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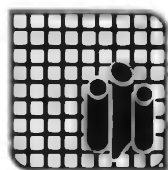
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C O N T E N T S



Volume VIII, Number 9

November 1994

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Research with consumers led to a host of changes to Brawny paper towel packaging. Photo courtesy of James River Corp.

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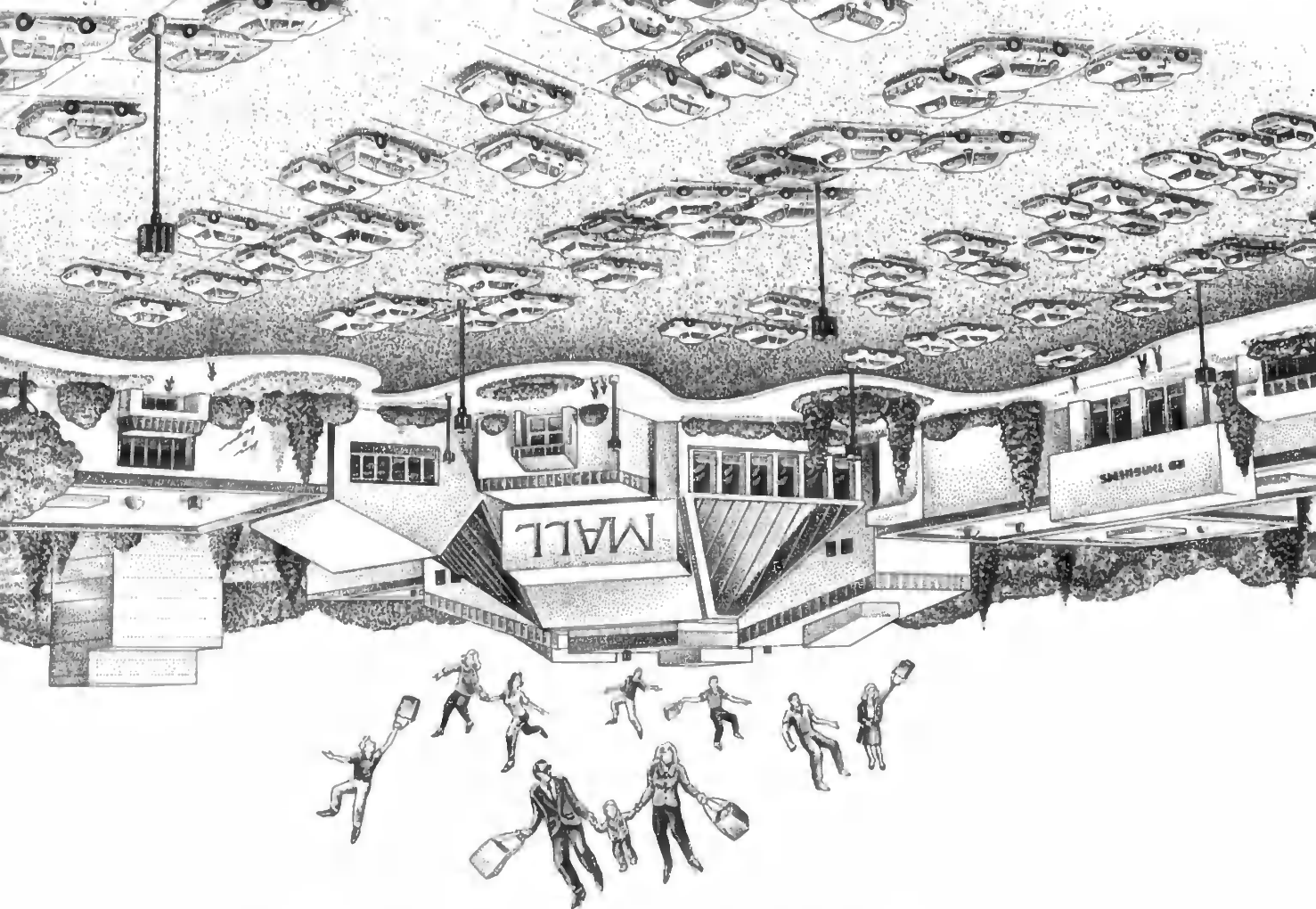
Quirk's Marketing Research Review, (ISSN 08937451) is issued 10 times per year – Jan., Feb., Mar., Apr., May, Jun./Jul., Aug./Sep., Oct., Nov., Dec. – by Quirk Enterprises, Inc., 6807 18th Ave. So., Minneapolis, MN 55423. Mailing address, P.O. Box 23536, Minneapolis, MN 55423. Tel: 612-861-8051. Fax: 612-861-1836. Second class postage paid at Minneapolis, MN and additional mailing offices.

Subscription information: U.S. annual rate (10 issues) \$50; two years (20 issues) \$92; three years (30 issues) \$132. U.S. single copy price \$10. Change of address notices should be sent promptly, provide old mailing label as well as new address, include ZIP code or postal code. Allow 4-6 weeks for change. **POSTMASTER** Please send change of address to QMR, P.O. Box 23536, Minneapolis, MN 55423.

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Absorbing some changes

Brawny takes a giant step into research

By Jack Weber



As a result of research, Brawny man's trusty ax was taken away from him, he was shrunk by about 10 percent to make it easier to display the decorative prints on the towels, and he got a new hairstyle — his third in 19 years. Some consideration was given to the idea of eliminating or shrinking the forest behind him, but the research indicated that consumers liked the trees and the general outdoor feel of the package

Editor's note: Jack Weber is senior manager, marketing information, James River Corp., Norwalk, Conn.

The James River Corp. recently pondered a fundamental question: Is a 60-foot smiling man with an ax in his hand the right identity for a brand?

Last year, James River decided to reexamine its Brawny paper towel brand from the ground up. At the time, Brawny's volume was fairly flat and the brand had gone virtually unadvertised for more than two years. Brawny was locked in a head-to-head struggle with ScottTowels for the No. 2 position in the market, behind Bounty.

Management at James River had undergone a change, and the new crew decided it was time to take a closer look at Brawny. The company was willing to make whatever changes were necessary — even if it meant eliminating the Brawny man himself. After all, some quarters thought the Brawny man might be hurting the brand. Did consumers wonder why there was a man on the package? Did they even like him? Was the towel supposed to be big or just the man?

With all of this in mind, James River's marketing research and marketing departments, along with its advertising agency — DDB Needham, New York — began a 9-month project that looked at all phases of the Brawny brand franchise — the basic positioning, the brand's identity and personality, packaging, advertising — even the product itself.

Who is this guy?

Project participants endeavored first to get a handle on the strengths and weaknesses of Brawny

man. Qualitative research was initiated to gain a better understanding his "personality." Focus group sessions were conducted with Brawny buyers (both very loyal and somewhat loyal) and with folks who didn't buy Brawny.

In these groups, inquiries focused on Brawny's personality and the personality of the Brawny buyer. Using a variety of techniques and role playing, the focus groups fielded such questions as:

- Who or what is Brawny man? A big lumberjack? A giant? Something else?
- What kind of a man is Brawny — a big out-of-date oaf or a man who could fit into the '90s?
- What kind of woman would Brawny man go out with? What kind of restaurant does he like to go to?
- Does he have a family? Any kids? What is his home life like?

Focus group participants' answers immediately showed that most consumers weren't sure exactly who or what Brawny is (he's a giant), but that he definitely was an appealing character. Far from being an old-fashioned icon, Brawny was seen as kind and warm — somebody with whom it would be easy to get along. But respondents weren't in unison on Brawny's home life — many thought he was a single guy, others saw him going home at night to a log cabin and a happy family. In all cases, though, his social skills and self-esteem were positive, and descriptive comments ranged from "pleasant" and "reassuring" to the cliché, "He's the strong, silent type."

The next series of exercises ended up offering probably the most interesting information about the Brawny man. Respondents were asked to place themselves and the Brawny man in different scenarios. For example, women were asked what kind of party guest Brawny would be. Brawny was seen universally as a close-to-perfect guest: a pleasant

conversationalist, possibly a little shy, but always well behaved and popular. Luckily, he was described as neither a wallflower nor a boorish drunk with a lampshade on his head.

In the next exercise, women were asked to imagine what would happen if they were stuck on an elevator with the Brawny man for 20 minutes. Though this scenario produced a bit of nervous

The Brawny project thoroughly investigated the strengths and weaknesses of a major brand in an existing category and explored avenues for change. Myriad techniques and individual projects, all building upon one another, were fashioned to help develop a new positioning, package and advertising campaign. Most importantly, it all worked!

giggling (apparently, the Brawny man also has a good deal of sex appeal), it became clear that Brawny's true strength was that he was clearly viewed as a savior, a knight in shining armor. Participants felt that he would be dependable and reliable — someone who would figure out how to get them both out of the elevator, or would at least help calm down whomever he was stuck with.

These observations helped the project team feel good about the Brawny man's personality and his role for the brand. Further, it became clear Brawny and his personality were actually a very good fit with a paper towel: helpful, reliable and willing to get the job done.

Packaging changes

Although the qualitative observations produced positive feedback, James River next wanted to further quantify what the Brawny man brought to the brand in general and to the package specifically. First, the company looked

closely at the value of the Brawny man logo. The project team set up a quantitative test that studied the Brawny package with and without the man, as well as alternative packages with varying sizes and representations of Brawny.

The company's efforts produced an important and surprising result: The Brawny man symbol has almost universal recognition. Ninety-four percent of paper-towel buyers recognized his face alone (without a brand name attached) and could identify him as Brawny. James River tested a number of logos from products in the paper towel and bath tissue categories and did not find any symbol that was more widely recognized. What's more, the Brawny package with Brawny man on it scored much higher in terms of both purchase intent and imagery than the brand did when participants rated it on its name alone. Given these findings, everyone working on the project agreed that while the brand could benefit from some slight modifications to the Brawny man, he is not an identity James River would want to abandon.

CHART A		
Unaided Awareness of Brand Based on Package Logo Only		
Brawny paper towels		94%
Charmin bath tissue		92%
Bounty paper towels		90%
Quilted Northern bath tissue		80%
Viva paper towels		72%
Scott paper towels		63%

CHART B		
	Saw Brawny Name Only	Saw Brawny Package
Purchase Interest	55%	65%
Thick	75	83
Absorbent	72	82
Strong	72	81

(All top-two box scores; significant difference at 95% level of confidence)

James River shared the first round of packaging and logo research with the packaging development firm of Peterson & Blyth, which led to the development

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Done with mirrors

By Susan Haller and Dale Benedict

Qualitative research helps Stanley Hardware reposition its line of mirror doors

Editor's note: Susan Haller and Dale Benedict are vice presidents at Fitch Inc., a research and design consultancy with offices in Boston, London and Columbus, Ohio.

Consumers are more demanding and price sensitive than ever before. Yet satisfying them doesn't always mean selling at the lowest possible price — it can also mean offering products and communicating features that consumers find valuable. The key is understanding consumer needs and developing products, packaging and merchandising systems that meet those needs before the competition does.

This is exactly what Stanley Hardware, a unit of Stanley Works, New Britain, Conn., and Fitch Inc., a Columbus, Ohio-based design and research firm, set out to do in April 1992.

Stanley had recently purchased Monarch Mirror Doors, a maker of sliding mirror closet doors, and the long-term success of the acquisition depended on improving all retail aspects of the category — boosting sales of mid- and high-end products and delivering value to customers, for starts.

The outlook wasn't promising. Research showed that consumers looking for mirror doors usually ended up choosing the cheapest ones they could find. Further, shoppers had little brand awareness, products were not well differentiated, sales were sluggish at best, and more than half of product movement was at the lowest end of the line. Neither

Research led to the design of new in-store displays that more clearly explained the styles of mirror doors available and how they can enhance a room's appearance.



retailers nor manufacturers were satisfied with the sales or profit margins in the product category.

Despite the gloomy realities, Stanley felt the market showed promise. Product penetration was low, so if consumer interest could be developed, the category had excellent growth potential. In addition, trends in the remodeling and home building industry boded well.

Stanley and Fitch worked together for a year to define and develop a new positioning strategy for mirror doors and a communications vehicle that would effectively take advantage of market opportunities.

The effort included a full scale research project, involving focus groups with homeowners and contractors and one-on-one interviews with distributors and retailers. The project examined all aspects of development, from clearly defining the user audiences to creating new packaging and merchandising systems based on consumer and retailer needs.

Project participants from Stanley and Fitch worked in integrated teams that included personnel from marketing, sales, manufacturing, communications, product design and research. The multidisciplinary and participatory approach was maintained for the duration of the project.

Defining audiences and opportunity

After reviewing current Stanley quantitative studies and data on market trends, the two companies explored the current positioning of the Monarch brand and conducted qualitative research with key stakeholders (including homeowners, retailers, distributors, contractors and builders) in the mirror door market.

Initially, research focused on consumers who had recently purchased mirror doors and a few members of the trade. But since Stanley was keenly interested in growing the market, the research was expanded to include: prospects for mirror door products; builders and contractors who specified or installed mirror doors; buyers and distributors of mirror doors; and Stanley



The revamped Stanley/Monarch line makes it easier for homeowners to choose a mirror door style that best fits their needs.

personnel.

Focus groups were conducted with consumer groups (mirror door owners and prospects) and professional groups (contractors and builders) on both coasts and in the Midwest and Southeast. Store audits and mystery shopping trips were conducted in these regions as well.

Stanley supplied six different current mirror door products and in-store displays to the focus groups to simulate the purchase-decision-making process and more effectively analyze respondents' reactions to the product line. Interviews with trade buyers, distributors, merchandisers, and Stanley personnel were conducted in person and by telephone.

Market trends and retail environment

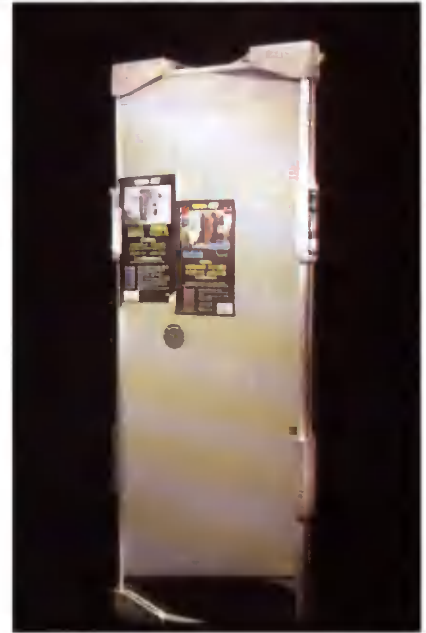
Trends in the home-building/remodeling industry indicated that the mirror door market had plenty of room to grow. Residential remodeling was expanding at a phenomenal rate. The most frequently contracted remodeling activities — kitchen and bath areas, family room additions, and master bedroom upgrades — were all potential candidates for mirror doors.

At the same time, new home construction was picking up, distribution channels for mirror doors (large retailers catering to do-it-yourselfers) were expanding rapidly and research indicated a low level of product penetration (fewer than 15 percent of U.S. households have mirror doors).

But there were problems. Fitch and Stanley's research showed that the retail environment was a barrier to purchases. The merchandising of mirror doors was confusing: It was difficult to determine exactly which products were in stock and which had to be special ordered. Nonstandard products were hard to come by. Low-priced mirror doors sold frequently because they were the only ones available.

In addition, mirror doors were most often merchandised with other door products as a hardware item instead of a

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Prior to the research, mirror doors were usually sold as a home hardware item. Though the product description suggested that they would make homes appear bigger and brighter, the plain-looking packaging (above) didn't communicate this idea . . .



... based on research with homeowners and members of the trade, packaging was changed to reposition mirror doors as a decorating item and help consumers find the model and size they wanted.

Serious Kidz Stuff

Enhancing market research with kids

By Art Shulman

Editor's note: Art Shulman, Ph.D., is president of Shulman Research, Van Nuys, Calif.

Market research with kids is not simply market research with adults using smaller questions. From the broad base of studies we've conducted with kids—defined here as those 12 and under—for products such as toys, movies and promotional items, we've gained a great deal of experience regarding what kids are like and what we can expect from them in a research situation.

Shy and polite

Many kids are shy, at least initially, and want to behave correctly and say the correct thing. Consider a typical interview situation. A parent brings the child to an unfamiliar location (such as a research facility in a mall), and an unfamiliar person (the interviewer) begins to ask questions about subjects the child may know little about, is unfamiliar with, and hasn't talked—or even thought—about in the same way be-

fore.

Can we really expect kids to open up and honestly provide their opinions? We can if we take steps to maximize our chances of collecting valid and complete information.

- Ask some warm-up questions that a kid can easily answer—questions that may have no bearing on the real research: What TV programs did you watch yesterday? What sports do you play? What is your teacher's name?

- In the real interview, start with a few easy-to-answer questions.

- Use interviewers who establish a rapport with kids. Get on the floor, if necessary; don't be condescending; and express real interest in what they have to say.

- Because children may be reluctant to say negative things (out of good manners, or because they don't want to hurt the interviewer's feelings), certain types of questions need to be phrased in a way that allows the child to answer honestly. Instead of asking a child what he or she dislikes, ask about how the product could be improved. Or ask the child to com-

pare the test product to a particular control product so that opinions can be expressed in relative terms.

- Sometimes children provide socially desirable responses or answers their parents have drilled into them. Many children, when asked how they'd play with a toy, will answer, "carefully," or "I won't break it," or "with my sister." Be prepared to probe beyond these answers.

- Some kids are not shy, and in a group situation, such as a focus group, it may be necessary to take steps to ensure that individuals don't dominate the sessions and deter other kids from contributing. There are many techniques for controlling the contributions of dominant respondents, including simply telling the talkative child that you want to give other children the opportunity to respond.

Cognitive development

Kids differ in their development in areas such as attention span, ability to conceptualize or abstract, and ability to

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Clint Brown is President, Alliance Research,
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A marketing researcher's guide to multivariate analysis

By Charles J. Schwarz

Editor's note: Charles J. Schwarz is president of Demometrika, Los Angeles.

As marketing researchers, we have all been faced with tight deadlines, demands for concise, easy to understand results, and survey tabs as thick as the Manhattan phone book. Burdened with an 80- or 90-question survey and breakdowns by every conceivable demographic, who hasn't found it difficult to isolate actionable findings quickly and boil them down into a couple of charts and graphs?

Multivariate analysis is a body of statistical techniques that do precisely this job. They were specifically developed to isolate the important relationships between variables and highlight the structure behind what might seem to be a chaotic mass of data. In the hands of a competent analyst, they can simplify interpretation, provide innovative graphic presentations and give insights that would be impossible to obtain by simple one- and two-way tabulations. In any large or complex study, these are not esoteric frills, but essential tools to speed up and enhance analysis.

These techniques are applicable not only to surveys but to a broad range of data such as demographics, sales and CIF information. A multivariate analysis might show that a set of detailed demographics reflects only one or two significant aspects of a population. Another analysis might derive simple customer segments from complex cross-sell data. These are just two examples of the poten-

tial of multivariate analysis to increase the value of both internal business information and publicly available data for marketing research purposes.

While they may be essential tools, multivariate techniques demand a fairly sophisticated statistical background to apply correctly. Still, their results can be used by researchers at almost any level of technical sophistication.

Data reduction, scaling and perceptual mapping

Rather than summarize the statistical techniques themselves, it is probably better to look at some of the ways they might be used.

One of the most common situations a researcher faces is scaling. Respondents may be asked questions about multiple product attributes or may rate the importance of several product or service characteristics. Often these questions come in groups of 20 or 30 and sometimes (in the case of one client) up to several hundred. While a manufacturer may have strong opinions about 200 of his or her product's attributes, it is almost certain that the customers look at the product on only a few dimensions. In these situations, tabs often show little difference from question to question. Even when differences are significant, it may be difficult to summarize them by customer characteristics like demographics as these differences would involve multiple questions and appear over many pages of tabulations.

Whole families of multivariate techniques have sprung up to deal with just this kind of problem. Used in marketing research under the rubric of perceptual analysis, techniques like factor analysis and discriminant analysis can boil dozens of attributes down to two or three significant, easily interpreted attitudes. Respondents can be scored on these attitudes, differences between respondent groups can be identified and the differences can be easily graphed.

The example of the client with 200 attribute questions is a good case study of this use of the techniques. Here it turned out that the attributes represented only three customer attitudes — suitability to the task, workmanship and prestige. The client received a set of three dimensional charts that graphically differentiated the market niches of several brands based on the three attitude dimensions. Faced with 200 independent attributes, it is questionable whether these differences could have been identified, let alone displayed concisely on a few graphs. If this client was planning to do further research, she could have benefited in another way. The analysis showed that approximately 25 of the 200 questions served to identify the three attitudes. A future survey could have dropped 175 questions, saving a significant chunk of the research costs.

Market segmentation

Market segmentation is the area that most clearly shows the accessibility of multivariate analysis. Almost any clustering scheme is the result of the application of one and often several multivariate techniques. Claritas' PRIZM and Donnelley's Cluster Plus, for example, are the products of this kind of analysis. The huge success of these products stands as testimonial to the usefulness and clarity of multivariate results.

Any well-designed survey can be subjected to a variety of multivariate clustering techniques to develop custom segmentation schemes based on the questions included in the survey. The geographic identifiers of survey respondents or a customer information file allow records to be linked to census demographics and those demographics can be used to develop a customized product or service-specific clustering scheme similar to the generic model set by Cluster Plus or PRIZM. These customized schemes will provide insights into specific markets that the more general clustering systems cannot. In some cases, like business-to-business marketing or marketing to niches such as clinic groups or seniors, these techniques are almost the only way to obtain statistically sound segmentation information.

Prediction and forecasting

Prediction and forecasting are inherently multivariate. Future sales, for example, is dependent on a host of factors such as the economy, demographic changes or changing tastes. Even in a trend analysis, future activity is generally not a simple function of a straight line projection or moving average. It can be cyclical, have seasonal components or have complicated lag times, all of which

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can and must be modeled through multivariate techniques.

Multivariate econometric techniques have been developed to deal specifically with the problems of forecast and projection. These techniques have been highly optimized to obtain mathematically based forecasts with minimum error given the input data. There are widely accepted techniques that deal with interdependencies between predictor variables and between those variables and the passage of time that may not even be apparent in the most detailed tabulations. If not controlled, these interdependencies can lead to very misleading results. While Chase and others use these techniques in very complex models to predict the economy, in most business situations a simple, understandable model is enough to produce clear improvements in predictability over more basic trending or moving average projections.

Causal analysis

One of the most highly developed areas of multivariate analysis is causal analysis. There is a battery of powerful techniques designed specifically to model and test theories about causation. These techniques can prove their value even when there are as few as three interrelated causes and certainly when causation is two-way or multifaceted. In these situations, even the largest sample may be too small to isolate important causal factors through a tabular analysis. By applying well developed statistical theories, multivariate techniques can leverage the data from even a relatively small sample to provide a way to test detailed hypotheses about the marketplace. If a survey is done to determine the cause of a drop in sales, for example, multivariate techniques provide an objective way to model what those causes might be and determine which among them is most important. If management has a theory concerning the drop in sales, multivariate techniques provide an objective means to evaluate the theory and to elaborate on it.

Multivariate analysis includes a wide range of techniques that can be used in almost any research situation. As such, no simple article can cover all their uses. The purpose here has been more limited. First, it has been to give the reader a taste of the kind of practical questions that multivariate techniques can answer in the marketing research situation. Second, it has been to stress the cost effectiveness of incorporating multivariate analysis in the research effort from the ground up. By planning for this kind of analysis from the design phase on, results will be enhanced and ultimately the entire cost of the research effort could be reduced. Finally, and probably more importantly, it has been to impress upon the reader that although they are powerful statistical techniques, multivariate analyses provide results that are accessible to researchers and management alike. Rather than adding complexity, multivariate techniques clarify, simplify, and increase the actionability of any results a researcher can provide to his or her clients. □



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The use, misuse and abuse of significance

By Patrick M. Baldasare and Vikas Mittl

Editor's note: Patrick M. Baldasare is president and CEO of The Response Center, a Philadelphia research and consulting firm. Vikas Mittl is a research analyst at The Response Center.

"The difference is significant!"

"This proportion is significantly greater than that!"

"The results of the analysis are significant!"

Researchers often misuse and abuse the concept of significance. Many in research comb pile of cross-tabulations and reams of analyses to find significant differences and formulate their decisions based on statistical

significance. They tend to associate statistical significance with the magnitude of the result. Their reasoning is something like this: "The more statistically significant a result, the bigger the difference between two numbers." In other words, the fact that one proportion is significantly different than another suggests to many that there is a big difference between the two proportions and statistical significance is often associated with the "bigness" of a result. People often think that if the difference between two numbers is significant it must be large and therefore must be considered in the analysis. We suggest that when comparing numbers, we should consider two types of significance: statistical significance and practical significance. By understanding the difference between statistical and practical significance, we can avoid the pitfall that many in the research industry make.

Statistical significance

What does statistical significance mean? A significance level of, say, 95 percent merely implies that there is a 5 percent chance of accepting something as being true based on the sample when, in fact, in the population it might be false. The statistical significance of an observed difference depends on two factors: the sample size and the magnitude of the difference observed in the samples.

For example, let's say we do a significance test between two groups of people who are exposed to a product concept and find a 20-point difference between Group A (65 percent acceptance) and Group B (45 percent acceptance). Is the difference statistically significant? Despite the large magnitude of the difference (20 points), its statistical significance will depend on the sample size. According to statistical theory, we need a sample size of about 50 or more people in each of the groups for the difference to be statistically significant at the 95 percent level of confidence. If, in fact, we meet the sample size requirement, then the difference of 20 points will be statistically significant at the 95 percent level of confidence.


What does this result mean? Many marketers will look at this result and conclude that since there is a 20-point difference and the difference is statistically significant, there must be a big difference between Groups A and B. In reality, if we had done a census (i.e., surveyed the entire population) instead of surveying a sample, the difference between Group A and Group B may turn out to be smaller.

In other words, what this result tells us is merely this:

Given our particular sample size, there is a 5 percent chance that in the population represented by this sample, the proportions for Group A and Group B are not different.

That's all. Statistical significance does not tell us anything about how big the difference is. It only tells us the probability with which a difference found in the sample would not be found in the population. Thus, for this case statistical significance would allow us to conclude that there is only a 5 percent chance that in the population the proportion of Group A favoring the product is not higher than Group B; we are taking a 5 percent risk of concluding a difference exists when there may not be any such difference. If this difference were significant at the 99 percent level of confidence, it would not have become larger. It would only mean that there is a 1 percent chance that the

continued on p. 32



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Under the sway of packaging

Judging books, among other things, by their covers is apparently more popular than dispensers of pearls of motherly wisdom would care to admit. Half of those surveyed for "Telenation Reports" — a national telephone survey newsletter published by Arlington Heights, Ill.-based Market Facts — admitted that packaging influences their purchase decisions. Twelve percent claimed to be influenced "quite a bit"; 45 percent said they're "somewhat" swayed. Women are influ-

enced more strongly than men: 14 percent said they were tipped "quite a bit" by packaging. Eighteen percent of 18- to 24-year-olds admitted to being strongly influenced. Older, retired Americans are less moved: Only 7 percent said they were significantly influenced by packaging. For more information, call Tom Mularz at 708-590-7238.

Proliferation of new names continues

Americans' fascination with new things is well established, and the predilection is

reflected in U.S. companies' rampant naming and renaming of products, services, even themselves. Three-quarters of the 400 U.S. businesses recently surveyed by Rivkin & Associates Inc., Midland Park, N.J., had introduced a new name for a product, a service or the company itself within the previous two years. Almost two-thirds of the concerns surveyed (61 percent) are conducting more naming projects, and most companies (72 percent) report that the naming process is more difficult now than it was five years ago.

To illustrate the boom in product names, Rivkin points to the 72,100 trademarked names in the cosmetics industry. In the first four months of 1994, another 1,000 names were added. The survey found that the most popular means of devising a new name are internal task forces (71 percent) and advertising agencies (53 percent). A fifth of the companies surveyed had used a naming consultant to come up with a new handle. Surveyed companies rated internal task forces (55 percent), advertising agencies (15 percent) and naming consultants (14 percent) as the most effective means of developing new names. Some 56 percent reported that they had used either qualitative or quantitative research to test new names. Only 37 percent of the companies polled in a 1991 survey reported using research in the name-generation process. For more information, call 201-670-1370.

The grate outdoors

The season for outdoor cooking is over in much of the country, and according to research done by the New York-based Simmons Market Research Bureau, that means an awful lot of people have grills to clean and store. The company's

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MARKETING RESEARCH
Review

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Simmons Study of Media and Markets indicates 61.1 percent of all U.S. adults own outdoor grills, and they like to use them. Entertaining outdoors is popular with 42 percent of the adult population, 78 million people. Those most likely to have folks over for brats, burgers or a fancy style of grilled chicken are baby boomers 35 to 49, marrieds with kids ages 6 to 11, college graduates in professional and managerial occupations, those with a household income of \$40,000 or more, and, reinforcing a classic stereotype, suburbanites. For more information, call Jerry Ohlsten at 212-916-8952.

Virtual survey

Apparently people are intrigued by the idea of leaving without ever going anywhere. Current virtual reality technology allows the general public only to transform themselves into crude, blocky beings who shoot slowly arcing chunks of virtual explosive at each other, causing an unrealistic virtual dismemberment into the various colorful shapes that constitute the virtual gunfighter's body — all of which takes place in bars, generally, in front of hordes of onlookers chuckling vigorously at two adults wearing mutant sunglasses and engaging in a languorous battle only they perceive. But according to a recent Roper Starch survey, many of those having a laugh at the virtual gun-slingers' expense would like to virtually travel around the world — as long as they could do it at home (43 percent of survey respondents were very interested, another 25 percent somewhat interested). The Roper Starch survey turned up a variety of other virtual experiences that piqued interest. Respondents were intrigued by the notion of time traveling to a different period in history (35 percent were very interested, 25 percent somewhat so), attending a concert (31 percent, 23 percent), traveling to the moon or some other interstellar body (29 percent, 19 percent), the rather pedestrian opportunity to practice a hobby such as auto repair or macramé (26 percent, 28 percent) and designing and touring a house (25 percent, 24 percent). Practicing a sport, driving a race car, trying on clothes, creating a movie or painting or sculpture, scuba diving, skydiving and performing a life-saving operation also drew some nods. Surprisingly, perhaps, having a romantic

or sexual encounter (11 percent, 16 percent) ranked just above battling creatures from outer space (10 percent, 12 percent). Folks' interest in having a romantic or sexual encounter with creatures from outer space was not measured.

Of course, the refinement of virtual-reality technology has potentially massive implications for the market research industry. Virtual focus groups — with participants from around the country or the world — and virtual surveys could revolutionize standard practices, quickly setting a new benchmark for the level of

sophistication clients expect. But will they be satisfied with virtually eating virtual M&Ms? For more information, call 914-698-0800.

Farmers surface from floods of '93

Though the extensive flooding in the Midwest last year hurt the country's food producers, especially corn and soybean growers, farmers surveyed by St. Louis-based Market Directions painted a general picture of...
continued on p. 34

Hispanics tend to preserve their cultural values, traditions, and identity.

The ability to understand Hispanic cultural values and forecast their influence on a purchasing decision is vital to successful Hispanic marketing programs.

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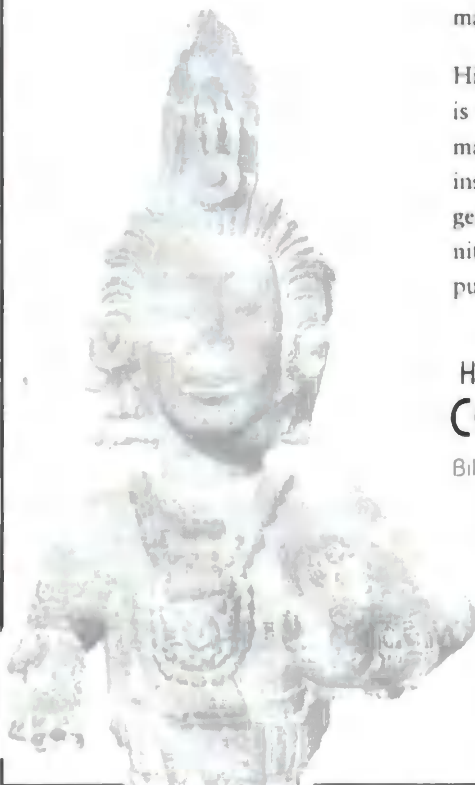
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Names of Note

Richard J. Spence and **Mary Bommarito** have joined *Quality Controlled Services*, Fenton, Mo. Spence will serve as the company's national marketing manager and will be responsible for planning, directing and selling QCS's services. As project coordinator, Bommarito is the new voice of the company's 800-number telephone bidding services. Her main responsibilities include bidding and scheduling of multicity studies for mall interviewing, prerecruits and focus groups. She also will assist call-

ers with telephone interviewing bids.

Jorge Cherbosque, director of cultural competence training for *Erich Transcultural Consultants*, Woodland Hills, Calif., recently served as a key presenter at the first Women Entrepreneurs Beyond Borders Summit in Puerto Vallarta, Mexico. Other participants in the meeting included Hillary Rodham Clinton and Dr. Jamie Serra Puche, the Mexican secretary of trade and industry.

As part of the acquisition of *SYSTAT Inc.*, Evanston, Ill., by *SPSS Inc.*, Chicago, *SYSTAT* President **Leland Wilkinson** will join *SPSS* as senior vice president — *SYSTAT* products. Wilkinson founded *SYSTAT* in 1983. (cf. *Research Company News*)

Philip Verruto has been named president of *American Tele/Response*, Drexel Hill, Penn. (cf. *Research Company News*.)

Chuck Farraj has been appointed general manager of *PROMO STAR Services Group*, a division of Lee Enterprises, Davenport, Iowa. *PROMO STAR* provides marketing products and research services to the media industry.



Farraj



Rouse

Kelli Rouse has been named senior project director—client services at *Herron Associates*, Greenwood, Ind.

Lynne Sitvarin has been promoted to branch manager of St. Louis-based *Quality Controlled Services'* Philadelphia office. She has been with *QCS* since 1991.

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Research Company News

Cullen Retail Services Inc., Rockford, Ill., has changed its name to **Cullen Research Group Inc.** The company, founded in 1987, has expanded its customer base beyond retail outfits, prompting the name change. CRG conducts customer satisfaction surveys for manufacturers, service providers and professional clients. For more information, call Sylvia Kacheris at 815-397-8041.

ICT Group Inc., Langhorne, Pa., has purchased **American Tele/Response**, a national telephone marketing service company with headquarters in Drexel Hill, Pa. A 17-year-old company that employs 400 people, ATR has telemarketing centers in Drexel Hill and Kearneysville, W.V. The purchase includes ATR's 300 predictive outbound and fully automated telephone marketing stations, giving ICT more than 1,200 stations. ICT has named Philip Verruto as president of ATR, which will be dedicated to handling inbound 800-number calls. The purchase follows ICT's February acquisition of Miami-based Spantel.

Field Response Co., Chicago, has opened an office in central Mississippi, allowing the company to expand its telephone services to cover Jackson; Birmingham, Ala.; Memphis, Tenn.; New Orleans; Dallas and Houston. Field Response now has 20 telephone banks for nationwide surveys, telemarketing and recruiting. The Mississippi office contact is Linda Hunt. The office's address and phone number are: 300 E. Jefferson St., PO Box 68, Kosciusko, MS 39090; 601-289-7054.

The M/A/R/C Group, Irving, Texas, reports net income of \$712,000 on revenues of \$17 million for the third quarter of 1994, ended September 30. The company reported net income of \$178,000 for the same period in 1993. Earnings per share jumped from 5 cents in the third quarter of '93 to 27 cents in 1994. For the first nine months of '94, M/A/R/C reports net earnings of \$1.78 million, a 74 percent increase over year-ago earnings. Earlier this year, M/A/R/C bought up 440,000 shares of its common stock.

Amy J. Yoffie, formerly of **Analytical Computer Ser-**

vice, has opened **Research Connections Inc.** The new company offers Field Connect online multicity mall surveys, Disks Connect disk-by-mail studies, Phone Connect large multisite CATI surveys, Modem Connect bulletin board research and other marketing research services. The company's address and phone numbers are: 414 Central Ave., Westfield, NJ 07090; 908-232-2723 and 908-654-9364 (fax).

Market Facts Inc., Arlington Heights, Ill., reports revenue for the first six months of 1994 of \$23.8 million — a 13 percent increase over the same period last year, the company says — but earnings for the period were down:

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Product & Service Update

Market Facts rolls out speedy survey service

Arlington Heights, Ill.-based Market Facts Inc. has plugged in TeleNation Overnight, a custom survey with a 24-hour turnaround. The service offers 300 completed interviews per night, with both national and regional samples of U.S. adults over 18. Results are delivered in tabular form. For more information, call Tom Mularz at 708-590-7238.

Audits & Surveys' retail survey continues

Audits and Surveys, New York, conducts an annual survey, the National

Retail Sample Census, designed to map the retail landscape in the contiguous 48 states. The company this year deployed its largest interviewing crew ever. Audits & Surveys says that more than half of the 2.9 million retail stores in the United States are family-owned small business, many of which do not respond to the mailed survey forms used by the U.S. Census. Audits & Surveys' staff visits retail outlets to conduct face-to-face interviews, deriving nationally projectable information on stores by geography, category, size and type. An international version of the survey is in its fifth year. For more information, call Carl Ravitch at 212-627-9700.

ESRI rolls out desktop mapping package & ARC/INFO speed enhancer

Environmental Systems Research Institute Inc., Redlands, Calif., has formed a partnership with Wessex — a Winnetka, Ill.-based supplier of CD-based geographic data products — to jointly market First St., a state-of-the-art mapping software package that contains all of the U.S. Census Bureau's core data. First St. features ESRI's ArcView Version 2 software and a 22-CD set of geographic and demographic data from Wessex. Also part of the package are several application scripts written in Avenue, ArcView's application development language. The scripts allow novice users to do basic geographic analysis. First St. costs \$1,995.

Meanwhile, ESRI has introduced ArcExpress, a speed enhancement extension for the ARC/INFO geographic information system software. The high-speed performance provided by ArcExpress allows users to more quickly accomplish demanding interactive GIS applications on UNIX work stations. ArcExpress features include: improved display speed of large spatial databases; integration with ARCPLOT and ARCEDIT; rapid display of most features; and more efficient display and editing of large data sets. The enhancement can easily be added to AML applications. No database modifications are necessary to use existing ARC/INFO coverages and symbol sets with ArcExpress, which will be integrated with ARC/INFO Rev. 7 software and offered as an optional extension.

For more information on either First St. or ArcExpress, call 909-793-2853.

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

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

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

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Think Systems offers decision-support applications

Think Systems, a decision-support software developer based in Parsippany, N.J., has introduced four applications designed for use by large consumer-goods companies. FYI Planner is a forecasting/planning system designed to help companies forecast and plan their sales and inventory cycles. FYI Sales is a query, analysis and reporting system that gives salespeople immediate access to the up-to-date sales information. FYI Finance is a general purpose analysis tool used to analyze, plan and monitor the financial aspects of large corporations managing multiple products. FYI TradePromoter is an integrated software tool that allows companies to plan, allocate funds and monitor trade promotion spending. The first three applications already are available; FYI TradePromoter is expected to be released during the fourth quarter of 1994. For more information, call 201-299-7177.

Upgraded Apollo Windows released

Information Resources Inc., Chicago, has released Apollo Windows Version 2.0, an enhanced, more powerful version of its retail shelf-space management program. Apollo Windows helps retailers allocate space and monitor product or category performance. The new version offers a sophisticated graphing function; improved data management features; Custom Report Editor, which generates reports tailored to specific business needs; and more flexible highlighting and allocations features. For more information, call 312-726-1221.

Cahners offers Marquis Who's Who

Cahners Direct Marketing Services, Des Plaines, Ill., is offering the Marquis Who's Who Database, listing information on almost 600,000 affluent and upscale professionals. Based on the exclusive series of Marquis Who's Who directories, the database includes select individuals recognized for outstanding achievement in their field. Marquis has published *Who's Who in America* and other directories since 1899. For more information, call Susan Knuth at 800-323-4958 ext. 2358.

SPSS 6.1 debuts

Chicago-based SPSS has unveiled SPSS 6.1 for Windows, a statistical package that uses Microsoft's Win32s technology to run significantly faster than previous versions of the SPSS software. The company has also added a new toolbar, expanded help and several graphic file formats, along with additional statistical features such as case identification or individual points in scatterplots and boxplots, display of censored cases in Kaplan-Meier plots, one-sample t-tests

and a new GLM-based loglinear procedure. The Win32s system is included with SPSS's third edition of the software, which can be used for survey research, marketing and sales analysis, quality improvement and general research. The upgrade price for SPSS 6.1 is \$199 for the base and \$39 to \$69 for options. Purchase price is \$695 for the Base system, with available options ranging from \$395 to \$495. For more information, call 800-543-9262.

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CAPI to the rescue

How a major account customer satisfaction study redefined computer-aided personal interviewing

By Richard Nadler

Editor's note: Richard Nadler is a principal with the Technology Applications Group and Perseus Development Corp., Needham, Mass.

It was another one of those impossible projects that an over-zealous consultant had committed to deliver to an over-demanding client. Unfortunately, this time I was the consultant. In the past, I had avoided the most common pitfall in the consulting business: pricing to win, rather than pricing to do. After all, I had been a senior manager at a consulting firm for several years and should have known better.

Well, it wasn't until the project began that I realized what I had gotten myself into. The work was so overwhelming that it wasn't going to be a case of a few late nights and several long weekends for myself and my staff. No, this was going to require some ingenuity, a new approach and some slick programming.

The research program itself was solid. The objectives clear. The methodology proven. The deliverables identified. The time-frame ridiculous. The Global Major Account Customer Requirements Program was not simply a customer-satisfaction measurement effort, it was an action-oriented

program with real substance behind it. The program would identify problem areas, as well as new opportunities, that could directly translate to expanded market share. It would be an opportunity for frank, one-to-one discussions with leading customers, resulting in improved customer satisfaction, one customer at a time. With a sample base of 200 customers, representing almost \$900 million worth of revenue, the importance of the project could not be overstated.

The program had six objectives:

- To identify, document and provide a framework for addressing specific customer needs, concerns, and issues
- To identify new business opportunities both related and unrelated to the business currently generated from the account
- To aid in the development of customer driven performance measures to ensure that internal measures relate to actual customer expectations
- To focus company resources in areas that customers perceive as most important, and that offer the highest return on investment
- To identify customer perceptions of key competitors and account specific competitive positioning strategies

gies

- To increase customer satisfaction and loyalty and as a result market share.

These goals were to be achieved through in-depth, two-hour face-to-face interviews with the company's top 200 customers. Following each interview a 20- to 25-page report containing a mix of measurement ratings, analysis, interpretation and verbatim quotes was to be written and sent to both the respondent and the major account manager. Each report needed to be custom written and letter perfect.

The pilot interview went very smoothly. The customer was very willing to sit and respond to the 32-page questionnaire. I audio-taped the interview, which lasted for approximately two-and-a-half hours (slightly over budget). Returning to my office I began to put together the first report. Three coffee pots and 14 hours later it was complete: eight hours or one day over budget. I quickly dusted off my Intro to Finance book and turned to the chapter on the Time Value of Money. I was in deep trouble. I expected some improvement over time, but I knew I would never come near the six-hour budget per write-up I had

set when I had be so eager to win the project.

CAPI to the rescue

I needed a new approach. I needed technology. I decided to rethink the process. Since I knew the methodology was sound, and I knew the client wasn't going to rethink the deliverables, streamlining the process was the only hope. I broke the process down into three key elements:

- The interview itself was the first. I was working with a 32-page paper-based interview that was almost impossible to use, especially for the type of free-flowing, executive-level interview this was suppose to be. Too often a respondent would go off on a tangent, raising issues that were to be asked about later in the interview. Since it was often difficult to find the appropriate question to put these comments in, I was reduced to madly scribbling notes in the margins. I needed a more efficient and effective way to capture the information.

- Second, listening to the tapes was extremely tedious and time-consum-

ing. I had thought of using a transcriber, but then I'd be faced with reading 60 pages of text in order to find the 10 to 15 key comments I needed for the report. The other problem with transcribing the tapes is that I would be conducting these interviews all over the world and had to have the reports finished within three days of the completed interview. I needed a way of electronically sifting through the information, discarding irrelevant comments and quickly identifying inconsistencies.

- Finally — and this I put into the category of "wouldn't it be great if" — I wanted to eliminate the production of the draft report. The effort required to conduct the interview, transcribe the tape, and prepare the draft report left very little energy or desire to sit and provide the type of value-added analysis the client needed.

I spent the next two weeks on the phone with software company after software company. I described the solution I needed: a software package that would allow me to set up a dy-

namic questionnaire supporting unlimited verbatim answers to open-ended questions as well as supporting added text responses to close-ended questions (my need for this capability ended most conversations).

The few vendors that could meet this requirement were narrowed to two when I told them I typed very slowly and wanted the program to store the respondent's voice on the hard disk on a question-by-question basis. After I asked that the system produce a written draft report instead of a spreadsheet full of numbers I found myself alone, staring in the mirror.

Enter CAPI, exit problem

While we would have preferred to find the solution somewhere else and copy it, we settled for writing it ourselves. The program, which we call Interview Manager, is a computer-aided personal interviewing (CAPI) system designed for personal face-to-face interviews that require written,

continued on p. 31

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Brawny

continued from p. 7

of a number of new alternatives that were tested in the second round. A packaging screen was conducted so that the company could better understand the message and appeal of each alternative. This test led to several modifications to the Brawny package.

First, Brawny man's trusty ax was taken away from him; the first round of testing had proven that it was not important to his persona, and it didn't add anything to the package. Next, he was shrunk by about 10 percent to make it easier to display the decorative prints on the towels. Brawny also got a new hairstyle — his third in 19 years. (Some consideration was given to the idea of eliminating or shrinking the forest behind Brawny man, but the research indicated that would be a mistake, as consumers clearly liked the trees and the general outdoor feel of the package.)

An integral part of the new packaging was a new consumer-preferred Brawny brand logo that was bigger and centered on the package, making it easier to read. Water droplets were added to better communicate absorbency. All of these changes helped create a harder-working and more visually appealing package for the brand.

"Thirst pockets"

Even though members of the project group knew they had a winning brand character and an improved package, they continued to wonder about Brawny man's basic reason for being. Brawny was introduced in 1975, and for the past 10 years the brand's positioning and tagline had been "The Big Tough Towel" — indicating both Brawny's high level of strength and absorbency and the fact that each of its sheets is bigger than other brands' (by about 25 percent). There was some thought, though, that while this positioning (reinforced through years of advertising and packaging) did a good job of communicating strength and toughness, it may not have been working hard enough to communicate absorbency — one of the key attributes in the paper towel category.

Focus groups were set up in strong and weak Brawny markets so the company could get a better handle on category needs as well as specific feelings about Brawny. The results proved interesting:

When it comes to paper towels, spills and absorbency are of primary importance, which is why most paper towel brands already talk about both things in their advertising: Bounty's ad campaign has for years consisted of vignettes of children creating spills, feeling bad/sorry, and mom forgiving them because she had Bounty. (These led some viewers to wonder what would have happened to the kid if the towel roll was empty.)

James River also learned through some tasks performed by the focus groups that consumers who had never tried Brawny were impressed with its absorbing performance in comparison with the "ordinary" towels they had been using. And all types of consumers (current users and nonusers) saw a great benefit to Brawny's unique emboss, a series of "thirst pockets" on the towel.

After the groups further explored effective ways to talk about Brawny, a series of new positionings was developed and tested. Each positioning was tested monadically, allowing James River to learn the true value of each positioning in a closer-to-real-life scenario, then compare the new ideas cleanly to the "Big Tough Towel" positioning.

The positioning test showed that there were opportunities to increase the appeal and purchases of Brawny, and the results led to the new positioning statement: "Thirst Pockets for Spill Relief." This phrase not only became the cornerstone of the advertising campaign that was to follow, it also was immediately incorporated onto the front of the new packaging.

Back on the air

Armed with the qualitative and quantitative test results, DDB Needham began developing several different creative executions playing to the brand's new theme. Qualitative exploration was conducted with consumers, which helped the company develop a specific execution and the tone the advertising needed. The resulting ad, "Classroom," featured a kindergarten teacher who needs, and uses, Brawny paper towels with her messy finger-painting students. She notes her frustration with the spills and messes she encounters and the ability of Brawny's thirst pockets to take care of them. (Talking about the thirst pockets, the teacher says, "Sometimes I wish they'd absorb the kids" — a line viewers, especially mothers, particularly enjoyed.) The ad-

vertisement ends with the tag, "Brawny gets to the mess before the mess gets to you."

An animatic and a finished execution were developed and tested to measure communication, recall, persuasion, imagery and general appeal. This testing confirmed the ad's basic likability, which had surfaced earlier, in the groups, and also indicated the strong communicating ability and appeal of the "Thirst Pockets" tag.

The advertising campaign broke in the second half of 1993 with an 11-week flight; spending totaled \$8 million to 10 million. Utilizing continuous tracking, the advertising was monitored to determine if the message was getting across. The results of the tracking study showed that the advertising campaign was indeed leading to significantly increased Brawny awareness levels: top-of-mind and unaided brand awareness and unaided and total advertising awareness. Needless to say, James River was quite happy with the results of the new positioning and advertising.

Brawny's future

From a research standpoint, the Brawny project was a wonderful opportunity to both thoroughly investigate the strengths and weaknesses of a major brand in an existing category and explore avenues for change. Myriad techniques and individual projects, all building upon one another, were fashioned to help develop a new positioning, package and advertising campaign. Most importantly, it all worked!

What's next for Brawny? In early 1994, Brawny introduced two national line extensions to better meet specific consumer needs. Brawny 100% Recycled and Brawny Pick-A-Size (a variable-sized sheet) address consumer demands for flexibility and variability in paper towel size as well as recycled content and reduced waste. Other ideas are always being tested to determine new line-extension opportunities. As for the base brand and its campaign, the "Classroom" advertisement was back on television in early 1994, with plans to introduce a new execution later in the year, solidifying even more the "Thirst Pockets" message.

With all that, it's a busy time for Brawny and certainly a time of change. But one thing definitely won't change — that strong but sensitive smiling Brawny man in the plaid shirt. Whatever else happens, the Brawny man is here to stay! □

Kid's stuff

continued from p. 10

express themselves and verbalize. Research design should take children's cognitive development into consideration.

- Because kids, especially younger ones, have a limited attention span, keep the interviews relatively brief.

- To reduce fatigue, keep the interview interesting. During the course of the interview, show the child some material, or change the direction of questioning so that the child's interest in answering questions is maintained.

- Because younger kids are limited in their ability to verbalize, we recommend against interviewing kids under 5. With some products — in studies of toys, for example — it may be possible to use observational methods instead.

- Research should not rely on the responses of 5- or 6-year-olds to open-ended questions. Some kids are very verbal and have no problem with open-ends. Others shrug their shoulders and say nothing, no matter how good the interviewer is at probing. If possible,

use closed-ends with younger children.

- Questionnaires should use only words kids understand.

- Stimulus material — product, commercials and so on — should be presented in a way and in an amount that the child can handle. Don't display 15 products, then ask which one the child likes most. If you absolutely need to show a number of products, simplify the evaluation process. Divide the products (or have the child divide the products) into a number of groups, then rank or rate within the groups.

Age

Different age groups' reactions to products, packaging and marketing communications differ substantially. Products often appeal to kids in limited age ranges. An older child may not want to be seen with a product that a younger kid finds highly appealing.

The implications for research are significant.

- Research should represent all age groups to which the product might appeal.

- There should be sufficient sample

sizes to analyze results by age, especially at the ends of the relevant age spectrum.

- It's extremely important for a product not to be perceived as targeted at kids younger than those participating in the study. Advertising that appears aimed at younger kids may not only be of little value, it could be counterproductive, a kiss of death.

It can be useful to include measures of age appropriateness in your study. Kids can be asked if the product is for kids older than themselves, younger than themselves, or their age. Another option, most useful among older children, is to ask the kids to describe the appropriate age for the product.

- Products should be presented to kids at their eye level or lower. In some cases it is appropriate to place the product on the floor. Don't place products on tables or shelves, where they will be too high for kids to see.

Sex

Many kids' products are heavily segmented by sex. If a product appears to be aimed at the opposite sex, the child is



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likely to lose interest. This is especially true in studies with toys, where role playing comes to the fore.

- Research with kids should, like all research, be conducted with the appropriate target group. If an item or a marketing communication is to appeal to all kids, it must be evaluated among both boys and girls, with sufficient sample size to permit analysis by sex.

- For certain products, or in certain types of studies, such as evaluations of commercials or packaging, it may be useful to include measures of sex appropriateness. You may want to ask, Is this product mostly for boys, mostly for girls, or for boys and girls equally?

Video oriented

Most kids are more video- than audio-oriented. Moreover, they have limited ability to conceptualize how things might be. One implication is that in testing new product ideas, it is desirable to show actual products, models or videos rather than relying on drawings or verbal descriptions. This is especially true if the product involves action, as many toys do.

Rating and ranking

Both ranking and rating procedures can be used to obtain kids' opinions, and neither is necessarily better than the other. It's true that some kids have trouble with rating scales. Younger kids in particular may have trouble understanding anything but a simple scale. What's more, kids tend to use only the "top box," rather than all the points on the scale. Research procedures must account for kids' level of comfort with rating and ranking systems.

- Keep rating scales as simple as possible. Most kids as young as 5 can understand a four-point verbal scale. For example: Compared to other dolls you own, would you say the doll you just saw is...

A lot of fun to play with,
A little fun,
Not very much fun,
Not at all fun to play with.

- When using scales, provide an anchor that deters kids from using the top

box too often. Notice that in the example above, the scale was prefaced with, Compared to other dolls you own...

- In certain instances it may be possible to use words that kids understand and use to evaluate products.

Testing with kids often involves placing the test product in a competitive frame, where the respondent is exposed to competitive products as well as the test product. Kids are shown an array of toys and asked to order them by preference. However, the competitive frame for kids' products often varies dramatically over time. Hot items one year are passé the next. This can also happen with adult-oriented products, but it's probably more true for products targeted at kids.

This transience does not mean that competitive arrays should be avoided. On the contrary, to find out what kids really think about products it is necessary to place them in context, even if the real-world context changes by the time the product comes to market.

The transient nature of competitive frames has certain implications, though.

- Studies should be conducted as close as possible to the time the product will be available to the public. This may be difficult to accomplish given the time line typically necessary for producing and marketing products.

- There may be some danger in using ranking procedures to evaluate items within a competitive frame if the real world competitive frame is likely to change. It may be more productive to use rating scales, which make the study less susceptible to changes that result from certain competitive products becoming exceptionally — perhaps faddishly — appealing at the time of the testing. On the other hand, some kids, especially younger ones, understand the concept of liking one product more than another (i.e., ranking), but find the concept of rating more difficult.

- If children are asked to rank products, either on an overall basis or on selected attributes, the ranking should extend beyond first preference. Kids' overwhelming preference for one product may prevent them from discriminating among the remaining items in the

array. In recent years, a number of toys — Power Rangers, Teenage Mutant Ninja Turtles and Cabbage Patch Kids — have enjoyed this kind of extreme popularity. Asking which item kids like next best permits this discrimination.

Interviewing parents

While certain products, especially toys, are heavily requested by kids, their contribution to the purchase decision varies by their age and the product category. In terms of parental influence, moms generally wield more than dads. Parents' influence may be most keenly felt when they act as responsible gatekeepers, refusing to buy certain harmful or disreputable products. They may also have a say in the decision to buy a particular product in a product category. For example, parents selecting which die-cast small cars to buy may select the functional vehicles — tractors, mail trucks — while their kids select the fast race cars. Researchers need to account for the different influences on purchases for kids.

- Consider interviewing parents as well as kids.

- Because parents might choose different products than kids, it may be necessary to develop a research design that takes in account this difference. In some cases, this may involve interviewing the parent and child concurrently, and obtaining the kind of consensus that would be reached in a shopping experience. In other cases, it may involve interviewing the parent separately, or not interviewing the child at all. This may be the case with a very high-priced item, where the parent's attitudes are crucial.

In designing market research with kids, it's necessary to take into consideration the cognitive development of the child as well as the unusual situation the child is in — doing an interview in a market research facility. Both factors have implications in terms of how we make the child feel and the types of questions we ask. Age and sex considerations also play heavily in the appeal of different products, and measures of both should be incorporated into studies. □

Product & Service — In Depth

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case study-styled output. The use of the Interview Manager solved my budgetary woes: the completed interview and report can now be done in a total of five hours rather than 16, representing a 70% time savings.

The use of CAPI also added value to the research in many other ways:

- Interviews were completed using a notebook computer, giving a professional, state-of-the-art perception.

- Respondent comments were audio-recorded on the notebook computer's hard disk. I could later refer to the audio on a question-by-question basis, while reviewing or editing the interview, for transcription when convenient. The audio highlights were also added to the electronic version of the word-processor file for real impact.

- Transcribing tapes was eliminated, reducing costs and time in preparing the

reports.

- Key comments were highlighted during the interview or when reviewing the interview (through a special feature we added and cleverly named "key comments"), and the system automatically summarized them for me at the beginning of the report.

The few vendors that could meet my requirements were narrowed to two when I told them I typed very slowly and wanted the program to store the respondent's voice on the hard disk on a question-by-question basis. After I asked that the system produce a written draft report instead of a spreadsheet full of numbers I found myself alone, staring in the mirror.

- The CAPI system created complete draft reports, eliminating the initial report structuring and analysis and automatically providing basic text formatting such as bold, italics and indents. All of this reduced costs, saved time, added

consistency and—most importantly—allowed me more time to concentrate on the higher level analysis. The final reports were completed within a two-hour time frame, including final production using the CAPI system.

The project was an overwhelming success, and the client was delighted.

They were surprised when I asked if we could competitively bid for conducting personal interviews in Hong Kong, Australia, and Singapore. But when our costs including travel came in under the costs submitted by local firms (due to the CAPI system), it was an easy decision for the client to contract with us. I particularly enjoyed the extra three days I was able to squeeze in on Fiji, although I am sure that the waiters by the beach found me to be an over-demanding client! □

For more information call Andrew Hayes, Bennett Research Services, 800-254-1314, ext. 333.

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Significance

continued from p. 16

difference observed in the sample would not be observed in the population. Thus, we are only taking a 1 percent risk.

Practical significance

From a marketing perspective, the statistically significant difference of 20 points may be meaningful or meaningless. It all depends on our research objectives and resources. If it costs millions of dollars to reach each additional percentage of the market, we may decide to funnel resources toward Group A since it has a higher acceptance rate. In this case, the difference may be termed a "big" difference because (a) we are reasonably sure (95 percent or 99 percent sure) that the difference observed in our sample also exists in the population and (b) each percentage of difference is worth millions of dollars to the client. Thus, statistical significance should not be used to decide how big a difference is, but merely to ascertain our confidence in generalizing the results from our sample to the population.

In another situation this same difference may be ignored despite the fact that it may be statistically significant. For instance, if the marketing costs are so low that it makes sense to market to both groups, we can ignore the difference (even though it is significant) and treat both groups as if they are the same. We may choose to market to both groups as if they had similar acceptance rates (even though our statistical test was significant).

Our logic is the following: Although we can be 95 percent sure that the difference observed here exists in the population, given the marketing scenario, the difference is not meaningful. Thus, the relevance of a statistically significant difference should be determined based on practical criteria including the absolute value of the difference, marketing objectives, strategy, and so forth. The mere presence of a statistical significance does not imply that the difference is large or that it is of noteworthy importance.

Implications

Statistical significance of a result is not a rule of thumb to ascertain how "big" a difference is, but a context-dependent tool to assess the riskiness of the decisions we make based on a given sample. At most it can be used to ascertain that a difference actually exists in the population when we observe it in the sample.

One last thing: How can we avoid this trap whereby significance takes on a larger meaning? We recommend using the term statistically discernible instead of statistically significant when discussing results. While this cannot fully solve the problem, it certainly does not aggravate it either. We, as researchers can explicitly note in our reports: "While such and such result is statistically discernible, its practical significance will depend on..." In this way we can alert the end-user of our data to interpret the results realistically. □

Research Company News

continued from p. 23

\$224,000 for the first six months of '94 versus \$402,000 in the first half of 1993. In April, the company purchased the half of Market Facts of Canada Ltd., Toronto, that it didn't already own; associated accounting changes affected Market Facts' profits. Earnings were further diminished by increased payroll expenses and continuing investments in new technologies. Hardware and software updates also hurt profits. Nonetheless, a 7-cent dividend was paid to shareholders in August.

Chicago-based **SPSS Inc.** has acquired a former competitor: **SYSTAT Inc.**, Evanston, Ill. Under the terms of the agreement, SPSS will pay approximately \$600,000 in cash and 150,000 shares of common stock for SYSTAT. The primary market for SYSTAT's statistical software is the engineering and scientific fields, which rely on the advanced procedures and various technical charts integral to the company's software titles. SYSTAT products are available in DOS, Windows and Macintosh formats. SPSS says SYSTAT has more than 20,000 customers and recently has registered annual sales in the \$3 million to \$5 million range. Development teams working on the SPSS and SYSTAT product lines plan to use a common set of internal application programming interfaces, allowing features developed down the road to be shared. In the interim, SPSS plans to release SPSS 6.1 for Macintosh and SYSTAT 6.0 for DOS before the end of the year. Both the SPSS and SYSTAT product lines consist of a base system with optional add-on modules. For more information, call 312-329-2400.

Digisoft Computers Inc. has moved. The company's new address is 310 Madison Ave., Suite 509, New York, NY 10017. The new phone number is 212-490-7980.

Socratic Technologies has opened in San Francisco. The company specializes in computer-based and interactive marketing research, using electronic forms of data collection and analysis. In noting what he hopes will prove the company's strengths, President Bill MacElroy points out the bias-free nature of computer-based research, the variety of tools the company will employ — disk-by-mail, PC-based computer-aided telephone interviewing, kiosk surveys, e-mail and laptop or personal digital assistant surveys — and the high response rates achieved when interviewees are presented with the opportunity to respond to electronic devices. The company is accessible through the Internet at sotech@netcom.com. Its address is PO Box 460863, San Francisco, CA 94146-0863. Socratic Technologies' phone numbers are 415-648-2802 or 800-5-SOCRATIC; fax is 415-641-8205.

The recently remodeled Prudential Center is the site of

the downtown **fieldwork Boston** office. The address is 800 Boylston St., Boston, MA 02199. The phone number is 617-899-3660.

Stephen Cook has founded **Prescription for Research**, a company specializing in customized consultation and training for marketing research. Prescription for Research works with management and employees at research companies, developing strategies for process and work flow, employee/client satisfaction and relations, teamwork and conflict resolution, staff development, sales automation and training, strategic planning and organizational function. The company also offers proposal development and evaluation, research company evaluation, and the development of criteria for forming partnerships. Prescription for Research's address is 40 Chestnut Ridge Road, Armonk, NY 10504-3001. The company's phone number is 914-273-3990.

Omega Group Inc., formerly based in Haverford, Penn., has moved into a larger facility in nearby Bryn Mawr. The new office features state-of-the-art focus group and one-on-one interviewing facilities and a multimedia facility for training and consulting sessions. Omega's new address is 937 Haverford Road, Bryn Mawr, PA 19010-3819. Its phone number is 610-527-3000.

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Survey Monitor

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erally rosy picture of the future of the industry. Their optimism could be chalked up to the increasingly businesslike approach many growers take toward what has traditionally been viewed as a lifestyle. In fact, the company describes almost half of the 404 wheat, cotton, corn and soybean growers they interviewed, by phone, as having a "strictly business" approach. Strictly business farmers, who are 42

years old on average, are inclined to try new technologies, invest in new equipment and be well-educated. They also are prone to optimism when it comes to finances. They use computers and are expanding their practice of soil- and water-conserving environmentally friendly techniques in the field. The other groups defined by Market Directions are the progressive and highly environmentally conscious emerging leaders; the older, financially pessimistic experienced leaders, who tend to think of farming as a lifestyle; and the crusty rear guard, who don't try or like new things, don't use computers, don't feel good about the future and don't practice alternative farming techniques.

The study turned up eye-opening numbers and trends in a variety of areas. A vast majority (72 percent) of those queried said they would be practicing more soil- and water-conserving "no-till" and "conservation-till" cultivation — a phenomenon that will produce a shift in farm equipment sales. Traditional cultivation precipitated sales of plows and large tractors, new tillage practices will mean stronger sales of trucks, smaller tractors, planters and cultivators. While pesticides are still the most popular means of controlling pests — 50 percent objected to the Clinton administration's call for reduced pesticide use — survey results indicate many farmers support the incorporation of pest-controlling chemicals in seed, reducing or eliminating the need for spraying. The push for reduced farm subsidies and tariffs met with a mixed reaction: Cotton and wheat farmers generally oppose the idea, while corn and soybean growers are for it. For more information, call 800-472-5177.

The diversification of bread

Time was in many parts of the country when grocery stores' bakery departments were stocked floor to ceiling with white bread, with the occasional rye or wheat loaf thrown in for transplants from New York City. In fact, Simmons Market Research Bureau reports that 10 years ago, 75 percent of American homes stuck with Wonder Bread and its ilk. Now, folks

are likely to choose any of a number of breads. Simmons reports that the 10 most popular types of bread are: white (eaten by 49.1 percent of survey respondents), whole wheat (43.8 percent), 100 percent whole grain (16.4 percent), French/Italian (16.4 percent), low calorie/light (12.2 percent), rye or pumpernickel (11.9 percent), raisin (10.6 percent), sourdough (10.5), fiber/high fiber (9.3 percent) and oat/oat bran (8.7 percent). The survey also discovered that bagels have made major inroads into the American diet: 46.4 percent of respondents reported noshing on them regularly. For more information, call 212-916-8900.

Destination: Florida

If they could get up and go tomorrow, the biggest chunk of Americans would take off for Florida. Apparently, criminal carjinks and murdered tourists don't bother folks as much as the media would have us believe. Decision Analyst Inc., Arlington, Texas, surveyed 10,000 U.S. households — 10.5 percent of which, if given the opportunity to relocate to any state in the union, would move to the sunshine state. Those who most wanted to move to Florida now live in the Midwest, the Northeast and, somewhat surprisingly, the Southeast. Arizona was picked by the second-largest batch, 8.5 percent. Folks 55 and older were almost twice as likely to want to move to the Grand Canyon state than people 18 to 34. The top 10 was completed by Hawaii (6.7 percent), Colorado (6.6 percent), North Carolina (5.6 percent), Oregon (3.1 percent), Texas (3 percent), Tennessee (2.9 percent), Washington (2.8 percent) and South Carolina (2.8 percent). On the flip side of the highway, almost no one wanted to move to Rhode Island (0.1 percent of those surveyed), and North Dakota, Nebraska and Delaware (all at 0.2 percent) were just slightly more attractive. The other unpopulars were Kansas (0.3 percent), South Dakota (0.3 percent), Iowa (0.4 percent), Mississippi (0.4 percent), Illinois (0.4 percent) and Indiana (0.4 percent). Apparently, nobody asked about Washington, D.C. For more information, call 817-640-6166.

Microtab Overwhelms Postal Service

ROSWELL, Georgia -

Registered users of Microtab Cross Tabulation software recently opened their mail and were astonished to discover free software update diskettes. In 1979 Microtab awed the marketing research industry by electing to provide users with a lifetime of free software support. Deciding that this wasn't enough, in 1982 Microtab set in place a policy (to go that extra mile) to supply product updates at absolutely no cost as well. A respected source says that Microtab has been setting the Standard of Excellence for Cross Tabulation Software for over 15 years.

Microtab offers various versions of its cross tabulation software to meet different in-house data processing needs. In addition, Microtab has available data manipulation software and statistical analysis software. All of Microtab's software is backed by their policy of a lifetime of free support and free updates. To obtain further information, call Microtab at (404) 552-7856 or FAX them at (404) 552-7719.

Lazy label readers

Americans, especially those over 65, are mixing up potentially dangerous prescription cocktails, a new *Prevention* magazine/Council on Family Health survey shows. In the poll of 1,250 adults, conducted by Princeton Survey Research Associates, 88 percent of all respondents said that they read the labels on over-the-counter medicines the first time they take them. At the same time, 40 percent of those surveyed admitted that they do not always read labels when using more than one medication. The phenomenon is especially common among those 65 and older, 49 percent of whom take more than one medication. The danger, of course, in mixing medications comes from interactions between the medications. Despite the prevalence of medication mixing, only 12 percent of survey respondents reported having experienced a negative reaction. *Prevention* is published by Rodale Press, Emmaus, Pa. The Council on Family Health is a nonprofit organization that was created in 1966 to educate consumers about home safety, personal health and the safe and proper use of medicines. For more information about drug interactions and the brochure "How to Prevent Drug Interactions," send a self-addressed, stamped envelope to the CFH at Box 307, Coventry, CT 06238.

Risk-managing execs tab top issues

Statistics continue to confirm what virtually every American already understands: Health care is the most important issue of the day. Business is especially anxious about the costs of health care. In a recent survey — part of New York-based Alexander & Alexander Services Inc.'s seventh annual national survey — risk managers in the retail and wholesale trade industries ranked 68 current U.S. legislative and regulatory issues in order of importance. The 10 issues named most frequently were: climbing health care costs (91 percent of those surveyed consider the issue of high or above average importance); cost shifting by the medical community designed to transfer the burden of increasing service costs to the workers comp system because group medical and public programs are underfunded (89 percent); caps on non-economic and/or punitive damages (88 percent); workplace safety (86 percent); the need for an integrated corporate ap-

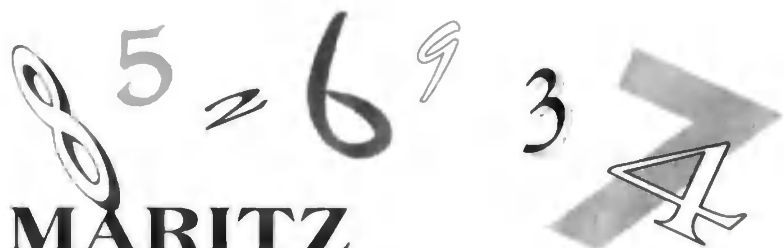
proach to workers' comp/health care reforms (80 percent); use of alternative dispute resolution mechanisms (80 percent); managed care programs (77 percent); self-insurance trends, including state regulation and identifying tax efficiencies (74 percent); limiting employers' ability to review workers' comp claim histories of job applicants (74 percent); and use of alternative risk-financing mechanisms (74 percent). The U.S. Risk Management Survey was conducted by Alexander & Alexander's Government & Industry Affairs office and Radford Associates, a unit of the Alexander Consulting Group. For more information, call Eliza Doolittle at 212-444-4579.

Portrait of Europe changes

Europe is getting older, more comfortable and more united, according to a recent issue of *Market: Europe*, produced

by W-Two Publications, Ithaca, N.Y. *Market: Europe* writer Doris Walsh believes the long, stilling recession in Europe is beginning to lift, and that consumer confidence is rising with it. The prospect of adding Austria, Finland, Norway and Sweden (a total of 26.2 million people) to the European Union in January 1995 (bringing EU population to 372 million) is cause for further optimism, but a number of important trends identified by *Market: Europe* also will affect the market.

The median age in Europe will be roughly 36 in 1995 and will climb to 42 by 2010. As the median age climbs, the number of empty nesters will increase — and they will be looking for fun things to do with the money they are no longer using to provide for their kids. And while the percentage of youngsters will decrease, technology-crazed kids will continue to influence parents' purchases of everything from food to computers, VCRs



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and TVs. Fortunately for moms and dads, the increasing number of elderly folks will mean they don't have to buy every new gadget that comes out — grandpa and grandma will no doubt pick up some of them.

The European tradition of long stays in health care facilities is likely to come to an end as new technologies are introduced, shortening recovery time. On an unrelated front, Europeans will continue to marry later than Americans. In 1970, the average age at first marriage for European men was 26.9 years; for women, 24.1 years. By 1989, men's average marriage age hit 27.4 years while women's rose to 25.1 years. In 1988, average first marriage age for American men was 25.5 years, for women, 23.7 years. The divorce rate in Europe, as in the U.S., has stabilized. It is now 1.6 per 1,000 people (4.7 in the U.S.).

European women are likely to continue to enter the workforce but the rate of the trend may slow. Meanwhile, Europe will get mobile: The increase in the number of multinational corporations and the dropping of border restrictions will promote cross-continental travel. Europeans are likely to become more focused on individual responsibilities and goals; *Market: Europe* expects a rise in entrepreneurship and self-employment, while reliance on the state diminishes. More Europeans are likely to demand access to higher education. Consumers will want more convenience in all aspects of their lives. National differences/loyalties will continue to affect purchases in Europe, but at the same time expect the European shopper to become more sophisticated and demanding. Continentals no doubt would be loath to admit it, but it certainly appears that at least as far as their consumptive habits go, Europeans are emulating Americans more and more all the time. For more information, call 607-227-0934.

Women handy with tools and money

Stereotypes continue to bite the dust in the '90s. Rather than shouting for the nearest man when things break down around the house, the modern woman grabs the nearest wrench — of which she is likely to be the owner. A recent issue of "EDK Forecast" indicates that virtually all women (97 percent of those surveyed) know where the circuit

breaker in their residence is, 90 percent know how to shut off the water if something goes terribly wrong in the bathroom, and 93 percent of all single women 35 to 44 (compared to 94 percent of married women in the same age group) have a monkey wrench in the house — so it would seem they're perfectly willing and able to effect repairs, too. Of all the women surveyed by EDK Associates, New York, 92 percent had a plunger in their homes, 35 percent had a monkey wrench, 83 percent had a ladder, 74 percent had a fire extinguisher and 69 percent had a pipe declogger of some kind on hand. The percentages in all for single women went up dramatically as they got older, to the point where there was little difference between singles and married over age 35. Only 24 percent of the single women surveyed were not ready to handle household emergencies by herself. The macho male ego takes another serious blow.

Women are just as comfortable with the ins and outs of investing as they are with plumbing. According to "EDK Forecast," 31 percent of American women and 36 percent of men are investors — darn near even. And women believe they pay more attention to financial news than men do: 47 of the women surveyed said women pay more attention than men do, while only 36 percent of men said they are more in tune with the market. Of the women surveyed who invest, 29 percent are confident about their strategies, while 33 percent of men are. Men are a bit more likely to believe they know a fair amount or a great deal about investing (49 percent) than women are (42 percent). Both male (62 percent) and female (63 percent) investors rely most heavily on newspapers for the financial information they need. Investors more frequently turn to a friend or relative (52 percent of men, 48 percent of women) for advice than they go to a tax lawyer or accountant (39 percent of male investors, 35 percent of females), probably because neither sex has much confidence in these professionals: Only 39 percent (46 percent of men and 31 percent of women) said they trust their accountant/lawyer. Men, however, go to the professionals for advice more often than they call on their spouses (30 percent), while women are far more likely to go to their husband on financial matters (46 percent). For more information, call EDK Associates at 212-582-4504.

Product & Service Update

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Census Bureau writes newsletter

The U.S. Bureau of the Census, Washington, has initiated production of *Census and You*, a monthly newsletter offering the latest statistical trends in U.S. population figures and demographics, business, housing, income and wealth, education, agriculture and world population, with an emphasis on information vital to business planning. The newsletter will regularly offer information on new data products and services from the Census and other federal agencies, along with tables showing current economic and demographic trends and other data from recent census and survey reports. A subscription costs \$21 per year; call 202-512-1800 for further information.

Doane taps Canadian animal health market

Doane Marketing Research, St. Louis, is developing the syndicated 1995 Canadian Animal Health Market Study, de-

signed to provide biannual reports on Canadian beef, dairy and pork producers' use of anthelmintics, feed medications and additives, implants and pharmaceuticals. Doane already offers a U.S. animal-health market study, and the company also plans to inaugurate a Mexican study. For a prospectus of the Canadian study, call David Tugend at 314-878-7707.

Investext adds company profiles to online services

Adding to its online offerings, the Boston-based Investext Group now issues recently enhanced Fortune Company Profiles bearing new intelligence on corporations through its business information service, I/PLUS Direct. The profiles are produced by Avenue Technologies, San Francisco, with information from Thomson Financial Services, Standard & Poor's Register and Reuters News Service, among others. Each profile covers between 3,000 and 5,000 companies; offers industry peer-group comparisons and financial information, including five-year trends and statement analyses; and

includes a company development section with abstracts from 800 magazines and journals, along with as many as 10 abstracts of analyst research reports from the Investext database. The database used to compile each profile is updated whenever new information becomes available. For more information, call 800-662-7878.

Claritas logs its offerings

Claritas, Alexandria, Va., has published a catalog describing each of the databases the company offers. The 112-page catalog details the geographic levels available for each database and delivery options. The print database of databases is free — call 800-284-4868 for a copy.

NFO, BASES team to create screening system

Greenwich, Conn.-based NFO Research Inc. and the BASES Group, Cincinnati, have combined forces to develop Volumetric Concept Screening by Mail, which enables consumer packaged-goods manufacturers to screen and refine new product ideas. The system is designed to prevent manufacturers from wasting time

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on a product that is likely to fail in the marketplace. NFO mails descriptions of a company's product concepts, along with a customized questionnaire that includes BASES' standard Key Measures questions, to samples of consumers selected from NFO's 450,000-member household panel. Questionnaires are returned to and processed at NFO's Toledo, Ohio, facility, then BASES performs an analysis on the resulting data and provides ballpark estimated volume potential for certain high-potential concepts. For more information, call Melanie Mumper-Dickerson

at 419-661-8560.

Nielsen to convene Hispanic panel

Northbrook, Ill.-based Nielsen Marketing Research has enlisted Hispanic Market Connections Inc., Los Altos, Calif., to co-create a Hispanic consumer panel. The two companies, given sufficient client support and funding, will unveil the panel in early 1995. The model calls for panelists to use Nielsen's handheld scanner to record all of their pur-

chases from retail stores on an ongoing basis. Nielsen will rely on HMC's expertise as it applies its technology to the \$200 billion Hispanic market. For more information, call HMC's Marilyn Mitchell at 415-965-3859, or Nielsen's Meredith Spector at 516-625-4188.

"Guide to American Directories" updated

B. Klein Publications, Coral Springs, Fla., has published the 13th edition of the "Guide to American Directories." The 518-page guide, edited by Barry and Bernard Klein, gives detailed descriptions of more than 10,000 directories in 200 categories. It costs \$85. For more information, call 305-752-1708.

Market Statistics, Scan/US form publishing alliance

Market Statistics, a subsidiary of New York-based Bill Communications Inc., and Scan/US, Los Angeles, together are producing and distributing low-price CD-ROM products that convert Market Statistics' census-based marketing data into full-color maps. The companies group the products under the moniker Demographics USA, described as a "geomarket analysis system." The system is designed to combine marketing information systems that have volumes of integrated data but lack sophisticated mapping, the sophisticated but highly technical mapping technologies found in Geographic Information Systems, and spread-sheet tools that lack visual analysis capabilities. Demographics USA features breakdowns of consumer expenditures for various product categories; the "Effective Buying Incomes" of the population; sales demand, dining out and buying power indices; lifestyle indicators, such as GeoVALS scores; and data on working women. Demographics USA also gives users detailed street maps and Scan/US' MicroGrids, which offer data for areas as small as a 16th of a square mile. The City Edition retails for \$1,295; the County Edition and ZIP Editions run \$4,750 each; all three — with an enhanced ZIP Code database — can be purchased together for \$9,950. For more information, call Market Statistics' Frank Pinizzotto at 212-592-6218 or Michael Kim at Scan/US at 310-820-1581.

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Names of Note

continued from p. 22

Alton Adams has joined *Equifax Financial Information Services Group*, a division of Atlanta-based Equifax, as vice president—marketing. In his new position, Adams is responsible for product management, new product development and research and development. He also will lead the group communications and strategic planning activities.

Andrew Brown has become vice president of the Consumer Research Services Division of *Total Research Corp.*, Princeton, N.J. Brown, a former president and CEO of *Opinion Research Corp.*, will focus on business development for TRC's *EquiTrend* and related services. In the five years since he left ORC, Brown has served as executive director of the Princeton Center for Leadership Training and managed his own marketing and strategic research consulting business, the *Andrew Brown Research Group*.

Carla Sarett has joined *Chilton Research Services*, Radnor, Penn., as research consultant in the company's Media and Entertainment Division. The newly created position will require that Sarett call on her expertise in cable and broadcast television, film and multimedia.



Sarett



Klupp

Mary Klupp, research manager for Detroit-based *Ford Motor Co.*'s marketing and sales, has been named to the advisory board of the University of Texas at Arlington's Master of Science in Marketing Research degree program. UTA's MSMR degree

program is one of only six in the world.

David Kozurek has been promoted to vice president by *Market Facts Inc.*, Arlington Heights, Ill. His job includes consulting with marketers regarding strategy and new product development issues.



Kozurek



Gordon

David Gordon has been elected chairperson of the 1995-96 board of directors of the Chicago-based *American Marketing Association*. Gordon — who has served as the AMA's vice president of finance, its vice president of professional chapters and the president of the Chicago chapter — begins his term in July 1995. He is managing partner at *Angell Research Group Inc.*, Chicago.

Felicia Trimboli has been named manager of marketing analysis for the Orlando-based *Olive Garden Restaurants*, a division of *General Mills Restaurants*. She is responsible for tracking industry trends and conducting specialized market research.

Karen Blakeman has joined the *Matrix Group*, Lexington, Ky., as field coordinator. Blakeman manages all aspects of Matrix's field services, including telephone interviewing, focus group recruiting, executive interviewing and secret shopping.

Jill Wynn has been appointed vice president of the *National Yellow Pages Monitor* Division of *NFO Research Inc.*, Greenwich, Conn. Wynn reports to Terry Erickson, president of the San Francisco-based division.

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1751 W. County Road B
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Rodgers Marketing Research

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Canton, OH 44718
Ph. 216-492-8880
Contact: Alice Rodgers
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Larchmont, NY 10538
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Contact: Daisy Spier
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2215 Penn Ave. So.
Minneapolis, MN 55405
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Groups/1's.

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119 N. 4th St., Ste. 311
Minneapolis, MN 55401
Ph. 612-341-4244
Contact: Doran J. Levy, Ph.D.
Nationally Published Authority on Ma-
ture Market.

Strategic Research
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Fremont, CA 94536
Ph. 510-797-5561
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400 Groups, Hi-Tech/Medical/ Finan-
cial/Transportation Svcs.

Strategy Research Corporation
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Miami, FL 33125
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221 Main St.
Danbury, CT 06810
Ph. 203-748-1638
Contact: Timm Sweeney
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Technometrica
85 Kinderkamack Rd.
Emerson, NJ 07630
Ph. 201-986-1288
Contact: James M. Sears
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Thorne Creative Rsch. Svces.
65 Pondfield Rd., Ste. 3
Bronxville, NY 10708
Ph. 914-337-1364
Contact: Gina Thorne
Ideaation, Teens, New Product
Ad Concepts, Package Goods.

Three Cedars Research
533 N. 86th Street
Omaha, NE 68114
Ph. 402-393-0959
Contact: Sara Hemenway
Executive Appointed Facility, Qualita-
tive and Quantitative Research.

Dan Wiese Marketing Research
2108 Greenwood Dr., S.E.
Cedar Rapids, IA 52403
Ph. 319-364-2866
Contact: Dan Wiese
Highly Experienced: Farmers, Consum-
ers, Business.

Wolf/Altschul/Callahan, Inc.
171 Madison Avenue
New York, NY 10016
Ph. 212-725-8840
Contact: Judi Lippert
Business-To-Business, Consumers, All
Specialties.

Yarnell Inc.
147 Columbia Tpke., #302
Florham Park, NJ 07932
Ph. 201-593-0050
Contact: Steven M. Yarnell
New Product Development & Position-
ing. HW/SW Cos.

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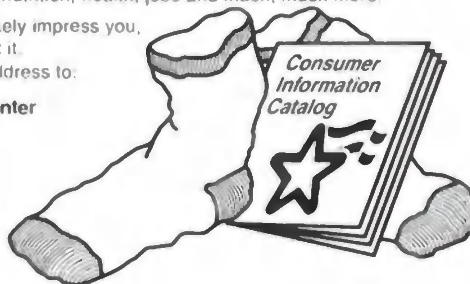
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1994

Directory of mall research facilities

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

ALABAMA**Birmingham**

Polly Graham & Associates
 Eastwood Mall
 7703 Crestwood Blvd., B400
 Birmingham, AL 35210
 Ph. 205-985-3099
 Fax 205-985-3066
 Contact: Jim Jager
 H-30% M-40% L-30%
 Stat.-7 1,2,3,4

Scotti Research, Inc.
 Brookwood Village Mall
 Birmingham, AL 35209
 Ph. 205-879-0288
 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 Dr.
 Gadsden, AL 35901
 Ph. 205-985-3099
 Fax 205-985-3066
 Contact: Jim Jager
 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: Jim Jager
 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 36111
 Ph. 343-284-4184
 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 St.
 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

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
 Paradise Valley Mall
 4550 E. Cactus
 Phoenix, AZ 85032
 Ph. 602-494-7813
 Fax 602-996-7465
 H-50% M-25% L-25%
 Stat.-10 1,2,3,4

The Friedman Marketing Organization
 Consumer Opinion Center
 Westridge Mall
 7611-118 W. Thomas Rd.
 Phoenix, AZ 85033
 Ph. 602-849-8080
 Fax 602-849-8083
 H-25% M-50% L-25%
 Stat.-14 1,2,3,4

The Friedman Marketing Organization
 Phoenix Research
 Christown Mall
 1739 W. Bethany Home Rd.
 Phoenix, AZ 85015
 Ph. 602-242-4868
 Fax 602-242-4910
 H-30% M-50% L-20%
 Stat.-11 1,2,3,4

Ruth Nelson Research Services:
 Arizona Market Research
 Metrocenter Mall
 9606 Metro Pkwy. E.
 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: Ali Arastu, Manager
 H-15% M-60% L-25%
 Stat.-12 1,2,3,4
 (See advertisement on p. 17)

Valleywide Research, Inc.
 Santa Fe Square Mall
 1107 S. Gilbert Rd., #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 N. 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. 5)

ARKANSAS**Pine Bluff**

The Friedman Marketing Organization
 Consumer Opinion Center
 The Pines Mall
 2901 Pines Mall Dr.
 Pine Bluff, AR 71601
 Ph. 501-535-1688
 Fax 501-535-1754
 H-25% M-50% L-25%
 Stat.-15 1,2,3,4

CALIFORNIA**Fresno**

Bartels Research
 145 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 E. 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
 (See advertisement on the back cover)

Los Angeles

Adept Research, Inc.

Sherman Oaks Fashion Sq.
13958-A Riverside Dr.
Sherman Oaks, CA 91423
Ph. 818-727-7494
Fax 818-727-7351
Contact: Iris Gross
H-60% M-35% L-5%
Stat.-NA 2
(See advertisement on the back cover)

Adept Research, Inc.

Hawthorne Plaza
12270 Hawthorne Blvd.
Hawthorne, CA 90250
Ph. 818-727-7494
Fax 818-727-7351
Contact: Iris Gross
H-10% M-80% L-10%
Stat.-8 2,3,4
(See advertisement on the back cover)

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: Tracy Nuno
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 Abeil
H-25% M-50% L-25%
Stat.-9 1,2,3,4

Cunningham Field Services
Stonewood Center Mall
328 Stonewood St., Ste. 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 W. Ave. P, Ste. 701
Palmdale, CA 93551
Ph. 805-272-4888
Fax 805-272-5676
Contact: Renee Stapleton
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 818-891-6119
Contact: Oselia Cortez
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. 304
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 Ln.
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-42% M-26% L-32%
Stat.-NA 1,2,3
(See advertisement on p. 5)

Quick Test, Inc.

Long Beach Plaza
369 Long Beach Blvd.
Long Beach, CA 90802
Ph. 310-435-0888
Fax 310-436-9509
Contact: Jaime Rodriguez, Manager
H-20% M-60% L-20%
Stat.-8 1,2,3,4
(See advertisement on p. 17)

Quick Test, Inc.

Westminster Mall
2009 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. 17)

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
148 San Fernando Blvd.
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 Ln.
Montclair, CA 91763
Ph. 708-520-3600
Fax 708-520-3621
Contact: Larry Clark
Income-Middle
Stat.-NA 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

Orange County

Assistance In Marketing/LA
Huntington Center Mall
7777 Edinger Ave.
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 Pkwy.
Mission Viejo, CA 92691
Ph. 708-520-3600
Fax 708-520-3621
Contact: Larry Clark
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

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

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

Luth Research

Mission Valley Center
1640 Camino Del Rio N., Ste. 328
San Diego, CA 92108
Ph. 619-299-7487
Fax 619-299-0513
Contact: Beth Price
H-30% M-50% L-20%
Stat.-8 1,2,3,4
(See advertisement on p. 32)

Novick Ayres Corp.
El Camino North
2657 Vista Way, #5
Oceanside, CA 92054
Ph. 619-967-1307
Fax 619-967-4143
Contact: Suzette Novick
H-15% M-70% L-15%
Stat.-6 1,2,4

San Diego Surveys
Point Loma Mall
3689 Midway Dr., #D
Point Loma, CA 92110
Ph. 619-224-3113
Fax 619-224-0301
Contact: Betty Bedoe
H-25% M-65% L-10%
Stat.-6 1,2,3,4

San Francisco

Car-Lene Research, Inc.
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 510-278-6736
Contact: Steve Teichner
H-20% M-60% L-20%
Stat.-30 1,2,3,4

Heakin Research, Inc.
Vallco Fashion Park, Ste. 2031
10123 N. 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: Richard Hurlburt
H-50% M-40% L-10%
Stat.-10 1,2,3,4

Nichols Research, Inc.
County East Mall
2550 Somersville Rd., Ste. 78
Antioch, CA 74509
Ph. 510-757-4200
Fax 510-757-5744
Contact: Beverly Trute
H-10% M-40% L-50%
Stat.-5 1,2,3,4
(See advertisement on the back cover)

Nichols Research, Inc.
1155 New Park 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
(See advertisement on the back cover)

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. 17)

Margaret Yarbrough & Associates
South Shore Center
415 Otis Dr.
Alameda, CA 94501
Ph. 510-522-8600
Fax 510-522-8600
Contact: Diane Kientz
H-40% M-50% L-10%
Stat.-7 1,2,3

San Jose

Consumer Opinion Services, Inc.
Great Mall of the Bay Area
500 Great Mall Dr.
Milpitas, CA 95035
Ph. 206-241-6050
Contact: Maxine Barbee
H-15% M-70% L-15%
Stat.-9 1,2,3,4
(See advertisement on pp. 18, back cover)

COLORADO

Colorado Springs

Brewer Research/The Springs Research
Citadel Mall
750 Citadel Dr. E., #3120
Colorado Springs, CO 80909
Contact: Esther Brewer
Ph. 719-597-9869
Fax 719-597-9869
H-15% M-70% L-15%
Stat.-7 1,2,3,4

Consumer Pulse of Colorado Springs
The Citadel Mall
750 Citadel Dr. E., #1084
Colorado Springs, CO 80909
Ph. 719-596-6933
Fax 719-596-6935
Contact: Mary Schneider
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
1710 Briargate Blvd., Ste. 315
Colorado Springs, CO 80920
Ph. 708-520-3600
Fax 708-520-3621
Contact: Larry Clark
Income-Middle
Stat-NA 1,2,3,4

Denver

Bennett Research Services, Inc.
Aurora Mall
14200 Alameda Ave.
Aurora, CO 80012
Ph. 303-341-1211
Fax 303-341-4469
H-40% M-50% L-10%
Stat.-NA 1,2,3,4
(See advertisement on p. 57)

Consumer Pulse of Denver
Thornton Town Center, #124
10001 Grant St.
Thornton, CO 80229
Ph. 303-280-9747
Fax 303-280-9744
Contact: Mark Hetelson
H-10% M-65% L-25%
Stat.-10 1,2,3

The Friedman Marketing Organization
Consumer Market Research
Westminster Mall, Space 65A
5513 W. 88th Ave.
Westminster, CO 80030
Ph. 303-428-6117
Fax 303-428-6513
H-20% M-60% L-20%
Stat.-N/A 1,2,3,4

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

Ruth Nelson Research Services/
Colorado Market Research
Buckingham Square
1335 S. 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

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. 17)

CONNECTICUT

Bridgeport

J.B. Martin Research, Inc.
Naugatuck Valley Mall
920 Wolcott St.
Waterbury, CT 06705
Ph. 203-365-4900
Fax 203-365-4912
Contact: Nancy Salk
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
Contact: Sandy Shapiro
H-33% M-33% L-34%
Stat.-4 1,2,3,4

Danbury

Performance Plus, Inc.
Danbury Fair Mall
7 Backus Ave.
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
(See advertisement on p. 32)

Hartford

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

DISTRICT OF COLUMBIA

Consumer Pulse of Washington
The Mall at Manassas
8300 Sudley Rd.
Manassas, VA 22110
Ph. 703-368-5544
Fax 703-368-7709
Contact: Jeff Davis
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 Rte. 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

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

Jackson Associates, Inc.
 Springfield Mall
 6691 B Springfield Mall
 Springfield, VA 22150
 Ph. 404-394-8700
 Fax 404-394-8702
 Contact: Marisa Pope
 H-45% M-30% L-25%
 Stat.-6 1,2,3,4
(See advertisement on p. 32, 53)

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
(See advertisement on the back cover)

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

FLORIDA**Bradenton**

Mid-America Research, Inc.
 De Soto Square Mall
 303 US 301 Blvd. W., #811
 Bradenton, FL 34205
 Ph. 813-746-1849
 Fax 813-746-6157
 Contact: Margaret Wilde
 H-12% M-78% L-10%
 Stat.-12 1,2,3,4

Fort Lauderdale

Alenik Field Services
 The Festival Mall
 2900 W. Sample Rd.
 Ft. Lauderdale, FL 33060
 Ph. 305-975-5982
 Contact: Beatrice Alenik
 Income-High
 Stat.-3 3

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
 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, Inc.
 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
 3200 N. Federal Hwy.
 Ft. Lauderdale, FL 33306
 Ph. 305-565-4185
 Contact: Barbara Prince
 H-20% M-60% L-20%
 Stat.-6 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

Bennett Research Services, Inc.
 Edison Mall
 4125 Cleveland Ave.
 Fort Myers, FL 33901
 Ph. 813-939-1200
 Fax 813-939-1413
 H-20% M-60% L-20%
 Stat.-10 1,2,3,4
(See advertisement on p. 57)

T.I.M.E. Market Research
 Pt. Charlotte Mall, #505
 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

Cunningham Field & Research Services, Inc.
 Orange Park Mall
 1910 Wells Rd., Ste. 1002
 Orange Park, FL 32073
 Ph. 904-284-2814
 Fax 904-264-3619
 Income-N/A
 Stat.-N/A

Kirk Research Services, Inc.
 Roosevelt Mall
 4525 Roosevelt Blvd.
 Jacksonville, FL 32210
 Ph. 904-387-0883
 Fax 904-387-0268
 Contact: Rebecca Kirk
 H-20% M-40% L-40%
 Stat.5 1,3,4

Irwin Research Services, Inc.
 Regency Square Mall
 9501 Arlington Expy., Ste. 310A
 Jacksonville, FL 32225
 Ph. 904-725-8407
 Fax 904-725-2911
 Contact: Terri Lawhon
 H-34% M-53% L-13%
 Stat.-12 1,2,3
(See advertisement on p. 32)

Irwin Research Services, Inc.
 The Avenues Mall
 10300 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
(See advertisement on p. 32)

Melbourne

Quick Test, Inc.
 Melbourne Square Mall
 1700 W. Newhaven 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. 17)

Miami

Jean M. Light Interviewing Service
163rd. St. Shopping Mall
1281 N.E. 163rd St.
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

National Opinion Research Services
Miami International Mall
1455 N.W. 107th Ave., #687
Miami, FL 33172
Ph. 305-591-1388
Fax 305-592-1188
Contact: Zoila Hidy
H-30% M-60% L-10%
Stat.-11 1,2,3,4

Rife Market Research, Inc.
Skylake Mall
1758 N.E. Miami Gardens Dr.
Miami, FL 33179
Ph. 305-944-0076
Fax 305-621-3533
Contact: Sandy Palmer or Mary Rife
H-20% M-60% L-20%
Stat.-8 2,3,4
(See advertisement on p. 13)

Weitzman & Philip, Inc
California Club Mall
850 Ives Dairy Rd.
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 N. Orlando Ave.
Winter Park, FL 32789
Ph. 407-628-1835
Fax 407-628-0571
Contact: Suzanne Cattell
H-25% M-60% L-15%
Stat.-6 1,2,3,4

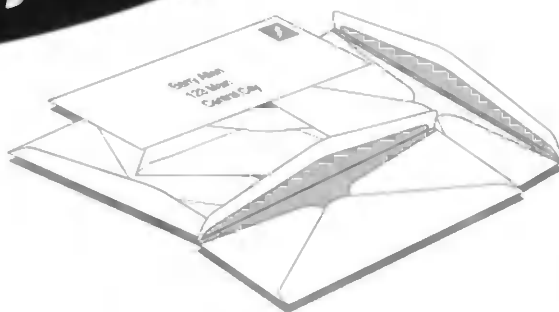
Quick Test, Inc.
Lake Square Mall
10401-082 U.S. Hwy. 441
Leesburg, FL 34788
Ph. 904-365-0505
Fax 904-365-2005
Contact: Tracey Seitz, Manager
H-9% M-66% L-25%
Stat.-NA 1,2,3,4
(See advertisement on p. 17)

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

Quirk's MARKETING RESEARCH Review

Researchers:

Watch your mail!



Next month the annual QMRR qualitative research issue will be coming your way, featuring the updated directory of focus group facilities. It's one of the most popular issues of the year – and one of the most coveted – so guard that mailbox!

CODES:**Mail 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
 Florida Mall, Rm. 422
 8001 S. 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 S. 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
 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 St. N.
 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, Inc.
 Pinellas Square Mall
 7200 U.S. Hwy. 19
 Pinellas Park, FL 34665
 Ph. 813-527-0113
 Contact: Sharon Brandy
 H-14% M-36% L-50%
 Stat.-8 1,2,3,4

Cunningham Field & Research Services, Inc.
 Countryside Mall
 27001 U.S. Hwy. 19 N., Ste. 2074
 Clearwater, FL 34621
 Ph. 813-796-8944
 Fax 813-796-7199
 Contact: Suzy Adams
 Income-N/A
 Stat.-N/A

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 Ave.
 Tampa, FL 33610
 Ph. 813-884-0088
 Contact: Isabel Dunn
 H-31% M-57% L-12%
 Stat.-12 1,2,3

Barbara Nolan Market Research
 Tyron Square Mall
 6901 22nd Ave. S.
 St. Petersburg, FL 33710
 Ph. 813-345-5444
 Fax 813-347-0979
 Income-Low to Middle
 Stat.-N/A 1,2,3,4

Quick Test, Inc.
 Gulf View Square Mall
 9409 U.S. Hwy. 19 N., 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. 17)

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 Hwy.
 Athens, GA 30610
 Ph. 404-394-8700
 Fax 706-546-7518
 Contact: Marisa Pope
 H-20% M-50% L-30%
 Stat.-7 1,2
 (See advertisement on p. 32, 53)

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 N. Point Circle, Ste. 1002
 Alpharetta, GA 30202
 Ph. 404-475-3880
 Contact: Mildetta Robinson
 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: Deborah White
 H-30% M-60% L-10%
 Stat.-8 1,2,3,4

Heakin Research, Inc.
 Gwinnett Place Mall
 2100 Pleasant Hill Rd.
 Duluth, GA 30136
 Ph. 404-476-0714
 Fax 404-476-3194
 Contact: Eleanor McGahee
 Income-NA
 Stat.-10 1,2,3,4

Jackson Associates, Inc.
 Southlake Mall, #2443
 Morrow, GA 30260
 Ph. 404-394-8700
 Fax 404-968-3660
 Contact: Marisa Pope
 H-40% M-35% L-25%
 Stat.-6 1,3,4
 (See advertisement on p. 32, 53)

"Excuse me, Mr. President... may I ask you a few questions?"

Jackson Associates introduces the opening of our new marketing research facility at the Springfield Mall in suburban Washington, D.C. Located just 20 minutes from Washington's National Airport, it features a full kitchen with adjacent taste test center, four private interviewing rooms and focus suite with client lounge.

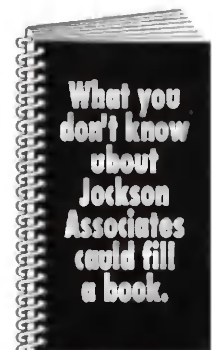
Find out what they think in Washington.

- Mall intercepts
- Focus groups
- Pre-recruited studies
- Executive interviewing
- CRT interviewing
- Field work

Call Margaret Hicks or Marisa Pope at
404-394-8700 for more information.

**Jackson
Associates
Inc.**

6691 B Springfield Mall, Springfield, VA 22150



Ask for a free copy of
the Jackson Associates
handbook.

Focus and mall facilities also in Atlanta, Charlotte and Nashville.

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

MacConnell Research Services, Inc.

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, Inc.

Avondale Mall
 3588-E Memorial Dr.
 Decatur, GA 30032
 Ph. 404-451-6236
 Fax 404-451-6184
 Contact: Joy M. MacConnell
 H-30% M-50% L-20%
 Stat.-10 1,2,3,4

MacConnell Research Services, Inc.

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, Inc.

Four Seasons Mall
 2200 S. Cobb Dr.
 Smyrna, GA 30080
 Ph. 404-451-6236
 Fax 404-451-6184
 Contact: Joy M. MacConnell
 H-10% M-60% L-30%
 Stat.-6 1,3

Mid-America Research, Inc.

Lenox Square Mall
 3393 Peachtree Rd.
 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., Ste. 272
 Kennesaw, GA 30144
 Ph. 404-423-0884
 Fax 404-424-5354
 Contact: Lucille Slowey
 H-10% M-65% L-25%
 Stat.-8 1,2,3,4
 (See advertisement on p. 17)

John Stolzberg Market Research

Outlets Limited Mall
 3750 Venture Dr.
 Duluth, GA 30136
 Ph. 404-329-0954
 Fax 404-497-8656
 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 Hwy.
 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 St.
 Gainesville, GA 30501
 Ph. 404-394-8700
 Fax 404-536-2065
 Contact: Marisa Pope
 H-40% M-30% L-30%
 Stat.-10 1,2,3,4
 (See advertisement on p. 32, 53)

IDAHO**Boise****Consumer Opinion Services, Inc.**

Boise Town Square
 350 N. 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 pp. 18, back cover)

ILLINOIS**Chicago**

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

Bryles Survey Service

Bremontown Mall
 6847 159th St.
 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

Orland Park Place Mall
 227 Orland Park Pl.
 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 S. 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
(See advertisement on p. 32)

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
(See advertisement on p. 32)

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

The Friedman Marketing Organization
Consumer Opinion Center
Harlem-Irving Plaza
4192 Harlem Ave.
Norridge, IL 60634
Ph. 708-452-7660
Fax 708-452-9865
H-25% M-50% L-25%
Stat.-N/A 1,2,4

Heakin Research, Inc.
North Riverside Mall
7501 W. Cermak Rd.
N. Riverside, IL 60546
Ph. 708-447-9208
Fax 708-447-9268
Contact: Ann Amarie Dlutkowski
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

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 W. Grand Ave., Ste. 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 61808
Ph. 708-924-0285
Fax 708-924-7442
Contact: Marge McMahon
H-32% M-63% L-5%
Stat.-4 1,2,3,4
(See advertisement on p. 5)

Quick Test, Inc.
Ford City Mall
7601 S. Cicero Ave.
Chicago, IL 60652
Ph. 312-581-9400
Fax 312-581-9758
Contact: Jim Dague, Manager
H-5% M-75% L-20%
Stat.-8 1,2,3,4
(See advertisement on p. 17)

Quick Test, Inc.
429 Hawthorn Center
Vernon Hills, IL 60061
Ph. 708-367-0036
Fax 708-367-4863
Contact: Marlene Benjamin, Manager
H-60% M-30% L-10%
Stat.-9 1,2,3,4
(See advertisement on p. 17)

Survey Center
Hickory Hills Square
9638 S. Roberts Rd.
Hickory Hills, IL 60457
Ph. 312-321-6100
Fax 312-321-8110
Contact: Judy Taber
H-20% M-50% L-30%
Stat.-15 1,3

Survey Center
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: Larry Clark
Income-NA
Stat.-NA

Peoria

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

INDIANA

Evansville

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

Fort Wayne

Dennis Research
Glenbrook Square
4201 Coldwater Rd.
Fort Wayne, IN 46805
Ph. 219-483-2884
Fax 219-482-5503
Contact: Linda Hammer
H-30% M-60% L-10%
Stat.-6 1,2,3,4

Indianapolis

Herron Associates, Inc.
Greenwood Park, #C-26
1251 U.S. 31 N.
Greenwood, IN 46142
Ph. 317-882-3800
Fax 317-882-4716
Contact: Paul Jorgensen
H-20% M-60% L-20%
Stat.-12 1,2,3,4
(See advertisement on the back cover)

Herron Associates, Inc.
Washington Square, Ste. 402
10202 E. Washington St.
Indianapolis, IN 46229
Ph. 317-882-3800
Fax 317-682-4716
Contact: Paul Jorgensen
H-15% M-65% L-20%
Stat.-13 1,2,3,4
(See advertisement on the back cover)

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

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

IOWA

**Council Bluffs
(See Omaha, NE)**

Des Moines

Mid-Iowa Interviewing
Valley West Mall
1551 35th St.
West Des Moines, IA 50266
Ph. 515-225-6232
Fax 515-225-1164
Contact: Debbie Gudehuis
H-30% M-60% L-10%
Stat.-6 1,2,3,4

Mid-Iowa Interviewing
Southridge Mall
1111 E. Army Post Rd.
Des Moines, IA 50315
Ph. 515-225-6232
Fax 515-225-1164
Contact: Debbie Gudehuis
H-20% M-60% L-20%
Stat.-12 1,2,3,4

PMR-Personal Marketing & Research
200 Merle Hay Mall
3800 Merle Hay Rd.
Des Moines, IA 50310
Ph. 515-270-1703
Fax 515-270-9070
Contact: Mary Vortherms
H-17% M-68% L-15
Stat.-6 1,2,3,4

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-50% L-20%
Stat.-6 1,2,3
(See advertisement on p. 5)

Wichita

Data Net, Inc.
Towne East Square
7700 E. Kellogg, #231
Wichita, KS 67207
Ph. 316-682-6655
Fax 316-682-6664
Contact: Janet Brown
H-25% M-60% L-15%
Stat.-8 1,2,3,4

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

KENTUCKY

Louisville

Fangman Research, Inc.
Greentree Mall
Hwy. 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.
Bashford Manor Mall
999 Breckenridge Ln.
Louisville, KY 40207
Ph. 502-899-2400
Fax 502-899-2404
Contact: Linda Schulz
H-15% M-70% L-15%
Stat.-N/A 1,2,3

Personal Opinion, Inc.
River Falls Mall
999 Breckenridge Ln.
Louisville, KY 40207
Ph. 502-899-2400
Fax 502-899-2404
Contact: Linda Schulz
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. 800-645-GULF (4853)
Fax 504-454-2461
Contact: Tim Villar
H-30% M-50% L-20%
Stat.-6 1,2,3

Heakin Research, Inc.
Esplanade Mall, Ste. 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
197-36 Westbank Expy.
Gretna, LA 70053
Ph. 504-368-9825
Fax 504-368-9866
Contact: Marty Olson
H-20% M-50% L-30%
Stat.-6 2,3,4

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

New Orleans Field Services Associates
Plaza In Lake Forest
5300 Read Blvd.
New Orleans, LA 70127
Ph. 504-833-0641
Fax 504-834-2005
Contact: Andrea S. Gereighty
H-10% M-80% L-10%
Stat.-10 2,3

NGL Research Services - New Orleans
North Shore Square
150 N. Shore Square Blvd., Ste. 4001
Slidell, LA 70460
Ph. 504-456-9025
Fax 504-847-1277
Contact: Thomas Haynes
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: Shelly Isaacs
H-40% M-40% L-20%
Stat.-3 1,2,3,4

Consumer Pulse of Baltimore
Westview Mall
5748 Baltimore National Pike, #B102
Baltimore, MD 21228
Ph. 410-744-7017
Fax 410-744-7196
Contact: Alice Matherly
H-25% M-55% L-20%
Stat.-8 1,2,3,4

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

Bennett Research Services, Inc.
South Shore Plaza
250 Granite St.
Braintree, MA 02184
Ph. 617-849-1692
Fax 617-843-5276
H-50% M-50% L-0%
Stat.-15 1,2,3
(See advertisement on p. 57)

YESTERDAY & TODAY

ARE YOUR
MARKETING
STRATEGIES
STILL RELYING
ON YESTERDAY'S
TECHNOLOGY?

Modern information management can now provide insightful marketers with a huge competitive edge. Bennett Research has twenty years experience collecting market data. Our skilled professionals and proven services utilize the latest technology to provide our clients the information they need.

From telephone interviewing, to database management, to focus groups, project management and mall intercepts, Bennett has the tools you'll need to meet your integrated marketing goals..

Let us establish an interactive link between you and your customers.

For more information, call Andrew Hayes at 800-254-1314, or 617-254-1314 ext. 333.

Bennett



Research

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

Northeast Data Collection, Inc.

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

(See advertisement on p. 32)

Performance Plus, Inc.

Westgate Mall
 Westgate Dr.
 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

(See advertisement on p. 32)

Performance Plus, Inc.

Woburn Mall
 300 Mishawum Rd.
 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

(See advertisement on p. 32)

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

(See advertisement on p. 32)

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. 17)

Quick Test, Inc.

Watertown Mall
 550 Arsenal St.
 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. 17)

U.S. Research Company

Independence Mall, Space 123
 Kingston, MA 02364
 Ph. 708-520-3600

Fax 708-520-3621
 Contact: Larry Clark
 Income-Middle
 Stat.-NA 1,2,3,4

Springfield

The Friedman Marketing Organization

Consumer Opinion Center
 Eastfield Mall
 1655 Boston Rd.

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 Dr.
 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

(See advertisement on p. 32)

Quality Controlled Services

Holyoke Mall at Ingleside
 50 Holyoke St.
 Holyoke, MA 01040

Ph. 413-533-6180
 Fax 413-532-6855
 Contact: Ivy Ward
 H-20% M-70% L-10%
 Stat.-NA 1,2,3,4

(See advertisement on p. 5)

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. 810-751-1590
 Fax 810-751-3019
 Contact: Don Jezak
 H-10% M-65% L-25%
 Stat.-30 1,2,3,4

Crimmins-Forman Market Research

Wonderland Mall
 29755 Plymouth Rd.
 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 W. 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 Rd.

Troy, MI 48083
 Ph. 810-589-0950
 Fax 810-589-0271
 H-30% M-50% L-20%
 Stat.-15 1,2,3,4

The Friedman Marketing Organization

Frenchtown Square Mall
 2121 N. Monroe St.
 Monroe, MI 48161

Ph. 313-241-1610
 Fax 313-241-6804
 H-25% M-50% L-25%
 Stat.-13 1,2,3,4

Heakin Research, Inc.

Eastland Mall, Ste. 731
 1800 Bemier Rd.
 Harper Woods, MI 48225

Ph. 313-521-8811
 Fax 313-521-9152
 Contact: Clyde Mayberry
 H-60% M-25% L-15%
 Stat.-9 1,2,3,4

Heakin Research, Inc.

Macomb Mall
 32165 Gratiot, Ste. 440
 Roseville, MI 48066

Ph. 810-294-3232
 Fax 810-294-3759
 Contact: Janet Baker
 H-41% M-41% L-18%
 Stat.-8 2,3,4

Quick Test, Inc.

Southland Center Mall
 23000 Eureka Rd.
 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. 17)

Grand Rapids

Barnes Research, Inc.
Westshore Mall
12331 James St.
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: Kevin Scheggman
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: Ann Hendrickson
Income-NA
Stat.-12 1,2,4

Minneapolis/St. Paul

A & I Of Minnesota
1248 Eden Prairie Center
Eden Prairie, MN 55344
Ph. 612-941-0825
Fax 612-941-0417
Contact: Lois Finseth
H-45% M-45% L-10%
Stat.-5 1,2,3,4

Comprehensive Research Group, Inc.
Har Mar Mall
2100 Snelling Ave. N.
Roseville, MN 55113
Ph. 612-635-0204
Fax 612-635-9013
Contact: Carrie Veitch
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 Hwy. 7
St. Louis Park, MN 55426
Ph. 612-936-0940
Fax 612-936-9078
Contact: Jenna Borash
H-26% M-41% L-33%
Stat.-12 2,3,4

Quality Controlled Services

Maplewood Mall, #2013
Maplewood, MN 55109
Ph. 612-770-5636
Fax 612-770-7693
Contact: Sandra Hayes
H-30% M-46% L-24%
Stat.-NA 1,2,3,4
(See advertisement on p. 5)

Quick Test, Inc.

Cobblestone Court Shopping Center
14150 Nicollet Ave. S., Ste. 8
Burnsville, MN 55337
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. 17)

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

Comprehensive Research Group
Metro North Mall, #206
400 N.W. Barry Rd.
Kansas City, MO 64155
Ph. 816-468-0303
Fax 816-468-0399
Contact: Jeremy Genuik
H-35% M-45% L-20%
Stat.-10 1,2,3

The Field House, Inc.

Oak Park Mall
11479 W. 95th St.
Overland Park, KS 66214
Ph. 913-492-1506
Fax 913-492-1654
Contact: Juanita Summers, Mgr.
H-50% M-40% L-10%
Stat.-8 1,2,3,4
(See advertisement on the back cover)

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

Ward Parkway Mall
8600 Ward Pkwy.
Kansas City, MO 64114
Ph. 800-628-3428
Fax 816-361-3580
Contact: Iva Schlatter
H-40% M-50% L-10%
Stat.-NA 1,2,3,4
(See advertisement on p. 5)

St. Louis

Consumer Opinion
1279 Mid Rivers Mall
St. Peters, MO 63376
Ph. 314-965-0053
Fax 314-965-8042
Contact: Carol McGill
H-30% M-50% L-20%
Stat.-12 1,2,3,4

Cunningham Field & Research Services, Inc.
St. Louis Centre
515 N 6th St., Ste. 374
St. Louis, MO 63101
Ph. 314-231-1044
Fax 314-231-3625
Contact: Dianne Donahue
Income-N/A
Stat.-N/A

The Friedman Marketing Organization
Consumer Opinion Center
St. Louis Union Station Mall
1820 Market St.
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. 17)

Superior Surveys of St. Louis

Mid Rivers Mall, #1279
St. Peters, MO 63376
Ph. 314-965-0023
Fax 314-965-6042
Contact: Patricia Dunn
H-50% M-50% L-0%
Stat.-12 1,2,3,4
(See advertisement on p. 32)

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
 338 Jamestown Mall
 Florissant, MO 63034
 Ph. 708-520-3600
 Fax 708-520-3621
 Contact: Larry Clark
 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: Melissa Turner
 Income-NA
 Stat.-10 1,2,4

NEBRASKA

Omaha

Midwest Survey & Marketing
 Crossroads Mall
 7300 Dodge St., Ste. 20
 Omaha, NE 68114
 Ph. 402-399-9346
 Fax 402-399-9346
 Contact: Donna Meyer
 H-12% M-68% L-20%
 Stat.-12 1,2,3,4

Midwest Survey & Marketing
 Oak View Mall
 3001 S. 144th St., #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

NEVADA

Las Vegas

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

NEW HAMPSHIRE

Manchester

New England Interviewing, Inc.
 Bedford Mall
 South River Rd.
 Bedford, NH 03110
 Ph. 603-641-1222
 Fax 603-666-5920
 Contact: Joan Greene
 H-32% M-60% L-8%
 Stat.-4 2,3

Nashua

New England Interviewing, Inc.
 Nashua Mall
 Broad St.
 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: Scott Solis, Manager
 H-25% M-50% L-25%
 Stat.-5 1,2,3,4
 (See advertisement on p. 17)

NEW YORK

Albany

Markette Research, Inc.
 Clifton Country Mall, #421
 Clifton Park, NY 12065
 Ph. 518-383-1661
 Fax 518-371-0791
 Contact: Joyce Whalen
 H-40% M-40% 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 518-456-8842
 Contact: Pat Figler, Manager
 H-30% M-50% L-20%
 Stat.-8 1,2,3,4
 (See advertisement on p. 17)

Buffalo

Buffalo Survey & Research, Inc.
 Main Place Mall
 Buffalo, NY 14202
 Ph. 716-845-6262
 Fax 716-834-0372
 Contact: Jeanette Levin
 H-10% M-50% L-40%
 Stat.-4 2,3

Ruth Diamond Market Research
 Boulevard Mall
 770 Alberta Dr.
 Buffalo, NY 14226
 Ph. 716-836-1110
 Fax 716-836-1114
 Contact: Harvey Podolsky
 H-23% M-58% L-19%
 Stat.-4 1,2,3,4

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

Survey Service, Inc.

Eastern Hills Mall
 4545 Transit Rd
 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
 (See advertisement on p. 63)

Survey Service, Inc.

McKinley Mall
 3701 McKinley Pkwy.
 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
 (See advertisement on p. 63)

READER SERVICE CARD  11/94

FREE INFORMATION ON PRODUCTS AND SERVICES IN THIS ISSUE.

Send me more information on the items circled

100 101 102 103 104 105 100 107 108 109 110 111 112 113 114 115 116 117 118 119 120 121 122 123
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148 149 150 151 152 153 154 155 156 157 153 159 160 161 162 183 164 165 166 167 168 169 170 171
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220 221 222 223 224 225 226 227 228 229 230 231 232 233 234 235 230 237 238 239 240 241 242 243

Name _____ Title _____

Please Print

Company _____

Address _____

City _____ State _____ Zip _____

Tel. No. _____

Place
Postage
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Quirk's
MARKETING RESEARCH
Review

P.O. Box 23536
Minneapolis, MN 55423

New York

A & B Interviewing Inc.
Pathmark Mall
Jericho, NY 11753
Ph. 516-379-0994
Fax 516-379-0994
Contact: Anita Weiss
H-60% M-30% L-10%
Stat.-3 2

A & B Interviewing Inc.
Pathmark Mall
Deer Park Ave.
N. Babylon, NY 11703
Ph. 516-379-0994
Fax 516-379-0994
Contact: Anita Weiss
H-30% M-40% L-30%
Stat.-3 2

Bernett Research Services, Inc.
Menlo Park Mall
312 Menlo Park
Edison, NJ 08837
Ph. 908-548-2900
Fax 908-549-0026
H-50% M-50% L-0%
Stat.-10 1,2,3,4
(See advertisement on p. 57)

Brianne Associates, Inc.
Huntington Square Mall
4000 Jericho Tpke.
East Northport, NY 11746
Ph. 516-462-2052
Fax 516-462-2957
Contact: Fern Roseman
H-35% M-55% L-10%
Stat.-4 2

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 Dr. W.
Jersey City, NJ 07310
Ph. 201-714-9455
Contact: Diedre Springer, Mall Mgr.
H-10% M-90% L-0%
Stat.-8 3,4
(See advertisement on p. 65)

Ebony Marketing Research, Inc.
Gertz Plaza Mall
162-10 Jamaica Ave.
Jamaica, NY 11432
Ph. 718-526-3204
Fax 718-526-3312
Contact: Christy Campos, Mall Mgr.
H-0% M-55% L-45%
Stat. 6 2
(See advertisement on p. 65)

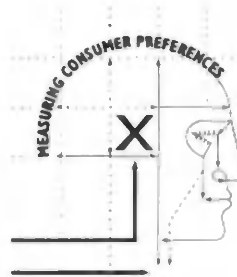
The Best Kept Secret In The Industry

For over 40 years Survey Service, Inc. has quietly built a reputation among a select group of industry leaders for providing data collection services that are second to none.

In addition to providing exceptional data collection services and facilities, we provide the critical element necessary to the success of any research project...people.

The staff of Survey Service, Inc. takes pride in the service we provide as well as the professional relationships we have developed with our clients over the years.

Call our toll-free number for a bid on your next project, or to receive market profiles, facility layouts and data collection capabilities. The secret is out.



Survey Service, Inc.

1911 Sheridan Drive, Buffalo, New York 14223

Contact: Susan Adelman at 800-507-7969

**CATI Interviewing • Field Management • Focus Groups
Prerecruited Studies • Mall Intercepts • Data Processing**

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

Ebony Marketing Research, Inc.

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

The Friedman Marketing Organization
 Consumer Opinion Center
 Jefferson Valley Mall, #E-1
 650 Lee Blvd.
 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 St.
 East Meadow, NY 11554
 Ph. 516-542-0081
 Fax 516-542-6314
 Contact: Robin Rappo
 H-10% M-55% L-35%
 Stat.-42 1

J & R Research, Inc.
 Shirley Mall
 800 Montauk Hwy.
 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

Northeast Data Collection, Inc.
 Wayne Towne Center
 Route 80, 23, 46
 Wayne, NJ 07470
 Ph. 203-797-0666
 Fax 203-748-1735
 Contact: Karen M. Forcade, Pres.
 H-70% M-25% L-5%
 Stat.-10 1,2,3,4

Quick Test, Inc.

Kings Plaza Mall
 5102 Kings Plaza
 Brooklyn, NY 11234
 Ph. 718-338-3388
 Fax 718-692-4365
 Contact: Nancyanne Frangiapani, Manager
 H-25% M-50% L-25%
 Stat.-8 1,2,3
(See advertisement on p. 17)

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. 17)

Audrey Schiller Market Research

Nassau Mall
 3601 Hempstead Tpke.
 Levittown, NY 11756
 Ph. 516-731-1500
 Contact: Audrey Schiller
 H-25% M-60% L-15%
 Stat.-4 1,2,3,4

Seaport Surveys, Inc.
 South Street Seaport
 34 Cliff St.
 New York, NY 10038
 Ph. 212-608-3100
 Fax 212-608-4966
 Contact: Andrea Waller
 H-25% M-60% L-15%
 Stat.-10 1,2,3,4

Sight Line Research Ltd.
 Big H Mall
 839-114 New York Ave.
 Huntington LI, NY 11743
 Ph. 516-424-2444
 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 908-389-3921
 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
 East Meadow Plaza
 1966 Hempstead Tpke.
 East Meadow, NY 11554
 Ph. 516-794-3030
 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 South Rd.
 Poughkeepsie, NY 12601
 Ph. 708-520-3600
 Fax 708-520-3621
 Contact: Larry Clark
 Income-High
 Stat-NA 1,2,3

Rochester

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

Car-Lene Research, Inc.
 Greece Ridge Center Mall
 150 Ridge Center
 Rochester, NY 14626
 Ph. 716-225-3100
 Contact: Barbara 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
 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
 Contact: Noelle DeSantis
 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: Maureen Colson
H-25% M-50% L-25%
Stat-3 2,3,4

McCarthy Associates Inc.
Penn Can Mall
5775 S. Bay Rd.
Cicero, NY 13039
Ph. 315-431-0660
Contact: Teresa McCarthy
H-20% M-70% L-10%
Stat.-10 1,2,3,4

McCarthy Associates, Inc.
Camillus Mall
5300 W. Genesee St.
Syracuse, NY 13031
Ph. 315-431-0660
Contact: Teresa McCarthy
H-15% M-70% L-15%
Stat.-10 1,2

McCarthy Associates
Fingerlakes Mall
Auburn, NY 13022
Ph. 315-431-0660
Contact: Teresa McCarthy
H-10% M-55% L-35%
Stat.-8 1,2

Q/A, Inc. Market Research
Fayetteville Mall
N. Burdick St.
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 Dr.
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 Rte. 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

Triangulate the most comprehensive market in America

FROM OUR THREE PRIME LOCATIONS



Your Key to Ethnic Marketing

Dense, diverse and enormously rich, metropolitan New York is like no other market in America. But, to penetrate it, you've got to know the angles. And how to make them work for you.

That's where EMK can help

From our three full-service mall facilities in Jersey City, Queens, the Bronx, we can help you evaluate virtually any ethnic, specialized or mainstream market segment.

Whether your focus is inward toward the city or outward toward the suburbs, call EMR. We've got the reach, the range and the rapport to give you fresh new perspectives on this vital region.

From any angle you could ask for.

Ebony Marketing Research, Inc.
2100 Bartow Avenue
Baychester, NY 10475

Phone: 718-217-0842 Fax: 718-320-3996

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

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 Ave.
Charlotte, NC 28212
Ph. 704-536-6067
Fax 704-536-2238
Contact: Curtis Cates
H-20% M-60% L-20%
Stat.-10 1,2,3,4

Cunningham Field Service
Eastridge Mall, #E-120
246 N. 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 704-544-0654
Contact: Marisa Pope
H-60% M-30% L-10%
Stat.-7 1,2,3,4
(See advertisement on p. 32, 53)

Greensboro

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 Dr.
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

Cunningham Field & Research Services, Inc.
Cary Towne Center
1105 Walnut St., Ste. E103A
Cary, NC 27511
Ph. 919-469-5221
Fax 919-319-6067
Contact: Christy Haney
Income-N/A
Stat.-N/A

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. 17)

OHIO

Akron

Cunningham Field & Research Services, Inc.
Chapel Hill Mall
2000 Brittain Rd., Ste. 465
Akron, OH 44310
Ph. 216-630-1627
Fax 216-630-1629
Income-N/A
Stat.-N/A

Opinion Centers of Akron
Summit Mall, #200
3265 W. Market St.
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

Assistance In Marketing, Inc.
Northgate Mall
633A Colerian Ave.
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 Rd.
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.
Eastgate Mall
4601 Eastgate Ave.
Cincinnati, OH 45245
Ph. 513-793-4223
Fax 513-793-9117
Contact: Lynn Caudill
H-30% M-60% L-10%
Stat.-6 1,2,3,4

Consumer Pulse of Cincinnati
Forest Fair Mall
514 Forest Fair Dr.
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

T.I.M.E. Market Research
Florence Mall
1150 Florence Mall
Florence, KY 41042
Ph. 606-283-1232
Fax 606-283-1247
Contact: Karen Geeding
H-10% M-70% L-20%
Stat.-6 1,2,3,4

Cleveland

Cleveland Survey Center
Richmond Mall
691 Richmond Rd.
Cleveland, OH 44143
Ph. 216-461-6898
Fax 216-461-9525
Contact: Joan Miller or Sue Dobrski
H-20% M-60% L-20%
Stat.-8 1,2,3,4
(See advertisement on p. 67)

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

Heakin Research, Inc.
Severance Town Center
3542 Mayfield Rd.
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., Ste. 100.43
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
(See advertisement on p. 32)

Opinion Centers America
Great Northern Mall
924 Great Northern Mall
North Olmsted, OH 44070
Ph. 216-779-3050
Fax 216-779-3060
Contact: Mary Laughlin
H-30% M-60% L-10%
Stat. -10 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.
Brice Outlet Mall
5891 Scarborough Blvd.
Columbus, OH 43232
Ph. 614-486-6746
Fax 614-486-9958
Contact: Judy Frederick
H-30% M-60% L-10%
Stat.-4 1,3

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

U.S. Research Company
Woodville Mall
3725 Williston Rd.
Northwood, OH 43619
Ph. 708-520-3600
Fax 708-520-3821
Contact: Larry Clark
Income-Middle
Stat-NA 1,2,3,4

OKLAHOMA

Oklahoma City

Ruth Nelson Research Services/
Oklahoma City Research
Quail Springs Mall
2501 W. Memorial Dr.
Oklahoma City, OK 73134
Ph. 405-752-4710
Fax 405-752-2344
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. Expy. #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. 17)

Tulsa

Cunningham Field Services
Promenade Mall
4107 S. Yale
Tulsa, OK 74135
Ph. 918-664-7485
Fax 918-664-4122
Contact: Roberta Cunningham
H-30% M-60% L-10%
Stat.-6 1,2,3

OREGON

Eugene

Gargan Research
Gateway Mall
3000 Gateway St., #810
Eugene, OR 97477
Ph. 503-234-7111
Fax 503-233-3865
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 pp. 18, back cover)

Consumer Opinion Services, Inc.
Three Rivers Mall
351- Three Rivers Dr.
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 pp. 18, back cover)

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

A Tradition of Quality & Service



Permanent Regional Mall

- 15 secure stations
- 8 386 PC stations
- test kitchen

Telephone Center

- 30 telephone stations
- 10 386 PC stations
- sampling and data reduction
- off premise monitoring

Pre-Recruit Center

- focus group suite
- 1 on 1 suite
- full test kitchen
- 20'x40' CLT area

Field Management

- quantitative and qualitative

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

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 pp. 18, back cover)

Consumer Opinion Services, Inc.

Jantzen Beach Mall
1206 Jantzen Beach Center
Portland, OR 97217
Ph. 206-241-6050
Contact: Diane Revia
H-20% M-65% L-15%
Stat.-8 1,2,3
(See advertisement on pp. 18, back cover)

Data Unltd., Inc.
Mall 205
9900-A S.E. Washington
Portland, OR 97216
Ph. 503-256-0987
Fax 503-253-4442
Contact: Cheryl Mayfield
Income-NA
Stat.-8 1,2,3,4

PENNSYLVANIA

Philadelphia

Car-Lene Research, Inc.
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. 610-825-6636
Fax 610-825-6805
Contact: Eleanor Yates
H-20% M-60% L-20%
Stat.-15 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. 610-565-8840
Fax 610-565-4403
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. 610-565-8840
Fax 610-354-9186
Contact: Kathleen McCarty
H-40% M-40% L-20%
Stat.-4 1,3
(See advertisement on p. 69)

Mar's Surveys, Inc.

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-30% M-40% L-30%
Stat.-6 2,3,4

Quality In Field

Leo Mall
11725 Bustleton Ave.
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. 17)

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. 17)

J. Reckner Associates
Montgomery Mall
N. Wales, PA 19454
Ph. 215-822-6220
Fax 215-822-2238
Contact: Frances Grubb, President
Income-Mid to Upper Income
Stat.:15 1,2,3,4
(See advertisement on p. 32, 68)

TMR, Inc.
Springfield Mall
1200 Baltimore Pike
Springfield, PA 19064
Ph. 610-328-1147
Fax 610-328-0678
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: Larry Clark
Income-Middle
Stat.:NA 1,2,3,4

Pittsburgh

Car-Lene Research, Inc.
Monroeville Mall
Monroeville, PA 15146
Ph. 412-373-3670
Contact: Stacey Stanford
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: Sandy Tuttle
H-30% M 45% L-25%
Stat.-13 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

C. Truxell Research
Parkway Center Mall
1165 McKinney Ln.
Pittsburgh, PA 15220
Ph. 412-921-0550
Fax 412-921-1922
Contact: Christine Truxell
H-20% M-65% L-15%
Stat.-8 2,3,4

JRP
Marketing
Research

CAPABILITIES
FACILITIES
SOLIO 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 (610) 565-8840.

JRP—Research With Confidence

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

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
 Fax 401-434-9219
 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. 17)

SOUTH CAROLINA

Charleston

Bernett Research Services, Inc.
 Northwoods Mall, E1B
 2150 Northwoods Blvd.
 Charleston, SC 29418
 Ph. 803-553-0030
 Fax 803-553-0526
 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 Dr.
 N. 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 Rd.
 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 Dr.
 Maryville, TN 37801
 Ph. 615-281-0038
 Fax 615-281-2250
 Contact: Sylvia Hill
 H-10% M-50% L-40%
 Stat.-3 1,2,3

T.I.M.E. Market Research
 East-Towne Mall
 3029-B Mall Rd. N.
 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

The Friedman Marketing Organization
 Consumer Opinion Center
 Lakeland Mall
 3536 Canada Rd.
 Arlington, TN 38002
 Ph. 901-377-6774
 Fax 901-377-9287
 H-30% M-50% L-20%
 Stat.-11 1,2,3,4

The Friedman Marketing Organization
 Consumer Opinion Center
 Southland Mall
 1285 Southland Mall
 Memphis, TN 38116
 Ph. 901-398-9116
 H-20% M-60% L-20%
 Stat.-N/A 1,2

Heakin Research, Inc.
 Hickory Ridge Mall
 Memphis, TN 38115
 Ph. 901-360-0400
 Contact: Katy Hatzen
 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
 H-40% M-50% L-10%
 Stat.-8 1,2,3
 (See advertisement on p. 57)

Jackson Associates, Inc.
 Cool Springs Galleria
 1800 Galleria Blvd.
 Franklin, TN 37064
 Ph. 404-394-8700
 Fax 615-771-7071
 Contact: Marisa Pope
 H-60% M-30% L-10%
 Stat.-9 1,2,3,4
 (See advertisement on p. 32, 53)

Quality Controlled Services
 Harding Mall
 4050 Nolansville Rd., Ste. 416
 Nashville, TN 37211
 Ph. 615-333-5996
 Fax 615-333-5997
 Contact: Marilyn Miller
 H-15% M-75% L-10%
 Stat.-NA 1,2,3,4
 (See advertisement on p. 5)

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. 17)

TEXAS

Amarillo

Opinions Unlimited, Inc.
 Westgate Mall
 7701 W. 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 pp. 71, back cover)

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. 17)

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. 17)

Dallas/Ft. Worth

Car-Lene Research, Inc.

Richardson Square Mall
Richardson, TX 75081
Ph. 214-783-1935
Contact: Sandra Lande
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, Inc.

Vista Ridge Mall
2400 S. 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

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
(See advertisement on p. 32)

Probe Research, Inc.

Northeast Mall
Rte. 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
(See advertisement on p. 32)

Probe Research, Inc.

Red Bird Mall
3662 Camp Wisdom Rd.
Dallas, TX 75237
Ph. 214-241-6696
Fax 214-709-0317
Contact: Richard Harris
H-25% M-50% L-25%
Stat-6 3
(See advertisement on p. 32)

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
(See advertisement on p. 32)

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
(See advertisement on p. 32)

Quality Controlled Services

Ridgmar Mall
1736 Green Oaks Rd.
Ft. Worth, TX 76116
Ph. 817-738-5453
Fax 817-763-8600
Contact: Kitty Case
H-17% M-45% L-38%
Stat-8 1,2,3
(See advertisement on p. 5)

Savitz Research Center

The Parks at Arlington Mall, #2053
3811 S. Cooper
Arlington, TX 76015
Ph. 817-467-6437
Fax 817-467-6552
Contact: Harriet Silverman
H-48% M-33% L-19%
Stat-10 1,2,3,4

El Paso

Aim Research
Cielo Vista Mall
8401 Gateway W.
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 Expy.
Texas City, TX 77591
Ph. 409-986-6985
Fax 409-986-5378
Contact: Chad Klass
H-25% M-38% L-37%
Stat-7

Creative Consumer Research, Inc.

Westwood Mall
9000 Bissonnet
Houston, TX 77036
Ph. 713-779-5210
Fax 713-240-3497
Contact: Patricia Pratt
H-30% M-40% L-30%
Stat-8 2

Creative Consumer Research, Inc.

Deerbrook Mall, #1122
20131 Hwy. 59
Humble, TX 77338
Ph. 713-240-9646 or 779-5210
Fax 713-240-3497
Contact: Patricia Pratt
H-65% M-20% L-15%
Stat-10 1,2,3,4

OPINIONS / unlimited



Westgate Mall
What Makes Us Different,
Makes Us Better

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

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CODES:

Mall description

- H.....est.% of mall customers in high income bracket (+\$60,000)
- M.....middle income (\$30,000-00,000)
- 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

Cunningham Field & Research Services, Inc.
The Woodlands Mall
1201 Lake Woodlands Dr.
Woodlands, TX 77380
Ph. 713-363-9112
Contact: Debra Wilson
Income-N/A
Stat.-N/A

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

Heakin Research, Inc.
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-30% M-60% L-10%
Stat.-NA 1,2,3,4
(See advertisement on p. 5)

Quick Test, Inc.
Sharpstown Center, Ste. 762
7500 Bellaire Blvd.
Houston, TX 77036
Ph. 713-988-8988
Fax 713-988-1781
Contact: Melodie Henderson, Manager
H-40% M-50% L-10%
Stat.-6 1,2,3,4
(See advertisement on p. 17)

San Antonio

Creative Consumer Research
Central Park Mall
622 Loop 410 W., Ste. 292
San Antonio, TX 78216
Ph. 210-308-0231
Fax 210-680-9900
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. 210-673-0802
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 S.W. Military Dr.
San Antonio, TX 78224
Ph. 210-921-9500
Fax 210-680-9906
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
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. 17)

UTAH

Salt Lake City

Ruth Nelson Research Services/
Utah Market Research
Crossroads Plaza Mall
50 S. Main St.
Salt Lake City, UT 84144
Ph. 801-363-8726
Fax 801-321-4904
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. 17)

WASHINGTON

Seattle/Tacoma

Comprehensive Research Group, Inc.
Northgate Mall, #220
555 Northgate Mall
Seattle, WA 98125
Ph. 206-362-7087
Fax 206-364-6869
Contact: Matt Riechart
H-60% M-30% L-10%
Stat.-7 3,4

Consumer Opinion Services, Inc.
Everett Mall
1402-S.E. Everett Mall Way
Everett, WA 98208
Ph. 206-241-6050
Fax 206-742-4100
Contact: Maureen Barbee
H-15% M-70% L-15%
Stat.-10 1,2,3
(See advertisement on pp. 18, back cover)

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 pp. 18, back cover)

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 pp. 18, back cover)

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

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. 17)

U.S. Research Company
Alderwood Mall, Store #374
3000 184th St. S.W.
Lynnwood, WA 98036
Ph. 206-774-2151
Fax 206-771-4089
Contact: Larry Clark
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 pp. 18, back cover)

WEST VIRGINIA

Huntington

McMillion Research Service
Huntington Mall
290 Mall Rd.
Barboursville, WV 25504
Ph. 304-733-1643
Fax 304-733-0472
Contact: Barbara Kiddy
H-33% M-48% L-19%
Stat.-7 1,2,3,4
(See advertisement on p. 32)

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 Rd.
Eau Claire, WI 54701
Ph. 715-836-6580
Fax 715-836-6584
H-25% M-55% L-20%
Stat.-11 1,2,3,4

Green Bay

Wisconsin Research Inc./Green Bay
Port Plaza Mall
300 Main St.
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 W. Wisconsin Ave.
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

LeiniSpeigelhoff, Inc.
Southridge Shopping Center
5300 S. 76th St.
Greendale, WI 53129
Ph. 414-421-9048
Fax 414-421-5163
Contact: Lois Opine
H-35% M-45% L-20%
Stat.-10 1,2,3,4

Mazur/Zachow Inc.
Bay Shore Mall
5900 N. Port Washington Rd.
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

L.M.L. Market Research Services Ltd.
Surrey Place Mall
2562 Surrey Place, Ste. 400B
Surrey, BC V3T 2W1
Ph. 604-589-3394
Fax 604-299-6056
Contact: Lila Litwinson
H-10% M-50% L-40%
Stat.-4 2,3,4

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

Cantest Research Services
Bayfield Mall
320 Bayfield St.
Barrie, ON L4M 3C1
Ph. 416-928-9122
Fax 416-928-2163
Contact: Peter Steyn
H-20% M-60% L-20%
Stat.-5 2,3

Cantest Research Services
Bowmanville Mall
243 King St. E.
Bowmanville, ON
Ph. 416-928-9122
Fax 416-928-2163
Contact: Peter Steyn
H-30% M-50% L-20%
Stat.-N/A

Cantest Research Services
Lawrence Square
700 Lawrence Ave. W.
North York, ON M6A 1B6
Ph. 416-928-9122
Fax 416-928-2163
Contact: Peter Steyn
H-30% M-40% L-30%
Stat.-5 3

Cantest Research Services
Westside Mall
2348 Eglinton Ave. W.
Toronto, ON M6M 1F6
Ph. 416-928-9122
Fax 416-928-2163
Contact: Peter Steyn
H-20% M-55% L-25%
Stat.-4 2,3

CSU Marketing/Canadian Viewpoint
Mapleview Mall
900 Maple Ave.
Burlington, ON L7S 2J8
Ph. 905-770-1770
Contact: Carol Udell
H-30% M-55% L-15%
Stat.-6 1,3

CSU Marketing/Canadian Viewpoint
Meadowvale Town Centre
6677 Battleford Rd.
Mississauga, ON L5N 3R8
Ph. 905-770-1770
Contact: Carol Udell
H-20% M-70% L-10%
Stat.-4 1,3

CSU Marketing/Canadian Viewpoint
Hillcrest Mall
9350 Yonge St., Ste. 009
Richmond Hill, ON L4C 5G2
Ph. 905-770-1770
Contact: Carol Udell
Income- Middle
Stat.-3 1,2,3,4

CSU Marketing/Canadian Viewpoint
Centrepont Mall
6464 Yonge St., Ste. N5
Toronto, ON M2M 3X4
Ph. 905-770-1770
Contact: Carol Udell
H-30% M-60% L-10%
Stat.-3 1,2,3,4

Research House Inc.
Harwood Place Mall
314 Harwood Ave. S.
Ajax, ON L1S 2J1
Ph. 416-488-2328
Fax 416-488-2391
Contact: Paul Gauthier
H-20% M-65% L-15%
Stat.-3 1,2,3

Research House Inc.
Five Points Mall
285 Taunton Rd.
Oshawa, ON L1G 3V2
Ph. 416-488-2328
Fax 416-488-2391
Contact: Paul Gauthier
H-25% M-60% L-15%
Stat.-3 1,2

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

Research House Inc.
Don Mills Centre
939 Lawrence Ave. E.
Toronto, ON M3C 1P8
Ph. 416-488-2328
Fax 416-488-2391
Contact: Paul Gauthier
H-60% M-30% L-10%
Stat.-3 1,2,3,4

Research House Inc.
Whitby Mall
1615 Dundas St. E.
Whitby, ON L1N 2L1
Ph. 416-488-2328
Fax 416-488-2391
Contact: Paul Gauthier

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

Thompson Lightstone & Co. Ltd.
Bramalea City Centre
Dixie Rd. & 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
Fax 514-725-0308
Contact: Nancy Lefebvre
H-60% M-30% L-10%
Stat.-3 1,2,3,4

Stanley

continued from p. 9

home-decorating item. Most packaging was basic even though verbiage suggested that the mirror doors would make homes appear bigger and brighter. Products other than standard stock items (the low-cost metal-framed model) weren't available.

Consumer audiences

Participants in the consumer research included current mirror door owners, those who had considered mirror doors, and people who had never considered them but were doing some type of remodeling that used mirror doors. The discussion format was similar among the three groups and included awareness and/or use of mirror doors, the purchase-decision

process, brand and quality perceptions, installation issues, review of products and current point-of-sale materials.

Prospects associated closets and doors with things they'd like to hide and mirrors with positive images such as light, airiness and decorative themes. Most hadn't considered mirror doors as a means of enhancing decor because they hadn't been exposed to products used in this capacity. (In general, consumers' awareness of mirror doors was low.) Some were concerned that the mirrors might break even though most had safety backings.

Among mirror door purchasers, quality and style were the most important considerations. Price was a consideration, but finding the appropriate decor solution was more im-

portant. Women were especially influenced by the decor value of products.

Respondents said they got their remodeling ideas from decorating magazines, model homes, do-it-yourself/remodeling television programs, friends and relatives and from seeing products in stores.

Positive reaction

Consumers were unaware of the brands of mirror doors, but most reacted positively to the Stanley name as a potential manufacturer, especially prospective buyers. It was clear that Stanley's reputation and trustworthiness would help customers overcome their lack of awareness of the product.

Consumers had some difficulty defining quality in mirror door prod-

ucts, especially regarding the quality of the mirror. DIY installers felt quality had more to do with construction — how the mirror moved, the hardware tracks and the mechanisms. To others, the beveling, the handle detail and how the pieces were finished were primary indicators of quality. To all, mirror door quality depended on finish details, the different pieces and parts of the product they could see and interact with.

Decorative, costlier models preferred

The six mirror doors supplied by Stanley for the focus groups included a metal-trimmed model, frameless and bevel-edged models without trim, and mirror doors with wood frames. Most consumers preferred the more decorative and costlier models — either the bevel-edged or the wood-framed ones. Suggested prices for these products were, in general, higher than prices of models available in the market at the time.

The research showed that the in-store merchandising materials available at the time did not overcome barriers to purchase. They did not answer consumer questions concerning safety, installation or product availability. Consumers could not effectively examine the product at the point of sale. Overall, the product and information display were confusing.

The pros

Though some of the research involved interviews with home builders and contractors, greater emphasis was placed on people with remodeling experience because the remodeling market seemed to hold the greatest potential.

Builders and contractors were more aware of mirror door products than consumers were. Many had seen mirror doors in middle- to upper-class homes, where designers or architects had called for their installation, and in smaller homes, where they were used to enhance room size. In some cases, contractors and builders recommended the product because mir-

ror doors positively influenced the outcome of a project.

The pros most often bought mirror doors at large retail outlets and lumberyards (Home Depot, Lowe's), as well as at smaller specialty retail locations. Mirror doors were more popular on the West Coast and in the Midwest than on the East Coast. Quality, style and price influenced purchase. Builders were more concerned about price than contractors were.

All of the professionals wanted no "callbacks" on projects, so they stressed that mirror doors should work well and consistently (high quality, low breakage, and good safety backing), and be readily available (five-day to two-week delivery).

Professionals felt the brand name bore significant relevance when it came to reliability and warranty issues. Monarch had some equity as a dependable brand, but it also had a reputation for using lower-quality hardware. The Stanley brand (and hardware) in mirror doors was a benefit, but Stanley was not known as a manufacturer of decor products.

Like consumers, most professionals felt their customers would prefer mirror doors with wood frames, which offered more pizzazz and more value. Professionals were surprised at the variety of Monarch products and suggested several design enhancements to make the products more appealing to consumers.

Retailers, distributors

Focus groups with members of the trade included distributors, buyers for retail hardware and home center stores and Stanley employees. Participants discussed trends affecting mirror doors, brand issues, merchandising and packaging issues and financial and sales issues.

Trade audiences felt mirror doors presented a significant market opportunity. They felt current lines were filled with unimaginative products, and improvement in middle- to upper-end products would ensure growth. Hardware and home center retailers were planning to expand the

retail space devoted to decor-type products and mirror doors fit the bill nicely.

The respondents said that the Monarch name had plenty of trade equity. Monarch was known for having good-quality products and group participants felt the company was more responsive to retailers than some of its competitors. Reaction to Stanley's purchase of Monarch was positive but cautious. Retailers wanted Stanley to bring the benefits of working with a large company to the business but didn't want to lose the market responsiveness provided by Monarch, a company that knew the mirror door business.

Like consumers, retailers identified problems with current in-store merchandising efforts. They wanted manufacturers to provide a greater selection of products and displays and other merchandising efforts that differentiated the various manufacturers' offerings. Repositioning the product and improving packaging and merchandising were important and integral to growth and success, retailers said. The current line needed help with imagery, packaging and in-store merchandising. ("I sell the line and I don't understand it very well," one respondent said.)

Market opportunity and implementation

After reviewing research findings, Stanley repositioned the line as a decorating rather than a hardware product because the decor value of mirror doors was more important to consumers than the hardware used in their construction.

The company felt that satisfying prospects' needs at the point of sale would increase sales both in the product category overall and in products that provided more value to consumers.

Both the Stanley and Monarch names were retained because each played an important role for retailers and consumers. The use of Stanley hardware in the product was a benefit, but it wasn't the key selling mes-

sage. Stanley gave consumers confidence in the products and Monarch reassured the trade that the business of mirror doors was an independent entity at Stanley.

The Stanley/Fitch team worked together to explore ways to improve the product appearance and to develop effective methods of improving product fit and finish. More attention was given in product quality reviews to the product details that were important to consumers.

To reposition the line and emphasize the decor angle, Fitch and Stanley reviewed all products in the Stanley line and created four product categories based on the way consumers selected mirrors, with names reflecting the decor elements:

Basic: metal-framed doors in one color and four sizes

Accent: better-value metal frames, thicker glass, color options, improved hardware (special order item)

Prism: frameless, beveled products, improved hardware (special order item)

Woodwork: wood-framed products, variety of styles, improved hardware (special order item)

With a revamped product line, Stanley and Fitch designed and developed a merchandising system that worked well in decor-driven design centers as well as in the traditional hardware section of a store. The system made it possible for retailers to select specific products as part of a core offer or as part of a special-order program. This ensured retail differentiation and improved competitive positioning. Consumers could easily see what mirror doors were in stock from a design and size perspective. The system also included different design scenarios for using mirror doors, product line differences and safety and installation information.

The packaging system was an extension of the merchandising system and focused on helping consumers find the model and size of mirror door they wanted. When choosing mirror doors, consumers could easily see which designs and sizes were available. The system included different design scenarios for using mirror doors, information on product line differences and safety and installation information.

The packaging system also made restocking easier, reducing out-of-stock situations. Special-order forms made it easier for consumers to order without having to depend on in-store personnel for assistance.

Mission accomplished

Thus far, it appears Stanley and Fitch have met all of their original goals. The product line is well differentiated and the selling system has been thoroughly explained to retailers. The system is easy to understand and use, and it solves both consumer and retailer needs better than competitors' plans. Sales have increased dramatically in the special-order business and the basic line no longer represents the largest proportion of retail sales. The success of Stanley Monarch mirror doors reflects how much a research provider and client can accomplish by working closely on a thorough, wide-ranging project. □

Classified Ads

Market Research

Barakat & Chamberlin, a leading economic and management consulting firm, headquartered in Oakland, California, with seven offices nationwide, is seeking a project manager level consultant with extensive market research experience for its Washington D.C. office. Responsibilities will include planning & evaluation of marketing and energy-efficiency programs in the utility industry.

Qualified candidates will have a masters degree in a social science, economics or related field and 5-7 years of experience in applied economic research or market research using advanced qualitative and quantitative methods. Knowledge of computer software for statistical analysis is a must. Experience in management and coordination of research projects is highly desirable. Travel is required. Please send your resume, including salary requirements to **Jennifer Gray, Barakat & Chamberlin, Inc.**, 1800 Harrison St., 18th Floor, Oakland, California 94612

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The U. S. DEPARTMENT OF TRANSPORTATION announces a program of research on consumer acceptance of **Intelligent Transportation Systems (ITS)**. ITS is based on the application of advanced technology, including communications, electronics, and information processing, to increase the safety, efficiency and convenience of the transportation system for consumers and other users. ITS is a major initiative of USDOT, state and local governments, and firms seeking to market products and services in the emerging ITS market. Knowledge about consumer acceptance will be important to the successful deployment of ITS.

Very shortly, USDOT will publish a **Request for Proposal** for research on ITS and consumers. Firms with expertise in **marketing research and consumer behavior** may wish to respond to the USDOT solicitation. Although federal procurement regulations prohibit discussion of details about the prospective research, multiple awards are anticipated. The solicitation will span a range of ITS services targeted at users of private vehicles, at transit riders, and at intermodal users. The ITS services encompass a variety of applications, including but not limited to information services, safety and security services, personalized public transit, and electronic payment.

Firms interested in responding to the RFP should have skills and experience in consumer research, especially in research on technological innovations. Firms should have experience in applying a variety of methodologies, such as focus groups, surveys, and test laboratory or clinic-type research. Experience in one or more aspects of transportation is highly desirable, such as in the automotive, transit, and toll industries. Teaming or subcontracting will be considered.

A firm can be put on the mailing list to receive a copy of the RFP when it is issued. To do so, please send two self-addressed gummed labels for each copy of the RFP you request. Mail to:

Federal Highway Administration
400 Seventh Street, SW.
Washington, DC 20950

Attn: Deborah Ridgely, HCP-40D
Solicitation #DTFH61-95-R-00016

Trade Talk

continued from p. 78

gional differences in both run of the mill consumer categories (smokers, dog and cat owners) and more offbeat ones (people who spend more than \$10 at Tupperware parties). The second half contains snapshots of the nation's 209 consumer markets — as defined by Arbitron's ADIs — featuring key demographics and a list of what's hot/what's not in consumer goods, food, cars, politics, TV shows, etc.

Obviously geared toward a general audience, the book probably doesn't hold any surprises for the marketing pro, but if you need quick information on an ADI or two it will come in handy. And, like *Clustering*, the book is fun to read thanks to Weiss' breezy, informal style.

* * *

Last but definitely not least is *The Focus Group*, by Jane Farley Templeton, director of Choice Points, a New York research firm. She has more than 25 years' experience with focus groups.

The Focus Group is one heck of a book, a well-written, informative examination of all aspects of focus groups, from recruiting to report writing. It offers philosophical and practical advice that should be useful to both newcomers and veterans.

In chapters like "How to Be the Best Possible Client/Researcher" and "Coping With Problem Groups," Templeton gets her points across with a clarity that's uncommon in marketing/business books, many of which are stuffed with vague puffery. She knows what she's talking about so she doesn't have to resort to business-speak.

Templeton relates her war stories and how-to information in an intelligent style that informs and gently

instructs. Some sections have a memoir-like feel, but the stories always have a point. Moderators will no doubt find plenty to relate to in these pages, while those who hire moderators will learn how a good one approaches the balancing act that is the focus group.

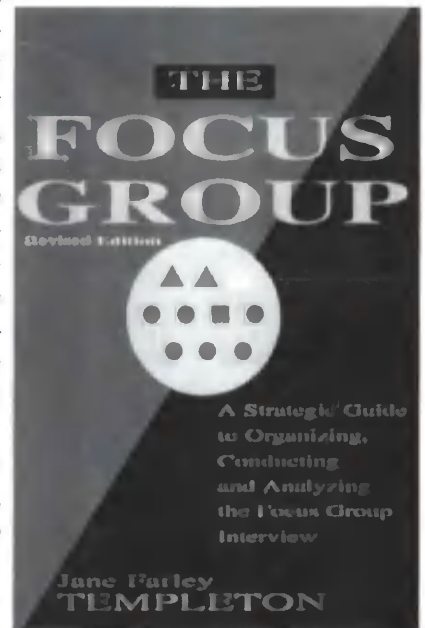
Reading this book made me think about focus groups the same way I do about driving to work some mornings: With so many opportunities for disaster all around, it's amazing everything works as well as it does. From the moderator's appearance and demeanor to the analysis of the final report, there are a million chances for misinterpretation and misunderstanding, for accidents to happen. They most assuredly do happen, but more often than not, the process works.

As Templeton writes, "With experience comes the awareness of how many separate people, each performing an integral function within a narrow range of tolerance, and of how many lucky meshings of function and fortuity go into a smoothly run focus group. Recruiting must be impeccable, planning thorough, communication between client and moderator as good as humanly possible, and emotional commitment warm. On top of all that, the weather must be good enough to not stall flying schedules or present obstacles to panel members, but on the other hand, not so good that panel members will play hooky and go fishing, or that client sportsmen will be strongly tempted to try the golf course in the vicinity they've heard so much about. Finally, the respondents themselves must not know each other too well or hate one another (or the moderator) on sight. If all of these factors are favorable, the group should go well."

Sounds easy, doesn't it? □

The Focus Group (\$27.50 hardcover, 325 pages) by Jane Farley Templeton and *Segmenting the Women's Market* (\$32.50 hardcover, 346 pages) by E. Janice Leeming and Cynthia F. Tripp, are published by Probus Publishing, Chicago. To order call 800-776-2871.

Latitudes & Attitudes (\$29.95 hardcover, 224 pages) by Michael J. Weiss is published by Little, Brown and Co., New York.



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Trade Talk

By Joseph Rydholm/QMRR editor

Homemakers, smokers and moderators

The books are piling up so high I can barely see my Mac! This round of reviews includes a look at the women's market, a unique atlas of America and confessions of a moderator.

E. Janice Leeming and Cynthia F. Tripp are president and vice president, respectively, of About Women Inc., a publishing company that helps companies market to women. Their book, *Segmenting the Women's Market*, contains portraits of the lifestyles and consumption habits of 13 ethnic and demographic segments of the women's market, from Asian-American women to homemakers. The authors have taken pains to avoid breaking down the women's market into tiny sub-groups — which is a danger that few of niche marketing's champions acknowledge. Take the niche idea too far, Leeming and Tripp say, you'll end up with groups such as "mid-life working boomer lesbians."

Instead, they focus on segments that they describe as "eminently targetable," providing data and insights into buying motivation from a wealth of sources, including



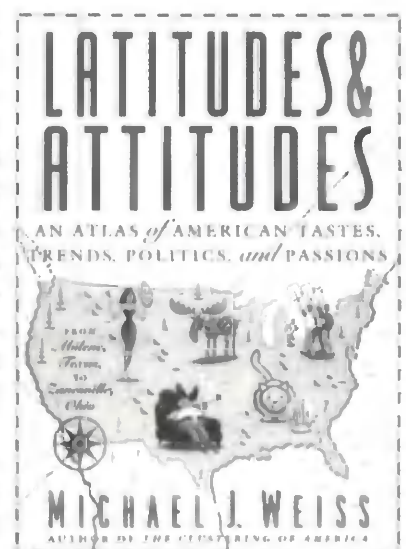
books, magazine articles, research company data and government studies. Since the book is loaded with facts and figures, each chapter ends with a list of the addresses and phone numbers of sources cited so you can contact them should something pique your interest.

If it's part of your job to market to one of these segments, I think you'll find this book useful and informative.

Some years back I reviewed Michael J. Weiss' *The Clustering of America*, in which Weiss used Claritas' PRIZM system to profile U.S. consumers based on where they live, what they eat, etc. He's taken the same approach with his new book, *Latitudes and Attitudes*.

The first half of the book is an atlas-style look at U.S. con-

sumption habits, using color-coded maps generated from Claritas and Simmons MRB data. The maps show re-



continued on p. 77

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- 1 The best seminar in marketing I've ever taken. Very timely. The content is absolutely excellent. Speaker - excellent, engaging. It's nice to have someone who can help us to understand... Finally, a marketing seminar which is both in-depth and practical.
Director of Market Research, Faultless Starch/Bon Ami
- 2 Fantastic - I finally understand the stuff that good college professors could not explain if their lives depended on it. Great manual. Speaker is really great - I have learned more from him in 2 days than I did in 2 years in grad school!
Market Administrator, GTE Directories
- 3 If the wealth of information, knowledge and understanding I walked away with could be converted to money, I would be a millionaire from hereafter. I was never more impressed with an instructor and a seminar as I was with this. Workbook like none I have ever been exposed to - somewhat similar to the Encyclopaedia Britannica. Speaker dynamic, exciting, brilliant, showed tremendous interest in the subject as well as each participant.
Project Coordinator, General Foods
- 4 Super - best 2 day seminar I've ever had. Totally targeted. Best workbook I've seen in terms of walking away with a great memory jogger. Super speaker.
Manager, ICT Pharmaceuticals
- 5 I have listed more than 30 ideas for immediate implementation at my company. Outstanding speaker - expert, enthusiastic, as good a listener as he is a teacher.
Manager, Consumer Research, Heinz
- 6 Fantastic and on-track! The manual will be a great addition to our reference library! Praiseless! 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, Dew 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
- 9 "Intensive" is an understatement. But, I sure feel I got my money's worth. I got everything I came for, and more. Incredibly helpful and useful information. Terrific workbook. Unique instructor... someone who can "do" and "teach". Wonderfully enthusiastic.
Principal, Creative Focus
- 10 Incredible - better than I expected. "Biggest Bang for the Buck" of any seminar I've ever attended. Fantastic.
Marketing Research Analyst, Dupuy

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October-December 1994 dates precede the 1995 dates in the following list.

101. Practical Marketing Research Toronto Oct. 31-Nov. 2 New Orleans Nov. 21-23 San Antonio Dec. 12-14 Atlanta Jan. 9-11 New York Jan. 30-Feb. 1 Cincinnati Feb. 27-Mar. 1 Chicago Mar. 27-29 Cincinnati Apr. 17-19 Toronto May 1-3 Boston May 22-24 Chicago June 12-14 New York July 10-12 Cincinnati Aug. 7-9 Boston Sept. 11-13 Cincinnati Oct. 2-4 Boca Raton Oct. 16-18 Detroit Nov. 6-8 Cincinnati Dec. 4-6	501. Applications of Marketing Research San Antonio Dec. 15-16 Cincinnati Mar. 2-3 Toronto May 4-5 Chicago June 15-16 Cincinnati Aug. 10-11 Boston Sept. 14-15 Detroit Nov. 9-10
104. Questionnaire Construction Workshop Boca Raton Nov. 14-16 Atlanta Jan. 16-18 Cincinnati Mar. 6-8 New York Apr. 24-26 Boston June 19-21 Cincinnati Aug. 14-16 New York Sept. 25-27 Cincinnati Nov. 13-15	502. Product Research Cincinnati Feb. 21-22 Cincinnati July 6-7 Cincinnati Oct. 5-6
105. Questionnaire Design Boca Raton Nov. 17-18 Atlanta Jan. 19-20 Cincinnati Mar. 9-10 New York Apr. 27-28 Boston June 22-23 Cincinnati Aug. 17-18 New York Sept. 28-29 Cincinnati Nov. 16-17	504. Advertising Research New York Feb. 16-17 Cincinnati May 18-19 Boston July 27-28 Cincinnati Oct. 26-27
201. Focus Groups Chicago Oct. 20-21 New York Mar. 14-15 Boston Sept. 19-20	505. Segmentation and Positioning Research New York Feb. 14-15 Cincinnati May 16-17 Boston July 25-26 Cincinnati Oct. 24-25
202. Focus Group Moderator Training Cincinnati Dec. 6-9 Cincinnati Jan. 24-27 Cincinnati Feb. 21-24 Cincinnati Apr. 10-13 Cincinnati May 9-12 Cincinnati June 13-16 Cincinnati Aug. 29-Sept. 1 Cincinnati Oct. 3-6 Cincinnati Dec. 3-8	506. Customer Satisfaction Research Toronto Nov. 3-4 New York Feb. 23-24 Cincinnati Apr. 20-21 New York July 13-14 Boca Raton Oct. 19-20
203. Focus Group Applications Cincinnati Dec. 12-14 Cincinnati May 15-17 Cincinnati Dec. 11-13	601. Translating Data into Actionable Information Cincinnati Dec. 19-20 New York Feb. 2-3 Chicago Mar. 30-31 Cincinnati June 1-2 Chicago Sept. 7-8 Cincinnati Dec. 7-8
204. Qualitative Research Reports Cincinnati Dec. 15-16 Cincinnati May 18-19 Cincinnati Dec. 14-15	602. Tools and Techniques of Data Analysis Chicago Oct. 18-21 Cincinnati Dec. 6-9 Boston Jan. 24-27 Cincinnati Mar. 14-17 New York May 9-12 Atlanta July 11-14 Cincinnati Aug. 22-25 New York Oct. 10-13 Cincinnati Nov. 28-Dec. 1
301. Communicating Marketing Research Boston Nov. 7-9 Atlanta Feb. 6-8 Cincinnati Mar. 20-22 Boston May 31-June 2 New York July 17-19 Cincinnati Aug. 28-30 Chicago Oct. 30-Nov. 1	603. Practical Multivariate Analysis Cincinnati Nov. 29-Dec. 2 New York Feb. 7-10 Cincinnati Apr. 10-13 Atlanta June 6-9 New York Aug. 1-4 Boston Sept. 19-22 Cincinnati Nov. 7-10
401. Managing Marketing Research Boston Nov. 10-14 Atlanta Jan. 12-13 Cincinnati Mar. 23-24 Boston May 25-26 Cincinnati Aug. 31-Sept. 1 Chicago Nov. 2-3	701. International Marketing Research Cincinnati Oct. 10-11 Cincinnati Mar. 8-9 Boston June 26-27 Cincinnati Sept. 26-27
	702. Business to Business Marketing Research Cincinnati Apr. 5-7 Cincinnati Nov. 20-22
	Four-Week Certificate of Achievement Program Cincinnati Feb. 27-Mar. 24 Cincinnati Aug. 7-Sept. 1
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