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MARKETING RESEARCH

Review



- A review of charting and graphing software
- A guide to outsourcing your research projects

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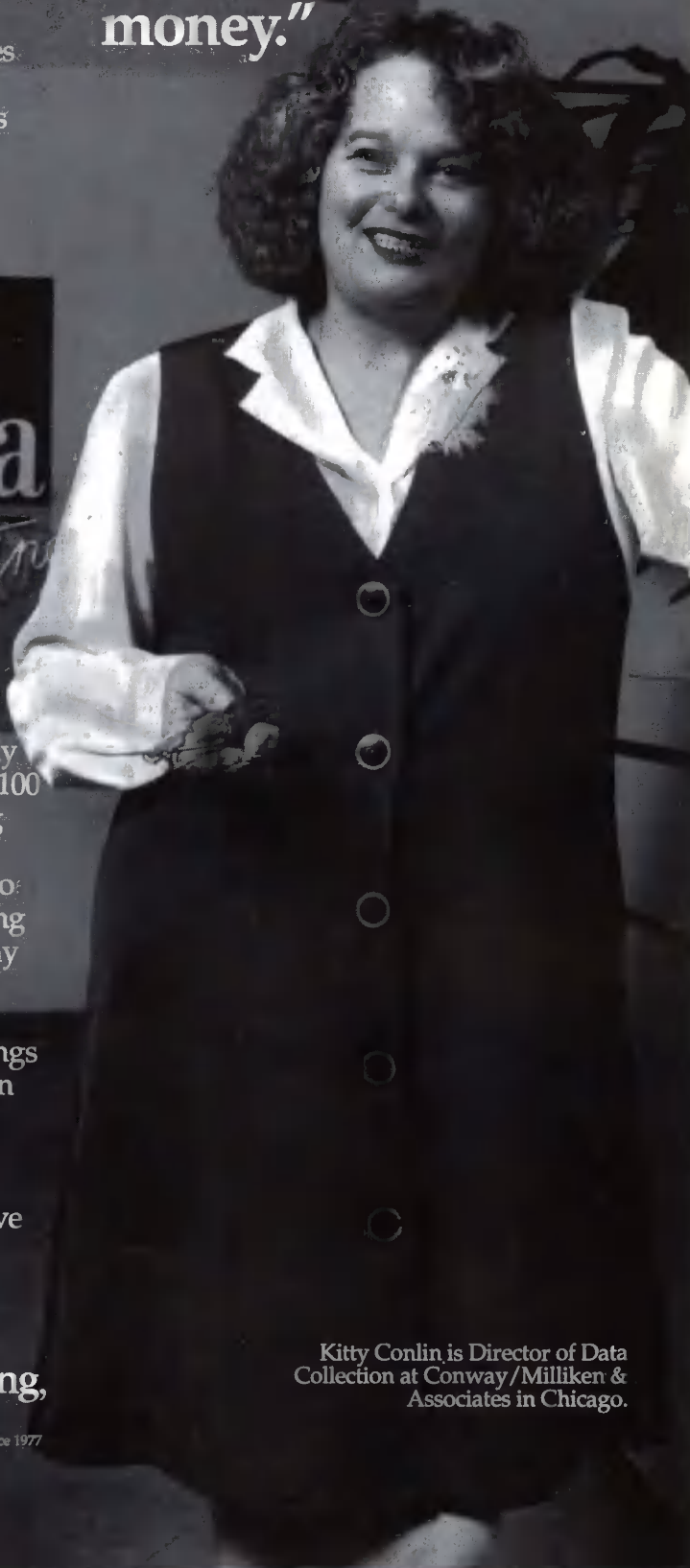
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The 1993 Directory of Mall Research Facilities features over 500 listings. Photo courtesy of Mall of America.



Publisher
Tom Quirk

Editor
Joseph Rydholm

Assistant Editor
Judy Arginteanu

Marketing Associate
Evan Tweed

Production Manager
James Quirk

Circulation Director
Mary Alan Christensen

Art Consultant
Dave Hahn

Business Manager
Marlene Flohr

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Let patients define quality

A Colorado HMO ties patient satisfaction to physician incentives

by Charles Gaughan and Lori Muneta

Editor's note: Charles Gaughan is manager of research and planning, and Lori Muneta is market research analyst, for TakeCare Colorado, headquartered in Aurora, Colo.

Imagine this: You've already sat 45 minutes in your doctor's waiting room, reading last year's magazines among an assortment of wheezing, sneezing patients. Now you are perched on the edge of an examination table, partially disrobed and shivering, waiting another 15 minutes for the appearance of a physician who will "be with you in just a second." Your blood pressure is nearing a record high, but what can you do if you're sick and can't get an appointment elsewhere for days or weeks?

At TakeCare, one of Colorado's largest health maintenance organizations (HMOs), patients can take heart that their health plan uses a research-based system specifically tying patient satisfaction to a physician incentive system.

HMOs have long been recognized for their ability to monitor costs and utilization. But as membership in managed care plans continues to grow, employers — the primary purchasers — and credentialing organizations are placing an increasing emphasis on measuring quality of care. At TakeCare we asked the people with the most at stake — our customers, the patients. We developed a telephone satisfaction survey more than two years ago to gauge our primary-care physicians' performance in three crucial areas: access to care, physician care, and the office staff and environment.

Our survey targets HMO members who have visited their physician in the

past 60 days. The instrument consists of 23 multichotomous and open-ended questions, and takes approximately six minutes to complete. TakeCare interviewers call patients in the evening. Our goal is to complete at least 20 interviews annually for each physician.

Patients don't wait long

Before TakeCare began the survey, many physicians had no idea how long the average patient had to wait for an appointment or sit in their waiting rooms. So far, we are pleased to discover that the scenario described at the beginning of this article isn't played out on a regular basis. Our data show that 77%

of patients can schedule an appointment within three days. Eighty-three percent wait

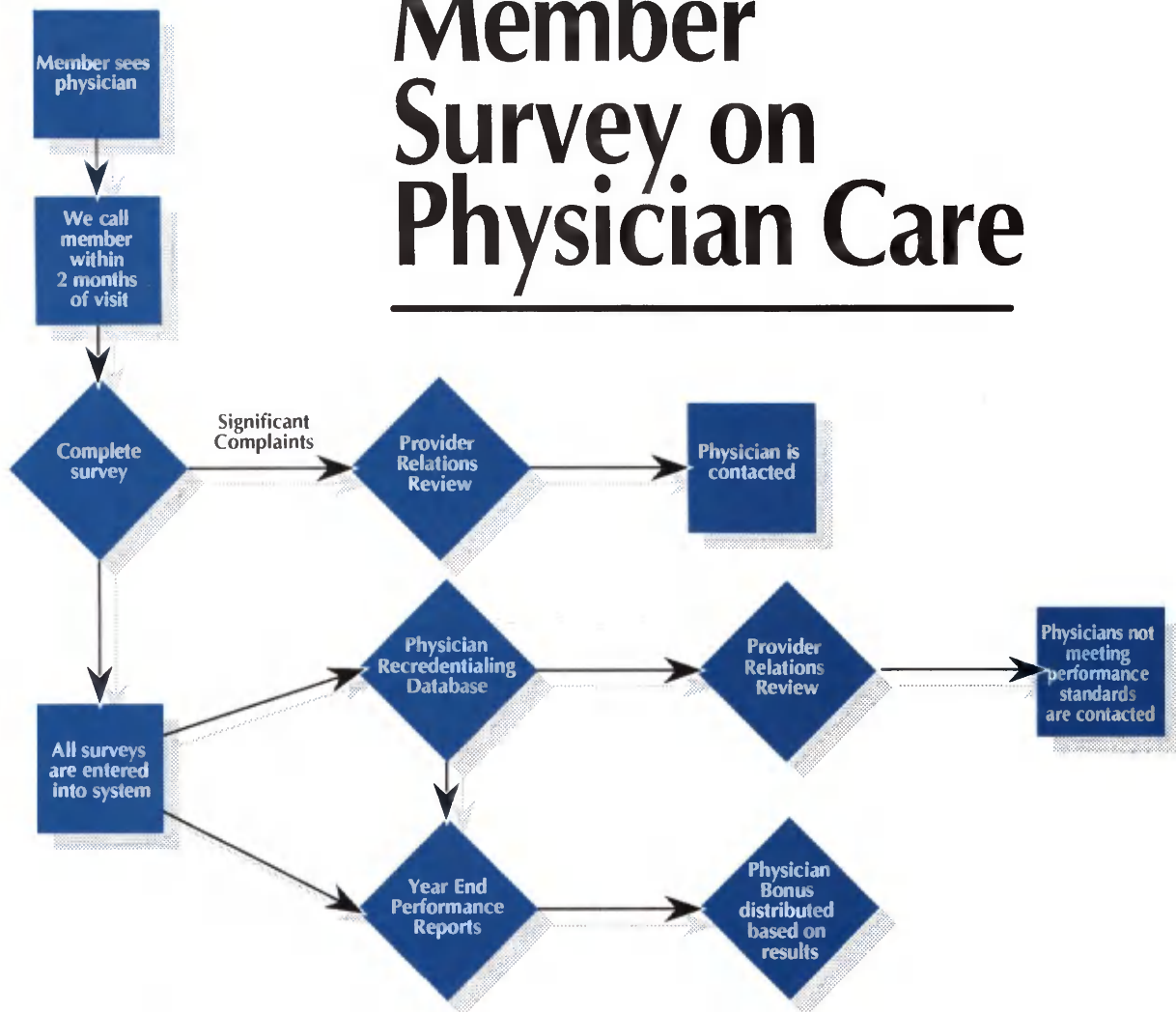
less than 15 minutes before seeing a physician, and only 6% are required to wait more than 45 minutes.

Besides questions on access to care, we asked questions about the physician's delivery of care. Using a five-point rating scale, we asked about the amount of time spent with the doctor; the doctor's bedside manner; how well the doctor explained the diagnosis; the doctor's willingness to listen to patients' concerns; and the doctor's overall competence. Finally, patients are asked if they would recommend their physician to others. Physicians have discovered that a vast majority of patients are very satisfied with their performance. Last year's overall physician rating was 4.57. Only 6% of respondents said they wouldn't recommend their physician to others.

These are important measures. Research has shown that patient satisfaction is based more on intangible attributes of health care than on clinical protocol. Physician credentials and tech-



Member Survey on Physician Care



nical expertise are important to patients, but not as significant as traits like listening to patients' concerns, clearly explaining a diagnosis, or spending the appropriate amount of time with patients.

Physicians skeptical

When TakeCare began its member survey on physician care, a few physicians questioned the fairness of such an approach. They worried about the subjective nature of the survey and whether patients were qualified to judge the quality of care. There was also some concern about using the results in the bonus program and in physician credentialing (a recertification process all physicians

go through every two years).

Ultimately, physicians are interested in ensuring that patients have access to care, and helping them build and maintain healthy lifestyles. With consumers increasingly "shopping around" for medical care, it's even more important to form a strong physician bond, ensuring the long-term health of the patient, and, incidentally, providing a stable patient base for the physician.

One of the timeless challenges of research is to see the findings through to completion — or action. In our case, if HMO members are asked about their experiences, then we must also have systems in place to act on their behalf, improving physicians' health care de-

livery. This is a great challenge, especially for an HMO with private-practice physicians.

That's why we tie survey results to a positive incentive — the annual physician bonus. Each year, our doctors are given benchmark data, allowing them to compare their performance to their peers. This helps physicians pinpoint specific areas contributing to patient satisfaction. Open-ended responses have also proven very beneficial. The annual survey results contribute up to 20% towards a physician's annual bonus. Provider reps visit physicians in the lowest percentile and offer infor-

continued on p. 29

Europeans discover packaging research

Editor's note: Tony Siciliano is managing director of International Interviewing, New York, a service of Michael Amoroso Inc.

There was a mild flurry of interest in the tachistoscope some years ago and I had spent several years working with Seymour Smith (of Seymour Smith Associates), one of the pioneers of T-Scope techniques.

The tachistoscope, or T-Scope, is a slide projector with a timing device. It allows visual stimuli to be exposed at very fast and consistently accurate speeds. It was first used by psychologists and physiologists to measure visual acuity. The device was used during World War II to train military personnel to quickly identify enemy aircraft. This was Seymour Smith's first experience with the tachistoscope and he saw its potential for testing packaging and print advertising.

When I left the Smith organization, I moved to France to concentrate on providing research capabilities for American companies interested in European markets. Much to my surprise, the European clients of the French market research agency where I worked were keenly interested in the T-Scope techniques for testing packaging, which I thought were part of my past.

It turned out that advertising and design staffs in Europe have a great deal of clout in research decisions that assess their creative endeavors. Below is the English translation of an article I wrote for a French market research journal, which demonstrates why the T-scope techniques were readily accepted in Europe.

The major complaint creative people hurl at market research is its essentially negative orientation. These artists and writers feel their work is the life-blood of marketing. Market research looms as a sentinel poised to challenge, confuse or deride their creative output. In many cases these complaints are justified. All too often, packaging research will only tell

if something is bad, with no indication about why. Very rarely does it provide direction for improvement.

I have spent many years working with T-Scope packaging-testing techniques that both management and creative staffs are happy with. The reason for this consensus lies in the diagnostic data these methodologies generate. It's rare that a package is totally bad and this is what infuriates creative people when they see research that seems to condemn their efforts wholesale. They intuitively know this is not an honest assessment. A package is composed of several elements and if a problem does exist, it's usually because of one or two elements.

The tachistoscopic techniques under discussion analyze the individual elements that make up packages. This is made possible by the T-Scope's brief, precision-timed exposures, which isolate these elements.

The packaging technique, which we call "the elemental series," breaks a package into three components:

- the first "elemental" viewing shows the packaging graphics/colors, but no product or brand information;
- the second "elemental" viewing adds the product information;
- the third "elemental" viewing adds brand information, to complete the package.

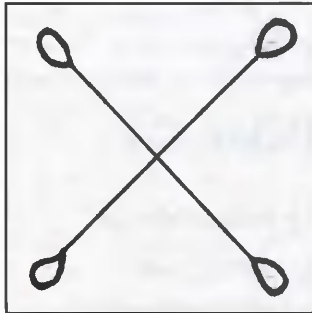
Each of these elements is probed on perception and imagery. There are also mass display measurements where the test package appears with competitive brands in an in-shelf display. These measurements indicate how well a package performs under real conditions.

The best way to demonstrate these techniques is to cite some actual case histories. We'll begin with the infant's toiletry package that led to the development of the elemental series. In the early days of tachistoscopic testing, a complete package was shown at a high speed and respondents were asked to draw pictures of what they saw. The product was a cotton-tipped stick used to clean infants' ears and eyes. The new package design had these cotton sticks arranged in the

T-Scope for

by Tony Siciliano

following cross-bow fashion.



We found when women drew this design and were unaware of the brand (a leader in infant-care products), they would interpret it as something “poisonous,” “dangerous,” “to be kept away from children.” Women who drew this design but knew the brand did not have these associations.

We realized from these findings that brand perception could be a serious impediment to analyzing a new package’s performance. If respondents knew a new package was for a well-known and respected manufacturer, problems were unlikely to emerge. We also realized that each element in a package was projecting something on its own and we should maximize conditions for each element’s associations. This led to the development of the elemental series, where gradually building a package shows us how each component contributes to perception, product/brand associations and attitudinal imagery.

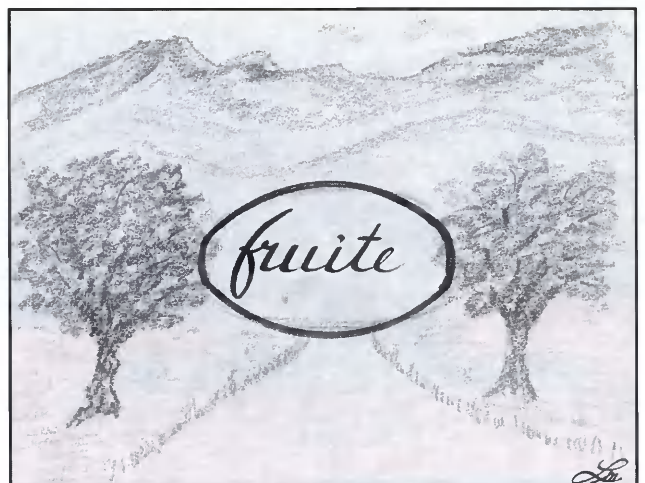
Our next case history took place in France. A client wanted to improve the imagery of his fruit beverage brand by changing its geometric-design label to one with outdoor scenery, including trees, mountains and grass.



The elemental series showed the new illustration was unnatural — the trees in particular were too symmetrical and looked unreal; the illustration was cluttered by too many elements, and these elements were projecting dairy products more than a beverage. Minor revisions in



the illustration, deleting confusing and cluttering elements, and replacing symmetrical designs with natural artwork, resulted in a label that achieved the client’s imagery goals with no in-shelf perception loss. □





Charting and graphing software comes of age

by Steven Struhl



Editor's note: Steven Struhl is vice president and senior methodologist at Total Research, working in the firm's Chicago office.

As the title of this review suggests, these programs prove that the days of good, even outstanding, software have arrived. As much as any software on the market, these packages collectively show how powerfully computers can perform in the Microsoft Windows

environment. I would rate each of these packages as at least "good" overall, as well as in the areas of creating charts and graphs, and generating presentations. Each program has a different "personality," however, and appeals to widely differing sets of users. If you can find the program that meets

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A REVIEW OF

- Charisma 4.0 and 2.1 for Windows**
- Corel Draw 4.0 for Windows**
- DeltaGraph Professional for Windows**
- Harvard Graphics 2.0 for Windows**
- Lotus Freelance Graphics 2.01 for Windows**
- Stanford Graphics for Windows**

your specific needs, you're likely to be very pleased.

That enthusiastic opening out of the way, let's get to the details. There is plenty to say about these feature-rich programs. They perform so many specialized functions it was hard to decide what to include. Suffice it to say that each program does everything discussed here and more.

This review falls into several sections:

- a three-minute summary of the programs;
- a review of ground rules;
- a sidebar on graphics and related formats;
- review areas in detail; and
- recommendations.

Overview

Any of these products will handle the basics with ease. All can produce remarkably professional results. All provide excellent file import and export capabilities, and most allow you to do advanced analyses along with charting and graph-

ing data from a file or entered from the keyboard. All are loaded with features, including many that would have seemed incredible even a few years ago. Each has some area (or many areas) that it handles particularly well.

This sophistication has its price, though: the programs range in size from large to huge, and most require a powerful PC to operate efficiently. While you can run all of them on a less powerful PC (that is, anything below a 486-based system), most of them will perform with infuriating slowness. Charisma 2.1 (the predecessor of the upcoming Charisma 4.0) was actually fleet enough to run at a reasonable speed on a 386DX, which ran at 16 megahertz (MHz). Freelance Graphics 2.01, nearly as fast, ran at a barely tolerable rate on the slower machine. The rest of these new giants really need more speed, however. You will also need plenty of hard disk space (from 13 to 34 megabytes for each program).

As your needs become more specialized, you may start to find that each package has a few gaps. Your best bet is getting the literature from each company and reading about the packages in detail before you buy. For a preview that points out great features (in my idiosyncratic view), as well as omissions or rough spots, just read the rest of the review.

Below are thumbnail sketches describing each program and its "personality."

Charisma 2.1 and 4.0 for Windows

The last version of Charisma was 2.1, now a venerable program at two years old. Charisma has long been a personal favorite of mine for its speed, ease of use, and the strength of its drawing and editing tools. Micrografx, which produces Charisma, has never received the recognition it deserves for producing excellent software, but the package boasts many little touches that show its creators to really understand what goes into producing precise images quickly. Perhaps many of their packages do not "win" in sheer number of features, but they always have provided the things you need to produce great-looking work — in programs that run quickly, smoothly and "intuitively" (they almost always do what you expect).

Version 4.0 was provided in "beta release" (not finished) form. About 30% of the final program did not work, so it was difficult to assess its actual performance. Given the features described in the product's manual, and the Micrografx track record, though, the finished product is likely to be excellent. Based on what was sent, I would expect something similar to Freelance Graphics 2.01 and Harvard 2.0, but with more charting options and more fully integrated advanced drawing and image modification features. Micrografx also offers the best-looking clip-art for PCs that I have ever seen (although Corel is quite close in quality). The images they provide can add a truly professional touch to your work.

Corel Draw 4.0 for Windows

Roughly a year ago, Corel set new standards for graphics software when it released Corel Draw 3.0. The latest version is even more advanced. You can do nearly anything you can imagine with an image using Corel. Corel Chart, the package's charting program and a full-scale program in its own right, is simply one module of many in this amazing package. Other features include advanced precision drawing, photo manipu-

lation, desktop publishing, remarkable graphics format conversion capabilities, fractal object textures (which often look like natural textures), animation and completely professional prepress image preparation. It can make you look like an artist in spite of yourself. The program is a colossus in both features and size, and even comes with a CD-ROM disk holding some 750 (yes, really!) high-quality True Type typefaces and some 18,000 high-quality pieces of clip-art.

Perhaps the single largest drawback to Corel is that if you start exploring the program's features and capabilities, you may take weeks to get to the charts you want to make. Beyond this, you should be aware that the images that Corel can produce may become too complex for your printer to handle, and the program itself is likely to give even a powerful computer, like a 486 DX2-50, a hard workout.

The charting module did have a few drawbacks, chiefly speed. At times, it seemed to move more slowly than the other programs and the other parts of Corel. Adding labels and annotations seemed to take the most time. I hope Corel will work on this, because it can do remarkable things. Also, unlike the drawing portion of the program, the charting module does not allow you to interrupt it while it redraws the screen, to enter another command, or change what is happening. It tended to redraw the entire screen even after small changes (like changing the point size of a label), but did not always do this. This module also lacked the great flexibility of the drawing portion of the program, although you can always copy a chart into the drawing module, and embellish with all of Corel's powerful tools.

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DeltaGraph Professional

DeltaGraph started as a Macintosh program and migrated to Windows last year. This program is a real analytical heavyweight, able to fit many types of curves and surfaces to your data. If you have a scientific bent and want a program that will quickly perform many analyses and convey the results, this may be the choice for you. A particular strength of this program is its ability to create labeled scatter points in one step.

On the negative side, DeltaGraph had a somewhat less integrated feel than most of the other programs. Backgrounds, for instance, are kept separately from charts, and applied to them. Most of the other programs let you start with a basic "look" for all the pages you are making, and go from there. Also, some of the complex options in DeltaGraph moved a little slowly. The program has not adopted the "intelligent redraw" that many others use, so even minor changes require regeneration of the entire image. If you are working with relatively simple graphs, this should not matter. It can be irritating when working with more complex images, however. For instance, it redrew a complex image several times as I tried to get axis labels exactly the way I wanted them.

Lotus Freelance Graphics 2.01 for Windows

This is my product of choice for a presentation that's mostly word-oriented. The program does a good job with charts, also, although with fewer fancy options as the others. This program excels at putting together sharp, professional-looking paper or slide presentations with a uniform look from

page to page. Its handling of bullet points at multiple levels is superb. It has a good collection of clip-art (which it calls "symbols") that you can easily add to or modify.

Freelance Graphics 2.01 runs smoothly and quickly. The only time I noticed the least slowdown was when moving around a magnified view of the screen. Its operation is highly "intuitive," showing how far Freelance Graphics 2.01 has advanced the idea of "software usability." They really seem to know how users will do things with software. The program would almost always respond as I guessed it would when I was using a new feature or producing a new effect. I remember looking something up in the manual only once, and needed only a quick glance at the computer-run tutorial. This is the product that I return to when I need to produce a truly professional presentation quickly.

Harvard 2.0 for Windows

This product is really good — amazingly good, especially after some moderately unhappy experiences with versions of Harvard for DOS. SPC, the makers of Harvard, have gone the distance to make a product that produces truly professional results with tremendous ease. Harvard's ability to prepare word charts trails Freelance Graphics 2.01 only slightly, has more options for graphs, and adds advanced drawing and image modification tools. Harvard goes beyond the other programs in the reminders and intelligent advice it offers. You can turn on a screen that gives pointers (all well-taken) on good charting and graphing practices.

Perhaps most intelligently, Harvard tells you what all the little icons scattered on the screen actually do. (Windows programs now make extensive use of "icons," or small pictographs, which you click on with the mouse to accomplish tasks.) As you pull the mouse across the spot occupied by an icon, the text on the top bar on the screen (normally devoted to the program's name) changes to explain what the icon does. Bravo, Harvard!


Harvard also includes an add-on "F-X" module that can enhance your charts and presentations with an ample sampling of the many remarkable effects you can expect from Corel. You can make two-dimensional objects (including text) look three-dimensional in various ways, add shadows and many special fill patterns that look like chrome, steel, leather and so on. The results look excellent. Corel provides many more options (probably in the billions — no kidding), but Harvard makes this type of wizardry easier.

Harvard looks like an excellent choice for more chart-intensive presentations, or for those of us who like to add a few extra fancy touches.

Harvard also has some advanced multi-media features, meaning you can make your presentation a real spectacular, including sound clips, animation and so on. Harvard even allows you to set up a tele-conference presentation with up to 64 networked computers (requiring only VGA monitors).

Stanford Graphics

This program provides the most remarkable range of charting options, and genuinely advanced analytical capabilities. Stanford claims to produce more than 140 types of charts. Some of these types are closely related, but the variety



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still is incredible. If you want to work with your data in detail, do more technical and scientific charting, perform various types of what-if analyses, or just produce some absolutely amazing charts, Stanford may well be your choice.

Stanford's speed is good, even with more than one complex chart on the page. It has become much more flexible than earlier versions, but it's still not quite up to most of the other programs in drawing and on-screen editing. It sometimes makes you work a little harder than the others do, and on a few occasions, it was not clear how to get a desired result. You ultimately can do nearly anything you want with a chart, although you may need to "work around" to a solution in few instances. For instance, it takes three steps to find the goodness of fit of a line or curve drawn through points; most other packages produce this automatically. Help is available if you get stumped. Stanford's technical support proved quite helpful with the questions I posed for them.

Areas reviewed

We looked at the packages from the perspective of survey and database data-information that market researchers, marketers and planners are likely to use. We evaluated each for:

- variety of charting options;
- speed, efficiency and demands made on your PC;
- ease and smoothness of operation;
- drawing and embellishing;
- transferring files and graphics; and
- value for the money.

Performance in each area is summarized by a system of stars, ranging from one star for "poor" to six stars for "outstanding," as follows:

- ★ poor
- ★★ fair
- ★★★ good
- ★★★★ very good
- ★★★★★ excellent
- ★★★★★★ outstanding, wonderful

Since this review concerns graphics programs, we will show ratings in charts produced by each. If the program could produce a bar chart filled with stars, we produced that. Otherwise, standard or fancy bars, depending on the program's abilities, will appear.

Test equipment

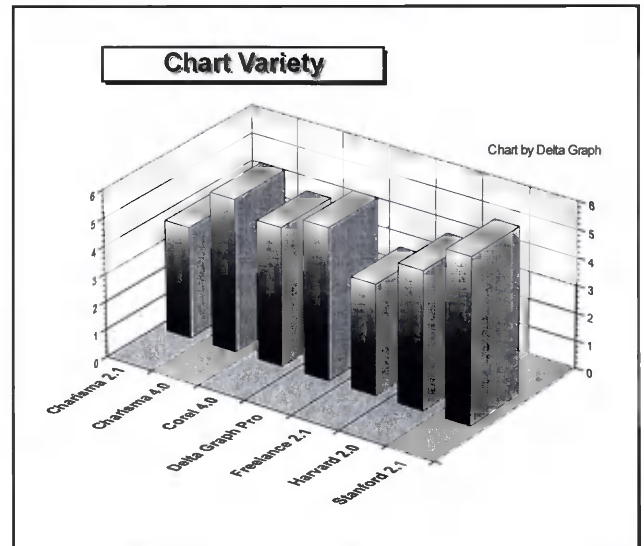
We tried these programs on an IBM-compatible 80486-based PC. This machine (although already at the advanced age of 11 months) still can be counted as a fairly up-to-date "heavy duty" (or "hot rod") machine, with most of the latest features. It is powered by a DX-2 type chip running at 50 MHz, has 8 megabytes (MB) of RAM (random access memory-the computer's working space for running programs), and a 212 MB hard drive with an access time of 12 milliseconds. Its video is handled by an ATI Graphics Ultra Pro card, a highly respectable card for handling the demands of Microsoft Windows.

Nearly all these programs demand a PC about as powerful as our test unit. Windows itself tends to run more slowly with

anything less than 8MB of RAM. Strictly, Windows requires only 2 MB of RAM, but you will see performance suffer with 4 MB or less of memory.

Review area 1: Variety of charting options

When considering chart variety, a large part of your evaluation will revolve around what you expect graphics to do. One school that has long held some sway, as exemplified by



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ink-to-information ratio" is their war cry. An ideal chart for this faction is spare, with lots of white space.

Meanwhile, a few in and around the academic community grumbled about all this austerity, and practitioners continued to notice that audiences liked color, 3-D effects, and so on. Recently, Tukey, a star in the data-analytical pantheon, and long in Tufte's camp, fired a strong salvo against the purist approach. Graphs and charts, he stated, should be used more as a qualitative aid to understanding than to display information precisely. Expect graphic representations of the data to give a feeling for its patterns, underline key points, and arrest the attention. Leave the analysis of the data to the numbers and accompanying text.

Particularly if you believe in arresting the attention, all these packages have plenty to offer. Even Freelance Graphics 2.01, which has somewhat fewer charting options than the others, can frame your chart in a presentation format that will compel, amuse or startle.

Stanford, however, is the clear winner in charting options. The number of different charts it offers is nothing short of extraordinary. You can get an idea of the options by browsing through a section of the program called the "Gallery." This shows every basic chart type Stanford makes, divided into 2-D and 3-D sets. Some of these charts look so incredible you may find yourself trying to contrive some data to fit into them.

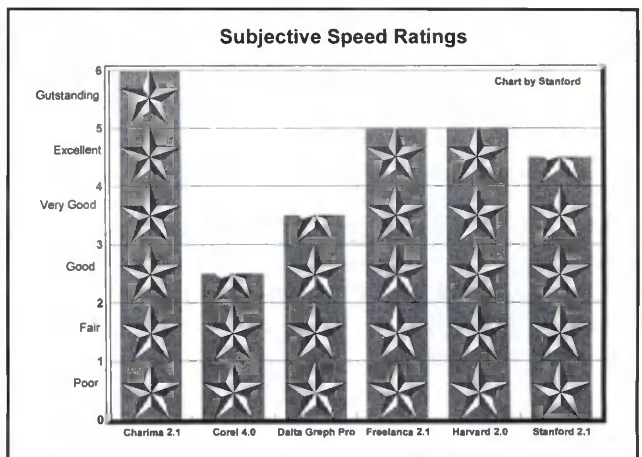
Like Stanford, Corel and DeltaGraph do 3-D graphs, with many of the same chart-handling features (including rotation of the graph in three dimensions, and changing the chart's perspective). Charisma 4.0 will produce 3-D graphs as well.

Both Stanford and DeltaGraph produce scatter plots with labels, a highly useful feature for perceptual mapping. With this feature, the programs take the labels from your data (which appear in spreadsheet form in all the programs), and put them on the chart near the points. With DeltaGraph, you can then drag and drop any overlapping labels on the screen. With Stanford, you need to change the distance in a dialogue box. Stanford, though, will put all the labels you change in any way at just one distance. (If you move one above a point and one below another point, and if you set one, for instance, 18 units from the point, the other will move to a distance of 18 units from its point.) You may need to delete a few labels and "overlay" another data series, which can then have other custom distances, on very crowded scatter plots. This program also allows you to use any symbol in any typeface for markers, even providing a special symbol set for this purpose. The upcoming Charisma 4.0 also will make labeled scatter plots.

Stanford also will produce vector maps, with vectors pointing toward the origin and labels at the ends. This is also useful for perceptual maps. Getting the vectors to radiate directly from the origin (0,0 point) of the chart may prove tricky, though.

Review area 2: Speed, efficiency and demands on your PC

Corel is a heavyweight among heavyweights. Aside from Charisma 2.1 (which Charisma 4.0 is about to replace), none of these programs requires less than 10 MB of disk space for a full installation. Corel requires 34 MB, although you can run it using an included CDROM disk, keeping only a portion of the program on your hard drive (assuming you have a CD




ROM drive). Corel also includes another CD ROM disk, as mentioned, with 750 additional typefaces (some come with the basic program), and some 18,000 pieces of clip art. The final size of Charisma 4.0, still in development, is not certain. Charisma 4.0 also will include a CD ROM disk full of images, and perhaps other materials.

Most of the programs, besides being large, make heavy demands on your PC. Only Charisma 2.1 runs somewhat comfortably on an older 386-based machine. Freelance Graphics 2.01, not quite as fast as Charisma, will run on a slower 386-based PC, but requires plenty of patience on this platform. Harvard would probably run about as fast as Freelance

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#1 Choice for Survey & Marketing Research

Graphics 2.01. Corel, Stanford and Delta Point required too much speed and power to run comfortably on an older, slower PC.

All the programs ran at least acceptably on our test model, a 486-based PC. Charisma 2.1 ran very quickly. Charisma 4.0, still filled with "beta test code," seemed slower, but part of the "beta development" cycle is making the program run more quickly. Charisma's operations seem subjectively faster because of the wealth of "shortcut key" combinations that can quickly execute common operations. These key combinations (for instance, using Shift + L to left-align objects, from the object alignment menu) can save a great deal of time compared with clicking through two or three levels of menus. Charisma also has a "set" check-box on most of its larger dialog boxes, which keeps them in view until you decide otherwise. This way, you easily can try out a few effects without having to call up the dialog box from a menu repeatedly.

Harvard, Freelance Graphics 2.01, and Stanford operated at excellent speeds, overall. Harvard sometimes seemed a little slow opening or saving charts, and could use a little more speed in saving new "master styles," consisting of backgrounds and layouts, for use with presentations. Freelance Graphics 2.01, otherwise quite quick, moved slowly when panning around a magnified view of a presentation page. This tended to discourage exact editing of objects on the page. Stanford, while usually quite quick, often relies on entering data in dialog boxes to move things on the screen. This seems slower than simply pulling the object to the location you would like.

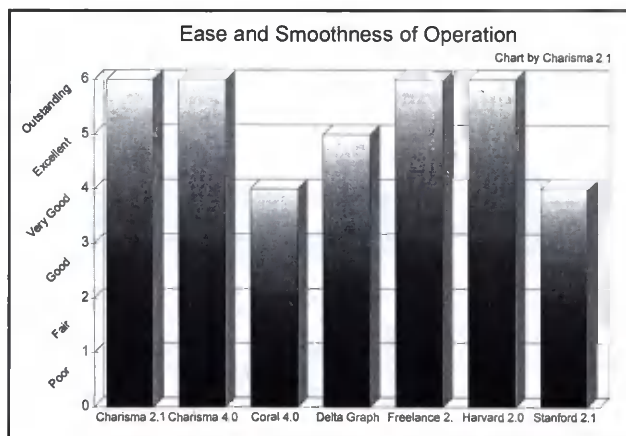
DeltaGraph did well with simple charts, but it redraws the entire screen every time you change any detail. If you are working with heavily detailed charts or special effects (like gradient shading that changes gradually from one color to another), then the redraw time can seem slow.

Corel often moved quite quickly, particularly if you simply entered data and used one of its (many) preset graph types. However, like DeltaGraph, it tended to redraw the entire screen after small changes. With complex patterns, like the fancy stars in the "Drawing and Embellishing" rating chart, all these redraws turned editing into a time-consuming process. In that particular chart, I didn't like the default placement of labels, and it was here that Corel moved most slowly. Finally I copied this one chart to the Windows clipboard and pasted it into Charisma 2.1 for final editing. I hope Corel will work on the speed of changing annotations on graphs, since this renders an otherwise rich and versatile program harder to use.

Review area 3: Ease and smoothness of operation

Some of these aspects were covered in the last section. The speed and ease champion, as may be apparent, is Charisma 2.1. Freelance Graphics 2.01 and Harvard follow closely. All move quickly, perform as expected nearly all the time, and have a well-integrated "feel." Note though, that Harvard and Freelance Graphics 2.01 use a "presentation" metaphor, in which you start by choosing a set of basic page-layouts with a common background, uniform text fonts and colors, and so on. Both Harvard and Freelance Graphics 2.01 then allow


you to easily modify these "master styles" to taste. All chart and text pages will then change accordingly. Charisma 2.1 puts charts into large 12-page workspaces. You can make the



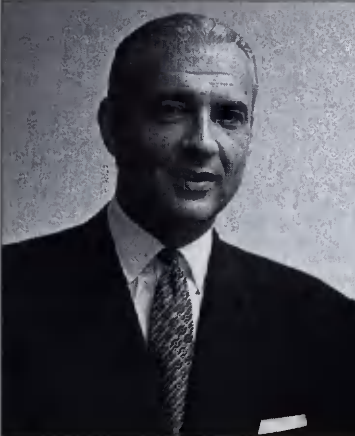
look of these pages uniform for a presentation, but this is a more labor-intensive approach than with the other two. Charisma 4.0 will go over to a presentation-style metaphor, but starts with an initial question about whether you will be preparing something for paper, slides or screen, with the default choices it offers modified accordingly.

Harvard is probably the most helpful of all the programs, with an advice screen that you can keep on as needed (including all the time). The program provides plenty of sound pointers on displaying data. As mentioned, Harvard


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Outsourcing for better quality, lower costs

by Lisa Force

Editor's note: Lisa Force is president of Market Force Associates, a marketing research firm based in Scottsdale, Ariz.

It happens time and time again. Marketing research departments — in all kinds of industries — send a request for proposal (RFP) to a number of market research firms asking for bids on a research project. When the bids come in, three exceed the budget and the fourth cannot meet your timeframe requirement. You call the research firms and they do their very best to accommodate your internal constraints. But even when the firms have given you their best prices and pledged their quickest turnaround, the internal goals still cannot be met.

This is not an unusual scenario, particularly in these times of downsizing, cost-cutting and budget-capping. Yet this is also the age of the customer and businesses recognize they must be customer-driven to succeed. So how do you balance your ever-growing customer research with ever-shrinking marketing budgets?

It can be done with a little creative thinking and a “sideways outsourcing” system.

Drop the project paradigm

The first step is to break out of the

“project paradigm,” which goes something like this: “Research is done on a project-by-project basis, by one firm from beginning to end, although different firms may be used for different projects. You may choose to do some portions internally, especially questionnaire development, and analysis and presentation, to save money and retain control.”

Unfortunately, this line of thinking requires us to stick with one firm all the way through a project, regardless of the firm’s strong and weak points.

But suppose we turn the research process “sideways,” and think of it in terms of the components that typically go into each project: issue development, tool design, data collection, data processing, and analysis and presentation. This allows you to consider outsourcing your research across projects, by component — data collection on projects one and two to Firm A and data processing on projects two and three to Firm B, for example.

Typically, full-service research firms specialize in one or two of the research steps, whether or not they realize it. Many companies that began as phone rooms, for example, excel at the data collection stage while those with access to the most current hardware and software may handle data processing particularly well.

Additionally, there are a number of firms who only perform one or two components of the process. Because their employees and equipment are specialized, they usually can provide the highest quality services — and at a lower price, since their resources are spread over fewer concerns.

Adopt a detailed RFP

But, you might say, it’s impossible to use a firm only for those steps at which it excels and for which it offers the lowest price — these are “full-service” research firms and only provide their services as a package.

Are you sure?

A good way to find out is through your next step: Send out a detailed RFP. In it, break down at least the major components: issue development; questionnaire/tool design; data collection (closed ends and open ends); data processing (data entry if applicable, open-end coding, computer processing); analysis/presentation (executive summary, detailed analysis); other (explain); profit margin; and the total.

The firms to which you send this RFP may call with a number of questions and concerns. But once they understand these are your requirements for doing business, they will happily comply. (In fact, many of them go through this process anyway, to develop their bids.) So

asking them to share the details with you does not necessarily create a great deal of additional work for them. Even if you use a single firm for all the steps, you should ask the research firm to provide bids and billing in this format so you know exactly what you are paying for.

When you compare bids prepared in this format, you may find that the totals are very similar, but the prices of the components vary widely from firm to firm. It is not unusual to see a firm charging half or even a quarter of the high bidder's price on a particular component. Again, because many of them specialize, they can offer one component at a higher quality and a better price.

Research your research firms

The third step in outsourcing across components is to research each of the firms from which you have a reasonable bid and choose the one best suited to each component of your project.

Chances are you knew a great deal about the firm before you ever sent

them an RFP. And if you have worked with them before, you probably already know the areas of the research process at which they excel and areas with slow turnaround or less than top quality.

If you do need more information, though, questions about the firm's pricing structure, which flow naturally from the detailed RFP, will help you determine a great deal about the strengths and weaknesses of each service they offer. Also a tour of their facility — phone room, coding area, data processing equipment — can be invaluable in learning about the operation.

Once you have chosen the firms that will supply the various components of your projects, you need to ensure consistency. Whoever does the issue development, for example, should also be involved in the tool design and probably the analysis so the project's original purpose doesn't get lost.

Fortunately these three steps are the least expensive portions of the research process, so it is possible to have more than one firm involved. If you want to use one firm for data collection and

another for analysis, for example, both can typically be included in issue development discussion, for a very nominal charge, if any, by either firm.

These are also the steps most readily accomplished internally, particularly the analysis. The best-quality analyses, however, are often produced by the brokerage firm or a firm specializing in analysis. Without the equipment worries of a data processing firm, the ever-present staffing issues of a data collection firm or the shoot-the-messenger concerns of an in-house department, an independent firm can often provide the most honest and insightful evaluation of data.

Brokers save you time and headaches

The last and perhaps most important step of outsourcing by component is coordination. The firms you have working on one project must have compatible equipment, especially if separate firms are handling data collection and data processing. They must understand

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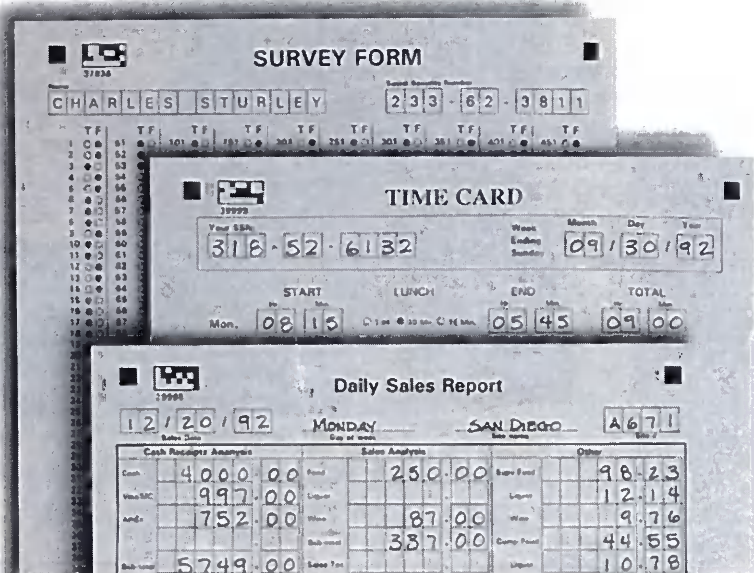
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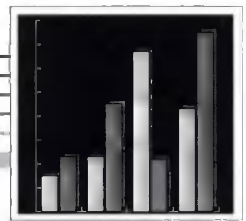


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Moms prefer privacy over politics

Few Americans are attracted to the political arena, largely because they feel "the press in this country pries too much into the lives of public officials," according to a recent survey of 800 mothers of newborns conducted by Attitude Measurement Corp., Southampton, Pa. Nearly three-quarters agreed with the statement; almost half strongly agreed with it. A fifth disagreed. Agreement with the statement was inversely proportional to the respondent's level of

education. For more information call Bob Schumer at 215-364-1440.

Americans play as hard as they work

The typical American spends an average of 40 hours a week in leisure activities. Of these 40 hours, six are spent in recreation and sports activities like boating or fishing, bicycling, bowling and exercise and aerobics. The rest are allocated to social and entertainment activities like watching TV or videos, socializing and going to mov-

ies, concerts, plays or sports events, according to a recently released study by Irwin Broh & Associates, Des Plaines, Ill.

The study also found that people felt they had less free time, on average, than a year earlier. The perceived decline in free time cut across regions and income groups. Women aged 18 to 34 were particularly sensitive to a loss of free time. Less time was spent on eating out, sports participation and physical fitness, among other activities that lost out. Other study findings include:

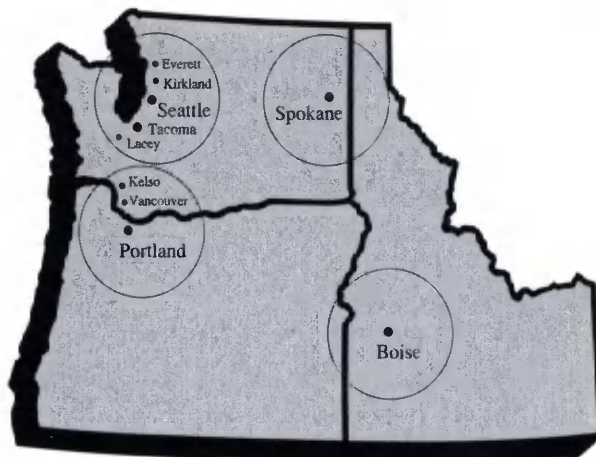
- About one in four people eat at a restaurant during a typical weekday.
- Men 18 to 49 years old spend about 1.5 hours per week preparing meals and doing laundry, compared with more than 7 hours women spend in the same activities.
- More time in the fall is spent walking or jogging than any other sport or recreation.
- People in the western United States are a third as likely to go boating or fishing in the summer as those in the Midwest or South.
- People over 65 spend more time walking or jogging than any other age group. They spend an average of almost two hours per week in the summer, slightly less in the winter and fall.

"Boys of summer" still boast loyal fans

Despite much wailing and gnashing of teeth over the state of baseball, a third of Americans still said they were fans of the game. More men (42%) than women (25%) identified themselves as fans, and the Northeast and North Central regions had a slight edge over other parts of the country. The telephone study

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of 2,000 adults was conducted in July by Bruskin Goldring Research, Edison, N.J. Forty-four percent of the fans had incomes of at least \$40,000.

Of the 664 self-identified fans, 22% thought the San Francisco Giants would win the World Series this year; the Atlanta Braves came in second, with 11%, and the Philadelphia Phillies third, at 8%. Other teams chosen were the New York Yankees, the Boston Red Sox, the Toronto Blue Jays, and the Chicago White Sox. The Milwaukee Brewers received no votes. (The 1993 World Series teams were Philadelphia and Toronto. Toronto won.)

A third of the fans had gone to a major-league game this season. Attendance is highest in the Northeast (41%) and North Central region (40%), and lowest in the South (25%). About 55% favored interleague play during the regular season, and favored designated hitters in both leagues. About the same proportion opposed the new "wild-card" post-season playoff system. Almost three-quarters thought brawling had no place in the game. And 63% thought artificial turf had no place on the field.

Generation X want their interactive TV

Adults in America — particularly young adults — think the future will be televised, according to a recent Chilton poll investigating public reaction to the leading-edge technology.

For the "MTV Generation," interactive TV appears to be the latest innovation. Interactive TV will let viewers choose from hundreds of movies or programs, and provide services like banking, shopping, registering opinions, playing along with game shows and responding directly to advertisements. Over half of those surveyed (56%) said they would be interested in such a service.

Three out of four 18- to 30-year-olds (who have grown up in a high-tech world) expressed interest in the new technology. By contrast, people over 60 are much less enthusiastic; only 35% would consider having such a service. Of other adults, 63% of the 31- to 44-year-olds and 54% of the 45- to 60-year-olds were favorably inclined. People with a college education are also more likely (65%) to be interested.

Most of those interested would be willing to pay for its services; half the respondents would pay as much as \$20 extra to receive interactive television's benefits.

The telephone survey was conducted July 22 to 26, 1993, among a random national sample of 500 adults. The results have a margin of error of plus/minus 5 percentage points. Chilton Research Services is based in Radnor, Pa.

21st-century schools top moms' concerns

Parents are most concerned about the quality of schooling that awaits their newborns. A recent survey by Attitude Measurement Corp., Southampton, Pa., found more than a third of the 800 mothers of newborns polled listed educational concerns as their top priority, followed by concerns about crime and violence (30%), adequate health care (29%), substance abuse/drugs (26%), economic concerns (20%), the environment (15%) and AIDS (15%). Women over 25 are more likely to worry about the environment. Despite worries about the economy, most women still think their child will be better off when he or she grows up than the current generation is now. This outlook bespeaks a cautious, rather than enthusiastic, optimism, however.

In other findings, the survey found that more than half the working mothers surveyed turned to family members or friends for day care. A fifth arrange care via an informal setting at someone else's home (non-family or friend), and 14% use a commercial day-care facility. Only 6% use an au pair or nanny; a scant 1% use a company day care center, possibly because few such facilities exist.

The study also found that more American mothers are bottle feeding their infant than breast feeding, by about a 3 to 2 ratio. A fifth said they sometimes switch methods. The study also found that women over 30 were more likely to breast feed than their younger counterparts (40% of over-30 mothers, compared with 30% of mothers 25 to 29 and 18% of those under 25). For more information, call Bob Schumer at 215-364-1440.

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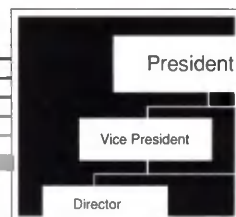
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NAMES OF NOTE



Lawrence Widi has been promoted to vice president at *Cramer-Krasselt*, Milwaukee.



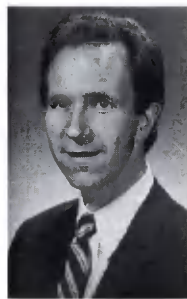
Widi



Larson



Baskin



Cbay

director at *C/IJ Research Inc.*, Wheaton, Ill. **Richard Cbay** has joined the company as senior vice president and re-

Brad Larson has been promoted to telephone center director at *Paria Group*, Orem, Utah.

Hillary Baskin has been named study

search director.

Kevin Vaselakes has been promoted to account representative at *Quality Controlled Services*, Fenton, Mo. Vaselakes will serve clients in the Mid-

west region.

Polly Kleissas has been named director of *Interviewing Service of America's* new Annapolis, Md. office. The firm is based in Van Nuys, Calif.

Herbert Abelson has been named associate director of the *Princeton University Survey Center*. Abelson is co-founder and former CEO of *Response Analysis Corp.*, Princeton, N.J.

Jim Fouss served as chairman of the 18th Annual Workshop committee for *CASRO's* 1993 Annual Workshop in September. Fouss is president of *Response Analysis Corp.*, Princeton, N.J.

Kimberly Graham Lee has been named senior vice president, client service and new product development at Indianapolis-based *Walker Research &*

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Lee



Markowitz

Analysis. **Lee Markowitz** has been named vice president, marketing sciences.

David Vail has joined *ICR Survey Research Group* as vice president/managing director. Vail will head the firm's new West Coast office in Woodland

continued on p. 76



Harmon Associates has relocated. Its new address is: 2100 State Highway 35, Suite E, Sea Girt, N.J. 08750. Phone is 908-449-1211; fax is 908-449-5505.

Simmons Market Research Bureau has announced plans to launch the "Study of Hispanic Media and Markets." The study will provide the most comprehensive Hispanic database available, with information about the marketing behavior, media habits and demographics of Hispanic adults in the United States. Using a sample of more than 10,000 Hispanics, the study will provide representation of adults in telephone and non-telephone households, as well as Spanish language-dominant, English language-dominant and bilingual Hispanics. Data will be available for each of the seven largest Hispanic markets (Los Angeles, New York, Miami, San Francisco, Chicago, Houston, and San Antonio) and the entire country. Initial support is being provided by the Telemundo and Univision television networks. Field work will start in early 1994 and the data will be available before the end of the year. Simmons has offices in New York and Chicago. For more information call 212-916-8900 or 312-951-4400.

FGI Market Research, Chapel Hill, N.C., has been commissioned by General Electric Information Services (GEIS) to conduct ongoing, worldwide customer satisfaction research in 16 countries. FGI began conducting interviews in early September. The research will continue through 1994. Results from the customer satisfaction interviews will be presented to GEIS on a quarterly basis. In-depth customer satisfaction interviews with GEIS clients will be

conducted by **Market Intelligence** of Northern Virginia, which merged with FGI earlier this year. GEIS is a leader in electronic commerce, which includes messaging, business communications, electronic mail, value-added networks, and electronic data interchange. The project will survey GEIS customers in the United States, Great Britain, Australia, Japan, Taiwan, Hong Kong, Singapore, Holland, France, Germany, Italy, Belgium, Luxembourg, Sweden, Norway and Switzerland. General Electric said it chose FGI because of the firm's attention to project details.

Interviewing Service of America has opened its East Coast office in the Annapolis, Md., area. The new address is 120 Bayview, Grasonville, Md. 21638-9626. Phone is 410-827-4855; fax is 410-827-4856. The office is primarily a sales office to accommodate the firm's East Coast clients who need bids earlier than 9 a.m. Pacific time. Interviewing Service of America is based in Van Nuys, Calif.

Tony Blass is the new owner of **Field Dynamics Marketing Research**, a Los Angeles data collection firm. He brings



Blass

15 years of experience managing L.A.-area focus group facilities. Project di-

rector Susan Perl and staff supervisor Ron Pierre will continue managing the organization's operations.

New York-based **FIND/SVP Inc.** has acquired The Information Advisor, an international newsletter for business researchers and other information industry professionals. The monthly newsletter was founded five years ago by editor Robert Berkman, who will continue in the post. The newsletter is known for its comparisons of competing busi-

continued on p. 76

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M.A.I.D. wins Japanese firm research rights

New York-based Market Analysis and Information Database Inc. (M.A.I.D.) has been granted exclusive on-line rights for Yano Research Institute market studies. The Japanese firm's studies on Japanese markets will be available on M.A.I.D. in English. There are six reports currently available on the following markets: computers; toiletries and health care; food industry; hybrid integrated circuits; medical and surgical supplies; and over-the-counter products.

Additional reports on clinical testing equipment, pharmaceutical distribution, building and construction materials, and the top 100 Japanese medical companies will be forthcoming. A total of 40 major Yano reports are expected to be added to the M.A.I.D. database annually. For more information call John Wagner at 212-447-6900.

IRI responds to grocery ECR program

Chicago-based Information Resources Inc. (IRI) is providing retailers

and manufacturers with the first comprehensive single-source solution to the grocery industry's efficient consumer response (ECR) program. For "efficient replenishment," IRI offers LogiCNet and IRI census data form QScan, Catalina Information Resources, Towne-Oller and InfoScan; for "efficient store assortments," IRI offers category management service and Apollo space management; for "efficient promotions," IRI offers Customer Marketing Resources' "Pay for Performance" program; and for "efficient new product introductions," IRI offers BehaviorScan and other IRI testing services.

IRI's census data is based on all stores in a chain, measuring actual consumer purchases on a store-by-store basis. It also includes the only provider of census sales data for the health and beauty care industry. LogiCNet provides software that helps retailers ensure the product is on the shelves where and when the consumer wants it, and at the right price. The new IRI subsidiary, Customer Marketing Resources, focuses on the promotional aspect of ECR. For more information call Robert Bregenzer at 312-474-2641.

Equifax introduces health care assessment package

Equifax National Decision Systems, San Diego, has introduced the Health-Stats Area Health Assessment package. The information package is designed to enable medical group administrators to assess the health care needs of their market areas. The package includes four comprehensive reports and a market

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Tips for managing your industrial marketing research projects

by Chris Van Derveer

Editor's note: Chris Van Derveer is president of Van Derveer Industrial Research, New York.

The research marketplace is crowded with material on consumer research techniques and outcomes, but there has always been a dearth of information on marketing research for industrial products. Many corporate managers, schooled in consumer research techniques, believe these skills are directly transferable to industrial products research. This is not so, however. Industrial marketing research is very much a separate discipline, with exact methodologies that must be used to ensure a statistically accurate outcome.

This article focuses on some tips and techniques to keep in mind when managing your industrial research projects. It is more focused towards telephone research, as this methodology is very popular and yields quite accurate data. I have not covered project management techniques, tabulation or final report writing as the style of these will depend upon your specific needs.

List selection

In consumer research, a sample can consist of a broad-based segment of the population — for example, all females between the ages of 18 to 30 years, so it can potentially include millions of

people. On the other hand, most industrial products research samples consist only of businesses likely to purchase your special product line, so they number in the hundreds of thousands.

The next question is whom to poll — present or potential clients? The answer is usually both.

The best way to begin is to make a list of all the possible companies in the marketplace most likely to buy your products. If you don't have this on an internal database, you can buy it from a list house. For accurate results, you must sample this total list at random. For example, if you have a total list of 1,000 names and you want to do 100 interviews, you would begin by sampling every tenth name.

The other option is to break down the list, for example, into present and potential buyers. To sample all present clients may prove interesting, but it will not fully gauge market opinion. Firms that are already doing business with you will probably rate your products and services well. You may have reached your potential with them. It's through understanding the needs and wants of your non-clients that you will most probably increase the sales of your products. In the final tabulation of data, client vs. non-client data may be tabbed out separately so that your marketing group can develop strategies towards addressing each.

The art of questionnaire design

Most of our examples here deal with telephone surveys, since this methodology is extensively employed and delivers the most statistically accurate — hence, most actionable — data.

An accurately designed questionnaire is one of the keys to research success. This is especially true for industrial product surveys. But while consumer questionnaires are likely to test perceptions, or evaluate lifestyles and demographics, industrial surveys tend to rate technical issues. So it's worth spending as much time as necessary to design an understandable questionnaire. The problem you may encounter here lies with interviewing staff who can't explain technical issues if respondents don't quite understand the question. For surveys with complex questions, you should always include a "crib sheet" the interviewer can refer to if the respondent has a concern.

Questionnaire format, as well as content, should also be a prime issue. If possible, most questions should be presented in a closed-ended format. Closed ends are quicker to administer, easy to tabulate and produce a result that is not subject to opinion. Put the issues most important to you at the beginning of the questionnaire, with questions of lesser importance following them. The only

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THE SECRETS OF GOOD PRODUCT TESTING

BY JERRY W. THOMAS

Editor's note: Jerry Thomas is president of Decision Analyst Inc., Arlington, Texas.

Based on 30 years of marketing research experience that spans thousands of research projects, I am convinced that product testing is the single most valuable marketing research that most companies ever do.

The great value of product testing is perhaps best illustrated by its many uses. It can be used to:

- achieve product superiority over competitive products;
- continuously improve product performance and customer satisfaction (i.e., maintain product superiority, especially as consumer tastes evolve over time);
- monitor the potential threat levels posed by competitive products and understand competitive strengths and weaknesses;
- cost-reduce product formulations and/or processing methods, while maintaining product superiority;
- measure the effects of aging on product quality (shelf-life studies);
- implicitly measure the effects of brand, price, brand name or packaging on perceived product performance/quality;
- provide guidance to research and development in developing new products or upgrading existing products;
- monitor product quality from different factories, through different channels of distribution, from year to year; and
- predict consumer acceptance of new products.

Companies committed to rigorous product testing and continuous product

improvement can, in most instances, achieve product superiority over their competitors. Product superiority, in turn, helps strengthen brand share, magnifies the positive effects of all marketing activities (advertising, promotion, selling) and often allows the superior product to command a premium price relative to competitors.

Most companies, unfortunately, do very little product testing. Few companies really understand the power of continuous product improvement and product testing. Even fewer know how to do product testing the right way. Fewer still budget enough money to support a serious product-testing program. These shortcomings in most companies, of course, create opportunities for the few firms dedicated to continuous product improvement. How can companies realize optimal value from product testing?

Product testing secrets

There are several secrets to truly accurate and actionable product testing. They include:

- *A systems approach.* The methods and procedures of product testing should constitute a standardized system, so that every like product is tested exactly the same way, including identical product preparation, age, packaging and coding; identical questionnaires (although parts of the questionnaire must be adapted to different product categories); identical sampling plans, typically using blocking-screening grids to ensure matched samples; identical data preparation and tabulation methods; and similar analytical methods.

- *Normative data.* As you test your products (and competitive products) over time, the goal is to build normative databases, so that successive product tests become more meaningful and valuable. The normative data, or norms, continually improve a company's ability to correctly interpret product-testing scores, and the norms help reveal exactly how good, or how bad, the test product is.

- *Same research company.* Use one research company for all of your product testing. This is the only way you can make sure all tests are conducted in exactly the same way.

- *Real environment test.* If the product is used in offices, it should be tested in offices, by people who work in offices. If the product is typically used at home, it should be tested at home. If the product is consumed in restaurants, it should be tested in restaurants; and so on. In general, this kind of "real environment" test will produce the most accurate results. For example, for food products, an in-home usage test is almost always more accurate and predictive than a central-location taste test.

- *Relevant universe.* Sampling is a critical variable in product testing. For new products or low-share products, the sample should reflect, or represent, the brand share makeup of the market. For well-established, high-share or highly differentiated products, the sample should contain a readable subsample of that product's users and a readable cell of non-users. If the product category is underdeveloped (e.g., a relatively new category), then the sample should include non-users of the category, as well as

users. It's also always important to represent medium-to-heavy users of the product category in the final sample. In summary, if your brand share is very low, it's important to assign more weight, or importance, to the opinions from non-users of your brand. If your brand share is very high, then what your users think is more important.

- *Critical variables.* Product performance and quality must be defined from the consumer's perspective, not the manufacturer's. What aspects of the product are truly important to consumers? What critical variables determine the consumer's satisfaction with the product? These critical variables must be identified for each product category (typically, with focus groups or depth interviews) to design an accurate product testing system.

- *Conservative actions.* The formulation of an established product should never be changed without careful testing and evaluation of the new formulation. Then, once you are sure you have a better product, introduce it into a limited geographic area for a reasonable period (several product repeat-purchase cycles). Then and only then, roll the new product out to

all markets. The smaller your market share, the greater the risks that can accompany a new formulation. The larger your market share, the more conservative you should be in introducing a new formulation.

The major techniques

The most widely used research designs for product testing are the monadic, sequential monadic, paired-comparison and

protomonadic.

Monadic testing usually is the best method. Testing a product by itself offers many advantages. Interaction between products, which occurs in paired-comparison tests, is eliminated. The monadic test simulates real life — we usually use products one at a time. By focusing the respondent's attention on one product, the monadic test provides

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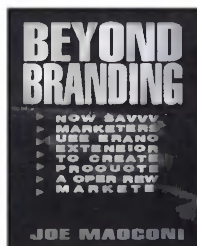
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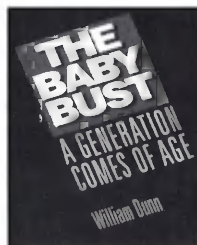
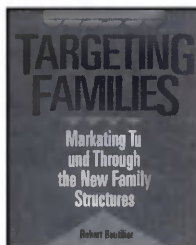
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Product & Service Update — In Depth

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exception to this rule would be questions of a financial nature, which should be asked at the end, because they most often prompt a terminate.

Open ends should be used sparingly; If your questionnaires include too many open ends, it suggests that you probably don't understand your market as well as you should. (They're often used to follow up a closed-ended question, however.) If your questionnaire has too many open-ended questions, your best bet is to hold off on the questionnaire, and conduct focus groups instead, to better conceptualize the issues so you can develop an optimal survey form.

Finally, keep it short. Unlike consumers who are at home and not pressed by business meetings, executives are under extreme time pressure. As such, we recommend that industrial telephone questionnaires last no more than 15 minutes. If the issues require a more complex and lengthy analysis than this, perhaps other options like personal interviews, focus groups or mail surveys are appropriate.

Do a survey pretest

Because industrial research questions are fairly demanding, it's wise to conduct a thorough pretest to debug the industrial questionnaire. During the pretest your telephone firm and management staff should listen to the surveys as they are administered. Two interviewers working a full business day should be able to complete the task. The pretest should determine if:

- the survey takes the right amount of time;
- the questions are being asked accurately;
- the questions are in the right order;
- sensitive issues are properly dealt with; and
- the format achieves management data objectives.

Once the pretest is concluded and you've resolved whatever problems may have emerged, develop a revised and improved questionnaire. This new for-

mat is what should be administered to the entire survey group.

The prescreening process

You may want not want to use consumer research interviewing staff for your industrial project, because this sort of research can demand particular competence. The interviewer conducting a consumer telephone survey who calls into a household is usually in direct contact with the respondent. In industrial research, interviewers must first call into a main switchboard, get the name of the proper respondent and have the operator transfer them to the right department. Once the respondent answers, interviewers must find out if the respondent has specific knowledge of or purchasing responsibility for the products in question. To get the industrial sample size that you need may require your interviewers to call back several times or branch the interviews to multiple parties within one company that have shared responsibility for the function. Effective prescreening and several callbacks are necessary as industrial samples tend to be smaller than consumer samples and must be polled more effectively.

This article cannot, of course, cover every nuance of managing the industrial research process, as each of the four major methodologies has specific and optimal techniques associated with each of them. But using them as general guidelines should get your industrial research off to a solid start.

(To further assist industrial research efforts, Van Derveer Industrial Research has published "The Van Derveer Industrial Marketing Research Training Manual," which is designed to teach users the advantages and disadvantages of industrial telephone and mail surveys, personal interviews, focus groups and how to best manage each. It also contains questionnaire drafts for the major project types. For more information call 800-531-9025.)

Let patients define quality

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mation on how to deliver the levels of service patients expect.

After an initially ambivalent reaction, most of TakeCare's network physicians now fully support the program. Some physicians have even requested additional surveys. Not only do they find the results useful in managing their practices, they also help when negotiating with insurers and networks.

The program has also been a very successful public relations tool for TakeCare. Patients are surprised to hear from their health plan and appreciate the opportunity to discuss their experiences with our employees. On average, less than 5% of patients contacted refuse to participate. We doubt the goodwill we create could be duplicated in other ways.

Direct contact

A key to our success has been direct telephone contact using our employees rather than outside researchers. Our specially trained employees know the is-

suess, are focused and ensure quality data. It's also more cost-effective.

In the future we expect our customer information systems to be even more effective. In collaboration with Andersen Consulting of Chicago, TakeCare recently designed an automated survey system using Windows-based software. TakeCare Colorado is a beta test site for this survey software and will be the first health care company in the world to incorporate this technology into its customer service mix.

The new software will provide flexibility and speed in survey design, allowing us to act quickly on results. We plan to use this technology to electronically route critical time-sensitive questions, concerns or suggestions from our callers to our provider services department, improving our response time.

The automated system will also increase productivity. Sampling, call quotas, productivity figures, and list maintenance will be automated, which should bolster our teams' productivity by 25%.

Don't forget objectives

Although those of us involved in professional research are excited by this advancing technology, it's important to not lose sight of our basic objectives. At TakeCare we are in the service business. The patient survey helps focus TakeCare employees, management and network physicians on the needs of our common customer, the patient.

One recent study shows that Americans believe their health care should be immediate, effective and convenient, yet affordable. We believe programs like our patient survey help meet these expectations, while positioning TakeCare and other HMOs as the health care delivery systems of choice.

By listening to our customers, TakeCare knows that patients expect to define quality for themselves. We've also found that it's not enough merely to listen — if you are going to ask, you must be prepared to act. □

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Data Use

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keeps you informed about what the various icons do by changing the text in the top bar on the screen. This is a great feature.

Charisma 2.1 uses the bottom corner of the screen to explain menu choices more fully. When you run the cursor over a menu item, an extra explanation appears. Charisma 4.0 should extend this system to icons, and add reminders about the equivalent short-cut keys for menu operations. Reminders about short-cut keys now appear directly on the menus in Charisma 2.1.

DeltaGraph, in addition to seeming somewhat slower than the others, had a somewhat less cohesive feel. Rather than using a presentation metaphor, it allows you to keep backgrounds in a library, and apply these to presentations. The backgrounds did not always appear until I ran the "slide show" feature — and why this happened was not apparent. Making the slide show run was not entirely intuitive, and the default between-page waiting times and transitions were far too slow for my tastes. Nonetheless, the program will get the job done, with professional results. DeltaGraph also provides advice on which of its many charting options to choose. You select the type of audience, what you want to convey, and how fancy you want the chart to look, and the program makes a suggestion.

Stanford offers the option of working on a single chart or an entire presentation. It works reasonably well but not quite with the same smoothness and ease of modification as Harvard or Freelance Graphics 2.01. Stanford offers a broad range of analytical options, but you likely will need to read the manual to use some of them. As mentioned, Stanford has not yet automated certain features that the other packages have, particularly providing the goodness of fit (such as the r -squared) for a line or curve fitted to the data. On the other hand, Stanford has helped ease of use a great deal by adding a feature that highlights the portions of a spreadsheet corresponding to the various areas that will appear on a chart. Stanford also has a pop-up "advisor" (a professorial-looking character) that can provide extra guidance about using the program.

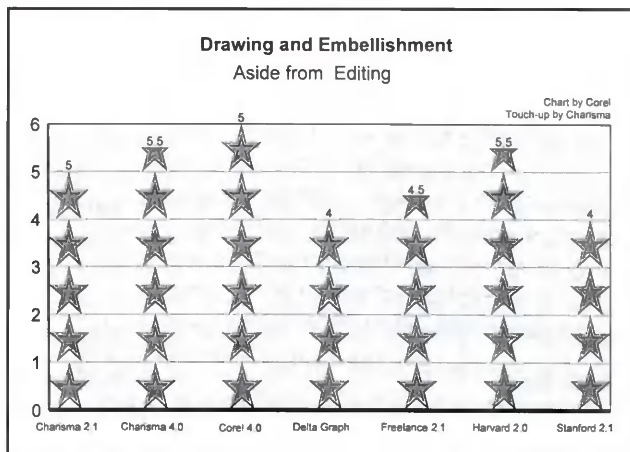
Corel does not use a presentation metaphor per se, but makes it easy to keep pages uniform. Any slide or chart can serve as a template for all others, so once you set things up the way you like, all subsequent pages can "inherit" layouts, colors, chart placement, and so on, recreating a "look" in its entirety. Corel in its Draw module includes desktop publishing features so powerful that some users reportedly use it to do text entry, processing, and so on. The other programs lend themselves best to presentations, rather than to intricate page layouts.

Perhaps not surprisingly, Corel's tremendous depth of features require a lot of learning time. Each feature is relatively simple, but there are so many of them! One of the CD ROM disks that comes with Corel has a huge tutorial, explaining all aspects of the program. Some users apparently have found this so valuable they installed CD ROM drives on

all office PCs, just so everyone could use it.

Review area 4: Drawing and embellishing

All of these programs have some advanced drawing features, and all include "clip art" or symbols of at least good quality. For instance, all these programs allow you do Bezier-curve editing on drawings. In this feature, lines or objects that you select can be reshaped by pulling on "control" points. You also can start with a rather lumpy drawing done with a mouse, and smooth it by eliminating various control points. This form of editing allows you to produce much more



professional-looking results than you would otherwise.

Corel takes this feature a step further, with procedures that can make you look like an artist in spite of yourself. So while drawing with a mouse still may feel no better than drawing with a potato, now you may well make the final output look like the work of an illustrator.

Corel, in its Draw module, also goes far beyond all the other programs in drawing and embellishing. It has so many amazing features that it would take another review like this one to explain them all. I can scarcely imagine anything you would ever want to do with an image that falls outside Corel's capabilities.

Harvard Graphics provides a substantial subset of Corel's special-effects magic in an included companion program called Harvard F-X. You can "extrude" two-dimensional objects (make them three-dimensional), bend and warp things, put text on irregular curves, fill objects with many interesting textures, and so on. Want your logo redone in stainless steel? No problem.

Harvard also makes it easy to use intricate "bitmap" fills inside objects. You can quickly choose how the bitmap gets handled — whether the object in question gets filled with many small copies of the bitmap, or whether the bitmap should be stretched to fit horizontally or vertically, or clipped in either direction, and so on.

Charisma 2.1 has an excellent set of basic drawing tools, as well as some advanced ones, including Bezier-curve editing, joining lines into closed or open figures, and rotation of text and objects. Charisma 4.0 promises to include many of the advanced drawing and image manipulation features found in Harvard and Corel. Micrografx, Charisma's parent com-

pany, also makes the finest looking clip art for PCs I have ever seen.

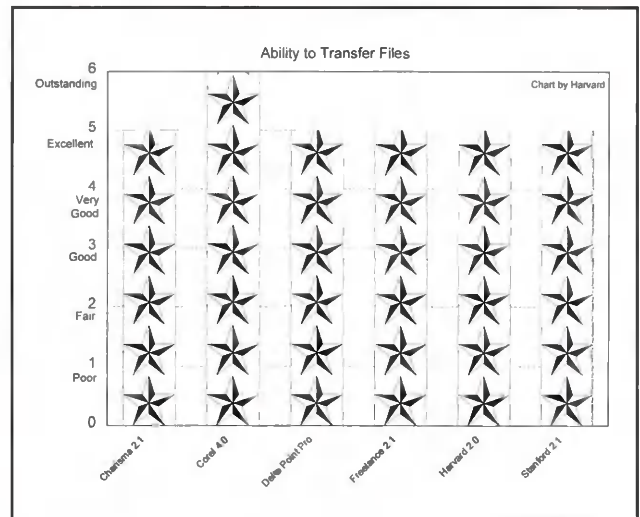
Freelance Graphics 2.01's drawing tools are powerful, simple, and get the job done. Along with the other alignment commands, it includes options for evenly spacing objects horizontally and vertically. Freelance calls its clip art "symbols." It keeps the images organized by subject, so if you want an arrow, you simply open the "Arrows" group, browse until you find what you want, and paste it into the drawing. Freelance Graphics 2.01 makes it simple to add clip art to a group, or modify the symbols already in a group. You simply open a group, just as you might a presentation, and modify whatever you wish.

DeltaGraph, and particularly Stanford, have fewer drawing tools than the others. Stanford can't align objects with each other (at their left edges, right edges, and so on), except by a rather difficult system of entering coordinates in a dialog box. Also, Stanford, for all its amazing ability to rotate 3-D charts, does not rotate text that is not attached to a chart. DeltaGraph limits text rotations to 90-degree increments. One surprising strength of Stanford is its ability to fill an object with either a bitmapped or vector image. This feature works smoothly and quickly, but with fewer controls than Harvard has. Harvard, though, can fill only with bitmaps.

Review area 5: Transferring files and graphics

Although the programs still have proprietary file formats, they have learned how to talk to other programs. All come

with a wide variety of import and export filters for images. Should you find another program that does not communicate directly with one of these, you should almost always be able to copy an entire chart or page onto the Windows clipboard, then paste it into the other application. (This was exactly what I did to touch up the Corel rating chart with Charisma.) Most will read in Lotus spreadsheets, dBase files and ASCII data.



Data exporting options can be more limited, but the Windows clipboard can come to the rescue again. I was able to cut and paste a large Stanford spreadsheet, in which the program had

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done many calculations, directly into Microsoft Excel.

Corel again goes the other programs one better. Not only can Corel import and export bitmap pictures, but it has a conversion program, Corel Trace, that will convert a bitmap image into a vector image. This means you can, for instance, scan in a logo, and convert the resulting image (which always is a bitmap) into a vector image. The vector image can then be smoothed, processed, and so on; when it prints, it will be at the maximum resolution of your printer. If this is not enough, you can also ask Corel to turn the image into something looking like a woodcut or engraving along the way. Corel Trace even has an OCR (optical character recognition) module, so you can scan in text and make the resulting bitmap into actual letters that you can edit and manipulate just like any other text.

Review area 6: Value for the money

If you have gotten this far, you know that these programs have very different "personalities," so their value to you depends on how you want to use the programs. All these programs do great things in their own ways. For the right user, each would represent an excellent value. The recommendations below summarize what I judge are the best uses for each.

Recommendations

If you need speed above all else, and want a program that does splendid-looking charts and high precision editing, find Charisma 2.1 before it disappears from the shelves. Recall,

choice. This is the program I turn to first for putting together bulletpoint style presentations in nearly no time.

If you want presentations with a little more charting power, and more in the way of special effects and drawing, Harvard 2.0 would be an outstanding choice. Freelance Graphics 2.01 seems a little better with bulletpoint text, but Harvard has surprising depth in many other areas. If you want sound advice on how to display data, Harvard can give this to you continuously and interactively.

If you do not need a program immediately, you might want to wait for Charisma 4.0. If it lives up to the promise of the "beta" prerelease program, and follows in the footsteps of its predecessor, it should be outstanding. It promises to have about as much depth as Freelance Graphics 2.01 handling words, and to handle drawing, special effects, and multimedia with all the aplomb Harvard shows. And it should offer more charting options than either, including 3-D charts you can rotate. Given the excellent track record Micrografx has quietly achieved, I would expect Charisma 4.0 to emerge from final development as a real winner.

Any of these three programs would make an excellent first program for general use, whether mostly for charting (Charisma 2.1), or presentations (Freelance Graphics 2.01 or Harvard 2.0).

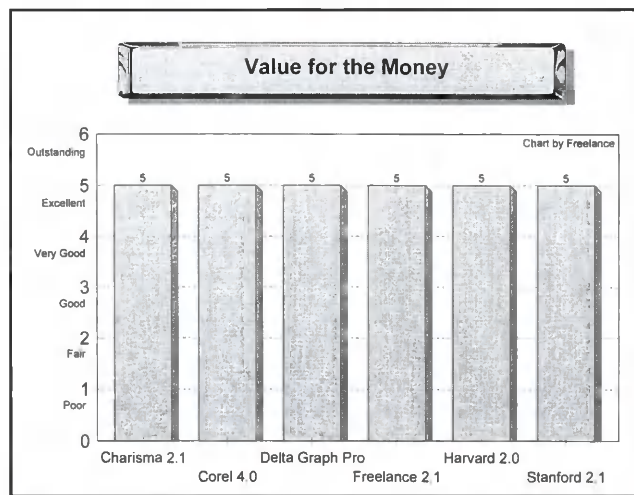
Any of the other three programs would make an excellent additional program, adding depth in special areas to the three above. Again, the one that is "best" will depend upon your needs.

Corel, of course, could be an excellent first choice also, if your needs go more toward desktop publishing and advanced image manipulation. I know a few users who start with Corel in the morning and stay with it nearly the whole day. Certainly, if you want the ultimate in handling pictures, drawings, photos, words and charts, you could scarcely do better than this program.

DeltaGraph can provide substantial analytical and 3-D charting capabilities, and at a reasonable cost. If you need to fit complex functions (description of the curve) and see the results quickly, this is an outstanding choice. It has recently been available at very good discounts, so it could be your choice for adding advanced technical capabilities to your charting repertoire for less than \$200 at retail. DeltaGraph also is strictly 100% compatible with its Macintosh counterparts, which makes trading charts across platforms very easy.

Stanford is even more of an analytical powerhouse than DeltaGraph, so if you want an absolutely astounding variety of charts and graphs, and many analytical functions you will not otherwise find outside a large statistics program, this would be the choice for you. With all this power, though, you may need to do a little more work with Stanford to get to the same result you get more easily from the other programs. However, if you want a charting program that really lets you analyze the data and present it in as many ways as possible, look to Stanford.

Overall, as long as you have a good grasp of your charting and presentation needs, you can scarcely make a poor choice among these programs. Once you find a program with a personality that fits your needs, you can expect excellent performance and professional results. If you have not used a charting and presentation package yet, you should be more than pleasantly surprised. I cannot think of another software category with so many distinguished offerings. □



though, that Charisma 2.1 does not have as many presentation-oriented capabilities as Harvard 2.0 or Freelance Graphics 2.01. Charisma is the program I choose when I want a basic chart or graph done "exactly so" in the least time.

If you want to prepare professional-looking presentations with a lot of text, and some charts, as quickly and easily as possible, Freelance Graphics 2.01 would be an excellent

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In the old days — around 1990 — when you used a computer program designed to create or modify images, you mostly had to worry whether an image was a bitmap or vector-based. Bitmap images, while often colorful and detailed, never exceeded the resolution at which they appeared on the PC screen. So if you were working with a VGA screen, the image would consist of 640 dots per inch (DPI) horizontally and 480 DPI vertically. Bitmaps rarely looked sharp when printed, since standard printer resolution (for a laser printer) is 300 DPI. The new HP Laserjet IV and many of its competitors now pump out 600 DPI.

So, for a bitmap that fills an entire VGA computer screen to print at 300 DPI, it would need to be about 2.17 inches by 1.6 inches on the page. Sometimes you can tell if a file is bitmapped by the suffix in its file name. Some popular bitmap formats include .BMP, .PCX, .PIC and .IMG.

Vector-based images, however, always print at the maximum resolution possible for the output device (usually a printer). Vector-based images may not have the subtle gradations of color and shading that bitmaps do on the screen, but they usually look much sharper when printed. In short, vector images always avoid (as much as is possible) the jagged, rough-looking output that was so characteristic of early efforts from PCs.

In the old days, bitmaps and vectors could not mix. If you wanted to play with bitmaps, you got a painting program. If your interest was in vectors, you went in for drawing. One of

the earliest versions of Corel Draw caused quite a stir with its ability to mix bitmaps and vectors in the same image.

Of course, this distinction is not so clear any more. Now PCs can handle huge bitmaps that are stored at higher resolution than the screen can display. Some programs, like Corel, can produce images that have qualities like bitmaps and like vectors. For instance, the fractal textures that Corel produces are detailed and realistic-looking, but print at the highest resolution of your printer.

In addition, now many other types of objects can go into a presentation, like sound, music and film clips. Windows now handles specific file types for sounds (.WAV), which can be attached to presentations. Similarly, you can incorporate film clips and animation directly into the work you show. All this goes under the heading of multi-media. Perhaps this is the way things will go, but for the moment, most serious marketers, market researchers, planners, etc., do not seem too disappointed if the methods section of their report cannot sing "Like a Virgin," or the concluding summary doesn't chime in with the slow movement of Haydn's "Surprise Symphony."

Anyhow, if you need such things, Harvard is reputed to be a real multi-media spectacular. Charisma 4.0 likely will be a strong challenger. Also, Corel 4.0 has a module, Corel Move, that allows the artistic among us to do their own animation, right on the PC, with the PC doing much of the hard work. — *Steven Struhl*

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Survey Monitor

continued from p. 21

Judgment Day taken seriously

Close to 90% of Americans think God will eventually judge all people is strong among Americans; 74% strongly believe this. Nowhere is this belief stronger than within American Christianity, according to a February 1993 survey conducted by the Barna Research Group Ltd., Glendale, Calif. Regular church attenders, members of the major Christian denominations and "born again" Christians all agree significantly more than American adults as whole that God will judge all people. Barna defines respondents as "born again" if they say they have confessed their sins and accepted Christ as their savior, and will go to heaven because of this belief.

Christians tend to believe that the God who judges universally also forgives completely. Yet the correlation between God as judge and God as forgiver is surprisingly weak. Among unchurched adults, 40% believe God is not able to forgive all sins. People are hearing messages of judgment at church, but few messages of forgiveness, which may be one reason church attendance continues to drop.

American's view of God's justice and mercy appears to be skewed along educational and economic lines as well as religious lines. Belief that god cannot forgive some sins is strongest among the poor and weakest among the rich. It is stronger than average among Americans with no experience in college and weaker than average among college graduates.

The data were drawn from Barna's semi-annual OmniPoll study. For more information call George Barna at 818-241-9300.

Americans expect health reform to raise costs

The majority of Americans (51%) expect to pay more out of their own pockets for health care under President Clinton's new health-care reform package; nearly half (44%) believe the quality of health care will remain unchanged, according to a national public opinions survey released by Prevention maga-

zine, Emmaus, Pa. Only 7% of respondents expect to spend less on health care under the new plan.

Americans are divided on how the president's health care plan will affect the nation's economy. Forty-three percent think the plan will be bad for the economy, while 45% disagree. Another 43% believe the quality of health care will decline under the new plan.

The survey found strong support for preventive care coverage, however; 54% of Americans would be willing to shell out a week's pay each year for such services, including mammography, cholesterol testing, annual physicals, and smoking-cessation, substance abuse and stress management programs. Only 39% thought diet counseling should be covered, however.

More women than men thought preventive care would reduce health care costs. But almost a fifth of the respondents said they had not sought preventive services in the past 12 months because they couldn't afford it. Of this group, women outnumbered men by almost two to one.

Nearly three-quarters thought employers should have to provide health coverage for their workers. Wealthier (and white) respondents (incomes over \$35,000) were less likely to agree with this, however. For more information call Tom Dybdahl at 215-967-8124 or Louise Moyer at 215-967-7617.

L.A. continues to grow

The Riverside, Calif., and Los Angeles metropolitan statistical areas (MSAs) ranked first and second in absolute population growth in the 1990-93 period, according to Claritas/NPDC's annual Demographic Update. The Riverside area grew by nearly 355,000 people, while Los Angeles grew by about 278,000. Other top-ten population gainers were Atlanta, Houston, Chicago, Washington, D.C., Dallas, San Diego, Las Vegas and Phoenix. Las Vegas grew by the highest percentage, with a 17.4% increase; Riverside came in second, growing by 13.7%

Population losers were Boston; Stamford, Conn.; Killeen-Temple, Texas; Jacksonville, N.C.; the Wheeling, W. Va.-Ohio area; Shreveport, La.; Bridgeport, Conn.; Johnstown, Pa.; Pittsfield, Mass. (losing 2.7% of its population);

and Enid, Okla.

The update is conducted every year for every U.S. neighborhood, drawing on more than 1,600 public and private sources for local and national demographic data. For more information call Mike Reinemer at 703-683-8300.

Marketers spending more on PR measurement

Marketers are allocating more dollars to measuring results, according to an August survey of 88 marketing professionals, conducted by The Delahaye Group, Newington, N.H. More than half the respondents said they would increase spending by 1% or more of their budget. On average, companies spend about 3% of their public relations budget on measurement. In this year's study, 38% said they would spend more than that in the future. Last year only 23% said they would spend more than the average.

In other findings, 71% of respondents said general PR would become increasingly important in the next three to five years. Two-thirds said international PR would become more important. Over half thought advertising's role would increase. Trade shows, on the other hand, appeared to be on the wane. Perhaps correspondingly, respondents felt more dollars would go toward trade show measurement results next year.

In an era of smaller budgets and tighter integration of activities, it isn't surprising that many of the respondents have responsibility for more than one area. Overall, 77% are responsible for public relations, 58% are in charge of trade shows, 45% manage advertising and 34% do event sponsorships; 36% manage direct mail and internal PR. For more information call Jill Ferguson at 603-431-0111, ext. 131.

TV forecasts are usually right on target

Advertising agency and network professionals are usually accurate when predicting network TV prime-time audience shares for forthcoming seasons. Their pre-season audience share estimates were off by an average of only 1.7% share points, according to a recent analysis by Gallup & Robinson Inc., Princeton, N.J.

In other findings, the analysis showed:

- Network professionals consistently estimated higher audience share for their programs than did agency professionals. The latter's estimates, were, however, closer to actual share.

- Overall program share prediction errors were significantly larger for new programs than for established programs, with network estimates accounting for the bigger disparity. Networks specifically overestimated share for "Picket Fences," "The Hat Squad," "Beverly Hills 90210," "Major Dad," and "Bob."

- Both agency and network combined forecasts underestimated share for "Roseanne" and "America's Funniest Home Videos." On the other hand, they both overestimated "Different World," "Rhythm and Blues," and "Here and Now." For more information call Jane Sherry at 609-924-3400.

Docs prefer IBMs

Twice as many physicians own IBM computers than Macs; 17% of all physician-owned computers are made by another manufacturer entirely. These are among the findings in a new database released by BMI, Oak Brook, Ill. The data are derived from questionnaires mailed to more than 500,000 doctors across 106 different specialties to collect information on specific treatment patterns and practice characteristics. The surveys were mailed with the Physicians' Desk Reference.

The survey found that more than 120,000 of the respondents owned and used a personal computer; 53% of this group have one at home and at work. About 16% have a computer at home but not at work. The most popular use for the computer was word processing, followed by personal education, office management, billing, database access and patient records. Other uses included billing insurance programs, research, claims authorization, drug interaction and issuing prescriptions. For more information call Linda Dorman at 708-574-6433.

Kids want fast food that tastes good

Trinkets can lure some youngsters into fast food establishments, but mainly they choose one burger joint over another for a simple reason: the food. This preference was one of 70 categories covered in Simmons 1993 Kids Study, which surveyed children aged 6 to 11, and 12 to 14. In the survey. Both groups listed "good-tasting food" as the top factor in their fast-food choice. However, unlike their younger counterparts, the older children turned a deaf ear to the siren song of toys and prizes; they're more influenced by where their friends go. "Have most fun" was the third most popular reason for the younger group, fourth most popular for the older.

Unsurprisingly, "lowest prices" and "best value for the money" came in ninth and tenth for the grade-school children. These financial concerns had moved up to No. 6 and 7, respectively, for the older group, however. Other reasons for choosing a fast-food included: "best playgrounds," "best meal packs," and "best birthday parties" (for children under 12). Children could select multiple reasons. For more information call Joan Chiamonte at 212-916-8954.

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Outsourcing

continued from p. 17

and agree on the timeframe and coordinate on myriad other details.

In companies that have sizable internal research departments, usually one employee is dedicated to handling the coordination of a component-outsourcing system. Once the system is in place, and the contracted firms develop methods for working together, the coordination becomes much less time-consuming.

Smaller firms, or those which may be doing only one research project at a time, can still take advantage of the outsourcing concept by using a research broker or a full-service firm that does brokerage. The brokerage firm will be involved with the research project from start to finish, typically doing the issue development, tool design and analysis in-house.

It is then their responsibility to contract with the data processing firm and data collection firms. In fact, having the broker contract for the data collection and processing is one of the pri-

mary advantages. The broker's expertise lies in knowing a great deal about various research firms — their specialties, strengths and weaknesses — and in keeping abreast of changes in the firms that may affect pricing and quality. In addition, the broker can achieve economies of scale by bidding more than one project to a firm at once, thus obtaining a lower price for each individual client or project.

Outsourcing by component — across projects rather than on a project-by-project basis — can seem complex as you begin to delve into the details. It will require four steps: oust the "project paradigm"; standardize RFPs in a detailed format; understand the strengths and weaknesses of your suppliers; and create a system and atmosphere in which your suppliers can work well together. When any deeply rooted system is changed or replaced, it can be time-consuming, and putting a sideways outsourcing system in place is no different. But the payoff, in improved quality and significant dollar savings, can be tremendous. □

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Product & Service Update continued from p. 24

area map that provide key information in finding solutions for rising costs, increased competition, dwindling reimbursement, site selection and investment in new technology.

The package was developed by integrating information from a combination of proprietary national health care, demographic and business databases. The four different market area reports are: The Physician's Summary Report, the Office and Facilities Report, the Acute Care Detail Report and the Chronic Care Detail Report. The information is aggregated down to the census tract level. The computer-generated map displays the market area, facility site location(s), and major roads and highways, with the option to color code market data for visualization and analysis. The information for Health-Stats reports is derived from a new database called Health-Facts, which was jointly developed by Equifax and San Diego-based Healthdemographics, a division of Geosource Inc. For more information call 800-866-6510, ext. 2

SMI says "oui" and "ja" to French, German Atlas

Strategic Mapping Inc. (SMI), Santa Clara, Calif., has introduced French and German language versions of Atlas GIS and Atlas Pro for DOS, two of its geographic information system (GIS) software packages. The majority of on-screen commands and menu items have been translated, as well as the documentation that accompanies the two programs. Both packages include a complete set of geographic and demographic files for the European Community (EC), developed by Eurostat, the official provider of statistical information for the 12-nation EC. For more information call 408-970-9600.

BMDP offers object-oriented Windows system

Los Angeles-based BMDP Statistical Software Inc. has begun shipping BMDP New System for Windows. Designed exclusively for the Windows environment, the newly developed application is a true MS Windows object-oriented statistical software package. The new system supports features like

object linking and embedding (OLE), and dynamic data exchange (DDE). It can dynamically link variables from the datasheet to other objects corresponding to statistical routines and plots. Graphic user interface characteristics like pop-up menus, dialog boxes and point-and-click operations are integrated throughout the entire application. Other features include: descriptive statistics, nonparametric tests, ANOVA, a spreadsheet-like data editor, and unique missing data matrix for easy identification of missing values. The system is flexible enough to accommodate novice and sophisticated users. For more information call Frederika Claproth at 310-479-7799.

AMA mail-order buyers list available

Medical Marketing Service Inc. (MMS), Wood Dale, Ill., is offering for the first time a list of 240,000 American Medical Association mail-order buyers. It consists of mail-order buyers from the AMA Catalog of Products, Publications and Services. The average order is \$114. Selections include three-month hotline, multi-buyers, phone numbers, merchandise type and customer type (physicians, associations, booksellers, clinics/group practices, educational institutions, government, hospitals, insurance companies, lawyers/law firms, libraries and pharmaceutical companies). The physicians on the list can be targeted using the AMA Physician Masterfile's myriad data elements, including specialty type of practice, and age. If such targeting is done, AMA royalty is applicable. MMS offers a 20% discount to list brokers and a 15% discount to ad agencies. For more information call 800-MED-LIST.

Claritas has free booklet on update service

Claritas/NPDC, Alexandria, Va., is offering a free 37-page booklet, Update: Precision Demographics, which outlines the methodology and sources behind its annual demographic update. The firm's annual small-area demographic updates are available to Claritas clients via the on-line MAX-3D system, or a phone-in service. The booklet can be obtained by calling 800-284-4868.

BiblioData issues custom on-line Fulltext

BiblioData, Needham Heights, Mass., has introduced for 1994 a Custom Version of its 4,500-title Fulltext Sources Online directory, in addition to the 11th edition of its regular semiannual directory. The custom version is available at any time and is limited to whichever databases the customer accesses. There are also two electronic versions available. Data-Star has the FULL database on-line, offering Fulltext Sources Online, updated quarterly. Sandpoint Corp. of Cambridge, Mass., offers a Lotus Notes version of the directory. In addition to the Fulltext directory, BiblioData publishes the Newspapers On-line directory. The book was published this summer, and is sold with two updates, extending its coverage throughout most of 1994. BiblioData recently celebrated its fifth year in business. For more information call Ruth Orenstein at 617-444-1154.

Dow Jones users can now access D&B service

Dow Jones News/Retrieval Service

on-line customers can now access Dun & Bradstreet's Dun's Global Families service. The service identifies corporate relationships by linking domestic and international companies using the Data Universal Number System (D-U-N-S number). The new service identifies corporate relationships with the broadest coverage of corporate linkage anywhere, including more than 300,000 corporate families and 1.7 million "family members" from 150 countries. Dun's Global Families also provides customers with the reporting relationships among these family members. Dow subscribers now can fully explore domestic and international sales and marketing opportunities with large multi-national firms.

Global Families offers three reports: The Global Overview Corporate Report, with corporate information like headquarters, subsidiaries and locations in each country; the Corporate Family Snapshot, with identification information about each company location within the family; and the Customized Report, with details by selected criteria. The customized report is available as a telemarketing report, which provides

highlights, or as a full reports. Cost of each report varies. For more information call Pamela Spiridon at 908-665-5105.

Equifax offers Infomark updates

San Diego-based Equifax National Decision Systems has introduced new geographic databases and analytical capabilities on its Infomark for Windows desktop PC information system. Infomark now provides mid-year demographic updates and projections based on economic changes throughout the United States, like employment, migration patterns, housing starts, interest rates, total wealth and types of income. Other enhancements include the introduction of Block Group data with new proprietary block circular field methodology for retrieving data geographically; the new QuickCode capability for appending geographic or customer segmentation codes to user file data; and the new interactive TIGER Code capability that allows users to automatically assign latitude/longitude to specific addresses or intersections. For more information call 800-866-6510.

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Product testing

continued from p. 27

the most accurate and actionable diagnostic information. The monadic design also permits use of normative data and development of norms and action standards.

Virtually all products can be tested monadically, whereas many cannot be accurately tested in paired-comparison designs. For example, a product with a very strong flavor (hot peppers, alcohol, etc.) may deaden or inhibit the taste buds, so the respondent cannot really taste the second product.

Sequential monadic designs are often used to reduce costs. In this design, each respondent evaluates two products. The respondent uses one product, evaluates it, then uses the second product and evaluates it. The sequential monadic design works reasonably well in most instances,

and offers some of the same advantages as pure monadic testing.

Be aware, however, of the "suppression effect" in sequential monadic testing. All the test scores will be lower in a sequential monadic design than in a pure monadic test. Therefore the results from sequential monadic tests cannot be compared to monadic test results. Also, as in paired-comparison testing, an "interaction effect" is at work in sequential monadic designs. If one of the two products is exceptionally good, then the other product's test scores are disproportionately lower, and vice versa.

Paired-comparison designs, in which the consumer is asked to use two products and determine which product is better, appeals to our common sense. It's a wonderful design if you're presenting evidence to a jury, because of its "face value" or "face validity."

The paired comparison can be a very

sensitive testing technique (i.e., it can measure very small differences) between two products. Also the paired-comparison test is often less expensive than other methods, because sample sizes can be smaller in some instances.

Paired comparison testing, however, has limited value in a serious, ongoing product testing program. The paired-comparison test does not tell us when *both* products are bad. The paired-comparison test does not lend itself to the use of normative data. The paired-comparison test is heavily influenced by the "interaction effect" — that is, any variations in the product we are testing against will create corresponding variance in our product's test scores.

The protomonadic design's definition varies greatly from researcher to researcher. It begins as a monadic test, followed by a paired comparison. Often, sequential monadic tests are also followed by a paired-comparison test. The protomonadic design yields good diagnostic data, and the paired-comparison at the end can be thought of as a safety net — as added insurance that the results are correct. The protomonadic design is typically used in central-location taste testing, not in-home (because of complexity of execution).

Non-packaged good categories

While most product testing is conducted in the food and beverage industries, product testing concepts and methods are applicable to virtually all product categories, although the structure and mechanics of execution will vary greatly from category to category. Computer software, furniture, store environments, dog food, airline service, equipment prototypes — any and all of these products can be tested.

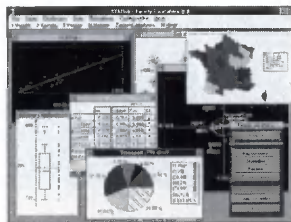
Competitive advantage

The ultimate benefit of product testing is competitive advantage. Product superiority is the surest way to dominate a product category or industry. Companies dedicated to ongoing product improvement and testing can achieve superiority and a competitive advantage of great strategic significance.

Companies that ignore product improvement and product testing, on the other hand, may wake up one morning to find themselves on the brink of extinction from a competitor who has built a better mouse-trap. □

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B Y S L P

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MARKETING RESEARCH

Review

1993

Directory



Mall Research Facilities

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CODES:

Mall description

- H.....est. % of mall customers in high income bracket (+\$60,000)
- M.....middle income (\$30,000-60,000)
- L.....low income (under \$30,000)
- N.A.....not available

Facility description

- Stat.....no. of interviewing stations
- 1.....facility has computer-aided stations
- 2.....kitchen facilities
- 3.....private display room
- 4.....one-way mirror for viewing of stations

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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.-6 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 1,2,3,4

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

Cunningham Field & Research Services, Inc.
Valley West Mall
5708 W. Hayward, Ste. 176
Glendale, AZ 85301
Ph. 602-937-5510
Fax 602-937-0079
H-30% M-50% L-20%
Stat.-7 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

The Friedman Marketing Organization
Phoenix Research
Christown Mall
1739 W. Bethany Home Road
Phoenix, AZ 85015
Ph. 602-242-4868
Fax 602-242-6534
H-30% M-50% L-20%
Stat.-11 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: Lincoln Anderson
H-40% M-40% L-20%
Stat.-8 1,2,3,4

Quick Test Inc.

Superstition Springs Center
6555-1004 E. Southern Ave.
Mesa, AZ 85206
Ph. 602-985-2866
Fax 602-985-6321
Contact: Jean Marks, Manager
H-15% M-60% L-25%
Stat.-12 1,2,3,4
(See advertisement on p. 5)

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 advertisement on p. 47)

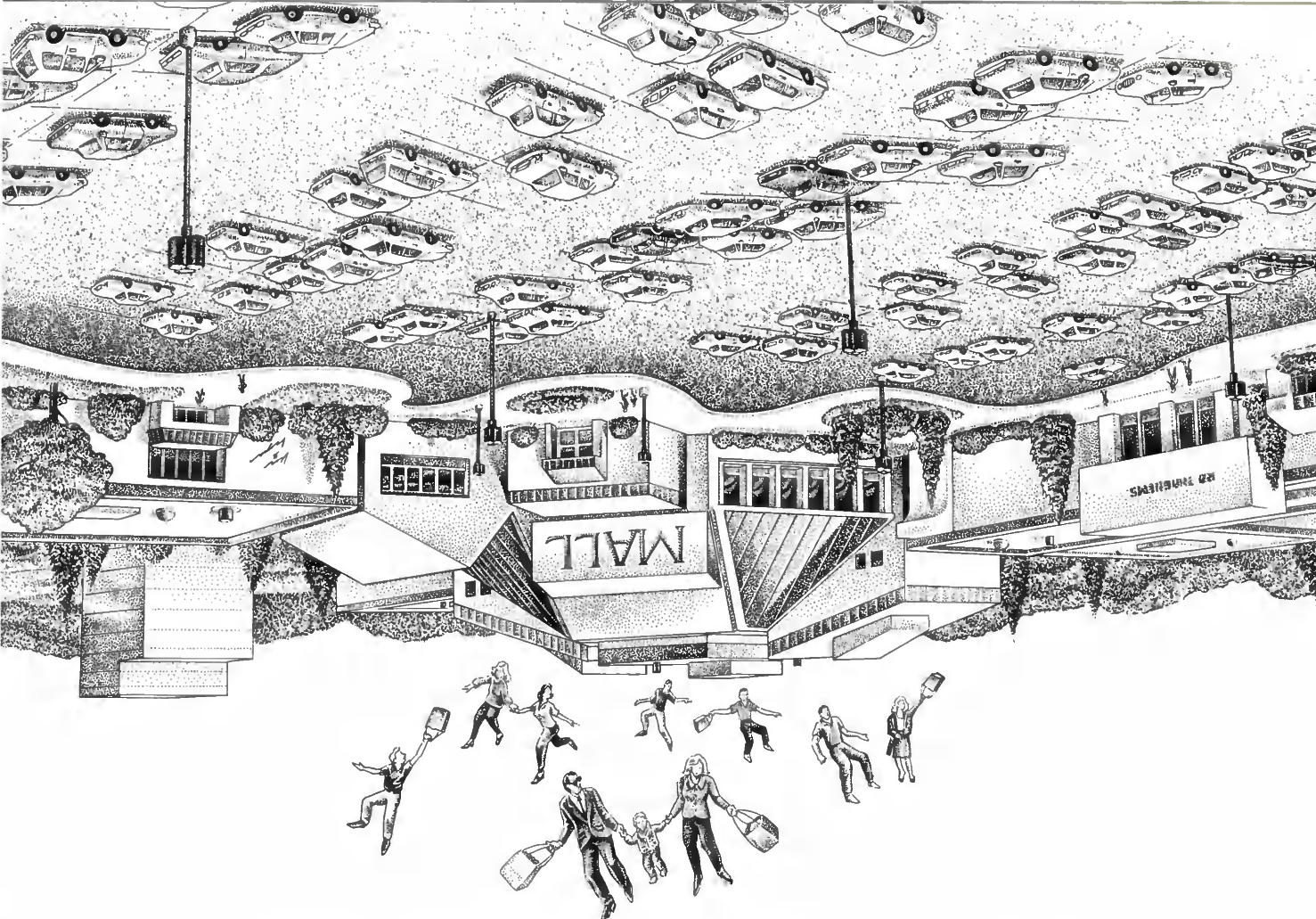
ARKANSAS

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

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



QCS Mall Intercepts help shake out the answers you're looking for.

Considering experience, technology, and performance, one source of mall research is shaking up the industry. Quality Controlled Services.

QCS is among the nation's largest providers of mall intercept research, offering numerous enclosed regional sites. With QCS, you'll benefit from standardized interviewer performance, as well as unrivaled excellence in management support. We offer unsurpassed on-site CRT interviewing, modern test kitchens, fax and audio-

visual support. Plus, QCS' unique Polling SystemSM provides up-to-the-minute data transmission directly to you.

Add to these benefits our extensive experience in project management, and QCS becomes the clear choice for the best in mall data collection. No other mall data collection source provides more comprehensive service. To learn more—or to receive same-day pricing and project booking—call us today. **1-800-325-3338**



Quality Controlled Services®

Circle No. 333 on Reader Card

CODES:

Mall description

H.....est.% of mall customers in high income bracket (+\$60,000)
 M.....middle income (\$30,000-60,000)
 L.....low income (under \$30,000)
 N.A.....not available

Facility description

Stat.....no. of interviewing stations
 1.....facility has 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 Hastay
 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.
 Plaza Azteca
 Pomona, CA 91767
 Ph. 909-623-4844
 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. 310-861-1216
 Contact: Luanna Bonsky
 H-50% M-40% L-10%
 Stat.-6 1,2,3,4

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

Facts 'n Figures
 Panorama Mall
 14550 Chase St., Ste. 78B
 Panorama City, CA 91402
 Ph. 818-891-6779
 Fax 818-861-6119
 Contact: Ruth Levin
 H-30% M-50% L-20%
 Stat.-12 1,2,3,4

The Friedman Marketing Organization
 Consumer Opinion Forum
 Buena Park Mall
 8623 On The 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

Mid-America Research, Inc.
 301 Santa Monica Pl.
 Santa Monica, CA 90104
 Contact: David Ottenfeld
 Ph. 310-260-3237
 Fax 310-260-3237
 H-25% M-70% L-5%
 Stat.-25 1,2,3,4

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, 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 advertisement on p. 47)

Quick Test, Inc.
 Long Beach Plaza
 369 Long Beach Blvd.
 Long Beach, CA 90802
 Ph. 310-435-0888
 Fax 310-436-9509
 Contact: L'Tanya Wise, Manager
 H-20% M-60% L-20%
 Stat.-8 1,2,3,4
 (See advertisement on p. 5)

Quick Test, Inc.
 Westminster Mall
 1049 Westminster Mall
 Westminster, CA 92683
 Ph. 714-891-2111
 Fax 714-891-8985
 Contact: Linda Green, Manager
 H-25% M-40% L-35%
 Stat.-4 1,3,4
 (See advertisement on p. 5)

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

Southern California Interviewing Service
Encino Center
17277 Ventura Blvd., #200
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

Southern 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 Jouzapaitis
Income-Middle
Stat.-NA 1,2,3,4

Orange County

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

The Question Shop, Inc.
2860 N. Santiago Blvd., Ste. 100
Orange, CA 92667
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 Jouzapaitis
Income-High
Stat.-NA 1,2,3

Riverside/San Bernardino

Field Management Associates
Riverside Plaza #3601
Riverside, CA 92506
Ph. 909-369-0800
Fax 909-369-0957
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. 909-358-0300
Fax 909-358-0309
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. 909-888-3797
Fax 909-387-0874
Contact: Maxine Barbee
H-30% M-60% L-10%
Stat.-NA 1,2,3,4
(See advertisement on p. 47)

Sacramento

Heakin Research, Inc.
Arden Fair Mall
1689 Arden Way, #1281
Sacramento, CA 95815
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: James Smith
H-20% M-55% L-25%
Stat.-7 1,2,3,4

Jagorda Interviewing Svces., Inc.
Spring Valley Shopping Center
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

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: Jeanne Coddington
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.
262 Bay Fair Mall
San Leandro, CA 94578
Ph. 510-278-2200
Fax 510-278-6737
Contact: Steve Teichner
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 408-253-6647
Contact: Ann Pollard
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

CODES:

Mall description

H.....est.% of mall customers in high income bracket (+\$60,000)
 M.....middle income (\$30,000-60,000)
 L.....low income (under \$30,000)
 N.A.....not available

Facility description

Stat.....no. of interviewing stations
 1.....facility has computer-aided stations
 2.....kitchen facilities
 3.....private display room
 4.....one-way mirror for viewing of stations

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, Inc.
 Southland Mall, #203
 Hayward, CA 94545
 Ph. 510-785-4650
 Fax 510-785-0641
 Contact: Sue Gomez, Manager
 H-20% M-60% L-20%
 Stat.-6 1,2,3,4
 (See advertisement on p. 5)

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
 (See advertisement on p. 51)

COLORADO

Colorado Springs

Brewer Research/The Springs Research
 Citadel Mall
 750 Citadel Dr. E., #3004
 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: Dunlap Scott
 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 Jouzapaits
 Income-Middle
 Stat.-NA 1,2,3,4

Denver

Bernett Research Services, 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: Dunlap Scott
 H-10% M-65% L-25%
 Stat.-10 1,2,3

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

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: Sally Phelps
 H-40% M-50% L-10%
 Stat.-8 1,2,3,4

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, Inc.
 Villa Italia Mall, #203
 7200 W. Alameda
 Lakewood, CO 80226
 Ph. 303-937-0144
 Fax 303-937-0502
 Contact: Jackie Stepanich, Manager
 H-20% M-70% L-10%
 Stat.-8 1,2,3,4
 (See advertisement on p. 5)

CONNECTICUT

Bidgeport

J.B. Martin Research, Inc.
 Naugatuck Valley Mall
 920 Wolcott St.
 Waterbury CT 06705
 Ph. 203-365-4908
 Contact: Nancy Salk/Ellen Klein
 H-25% M-50% L-25%
 Stat.-8 1,2,3

Shapiro Research Services, Inc.
 Trumbull Shopping Park
 5065 Main St.
 Trumbull, CT 06611
 Ph. 203-373-9391
 Fax 203-371-4257
 H-33% M-33% L-34%
 Stat.-4 1,2,3,4

Danbury

Performance Plus, Inc.
Danbury Fair Mall
7 Backus Avenue
Danbury, CT 06810
Ph. 508-872-1287
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
Fax 203-375-6034
Contact: Harriet Quint or Sydell Lefcort
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: Tricia Barnes
H-15% M-70% L-15%
Stat.-8 1,2,3,4

Facts in Focus, Inc.
St. Charles Towne Center, #2006
P.O. Box 6196
5000 Route 301
Waldorf, MD 20603
Ph. 301-870-7799
Fax 301-705-8348
Contact: Ann O'Connor
H-40% M-55% L-5%
Stat.-12 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

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 advertisement on p. 47)

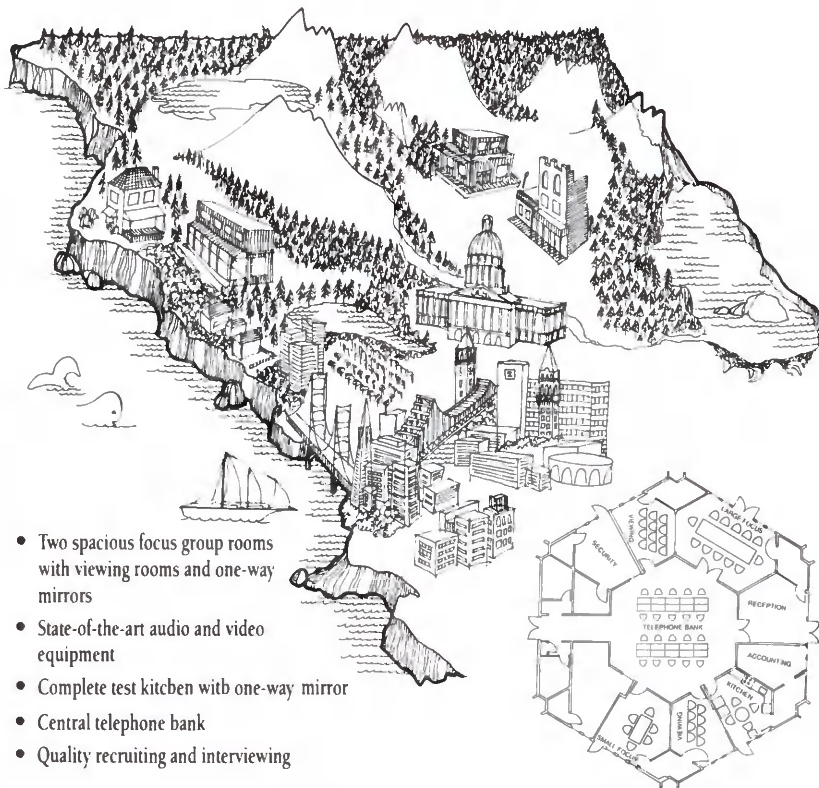
Shugoll Research
Ballston Common
4238 Wilson Blvd., #3122
Arlington, VA 22203
Ph. 703-841-2414
Fax 703-841-2422
Contact: Steven Weachter
H-45% M-45% L-10%
Stat.-4 1,2

T.I.M.E. Market Research

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

We're trained to focus your attention

in the Bay Area and all of Northern California



- Two spacious focus group rooms with viewing rooms and one-way mirrors
- State-of-the-art audio and video equipment
- Complete test kitchen with one-way mirror
- Central telephone bank
- Quality recruiting and interviewing

Margaret Yarbrough & Associates

Main Office: 934 Shorepoint Court • Alameda, CA 94501

510-521-6900

CODES:*Mall description*

H.....est.% of mall customers in high income bracket (+\$60,000)

M.....middle income (\$30,000-60,000)

L.....low income (under \$30,000)

N.A.....not available

Facility description

Stat.....no. of interviewing stations

1.....facility has 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
Fax 904-252-4321
Contact: Suzy Adams
H-30% M-60% L-10%
Stat.-5 1,2,3,4

Fort Landerdale

Alenik Field Services
The Festival Mall
2900 W. Sample Rd.
Ft. Landerdale, FL 33060
Ph. 305-370-5090
Fax 305-370-4726
Contact: Beatrice Alenik
Income-NA
Stat.-NA

Cunningham Field & Research Services, Inc.
Pembroke Pines Mall
11401 Pines Blvd., Ste. 702
Pembroke Pines, FL 33026
Ph. 305-438-9315
Fax 305-438-9367
Contact: Anissa Rosen
H-30% M-50% L-20%
Stat.-8 1,2,3,4

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

Bernett Research Services, Inc.
Edison Mall
4125 Cleveland Avenue
Fort Myers, FL 33901
Ph. 813-939-1200
Fax 813-939-1413
Contact: Carolyn Kulik, Manager
H-20% M-60% L-20%
Stat.-10 1,2,3,4
(See advertisements on pp. 57,59)

T.I.M.E Market Research
#505 Pt. Charlotte Mall
Pt. Charlotte, FL 33948
Ph. 813-625-5111
Fax 813-625-6416
Contact: Sharon Peoples
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 Lawhan
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
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, Inc.
Melbourne Square Mall
1700 W. New Haven Ave., Ste. 577
Melbourne, FL 32904
Ph. 407-729-9809
Fax 407-729-9551
Contact: Lori Weingarten, Manager
H-20% M-60% L-20%
Stat.-10 1,2,3,4
(See advertisement on p. 5)

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

Rife Market Research, Inc.

Skylake Mall
1758 N.E. Miami Gardens Dr.
Miami, FL 33179
Ph. 305-944-0076
Contact: Sandy Palmer or 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, #36
Orlando, FL 32803
Ph. 407-894-7552
Contact: Justine VanKleefs
H-25% M-60% L-15%
Stat.-6 1,2

Quick Test, Inc.

Lake Square Mall
10401-082 U.S. Hwy 441
Leesburg, FL 34788
Ph. 904-365-0505
Fax 904-365-2005
Contact: Lucille Slowey, Manager
H-9% M-66% L-25%
Stat-NA 1,2,3,4
(See advertisement on p. 5)

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**

Accudata/Mass Market Research
3815 W. Humphrey St., Ste. 105
Tampa, FL 33614
Ph. 813-935-2151
Fax 813-932-6265
Contact: Shannon Smith
H-30% M-50% L-20%
Stat.-N.A. 1,2,3,4

Accudata/Mass Market Research
West Shore Plaza
West Shore Blvd.
Tampa, FL 33612
Ph. 813-935-2151
Fax 813-932-6265
Contact: Shannon Smith
H-25% M-50% L-25%
Stat.-6 1,2,3

Adam Market Research, Inc.
Gateway Mall
7965 9th Street North
St. Petersburg, FL 33702
Ph. 813-875-4005
Fax 813-875-4055
Contact: Mark Siegel
H-10% M-60% L-30%
Stat.-5 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. 813-527-0113
Contact: Tracy Bills
H-14% M-36% L-50%
Stat.-8 1,2,3,4

Gulf Coast Research
Tampa Bay Center 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.
Eastlake Square Mall
5701 E. Hillsborough Avenue
Tampa, FL 33610
Ph. 813-623-1774
Contact: Isabel Dunn
H-31% M-57% L-12%
Stat.-12 1,2,3

Opinions
Seminole Mall
Seminole, FL 34642
Ph. 813-855-3471
Fax 813-874-0792
Contact: David Wilson
Income: Low
Stat.-3 3

Quick Test, Inc.

Gulf View Square Mall
9409 U.S. Hwy. 19 North, Ste. 709
Port Richey, FL 34668
Ph. 813-847-2222
Fax 813-842-8541
Contact: Randy Carson, Manager
Income-NA
Stat.-NA 1,2,3
(See advertisement on p. 5)

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.-NA 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

Atlanta

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

Cunningham Field & Research Services, Inc.
North Point Mall
1000 North Point Circle, Ste. 1002
Alpharetta, GA 30202
Ph. 404-475-3880
H-35% M-55% L-10%
Stat.-8 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

CODES:*Mall description*

H.....est.% of mall customers in high income bracket (+\$60,000)
 M.....middle income (\$30,000-60,000)
 L.....low income (under \$30,000)
 N.A.....not available

Facility description

Stat.....no. of interviewing stations
 1.....facility has computer-aided stations
 2.....kitchen facilities
 3.....private display room
 4.....one-way mirror for viewing of stations

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

MacConnell Research Services
 Greenbrier Mall
 2841 Greenbrier Pkwy. S.W.
 Atlanta, GA 30331
 Ph. 404-451-6236
 Fax 404-451-6184
 Contact: Joy M. MacConnell
 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
 Contact: Joy M. MacConnell
 H-30% M-50% L-20%
 Stat.-8 1,3

MacConnell Research Services
 Four Seasons Mall
 2200 S. Cobb Drive
 Smyrna, GA 30080
 Ph. 404-451-6236
 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, Inc.

Town Center at Cobb
 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
 (See advertisement on p. 5)

John Stolzberg Market Research
 Outlets Limited Mall
 3750 Venture Drive
 Duluth, GA 30136
 Ph. 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 2,3,4

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

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. 18)

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
 Brementown 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
 Northfield Mall
 Bradley, IL 60915
 Ph. 708-532-6800
 Contact: Robert Bryles
 Income: NA
 Stat. NA

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
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 60504
Ph. 708-898-2166
Fax 708-898-2172
Contact: Matt Johnson
H-40% M-55% L-5%
Stat.-12 1,2,3,4

Heakin Research, Inc.
North Riverside Mall
7501 W. Cermak Road
No. Riverside, IL 60546
Ph. 708-447-9208
Fax 708-447-9268
Contact: Phyllis Calamarie
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: Molly Vaught
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: Linda Smith
H-12% M-50% L-38%
Stat.-10 1,2,3,4

Mid-America Research, Inc.
Randhurst Shopping Center
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: Irene Kasten
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 advertisement on p. 47)

Quality Controlled Services

Harlem-Irving Mall
4192 Harlem Ave.
Norridge, IL 60634
Ph. 708-452-7660
Fax 708-452-9865
Contact: John Moore
H-10% M-75% L-15%
Stat.-Variable 1,2,3,4
(See advertisement on p. 47)

Quick Test, Inc.

Ford City Mall
7601 S. Cicero Avenue
Chicago, IL 60652
Ph. 312-581-9400
Fax 312-581-9758
Contact: Gerri Etkorn, Manager
H-5% M-75% L-20%
Stat.-8 1,2,3,4
(See advertisement on p. 5)

Quick Test, Inc.

429 Hawthorn Center
Vernon Hills, IL 60061
Ph. 708-367-0036
Fax 708-367-4863
Contact: Sandy Lewis, Manager
H-60% M-30% L-10%
Stat.-9 1,2,3,4
(See advertisement on p. 5)

Survey Center, Inc.
Hickory Hills Square
9638 So. Roberts Rd.
Hickory Hills, IL 60457
Ph. 312-321-8100
Fax 312-321-8110
Contact: Judy Taber
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: Judy Taber
H-40% M-50% L-10%
Stat.-5 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 Jouzapatits
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, Inc.
Eastland Mall, #428
800 Green River Rd.
Evansville, IN 47715
Ph. 812-473-7112
Fax 812-473-7112
Contact: Cathy Raider
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

CODES:*Mall description*

H.....est.% of mall customers in high income bracket (+\$60,000)
 M.....middle income (\$30,000-60,000)
 L.....low income (under \$30,000)
 N.A.....not available

Facility description

Stat.....no. of interviewing stations
 1.....facility has computer-aided stations
 2.....kitchen facilities
 3.....private display room
 4.....one-way mirror for viewing of stations

Indianapolis

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 Jorgenson
 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. 515-287-4744
 Fax 515-287-5937
 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 50266
 Ph. 515-225-6232
 Fax 515-225-1184
 Contact: Debbie Gudehus
 H-30% M-60% L-10%
 Stat.-6 1,2,3,4

Mid-Iowa Interviewing Southridge Mall
 1111 East Army Post Road
 Des Moines, IA 50315
 Ph. 515-225-6232
 Fax 515-225-1184
 Contact: Debbie Gudehus
 H-20% M-60% L-20%
 Stat.-12 1,2,3,4

Personal Marketing & Research, Inc.
 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 advertisement on p. 47)

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: Ruth Ann Staton
 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 Jozapaitis
 Income-Middle
 Stat.-NA 1,2,3,4

KENTUCKY**Louisville**

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

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
 999 Breckenridge Lane
 Louisville, KY 40207
 Ph. 502-899-2400
 Fax 502-899-2404
 Contact: Michael Bodi
 H-15% M-60% L-25%
 Stat.-10 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

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

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



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

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

New Orleans Field Services Associates
Clearview Mall
Veterans Memorial Blvd. & Clearview Pkwy.
Metairie, LA 70001
Ph. 504-833-0641
Fax 504-834-2005
Contact: Andrea S. Gereighty
Income: NA
Stat. NA

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
Hunt Valley Mall
118 Shawan Rd., #101
Cockeysville, MD 21030
Ph. 410-687-3400
Fax 310-687-7015
Contact: Alice Matheny
H-25% M-55% L-20%
Stat.-8 1,2,3,4

CODES:*Mall description*

H.....est. % of mall customers in high income bracket (+\$60,000)
 M.....middle income (\$30,000-60,000)
 L.....low income (under \$30,000)
 N.A.....not available

Facility description

Stat.....no. of interviewing stations
 1.....facility has computer-aided stations
 2.....kitchen facilities
 3.....private display room
 4.....one-way mirror for viewing of stations

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

MASSACHUSETTS**Boston****Bernett Research Services, Inc.**

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

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

Performance Plus, Inc.
 Faneuil Hall Marketplace #2
 South Building, #2
 Framingham, MA 02109
 Ph. 508-872-1287
 Fax 508-879-7108
 Contact: Shirley Shames
 H-35% M-50% L-15%
 Stat.-30 1,2,3,4

Performance Plus, Inc.
 Westgate Mall
 Westgate Drive
 Brockton, MA 02401
 Ph. 508-872-1287
 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. 508-872-1287
 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. 508-872-1287
 Fax 508-879-7108
 Contact: Shirley Shames
 H-35% M-50% L-15%
 Stat.-5 2,3,4

Quick Test, Inc.
 Methuen Mall
 Route 113
 Methuen, MA 01844
 Ph. 508-685-1917
 Fax 508-682-3365
 Contact: Marcia Hersh, Manager
 H-40% M-40% L-20%
 Stat.-8 1,2,3,4
 (See advertisement on p. 5)

Quick Test, Inc.
 Watertown Mall
 550 Arsenal Street
 Watertown, MA 02172
 Ph. 617-924-8486
 Fax 617-923-0261
 Contact: Bonnie Mac Donald, Manager
 H-20% M-60% L-20%
 Stat.-14 1,2,3,4
 (See advertisement on p. 5)

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

The Friedman Marketing Organization
 Consumer Opinion Center
 Eastfield Mall
 1655 Boston Road
 Springfield, MA 01129
 Ph. 413-543-8515
 Fax 413-543-8430
 H-30% M-50% L-20%
 Stat.-6 1,2,3,4

Performance Plus, Inc.
 Fairfield Mall
 591 Memorial Drive
 Chicopee, MA 01020
 Ph. 508-872-1287
 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 advertisement on p. 47)

U.S. Research Company
 Hampshire Mall
 Hadley, MA 01035
 Ph. 413-586-3090
 Income: Middle
 Stat.-NA 1,2,3

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

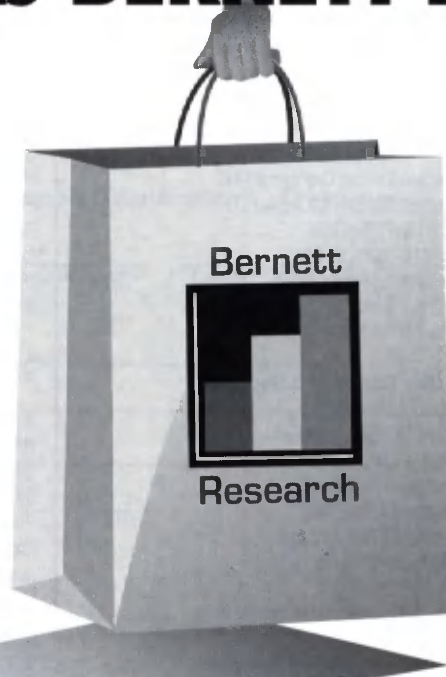
Crimmins-Forman Market Research
 Wonderland Mall
 29755 Plymouth Road
 Livonia, MI 48150
 Ph. 313-569-7095
 Fax 313-569-8927
 Contact: Paula Crimmins
 H-25% M-45% L-30%
 Stat.-7 1,2,3,4

Crimmins-Forman Market Research
 Westland Mall
 35000 West Warren
 Westland, MI 48185
 Ph. 313-513-5040
 Fax 313-513-8966
 Contact: Lois Forman
 H-25% M-45% L-30%
 Stat.-12 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
 Frenchtown 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

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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: Carol Hyden
H-41% M-41% L-18%
Stat.-8 2,3,4

Quick Test, Inc.
Southland Center Mall
23000 Eureka Road
Taylor, MI 48180
Ph. 313-287-3600
Fax 313-287-3840
Contact: Donna Wizinsky, Manager
H-25% M-50% L-25%
Stat.-10 1,2,3,4
(See advertisement on p. 5)

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.
Eastbrook Mall
Grand Rapids, MI 49503
Ph. 616-954-0303
Fax 616-954-0001
Contact: Mike Tourangeau
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 1,2,3,4

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

CODES:*Mall description*

H.....est.% of mall customers in high income bracket (+\$60,000)
 M.....middle income (\$30,000-60,000)
 L.....low income (under \$30,000)
 N.A.....not available

Facility description

Stat.....no. of interviewing stations
 1.....facility has computer-aided stations
 2.....kitchen facilities
 3.....private display room
 4.....one-way mirror for viewing of stations

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 advertisement on p. 47)

Quick Test, Inc.

Burnsville Center #1060
 Burnsville, MN 55306
 Ph. 612-435-8581
 Fax 612-435-8673
 Contact: Helen Nelson, Manager
 H-25% M-65% L-10%
 Stat.-7 1,2,3
 (See advertisement on p. 5)

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
 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 913-492-1654
 Contact: Juanita Summers
 H-40% M-50% L-10%
 Stat.-12 2,3,4
 (See advertisement on p. 63)

Heakin Research, Inc.
 Blue Ridge Mall
 4200 Blue Ridge Blvd.
 Kansas City, MO 64133
 Ph. 816-737-1130
 Fax 816-737-0530
 Contact: Debbie Culver
 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

Quality Controlled Services

Metro North Mall
 400 N.W. Barry Road
 Kansas City, MO 64155-2787
 Ph. 816-436-8204
 Fax 816-436-8204
 Contact: Fran Saragusa
 H-25% M-60% L-15%
 Stat.-6 3
 (See advertisement on p. 47)

Quality Controlled Services

Ward Parkway Mall
 8600 Ward Parkway
 Kansas City, MO 64114
 Ph. 800-628-3428
 Fax 816-361-3580
 Contact: Iva Schlatter
 H-20% M-70% L-10%
 Stat.-NA 1,2,3,4
 (See advertisement on p. 47)

Consumer Opinion
 1279 Mid Rivers Mall
 St. Peters, MO 63376
 Ph. 314-278-8473
 Fax 314-965-8042
 Contact: Carol McGill
 H-30% M-50% L-20%
 Stat.-12 1,2,3,4

The Friedman Marketing Organization
 Consumer Opinion Center
 St. Louis Union Station Mall
 1820 Market Street
 St. Louis, MO 63103
 Ph. 314-241-4559
 Fax 314-241-6058
 H-30% M-50% L-20%

Quick Test, Inc.

Northwest Plaza
 505 Northwest Plaza
 St. Louis, MO 63074
 Ph. 314-291-8888
 Fax 314-291-8581
 Contact: Fletcher Peacock, Manager
 H-30% M-50% L-20%
 Stat.-7 1,2,3,4
 (See advertisement on p. 5)

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

U.S. Research Company
 338 Jamestown Mall
 Florissant, MO 63034
 Ph. 708-520-3600
 Fax 708-520-3621
 Contact: Susan Jouzapaits
 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 Street, Ste. 20
 Omaha, NE 68114
 Ph. 402-399-9346
 Fax 402-399-9346
 Contact: Ann Gustafson
 H-12% M-68% L-20%
 Stat.-12 1,2,3,4

Midwest Survey, Inc.
 Oak View Mall
 3001 So. 144th Street, #1103
 Omaha, NE 68144
 Ph. 402-334-2076
 Fax 402-334-2076
 Contact: Eloise O'Connor
 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

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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, Inc.
Villa Linda Mall, #1124
Santa Fe, NM 87505
Ph. 505-471-1699
Fax 505-438-3846
Contact: Susan Valdez, Manager
H-25% M-50% L-25%
Stat-5 1,2,3,4
(See advertisement on p. 5)

NEW YORK

Albany

Markette Research, Inc.
Clifton Country Mall
Clifton Park, NY 12065
Ph. 518-383-1661
Contact: Joyce Whalen
H-20% M-60% L-20%
Stat.-6 1,2,3,4

Quick Test, Inc.
Crossgates Mall
1 Crossgates Mall Rd.
Albany, NY 12203
Ph. 518-456-8641
Fax 518-456-8642
Contact: Pat Figler, Manager
H-30% M-50% L-20%
Stat.-8 1,2,3,4
(See advertisement on p. 5)

Quick Test, Inc.
Mohawk Mall
428 Mohawk Mall
Schenectady, NY 12304
Ph. 518-370-5077
Fax 518-370-5054
Contact: Scott Burgess, Manager
H-30% M-50% L-20%
Stat.-12 1,2,3,4
(See advertisement on p. 5)



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The Field House, Inc.
7220 West 98th Terrace
Overland Park, KS 66212
(913) 341-4245
FAX (913) 341-1462

CODES:

Mall description

H.....est.% of mall customers in high income bracket (+\$60,000)
 M.....middle income (\$30,000-60,000)
 L.....low income (under \$30,000)
 N.A.....not available

Facility description

Stat.....no. of interviewing stations
 1.....facility has computer-aided stations
 2.....kitchen facilities
 3.....private display room
 4.....one-way mirror for viewing of stations

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.-4 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

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
 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
 Contact: Anita Weiss
 H-30% M-40% L-30%
 Stat.-3 2

Bennett Research Services, 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)

**When you need
 to reach
 ethnic markets,
 we've got
 the insight
 track.**

Ethnic market segments. Diverse and flourishing, they represent real economic clout.

But measuring perceptions and evaluating buying patterns in these markets demands a special brand of insight.

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Ebony Marketing Research, Inc.

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 FOCUS Group Facility: 2100 Bartow Ave., Baychester, NY 10475
 Jamaica Mall: 162-10 Jamaica Ave., Jamaica, NY 11432
 Newport Center Mall: 30 Mall Drive West, Jersey City, NJ 07310



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Moving forward in the '90's.

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

Cunningham Field Services
Freehold Raceway Mall
3710 Rte. 9
Freehold, NJ 07728
Ph. 908-308-9889
Fax 908-303-0428
Contact: Carol Klein
H-50% M-40% L-10%
Stat.-6 1,2,3,4

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. 64)

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. 64)

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. 64)

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: Rhonda Whetstone
H-15% M-80% L-5%
Stat.-12 1,2,3,4

Novasel Associates
Busy Town Mall
3711 Main St.
Flushing, NY 11354
Ph. 718-591-7736
Fax 718-591-7386
Contact: Judy Novasel
H-10% M-30% L-60%
Stat.-4 2,3

Quick Test, Inc.
Kings Plaza Mall
5102 Kings Plaza
Brooklyn, NY 11234
Ph. 718-338-3388
Fax 718-692-4365
Contact: Laura Cooney, Manager
H-25% M-50% L-25%
Stat.-8 1,2,3
(See advertisement on p. 5)

Quick Test, Inc.
855 Sunrise Mall
Massapequa, NY 11758
Ph. 516-541-5100
Fax 516-541-1099
Contact: Sina Ehrenfreund, Manager
H-30% M-60% L-10%
Stat.-12 1,2,3,4
(See advertisement on p. 5)

Seaport Surveys, Inc.
South Street Seaport
34 Cliff Street
New York, NY 10038
Ph. 212-608-3100
Fax 212-608-4966
Contact: Andrea Waller or John Kumnick
H-25% M-60% L-15%
Stat.-10 1,2,3,4
(See advertisement on p. 65)

SEAPORT SURVEYS

New York's largest full-range data collection agency.

Situated in the heart of the Wall Street area next to the South Street Seaport, with better than 10 million in annual traffic. We offer 'one-stop shopping' for your research needs, business or consumer.

- ★ Recruiting
- ★ Focus Facility
- ★ Intercept
- ★ Telephone
- ★ Executive Interviewing



34 Cliff Street, NY, NY 10038 (212) 608-3100 (800) 347-2662

CODES:*Mall description*

H.....est.% of mall customers in high income bracket (+\$60,000)
 M.....middle income (\$30,000-60,000)
 L.....low income (under \$30,000)
 N.A.....not available

Facility description

Stat.....no. of interviewing stations
 1.....facility has computer-aided stations
 2.....kitchen facilities
 3.....private display room
 4.....one-way mirror for viewing of stations

**Audrey Schiller Market Research
Nassau 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: Madeline Smith
 Income: Middle
 Stat.-6 1,2,3,4

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/LI
 East Meadow Plaza
 1966 Hempstead Trnpke.
 East Meadow, NY 11554
 Ph. 516-877-2223
 Fax 516-794-3519
 Contact: Sherry Salus
 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

Car-Lene Research, Inc.
 Irondequoit Mall
 54 Irondequoit Dr.
 Rochester, NY 14622
 Ph. 716-342-7630
 Contact: Nancy Dooley
 H-10% M-55% L-35%
 Stat.-NA 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

LaValle Research Services
 Carousel Center Mall
 9763 Carousel Center Dr.
 Syracuse, NY 13290
 Ph. 315-466-1609
 Fax 315-466-7101
 Contact: Doreen Hart
 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

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
 Fingertakes 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 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
Contact: Janet Jayne
Ph. 704-868-9783
Fax 704-868-2494
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

Greenshoro

Homer Assoc. Inc. Market Research
333 Four Seasons Town Centre
Greensboro, NC 27407
Ph. 910-294-9415
Fax 910-294-6116
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. 910-292-4146
Fax 910-299-6165
Contact: Ruth Long
H-33% M-34% L-33%
Stat.-8 2,3,4

Raleigh

Quick Test, Inc.
South Square Mall
4001 Chapel Hill Blvd.
Durham, NC 27707
Ph. 919-489-3104
Fax 919-489-8316
Contact: Brian O'Neil, Manager
H-30% M-50% L-20%
Stat.-8 1,2,3,4
(See advertisement on p. 5)

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
633A Colerain 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 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

Cleveland

Cleveland Survey Center
Richmond Mall
691 Richmond Road
Cleveland, OH 44143
Ph. 216-461-6898
Fax 216-461-9525
Contact: Betty Perry or Harriet Fadem
H-20% M-60% L-20%
Stat.-8 1,2,3,4
(See advertisement on p. 67)

Window On The World

Over 25 Years Of Consumer Data Collection Experience

Professional Consumer Research Services For
Planning Direction And Minimized Risk
In Business Decisions

Call 800-950-9010

CLEVELAND SURVEY CENTER

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

CODES:

Mall description

H.....est.% of mall customers in high income bracket (+\$60,000)
 M.....middle income (\$30,000-60,000)
 L.....low income (under \$30,000)
 N.A.....not available

Facility description

Stat.....no. of interviewing stations
 1.....facility has computer-aided stations
 2.....kitchen facilities
 3.....private display room
 4.....one-way mirror for viewing of stations

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
 Fax 216-621-8455
 Contact: Mark Kikel
 H-40% M-50% L-10%
 Stat.-11 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: Jim Blake
 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 S.
 Lancaster, OH 43130
 Ph. 614-653-2070
 Fax 614-653-1752
 Contact: Linda Abrams
 H-20% M-60% L-20%
 Stat.-NA 1,2,3,4
 (See advertisement on p. 47)

T.I.M.E. Market Research
 Indian Mound Mall #667
 Heath, OH 43056
 Ph. 614-788-8808
 Fax 614-788-8807
 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

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

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 Nitta
 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, Inc.

Crossroads Mall #1153
 Oklahoma City, OK 73149
 Ph. 405-631-9738
 Fax 405-632-0750
 Contact: Mary Rose, Manager
 H-20% M-70% L-10%
 Stat.-5 1,2,3,4
 (See advertisement on p. 5)

Tulsa

Cunningham Field Services
 Promenade Mall
 4107 South Yale
 Tulsa, OK 74135
 Ph. 918-664-7485
 Fax 918-664-4122
 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: Mina Monroe
 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. 18)

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 1,2,3,4
(See advertisement on p. 18)

Consumer Opinion Services, Inc.
Lloyd Center Mall
991-Lloyd Center
Portland, OR 97232
Ph. 206-241-6050
Contact: Ann Kane
H-10% M-70% L-20%
Stat.-8 1,2,3,4
(See advertisement on p. 18)

Consumer Opinion Services, Inc.
Jantzen Beach Mall
1206 Jantzen Beach Center
Portland, OR 97217
Ph. 206-241-6050
Contact: Diane Reviea
H-20% M-65% L-15%
Stat.-8 1,2,3
(See advertisement on p. 18)

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

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

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

CODES:*Mall description*

H.....est.% of mall customers in high income bracket (+\$60,000)
 M.....middle income (\$30,000-60,000)
 L.....low income (under \$30,000)
 N.A.....not available

Facility description

Stat.....no. of interviewing stations
 1.....facility has computer-aided stations
 2.....kitchen facilities
 3.....private display room
 4.....one-way mirror for viewing of stations

PENNSYLVANIA**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

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
 Fax 215-565-8870
 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
 Fax 215-354-9186
 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
 Fax 215-757-8128
 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

Mar's Surveys, Inc.
 Hamilton Mall
 100 W. Black Horse Pike, Ste. 202
 Mays Landing, NJ 08330
 Ph. 609-786-8514
 Fax 609-786-0480
 Contact: Judy Abrams
 H-40% M-30% L-30%
 Stat.-7 1,2,3,4

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 advertisement on p. 47)

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, Inc.

Neshaminy Mall #109
 Bensalem, PA 19020
 Ph. 215-322-0400
 Fax 215-322-5412
 Contact: Alice Osborne, Manager
 H-20% M-70% L-10%
 Stat.-9 1,2,3,4
 (See advertisement on p. 5)

Quick Test, Inc.

Franklin Mills Mall
 1749 Franklin Mills Cir.
 Philadelphia, PA 19154
 Ph. 215-281-9304
 Fax 215-281-9362
 Contact: Dot Muir, Manager
 H-15% M-60% L-25%
 Stat.-16 1,2,3,4
 (See advertisement on p. 5)

J. Reckner Associates

Montgomery Mall
 No. Wales, PA 19454
 Ph. 215-822-6220
 Fax 215-822-2238
 Contact: Frances Grubb
 Income-Mid to Upper Income
 Stat.-15 1,2,3,4
 (See advertisement on p. 71)

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
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

Car-Lene Research, Inc.
Silver City Mall
Taunton, MA 02780
Ph. 508-880-0087
Contact: Steve Martin
H-20% M-60% L-20%
Stat.-5 2,3,4

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, Inc.
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
(See advertisement on p. 5)

SOUTH CAROLINA

Charleston

Bernett Research Services, 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-25% M-60% L-15%
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

A Tradition of Quality & Service



COMPLETE DATA COLLECTION SERVICES

- Permanent Regional Mall
 - Field Management
 - 30 WATS Lines
 - 10 CRT Stations
 - Medical, Business, Consumer
 - Pre-Recruits, CLT
 - Focus Group Facility
- Test Kitchen, Sensory Evaluation

PHILADELPHIA MSA



587 Bethlehem Pike, Suite 800
Montgomeryville, PA 18936
(215) 822-6220 FAX: (215) 822-2238

CODES:*Mall description*

H.....est.% of mall customers in high income bracket (+\$60,000)
 M.....middle income (\$30,000-60,000)
 L.....low income (under \$30,000)
 N.A.....not available

Facility description

Stat.....no. of interviewing stations
 1.....facility has computer-aided stations
 2.....kitchen facilities
 3.....private display room
 4.....one-way mirror for viewing of stations

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 Broussard
 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 38128
 Ph. 901-372-4612
 Fax 901-372-8523
 Contact: Theresa Govan
 H-35% M-35% L-30%
 Stat.-10 1,2,3,4

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.
 Hickory Ridge Mall
 Memphis, TN 38115
 Ph. 901-360-0400
 Contact: Jean Leitner
 Income-NA
 Stat.-NA

Nashville

Bernett Research Services, Inc.
 Rivergate Mall
 1000 Two Mile Pkwy.
 Nashville, TN 37072
 Ph. 615-859-4484
 Fax 615-851-0717
 Contact: Sylvia Sargent, 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

Quality Controlled Services

Harding Mall
 4050 Nolansville Rd., Suite 416
 Nashville, TN 37211
 Ph. 615-333-5996
 Fax 615-333-5997
 Contact: Marilyn Miller
 H-15% M-70% L-15%
 Stat.-NA 1,2,3,4
 (See advertisement on p. 47)

Quick Test, Inc.

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
 (See advertisement on p. 5)

TEXAS**Amarillo****Opinions Unlimited, Inc.**

Westgate Mall
 7701 West I-40
 Amarillo, TX 79160
 Ph. 800-658-2656
 Fax 806-353-4718
 Contact: Neil Norwood
 H-40% M-40% L-20%
 Stat.-8 1,2,3,4
 (See advertisement on p. 73)

Austin**Quick Test, Inc.**

Barton Creek Square
 2901 Capitol Texas Hwy, B-11
 Austin, TX 78746
 Ph. 512-327-8787
 Fax 512-327-7460
 Contact: Patty Franchina, Manager
 H-35% M-55% L-10%
 Stat.-5 1,2,3,
 (See advertisement on p. 5)

Corpus Christi**Quick Test, Inc.**

Sunrise Mall #37C
 5858 S. Padre Island Dr.
 Corpus Christi, TX 78412
 Ph. 512-993-6200
 Fax 512-991-7380
 Contact: Lorna Turner, Manager
 H-35% M-45% L-20%
 Stat.-8 1,2,3,4
 (See advertisement on p. 5)

Dallas/Ft. 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

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

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 advertisement on p. 47)

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

Comprehensive Research Group, Inc.
Mall of the mainland
10000 Emmet F. Lowry Expressway
Texas City, TX 77591
Ph. 409-986-6985
Fax 409-986-5378
Contact: Jeff Parker
H-25% M-38% L-37%
Stat.-7

Creative Consumer Research, Inc.
Westwood Mall
500 Westwood
Houston, TX 77036
Ph. 713-240-9646
Fax 713-240-3497
Contact: Patricia Pratt
H-30% M-40% L-30%
Stat.-8 2

Creative Consumer Research, Inc.
Deerbrook Mall #1122
20131 Highway 59
Humble, TX 77338
Ph. 713-240-9646
Fax 713-240-3497
Contact: Patricia Pratt
H-65% M-20% L-15%
Stat.-10 1,2,3,4

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

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

Heakin Research
247 Greenspoint Shopping Mall
Houston, TX 77060
Ph. 713-872-4164
Contact: Valerie Owens
H-30% M-50% L-20%
Stat.-12 2,3,4

Houston Consumer Research
Almeda Mall, Ste. 730
555 Almeda 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

1088 Baybrook Mall
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 advertisement on p. 47)

Quick Test, Inc.
Sharpstown Center Ste. 762
7500 Bellaire Blvd.
Houston, TX 77036
Ph. 713-988-8988
Fax 713-988-1781
Contact: Beth Simons, Manager
H-40% M-50% L-10%
Stat.-6 1,2,3,4
(See advertisement on p. 5)

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:*Mall description*

H.....est.% of mall customers in high income bracket (+\$60,000)
 M.....middle income (\$30,000-60,000)
 L.....low income (under \$30,000)
 N.A.....not available

Facility description

Stat.....no. of interviewing stations
 1.....facility has computer-aided stations
 2.....kitchen facilities
 3.....private display room
 4.....one-way mirror for viewing of stations

U.S. Research Company
 1166 Galleria I
 5015 Westheimer
 Houston, TX 77056
 Ph. 708-520-3600
 Fax 708-520-3621
 Contact: Susan Jouzapaitis
 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. 210-520-7025
 Fax 210-680-9906
 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. 210-520-7025
 Fax 210-680-9906
 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. 210-520-7025
 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. 210-681-0642
 Fax 210-681-8414
 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. 210-534-8883
 Contact: Cheri Casada
 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. 210-737-1019
 Fax 210-737-1476
 Contact: Mary Ann Olsen
 H-5% M-80% L-15%
 Stat.-9 1,2,3

Quick Test, Inc.

Windsor Park Mall, Ste. 14B
 San Antonio, TX 78218
 Ph. 210-657-9424
 Fax 210-657-9432
 Contact: Ernestene Suhler, Manager
 H-30% M-50% L-20%
 Stat.-7 1,2,3,4
 (See advertisement on p. 5)

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 1,2,4

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, Inc.
 Coliseum Mall
 1800 W. Mercury Blvd.
 Hampton, VA 23666
 Ph. 804-826-0299
 Fax 804-826-1330
 Contact: Carolyn Campbell, Manager
 H-30% M-50% L-20%
 Stat.-8 1,2,3
 (See advertisement on p. 5)

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. 18)

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. 18)

Consumer Opinion Services, Inc.

South Sound Center
 651 Sleater Kinney Rd. S.E. #1206
 Lacey, WA 98503
 Ph. 206-241-6050
 Contact: Judy Eaton
 H-20% M-70% L-10%
 Stat.-4 1,2,3
 (See advertisement on p. 18)

Comprehensive Research Group, Inc.
 Northgate Mall, #220
 555 Northgate Mall
 Seattle, WA 98125
 Ph. 206-362-7087
 Fax 206-364-6869
 Contact: Carie Veitch
 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, Inc.

Tacoma Mall, #699
 4502 S. Steele St.
 Tacoma, WA 98409
 Ph. 206-474-9980
 Fax 206-473-1931
 Contact: David Kubista, Manager
 H-20% M-40% L-40%
 Stat.-10 1,2,3,4
 (See advertisement on p. 5)

U.S. Research Company
 Alderwood Mall, Store #374
 3000 184th Street 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
4750 N. Division St.
Spokane, WA 99207
Ph. 206-241-6050
Contact: Ruth Rivers
H-15% M-70% L-15%
Stat.-9 1,2,3
(See advertisement on p. 18)

Yakima

Gargan Research
Galleria Yakima Mall #32
Yakima, WA 98901
Ph. 503-234-7111
Contact: Mina Monroe
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
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 Services
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 #2004A
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.
Metrotown Centre
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

Contest 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

Contest 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

Contest 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

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: Paul Gauthier
H-30% M-60% L-10%
Stat.-4 1,2,3,4

Research House Inc.
Portage Place Mall
1154 Chemong Rd., Store 50B
Peterborough, ON K9H 7J6
Ph. 416-488-2328
Fax 416-488-2391
Contact: Paul Gauthier
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-15% M-50% L-35%
Stat.-6 1,2,3,4

Thompson Lightstone & Co. Ltd.
Eaton Centre
221 Yonge St.
Toronto, ON M5B 2H1
Ph. 416-922-1140
Fax 416-926-8014
Contact: Anne Termaten
H-40% M-30% L-30%
Stat.-5 2,3,4

QUEBEC

Research House, Inc.
Le Boulevard
Centre Commercial Bureau 4264
Rue-Jean-Talon Est.
Montreal, Quebec H1S 1J7
Ph. 514-725-0306
Fax 514-725-0308
Contact: Nancy Lefebvre
H-20% M-65% L-15%
Stat.-3 1,2,3,4

Research House, Inc.
Les Promenades-St. Bruno
1 Boulevard Des Promenades, Unit L025
St. Bruno(Montreal), Quebec J3V 5J5
Ph. 514-725-0306
Contact: Nancy Lefebvre
H-60% M-30% L-10%
Stat.-3 1,2,3,4

Names of Note

continued from p. 22

Hills, Calif. ICR is a division of AUS Consultants, based in Media, Pa.

Louis Cook has been promoted to project manager at the phone center of *FGI Market Research*, Chapel Hill, N.C. Cook will also act as the on-site project manager for *Marketing Intelligence*, the Catharpin, Va., market research firm that merged with FGI earlier this year.

Fred Selak has been appointed niches product manager for Detroit-based *R. L. Polk & Co.* Selak will work for the Polk Direct Group in Taylor, Mich.

John Bynum has joined *Market Segment Research*, Coral Gables, Fla., as vice president.



Johnson



Garfein

Jan Johnson has joined *Rockwood Research*, St. Paul, Minn., as research consultant.

Carolyn Garfein has been appointed executive vice president at *Winona MRB Inc.*, Phoenix, Ariz.

Karon Kiffel has been named a senior research analyst at Milwaukee-based *Cramer-Krasselt*.

Rosalie Renfrew has been appointed director of field services at *Access Research*, Windsor, Conn. She is responsible for managing the company's field research activities, including data collection, off-site focus groups and executive interviews.

Raymond O. Herman died Aug. 18 as a result of a stroke. Herman was president of *Herman Research Corp.*, Atlanta.

Research Company News

continued from p. 23

ness information sources. It also provides advice on information sources.

As part of the deal, FIND/SVP has also acquired the rights to two annual directories published by Berkman and his Rochester, N.Y.-based company, Information Advisory Services Inc. The properties, The Business Database FINDER and The Business Researchers' Euroguide, will be updated at the discretion of FIND/SVP. The acquisition boosts the firm's newsletter publishing operation to three titles. Terms of the agreement were not disclosed.

ICR Survey Research Group has opened a new West Coast office in the Los Angeles suburb of Woodland Hills, Calif. ICR is a division of AUS Consultants, Media, Pa. For more information call 215-565-9280.

Market Facts Inc., Arlington Heights, Ill., has signed an agreement with London-based Taylor Nelson AGB PLC for marketing rights for The Conversion Model in the European Community (EC). The agreement grants Taylor Nelson exclusive rights to the UK and European Community. The Conversion Model is a strategic marketing research methodology that has been marketed in this country by Market Facts under an exclusive license from Research Surveys Ltd., its original developer.

Cleveland Survey Center has opened another test kitchen at its Richmond Mall location. The firm's newest facility has hook-ups for gas and electricity as well as a large hood designed to service fast-food restaurant equipment. The kitchen, the first of its kind in the area, also has freezers, stoves, microwaves, convection ovens and related utensils. Private tasting rooms are adjacent to the kitchen. Mall intercepts and prerecruits from the center's 10-line phone bank bring respondents to the mall and focus group location. The focus group location is about 12 minutes from the airport. Clients are served from both locations. For more information call Joan Miller or Sue Dobrski at 800-950-9010.

Trade Talk

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Consultants and other outsiders

Recent trends, the authors point out, have intensified the importance of trust between researchers and suppliers. More firms are hiring consultants and other outsiders to help wade through scanner data and other byproducts of the new information age. "As information technologies improve, research data relevant to a broad spectrum of marketing decisions is becoming available to any firm that desires it and has the ability to pay for it. Now and in years to come, sustainable competitive advantage will depend less on having information and more on effectively using information," the report states.

In addition, downsizing has forced companies to look to outside suppliers for research help, bringing confidentiality issues to the fore and making it difficult for users to develop long-standing relationships with a single supplier. And more and more non-researchers are using marketing research information, which means they must depend on the insights of their provider.

Most important: integrity

Not surprisingly, the MSI folks found that researcher integrity is the most important factor contributing to user trust. Research users had the most confidence in those researchers they felt brought high personal standards to their work. Other trust-enhancing characteristics included confidentiality, sincerity, tact and timeliness. Researchers who would not divulge findings to competitors, were tactful when reporting embarrassing research results, and were sincere and honest in making promises, earned greater trust.

The two most important professional characteristics were expertise and willingness to reduce uncertainty, defined as the "ability to use experience to fill in the gaps left by research results and to provide convincing interpretations of inconclusive data."

More congenial, less trustworthy?

Interestingly, the research found a negative relationship between researcher congeniality and trust. The more congenial a researcher is, it seems, the less trust he or she earns. According to the report, "Past research has typically found a positive relationship between sources' courtesy, friendliness, or likability and the extent to which they are trusted. Perhaps because users view market research as a 'science' and researchers as 'scientists' rather than business people, they may not consider congeniality a particularly important or valuable trait in a researcher. An overly congenial researcher may cause users to question the researcher's skills and knowledge."

The user firm's structure and culture, and project characteristics have less to do with enhancing trust — with a few exceptions. If researchers held more power in an organization, trust was higher. Trust was lower when researchers reported directly to brand or product managers (as opposed to higher-ranking marketing managers).

Interaction quality

The effect of trust is hard to pinpoint, the study showed, and drifts into a fuzzy area the authors call "interaction quality."

This quality is measured through five "yardsticks": handling of disagreements, insight production, strategic understanding, customer orientation, and productive interaction.

To wit: "When users believe that their researchers handle disagreements in a productive manner, when their meetings with researchers produce novel insights, when the researcher displays a sound strategic understanding of the user's business, when researchers are customer-oriented, and when researchers make interactions with users productive, users are most likely to trust their researchers and to use the market research that they produce."

Granted, finding someone who embodies all these traits isn't the easiest task (Mother Teresa comes to mind, but I don't think she's added market research to her list of good works). But it's well worth the search, since the payoff could be huge. As the report states: "Management decisions are only as good as the knowledge on which they are based. A strong, trusting relationship between research users and providers can help ensure that the knowledge underlying marketing decisions will be valid and reliable."

That, I trust, says it all. □

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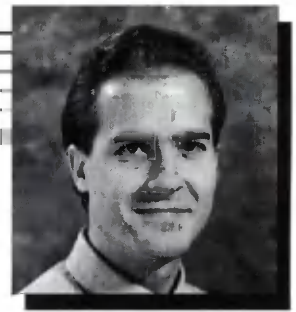
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By Joseph Rydholm
editor



Do you trust your research suppliers?

When I'm writing a case history for this magazine, one thing I like to discuss is the working relationship between researchers and their suppliers. Cooperation between the two parties is as essential to successful research as the right methodology and the right sample. Disagreements and power struggles may sometimes be inevitable but they can be overcome — indeed, they must be overcome. After all, there are thousands (or even millions) of dollars at stake.

A crucial component of that cooperation is trust. A recent working paper from the Marketing Science Institute (MSI), documents the growing importance of trust between research users and suppliers, and various characteristics that inspire confidence. MSI is a Cambridge, Mass.-based non-profit organization of business people and academics who investigate marketing and marketing-related issues.

The report, "Relationships Between Providers and Users of Market Research: The Role of Personal Trust," was written by Christine Moorman, assistant professor of marketing, University of Wisconsin-Madison; Rohit Deshpande, professor of marketing, Dartmouth College; and Gerald Zaltman, professor of marketing, Harvard University.

The authors sent questionnaires to more than 1,700 market

research users in major companies across the country, seeking insight into the following questions:

1. What factors most strongly enhance building and maintaining a trusting relationship between marketing researchers and users: characteristics of individual researchers (e.g., expertise, sincerity, integrity); of the user firm (e.g., corporate culture, structure); or of the research project (e.g., strategic importance)?

2. How does trust work to enhance the use of market research information?

3. How does trust affect user/researcher interaction?

The respondents came from three groups:

- Marketing managers, including marketing VPs and brand managers, who were asked to comment on research relationships with internal and external market researchers.
- Marketing researchers within firms, who were asked to evaluate their relationships with external researchers.
- Non-marketing managers, including engineers and R&D managers, who were asked to evaluate their interactions with internal researchers.

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Market Administrator, GTE Directories

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Project Coordinator, General Foods

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Manager, ICI Pharmaceuticals

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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 to motivate me to expand my use of different techniques and explore more possibilities.

Marketing Research Analyst, Consumer Power Company

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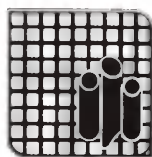
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