Contact: Lois Forman
 H-40% M-40% L-20%
 Stat.-14 1,2,3,4

Facts 'N Figures
 Panorama Mall Ste 78B
 Panorama City, CA 91402
 Tel. 818/891-6779
 Contact: Dee Escoe
 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
 Contact: Gail Stutz
 H-50% M-40% L-10%
 Stat.-14 1,2,3,4

Integrity Research
 5150 Candlewood, #9
 Lakewood, CA 90712
 Tel. 213/804-5273
 Contact: Monika Nydam
 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
 Contact: William Bilkiss
 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
 Contact: Adrienne Goldbaum
 Tel. 818/993-5500
 Fax 818/993-5664
 H-50% M-50% L-0%
 Stat.-7 2,3,4

L & J Research
 Santa Monica Promenade
 1334 Third Street
 Santa Monica, CA 90401
 Contact: Denese Hebert
 Tel. 213/829-7579
 H-40% M-50% L-10%
 Stat.-10 1,3,4

P.K.M. Mktg. Research Svcs.
 Whittwood Mall
 15618-B Whittwood Lane
 Whittier, CA 90603
 Contact: Patricia Koerner
 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
Contact: Margaret Lien
H-20% M-70% L-10%
Stat.-NA 1,2,3
(See advertisement on p. 47)

So. California Interviewing Svce
Town & Country Shpg. Center
17200 Ventura Blvd.
Encino, CA 91316
Tel. 818/783-7700
Fax 818/783-8626
Contact: Ethel Brook
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. 818/843-6166
Contact: Anne Moiseyev
H-25% M-65% L-10%
Stat.-6 2,3

Suburban Associates
Sherman Oaks Galleria
15301 Ventura Blvd., Ste. 386
Sherman Oaks, CA 91403
Tel. 818/906-8036
Contact: Don Smith
Income: Middle
Stat.-10 1,4

U.S. Research Company
2157 Montclair Plaza Lane
Montclair, CA 91763
Tel. 708/520-3600
Contact: Jackie Weise
Income-Middle
Stat.-NA 1,2,3,4
(See advertisement on p. 25)

ORANGE COUNTY

Equifax Quick Test Opinion Centers
Anaheim Plaza, Space 105
500 No. Euclid Ave.
Anaheim, CA 92801
Tel. 714/535-2696
Fax 714/535-8182
Contact: Linda Green
H-5% M-75% L-20%
Stat.-10 1,2,3,4
(See advertisement on p. 3)

The Question Box
F & M Plaza
1224 E. Katella, #100
Orange, CA 92667
Tel. 714/744-2744
Fax 714/744-2933
Contact: Sue Amidei
H-60% M-35% L-5%
Stat.-10 1,2,3,4

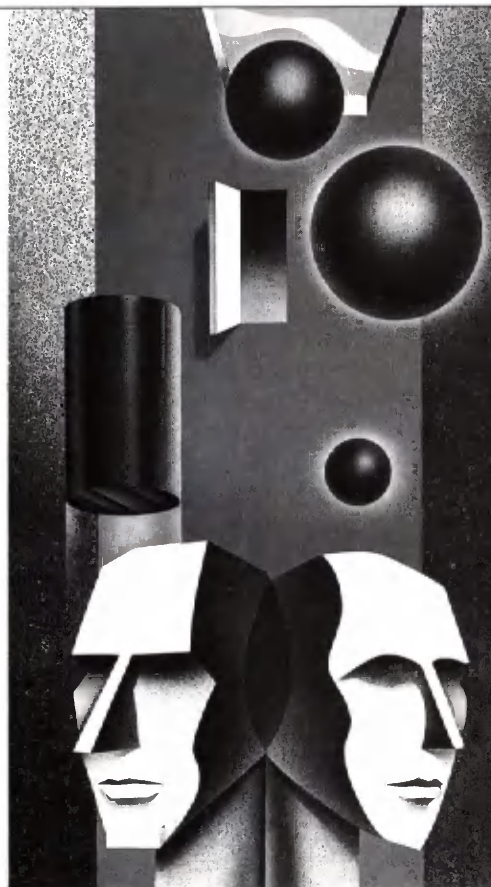
The Question Shop, Inc.
Nohl Plaza
1500 E. Lincoln Ave.
Orange, CA 92665
Tel. 714/974-8020
Fax 714/974-6968
Contact: Ryan Reasor
H-20% M-60% L-20%
Stat.-NA 2,3,4

U.S. Research Company
Mission Viejo Mall, Store #65
27000 Crown Valley Parkway
Mission Viejo, CA 92691
Tel. 708/520-3600
Contact: Jackie Weise
Income-High
Stat.-NA 1,2,3
(See advertisement on p. 25)

RIVERSIDE/SAN BERNADINO

Field Management Associates
Riverside Plaza #3601
Riverside, CA 92506
Tel. 714/369-0800
Contact: Robert Hellman
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. 818/993-5500
Contact: Adrienne Goldbaum
H-35% M-55% L-10%
Stat.-8 2,3,4



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2 KITCHEN FACILITIES
3 PRIVATE DISPLAY ROOM
4 ONE-WAY MIRROR FOR VIEWING OF STATIONS

Quality Controlled Services

Inland Center Mall/Space 501
501 Inland Drive
San Bernadino, CA 92408
Tel. 714/888-3797

Contact: Pat Weaver
H-30% M-60% L-10%
Stat.-NA 1,2,3,4

(See advertisement on p. 47)

SACRAMENTO

Heakin Research, Inc.
Arden Fair Mall
1689 Arden Way, #1281
Sacramento, CA 95815
Tel. 916/920-1361
Contact: Nancy Coddington
H-19% M-56% L-25%
Stat.-13 1,2,3,4

Research Unlimited
Old Sacramento
1012 Second Street
Sacramento, CA 95814
Tel. 916/446-6064
Contact: Hugh Miller
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
Contact: Hugh Miller
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
Contact: Lois Forman
H-30% M-50% L-20%
Stat.-8 1,2,3,4

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
Contact: Arline M. Lowenthal
H-20% M-55% L-25%
Stat.-7 1,2,3,4

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

Luth Research, Inc.
Plaza Bonita #3030 Space 2188
National City, CA 92050
Tel. 619/479-5884
Contact: Patsy Tice
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. 619/299-7480
Contact: Sandy Fagan
H-30% M-50% L-20%
Stat.10 1,2,3,4

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

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

SAN FRANCISCO

Equifax Quick Test Opinion Centers
Southland Mall
Hayward, CA 94545
Tel. 415/785-4650
Contact: Sue Gomez
H-20% M-60% L-20%
Stat.-6 1,2,3,4
(See advertisement on p. 3)

Equifax Quick Test Opinion Centers

Town Center #1268
Sunnyvale, CA 94086
Tel. 408/773-9777
Fax 408/739-1357
Contact: Ali Arastu
H-35% M-40% L-25%
Stat.-10 1,2,3,4
(See advertisement on p. 3)

Equifax Quick Test Opinion Centers

Serramonte Center #8-D
Daly City, CA 94015
Tel. 415/992-9300
Fax 415/994-1902
Contact: Jeanne Coddington
H-35% M-50% L-15%
Stat.-6 1,2,3,4
(See advertisement on p. 3)

The Friedman Marketing Organization
Consumer Opinion Center
5800 Northgate Mall
San Raphael, CA 94903
Tel. 415/472-5394
Fax 415/472-5477
Contact: Lois Forman
H-50% M-40% L-10%
Stat.-13 1,2,3,4

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

Heakin Research, Inc.
227 Bay Fair Mall
San Leandro, CA 94578
Tel. 415/278-2200
Contact: Robert Kramer
H-20% M-60% L-20%
Stat.-30 1,2,3,4

Heakin Research, Inc.
Valleco Fashion Park, Ste 2031
10123 No. Wolfe Rd.
Cupertino, CA 95014
Tel. 408/253-4690
Contact: Linda Pedroncelli
H-50% M-37% L-13%
Stat.-6 1,2,3,4

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

Nichols Research, Inc.
County East Mall
2550 Somersville Rd., Ste. 78
Antioch, CA 74509
Tel. 415/757-4200
Fax 415/757-5744
Contact: Claudia Hess
H-10% M-40% L-50%
Stat.-5 1,2,3,4

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

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2 KITCHEN FACILITIES
3 PRIVATE DISPLAY ROOM
4 ONE-WAY MIRROR FOR VIEWING OF STATIONS

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

Margaret Yarbrough & Assoc.
South Shore Center
415 Otis Drive
Alameda, CA 94501
Tel. 415/521-6900
Fax 415/521-2130
Contact: Margaret Yarbrough
H-60% M-30% L-10%
Stat.-4 1,2,3

COLORADO

COLORADO SPRINGS

Brewer Research
Pioneer Plaza
1421 Delaware Drive
Colorado Springs, CO 80909
Contact: Esther Brewer
Tel. 719/597-9869
H-15% M-70% L-15%
Stat.-3 1,2,3,4

Consumer Pulse of Colorado Springs

The Citadel Mall, #1084
750 Citadel Drive East
Colorado Springs, CO 80909
Tel. 303/480-0128
Fax 303/480-0176
Contact: Laura Wassil Millensifer
H-10% M-45% L-45%
Stat.-9 1,2,3
(See advertisement on p. 24)

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

U.S. Research Company
Chapel Hills Mall, Ste. 315
1710 Briargate Blvd.
Colorado Springs, CO 80920
Tel. 708/520-3600
Contact: Jackie Weise
Income-Middle
Stat-NA 1,2,3,4
(See advertisement on p. 25)

DENVER

Bennett Research, Inc.
Aurora Mall
14200 Alameda Ave.
Aurora, CO 80212
Tel. 303/341-1211
Contact: Patty Pacheco
H-40% M-50% L-10%
Stat.-NA 1,2,3,4

Consumer Pulse of Denver

Lakeside Mall #B-119
5801 W. 44th Avenue
Denver, CO 80212
Tel. 303/480-0128
Fax 303/480-0176
Contact: Laura Wassil Millensifer
H-10% M-40% L-50%
Stat.-10 1,2,3
(See advertisement on p. 24)

Consumer Pulse of Denver

Thornton Town Center, #105
10001 Grant Street
Thornton, CO 80229
Tel. 303/480-0128
Fax 303/480-0176
Contact: Laura Wassil Millensifer
H-20% M-50% L-30%
Stat.-10 1,2,3
(See advertisement on p. 24)

Equifax Quick Test Opinion Centers

Villa Italia Mall
Lakewood, CO 80226
Tel. 303/937-0144
Fax 303/937-0502
Contact: Matthew Johnson
H-20% M-70% L-10%
Stat.-81,2,3,4
(See advertisement on p. 3)

The Friedman Marketing Organization
Consumer Opinion Center
Crossroads Mall, Ste. 277
1600 28th St.
Boulder, CO 80301
Tel. 303/449-4632
Fax 303/449-1484
Contact: Lois Forman
H-35% M-45% L-20%
Stat.-10 1,2,3,4

The Friedman Marketing Organization
Consumer Opinion Center
Southwest Plaza
8501 W. Bowles Ave.
Littleton, CO 80123
Tel. 303/972-8734
Fax 303/933-0476
Contact: Lois Forman
H-20% M-60% L-20%
Stat.-14 1,2,3,4

Information Research, Inc.
Twin Peaks Mall #51
1250 So. Hover Rd.
Longmont, CO 80501
Tel. 303/443-3548
Contact: Norm Pettitt
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
Contact: Sally Phelps
H-20% M-50% L-30%
Stat.-8 1,2,3,4

Ruth Nelson Research Services
Westminster Mall
5513 West 88th Avenue
Westminster, CO 80030
Tel. 303/426-1840
Fax 303/756-6467
Contact: Annan Colic
H-40% M-50% L-10%
Stat.-8 1,2,3,4

Ruth Nelson Research Services
Southglenn Mall
6911 So. University Blvd.
Littleton, CO 80122
Tel. 303/794-2653
Fax 303/756-6467
Contact: Roxie Bodell
H-50% M-40% L-10%
Stat.-5 1

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

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

CONNECTICUT

BRIDGEPORT

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

J.B. Martin Interviewing Svcs
Ansonia Mall
Main Street
Ansonia, CT 06403
Tel. 203/734-2683
Fax 203/371-5001
Contact: Joan Martin
H-15% M-55% L-30%
Stat.-4 1,2

DANBURY

Performance Plus, Inc.
Danbury Fair Mall
7 Backus Avenue
Danbury, CT 06810
Tel. 617/872-1287
Fax 508/879-7108
Contact: Shirley Shames
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. 703/442-0960
Fax 703/442-0967
Contact: Tricia Barnes
H-10% M-45% L-45%
Stat.-8 1,2,3,4
(See advertisement on p. 24)

Decision Data Collection, Inc.
McLean Commons
7405 Colshire Dr./#218
McLean, VA 22102
Tel. 703/556-7748
Contact: Dale Brown
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
Contact: Randi Levinson
H-23% M-43% L-34%
Stat.-6 1,2,3,4

House Market Research, Inc.
Prince George Plaza
3500 East West Hwy.
Hyattsville, MD 20782
Tel. 301/424-1930
Fax 301/424-3128
Contact: Molleye Meyer
H-25% M-55% L-20%
Stat.-10 2,3,4

Metro Research Services, Inc.
Outlet Mall
10710 Lee Highway
Fairfax, VA 22030
Tel. 703/385-1108
Contact: Nancy Jacobs
H-75% M-25% L-0%
Stat.-42

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

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

Quality Controlled Services

Springfield Mall
6710 E. Springfield Mall
Springfield, VA 22150
Tel. 703/971-6717
Fax 703/922-5946
Contact: Cynthia Dunn
H-40% M-50% L-10%
Stat.-NA 1,2,3,4
(See advertisement on p. 47)

Shugoll Research
Montgomery Mall
7101 Democracy Blvd., #1014
Bethesda, MD 20817
Tel. 301/469-5884
Contact: Sharon Breed
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
Contact: Carolyn Boyer
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
Contact: Sharon White
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
Contact: Mary Cunningham
H-30% M-60% L-10%
Stat.-5 1,2,3,4

FORT LAUDERDALE

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

Mar's Surveys
Pompano Square Regional Mall
One Pompano Square
Pompano Beach, FL 33062
Tel. 305/755-2805
Fax 305/755-3061
Contact: Carol Nadel
H-40% M-40% L-20%
Stat.-8 1,2,3,4

Weitzman & Philip, Inc.
Hollywood Mall
3251 Hollywood Blvd., Ste. 262
Hollywood, FL 33021
Tel. 305/467-2644
Fax 305/653-4016
Contact: Sandy Lorello
H-25% M-60% L-15%
Stat.-12 1,2,3

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
Contact: Carolyn Kulik
H-25% M-60% L-15%
Stat.-10 1,2,3,4

JACKSONVILLE

Irwin Research Services
Regency Square Mall
9501 Arlington Expwy/Ste 155
Jacksonville, FL 32211
Tel. 904/725-8407
Contact: Dean Serdezaff
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
Contact: Dedi Britton
H-17% M-63% L-20%
Stat.-10 1,2,3,4

MELBOURNE

Equipax Quick Test Opinion Centers
Melbourne Square Mall
1700 W. New Haven Ave/Ste 577
Melbourne, FL 32904
Tel. 407/729-9809
Fax 407/729-9551
Contact: Lori Ryan
H-20% M-60% L-20%
Stat.-10 1,2,3,4
(See advertisement on p. 3)

CODES:

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

MIAMI

Jean M. Light Interviewing Svce.
 163rd. St. Shopping Mall
 1281 NE 163rd Street
 Miami, FL 33155
 Tel. 305/264-5780
 Contact: Jean Light
 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
 Contact: Jean Light
 H-35% M-60% L-5%
 Stat.-8 1,2,3,4

Rife Market Research, Inc.

Skylake Mall
 1758 N.E. 183rd St.
 Miami, FL 33179
 Tel. 305/945-9390
 Contact: Mary Rife
 H-20% M-60% L-20%
 Stat.-8 2,3,4
 (See advertisement on p. 35)

Weitzman & Philip Inc
 California Club Mall
 850 Ives Dairy Road
 Miami, FL 33179
 Tel. 305/653-6323
 Fax 305/653-4016
 Contact: Joan Starr
 H-25% M-60% L-15%
 Stat.-8 1,2,3,4

ORLANDO

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
 Contact: Chris Berry
 H-25% M-60% L-15%
 Stat.-8 1,2,3,4

Equifax Quick Test Opinion Centers

Lake Square Mall
 U.S. Hwy 441
 Leesburg, FL 34788
 Tel. 904/365-0505
 Fax 904/365-2005
 Contact: Douglas Fedele
 Income-NA
 STAT-NA 1,2,3,4
 (See advertisement on p. 3)

U.S. Research Company

Altamonte Mall
 521 Altamonte Ave.
 Altamonte Springs, FL 32701
 Tel. 708/520-3600
 Contact: Jackie Weise
 H-35% M-55% L-10%
 Stat.-10 1,2,3,4
 (See advertisement on p. 25)

U.S. Research Company

Florida Mall, Rm. 422
 8001 So. Orange Blossom Tr.
 Orlando, FL 32809
 Tel. 708/520-3600
 Contact: Jackie Weise
 H-30% M-55% L-15%
 Stat.-10 1,2,3,4
 (See advertisement on p. 25)

PENSACOLA

Polly Graham & Assoc.
 Cordova Mall, #M1209
 5100 No. 9th Avenue
 Pensacola, FL 32504
 Tel. 904/478-9274
 Fax 904/478-9274
 Contact: Kimberly Gates
 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
 Contact: Vicki Pobicki
 H-35% M-40% L-25%
 Stat.-8 1,2,3,4

TALLAHASSEE

The Friedman Marketing Organization
 Consumer Opinion Center
 Tallahassee Mall
 2415 N. Monroe
 Tallahassee, FL 32303
 Tel. 904/385-4399
 Fax 904/385-3481
 Contact: Lois Forman
 H-25% M-50% L-25%
 Stat.-9 1,2,3,4

TAMPA/ST. PETERSBERG

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

Equifax 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
 Contact: Bessie Zantapoulos
 H-30% M-50% L-20%
 Stat.-7 1,2,3,4
 (See advertisement on p. 3)

Gulf Coast Research
 Tampa Bay Center Mall
 3302 W. Buffalo Avenue
 Tampa, FL 33607
 Tel. 813/876-0321
 Contact: Virgil Hughes
 H-25% M-60% L-15%
 Stat.-5 1,2,3,4

Marketing and Store Services

West Shore Plaza Mall
 350 W. Kennedy Blvd.
 Tampa, FL 33609
 Tel. 813/289-4500
 Fax 813/289-3760
 Contact: Gwen Weinberger
 H-40% M-60% L-0%
 Stat.-5 1,2,3
 (See advertisement on p. 44)

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

U.S. Research Company

Tyrone Square Mall
 6901 22nd Ave. N., #698
 St. Petersburg, FL 33710
 Tel. 708/520-3600
 Contact: Jackie Weise
 Income-Middle
 Stat.-N/A 1,2,3,4
 (See advertisement on p. 25)

Walker DataSource/Walker Research, Inc.

Eastlake Square Mall
 5701 E. Hillsborough Avenue
 Tampa, FL 33610
 Tel. 813/623-1774
 Fax 813/623-6898
 Contact: Kathy DeFazio
 H-31% M-57% L-12%
 Stat.-12 1,2,3
 (See advertisement on p. 49)

GEORGIA**ATHENS**

Jackson Associates, Inc.
 Georgia Square
 3700 Atlanta Highway
 Athens, GA 30610
 Tel. 404/454-7060
 Fax 404/546-7518
 Contact: Marisa Pope
 H-20% M-50% L-30%
 Stat.-5 1,2

ATLANTA

Equifax Quick Test Opinion Centers

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

Heakin Research, Inc.
331 Shannon Mall
Union City, GA 30291
Tel. 404/964-9634
Contact: Brad McDonald
H-30% M-60% L-10%
Stat.-8 1,2,3,4

Heakin Research
Gwinnett Place Mall
2100 Pleasant Hill Rd.
Duluth, GA 30136
Tel. 404/476-0714
Contact: Teri Williams
Income-N.A.
Stat.-10 1,2,3,4

Jackson Associates, Inc.
Cobb Centre
2200 S. Cobb Drive
Smyrna, GA 30080
Tel. 404/454-7060
Fax 404/432-1089
Contact: Marisa Pope
H-30% M-50% L-20%
Stat.-6 1,2,3,4

Jackson Associates, Inc.
Southlake Mall, #2443
Morrow, GA 30260
Tel. 404/454-7060
Fax 404/968-3660
Contact: Marisa Pope
H-40% M-35% L-25%
Stat.-6 1,3,4

MacConnell Research Services
Greenbrier Mall
2841 Greenbrier Pkwy. S.W.
Atlanta, GA 30331
Tel. 404/451-6236
Fax 404/451-6184
H-30% M-40% L-30%
Stat.-10 2,3

MacConnell Research Services
Roswell Mall
608 Holcomb Bridge Rd.
Roswell, GA 30076
Tel. 404/451-6236
Fax 404/451-6184
H-30% M-50% L-20%
Stat.-8 3

MacConnell Research Services
Star Mountain Festival
1825 Rockridge Rd.
Stone Mountain, GA 30089
Tel. 404/451-6236
Fax 404/451-6184
Contact: Terri Colcaterra
H-35% M-50% L-15%
Stat.-12 2,3,4

Mid-America Research, Inc.
Lenox Square Mall
3393 Peachtree Road
Atlanta, GA 30326
Tel. 404/261-8011
Contact: Joan Ferdinands
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
Contact: Bettie Hutchinson
H-19% M-76% L-5%
Stat.-12 1,2,3,4

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

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

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

AUGUSTA

U.S. Research Company
Regency Mall
1700 Gordon Highway
Augusta, GA 30904
Tel. 708/520-3600
Contact: Jackie Weise
Income-Middle
Stat.-NA 1,2,3
(See advertisement on p. 25)

COLUMBUS

Quality Controlled Services
Columbus Square Mall
3050 Macon Road
Columbus, GA 31906
Tel. 404/568-3455
Contact: Louis Barraclough
H-20% M-65% L-15%
Stat.-NA 1,2
(See advertisement on p. 47)

GAINESVILLE

Jackson Associates, Inc.
Lakeshore Mall
1285 W. Washington Street
Gainesville, GA 30501
Tel. 404/454-7060
Fax 404/536-2065
Contact: Marisa Pope
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. 912/897-9028
Contact: Carolyn Cooper
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
Contact: Robert Corbin
H-15% M-70% L-15%
Stat.-9 1,2,3
(See advertisement on p. 26)

ILLINOIS

CHICAGO

Assistance In Marketing
1140 Spring Hill Mall
Dundee, IL 60118
Tel. 708/428-0885
Fax 312/392-5841
Contact: Barbara Rinn
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
Contact: Kelly Ketchum
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
Contact: Alice Baxter
H-15% M-70% L-15%
Stat.-4 2,3,4

CODES:

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

Car-Lene Research, Inc.
 Northbrook Court
 Northbrook, IL 60062
 Tel. 708/498-1305
 Contact: Carol Caplan
 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
 Contact: Karen Canzoneri
 H-10% M-80% L-10%
 Stat.-8 2,3,4

Consumer Surveys Company
 Northpoint Shopping Center
 304 E. Rand Rd.
 Arlington Heights, IL 60004
 Tel. 708/394-9411
 Fax 708/394-0001
 Contact: Deanna Port
 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
 Contact: Leona Quenan
 H-5% M-65% L-30%
 Stat.-8 1,2,3,4

Equifax Quick Test Opinion Centers

Ford City Shopping Center
 7601 S. Cicero Avenue
 Chicago, IL 60652
 Tel. 312/581-9400
 Fax 312/581-9758
 Contact: Phil Wysocki
 H-5% M-75% L-20%
 Stat.-8 1,2,3,4
 (See advertisement on p. 3)

Equifax Quick Test Opinion Centers

Hawthorn Mall
 429 Hawthorn Center
 Vernon Hills, IL 60061
 Tel. 708/367-0036
 Fax 708/367-4863
 Contact: Sandy Lewis
 H-60% M-30% L-10%
 Stat.-91,2,3,4
 (See advertisement on p. 3)

Facts In Focus, Inc.
 Fox Valley Center
 Highway 59 & New York St.
 Aurora, IL 60505
 Tel. 708/898-2166
 Contact: Ron Gorr
 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
 Contact: Mary Cass
 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
 Contact: Gail Weiss
 H-34% M-28% L-38%
 Stat.-8 1,2,3,4

Heakin Research, Inc.
 Brickyard Mall
 6465 W. Diversey
 Chicago, IL 60635
 Tel. 312/745-8001
 Contact: Arlene Halik
 H-9% M-55% L-36%
 Stat.-12 1,2,3

Heakin Research, Inc.
 Jefferson Square Mall
 2450 W. Jefferson
 Joliet, IL 60436
 Tel. 815/729-0595
 Contact: Molly Vaught
 H-12% M-50% L-38%
 Stat.-10 1,2,3,4

Mid-America Research, Inc.
 Randhurst Shopping Ctr.
 999 N. Elmhurst Rd., #17
 Mt. Prospect, IL 60056
 Tel. 708/392-0800
 Fax 708/259-7259
 Contact: Elizabeth Jorgenson
 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
 Contact: Denise Allday
 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
 Contact: Scott Adleman
 H-27% M-50% L-23%
 Stat.-10 1,2,3,4

Precision Field Services, Inc.
 Town & Country Mall
 445 E. Palatine Road
 Arlington Heights, IL 60004
 Tel. 708/966-8666
 Fax 708/966-9551
 Contact: Scott Adleman
 H-70% M-25% L-5%
 Stat.-6 1,2,3,4

Quality Controlled Services

Harlem-Irving Mall
 4192 Harlem Ave.
 Norridge, IL 60634
 Tel. 708/452-7660
 Contact: Carol Nomdowski
 H-10% M-75% L-15%
 Stat.-Variable 1,2,3,4
 (See advertisement on p. 47)

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

U.S. Research Company

Lakehurst Shopping Center, #243A
 Waukegan, IL 60085
 Tel. 708/560-3600
 Contact: Jackie Weise
 Income-Middle
 Stat.-NA 1,2,3
 (See advertisement on p. 25)

U.S. Research Company

Illinois Center, Concourse #16
 111 E. Wacker Drive
 Chicago, IL 60601
 Tel. 708/560-3600
 Contact: Jackie Weise
 Income-Middle
 Stat.-NA 1,2,3,4
 (See advertisement on p. 25)

PEORIA

Scotti Research, Inc.
 Northwoods Mall
 Peoria, IL 61613
 Tel. 309/673-6194
 Contact: Mark Bishop
 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
 Contact: Carol Menke
 H-25% M-50% L-25%
 Stat.-8 2,3,4

Scotti Research, Inc.
Southpark Mall
Moline, IL 61265
Tel. 309/673-6194
Contact: Mark Bishop
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
Contact: Sharon Adams
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
Contact: Forrest Youngs
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
Linda Hammer
H-25% M-50% L-25%
Stat.-6A 1,2,3,4

Wallace Interviewing Service
Southtown Mall, #D-03
7800 So. Anthony Blvd
Ft. Wayne, IN 46816
Tel. 317/784-0497
Contact: Frankie Jackson
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
Contact: Janie McMurtrey
H-20% M-60% L-20%
Stat.-12 1,2,3,4
(See advertisement on p. 57)

Herron Associates, Inc.
Washington Square Ste 402
10202 E. Washington St.
Indianapolis, IN 46229
Tel. 317/882-3800
Fax 317/882-4716
Contact: Paul Jorgenson
H-15% M-65% L-20%
Stat.-13 1,2,3,4
(See advertisement on p. 57)

Walker DataSource/WalkerResearch, Inc.
Castleton Square Mall
8004 Castleway Dr
Indianapolis, IN 46250
Tel. 317/577-0500
Fax 317/576-5438
Contact: Barb Miller
H-37% M-43% L-20%
Stat.-8 1,2,3
(See advertisement on p. 49)

IOWA

DAVENPORT(See Quad Cities, IL)

DES MOINES

The Friedman Marketing Organization
Consumer Opinion Center
Southridge Mall
1111 E. Army Post Rd.
Des Moines, IA 50315
Tel. 515/287-4744
Fax 515/287-5937
Contact: Lois Forman
H-30% M-55% L-15%
Stat.-15 1,2,3,4

Take advantage of Herron's...



Accuracy. Because we pay attention to detail, we give you the information you need for complete, informed decisions. And because

our research and analysis of the data collected is done in-house, you are assured of complete confidentiality.

Speed.



We utilize state-of-the-art electronic equipment including the Ci2 system for computerized interviewing at our mall locations and phone center. You get accurate facts, fast.

Knowledge.

We don't leave anything to chance. Our in-depth, comprehensive research helps you go to market with confidence. And, you can make changes in your existing marketing strategy knowing that every avenue has been explored.



Herron Associates offers the same marketing research services found at larger agencies. But, we do it more accurately, quicker, and smarter. Before you begin, or continue, your marketing data collection, call Herron.



Herron Associates, Inc.
Market research in the Indianapolis area

Market research...the right way, since 1958

710 Executive Park Drive • Greenwood, IN 46143
317-882-3800 • FAX: 317-882-4716

CODES:

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

Mid-Iowa Interviewing
 Valley West Mall
 1551 35th Street
 West Des Moines, IA 50265
 Tel. 515/225-6232
 Fax 515/225-1184
 Contact: Betty O'Connor
 H-30% M-60% L-10%
 Stat.-6 1,2,3,4

KANSAS**KANSAS CITY(See Kansas City, MO)****TOPEKA**

Quality Controlled Services
 West Ridge Mall
 1801 Southwest Wannamaker
 Topeka, KS 66604
 Tel. 913/273-0091
 Contact: Sharon DuBois
 H-30% M-60% L-10%
 Stat.-6 1,2,3
 (See advertisement on p. 47)

WICHITA

Data Net, Inc.
 Towne East Square
 7700 E. Kellogg, #231
 Wichita, KS 67207
 Tel. 316/682-6655
 Fax 316/682-6664
 Contact: Thelma Meyers
 H-35% M-50% L-15%
 Stat.-9 2,3,4

U.S. Research Company

Towne West Square, Store #804
 Wichita, KS 67209
 Tel. 708/520-3600
 Contact: Jackie Weise
 Income-Middle
 Stat.-NA 1,2,3,4
 (See advertisement on p. 25)

KENTUCKY**LOUISVILLE**

MRK
 Mid City Mall
 1250 Bardstown Rd.
 Louisville, KY 40204
 Tel. 502/458-4159
 Fax 502/456-5776
 Contact: Connie Pearl
 H-1% M-79% L-20%
 Stat.-7 1,2,3,4

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

Stevens Research Services, Inc.
 Greentree Mall
 Highway 131
 Clarksville, IN 47130
 Tel. 502/456-5300
 Contact: Becky Fangman
 H-30% M-50% L-20%
 Stat.-6 1,2,3,4

LOUISIANA**BATON ROUGE**

Gulf States Research Center
 Bon Marche Mall
 7361-A Florida Blvd.
 Baton Rouge, LA 70806
 Tel. 800/848-2555
 Contact: Robert Landsberger
 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
 Contact: Oscar Lavie
 H-21% M-45% L-34%
 Stat.-7 1,2,3,4

NEW ORLEANS

The Friedman Marketing Organization
 Consumer Opinion Center
 Belle Promenade Mall
 1701 Barataria Blvd.
 Marrero, LA 70072
 Tel. 504/340-0972
 Fax 504/340-7965
 Contact: Lois Forman
 H-25% M-50% L-25%
 Stat.-14 1,2,3,4

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

Linden Research Services
 Oakwood Mall
 197 Westbank Exp.
 Gretna, LA 70053
 Tel. 504/368-9825
 Fax 504/368-9866
 Contact: Marty Olson
 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
 Contact: Andrea S. Gereighty
 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
 Contact: Nell Lavie
 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. 301/931-6700
 Fax 301/931-6711
 Contact: Pam Jones
 H-20% M-50% L-30 %
 Stat.-8 1,2,3,4
 (See advertisement on p. 24)

Heakin Research, Inc.
 Eastpoint Mall
 7839 Eastpoint Mall
 Baltimore, MD 21224
 Tel. 301/282-3133
 Contact: Alice Matheny
 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
 Contact: Sue Roberts
 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
Contact: Ruth Hauf
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
Contact: Grace Evans
H-20% M-40% L-40%
Stat.-4 1,2,3,4

MASSACHUSETTS

BOSTON

Bernett Research, Inc.
Southshore Plaza
230 Granite
Braintree, MA 02124
Tel. 617/254-1314
Contact: Stacey Black
H-50% M-50% L-0%
Stat.-15 1,2,3

Bernett Research, Inc.
Assembly Square
Middlesex Ave.
Somerville, MA 02145
Tel. 617/254-1314
Contact: Stacey Black
H-0% M-50% L-50%
Stat.-15 1,2,3,4

Car-Lene Research, Inc.
Hanover Mall
Hanover, MA 02339
Tel. 617/826-0052
Contact: Steve Martin
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
Contact: Dr. Leslie M. Harris
H-60% M-30% L-10%
Stat.-8 1,2,3,4

Equifax Quick Test Opinion Centers

Methuen Mall
Route 113
Methuen, MA 01844
Tel. 508/685-1917
Fax 508/682-3365
Contact: Marcia Hersh
H-40% M-40% L-20%
Stat.-8 1,2,3,4
(See advertisement on p. 3)

Equifax Quick Test Opinion Centers

Worcester Center
West Mall
Worcester, MA 01608
Tel. 508/754-3960
Fax 508/799-0282
Contact: Debbie LeGuern
H-30% M-50% L-20%
Stat.-8 1,2,3,4
(See advertisement on p. 3)

Equifax Quick Test Opinion Centers

Watertown Mall
550 Arsenal Street
Watertown, MA 02172
Tel. 617/924-8486
Fax 617/923-0261
Contact: Brent Wooten
H-20% M-60% L-20%
Stat.-14 1,2,3,4
(See advertisement on p. 3)

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

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

Performance Plus, Inc.
Woburn Mall
300 Mishawum Road
Woburn, MA 01801
Tel. 617/872-1287
Fax 508/879-7108
Contact: Shirley Shames
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
Contact: Shirley Shames
H-35% M-50% L-15%
Stat.-5 2,3,4

U.S. Research Company
Independence Mall, Space 123
Kingston, MA
Tel. 708/520-3600
Contact: Jackie Weise
Income-Middle
Stat.-NA 1,2,3,4
(See advertisement on p. 25)

SPRINGFIELD

CSi Testing Centers
Hampshire Mall
South Maple Street
Springfield, MA 01035
Tel. 800/227-0666
Fax 203/748-1735
Contact: Dr. Leslie M. Harris
H-40% M-50% L-10%
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
Contact: Shirley Shames
H-10% M-60% L-30%
Stat.-8 1,2,3,4

Quality Controlled Services

Holyoke Mall
Whiting Farms Road
Holyoke, MA 01040
Tel. 413/533-6180
Contact: Ivy Ward
H-25% M-60% L-15%
Stat.-NA 1,2,3,4
(See advertisement on p. 47)

MICHIGAN

DETROIT

Consumer Pulse of Detroit
Universal Mall
28620 Dequindre Rd.
Warren, MI 48092
Tel. 313/540-5330
Fax 313/645-5685
Contact: Mary Taras
H-10% M-45% L-45%
Stat.-30 1,2,3,4
(See advertisement on p. 24)

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

Equifax Quick Test Opinion Centers

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

CODES:

NANOT AVAILABLE
 HHIGH INCOME
 MMIDDLE INCOME
 LLOW INCOME
 STAT.NO. OF INTERVIEWING STATIONS
 1COMPUTER AIDED STATIONS
 2KITCHEN FACILITIES
 3PRIVATE DISPLAY ROOM
 4ONE-WAY MIRROR FOR VIEWING OF STATIONS

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
 Contact: Lois Forman
 H-30% M-50% L-20%
 Stat.-15 1,2,3,4

The Friedman Marketing Organization
 French Town Square Mall
 2121 Monroe Street
 Monroe, MI 48161
 Tel. 313/241-1610
 Fax 313/241-6804
 Contact: Lois Forman
 H-25% M-50% L-25%
 Stat.-13 1,2,3,4

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

Opinion Search
 Westland Mall
 3500 W. Warren
 Westland, MI 48185
 Tel. 313/421-6580
 Contact: Joanne Levin
 H-45% M-40% L-15%
 Stat.-8 2,3,4

GRAND RAPIDS

Datatrack, Inc.
 Rogers Plaza
 1110-28th Street SW
 Grand Rapids, MI 49509
 Tel. 616/776-7230
 Contact: Pamela Schichtel
 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
 Contact: Pamela Schichtel
 H-35% M-50% L-15%
 Stat.-7 1,2,3,4

MINNESOTA**MINNEAPOLIS/ST. PAUL**

A & 1 Of Minnesota
 Eden Prairie Center #1248
 Eden Prairie, MN 55344
 Tel. 612/941-0825
 Contact: Denise Zuber
 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 612/635-9013
 Contact: Bruce Bale
 H-60% M-30% L-10%
 Stat.-8 3,4

Equifax Quick Test Opinion Centers

Burnsville Center #1008
 Burnsville, MN 55337
 Tel. 612/435-8581
 Fax 612/435-8673
 Contact: Helen Nelson
 H-25% M-65% L-10%
 Stat.-7 1,2,3
(See advertisement on p. 3)

N.K. Friedrichs & Assoc., Inc.
 Northtown Mall #310
 Blaine, MN 55434
 Tel. 612/784-7332
 Contact: Norma K. Friedrichs
 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
 Contact: Elena Johnson
 H-26% M-41% L-33%
 Stat.-12 2,3,4

Quality Controlled Services

Maplewood Mall #2016
 Maplewood, MN 55109
 Tel. 612/770-5636
 Contact: Sandra Hayes
 H-20% M-65% L-15%
 Stat.-NA 1,2,3,4
(See advertisement on p. 47)

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
 Contact: Lois Forman
 H-20% M-60% L-20%
 Stat.-13 1,2,3,4

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
 Contact: Juanita Summers
 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
 Contact: Barb Elder
 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
 Contact: Ellen Dimbert
 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
 Contact: Pat Stoeckman
 H-23% M-41% L-34%
 Stat.-10 2,3,4

Heakin Research, Inc.
 Independence Center #1116
 Independence, MO 64057
 Tel. 816/795-0706
 Contact: Eloise Mills
 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
 Contact: Debbie Chibick
 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
 Contact: Iva Schlatter
 H-20% M-70% L-10%
 Stat.-NA 1,2,3,4
(See advertisement on p. 47)

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 Consumer Durable Business-To-Business Other (Specify) _____

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MARKETING RESEARCH
Review

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

ST. LOUIS

Bryan Research, Inc.
Belz Factory Outlet Mall
100 Mall Pkwy-Hwy 40/61& 70
Wentzville, MO 63385
Tel. 314/946-8007
Fax 314/946-8168
Contact: Colleen Fann
H-25% M-65% L-10%
Stat.-6 3

Consumer Opinion
1279 Mid Rivers Mall
St. Peters, MO 63379
Tel. 314/926-0247
Contact: Patricia Dunn
H-30% M-50% L-20%
Stat.-12 1,2,3,4

Equifax Quick Test Opinion Centers

Northwest Plaza
514 Northwest Plaza
St. Ann, MO 63074
Tel. 314/291-8888
Fax 314/291-6611
Contact: Fletcher Peacock
H-30% M-50% L-20%
Stat.-7 1,2,3,4
(See advertisement on p. 3)

Marketeam Associates

Mark Twain
1355 Fifth Street
St. Charles, MO 63301
Tel. 314/241-8111
Fax 314/241-9327
Contact: Joyce Klosterman
H-10% M-70% L-20%
Stat.-4 2,3
(See advertisement on p. 63)

Marketeam Associates

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

Quality Controlled Services

South County Center
24 S. County Way
St. Louis, MO 63129
Tel. 314/966-6595
Contact: Linda Curtis
H-20% M-70% L-10%
Stat.-NA 1,2,3
(See advertisement on p. 47)

Superior Surveys of St. Louis
Mid Rivers Mall #1279
St. Peters, MO 63376
Tel. 314/965-0023
Fax 314/965-8042
Contact: Patricia Dunn
H-50% M-50% L-0%
Stat.-12 1,2,3,4

U.S. Research Company
338 Jamestown Mall
Florissant, MO 63034
Tel. 708/520-3600
Contact: Jackie Weise
Income-Middle
Stat.-NA 1,2,3,4
(See advertisement on p. 25)

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
Contact: Lois Forman
H-30% M-55% L-15%
Stat.-14 1,2,3,4

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Located in St. Louis Centre,
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shopping center.

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who work & shop downtown –
broad socio-economic universe.

St. Louis' only downtown
focus group facility

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ways, hotels, restaurants.



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kitchen, intercept interviews.

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related to your project,
call Joyce Klostermann
at (314) 241-8111.

Marketeam Associates

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

CODES:

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 H HIGH INCOME
 M MIDDLE INCOME
 L LOW INCOME
 STAT. NO. OF INTERVIEWING STATIONS
 1 COMPUTER AIDED STATIONS
 2 KITCHEN FACILITIES
 3 PRIVATE DISPLAY ROOM
 4 ONE-WAY MIRROR FOR VIEWING OF STATIONS

Midwest Survey, Inc.
 Crossroads Mall
 7300 Dodge St., Ste. 20
 Omaha, NE 68114
 Tel. 402/399-9346
 Contact: Eloise O'Connor
 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
 Contact: Donna Meyer
 H-20% M-68% L-12%
 Stat.-7 1,2,3,4

NEVADA**Las Vegas**

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
 Contact: Heidi Boghagian
 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
 Contact: Dr. Leslie M. Harris
 H-50% M-40% L-10%
 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
 Contact: Lana Scutt
 H-30% M-60% L-10%
 Stat.-12 1,2,3,4

SANTA FE**Equifax Quick Test Opinion Centers**

Villa Linda Mall
 Santa Fe, NM 87505
 Tel. 505/471-1699
 Fax 505/471-4336
 Contact: Coral Bradley
 H-25% M-50% L-25%
 Stat-5 1,2,3,4
(See advertisement on p. 3)

NEW YORK**ALBANY****Equifax Quick Test Opinion Centers**

Crossgates Mall
 120 Washington Avenue Ext.
 Albany, NY 12203
 Tel. 518/456-8641
 Fax 518/456-8642
 Contact: Pat Figler
 H-30% M-50% L-20%
 Stat.-8 1,2,3,4
(See advertisement on p. 3)

Equifax Quick Test Opinion Centers

Mohawk Mall
 428 Mohawk Mall
 Schenectady, NY 12304
 Tel. 518/370-5077
 Fax 518/370-5054
 Contact: Scott Burgess
 H-30% M-50% L-20%
 Stat.-12 1,2,3,4
(See advertisement on p. 3)

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

BUFFALO

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

Ruth Diamond Market Research
 Boulevard Mall
 770 Alberta Drive
 Buffalo, NY 14226
 Tel. 716/836-1110
 Fax 716/836-1114
 Contact: Harvey Podolsky
 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
 Contact: Dolores Marcello
 H-35% M-35% L-30%
 Stat.-NA 1,2,3,4

Survey Svce of West. New York
 Eastern Hills Mall
 4545 Transit Road
 Williamsville, NY 14221
 Tel. 716/876-6450
 Contact: Susan Adelman
 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
 Contact: Susan Adelman
 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
 Contact: Anita Weiss
 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
 Contact: Anita Weiss
 H-30% M-40% L-30%
 Stat.-3 2

Bernett Research Services
 Middlesex Mall
 Stelton & Hadley Roads
 So. Plainfield, NJ 07080
 Contact: Jill Teiler
 Tel. 201/548-2900
 Fax 201/549-0026
 H-25% M-50% L-25%
 Stat.-5 1

CSi Testing Centers
Wayne Towne Center
Route 80, 23, 46
Wayne, NJ 07470
Tel. 800/227-0666
Fax 203/748-1735
Contact: Dr. Leslie M. Harris
H-70% M-25% L-5%
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
Contact: Christy Campos
Income-Low
Stat.-5 2

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

Equifax Quick Test Opinion Centers

Kings Plaza
5102 Flatbush Avenue
Brooklyn, NY 11234
Tel. 718/338-3388
Contact: Mark Hetelson
H-25% M-50% L-25%
Stat.-8 1,2,3
(See advertisement on p. 3)

Equifax Quick Test Opinion Centers

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

Equifax Quick Test Opinion Centers

Staten Island Mall
2655 Richmond Avenue
Staten Island, NY 10314
Tel. 718/494-8562
Fax 718/698-7388
Contact: Shelly Silverman
H-30% M-50% L-20%
Stat.-5 1,2,3,4
(See advertisement on p. 3)

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
Contact: Lois Forman
H-25% M-50% L-25%
Stat.-9 1,2,3,4

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
Contact: Lois Forman
H-30% M-50% L-20%
Stat.-18 1,2,3,4

Heakin Research, Inc.
Rockaway Town Square Mall
1-80 & Mt. Hope Ave.
Rockaway, NJ 07866
Tel. 201/328-0848
Contact: Anne Strangeway
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
Contact: Audrey Chason
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
Contact: Bruce Bryant
H-10% M-55% L-35%
Stat.-42

J & R Research, Inc.
Shirley Mall
800 Montauk Highway
Shirley NY 11967
Tel. 516/399-0200
Contact: Pat Bryant
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
Contact: Debra Rappo
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
Contact: Mildetta Anderson
Income-NA
Stat.-12 1,2,3,4

Q & A Research
1701 Sunrise Highway
South Shore Mall
Bayshore, NY 11706
Contact: Sandi Restino
Tel. 516/968-6868
H-20% M-80% L-0%
Stat.-8 2,3,4

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

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

Sightline Research Ltd.
Big H Mall
New York Avenue
Huntington LI, NY 11743
Tel. 516/673-9710
Fax 516/795-4512
Contact: Helen Schnee
H-33% M-34% L-33%
Stat.-6

Suburban Associates
250 Monmouth Mall
Eatontown, NJ 07724
Tel. 201/542-5554
Contact: Jean Pyle
Income: Middle
Stat.-6 1,2,3,4

Suburban Associates
1402 Willowbrook Mall
Wayne, NJ 07470
Tel. 201/785-0770
Fax 201/785-0771
Contact: Nancy Brayrack
Income: Middle
Stat.-6 1,2,3,4

Suburban Associates
Bergen Mall-Lower Level
Rte. 4
Paramus, NJ 07652
Tel. 201/843-3480
Contact: Etty Goller
Income: Middle
Stat.-6 1,2,3,4

Suburban Associates
Roosevelt Field Mall
Lower Concourse, Z-10
Garden City, NY 11530
Tel. 516/877-2223
Fax 516/877-2230
Income-Middle to High
Stat.-6 1,2,3,4

POUGHKEEPSIE

U.S. Research Company
Poughkeepsie Galleria, #F114
790 S. Road
Poughkeepsie, NY 12601
Tel. 708/520-3600
Contact: Jackie Weise
Income-High
Stat.-NA 1,2,3
(See advertisement on p. 25)

CODES:

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

ROCHESTER

Ford Research Services
 The Marketplace Mall
 3400 W. Henrietta Road
 Rochester, NY 14623
 Tel. 716/424-3203
 Fax 716/292-0523
 Contact: Sandra Johnson
 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
 Contact: Sandra Johnson
 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
 Contact: Lauri Stevenson
 H-50% M-30% L-20%
 Stat.-30 1,2,3,4

McCarthy Associates Inc.
 Penn Can Mall
 5775 South Bay Road
 Syracuse, NY 13041
 Tel. 315/458-9320
 Contact: Teresa McCarthy
 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
 Contact: Teresa McCarthy
 H-15% M-70% L-15%
 Stat.-10 1,2

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

Q/A, Inc. Market Research
 Fayetteville Mall
 Syracuse, NY 13066
 Tel. 315/637-3169
 Contact: Jean Query
 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
 Contact: Angie Marci
 Income-NA
 Stat.-NA 1,2,3,4

Marion Simon Research Service
 Marketplace Mall
 5701 E. Circle Drive
 Clay, NY 13041
 Tel. 315/458-8651
 Fax 315/455-1826
 Contact: Angie Macri
 Income-NA
 Stat.-NA 1,2,3

Marion Simon Research Service
 Great Northern Mall
 4081 Rt. 31
 Clay, NY 13041
 Tel. 315/455-5952
 Fax 315/455-1826
 Contact: Angie Macri
 H-35% M-35% L-30%
 Stat.-NA 1,2,3

NORTH CAROLINA**CHARLOTTE**

Consumer Pulse of Charlotte
 Eastland Mall
 5625 Central Avenue
 Charlotte, NC 28212
 Tel. 704/536-6067
 Fax 704/536-2238
 Contact: Betty Collins
 H-20% M-40% L-40%
 Stat.-10 1,2,3,4
 (See advertisement on p. 24)

GREENSBORO

Homer/Leibowitz Market Research
 333 Four Seasons Town Centre
 Greensboro, NC 27407
 Tel. 919/294-9415
 Fax 919/294-6116
 Contact: Jan Homer
 H-20% M-65% L-15%
 Stat.-8 1,2,3,4

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

RALEIGH

Equifax Quick Test Opinion Centers
 South Square Mall
 Durham, NC 27707
 Tel. 919/489-3104
 Fax 919/490-8979
 Contact: Beth Simons
 H-30% M-50% L-20%
 Stat.-8 1,2,3,4
 (See advertisement on p. 3)

L & E Research
 Crabtree Valley Mall
 Rte 70 & Glenwood Ave.
 Raleigh, NC 27612
 Tel. 919/782-3860
 Fax 919/782-3428
 Contact: Lynne Eggers
 H-33% M-34% L-33%
 Stat.-4 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
 Contact: Suzanne Davis
 H-60% M-40% L-0%
 Stat.-10 1,2,3,4

Rosen Research
 Rolling Acres Mall
 2400 Romig Rd.
 Akron, OH 44322
 Tel. 216/464-5240
 Fax 216/464-7864
 Contact: Eric Silver
 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
 Contact: Susan Odom
 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
 Contact: Karen Keeding
 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
Contact: James C. Moler
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
Fax 513/346-4244
Contact: Susan Lake
H-30% M-50% L-20%
Stat.-9 1,2,3,4

(See advertisement on p. 24)

Marketing Research Services, Inc.

Biggs Place Mall
4450 Eastgate Blvd.
Cincinnati, OH 45103
Tel. 513/579-1555
Contact: Ruth Hull
H-8% M-34% L-58%
Stat.-8 1,2,3,4

QFact Marketing Research, Inc.

Eastgate Mall
4601/A-210 Eastgate Boulevard
Cincinnati, OH 45245
Tel. 513/891-2271
Contact: Beverly Shores
H-15% M-70% L-15%
Stat.-10 1,2,3,4

(See advertisement on p. 80)

CLEVELAND

Cleveland Survey Center

Richmond Mall
691 Richmond Road
Cleveland, OH 44143
Tel. 216/461-6898
Fax 216/461-9525
Contact: Betty Perry/Harriet Fadem
H-20% M-60% L-20%
Stat.-8 1,2,3,4

(See advertisement on p. 23)

Consumer Pulse of Cleveland

Parmatown Mall
7859 Ridgewood Drive
Parma, OH 44129
Tel. 216/351-4644
Fax 216/351-7876
Contact: Veronica Hoffman McCready
H-20% M-50% L-30%
Stat.-10 1,2,3

(See advertisement on p. 24)

Heakin Research
Severance Town Center
3542 Mayfield Road
Cleveland Heights, OH 44118
Tel. 216/381-611
Contact: Laurel Taichnar
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
Contact: Debbie Kuhn
H-10% M-80% L-10%
Stat.-10 1,2,3,4

Rosen Research
Great Lakes Mall
7850 Mentor Ave.
Mentor, OH 44060
Tel. 216/464-5240
Fax 216/464-7864
Contact: Eric Silver
H-35% M-55% L-10%
Stat.-6 1,2,3

Weingarten Interviewing Service

Great Lakes Mall
7850 Mentor Ave.
Mentor, OH 44060
Tel. 216/464-0087
Contact: Ron Weingarten
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
Contact: James C. Moler
H-30% M-60% L-10%
Stat.-3 1,3

Quality Controlled Services

River Valley Mall
1635 River Valley Circle So.
Lancaster, OH 43130
Tel. 614/653-2070
Contact: Linda Goodall
H-20% M-60% L-20%
Stat.-NA 1,2,3,4

(See advertisement on p. 47)

T.I.M.E. Market Research
Indian Mound Mall #667
Heath, OH 43056
Tel. 614/522-2162
Fax 614/522-5999
Contact: Mike Engler
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
Contact: Nina Beck
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. 513/579-1555
Contact: Ruth Hull
H-15% M-37% L-48%
Stat.-8 1,2,3,4

T.I.M.E. Market Research
Dayton Mall #560
Dayton, OH 45459
Tel. 513/433-6296
Fax 513/433-5954
Contact: Sally Pilcher
H-25% M-60% L-15%
Stat.-6 1,2,3,4

TOLEDO

U.S. Research Company

Woodville Mall
3725 Williston Rd.
Northwood, OH 43619
Tel. 708/520-3600
Contact: Jackie Weise
Income-Middle
Stat.-NA 1,2,3,4

(See advertisement on p. 25)

OKLAHOMA

MUSKOGEE

Cunningham Field Services
Arrowhead Mall
Muscoogee, OK 74401
Tel. 501/484-5637
Contact: Damon Bell
Income-Middle
Stat.-6 1,2,3

OKLAHOMA CITY

Equifax Quick Test Opinion Centers

Crossroads Mall #1153
Oklahoma City, OK 73149
Tel. 405/631-9738
Contact: Mary Rose
H-20% M-70% L-10%
Stat.-5 1,2,3,4

(See advertisement on p. 3)

Ruth Nelson Research Services
Quail Springs Mall
2501 West Memorial Drive
Oklahoma City, OK 73134
Tel. 405/752-4710
Fax 405/751-1743
Contact: Cathy Lyle
H-30% M-50% L-20%
Stat.-6 1,2,3,4

Oklahoma Market Research/Data Net, Inc.
Heritage Park Mall
6749 B E. Reno
Midwest City, OK 73110
Tel. 405/733-4266
Contact: Judy Nitta
H-25% M-50% L-25%
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 STATIONS
2 KITCHEN FACILITIES
3 PRIVATE DISPLAY ROOM
4 ONE-WAY MIRROR FOR VIEWING OF STATIONS

Oklahoma Market Research/Data Net
Penn Square Mall
1901 N.W. Expressway, #1093
Oklahoma City, OK 73118
Tel. 405/843-9292
Contact: Clyde Niitta
H-35% M-50% L-15%
Stat.-8 1,2,3,4

TULSA

Cunningham Field Services
Promenade Mall
4107 South Yale
Tulsa, OK 74135
Tel. 918/664-7485
Contact: Damon Bell
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
Contact: Lois Forman
H-25% M-55% L-20%
Stat.-17 1,2,3,4

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

Tulsa Surveys
Southroads Mall
4945 E. 41st
Tulsa, OK 74135
Tel. 918/836-4512
Contact: Gayle Jarrett
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
Contact: Alice Hilby
H-20% M-65% L-15%
Stat.-7 1,2,3
(See advertisement on p. 26)

Consumer Opinion Services, Inc.
Three Rivers Mall
351- Three Rivers Drive
Kelso, WA 98626
Tel. 206/425-8815
Contact: Yvonne Pecha
H-10% M-75% L-15%
Stat.-6 1,2,3
(See advertisement on p. 26)

Consumer Opinion Services, Inc.
Janzten Beach Mall
1206 Janzten Beach Center
Portland, OR 97217
Tel. 206/241-6050
Contact: Diane Reviea
H-20% M-65% L-15%
Stat.-8 1,2,3
(See advertisement on p. 26)

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

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

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

PENNSYLVANIA

ERIE

T.I.M.E. Market Research
Millcreek Mall #340
Erie, PA 16565
Tel. 814/868-0873
Fax 814/864-7012
Contact: Sharon Concilla
H-15% M-70% L-15%
Stat.-10 1,2

OUTSTATE

Polk-Lepson Research Group
Capital City Mall
3506 Capital Mall Dr.
Camp Hill, PA 17011
Tel. 717/741-2879
Contact: Karen Hawk
H-10% M-80% L-10%
Stat.-2

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

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

PHILADELPHIA

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

Consumer Pulse of Philadelphia

Plymouth Meeting Mall #2203
Plymouth Meeting, PA 19462
Tel. 215/825-6636
Fax 215/825-6805
Contact: Linda Crowder
H-15% M-50% L-35%
Stat.-15 1,2,3,4
(See advertisement on p. 24)

Equifax Quick Test Opinion Centers

Neshaminy Mall #109
Bensalem, PA 19020
Tel. 215/322-0400
Fax 215/322-5412
Contact: Alice Osborne
H-20% M-70% L-10%
Stat.-9 1,2,3,4
(See advertisement on p. 3)

Equifax Quick Test Opinion Centers

Moorestown Mall
Rte 38 & Lenola Road
Moorestown, NJ 08057
Tel. 609/234-5440
Contact: Dot Muir
H-15% M-70% L-15%
Stat.-9 1,2,3,4
(See advertisement on p. 3)

J.J. & L. Research Co.
Roosevelt Mall
2383 Cottman
Philadelphia, PA 19149
Tel. 215/332-7040
Contact: Dena Britton
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. 215/565-8840
Contact: Kathleen McCarty
H-30% M-40% L-30%
Stat.-10 1,2,3
(See advertisement on p. 69)

JRP Marketing Rsch. Svces.
King of Prussia Plaza
Rte 202 & 363
King of Prussia, PA 19406
Tel. 215/565-8840
Contact: Kathleen McCarty
H-40% M-40% L-20%
Stat.4 1,3
(See advertisement on p. 69)

JRP Marketing Rsch. Svces.
Oxford Valley Mall Store 108
Route 1 & Oxford Valley Rd.
Langhorne, PA 19047
Tel. 215/565-8840
Contact: Kathleen McCarty
H-30% M-30% L-40%
Stat.-10 1,2,3,4
(See advertisement on p. 69)

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

Pak Interviewing Co.
Village Mall
Blair Mill & Moreland
Horsham, PA 19044
Tel. 215/969-8373
Fax 215/677-9026
Contact: Ben Pak
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
Contact: Lonnie Willey
H-10% M-80% L-10%
Stat.-NA 1,2,3,4
(See advertisement on p. 47)

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

JRP Marketing Research

CAPABILITIES
FACILITIES
SOLID EXPERIENCE

All the Ingredients to Get the Job Done Right!

- **Solid Experience**
JRP's management team has considerable marketing research experience at the supplier, advertiser and advertising agency levels, enabling us to understand the importance of designing studies that meet objectives and produce actionable data and presentations.
- **Capabilities**
We know how to talk to all types of business people and consumers, and we're adept at designing and implementing the whole gamut of research studies. We also can provide multi-variate data analyses as well as conventional. Whether the study requires nationwide or local interviewing, the emphasis is always on quality and cost efficiency.
- **Facilities**
We have exclusive access to three key Malls in the Philadelphia area and one in the Dallas area. These, plus the JRP WATS Line Telephone Center, are all staffed by JRP trained interviewers. In addition, the new JRP Research Center houses two state-of-the-art focus group rooms, two viewing rooms, three one-on-one rooms and a fully equipped kitchen.

STRUGGLING WITH A COMPLEX MARKETING PROBLEM? LET JRP HELP YOU FIND THE SOLUTION. CALL (215) 565-8840.

JRP—Research With Confidence

JRP
MARKETING RESEARCH SERVICES, INC.
100 GRANITE DRIVE, TERRACE LEVEL, MEDIA, PA 19063

CODES:

NANOT AVAILABLE
 H HIGH INCOME
 M MIDDLE INCOME
 L LOW INCOME
 STAT. NO. OF INTERVIEWING STATIONS
 1 COMPUTER AIDED STATIONS
 2 KITCHEN FACILITIES
 3 PRIVATE DISPLAY ROOM
 4 ONE-WAY MIRROR FOR VIEWING OF STATIONS

U.S. Research Company

224 Echelon Mall
 Voorhees, NJ 08043
 Tel. 708/520-3600
 Contact: Jackie Weise
 Income-Middle
 Stat.-NA 1,2,3,4
 (See advertisement on p. 25)

PITTSBURGH

Data Information
 Century III Mall
 3075 Clairton Rd
 W. Mifflin, PA 15123
 Tel. 412/655-8690
 Fax 412/655-8693
 Contact: Nancy Palyo
 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
 Contact: Leslie Pape
 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. 412/921-0550
 Contact: Nancy Rosenzweig
 H-20% M-65% L-15%
 Stat.-8 2,3,4

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

Truxell Interviewing Service
 Monroeville Mall
 Monroeville, PA 15146
 Tel. 412/373-3670
 Contact: Helen Truxell
 H-50% M-40% L-10%
 Stat.-4 2,4

SOUTH CAROLINA**CHARLESTON**

Bernett Research, Inc.
 Northwoods Mall
 62 Northwoods Mall Rd
 Charleston, SC 29418
 Tel. 803/553-0030
 Contact: Judy Glass
 H-50% M-50% L-0%
 Stat.-10 1,2,3,4

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

GREENVILLE

Carolina Market Research
 Greenville Mall
 Woodruff Rd. & I-385
 Greenville, SC 29607
 Tel. 803/233-5775
 Contact: Elizabeth B. Buchanan
 H-20% M-65% L-15%
 Stat.-83

Carolina Market Research
 Haywood Mall
 700 Hayward Road
 Greenville, SC 29607
 Tel. 803/233-5775
 Contact: Elizabeth B. Buchanan
 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
 Contact: Jennifer Cummins
 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
 Contact: Shawn Bishop
 H-15% M-70% L-15%
 Stat.-6 1,2,3,4

MEMPHIS

Chamberlain Market Research
 Raleigh Springs Mall #3393
 1063 Oak Haven
 Memphis, TN 38119
 Tel. 901/763-0405
 Fax 901/763-0660
 Contact: Chris Berry
 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
 Contact: Lois Forman
 H-30% M-50% L-20%
 Stat.-11 1,2,3,4

Heakin Research, Inc.
 Mall of Memphis #4434
 Memphis, TN 38118
 Tel. 901/795-8180
 Contact: Kathy Hagen
 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
 Contact: Kathy Hagen
 H-4% M-37% L-59%
 Stat.52

NASHVILLE

Bernett Research, Inc.
 Rivergate Mall
 1000 Two Mile Pkwy/#A10
 Nashville, TN 37214
 Tel. 615/859-4484
 Contact: Lorna Stephens
 H-40% M-50% L-10%
 Stat.-8 1,2,3

Equifax Quick Test Opinion Centers

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

Quality Controlled Services

Harding Mall
 4046 Nolensville Road
 Nashville, TN 37211
 Tel. 615/383-5312
 Fax 615/292-4416
 H-15% M-70% L-15%
 Stat.-NA 1,2,3,4
 (See advertisement on p. 47)

TEXAS

AMARILLO

Opinions Unlimited, Inc.

Westgate Mall
7701 West I-40
Amarillo, TX 79160
Tel. 806/354-8899
Fax 806/353-4718
Contact: Louise Stone
H-50% M-30% L-20%
Stat.-8 1,2,3,4
(See advertisement on p. 29)

AUSTIN

Equifax Quick Test Opinion Services

Barton Creek Square
2901 Capitol Texas Hwy, D-1
Austin, TX 78746
Tel. 512/327-8787
Contact: Patty Fraachina
H-35% M-55% L-10%
Stat.-5 1,2,3.
(See advertisement on p. 3)

RPC Market Research/Texas Field Service

Highland Mall #1200
Austin, TX 78752
Tel. 800/288-9287
Contact: Ester G. Smith
H-46% M-41% L-13%
Stat.-6 1,3,4

CORPUS CHRISTI

Equifax Quick Test Opinion Centers

Sunrise Mall #38
5858 S. Padre Island
Corpus Christi, TX 78412
Tel. 512/993-6200
Fax 512/991-6029
Contact: Lorna Miller
H-35% M-45% L-20%
Stat.-8 1,2,3,4
(See advertisement on p. 3)

DALLAS/FORT WORTH

Brisendine & Associates, Inc.

Hulen Mall
4800 So. Hulen
Ft. Worth, TX 76132
Tel. 817/292-8073
Fax 817/294-1443
Contact: Betty Brisendine
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
Contact: Pat Bradburn
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
Contact: Jill Ellsworth
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
Contact: Patsy Younger
Income-Middle
Stat.-11 1,2,3,4

Fenton Swanger Cons. Rsch.

3790 Galleria Mall
Dallas, TX 75240
Tel. 214/934-0707
Contact: Montez Gibson
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
Contact: Vivian Taylor
Income-NA
Stat.-12 1,2,3,4

Heakin Research

Vista Ridge Mall
2400 So. Stemmons Frwy., Ste. 1420
Lewisville, TX 75067
Tel. 214/315-3555
Contact: Gregg Boone
H-20% M-60% L-20%
Stat.-7 1,2,3,4

JRP Marketing Services

Six Flags Mall Suite 409A
2911 E. Division
Arlington, TX 76011
Tel. 215/565-8840
Contact: Kathleen McCarty
H-30% M-40% L-30%
Stat.-10 1,2,3
(See advertisement on p. 69)

Probe Research Inc.

Golden Triangle Mall
I-35 & Loop 288
Denton, TX 75137
Tel. 214/241-6696
Contact: Shirley DeDoes
H-0% M-50% L-50%
Stat.-11 2,3,4

Probe Research, Inc.

Northeast Mall
Rtes 820 & 183
Hurst, TX 76053
Tel. 214/241-6696
Fax 817/589-0547
Contact: Shirley DeDoes
H-50% M-50% L-0%
Stat.-9 1,2,3

Probe Research, Inc.,

Big Town Mall
Loop 12 & I-20
Dallas, TX 75216
Tel. 214/241-6696
Contact: Shirley DeDoes
H-0% M-50% L-50%
Stat.-8 2,3,4

Probe Research, Inc.

Red Bird Mall
3662 Camp Wisdom Road
Dallas, TX 75237
Tel. 214/241-6696
Fax 214/709-0317
Contact: Shirley DeDoes
H-25% M-50% L-25%
Stat.-6 3

Quality Controlled Services

Ridgmar Mall
1736 Green Oaks Road
Ft. Worth, TX 76116
Tel. 817/738-5453
Contact: Kitty Case
H-30% M-60% L-10%
Stat.-8 1,2,3
(See advertisement on p. 47)

Savitz Research Center

Arlinton Mall/2053 The Parks
3811 So. Cooper
Arlington, TX 76015
Tel. 817/467-6437
Fax 817/467-6552
Contact: Loren Vanderhart
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
Contact: Elayne Fairchild
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
Contact: Bob Adams
H-45% M-50% L-5%
Stat.-5 1,2,3

HOUSTON

Equifax Quick Test Opinion Centers

Sharpstown Center Ste 762
7500 Bellaire Blvd.
Houston, TX 77036
Tel. 713/988-8988
Fax 713/988-1781
Contact: Portia Cotton
H-40% M-50% L-10%
Stat.-6 1,2,3,4
(See advertisement on p. 3)

CODES:

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

Heakin Research, Inc.
 Galleria II Ste 3897
 5085 Westheimer
 Houston, TX 77056
 Tel. 713/871-8542
 Contact: Laurie DeRoberts
 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
 Contact: Laurie DeRoberts
 H-23% M-41% L-36%
 Stat.-4

Heakin Research
 San Jacinto Mall/#1670
 Baytown, TX 77521
 Tel. 713/421-2584
 Contact: Laurie DeRoberts
 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
 Contact: Adrienne Goldbaum
 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
 Contact: Leanne Stokes
 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
 Contact: Brenda Bryant
 H-40% M-50% L-10%
 Stat.-NA 1,2,3,4
 (See advertisement on p. 47)

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

U.S. Research Company

1166 Galleria I
 5015 Westheimer
 Houston, TX 77056
 Tel. 708/520-3600
 Contact: Jackie Weise
 Income-High
 Stat.-NA 1,2,3
 (See advertisement on p. 25)

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
 Contact: Richard Weinhold
 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
 Contact: Richard Weinhold
 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
 Contact: Richard Weinhold
 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
 Contact: Mana Velazquez
 H-10% M-80% L-10%
 Stat.-8 1,2,3

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

Galloway Research Service
 Crossroads Mall
 4522 Fredricksburg Rd., #A3
 San Antonio, TX 78201
 Tel. 512/737-1019
 Contact: Betty Rose
 H-5% M-80% L-15%
 Stat.-9 1,2,3

Equifax Quick Test Opinion Centers

Windsor Park Mall Ste 14B
 San Antonio, TX 78218
 Tel. 512/657-9424
 Fax 512/657-9432
 Contact: Ernestine Suhler
 H-30% M-50% L-20%
 Stat.-7 1,2,3,4
 (See advertisement on 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
 Contact: Lois Forman
 H-30% M-55% L-15%
 Stat.-10 1,2,3,4

Gay Hill Field Service
 Cottonwood Mall
 4835 Highland Drive
 Salt Lake City, UT 84117
 Tel. 801/262-1960
 Fax 801/268-0247
 Contact: Gay Hill
 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
 Contact: David Halton
 H-40% M-40% L-20%
 Stat.-3 1,2,3,4

VIRGINIA**NORFOLK/VIRGINIA BEACH**

Equifax Quick Test Opinion Centers
 Coliseum Mall
 1800 W. Mercury Blvd.
 Hampton, VA 23666
 Tel. 804/826-0299
 Fax 804/826-1330
 Contact: Carolyn Campbell
 H-30% M-50% L-20%
 Stat.-8 1,2,3
 (See advertisement on p. 3)

WASHINGTON

SEATTLE/TACOMA

Consumer Opinion Services, Inc.

Everett Mall
1402-SE Everett Mall Way
Everett, WA 98208
Tel. 206/347-2424
Fax 206/742-4100
Contact: Maureen Pippin
H-15% M-70% L-15%
Stat.-10 1,2,3
(See advertisement on p. 26)

Consumer Opinion Services, Inc.

Lakewood Mall
10509 Gravelly Lake Dr. S.W.
Tacoma, WA 98499
Tel. 206/241-6050
Fax 206/588-1029
Contact: Judy Riha
H-20% M-70% L-10%
Stat.-9 1,2,3
(See advertisement on p. 26)

Equifax Quick Test Opinion Centers

Tacoma Mall
Tacoma, WA 98409
Tel. 206/641-1188
Fax 206/473-1931
Contact: Debbie Champagne
H-20% M-40% L-40%
Stat.-10 1,2,3,4
(See advertisement on p. 3)

Equifax Quick Test Opinion Centers

Crossroads Mall Ste F13
15600 NE 8th Street
Bellevue, WA 98008
Tel. 206/641-1188
Contact: Debbie Champagne
H-40% M-45% L-15%
Stat.-8 1,2,3,4
(See advertisement on p. 3)

Equifax Quick Test Opinion Centers

Crossroads Mall
15600 N.E. 8th Street
Bellevue, WA 98008
Tel. 206/641-1188
Contact: Debbie Champagne
Income-NA
Stat.-NA 1,2,3,4
(See advertisement on p. 3)

The Friedman Marketing Organization

Consumer Opinion Center
South Hill Mall
3500 S. Meridian
Puyallup, WA 98371
Tel. 206/840-0112
Fax 206/840-0517
Contact: Lois Forman
H-30% M-50% L-20%
Stat.-11 1,2,3,4

Northwest Surveys

B&I Mall
8012 S. Tacoma Way
Tacoma, WA 98499
Tel. 206/581-7272
Contact: Kirsten Stears
H-0% M-20% L-80%
Stat.-NA
(See advertisement on p. 15)

U.S. Research Company

Alderwood Mall, Store #374
3000 184th St. S.W.
Lynnwood, WA 98036
Tel. 708/520-3600
Contact: Jackie Weise
Income-Middle
Stat.-NA 1,2,3
(See advertisement on p. 25)

SPOKANE

Consumer Opinion Services, Inc.

Northtown Mall #315
Spokane, WA 99207
Tel. 509/487-6173
Fax 509/487-1095
Contact: Ruth Rivers
H-15% M-60% L-15%
Stat.-12 1,2,3,4
(See advertisement on p. 26)

YAKIMA

Gargan & Associates Inc.

Galleria Yakima Mall #32
Yakima, WA 98901
Tel. 503/453-7974
Contact: Bonnie Allen
H-30% M-50% L-20%
Stat.-3 1
(See advertisement on p. 27)

WEST VIRGINIA

CLARKSBURG

Santell Market Research
Meadowbrook Mall
Meadowbrook Road, Ste. 2403
Bridgeport, WV 26330
Contact: Judy Wray
Tel. 304/842-6214
H-20% M-65% L-15%
Stat.-8 2

WHEELING

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

WISCONSIN

APPLETON

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Consumer Opinion Center
Fox River Mall
4301 W. Wisconsin
Appleton, WI 54913
Tel. 414/730-2240
Fax 414/730-2247
Contact: Lois Forman
H-30% M-55% L-15%
Stat.-11 1,2,3,4

EAU CLAIRE

The Friedman Marketing Organization
Consumer Opinion Center
Oakwood Mall
4800 Golf Road
Eau Claire, WI 54701
Tel. 715/836-6580
Fax 715/836-6584
Contact: Lois Forman
H-25% M-55% L-20%
Stat.-11 1,2,3,4

FOND DU LAC

Promen Research Systems, Inc.
Forest Mall
Fond du Lac, WI 54935
Tel. 414/922-3706
Contact: William Promen
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
Contact: Barbara Smits
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
Contact: Trudy Young
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
Fax 414/274-6068
Contact: Kathy Jorsch
H-20% M-50% L-30%
Stat.-8 1,2,3,4
(See advertisement on p. 24)

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M MIDDLE INCOME
L LOW INCOME
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Milwaukee, WI 53129
Tel. 414/421-9048
Fax 414/421-5163
Contact: Arlene Spiegelhoff
H-35% M-45% L-20%
Stat.-10 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
Contact: Arlene Spiegelhoff
H-40% M-40% L-20%
Stat.-10 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
Contact: Melissa Butson
H-40% M-40% L-20%
Stat.-10 1,2

CANADA

BRITISH COLUMBIA

Research House Inc.
Metrotown Centre
468-4800 Kingsway
Vancouver, BC V5H 4J2
Tel. 604/433-2696
Fax 604/433-1640
Contact: Marlene Hann
H-20% M-65% L-15%
Stat.-4 1,2,3,4

ONTARIO

CSU Marketing/Canadian Viewpoint
Meadowvale Town Centre
6677 Battleford Rd.
Mississauga, ON L5N 3R8
Tel. 416/949-0212
Fax 416/474-9309
Contact: Alan Boucquey
H-20% M-70% L-10%
Stat.-4 1,3

CSU Marketing/Canadian Viewpoint
Towne and Country Mall
6464 Yonge St., Ste. N5
Toronto, ON M2M 3X4
Tel. 416/229-1221
Fax 416/474-9309
Contact: Kim Storer
H-30% M-60% L-10%
Stat.-3 1,2,3,4

CSU Marketing/Canadian Viewpoint
Malvern Town Centre
31 Tapscott Road
Scarborough, ON M1B 4X7
Tel. 416/494-0212
Fax 416/474-9309
Contact: Alan Boucquey
H-15% M-70% L-15%
Stat.-4 1,2

CSU Marketing/Canadian Viewpoint
Kozlov Mall
400 Bayfield Street
Barrie, ON M1B 4X7
Tel. 416/494-0212
Fax 416/474-9309
Contact: Alan Boucquey
H-10% M-60% L-20%
Stat.-6 1,3

Research House Inc.
Woodbine Centre
500 Rexdale Blvd., Ste. C1A
Rexdale, ON M9W 6K5
Tel. 416/488-2328
Fax 416/488-2391
Contact: Barbara Spotton
H-30% M-60% L-10%
Stat.-4 1,2,3,4

Research House Inc.
Warden Woods Mall
725 Warden Avenue
Scarborough, ON M1L 4R7
Tel. 416/488-2328
Fax 416/488-2391
Contact: Barbara Spotton
H-20% M-65% L-15%
Stat.-4 1,2,3,4

Research House Inc.
Portage Place Mall
1154 Chemong Rd., Store 50B
Peterborough, ON K9H 7J6
Tel. 416/488-2328
Fax 416/488-2391
Contact: Barbara Spotton
H-20% M-65% L-15%
Stat.-3 1,2,3,4

Thompson Lightstone & Co. Ltd.
Bramalea City Centre
Dixie Road & Hwy. #7
Bramalea, ON
Tel. 416/922-1140
Fax 416/926-8014
Contact: Anne Termaten
H-60% M-20% L-20%
Stat.-6 1,2,3,4

QUEBEC

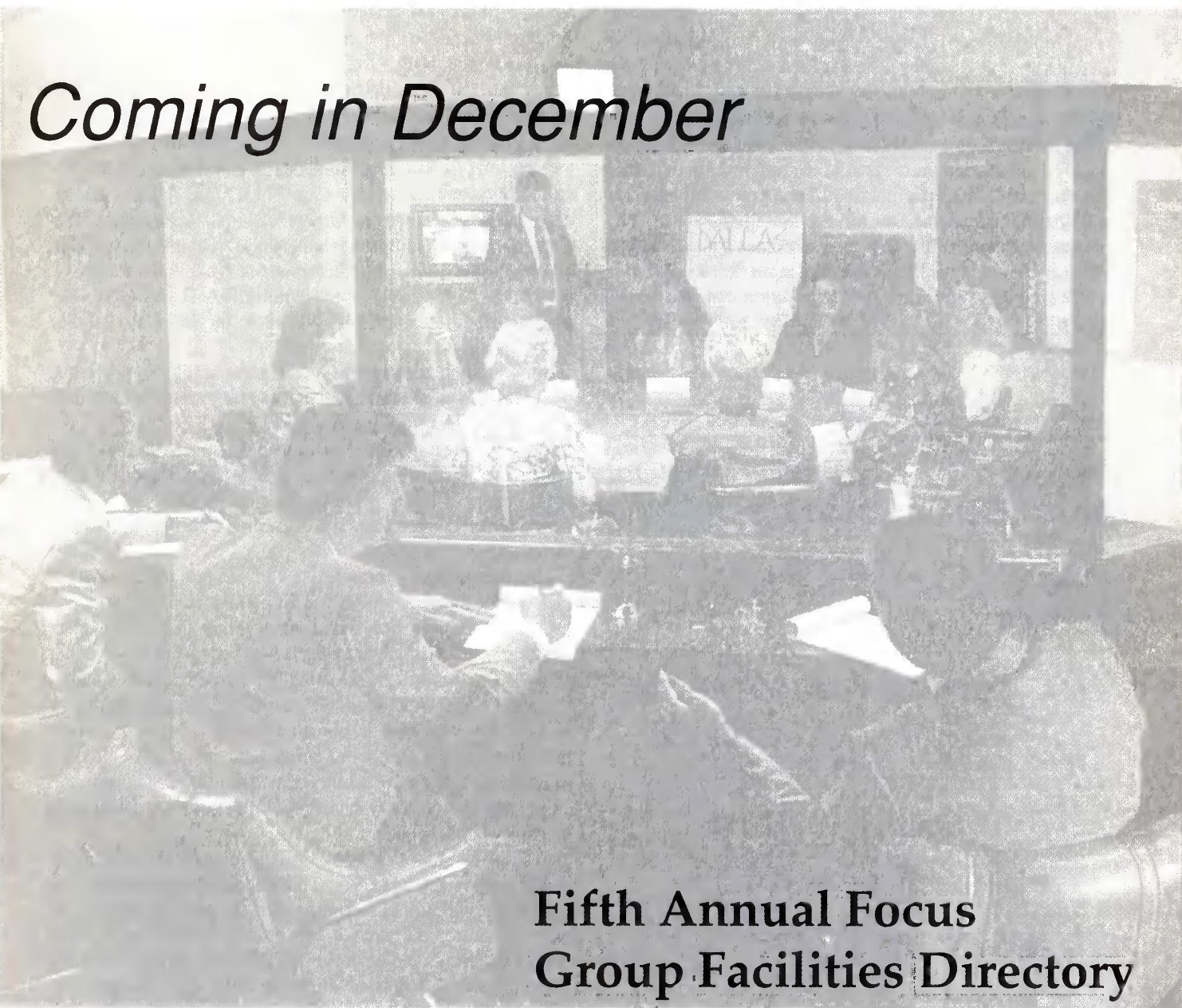
Etudes de Consommation Appliquees et Cliniques
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Laval, QU H7W 2H3
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Quirk's

MARKETING RESEARCH

Review

Coming in December



**Fifth Annual Focus
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1990 Focus Group
Facilities Directory

Probability sampling is a critical part of marketing research procedure

Sampling plays an important role in marketing research. The advantages it offers include: the ability to obtain information more rapidly, the opportunity to acquire data which might not be possible if the entire universe was polled, and a reduction in overall cost for a project.

Even the Bureau of the Census in conducting the Census of the Population every ten years does not subject every individual to a lengthy questionnaire. It obtains additional information

through the use of various statistical techniques so that only small portions of the population receive the longer forms.

Sampling, as with most statistical techniques, includes certain risks. Sampling is estimating. The validity of the final data depends on its accuracy and the precision of its estimates. It is important that the sample accurately represent the universe that is being tested. When strict randomness is achieved, the cross-section of a large sample should parallel that of its universe. The accuracy of the sample has a tremendous impact on the validity of the data that is being collected.

Some individuals, who have had no training or experience with statistics, might insist that the only way to get accurate data is to receive data from the entire universe. They overlook the fact that: many times there are numerous inaccuracies to begin with, a 100 percent response may be impossible to get, the time requirements may be horrendous, and the costs usually are many times greater than by obtaining information from a sample of the population.

One of the most common types of sampling techniques is called probability sampling. This term is used because the probability of selection within each group is determined in advance. Each element has a known and equal chance of being chosen. For example, in selecting from a card deck containing 52 cards which has been well-shuffled, the probability of picking any one card is one in fifty-two. There are many instances, such as number of employees, inventories, product sales, etc., where the probability of selection of each sample unit can be determined in advance. Probability sampling can usually be used when this occurs.

Probability sampling allows one to control the amount of deviation from the true norm. That is to say that it is known that the sample will not, in fact, represent the universe exactly. A way to control the risk of too great a deviation is to set confidence limits and error limits. These confidence and error limits should be stipulated when determining the sample.

Errors can occur in sampling. The two primary ones are known as sampling and systematic. The first can occur whenever it is impossible to obtain a truly representative sample which has parameters similar to those of the universe. The other happens when, after the data is collected, it is determined that the non-sampling errors (such as, questionnaire design, respondent bias, interviewer bias, editing errors, etc.) have made it apparent that the results do not accurately reflect the entire population. □

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(See instructions on reverse.)

Trade Talk

continued from p. 78

"Too often, companies define service as they see it. For you or I to sit back, if we were service providers, and decide what services the customer might like really isn't the way to do it. You have to find out from the customer what he needs. I also stress to our clients that the customer is not only the consumer, but, for example, in the case of a distributor, it could be the retailer."

Shycon says that a common error companies make is to define their target service level based on the level that already exists in their industry. "Too many companies assume that if they can identify what the competitive service levels are and either match or provide somewhat better service, that that's adequate. It's not, because that isn't necessarily what the customer needs. Each level of customer has certain needs and desires and he acts on them based on how well they are satisfied by his suppliers. People do more business with the firms that cause them the fewest problems."

The first step in developing a customer satisfaction program is to find out how the people inside the company view service quality. Shycon says it's important to get the perspective of everyone involved, people in marketing, sales, customer service, etc. Then, focus groups should be used to define the issues that are important to customers. "You must determine the needs of your different market segments, geographic areas, and prod-

uct categories, for example, because each of these will require some differences in the service provided."

Armed with this information, the survey can be constructed and tested. "When the survey is field tested, make sure it is in the mode that you intend to use in the final survey. For example, if you plan to use a mail survey, field test with a mail survey to make sure that it successfully elicits the kind of responses that you need."

Is all of this effort worth it? Yes, Shycon says, and he has the proof. Over the last decade and a half, he has amassed data showing how an incremental increase in service "buys" an increase in market share and sales.

"Rendering the proper level of customer service does impact market share. You can measure the value of the components of service and their impact on market share. And thus you can develop the proper package of products and services to provide your customers that will maximize your available market share."

Probably the most convincing indication of the importance of service quality comes from a comparison of findings from Arthur D. Little studies that ask customers across a wide variety of industries to rank the importance of various business performance elements. Five years ago, respondents ranked product quality first, followed by price. Service finished several notches down.

Today, product quality is still tops, but *service* is now the second most important element; price is fifth. □

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Coming in
December

**The Fifth
Annual
Directory of
Focus Group
Facilities**

by Joseph Rydholm
managing editor



Quality *should be* Job One

You can't escape it. Everywhere you look—on television, in newspapers and magazines—people are talking about quality—service quality, product quality, customer satisfaction.

That's great, but what surprises me is that some of them are talking about it as if it were a new concept. It seems to me that quality should be a given for any business that wants to do more than just keep its creditors at bay. It *should be* Job One.

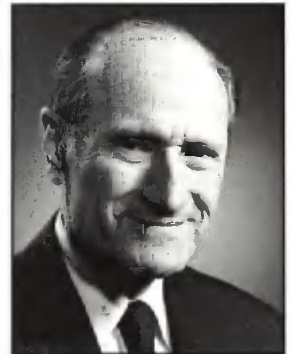
With quality as their mantra, many firms are busy constructing new or refining existing quality programs. Some companies—such as Federal Express and Caterpillar, whose customer satisfaction work is profiled in this issue—have been concerned with quality for years, long before it became a national buzzword. They know that as a supplier of a product or service, you can't define service quality yourself, you have to ask your customers to do it for you. That's where marketing research comes in.

Research plays two critical roles in the service quality process, first by providing a foundation for construction of customer satisfaction program, and second by providing a way to

measure how well the program's goals are being met.

The research industry is spreading the research/service quality gospel (we've joined the chorus this month by adding customer satisfaction/service quality to our list of annual special emphasis issues), and so are folks like Harvey Shycon.

Shycon has been studying service quality and customer satisfaction for 15 years as a part of his work as a director of operations management with Arthur D. Little, a Cambridge, Mass.-based international management and technology consulting firm. In his work with his clients he stresses the importance of finding out what the customer wants.



Shycon

continued on p. 77

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101. Practical Marketing Research Cincinnati July 16-18 New York Aug. 8-10 Cincinnati Sept. 5-7 Boston Sept. 24-26 New York Nov. 5-7 San Francisco Nov. 12-14 Cincinnati Dec. 10-12 New York Jan. 7-9 Toronto Feb. 11-13 Chicago March 18-20 Seattle April 1-3 Cincinnati April 15-17	501. Applications of Marketing Research Cincinnati Sept. 24-25 New York Nov. 8-9 New York Jan. 22-23 Cincinnati April 18-19
104. Questionnaire Construction Workshop Los Angeles July 31-Aug. 1 Cincinnati Sept. 11-12 Boston Dec. 4-5 New York Jan. 14-15 Chicago March 5-6 Cincinnati April 23-24	502. Product Research Cincinnati Oct. 4-5 New York April 8-9
105. Questionnaire Design: Applications and Enhancements Los Angeles Aug. 2-3 Cincinnati Sept. 13-14 Boston Dec. 6-7 New York Jan. 16-17 Chicago March 7-8 Cincinnati April 25-26	503. New Product Forecasting New York Aug. 21-22 New York April 10-11
201. Focus Groups: An Introduction Boston Sept. 27-28 New York Jan. 10-11	504. Advertising Research Cincinnati Oct. 18-19 New York Feb. 28-Mar. 1
203. Focus Group Moderator Training Cincinnati Aug. 14-17 Cincinnati Sept. 18-21 Cincinnati Oct. 23-26 Cincinnati Nov. 27-30 Cincinnati Feb. 5-8 Cincinnati April 2-5	505. Positioning and Segmentation Research New York Aug. 21-22 Cincinnati Oct. 16-17 New York Feb. 26-27
301. Writing Actionable Marketing Research Reports Cincinnati Sept. 20-21 Cincinnati Dec. 13-14 New York Jan. 24-25 Chicago March 21-22	506. Customer Satisfaction Research New York July 12-13 Cincinnati Aug. 23-24 Boston Nov. 28-29 Toronto Feb. 14-15
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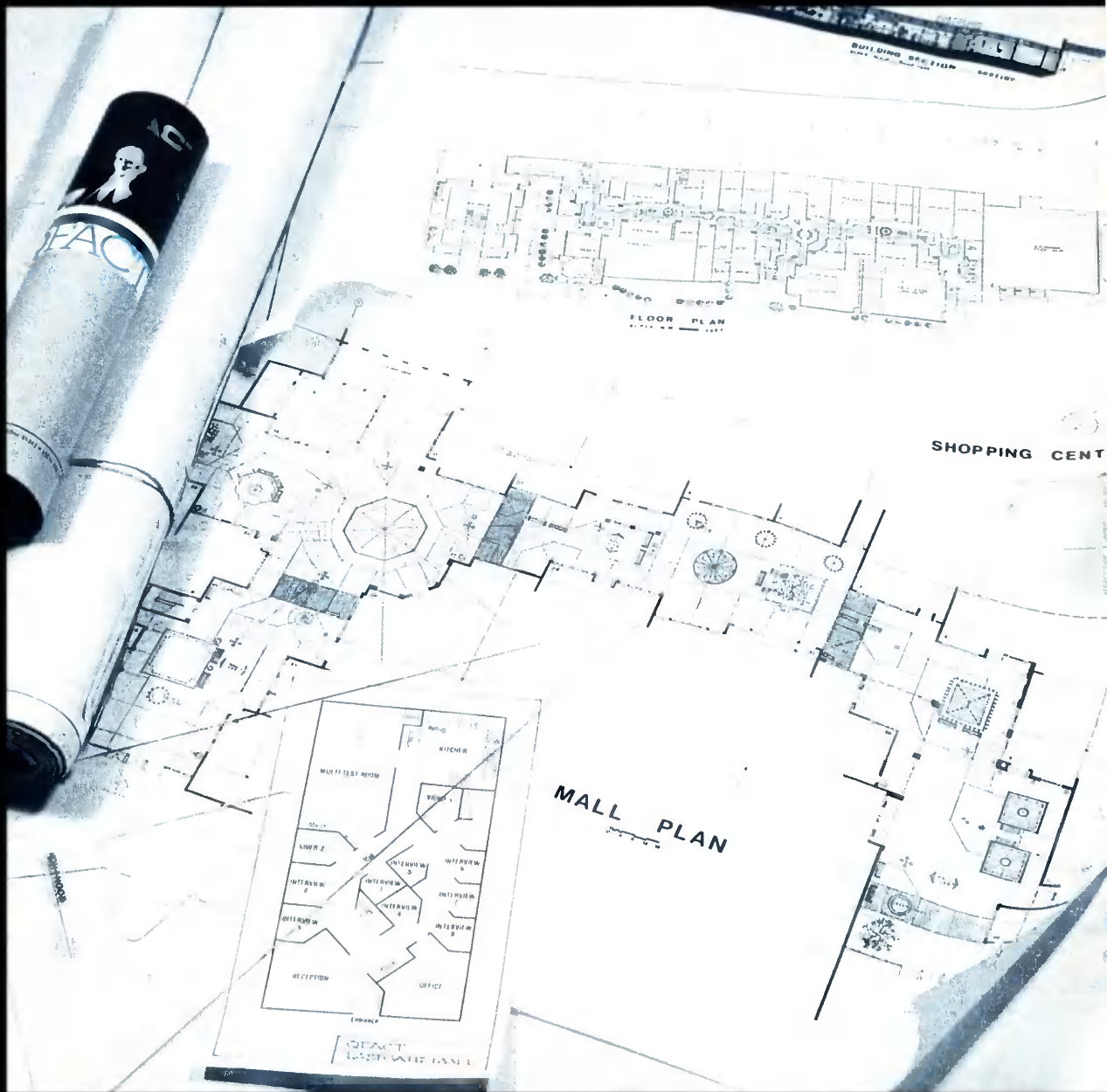
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