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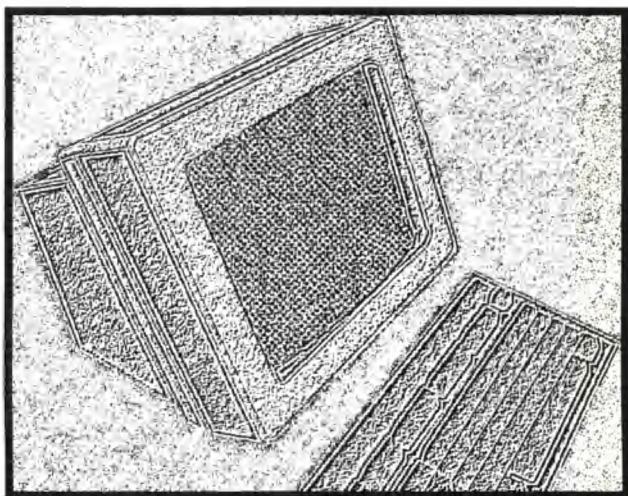
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Hold the caffeine, please

Nearly 20 percent of American households have at least one adult who is on a caffeine-free diet, according to a recent nationwide survey by Decision Analyst, Inc., Arlington, Texas.



Taken earlier this year, the survey found that 19.8 percent of the nearly 10,000 households randomly sampled had at least one adult on a caffeine-free diet. The percentage of households with at least one adult on a caffeine-free diet rises markedly after the age of 45, reaching a peak level of 24.1 percent in the 55 or older age group.

"Since the U.S. adult population, on average, is growing older, caffeine-free products will tend to grow in popularity during the next decade, especially among older women," says Jerry W. Thomas, president/CEO of Decision Analyst, Inc. "More than twice as many women as men are on caffeine-free diets. This survey provides further evidence that women are more health-conscious and more diet-conscious than men are," Thomas says. "Regardless of the type of diet (low-fat, low-sodium, low-calorie, etc.), a higher percentage of women are dieting, compared to men. Women tend to take better care of themselves than men do," Thomas adds. "That is probably one of the reasons women tend to live longer than men."

The survey found little difference

continued on p. 28

Public believes research is useful

Research on research shows that while refusals to cooperate in survey research are on the rise, respondents believe that research surveys serve a very useful purpose and that participating in surveys is in their own best interest. This surprising dichotomy was revealed in the Council for Marketing and Opinion Research (CMOR) Respondent Cooperation Survey, as reported in the June 1996 issue of *The Frame*, the newsletter of Survey Sampling, Inc., Fairfield, Conn.

The purpose of the survey was to help the marketing and opinion research industry better understand and address the problem of declining respondent participation in surveys. The sample for the CMOR study was donated by Survey Sampling. It consisted of 1,920 adults nationwide, of which 480 participated.

The CMOR study clearly shows that respondents think surveys provide an opportunity for feedback on products and services, but there are obstacles to participation that include the timing of the survey call, the subject matter, and the length of the interview.

Refusal rates increased from 53 percent in the 1992 Walker Industry Image Survey to 58 percent in the 1995 CMOR study. According to CMOR results, there's no large core of refusers. Among those who participated in the CMOR survey, 37 percent said they had refused another survey in the past year. CMOR concluded that "potential respondents come and go; you just can't get them all for a given study."

Three other facts were confirmed by the CMOR study: 1) Shorter interviews are better. 2) Incentives possibly help; 80 percent of those who were given an incentive said they would be willing to participate again, compared with 70 percent who received no incentive. 3) Disclosing interview length up front actually hurts and has no effect on future willingness to participate.

The amount of research conducted and telemarketing, which competes with research for the public's time, continue to grow. According to CMOR, 80 percent reported receiving a telemarketing call in the past year, and these people reported an average of about 16 such calls. In another survey, conducted among 1,000 adults nationwide by Issues and Answers Network, Inc. (I&A), an average of 28.3 telemarketing calls and 4.2 market research calls were received in the past year. The I&A survey showed that 70 percent of households own an answering machine and an average of 30 percent of calls are screened. I&A revealed that 56 percent of respondents agree that they screen calls because they receive too many telemarketing calls, whereas 36 percent screen calls because they receive too many market research calls.

For a copy of the CMOR Respondent Cooperation Survey, send a check for \$25 to CMOR, c/o Diane Bowers, 170 North Country Road, Port Jefferson, N.Y., 11777 or call her at 516-928-6206.

For a complimentary copy of "The Effects of Telemarketing on Marketing Research," send your request to Issues & Answers Network, Inc., c/o Carla Lindemann, 5151 Bonney Road, Virginia Beach, Va., 23462, or call 804-456-1100 or fax your request to 804-456-0377.





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Product & Service Update

Free software for researchers

Decision Analyst, Inc., Arlington, Texas, is offering its STATS statistical software free to researchers at corporations, non-profits, governmental entities and ad agencies. The Windows package performs several statistical functions, including generating random numbers, calculating sample sizes, computing the mean, standard deviation, standard error and range for keyboard-entered data, determining the standard error of proportion, performing significance tests between two percentages from independent samples and analyzing contingency tables. For a free copy, send a business card to Decision Analyst, 604 Avenue H East, Arlington, Texas, 76011-3100 or call 817-640-6166.

Software aids interviewer management for Ci2, Ci3 users

I/H/R Research Group has released CATIHelp software for Ci3 or Ci2 CATI. The software is designed to integrate employee timekeeping on a project-by-

project basis with complete facilities management, interviewer productivity evaluations and cost accounting. By integrating with the CATI files, CATIHelp produces up-to-the-minute status reports, time sheets, and hourly cost/expense breakdowns for every project step. The company plans to release future versions that will work with ACS-Query, other CATI systems and a stand-alone option for non-CATI operations. For more information call 888-CATI-HELP.

Market Facts adds IVR, expands TeleNation

Market Facts, Arlington Heights, Ill., has introduced an Interactive Voice Response (IVR) survey system, which allows consumers to participate in a wide variety of surveys any time of the day, any day of the week. Market Facts' IVR technology works with all types of telephone and is available in English, Spanish and French. The company has also added a second weekly wave to TeleNation, its national quantitative research study. The Monday-Wednesday wave, in addition to the original weekend wave, reaches a representative sample

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New Links

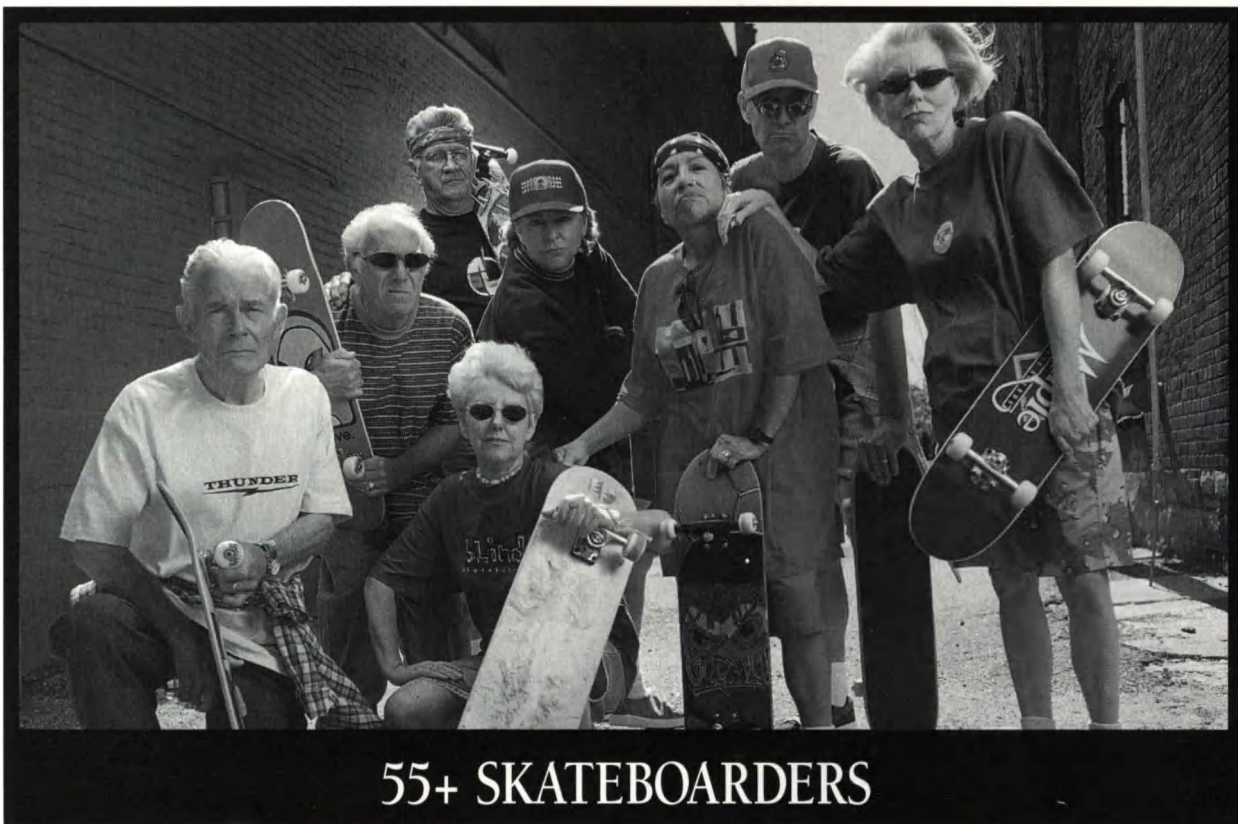
MRA GOES ON-LINE: The Marketing Research Association has introduced a Web site at <http://www.mra-net.org>. The site includes: links to research information sources; information on MRA membership, events and publications; a discussion forum; and updates on legislative issues affecting the research industry.

SITE PROVIDES INFO ON HEALTH CARE PROMOTION RESEARCH: Healthcare Communications, Inc. (HCI), a Princeton, N.J., firm providing strategic promotion planning to the pharmaceutical and related health care industries, has opened a Web site at <http://www.hciresearch.com>. Users can access information on HCI research findings, products and services, and trends in health care journal readership and medical promotion spending.

DEMOGRAPHICS ON THE WEB: Easy Analytic Software, Inc., Fresh Meadows, N.Y., has launched The Right Site for the Web, at <http://www.easidemographics.com>, that lets users access 476 traditional census variables including population, median age, median income and many more. The site features 90 ready-made business profiles and 66 ready-made personal profiles such as "Young and With Money" and "Bargain Seeker Markets." Twenty-nine quality of life variables, such as weather information, crime rates by type and cultural indexes, are also available to help businesses determine which geographic areas have high concentrations of potential customers. Access to the site is free. There are, however, premium areas where registered users pay fees for additional information.

Research Calendar

SAWTOOTH SEMINARS: Sawtooth Technologies will hold the following seminars near the company's offices in Evanston, Ill.: conjoint analysis, December 9-10; introduction to ACA/Sensus TradeOff, December 11; choice-based conjoint, December 12. The seminars are designed for researchers who have had little or no practical exposure to the techniques. With the exception of the one-day introduction to ACA/Sensus TradeOff, the classes are not training classes for Sawtooth Technologies products. For more information call Nicole Garneau at 847-866-0870 (fax 847-866-0876).



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*VeriFone
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product
concept*

By Joseph Rydholm
QMRR editor

VeriFone's products include electronic processing systems similar to the one shown here which are found in gas stations, restaurants, grocery and other retailers.

of time and distance

International research

If you have to conduct an international research project, it's certainly helpful if your company is already accustomed to the intricacies of global business. Management will be used to conference calls at odd hours, language barriers and the other hurdles you face when trying to communicate with people half a world away.

One company that would seem ideally set up for global research is VeriFone Inc., a Redwood City, Calif., maker of transaction automation products. VeriFone bills itself as a "virtual company," one that "operates continuously through traditional barriers of time and distance," according to company literature. About half of its 2,400 employees work outside the U.S., at the sales offices and development, manufacturing and distribution centers it operates in 16 countries on five continents.

The company's products, which include electronic payment processing systems found in gas stations, restaurants and grocery and other retailers, are used all over the world. Each of its administrative and technical employees is equipped with a PC or computer terminal, allowing them to "communicate around the clock via electronic mail and other information systems and tools."

Last year, during the development of a new product — a portable transaction terminal that facilitates payment by credit card, debit/ATM card or smart card — the company conducted a two-phase international research project to assess the viability of the concept.

The first phase consisted of a series of one-on-one interviews with merchants (whose customers would use the product), banks and financial institutions (who would provide the terminals to merchants), and competitors. The second phase was a quantitative survey, which was designed using findings from the qualitative research.

Interviews were conducted in the U.S., Canada, Germany, Taiwan, Singapore, China and Hong Kong, which were chosen by VeriFone managers to represent each of the company's sales regions: U.S., the Americas (South America and North America not including the U.S.), Europe/Middle East/Africa, and Asia-Pacific.

Preliminary conversations about the product's potential features with VeriFone sales people around the world were helpful but the company also wanted to talk to

customers in each of the regions. "The sales people were able to give us some feedback but it was important to get some customer input to help distinguish features that are nice-to-have versus must-have, and determine the price/feature ratio and the various markets' hot buttons," says Ida Wu, former group manager of product marketing,

"When doing international research you have to account for cultural differences, not just in terms of how you conduct the interview but in terms of how you phrase the question and how you build rapport, because that varies so much from country to country."

VeriFone Inc.

"The first phase was designed to be an open-ended, exploratory type of project, which would allow us to distill a set of information, including the economic climate of the region, perceptions of the technology, and perceptions of market trends five years ahead. We also wanted to present them with a very rough outline of what

continued on p. 42

Conducting research outside the United States: a primer



By Jacqueline Arsivaud

Editor's note: Jacqueline Arsivaud is principal, MDI Research, Inc., Carlsbad, Calif.

You just received the results of a major research study you conducted in the U.S., and you are presenting the recommendations to your executive team. Seemingly out of left field your V.P. of marketing asks: "Do those results apply outside the U.S.? Aren't we selling 40 to 50 percent of our widgets outside the United States borders? Then how come we don't know?"

After the requisite period of scrambling for suppliers and approaches, you find out what kept you from doing research internationally to begin with:

- Your preferred suppliers either don't do research internationally or merely subcontract the work to a foreign research company, which you are not comfortable with.
- Few if any U.S.-based companies specialize in international research and have their own company-owned offices in the key strategic geographies you want to survey.
- You've heard it before: "It costs twice as much and takes twice as long."

• Where do you begin to select a foreign-based research company? Let's assume your company will not fly you around the world so you can personally meet the staff and visit their operations. Do you go by references only? Do you start in a directory? Do you select a different firm in each country or in each region (for example Europe and the Pacific Rim)? How do you know they are any good, and that they will deliver what you need?

If you have ever been in a situation like the scenario sketched above, and maybe if you fear you might find yourself in that situation soon, then read on. We have distilled here decades of experience using and conducting international research to help you answer some key questions:

- Should your company extend its research efforts outside the U.S.? Can't you assume results would be similar? Is it worth it?
- Assuming you (or your management) decides to venture outside the U.S. borders, what are the options at your disposal to find a vendor? What are the pros and cons of each approach?
- Once you decide on a vendor, how do you evaluate them

fairly? How can you guarantee the outcome of the study will meet your internal clients' needs?

- What can you as the client provide the research vendor to maximize the chances of a successful international project once you have launched the study?
- Finally, what are the critical success factors in international research?

Step 1: Should we bother with international research?

The answer to this question of course should be dependent on your overall marketing strategy. The only purpose of research is to provide footing to make business decisions by building a framework of understanding on specific issues. Your marketing plan may not call for international research specifically, but ask yourself (and your product marketing team) the following questions:

- Do international sales represent at least 20 percent of our overall revenue?
- Are international markets growing at a faster rate than the U.S. market?
- Do we have the same competitive situation outside the U.S. in terms of players, relative share, relative positioning, as on the home court?
- Are any of our key competitors based outside the U.S.? Do they enjoy a home court advantage in a key foreign market which they could use as a test market to come after us here in the U.S.? Is a defensive strategy in order?
- Are we market share leaders in the U.S.? Have we reached a point in the domestic market where we have exhausted the avenues for further growth? In addition to or instead of looking at growing revenues through new product lines or lines of business, could we sell our current products in different regions?

- Do we know that our customers' fundamental user needs, or key purchase factors, are the same outside the U.S. as they are here? Are they more price sensitive or less price sensitive? Do they value certain features more than their U.S. counterparts, which could lead to more profitable differentiated products in certain key geographies? Do we need to re-examine our distribution strategy in those markets where there may be a different local structure or preference?

If the answer to any of these questions is "yes" or "we really don't know," then it would probably behoove your company to broaden its marketing focus from the U.S. exclusively to the rest of its current and potential markets.

Step 2: O.K., we'll try it. Now what are our options to conduct market research outside the U.S.?

Option A: Your current supplier(s)

Assuming that you already conduct research in the U.S., the typical first place to look is one of your preferred current suppliers. If they have a partnering relationship with you, they already understand your business, your markets, your

business objectives, and the best way to design research studies that will meet the needs of your internal clients. They already know, for example, that complex multivariate methodologies like conjoint are disliked by your V.P. of sales, and that the best way to present the results of a study is to first do a dry run of the results with your product marketing manager. You know your vendors are reliable and that you can depend on the quality of their results. Those are hopefully the reasons why you are doing business with them already.

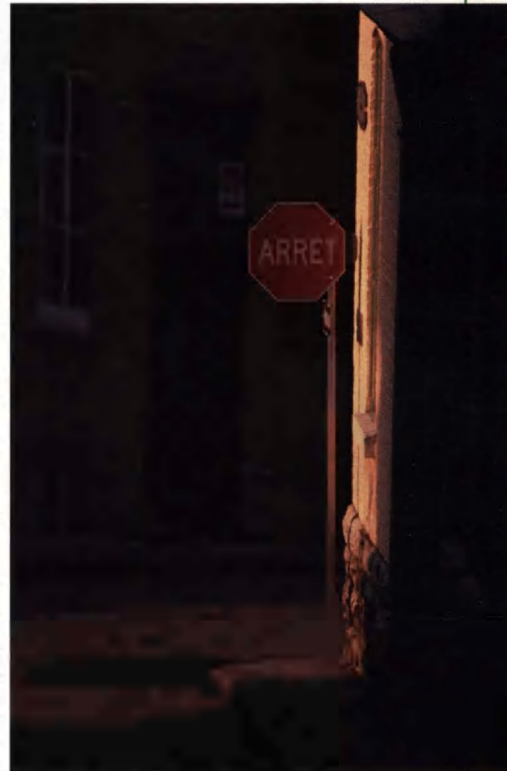
Does that imply they are the best choice to conduct a study in Germany or Singapore? Maybe, maybe not. Here are some questions to use in determining whether or not to use their services for research outside the U.S.

- What percentage of their business does international research represent? It should be significant enough to warrant having expertise on staff beyond knowing which subcontractor to pass your RFP to.

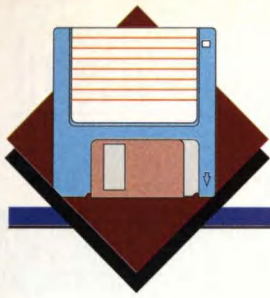
- What type of international projects have they conducted? Firms that have merely subcontracted focus groups in the U.K. may be ill-prepared to handle your quantitative segmentation project in four different languages.

- What structure do they utilize for projects outside the U.S.? Do they own offices outside the U.S. staffed by their own people who hopefully follow similar processes and procedures? Do they subcontract to foreign vendors? If so, do they use one principally with whom they have a long track record for a variety of projects, or are they going to be looking in a directory of research firms for a new supplier to handle your next project? You may choose not to be the guinea pig on which this new vendor will be tested.

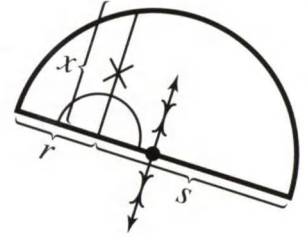
- If they have their own offices, make sure you understand exactly who would be working on your project. The world is full of empty offices with a sign on the door, maybe even an answering service, without any legitimate research staff in



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Data Use



Simulation,

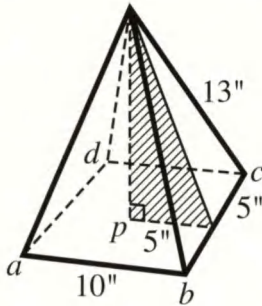
$$(B = \pi r^2)$$

intuition

$$V = \pi r^2 h$$

& jargon

By Gary M. Mullet



Editor's note: Gary Mullet, Ph.D., is president of Gary Mullet Associates, Lawrenceville, Ga.

The topics covered in this column over the past several months have ranged from elementary to esoteric. The articles have been almost universally well-written and generally immediately useful. Several have touched on the basic concepts of statistical analysis, one or two invoked simulation and more than one addressed the sometimes arcane vocabulary that many statisticians employ. In what follows, the results of several computer generated simulations will be used to tie the package of basic statistical significance testing ideas with a tighter knot, using intuition as the string which will, we hope, hold things together.

For our purposes, random numbers were generated to represent the integer responses that we typically gather in marketing research surveys. For each scenario, two independent samples of 500 responses were compared. The comparisons were repeated 2,000 times for each of the sampling situations reported. Note that we could equally well have used dependent comparisons, paired-preference or any of the other measures which are typically gathered in survey research. Also note that the samples would not have to have been equal; this is more for convenience than anything.

Let's start with the simplest case where the two population means are equal. Obviously, in a survey situation we wouldn't know whether the two populations being compared have equal means or not — if we did know, then we wouldn't have to do any statistical significance testing. The situation could be like this: everyone in a survey is asked to rate the overall liking of a concept on an integer valued 5-or-7-or-somesuch point scale. We then want to examine the mean responses of the males and the mean responses of the females in the survey, to see whether or not they liked the concept equally. It can't be overemphasized that if we really knew that the populations had equal means (or unequal, for that matter) we would not do the significance testing.

Most computer packages doing the significance testing do exactly as you were taught in the basic statistics class that you wrestled with. They assume that the population means are equal, churn the numbers, and print a statistic that lets you decide whether the "theory" of equal population means is tenable or not, given the sample results. The statistic, in this case, is an independent groups/samples t-statistic, which, because we have "large" sample sizes, may show up as a Z-statistic. SPSS and other programs print results for both "equal population variances" and "unequal population variances" (although they are not necessarily called this explic-

ity). Generally, the decision relative to the sample means will be the same, irrespective of your assumption about the population variances. Everything reported below will use the "equal population variance" testing of the means, since by the sample generation method they were.

Now, a digression into the jargon area. Note that we are comparing answers to ratings from integer (and finite) scales. The idea of normality, which many remember as underlying the t-or-Z-statistic, does not refer to the scale values themselves but to the items being compared, the sample means (or, even better, the sampling distribution of the differences in sample means). Why? Because the Central Limit Theorem assures us that such normality holds in cases with samples as large as ours.

We have two more statistical jargon bears to wrestle. First, significance level. As has been noted by others in this column and elsewhere, the statistical significance level, α , is the probability of declaring the population means to be unequal, given the sample evidence, when in fact they are equal. Now, you can appreciate two things. First, redundantly, in a real research situation, you really won't know whether or not the population means are equal. Thus, you probably set α , your risk of falsely declaring a difference when really there is none, at a relatively low level, something like .05 or .10. Next, in our first sampling situation with 2,000 pairs of samples from populations with known equal means, we can see how well this common t-test works, or doesn't work.

We'll use both .05 and .10 for illustrative purposes, below.

Bear number two is deciding whether we want to use a one-sided or two-sided significance test. The former is for when we really don't have a feel for which, if either, population mean should be larger if they are not equal. The latter is used when you want to be able to say something like "tests prove that females like this stuff better than males" (you sure wouldn't want to hire me as your copywriter). That is, before the test is run, you have a feeling that one of the user groups should have a higher mean rating than the other. Let's arbitrarily settle on a one-sided alternative — females should rate the concept higher in all of our simulations, if there is any difference at all.

Now some intuition. I doubt if anyone would think that for all 2,000 pairs of samples the means will be exactly equal each and every time, even though they were generated to be equal. They should be close, sure, but every once in a while, due to that undefined term "sampling error," they will be far enough apart that we'd say, "Whoa! It looks like our sample of females came from a population with a mean greater than the mean of the population whence came the sample of males" — and, of course, we'd be wrong. The question is: how often is "every once in a while?" The answer, which you knew all along, is either .05 or .10, depending on which value we selected as our significance level.

So how'd we do? Not too badly, as a matter of fact. For the case where the two means are really equal, the t-statistic indicates that the mean for females is greater than the mean for males (shorthand jargon for a more statistically correct statement about the population means) 221 times, or $221/2,000 = 11.05$ percent. If we tighten the screws on the required evidence to $\alpha = .05$, our 2,000 samples yield a wrong

conclusion $116/2,000 = 5.8$ percent of the time. Not too shabby. Our observed error rate is slightly higher than the nominal rate, but we only did this process 2,000, not the infinite number that statistical theorists refer to (which brings to mind the old joke about sentences ending in propositions, which can't be repeated on these pages). So, depending on the significance level, we see that the number of false positives is about where it should be. One way, then, of looking at a significance level is as the long run percentage of times when you are willing to say that the females like the concept better than the males do, when in reality they are at parity in the ratings. (Aha! Maybe rather than selecting the usual textbook significance level of .05 or the "way we've always done things here," we should consider the consequences of the false positives. Clearly, the monetary consequences should be factored in before we decide our tolerance for these false positives.)

Summing up, what we've seen so far (and is reiterated in Table 1 below) is that the simple statistical t-test for comparing two independent means works about as it should. We find pretty close to the expected number of false positives. You may rest assured that simulations of other common marketing research situations, such as picking one preferred product from three or whatever, would present us with similar "expected" results. Now let's turn the coin over and do some more simulating.

Let's assume that, unknown to us of course, the mean for all females in the population (not the sample of females) is

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War stories

True life tales in marketing research

By Art Shulman

Editor's note: Back by popular demand after a short absence, "War Stories" is a regular feature in which Art Shulman, president of Shulman Research, Van Nuys, Calif., presents humorous stories of life in the research trenches. See this month's "Trade Talk" column for information on why "War Stories" has returned to the pages of QMRR.

As sales director for Computers for Marketing Corp., Joyce Rachelson sends out a lot of demo disks of the company's software. Recently she got a phone call from prospective client who seemed upset because he couldn't get the demo to run. When Rachelson asked what message he saw on his computer screen, he told her, "Hit Any Key to Continue."

The potential client went on to say that he couldn't find the "any" key on his keyboard.

That reminds me of an experience of a marketer who prefers anonymity. While dealing with an insurance matter, she received a form back from the insurance company with the name of the insured listed as (we're using a fictitious name here) "John Smith The Second." The marketer contacted the insurance company and was directed to the clerk who prepared the form. When the clerk was asked why the name wasn't spelled "John Smith II" as it was in the original documentation sent to the insurance company, she explained, "My typewriter doesn't have Roman numerals."

Gerald Linda of Gerald Linda & Associates tells about a focus group he was involved with that explored direct mail. One consumer had been a heavy user of direct mail for years and had even purchased the cremation of her husband by mail! The body was shipped to the company that was supposed to cremate Harry and send back the remains in an urn. Unfortunately, the package containing the urn was lost in the mail and the poor woman never found out where Harry's ashes were.

I wonder if she checked with the dead letter department at the post office.

Linda once saw a moderator ask focus group participants to suggest which type of animal personified (animalified?) the client's brand. A respondent immediately suggested the South African springbok!

Linda doesn't indicate whether the client designed a whole advertising campaign around this observation.

Warren Weiss of Warren Weiss Associates tells about a survey where, in response to the question, "Please check what level of education you've completed," one bright Ph.D. checked all the boxes.

That reminds me of a survey we once conducted among subscribers to a biker magazine, where 10 percent of the respondents (heavily skewed to riding Harley-Davidsons) indicated they were currently in jail and responding from there. That sure messed up our question on household size. One subscriber indicated he was part of a throng of 8,000 (all of his fellow inmates), while another reported there were two in his cell, "including yourself."

Moderator Saul Cohen of Saul Cohen & Associates reports that during interviews on electric irons, a woman reported receiving the client's product 11 years ago as a wedding present. When Cohen asked if it still worked, the woman inquired, "The iron or the marriage?"

"Whichever," answered Cohen. To which the woman sighed, "Well, the iron still gets hot."

Cohen also tells about a focus group on pet food. When pet owners were asked about their reaction to the idea of the product containing pigs' ears, a woman piped up, "I wouldn't give it to my dog. It's a Jewish dog."

In future issues, we'll report on more quirky, loopy and strange happenings in the world of market research. If you'd like your story to be told — anything related to research is usable, from spilling soup on your client's new suit to cute answers respondents provide on questionnaires — please call me at 818-782-4252 or, better yet, write it up and fax it to me at 818-782-3014. □

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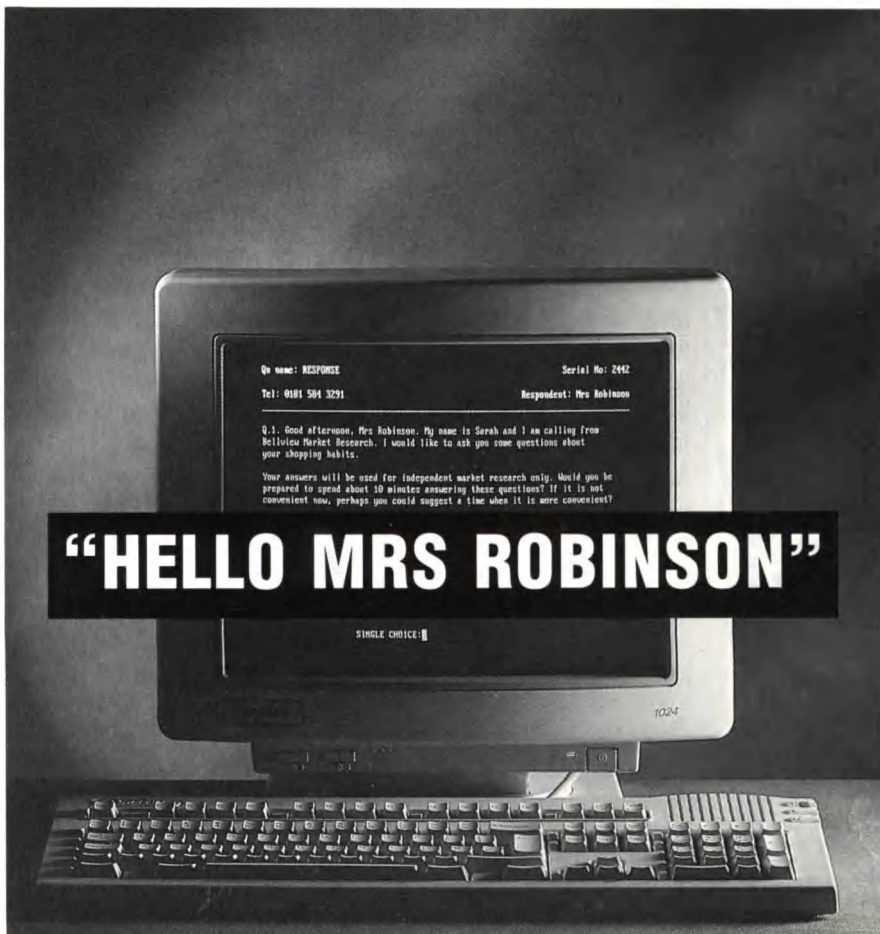
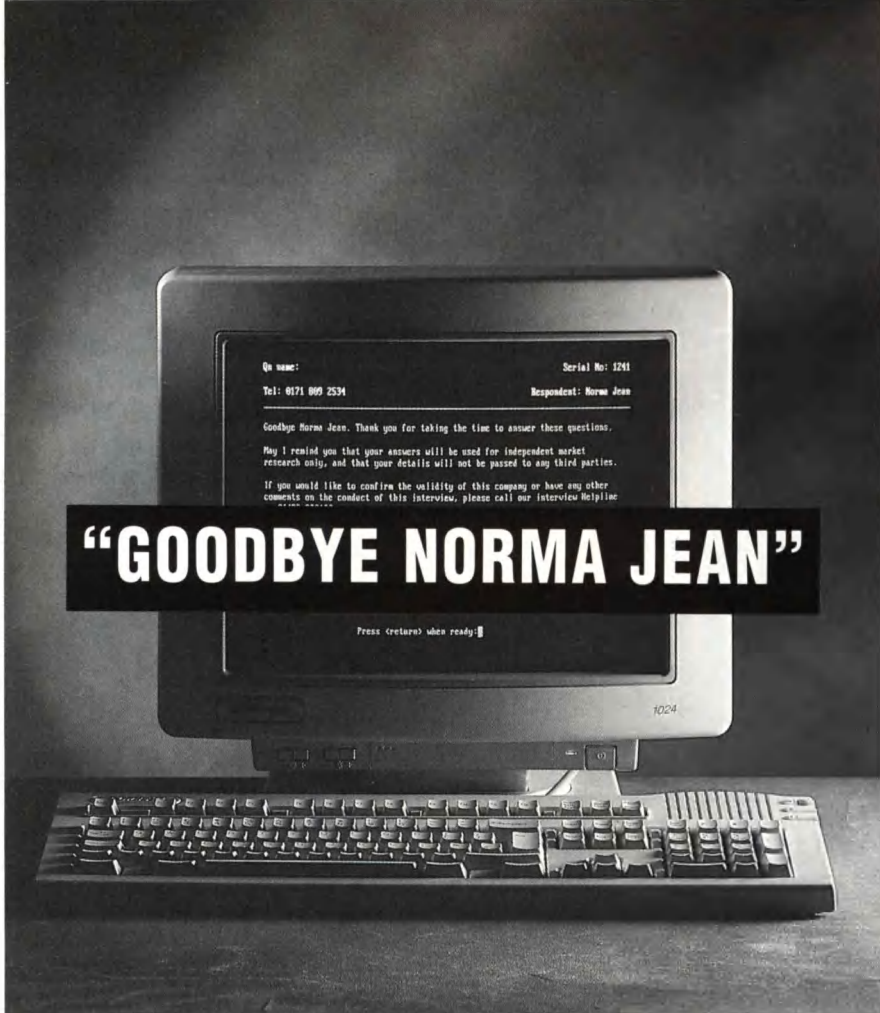
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An introduction to marketing research in China

By Barton Lee and Alexander Wong

Editor's note: Barton Lee and Alexander Wong are principals at East Marketing Research Institute, Guangzhou, China. This article was prepared with the assistance of David F. Tatterson, marketing consultant, international business development, Amoco Oil Company, and Joseph M. Kamen, an independent marketing and research consultant specializing in industrial and commercial research in international markets.

Marketing is most important when customers — a term that includes buyers, decision makers, influencers and users — have a choice. For those who grew up in an age where competition for the customer's time, effort, and money was limited, and a planned economy accepted as a natural phenomenon, the very concept of choice is difficult to understand.

Less than 10 years ago, China started to accept, if not welcome, foreign investment and influence — but mainly on producing for export. Inevitably, the growth of the export-oriented companies increased consumer income and raised aspirations and expectations. Fantasies became reality. Consumers started to think about product-choice and brand-choice mixes and purchase criteria.

The need for marketing research arose to deal with two types of demand stimulation: primary demand stimulation, demand for a product category or type such as computers, dishwashing liquids or disposable diapers; and selective demand stimulation, demand for a specific vendor or brand within a product category.

Existing Chinese institutions were inadequate to fulfill the information needs. A few organizations attempted to “go commercial,” but they generally lacked professional marketing research backgrounds. They tended to equate marketing research with public opinion polling, which itself was not highly developed. Several were originally non-profit organizations that couldn't or wouldn't make the leap into the commercial world. Examples: China Social Survey Institute in Beijing and Soft-Science Company, established by the Guangzhou Social Science Academy in 1985.

China's first professional marketing research service, Guangzhou Marketing Research (GMR) was founded in 1988. Many followed. South China Marketing Research (SCMR) was started in 1990. In 1993, Far-East and SRH launched what is now called Survey Research Group (SRG) China, the first joint venture.

Procter & Gamble (P&G) supported the start and development of China's marketing research industry. P&G provided, and continues to provide, training and funding of research projects to such respected marketing research firms as Guangzhou Marketing Research Company and East Marketing Research Institute (EMR) in Guangzhou and All-China Marketing Research Company (ACMR) in Beijing.

The marketing research industry experienced a growth spurt since 1993. Now, approximately 100 marketing research companies exist. However, the pioneering companies remain busy and are concentrated in three cities: Guangzhou, Beijing, and Shanghai.

Types of marketing research organizations

Chinese marketing research organizations are classified into three categories:

(a) State-owned organizations that are outgrowths of government science research departments, statistical bureaus, and universities.

(b) Joint ventures between foreign and Chinese companies. Examples are Survey Research Group and Gallup's branches in Guangzhou, Beijing and Shanghai.

(c) Indigenous marketing research organizations such as EMR.

Joint venture firms tend to be better capitalized, can cover larger geographic areas with consistent methodologies, and have access to superior hardware and software.

Indigenous marketing research organizations are usually better able to conduct business-to-business research, customize research, continuously exercise quality controls, and adapt the research to local and regional economic, social and cultural environments. They also have lower fees.

As the volume of business grows, these marketing research organizations tend to build their own networks of branches in other cities. No more than 10 are able to cover the larger cities throughout China.

Individual organizations have become more interested in considering merging or forming alliances in order to meet clients' demands for broader coverage, particularly for large scale projects.

Clients

Marketing research organizations that have only a local presence tend to have one or two main clients that account for most of the business volume and many smaller clients. These research organizations often do subcontracting work for joint ventures or China branches of transnational — particularly European and American — marketing research companies. The next largest client group are manufacturing and service corporations that plan to invest in China.

Chinese-owned corporations, especially state corporations, rarely use marketing research, largely because they are not comfortable with the consistency and systematic approaches that are characteristic of marketing research. Indeed, Chinese companies don't highly regard marketing research. They believe that they already have knowledge of the market, see marketing research as something that slows them down and conflicts with the intuitive approaches that they believe have served them well. They feel that structured research simply doesn't and can't take into account highly important — but hidden — personal relationships and highly complex political and social networking.

However, these attitudes are likely to shift as distribution strategy shifts more to "pull" from "push."

Procter and Gamble is not only the largest single client for

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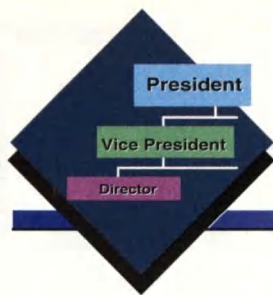
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Names of Note

Roger Mayland has been named president of *Northstar Interviewing Service Inc.*, Edina, Minn.



Mayland

Holbrook

Lindsay Holbrook will head the new *Market Facts, Inc.*, office in Mercer Island, Wash.

Northwest Research Group, Inc., Seattle, has added **Jeff Etherton** to its moderating staff. He will retain his current position as qualitative research manager in addition to moderating groups.

J.J. Jaw has joined *Market Research*

Associates, Irvine, Calif., as senior researcher.

Affina Corp., Troy, Mich., has named **Eugene H. (Hank) Beadle** director of data mining. The com-



Beadle

Hernandez

pany has also promoted **Amy Hernandez** to director of research operations for its marketing research group.

Duncan Millar has joined *Quality Controlled Services* as an account rep-

resentative for the firm's Los Angeles branch.

Naomi Brody has been promoted to vice president at *Langer Associates Inc.*, a New York City qualitative research firm.

Dr. David Freund, director of research and planning for *Focus in Dallas*, has been named to the Advisory Board of the University of Texas at Arlington's Master of Science in Marketing Research (MSMR) degree program.

Marcia Devlin has joined *Maritz Marketing Research Inc.* as senior branch manager for the company's Telephone Research and Analysis Center in Somerset, N.J. At the company's Performance Measurement Group office in Bloomington, Minn., **Fred Dalleska** has been named senior research manager and **Jon Proctor** has been named research manager.

Anthony O'Connor has been appointed vice president and senior consultant for St. Louis-based *Aragon Consulting Group*.

ICT Group, Inc., Langhorne, Pa., has named **Victor Buford** vice president of health care/pharmaceutical sales for ICT Solution Research, the full-service market research unit of the ICT Research Services division.

The Heller Research Group, Port Washington, N.Y., has announced a major restructuring. Founder and President **Harry Heller** has moved up to chairman, CEO, and will be responsible for the overall management of the company. Executive V.P. Director of Research

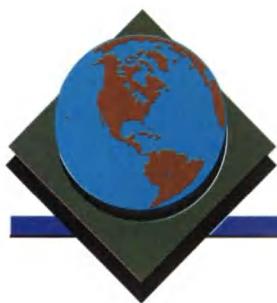
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Research Industry News

Minneapolis-based **Custom Research Inc.**, has won the Malcolm Baldrige National Quality Award in the service category.

Maritz Marketing Research Inc., St. Louis, has formed partnerships with six European research firms: NIPO, The Research Institute, Amsterdam; L+H AutomobilConsult GmbH, Nurnberg, Germany; Basis-Kontakt, Hamburg; TMO, Paris; DOXA S.p.A., Milan; and AREA INVESTIGACION, S.A., Madrid.

Chicago-based **Market Facts, Inc.** has opened an office at 7900 S.E. 28th St., Mercer Island, Wash., 98040. Phone 206-236-5970. Fax 206-236-5971.

MDI Research has moved to 5841 Edison Place, Ste. 210, Carlsbad, Calif., 92008. Phone 619-603-7600. Fax 619-603-7604.

San Francisco-based **CfMC** and **In2itive Technologies**, a Danish market research Windows software vendor, have joined forces and will create In2Survent, a software product that will incorporate research tasks from questionnaire design to data processing into the Windows concept. The alliance will also form the basis for a mutual market representation in Europe, the Middle East and the Americas.

Market Perceptions, Inc., has opened a focus group and observational research facility at its offices in Denver's Cherry Creek North. The facility includes a focus group room, a one-way viewing room and a one-

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Industry must work together to overcome obstacles

America's marketing and opinion research professionals face obstacles that challenge their ability to do quality research for their employers and clients, according to Larry Mock, manager, market research worldwide for Procter & Gamble. In addressing the National Issues Conference of the Council of American Survey Research Organizations (CASRO) and the Council for Marketing and Opinion Research (CMOR) in Cincinnati in September, Mock told research professionals from across the U.S. that problems with respondent cooperation, the ability to complete interviews and protect the quality of research work pose impressive challenges to all of them.

"Answering machines and Caller ID are limiting our ability to access the home [of survey respondents]," Mock told the assembled researchers.

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Selecting a research firm in a foreign country



Entering foreign markets for the first time can be daunting for American firms wanting to sell their products or services in the burgeoning global marketplace. Whether large or small, one of the first and most important steps a company must take when opening up new markets overseas is market research.

"It may be a small world, but there are oceans of differences between people when it comes to the buying and selling of goods and services," says Steve Mamarchev, senior vice president of Research Dimensions International, Cambridge, Mass. "All sorts of barriers exist that must be overcome. A company should test a whole host of information to assure that its advertising messages, packaging, logos, slogans and all other external marketing programs are acceptable in the local culture. Good

market research can help vault a company over the competition by providing information on how people buy what they buy through tangible and intangible processes."

Mamarchev offers the following advice for identifying a market research firm in the country where you want to do business:

1. To start, contact local research firms who are affiliated with or part of a worldwide research network. Consult a directory of research firms as a first source. Your local research firms may have affiliations with those in other countries. Ask them!

2. Ideally, obtain at least two proposals for each project. State up front that the selection process entails bids. Articulate how the research supplier is to be chosen. Price should not be the sole deciding factor.

3. Be willing to consider alternative methods to those you are accustomed to back home. Listen carefully to any suggestions they may have, recognizing that they know how best to tap into their local markets. For example, face-to-face methods may work better in some cultures than in others.

4. Send your professional credentials to the supplier at the beginning of the process. They want to know about you, their client, as well! Explain how you first became aware of their firm.

5. Allow at least twice as much time to do the project as you would have allocated in the U.S. Then, add another week to initiate the necessary communications link. Check the holiday schedule in the countries you are interested in. You can be sure that nearly every Monday is a holiday somewhere.

6. Negotiate a final, written, deliv-

ered price. Whenever possible, provide costs of similar work you may have conducted in other countries. Beware of significant extras (such as VAT) that may or may not be applicable. Make sure you know what the price entails. For example, does it include a final report? Incentives? Transcripts? Translations? Be aware of local customs, holidays and traditions. In some cultures, gift giving or incentives are required. In others they are an insult.

7. Feel comfortable with conducting all written and oral communications in English. When it comes to required translations, let the local researcher handle that task, even if it adds to your costs. Remember, in some countries that speak the same language (such as Mexico and Argentina), colloquialisms and idioms can be quite different. Some companies are set up for simultaneous translation.

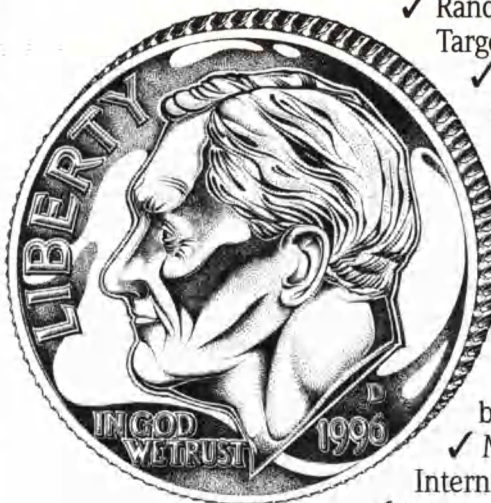
8. If at all possible, visit the research firm at the start of the project. You may wish to send a local marketing or management representative of your company instead. If neither option is realistic, communicate via telephone and/or fax at least twice a week. This will serve as an ongoing progress report.

9. If your work involves senior-level executive interviews, get involved personally. Do some of the research yourself! You will get an immediate feel for the real issues in the marketplace, and you will demonstrate the importance of the project to the local research supplier. Be assured that most senior executives at large organizations throughout the world are capable of conducting an interview in English. As a precaution and gesture of goodwill, you may wish to bring a local senior researcher to act as a facilitator/translator (and as a person to share observations).

10. Build a research network for yourself. At the completion of the project, be sure to thank the local researcher. If you're satisfied with the outcome, be certain to work with them in the future.

By all means, have fun. Marketing research in foreign lands is a great way to expand your horizons, and often leads to opportunities for travel and work in places you may have never dreamed of. □

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Pain-free mall intercepts

A little time spent making questionnaires interviewer-friendly can really pay off

By E.B. Feltser

Editor's note: E. B. Feltser is a freelance writer based in San Diego who has worked as a marketing research interviewer and survey writer.

Mall intercept interviewing has much in common with snake charming. Successful practitioners beguile 'em to get things started, keep 'em interested with smooth moves and lots of eye contact, and stay in control at all times. But a snake charmer only has to intrigue a snake that, frankly, hasn't got a lot of pressing business elsewhere. Interviewers deal with respondents who have a whole heap of other things to do, and an interviewer's only tools are personal delivery and the words of the questionnaire. Anything about the questionnaire that messes up smooth delivery runs the risk of undergoing interviewer "improvements" that might seriously affect the study design.

The solution is simple: make sure the questionnaire is user-friendly. The first user is the interviewer, and taking that viewpoint into consideration when writing a questionnaire can strengthen the survey. But some questionnaires seem to lack any firm feel for the actual, physical act of intercept interviewing

and tend to impede rather than facilitate the interview process. In an attempt to strike a blow for intercept interviewers everywhere, I've discussed some of the more common problems below.

First, a reality check

The economics of mall intercept interviewing being what they are, it is expedient for interviewers to sally forth with several jobs on the clipboard simultaneously, in the expectation that a contact will qualify for at least one of the surveys. A clipboard with five jobs of four pages each means the interviewer has 20 pages to riffle through when looking for that one questionnaire. That's not counting display cards and other bits and pieces. And, typically, most of those pages are white, letter-size sheets.

Why not make your questionnaire distinctive? Use colored paper, or even just a colored top sheet. This will allow the interviewer to flip to it with professional smoothness. Incidentally, if you are one of the dwindling group that still uses both sides of the paper, please, please stop doing it. If you wonder why, clip a two-sided questionnaire into the middle of 15 other pieces of paper, flip to it,

and try to do the interview without disrupting everything on the clipboard and looking like a fumbling dork.

The approach

Most mall interviewers fudge the intro in order to appeal to the individual potential respondent (the beguile factor at work!). Even so, the approach has to deal with predictable respondent questions: What's this about? Are you giving anything away? How long will this take? A well-written intro includes answers to these questions, at whatever level is appropriate. The topic, however, should be fairly specific: opinions about housewares, about politics, about personal care products. If those answers don't come from the questionnaire writer, they'll come from the interviewer, because not answering them makes the interviewer seem evasive (the beguile factor down in flames!).

Ignore that man behind the screen . . .

Okay, you've hooked a potential respondent in the mall, and the Intercept Two-Step has begun. This little ballet consists of the respondent sidling around so he or she can read the screener while you, well-trained interviewer that you

are, maneuver yourself and the clipboard around to keep the screener safe from eager eyes. The screener is not always an ally in the effort. Far too often, all those confidential instructions and term points are printed in big, black, bold type that is as attention-grabbing as chocolate cake is to a dieter. Why such alluring bold-face type is preferred is a minor mystery. Perhaps it's to differentiate instructions from questions, although light-face type in parentheses works just as well. Maybe it's just tradition. Whatever the rationale, boldface is an unnecessary embellishment.

Hitting the bull's-eye

Interviewers often get confused by the hidden assumptions lurking in screeners, especially slightly quaint assumptions about the family of the '90's. A prime example is the imprecision about family and household. When an interviewer asks, "Does anyone in your family work for..." and the respondent starts ticking off far-flung relatives ("Well, I think one of my cousins works for an ad agency in Sao Paulo, and..."), where does the interviewer draw the line? Even the old standard "Does anyone in your household work for..." gets tricky, given the friendly-divorce-with-visitation figures. It's helpful when the line is crystal clear: "Does anyone in your immediate family or do any close friends work for..." A related assumption is that the female head-of-household does most of the shopping. Interviewing experience confirms that as the number of two- or three-job families and single-parent households has grown, shopping duty has also shifted. Wives often claim that their husbands share at least equally in the shopping duties, and in many households, particularly ethnic ones, another, often older, woman tends the household for the working parents. Interviewers get downright grumpy when they have to terminate a willing primary shopper who doesn't happen to be the designated FHH required by the survey. If the survey really targets primary shoppers, why limit things by specifying family status or sexual persuasion? It's surprising how many respondents comment on how outmoded and even sexist such assumptions are,

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Conference spotlights international research

On September 25, an international marketing research conference was held at the headquarters of Ziment Associates, Inc., a New York City research firm. In attendance were Ziment's worldwide partners, who were in the U.S. for the annual meeting of The Research Alliance, an international network of full-service marketing research companies. Also attending were marketing researchers from a number of multinational client companies, including Givaudan Roure, Lucent Technologies, Colgate-Palmolive, London Fog, Chase Manhattan Bank, MasterCard International and Young & Rubicam.

The conference discussions included an introductory presentation by Kent D. Hamilton, director of international research for Ziment, who spoke regarding the cultural pitfalls awaiting a U.S. researcher in international markets. For example, he spoke of the need to recognize different cultures that lie side-by-side within the same market, such as in Belgium, where there are both Flemish- and French-speaking segments of the population, or South Africa, where nine different languages are spoken.

He was followed by Paul Harrison and Keith Bates, both of Marketing Sciences in the U.K., who demonstrated a new international multimedia methodology for packaging development and testing, as well as a new virtual shopping methodology. These methods utilize CD-ROM technology, which provides a great deal of detail and gives clients the ability to conduct worldwide research for their packaging and/or pricing concepts in a highly realistic virtual environment.

Ding Yi of Market Survey Research in Shanghai, China, then spoke about conducting research in mainland China. He mentioned the different types of marketing research companies in

China, including government-based statistical companies, new companies that have been formed recently in response to the demand for marketing research, companies in Guangzhou, and companies that existed as part of the Academy of Social Sciences approximately a decade ago and which are now independent.

The government-based companies are not familiar with



Pictured here from left to right are John Gruntkowski of MasterCard International, Howard Ziment of Ziment Associates and Gustavo Mendez-Kuhn of Improdur.

modern research techniques, he said, while the newly-formed companies have little experience. Companies from Guangzhou are unable to conduct research in other parts of China, due to the geographical limitations of the language spoken there. Therefore, he felt the companies that are able to provide the best marketing research service in China are those with ties with the

Academy of Social Sciences. These companies understand modern marketing research techniques and have good experience due to having been opened in the mid-to-late 1980s.

Paul Sousek, managing director of ULTEX, a marketing research firm with offices in the main Eastern European countries, spoke next on marketing and research in this region. Sousek observed that Eastern Europe has a large population and great growth potential. It is also very diverse, encompassing 27



Hiroshi Takada of RJC Marketing Research, Japan (left), chats with Ding Yi of Market Survey Research, China.

different nations. Living standards have fallen due to the recent transformation from communism to democracy, and this is why

some have sought security in the more left-wing political parties recently. This may slow down privatization, but will not stop it, because it is now an irreversible process, according to Sousek. Inflation is historically low in all countries (with the exception of Russia, where it remains high). Also, salaries, while low, are expected to increase rapidly across the region.

Western brands are very popular in Eastern Europe, and have captured high market shares. Advertising works well in the region, and costs per thousand are still low by western standards. There is currently a window of opportunity for western brands to enter the market due to rapidly changing markets, underexposure of local brands and the preference for western products. However, this window will close soon.

Gustavo Mendez-Kuhn, managing director of Improdin in Mexico spoke about Mexico and Latin America. He covered some of the cultural differences that exist between the U.S. and Mexico. One example is that Mexican respondents will never say "no." This means that it is necessary to recruit as many as 50 people to assure that eight to 10 will show up for a focus group. Also, scales must provide for a number of positive alternatives, in order to achieve some differentiation in feelings. The country is still reeling from recent economic crises, which has resulted in problems similar to those that followed the Great Depression in the U.S.

A reception followed the presentations, during which client company representatives spoke with Ziment personnel and researchers from the international partner companies. □

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Survey Monitor

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in the percentage of caffeine-free dieting based on household income or education. That is, regardless of the household's income or education level, the incidence of caffeine avoidance was about the same. Likewise, differences in the level of caffeine-free dieting were minimal from one region of the U.S. to another. "The Midwest Region was slightly lower than the West, South and Northeast Regions," Thomas says.

Decision Analyst's survey of caffeine-free diets has a margin error of ± 1 percent. For more information call 817-640-6166.

Confidence in food safety hits seven-year high

Consumer confidence in food safety has reached the highest level in seven years' tracking in a national survey by Food Marketing Institute (FMI), Washington, D.C. This year, 84 percent of supermarket shoppers say they're confident that supermarket food is safe — up 13 percentage points over 1995. And, their reliance on supermarkets to ensure product safety doubled to reach the highest level in 10 years. The findings come from FMI's report *Trends in the United States: Consumer Attitudes & the Supermarket, 1996*.

The Food Marketing Institute (FMI) is a nonprofit association conducting programs in research, education, industry relations and public affairs on behalf of its 1,500 members including their subsidiaries—food retailers and wholesalers and their customers in the United States and around the world.

More than nine in 10 consumers (92 percent) consider product safety important when they shop. Spoilage continues to be their greatest concern — 49 percent say it's the leading food safety threat. This year, the proportion of shoppers who rely primarily on their stores to ensure safe products doubled — 16 percent, up from 8 percent in 1995 — while reliance on themselves declined

(25 percent, down from 36 percent).

Shoppers' overall satisfaction with their primary supermarkets is the highest in five years. Almost two in five (38 percent) give their primary supermarket a rating of 9 or 10 (10 is the top mark), up from 34 percent in 1995, and three-quarters give 8-10 ratings.

Store loyalty is strong as well: 87 percent of shoppers have not switched stores in the past year. Two-thirds would definitely recommend their primary supermarket to others, up significantly from 1995 (56 percent). Four in 10 consumers (42 percent) have shopped at their primary supermarket for 10 years or more, one in four (27 percent), 15 years or more.

The 1996 Trends survey was conducted by Abt Associates Inc. Other highlights:

- Shoppers continue to average just over two trips to a supermarket in a typical week, unchanged over the past five years. The average household spent \$82 a week on groceries, up \$2 over 1995, about equal to the overall inflation rate.

- Those most satisfied with their primary supermarket spend the largest proportion of their grocery dollars there. On average, consumers spend 82 percent of their total grocery dollars at their primary stores, but those rating the store a 10 spend 87 percent. Those who give a 5 or less rating spend only 69 percent at their primary supermarket.

- The 10 most important factors to consumers this year are: a clean, neat store; high quality fruits and vegetables; high quality meat; courteous, friendly employees; "use before" or "sell-by" dates marked on products; accurate shelf tags; low prices; convenient location; fast checkout, and a store layout that makes it easy to shop.

- Shoppers took money-saving steps less often than last year. Fewer look in the newspaper for grocery specials almost every time they shop, for example, or use cents-off coupons and compare prices at different supermarkets. However, more than half of consumers are purchasing store brands or lower priced brands instead of national brands.

- Products and services have become more widely available, enhancing the overall convenience of supermarket shopping. These include: payment by



credit and debit cards; ATMs; ready-to-eat takeout foods; marinated or preseasoned meat or poultry that's ready to cook; floral departments, and postage stamps.

- Nearly half of consumers (46 percent) say they eat meals at home that were not prepared there. Half buy ready-to-eat food from their primary supermarket at least once a month. Yet, fast-food restaurants gained ground as their primary source (48 percent). The restaurant share grew to one-fourth of consumers; the supermarket share dropped to one-eighth (12 percent).

- Taste is still the most important factor in selecting food, followed by nutrition, price and product safety. All these factors are somewhat or very important to at least nine in 10 consumers. Nutrition and product safety increased in importance this year.

- About six in 10 consumers (58 percent) are very concerned about nutrition. Their greatest concern continues to be fat. Shoppers are still dissatisfied this year with the healthfulness of their diets. Almost three-quarters (74 percent) believe their diet could be at least

somewhat healthier, but almost all (97 percent) claim they're changing their eating habits to ensure a healthy diet.

For a copy of *Trends in the United States: Consumer Attitudes & the Supermarket, 1996*, contact the FMI Publication and Video Sales Department, 202-429-8298.

Women like mall interviews

Need women's opinions, but don't know where to find them? Not sure they would even want to answer your questions?



How about the mall. You'll find plenty of women there, and the vast majority of them willing to participate

in market research surveys.

Elrick and Lavidge, an Atlanta marketing research firm, recently polled more than 255 women at malls across the nation to find out how they felt about

mall interviews. Nearly 95 percent of those surveyed described participating in mall research as "very enjoyable" or "somewhat enjoyable."

Only five percent of respondents expressed a negative attitude toward mall surveys. Interestingly, the degree of enjoyment did not change as the length of the survey increased, leading researchers to conclude that those who agree to participate are committed to the process. Respondents were evenly segmented by age, income and geographic location. For more information call 770-723-6407.

Survey finds American women "self care confident"

In an ever-changing health care environment, many American women are "self care confident" and are exerting more control in their personal health care decision making, according to a national study.

The Femstat 3 Report: American Women and SelfCare, a nationally

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projectable survey of just over 1,000 American women, explores women's attitudes toward personal health care, as well as common self care practices. It reveals that women are proactive in their health care management, with the majority of respondents (87 percent) staying informed of trends and practices for self care, and more than three-quarters (77 percent) using over-the-counter medications to self treat.

The Femstat 3 Report: American Women and Self Care reports on a January 1996 telephone survey of 1,045 American women, age 18 and older, living in the continental United States. Data collection and analysis was conducted by Penn & Schoen Associates, Inc. of New York City. Advanced probability sampling techniques were employed in the selection of respondents. Completed interviews were weighted to provide an accurate representation of the ethnic/race breakdown in the country as reported by the U.S. Census. The margin of error for the findings is ± 3.1 percent.

Eileen G. Fishbein, associate professor at the Georgetown University School of Nursing and an author of the report, said the implications of the study for health care professionals are profound since the majority of respondents (60 percent) want to make informed decisions, rather than be told exactly what to do.

"Women today are self care confident," says Dr. Fishbein. "Women's health care is no longer about going to a professional who says, 'I want you to take this pill three times a day for the next seven days.' Today, women will ask, 'What is this pill? What does it do? What are its side effects?'"

Only 37 percent of respondents say they would prefer to be told exactly what to do by a health care professional. About two-thirds (60 percent) of American women say that they are more likely to make their own decisions about taking care of themselves after getting information from a health care provider.

The study also indicates that American women are actively involved in preventive health care regimens. Respondents say they are careful to: get enough sleep (83 percent); maintain balanced and nutritional diets (81 percent); limit their sun exposure (77 percent); and perform self breast examinations (79 percent). Respondents also believe they take good

care of themselves by exercising (61 percent), reducing stress (70 percent), and taking vitamins and supplements (65 percent).

"Findings from report indicate that women want to take the initiative with regard to their personal health care and seek out information to learn how to do so," Dr. Fishbein says.

Half (50 percent) of respondents report that their primary health care provider is their leading source of information about ways to take better care of themselves. Magazines and newspapers are the second most frequent choice, cited by 24 percent of the respondents, and 7 percent say they rely on electronic media. Few women say they count on their family and friends as the most important source of health advice.

Tina Raine, Department of Obstetrics and Gynecology at the Georgetown University School of Nursing and Georgetown Medical Center and another author of the report, says that American women clearly want to actively participate with their doctors in their health care decision making.

"Women are reading more about health issues and asking more questions so they can work as educated partners with their health care providers," Dr. Raine says. "This strong interest in self care reflects the growing empowerment of women in the health care marketplace."

Execs say direct mail is king

Of the wide array of marketing communications tools currently in use at large and mid-sized U.S. companies, a recent Gallup study of marketing directors and vice presidents revealed that direct mail is rated "the best" in achieving six out of seven critical marketing objectives, including:

- Generating sales (25 percent),
- Cost-effectiveness (39 percent),
- Educating a consumer or business decision-maker on a complex issue (42 percent),
- Selling a product directly to households or businesses (38 percent)
- Informing a consumer or business



on a new product or service (35 percent), and

- Easy for tracking results and effectiveness (43 percent).

Only in the case of "increasing brand identity" was direct mail ranked behind magazines, television, and newspapers.

This first-ever Gallup Organization Direct Mail Study was commissioned by Pitney Bowes Mailing Systems.

"The message is clear: direct mail is king," says Tom Shimko, vice president, marketing, Pitney Bowes U.S. Mailing Systems. "It is the primary business marketing communications tool and will continue to be in the foreseeable future. Marketing executives at U.S. companies agree, nothing is as effective as mail in generating sales, educating consumers and business decision-makers, and tracking results. Given the improvements in addressing technology and the ability to segment audiences and direct information to specific customers and prospects, it's simple to see why direct mail is the top marketing tool. And, when you consider the postage discounts associated with the Classification Reform scheduled for July 1, companies that invest in advanced

mailing technologies will reduce postage expenses and improve upon delivery performance."

According to the Gallup Study, direct mail is the most common communications medium, with 77 percent of U.S. companies using it. The marketing executives interviewed reported that direct mail generates, on average, 5 percent of their company's revenue. This proven impact on the bottom-line explains why 65 percent of companies using direct mail have increased direct mail budgets in the past five years by an average of 25 percent. Furthermore, 18 percent of these companies have increased budgets by 90 percent or more.

The study found that the average large and mid-sized company allocates 2 percent of sales volume or revenue to the marketing communications budget, and 22 percent of this budget is allocated to direct mail. More importantly, despite the availability of alternative media — including the Internet, which 28 percent of U.S. companies use, and telemarketing — marketing executives said direct mail budgets will continue to remain the same for the next five years.

Of companies using direct mail, 89 percent use direct mail to generate leads and 48 percent use the medium to generate sales orders. On average, U.S. companies reported that their direct mail lead generation response rate was 20 per 1000 or 2 percent. These companies use many different forms of direct mail, including: brochures (86 percent), direct mail letters (80 percent), flyers (77 percent), newsletters (69 percent), postcards (55 percent), catalogs (35 percent), invoice inserts (25 percent), and package inserts (22 percent).

The average large and mid-sized U.S. company sends 672,100 direct mail or catalogs pieces each year, according to the study.

The Gallup Organization conducted the Pitney Bowes Direct Mail Study in December 1995 through a random telephone interview sampling of 129 Dun & Bradstreet mid-sized companies (100-499 employees), and 122 Dun & Bradstreet large companies (500+ employees) in the U.S. Data was weighted to represent the correct proportion of mid-sized and large company populations. For more information call Scott Tangney at 212-684-6300, ext. 313.



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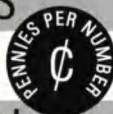
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Product & Service Update

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of 1,000 American adults. For more information on IVR and TeleNation call Tom Mularz at 847-590-7238.

New scanning system from Pulse Train

Pulse Train Technology, Guildford, England, has introduced Bellview SCAN, a networked scanning system which comprises scanners, editing stations, key-entry stations, supervisor stations and other functions. Features include: batch control and work flow management capabilities, comprehensive data design, checking and data integrity, and OCR, ICR, OMR and Pulse Train's tick mark recognition software. For more information call Hank Copeland at Pulse Train's U.S. office at 407-842-4000.

Service evaluates Web sites

WebScore from CLT Research Associates, Inc., New York, is designed to evaluate the success or failure of sites on the World Wide Web. A national cross-section of several hundred consumers, with differing degrees of Web experience, are asked by CLT to visit a client's site and then judge its overall performance, based on a set of attributes identified by CLT as essential to a successful Web site. In addition, the site is measured against the Web sites of two competitors and finally against Web sites in general. The WebScore evaluation is conducted on-line to ensure that all variables are tested in the same environment in which they are used and that all responses and feedback are immediate. Clients receive results of how their site compares to those of competitors overall and in terms of content, ease of navigation, graphics, technical performance, purchasing interaction, links to other sites, games/contests, free downloads and chats. For more information contact John Peebles at 212-779-1990 or by E-mail at JPeebles@cltresearch.com.

New version of D&B MarketPlace

Version 3 of D&B MarketPlace is now available from MarketPlace Information Corp., Waltham, Mass. D&B MarketPlace uses business information

drawn from Dun's Market Identifiers, a product of Dun & Bradstreet Information Services, to help users find new customers, identify potential markets, analyze business segments and plan marketing strategies. The CD-ROM-based product combines software with a database of names, telephone numbers and marketing information on more than 10 million U.S. businesses. The new version offers users more ways to search for customers, create lists and analyze market research. Version 3 can search by total employees at all sites, subsidiaries, legal status, companies which manufacture on-site, import/export companies and ZIP+4. It also includes latitude/longitude information that can be used with mapping software and a cross-tab analysis tool. For more information call 800-999-9497 or visit the MarketPlace Web site at <http://www.mktplace.com>.

Delahaye analyzes Web user data

The Delahaye Group, Inc., Portsmouth, N.H., now offers Measurement of Visitors Profiles (MVP), a service that measures the effectiveness of marketing on the Internet. Using a proprietary process, Delahaye will analyze basic information gathered from Web site registration fields and provide a detailed profile of a company's Web visitors, including demographic, geographic, psychographic and lifestyle information. Over 200 variables can be included in the profile. For more information call 603-431-0111 or visit the company's Web site at <http://www.delahaye.com>.

Trademark and logo database now on LEXIS-NEXIS

The LEXIS-NEXIS service will provide a comprehensive database of trademarks, with logos, through a licensing agreement with Trademark Research Corporation. The on-line database will contain trademark applications and registration from all 50 states and the U.S. Patent & Trademark Office. It will allow users to search for: noise words, pre- and mid-fix parts of words, soundalikes, intentional misspellings and foreign equivalents, and codes by which trademark designs are indexed. For more information

visit the company's Web site at <http://www.lexis-nexis.com/>.

New database designed for electric utilities

The Utility Systems Boundary Database from Equifax National Decision Systems, San Diego, enables electric utility companies to identify service territories and locate business and residential customers. Industry and demographic characteristics of those customers are accessible by using the boundaries on Infomark, Equifax National Decision Systems' desktop decision support system. Built from ZIP Code-level information developed by Intelimap, the new database provides utilities, cable television and telecommunications companies, advertisers and advertising agencies a tool for projecting market demand and comparing utility service areas. For more information call 800-250-7817 or visit the company's Web page at <http://www.ends.com>.

Self-study Internet course

OneOnOne Computer Training,

Addison, Ill., now offers "How to Use the Internet as a Research Tool," a self-study Internet research course that uses interactive audio cassettes. In four taped lessons, requiring about two and three hours each, learners use their own Internet service provider and Netscape Navigator to take a guided tour of the Web search engines. Beyond the Web, the course teaches the use of Archie and anonymous FTP to find and download useful text and binary files; Gopher search tools such as Veronica and Jughead to pinpoint industry-specific information; mailing lists and newsgroups to locate others with common interests; various directory services to find specific E-mail addresses; and telnet and commercial databases to access relevant research data. For more information call 800-424-8668.

Microtab intros new cross-tab software

Microtab, Inc., Roswell, Ga., has added to its cross-tabulation software line with The Professional Edition, which contains all of the features of the company's Platinum Edition, its previous top-of-the-line product, but compiles data six times faster.

The product has a capacity of 10 million surveys, 99 cards per survey and the ability to save tables in a spreadsheet format. The latter makes all spreadsheet capabilities, such as graphing and printing in proportional fonts, available for use with Microtab tables. This feature, added as a result of user requests, provides a link between the software and Windows-based programs. For more information call 770-552-7856 or visit the company's Web site at <http://www.microtab.com>.

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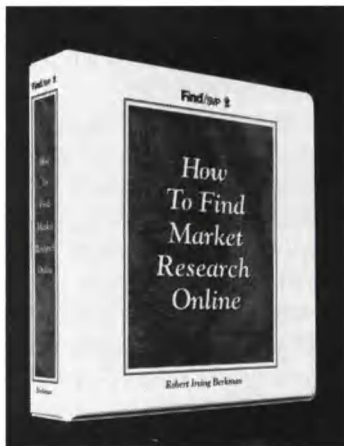
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Research outside the U.S.

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place to actually conduct your projects. Many times a subcontractor is hired on a project-by-project basis, without the level of consistency and adherence to standards that are critical in global projects. This can be true of even the largest market research firms in countries like China, so make sure you ask for biographies on the key staff that will be involved with your project.

Option B: Locate a U.S.-based firm to conduct international research

There is a definite comfort level with hiring a U.S.-based company staffed with people who you know understand the project's objectives. Also, depending on location, you may be able to visit and check out the prospective vendor staff and facilities first-hand. Because international research can be pricey, and the stakes can be higher than for some domestic projects, vendor selection becomes correspondingly critical. The same questions would apply here as when probing about your current vendor's level of international expertise, with of course the other steps you would normally take when dealing with a vendor you have not worked with before: ask for specific relevant references, check their standing with industry associations, and follow whatever other procedures your company normally follows.

The new vendor you are considering will basically approach data collection in one of three ways:

1. Subcontract data collection to local "field and tab" type companies.
2. Have their own local data collection staff.
3. Have their own data collection staff in the U.S. calling around the clock and around the world.

Our advice in general — although, of course, rules are full of exceptions — is to stay away from companies you don't have personal experience with that merely subcontract the work to another firm. All you wind up doing is paying two profit margins with little value added from the U.S. firm if they are not already familiar with your company and its markets.

A U.S.-based company with its own staff locally can often be the best solution for the following reasons:

- You still have the advantage of Ameri-

can English speaking professionals hopefully only two or three time zones away, which makes communication easier and troubleshooting more effective.

- For multi-country studies, you are assured of consistency across interviewing teams in terms of training and internal processes. They probably hire the same caliber of interviewers across the board, which further increases likelihood of truly comparable results. When inexpensive, part-time interviewers are used in one country, they tend to get higher refusal rates especially in business-to-business studies and therefore results skewed from the non-response bias, whereas a better team in a different country may be reaching more of the target sample.

Centralized multinational teams are the best way to insure consistency across countries being surveyed:

- Training is centralized, all interviewers hear the same thing.
- Interaction between interviewers and with the overall project manager ensures true homogeneity of results.
- There is no methodological deviation between countries in terms of questionnaire development and administration.
- If changes are needed once the project starts, they can be implemented in a matter of hours instead of days.
- Quality control is uniform.

Local native interviewers are important in any study, especially with hard to reach audiences such as MIS directors. If they live in their home country, they may be more abreast of the latest expressions or jargon used in industries such as the computer business for example, where the local language evolves quite fluidly between English and local vocabulary. Somebody who has been away from their country of origin for several years may not be attuned to some of these subtleties.

Many companies have had good success with using U.S.-based research companies with an international staff of native speakers calling around the globe back into their own country. The same benefits apply as those discussed above with a local staff, with the caveat that for high-tech research in particular, it is helpful to have interviewers who have kept abreast of the latest vocabulary in their country of origin. That can be helped by providing them with trade publications serving your industry in the languages you plan to conduct research in.

If you are interviewing a U.S.-based company, make sure they are using native speakers, that is, for example, a French born citizen recently emigrating to the U.S., as opposed to an American who has learned French in school, even if he has visited France or lived there. It is a matter of courtesy to the local respondents for them to be able to speak with an individual totally fluent in their language, and many nationalities (such as the French) will be put off by a foreigner calling them to conduct research when it is obvious they are not native themselves.

Option C: Locate one or several suppliers outside the U.S.

Well, your current suppliers don't conduct international research, and you haven't found a U.S.-based company that you feel comfortable would do a good job for you overseas. What next? Time to look in situ for the right partner organization.

If you are going to be conducting research in a single market, such as the U.K. or Singapore, you may find very qualified locally owned firms to do business with. Ask your trade organizations, and the editorial staff of trade magazines published in those countries (such as *PC Week* in the computer industry) for references or leads for reputable local firms. The American Chamber of Commerce and the International Trade Administration of the Department of Commerce may also be sources for potential local leads. When you approach them, do so in writing at first by fax or mail to minimize misunderstandings due to language barriers. When speaking on the phone, avoid American expressions, do not call people by their first names as you would in the U.S. — most would be offended — and speak slowly without being demeaning.

The key benefit of using local firms is that they will be closest to the local culture. If they specialize in your industry, they may also have list sources not readily available to you.

If however you are planning to conduct international research across several countries or regions, we strongly recommend you hire a supplier with centralized data collection capabilities, whether here or overseas.

Step 3: How do I evaluate this vendor to have confidence they will deliver on time and on budget?

Ask for references specifically for the type of project and/or geographies you are planning to survey. If relevant or important to you, ask for references within or related to your industry. A firm doing primarily consumer research for example may be ill-prepared to have its interview-

ers survey LAN managers in Fortune 500 type companies.

Step 4: What can I do to help my research vendor conduct a successful international study?

Provide relevant research as back-

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ground, especially if you are extending a project that has already been done in the U.S. Be sure to clarify what you do or don't want to compare between the U.S.

Step 5: What are the critical success factors in conducting research internationally?

The key success factors can be summa-

want the answers or the questions to be comparable. It may be mutually exclusive in certain cultures.

- Native speakers as interviewers. Don't settle for French natives who've learned German or English, it will increase your refusal rate and you may compromise quality of answers.

- A centrally managed team that fully understands the objectives of the study and how results will be used can make the right trade-offs in translation and interview supervision.

- Data collection supervisors that speak the languages interviews are being conducted in. This may seem obvious, but ask how many research suppliers have Mandarin speaking or French speaking phone supervisors.

International research is really less daunting than it may first appear. As in most marketing endeavors, the actual implementa-

tion of the strategy and the understanding of the subtleties is what makes for superior results. Once you find the right partner organization, you are likely to gain a competitive advantage that will make you even more valuable to your company. □

The art of translation

Conducting multi-country studies does not stop with the questionnaire translation. It starts there. From the translation of the English survey, cultural dimensions need to be incorporated, such as how to engage the respondent to participate in a way that will elicit spontaneous, honest answers. This is especially crucial in customer satisfaction studies where getting truly comparative feedback is difficult given how different cultures regard giving feedback. For example, Japanese respondents will rarely criticize a company openly, while Italians may be much more prone to freely express their frustration.

Besides the introduction and tone of the questionnaire, your research vendor needs to understand how various scales translate in different cultures. What do respondents base their judgment on? For example, a German respondent is expecting a scale where 1 is excellent and 5 or 6 is poor, which follows the logic of school scores, while the French understanding of a scale will be that 1 is worst and 5 best. Translating the scale labels to get consistent respondent ratings also presupposes a high degree of understanding of local cultural habits. Using "poor" versus "bad" or similarly close labels in the foreign language may yield different results. In some countries like Italy, it may be preferable to skip numbers alto-

gether, and instead to use a verbal scale where each point on the scale is labeled.

In addition, care must be given to interview length especially in countries like Spain where the interview needs to be personalized up front, which adds several minutes to the survey. In general assume that the survey may take up to 50 percent longer than the U.S. version once properly translated and adapted for local culture idiosyncrasies.

In terms of the translation process, make sure your vendor uses native speakers for the translation as well, reviewed by a second native speaker who is not familiar with the subject matter. This will ensure the survey will sound right to the respondent. A third person, such as the overall project manager who does not speak the language, should check the final version for consistency of skip patterns across languages. We recommend you then send the translated surveys to your country field organizations to ensure the technical language, if any, is translated correctly. Forewarn them though that the tone of the questionnaire is not something they should spend their time correcting, since phone questionnaires are translated to sound conversational and engaging, which can be quite different from the written word.

study and the international version. Share whatever secondary or primary data you have on the topic at hand: the more the vendor understands your market, your competition, the better they will be able to deliver meaningful conclusions and recommendations from the study.

rized as follows:

- Consistency across markets.
- Adherence to the same standards across geographies.
- Understanding that the translated surveys do not need to be exactly the same as U.S. surveys. You must decide if you

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Research in China

continued from p. 19

many marketing research services, it has set the standards of excellence and introduced methodologies and analytic frameworks that have been universally accepted. Perhaps more important has been its training and support of marketing research organizations. These beneficiaries have become the professional pillars within China. We predict that Chinese corporations, witnessing the values of the research that P&G pioneered, will become much more receptive to the more standardized approaches and quantification algorithms.

Respondents

In the late 1980s, when marketing research first emerged in China, people generally did not hesitate to be interviewed. Highly curious and welcoming fresh experiences, they cooperated with interviewers. The refusal rate was very low.

In recent years, however, the fear of crime has grown, particularly in such large commercial and industrial cities as Guangzhou, Beijing, Shanghai, and Chengdu. Citizens are suspicious of strangers coming to their doors. Many have installed security systems — including alarms and expensive locks — that make it more difficult for interviewers to gain access. Combined with the drop in curiosity and growth in boredom, this factor has led to an increase in refusal rates.

From a large scale study, we calculated these refusal rates, which include both refusing to open the door and refusing to be interviewed:

- Guangzhou, 32.4%
- Beijing, 21.8%
- Shanghai, 10.0%
- Chengdu, 4.8%
- Wuhan, 21.3%

Successful methods for increasing cooperation rates include employing only those interviewers who can speak the local dialect, avoiding using male interviews, and strengthening training and supervision.

Sample design

China's population is about 1.2 billion of which 350 million are in urban areas (622 cities and scores of thousands of towns). Of the cities, 32 have populations of at least 1 million, 42 between 500,000 and 1 million, and the remaining 548 less

than 500,000.

Almost all marketing research has been concentrated in the 74 cities having populations of at least 500,000. These cities are classified into two types:

- National trade centers such as Beijing, Shanghai, Guangzhou, and Chengdu. Almost all national surveys include these

four cities.

- Secondary cities such as Wuhan, Chongqing, Kunming, Fuzhou, Xiamen, Hangzhou, Jinan, Shengyang, Dalian, Xi'an, and Tianjin.

Sample sizes range from 200 to 400 per city, with a mode of 300.

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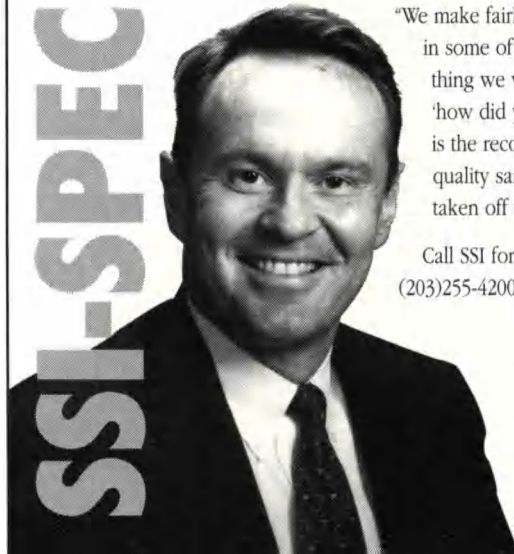
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conducted in smaller cities. Two exceptions:

1. Qualitative and small scale quantitative research in developed areas in such provinces as Guangdong, Fujian and Zhejiang, but almost never in inland areas.

2. Business-to-business projects. For example, EMR has recently completed a petroleum products project in 20 cities in Guangdong and Fujian provinces.

Almost no small towns or rural areas are included in marketing research projects. An exception is qualitative surveys occasionally conducted in suburban areas of the larger cities. These small towns and areas generally have primitive economies and are not attractive to manufacturers and service providers. Large distances between residences, low educational and literacy levels, and poor transportation are barriers.

Sample selection

Simple random sampling is not feasible because no well defined sampling frames exist for including all in the relevant population. Address lists are not readily available, and even if they were, the high rate of moving render them invalid.

The most popular sampling method is multi-stage random sampling: city area, street, neighborhood committee, household, person. For example, Guangzhou consists of eight geographic areas of which one is unsuitable because of its small, widely dispersed population and high mobility. The second level are streets within one or more areas. Every street has between 10 and 30 neighborhood committees, which comprise the third level.

Then, research organization employees are trained to survey and map the area. They walk around the perimeter of the neighborhood committee and measure its area. They start from a randomly cho-

sen household, and following a tightly defined procedure, mark every nth household.

Later, interviewers will attempt to interview those in these marked households, choosing the individual within the household based on both random methods and quota fulfillment requirements.

For central location studies, "convenience" samples are most often used. The client usually specifies the selection criteria. Passersby are stopped, screened for eligibility and quota, and recruited. Recruiting usually involves making an appointment—and gaining a commitment—for the respondent to appear at a central location.

Quantitative-qualitative mix

Quantitative research accounts for about 90 percent of research revenues. The qualitative research includes both focus group and individual depth interviews. On a relative basis, advertising agencies usually favor groups, but marketers demand one-on-one interviews.

Survey media

Face-to-face interviews—both door-to-door and central location—constitute the most common media. Mail surveys suffer from a very low response rate, and telephone surveys have their own difficulties. Some newspapers print questionnaires and ask readers to complete and return them. Typically, response rates are very low.

Specialized services

SRG and CCTV conduct studies that focus on retailing purchase patterns and media behavior. The number of cities they cover is increasing.

No successful general household panels exist. EMR established a 300-base panel mainly on laundry products. Par-

ticipants periodically received samples of these products and kept diaries of their purchases. Once or twice a month, they were interviewed. High costs and technical difficulties caused this panel to be disbanded after one year. Another attempt to establish and maintain a panel also failed.

Time and costs

Generally, a door-to-door quantitative survey of 300-500 people in one city takes between two and three weeks, about half devoted to field work and half to coding and analysis. Including more cities increases the time by three to five days. Qualitative studies can usually be conducted within own week. The most time-consuming activities are screening and recruiting.

As to costs, consider a typical quantitative 30-minute door-to-door survey of over 500 participants. Foreign and joint ventures will charge between Y200-300 RMB (or approximately US\$24-\$36) per completed interview. The local companies' rates are between Y80-150 RMB (or approximately US\$9.80-\$18) per completed interview. Costs per interview are higher for smaller samples.

The charge for a focus group interview ranges between Y3000-6000 RMB (US\$360-\$720) which includes recruiting, meeting room and interpreter, but not a moderator.

Analytic methods

Quanvert, a statistical program from Quantime Corporation, is probably the most commonly used software, but most clients are not interested in complex analyses, including multivariate analyses, perceptual mapping, and the like.

Emerging trends

We predict that more observational studies will be used: observing people shopping and making choices, noting difficulties and hesitations, watching how they use products, and the like. These studies trigger ideas for new products, more powerful merchandising methods, and enhanced user friendliness.

As in the United States, marketing research has a strong heritage from the behavioral sciences. Very few researchers have had graduate or undergraduate work in business. We predict that in the future, more marketing research will be strategy-oriented rather than fulfill a more limited specific data gathering and analysis function. □

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Overcome obstacles

continued from p. 21

"We have telemarketers 'sugging' or selling under the guise of research, which turns off consumers and often keeps them from being willing to participate in a research study ever again."

Legislation to limit the time of day during which telephone researchers may call respondents and limitations on the use of autodialer equipment may also adversely effect the ability of researchers to do their jobs and the quality of the findings, Mock said.

He suggested the researchers utilize CMOR, their lobbying organization, to help cope with such limiting legislation.

A major problem facing survey researchers is an increasing unwillingness of people to cooperate with all forms of survey research in general and telephone surveys in particular, he said. Irritation with unscrupulous telemarketers who sometimes disguise themselves as survey research professionals is at the heart of that problem. Fortunately, Mock said, because of the work of CMOR, the Federal Telemarketing Fraud Law has been enacted that effectively puts an end to sugging. Now telemarketers have to state promptly at the beginning of the call that they are selling something, what the product is and how much it costs.

Mock urged his fellow researchers to support CMOR in its efforts to address and promote respondent cooperation and to promote the tools the industry needs to be effective. "If we cannot turn around this issue of respondent cooperation our industry will be in serious jeopardy, with costs rising and quality falling — and all the progress we make in merchandising our added value will be erased," he said.

Other issues are more directly under the control of researchers, Mock said. Researchers must address the things that cause respondents to be uncooperative. They must end "long, boring" survey interviews; make surveys interesting, even fun; train interviewers to develop better rapport with respondents; let consumers know just

how important their viewpoint is; and at the end of every interview "genuinely thank the respondent for his or her help and reinforce how critical their viewpoints are."

Mock said researchers must "aggressively defend and protect our abil-

ity to conduct high-quality, representative and cost-effective research, and make market research an important, non-threatening and interesting experience for consumers, one they'll be happy to repeat whenever they are contacted again." □

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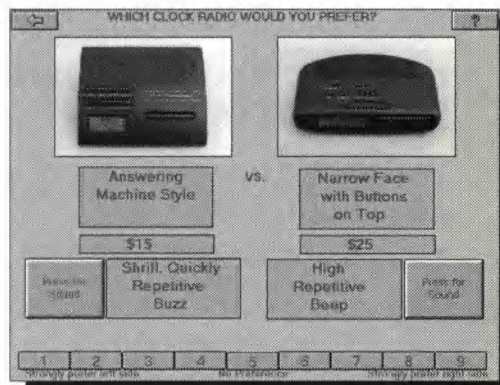
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Data Use

continued from p. 15

really .1 higher than the mean for all males. Intuitively, and correctly, it would usually be pretty tough for our two samples of 500 who are evaluating this concept to give us the sample information with which we would conclude that, "Hey, guys, the statistical test indicates that females like this stuff better than do males." Also, letting our intuition loose, most of us would feel pretty comfortable saying that if the mean liking for females was a full point higher than the mean liking for males in the respective populations, the 500 of each gender who test this product will (almost) always give us data that reflects the stronger liking by females.

Rather than false positives, we are now concerned with false negatives — our data not detecting a difference that really exists. In the preceding paragraph we argued that we will have fewer false negatives the further apart the two (unknown) population means really are. Makes sense.

In Table 1, the results of several more simulations of 2,000 sets of samples are shown. In each case, 500 observations representing our sample of males and another 500 representing the females in the sample were created. The column headings are the differences in the simulated means. The first column (0), is a repetition of the discussion for when the sample means were equal (zero difference). The entries in that column show the number and percentage of false positives for three different significance levels: .10, .05 and .01 (not discussed above). Remember that false positives arise when we find that our sample evidence supports the hypothesis that females have a mean rating greater than that of males, by an unspecified amount.

Columns 2 through 8 are headed by the simulated differences in generated population means. These differences run from .1 to 1. The entries in this portion of the table are the number and percentages of time when our samples would lead us to conclude that the female mean is not higher than that for males. (More notation/jargon: this is β , the probability that we accept the hypothesis of equal means, when really they are not equal or one is larger than the other in the populations of interest, depending on the form of the hypotheses studied.) Thus, in all cases the table shows the number of times the data would lead us to make an incorrect decision regarding the populations of interest.

| Significance Level (α) | 0 | 0.1 | 0.2 | 0.3 | 0.4 | 0.5 | 0.6 | 1 |
|---------------------------------|---------------|----------------|----------------|----------------|---------------|---------------|--------------|------------|
| 0.10 | 221 11.05% | 1491 74.55% | 1086 54.30% | 593 29.65% | 238 11.90% | 60 3.00% | 19 0.95% | 0 0.00% |
| 0.05 | 116 5.80% | 1695 84.75% | 1351 67.55% | 878 43.90% | 427 21.35% | 125 6.25% | 46 2.30% | 0 0.00% |
| 0.01 | 24 1.20% | 1928 96.40% | 1745 87.25% | 1389 69.45% | 920 46.00% | 419 20.95% | 174 8.70% | 0 0.00% |

Table shows number and percentage of 2,000 simulations of independent t-test based on two samples of 500, each, in which the incorrect statistical decision is made for the significance level given. The alternative hypothesis is that one of the populations has a higher mean. Column headings are the "actual" differences between the population means.

Without getting into some nasty statistical squiggly notation, we cannot easily evaluate what should have happened in columns 2 through 8. It was fairly easy to do so in the first column, by the way we ordinarily do practical statistical significance testing and set our significance level, α . However, the numbers do bear out our intuition that the more that one population mean beats the other, the more likely the samples will lead us to the appropriate conclusion (or the less likely that the samples will lead us to the incorrect conclusion). We do, however see such things as this — if the true population means are such that one is .1 larger than the other, and we run our significance test at $\alpha = .01$, then around 96 percent of the time our samples of 500 each will fail to give us the right answer.

One major issue not addressed here is that of statistical significance versus practical significance. That is, just because our samples indicate that the female mean is higher than that for males (as it will around one time in four when we let $\alpha = .10$ and the true mean difference is only .1), is that enough for us to really invest a chunk of money in marketing, advertising, plant and equipment or whatever? Might we not be better off to do these types of simulations before we draw samples, using meaningful population differences, to decide what sample sizes are appropriate?

Sometimes, yes; sometimes, not.

So, what are our conclusions? Among other things:

1. Standard significant testing works pretty well in rejecting a true hypothesis of equal means the proportion of time we specify when we select an α -level.

2. The more different the true population means are, the more likely we are to detect a difference, for fixed sample sizes.

3. For a given sample size and a given difference in population means, as α decreases, β increases (and, duh, vice versa).

4. Adding α and β will not give us a constant, though many, many think otherwise.

5. When testing a large number of scales, say 100, with the type of significance test we looked at above, recognize that in five or six or so you'll get false positives.

Thus, if all you see are five or six cases in which the mean for females is higher than that for males, don't turn this into a federal case.

Reiterating, we've demonstrated some things which everyone knew all along to be true, some things that intuitively were going on in statistical significance testing and maybe one or two things that might cause some careful thought. As said weekly on the old TV series *Hill Street Blues*, "Be careful out there!" □

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are bilingual, so they translated the questionnaires from the English version into each region's corresponding language and also translated the responses back into English. "The context was the same but they had to alter the phrasing of the question to come up with the same kind of response," Limacher says.

Translation is more than just converting words from one language into another. Sometimes you have change terminology to adapt to local preferences. VeriFone found, for example, that some regions had different definitions of portability — which is critical information because portability is one of the main potential selling points of the product.

The best answers in the world won't

Translation is more than just converting words from one language into another. Sometimes you have change terminology to adapt to local preferences. VeriFone found, for example, that some regions had different definitions of portability — which is critical information because portability is one of the main potential selling points of the product.

compensate for the wrong questions or the right questions asked in the wrong way, Limacher says. That's why it's crucial to put in the extra time translating and adapting the questionnaire to cultural norms.

Coordinating input

Faced with a limited budget, funds went to conference calling rather than travel, including calls to review the


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questionnaires and the progress of the research.

A lot of time was spent coordinating the input of the VeriFone regional managers on the questionnaire design and content. Each region had its own set of reasons why its needs should be met by the survey. "Since VeriFone is a highly decentralized company, we had to accommodate a lot of different input from different people, all of whom wanted to be sure their part of the world was included in the questionnaire," Limacher says. "Just for the U.S. alone we were dealing with six or seven middle managers."

It was a delicate balance, Wu says. "We wanted to answer their questions — it would be defeating the purpose to conduct research when sales regions can't use the data we gather — but we can't add and add questions.

"When you send the list of questions to the various sales regions they might say, 'Well, we don't care about

questions 9 through 12, however, we care about something else,' so we tried to add that in. But then you take the questionnaire to another region, where questions 9 through 12 are important but 1 through 5 aren't and they also want to add their own questions."

The solution? After developing a set of 25 core questions on product features, functionality and appearance that would be included in all versions of the survey, each region was given the opportunity to include five questions of its own.

Set objectives

Wu has some advice for companies facing a global research project. First, she says, it's important to set specific objectives. Every survey can't please every part of the company. The various branches or departments that will

"Have as much hands-on contact as you can. Ultimately your project manager at the research firm is responsible for that but it's good to know as much as you can about the local research firms."

be using the information have to acknowledge this fact ahead of time and determine what is most needed from the research.

Second, if a department or group within a company appoints a person to represent that group's interests during the research process, make sure that person has true authority to speak for the group. "That group better pick someone they think can represent them," Wu says. "We had a situation where a group said 'I know our team leader said that but that's not how we feel.' In some companies there are hundreds of employees at all levels, so there's no way that you can ask them well, do you agree with this?"

And, for projects involving several

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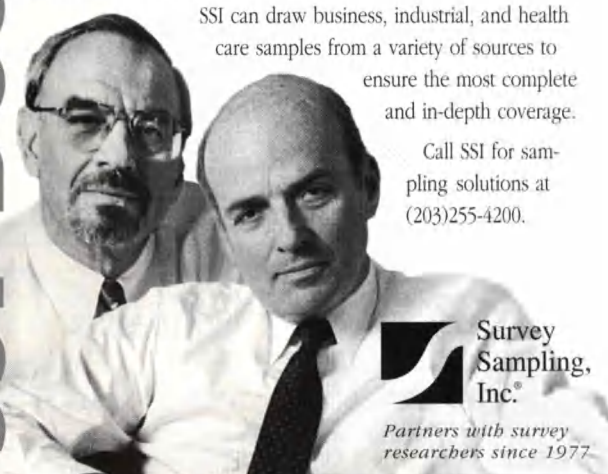
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groups of people, timely communication is key. Internal clients expect the research process to move along smoothly but if they don't return phone calls or E-mail seeking their input it's difficult for that to happen, Wu says.

After you've chosen a research supplier for your international project, if budgets allow, try to meet with the local research firms who will be working on your behalf. If your company has offices in the overseas markets, have company representatives meet with the research firm in your stead. "Have as much hands-on contact as you can," Wu says. "Ultimately your project manager at the research firm is responsible for that but it's good to know as much as you can about the local research firms."

It's helpful if your research vendor has prequalified industry contacts in the countries in which you'll be researching. Ties with local government officials can also

"We gave the engineers very specific recommendations on how to design the product, and the marketers information on how to position the product, including the benefits they should emphasize. They walked away from the study with a good idea of what each region demands and at what price."

help facilitate the research process.

If possible, try to watch the local research firm at work, either on your project or a previous one. "If you can't watch the actual interviews of the project, try to get hold of a tape of some of the work they have done before, to see their style and their approach, to make sure they aren't in conflict with your corporate philosophy," she says.

Under development

The product is still under development but Limacher is confident the research provided VeriFone engineers and marketers valuable insights. "We gave the engineers very specific recommendations on how to design the product, and the marketers information on how to position the product, including the benefits they should emphasize. They walked away from the study with a good idea of what each region demands and at what price. We were able to prioritize the importance of the features so the engineers knew which ones to focus on and what the trade-offs are."

"We want to build a product for the year 2000," Wu says, "one that anticipates trends and usage so that we aren't in a catch-up mode in terms of market requirements. We want to make sure that whatever we build has both flexibility and applicability to those different markets. The research helped us do that." □



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Mall intercepts

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given this brave new world.

The endless screener

The border between screener and questionnaire proper gets pretty blurry now and then, particularly in two-stage studies where respondents do the in-depth part back in the field office. The desire to wring every last bit of data from every contact is understandable. But consider the fancy footwork you'd need in order to keep a respondent happy and eager while you explain that the last six or seven minutes of questions was only the beginning and now there's lots more awaiting them back at the ranch ("More? I thought I just did your survey!"). Keep the screener

part of two-parters targeted and compact, no more than a couple of pages, with the invitation immediately following it. A short, snappy screener always increases the odds that qualified contacts will hang in there to the end. Besides, they can always answer all those other "screener" questions once they're sitting comfortably in the field office. And if you really can't bear to let the not-quite-qualified contacts go unquestioned, just skip over the invitation, and ask away.

Skip patterns

The essence of successful mall interviewing is speed and efficiency. Experienced interviewers handle normal skip patterns easily, but they all have war stories. One outstanding example required interviewers to assign numerical values to responses, adding them here, subtracting them there, to determine whether the respondent qualified for the study. More common, but no less horrifying, are questionnaires with several instructions that say something like, "If respondent answered yes to Q. 4 and Q. 12b, ask Q. 23a; If respondent answered no to Q. 7, Q. 15, and Q. 16a or Q. 16b, ask Q. 23b." Skips

that force an interviewer to move back and forth through the questionnaire pages not only make it easy to make mistakes, they also take time and let the respondent get bored and decide that going for a pizza would be more fun. Try to keep your skip patterns straightforward. And, if there's no way to simplify a skip pattern, why not repeat the relevant question numbers in boldface type at the bottom of their pages, so the interviewer can find them easily? Think ergonomically!

Keeping the tally

Keeping an accurate incidence tally of how many would-be respondents term out where, and perhaps how many initial refusals the interviewer has to suffer through before somebody finally qualifies is an important housekeeping task. Important, but often neglected by survey creators. When the screener lacks a built-in tallying system, the interviewer has to make do with a separate tally sheet, which usually means searching for it through all those other pages on the clipboard. It's not unknown for interviewers to get caught up in the thrill of the hunt for contacts and to delay updating the tally sheet until there's a lull in the action. And, regrettably, memory sometimes falters. The simplest, and therefore most accurate, on-screener tallying systems provide numbers at each term point:

1 2 3 4 5 6 7 8 9 10

This allows the interviewer to circle the next available number quickly and get on with the chase. It's simple, fast, and as foolproof as it gets.

Pain-free intercepts

Mall intercept interviewers are a hardworking bunch who spend their shifts being rejected, dealing competently with the intricacies of several surveys simultaneously and keeping track of constantly changing quotas — while managing to be relaxed, friendly and interested. They can handle any questionnaire thrown at them, no matter how cumbersome. But there's no need for any questionnaire to be cumbersome. A lot of thought and energy goes into getting your study design absolutely correct. Applying common sense and empathy can make your questionnaire an outstanding, user-friendly one for interviewers, and their appreciation will be from the heart. □

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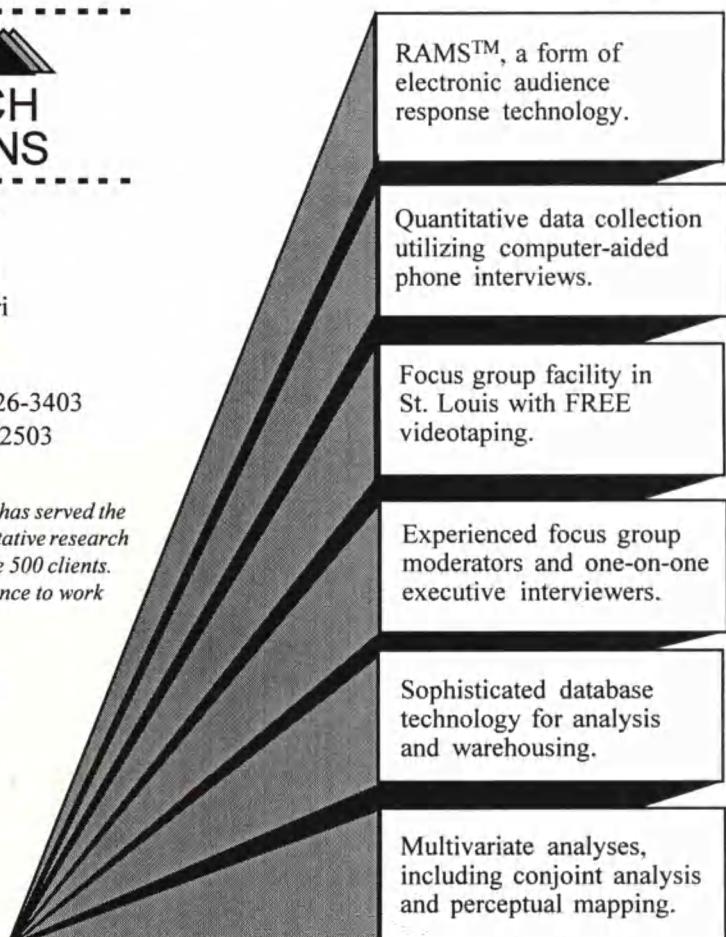
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Research Industry News

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Affina Corporation, a Troy, Mich., firm that provides customer relationship building processes through the application of marketing research, call center services and database management, is one of four U.S. companies that has been approved to participate in an intensive call center certification process by the Customer Outsourcing Performance Center (COPC), the Williamsville, N.Y.-based standards organization formed by a consortium of high-tech corporations including Microsoft, Novell, Dell and Claris.

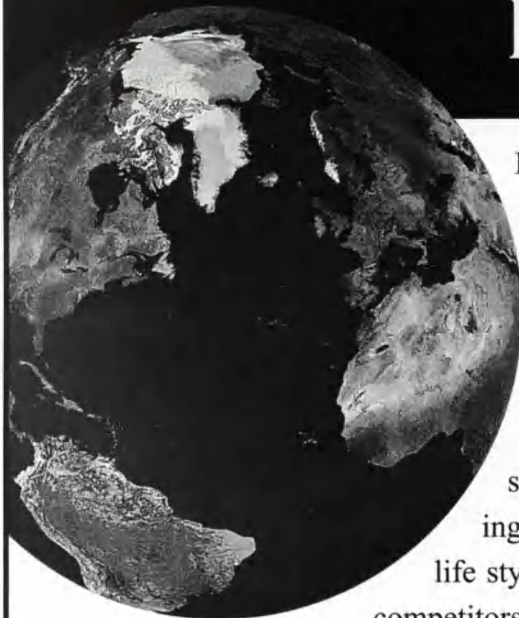
Medi-World, a global network of medical product marketing research companies, has chosen Bala Cynwyd, Pa.-based **Strategic Marketing Corporation** (SMC) and SMC's operating unit Strategic Marketing Asia (SMA) as its sole representative for the U.S. and China. The Medi-World network, which includes 46 companies in Eastern and Western Europe, Asia, the Middle East, Africa and Latin America, was created to provide medical product clients with a multinational knowledge and intelligence pool.

The Farnsworth Group has moved to larger quarters at One Park Fletcher, Suite C-200, 2601 Fortune Circle East, Indianapolis, Ind., 46241-5544. Phone 317-241-5600. Fax 317-227-3010. The company has also formed a new division, Stone Research Services, to provide telephone research and focus group services.

Ziment Associates has moved to 162 Fifth Ave., 11th fl., New York, N.Y., 10010. Phone 212-647-7200. Fax 212-647-7659.

Disher Strategic Research has moved to 873 Fenchurch Ct., Suite 200, Cincinnati, Ohio, 45230. Phone 513-232-1603. Fax 513-232-8187.

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Quirk's
MARKETING RESEARCH
Review

Names of Note

continued from p. 20

Arnold Diamond has been named president, COO. Executive V.P. Director of Marketing **Alan Levine** has been named executive V.P. director of strategic planning. In addition, **Aileen Cositore** has been promoted to vice president, research group head, and **Mary Dragonetti** and **Yvette Bergman** have been promoted to research group head.

MarketVision Research, Cincinnati, Ohio, has promoted **Donald McMullen** to board chairman and



Repass

Rucker

chief executive officer. The firm has appointed **Rex Repass** president and chief operating officer. **Tina Rucker** has been named vice president, client services. In addition, **Sharon Laukhuff** has been named vice president, integrated research services. At the firm's Indianapolis, Ind., office, **J.E. Scott Mason** has been named vice president, client service and general manager.

Scott Hoffmire, president of Memphis-based *Food Insights*, and **Judy Patton**, the firm's senior vice president, have been selected to speak at the 1996 annual conference of the National Association of College Auxiliary Services in Orlando, Fla., on November 22. Hoffmire will speak on "Dining Operations: The Dynamics of a Customer Driven Program." Patton will discuss how research can be used to help the operators achieve their goals more efficiently and profitably.

The American Marketing Association and the Marketing Department of the Wharton School of Business at the University of Pennsylvania have

named **Vincent P. Barabba** and V. "Seenu" Srinivasan the 1996 winners of The Parlin Award, which is given to individuals who have made outstanding contributions to the field of marketing research. Barabba is general manager of the General Motors Knowledge Network. Srinivasan is the Ernest C. Arbuckle Professor of Marketing and Management Science at Stanford University's Graduate School of Business, and an affiliated faculty member of the school's Department of Operations Research. The



From left, Parlin Award winner V. "Seenu" Srinivasan, Tim Parlin, AMA Chief Operating Officer Dennis Jorgensen, and Parlin Award winner Vincent P. Barabba.

award was established in 1945 and is named in honor of Charles Coolidge Parlin in recognition of his outstanding contributions to the field of marketing research. Parlin was associated with the Curtis Publishing Company for many years and is recognized for his early benchmarking studies of consumer issues.

CORRECTION: The October "Names of Note" incorrectly reported that Elrick and Lavidge's **Bonnie Breslauer** had been promoted to account director. She was in fact promoted to vice president from account director.

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- NA.....information not available

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Cindy Estes, Director
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Stat.-8 1,2,3,4
(See advertisement on p. 71)

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Tina Gavin, Supervisor
H-20% M-50% L-30%
Stat.-6 1,2,3,4
(See advertisement on p. 59)

Gadsden

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H-25% M-50% L-25%
Stat.-5 1,2
(See advertisement on p. 59)

Huntsville

Polly Graham & Associates

Madison Square Mall
5901 University Dr., #111
Huntsville, AL 35806
Ph. 205-830-0146
Fax 205-830-0146
Terry Wood, Supervisor
H-50% M-30 L-20%
Stat.-5 1,2,4
(See advertisement on p. 59)

Mobile

Polly Graham & Associates

Bel Air Mall
3289 Bel Air Mall
Mobile, AL 36606
Ph. 334-471-0059
Fax 334-478-0015
Martha Bowers, Supervisor
H-30% M-35% L-35%
Stat.-6 1,2,3,4
(See advertisement on p. 59)

Montgomery

Nolan Research
Lecroy Shopping Village
3661 Debby Dr.
Montgomery, AL 36111
Ph. 334-284-4164
Deidra K. Nolan
H-20% M-70% L-10%
Stat.-2 1,3

Nolan Research
Montgomery Mall
East-South Blvd.
Montgomery, AL 36111
Ph. 334-284-4164
Fax 334-286-9788
Deidra Nolan, Partner
H-20% M-70% L-10%
Stat.-4 1

ARIZONA

Phoenix

Car-Lene Research, Inc.
Arrowhead Towne Centre
7700 W. Arrowhead Towne Centre
Glendale, AZ 85308
Ph. 602-486-1050
Connie Nipp, Manager
Income-NA
Stat.-NA

Cunningham Field & Research Services, Inc.
Los Arcos Mall
1393 N. Scottsdale Rd.
Scottsdale, AZ 85257
Ph. 602-990-9788
Fax 602-990-9795
E-mail: cfspho@aol.com
Kirk Pope, Manager
H-20% M-70% L-10%
Stat.-8 1,2,3,4

Friedman Marketing Services
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

Friedman Marketing Services
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

Friedman Marketing Services
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
Lincoln Anderson, Manager
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
Ali Arastu, Manager
H-3% M-37% L-60%
Stat.-7 1,2,3,4
(See advertisement on p. 65)

Valleywide Research, Inc.
Santa Fe Square Mall
1107 S. Gilbert Rd., #110
Mesa, AZ 85204
Ph. 602-892-5583
Fax 602-497-3272
DeAnn Corey, Manager
H-20% M-60% L-20%
Stat.-4 2,4

Tucson

Car-Lene Research, Inc.
Tucson Mall
4500 N. Oracle
Tucson, AZ 85705
Ph. 520-292-0966
Laura Metelovsky, Manager
Income-NA
Stat.-NA

1996 MALL RESEARCH FACILITIES DIRECTORY

ARKANSAS

Fort Smith

C&C Market Research
Central Mall, #40-N
Ft. Smith, AR 72903
Ph. 501-484-5637
Fax 501-484-7379
Income-Middle
Stat.-8 1,2,3,4

Pine Bluff

Friedman Marketing Services
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
Joellen Bartels, Owner
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
E-mail: fresno.nri@nichols-research.com
Amy Shields, Branch Manager
H-20% M-70% L-10%
Stat.-6 1,2,3,4

Los Angeles

Adept Research, Inc.
Sherman Oaks Fashion Sq.
14006 Riverside Dr., #235
Sherman Oaks, CA 91423
Ph. 818-727-7494
Fax 818-727-7351
Iris Gross/Harriet Wolfson, Owner
H-60% M-35% L-5%
Stat.-NA 2

Adept Research, Inc.
Hawthorne Plaza
12270 Hawthorne Blvd.
Hawthorne, CA 90250
Ph. 818-727-7494
Fax 818-727-7351
Iris Gross/Harriet Wolfson, Owners
H-10% M-80% L-10%
Stat.-8 2,3,4

Car-Lene Research, Inc.
Santa Fe Springs Mall
Santa Fe Springs, CA 90670
Ph. 310-946-2176
Fax 310-944-4167
Danella Hawkins, Manager
H-10% M-60% L-30%
Stat.-7 1,2,3,4

Car-Lene Research, Inc.
Puente Hills Mall
City of Industry, CA 91748
Ph. 818-964-4589
Tracy Nuno, Manager
H-20% M-50% L-30%
Stat.-7 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
E-mail: Consumer.Pulse@internetMCI.com
Angie Abell, Director
H-25% M-50% L-25%
Stat.-9 1,2,3,4
(See advertisement on p. 71)

Facts 'n Figures
Antelope Valley Mall
1233 W. Ave. P, Ste. 701
Palmdale, CA 93551
Ph. 805-272-4888
Fax 805-272-5676
Renee Stapleton, Manager
H-20% M-70% L-10%
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
Cecelia Chalvez, Manager
H-30% M-50% L-20%
Stat.-12 1,2,3,4

Facts 'n Figures
Valencia Town Center Mall
24201 Valencia Blvd., Ste. 2317
Valencia, CA 91355
Ph. 805-222-2278
Fax 805-222-2287
Ned Christiansen, Manager
H-25% M-70% L-5%
Stat.-20 1,2,3,4

Friedman Marketing Services
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
Gail Stutz, Manager
H-50% M-40% L-10%
Stat.-14 1,2,3,4



THE VOICE OF THE SOUTH FOR OVER THIRTY-TWO YEARS!

ALABAMA'S ONLY STATEWIDE MARKET RESEARCH SERVICE

4 focus group facilities • executive interviewing • computer interviewing
• central location testing • central telephone bank - 25 monitored lines • one-on-one
interviewing • door-to-door interviewing • indepth interviewing • statewide
mystery shopper network • audits

PERMANENT
MALL FACILITIES:
EASTWOOD MALL Birmingham
MADISON SQUARE MALL Huntsville
BEL AIR MALL Mobile
GADSDEN MALL Birmingham

**Polly Graham
& Associates Inc.**
3000 Riverchase Galleria, Suite 310
Birmingham, Alabama 35244
(205) 985-3099 • Fax (205) 985-3066

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)
 NA.....information 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

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

Los Angeles Mktg. Rsch. Associates
 Warner Plaza
 Woodland Hills, CA 91364
 Ph. 818-506-5544
 Fax 818-762-5144
 William Bilkiss, Sr. Vice President
 Income-Middle
 Stat.-10 1,3

L.A. Research, Inc.
 9010 Office Plaza, #109
 9010 Reseda Blvd.
 Northridge, CA 91324
 Adrienne Goldbaum, President
 Ph. 818-993-5500
 Fax 818-993-5664
 H-30% M-50% L-20%
 Stat.-7 1,3

Mid-America Research, Inc.
 Santa Monica Place
 301 Santa Monica Pl.
 Santa Monica, CA 90104
 David Ottenfeld, Manager
 Ph. 310-260-3237
 Fax 310-260-3241
 H-25% M-70% L-5%
 Stat.-25 1,2,3,4

P.K.M. Mktg. Research Svcs.
 The Plaza at West Covina
 1200 W. Covina Pkwy.
 West Covina, CA 91793
 Ph. 818-856-3883
 Fax 818-856-3886
 Robin Koerner, Manager
 H-20% M-45% L-35%
 Stat.-6 1,3,4

Quality Controlled Services

Lakewood Center Mall, Space 25
 Lakewood, CA 90712
 Ph. 310-633-7344
 Fax 310-633-3791
 Kathy Hangach
 H-42% M-26% L-32%
 Stat.-NA 1,2,3

Quick Test, Inc.

Westminster Mall
 2009 Westminster Mall
 Westminster, CA 92683
 Ph. 714-891-2111
 Fax 714-891-8985
 Linda Green, Manager
 H-20% M-60% L-20%
 Stat.-9 1,2,3
 (See advertisement on p. 65)

Reyes Research
 The Esplanade Mall
 253A Esplanade Dr.
 Oxnard, CA 93030
 Ph. 805-278-1444
 Fax 805-278-1447
 Arvind Datta, Manager
 H-25% M-40% L-35%
 Stat.-6 1,2

Southern California Interviewing Service
 Encino Center
 17277 Ventura Blvd.
 Encino, CA 91316
 Ph. 818-783-7700
 Fax 818-783-8626
 E-mail: scis@scis.com
 Doug Phillips
 H-60% M-38% L-2%
 Stat.-8 2,3,4

Suburban Associates
 Sherman Oaks Galleria
 15301 Ventura Blvd., Ste. 386
 Sherman Oaks, CA 91403
 Ph. 818-906-8036
 Fax 818-906-2539
 E-mail: WeAsk@aol.com
 Don Smith, Manager
 H-20% M-60% L-20%
 Stat.-10 1,3,4

U.S. Research Company
 2157 Montclair Plaza Ln.
 Montclair, CA 91763
 Ph. 909-624-1244
 Fax 909-626-5183
 Income-Middle
 Stat.-NA 1,2,3,4

Orange County

The Question Shop, Inc.
 Nohl Plaza
 2860 N. Santiago Blvd., Ste. 100
 Orange, CA 92667
 Ph. 714-974-8020
 Fax 714-974-6968
 Ryan Reasor, President
 H-50% M-40% L-10%
 Stat.-NA 1,2,3,4

Quick Test, Inc.

Huntington Center Mall
 7777 Edinger Ave.
 Huntington Beach, CA 92647
 Ph. 714-899-3888
 Fax 714-899-3878
 Linda Green, Manager
 H-20% M-60% L-20%
 Stat.-4 1,2,3,4
 (See advertisement on p. 65)

Riverside/San Bernardino

Cunningham Field & Research Services, Inc.
 Inland Center Mall
 500 Inland Center Mall, Ste. 400A
 San Bernardino, CA 92408
 Ph. 909-888-2633
 Fax 909-888-2334
 E-mail: cfs@aol.com
 Sandy Solomon, Manager
 H-20% M-70% L-10%
 Stat.-5 1,2,3,4

Field Management Associates
 Riverside Plaza, #3601
 Riverside, CA 92506
 Ph. 909-369-0800
 Fax 909-369-0957
 Robert Hellman, President
 H-30% M-60% L-10%
 Stat.-7 2,3,4

Heakin Research, Inc.
 Moreno Valley Mall
 22500 Towne Cir., #1105
 Moreno Valley, CA 92553
 Ph. 909-653-3200
 Fax 909-653-3255
 Jim Scott, Manager
 H-24% M-60% L-16%
 Stat.-10 1,2,3,4

L.A. Research, Inc.
 Hardman Center
 5222 Arlington Ave., #E
 Riverside, CA 92504
 Ph. 909-358-0300
 Fax 909-358-0309
 H-20% M-70% L-10%
 Stat.-5 1,3

Sacramento

American River Field & Service
 Cable Park Mall
 Orangevale, CA 95662
 Ph. 916-989-0961
 Charlotte Banks, Manager
 Income-Middle
 Stat.-8 1,2,3,4

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

1996 MALL RESEARCH FACILITIES DIRECTORY

Salinas

Friedman Marketing Services
Consumer Opinion Center
Northridge Mall
474 Northridge
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 Svcs., Inc.
Plaza Bonita Mall
3030 Plaza Bonita Rd., #111
National City, CA 92123
Ph. 619-573-0330
Fax 619-573-0538
Gerald Jagorda, President
H-23% M-33% L-44%
Stat.-8 1,2

Luth Research
Mission Valley Center
1640 Camino Del Rio N., Ste. 328
San Diego, CA 92108
Ph. 619-299-7487
Fax 619-299-0513
E-mail: luthsd@aol.com
Jefi Harper, Manager
H-30% M-50% L-20%
Stat.-8 1,2,3,4
Member NETWORK

Novick Ayres Corp.
El Camino North
2657 Vista Way, #5
Oceanside, CA 92054
Ph. 619-967-1307
Fax 619-967-4143
Suzette Novick, Owner
H-20% M-60% L-10%
Stat.-3 1,2,3,4

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

San Francisco Bay/ San Jose Area

Car-Lene Research, Inc.
Stonestown Galleria
32511 20th Ave.
San Francisco, CA 94132
Ph. 415-566-9925
Fax 415-566-9929
Olinda Owen, Manager
H-25% M-50% L-25%
Stat.-6 1,2,3,4

Car-Lene Research, Inc.
County East Mall
2550 Sommersville Rd.
Antioch, CA 94509
Ph. 510-706-9103
Meta Long, Manager
Income-NA
Stat.-NA

Consumer Opinion Services, Inc.

Great Mall of the Bay Area
500 Great Mall Dr.
Milpitas, CA 95035
Ph. 408-934-9036
Fax 408-934-9038
Maxine Kuzod, Manager
H-25% M-55% L-20%
Stat.-9 1,2,3,4
(See advertisement on p. 85)

Friedman Marketing Services
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
217 A Torforan Park Mall
San Bruno, CA 94066
Ph. 415-588-9500
Fax 415-588-9756
Hal Berke, Owner
Income-Middle to High
Stat.-7 1,2,3,4

Heakin Research, Inc.
262 Bay Fair Mall
San Leandro, CA 94578
Ph. 510-278-2200
Fax 510-278-6736
Steve Teichner, Manager
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
Ann Pollard, Manager
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
Liane Farber, Manager
H-50% M-40% L-10%
Stat.-10 1,2,3,4

Nichols Research, Inc.
Newpark Mall
1155 New Park Mall
Newark, CA 94560
Ph. 510-794-2990
Fax 510-794-3471
E-mail: np.nri@nichols-research.com
Cheryl Blumenthal Olvera, Branch Mgr.
H-20% M-70% L-10%
Stat.-8 1,2,3,4

Quick Test, Inc.

Southland Mall
203 Southland Mall
Hayward, CA 94545
Ph. 510-785-4650
Fax 510-785-0641
Gayle Wilde, Manager
H-5% M-20% L-75%
Stat.-9 1,2,3,4
(See advertisement on p. 65)

Quick Test, Inc.

West Valley Mall
3200 Naglee Rd., Ste. 406
Tracy, CA 95376
Ph. 209-839-0532
Fax 209-839-0705
Ayala Saltzman, Manager
H-10% M-75% L-5%
Stat.-11 1,2,3,4
(See advertisement on p. 65)

Margaret Yarbrough & Associates
South Shore Center
415 South Shore Center
Alameda, CA 94501
Ph. 510-521-6900
Fax 510-521-2130
E-mail: marge@hooked.net
Diane Kientz, Manager
H-30% M-50% L-20%
Stat.-7 1,2,3
Member NETWORK

San Jose (See San Francisco Bay/ San Jose Area)

COLORADO

Boulder

Car-Lene Research, Inc.
Crossroads Mall
1700 28th St.
Boulder, CO 80301
Ph. 303-444-1500
Jodi Smith, Manager
Income-NA
Stat.-NA

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)
 NA.....information 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

Colorado Springs

Brewer Research/The Springs Research
 Citadel Mall
 750 Citadel Dr. E., Ste. 3122
 Colorado Springs, CO 80909
 Ph. 719-597-9869
 Fax 719-597-9869
 Esther Brewer, Owner
 H-15% M-40% L-45%
 Stat.-8 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
 E-mail: Consumer.Pulse@internetMCI.com
 Mary Schneider, Director
 H-20% M-60% L-20%
 Stat.-9 1,2,3
 (See advertisement on p. 71)

Barbara Prince Associates, Inc.
 Mall of the Bluffs
 3650 Austin Bluff Pkwy.
 Colorado Springs, CO 80918
 Ph. 516-561-1723
 Fax 516-561-2523
 Barbara Prince, President
 H-15% M-60% L-25%
 Stat.-10 2,3,4

U.S. Research Company
 Chapel Hills Mall
 1710 Briargate Blvd., Ste. 315
 Colorado Springs, CO 80920
 Ph. 719-598-8070
 Fax 719-598-1376
 Income-Middle
 Stat-NA 1,2,3,4

Denver

Car-Lene Research, Inc.
 Twin Peaks Mall
 1250 S. Hoover Rd., Ste. 51
 Longmont, CO 80501
 Ph. 501-484-5637
 Barbara Kachadoorian, Manager
 Income-NA
 Stat.-6 1,2,3,4

Car-Lene Research, Inc.
 Thornton Town Center
 10001 Grant St.
 Thornton, CO 80229
 Ph. 303-452-2696
 Cindy Rodriguez, Manager
 Income-NA
 Stat.-NA

Consumer Pulse of Denver

Aurora Mall
 14200 Alameda Ave.
 Aurora, CO 80012
 Ph. 303-341-1211
 Fax 303-341-4469
 E-mail: Consumer.Pulse@internetMCI.com
 Steve Ansel, Manager
 H-40% M-50% L-10%
 Stat.-9 1,2,3,4
 (See advertisement on p. 71)

Friedman Marketing Services
 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

Friedman Marketing Services
 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
 Sally Phelps, Manager
 H-20% M-50% L-30%
 Stat.-8 1,2,3,4

Quick Test, Inc.

Villa Italia Mall
 7200 W. Alameda, Ste. 203
 Lakewood, CO 80226
 Ph. 303-937-0144
 Fax 303-937-0502
 Jackie Stepanich, Manager
 H-2% M-80% L-18%
 Stat.-4 1,2,3,4
 (See advertisement on p. 65)

CONNECTICUT

Bridgeport

Shapiro Research Services, Inc.
 Trumbull Shopping Park
 5065 Main St.
 Trumbull, CT 06611
 Ph. 203-373-9391
 Fax 203-371-4257
 Sandy Shapiro, President
 H-20% M-60% L-20%
 Stat.-6 1,2,3,4

Danbury

Performance Plus, Inc.
 Danbury Fair Mall
 7 Backus Ave.
 Danbury, CT 06810
 Ph. 508-872-1287 ext. 112
 Fax 508-879-7108
 Shirley Shames, President
 H-60% M-30% L-10%
 Stat.-10 1,2,3,4
 Member NETWORK

Waterbury

Firm Facts Interviewing Service
 Naugatuck Valley Mall
 920 Wolcott St.
 Ph. 203-759-1142 or 203-375-4666
 Fax 203-759-5822
 Harriet Quint, Partner
 H-25% M-60% L-15%
 Stat.-6 1,2,3

DISTRICT OF COLUMBIA

Car-Lene Research, Inc.
 Potomac Mills
 2700 Potomac Mills Cir.
 Woodbridge, VA 22192
 Ph. 703-497-4444
 Debbie Nistle, Manager
 Income-NA
 Stat.-NA

Consumer Pulse of Washington

The Mall at Manassas
 8300 Sudley Rd.
 Manassas, VA 22110
 Ph. 703-368-5544
 Fax 703-368-7709
 E-mail: Consumer.Pulse@internetMCI.com
 Jeff Davis, Director
 H-20% M-60% L-20%
 Stat.-8 1,2,3,4
 (See advertisement on p. 71)

1996 MALL RESEARCH FACILITIES DIRECTORY

Cunningham Field & Research Services, Inc.
Springfield Mall
6691B Springfield Mall
Springfield, VA 22150
Ph. 703-719-7084
Fax 703-719-6413
E-mail: cfswas@aol.com
Kim Wilczewski, Manager
H-20% M-70% L-10%
Stat.-3 1,2,3,4

Facts in Focus, Inc.
St. Charles Towne Center
5000 Rte. 301, Ste. 2006
Waldorf, MD 20603
Ph. 301-870-7799
Fax 301-705-8348
Anne O'Connor, Manager
H-40% M-35% L-25%
Stat.-15 1,2,3,4

Shugoll Research
Ballston Common
4238 Wilson Blvd.
Arlington, VA 22203
Ph. 703-841-2414
Fax 703-841-2422
E-mail: shugoll@erols.com
Iris Halako, Manager
H-20% M-60% L-20%
Stat.-4 1

T.I.M.E. Market Research
425 Spotsylvania Mall
Fredricksburg, VA 22407
Ph. 703-786-3376
Fax 703-786-3925
Steve Ingalls, Partner
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
Margaret Wilde, Manager
H-12% M-78% L-10%
Stat.-12 1,2,3,4

Fort Lauderdale

Car-Lene Research, Inc.
Broward Mall
8000 Broward Mall
Plantation, FL 33388
Ph. 954-476-6840
Fran Sciulla, Manager
Income-NA
Stat.-NA

Cunningham Field & Research Services, Inc.
Pembroke Lakes Mall
11401 Pines Blvd., Ste. 702
Pembroke Pines, FL 33026
Ph. 954-438-9315
Fax 954-438-9367
E-mail cfsmia@aol.com
Suzann Davis, Manager
H-30% M-50% L-20%
Stat.-6 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
Linda Boneville
H-30% M-60% L-10%
Stat.-14 2,3,4

Mar's Surveys, Inc.
Pompano Square Mall
One Pompano Square, #D-1
Pompano Beach, FL 33062
Ph. 954-783-8309
Fax 954-783-8308
Paula Fuchs, Supervisor
H-25% M-55% L-20%
Stat.-8 1,2,3,4

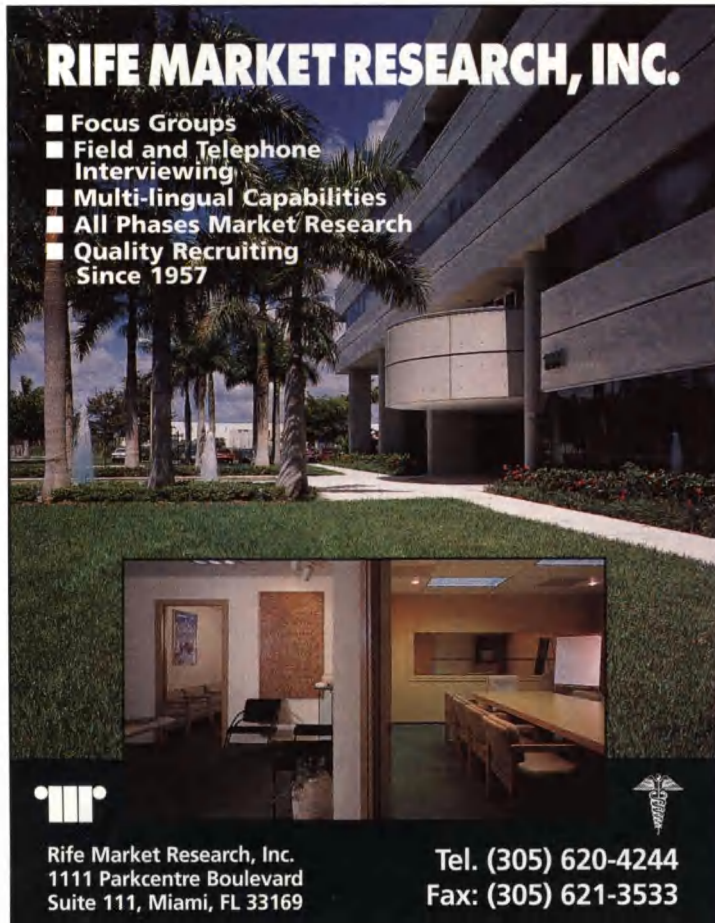
Barbara Prince Associates, Inc.
Coral Ridge Mall
3200 N. Federal Hwy.
Ft. Lauderdale, FL 33306
Ph. 516-561-1723
Fax 516-561-2523
Barbara Prince, President
H-10% M-50% L-40%
Stat.-6 2,3,4


South Florida Market Research
The Festival Mall
2900 W. Sample Rd.
Ft. Lauderdale, FL 33060
Ph. 954-975-5982
Fax 954-984-8963
Lester or Beatrice Alenik
Income-Middle to High
Stat.-1 3

Weitzman & Philip, Inc.
Hollywood Mall
3251 Hollywood Blvd.
Hollywood, FL 33021
Ph. 954-985-5600
Fax 954-965-5600
Dan Philip, President
H-20% M-40% L-40%
Stat.-7 2,3,4

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 Rife Market Research, Inc.
1111 Parkcentre Boulevard
Suite 111, Miami, FL 33169

Tel. (305) 620-4244
Fax: (305) 621-3533

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)
 NA.....information 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

Fort Myers

Quick Test, Inc.

Edison Mall
 4125 Cleveland Ave., Ste. 23
 Fort Myers, FL 33901
 Ph. 941-939-1200
 Fax 941-939-1413
 Ross Lebo, Acting Manager
 H-30% M-40% L-30%
 Stat.-12 1,2,3,4
 (See advertisement on p. 65)

T.I.M.E. Market Research
 505 Pt. Charlotte Mall
 1441 Tamiami Trail
 Pt. Charlotte, FL 33948
 Ph. 813-625-5111
 Fax 813-625-6416
 Sharon People, Manager
 H-25% M-60% L-15%
 Stat.-10 1,2,3,4

Jacksonville

Consumer Pulse of Jacksonville

Regency Square Mall
 9501 Arlington Expy., #680
 Jacksonville, FL 32225
 Ph. 904-723-3322
 Fax 904-723-0048
 E-mail: Consumer.Pulse@internetMCI.com
 Susan Meade, Director
 H-20% M-60% L-20%
 Stat.-8 1,2,3
 (See advertisement on p. 71)

Cunningham Field & Research Services, Inc.
 Orange Park Mall
 1910 Wells Rd., Ste. 1002
 Orange Park, FL 32073
 Ph. 904-264-2814
 Fax 904-264-3619
 E-mail: cfsjac@aol.com
 Craig Wey, Manager
 H-20% M-70% L-10%
 Stat.-6 1,2,3,4

Kirk Research Services, Inc.
 Roosevelt Mall
 4525 Roosevelt Blvd.
 Jacksonville, FL 32210
 Ph. 904-387-0883
 Fax 904-387-0268
 Rebecca Kirk, Vice President
 H-25% M-50% L-25%
 Stat.-4 1,3

Opinions

Div. of Irwin Research Services, Inc.
 The Avenues Mall
 10300 Southside Blvd., #168
 Jacksonville, FL 32256
 Ph. 904-363-1480
 Fax 904-363-1682
 H-30% M-60% L-10%
 Stat.-10 1,2,3
 Member NETWORK

Melbourne

Quick Test, Inc.

Melbourne Square Mall
 1700 W. Newhaven Ave., Ste. 577
 Melbourne, FL 32904
 Ph. 407-729-9809
 Fax 407-729-9551
 Lori Weingarten, Manager
 H-30% M-50% L-20%
 Stat.-10 3
 (See advertisement on p. 65)

Miami

Light Interviewing Service, Inc.
 163rd. St. Mall
 N.E. 163rd St.
 Miami, FL 33162
 Ph. 305-264-5780
 Fax 305-264-6419
 Jean Light, President
 H-1% M-85% L-14%
 Stat.-8 1,2,3

Quick Test, Inc.

Miami International Mall
 1455 N.W. 107th Ave., #687
 Miami, FL 33172
 Ph. 305-591-1388
 Fax 305-592-1188
 H-30% M-60% L-10%
 Stat.-11 1,2,3,4
 (See advertisement on p. 65)

Rife Market Research, Inc.

Skylake Mall
 1688 N.E. Miami Gardens Dr.
 Miami, FL 33179
 Ph. 305-620-4244
 Fax 305-621-3533
 E-mail: RIFE A@aol.com
 Sandy Palmer
 H-15% M-74% L-11%
 Stat.-8 1,2,3,4
 (See advertisement on p. 63)

Weitzman & Philip, Inc.
 California Club Mall
 850 Ives Dairy Rd.
 Miami, FL 33179
 Ph. 305-653-6323
 Fax 305-653-4016
 Dan Philip, President
 H-25% M-45% L-30%
 Stat.-10 2,3,4

Orlando

Car-Lene Research, Inc.
 West Oaks Mall
 9401 W. Colonial Dr., Space 401
 Ocoee, FL 34761
 Ph. 407-298-6668
 Linda Powers, Manager
 Income-NA
 Stat.-NA

Barbara Nolan Market Research
 Altamonte Mall
 521 Altamonte Ave.
 Altamonte Springs, FL 32701
 Ph. 407-332-9260
 Fax 407-332-0718
 Income-High
 Stat.-10 1,2,3,4

Barbara Nolan Market Research
 Florida Mall
 8001 S. Orange Blossom Trl.
 Orlando, FL 32809
 Ph. 407-851-7114
 Fax 407-851-7115
 Income-High
 Stat.-8 1,2,3,4

Barbara Nolan Market Research
 Seminole Town Center
 275 Town Center Cir.
 Sanford, FL 32771
 Ph. 407-330-2344
 Fax 407-323-3235
 Income-Middle to High
 Stat.-8 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
 Tracey Seitz, Manager
 H-9% M-28% L-63%
 Stat.-6 3
 (See advertisement on p. 65)

Sarasota

Starr Research
 Sarasota Square Mall
 8201 S. Tamiami Trail, #54
 Sarasota, FL 34238
 Ph. 941-925-7827
 Fax 914-922-3289
 Jim Pobicki, Vice President
 H-30% M-60% L-10%
 Stat.-6 1,2,3,4

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Rely on **QUICK TEST!**

Quick Test has a proven track record of training it's mall interviewers to be the best in the industry. Quick Test places more emphasis on continuous learning, dedicates more dollars and more hours of classroom training than any other mall intercept research organization.

As the industry leader in mall intercept interviewing for over twenty years, we continue to grow and expand, adding locations to the largest network in the country. This enables Quick Test opinion centers to provide

professional person-to-person interviewing in any geographical location, quickly and accurately.

For your next project, when you need mall interviewing, WATS telephone interviewing, focus groups, executive and industrial interviewing, or coding and tabulation for; consumer, business to business, medical, high tech and other industries,

call the well trained experts at Quick Test

(800)523-1280 or fax your request to

(561)748-3601. 1061 East Indiantown

Road, Suite 300 Jupiter, Florida 33477



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)
 NA.....information 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

Tallahassee

Friedman Marketing Services
 Consumer Opinion Center
 Tallahassee Mall
 2415 N. Monroe
 Tallahassee, FL 32303
 Ph. 904-385-4399
 Fax 904-385-3481
 H-25% M-50% L-25%
 Stat.-9 1,2,3,4

Tampa/ St. Petersburg

Adam Market Research, Inc.
 University Mall
 2200 E. Fowler Ave.
 Tampa, FL 33612
 Ph. 813-875-4005
 Fax 813-875-4055
 Mark Siegel, Director
 H-25% M-40% L-35%
 Stat.-7 2,3

Car-Lene Research, Inc.
 Pinellas Square Mall
 7200 U.S. Hwy. 19
 Pinellas Park, FL 34665
 Ph. 813-527-0113
 Sharon Brandy, Manager
 H-14% M-36% L-50%
 Stat.-8 1,2,3,4

Car-Lene Research, Inc.
 West Shore Plaza
 350 West Shore Plaza
 Tampa, FL 33609
 Ph. 813-289-8202
 Sharon Brandy, Manager
 Income-NA
 Stat.-NA

Cunningham Field & Research Services, Inc.
 Countryside Mall
 27001 U.S. Hwy. 19 N., #2074
 Clearwater, FL 34621
 Ph. 813-796-8944
 Fax 813-796-7199
 E-mail: cfstam@aol.com
 Jennifer Hemby, Manager
 H-30% M-50% L-20%
 Stat.-6 1,2,3,4

Cunningham Field & Research Services, Inc.
 Brandon Town Center
 334 Brandon Town Center
 Brandon, FL 33511
 Ph. 813-681-7336
 Fax 813-681-6857
 E-mail: cfstamb@aol.com
 Jennifer Hemby, Manager
 H-10% M-80% L-10%
 Stat.-5 1,2,3,4

Isabel Dunn Interviewing Service
 Eastlake Square Mall
 5701 E. Hillsborough Ave.
 Tampa, FL 33610
 Ph. 813-884-0088
 Isabel Dunn, President
 H-31% M-57% L-12%
 Stat.-12 1,2,3

Barbara Nolan Market Research
 Tyrone Square Mall
 6901 22nd Ave. S.
 St. Petersburg, FL 33710
 Ph. 813-345-5444
 Fax 813-347-0979
 Income-Middle to High
 Stat.-9 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
 Randy Carson, Manager
 H-10% M-30% L-60%
 Stat.-6 3
 (See advertisement on p. 65)

Suburban Associates
 Tampa Bay Center Mall
 4302 W. Martin Luther King Hwy., #1037A
 Tampa, FL 33607
 Ph. 813-871-2516
 Fax 813-874-0792
 E-mail: WeAsk@aol.com
 Barbara Talbott, Manager
 H-20% M-50% L-30%
 Stat.-5 1,2,3,4

U.S. Research Company
 Tyrone Square Mall
 6901 22nd Ave. N., #698
 St. Petersburg, FL 33710
 Ph. 813-345-5444
 Fax 813-347-0979
 Income-Middle
 Stat.-NA 1,2,3,4

GEORGIA

Athens

Jackson Associates, Inc.
 Georgia Square Mall
 3700 Atlanta Hwy.
 Athens, GA 30610
 Ph. 770-394-8700
 Fax 770-394-2747
 Marisa Pope, Director of Research
 H-10% M-40% L-50%
 Stat.-6 1,2,3
 Member NETWORK

Atlanta

Car-Lene Research, Inc.
 Market Square Mall
 2050 Lawrenceville Hwy.
 Decatur, GA 30033
 Ph. 404-728-8810
 Fax 404-633-9841
 Cassandra McClain, Manager
 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. 770-475-3880
 Fax 770-475-0233
 E-mail: cfsatli@aol.com
 Jodi Boyd, Manager
 H-35% M-55% L-10%
 Stat.-6 1,2,3,4

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

Heakin Research, Inc.
 Shannon South Park Mall
 577 Shannon Mall
 Union City, GA 30291
 Ph. 770-964-9634
 Fax 770-964-9665
 Charles Smalley, Manager
 H-18% M-56% L-26%
 Stat.-10 1,2,3,4

Jackson Associates, Inc.
 Southlake Mall
 2443 Southlake Mall
 Morrow, GA 30260
 Ph. 770-394-8700
 Fax 770-394-2747
 Marisa Pope, Director of Research
 H-40% M-40% L-20%
 Stat.-4 1,4
 Member NETWORK

1996 MALL RESEARCH FACILITIES DIRECTORY

MacConnell Research Services, Inc.
Greenbrier Mall
2841 Greenbrier Pkwy. S.W.
Atlanta, GA 30331
Ph. 770-451-6236
Fax 770-451-6184
Joy M. MacConnell, President
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. 770-451-6236
Fax 770-451-6184
Joy M. MacConnell, President
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. 770-451-6236
Fax 770-451-6184
Joy M. MacConnell, President
H-30% M-50% L-20%
Stat.-8 1,3

MacConnell Research Services, Inc.
Belmont Hills Center
2486 N. Atlanta St.
Smyrna, GA 30080
Ph. 770-451-6236
Fax 770-451-6184
Joy M. MacConnell, President
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
Deborah Wilson, Manager
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
Karen Poudrea, Manager
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
Leigh Brown, Manager
H-55% M-35% L-10%
Stat.-10 1,2,3,4
(See advertisement on p. 65)

John Stolzberg Market Research
Outlets Limited Mall
3750 Venture Dr.
Duluth, GA 30136
Ph. 404-497-8656
Fax 404-497-8656
John Stolzberg
H-30% M-60% L-10%
Stat.-4 1,3

Tannenbaum Research Services
South DeKalb Mall, #80
Atlanta, GA 30034
Ph. 404-321-1770
Fax 404-636-3037
Judy Tannenbaum, Owner
H-30% M-50% L-20%
Stat.-8 2,3,4

Gainesville

Jackson Associates, Inc.
Lakeshore Mall
1285 W. Washington St.
Gainesville, GA 30501
Ph. 770-394-8700
Fax 770-394-2747
Marisa Pope, Director of Research
H-20% M-50% L-30%
Stat.-6 1,2,3,4
Member NETWORK

IDAHO

Boise

Consumer Opinion Services, Inc.
Boise Towne Square
350 N. Milwaukee St.
Boise, ID 83788
Ph. 208-323-8584
Fax 208-323-8593
Robert Corbin, Manager
H-15% M-60% L-25%
Stat.-9 1,2,3
(See advertisement on p. 85)

ILLINOIS

Chicago

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

Bryles Survey Service
Northfield Mall
Bradley, IL 60915
Ph. 708-532-6800
Fax 708-532-1880
Robert Bryles, President
Income-NA
Stat.-NA

Bryles Survey Service
Century Mall
8275 Broadway
Merrillville, IN 46410
Ph. 708-532-6800
Fax 708-532-1880
Robert Bryles, President
Income-NA
Stat.-6 1,2

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- LUTH RESEARCH, INC.**
San Diego, California
- PROBE RESEARCH, INC.**
Dallas, Texas
- BAY AREA RESEARCH, INC.**
Baltimore, Maryland
- JACKSON ASSOCIATES, INC.**
Atlanta, Georgia
- MCMILLION RESEARCH SERVICE**
Charleston, West Virginia
- ANSWERS TO QUESTIONS / LONG ISLAND GROUPS IN FOCUS**
New York, New York
- IRWIN RESEARCH SERVICES, INC.**
Jacksonville, Florida
- SUPERIOR SURVEYS OF ST. LOUIS**
St. Louis, Missouri
- CONSUMER SURVEYS COMPANY**
Chicago, Illinois
- DENNIS RESEARCH SERVICE, INC.**
Fl. Wayne, Indiana
- PAT HENRY MARKET RESEARCH, INC.**
Cleveland, Ohio
- JRA (J. RECKNER ASSOCIATES, INC.)**
Philadelphia, Pennsylvania

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or visit our web site at:
<http://www.vrcine.com/network.htm>*

1996 MALL RESEARCH FACILITIES DIRECTORY

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)
 NA.....information 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

Bryles Survey Service
 Orland Park Place
 Orland Park, IL 60462
 Ph. 708-532-6800
 Fax 708-532-1880
 Robert Bryles, President
 Income-NA
 Stat.-NA

Car-Lene Research, Inc.
 Deerbrook Mall
 188 S. Waukegan Rd.
 Deerfield, IL 60015
 Ph. 708-564-1454
 Fax 708-564-3113
 Karen Canzoneri, President
 H-10% M-80% L-10%
 Stat.-8 2,3,4

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

Car-Lene Research, Inc.
 River Oaks Center
 8 River Oaks Center
 Calumet City, IL 60409
 Ph. 708-862-6666
 Pat Beal, Manager
 Income-NA
 Stat.-NA

Car-Lene Research, Inc.
 Lincolnwood Town Center
 3333 W. Touhy Ave.
 Lincolnwood, IL 60645
 Ph. 847-679-4470
 Nadya Hasselquist, Manager
 Income-NA
 Stat.-NA

Consumer Pulse of Chicago

Springhill Mall
 West Dundee, IL 60118
 Ph. 708-428-0885
 Fax 708-428-4554
 E-mail: Consumer.Pulse@internetMCI.com
 Steve Lehman, Director
 H-30% M-50% L-20%
 Stat.-8 1,2,3,4
 (See advertisement on p. 71)

Consumer Surveys Company
 Northpoint Shopping Center
 304 E. Rand Rd.
 Arlington Heights, IL 60004
 Ph. 847-394-9411
 Fax 847-394-0001
 E-mail: fberla19@mail.idt.net
 Deanna Kohn, Nat'l. Field Dir.
 H-44% M-38% L-18%
 Stat.-10 1,2,3,4
 Member NETWORK

Consumer Surveys Company
 Chicago Ridge Mall
 730 Chicago Ridge Mall
 Chicago Ridge, IL 60415
 Ph. 847-394-9411
 Fax 847-394-0001
 E-mail: fberla19@mail.idt.net
 Deanna Kohn, Nat'l. Field Dir.
 H-32% M-48% L-32%
 Stat.-5 1,2,3,4
 Member NETWORK

Cunningham Field & Research Services, Inc.
 Gurnee Mills Mall
 6170 W. Grand Ave., Ste. 588
 Gurnee, IL 60031
 Ph. 847-855-2833
 Fax 847-855-2835
 E-mail: cfschig@aol.com
 Kristen Bernabe, Manager
 H-20% M-70% L-10%
 Stat.-6 1,2,3,4

Cunningham Field & Research Services, Inc.
 Lincoln Mall
 208 Lincoln Mall, Ste. 104
 Ph. 708-283-2700
 Fax 708-283-2772
 Paul Cunningham, Owner
 H-20% M-80% L-0%
 Stat.-6 1,2,3,4

Facts In Focus, Inc.
 Fox Valley Center
 2260 Fox Valley Center
 Aurora, IL 60504
 Ph. 847-898-2166
 Fax 847-898-2172
 Monica Singleman, Manager
 H-40% M-40% L-20%
 Stat.-12 1,2,3,4

Friedman Marketing Services
 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.-NA 1,2,4

Heakin Research, Inc.
 Golf Mill Center
 373 Golf Mill Center
 Niles, IL 60714
 Ph. 847-824-6550
 Fax 847-824-6550
 Anne Marie Dulutowski, Manager
 H-22% M-65% L-13%
 Stat.-10 1,2,3,4

Heakin Research, Inc.
 North Riverside Mall
 7501 W. Cermak Rd.
 N. Riverside, IL 60546
 Ph. 708-447-9208
 Fax 708-447-9268
 Bridget Adell, Manager
 H-28% M-45% L-27%
 Stat.-8 2,3

Heakin Research, Inc.
 Louis Joliet Mall
 1166 Mall Loop Dr.
 Joliet, IL 60435
 Ph. 815-439-2053
 Fax 815-439-2162
 Molly Vaught, Manager
 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
 Lori Tomeleoni, Manager
 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
 Joan Rogers, Manager
 H-24% M-63% L-14%
 Stat.-12 1,2,3,4

Quality Controlled Services

Stratford Square Mall
 424 Stratford Square
 Bloomingdale, IL 60108
 Ph. 630-924-0285
 Fax 630-924-7442
 Judy Feinstein
 H-32% M-63% L-5%
 Stat.-4 1,2,3,4

1996 MALL RESEARCH FACILITIES DIRECTORY

Quick Test, Inc.

Ford City Mall
760 S. Cicero Ave.
Chicago, IL 60652
Ph. 312-581-9400
Fax 312-581-9758
Jim Dague, Manager
H-9% M-44% L-47%
Stat.-12 1,2,3,4
(See advertisement on p. 65)

Quick Test, Inc.

Hawthorn Center
429 Hawthorn Center
Vernon Hills, IL 60061
Ph. 708-367-0036
Fax 708-367-4863
Reid Minden, Manager
H-60% M-30% L-10%
Stat.-11 1,2,4
(See advertisement on p. 65)

Survey Center

Hickory Palos Square
9638 S. Roberts Rd.
Hickory Hills, IL 60457
Ph. 708-430-6400
Fax 708-430-6489
H-20% M-50% L-30%
Matthew Smith, Director
Stat.-15 1

Survey Center

North Pier Mall
455 E. Illinois St.
Chicago, IL 60611
Ph. 312-321-8100
Fax 312-321-0607
E-mail: surveyc@mcs.com
Carol Tobler
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 708-377-7252
Income-NA
Stat.-NA

Peoria

Scotti Research, Inc.

Northwoods Mall
4501 War Memorial
Peoria, IL 61613
Ph. 309-682-4254
Fax 309-673-5942
Becky Burroughs, Supervisor
H-25% M-50% L-25%
Stat.-6 1,2,3

INDIANA

Fort Wayne

Dennis Research
Glenbrook Square
4201 Coldwater Rd.
Fort Wayne, IN 46805
Ph. 219-483-2884
Fax 219-482-5503
Linda Hammer, Mall Supervisor
H-30% M-60% L-10%
Stat.-5 1,2,3,4
Member NETWORK

Indianapolis

Friedman Marketing Services
Consumer Opinion Center
Castleton Square Mall
6020 E. 82nd St., Ste. 604
Indianapolis, IN 46250
Ph. 317-570-8154
Fax 317-570-8157
H-31% M-20% L-49%
Stat.-5 3

Herron Associates, Inc.

Greenwood Park, #C-26
1251 U.S. 31 N.
Greenwood, IN 46142
Ph. 317-882-3800
Fax 317-887-8304
Paul Jorgensen
H-20% M-50% L-30%
Stat.-12 1,2,3,4

Herron Associates, Inc.

Washington Square
10202 E. Washington St.
Indianapolis, IN 46229
Ph. 317-882-3800
Fax 317-897-8265
Paul Jorgensen
H-10% M-40% L-50%
Stat.-13 1,2,3,4

Jackson & Jackson Research, Inc.

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

IOWA

Des Moines

T.L. Grantham & Associates
Park Fair Mall
100 E. Euclid Ave., Ste. 157
Des Moines, IA 50313
Ph. 515-288-7156
Fax 515-288-0661
Vada Grantham, CEO
H-15% M-65% L-20%
Stat.-2 1,2,3,4

Mid-Iowa Interviewing

Valley West Mall
1551 35th St., Ste. 157A
West Des Moines, IA 50266
Ph. 515-225-6232
Fax 515-225-1184
Debbie Gudehus, General Manager
H-30% M-40% L-30%
Stat.-6 1,2,3,4

Mid-Iowa Interviewing

Southridge Mall
1111 E. Army Post Rd. Ste. 152
Des Moines, IA 50315
Ph. 515-225-6232
Fax 515-225-1184
Debbie Gudehus, General Manager
H-35% M-45% L-20%
Stat.-12 1,2,3,4

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CODES:

Mall description

H.....est.% of mall customers in high income bracket (+\$60,000)
 M.....middle income (\$30,000-60,000)
 L.....low income (under \$30,000)
 NA.....information 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

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

KANSAS

Kansas City
 (See Kansas City, MO)

Wichita

Data Net, Inc.
 Towne East Square
 7700 E. Kellogg, #231
 Wichita, KS 67207
 Ph. 316-682-6655
 Fax 316-682-6664
 Janet Brown, Manager
 H-20% M-70% L-10%
 Stat.-9 1,2,3

U.S. Research Company
 Towne West Square, Store 804
 Wichita, KS 67209
 Ph. 316-943-1153
 Fax 316-943-4435
 Income-Middle
 Stat.-NA 1,2,3,4

KENTUCKY

Louisville

Fangman Research, Inc.
 Greentree Mall
 1941 Bishop Lane, Ste.806
 Louisville, KY 40218
 Ph. 502-456-5300
 Fax 502-456-2404
 E-mail: 73141.602@compuserve.com
 Allen B. Fangman, Vice President
 H-25% M-50% L-25%
 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
 Connie Pearl, Co-Owner
 H-1% M-79% L-20%
 Stat.-7 1,2,3,4

Personal Opinion, Inc.
 Bashford Manor Mall
 Louisville, KY 40207
 Ph. 502-899-2400
 Fax 502-899-2404
 Linda Schulz, Dir. Mktg. Rsch.
 E-mail: persnlop@iglou.com
<http://www.iglou.com/personal-opinion>
 H-20% M-60% L-20%
 Stat.-6 1,2,3

Personal Opinion, Inc.
 River Falls Mall
 Clarksville, IN
 Ph. 502-899-2400
 Fax 502-899-2404
 Linda Schulz, Dir. Mktg. Rsch.
 E-mail: persnlop@iglou.com
<http://www.iglou.com/personal-opinion>
 H-20% M-55% L-25%
 Stat.-9 1,2,3,4

LOUISIANA

Baton Rouge

Gulf States Research Center
 Bon Marche Mall
 7361 Florida Blvd.
 Baton Rouge, LA 70806
 Ph. 800-848-2555
 Fax 504-925-9990
 Robert Landsberger, President
 H-20% M-70% L-10%
 Stat.-6 1,2,3,4

New Orleans

Friedman Marketing Services
 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
 4426 Veterans Memorial Hwy.
 Metairie, LA 70006
 Ph. 800-845-GULF (4852)
 Fax 504-454-2461
 Tim Villar, Vice President
 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
 H-21% M-45% L34%
 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
 Marty Olson, Dir. of Ops.
 H-28% M-51% L-21%
 Stat.-6 1,2,3,4

Linden Research Services, Inc.
 Lakeside Mall
 3301 Veterans Blvd.
 Metairie, LA 70002
 Ph. 504-837-0013
 Fax 504-837-0012
 Marty Olson, Dir. of Ops.
 H-37% M-43% L-20%
 Stat.-6 1,2,3,4

NGL Research Services - New Orleans
 North Shore Square
 150 N. Shore Square Blvd., Ste. 4001
 Slidell, LA 70460
 Ph. 504-456-9025
 Fax 504-456-9072
 Lena G. Webre, Project Director
 H-40% M-40% L-20%
 Stat.-8 1,2,3,4

MARYLAND

Baltimore

Assistance In Marketing/Baltimore
 Golden Ring Mall
 6400 Rossville Blvd.
 Baltimore, MD 21237
 Ph. 410-391-7750
 Fax 410-391-7850
 Sue Roberts, Manager
 H-40% M-40% L-20%
 Stat.-6 1,2,3,4

Assistance In Marketing/Baltimore
 Security Square Mall
 6901 Security Blvd.
 Baltimore, MD 21207
 Ph. 410-597-9904
 Fax 410-597-9908
 Debbie Michocki, Manager
 H-50% M-30% L-20%
 Stat.-6 1,2,3,4

1996 MALL RESEARCH FACILITIES DIRECTORY

Consumer Pulse of Baltimore

Westview Mall
5748 Baltimore National Pike, #B102
Baltimore, MD 21228
Ph. 410-744-7017
Fax 410-744-7196
E-mail: Consumer.Pulse@internetMCI.com
Kim Colwell, Director
H-20% M-50% L-30 %
Stat.-8 1,2,3,4
(See advertisement on p. 71)

Heakin Research, Inc.
White Marsh Mall
8200 Perry Hall Blvd., Ste. 1160
Baltimore, MD 21236
Ph. 410-933-9400
Fax 410-933-9440
Randi Stone
H-37% M-45% L-18%
Stat.-10 1,2,3,4

Heakin Research, Inc.
Owings Mills Town Center
10300 Mill Run Cir.
Owings Mills, MD 21117
Ph. 410-998-3939
Randi Stone, Manager
H-23% M-43% L-34%
Stat.-6 1,2,3,4

MASSACHUSETTS

Boston

Northeast Data
Liberty Tree Mall
133 Middlesex Ave.
Danvers, MA 01923
Ph. 203-797-0666
Fax 203-748-1735
Karen M. Forcade, President
H-60% M-30% L-10%
Stat.-6 1,2,3,4

Performance Plus, Inc.
Faneuil Hall Marketplace
2 Faneuil Hall Marketplace, 4th fl.
Boston, MA 02109
Ph. 508-872-1287 ext. 112
Fax 508-879-7108
Shirley Shames, President
H-60% M-30% L-10%
Stat.-10 1,2,3
Member NETWORK

Performance Plus, Inc.
Westgate Mall
200 Westgate Rd.
Brockton, MA 02401
Ph. 508-872-1287 ext. 112
Fax 508-879-7108
Shirley Shames, President
H-10% M-70% L-20%
Stat.-10 1,2,3
Member NETWORK

Performance Plus, Inc.
Meadow Glen Mall
3850 Mystic Valley Pkwy., Rte. 16
Medford, MA 02155
Ph. 508-872-1287 ext. 112
Fax 508-879-7108
Shirley Shames, President
H-30% M-60% L-10%
Stat.-10 1,2,3
Member NETWORK

Quick Test, Inc.
South Shore Plaza
250 Granite St.
Braintree, MA 02184
Ph. 617-849-1692
Fax 617-843-5276
Beth Lutz, Manager
H-25% M-46% L-29%
Stat.-10 1,2,3,4
(See advertisement on p. 65)

Quick Test, Inc.
Watertown Mall
550 Arsenal St.
Watertown, MA 02172
Ph. 617-924-8486
Fax 617-923-0261
Bonnie MacDonald, Manager
H-20% M-50% L-30%
Stat.-9 1,2,3,4
(See advertisement on p. 65)

U.S. Research Company
Independence Mall, Space 123
Kingston, MA 02364
Ph. 617-585-1653
Fax 617-585-9504
Income-Middle
Stat.-NA 1,2,3,4

Springfield

Friedman Marketing Services
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 ext. 112
Fax 508-879-7108
Shirley Shames, President
H-10% M-70% L-20%
Stat.-10 1,2,3,4
Member NETWORK

Almost everywhere you go, there we are

CPI's service-oriented Corporate Staff, market Directors and Interviewers are your partners for data collection. With CPI, you receive:

- A 13-market managed growth network of full-service field offices and regional malls
- Experienced Corporate field management of CPI and other selected nationwide markets
- Consistency of management, facility design and procedures insuring reliable data
- Value-added services of questionnaire set-up, sampling, mall CRT interviewing, CAPI and CATI WATS and data processing.

CPI has the knowledge, resources and responsiveness to meet your needs wherever you want to go. Please call to discuss your next project.

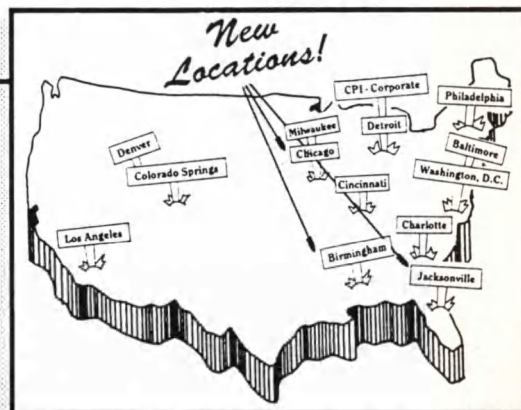


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Detroit • Jacksonville • Los Angeles • Milwaukee • Philadelphia • Washington, D.C.



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)
 NA.....information not available

Facility description

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

Quality Controlled Services

Holyoke Mall at Ingleside
 50 Holyoke St.
 Holyoke, MA 01040
 Ph. 413-533-6180
 Fax 413-532-6855
 Ivy Ward
 H-20% M-70% L-10%
 Stat.-NA 1,2,3,4

MICHIGAN

Detroit

Consumer Pulse of Detroit

Universal Mall
 28488 Dequindre Rd.
 Warren, MI 48092
 Ph. 810-751-1590
 Fax 810-751-3019
 Sheila Smith, Director
 E-mail: Consumer.Pulse@internetMCI.com
 H-10% M-65% L-25%
 Stat.-30 1,2,3,4
 (See advertisement on p. 71)

Crimmins-Forman Market Research
 Wonderland Mall
 29755 Plymouth Rd.
 Livonia, MI 48150
 Ph. 810-569-7095
 Fax 810-569-8927
 Paula Crimmins, Partner
 H-25% M-45% L-30%
 Stat.-7 1,2,3

Crimmins-Forman Market Research/
 Consumer Research Center
 Westland Mall
 35000 W. Warren
 Westland, MI 48185
 Ph. 313-513-5040
 Fax 313-513-8966
 Lois Forman, Partner
 H-25% M-45% L-30%
 Stat.-12 1,2,3,4

Friedman Marketing Services
 Consumer Testing Center
 Oakland Mall
 350-B W. 14 Mile Rd.
 Troy, MI 48083
 Ph. 313-589-0950
 Fax 313-589-0271
 H-30% M-50% L-20%
 Stat.-15 1,2,3,4

Friedman Marketing Services
 Frenchtown Square Mall
 2121 N. Monroe St., #105
 Monroe, MI 48161
 Ph. 313-241-1610
 Fax 313-241-6804
 H-25% M-50% L-25%
 Stat.-13 1,2,3,4

Heakin Research, Inc.
 Eastland Mall, Ste. 731
 1800 Bernier Rd.
 Harper Woods, MI 48225
 Ph. 313-521-8811
 Fax 313-521-9152
 Clyde Mayberry, Manager
 H-60% M-25% L-15%
 Stat.-9 1,2,3,4

Heakin Research, Inc.
 Macomb Mall
 32441 Gratiot, Ste. 440
 Roseville, MI 48066
 Ph. 810-294-3232
 Fax 810-294-3759
 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
 Donna Wizinsky, Manager
 H-25% M-50% L-25%
 Stat.-11 1,2,3,4
 (See advertisement on p. 65)

Grand Rapids

Barnes Research, Inc.
 Rogers Plaza
 1110 28th St. S.W.
 Wyoming, MI 49509
 Ph. 616-363-7643
 Fax 616-363-8227
 Howard Rozema, Vice President
 H-25% M-50% L-25%
 Stat.-10 1,2,3

MINNESOTA

Duluth

Bryles Survey Service
 Miller Hill Mall
 1600 Miller Trunk Hwy.
 Duluth, MN 55811
 Ph. 708-532-6800
 Fax 708-532-1880
 Robert Bryles, President
 Income-NA
 Stat.-12 1,2,4

Minneapolis/St. Paul

Car-Lene Research, Inc.
 Brookdale Mall
 1269 Brookdale
 Brooklyn Center, MN 55430
 Ph. 612-585-1858
 John Sandor, Manager
 Income-NA
 Stat.-NA

Comprehensive Research Group, Inc.
 Har Mar Mall
 2100 Snelling Ave. N.
 Roseville, MN 55113
 Ph. 612-635-0204
 Fax 612-635-9013
 H-60% M-30% L-10%
 Stat.-8 3,4

Friedman Marketing Services
 Consumer Opinion Center
 Eden Prairie Center
 2284 Eden Prairie Center
 Eden Prairie, MN 55344
 Ph. 612-903-5106
 Fax 612-903-5111
 H-40% M-40% L-20%
 Stat.-5 1,3

N.K. Friedrichs & Associates, Inc.
 Northtown Mall
 117 Northtown Dr.
 Blaine, MN 55434
 Ph. 612-784-7332
 Fax 612-783-9314
 Judy Lestina, Manager
 H-15% M-60% L-25%
 Stat.-8 1,2,3,4

Heakin Research, Inc.
 Mall of America
 300 E. Broadway
 Bloomington, MN 55425
 Ph. 612-854-3535
 Fax 612-854-4375
 Income-Middle
 Stat.-NA

Heakin Research, Inc.
 Knollwood Mall
 8332 Hwy. 7
 St. Louis Park, MN 55426
 Ph. 612-936-0940
 Fax 612-936-9078
 Bruce Bale, Manager
 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
 Kathleen Dutcher
 H-30% M-46% L-24%
 Stat.-NA 1,2,3,4

1996 MALL RESEARCH FACILITIES DIRECTORY

MISSISSIPPI

Jackson

Friedman Marketing Services
Consumer Opinion Center
1275 Metrocenter
Hwy. 80 & Robinson Ave.
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

C&C Market Research
Metcalf South Mall
9525 Metcalf Ave., #D-6
Overland Park, KS 66212
Ph. 913-381-8420
Fax 913-381-8226
Craig Cunningham, President
H-40% M-40% L-20%
Stat.-7 1,2,3,4

The Field House, Inc.
Oak Park Mall
11479 W. 95th St.
Overland Park, KS 66214
Ph. 913-492-1506
Fax 913-492-1654
E-mail: RHi@compuserve.com
Dolores Jirovec, Manager
H-50% M-40% L-10%
Stat.-8 1,2,3,4

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

Heakin Research, Inc.
Bannister Mall
5600 E. Bannister Rd., Ste. 102
Kansas City, MO 64137
Ph. 816-767-8300
Fax 816-761-0110
Pat Stockman, Manager
H-34% M-55% L-11%
Stat.-10 1,2,3,4

Heakin Research, Inc.
Independence Center, #116
Independence, MO 64057
Ph. 816-795-0706
Fax 816-795-1416
Jackie Clark, Manager
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
Iva Schlatter
H-40% M-50% L-10%
Stat.-NA 1,2,3,4

St. Louis

Car-Lene Research, Inc.
South Country Mall
Hwy. 55 & Lindbergh Blvd.
St. Louis, MO 63129
Ph. 314-845-2002
Cindy Hoops, Manager
Income-NA
Stat.-NA

Car-Lene Research, Inc.
Alton Square Mall, #2036
Alton, IL 62002
Ph. 618-462-1173
Dee Lawrence, Manager
Income-NA
Stat.-NA

Consumer Opinion
Mid Rivers Mall
1720 Mid Rivers Mall
St. Peters, MO 63376
Ph. 314-397-8473
Fax 314-692-2427
Mark Holloway, Manager
H-40% M-50% L-10%
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
E-mail: cfsstl@aol.com
Marie Sykes, Manager
H-10% M-70% L-20%
Stat.-5 1,2,3,4

Friedman Marketing Services
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%

SSI-ETHNIC

OBJECTIVE:

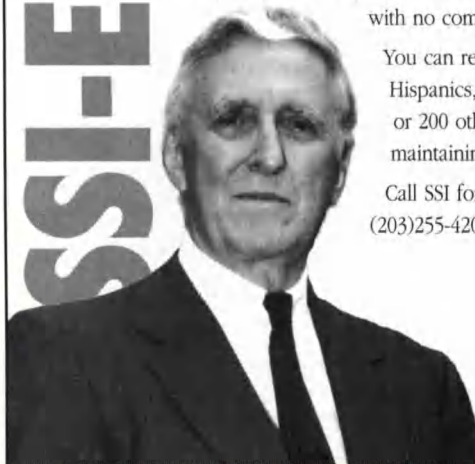
Survey Hispanic males, ages 18 to 49, in states where only 11% of the households have Hispanics.

SSI SOLUTION:

Warren Mitofsky (co-developer of the widely-used Mitofsky-Waksberg random digit dialing method) — "Survey Sampling provided a very useful sample frame by identifying the proportion of Hispanic households in working blocks of telephone numbers and the density of listed working residential numbers in each block. Getting those two factors together improved our hit rate tremendously and made the design much more efficient—with no compromise in quality!"

You can rely on SSI to efficiently reach Hispanics, African-Americans, Asians, or 200 other ethnic backgrounds, while maintaining quality and representation.

Call SSI for sampling solutions at
(203)255-4200.



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CODES:

Mall description

H.....est. % of mall customers in high income bracket (+\$60,000)
 M.....middle income (\$30,000-60,000)
 L.....low income (under \$30,000)
 NA.....information 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

Quick Test, Inc.

Northwest Plaza
 505 Northwest Plaza
 St. Louis, MO 63074
 Ph. 314-291-8888
 Fax 314-291-8581
 Fletcher Peacock, Manager
 H-2% M-55% L-43%
 Stat.-10 1,2,3,4
 (See advertisement on p. 65)

Superior Surveys of St. Louis
 Mid Rivers Mall
 1720 Mid Rivers Mall
 St. Peters, MO 63376
 Ph. 314-397-8463
 H-40% M-50% L-10%
 Stat.-12 1,2,3,4
 Member NETWORK

U.S. Research Company
 338 Jamestown Mall
 Florissant, MO 63034
 Ph. 314-741-0284
 Fax 314-741-6971
 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
 Melissa Turner, Manager
 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
 H-12% M-68% L-20%
 Stat.-12 1,2,3,4

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
 Buddy Goldbaum, President
 H-15% M-50% L-35%
 Stat.-7 1,2,3,4

Cunningham Field & Research Services, Inc.
 The Galleria At Sunset
 1300 W. Sunset Rd., Ste. 1324
 Henderson, NV 89014
 Ph. 702-456-5664
 Fax 702-456-5977
 Roberta Cunningham, Owner
 H-30% M-60% L-10%
 Stat.-6 1,2,3,4

NEW HAMPSHIRE

Manchester

New England Interviewing, Inc.
 Bedford Mall
 South River Rd.
 Bedford, NH 03110
 Ph. 603-641-1222
 Fax 603-883-1119
 Heidi B., Mall Manager
 H-27% M-61% L-12%
 Stat.-5 2,3

Nashua

New England Interviewing, Inc.
 Nashua Mall
 Broad St. & Rte. 3
 Nashua, NH 03063
 Ph. 603-889-8100
 Fax 603-883-1119
 Monica Costa, Mall Coord.
 H-14% M-68% L-18%
 Stat.-4 1,2,3

NEW JERSEY

Northern New Jersey (See New York City)

Southern New Jersey (See Philadelphia)

NEW MEXICO

Albuquerque

U.S. Research Company
 Cottonwood Mall
 10129 Coors Blvd. N.W.
 Albuquerque, NM 87114
 Ph. 505-792-9411
 Fax 505-792-4629
 Income-NA
 Stat.-NA

Santa Fe

Quick Test, Inc.

Villa Linda Mall
 1124 Villa Linda Mall
 Santa Fe, NM 87505
 Ph. 505-471-1699
 Fax 505-438-3846
 Scott Solis, Manager
 H-20% M-50% L-30%
 Stat.-7 1,2,3,4
 (See advertisement on p. 65)

NEW YORK

Albany

Markette Research, Inc.
 Clifton Country Mall,
 Clifton Park, NY 12065
 Ph. 518-383-1661
 Fax 518-371-0791
 Dawn Whalen, Vice President
 H-60% M-30% L-10%
 Stat.-4 1,2,3

Quick Test, Inc.

Crossgates Mall
 1 Crossgates Mall Rd.
 Albany, NY 12203
 Ph. 518-456-8641
 Fax 518-456-8642
 Pat Figler, Manager
 H-25% M-50% L-25%
 Stat.-6 1,2,3,4
 (See advertisement on p. 65)

Buffalo

Buffalo Survey & Research, Inc.
 Main Place Mall, 2nd level
 Buffalo, NY 14202
 Ph. 716-845-6262
 Fax 716-834-6499
 Jeanette Levin, President
 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
 Harvey Podolsky, President
 H-22% M-49% L-29%
 Stat.-6 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

1996 MALL RESEARCH FACILITIES DIRECTORY

Survey Service, Inc.
Eastern Hills Mall
4545 Transit Rd.
Williamsville, NY 14221
Ph. 716-876-6450
Fax 716-876-0430
E-mail: sservice@surveyservice.com
<http://www.surveyservice.com>
Susan R. Adelman, President
H-25% M-50% L-25%
Stat.-8 1,2,3,4

Survey Service, Inc.
McKinley Mall
3701 McKinley Pkwy.
Blasdell, NY 14219
Ph. 716-876-6450
Fax 716-876-0430
E-mail: sservice@surveyservice.com
<http://www.surveyservice.com>
Susan R. Adelman, President
H-25% M-50% L-25%
Stat.-8 1,2,3,4

New York

Answers to Questions, Inc.
South Shore Mall
1701 Sunrise Hwy.
Bay Shore, NY 11706
Ph. 516-666-9705
Fax 516-666-4596
Mary, Managing Director
H-20% M-60% L-20%
Stat.-7 1,2,3,4
Member NETWORK

Car-Lene Research, Inc.
Galleria at Crystal Run
Middletown, NY 10940
Ph. 914-692-2226
Tabatha Roache, Manager
Income-NA
Stat.-NA

Car-Lene Research, Inc.
Bergen Mall
Rte. 4 & Forest Ave.
Paramus, NJ 07652
Ph. 201-845-5600
Nina Velella, Manager
Income-NA
Stat.-NA

Cunningham Field & Research Services, Inc.
Freehold Raceway Mall
3710 Rte. 9, Ste. 2201
Freehold, NJ 07728
Ph. 908-308-9889
Fax 908-303-0428
E-mail: cfsfre@aol.com
Carol Klein, Manager
H-50% M-40% L-10%
Stat.-6 1,2,3,4

Ebony Marketing Research, Inc.
Newport Shopping Mall
30 Mall Dr. W.
Jersey City, NJ 07310
Ph. 201-714-9455
Fax 201-714-9396
H-10% M-90% L-0%
Stat.-8 3,4
(See advertisement on p. 75)

Ebony Marketing Research, Inc.
Jamaica Mall
162-10 Jamaica Ave.
Jamaica, NY 11434
Ph. 718-526-3204
Fax 718-526-3312
Elan Miller, Mall Manager
H-0% M-55% L-45%
Stat.-6 2
(See advertisement on p. 75)

Ebony Marketing Research, Inc.
Bay Plaza Mall
2100 Bartow Ave., #243
Bronx, NY 10475
Ph. 718-217-0842
Fax 718-320-3996
Esther Remusat, Mall Manager
H-5% M-95% L-0%
Stat.-8 2,3,4
(See advertisement on p. 75)

Focus World International, Inc.
Seaview Square Mall
Ocean, NJ 07712
Ph. 908-918-0100
Fax 908-918-7070
Income-NA
Stat.-NA 1,2,4

Triangulate the most comprehensive market in America FROM OUR THREE PRIME LOCATIONS

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 EMR 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



Your Key to Ethnic Marketing

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)
 NA.....information 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

Friedman Marketing Services
 Consumer Opinion Center
 Jefferson Valley Mall
 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

J & R Research, Inc.
 East Meadow Mall
 1917 Front St.
 East Meadow, NY 11554
 Ph. 516-542-0081
 Fax 516-542-6314
 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
 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
 Leonard McCoy
 H-15% M-80% L-5%
 Stat.-12 1,2,3,4

Northeast Data
 Wayne Towne Center
 Rte. 23 S.
 Wayne, NJ 07470
 Ph. 203-797-0666
 Fax 203-748-1735
 Karen M. Forcade, President
 H-70% M-25% L-5%
 Stat.-10 1,2,3,4

Barbara Prince Associates
 Green Acres Mall
 1063 Green Acres Mall
 Valley Stream, NY 11581
 Ph. 516-561-1723
 Fax 516-561-2523
 Barbara Prince, President
 H-20% M-60% L-20%
 Stat.-8 2,3,4

Quick Test, Inc.
 Kings Plaza Mall
 5102 Kings Plaza
 Brooklyn, NY 11234
 Ph. 718-338-3388
 Fax 718-692-4365
 NancyAnne Frangiapani, Manager
 H-20% M-45% L-35%
 Stat.-15 1,2,3
 (See advertisement on p. 65)

Quick Test, Inc.
 Menlo Park Mall
 312 Menlo Park
 Edison, NJ 08837
 Ph. 908-548-2900
 Fax 908-549-0026
 Contact: Manager
 H-70% M-20% L-10%
 Stat.-10 1,2,3,4
 (See advertisements on p. 65)

Quick Test, Inc.
 855 Sunrise Mall
 Massapequa, NY 11758
 Ph. 516-541-5100
 Fax 516-541-1099
 Sina Ehrenfreund, Manager
 H-15% M-80% L-5%
 Stat.-12 1,2,3,4
 (See advertisement on p. 65)

Audrey Schiller Market Research
 Nassau Mall
 3601 Hempstead Tpke.
 Levittown, NY 11756
 Ph. 516-731-1500
 Fax 516-731-4235
 Audrey Schiller, President
 H-35% M-50% L-15%
 Stat.-8 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
 Andrea Waller, President
 H-25% M-60% L-15%
 Stat.-10 1,2,3,4

Suburban Associates
 Monmouth Mall
 1230 Monmouth Mall, Rte. 35
 Eatontown, NJ 07724
 Ph. 908-542-5554
 Fax 908-389-3921
 E-mail: WeAsk@aol.com
 Madeline Smith, Manager
 H-10% M-60% L-30%
 Stat.-8 1,2,3,4

Suburban Associates
 Willowbrook Mall
 1402 Willowbrook Mall, Rte. 46
 Wayne, NJ 07470
 Ph. 201-785-0770
 Fax 201-785-0771
 E-mail: WeAsk@aol.com
 Nancy Braynack, Manager
 H-25% M-55% L-20%
 Stat.-10 1,2,3,4

Suburban Associates
 East Meadow Plaza
 1966 Hempstead Tpke.
 East Meadow, NY 11554
 Ph. 516-794-3030
 Fax 516-794-3519
 E-mail: WeAsk@aol.com
 Sherry Salus, Manager
 H-10% M-70% L-20%
 Stat.-6 1,2,3,4

Poughkeepsie

U.S. Research Company
 Poughkeepsie Galleria
 790 South Rd., #F114
 Poughkeepsie, NY 12601
 Ph. 914-297-1793
 Fax 914-297-1620
 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
 Barbi White, Manager
 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
 Jenn Graby, Manager
 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
 Barry Rudner, Manager
 H-10% M-55% L-35%
 Stat.-NA 3,4

Cunningham Field & Research Services, Inc.
 Eastview Mall
 602 East View Mall
 Victor, NY 14564
 Ph. 716-425-7900
 Fax 716-425-7903
 E-mail: cfsroc@aol.com
 Judy Simeone, Manager
 H-20% M-80% L-0%
 Stat.-4 1,2,3,4

Syracuse

KS&R Insight
 Shoppingtown Mall
 DeWitt, NY 13214
 Ph. 800-645-5469
 Fax 315-446-6719
 Brian Jones, Supervisor
 H-50% M-30% L-20%
 Stat.-30 1,2,3,4

1996 MALL RESEARCH FACILITIES DIRECTORY

LaValle Research Services
Carousel Center Mall
9763 Carousel Center Dr.
Syracuse, NY 13290
Ph. 315-466-1609
Fax 315-466-7101
Maureen Colson, Manager
H-20% M-65% L-15%
Stat-8 1,2,3,4

Q/A, Inc. Market Research
Fayetteville Mall
N. Burdick St.
Syracuse, NY 13066
Ph. 315-637-3169
Fax 315-637-8068
Jean Queri, President
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
Angie Marci, Manager
H-30% M-50% L-20%
Stat.-NA 1,2,3,4

Marion Simon Research Service
Great Northern Mall
4081 Rte. 31
Clay, NY 13041
Ph. 315-455-5952
Angie Macri, Manager
H-35% M-35% L-30%
Stat.-NA 1,2,3,4

NORTH CAROLINA

Charlotte

AOC Research
The Galleria Mall
2301 Dave Lyle Blvd., #183
Rock Hill, NC 29730
Ph. 803-324-7596
Fax 803-324-7598
Betty Collins, Owner
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
E-mail: Consumer.Pulse@internetMCI.com
Debbie Harsha, Director
H-20% M-60% L-20%
Stat.-10 1,2,3,4
(See advertisement on p. 71)

Cunningham Field & Research Services, Inc.
Eastridge Mall
246 N. New Hope Rd., Ste. E-120
Gastonia, NC 28054
Ph. 704-868-9783
Fax 704-868-2494
E-mail: cfscha@aol.com
Janet Jayne, Manager
H-30% M-50% L-10%
Stat.-5 1,2,3,4

Greensboro

Homer Market Research Associates, Inc.
333 Four Seasons Town Centre
Greensboro, NC 27407
Ph. 910-294-9415
Fax 910-294-6116
Jan Homer, Exec. Vice President
H-25% M-45% L-30%
Stat.-10 1,2,3,4

Jackson Associates, Inc.
Oak Hollow Mall
921 E. Chester Dr., #1010
High Point, NC 27262
Ph. 770-394-8700
Fax 770-394-2747
Marisa Pope, Director of Research
H-15% M-50% L-35%
Stat.-4 1,3
Member NETWORK

W.H. Long Marketing, Inc.
Golden Gate Shopping Center
2240 Golden Gate Dr.
Greensboro, NC 27405
Ph. 910-292-4146
Fax 910-299-6165
John Voss, Vice President
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
E-mail: cfsral@aol.com
Marvel Byrd, Manager
H-30% M-60% L-10%
Stat.-7 1,2,3,4

Quick Test, Inc.

South Square Mall
4001 Chapel Hill Blvd.
Durham, NC 27707
Ph. 919-489-3104
Fax 919-489-8316
Brian O'Neil, Manager
H-26% M-33% L-41%
Stat.-7 3
(See advertisement on p. 65)

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
E-mail: cfsakr@aol.com
Marjorie Thompson, Manager
H-20% M-70% L-10%
Stat.-6 1,2,3,4

Rosen Research
Rolling Acres Mall
2400 Romig Rd.
Akron, OH 44322
Ph. 216-745-8883
Fax 216-745-8883
Peggy Elliott, Supervisor
H-10% M-70% L-20%
Stat.-6 2

Cincinnati

Assistance In Marketing, Inc.
Northgate Mall
9633A Colerian Ave.
Cincinnati, OH 45251
Ph. 513-385-8228
Fax 513-385-2140
Susan Odom, Manager
H-50% M-30% L-20%
Stat.-12 1,2,3,4

B & B Research, Inc.
Eastgate Mall
4601 Eastgate Ave.
Cincinnati, OH 45245
Ph. 513-793-4223
Fax 513-793-9117
Lynn Caudill, Proj. Dir.
H-20% M-25% L-55%
Stat.-8 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
E-mail: Consumer.Pulse@internetMCI.com
Susan Lake-Carpenter, Director
H-20% M-60% L-20%
Stat.-9 1,2,3,4
(See advertisement on p. 71)

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)
- NA.....information 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

Cleveland

Focus Groups of Cleveland Survey Center

Richmond Mall
691 Richmond Rd.
Cleveland, OH 44143
Ph. 216-461-6898
Fax 216-461-9525
Betty Perry
H-10% M-75% L-15%
Stat.-8 1,2,3,4
(See advertisement on p. 78)

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

Heakin Research, Inc.
Euclid Square Mall, Ste. 324
Euclid, OH 44132
Ph. 216-261-2727
Fax 216-261-9271
Eric Silver, Manager
H-28% M-32% L-40%
Stat.-14 1,2,3,4

Pat Henry Market Research, Inc.
The Avenue at Tower City Center
230 Huron Rd. N.W.
Cleveland, OH 44113-1452
Ph. 216-621-3831
Fax 216-621-8455
E-mail: phenry3@ix.netcom.com
Mark Kikel, Vice President
H-30% M-60% L-10%
Stat.-11 1,2,3,4
Member NETWORK

Opinion Centers America
Great Northern Mall
924 Great Northern Mall
North Olmsted, OH 44070
Ph. 216-779-3050
Fax 216-779-3060
H-23% M-45% L-32%
Stat. -12 1,2,3,4

Questions, Inc.
Great Lakes Mall
7850 Mentor Rd.
Mentor, OH 44060
Ph. 216-255-9940
Goldie Schkolnik, President
H-20% M-60% L-20%
Stat.-7 1,2,3

Rosen Research
Great Lakes Mall
7850 Mentor Ave.
Mentor, OH 44060
Ph. 216-974-0001
Fax 216-974-0001
Margaret Bennloff, Supervisor
H-20% M-65% L-20%
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
Judy Fredericks, Proj. Dir.
H-20% M-25% L-55%
Stat.-4 1,3

T.I.M.E. Market Research
667 Indian Mound Mall
Heath, OH 43056
Ph. 614-788-8808
Fax 614-788-8809
Mike Ingalls, Manager
H-10% M-60% L-30%
Stat.-8 1,2,3

Dayton

T.I.M.E. Market Research
560 Dayton Mall
2700 Miamisburg-Centerville Rd.
Dayton, OH 45459
Ph. 513-433-6296
Fax 513-433-5954
Laurette Lockwood, Manager
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. 419-691-5876
Fax 419-691-4547
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
Bohn Macrory, Manager
H-30% M-50% L-20%
Stat.-6 1,2,3,4

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

Oklahoma Market Research/Data Net
Heritage Park Mall
6749-B E. Reno
Midwest City, OK 73110
Ph. 405-733-4266
Fax 405-733-0550
H-15% M-70% L-15%
Stat.-6 1,2,3,4

Oklahoma Market Research/Data Net
Sooner Fashion Mall
3475 W. Main
Norman, OK 73072
Ph. 405-329-9779
Fax 405-329-6766
H-20% M-70% L-10%
Stat.-8 1,2,3,4

Quick Test, Inc.

Cross Roads Mall
1153 Cross Roads Mall
Oklahoma City, OK 73149
Ph. 405-631-9738
Fax 405-632-0750
Jaime Rodriguez, Manager
H-4% M-25% L-61%
Stat.-6 1,2,3,4
(See advertisement on p. 65)

Tulsa

Cunningham Field & Research Services, Inc.
Promenade Mall
4107 S. Yale, Ste. LA 107
Tulsa, OK 74135
Ph. 918-664-7485
Fax 918-664-4122
E-mail: cfstul@aol.com
Roberta Cunningham, Owner
H-30% M-60% L-10%
Stat.-6 1,2,3

Cunningham Field & Research Services, Inc.
Woodland Hills Mall
7021 S. Memorial, Ste. 204A
Tulsa, OK 74133
Ph. 918-254-9710
Fax 918-254-9817
E-mail: cfstulw@aol.com
Christy Haney, Manager
H-40% M-60% L-0%
Stat.-7 1,2,3,4

Cunningham Field & Research Services, Inc.
Eastland Mall
14002 E. 21st, Ste. 144
Tulsa, OK 74134
Ph. 918-438-2116
Fax 918-438-2117
E-mail: cfstule@aol.com
Leilani Hughes, Manager
H-10% M-70% L-20%
Stat.-6 1,2,3,4

JRP Marketing Research

CAPABILITIES
FACILITIES
SOLID EXPERIENCE

All the Ingredients to Get the Job Done Right!

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

STRUGGLING WITH A COMPLEX MARKETING PROBLEM? LET JRP HELP YOU FIND THE SOLUTION. CALL (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)
 NA.....information 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

OREGON

Portland

Consumer Opinion Services, Inc.

Vancouver Mall
 8700 NE Vancouver Mall Dr.
 Vancouver, WA 98662
 Ph. 360-254-5650
 Fax 360-254-6588
 Alice Hilby, Manager
 H-15% M-45% L-40%
 Stat.-7 1,2,3
 (See advertisement on p. 85)

Consumer Opinion Services, Inc.

Three Rivers Mall
 351 Three Rivers Dr.
 Kelso, WA 98626
 Ph. 360-425-8815
 Fax 360-425-3143
 Yvonne Pecha/Diana Parsons, Mgrs.
 H-10% M-60% L-30%
 Stat.-12 1,2,3,4
 (See advertisement on p. 85)

Consumer Opinion Services, Inc.

Lloyd Center Mall
 991 Lloyd Center
 Portland, OR 97232
 Ph. 503-281-1278
 Fax 503-281-1017
 Ann Kane, Manager
 H-15% M-55% L-30%
 Stat.-9 1,2,3,4
 (See advertisement on p. 85)

Consumer Opinion Services, Inc.

Jantzen Beach Center
 1206 Jantzen Beach Center
 Portland, OR 97217
 Ph. 503-240-8159
 Fax 503-240-8161
 Kelly Pye, Manager
 H-5% M-50% L-45%
 Stat.-8 1,2,3
 (See advertisement on p. 85)

Consumer Opinion Services, Inc.

Mall 205
 9900A S.E. Washington St.
 Portland, OR 97217
 Ph. 503-255-8775
 Fax 503-255-8803
 Anita Rubadue, Manager
 H-10% M-40% L-50%
 Stat.-6 1,2,3
 (See advertisement on p. 85)

PENNSYLVANIA

Erie

Moore Research Services
 Millcreek Mall
 340 Mill Creek Mall
 Erie, PA 16508
 Ph. 814-868-0873
 Fax 814-864-7012
 E-mail: moore@erie.net
 http://www.erie.net/~moore
 Colleen Moore Mezler, Vice President
 H-28% M-48% L-24%
 Stat.-8 1,2

Philadelphia

Car-Lene Research, Inc.
 Oxford Valley Mall
 2300 E. Lincoln Hwy.
 Ph. 215-750-7202
 Bobbie Davis, Manager
 Income-NA
 Stat.-NA

Car-Lene Research, Inc.
 Moorestown Mall
 Rte. 38 & Lenola
 Moorestown, NJ 08057
 Ph. 609-231-0600
 Fax 609-231-9575
 Evan Celwyn, Manager
 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
 E-mail: Consumer.Pulse@internetMCI.com
 Eleanor Yates, Director
 H-20% M-60% L-20%
 Stat.-15 1,2,3,4
 (See advertisement on p. 71)

J.J. & L. Research Co.
 Northeast Market Place
 7318 Castor Ave.
 Philadelphia, PA 19152
 Ph. 215-728-1488
 Fax 215-728-1496
 Arlene Brehm, Manager
 H-33% M-34% L-33%
 Stat.-10 2,3,4

JRA Marketing Research

Montgomery Mall, Store 152
 N. Wales, PA 19454-3909
 Ph. 215-822-6220
 Fax 215-822-2238
 Frances Grubb, President
 H-48% M-28% L-24%
 Stat.-15 1,2,3,4
 Member NETWORK
 (See advertisement on p. 81)

JRP Marketing Research Services

Granite Run Mall, Store #279
 1067 W. Baltimore Pike
 Media, PA 19063
 Ph. 610-565-7821
 Fax 610-565-4403
 Kathleen McCarty, V.P. Field Svcs.
 H-30% M-40% L-30%
 Stat.-10 1,2,3,4
 (See advertisement on p. 79)

JRP Marketing Research Services

King of Prussia Plaza
 Rte. 202 & 363
 King of Prussia, PA 19406
 Ph. 610-265-4442
 Fax 610-354-9186
 Kathleen McCarty, V.P. Field Svcs.
 H-40% M-40% L-20%
 Stat.-4 1,3
 (See advertisement on p. 79)

Mar's Surveys, Inc.

Cinnaminson Mall
 Rte. 130
 Cinnaminson, NJ 08077
 Ph. 609-786-8514
 Fax 609-786-0480
 Marlene Teblum, Owner
 H-20% M-60% L-20%
 Stat.-4 2,3,4

Quality In Field

Leo Mall
 11725 Bustleton Ave.
 Philadelphia, PA 19116
 Ph. 215-698-0606
 Fax 215-676-4055
 Arlene Frieze, Owner
 H-20% M-70% L-10%
 Stat.-4 2

Quick Test, Inc.

Neshaminy Mall
 109 Neshaminy Mall
 Bensalem, PA 19020
 Ph. 215-322-0400
 Fax 215-322-5412
 Alice Osborne, Manager
 H-5% M-80% L-15%
 Stat.-11 1,2,3,4
 (See advertisement on p. 65)

Quick Test, Inc.

Franklin Mills Mall
 1749 Franklin Mills Cir.
 Philadelphia, PA 19154
 Ph. 215-281-9304
 Fax 215-281-9362
 Jennifer Sines, Manager
 H-15% M-55% L-30%
 Stat.-12 1,2,3,4
 (See advertisement on p. 65)

1996 MALL RESEARCH FACILITIES DIRECTORY

TMR, Inc.
Springfield Mall
1200 Baltimore Pike
Springfield, PA 19064
Ph. 610-328-1147
Fax 610-328-0678
Elizabeth Wilson, Manager
H-60% M-30% L-10%
Stat.-14 1,2,3,4

U.S. Research Company
224 Echelon Mall
Voorhees, NJ 08043
Ph. 609-772-2220
Fax 609-772-2014
Income-Middle
Stat.-NA 1,2,3,4

Pittsburgh

Car-Lene Research, Inc.
Monroeville Mall
Monroeville, PA 15146
Ph. 412-373-3670
Stacey Stanford, Manager
H-50% M-40% L-10%
Stat.-4 2,4

Data Information, Inc.
Century III Mall
3075 Clairton Rd., Rm. 934
Pittsburgh, PA 15123
Ph. 412-655-8690
Fax 412-655-8693
Nancy Palyo, President
H-40% M-49% L-11%
Stat.-11 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
Sandy Tuttle
H-30% M-45% L-25%
Stat.-13 2,3,4

Noble Interviewing Service, Inc.
North Hills Village Mall
4801 McKnight Rd.
Pittsburgh, PA 15237
Ph. 412-343-6455
Fax 412-343-3288
Dorothy Tomassi, Manager
Income-Middle
Stat.-6 2,3,4

T.I.M.E. Market Research
336 Beaver Valley Mall
Monaca, PA 15061
Ph. 412-728-8463
Fax 412-728-9806
Shawn Bishop, Manager
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
Christine Truxell, Owner/Manager
Income-Middle
Stat.-6 2,3,4

RHODE ISLAND

Providence

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

Quick Test, Inc.
Silver City Galleria
2 Galleria Mall Dr., Ste. 248
Taunton, MA 02780
Ph. 508-822-0333
Fax 508-822-9025
Adrienne DiDietro, Manager
H-60% M-30% L-10%
Stat.-5 1,2,3,4
(See advertisement on p. 65)

SOUTH CAROLINA

Charleston

G & G Market Research, Inc.
CharlesTowne Square Mall
2401 Mall Dr.
N. Charleston, SC 29406
Ph. 803-744-9807
Fax 803-571-5785
Sissy Goldberg, President
H-20% M-45% L-35%
Stat.-8

Quick Test, Inc.
Northwoods Mall, E1B
2150 Northwoods Blvd.
Charleston, SC 29406
Ph. 803-553-0030
Fax 803-553-0526
Judy Hart, Manager
H-5% M-80% L-15%
Stat.-7 1,2,3,4
(See advertisement on p. 65)

SOUTH DAKOTA

Sioux Falls

American Public Opinion Survey & Market
Research Corp.
Empire Mall
Sioux Falls, SD 57105
Ph. 605-338-3918
Fax 605-334-7473
Warren Johnson, President
H-50% M-40% L-10%
Stat.-2 1,2,3,4

valuable partner

problem
solving

creative
solutions

We're
Flattered
but not
surprised

on time,
on budget

We appreciate all the good things our clients have to say about us, but when you work as hard as we do, compliments are not a surprise. It's our business to work with you to ensure accurate and reliable research results.

Complete Data Collection Services

for National and
Philadelphia MSA studies

- Field Management
- Medical, Business, Consumer
 - 50 Telephone Stations
- CfMC Interviewing and Tab Software
- Downtown and Suburban Focus Group Facilities, Permanent Regional Mall Pre Recruit Center



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)
- NA.....information 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

American Public Opinion Survey & Market Research Corp.

Western Mall
Sioux Falls, SD 57105
Ph. 605-338-3918

Fax 605-334-7473
Warren Johnson, President
H-50% M-40% L-10%
Stat.-2 1,2,3,4

TENNESSEE

Knoxville

H.M.R., Associates
Foothills Mall
133 Foothills Dr.
Maryville, TN 37801
Ph. 423-984-1802
Fax 423-984-1802
H-30% M-55% L-15%
Stat.-3 1,2,3

Memphis

Friedman Marketing Services
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

Friedman Marketing Services
Consumer Opinion Center
Raleigh Springs Mall
3473 Raleigh Springs Mall
Memphis, TN 38128
Ph. 901-382-9970
Fax 901-382-9929
H-40% M-40% L-20%
Stat.-6 1,2

Heakin Research, Inc.
Hickory Ridge Mall
Memphis, TN 38115
Ph. 901-360-0400
Kathy Hagen, Manager
Income-NA
Stat.-NA

Heakin Research, Inc.
Oak Court
4465 Poplar Ave., Ste. FC-14
Memphis, TN 38117
Ph. 901-683-4677
Fax 901-767-4677
Kathy Hagen, Manager
H-37% M-42% L-21%
Stat.-8 1,2,3,4

Nashville

Cunningham Field & Research Services, Inc.
Coolsprings Mall
1800 Galleria Blvd., Ste. 1320
Franklin, TN 37064
Ph. 615-771-0442
Fax 615-771-0447
E-mail: cfsnash@aol.com
Catherine Williamson, Manager
H-20% M-80% L-0%
Stat.-3 1,2,3,4

Quick Test, Inc.
Hickory Hollow Mall
1123 Hickory Hollow Mall
Antioch, TN 37013
Ph. 615-731-0900
Fax 615-731-2022
Kathleen Love, Manager
H-25% M-60% L-15%
Stat.-7 1,2,3,4
(See advertisement on p. 65)

Quick Test, Inc.
Rivergate Mall
1000 Two Mile Pkwy., Ste. A10
Goodlettsville, TN 37072
Ph. 615-859-4484
Fax 615-851-0717
Sylvia Sargent, Manager
H-20% M-50% L-30%
Stat.-7 1,2,3,4
(See advertisement on p. 65)

TEXAS

Austin

Quick Test, Inc.
Barton Creek Square
2901 Capitol Texas Hwy., B-11
Austin, TX 78746
Ph. 512-327-8787
Fax 512-327-7460
Patty Franchina, Manager
H-20% M-40% L-40%
Stat.-10 1,2,3,4
(See advertisement on p. 65)

U.S. Research Company
Lakeline Mall
11,200 Lakeline Mall Dr.
Cedar Park, TX 78613
Ph. 512-219-6057
Fax 512-219-6450
Income-NA
Stat.-NA

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
Lorna Turner, Manager
H-20% M-50% L-30%
Stat.-6 1,2,3,4
(See advertisement on p. 65)

Dallas/Ft. Worth

C&C Market Research
Valley View Mall
13331 Preston Rd., #1039
Dallas, TX 75240
Ph. 214-239-3162
Fax 214-239-3116
Craig Cunningham, President
H-40% M-40% L-20%
Stat.-6 1,2,3,4

Car-Lene Research, Inc.
Six Flags Mall
2911 E. Division, #409A
Arlington, TX 76011
Ph. 817-633-6020
Patricia Palmer, Manager
Income-NA
Stat.-NA

Car-Lene Research, Inc.
North Hills Mall
7624 Grapevine
N. Richland Hills, TX 76180-8308
Ph. 817-595-3737
Mona Hinton, Manager
Income-NA
Stat.-NA

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

Car-Lene Research, Inc.
Collin Creek Mall
811 N. Central Expwy.
Plano, TX 75075
Ph. 972-424-8587
Debbie Middelton, Manager
Income-NA
Stat.-NA

Friedman Marketing Services
Consumer Opinion Center
Preston Wood Town Center
5301 Beltline Rd., Ste. 2128
Dallas, TX 75240
Ph. 214-387-8161
Fax 214-385-1115
H-40% M-40% L-20%
Stat.-7 1,2

1996 MALL RESEARCH FACILITIES DIRECTORY

Heakin Research, Inc.
Ft. Worth Town Center, Ste. B31
4200 South Fwy.
Ft. Worth, TX 76115
Ph. 817-926-7995
Fax 817-927-2387
Vivian Taylor, Manager
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
Brad McDonalds, Manager
H-20% M-60% L-20%
Stat.-7 1,2,3,4

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

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

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

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

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

Quality Controlled Services
Ridgmar Mall
1736 Green Oaks Rd.
Ft. Worth, TX 76116
Ph. 817-738-5453
Fax 817-763-8600
Kitty Case
H-17% M-45% L-38%
Stat.-8 1,2,3

Savitz Research Center
The Parks at Arlington Mall
3811 S. Cooper, Ste. 2053
Arlington, TX 76015
Ph. 817-467-6437
Fax 817-467-6552
Barbara Brodie, Manager
H-30% M-50% L-20%
Stat.-11 1,2,3,4

Houston

Car-Lene Research, Inc.
Northwest Mall
307 Northwest Mall
Houston, TX 77092
Ph. 713-686-5557
Sheryl Sempe, Manager
Income-NA
Stat.-NA

Creative Consumer Research, Inc.
Westwood Mall
9700 Bissonnet, Ste. 1056
Houston, TX 77036
Ph. 713-779-5210
Fax 713-240-3497
Patricia Pratt, Field Dir.
H-30% M-40% L-30%
Stat.-8 2,3

Creative Consumer Research, Inc.
Deerbrook Mall, #1122
20131 Hwy. 59
Humble, TX 77338
Ph. 713-446-9730
Fax 713-446-6649
Patricia Pratt, Field Director
H-65% M-20% L-15%
Stat.-10 1,2,3,4

Cunningham Field & Research Services, Inc.
The Woodlands Mall
1201 Lake Woodlands Dr.
Woodlands, TX 77380
Ph. 713-363-9112
Fax 713-363-4778
E-mail: cfszhou@aol.com
Bonnie Hanna, Manager
H-30% M-60% L-10%
Stat.-4 1,2,3,4

Heakin Research, Inc.
Galleria II, Ste. 3897
5085 Westheimer
Houston, TX 77056
Ph. 713-871-8542
Fax 713-871-8549
Laurie DeRoberts, Manager
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
Catherine Sweeney, Manager
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
Valerie Owens, Manager
H-30% M-50% L-20%
Stat.-12 2,3,4

Houston Consumer Research, Inc.
Almeda Mall
730 Almeda Mall
Houston, TX 77075
Ph. 713-944-1431
Fax 713-944-3527
Pat Williams, Manager
H-38% M-52% L-10%
Stat.-8 1,3,4

Quick Test, Inc.
762 Sharpstown Center
7500 Bellaire Blvd.
Houston, TX 77036
Ph. 713-988-8988
Fax 713-988-1781
Melodie Henderson, Manager
H-15% M-65% L-20%
Stat.-8 1,2,3,4
(See advertisement on p. 65)

San Antonio

Creative Consumer Research
Central Park Mall
622 Loop 410 W., Ste. 292
San Antonio, TX 78216
Ph. 210-308-0231
Fax 210-680-9906
Richard Weinhild
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
Richard Weinhild
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
Richard Weinhild
H-10% M-40% L-50%
Stat.-7 1,2,3

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)
 NA.....information 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

Galloway Research Service
 Ingram Park
 6301 N.W. Loop 410
 San Antonio, TX 78238
 Ph. 210-681-0642
 Fax 210-681-8414
 Mary Ann Olsen, Manager
 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
 Janet Ayers, Manager
 H-5% M-80% L-15%
 Stat.-9 1,2,3

Quick Test, Inc.
 Windsor Park Mall
 14B Windsor Park Mall
 San Antonio, TX 78218
 Ph. 210-657-9424
 Fax 210-657-9432
 George De La Rosa, Manager
 H-5% M-50% L-45%
 Stat.-6 1,2,3,4
 (See advertisement on p. 65)

UTAH

Salt Lake City

Cunningham Field & Research Services, Inc.
 South Towne Center
 10450 S. State St., Ste. 1331
 Sandy, UT 84070
 Ph. 801-572-3004
 Fax 801-572-3023
 E-mail: cfssal@aol.com
 Gretchen Ralls, Manager
 H-10% M-80% L-10%
 Stat.-4 1,2,3,4

Gay Hill Field Service
 Cottonwood Mall
 4835 Highland Dr.
 Salt Lake City, UT 84107
 Ph. 801-262-1960
 Fax 801-268-0247
 Income-Middle to High
 Stat.-8 3,4

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
 Cheri Ingram, Manager
 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
 Anne Brown, Manager
 H-5% M-50% L-45%
 Stat.-6 1,2,3,4
 (See advertisement on p. 65)

Richmond

Friedman Marketing Services
 Consumer Opinion Center
 Chesterfield Town Center
 11500 Midlothian Turnpike, #120
 Richmond, VA 23235
 Ph. 804-897-3903
 Fax 804-897-3905
 H-40% M-40% L-20%
 Stat.-6 1

WASHINGTON

Seattle/Tacoma

Consumer Opinion Services, Inc.
 Everett Mall
 1402 S.E. Everett Mall Way
 Everett, WA 98208
 Ph. 206-347-2424
 Fax 206-290-8433
 Maureen Barbee, Manager
 H-10% M-65% L-25%
 Stat.-10 1,2,3
 (See advertisement on p. 85)

Consumer Opinion Services, Inc.
 Lakewood Mall
 10509 Gravelly Lake Dr. S.W.
 Tacoma, WA 98499
 Ph. 206-588-0276
 Fax 206-588-1029
 Judy Riha, Manager
 H-10% M-50% L-40%
 Stat.-9 1,2,3
 (See advertisement on p. 85)

Consumer Opinion Services, Inc.

South Sound Center
 651 Sleater-Kinney Rd. S.E.
 Lacey, WA 98503
 Ph. 360-438-9660
 Fax 360-438-9660
 Judy Eaton, Manager
 H-10% M-65% L-25%
 Stat.-4 2,3
 (See advertisement on p. 85)

Cunningham Field & Research Services, Inc.
 Super Mall of the Great Northwest
 1101 Super Mall Way, Ste. 1239
 Auburn, WA 98001
 Ph. 206-351-3170
 Fax 206-351-3168
 E-mail: cfssea@aol.com
 Brent Johnson, Manager
 H-0% M-80% L-20%
 Stat.-5 1,2,3,4

Friedman Marketing Services
 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 Shopping Center
 4502 S. Steele St., Rm. 699
 Tacoma, WA 98409
 Ph. 206-474-9980
 Fax 206-473-1931
 Marion Saffren, Manager
 H-10% M-40% L-50%
 Stat.-7 1,2,3,4
 (See advertisement on p. 65)

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

Spokane

Consumer Opinion Services, Inc.
 Northtown Mall
 4750 N. Division St.
 Spokane, WA 99207
 Ph. 509-487-6173
 Fax 509-482-7205
 Ruth Rivers, Manager
 H-9% M-61% L-30%
 Stat.-8 1,2,3,4
 (See advertisement on p. 85)

1996 MALL RESEARCH FACILITIES DIRECTORY

WEST VIRGINIA

Charleston

McMillion Research Service
Charleston Town Center
Charleston, WV 25389
Ph. 304-343-1578
Fax 304-343-1570
Barbara Kiddy, Manager
Income-Middle to High
Stat.-7 1,2,3,4
Member NETWORK

Huntington

McMillion Research Service
Huntington Mall
290 Mall Rd.
Barboursville, WV 25504
Ph. 304-733-1643
Fax 304-733-0472
Kathleen Dixon, Manager
H-33% M-48% L-19%
Stat.-7 1,2,3,4
Member NETWORK

Wheeling

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

WISCONSIN

Appleton

Friedman Marketing Services
Consumer Opinion Center
Fox River Mall
4301 W. Wisconsin
Appleton, WI 54915
Ph. 414-730-2240
Fax 414-730-2247
H-30% M-55% L-15%
Stat.-11 1,2,3,4

Eau Claire

Friedman Marketing Services
Consumer Opinion Center
Oakwood Mall
4800 Golf Rd., Ste. 604
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.
Bay Park Shopping Center
2481 Oneida St., Rm. 693
Green Bay, WI 54304
Ph. 414-405-1012
Fax 414-405-1013
Nancy Leurquin, Mall Supervisor
H-35% M-50% L-15%
Stat.-10 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
Stacy Deming, Field Dir.
H-27% M-52% L-21%
Stat.-4 2,3

Milwaukee

Car-Lene Research, Inc.
Northridge Mall
7700 W. Brown Deer Rd.
Milwaukee, WI 53223
Ph. 414-357-6611
Tina Mosby, Manager
Income-NA
Stat.-NA

Consumer Pulse of Milwaukee

The Grand Avenue Mall, #2004A
275 W. Wisconsin Ave.
Milwaukee, WI 53203
Ph. 414-274-6060
Fax 414-274-6068
E-mail: Consumer.Pulse@internetMCI.com
Esther Young, Director
H-25% M-55% L-20%
Stat.-8 1,2,3,4
(See advertisement on p. 71)

Mazur/Zachow Inc.
Bay Shore Mall
5900 N. Port Washington Rd.
Milwaukee, WI 53217
Ph. 414-962-9926
Fax 414-962-3952
Melissa Butson, Manager
H-25% M-55% L-20%
Stat-6 1,2

CANADA

British Columbia

Research House, Inc.
Metrotown Centre
4800 Kingsway
Vancouver, BC V5H 4J2
Ph. 604-433-2696
Fax 604-433-2640
Tammy Anderson, Manager
H-35% M-50% L-15%
Stat.-5 1,2,3,4

**NEW IN
SPOKANE!**

“Finally
a decent focus
group room,”
spoke Anne

Er...we mean **Spokane** as in Washington. Consumer Opinion Services is proud to announce the reopening of our Spokane Focus Group Facility. The new room is great, offering a tapered table, full audio visual services and the kind of environment you've come to expect from C.O.S. Give us a call at 206-241-6050 for your next focus group. We think you'll agree with Anne.

Consumer Opinion Services

We answer to you
12825 1st Avenue South Seattle Wa. 98168
206-241-6050 FAX 206-241-5213
Ask for Jerry or Greg Carter

Seattle ♦ Portland ♦ Spokane ♦ Boise ♦ San Jose

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)
 NA.....information 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

Manitoba

Opinion Place
 Polo Park Shopping Centre
 66L - 1485 Portage Ave.
 Winnipeg, MB B3G 0W4
 Ph. 204-987-1960
 Fax 204-987-1928
 Kathy Heffernan, General Manager
 H-35% M-50% L-15%
 Stat.-8 2,3,4

Ontario

Cantest Research Services
 Bayfield Mall
 320 Bayfield St.
 Barrie, ON L4M 3C1
 Ph. 416-928-9122
 Fax 416-928-2163
 Peter Steyn, General Manager
 H-30% M-40% L-30%
 Stat.-5 3

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

CSU Marketing/Canadian Viewpoint
 Eastgate Mall
 75 Centennial Pkwy. N.
 Hamilton, ON L8E 2P2
 Ph. 905-770-1770
 Carol Udell
 Income-NA
 Stat.-NA 1,2,3,4

CSU Marketing/Canadian Viewpoint
 Meadowvale Town Centre
 6677 Battleford Rd.
 Mississauga, ON L5N 3R8
 Ph. 905-770-1770
 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
 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
 Carol Udell
 H-30% M-60% L-10%
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My boss wants me to do a regression analysis. Does anyone know how to do that?
--Dave P. *October 21, 1996*

Dave: I can E-mail you the names of a few good books on the subject.

--Tim R. *October 27, 1996*



I conducted a mail survey and got a 30 percent response rate. Is that a good return?
--Sandy A. *November 1, 1996*

Sandy: That seems pretty good. Without an incentive, we usually expect to get 20 or 25 percent.

--Dave P. *November 5, 1996*



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1996-97 SourceBook Listing Additions and Corrections

Please note the following corrections to the 1996-97 QMRR Researcher SourceBook:

The listing for Millyn Moore & Associates on p. 182 should have been placed under a heading for Norwich, Vermont.

On p. 99, please add the following information to the listing for QS&A Research & Strategy: E-mail: BQuarles@aol.com; Web address: www.worldweb.net/~strategy.

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Trade Talk

continued from p. 90

back in which Frasier attends some focus groups of listeners to his radio show. In the back room before the group starts, he fixes a withering eye on the respondents, dismissing them a cretinous lot whose opinions aren't even worth hearing. His tune changes mightily when they all start saying glowing things about him and his show. (I wonder how many times that scene has played out in real life?) Naturally, there's one guy who really doesn't like Frasier. When the moderator can't draw out the man's reasons, the radio shrink takes it upon himself to uncover the truth, eventually tracking him down after the group (so much for respondent confidentiality) and confronting him (of course, to tragicomic effect — the poor guy runs a prosperous little newsstand, which Frasier accidentally burns to the ground). I guess the moral of the story is to make sure your moderator is skilled at probing.

* * *

Lastly, a research story that promises to have a happy ending for all concerned. The employees of Pine Company,

a Santa Monica, Calif., data processing and research firm, are now its owners, thanks to an employee stock ownership plan (ESOP).

With an eye to his eventual retirement, company Founder and CEO Ben Pine says the plan is a way for him to realize the value of the company he's spent the last 30 years building while rewarding long-time employees for their hard work by helping them build a nice nest egg. "We have several employees who have been with us for a long time, some approaching 20 years. And as I was thinking about retirement, I thought, what is the best thing to leave the employees but the fruit of all their contributions over the years," Pine says.

Though Pine, who recently turned 65, is planning to scale back his day-to-day involvement eventually, the veteran researcher wants to stick around to see a few things through. "I'm still very interested in all the processes that have to do with data tabulation and manipulation. We're working on a number of new and exciting things. We've invested a great deal of time and money into optical scanning and it's beginning to take off for us and I'd like to see where we are with it in a couple of years. Then I'll feel like I've contributed something to the industry and I can comfortably step down." □

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Trade Talk

By Joseph Rydholm/QMRR editor

War stories and ESOP tales

This edition of "Trade Talk" is devoted to clearing some odds and ends off the editor's desk. First of all, check out my new photo. Nice, eh? See what eight years of deadlines will do to a guy?! Sorry it took us so long to replace the old photo. I remember thinking it was outdated about six years ago, but other more important things took precedence. To see how my photo looked before retouching, check out the "Inside Quirk's" section at our Web site at <http://www.quirks.com>.

Speaking of our Web site, we've added a new feature to it. If things go according to schedule (how's that for a jinx?) by the time you read this the QMRR Researcher Forum should be up and running. It's intended to be a place for you to exchange ideas, bulletin-board style, with other QMRR readers by posting comments and questions. Let us know what you think!

* * *

As you may have noticed, the "War Stories" column took a one-issue hiatus in October. Due to reader complaints about the content of some of the anecdotes, we decided to cancel the column as of the June/July issue. Well, the readers have spoken again, and "War Stories" is back.

A bit of explanation. The anecdote that broke the camel's back, to mangle a metaphor, appeared in the May installment. It involved references to a woman's body — references I thought were G-rated, certainly tame compared to prime-time TV fare. I knew that the story was a bit risky, given previous complaints, but I thought it was funny and hoped that the fact it had been submitted by a woman might diffuse its potential to offend.

How wrong I was. We received a handful of complaints — about half from men and half from women. Heeding the maxim that only a small percentage of dissatisfied customers actually take the time to complain, QMRR Publisher Tom Quirk figured these unhappy readers probably represented a larger group. Not wanting to alienate a portion of our readership, he suggested we cancel "War Stories" after the June-July installment.

Over the summer, readers called, wrote and E-mailed us in support of the column. Perhaps the best missive came from a fellow who said that the decision to cancel "War Stories" reminded him:

"... of the welcome sign posted at the town limits of Puckett, Miss.; *Welcome to Puckett — 300 Friendly Folks and a Few Soreheads*. Too bad you have decided to listen to the few 'soreheads.' I urge you to reconsider your decision. The column provides a refreshing, humorous look at ourselves in a day and age when a little laughter is badly needed."

That last sentence sums up the way I feel about the column myself. I think for the majority of our readers, "War Stories" provides a welcome bit of relief from worries about no-shows and cross-tabs. After all, it is possible to remain professional while enjoying a hearty laugh over things that happen to you and your peers on the job.

Not so, said one reader who wrote to express her displeasure with the anecdote in the May column. She felt that a feature like "War Stories" has no place in a trade magazine. I disagree. Perhaps more than most lines of work, marketing research can be a funny business. When you corral a bunch of people and plumb their innermost thoughts about mundanities like shaving cream and fat-free fudge brownies, you're bound to get some crazy answers. They come with the territory, so I think a column like "War Stories" does belong in our pages.

While we certainly respect the feelings of the people who complained, based on reader calls and letters, and unsolicited comments (many of them from women) I've received at various industry functions in support of the column, the majority of you really enjoy and look forward to "War Stories." That's why we brought it back.

Much of the blame for all of this rests with me. As I mentioned, even before the May issue readers complained about the column. As a result, I've either deleted or tried to clean up some of the racier anecdotes while preserving the column's humor. But in trying to dance on the line of acceptability, it seems I've stumbled. Henceforth, with the kinder, gentler "War Stories," I'll try harder to walk the straight and narrow.

* * *

And now for something completely different... a fictional research anecdote that might fit perfectly in "War Stories." It comes courtesy of an episode of *Frasier* from a few months

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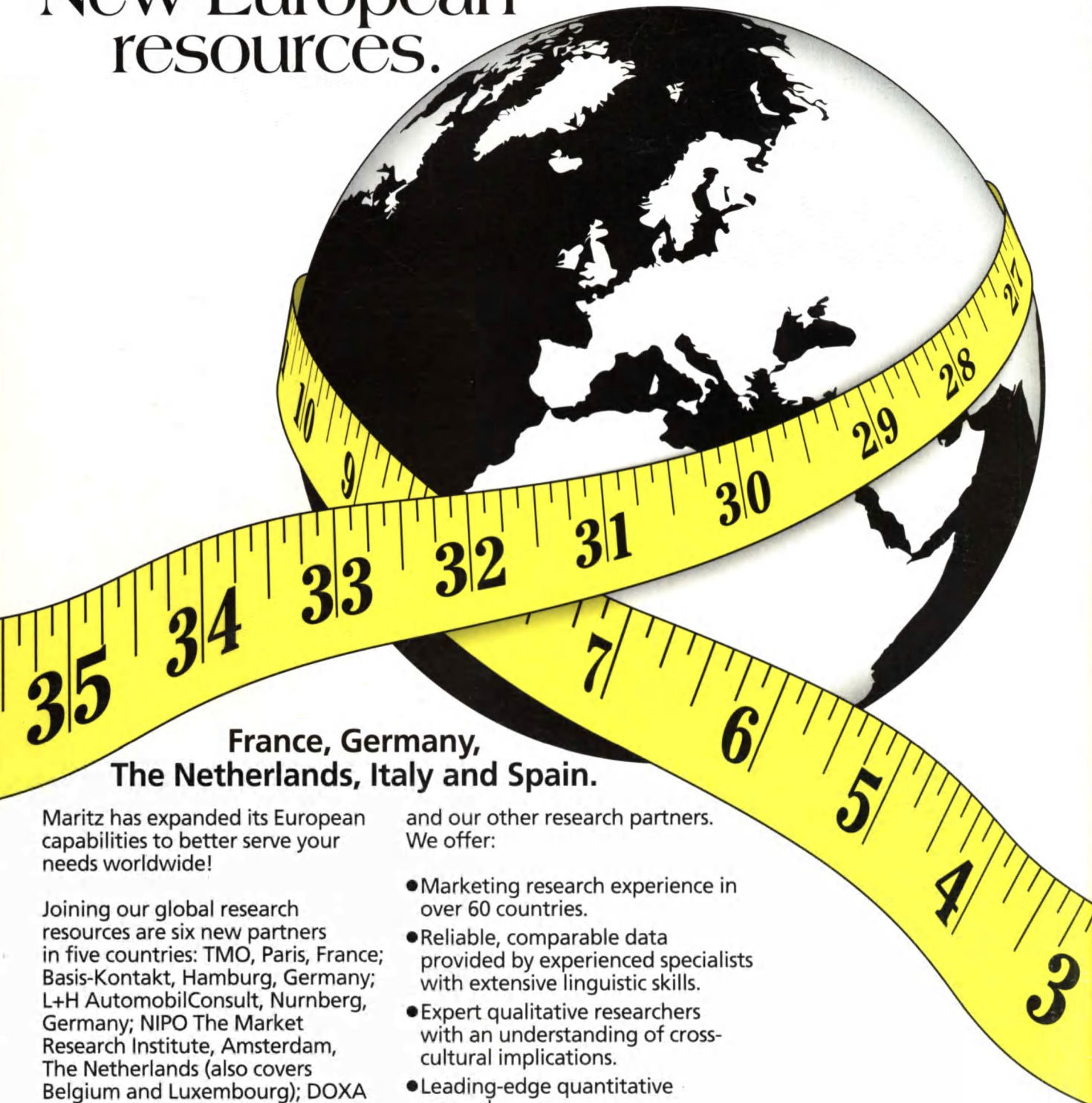
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