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Review

1992 Directory of Mall Research Facilities

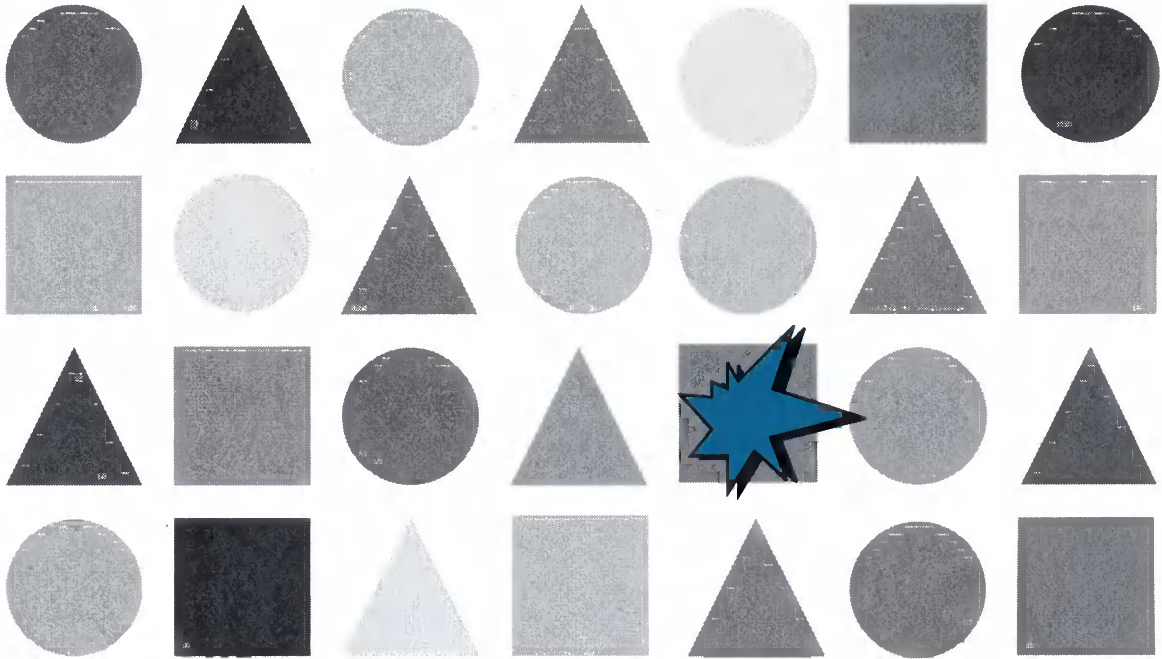
Research finds new
Ethan Allen logo
is right on the mark




ETHAN
ALLEN
HOME INTERIO

November, 1992

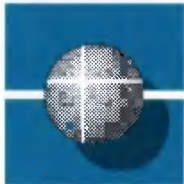
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Vol. VI, No.9

November, 1992

Features

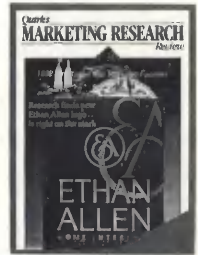
- 6 Right on the mark**
Focus groups tell Ethan Allen its redesigned logo stylishly combines the old and the new
- 8 Leaving nothing to chance**
The Missouri Lottery tests new games with focus groups
- 14 When a Hispanic is not a Hispanic: issues in conducting Hispanic qualitative research**
- 16 Evaluating customer service over the telephone**
- 34 Retail study examines shopping habits in two ethnically diverse California cities**

Departments

- 10 Data Use: Some specialized problem-solving applications of CHAID**
- 17 Survey Monitor**
- 18 Names of Note**
- 21 Research Company News**
- 22 Product and Service Update**
- 36 Qualitative Research/Focus Group Moderator Directory**
- 43 1992 Directory of Mall Research Facilities**
- 77 Listing Additions/Sales Offices**
- 78 Trade Talk**

Cover

A new logo has helped Ethan Allen communicate its new direction to consumers. Photo courtesy of Cato Gobé & Associates, New York.



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Quirk's Marketing Research Review. (ISSN 08937451) is issued 10 times per year--January, February, March, April, May, June/July, August/September, October, November, December--by Quirk Enterprises, Inc., 6607 18th Ave. So., Minneapolis, MN 55423. Mailing Address: P.O. Box 23536, Minneapolis, MN 55423. Telephone & Fax: 612-861-8051. Second class postage paid at Minneapolis, MN and additional mailing offices.

Subscription Information: U.S. annual rate (ten issues) \$40; two years (20 issues) \$76; three years (30 issues) \$112. U.S. single copy price \$10. Change of address notices should be sent promptly; provide old mailing label as well as new address; include ZIP code or postal code. Allow 4 to 6 weeks for change. POSTMASTER: Please send change of address to Quirk's Marketing Research Review, P.O. Box 23536, Minneapolis, MN 55423.

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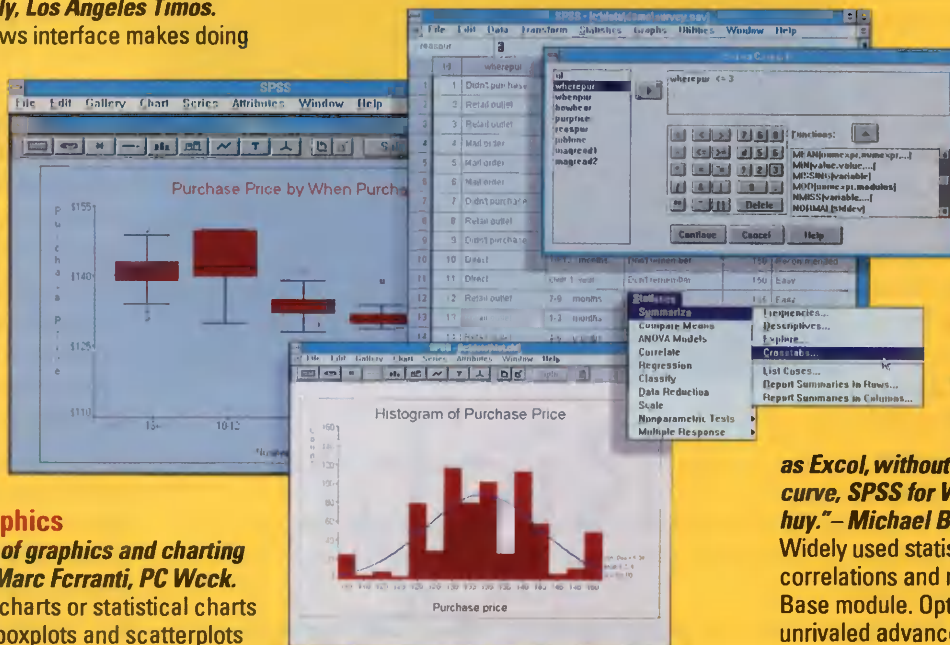
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SPSS

Revamping your company's image isn't a decision to be made hastily. The current look may have gone stale, but that look—for better or worse—is part of the corporate identity. And tinkering with it can have all sorts of harmful effects on the franchise, from alienating current customers to eroding market share. Ideally, with an image change, you want to preserve brand equity by keeping the best elements and removing the unwanted ones.

If its research is correct, that's just what Ethan Allen has done. Last year the Danbury, Connecticut-based furniture and home accessory company introduced a new logo to go with the new look it had introduced in its showrooms, says M. Farooq Kathwari, chairman and president of Ethan Allen.

"The new visual identity for Ethan Allen was created to project a fresh attitude and to distinguish us in a marketplace cluttered with retailers competing for the consumer's dollar. Our new logo reflects our heritage of classic design, impeccable quality and service. At the same time it projects our energy and commitment to style. The juxtaposition of a dramatic cursive letter "E" with a more formal, linear "A" stylishly projects our broad mix of traditional and eclectic home furnishings and accessories."

These changes are part of a major effort by the company to update and expand its product lines, Kathwari says. "Changes at Ethan Allen have not come about instantaneously. The repositioning program projected today through our new logo, new products and new exterior, began some six years ago as logical next steps for our company. The Ethan Allen of today and tomorrow is much different from what we were a decade ago. We have conscientiously evolved into a complete home furnishings operation, offering home environments that are not only suited to our existing traditional customer but are in tune with the contemporary-minded consumer."

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Strong recognition

Though Ethan Allen had strong name recognition to build on when it decided to update its image, it had some problems because consumers associated the Ethan Allen name and its furniture showrooms with American colonial-style furniture—solid, durable, and functional—but not in step with current trends. When in fact, the company has moved beyond its beginnings and now offers several new lines of furniture and home accessories.

"Our proprietary research revealed that our customer was changing," Kathwari says, "some of our long-time customers were growing older and a younger population not yet familiar with Ethan Allen was entering the marketplace. So we began to develop new collections and appropriate advertising vehicles to reach them and address their needs, while keeping the products and services that have been our foundation."

Right on the mark

Focus groups tell Ethan Allen its redesigned logo stylishly combines the old and the new

by Joseph Rydholm/managing editor

"We are able to anticipate changes in our customers' tastes and lifestyles through communications with our extensive retail network and ongoing research. Every day, over 2,000 Ethan Allen design consultants work with customers, listening and learning how Ethan Allen can better serve their needs."

Preserve loyalty

Creating a logo that communicates the changes at Ethan Allen while preserving existing customer loyalty was the job of Cato Gobe & Associates, a New York City-based design firm. Kyla Lange, account manager, Cato Gobe, explains: "The problem was perception versus reality. Ethan Allen had undergone a huge amount of diversity in their product line. Yet they were perceived as this New England manufacturer whose products were steeped in American colonial. They had really broken free of that with the additional products and services. They were a full service interior design source, not just a manufacturer of American colonial furniture. So we wanted to take advantage

of their name in the market—which everybody knew—and refresh it. There is a continued interest in trusted brands and they very much are a trusted brand, and we wanted to let the consumer know the breadth of what they had to offer."

Home furnishing has changed to allow for more individuality and eclecticism. Styles can be mixed and matched, Lange says. "Everything seems to be geared toward individual styles; you pick up a lot of that from the (home furnishing) magazines. The households that we all grew up in were these cookie cutter things. There's more of an eclecticism in decorating now, more of your personal style, so we wanted to show that Ethan Allen, with its design services and the breadth of product, can now help you develop that."

Strong look

While developing the new logos and new look for Ethan Allen, Lange says that Cato Gobe wanted to establish a strong

graphic look that would catch the eye of consumers. This "look" has been used by firms such as Crate & Barrel, a home furnishing chain, which, while not seen as a direct competitor to Ethan Allen, was viewed as a category influencer. "Consumers have responded to Crate & Barrel's look. One of Ethan Allen's objectives was to capture that attention. To do that, you need to have a tremendous amount of energy and dynamism."

Still, the designers, led by Cato Gobe's Melinda Beck, didn't want to get too far away from the attributes that had made Ethan Allen a strong presence in the industry, Lange says. "There were certain core equities that needed to be communicated and throughout the design process we wanted to make sure that each positioning and identity communicated quality and craftsmanship, the idea that Ethan Allen is an established institution, a sense of 'American,' and a sense of diversity of style.

"From there we developed visual boards which reflected each one of those brand equities and that led to determining the tone and the attitude and the feel of what the logo should communicate. It really gives strong parameters for the designers in the studio to work on."

Once the core equities were identified three basic strategic positionings were developed to communicate them. They were: home gallery, American aesthetic (which is closest to the company's original look and feel), and contemporary living. Ethan Allen representatives determined that "home gallery" and "contemporary living" were the directions in which

they wanted to move.

Test with consumers

After the selection of logo possibilities was reduced to a manageable number, nine focus groups were held, in California, Colorado and Connecticut, to test the designs with consumers. Before the sessions, which were moderated by



Ethan Allen store fronts (such as the one shown here) and store interiors are being remodeled to reflect the company's efforts to update its image.

When asked about the current Ethan Allen logo, some respondents recognized it but said that it wasn't memorable. Respondents said that a new logo should communicate strength, a well-crafted, personal touch, and a balance of heritage with a fresh outlook.

continued on p. 40



Missouri Lottery

Leaving nothing to chance

The Missouri Lottery tests new games with focus groups

You can't win if you don't play. State lotteries across the nation work hard to drive that message home to consumers. Likewise, if people don't play, the lotteries don't win—and neither do the worthwhile causes they fund.

In Missouri, where proceeds from the state lottery will be earmarked for education beginning next July, selecting the right scratch-off games to offer is serious business. What colors attract the most attention? How many scratch-off windows should be on the card? Is the promise of one large jackpot or many smaller prizes more appealing?

The Missouri Lottery works with Market Directions, a Kansas City-based marketing research firm, to test new games as well as monitor public attitudes toward the lottery in general. The research firm has conducted numerous quantitative and qualitative studies for



Focus groups play an important part in testing new game ideas for the Missouri Lottery, themes, colors, and prize offerings.

the lottery since its inception six years ago.

The Lottery introduces a new scratch-off game every six to eight weeks, and conducts three or four games simultaneously. Game concepts—which can be submitted by the Lottery, its advertising agency (Kansas City-based Valentine-Radford) or other vendors—are tested by focus groups twice a year. “This actually is new product research,” says Susan Spaulding, president of Market Directions. “Games have a very short life, so the concept must be just

right coming out of the gate.”

The results of the focus groups have a track record of success, leading to such popular instant games as Bingo, 7-11-21, Joker's Wild, King's Ransom, and Deal 'em Wild. In fact, such successes have made the Lottery a \$220 million annual business, with 44 percent of sales coming from scratch-off games. “We've found focus group research to be very helpful in developing our target market,” says Mark Higgins, research manager for the Missouri Lottery.



Participants give their responses to game

Statewide input

The most recent focus groups were conducted in mid-May for games to be introduced later this year. The process, from recruiting to reporting, took approximately three weeks. Participants were recruited for sessions in three locations: Kansas City, St. Louis, and Moberly (in central Missouri).

Random telephone recruiting sought a cross-section of playing frequency— heavy players (once a week or more); infrequent (two or three times per month) and lapsed (former players who have

stopped). The groups of 10 were also divided by gender. The recruitment process has been fine-tuned over the years, Higgins says, to include frequent, high-volume players.

Valentine-Radford and the Lottery's instant ticket vendor mocked up 15 games for use in the focus groups, which were moderated by Kathy Collins, account supervisor for Market Directions. Participants were asked to "shop" among the mock-ups for \$30 worth of tickets.

Bright colors

Preferences were surprisingly similar statewide and across gender and playing frequency lines:

- Color: Bright colors generated the most interest.
- Theme: Most men preferred an action theme, while many women liked bingo. Market Directions attributes the preferences to familiarity with the themes. A horoscope theme was universally disliked because it was considered corny, Collins says.
- Windows: Games with nine scratch-off windows won out over those with six because participants perceived a greater chance of winning.

Prize preferences, however, varied by frequency of play. Participants were asked to rank statements such as "This game has 400,000 \$10 winners" and "This game gives you the opportunity to win a top prize of \$50,000."

Frequent players favored many small-dollar prizes, but infrequent players liked the idea of one large jackpot. Most liked the option of large jackpots being dis-



Through its research the Missouri Lottery found that bright colors generated the most interest for prospective players of scratch-off games.

tributed monthly for life.

Most participants would rather not bother with side prizes, such as dinner at a restaurant, although men were interested in an opportunity to win a car.

Hot buttou issue

Although results were largely consistent statewide, Market Directions found a much stronger emotional attachment to the lottery in Moberly (population 13,000), Collins says. "When the lottery was first introduced in 1986, Moberly had an \$86,000 winner. Word travels fast in a small town, and people still think they may be the next big winner. People there are emotionally involved with the Lottery and feel it belongs to them."

At the end of each session, Collins asked the participants to voice any concerns or recommendations to her as if she were director of the lottery. The most common questions were about the allocation of funds, which since have been addressed. Missouri voters in August approved a constitutional amendment requiring all lottery proceeds to go towards education.

continued on p. 40



Some specialized problem-solving applications of CHAID by Steven Struhl

Steven Struhl is senior methodologist at the Chicago office of Total Research Corporation.

CHAID and its related techniques (especially CHAID/CART) can solve some thorny data analysis problems that will defeat most other methods. As a reminder, CHAID works by splitting and re-splitting a sample into groups that differ as much as possible on some dependent variable. If your dependent variable was purchase intent, then

some group(s) would have relatively high purchase intent and some relatively low intent.

CHAID allows you to look at all the independent variables that would produce significantly different groups (based on whatever level of significance you choose), and select one as the basis for splitting the sample. Once you have done this, the procedure will examine each group split off, and find the best differentiators again. It will keep re-splitting until no more significant variables can be found, or until you reach a lower size limit on the groups split off.

A powerful tool: free combination or optimal recoding

One of this procedure's most powerful features is its ability to allow independent or predictor variables to combine freely, in order to produce the most dramatic differences between groups formed. Suppose you have five regions of the country (N, S, E, MW, and S, coded 1, 2, 3, 4, 5). CHAID will combine these in any way that gives the strongest between-group differences on your dependent variable. You might find regions 1, 3 and 4 in one group, and regions 2 and 5 in the other.

This feature sometimes is called optimal recoding, because you can develop new coding schemes for your independent variables using it. I prefer to think of it as something like super-intelligent cross-tabs, that can find the best way to combine columns of data in the most strongly contrasting way. The special applications here rely on CHAID's ability to perform optimal recoding. The readily available analysis packages that run on PCs will do this, although some may be more flexible than others.¹

SPECIAL APPLICATIONS

1. Surely there's some relation . . .

Sometimes you will encounter a situation where you need to prove (or to disprove) definitively relationships between two variables. Suppose you have a client (in our example, the

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- Market Structure and Segmentation
- Purchase Rates
- Attribute Diagnostics

Structuring & Segmenting with PlusPower.

PlusPower uses purchase patterns to uncover the underlying market structure while simultaneously revealing the consumer segments (see example at top right). The market structure identifies sets of brands which compete more heavily against one another. The segments show which consumers are purchasing from these brand sets to obtain the same end benefits. Therefore, you find out who your key competitors and prime customers are as a simple by-product of PlusPower.

What does this mean?

PlusPower is a powerful enhancement to your data that is not currently available from any other source. It is not a replacement for your current methodology and norms.

Segment 1 is the largest segment accounting for 55% of the market, and the brands show fairly even competition. From the purchase propensities, though, it is apparent that while Segment 3 is the smallest, it accounts for much greater volume than either of the other two segments.

	SEGMENT 1	SEGMENT 2	SEGMENT 3
Segment Size	0.55	0.30	0.15
Purchase Propensity	1.2	2.1	7.8
Projected Segment Volume	0.66	.63	1.17
Percent of Total Volume	27%	26%	47%
Segment Shares			
Brand A	0.32	0.10	0.42
Brand B	0.33	0.05	0.40
Brand C	0.35	0.85	0.18

Below are also attribute diagnostics which show what end benefits consumers in a certain segment are seeking. For example, Brand C dominates Segment 2 because it is strong on Attributes 1 and 3. However, the makers of Brand C could create a line extension for Attributes 2 and 4. This would enable the extension to gain entry into the more heavily purchased segment, Segment 3, where it could more readily compete with Brands A and B.

	SEGMENT 1	SEGMENT 2	SEGMENT 3
Attribute 1	0.34	2.43	0.44
Attribute 2	0.66	0.39	5.99
Attribute 3	0.87	3.44	0.12
Attribute 4	1.00	0.88	6.80

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second assistant brand manager) who is certain that a certain favorite feature (in our example, discount coupons) will have an impact on purchase intent. You do cross-tabs and nothing emerges directly. Yet the second assistant is still sure there's some interaction hidden there. "Optimal recoding" will allow you to get a definitive answer, even if purchase intent is scaled 0-100 as in the example.

The steps in this procedure are as follows:

- Set the acceptable significance (α) to 0.99. That is, let any variable with more than a 1% chance of being significant appear on the list of possible predictors.
- If you have a continuous independent variable, divide it into numerous ranges (e.g., 15, 20, or more).
- Allow the variable of interest to enter, and observe the

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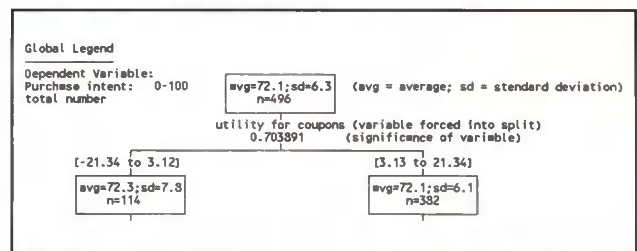
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significance value of "optimal" split.

This will provide far better estimates than trying many alternative splits "by hand," since CHAID and CHAID/CART programs will keep track of how many alternative splits you are examining and adjust significance levels accordingly. If you do not make an adjustment for the number of alternative splits you are examining, you likely will find spuriously significant ones, and so go on (at least) a wild goose chase. If you try to make the adjustment yourself, you will probably take too conservative an approach. The programs have rules built in that handle this problem nicely.

In this example, much to the second assistant brand manager's dismay, the coupons showed no significant interaction with purchase intent. The utilities come from a full-profile conjoint task in which coupons were one of the attributes tested. Those who liked the coupons more (had higher utilities for them) did not show higher purchase intent.

Figure 1:
Coupons Have No Effect on Purchase Intent



2. Effects of all possible patterns of usage

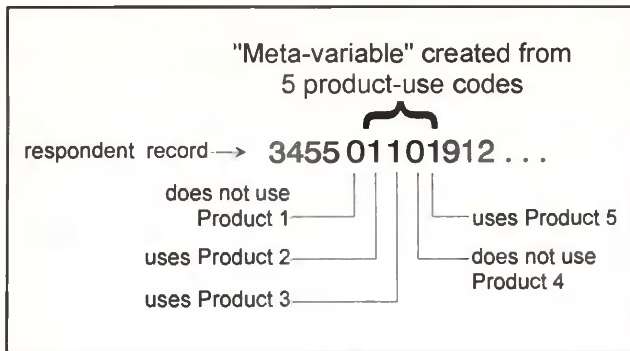
You may encounter a problem where you need to know how usage patterns in the product category interact with liking or usage of your brand. For instance, suppose your client, the Cheapx Charge Card, wants to know how ownership of various other cards, singly and in combination, interact with the dollar amount charged on their card.

If you do not have too many other competitors, CHAID/CART can help you answer this question. Here is one way you could do this:

- Create a "meta-variable" showing all products used. You can do this simply by recording usage in consecutive columns, and then calling all the columns together one variable
 - for instance, for 5 products, you would define a 5-position variable, with 1 in the first position meaning owns product 1, zero in first position meaning does not own product 1, and so on;
 - in this case, 01101 would mean: doesn't own product 1 and product 4, owns products 2, 3 and 5.

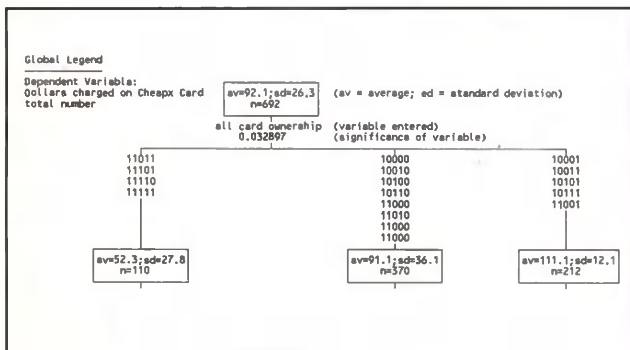
SPSS, for instance, will allow you to say that usage of the Cheapx card is in column 4, Card 2 is in column 5, and so on, and then in addition say columns 4 to 8 contain one variable five columns long, called (for instance) "USAGE."

Figure 2:
Example of a "Meta-Variable"



- Use this meta-variable as the predictor, allowing it to combine freely, to create "optimal recodings."

Figure 3:
Interactions of Card Ownership with Dollars Charged on the Cheapx Card



This "optimal" recoding takes some study, but shows that:

- Those with 4 or more cards charge significantly less than all others on the Cheapx card;
- Those with Cheapx and card 5 charge significantly more than all others;
- Those having Cheapx and no card 5 charge a moderate amount relative to all others.

With a more flexible program, the limits on products entered is your personal limit for reading and interpreting output. Since everybody in our example used the Cheapx Card, we had only 16 combinations with four other brands. Results would get much harder to read if you had 5 products all of which could appear or not (32 possible combinations). At least one available program can handle 6 products (or even 7) with 2 usage levels (that is, 64 or 128 possible combinations of usages). The question is whether you will find anything you can interpret among so many combinations.

If you need to look at 3 usage levels (for instance, non-users

continued on p. 76

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When a Hispanic is not a Hispanic: issues in conducting Hispanic qualitative research

by Felipe and Betty Ann Korzenny

Editor's note: Felipe Korzenny, Ph.D., is president, and Betty Ann Korzenny, Ph.D., is executive vice president of Hispanic Marketing Communication Research, Belmont, California.

With the growing awareness of the vast U.S. Hispanic market, American companies are increasingly asking for qualitative research with Hispanic consumers. However, this market is complex and without careful attention to details, there are numerous pitfalls for those of us in marketing research. This article begins with the intricacies of identifying Hispanic respondents and continues with suggestions for culturally appropriate recruitment, facilities and interpretation.

One of the important revelations in conducting qualitative Hispanic research is learning that a "Hispanic is not a Hispanic." The fact is, the category of human beings we call Hispanics come in multiple shapes, forms, cultural backgrounds, levels of acculturation, and a mix of psycho-socio-cultural traits.

So, if we attempt to conduct Hispanic research we have to deal with several issues:

A. Are the respondents we want dominant in Spanish or English? Sound trivial? It isn't. While we may call Spanish-dominant and English-dominant individuals "Hispanic" they may be vastly different. When defining the objectives of the project, key questions include: Are we interested in respondents who rely on the Spanish language for their survival? Are we interested in individuals for whom the Spanish language is the best way to touch emotional chords?

First generation immigrants and those who live in segregated communities are more likely to speak Spanish as an everyday necessity of communication. Others with a longer generational history in the U.S. are more likely to speak Spanish for expressive pride and for identification with historical roots.

The two uses of Spanish could be seen as similar on the surface, but they are not. In fact, they represent diverse strands of dialects. The point here is that

when the research objective is to obtain information to appeal to the pride of Hispanics, then all those who identify with the language and culture count. Respondents who depend on Spanish for everyday life would be most appropriate for another type of objective, for example, when the aim is to persuade consumers on a new product that competes with another strongly entrenched in a native Hispanic country.

Evidence indicates that adults who emigrate to other countries take a long time to acquire the culture of the receiving country, and some never do. In addition, culturally similar individuals tend to live near each other, thus relying on their native language and customs for everyday interaction. The perspectives of these types of customers can be expected to be unique.

B. Is the researcher interested in a broad spectrum of Hispanic backgrounds, or in just one or two segments of the market? While persons of Cuban, Puerto Rican and Mexican origins speak a common language, there are dialectical differences that are subtle but real.

This consideration is so important that we can totally miss the intended audience by conducting research with just the most conveniently located group of "Hispanics." On many occasions the researcher may need to obtain data from multiple and diverse groups in different geographic locations.

It is well documented that the largest segment of the Hispanic market is that of individuals of Mexican origin (60+). It is also documented that Hispanics of Cuban backgrounds tend to be the most affluent, but they make up a relatively small segment (approx. 6%). Understanding subtleties in behaviors, lifestyles, and world perspectives of different groups is likely to enable a more accurate definition of the target respondent.

There are cases in which advertisers may want to assemble individuals of different backgrounds to discuss copy

or other types of text. This approach must be carefully orchestrated to result in practical cultural and language compromises that may be widely usable.

C. Does the project call for the decision maker or for the person in charge of grocery shopping? In several segments of the Hispanic market, families tend to have one car upon which all the family depends. The family as a unit may go shopping together with regularity. Speaking with female heads of households as well as male may render interesting insights for products that are traditionally seen as being exclusively in the women's domain.

Many grocery items are chosen and decided upon jointly. In addition, among relatively recent immigrants, men are more likely to be literate in English than their spouses, and they may be the ones comparing and interpreting product attributes.

Also, children may be surprisingly influential in many decision making episodes. Considering children's preferences and inputs could render a picture not usually seen as crucial in the general market. In addition, children often serve as cultural interpreters for their parents.

These are just some of the issues in respondent selection that differentiate the Hispanic market, and for which special considerations are needed. An open mind is called for when venturing into new consumer cultures.

Facilities and recruiters

The three considerations above just touch the root of the issue of Hispanic diversity and uniqueness. Other equally important aspects of conducting Hispanic qualitative research is to know how to select a facility and recruiters

continued on p. 24

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Evaluating customer service over the telephone

by Illona Guzman

Editor's note: Illona Guzman is a marketing research analyst at Phoenix-based WestGroup Marketing Research.

A shopper study, sometimes referred to as a "mystery shop," is a marketing research technique of examining service quality within a service industry. Professional "shoppers" visit or call various customer service locations and evaluate the service they receive by filling out a questionnaire after each visit. Information obtained from shoppers can be objective (e.g., How long did it take before you were served?), or subjective (e.g., How would you rate the employees on friendliness?). Usually, a combination of both is used. Results from all visits are tallied and data processed, so that a score on each measure is achieved. Scores can then be evaluated in total (i.e., among all locations shopped), by region, or by individual location.

Shopper studies pinpoint specific ways for service industry businesses to improve their performance and differentiate themselves within their industries. The study accomplishes this by providing a current, objective, factual report on specific service levels, as opposed to customer satisfaction surveys, which can rely on generalized measures from a broad perspective. The study is used mainly for training or comparison

purposes. The main objective is to identify needed changes so that quality of service improves, thus improving customer satisfaction.

Shopper studies have made extensive use of in-person visit to banks and various retail establishments. In-person visits can capture the entire experience. However, when a prospective customer is looking for a new bank, or an auto parts store at which to buy an accessory, or even a restaurant at which to dine that evening, the decision is often made from the telephone conversation. Telephone shopper studies, therefore, provide information about this important aspect of service.

The experience of the telephone conversation is short and highly impressionable. Once the call is completed, the burden of action is on the prospective customer; it is up to the voice on the other end of the phone to entice him in. Consider this excerpt from a banking scenario:

A young lady's voice answers the phone with what must have been the bank name (at least it sounded like the name in the phone book), her name (it was either Sherry, Sharon, or Shelly), and the most mechanical "can I help you" you've ever heard. You tell her you're new in town and that you're looking for a bank.

The first thing she asks is, "Do you have \$1,000?" If you did, she says, then

you would be eligible for their Super Packaged Account that gives you "a whole bunch of free services. If you ever got \$5,000 saved," she says, "you would then qualify for the SuperDuper Packaged Account that gives you even more." If you wanted, you could come in and talk to a PB (or was it BP or ET? You guess that must be some sort of new accounts person.)

This scenario is an example of lost potential business. In a mere 90 seconds, the banker demonstrated tactlessness, an unprofessional attitude, and lack of concern.

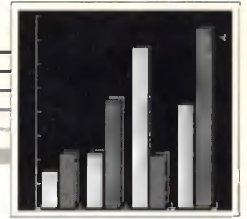
The telephone shopper study is simple and provides a relatively low cost method for evaluating service over the telephone. Any service industry can benefit from this type of study. Here is how it works:

Professional shoppers call your place of business with designated scenarios. After each call has ended, the shopper fills out a questionnaire about specific aspects of the service they received. Scoring is calculated for all measures after all responses are tallied.

Numeric measures can be collected, such as number of times the telephone rings, amount of time on hold, or number of times transferred before being helped. Other objective measures can also be obtained. These bits of data

continued on p. 28

SURVEY MONITOR



Browsing is most important fashion influence

Men are the least important fashion influence among female shoppers, according to a survey results reported in The Sampler, the newsletter of Response Analysis, Princeton, New Jersey. In the study, conducted for a national specialty retailer with more than 200 stores and a large catalog operation, shoppers rated a variety of potential influences on their fashion decisions.

The most important factor, the findings revealed, was actual "browsing" through stores, followed closely by observing what other women are wearing. Less than one woman shopper in ten identified their discussions with men as having any influence on what they buy to wear.

Influences on women shoppers

Browsing	69%
What other women wear	64%
Looking at catalogs	51%
Talking with women	30%
Fashion magazines	30%
Newspaper ads	27%
Salesperson advice	24%
Other magazines	19%
Talking with men	9%

The study also found that women shopping for apparel tend to shop frequently (about 50% shop once or twice a month). Only one shopper in 100 shops less often than every six months. The study sampled the opinions of 400

female shoppers, ages 25-65, with a household income of \$30,000 or more. They were recruited and qualified in a brief telephone interview and then responded to a mail questionnaire. For more information call 609-921-3333.

Why not buy a car?

What are the reasons why people would not buy a car? According to a study conducted by Consumer Attitude Research, a Bloomington Hills, Mich.-based subsidiary of Research Data Analysis, Inc., the reasons why people did not buy a particular car during the 1991 model year:

	Percent mentioning
Economic concerns	48
Dislike styling	14
Dislike size/comfort	13
Lack of quality	7
Lack of performance	5
Lack of safety features	3
Other	10

For more information call 313-332-5000.

continued on p. 29

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 Never Rarely Sometimes Often Very Often

What is your most important reason for not buying a product?
 Price Quality Performance Other

Specific features:
 Feature 1: Yes No Don't Know
 Feature 2: Yes No Don't Know

Other features:
 Yes No Don't Know

II. FEATURES
 How satisfied are you with the following features?
 Feature 1: Very Satisfied Satisfied Dissatisfied Very Dissatisfied

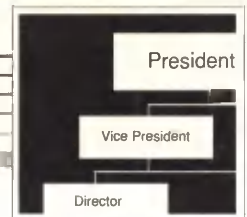
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NAMES OF NOTE



MGA Research, Inc., a Denver-based opinion research firm, has been awarded the 1992 Colorado Chapter of the Public Relations Society of America's Gold and Silver Pick Awards for Research. The only winner in the research category, MGA was awarded the Gold Pick for its community relations strategies research for the Cleo Wallace Center, an adolescent psychiatric hospital in the Rocky Mountain region. MGA was also recognized with a Silver Pick for its work with the National Education Association's Western Region on the Wichita teachers survey.

With the election of officers in August, *Qualitative Research Consultants Association, Inc.* has set in motion its 1992-93 program year. Leading the organization as president for the next year is **Irving Merson** of *Merson/Greener Associates*, Tarrytown, NY. Other officers are: vice president, **Alice Rodgers** of *Rodgers Marketing Research*, Canton, OH; secretary, **Barbara Rosenthal** of *Qualitative Research Services*,

Potomac, MD; and treasurer, **Suzette deVogelaere** of *Concepts & Strategies*, Mill Valley, CA.

To further emphasize account planning, Cleveland-based *Meldrum & Fewsmith* advertising has appointed **Clark Culhertson**, vice president, ac-



Culhertson



Morawski

count planning, and promoted **David Morawski** to senior vice president/director of account planning. In conjunction, **Lacey Zachary** has been promoted



Zachary



Massaroni

to research director, and **Brenda Massaroni** has joined the agency as research project director.

Jeffrey Rifkin has joined *Research 100*, Princeton, NJ, as research account executive.

Susan Brown has been promoted to vice president of operations at *J.D. Franz Research*, Sacramento, CA.

Marian White has joined the *Ziff-Davis Magazine Networks* as vice president/director of research. **Rolf Wulfsberg** has replaced White, heading the company's research department. Wulfsberg joins Ziff-Davis from the Business Strategy Group of Abt Associates.

Bernie Klug has been named vice president, information services at *NFO Research, Inc.* Previously he was vice president operations at A.C. Nielsen Co. in Chicago.



Klug



Mendelson

Quality Controlled Services, St. Louis, MO, has added **Lisa Mendelson** to its staff as client services manager in the Stamford, CT, office.

Wanda Gorman, previously of Suburban Associates of New Jersey, has joined **Connie Kass** and **Martha Baer** to form a partnership in *Partners in Research Inc.*, a new research facility in Wyckoff, NJ.

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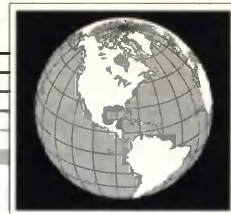
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RESEARCH COMPANY NEWS

Tampa-based **Okra Marketing Corp.** has reached an agreement with the Atlanta-based MDS Group to jointly market MDS' analytical and modeling software with Okra's database management products. Okra Marketing provides database marketing customer information file (MCIF) services.



Total Research Corporation, Princeton, NJ, has formed a strategic alliance with TRCA, s.a., of Buenos Aires, Argentina. Total Research/Argentina will serve as liaison for clients of Total Research Corporation, providing local coordination and facilitation of activities involving Total Research's product technologies. TRCA specializes in advanced statistical marketing techniques.



Partners in Research, Inc. has opened in Wyckoff, NJ at 200 Braen Ave., Wyckoff, NJ 07481. Telephone 201-652-6900. Fax 201-652-7060. The firm will specialize in taste/sensory tests,

focus groups and has the capabilities of car clinics and large display studies. For more information contact Connie Kass or Wanda Gorman.



Data Description, developer of exploratory data analysis software for the Macintosh, has signed an exclusive distribution agreement with DoubleClick ab of Gothenberg, Sweden. DoubleClick ab will offer sales and technical support of Data Desk to dealers and VARs in Sweden, Norway, Denmark and Finland. Both companies have developed a special educational grant program that will award Scandinavian educational institutions with free software with a single purchase of a minimum of five licenses. The purchased and matching licenses acquired through the program are to be used for teaching in a classroom or laboratory environment.



Blackburn Marketing Services, Inc. (BMSI) has acquired the Chicago-based National Research Bureau, publishers

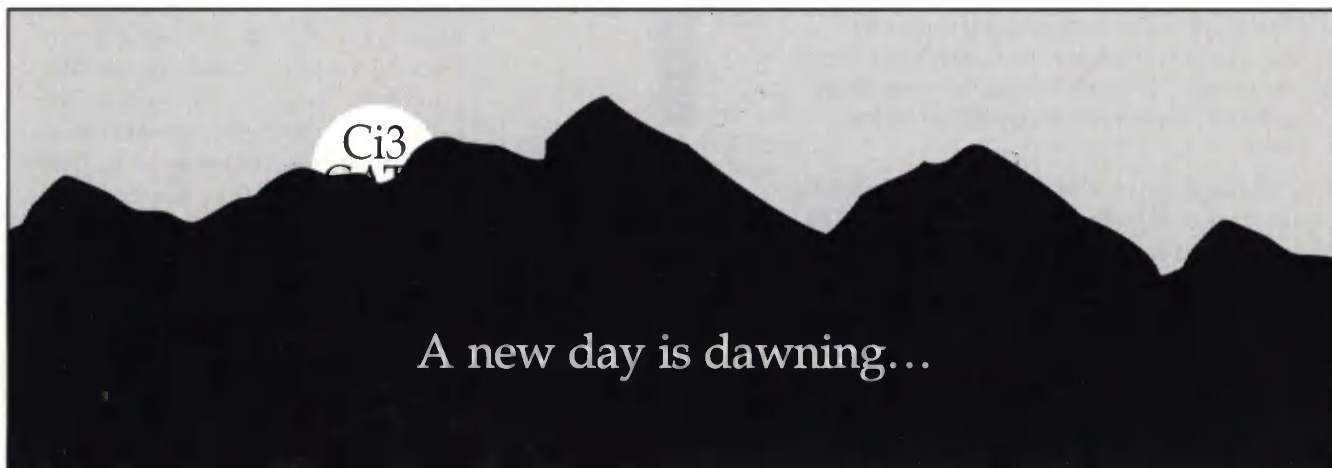
of the annual Shopping Center Directory, Shopping Center Developer Directory, Top Shopping Center/Major Markets 1-50, and Working Press of the Nation. BMSI, a large Canadian marketing information company, recently moved into the United States by acquiring Urban Decision Systems, a provider of U.S. demographic and business information.



MRCA Information Services of Stamford, CT, has announced a major business development program. Responsible for this effort will be Kenneth Murphy, who has been named to the new position of senior vice president, sales and marketing. MRCA provides consumer behavior data to clients in the packaged goods and soft goods markets.



Nashville-based **Advanced Database Marketing Inc.**, a provider of telemarketing and telephone interviewing services, has expanded its offices at 1161 Murfreesboro Rd., Ste. 502, Nashville, TN 37217.





System increases accuracy of updates and projections

Equifax National Decision Systems and The WEFA Group have introduced a methodology to increase the accuracy of demographic updates and projections for any geographic area in the U.S. It integrates economic and population movement indicators with traditional demographic data to create a proprietary forecasting tool. The methodology incorporates key economic indica-

tors on unemployment, housing starts, population migration, inflation, interest rates, household wealth and influential factors in the national and world economy.

EQUIFAX

When new or changing economic, demographic or geographic factors arise,

the information can be incorporated in the system to provide an increasing level of accuracy. This approach utilizes standardized information from consistent sources at both the macro and micro levels of geography. This serves to enhance the reliability of strategic forecasting when comparing local geography in one area of the country versus another.

In addition, the methodology addresses the problems of latitude/longitude coordinate shifts, census tract splits, and changes in land use, such as areas that were previously wetlands but now have housing developments. And it uses TIGER boundaries, providing a cartographic system for geographic definition.

The first release of demographic current-year updates and five-year projections from this new methodology will be available at the beginning of 1993. Information variables will include:

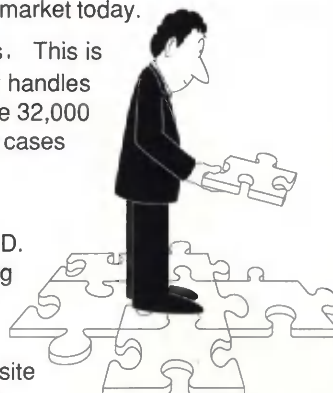
- Population-total, by sex, age, race
- Households-total, by income, by age of head of household by income
- Income-per capita, per household
- Wealth-per household

Current-year updates and five-year projections will be available from Equifax NDS in the form of hard copy reports, computer-generated color maps, diskettes, magnetic tape or on the company's Infomark for Windows desktop marketing information system. Time-series forecasts, covering five consecutive years, will be available on magnetic tape only. For more information call Equifax NDS at 800-866-6510.

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Medicaid payment database available

Data Niche Associates, Inc. (DNA) a marketing research company specializing in data for the pharmaceutical industry, has completed a database derived from the Medicaid claim reimbursement records of twenty top states. The database covers total annual Medicaid payments of more than \$3 billion at the manufacturer's level and will be

updated every six months.

DNA's system contains over 35,000 high prescribing physicians, more than 12,000 high volume pharmacies and corresponding detailed data on 200 mil-

DNA

DATA NICHE ASSOCIATES

lion plus annual prescriptions. The system is designed for use by companies that participate in the recently enacted Pharmaceutical Prudent Purchasing Act (Pryor Bill), which mandates that pharmaceutical companies offer discounts to state Medicaid agencies comparable to those offered to their most favored high volume customers. The system lets both brand-name and generic companies know exactly which products are being prescribed and who is prescribing and dispensing them.

The database is available to clients in two ways—on nine track magnetic tape for incorporation into large main-frame computer systems or in a turn-key personal computer package. For more information, call 708-918-9800.

Survey program for Mac users

The RLCA Survey Statistics System and Cross Tabulation Programs provide the Macintosh user with analysis tools for surveys and survey-like collections of data. The system produces counts, averages, standard deviations, high and low values, percentages, medians and cross-tabulations. These are

produced for collections of questionnaires or survey forms. Each form may contain up to 50 individual questions. The system chooses the output format based on the nature of the individual questions. Questions can be combinations of five basic types: evaluate on a scale of _ to _; answer yes or no; multiple choice; numeric response; describe (text). For more information call Robert Clark at 301-622-4443.

System provides change of address database

Direct Marketing Technology (DMT) has created the Direct Tech Change of Address System (DT-COA). This 35,000,000 individual change of address database is created through agreements reached between DMT, TRW Targeted Marketing Services, the information arm of TRW and other credit reporting agencies. The database represents individual address changes reported within the last 18 months, many, but not all, captured by the USPS' National Change of Address (NCOA) file. Updated monthly, DT-COA is recommended as a supplement to NCOA but can be used as an independent change of address matching system. Testing DT-COA as a supplement to NCOA indicates that an average of 1.5 to 2.5% incremental changes are identified, 25-45% of which produce duplicates (multibuyers and/or circulation drops) within the merge-purge sequence. For more information call 708-517-5633.

continued on p. 32

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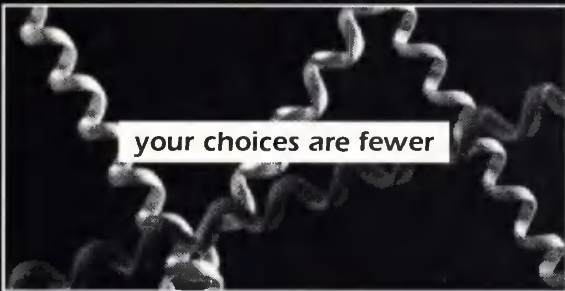
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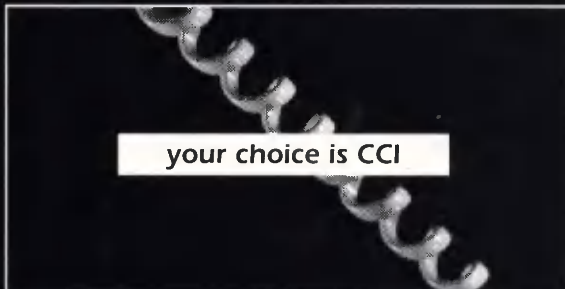
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Hispanic Research

continued from p. 15

that provide the respondents we truly need.

Here are some fallacies to watch for:

1. A recruiter who speaks Spanish will be able to recruit any Hispanic. After all, we could reason, speaking the Spanish language is what is required. Or, is that not so?

Speaking a language is not just speaking a language. While a well educated individual may have learned Spanish as an academic discipline in school, and while that person may be quite fluent, his or her ability to converse in a culturally relevant way and to persuade a person to attend a research session may be in question.

While this type of recruiter may not be the worst case scenario, it could adversely affect the project. Let's take a look at the detailed implications. While the recruiter may be quite intelligent and agile with the language, s/he may not be able to detect subtle meanings behind the words—the fears, the other emotions and motivations of the person being recruited.

For example, the Hispanic respondent may want to be

Speaking a language is not just speaking a language. While a well educated individual may have learned Spanish as an academic discipline in school, and while that person may be quite fluent, his or her ability to converse in a culturally relevant way and to persuade a person to attend a research session may be in question.

"nice" to the recruiter by saying s/he will attend a session, when in reality s/he may be thinking something quite different. For example, "I don't understand what this invitation is about, and besides my husband will not approve of my going to a meeting with total strangers in an office building." A recruiter from the same cultural background would not be able to detect such anxieties or concealed objections and might even speak to the spouse to get further cooperation.

In another example, a recruiter may claim to be from the same cultural heritage as the respondent, and indicate s/he was raised in Spanish at home by parents from, let's say, Mexico. Clearly, we could say, this is a top-notch recruiter. Maybe so, maybe not. The recruiter ought to be interviewed for fluency and literacy. Yes, literacy. We have found many recruiters who were raised in a Spanish speaking home but who never went to school to learn Spanish; they are illiterate in Spanish and not

able to read questions from a screener in Spanish. This may sound surprising but it's true.

It may be further dismaying and interesting to learn that facilities that don't recruit Spanish speaking respondents feel quite comfortable asking anyone around the office to recruit in Spanish because "they speak Spanish, after all." Recruiting, as interviewing, as conducting research, requires skills and learned behaviors. It's difficult to improvise.

2. Is a facility for conducting Hispanic research adequate if it has a two way mirror, tape recorders, and a comfortable viewing room? Unfortunately this is not generally the case.

Many facilities claim in good faith and strive to recruit Hispanics, and may have had some experience doing so. They may even have some adequate recommendations from past clients. There are important considerations, however, that should temper or qualify the hiring of a facility for the conduct of Hispanic research, such as:

a. Is the facility located near or in a

Hispanic neighborhood? A location that is easily accessible? A place that would not intimidate respondents?

The type of respondent needed should strongly influence location choice. If recent immigrant female heads of household are needed, then the location should feel comfortable to them. If the gathering is with Hispanic attorneys, then an office building may be adequate. It is interesting that so many facilities have

been opened in industrial parks where many types of consumers are not used to going in the course of their daily routines.

In our experience the most effective facilities tend to be those that operate in commercial areas with heavy Hispanic traffic. It must be noted that several facilities have developed a very successful Hispanic research practice by providing transportation to respondents

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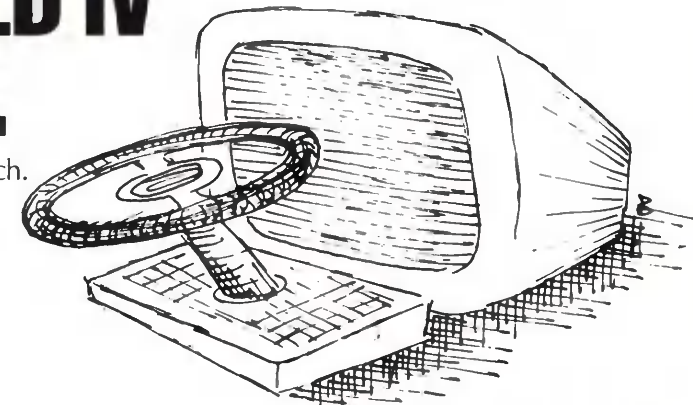
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to and from the facility.

b. What about the set-up? Does the facility help in identifying and/or hiring professional interpreters? Does it have sound equipment for interpretation in the back room? Does it provide the option of audio and videotaping with

double deck of tape recorders hooked so that the interpreter can speak into a microphone that channels sound into the tape recorders and into headsets that go to English speakers who need to listen to the interpretation. Another set of headsets channel the sound from the

can be directed to the videotaping equipment. Under this arrangement the client may choose videotaping with English, Spanish, or dual language tracks audible in stereo systems.

Has the facility gone the extra mile in identifying a pool of qualified, professional interpreters that feel comfortable interpreting for qualitative research? If the answer is yes, the facility is likely to save the client unpleasant surprises.

c. Do the managers and personnel have some minimum degree of familiarity, understanding, and respect for Hispanic respondents? Beware of condescending managers who speak of "those Hispanics who are never on time," or "who tell you one thing and do another." Such statements are good indicators of problems ahead when the recruiting commences. People of different cultures do things in different ways and respect for those differences is a minimum prerequisite.

d. Is the recruiting "farmed out?" If so, you may still want to use the facility but you should be able to know who is

Many facilities claim in good faith and strive to recruit Hispanics, and may have had some experience doing so. They may even have some adequate recommendations from past clients. There are important considerations, however, that should temper or qualify the hiring of a facility for the conduct of Hispanic research.

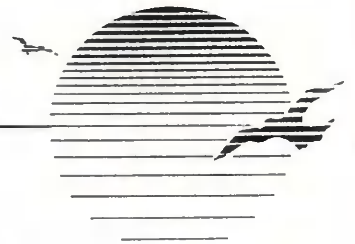
English interpretation version?

Yes, simultaneous interpretation is often crucial so that the clients understand what is going on. The sound equipment may be simple or sophisticated but must be designed to accommodate simultaneous interpretation. A sophisticated set-up would be composed of a

focus group room "in Spanish" for those in the back room who want to listen to the Spanish version without the interference from the sounds coming from the interpreter and other back room listeners.

Some facilities have made special arrangements so that the English audio

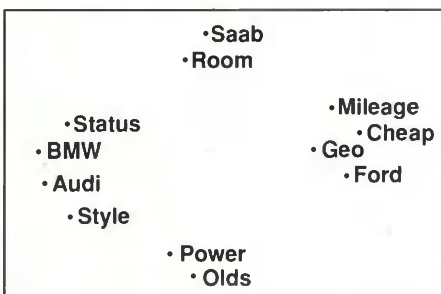
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doing the recruiting for you. In any case, facilities need to be assessed by experienced Spanish speaking researchers. Interviewers and recruiters ought to be interviewed before the facility is hired.

e. Question: Are all interpreters the same? Well, the response to that should be an obvious "no." Many who claim to be interpreters are well intentioned individuals who happen to know Spanish. For the interpretation to be useful, it ought to be fluid, transparent, immediate, and emphatic. Beware of facilities that say they have a receptionist who speaks Spanish who can do the interpretation.

Here is what to look for in interpreters:

1. An interpreter from Spanish into English ought to be someone whose first language is English so the person is fluent in communicating with the recipients of the interpretation. This contributes to fluency and transparency, allowing the clients to be able to perceive what the respondents say and im-

ply through the medium of the interpreter.

2. The interpreter ought to have been trained in simultaneous interpretation skills. Some key imperatives for interpreters are:

- Do not paraphrase; just speak what

into advising the client. The interpreter's role is to interpret only.

- Become acquainted with the content of the discussion ahead of time.

- Do have frequent and recent practice. Interpretation requires rehearsal; it's like playing the piano.

Has the facility gone the extra mile in identifying a pool of qualified, professional interpreters that feel comfortable interpreting for qualitative research? If the answer is yes, the facility is likely to save the client unpleasant surprises.

is spoken.

- Do not preface. Avoid wasting time by saying, "she said..."

- If more than one person speaks at one time interpret the salient points and continue. Don't be distracted.

- Don't let one word or concept distract you. Continue. There will be time afterwards for elaboration.

- Do not get into creative strategy or

- Do have ample tolerance for ambiguity, particularly for interpreting focus group sessions where many people may speak at once, and when there is no chance for asking people to repeat.

- Do get trained in empathy and immediacy skills so that you are able to act out the "drama" evolving in the focus group room. Dry, impersonal interpretation is not good interpretation. □

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Customer Service

continued from p. 16

result from the yes/no types of questions, such as whether or not the employee sounded friendly, whether the employee spoke clearly, or whether he mentioned a specific promotion. Subjective information can also be collected. This is obtained in the form of ratings. Instead of asking whether or not the employee was friendly, if he cross-sold products, or if he enticed you to come in, the shopper is asked to rate how well the employee did these things. By asking the shopper to evaluate depth on a one to five scale, more detail can be achieved. The scores from each measure can be compared with competitors or among different locations. Summary scores can also be calculated by weighting different measures accordingly.

The telephone shopper study can be used in conjunction with the personal shopper study to get a broader view of service quality, or as a separate study. Both can be used as inherent parts of quality control program. They are great for employee training, as well as for

competitive or branchwide comparisons. Used as a tracking study, shopper studies tell the story of change over time. They can be used to reward specific locations for improvement since the last set of shops. Shopper studies can also be used to commend individual employees or to reward specific locations for outstanding achievement on a single set of shops.

The study is as large or as small as you make it and can be tailor-made to specific needs. All locations can be shopped, or a sample of them can be shopped. The number of calls per location can vary, too. Shopper studies usually consist of only a few cases per location. For a large company with many locations, the overall sample is generally large enough to be treated as statistical data, but information on an employee or a location is merely indicative of their performance.

Here is an example of how the telephone shopper study has been used:

A major bank noticed that one of its locations was not getting as much loan business as the other branches in the area. Looking at the data from their

telephone shopper study, the answer became evident. Half of all auto loan scenarios and two-thirds of all home equity loan scenarios resulted in transfers to the telephone loan department, an occurrence that was only supposed to happen during the bank's peak activity time. When this matter was investigated, it was determined that three of the employees were uncomfortable giving out loan information and that several others were simply tampering with the system. Employees were re-trained on the loan process and re-educated on the bank's transfer policy. Customers subsequently began to be invited into the branch to personally discuss the loan process and fill out an application.

Shopper studies should not be used in a negative way to discipline poor performers, since each shop provides information about a single instance. Management should be alerted, however, to any blatantly negative experiences, as well as to consistent performance problems with an individual or with a particular location. These instances can then be investigated further. Poor results indicate a need for positive training. □

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Survey Monitor

continued from p. 17

Kids affect adult views on environment

Adults with children in their household have higher awareness of environmental issues, according to The Environmental Report, a quarterly tracking study of 1000 adults conducted by Environmental Research Associates, Princeton, New Jersey. People with children at home are:

- More likely to see the environment as a "very serious problem"—38% compared with 32% of all adults;
- Slightly more likely to have purchased a brand because they felt it came from an "environmentally concerned company;"
- More likely to switch to this company because it used recycled materials—29% to 24% for all adults;
- More likely to know which soft drink and food containers are recyclable;
- More likely to purchase refills, 39% to 33%.

For more information call 609-683-9055.

Teen market has changed during last decade

To mark its 10th anniversary, Teenage Research Unlimited (TRU), Northbrook, Ill., has developed a list of 10 major changes in the teen market over those ten years. According to Peter Zollo, TRU president, they are:

1. **Teen are less materialistic.** Perhaps the most dramatic finding in the past few years is teens' shift from an overriding attitude of materialism to an embracing of social concerns. In 1987, TRU began measuring teens' agreement with the statement "Success means making a lot of money." Since then, teens' agreement with this statement has decreased nearly 50 percent, from a majority of teens (61 percent) in 1987 equating money and success to only a minority (32 percent) currently.

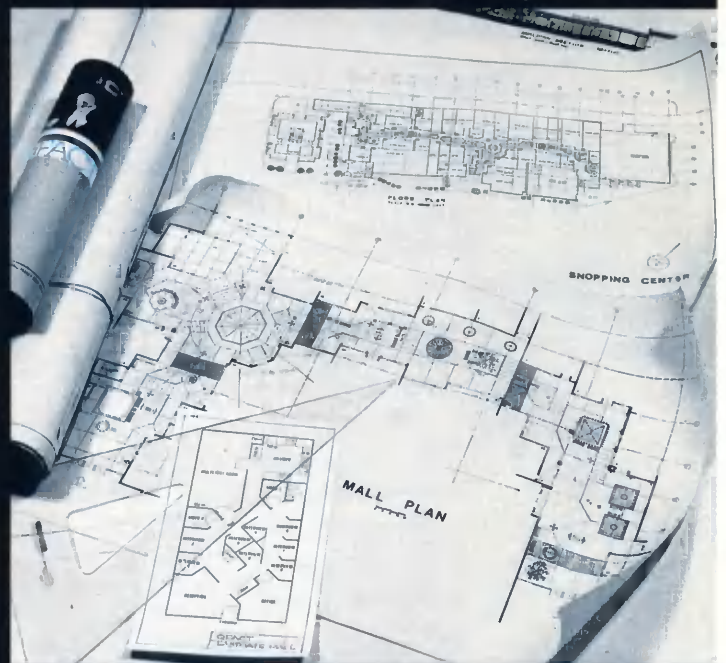
2. **Teens more aware, more caring**

of social concerns. As teens today are becoming less materialistic, they're becoming more aware of and concerned with a variety of social issues. Two-thirds say they care more than most people about making the world a better place. When it comes to specific issues, teens—like adults—care most about those things closest to them. So, as many teens begin to experiment with sex, alcohol and drugs, they have special concerns related to these behaviors. When asked about those issues they

care most strongly about, teens answer: AIDS, drinking & driving, drug abuse, followed by environment (and several less popular concerns).

3. **Teens shift attitudes on family, religion.** Today's teens find family and religion important components of their lives. Still, in the past few years, TRU has found a decline in the number of teens espousing these traditional values. For example, although two-thirds of teens like "doing things with their families," teens are 20 percent less likely

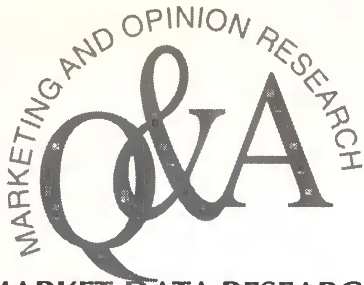
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today than they were just four years ago to express this attitude. Similarly, although more than half say religion is an important part of their lives, teens are 20 percent less likely to feel this way today than they were in 1987.

4. Rap emerges as a cultural force and teens' favorite music. Rap is the first major cultural phenomenon of recent past that was not a by-product of the Baby Boom. Instead, today's older teens have made this form of "street" music mainstream to the point where it's the favorite genre in today's teens. Nearly 80 percent of teens say rap is "in," a higher score than for any other music type. And rap artists continue to top TRU's popularity ratings of musical performers.

5. African-American influence has become a leader of teen lifestyle trends. Rap is only one example of the impact of the African-American influence on teens today. In the worlds of entertainment and fashion, black influence is a major force in leading teen trends. In fact, it wasn't until Michael Jackson's crossing of the color barrier on MTV in 1982 that white teen audiences were widely exposed to black music. Since that time, rap, dance and R&B have dominated radio and video airplay for teens. And now even in the most mainstream of entertainment media—network TV—shows that feature black actors, such as "The Cosby Show," "Fresh Prince," "In Living Color" and "A Different World," have become teen favorites. African-American influence extends into teen language, fashion and beauty choices.

6. Teens accepting of wider variety of fashions, styles. Compared to their counterparts of recent decades, today's teens are less ruled by strict fashion codes of "what's in" and "what's out." In fact, today's teens are often accepting of apparent "opposites" in fashion and lifestyles: tight and baggy clothes; short and long hair; leather and denim; heavy metal and top 40; health and junk food; curly and straight hair.

7. Sports have become a favorite pastime for nearly all teens. Today almost all teens—males and females, "jocks" and "bookworms"—participate in and follow sports. Ten years ago TRU found a specific teen segment, predominately male, which was far more

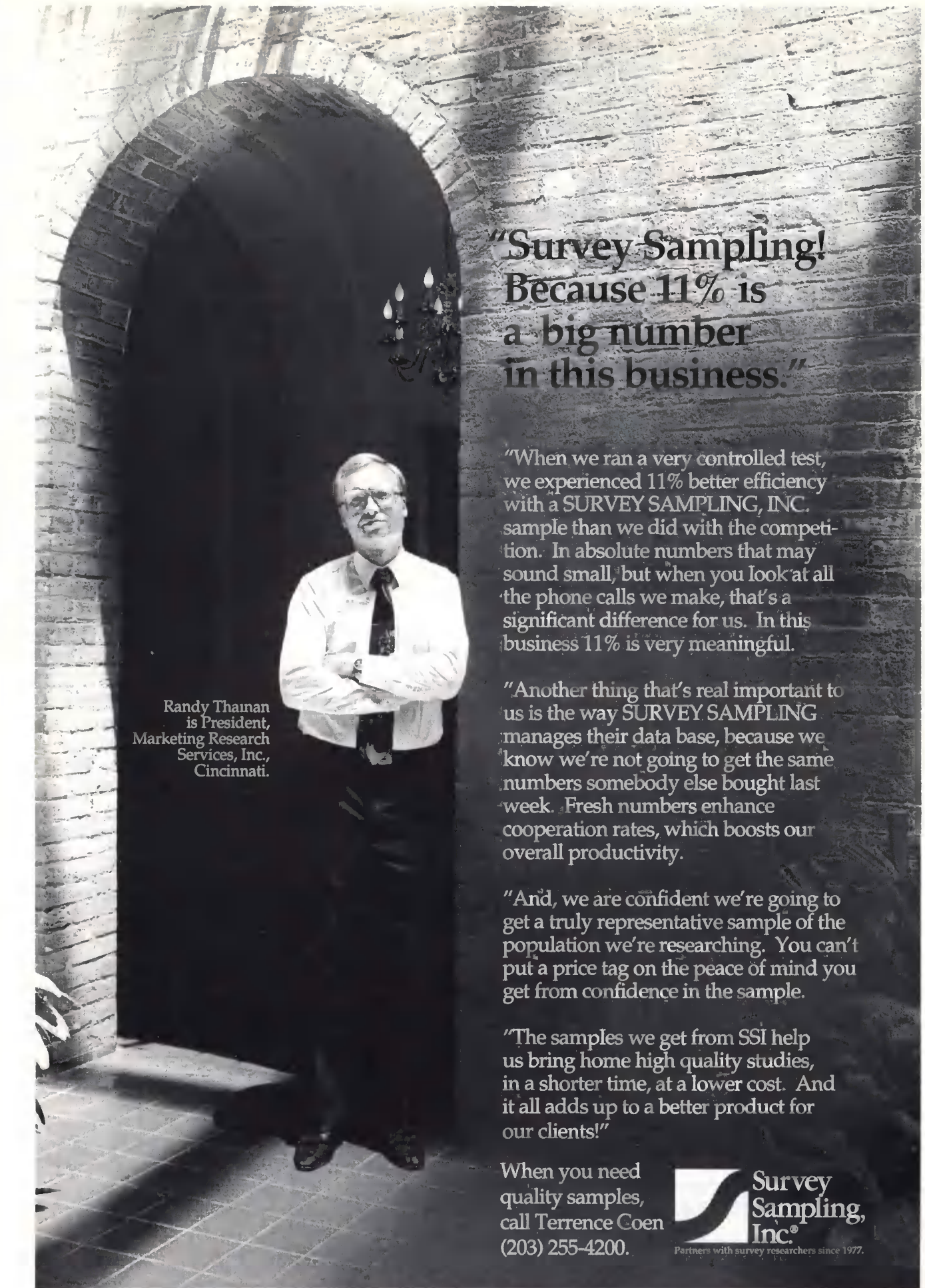
involved with and interested in sports than teens in general. Today, this interest in sports has spread to all segments of the teen population. Boys average 10 hours a week playing sports and attending sports events; girls devote six hours weekly to sports activities.

8. Teens' spending power is bigger than ever. During the past 10 years teen disposable income has consistently and significantly increased. Since 1986 alone, teen earning power has increased by nearly 50 percent—from \$65 billion to \$95 billion in annual income. Not only does teen earning significantly outpace inflation, it comes despite a decrease in the teen population (a seven percent decline since 1986).

9. After 17 years of decline, the teen population is increasing. This year, for the first time since 1975, the U.S. teenage population (12- to 19-year-olds) has increased. The Census Bureau projects this population will continue to increase until at least the year 2005. Teens in 1975 were the last of the Baby Boomers. Many of today's teens are the children of the Boomers, being labeled the Baby Boomlet or Echo Boom.

10. Teens are becoming a larger part of advertisers' media/marketing mix. As teens make up a larger portion of the population and control and influence a greater variety of purchases, more and more advertisers are getting on the "teen bandwagon." Some advertisers want to tap into current teen spending. Others are investing in the teen market for long-term gains, trying to gain a competitive edge by developing brand loyalties now with these young consumers. To aid these marketers in reaching teens, media companies have responded with a proliferation of new vehicles, from MTV to new teen magazines and from teen-oriented network TV programs to alternative in-school media, such as Channel One and GymBoards. But as more advertisers take aim at the teen market, teens themselves are becoming more savvy about advertising. They understand advertising's roles, and they know what they like and dislike about advertising. Zollo says, "Teens want advertising that's relevant to their lives, that speaks directly and honestly to them."

continued on p. 35



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Product & Service Update

continued from p. 23

System gathers responses from 100 or more respondents

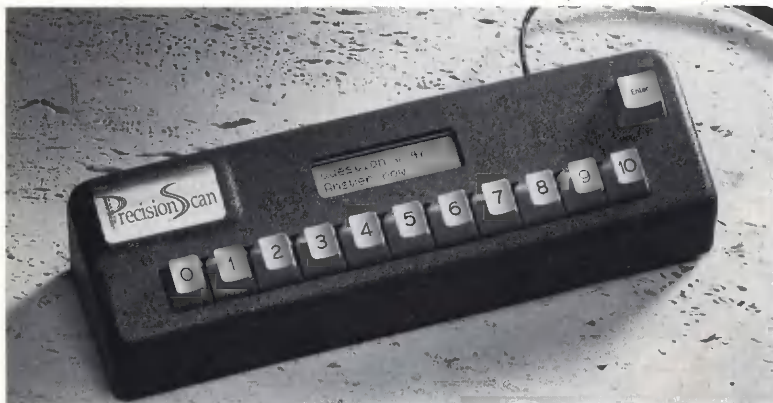
Parker Marketing Research has introduced PrecisionScan, a system that uses a proprietary electronic data collection system that obtains answers to questions instantly from 100 or more respondents at a time. After each ques-

ages, advertisements or other marketing elements. PrecisionScan studies can be conducted nationwide. The electronic data collection system is portable and can be used to interview respondents in any hotel or other facility with sufficient meeting space. For more information call George Parker at 513-232-1800.

New cross-tab program for Mac

Pericles Software has released TabHouse 1.0, a cross tabulations pro-

gram made with weighted or unweighted data and can include up to 32,000 banner columns, flexibly defined by raw single variables, categorized single variables, and two or three level combinations of these (e.g., tabbing all variables by gender within defined age categories within city). Character as well as numeric variables can be directly tabbed and used to generate banner points without recoding. Users can specify tables using direct manipulation (drag and drop) of variables and statistics. After a table has been calculated, a user can add or delete statistics from tables, change labels, and revise categories without re-reading the data. For more information call 419-872-0966.



tion, a summary of responses is displayed in real time in graphic form on a monitor visible only to clients. The system uses a copyrighted questionnaire design that allows testing more than three dozen concepts, products, pack-

ages, advertisements or other marketing elements. A single project within TabHouse 1.0 can include 32,000 variables, limited only by RAM memory. The number of records or cases is limited only by available disk space. Tabulations are

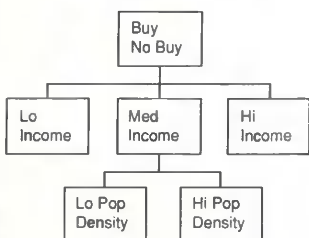
Research probes biz-to-biz buyer motivations

The Daniel Adams Company, a Danbury, CT-based marketing and management consulting firm, has created the Customer Intelligence Program, a business-to-business sales/marketing tool that identifies customer buying motivations and the methods that can influence these customers. The data, compiled by an affiliated business-to-business research firm, is the result of nearly 3,000 face-to-face interviews with many types of customers, and continuing validation studies to update data. All work is customized for each client. Companies targeting manufacturing, finance, and engineering decision-makers can benefit from this program. Products can range from software packages to radiology equipment to heavy capital equipment. The program produces a customer profile providing information on what customers want and what motivates them. This information is then translated into tools that can be applied to direct sales calls, promotion materials, advertising, packaging, etc. The Adams Company provides two reports as part of the program: a customer intelligence profile containing information on the seven dimensions of the customer's hidden agenda; and a message package containing specific messages that connect with the customer's hidden needs. For more information call 203-797-9142.

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Retail study examines shopping habits in two ethnically diverse California cities

The outlines of the emerging American retail marketplace of the 21st century can be seen in two fast growing southern California sister cities, as explored in "The Lancaster-Palmdale Report," a study of women's shopping patterns conducted by WSL Marketing, a New York City-based retail marketing consulting firm.

The study's findings are based on 600 telephone interviews with adult females (at least 18 years of age) who had made a shopping trip in the previous seven days. A similar WSL Marketing study on Evansville, Indiana, was featured in the Trade Talk column in the December 1991 issue of Quirk's Marketing Research Review. As with the Evansville study, the Lancaster-Palmdale research studied women's purchasing habits in a range of essential and non-essential products, including clothing, food (fresh, frozen and snack food), greeting cards, and health & beauty aids. Respondents were asked to name the stores they had shopped at in the past week, which stores and brands they had switched to/from, and to answer questions designed to gauge their optimism or pessimism regarding their lives and those of their children.

Lancaster-Palmdale are two ethnically diverse and fast growing cities with a combined

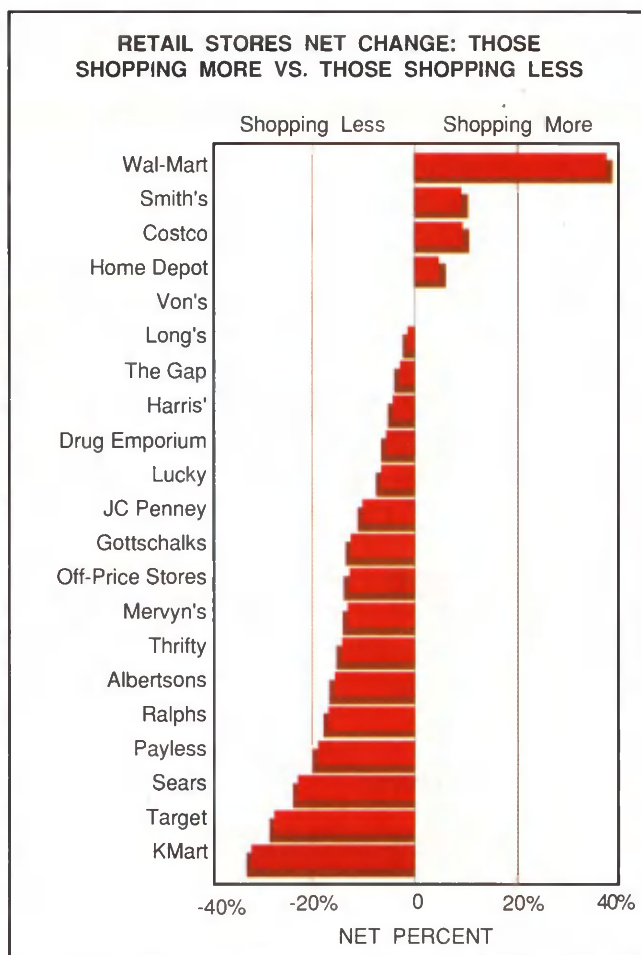
population of 166,000, of which 71% are White, 18% Hispanic, 7% Black, and 4% Asian. "The competitiveness of the local retail environment, combined with the ethnic mix, made Lancaster-Palmdale the ideal place to discover what marketers must do to satisfy the new face of America," says Wendy Liebmann, president, WSL Marketing. "The 1990 Census made it clear that

the U.S. is fast becoming more ethnically diverse and that the melting pot concept that has typified American society for the last century is rapidly being displaced by a multi-ethnic mosaic. This mosaic is nowhere more evident than in Lancaster-Palmdale."

Sleepy communities

Until the late 70s, Lancaster and Palmdale, California were sleepy backwater communities dependent on the aerospace industry and the military for a living. (Edwards Air Force Base, the primary landing site for the space shuttles, is close by.) But in the early 80s, as home costs in Los Angeles skyrocketed, families looking for affordable housing alternatives within commuting distance of their downtown jobs, began moving north.

As a result, Lancaster-Palmdale became a dynamic community—the population tripled within ten years. Now everywhere one can see home building, young children, and shopping centers. In fact, Lancaster-Palmdale have become competitive and dynamic retailing environments: There are seven major supermarket chains, four major discounters, five drug chains, a warehouse club, four



continued on p. 41

Survey Monitor

continued from p. 30

And, they want advertising that's fun, entertaining or even shocking." For more information call 708-564-3440.

Fat tops list of food label concerns

Shoppers are most interested in nutritional information that has a direct bearing on their health, according to a study, "Shopping For Health," conducted by Prevention magazine and the Washington, D.C.-based Food Marketing Institute. The majority who read nutritional labels say they almost always look for information about the fat (64%) and cholesterol (54%) in foods they buy for the first time. One-half (51%) almost always check for the amount of salt or sodium and the calorie content. In contrast, comparatively smaller proportions almost always check foods for vitamins (24%), or the amount of fiber (26%) or protein (26%).

Attention to specific kinds of nutritional information varies by gender. Women who read labels are more likely than their male counterparts to almost always check for the amount of fat (68% vs. 54%) and cholesterol (58% vs. 45%) in the foods they buy. These women are also more likely to almost always check a food's salt (54% vs. 42%) and its calorie (55% vs. 41%) content. Men, who are generally less informed about nutritional issues, are more likely to almost always check a food's carbohydrate content (32% vs. 25%).

Few rate TV programming excellent

Only three percent of the American adult population is willing to call television programming in 1992 "excellent." Most people consider it either good or fair, but a substantial minority expressed significant disappointment with TV today. These are some of the results of a recent telephone survey by Barna Research Group, Glendale, Calif. The study was conducted among a representative sample of 1,212 American adults. The study explored people's perceptions of TV, along with some findings regarding boycotts of advertisers. In the study,

3% said TV programming is excellent these days, while 26% called it good, 36% felt it is fair, 13% deemed it not too good, and 19% said it is poor. Although heavy viewers tended to be more complimentary of television, even among this audience only 5% said it is excellent, and 32% called it good. Aside from problems people might have with the overall quality of what they are watching, there were significant concerns about perceptions of offensive content in the shows. Seventy-two percent of all Americans said there is too much vio-

lence on television these days, including 60% of the men, and 83% of the women. Even among those who said TV programming in general is excellent or good, 59% still felt that there is too much violence. Sixty-five percent said there is too much sexual activity on television these days, including 68% of the heavy viewers. Women were more likely to complain about TV sex than were men (75% to 54). Additionally, 84% perceived an increase in amount of sexual activity portrayed on television in the past five years.

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Geographic and
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on next page

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Ethan Allen

continued from p. 7

Betsy Leichter of New York City-based Leichter & Associates, respondents toured remodeled Ethan Allen galleries that were representative of the company's new look.

Three types of consumers partici-



In a series of focus groups, respondents gave their impressions of a range of new black and white logo possibilities. Respondents were also shown several logos in color to gauge reactions to a proposed switch from Ethan Allen's traditional green to blue.

pated:

- long-term Ethan Allen customers who had made multiple purchases in the past five years
- recent customers who had made their first purchase during the past year
- potential customers who shared lifestyle, demographics and attitudinal characteristics with EA customers.

In each of groups the women discussed the status of any plans they had to furnish or re-furnish their home. They talked about their best sources of ideas and what aspect of the shopping experience they found most helpful (e.g., store personnel, realistic showroom displays).

Respondents gave their before/after impressions of Ethan Allen. Before visiting the remodeled showrooms, their impressions included words and phrases such as "traditional," "Early American," "formal," "good quality—not for every day." After the showroom visits, the comments reflected awareness of the changes Ethan Allen has made: "surprisingly wide range of styles," "more than just furniture," "good quality—not cheap but a better value than previously thought."

Kyla Lange: "In the focus groups quite a few of the younger generation said 'I just automatically wrote Ethan Allen off because that was the furniture

that I grew up with.' But once they had been taken through the store they said 'oh my gosh, I'm coming back.' It was like the whole 'This is not your father's Oldsmobile' thing."

When asked about the current Ethan Allen logo, some respondents recognized it but said that it wasn't memorable. Respondents said that a new logo should communicate strength, a well-crafted, personal touch, and a balance of heritage with a fresh outlook.

Green to blue

They were shown potential new logo designs in black and white and also in color, to test their reactions to a proposed switch from Ethan Allen's traditional green to blue. "In a

nutshell, we were trying to communicate to the outside world what was going on inside the company. That statement of 'We've changed' is very strongly made when you change corporate identity. That's one reason we advised shifting the color from green to blue," Lange says.

When shown the logos in color, respondents said that blue had a number of positive connotations—freshness, crispness, classiness—that outweighed some negative impressions.

The respondents also discussed their feelings on the usage of the terms "home gallery" and "home interiors" in conjunction with the logo.

Owner buy-in

An important change, in addition to the logo, was updating the look of Ethan Allen storefronts, so that their appearance communicated the company's new image and new products. Getting individual store owners (many Ethan Allen showrooms aren't owned by the company) to buy-in to the change was critical, and the research has been helpful in doing that, Lange says.

"Research confirmed everything that we had assumed up to that point. It was helpful, and when we had decisions to make we would refer to what research

had said. It was very, very helpful in continuing to sell the project to the entire company," Lange says.

Ethan Allen's Kathwari: "In order to make this transition in the most unified, effective manner possible, it was important to build a strong foundation internally. Throughout the process, we held advisory meetings with retailers around the country to ensure that we had a consensus on the elements and the rationale for the design of the new logo. As a result, our retailers have enthusiastically adopted the new look in their materials. And the overwhelming response from their customers further strengthens our retailers' support for our continued evolution." □

Missouri Lottery

continued from p. 9

Following up

The Lottery, in conjunction with Valentine-Radford, has used the information as a blueprint to develop new games. "This information is vital for us to understand game preferences and how lottery players make their decisions," says Karl Ploeger, senior account executive at Valentine-Radford.

"We take the rankings that were awarded to each game, then summarize those rankings to determine which to run now, which need further development and which have no hope," the Lottery's Mark Higgins says.

The research has been right on the money, Ploeger says, and has led to a string of successful games.

"Our research is important in helping the Lottery understand what it needs to do," says Market Directions' Susan Spaulding. "But maybe just as importantly, it tells them what not to do."

For example, requiring players to scratch off an American flag has been unpopular. "Obviously, a lot of other things—such as prize design, winnability, advertising and promotion—go into the success of a lottery game," Higgins says, "but these focus groups have been an invaluable tool in selecting the right games."

Armed with timely research, the Missouri Lottery looks to a future in which lottery players, as well as education in the state, continue to come up winners. □

Retail Study

continued from p. 34

department store retailers, and numerous specialty stores.

The study found that the different ethnic groups had different demographics and attitudes, which frequently resulted in distinctly different shopping habits. Of 600 women interviewed, Asian respondents were the best educated group. Nearly 50% were college graduates and the vast majority held professional jobs, contrary to all other groups where less than half worked outside the home. So it was no surprise that Asians had the highest household incomes.

Because they worked, Asian women were more concerned with how they dressed, which explains why they were the most likely group to shop in department and off-price clothing stores. More than any other group, Asian women shopped close to home, largely for convenience and time-savings. And, when they found a store or brand they liked, Asian women were the most brand/store loyal of any ethnic group, regard-

less of product category, from snack foods to apparel and cosmetics.

The Black community of Lancaster-Palmdale was something of an anomaly, reflecting the changing nature of the community and the varying fortunes of Black Americans. The majority of Black women interviewed were poor, uneducated, unmarried, and had more children living at home than any other group. Of necessity, food was the major focus of their frequent shopping trips (3-4 weekly). They were the least loyal, frequently switching stores and brands in their constant search for the best sale price.

They were less likely than other groups to shop at discount stores, because they bought less clothing. But the most striking finding was that not one respondent had shopped in a drug store during the week of the survey. They did not buy medications and bought their beauty care products in the supermarket.

However, there were a significant number of well-educated Black women. Over half had some college education

and worked in professional positions. A quarter had incomes of \$55,000 and their shopping habits reflected it.

Hispanic respondents were the youngest, the least educated, had the lowest household income, and were more likely to have adult relatives living at home. They shopped more in discount stores, which is logical since they bought more clothing, baby, and household products than other groups.

White respondents, being in the majority, covered the demographic spectrum, but were older and had fewer children living at home.

"In many ways what we discovered was no revelation, says Liebmann. "If you think about it, it's logical. People of different ethnic backgrounds and family histories should have different preferences for products, stores, and services. The real revelation is what the Census and this report means for retailers and marketers. Marketers can no longer succeed with a one-size-fits-all mentality. Instead they must learn to take into consideration the concerns, interests, and needs of a variety of dif-

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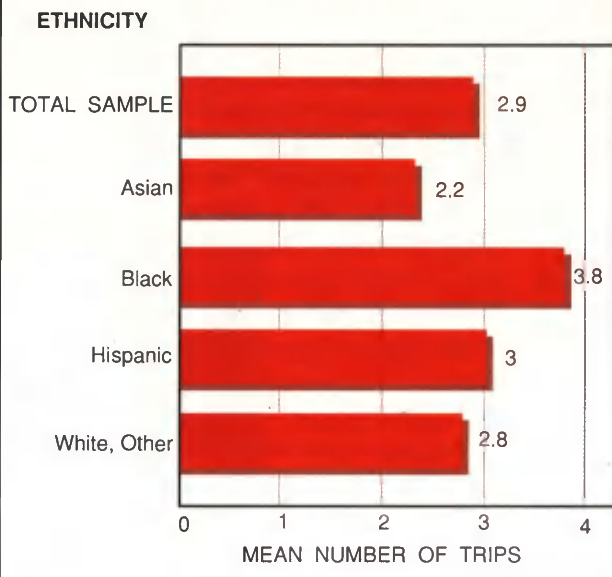
ferent consumers.”

Where do women shop?

Supermarkets were the stores most frequently shopped in the week prior to the survey (average 1.3 times weekly), followed by discount stores and then department and drug stores and warehouse clubs. Of note, discount stores remain important and warehouse clubs are growing in importance, fast becoming an everyday place to shop, especially for food.

The most striking difference in the types of stores shopped by ethnic group was among Black respondents who were conspicuous for the kinds of stores they did not shop. They were much less likely to shop in discount stores (28%) than Hispanics (51%), Whites (42%) or Asians (38%) and were less likely to have shopped in department stores or warehouse clubs, instead shopping predominantly in su-

**FREQUENCY OF SHOPPING THRIPS:
AVERAGE NUMBER OF TRIPS PER WEEK**



permarkets, averaging 1.7 times per week compared to 1.3 times for Asians, Hispanics, and Whites.

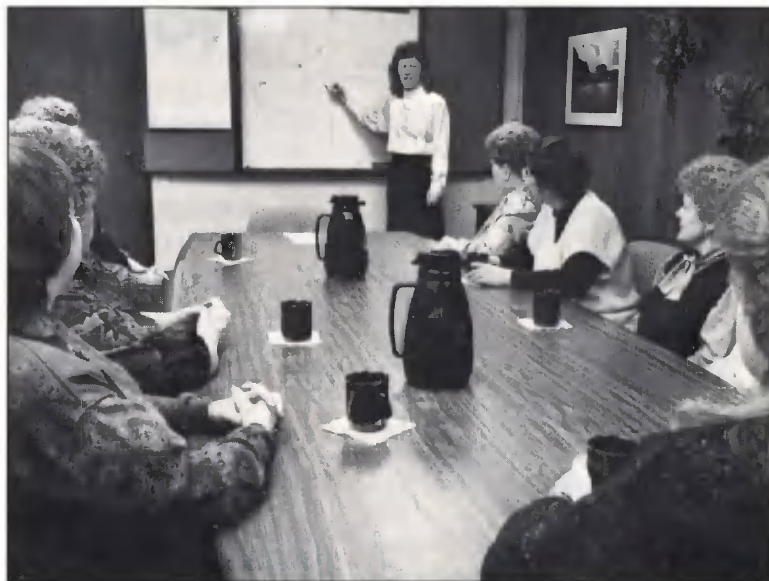
Asian, Hispanic, and White respondents were similar in the types of stores they shopped, with a few interesting

exceptions: Asians shopped department and off-price stores more than the other groups. Hispanic consumers shopped more at discount stores. Black consumers shopped more frequently than any other ethnic group, nearly four times per week. Hispanic and White consumers shopped approximately three times, while Asians shopped twice a week.

Food shopping was reported more frequently by Black respondents than by any other group. Black consumers bought more soft drinks than other groups, but fewer products overall, their purchases being largely confined to food. Asians bought more jewelry and domestics, and less toiletries than other groups. Hispanics bought more clothing, candy, household and baby products. White respondents bought more greeting cards and gift wrap, OTC drugs, and pet supplies. □

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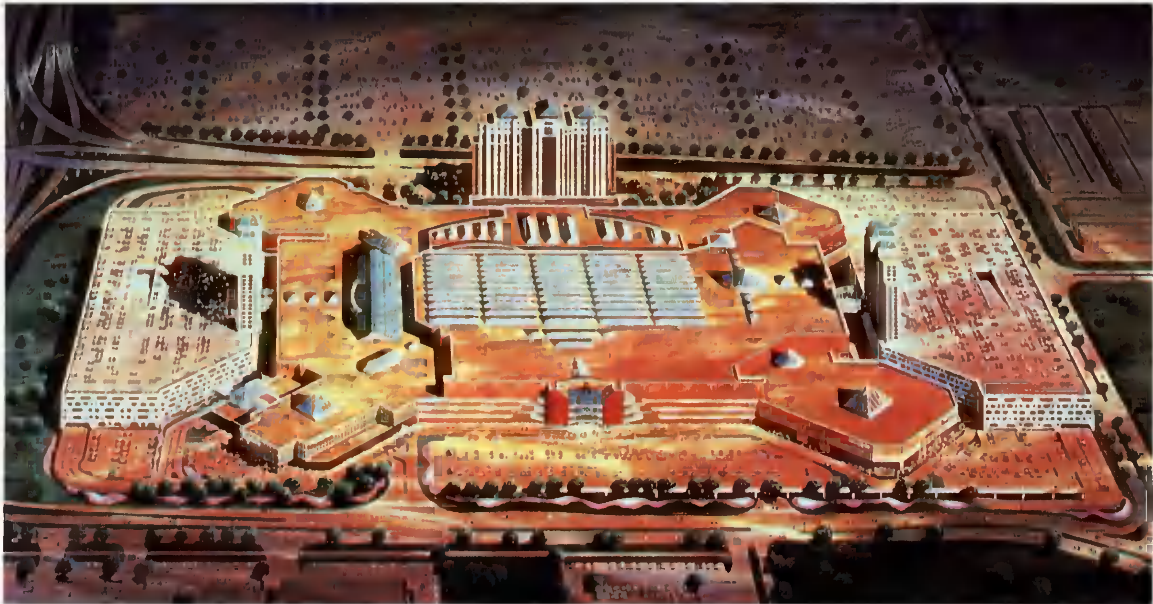


Rockwood Research

1751 West County Road B • St. Paul, MN 55113
Phone: 612-631-1977 • Fax: 612-631-8198

1992

DIRECTORY



Artist's conception courtesy of the Mall of America, Bloomington, Minnesota.

MALL RESEARCH FACILITIES

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CODES:

H HIGH INCOME
 M MIDDLE INCOME
 L LOW INCOME
 NA NOT AVAILABLE
 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 & Associates
 Eastwood Mall
 7703 Crestwood Blvd. -B400
 Birmingham, AL 35210
 Ph. 205-985-3099
 Fax 205-985-3066
 Contact: Jim Jager
 H-30% M-40% L-30%
 Stat.-7 1,2,3,4

Scotti Research, Inc.
 Brookwood Village Mall
 Birmingham, AL 35209
 Ph. 205-879-0268
 Fax 205-879-1058
 Contact: Nell Cain
 H-30% M-50% L-20%
 Stat.-6 2,3,4

GADSDEN

Polly Graham & Associates
 Gadsden Mall
 1001 Rainbow Drive
 Gadsden, AL 35901
 Ph. 205-985-3099
 Fax 205-985-3066
 Contact: Cindy Eanes
 H-20% M-40% L-40%
 Stat.-5 1,2,3

HUNTSVILLE

Polly Graham & Associates
 Madison Square Mall
 5901 University Dr., #111
 Huntsville, AL 35806
 Ph. 205-985-3099
 Fax 205-985-3066
 Contact: Cindy Eanes
 H-40% M-40 L-20%
 Stat.-4 2,3,4

MOBILE

Polly Graham & Associates
 Bel Aire Mall
 3289 Bel Aire Mall
 Mobile, AL 36606
 Ph. 205-985-3099
 Fax 205-985-3066
 Contact: Jim Jager
 H-25% M-50% L-25%
 Stat.-7 1,2,3,4

MONTGOMERY

Nolan Research
 Lecroy Shopping Village
 3661 Debby Dr.
 Montgomery, AL 36117
 Ph. 205-284-4164
 Contact: Deidra K. Nolan
 H-20% M-70% L-10%
 Stat.-2

ARIZONA**PHOENIX**

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

The Friedman Marketing Organization
 Consumer Opinion Center
 Paradise Valley Mall
 4550 E. Cactus
 Phoenix, AZ 85032
 Ph. 602-494-7813
 H-50% M-25% L-25%
 Stat.-10 1,2,3,4

The Friedman Marketing Organization
 Consumer Opinion Center
 Westridge Mall
 7611-118 W. Thomas Rd.
 Phoenix, AZ 85033
 Ph. 602-849-8080
 Fax 602-849-8083
 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
 Ph. 602-265-2890
 Fax 602-234-3955
 Contact: Vickie Casulas
 H-25% M-60% L-15%
 Stat.-8 1,2,3,4

Ruth Nelson Research Services/
 Arizona Market Research
 Metrocenter Mall
 9606 Metro Parkway East
 Phoenix, AZ 85051
 Ph. 602-997-7221
 Fax 602-678-7017
 Contact: Kim Niemi
 H-40% M-40% L-20%
 Stat.-8 1,2,3,4

Quick Test/Equipax
 Superstition Springs Mall
 Mesa, AZ 85206
 Ph. 602-985-2866
 Fax 602-985-6321
 Contact: Jean Marks
 H-15% M-60% L-25%
 Stat.-12 1,2,3,4

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

Valleywide Research, Inc.
 Santa Fe Square Mall
 1107 So. Gilbert Road, #110
 Mesa, AZ 85204
 Ph. 602-892-5583
 Fax 602-497-3272
 Contact: Sally Smith
 H-20% M-60% L-20%
 Stat.-4 2,4

TUCSON**Quality Controlled Services**

Tucson Mall, Space 183
 4500 North Oracle Box #360
 Tucson, AZ 85705
 Ph. 602-887-3502
 Fax 602-887-4480
 Contact: Annette Idso
 H-24% M-48% L-28%
 Stat.-8 1,2,3,
 (See advertisements on pp. 25, 45)

ARKANSAS**FORT SMITH**

Cunningham Field Services
 Central Mall #40-N
 Ft. Smith, AR 72903
 Ph. 904-484-5637
 Contact: Craig Cunningham
 Income-NA
 Stat.-6 1,2,3

LITTLE ROCK

Arkansas Answers, Inc.
 Southwest Mall
 I-30 & Geyer Springs
 Little Rock, AR 72209
 Ph. 501-568-0261
 Fax 501-562-1593
 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
 Ph. 501-535-1688
 Fax 501-535-1754
 H-25% M-50% L-25%
 Stat.-15 1,2,3,4



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CODES:

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

CALIFORNIA

EUREKA

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

FRESNO

Bartels Research
Clovis Towne Center
130 Shaw
Clovis, CA 93612
Ph. 209-298-7557
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
Ph. 209-226-3100
Fax 209-226-9354
Contact: Sherrie Hasday
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
Ph. 818-366-7332
Fax 818-366-8298
Contact: Iris Gross
H-60% M-35% L-5%
Stat.-NA 2

Adept Research, Inc.
Hawthorne Plaza
12270 Hawthorne Blvd.
Hawthorne, CA 90250
Ph. 818-366-7332
Fax 818-366-8298
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
Ph. 310-946-2176
Fax 310-944-4167
Contact: Danella Hawkins
H-10% M-60% L-30%
Stat.-7 1,2,3,4

Car-Lene Research, Inc.
Indian Hills Mall
Pomona, CA 91767
Ph. 714-623-4844
Contact: Danella 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
Ph. 310-371-5578
Fax 310-542-2669
Contact: Angie Abell
H-25% M-50% L-25%
Stat.-9 1,2,3,4

Cunningham Field Services
Stonewood Center Mall
328 Stonewood St., Suite G6
Downey, CA 90241
Ph. 310-861-2322
Contact: Luanna Bonsky
H-50% M-40% L-10%
Stat.-NA 1

Facts 'N Figures
Antelope Valley Mall
1233 West Ave., #701
Palmdale, CA 93551
Ph. 805-272-4888
Fax 805-272-5676
Contact: Steve Escoe
H-12% M-18% L-70%
Stat.-8 1,2,3,4

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

The Friedman Marketing Organization
Consumer Opinion Center
Buena Park Mall
8623 Buena Park Mall
Buena Park, CA 90620
Ph. 714-995-6000
Fax 714-995-0637
H-40% M-40% L-20%
Stat.-14 1,2,3,4

Heakin Research, Inc.
Fallbrook Mall Ste. 315
6633 Fallbrook Ave.
Canoga Park, CA 91307
Ph. 818-712-0660
Fax 818-712-9229
Contact: Gail Stutz
H-50% M-40% L-10%
Stat.-14 1,2,3,4

Los Angeles Mktg. Rsch. Associates
Laurel Plaza Mall
Laurel Canyon & Oxnard
N. Hollywood, CA 91602
Ph. 818-506-5544
Fax 818-762-5144
Contact: William Bilkiss
H-20% M-65% L-15%
Stat.-8 2,3,4

L.A. Research, Inc.
9010 Office Plaza, #109
9010 Reseda Blvd.
Northridge, CA 91324
Contact: Adrienne Goldbaum
Ph. 818-993-5500
Fax 818-993-5664
H-50% M-50% L-0%
Stat.-7 2,3,4

P.K.M. Mktg. Research Svces.
Whittwood Mall
15618-B Whittwood Lane
Whittier, CA 90603
Contact: Edie Koerner
Ph. 310-694-5634
Fax 310-947-6261
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
Ph. 310-633-7344
Fax 310-633-3791
Contact: Margaret Lien
H-20% M-70% L-10%
Stat.-NA 1,2,3
(See advertisements on pp. 25, 45)

Quick Test/Equifax
Long Beach Plaza
369 Long Beach Blvd.
Long Beach, CA 90802
Ph. 310-435-0888
Fax 310-436-9509
Contact: Ali Arastu
H-20% M-60% L-20%
Stat.-8 1,2,3,4

Santa Monica Surveys
Santa Monica Promenade
1334 Third Street, #303
Santa Monica, CA 90401
Contact: Denise Hebert
Ph. 310-394-7864
Fax 310-393-0248
H-35% M-50% L-15%
Stat.-6 1,3,4

So. California Interviewing Service
Encino Town Center
17200 Ventura Blvd.
Encino, CA 91316
Ph. 800-872-4022
Fax 818-783-8626
Contact: Ethel Brook
H-60% M-38% L-2%
Stat.-8 2,3,4

So. California Interviewing Service
Burbank Golden Mall
304 N. Golden Mall
Burbank, CA 91502
Ph. 818-843-6166
Fax 818-954-8261
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
Ph. 818-906-8036
Contact: Don Smith
Income: Middle to upper
Stat.-10 1,3,4

U.S. Research Company
2157 Montclair Plaza Lane
Montclair, CA 91763
Ph. 708-520-3600
Fax 708-520-3621
Contact: Susan Jouzapatitis
Income-Middle
Stat.-NA 1,2,3,4

ORANGE COUNTY

Ask Southern California, Inc.
F & M Plaza
1224 E. Katella, #100
Orange, CA 92667
Ph. 714-744-2744
Fax 714-744-2933
Contact: Sue Amidei
H-60% M-35% L-5%
Stat.-10 1,2,3,4

Assistance In Marketing/LA
Huntington Center Mall
7777 Edinger Avenue
Huntington Beach, CA 92647
Ph. 714-891-2440
Fax 714-898-1126
Contact: David Weinberg
H-60% M-30% L-10%
Stat.-8 1,2,3,4

Gikas International
East Anaheim Center Center
2146 E. Lincoln
Anaheim, CA 92806
Ph. 714-778-2910
Fax 714-778-4937
Contact: Nanci Kleinschmit
H-20% M-50% L-30%
Stat.-6 1,2,3

The Question Shop, Inc.
Nohl Plaza
1500 E. Lincoln Ave.
Orange, CA 92665
Ph. 714-974-8020
Fax 714-974-6968
Contact: Ryan Reasor
H-50% M-40% L-10%
Stat.-NA 1,2,3,4

U.S. Research Company
Mission Viejo Mall, Store #65
27000 Crown Valley Parkway
Mission Viejo, CA 92691
Ph. 708-520-3600
Fax 708-520-3621
Contact: Susan Jouzapatitis
Income-High
Stat.-NA 1,2,3

RIVERSIDE/ SAN BERNARDINO

Field Management Associates
Riverside Plaza #3601
Riverside, CA 92506
Ph. 714-369-0800
Fax 714-369-0957
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
Ph. 714-358-0300
Fax 714-358-0309
Contact: Adrienne Goldbaum
H-35% M-55% L-10%
Stat.-8 2,3,4

Quality Controlled Services

Inland Center Mall
400A Inland Center Drive
San Bernardino, CA 92408
Ph. 714-888-3797
Fax 714-387-0874
Contact: Maxine Barbee
H-30% M-60% L-10%
Stat.-NA 1,2,3,4
(See advertisements on pp. 25, 45)

SACRAMENTO

Heakin Research, Inc.
Arden Fair Mall
1689 Arden Way, #1281
Sacramento, CA 95815
Ph. 916-920-1361
Fax 916-920-1371
Contact: Nancy Cunningham
H-19% M-56% L-25%
Stat.-13 1,2,3,4

SALINAS

The Friedman Marketing Organization
Consumer Opinion Center
Northridge Mall
Hwy. 101 & Boronda Rd.
Salinas, CA 93906
Ph. 408-449-7921
Fax 408-449-0187
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
Ph. 619-268-4800
Fax 619-268-4892
Contact: Arline M. Lowenthal
H-20% M-55% L-25%
Stat.-7 1,2,3,4
(See advertisement on p. 47)

Jagorda Interviewing Svcs., Inc.
Spring Valley Shopping Center
3615 Kearny Villa Rd., #111
San Diego, CA 92123
Ph. 619-573-0330
Fax 619-573-0538
Contact: Gerald Jagorda
H-10% M-70% L-20%
Stat.-6 1,2,3

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CODES:

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

Novick Ayres Corp.
 El Camino North/Vista Way
 Oceanside, CA 92054
 Ph. 619-967-1307
 Fax 619-967-4143
 Contact: Sue Novick
 H-15% M-70% L-15%
 Stat.-6 2,4

San Diego Surveys
 Point Loma Mall
 3689 Midway Drive, #D
 Point Loma, CA 92110
 Ph. 619-224-3113
 Fax 619-582-1562
 Contact: Jean Van Arsdale
 H-25% M-65% L-10%
 Stat.-6 1,2,3,4

SAN FRANCISCO

Car-Lene Research
 Stonestown Galleria
 3521 20th Ave.
 San Francisco, CA 94132
 Ph. 415-566-9925
 Fax 415-566-9929
 Contact: Tracy Bills
 H-25% M-50% L-25%
 Stat.-5 1,2,3,4

The Friedman Marketing Organization
 Consumer Opinion Center
 5820 Northgate Mall
 San Raphael, CA 94903
 Ph. 415-472-5394
 Fax 415-472-5477
 H-50% M-40% L-10%
 Stat.-13 1,2,3,4

Field Management Associates
 El Cerrito Plaza #400
 El Cerrito, CA 94530
 Ph. 510-527-8030
 Fax 510-524-0277
 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
 Ph. 415-278-2200
 Fax 510-278-6737
 Contact: Robert Kramer
 H-20% M-60% L-20%
 Stat.-30 1,2,3,4

Heakin Research, Inc.
 Vallco Fashion Park, Ste. 2031
 10123 No. Wolfe Rd.
 Cupertino, CA 95014
 Ph. 408-253-4690
 Fax 409-253-6647
 Contact: Linda Pedroncelli
 H-50% M-37% L-13%
 Stat.-6 1,2,3,4

MSI Hillsdale
 Hillsdale Mall #14
 San Mateo, CA 94403
 Ph. 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
 Ph. 510-757-4200
 Fax 510-757-5744
 Contact: Paul Valdez
 H-10% M-40% L-50%
 Stat.-5 1,2,3,4

Nichols Research, Inc.
 1155 NewPark Mall
 Newark, CA 94560
 Ph. 510-794-2990
 Fax 510-794-3471
 Contact: Cheryl Blumenthal
 H-30% M-55% L-15%
 Stat.-10 1,2,3,4

Nichols Research
 The Fremont Hub
 39146 Fremont Hub
 Fremont, CA 94538
 Ph. 510-796-7202
 Contact: Jane Rosen
 H-30% M-60% L-10%
 Stat.-5

Quick Test/Equifax
 Southland Mall, #203
 Hayward, CA 94545
 Ph. 415-785-4650
 Fax 415-785-0641
 Contact: Sue Gomez
 H-20% M-60% L-20%
 Stat.-6 1,2,3,4

Quick Test/Equifax
 Serramonte Center #8-D
 Daly City, CA 94015
 Ph. 415-992-9300
 Fax 415-992-2144
 Contact: Jeanne Coddington
 H-35% M-50% L-15%
 Stat.-6 1,2,3,4

Margaret Yarbrough & Associates
 South Shore Center
 415 Otis Drive
 Alameda, CA 94501
 Ph. 510-521-6900
 Fax 510-521-2130
 Contact: Margaret Yarbrough
 H-60% M-30% L-10%
 Stat.-4 1,2,3

COLORADO**COLORADO SPRINGS**

Brewer Research
 Citadel Mall
 750 Citadel Dr. E.
 Colorado Springs, CO 80909
 Contact: Esther Brewer
 Ph. 719-597-9869
 Fax 719-597-9869
 H-15% M-70% L-15%
 Stat.-5 1,2,3,4

Consumer Pulse of Colorado Springs
 The Citadel Mall, #1084
 750 Citadel Drive East
 Colorado Springs, CO 80909
 Ph. 719-596-6933
 Fax 719-596-6935
 Contact: Mike Hrin
 H-20% M-60% L-20%
 Stat.-9 1,2,3

Barbara Prince Associates, Inc.
 Mall of the Bluffs
 3650 Austin Bluff Pkwy. #169
 Colorado Springs, CO 80918
 Ph. 719-594-9192
 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
 Ph. 708-520-3600
 Fax 708-520-3621
 Contact: Susan Jouzapatitis
 Income-Middle
 Stat.-NA 1,2,3,4

DENVER

Bennett Research, Inc.
 Aurora Mall
 14200 Alameda Ave.
 Aurora, CO 80012
 Ph. 303-341-1211
 Fax 303-341-4469
 Contact: Karen Allen, Mall Mgr.
 H-40% M-50% L-10%
 Stat.-NA 1,2,3,4
 (See advertisements on pp. 57, 59)

Consumer Pulse of Denver
 Thornton Town Center, #105
 10001 Grant Street
 Thornton, CO 80229
 Ph. 303-280-9747
 Fax 303-280-9744
 Contact: Karin Hendersin
 H-10% M-65% L-25%
 Stat.-10 1,2,3

The Friedman Marketing Organization
 Consumer Opinion Center
 Crossroads Mall, Ste. 277
 1600 28th St.
 Boulder, CO 80301
 Ph. 303-449-4632
 Fax 303-449-1484
 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
Ph. 303-972-8734
Fax 303-933-0476
H-20% M-60% L-20%
Stat.-14 1,2,3,4

Gikas International
Cinderella City Mall
701 W. Hampden Ave., #215
Englewood, CO 80110
Ph. 303-789-0565
Fax 303-789-0573
Contact: Dunlap Scott
H-20% M-55% L-25%
Stat-NA 1,2,3,4

Ruth Nelson Research Services/
Colorado Market Research
Buckingham Square
1335 So. Joliet
Aurora, CO 80012
Ph. 303-750-0290
Fax 303-750-9573
Contact: Sally Phelps
H-20% M-50% L-30%
Stat.-8 1,2,3,4

Ruth Nelson Research Services/
Colorado Market Research
Westminster Mall
5513 West 88th Avenue
Westminster, CO 80030
Ph. 303-426-1840
Fax 303-426-1899
Contact: Roxie Crow
H-40% M-50% L-10%
Stat.-8 1,2,3,4

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

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

Quick Test/Equifax
Villa Italia Mall, #203
Lakewood, CO 80226
Ph. 303-937-0144
Fax 303-937-0502
Contact: Mark Smith
H-20% M-70% L-10%
Stat.-81,2,3,4

CONNECTICUT

BRIDGEPORT

Firm Facts Interviewing
Hi Ho Center
303 State Street
Bridgeport, CT 06604
Ph. 203-375-4666
Fax 203-375-6034
Contact: Harriet Quint
H-20% M-40% L-40%
Stat.-10 1,2,3

J.B. Martin Interviewing Svces.
Ansonia Mall
Main Street
Ansonia, CT 06403
Ph. 203-371-4158
Fax 203-371-5001
Contact: Joan Martin
H-15% M-55% L-30%
Stat.-4 1,2

J. B. Martin Interviewing Svces.
Hawley Lane Mall
1 Hawley Lane
Trumbull, CT 06611
Ph. 203-377-6838
Contact: Joan Martin
H-30% M-60% L-10%
Stat. -5

DANBURY

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

HARTFORD

E-Z Interviewing & Marketing Svces.
Bristol Center Mall
100 North Main St.
Bristol, CT 06010
Ph. 203-673-7067
Fax 203-673-7568
Contact: Victoria Roy
H-25% M-50% L-25%
Stat.-4 1,3

NEW HAVEN

Firms Facts Interviewing
Chapel Square Mall
900 Chapel Street
New Haven, CT 06510
Ph. 203-777-8002
Contact: Harriet Quint
H-33% M-35% L-32%
Stat.-8 1,2,3

DISTRICT OF COLUMBIA

Consumer Pulse of Washington
The Mall At Manassas
8300 Sudley Road
Manassas, VA 22110
Ph. 703-368-5544
Fax 703-368-7709
Contact: Alyce Walker
H-15% M-70% L-15%
Stat.-8 1,2,3,4

Heakin Research, Inc.
Laurel Centre
14882 Baltimore/Washington Blvd.
Laurel, MD 20707
Ph. 301-776-9800
Fax 301-725-6687
Contact: Randi Stone
H-23% M-43% L-34%
Stat.-6 1,2,3,4

Olchak Market Research
Beltway Plaza Mall
6194 Greenbelt Road
Greenbelt, MD 20770
Ph. 301-441-4660
Fax 301-474-4307
Contact: Jill L. Siegel
H-20% M-60% L-20%
Stat.-5 2,3,4

Quality Controlled Services

Springfield Mall
6691-B Springfield Mall
Springfield, VA 22150
Ph. 703-971-6717
Fax 703-922-5946
Contact: Cynthia Dunn
H-40% M-50% L-10%
Stat.-NA 1,2,3,4
(See advertisements on pp. 25, 45)

Shugoll Research
Montgomery Mall
7101 Democracy Blvd., #1014
Bethesda, MD 20817
Ph. 301-469-5884
Fax 301-469-0588
Contact: Karen Guss
H-45% M-45% L-10%
Stat.-4 1,2

Shugoll Research
Ballston Common
4238 Wilson Blvd., #3122
Arlington, VA 22203
Ph. 703-841-2414
Fax 703-841-2422
Contact: Susie Strite
H-45% M-45% L-10%
Stat.-4 1,2

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

CODES:

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

FLORIDA**BRADENTON**

Mid-America Research, Inc.
 De Soto Square Mall
 303 US 301 Blvd. West #811
 Bradenton, FL 34205
 Ph. 813-746-1849
 Fax 813-746-6157
 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
 Ph. 904-258-3906
 Contact: Mary Cunningham
 H-30% M-60% L-10%
 Stat.-5 1,2,3,4

FORT LAUDERDALE

Alenik Field Services
 The Festival Mall
 2900 W. Sample Rd.
 Ft. Lauderdale, FL 33060
 Ph. 305-755-2222
 Fax 305-755-2559
 Contact: Beatrice Alenik
 Income-NA
 Stat.-NA

Alenik Field Services
 Lauderhill Mall
 State Road 7
 Lauderhill, FL 33313
 Ph. 305-755-2222
 Fax 305-755-2559
 Contact: Beatrice Alenik
 Income-NA
 Stat.-NA

Heakin Research, Inc.
 Coral Square Mall
 9569 W. Atlantic Blvd.
 Coral Springs, FL 33071
 Ph. 305-753-4466
 Fax 305-753-4981
 Contact: Linda Boneville
 H-30% M-60% L-10%
 Stat.-14 2,3,4

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

Barbara Prince Associates, Inc.
 Coral Ridge Mall, #205
 3200 N. Federal Hwy.
 Ft. Lauderdale, FL 33306
 Ph. 305-565-4185
 Fax 305-565-8061
 Contact: Barbara Prince
 H-20% M-60% L-20%
 Stat.-6 1,2,3,4

Weitzman & Philip, Inc.
 Hollywood Mall
 3251 Hollywood Blvd., Ste. 262
 Hollywood, FL 33021
 Ph. 305-653-6323
 Fax 305-653-4016
 Contact: Joan Starr
 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
 Ph. 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, Inc.
 Regency Square Mall
 9501 Arlington Expy./Ste. 310A
 Jacksonville, FL 32225
 Ph. 904-725-8407
 Fax 904-725-2911
 Contact: Terri Lawhon
 H-34% M-53% L-13%
 Stat.-12 1,2,3,4

Irwin Research Services, Inc.
 Orange Park Mall
 1910 Wells Rd./Ste. A1.1
 Orange Park, FL 32073
 Ph. 904-269-7956
 Fax 904-269-8766
 Contact: Debi Britton
 H-17% M-63% L-20%
 Stat.-10 1,2,3,4

Irwin Research Services, Inc.
 The Avenues Mall
 19300 Southside Blvd. #168
 Jacksonville, FL 32256
 Ph. 904-363-1480
 Fax 904-363-1682
 Contact: Dean Serbezoff
 H-30% M-60% L-10%
 Stat.-10 1,2,3

MELBOURNE

Quick Test/Equifax
 Melbourne Square Mall
 1700 W. New Haven Ave., Ste. 577
 Melbourne, FL 32904
 Ph. 407-729-9809
 Fax 407-729-9551
 Contact: Lori Ryan
 H-20% M-60% L-20%
 Stat.-10 1,2,3,4

MIAMI

Jean M. Light Interviewing Service
 163rd. St. Shopping Mall
 1281 NE 163rd Street
 Miami, FL 33162
 Ph. 305-264-5780
 Fax 305-264-6419
 Contact: Jean Light
 H-50% M-45% L-5%
 Stat.-6 1,2,3

Jean M. Light Interviewing Service
 Miami International Mall
 1455 N.W. 107 Avenue
 Miami, FL 33174
 Ph. 305-264-5780
 Fax 305-264-6419
 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
 Ph. 305-945-9390
 Contact: Mary Rife
 H-20% M-60% L-20%
 Stat.-8 2,3,4
 (See advertisement on p. 10)

Weitzman & Philip, Inc
 California Club Mall
 850 Ives Dairy Road
 Miami, FL 33179
 Ph. 305-653-6323
 Fax 305-653-4016
 Contact: Joan Starr
 H-25% M-60% L-15%
 Stat.-12 1,2,3,4

ORLANDO

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

Car-Lene Research, Inc.
 Colonial Plaza Mall
 2650 E. Colonial Drive, #49
 Orlando, FL 32803
 Ph. 407-894-7552
 Contact: Justine VanKleefs
 H-25% M-60% L-15%
 Stat.-6 1,2

Quick Test/Equifax
Lake Square Mall
U.S. Hwy 441
Leesburg, FL 34788
Ph. 904-365-0505
Fax 904-365-2005
Contact: Lucille Slowey
H-9% M-66% L-25%
Stat-NA 1,2,3,4

U.S. Research Company
Altamonte Mall
521 Altamonte Ave.
Altamonte Springs, FL 32701
Ph. 407-830-4542
Fax 407-830-6064
Contact: Ellen Shamblin
H-35% M-55% L-10%
Stat.-10 1,2,3,4

U.S. Research Company
Florida Mall, Rm. 422
8001 So. Orange Blossom Tr.
Orlando, FL 32809
Ph. 407-830-4542
Fax 407-830-6064
Contact: Ellen Shamblin
H-30% M-55% L-15%
Stat.-10 1,2,3,4

PENSACOLA

Sand Dollar Research, Inc.
Cordova Mall
5100 N. 9th Ave. M1209
Pensacola, FL 32504
Ph. 904-478-9274
Fax 904-476-4450
Contact: Charles Graham
H-60% M-30% L-10%
Stat.-6 1,2,3,4

SARASOTA

Starr Research
Sarasota Square Mall
8201 So. Tamiami Trail
Sarasota, FL 34238
Ph. 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
Ph. 904-385-4399
Fax 904-385-3481
H-25% M-50% L-25%
Stat.-9 1,2,3,4

TAMPA/

ST. PETERSBURG

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

Adam Market Research, Inc.
University Square Mall
2200 E. Fowler Ave., #390
Tampa, FL 33612
Ph. 813-875-4005
Fax 813-875-4055
Contact: Mark Siegel
H-30% M-40% L-30%
Stat.-7 1,2,3

Car-Lene Research
Pinellas Square Mall
7200 U.S. Highway 19
Pinellas Park, FL 34665
Ph. 813-526-0113
Contact: Esmie Smith-George
H-14% M-36% L-50%
Stat.-8 1,2,3,4

DataSource

Eastlake Square Mall
5701 E. Hillsborough Avenue
Tampa, FL 33610
Ph. 813-623-1774
Fax 813-623-6898
Contact: Cathy DeFazio
H-31% M-57% L-12%
Stat.-12 1,2,3

Gulf Coast Research
Tampa Bay Ctr. Mall
3302 W. Buffalo Ave., #1037A
Tampa, FL 33607
Ph. 813-871-2516
Fax 813-874-0792
Contact: Eva Hughes
H-25% M-60% L-15%
Stat.-5 1,2,3,4

IDD Market Research, Inc.
Sunshine Mall
#40 Sunshine Mall
Tampa, FL 33612
Ph. 813-884-0088
Contact: Isabel Dunn
H-30% M-55% L-15%
Stat.-NA 1,2,3,4

Quick Test/Equifax
Gulf View Square Mall
9409 US Hwy. 19 North, Ste. 709
Port Richey, FL 34668
Ph. 813-847-222
Fax 813-842-8541
Contact: Bessie Zantopoulos
Income-NA
Stat.-NA 1,2,3

U.S. Research Company
Tyrone Square Mall
6901 22nd Ave. N., #698
St. Petersburg, FL 33710
Ph. 407-830-4545
Fax 407-830-6064
Contact: Ellen Shamblin
Income-Middle
Stat.-N-A 1,2,3,4

GEORGIA

ATHENS

Jackson Associates, Inc.
Georgia Square
3700 Atlanta Highway
Athens, GA 30610
Ph. 404-394-8700
Fax 706-546-7518
Contact: Marisa Pope
H-20% M-50% L-30%
Stat.-7 1,2
(See advertisement on p. 52)

ATLANTA

Car-Lene Research, Inc.
Market Square Mall
2050 Lawrenceville Hwy.
Decatur, GA 30033
Ph. 404-728-8810
Fax 404-633-9841
Contact: Brenda Hogan
H-30% M-60% L-10%
Stat.-4 1,2,3,4

Heakin Research, Inc.
331 Shannon Mall
Union City, GA 30291
Ph. 404-964-9634
Fax 404-964-9665
Contact: Brad McDonald
H-30% M-60% L-10%
Stat.-8 1,2,3,4

Heakin Research, Inc.
Gwinett Place Mall
2100 Pleasant Hill Rd.
Duluth, GA 30136
Ph. 404-476-0714
Fax 404-476-3194
Contact: Teri Williams
Income-N.A.
Stat.-10 1,2,3,4

Jackson Associates, Inc.
Southlake Mall, #2443
Morrow, GA 30260
Ph. 404-394-8700
Fax 404-968-3660
Contact: Marisa Pope
H-40% M-35% L-25%
Stat.-6 1,3,4
(See advertisement on p. 52)

MacConnell Research Services
Greenbrier Mall
2841 Greenbrier Pkwy. S.W.
Atlanta, GA 30331
Ph. 404-451-6236
Fax 404-451-6184
H-30% M-40% L-30%
Stat.-10 1,2,3

MacConnell Research Services
Roswell Mall
608 Holcomb Bridge Rd.
Roswell, GA 30076
Ph. 404-451-6236
Fax 404-451-6184
H-30% M-50% L-20%
Stat.-8 1,3

Welcome to the South!



Because Jackson Associates
has permanent mall facilities in
Atlanta, Charlotte, and Nashville
we are now, more than ever, the service
to call when you need a southern market.

- *mall intercepts/pre-recruits*
- *focus groups*
- *mystery shops*
- *taste tests*
- *CRT interviews*
- *executive interviews*

For complete details contact
Marisa Pope - Director of Mall Operations
or Margaret Hicks - President
(404) 394-8700.

**Jackson
Associates
Inc.**

*"Opening new
doors for you."*

MacConnell Research Services
Four Seasons Mall
2200 So. Cobb Drive
Smyrna, GA 30080
Ph. 404-333-6127
Fax 404-451-6184
H-10% M-60% L-30%
Stat.-6 1,3

Mid-America Research, Inc.
Lenox Square Mall
3393 Peachtree Road
Atlanta, GA 30326
Ph. 404-261-8011
Fax 404-261-5576
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
Ph. 404-493-1403
Fax 404-493-9050
Contact: Bettie Hutchinson
H-19% M-76% L-5%
Stat.-12 1,2,3,4

Quick Test/Equipax
Cobb Town Center, Ste. 272
400 Ernest Barret Pkwy.
Kennesaw, GA 30144
Ph. 404-423-0884
Fax 404-424-5354
Contact: Barry McCoy
H-10% M-65% L-25%
Stat.-8 1,2,3,4

John Stolzberg Market Research
Outlets Limited Mall
750 George Busbee Pkwy
Kennesaw, GA 30144
Ph. 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
Ph. 404-321-1770
Fax 404-636-3037
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
Ph. 404-321-1770
Fax 404-636-3037
Contact: Judy Tannenbaum
H-50% M-40% L-10%
Stat.-7 2,3

GAINESVILLE

Jackson Associates, Inc.
Lakeshore Mall
1285 W. Washington Street
Gainesville, GA 30501
Ph. 404-394-8700
Fax 404-536-2065
Contact: Marisa Pope
H-40% M-30% L-30%
Stat.-10 1,2,3,4
(See advertisement on p. 52)

IDAHO

BOISE

Consumer Opinion Services, Inc.

Boise Town Square
350 No. Milwaukee St.
Boise, ID 83788
Ph. 206-241-6050
Contact: Robert Corbin
H-15% M-70% L-15%
Stat.-9 1,2,3
(See advertisement on p. 73)

ILLINOIS

CHICAGO

Assistance In Marketing
1140 Spring Hill Mall
Dundee, IL 60118
Ph. 708-428-0885
Fax 708-428-4554
Contact: Kara Kunkel
H-51% M-35% L-14%
Stat.-20 1,2,3,4

Baxter Research
North Park Mall
270 W. North Ave.
Villa Park, IL 60181
Ph. 708-832-2625
Contact: Alice Baxter
H-10% M-70% L-20%
Stat.-3 2,3,4

Bryles Survey Service
Bremontown Mall
6847 159th Street
Tinley Park, IL 60477
Ph. 708-532-6800
Fax 708-532-1880
Contact: Robert Bryles
Income-NA
Stat.-6 1,2,3

Bryles Survey Service
Washington Square Mall
17735 So. Halsted
Homewood, IL 60430
Ph. 708-799-7400
Fax 708-798-5848
Contact: Robert Bryles
Income-NA
Stat.-8 2,4

Bryles Survey Service
Orland Park Place Mall
227 Orland Park Place
Orland Park, IL 60462
Ph. 708-403-0300
Fax 708-403-0301
Contact: Robert Bryles
Income-NA
Stat.-10 1,2,4

Bryles Survey Service
Century Mall
8275 Broadway
Merrillville, IN 46410
Ph. 219-769-7380
Fax 219-736-0936
Contact: Robert Bryles
Income-NA
Stat.-6 1,2

Car-Lene Research, Inc.
Northbrook Court, #1187
Northbrook, IL 60062
Ph. 708-498-1305
Contact: Marlene Colby
H-40% M-60% L-0%
Stat.-8 2,3,4

Car-Lene Research, Inc.
Deerbrook Mall
188 So. Waukegan Rd.
Deerfield, IL 60015
Ph. 708-564-1454
Fax 708-564-3113
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
Ph. 708-394-9411
Fax 708-394-0001
Contact: Deanna Kohn
H-30% M-50% L-20%
Stat.-10 1,2,3,4

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

Facts In Focus, Inc.
Fox Valley Center
2260 Fox Valley Center
Aurora, IL 60505
Ph. 708-898-2166
Fax 708-898-2172
Contact: Anne O'Connor
H-40% M-55% L-5%
Stat.-12 2,3,4

Heakin Research, Inc.
North Riverside Mall
7501 W. Cermak Road
No. Riverside, IL 60546
Ph. 708-447-9208
Fax 708-447-9268
Contact: Chris Bowers
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
Ph. 815-439-2053
Fax 815-439-2162
Contact: Tracey Dearth
H-34% M-28% L-38%
Stat.-8 1,2,3,4

Heakin Research, Inc.
Jefferson Square Mall
2450 W. Jefferson
Joliet, IL 60436
Ph. 815-729-0595
Fax 815-729-3846
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
Ph. 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
Ph. 708-349-0888
Fax 708-349-9407
Contact: Denise Allaway
H-24% M-63% L-14%
Stat.-12 1,2,3,4

Precision Field Services, Inc.
Gurnee Mills Mall
6170 West Grand Ave., Suite 588
Gurnee, IL 60031
Ph. 708-855-1115
Fax 708-855-1116
Contact: Scott Adleman
H-40% M-40% L-20%
Stat.-14 1,2,3,4

Quality Controlled Services

Stratford Square Mall
424 Stratford Square
Bloomington, IL 60108
Ph. 708-924-0285
Fax 708-924-7442
Contact: Marge McMahon
H-46% M-38% L-16%
Stat.-4 1,2,3,4
(See advertisements on pp. 25, 45)

Quality Controlled Services

Harlem-Irving Mall
4192 Harlem Ave.
Norridge, IL 60634
Ph. 708-452-7660
Fax 708-452-9865
H-10% M-75% L-15%
Stat.-Variable 1,2,3,4
(See advertisements on pp. 25, 45)

CODES:

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

Quick Test/Equifax
 Ford City Mall
 7601 S. Cicero Avenue
 Chicago, IL 60652
 Ph. 312-581-9400
 Fax 312-581-9758
 Contact: Gerri Etzkron
 H-5% M-75% L-20%
 Stat.-8 1,2,3,4

Quick Test/Equifax
 429 Hawthorn Center
 Vernon Hills, IL 60061
 Ph. 708-367-0036
 Fax 708-367-4863
 Contact: Sandy Lewis
 H-60% M-30% L-10%
 Stat.-91,2,3,4

Survey Center, Inc.
 Hickory Hills Square
 9638 So. Roberts Rd.
 Hickory Hills, IL 60457
 Ph. 312-321-8100
 Fax 312-321-8110
 Contact: Leslie Levin
 H-20% M-50% L-30%
 Stat.-15 1,3

Survey Center, Inc.
 North Pier Mall
 455 E. Illinois St.
 Chicago, IL 60611
 Ph. 312-321-8100
 Fax 312-321-8110
 Contact: Leslie Levin
 H-40% M-50% L-10%
 Stat.-5 1,2,3,4

Time N Talent, Inc.
 Meadows Town Mall
 1400 E. Golf Road
 Rolling Meadows, IL 60008
 Ph. 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
 Charlestowne Centre Mall #C221
 St. Charles, IL 60174
 Ph. 708-377-7020
 Fax 708-520-3621
 Contact: Susan Jouzapaitis
 Income-NA
 Stat.-NA

PEORIA

Scotti Research, Inc.
 Northwoods Mall
 Peoria, IL 61613
 Ph. 309-673-6194
 Fax 309-673-5942
 Contact: Nancy Matheis
 H-25% M-50% L-25%
 Stat.-5 2,3,4

INDIANA**EVANSVILLE**

Gore Research & Associates
 Eastland Mall
 800 Green River Rd.
 Evansville, IN 47715
 Ph. 812-422-3221
 Fax 812-421-4084
 Contact: Sharon Adams
 H-8% M-47% L-45%
 Stat.-9 2,3

Product Acceptance & Research(PAR)
 1139 Washington Square Mall
 Evansville, IN 47715
 Ph. 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
 Ph. 219-483-2884
 Fax 219-482-5503
 Contact: Linda Hammer
 H-30% M-60% L-10%
 Stat.-6 1,2,3,4

INDIANAPOLIS

DataSource
 Castleton Square Mall
 8004 Castleway Dr.
 Indianapolis, IN 46250
 Ph. 800-800-8370
 Fax 317-576-5438
 Contact: Marlene Brewer
 H-37% M-43% L-20%
 Stat.-10 1,2,3

Herron Associates, Inc.
 Greenwood Park #C-26
 1251 U.S. 31 North
 Greenwood, IN 46142
 Ph. 317-882-3800
 Fax 317-882-4716
 Contact: Janie McMurtrey
 H-20% M-60% L-20%
 Stat.-12 1,2,3,4

Herron Associates, Inc.
 Washington Square Ste 402
 10202 E. Washington St.
 Indianapolis, IN 46229
 Ph. 317-882-3800
 Fax 317-897-8265
 Contact: Paul Jorgensen
 H-15% M-65% L-20%
 Stat.-13 1,2,3,4

Jackson & Jackson Research, Inc.
 Fair Oaks Mall
 5144 Madison Ave., Ste. 9
 Indianapolis, IN 46227
 Ph. 317-782-3066
 Fax 317-788-3165
 Contact: Janet Jackson
 H-15% M-71% L-14%
 Stat.-6 1,2,3,4

IOWA**COUNCIL BLUFFS**
(See Omaha, NE)**DES MOINES**

The Friedman Marketing Organization
 Consumer Opinion Center
 Southridge Mall
 1111 E. Army Post Rd.
 Des Moines, IA 50315
 Ph. 515-285-9601
 H-30% M-55% L-15%
 Stat.-15 1,2,3,4

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

Per Mar Research Corp.
 Merle Hay Mall, #423
 3800 Merle Hay Road
 Des Moines, IA 50310
 Ph. 515-270-1703
 Fax 515-255-3664
 Contact: Mary Vortherms
 Income-NA
 Stat.-6 1

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

Quality Controlled Services
 Westridge Mall
 1801 Southwest Wanamaker
 Topeka, KS 66604
 Ph. 913-273-0091
 Fax 913-273-0554
 Contact: Debbie Bruce
 H-30% M-60% L-10%
 Stat.-6 1,2,3

(See advertisements on pp. 25, 45)

WICHITA

Data Net, Inc.
Towne East Square
7700 E. Kellogg, #231
Wichita, KS 67207
Ph. 316-682-6655
Fax 316-682-6664
Contact: Thelma Meyers
H-35% M-50% L-15%
Stat.-9 1,2,3,4

Midwest Research Services
Pawnee Plaza Mall
501 E. Pawnee, #510
Wichita, KS 67211
Ph. 316-264-1485
Fax 316-264-1812
Contact: Linda Stiles
H-2% M-90% L-6%
Stat.-7 2,3,4

U.S. Research Company
Towne West Square, Store #804
Wichita, KS 67209
Ph. 708-520-3600
Fax 708-520-3621
Contact: Susan Jouzapaitis
Income-Middle
Stat.-NA 1,2,3,4

KENTUCKY

LOUISVILLE

MRK, Inc.
Mid City Mall
1250 Bardstown Rd.
Louisville, KY 40204
Ph. 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
Ph. 502-451-1971
Fax 502-451-3940
Contact: Michael Bodi
H-15% M-60% L-25%
Stat.-10 1,2,3,4

Fangman Stevens Research, Inc.
Greentree Mall
Highway 131
Clarksville, IN 47130
Ph. 502-456-5300
Fax 502-456-2404
Contact: Allen 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

Ph. 800-848-2555
Fax 504-925-9990
Contact: Robert Landsberger
H-20% M-70% L-10%
Stat.-6 1,2,3,4

New Orleans is a unique market. You need a knowledgeable home based field service; not some national company based elsewhere. Call the leader, Gulf State Research; for mall intercepts, and all other services.
(See advertisement on p. 56)

NEW ORLEANS

The Friedman Marketing Organization
Consumer Opinion Center
Belle Promenade Mall
1701 Barataria Blvd.
Marrero, LA 70072
Ph. 504-340-0972
Fax 504-341-4264
H-25% M-50% L-25%
Stat.-14 1,2,3,4

Quirk's MARKETING RESEARCH Review

offers you a chance to make history...

...a case history, that is.

In each issue of QMRR we present case history examples of successful research projects, examining the goals behind the project, its methodologies and how the research results were used to launch a new product, improve service, or fine-tune an advertising campaign, for example.

We're now planning the next several issues of QMRR and we're seeking research projects to profile. If your company or organization has a research project that would make an interesting case history, we want to cover it!

Stories can be developed in two ways: someone from your firm can write the article or a QMRR writer can conduct the necessary interviews by phone and then write a draft of the story. Because the case histories may touch on sensitive information, we allow interviewees to read a draft of a QMRR staff-written story before it goes to press. Please contact Joseph Rydholm, managing editor, for more information, editorial guidelines, or to discuss a story idea.

Quirk's Marketing Research Review
P.O. Box 23536
Minneapolis, MN 55423
Ph./fax 612-861-8051

CODES:

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

Gulf States Research Center
Clearview Shopping Mall
4436 Veterans Memorial Hwy.
Metairie, LA 70006
Ph. 800-848-2555
Fax 504-925-9990
Contact: Robert Landsberger
H-40% M-30% L-30%
Stat.-6 1,2,3

Gulf State Research in Baton Rouge is the only field service with permanent mall facilities. We also have focus group facilities, 30 WATS lines and over 30 years experience in all areas of research.
(See advertisement on p. 56)

Heakin Research, Inc.
Esplanade Mall Suite 118
1401 W. Esplanade
Kenner, LA 70065
Ph. 504-464-9188
Fax 504-464-9936
Contact: Ben Leighton
H-21% M-45% L-34%
Stat.-12 2,3,4

Linden Research Services, Inc.
Oakwood Mall
197 Westbank Exp.
Gretna, LA 70053
Ph. 504-368-9825
Fax 504-368-9866
Contact: Marty Olson
H-20% M-50% L-30%
Stat.-6 2,3,4

Linden Research Services, Inc.
Lakeside Mall
3301 Veterans Blvd., #201
Metairie, LA 70002
Ph. 504-368-9825
Fax 504-368-9866
Contact: Myrna Linden
H-40% M-44% L-16%
Stat.-5 1,2,3,4

New Orleans Field Services Associates
Plaza In Lake Forest
5300 Read Blvd.
New Orleans, LA 70127
Ph. 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
150 North Shore Square Blvd.
Slidell, LA 70460
Ph. 504-847-0405
Fax 504-847-1277
Contact: Nell Lavie
H-34% M-42% L-24%
Stat.-8 1,2,3,4

MARYLAND

BALTIMORE

Assistance In Marketing
Golden Ring Mall
6400 Rossville Blvd.
Baltimore, MD 21237
Ph. 410-391-7750
Fax 410-391-7850
Contact: Sue Roberts
H-40% M-40% L-20%
Stat.-4 1,2,3,4

Assistance In Marketing
Security Square Mall
6901 Security Blvd.
Baltimore, MD 21207
Ph. 410-597-9904
Fax 410-597-9908
Contact: Sylvia Yeager
H-40% M-40% L-20%
Stat.-3 1,2,3,4

Consumer Pulse of Baltimore
White Marsh Mall #1152
8200 Perry Hall Blvd.
Baltimore, MD 21236
Ph. 410-931-6700
Fax 410-931-6711
Contact: Linda Crowder
H-25% M-55% L-20%
Stat.-8 1,2,3,4

Heakin Research, Inc.
Eastpoint Mall
7839 Eastpoint Mall
Baltimore, MD 21224
Ph. 301-282-3133
Fax 410-282-5782
Contact: Alice Matheny
H-6% M-30% L-64%
Stat.-6 2,3,4

MASSACHUSETTS

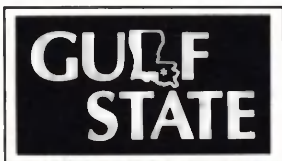
BOSTON

Bennett Research, Inc.
South Shore Plaza
250 Granite St.
Braintree, MA 02184
Ph. 617-849-1692
Fax 617-843-5276
Contact: Elaine Bower, Mall Mgr.
H-50% M-50% L-0%
Stat.-15 1,2,3
(See advertisements on pp. 57, 59)

Bennett Research, Inc.
Assembly Square Mall
133 Middlesex Ave.
Somerville, MA 02145
Ph. 617-623-2330
Fax 617-623-8945
Contact: Roberta Jenner, Mall Mgr.
H-0% M-50% L-50%
Stat.-15 1,2,3,4
(See advertisements on pp. 57, 59)

Car-Lene Research, Inc.
Hanover Mall
95 Washington Street
Hanover, MA 02339
Ph. 617-826-0052
Fax 617-826-0970
Contact: Steve Martin
H-20% M-60% L-20%
Stat.-5 2,3,4

CSi Testing Centers
North Shore Mall
Peabody, MA 01960
Ph. 203-797-0666
Fax 203-748-1735
Contact: Karen M. Forcade, Pres.
H-60% M-30% L-10%
Stat.-6 1,2,3,4
(See advertisement on p. 60)



RESEARCH CENTER

**30^{plus} YEARS EXPERIENCE . . .
. . . AGE HAS ITS
COMPENSATIONS!**

Over these years we have accomplished a great deal. Our years of experience and high level of professionalism guarantee our clients outstanding results. We not only offer our clients a full spectrum of well tested research services but also are committed to efficiency, excellence, confidentiality and affordable pricing. . . . We invite you to experience excellence.

GULF STATE RESEARCH CENTER

7361 A-Florida Blvd. • Baton Rouge, LA 70806 • 1-800-848-2555

Performance Plus, Inc.
Route 30 Mall
341 Cochituate Road
Framingham, MA 01701
Ph. 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
Ph. 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
Ph. 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, #4
Boston, MA 02109
Ph. 617-872-1287
Fax 508-879-7108
Contact: Shirley Shames
H-35% M-50% L-15%
Stat.-5 2,3,4

Quick Test/Equipax
Methuen Mall
Route 113
Methuen, MA 01844
Ph. 508-685-1917
Fax 508-682-3365
Contact: Marcia Hersh
H-40% M-40% L-20%
Stat.-8 1,2,3,4

Quick Test/Equipax
Watertown Mall
550 Arsenal Street
Watertown, MA 02172
Ph. 617-924-8486
Fax 617-923-0261
Contact: Bonnie McDonald
H-20% M-60% L-20%
Stat.-14 1,2,3,4

U.S. Research Company
Independence Mall, Space 123
Kingston, MA
Ph. 708-520-3600
Fax 708-520-3621
Contact: Susan Jouzapaitis
Income-Middle
Stat.-NA 1,2,3,4

SPRINGFIELD

Performance Plus, Inc.
Fairfield Mall
591 Memorial Drive
Chicopee, MA 01020
Ph. 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 at Ingleside
50 Holyoke Street
Holyoke, MA 01040
Ph. 413-533-6180
Fax 413-532-6855
Contact: Ivy Ward
H-25% M-60% L-15%
Stat.-NA 1,2,3,4
(See advertisements on pp. 25, 45)



**THE MALL
WAS INVENTED FOR
ONE-STOP-SHOPPING...**

CODES:

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

TAUNTON (See Providence, RI)

MICHIGAN

DETROIT

Consumer Pulse of Detroit
Universal Mall
28488 Dequindre Rd.
Warren, MI 48092
Ph. 313-751-1590
Fax 313-751-3019
Contact: Don Jezak
H-10% M-65% L-25%
Stat.-30 1,2,3,4

Crimmins-Forman Market Research
Wonderland Mall
29755 Plymouth Road
Livonia, MI 48150
Ph. 313-569-7095
Fax 313-569-8927
Contact: Paula Crimmins
H-25% M-45% L-30%
Stat.-7 1,2,3,4

The Friedman Marketing Organization
Consumer Testing Center
Oakland Mall
350 B W. 14 Mile Road
Troy, MI 48083
Ph. 313-589-0950
Fax 313-589-0271
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
Ph. 313-241-1610
Fax 313-241-6804
H-25% M-50% L-25%
Stat.-13 1,2,3,4

Heakin Research, Inc.
Eastland Mall, Ste. 731
1800 Bernier Rd.
Harper Woods, MI 48225
Ph. 313-521-8811
Fax 313-521-9052
Contact: Janet Baker
H-60% M-25% L-15%
Stat.-9 1,2,3,4

Heakin Research, Inc.
Macomb Mall Ste. 790
32165 Gratiot
Roseville, MI 48066
Ph. 313-294-3232
Fax 313-294-3759
Contact: Janet Baker
H-41% M-41% L-18%
Stat.-8 2,3,4

Quick Test/Equifax
Southland Center
23000 Eureka Road
Taylor, MI 48180
Ph. 313-287-3600
Fax 313-287-3840
Contact: Donna Wizinsky
H-25% M-50% L-25%
Stat.-10 1,2,3,4

GRAND RAPIDS

Barnes Research, Inc.
Manufacturers Marketplace
12330 James Street
Holland, MI 49424
Ph. 616-363-7643
Fax 616-363-8227
Contact: Sona Barnes
H-35% M-55% L-10%
Stat.-NA 1,2,3

Datatrack, Inc.
Rogers Plaza
1110-28th Street SW
Grand Rapids, MI 49509
Ph. 616-776-7230
Fax 616-776-7230
Contact: Sharon Sroka
H-19% M-43% L-38%
Stat.-12 1,2,3

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

MINNESOTA

DULUTH

Bryles Survey Service
Miller Hill Mall
1600 Miller Trunk Hwy.
Duluth, MN 55811
Ph. 218-722-9274
Fax 218-722-9327
Contact: Sue Tilberg
Income-NA
Stat.-12 1,2,4

MINNEAPOLIS-ST. PAUL

A & I Of Minnesota
Eden Prairie Center #1248
Eden Prairie, MN 55344
Ph. 612-941-0825
Fax 612-941-0417
Contact: Lois Finseth
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
Ph. 612-635-0204
Fax 612-635-9013
Contact: Bruce Bale
H-60% M-30% L-10%
Stat.-8 3,4

N.K. Friedrichs & Associates, Inc.
Northtown Mall #117
Blaine, MN 55434
Ph. 612-784-7332
Fax 612-783-9314
Contact: Betty Hill
H-30% M-60% L-10%
Stat.-10 1,2,3

Heakin Research, Inc.
Knollwood Mall
8332 Highway 7
St. Louis Park, MN 55426
Ph. 612-936-0940
Fax 612-936-9078
Contact: Elena Johnson
H-26% M-41% L-33%
Stat.-12 2,3,4

Quality Controlled Services

Maplewood Mall #2013
Maplewood, MN 55109
Ph. 612-770-5636
Fax 612-770-7693
Contact: Sandra Hayes
H-20% M-65% L-15%
Stat.-NA 1,2,3,4
(See advertisements on pp. 25, 45)

Quick Test/Equifax
Burnsville Center #1008
Burnsville, MN 55337
Ph. 612-435-8581
Fax 612-435-8673
Contact: Helen Nelson
H-25% M-65% L-10%
Stat.-7 1,2,3

MISSISSIPPI

JACKSON

The Friedman Marketing Organization
Consumer Opinion Center
1275 Metrocenter
Hwy. 80 & Robinson Rd.
Jackson, MS 39209
Ph. 601-352-9340
Fax 601-355-3530
Contact: Joseph W. O'Hara
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
Ph. 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
Ph. 816-436-8787
Fax 913-341-4245
Contact: Barb Elder
H-10% M-60% L-30%
Stat.-8 2,3

Heakin Research, Inc.
Blue Ridge Mall
4200 Blue Ridge Blvd.
Kansas City, MO 64133
Ph. 816-737-1130
Fax 816-737-0530
Contact: Pat Stoeckman
H-23% M-41% L-34%
Stat.-10 2,3,4

Heakin Research, Inc.
Independence Center #116
Independence, MO 64057
Ph. 816-795-0706
Fax 816-795-1416
Contact: Eloise Mills
H-33% M-43% L-24%
Stat.-10 2,3,4

Heakin Research, Inc.
Indian Springs Mall
4601 State Street
Kansas City, KS 66102
Ph. 913-596-2244
Fax 913-596-2467
Contact: Debbie Culver
H-8% M-42% L-50%
Stat.-9 2,3,4

Quality Controlled Services

Ward Parkway Mall
8600 Ward Parkway
Kansas City, MO 64114
Ph. 816-361-0345
Fax 816-361-3580
Contact: Iva Schlatter
H-20% M-70% L-10%
Stat.-NA 1,2,3,4
(See advertisements on pp. 25, 45)

ST. LOUIS

Consumer Opinion

1279 Mid Rivers Mall
St. Peters, MO 63376
Ph. 314-926-0247
Fax 314-965-8042
Contact: Carol McGill
H-30% M-50% L-20%
Stat.-12 1,2,3,4
(See advertisement on p. 35)

Quality Controlled Services

South County Center
24 S. County Way
St. Louis, MO 63129
Ph. 314-894-8698
Fax 314-894-5909
Contact: Leslie Tripp
H-20% M-70% L-10%
Stat.-NA 1,2,3
(See advertisements on pp. 25, 45)

Quick Test/Equifax

Northwest Plaza, #505
505 Northwest Plaza
St. Louis, MO 63074
Ph. 314-291-8888
Fax 314-291-8581
Contact: Fletcher Peacock
H-30% M-50% L-20%
Stat.-7 1,2,3,4

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Boston, MA
South Shore Plaza

Boston, MA
Assembly Square Mall

Charleston, SC
Northwoods Mall

Denver, CO.
Aurora Mall

Edison, NJ
Menlo Park Mall

Nashville, TN
Rivergate Mall

For your next project estimate, please contact Arlene Ostroff at 617-254-1314 ext 202. Focus facilities available in Boston, Denver, Charleston and Edison, New Jersey.

CODES:

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

Superior Surveys of St. Louis

Mid Rivers Mall #1279
St. Peters, MO 63376
Ph. 314-965-0023
Fax 314-965-8042
Contact: Patricia Dunn
H-50% M-50% L-0%
Stat.-12 1,2,3,4
(See advertisement on p. 63)

U.S. Research Company

338 Jamestown Mall
Florissant, MO 63034
Ph. 708-520-3600
Fax 708-520-3621
Contact: Susan Jouzapaitis
Income-Middle
Stat.-NA 1,2,3,4

SPRINGFIELD

Bryles Survey Service
Battlefield Mall, #227
Springfield, MO 65804
Ph. 417-887-1035
Fax 417-887-0209
Contact: Karen Hoyer
Income-NA
Stat.-10 1,2,4

NEBRASKA

OMAHA

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

Midwest Survey, Inc.
Oak View Mall
3001 So. 144th St., #1103
Omaha, NE 68144
Ph. 402-334-2076
Fax 402-334-2076
Contact: Donna Meyer
H-50% M-45% L-5%
Stat.-10 1,2,3,4

Omaha Research
Mall of the Bluffs
1751 Madison
Council Bluffs, IA 51503
Ph. 402-331-6670
Fax 402-330-6657
Contact: Fran Lynam
H-20% M-60% L-20%
Stat.-8 2,3,4

Omaha Research
Midlands Mall
300 W. Broadway
Council Bluffs, IA 51505
Ph. 402-331-6670
Fax 402-334-2317
Contact: Fran Lynam
H-20% M-60% L-20%
Stat.-4

NEVADA

LAS VEGAS

Consumer Research Center
Mission Center Mall
1370 E. Flamingo, Suite J
Las Vegas, NV 89119
Ph. 702-737-3272
Fax 702-737-1023
Contact: Buddy Goldbaum
H-30% M-50% L-20%
Stat.-6 2,3,4

NEW HAMPSHIRE

NASHUA

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

NEW JERSEY

NORTH JERSEY (See New York City)

SOUTH JERSEY (See Philadelphia)

NEW MEXICO

SANTA FE

Quick Test/Equifax
Villa Linda Mall, #1124
Santa Fe, NM 87505
Ph. 505-471-1699
Fax 505-438-3846
Contact: David Kubista
H-25% M-50% L-25%
Stat.-5 1,2,3,4

NEW YORK

ALBANY

Quick Test/Equifax
Crossgates Mall
1 Crossgates Mall Rd.
Albany, NY 12203
Ph. 518-456-8641
Fax 518-456-8642
Contact: Pat Figler
H-30% M-50% L-20%
Stat.-8 1,2,3,4

Quick Test/Equifax
Mohawk Mall
428 Mohawk Mall
Schenectady, NY 12304
Ph. 518-370-5077
Fax 518-370-5054
Contact: Scott Burgess
H-30% M-50% L-20%
Stat.-12 1,2,3,4

BUFFALO

Ruth Diamond Market Research
Boulevard Mall
770 Alberta Drive
Buffalo, NY 14226
Ph. 716-836-1110
Fax 716-836-1114
Contact: Harvey Podolsky
H-28% M-53% L-19%
Stat.-NA 1,2,3,4

Buffalo Survey & Research
Main Place Mall
Buffalo, NY 14202
Ph. 716-833-6639
Fax 716-834-0372
Contact: Jeanette Levin
H-10% M-50% L-40%
Stat.-4 2,3

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Marion Simon Research Service
Walden Galleria/C103
Buffalo, NY 14225
Ph. 716-684-8025
Fax 716-684-3009
Contact: Dolores Marcello
H-35% M-35% L-30%
Stat.-NA 1,2,3,4

Survey Service of Western NY
Eastern Hills Mall
4545 Transit Road
Williamsville, NY 14221
Ph. 716-876-6450
Fax 716-876-0430
Contact: Susan Adelman
H-20% M-65% L-15%
Stat.-8 1,2,3,4

Survey Service of Western NY
McKinley Mall
3701 McKinley Parkway
Blasdell, NY 14219
Ph. 716-876-6450
Fax 716-876-0430
Contact: Susan Adelman
H-20% M-65% L-15%
Stat.-10 1,2,3,4

NEW YORK

A & B Interviewing Inc.
Pathmark Mall
Jericho, NY 11753
Ph. 516-379-0994
Fax 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
Ph. 516-379-0994
Fax 516-379-0994
Contact: Anita Weiss
H-30% M-40% L-30%
Stat.-3 2

Bernett Research, Inc.
Menlo Park Mall
312 Menlo Park
Edison, NJ 08837
Ph. 908-548-2900
Fax 908-549-0026
Contact: Jill Teiler, Mall Mgr.
H-50% M-50% L-0%
Stat.-10 1,2,3,4
(See advertisements on pp. 57, 59)

CSI Testing Centers
Wayne Towne Center
Route 80, 23, 46
Wayne, NJ 07470
Ph. 203-797-0666
Fax 203-748-1735
Contact: Dr. Leslie M. Harris, Chmn.
H-70% M-25% L-5%
Stat.-10 1,2,3,4
(See advertisement on p. 60)

Cunningham Field Services
Freehold Raceway Mall
3710 Rte. 9
Freehold, NJ 07728
Ph. 908-308-9889
Fax 908-308-0428
Contact: Mary Cunningham
H-50% M-40% L-10%
Stat.-NA 1

Ebony Marketing Research, Inc.
Newport Center Mall
30 Mall Drive West
Jersey City, NJ 07310
Ph. 201-714-9455
Contact: Diedre Springer, Mall Mgr.
H-10% M-90% L-0%
Stat.-8 3,4
(See advertisement on p. 65)

Ebony Marketing Research, Inc.
Gertz Plaza Mall
162-10 Jamaica Avenue
Jamaica, NY 11434
Ph. 718-526-3204
Fax 718-526-3312
Contact: Christy Campos, Mall Mgr.
H-0% M-55% L-45%
Stat. 6 2
(See advertisement on p. 65)



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10795 Watson Road
St. Louis, Missouri 63127

1279 Mid Rivers Mall
St. Peters, MO 63376

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

Ebony Marketing Research, Inc.
 Bay Plaza Mall
 2100 Bartow Ave.
 Bronx, NY 10475
 Ph. 718-320-3220
 Fax 212-320-3996
 Contact: Sharon Allen, Mall Mgr.
 H-5% M-95% L-0%
 Stat.-8 2,3,4
 (See advertisement on p. 65)

The Friedman Marketing Organization
 Consumer Opinion Center
 Jefferson Valley Mall #E-1
 650 Lee Boulevard
 Yorktown Heights, NY 10598
 Ph. 914-962-9400
 Fax 914-962-1067
 H-30% M-50% L-20%
 Stat.-18 1,2,3,4

Ideal Field Services Inc.
 Green Acres Mall #1242
 Valley Stream, NY 11581
 Ph. 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
 Ph. 516-542-0081
 Contact: Robin Rappo
 H-10% M-55% L-35%
 Stat.-42 1

J & R Research, Inc.
 Shirley Mall
 800 Montauk Highway
 Shirley, NY 11967
 Ph. 516-399-0200
 Fax 516-399-0205
 Contact: Pat Bryant
 H-15% M-45% L-40%
 Stat.-4 1,2,3,4

Mid-America Research, Inc.
 131 Livingston Mall
 Livingston, NJ 07039
 Ph. 201-740-1566
 Fax 201-740-0569
 Contact: Mildetta Robinson
 Income-NA
 Stat.-12 1,2,3,4

Novasel Associates
 Busy Bee Mall
 3711 Main St.
 Flushing, NY 11354
 Ph. 718-591-7736
 Fax 718-591-7386
 Contact: Judy Novasel
 H-0% M-20% L-80%
 Stat.-4 2,3

Quick Test/Equifax
 Kings Plaza
 5102 Kings Plaza
 Brooklyn, NY 11234
 Ph. 718-338-3388
 Fax 718-692-4365
 Contact: Laura Cooney
 H-25% M-50% L-25%
 Stat.-8 1,2,3

Quick Test/Equifax
 Sunrise Mall
 Massapequa, NY 11758
 Ph. 516-541-5100
 Fax 516-541-1099
 Contact: Sina Ehrenfreund
 H-30% M-60% L-10%
 Stat.-12 1,2,3,4

Seaport Surveys, Inc.
 South Street Seaport
 South Street
 New York, NY 10038
 Ph. 212-608-3100
 Fax 212-608-4966
 Contact: Andrea Waller
 H-25% M-60% L-15%
 Stat.-10 1,2,3,4
 (See advertisement on p. 64)

Audrey Schiller Market Research
 Nassau Massau Mall
 Levittown, NY 11756
 Ph. 516-731-1500
 Fax 516-731-4235
 Contact: Audrey Schiller
 H-25% M-60% L-15%
 Stat.-4 1,2,3,4

Sightline Research Ltd.
 Big H Mall
 839-114 New York Ave.
 Huntington LI, NY 11743
 Ph. 516-424-2444
 Fax 516-673-9710
 Contact: Helen Schnee
 H-33% M-34% L-33%
 Stat.-7 1,2,3,4

Suburban Associates
 250 Monmouth Mall
 Eatontown, NJ 07724
 Ph. 908-542-5554
 Fax 908-542-5558
 Contact: Jeane Klisuric
 Income: Middle
 Stat.-6 1,2,3,4

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

Suburban Associates
Bergen Mall-Lower Level
Rte. 4
Paramus, NJ 07652
Ph. 201-843-3480
Fax 201-447-9536
Contact: Nina Velella
Income: Middle
Stat.-6 1,2,3,4

Suburban Associates/LI
East Meadow Plaza
1966 Hempstead Trnpke.
East Meadow, NY 11554
Ph. 516-877-2223
Contact: Barbara Van Grover
Income-Middle to High
Stat.-6 1,2,3,4

POUGHKEEPSIE

U.S. Research Company
Poughkeepsie Galleria, #F114
790 S. Road
Poughkeepsie, NY 12601
Ph. 708-520-3600
Fax 708-520-3621
Contact: Susan Jouzapaitis
Income-High
Stat-NA 1,2,3

ROCHESTER

Car-Lene Research, Inc.
The Marketplace Mall
3400 W. Henrietta Road
Rochester, NY 14623
Ph. 716-424-3203
Fax 716-292-0523
Contact: Anne Hossenlopp
H-46% M-40% L-14%
Stat.-6 1,2,3,4

Car-Lene Research, Inc.
Greece Towne Mall
2211 W. Ridge Road
Rochester, NY 14626
Ph. 716-225-3100
Contact: Barbara N. White
H-38% M-44% L-18%
Stat.-6 1,2,3,4

SYRACUSE

KS&R Consumer Testing Center
Shoppingtown Mall
Library Court
DeWitt, NY 13214
Ph. 800-289-8028
Fax 315-471-0115
Contact: Mary Montanaro
H-50% M-30% L-20%
Stat.-30 1,2,3,4

LaVelle Research Services
Carousel Center Mall
9763 Carousel Center Dr.
Syracuse, NY 13290
Ph. 315-466-1609
Fax 315-466-7101
Contact: Elisa LaVelle
H-25% M-50% L-25%
Stat-3 2,3,4

McCarthy Associates Inc.

Penn Can Mall
5775 South Bay Road
Syracuse, NY 13039
Ph. 315-458-9320
Fax 315-458-1810
Contact: Teresa McCarthy
H-20% M-70% L-10%
Stat.-10 1,2,3,4

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- ◆ Bay Plaza Shopping Mall, Baychester, Bronx, NY
- ◆ Gertz Mall, Jamaica, NY

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McCarthy Associates, Inc.

Camillus Mall
 5300 W. Genesee Street
 Syracuse, NY 13031
 Ph. 315-458-9320
 Contact: Teresa McCarthy
 H-15% M-70% L-15%
 Stat.-10 1,2

McCarthy Associates

Fingerlakes Mall
 Auburn, NY 13022
 Ph. 315-458-9320
 Contact: Teresa McCarthy
 H-10% M-55% L-35%
 Stat.-8 1,2

Q/A, Inc. Market Research
 Fayetteville Mall
 Syracuse, NY 13066
 Ph. 315-637-3169
 Fax 315-637-8068
 Contact: Jean Queri
 H-30% M-60% L-10%
 Stat.-7 1,2,3,4

Marion Simon Research Service
 Northern Lights Mall
 Routes 81 & 11
 Syracuse, NY 13212
 Ph. 315-455-5952
 Fax 315-455-1826
 Contact: Angie Marci
 H-30% M-50% L-20%
 Stat.-NA 1,2,3,4

Marion Simon Research Service
 Marketplace Mall
 5701 E. Circle Drive
 Clay, NY 13041
 Ph. 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
 Ph. 315-455-5952
 Fax 315-652-1814
 Contact: Angie Macri
 H-35% M-35% L-30%
 Stat.-NA 1,2,3,4

NORTH CAROLINA**CHARLOTTE**

AOC Research
 Tyvola 77 Place Mall
 500 Tyvola Rd., #C-1
 Charlotte, NC 28217
 Ph. 704-523-3546
 Fax 704-523-9070
 Contact: Joyce O'Shields
 H-25% M-50% L-25%
 Stat.6 1,2,3,4

AOC Research
 The Monroe Mall
 Roosevelt Blvd.
 Monroe, NC 28110
 Ph. 704-289-5104
 Fax 704-289-5104
 Contact: Joyce O'Shields
 H-25% M-50% L-25%
 Stat.-4 1,2,3,4

AOC Research
 The Galleria Mall
 2301 Dave Lyle Blvd., #183
 Rock Hill, NC 29730
 Ph. 803-324-7596
 Fax 803-324-7598
 Contact: Betty Collins
 H-25% M-50% L-25%
 Stat.-6 1,2,3,4

Consumer Pulse of Charlotte
 Eastland Mall
 5625 Central Avenue
 Charlotte, NC 28212
 Ph. 704-536-6067
 Fax 704-536-2238
 Contact: Jeff Davis
 H-20% M-60% L-20%
 Stat.-10 1,2,3,4

Cunningham Field Service
 Eastridge Mall, #E-120
 246 No. New Hope
 Gastonia, NC 28054
 Ph. 704-868-9783
 H-30% M-55% L-15%
 Stat.-4 1,2,3,4

Jackson Associates, Inc.
 Carolina Place
 Pineville, NC 28134
 Ph. 404-394-8700
 Fax 704-544-0854
 Contact: Marisa Pope
 H-60% M-30% L-10%
 Stat.-7 1,2,3,4
 (See advertisement on p. 52)

GREENSBORO

Homer/Leibowitz Market Research
 333 Four Seasons Town Centre
 Greensboro, NC 27407
 Ph. 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
 Ph. 919-292-4146
 Fax 919-299-6165
 Contact: Ruth Long
 H-33% M-34% L-33%
 Stat.-8 2,3,4

RALEIGH

L & E Research
 Crabtree Valley Mall
 Rte 70 & Glenwood Ave.
 Raleigh, NC 27612
 Ph. 919-782-3860
 Fax 919-787-3428
 Contact: Lynne Eggers
 H-33% M-34% L-33%
 Stat.-4 1,3,4

Quick Test/Equipax
 South Square Mall
 Durham, NC 27707
 Ph. 919-489-3104
 Fax 919-489-8316
 Contact: Brian O'Neil
 H-30% M-50% L-20%
 Stat.-8 1,2,3,4

OHIO**AKRON**

Opinion Centers of Akron
 Summit Mall #200
 3265 W. Market Street
 Akron, OH 44333
 Ph. 216-867-6117
 Fax 216-864-2233
 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
 Ph. 216-464-5240
 Fax 216-464-7864
 Contact: Mary Ann Sheets
 H-15% M-60% L-25%
 Stat.-6 1,2,3

CINCINNATI

Advanced Research In Marketing, Inc.
 Crestview Hills Mall
 2929 So. Dixie Hwy.
 Crestview Hills, KY 41017
 Ph. 513-772-2929
 Contact: Judy Christman
 Income-NA
 Stat.-8 1,2

Advanced Research In Marketing, Inc.
 Western Woods Mall
 6270 Glenway Ave.
 Cincinnati, OH 45211
 Ph. 513-772-2929
 Contact: Judy Christman
 Income-NA
 Stat.-5 1,2

Assistance In Marketing, Inc.
Northgate Mall
9523 Coleriain Avenue
Cincinnati, OH 45251
Ph. 513-385-8228
Fax 513-385-2140
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
Ph. 606-283-1232
Fax 606-283-1247
Contact: Karen Geeding
H-45% M-35% L-20%
Stat.-18 1,2,3,4

B & B Research, Inc.
Beechmont Mall
7500 Beechmont Ave.
Cincinnati, OH 45255
Ph. 513-793-4223
Fax 513-793-9117
Contact: Lynn Caudill
H-30% M-60% L-10%
Stat.-6 1,2

Consumer Pulse of Cincinnati
Forest Fair Mall
514 Forest Fair Drive
Cincinnati, OH 45240
Ph. 513-671-1211
Fax 513-346-4244
Contact: Susan Lake
H-20% M-60% L-20%
Stat.-9 1,2,3,4

QFact Marketing Research, Inc.
Eastgate Mall
4601/A-210 Eastgate Boulevard
Cincinnati, OH 45245
Ph. 513-891-2271
Fax 513-752-1208
Contact: Nan Moore
H-15% M-70% L-15%
Stat.-10 1,2,3,4
(See advertisement on p. 29)

CLEVELAND

Cleveland Survey Center
Richmond Mall
691 Richmond Road
Cleveland, OH 44143
Ph. 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. 67)

Consumer Pulse of Cleveland
Parmatown Mall
7859 Ridgewood Drive
Parma, OH 44129
Ph. 216-888-3170
Fax 216-888-4661
Contact: Veronica Hoffman McCready
H-20% M-60% L-20%
Stat.-10 1,2,3

Heakin Research, Inc.
Severance Town Center
3542 Mayfield Road
Cleveland Heights, OH 44118
Ph. 216-381-6115
Fax 216-381-4134
Contact: Eric Silver
H-20% M-60% L-20%
Stat.-14 2,3,4

Pat Henry Market Research, Inc.
The Avenue at Tower City Centre
230 Huron Rd. N.W.
Cleveland, OH 44113
Ph. 216-621-3831
Contact: Mark Kikel
H-40% M-50% L-10%
Stat.-8 1,2,3,4

Opinion Centers America
Great Northern Mall
924 Great Northern Mall
North Olmsted, OH 44070
Ph. 216-779-3050
Fax 216-779-3060
Contact: Debbie Kuhn
H-30% M-60% L-10%
Stat.-NA 1,2,3,4

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

COLUMBUS

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

Quality Controlled Services

River Valley Mall
1635 River Valley Circle So.
Lancaster, OH 43130
Ph. 614-653-2070
Contact: Linda Abrams
H-20% M-60% L-20%
Stat.-NA 1,2,3,4
(See advertisements on pp. 25, 45)

T.I.M.E. Market Research
Indian Mound Mall #667
Heath, OH 43056
Ph. 614-522-2162
Fax 614-522-5999
Contact: Mike Ingalls
H-10% M-60% L-30%
Stat.-8 1,2,3

DAYTON

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

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 OF STATIONS

TOLEDO

Advanced Research In Marketing, Inc.
 Findlay Village Mall
 1800 Tiffin Road
 Toledo, OH 45840
 Ph. 419-425-4532
 Contact: Mary Rizor
 Income-NA
 Stat.-5 1,2

U.S. Research Company
 Woodville Mall
 3725 Williston Rd.
 Northwood, OH 43619
 Ph. 708-520-3600
 Fax 708-520-3621
 Contact: Susan Jouzapaitis
 Income-Middle
 Stat-NA 1,2,3,4

OKLAHOMA**OKLAHOMA CITY**

Johnson Marketing Research, Inc.
 Economy Square Mall
 SW 29th & May Ave.
 Oklahoma City, OK 73108
 Ph. 405-528-2700
 Contact: Patty Casteel
 Income-NA
 Stat.-3 1,2,3

Ruth Nelson Research Services/
 Oklahoma City Research
 Quail Springs Mall
 2501 West Memorial Drive
 Oklahoma City, OK 73134
 Ph. 405-752-4710
 Fax 405-752-2344
 Contact: Cathy Lyle
 H-30% M-50% L-20%
 Stat.-6 1,2,3,4

Oklahoma Market Research/Data Net
 Heritage Park Mall
 6749 B E. Reno
 Midwest City, OK 73110
 Ph. 405-733-4266
 Fax 405-733-0550
 Contact: Judy Niitta
 H-25% M-50% L-25%
 Stat.-8 1,2,3,4

Oklahoma Market Research/Data Net
 Penn Square Mall
 1901 N.W. Expressway, #1093
 Oklahoma City, OK 73118
 Ph. 405-843-9292
 Fax 405-843-8844
 Contact: Rita Price
 H-35% M-50% L-15%
 Stat.-8 1,2,3,4

Quick Test/Equifax
 Crossroads Mall #1153
 Oklahoma City, OK 73149
 Ph. 405-631-9738
 Fax 405-632-0750
 Contact: Mary Rose
 H-20% M-70% L-10%
 Stat.-5 1,2,3,4

TULSA

Cunningham Field Services
 Promenade Mall
 4107 South Yale
 Tulsa, OK 74135
 Ph. 918-664-7485
 Contact: Lori Hoppe
 H-30% M-60% L-10%
 Stat.-6 1,2,3

OREGON**EUGENE**

Gargan Research
 Gateway Mall
 3000 Gateway Street
 Eugene, OR 97477
 Ph. 503-234-7111
 Fax 503-233-3865
 Contact: John Stephen
 H-20% M-65% L-15%
 Stat.-7 1,2,3,4

PORTLAND

Consumer Opinion Services, Inc.
 Vancouver Mall
 5001 NE Thurston Way
 Vancouver, WA 98662
 Ph. 206-241-6050
 Contact: Alice Hilby
 H-20% M-65% L-15%
 Stat.-7 1,2,3
 (See advertisement on p. 73)

Consumer Opinion Services, Inc.
 Three Rivers Mall
 351- Three Rivers Drive
 Kelso, WA 98626
 Ph. 206-241-6050
 Contact: Yvonne Pecha
 H-10% M-75% L-15%
 Stat.-12 1,2,3
 (See advertisement on p. 73)

Consumer Opinion Services, Inc.
 Jantzen Beach Mall
 1206 Jantzen Beach Center
 Portland, OR 97217
 Ph. 206-241-6050
 Contact: Ann Kane
 H-20% M-65% L-15%
 Stat.-8 1,2,3
 (See advertisement on p. 73)

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

PENNSYLVANIA**ERIE**

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

PHILADELPHIA

Car-Lene Research
 Moorestown Mall
 Rte. 38 & Lenola
 Moorsetown, NJ 08057
 Ph. 609-231-0600
 Fax 609-231-9575
 Contact: Evan Celwyn
 Income- Middle
 Stat.-7 1,2,3,4

Consumer Pulse of Philadelphia
 Plymouth Meeting Mall #2203
 Plymouth Meeting, PA 19462
 Ph. 215-825-6636
 Fax 215-825-6805
 Contact: Eleanor Yates
 H-20% M-60% L-20%
 Stat.-15 1,2,3,4

CSI Testing Centers

Hamilton Mall
 100 West Black Horse Pike Rd
 Mays Landing, NJ 08330
 Ph. 203-797-0666
 Fax 203-748-1735
 Contact: Dr. Leslie M. Harris, Chmn.
 H-50% M-40% L-10%
 Stat.-10 1,2,3,4
 (See advertisement on p. 60)

J.J. & L. Research Co.
 Roosevelt Mall
 2383 Cottman
 Philadelphia, PA 19149
 Ph. 215-332-7040
 Fax 215-333-1809
 Contact: Dena Britton
 H-33% M-34% L-33%
 Stat.-10 2,3,4

JRP Marketing Research Services
Granite Run Mall/Store #274
1067 W. Baltimore Pike
Media, PA 19063
Ph. 215-565-8840
Contact: Kathleen McCarty
H-30% M-40% L-30%
Stat.-10 1,2,3
(See advertisement on p. 69)

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

JRP Marketing Research Services
Oxford Valley Mall Store 108
Route 1 & Oxford Valley Rd.
Langhorne, PA 19047
Ph. 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
Cinnaminson Mall
Rte. 130
Cinnaminson, NJ 08077
Ph. 609-786-8514
Fax 609-786-0480
Contact: Marlene Teblum
H-20% M-60% L-20%
Stat.-4 2,3,4

Quality Controlled Services
Burlington Center, Ste. 287
2501 Burlington, Mt. Holly Rd.
Burlington, NJ 08016
Ph. 609-387-7090
Fax 609-387-0985
Contact: Lonnie Wiley
H-10% M-80% L-10%
Stat.-NA 1,2,3,4
(See advertisements on pp. 25, 45)

Quality In Field
Leo Mall
Philadelphia, PA 19116
Ph. 215-698-0606
Fax 215-676-4055
Contact: Arlene Frieze
H-20% M-70% L-10%
Stat.-4 2

Quick Test/Equifax
Neshaminy Mall #109
Bensalem, PA 19020
Ph. 215-322-0400
Fax 215-322-5412
Contact: Alice Osborne
H-20% M-70% L-10%
Stat.-9 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:

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

Quick Test/Equifax
Franklin Mills Mall
1749 Franklin Mills Cir.
Philadelphia, PA 19154
Ph. 215-281-9304
Fax 215-2819362
Contact: Dot Muir
H-15% M-60% L-25%
Stat.-16 1,2,3,4

J. Reckner Ascts.
Montgomery Mall
No. Wales, PA 19454
Ph. 215-822-6220
Contact: Frances Grubb
Income-Mid to Upper Income
Stat.-9 1,2,3,4

Savitz Research Center
Willow Grove Park Mall #3007
2500 Moreland Rd.
Willow Grove, PA 19090
Ph. 215-657-6660
Fax 215-657-1915
Contact: Harriet Silverman
H-70% M-15% L-15%
Stat.-6 1,2,3,4

TMR, Inc.
Springfield Mall
1200 Baltimore Pike
Springfield, PA 19064
Ph. 215-328-1147
Contact: Elizabeth Wilson
H-60% M-30% L-10%
Stat.-14 1,2,3,4

U.S. Research Company
224 Echelon Mall
Voorhees, NJ 08043
Ph. 708-520-3600
Fax 708-520-3621
Contact: Susan Jouzapaitis
Income-Middle
Stat.-NA 1,2,3,4

PITTSBURGH

Car-Lene Research, Inc.
Monroeville Mall
Monroeville, PA 15146
Ph. 412-373-3670
Contact: Nancy Hickey
H-50% M-40% L-10%
Stat.-4 2,4

Data Information, Inc.
Century III Mall
3075 Clairton Rd
Pittsburgh, PA 15123
Ph. 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
Ph. 412-369-4545
Fax 412-369-4473
Contact: Sherry Recker
H-30% M-45% L-25%
Stat.-13 2,3,4

Santell Market Research Inc.
Parkway Center Mall
1165 McKinney Lane
Pittsburgh, PA 15220
Ph. 412-921-0550
Fax 412-921-3383
Contact: Nanette 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
Ph. 412-728-8463
Fax 412-728-9806
Contact: Shawn Bishop
H-20% M-55% L-25%
Stat.-10 1,2,3,4

RHODE ISLAND

PROVIDENCE

MacIntosh Survey Center
Lincoln Mall
George Washington Hwy.
Lincoln, RI 02865
Ph. 401-438-8330
Contact: Maryann Almeida
H-20% M-60% L-20%
Stat.-4 1

Quick Test/Equifax
Silver City Galleria
2 Galleria Mall Dr., Ste. 248
Taunton, MA 02780
Ph. 508-822-0333
Fax 508-822-9025
Contact: Anthony Badway
Income: NA
Stat.-NA 1,2,3,4

SOUTH CAROLINA

CHARLESTON

Bennett Research, Inc.
Northwoods Mall, E1B
2150 Northwoods Blvd.
Charleston, SC 29418
Ph. 803-553-0030
Fax 803-553-0526
Contact: Gloria Duda, Mall Mgr.
H-50% M-50% L-0%
Stat.-10 1,2,3,4
(See advertisements on pp. 57, 59)

G & G Market Research, Inc.
CharlesTowne Square Mall
2401 Mall Drive
No. Charleston, SC 29418
Ph. 803-744-9807
Fax 803-571-5785
Contact: Sissy Goldberg
H-20% M-40% L-40%
Stat.-10 3

GREENVILLE

Carolina Market Research
Haywood Mall
700 Haywood Road
Greenville, SC 29607
Ph. 803-233-5775
Fax 803-233-6181
Contact: Elizabeth B. Buchanan
H-30% M-60% L-10%
Stat.-5 2,3

TENNESSEE

KNOXVILLE

H.M.R., Associates
Foothills Mall
133 Foothills Drive
Maryville, TN 37801
Ph. 615-281-0038
Fax 615-281-2250
Contact: Sylvia Hill, Fld. Dir.
H-10% M-50% L-40%
Stat.-3 1,2,3

T.I.M.E. Market Research
East-Towne Mall
3029-B Mall Rd. No.
Knoxville, TN 37924
Ph. 615-544-1885
Fax 615-544-1885
Contact: Jenny Mayo
H-15% M-70% L-15%
Stat.-6 1,2,3,4

MEMPHIS

Accudata/Chamberlain Market Rsch.
Raleigh Springs Mall #3473
38128 Austin Peay Hwy.
Memphis, TN 38119
Ph. 901-763-0405
Fax 901-763-0660
Contact: Valerie Jolly
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 38002
Ph. 901-377-6774
Fax 901-377-9287
H-30% M-50% L-20%
Stat.-11 1,2,3,4

Heakin Research, Inc.
Southland Mall #1287-2
Memphis, TN 38116
Ph. 901-345-0147
Fax 901-345-9752
Contact: Kathy McKinnie
H-4% M-37% L-59%
Stat.52

NASHVILLE

Bernett Research, Inc.
Rivergate Mall
1000 Two Mile Pkwy
Nashville, TN 37072
Ph. 615-859-4484
Fax 615-851-0717
Contact: Lorna Stephens, Mall Mgr.
H-40% M-50% L-10%
Stat.-8 1,2,3
(See advertisements on pp. 57, 59)

Jackson Associates, Inc.
Cool Springs Galleria
1800 Galleria Blvd.
Franklin, TN 37064
Ph. 404-394-8700
Fax 615-771-7071
Contact: Marisa Pope
H-60% M-30% L-10%
Stat.-9 1,2,3,4
(See advertisement on p. 52)

Quick Test/Equipax
Hickory Hollow Mall #1123
Nashville, TN 37013
Ph. 615-731-0900
Fax 615-731-2022
Contact: Kathleen Love
H-20% M-60% L-20%
Stat.-10 1,2,3,4

Quality Controlled Services
Harding Mall
4050 Nolansville Rd. #416
Nashville, TN 37211
Ph. 615-333-5996
Fax 615-333-5997
Contact: Pat Rowlette
H-15% M-70% L-15%
Stat.-NA 1,2,3,4
(See advertisements on pp. 25, 45)

TEXAS

AMARILLO

Opinions Unlimited, Inc.
Westgate Mall
7701 West I-40
Amarillo, TX 79160
Ph. 806-354-8899
Fax 806-353-4718
Contact: Louise Stone
H-40% M-40% L-20%
Stat.-8 1,2,3,4
(See advertisement on p. 71)

AUSTIN

Quick Test/Equipax
Barton Creek Square
2901 Capitol Texas Hwy, D-1
Austin, TX 78746
Ph. 512-327-8787
Fax 512-327-7460
Contact: Patty Fraachina
H-35% M-55% L-10%
Stat.-5 1,2,3,

CORPUS CHRISTI

Quick Test/Equipax
Sunrise Mall #38
5858 S. Padre Island Dr.
Corpus Christi, TX 78412
Ph. 512-993-6200
Fax 512-991-7380
Contact: Lorna Turner
H-35% M-45% L-20%
Stat.-8 1,2,3,4

DALLAS/FORT WORTH

Car-Lene Research, Inc.
Richardson Square Mall
Richardson, TX 75081
Ph. 214-783-1935
Fax 214-680-3652
Contact: Bette Moore
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
Ph. 214-233-7792
Fax 214-233-9033
Contact: Jill Ellsworth
H-45% M-50% L-5%
Stat.-NA 1,2,3,4

Heakin Research, Inc.
Ft. Worth Town Center, Ste. B31
4200 South Fwy.
Ft. Worth, TX 76115
Ph. 817-926-7995
Fax 817-927-2387
Contact: Vivian Taylor
Income-NA
Stat.-12 1,2,3,4

Heakin Research
Vista Ridge Mall
2400 So. Stemmons Fwy., Ste. 1420
Lewisville, TX 75067
Ph. 214-315-3555
Fax 214-315-8926
Contact: Pat Scott
H-20% M-60% L-20%
Stat.-7 1,2,3,4

OPINIONS / unlimited



Westgate Mall
What Makes Us Different,
Makes Us Better

- 6 Anchors/110 Stores
- Ideal Location
- Near Food Court
- CRT's For Mall Interviewing
- Results You Can Trust
- Service You Can Rely On
- Firm Budgets And Deadlines

Opinions Unlimited:
Different and Proud of It!

50 Station WATS • Moderator-Designed Focus
High Traffic Regional Mall/CRT

For a two hour bid or more information,
contact: Anndel Hodges or Neil Norwood

1-800-658-2656

CODES:

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

JRP Marketing Research Services

Six Flags Mall Suite 409A
 2911 E. Division
 Arlington, TX 76011
 Ph. 215-565-8840
 Fax 817-649-7770
 Contact: Kathleen McCarty
 H-30% M-40% L-30%
 Stat.-10 1,2,3
 (See advertisement on p. 69)

Linden Research Services, Inc.
 Hulen Mall
 4800 S. Hulen St.
 Ft. Worth, TX 76132
 Ph. 817-370-7678
 Fax 817-370-9019
 Contact: Rhonda Linden
 H-38% M-47% L-15%
 Stat.-4 2,3,4

Probe Research Inc.
 Golden Triangle Mall
 I-35 & Loop 288
 Denton, TX 75137
 Ph. 214-241-6696
 Fax 817-566-6671
 Contact: Richard Harris
 H-0% M-50% L-50%
 Stat.-11 2,3,4

Probe Research, Inc.
 Northeast Mall
 Rtes 820 & 183
 Hurst, TX 76053
 Ph. 214-241-6696
 Fax 817-589-0547
 Contact: Richard Harris
 H-50% M-50% L-0%
 Stat.-9 1,2,3

Probe Research, Inc.
 Red Bird Mall
 3662 Camp Wisdom Road
 Dallas, TX 75237
 Ph. 214-241-6696
 Fax 214-709-0317
 Contact: Richard Harris
 H-25% M-50% L-25%
 Stat.-6 3

Probe Research, Inc.
 1036 Town East Mall
 Mesquite, TX 75150
 Ph. 214-241-6696
 Fax 214-681-9419
 Contact: Richard Harris
 Income-Middle
 Stat.-11 1,2,3,4

Probe Research, Inc.
 Irving Mall
 Hwy 183 & Beltline Rd.
 Irving, TX 75062
 Ph. 214-241-6696
 Fax 214-257-0487
 Contact: Richard Harris
 H-21% M-53% L-26%
 Stat.-6 1,2,3,4

Quality Controlled Services

Ridgmar Mall
 1736 Green Oaks Road
 Ft. Worth, TX 76116
 Ph. 817-738-5453
 Fax 817-763-8600
 Contact: Kitty Case
 H-30% M-60% L-10%
 Stat.-8 1,2,3
 (See advertisements on pp. 25, 45)

Savitz Research Center
 The Parks @ Arlington Mall#2053
 3811 So. Cooper
 Arlington, TX 76015
 Ph. 817-467-6437
 Fax 817-467-6552
 Contact: Harriet Silverman
 H-55% M-26% L-19%
 Stat.-10 1,2,3,4

EL PASO

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

HOUSTON

Creative Consumer Research, Inc.
 Westwood Mall
 500 Westwood
 Houston, TX 77036
 Ph. 713-240-9646
 Contact: Patricia Pratt
 Income-NA
 Stat.-8 2

Heakin Research, Inc.
 Galleria II Ste 3897
 5085 Westheimer
 Houston, TX 77056
 Ph. 713-871-8542
 Fax 713-871-8549
 Contact: Maggie Franek
 H-23% M-43% L-34%
 Stat.-12 2,3,4

Heakin Research
 San Jacinto Mall/#1670
 Baytown, TX 77521
 Ph. 713-421-2584
 Fax 713-421-2514
 Contact: Larry Bartz
 H-10% M-60% L-30%
 Stat.-14 2,3,4

Houston Consumer Research
 Alameda Mall, Ste. 730
 555 Alameda Mall
 Houston, TX 77075
 Ph. 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. 307
 Houston, TX 77092
 Ph. 713-682-1682
 Fax 713-682-1686
 Contact: Leann Stokes
 H-33% M-33% L-34%
 Stat.-6 1,2,3,4

Quality Controlled Services

Baybrook Mall #1088
 Friendswood, TX 77546
 Ph. 713-488-8247
 Fax 713-486-3828
 Contact: Brenda Bryant
 H-40% M-50% L-10%
 Stat.-NA 1,2,3,4
 (See advertisements on pp. 25, 45)

Quick Test/Equipax
 Sharpstown Center Ste. 762
 7500 Bellaire Blvd.
 Houston, TX 77036
 Ph. 713-988-8988
 Fax 713-988-1781
 Contact: Beth Simons
 H-40% M-50% L-10%
 Stat.-6 1,2,3,4

Savitz Research Center
 Deerbrook Mall #1122
 20131 Highway 59
 Humble, TX 77338
 Ph. 713-540-2020
 Fax 713-540-2026
 Contact: Harriet Silverman
 H-65% M-20% L-15%
 Stat.-10 1,2,3,4

U.S. Research Company
 1166 Galleria I
 5015 Westheimer
 Houston, TX 77056
 Ph. 708-520-3600
 Fax 708-520-3621
 Contact: Susan Jouzapatitis
 Income-High
 Stat.-NA 1,2,3

SAN ANTONIO

Creative Consumer Research
Central Park Mall
622 Loop 410 West, Ste. 245
San Antonio, TX 78280
Ph. 512-520-7025
Fax 512-680-9906
Contact: Richard Weinhold
H-40% M-50% L-10%
Stat.-8 1,2,3

Creative Consumer Research
Westlakes Mercado
1401 S.W. Loop 410
San Antonio, TX 78227
Ph. 512-520-7025
Fax 512-680-9906
Contact: Richard Weinhold
H-20% M-60% L-20%
Stat.-6 1,2,3

Creative Consumer Research
South Park Mall
2310 Southwest Military Drive
San Antonio, TX 78224
Ph. 512-520-7025
Contact: Richard Weinhold
H-10% M-40% L-50%
Stat.-7 1,2,3

Galloway Research Service
Ingram Park
6301 N.W. Loop 410
San Antonio, TX 78238
Ph. 512-681-0642
Contact: Betty Rose
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
Ph. 512-534-8883
Contact: Maria Velazquez
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
Ph. 512-737-1019
Contact: Mary Ann Olsen
H-5% M-80% L-15%
Stat.-9 1,2,3

Quick Test/Equifax
Windsor Park Mall Ste 14B
San Antonio, TX 78218
Ph. 512-657-9424
Fax 512-657-9432
Contact: Ernestine Suhler
H-30% M-50% L-20%
Stat.-7 1,2,3,4

UTAH

SALT LAKE CITY

Gay Hill Field Service
Cottonwood Mall
4835 Highland Drive
Salt Lake City, UT 84117
Ph. 801-262-1960
Fax 801-268-0247
Contact: Gay Hill
H-70% M-30% L-0%
Stat.-6 2,4

Ruth Nelson Research Services/
Utah Market Research
Crossroads Plaza Mall
50 South Main Street
Salt Lake City, UT 84144
Ph. 801-363-8726
Fax 801-321-4904
Contact: Cheri Ingram
H-40% M-40% L-20%
Stat.-3 1,2,3,4

VIRGINIA

NORFOLK/VIRGINIA

BEACH

Quick Test/Equifax
Coliseum Mall
1800 W. Mercury Blvd.
Hampton, VA 23666
Ph. 804-826-0299
Fax 804-826-1330
Contact: Carolyn Campbell
H-30% M-50% L-20%
Stat.-8 1,2,3

WASHINGTON

SEATTLE-TACOMA

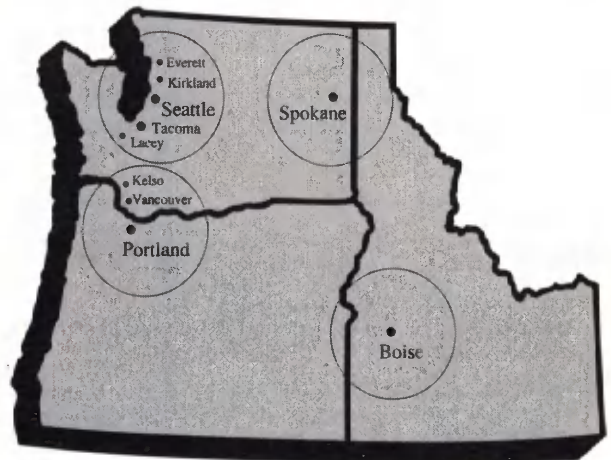
Consumer Opinion Services, Inc.

Everett Mall
1402-SE Everett Mall Way
Everett, WA 98208
Ph. 206-241-6050
Fax 206-742-4100
Contact: Maureen Pippin
H-15% M-70% L-15%
Stat.-10 1,2,3
(See advertisement on p. 73)

Seattle
Portland
Spokane
Boise

- Mall Intercepts
- Focus Groups
- Central Telephone
- Pre-Recruits
- Audits
- Distribution Checks
- CRT Interviews
- Product Purchases
- Mystery Shopping
- Medical
- Executive

We Cover The Northwest



We've been collecting data and keeping clients happy in the Northwest for over 30 years. Call us.

Consumer Opinion Services

We answer to you

12825 1st Ave. South · Seattle, WA 98168
206/241-6050 ask for Jerry, Dorothy or Greg Carter

CODES:

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

Consumer Opinion Services, Inc.

Lakewood Mall
10509 Gravelly Lake Dr. S.W.
Tacoma, WA 98499
Ph. 206-241-6050
Contact: Judy Riha
H-20% M-70% L-10%
Stat.-9 1,2,3
(See advertisement on p. 73)

Consumer Opinion Services, Inc.

South Sound Ctr.
312 S. South Center
Lacey, WA 98503
Ph. 206-241-6050
Contact: Jackie Braffield
H-20% M-70% L-10%
Stat.-4 1,2,3
(See advertisement on p. 73)

Comprehensive Research Group, Inc.

Northgate Mall, #220
555 Northgate Mall
Seattle, WA 98125
Ph. 206-362-7087
Fax 206-364-6869
Contact: John Sandor
H-60% M-30% L-10%
Stat.-7 3,4

The Friedman Marketing Organization

Consumer Opinion Center
South Hill Mall
3500 S. Meridian So.
Puyallup, WA 98373
Ph. 206-840-0112
Fax 206-840-0517
H-30% M-50% L-20%
Stat.-11 1,2,3,4

Gilmore Research Group

B&I Mall
8012 S. Tacoma Way
Tacoma, WA 98499
Ph. 206-581-7272
Fax 206-726-5620
Contact: Bob Gilmore
H-0% M-20% L-80%
Stat.-NA

Quick Test/Equifax

Tacoma Mall, #699
Tacoma, WA 98409
Ph. 206-474-9980
Fax 206-473-1931
Contact: Kathleen Chamberlin
H-20% M-40% L-40%
Stat.-10 1,2,3,4

Quick Test/Equifax

Crossroads Mall Ste. F13
15600 NE 8th Street
Bellevue, WA 98008
Ph. 206-641-1188J
Fax 206-641-3599
Contact: Debbie Champagne
H-40% M-45% L-15%
Stat.-8 1,2,3,4

U.S. Research Company

Alderwood Mall, Store #374
3000 184th St. S.W.
Lynnwood, WA 98036
Ph. 206-774-2151
Fax 206-771-4089
Contact: Jackie Weise
Income-Middle
Stat.-NA 1,2,3

SPOKANE

Consumer Opinion Services, Inc.

Northtown Mall #315
Spokane, WA 99207
Ph. 206-241-6050
Contact: Ruth Rivers
H-15% M-70% L-15%
Stat.-12 1,2,3,4
(See advertisement on p. 73)

YAKIMA

Gargan Research
Galleria Yakima Mall #32
Yakima, WA 98901
Ph. 503-234-7111
Contact: John Stephen
H-30% M-50% L-20%
Stat.-3 1

WEST VIRGINIA

HUNTINGTON

McMillion Research Service
Huntington Mall
I-64 & Rt. 60
Huntington, WV 25701
Ph. 304-755-5889
Fax 304-755-9889
Contact: Sandy McMillion
H-10% M-55% L-35%
Stat.-6 1,2,3,4

WHEELING

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

WISCONSIN

APPLETON

The Friedman Marketing Organization
Consumer Opinion Center
Fox River Mall
4301 W. Wisconsin
Appleton, WI 54913
Ph. 414-730-2240
Fax 414-730-2247
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
Ph. 715-836-6580
Fax 715-836-6584
Contact: Tammi Tollefson
H-25% M-55% L-20%
Stat.-11 1,2,3,4

FOND DU LAC

Promen Research Systems, Inc.
Lakeview Centre
Manitowoc, WI 54220
Ph. 414-922-3706
Contact: William Promen
H-35% M-60% L-5%
Stat.-4 2,3

GREEN BAY

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

MADISON

Wisconsin Interviewing Svces.
South Towne Mall
2303 W. Broadway
Madison, WI 53713
Ph. 608-222-6758
Fax 608-222-6761
Contact: Sue Lampert
H-30% M-60% L-10%
Stat.-4 1,2

MILWAUKEE

Consumer Pulse of Milwaukee
The Grand Avenue Mall #2024A
275 West Wisconsin Avenue
Milwaukee, WI 53203
Ph. 414-274-6060
Fax 414-274-6068
Contact: Kathy Jorsch
H-25% M-55% L-20%
Stat.-8 1,2,3,4

Lein/Spiegelhoff, Inc.
Southridge Shopping Center
5300 So. 76th Street
Milwaukee, WI 53129
Ph. 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
Ph. 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
Ph. 414-962-9926
Fax 414-962-3952
Contact: Melissa Butson
H-40% M-40% L-20%
Stat.-10 1,2

CANADA

BRITISH COLUMBIA

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

ONTARIO

Cantest Interviewing Services
Bayfield Mall
320 Bayfield Street
Barrie, ON L4M 3C1
Ph. 416-928-0826
Fax 416-928-2163
Contact: Peter Steyn
H-20% M-60% L-20%
Stat.-5 2,3

Cantest Interviewing Services
Lawrence Square
700 Lawrence Ave. West
North York, ON M6A 1B6
Ph. 416-928-0826
Fax 416-928-2163
Contact: Peter Steyn
H-30% M-40% L-30%
Stat.-5 2,3

Cantest Interviewing Services
Westside Mall
2348 Eglinton Ave. West
Toronto, ON M6M 1F6
Ph. 416-928-0826
Fax 416-928-2163
Contact: Peter Steyn
H-20% M-55% L-25%
Stat.-4 2,3

Cantest Interviewing Services
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Ph. 416-928-0826
Fax 416-928-2163
Contact: Peter Steyn
H-60% M-40% L-0%
Stat.-4 2,3

Cantest Interviewing Services
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300 John Street
Thornhill, ON L3T 5N8
Ph. 416-928-0826
Fax 416-928-2163
H-30% M-70% L-0%
Stat.-5 2,3

CSU Marketing/Canadian Viewpoint
Meadowvale Town Centre
6677 Battleford Rd.
Mississauga, ON L5N 3R8
Ph. 416-494-0212
Fax 416-474-1692
Contact: Alan Boucquey
H-20% M-70% L-10%
Stat.-4 1,3

CSU Marketing/Canadian Viewpoint
Centrepoint Mall
6464 Yonge St., Ste. N5
Toronto, ON M2M 3X4
Ph. 416-229-1221
Fax 416-474-1692
Contact: Kim Storer
H-30% M-60% L-10%
Stat.-3 1,2,3,4

CSU Marketing/Canadian Viewpoint
Hillcrest Mall
9350 Yonge St., Ste. 009
Richmond Hill, ON L4C 5G2
Ph. 416-770-9492
Contact: Marian Denny
Income- Middle
Stat.-3 1,2,3,4

CSU Marketing/Canadian Viewpoint
Mapleview Mall
900 Maple Ave.
Burlington, ON L7S 2J8
Ph. 416-474-1770
Contact: Alan Boucquey
H-30% M-55% L-15%
Stat.-6 1,3

Research House Inc.
Woodbine Centre
500 Rexdale Blvd., Ste. C1A
Rexdale, ON M9W 6K5
Ph. 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.
Portage Place Mall
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Peterborough, ON K9H 7J6
Ph. 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
Ph. 416-922-1140
Fax 416-926-8014
Contact: Anne Termaten
H-60% M-20% L-20%
Stat.-6 1,2,3,4

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221 Yonge St., Suite 105
Toronto, ON M5B 2H1
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Stat.-7 1,2,3,4

Quirk's Marketing Research Review offers you a chance to make history...

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As a QMRR reader, you know that in each issue we present case history examples of successful research efforts, examining the goals behind a project, its methodologies and how the research results were used to launch a new product, improve service, or fine-tune an advertising campaign, for example.

We're currently planning the next several issues of QMRR and we're looking for research projects in the following areas to profile: packaging research, service quality/customer satisfaction, focus groups, and health care research. If your company or organization has a research project in any of these areas that would make an interesting case history, we want to cover it!

The story development process is simple: a QMRR writer conducts the necessary interviews by phone and then writes a draft of the story. Because the case histories may touch on sensitive information, we allow interviewees to read a draft of the story before it goes to press. Please contact Joseph Rydholm, managing editor, for more information or to discuss a story idea.

Quirk's Marketing Research Review
P.O. Box 23536
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Data Use

continued from p. 13

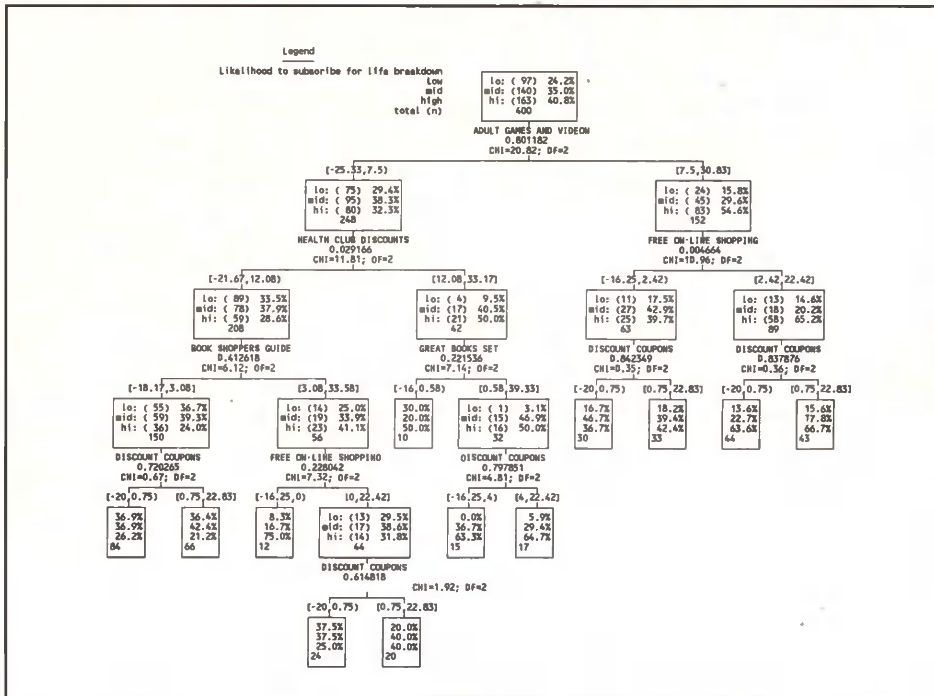
vs. light users vs. heavy users) that effectively limits you to 4 products or fewer in one analysis (with 4 products at 3 usage levels, you would have 81 possible combinations). You can, of course, break a problem involving 3 usage levels into several separate two-level problems: one contrasting combinations of non-users and heavy users, one contrasting combinations of light users and heavy users, one contrasting combinations of non-users and light users. This would give you three analysis, and with 4 brands each would involve 16 combinations.

our example, the coupons enters at the (α) = 0.99 level or better. (Again, you set the significance so that all variables with at least a 1% of being significant can get onto the list of candidate variables.)

- for a more exhaustive method: try to “force in” the variable at every spot along the way.

In the example below, the second assistant still had no luck. The coupons got “forced into the analysis” after all significant predictors emerged, and still nothing happened.

To understand the diagram fully, consider that the product is a lifetime subscription to *Tall Tales Magazine*. Respondents in the study were told they could get this subscription at various prices, with a variety of other special bonus products included or not. Using a full-profile conjoint design, 16 alternative “bundles” of special products were developed. Respondents gave their overall purchase intent rating to each of these on a 0 to 100 scale, and from these we developed utilities for each add-on. Note that purchase intent (at the insistence of the first assistant) has been recoded to a 3-category variable, with different points on the 0 - 100 scale used as cut-offs for “mid” and “high” levels of purchase intent.



To conclude

You can use the optimal recoding abilities of CHAID and CHAID/CART in many other ways, limited only by your imagination. They are particularly powerful at finding non-

Another highly useful characteristic of CHAID and CHAID/CART emerges in this type of analysis. If nobody uses a certain combination of brands, that combination simply does not appear in your analysis. Unlike many analysis-of-variance based procedures, CHAID does not get thrown by “empty cells.” You can have all or just a few of all possible combinations and the analysis will still provide accurate results.

3. Surely there’s some relation. . . (Part 2)

Suppose the second assistant brand manager returns to you. He (or she, if this can be determined) just knows you didn’t do a thorough enough job. “What if people already like another feature, like the adult videos, or the great books set?” s/he complains. “If people already liked one of those, then if they like the coupon, will they be more interested in buying?”

Fortunately, CHAID-type procedures let you answer questions like these definitively. That is, you can see if the feature adds incremental value where people already like other features. In somewhat more formal terms, you can see if an effect appears, conditional upon other effects.

Here is one possible method:

- allow all significant variables to enter the analysis
- after the tree is complete, see if the variable of interest (in

linear patterns of interactions in variables with many categories, or in continuous variables. Added to this these procedures can investigate interactions of these types conditionally—as in the example directly above. Even better, you can do all this without building an explicit model, as in analysis-of-variance based procedures, and without worrying about “empty cells.” The second assistant brand manager might not like the findings, but these features make these procedures distinctive and powerful additions to your armamentarium of data analysis methods. □

The two packages apparently having the widest distribution are SPSS-PC+ CHAID and Knowledge Seeker (KS) from FirstMark Technologies. KS can handle more categories in the independent variables than CHAID, which is limited to 15 categories. KS also can analyze continuous dependent variables. Neither package can analyze continuous independent variables, as such, although KS will convert them to categorical variables with as many categories as you like. (KS also will automatically split any continuous independent variable into 10 ranges, so you need to keep aware of what it is doing.) We have used KS to handle independent variables with over 60 categories. You can usually get much the same results with SPSS CHAID, in spite of its apparent limitations, but need to do more by hand, recoding every variable so it has no more than 15 levels.

Trade Talk

continued from p. 78

and researchers who lack a strong statistical background.

Author William Dunn, now a contributing editor of American Demographics magazine, began writing about demographics in 1977 as a reporter for the Detroit News after his new editor-in-chief asked him to write on population trends. Back then, as he explains in an introductory chapter, he knew little about demographics and felt he lacked the mathematical skills to deal with the subject. But in time he became comfortable with the numbers and has made a career out of writing about and interpreting them. With "Selling The Story" he aims to help people who may be in the same position he found himself in back in 1977.

The book is organized in two parts. In the first part, Dunn offers several concise chapters on major demographic categories (e.g., income, marriage and divorce, race, health, consumer spending). In each chapter he discusses how to (and how not to) think about and work with the basic measuring sticks in each category. He also offers helpful advice on frequently misunderstood aspects of demographic information, such as race vs. ethnicity or income expressed in

current vs constant dollars. The chapters also include a list of information sources and questions to consider about the trends in each category.

The second part of the book includes chapters on compiling a demographic reference library, accessing information with your computer, and presenting demographic information. In addition, Dunn gives a short course on mistakes to avoid when working with figures.

While you may be well aware of these things, there may be a co-worker or someone you present research findings to who may benefit from a primer on how to think about the numbers. Since major decisions are often made based on demographic information, it's essential that everyone using the information is thinking about it in the same way. □

"The Seasons of Business: The Marketer's Guide to Consumer Behavior" (269 pages, \$27.50, paperback), is by Judith Waldrop with Marcia Mogelonsky. *"Selling the Story: The Layman's Guide to Collecting and Communicating Demographic Information"* (245 pages, \$27.50, paperback) is by William Dunn. Both books are published by American Demographics Press. For more information call 800-828-1133 or write American Demographics Books, P.O. Box 68, Ithaca, NY 14851.

LISTING ADDITIONS

Please note the correction to the following listing in the 1992-93 Researcher SourceBook (corrected text shown in bold):

(On page 166)
Dr. Richard Insinga
16 Elm Street
Cooperstown, NY 13326-1214
Ph. (607) 547-9412
Fax (607) 547-9412

Please add the following firm to the 1992 Directory of Customer Satisfaction Research Providers:

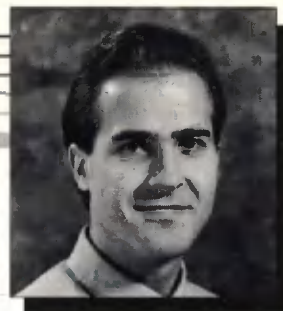
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San Francisco, CA 94111
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Fax (415) 954-5304
Marc Limacher, Dir. of Mktg.

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U.S. POSTAL SERVICE Required by 39 U.S.C 3685 STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION 1A. *Title of Publication:* Quirk's Marketing Research Review. **1B** *Publication No.:* 08937451. **2.** *Date of Filing:* Sept. 21, 1992. **3.** *Frequency of Issue:* Jan., Feb., Mar., Apr., May, June/July, Aug./Sept., Oct., Nov., Dec. **3A.** *No. of Issues Published Annually:* 10. **3B.** *Annual Subscription Price:* None and \$40.00. **4.** *Complete Mailing Address of Known Office of Publication:* 6607-18th Avenue South, Richfield, MN 55423-2737. **5.** *Complete Mailing Address of the Headquarters of General Business Offices of the Publisher:* 6607-18th Avenue South, Richfield, MN 55423-2737. **6.** *Full Names and Complete Mailing Address of Publisher, Editor, and Managing Editor.* *Publisher:* Quentin T. Quirk, 6607-18th Avenue South, Richfield, MN 55423-2737; *Editor:* Not Applicable; *Managing Editor:* Joseph Rydholm, 6607-18th Avenue South, Richfield, MN 55423-2737. **7.** *Owner:* Quirk Enterprises, Inc., 6607-18th Avenue South, Richfield, MN 55423-2737; *Stockholder:* Quentin T. Quirk, 6607-18th Avenue South, Richfield, MN 55423-2737. **8.** *Known Bondholders, Mortgagees, and Other Security Holders Owning 1 Percent or More of Total Amount of Bonds, Mortgages or Other Securities:* None. **9.** *For Completion by Nonprofit Organizations Authorized to Mail at Special Rates:* Not Applicable. **10.** *Extent and Nature of Circulation: Average No. Copies Each Issue During Preceding 12 Months:* **A.** *Total No. Copies:* 16,050. **B1.** *Paid and/or Requested Circulation: Sales through dealers and carriers, street vendors and counter sales:* None. **B2.** *Paid and/or Requested Circulation: Mail Subscriptions:* 12,521. **C.** *Total Paid and/or Requested Circulation:* 12,521. **D.** *Free Distribution by Mail, Carrier or Other Means Samples, Complimentary and Other Free Copies:* 3,059. **E.** *Total Distribution:* 15,580. **F1.** *Copies Not Distributed: Office use, left over, unaccounted, spoiled after printing:* 470. **F2.** *Copies Not Distributed: Return from News Agents:* None. **G.** *Total:* 16,050. *Actual No. Copies of Single Issue Published Nearest to Filing Date.* **A.** 16,500; **B1.** None; **B2.** 11,297; **C.** 11,297; **D.** 4,717; **E.** 16,014; **F1.** 486; **F2.** None; **G.** 16,500. **11.** *I certify that the statements made by me above are correct and complete:* Quentin T. Quirk, Publisher.



By Joseph Rydholm
managing editor

Two books explore what's behind the numbers

Depending on the product or service, a researcher can tell you who buys it, what they buy, where they buy it and why. But not as much attention is paid to *when* the product is bought. A new book "The Seasons of Business" gives convincing evidence for considering the "when" part of the who/what/when/where/why equation.

Author Judith Waldrop, research editor of *American Demographics* magazine, and freelance writer Marcia Mogelonsky have fashioned a book that reads like a monthly journal of the nation's consumers. It begins in August (because that's the start of the busy back-to-school season, which leads into the important holiday shopping months) and moves through the rest of the year.

The book gives a compact but thorough look at consumption habits using a mix of weather data, insights from business people, countless surveys, and government stats, presented in a folksy manner that's part census report and part *Farmer's Almanac*.

Plenty of numbers

As usual with the books I've reviewed here from American Demographics Press, "The Seasons of Business" feels thoroughly researched. It has plenty of numbers and plenty of sources. You'll also find it quite entertaining, if, like me, you find the consumer psyche fascinating.

The book uses the months and their respective holidays and weather patterns as a framework to discuss how various marketing issues are affected by the time of year. Each chapter contains mini reports on specific consumer segments such as business travelers, college students, baseball fans, Bible buyers, allergy sufferers, and newlyweds. The January chapter includes the Super Bowl; March: spring break; June: high school graduations; December: charitable activities, etc.

Winter blahs

As an example, the book shows that the month of February might be good one for TV advertisers, publishers, pizza delivery people, and makers of flu remedies. During February many people get a case of the winter blahs—that feeling of ennui that creeps over you when you realize that winter's dreary days are barely half over. It's too cold to do anything outside so people tend to stay at home. As a result, they watch a lot of TV, read books and magazines, order pizzas. They also get the flu, which sends them to the doctor or to the local pharmacy.

Now, none of this comes as a real surprise. If, for example, you work in the marketing research department of a company that makes flu remedies, you know when flu season hits and when it peaks. So "The Seasons of Business" may not tell you anything new about the users of your particular product or service. But it may get you thinking about the various forces—such as jobs, leisure activities, family responsibilities, even the weather—that influence your target consumers throughout the year. That, in turn, may give you a different perspective that sparks an idea or a new way of approaching an old problem or question.

Think carefully

The second book also aims to get you thinking, carefully, about the demographic numbers that bombard you every day. "Selling the Story: The Layman's Guide to Collecting and Communicating Demographic Information," is actually geared for journalists and other non-marketers who don't deal with statistics for a living but who have to make sense of demographic data. Still, it has something to offer marketers

continued on p. 77

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Director of Market Research, Faultless Starch/Bon Ami

2. Fantastic - I finally understand the stuff that good college professors could not explain if their lives depended on it. Great manual. Speaker is really great - I have learned more from him in 2 days than I did in 2 years in grad school!

Market Administrator, GTE Directories

3. If the wealth of information, knowledge and understanding I walked away with could be converted to money, I would be a millionaire from hereafter. I was never more impressed with an instructor and a seminar as I was with this. Workbook like none I have ever been exposed to... somewhat similar to the Encyclopaedia Britannica. Speaker dynamic, exciting, brilliant, showed tremendous interest in the subject as well as each participant.

Project Coordinator, General Foods

4. Super - best 2 day seminar I've ever had. Totally targeted. Best workbook I've seen in terms of walking away with a great memory jogger. Super speaker.

Manager, ICI Pharmaceuticals

5. I have listed more than 30 ideas for immediate implementation at my company. Outstanding speaker: expert, enthusiastic, as good a listener as he is a teacher.

Manager, Consumer Research, Heinz

6. Fantastic and on-track! The manual will be a great addition to our reference library! Priceless! So well laid out. Speaker excellent, interesting - on-track.

Product Researcher, Midmark Corporation

7. The best (seminar) I've attended. Outstanding association of statistics to marketing research problems. Linked statistical background of MBA to study concerns I face everyday. (The speaker) explains statistics and methods better in 2 days than most professors have done in a semester of undergrad and grad work.

Business Research Analyst, Dow Chemical

8. Fantastic! Even though I have an M.S. in stats I have never had such a clear picture of how to apply stat techniques before. Wonderful examples to explain the theories, ideas, philosophies-superb (speaker)! Helped me to motivate me to expand my use of different techniques and explore more possibilities.

Marketing Research Analyst, Consumer Power Company

9. "Intensive" is an understatement. But, I sure feel I got my money's worth. I got everything I came for, and more. Incredibly helpful and useful information. Terrific workbook. Unique instructor... someone who can "do" and "teach". Wonderfully enthusiastic.

Principal, CreBive Focus

10. Incredible - better than I expected. "Biggest Bang for the Buck" of any seminar I've ever attended. Fantastic.

Marketing Research Analyst, Depuy

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