# QUIRK'S
Marketing Research Review

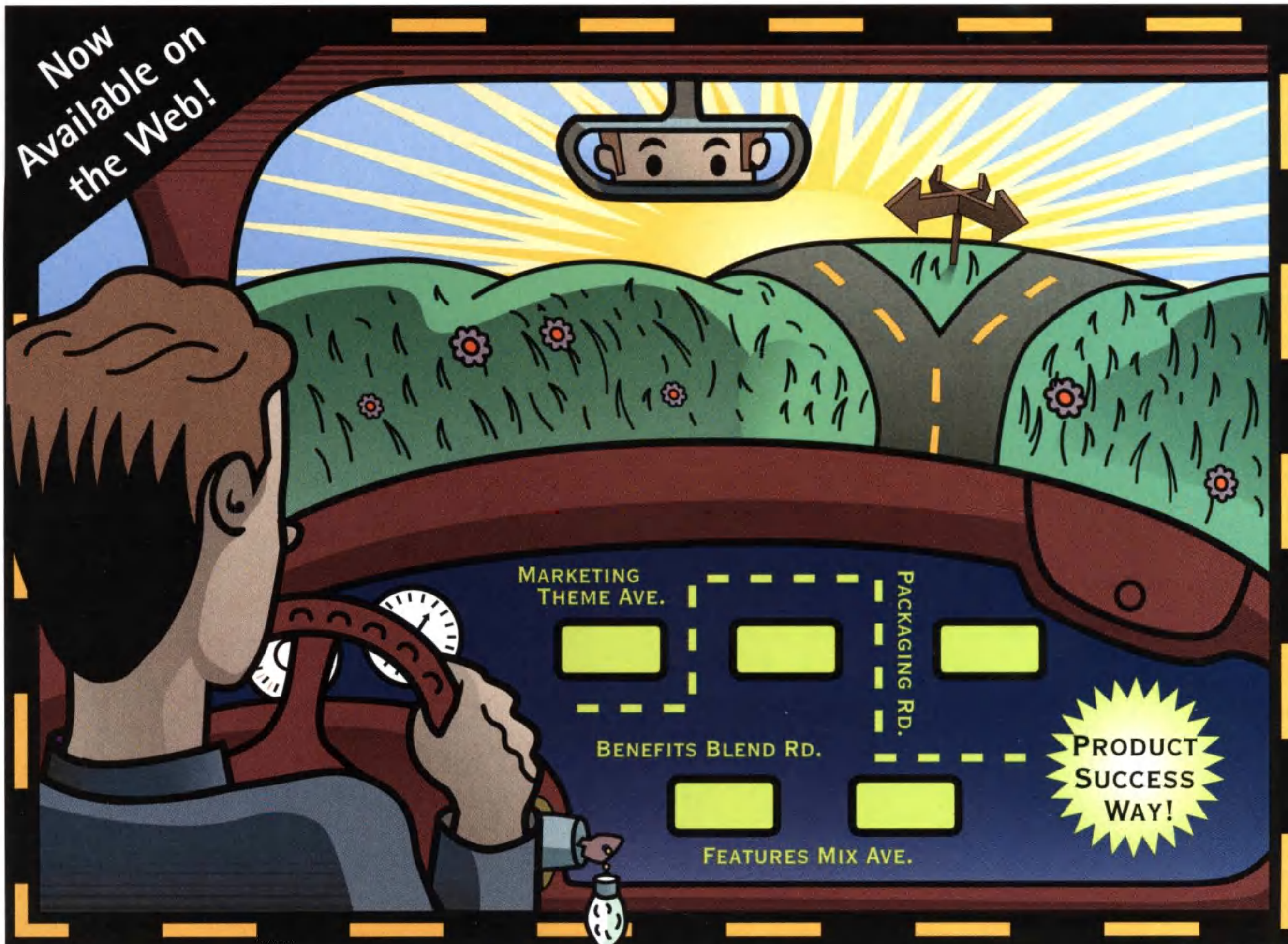
Volume XIII, Number 10 November 1999

# International research issue

- Conducting research in Asia, Egypt, Israel and Chile
- A look at the global Internet revolution

In-home CAPI works in the Netherlands

## 1999 Mall Research Facilities Directory



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# QUIRK'S Marketing Research Review

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## C O N T E N T S

## F E A T U R E S

### Techniques




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## D E P A R T M E N T S

# Survey Monitor

## In Asia, the CFO knows

The CEO may be the final authority on where employees work, how they call clients and how they'll spend their retirement, but in general the CFO holds sway over decision making in Asian businesses, especially when it comes to banking relationships, according to findings from the 1998 Asian Corporate Banking Study (ACBS), conducted by the Corporate Banking & Investment Research division of AMI, a Hong Kong-based group of research companies.

The survey found that, on average, the CFO is the most influential corporate decision maker at 27 percent, compared to the CEO at 22 percent. Areas where the CEO overrides the CFO in final decisions are telecommunications (24 percent), property (33 percent), management consultants (33 percent) and company pensions (25 percent).

When it comes to initiating a banking relationship, however, it's the CFO who rules. On average 42 percent of CFOs make the decisions in this area, compared to 8 percent of CEOs. When asked what products and services CFOs think are the most important for their banks to have, cash management led at 83 percent, followed by debt finance/corporate

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## Seniors not sold on on-line drug stores

Seniors who have visited on-line drugstores and pharmacies are unlikely to return for over-the-counter medications or prescriptions, according to Westport, Conn.-based Greenfield Online's July national Surfing Seniors study of 1,200 people 55 and older. Some 32 percent have visited a drugstore site, but 56 percent said that they are not very likely to buy products through these sites in the future.

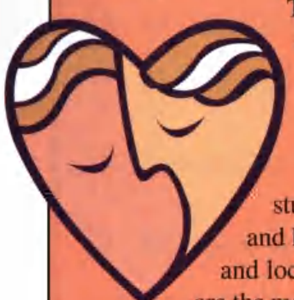
Only 9 percent purchased prescription drugs when visiting an on-line store, while over twice as many purchased over-the-counter products. This study is available at www.greenfieldcentral.com.

### Top sites visited by seniors were:

| Site | % Visited |
|---|---|
| Drugstore.com | .44% |
| Mothernature.com | .24% |
| Planetrx.com | .22% |
| Vitaminshoppe.com | .17% |
| Healthshop.com | .17% |
| Greentree.com | .17% |
| Enutrition.com | .12% |
| GNC.com | .11% |

## Marriage not the end of romance and freedom

Dispelling an old myth, Americans say that marriage is not the end of romance, nor does it mean giving up freedom, according to a survey released by TNS Intersearch, the U.S. headquarters of the UK-based Taylor Nelson Sofres group. The "Marriage Survey" was a nationwide telephone survey of 1,000 adults, ages 18 and older, conducted in July. The survey found that romance and freedom are two of the five most important ingredients in a successful marriage, according to Americans both married and unmarried. Heading the top-five list were mutual respect and trust, open and regular communication, marital fidelity, and sensuality.



While the key elements to a successful marriage are nearly universal among Americans, the study showed that attitudes surrounding "what's okay and what's not," vis-à-vis living arrangements and having children, vary widely by age, gender, education, household income, marital status, race and location. The issues of living together, having children outside of marriage and working mothers are the most controversial. Overall, half of study respondents agreed that it's okay for a man and a woman to live together outside of marriage. But men were far more supportive of this idea than women (60 percent of men agreed with this statement versus 45 percent of women). Acceptance of the idea also declined greatly with age (73 percent among 18-34-year-olds versus 19 percent among those 65 and older). Other issues explored included unmarried parents. While most Americans (67 percent) frown on this lifestyle choice, adults over age 55 and in the Midwest and South are more likely to oppose this idea. For more information call Howard Barich at 914-684-6100 or visit the company's Web site at www.intersearch.tnsofres.com.


**David Spangler,** former director of marketing research for Levi Strauss & Co., has been named director of marketing and member services of the *Council for Marketing and Opinion Research*, Port Jefferson, N.Y.

**Ilene A. Ritz** has joined the White Plains, N.Y., office of *Taylor Nelson Sofres Intersearch* as vice president. **Peter Hallock** has also been named vice president at the White Plains office.

*Creamer Dickson Basford (CDB)* has appointed **Dr. Lloyd Kirban** as executive vice president/director of research, heading CDB Research & Consulting, the New York agency's research practice.

*Sky Alland*, a Columbia, Md., customer loyalty management firm, has named **Ray Zukowski** chief operating officer.

**Cynthia Clarke** has been promoted to director of quality at *Polaris Marketing Research*, Atlanta.

**Clarke** **Womack**

**Barbara "Bobby" Klein Womack** has been named director of market research at *Research Engine*, the new market research division of Desbrow & Associates, a Pittsburgh communication and design firm.

**Bill Snow** has been named vice president of engineering at *Active Research*, Burlingame, Calif.

*SIL - Worldwide Marketing Services*, a Delray Beach, Fla., research firm, has named **Frans Badenhorst** director of operations. In addition, **Fulvio Origo** has been named international projects manager.

*MarketTools*, a Sausalito, Calif., research firm, has named **Mark Thompson** vice president and CFO and **John McCrea** vice president of worldwide marketing.

**Michael Pelaia** has been named executive vice president and COO of *The Eagle Group*, Atlanta, and president of *Eagle Research*, Atlanta.

**Pelaia** **Jubelirer**

**Jim Jubelirer** has been promoted to vice president of *Burke Customer Satisfaction Associates*, Cincinnati.

In conjunction with a joint venture between *ACNielsen Corp.*, Stamford, Conn., and *NetRatings, Inc.*, Milpitas, Calif., **Michael Connors**, ACNielsen's vice chairman, has been appointed to the NetRatings board of

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# Product & Service Update

## HP launches resource site for high-tech marketers

Hewlett-Packard Co., Palo Alto, Calif., has launched DeepCanyon (www.deepcanyon.com), a Web site that channels business resources into one destination for high-tech marketers. DeepCanyon is designed to provide marketers in the computer and Internet industries individual market research reports for sale as soon as they are released, as well as aggregated market information, editorial commentary, and other tools to support business plans and assist in decision making. With its official launch, DeepCanyon adds e-commerce and extended search capabilities to the site's preliminary version, which has been live since June.

HP has signed licensing agreements with firms in the technology research field to provide affordable reports, ranging from free to $10,000. Market research firms currently offering content on DeepCanyon include ActivMedia, ARS, Institute for the Future, IntelliQuest, The Yankee Group and Zona Research.

DeepCanyon has established other alliances to provide additional services to the high-tech marketer. Market Calculator accesses Dun & Bradstreet data to give users the ability to quickly size a market or locate a company. An alliance with search-engine company Northern Light allows a broader range of on-site search capabilities.

## On-line advertising information resource from ARF

The Advertising Research Foundation (ARF), New York, has introduced a new on-line resource, the World Advertising Research Center (WARC). WARC is a database of advertising knowledge, including thousands of published papers and case studies covering all areas of advertising, marketing and media activity from sources such as the ARF, the American Association of Advertising Agencies, Admap, the Institute of Practitioners in Advertising, the Canadian Congress of Advertising, and more. For more information visit www.warc.com.

## Three new products from Pulse Train

U.K.-based Pulse Train has released three new products. Bellview Scan version 3 is a Windows package for scanning questionnaires and forms. Version 3 includes a new look-up dictionary that works with ICR technology to increase accuracy and efficiency. The dictionary is customizable, allowing brand and product names to be verified. A new grid wizard also enables a greater range of forms to be considered for automatic data capture.

Pulse Train has also released Visual QSL 2, a Windows-based software package that allows users to create questionnaires without spec writing knowledge. It has the look and feel of Microsoft Word. The new Presentation Editor allows users to type in a questionnaire while the QSL code is created behind the

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# Research Industry News

## Research Calendar

**AUTOMOTIVE BRANDING CONFERENCE:** Allison Fisher, Inc., McKinsey and Company and Marketec Systems, Inc., will hold a conference titled "New Insights Into Automotive Branding" on November 12 from 8 a.m. to 2 p.m. at the Ritz-Carlton Hotel in Dearborn, Mich. Topics to be covered include: the Internet and the commoditization of brands; brand expectations and the breadth vs. depth of customer satisfaction; the make/model brand debate — who is right?; and, are retail attributes inherent in product brands? For conference details and to pre-register, visit the Marketec Web site at www.marketecsystems.com/conference.htm.

**WORLDWIDE QUALITATIVE RESEARCH CONFERENCE:** The European Society for Opinion and Marketing Research (ESOMAR) will hold its Worldwide Qualitative Research Conference from November 28-30 at the Hotel Athenaeum InterContinental, Athens, Greece. For more information visit the ESOMAR Web site at www.esomar.nl.

**SPSS MR SEMINARS:** SPSS MR is offering an ongoing seminar series at its New York offices on the second and fourth Wednesday of each month. Mornings will showcase designing and running Web surveys, and afternoons will outline advanced tabulation and interactive analysis options. For more information call 212-447-5300 or visit www.spss.com/spssmr.

**ATTITUDE RESEARCH CONFERENCE:** The American Marketing Association will hold its Attitude/Behavioral Research Conference on January 23-26 at The Pointe Hilton Resort at Squaw Peak, Phoenix, Ariz. For more information visit the organization's Web site at www.ama.org.

**CUSTOMER SATISFACTION CONFERENCE:** The American Marketing Association will hold its Customer Satisfaction & Quality Measurement Conference at the Adam's Mark Hotel in San Antonio, Texas, on February 20-22. For more information visit the organization's Web site at www.ama.org.



**Marketing Research Institute International (MRII)**, **The European Society for Opinion and Marketing Research (ESOMAR)**, and the **University of Georgia Center for Continuing Education (UGA)** have developed a Web-based version of the Principles of Marketing Research distance learning course. As a result of the strategic education alliance among MRII, ESOMAR and UGA, the course was recently enhanced to include international notes for each of the 10 study modules. The Web-based version of the course will expand the global reach of the program. For more information visit the Marketing Research Association Web site at www.mra-net.org.

**United Information Group** has signed a three-year global agreement with **SPSS MR**, the New York-based market research business unit of Chicago-based SPSS Inc. The agreement standardizes the use of SPSS software across UIG member companies worldwide. UIG is the information division of United News & Media, an international media and information group. The division includes Audits & Surveys, Mediamark Research, Market Measures, and NOP.

Separately, SPSS MR has signed a contract with Dallas-based **M/A/R/C Research, Inc.** to expand the range of SPSS MR software used by M/A/R/C in its survey design, data collection and analysis.

Montreal-based **Info Zero Un** has changed its name to **Voxco Inc**.

**Forrester Research, Inc.** has moved to 400 Technology Square, Cambridge, Mass., 02139. Phone 617-497-7090. Fax 617-613-6025.

Philadelphia-based **RSVP Research Services** has completed a new telephone research facility at Carrollwood Crossings, 4014 Gunn Highway, Suite 110, Tampa, Fla., 33624. The facility includes over 60 CATI equipped workstations, on-line sample management, and more. For information call Neil Blefeld or Michael Feldman at 215-696-8500.

Solana Beach, Calif.-based **Answers Research, Inc**. has opened an office in St. Louis. Kenny Kuhn will head the new office as director of business development.

**IntelliQuest Information Group Inc.,** Austin, Texas, has closed the previously announced sale of its IQ2.net operations to **Naviant Technology Solutions Inc.** Of the sale price of $46.5 million, the company has received $44.5 million; $2 million has been placed into escrow pending determination of the net assets of IQ2.net as of Aug. 31, 1999.

**InterActive Solutions**, Grand Rapids, Mich., has secured a contract to conduct marketing research for **Whirlpool Corporation**.

**The M/A/R/C Group**, Irving, Texas, has acquired a 30 percent interest in **MSP Associates**, with options over two years to increase its percentage ownership to 100 percent. MSP Associates, which generated approximately $2.0 million in revenues during 1998, is a marketing and sales force consultancy in Amsterdam specializing in the design and implementation of customer relationship management (CRM) programs for business-to-business clients. The investment is expected to be neutral to M/A/R/C's earnings in 1999. Terms of the transaction were not disclosed.

Separately, **Omnicom Group Inc.** and M/A/R/C Inc. have announced a definitive merger agreement under which Omnicom — through its Diversified Agency Services (DAS) Division — will acquire M/A/R/C. In the transaction, M/A/R/C shareholders will receive $20 per share in an all-cash tender offer. The tender offer will be subject to the condition that at least two-thirds of the outstanding M/A/R/C shares are tendered and to other customary conditions. Holders of 20.5 percent of the company's shares have agreed to tender their shares in the offer. The boards of directors of both companies have approved the transaction. ING Barings LLC has provided the board of directors of M/A/R/C with an opinion as to the fairness, from a financial point of view, of the consideration to be received by the common shareholders of M/A/R/C in the transaction. ING Barings LLC also served as financial advisor to M/A/R/C in this transaction.

In August, **Harris Interactive**, a Rochester, N.Y., research company, filed suit in the U.S. District Court for the Western District of New York

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# War Stories

## True-life tales in marketing research

**By Art Shulman**

*Editor's note: "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. He can be reached at 818-782-4252 or at artshulman@aol.com.*

A researcher preferring anonymity tells about being an interviewer early in his career, conducting a survey sponsored by a particular regional brand of beer. The brand's advertising was based on the fact that the beer was made using pure water from a particular lake. One respondent, when asked if he found anything hard to believe about the advertising, said he did. The cause of his skepticism? "I once visited that lake and saw a man standing on the shore peeing into it," he said.

In a recent focus group, Linda Fitzpatrick of Fitzpatrick Research began with introductions. The first four women described their young families — names and ages of kids, their husbands, their jobs. One childless woman told a funny story about her dogs. Then another respondent, Bertha, introduced herself: "Got no kids. Got no husband. Got no pets. Got no problems."

Fitzpatrick also tells about conducting a group with blue-collar male antacid users to get their reactions to some anti-gas positionings. Things were going smoothly until she got a note from the viewing room: "Find out more about their gas symptoms! Is there odor? Noise?"

Sensing it was too late to back out of the project, she proceeded down this treacherous path. Slowly, they got into the specifics of their gas attacks, becoming absorbed with tales of misery and embarrassment. Finally, one ribald respondent blurted out, "Good thing there aren't any women here!"

Evidently, he forgot about Fitzpatrick.

Laughter from behind the glass nearly blew out the one-way mirror, she reports.

Another of her experiences relates to her early career at an advertising agency. When Fitzpatrick was working on the sanitary protection category, sales data showed a substantial and unexpected spike in the CDI for certain Western states. It turns out that farmers in the area were using pads as Band-Aids for cows that had been wounded by barbed wire fencing.

Shortly after the recent AMA Fall Research Conference began, Ed Sugar of Triton Technology asked a member of his firm, Mike Feely, to drive down to San Diego from Los Angeles to attend the conference. Sugar, aware there were no available hotel rooms anywhere near the conference, and that his own room had two beds, invited Feely to stay with him.

Feely was to arrive early that evening, and Sugar had dinner plans with clients, so Sugar went to the front desk and asked them to give Feely a key to his room when he arrived.

At 10 p.m., Sugar returned to his room. No Feely. Sugar figured traffic was the culprit. He went to sleep, leaving on a light in the foyer. Just after midnight, Sugar woke up. No Feely.

Just after 1 a.m., the door to the room opened. There stood Feely. He explained that he'd been at the hotel since early that evening. He'd given the desk clerk his name, and was given a room key. He went up to the room, relaxed, watched TV, and plopped into bed, thinking it was unusual that there was only one large bed in the room, whereas Sugar had told him they'd have separate beds. Suddenly, the door opened and a casually-dressed man Feely had never seen before entered, demanding to know why Feely was in his bed. "Because it's my room," Feely told him.

Turns out that the other fellow's name was Ed — Ed Feely, that is. The desk clerk had given Mike Feely the key to Ed Feely's room.

Later, Mike realized he'd left his suit pants in Ed Feely's room, but by then it was too late to retrieve them. So he had to borrow a pair of Sugar's pants for the rest of the conference.

It would be great to be able to report that inside the pocket of those trousers Mike Feely found another key to Ed Feely's room. But it didn't happen.

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 or e-mail me at artshulman@aol.com.

# Estimating sample size for an analytic study in qualitative marketing research

By Gang Xu

*Editor's note: Gang Xu is a senior research consultant in statistics at Brintnall & Nicolini, Inc., a Philadelphia, Pa.-based health care consulting and marketing research firm. He can be reached at 215-854-4200 or at xuga@brintnall.com.*

In quantitative marketing research, we frequently collect data for analytic purposes. That is, the data will be analyzed primarily for inferential tests such as t-tests or z-proportion tests. The methods of estimating sample size for these inferential tests are different from those for a descriptive study. (See the June 1999 QMRR for the method of estimating sample size for a descriptive study.) Before I elaborate on the procedure of calculating the sample size for these inferential tests, let me first briefly review some key concepts which are very important in the calculation of sample size.

1. Hypothesis. A statistical hypothesis is a statement of belief about the population parameter. For instance, a statement that Drug A is safer than Drug B is a hypothesis. There are two types of hypotheses: a null hypothesis and an alternative hypothesis. The former is a statement saying that there is no statistical difference between or among the population parameters. The statement that there is no difference of weekly working hours between primary care physicians and specialists is an example of this. An alternative hypothesis, on the other hand, is the statement that disagrees with the null hypothesis. For instance, a statement that the mean weekly working hours of specialists is higher than that of primary care physicians is an example of an alternative hypothesis. To a large extent, the design of an analytic research study is to reject the null hypothesis.

An alternative hypothesis can indicate whether a test is directional or non-directional. If the alternative hypothesis is directional, such as the one mentioned above that specialists would work more hours than primary care physicians, the test is one-tailed. However, if the researcher doesn't know much about the working hours of physicians, he or she may simply hypothesize that there is a difference of weekly working hours between the two specialty groups. In such a case, the alternative hypothesis is non-directional, and the test is two-tailed. Holding all other factors constant, a two-tailed test requires a larger sample size than one-tailed test.

2. P-value. Associated with a hypothesis test is a p-value. P-value can be simply put as the likelihood of obtaining the observed results by chance alone. We usually use a p-value of .05 or .01 in estimating sample size. A p-value of .05 indicates that, when we reject the null hypothesis that there is no difference

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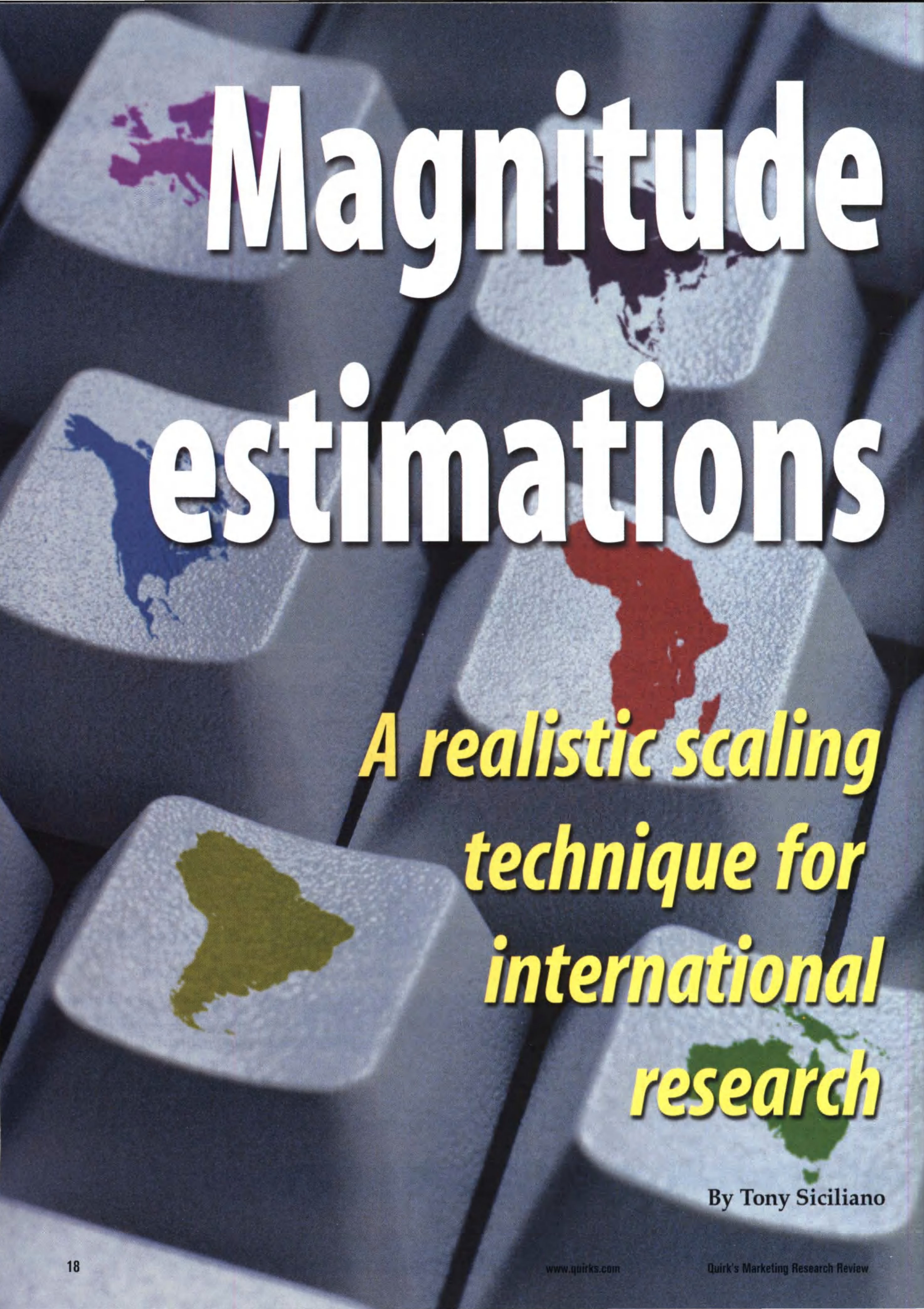

# Magnitude estimations

## *A realistic scaling technique for international research*

By Tony Siciliano

*Editor's note: Tony Siciliano is managing director of International Interviewing, a White Plains, N.Y., research firm. He can be reached at 914-694-2444.*

Having spent a lot of time in international research, I'm well aware of the problems in achieving comparable cross-cultural test results. The problems are particularly severe with attitude scales, and understandably so. The positive scale skewing in Latin American countries is legendary. A product or ad would have to be absolutely awful to get below a 60 percent "Top-Two Box" score on a five-point scale. It's not that Latin Americans are dishonest — it's just that they don't want to hurt anyone's feelings.

It took a number of years of living in and traveling to France before I could emotionally accept that *pas mal* ("not bad") was almost the equivalent of an American "extraordinary." So, "somewhat interested in buying" to a Frenchman would be a much stronger commitment than to an Englishman, since "somewhat" has a less enthusiastic connotation to the English.

The five-point purchase intent scale is probably the most-used market research scale, both domestically and internationally. I've always suspected that this scale was only valid when there were substantial differences between test variables — and that it lacked precision when there were subtle (but possibly significant) differences. I had an ideal opportunity to test this theory when conducting a product test for the leading chewing gum in France.

The brand had close to a 70 percent share and a pricing decision had to be made when the cost of chicle rose significantly. The client was sure the competition would not raise prices if his price went up because this would afford them an excellent opportunity to erode the brand's enormous market share. Instead of raising prices, it was decided to reduce the standard 11-stick pack to 10 sticks.

A product test was conducted with two cells: 11-stick pack at the current price and 10 sticks also at the current price. I convinced the client to include a "partial-payment coupon" measurement as the very last question. (With the partial-payment coupon, respondents are told they can select a coupon worth one-third the purchase price for any brand of gum. This technique simulates the actual buying experience, because when respondents make their choice, it's with the knowledge that they will also have to lay out some of their own money. [It's not necessary to have "coupons." After respondents make their choice, they are given cash.])

The rationale was that it could do nothing to bias the standard results and might uncover a problem not detected by the standard questioning. As it turned out, neither the five-point purchase intent nor any other standard measurement revealed there would be a problem in reducing the number of sticks and keeping the current price. The partial-payment coupon, however, revealed this would be a dangerous move.

Of course, the drawback with this technique is that it can only be used with purchase intent — and with only reasonably priced products.

**Magnitude estimation**

My first research exposure to magnitude estimation was through an international project I coordinated for Ambrosino Research, Inc., White Plains, N.Y. Of all the scaling techniques I've had experience with, this appears to be the most valid because it's both logical and realistic. And flexibility is yet another advantage, particularly in multinational research.

The underlying principle of magnitude estimation is that respondents create their own scale parameters. This can be one to 10, one to 50, one to 100, or one to "whatever." Of course, this requires a certain amount of respondent training. But the actionable results emanating from this innovative technique are worth the additional effort.

**Of all the scaling techniques I've had experience with, this appears to be the most valid because it's both logical and realistic. And flexibility is yet another advantage, particularly in multinational research.**

In the training session, respondents are given an explanation of the validity of creating one's own scale. Anecdotes illustrating the use of magnitude estimation are very helpful in creating an understanding of the logic behind it. Respondents are then given a trial run by using this scaling procedure with a product totally different from the test product (e.g., if the test product is a food that's tasted, the trial run product would be a detergent that's sniffed).

Consider the dilemma researchers

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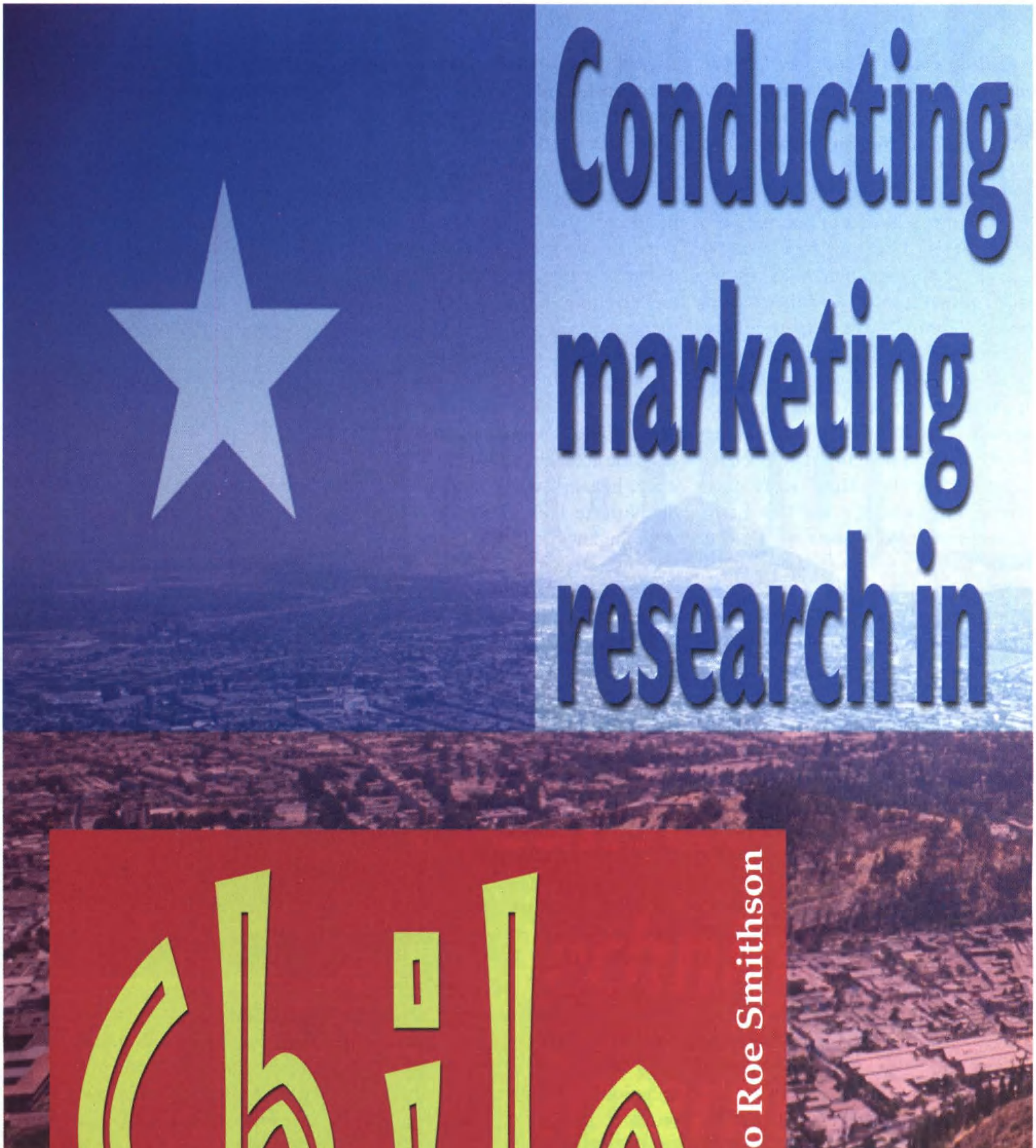
# Conducting marketing research in Chile

By Eduardo Roe Smithson



*Editor's note: Eduardo Roe Smithson is a marketing consultant based in Santiago, Chile. He can be reached at 56-2-208-6084 or at eroe@ctcreuna.cl.*

This article focuses on how an independent consultant can conduct market research in Chile to help marketers make the right decisions. My personal experience in the fascinating and challenging profession of market research began in 1983, while I was in high school. Forced to earn a few pesos in my leisure time, I worked part-time for well-established market research companies carrying out surveys and stratifying sectors of Santiago. I continued working through college to pay my tuition and gain enough working experience for the real world in my field. I sought to be a marketer with expertise in market research.

Few marketers relish the task of digging into piles of useless and often outdated information. Therefore my intention is to highlight the ways an independent researcher can uncover marketing information in Chile, using a variety of secondary sources, without wasting time and money.

**"First seek to find the right location and then dig only once."**

The markets in developing countries like those in South America demand more than just digging. Paraphrasing Stephen Covey, it is a question of leaning your ladder against the right wall.

There are five main barriers to finding market information in Chile:

• Most reliable, updated and worthwhile data is confined to private libraries, which are owned and managed by an association or corporation — Sofofa, Fundación Chile, Achap, SII, and others — and sold to the public at prohibitive prices. Accessing it requires being either a member or knowing the right person within the association or being a journalist from an influential newspaper. Second, you need time to jot down what you are searching for and photocopy those few pages that you are allowed to under copyright restrictions. Moreover, to become a member, companies must pay high annual fees, discouraging small to medium-sized companies (which defines about 60 percent of Chilean firms) from obtaining access.

• The libraries of most state agencies such as INE, Corfo, Sercotec, Biblioteca Nacional, municipal libraries, state universities, and others are open to the public and they have data from various industries, but it is often outdated. Accessing it requires tracking down the scarce librarians and then wading through piles of publications with old data — only to find that the information is unfit for any marketing purposes. These searches require patience and lot of time to go from to place to place, digging into many publications, newspaper files and articles.

**Most reliable, updated and worthwhile data is confined to private libraries, which are owned and managed by an association or corporation and sold to the public at prohibitive prices.**

• Few people would argue that Santiago *is* Chile: 90 percent of Chilean companies have their headquarters in Santiago and business deals are done primarily from here, so it becomes less important for associations, corporations, state agencies, universities and others to keep information in their branches or agencies outside Santiago. So if you want information, it's best to look for it in Santiago.

• University/college libraries are often too big to be useful. The best libraries — Universidad de Chile, Universidad Andrés Bello and Universidad Católica — keep hundreds of studies and papers (scattered at each facility) done by undergraduate or graduate students or by researchers. Other interested parties — professionals, researchers and managers — are often unaware of these reports. But accessing the reports requires digging into the archives, searching for key words, jotting down hundreds of codes and hoping that the thesis has not been borrowed by another student (who might never return it).

• The Internet is one way to find information, but penetration levels in Latin America haven't reached levels found around the rest of the world, at least not yet. So, obtaining market information on Chile's industries through the Internet can be difficult but it is not impossible.

**"By getting the right shovel you might not need to dig that deep."**

Now I'll explain some tactics I have

continued on p. 66

# The global Internet research revolution: *a status report*

By Humphrey Taylor

*Editor's note: Humphrey Taylor is chairman of The Harris Poll and a member of the executive committee at Harris Interactive, New York. He can be reached at 212-539-9600 or at htaylor@harrisinteractive.com.*

Andy Grove, the founder of Intel, says that "In five years' time, all companies will be Internet companies or they won't be companies at all." The *Economist* recently wrote that "The Internet (will) change everything — the way we work, the way we learn and play, even, maybe, the way we sleep or have sex. What is more, it is doing so at far greater speed than the other great disruptive technologies of the 20th century, such as electricity, the telephone and the car."

I will leave others to describe how it will change the way we have sex. But even a modest assessment of how it will change the research industry would lead to the conclusion that in a few years, most successful international market and opinion research firms will be conducting much of their research on-line.

It is a cliché but it is true: the Internet is by far the fastest growing technology in the history of the world. At the beginning of 1995 only 7 percent of all adults in the U.S. were on-line, whether from the office, from home, school, a library or somewhere else. Less than five years later that number has risen to approximately 50 percent (49 percent by our last measure), and looks set to reach about 60 percent by the end of the year 2000. Globally the same phenomenon is occurring. While most developed countries are behind the U.S. in terms of Internet usage penetration, they are moving rapidly to close the gap. Today, approximately 58 percent of the world on-line population resides in the U.S., 26 percent in Europe, and 12 percent in Asia. By the year 2002 it is estimated that the U.S. share will decrease to 46 percent as more Europeans go on-line and claim approximately 36 percent of the market, while Asia will stake 14 percent.

### A revolutionary change in marketing research

Marketing and opinion research has always changed to take advantage of new advances and technology. However, the use of the Internet to conduct marketing and opinion research is a much more revolutionary development than the other, more modest, changes I have witnessed in my 36 years in the industry. In the '70s we began to use the telephone for data collection. In the '80s we started using CATI and CAPI systems. These changes did move around the world, but were restricted in a very real sense to the infrastructure development within countries. Countries with well developed telephone systems such as Europe, Australia, Japan moved their data collection to CATI, but coun-

tries like China continued to depend on face-to-face interviews. And if you wanted information from around the world, data were still collected on a country-by-country basis. You needed research support in a lot of countries to make that research happen.

While these were major advances they did not fundamentally change our thinking about how to collect and analyze data. They did not fundamentally change the way we designed a questionnaire or how we collected data.

Such is not the case with the Internet. The Internet as an audio-visual medium changes the way questionnaires are designed. And, not only can you collect data from many countries from one site (really anywhere in the world), countries such as China have leapfrogged over the telephone and CATI revolution, directly to the Internet. This has created tremendous possibility as well as more than a few problems with which market research professionals must deal.

As market research firms saw an opportunity to harness the Internet and offer a cost-effective alternative to data collection in the U.S., they found themselves leading the charge, while clients waited on the side for results. Once its viability was apparent, clients came to appreciate its cost-effective approach and now drive the demand for on-line research on a global scale. Where large-scale international projects were out of reach for many clients, on-line research makes it viable in a number of growing pockets, most notably in Northern Europe, Canada, Australia, New Zealand, Hong Kong and Singapore, where traditional data collection costs are relatively high. It is interesting to note that while Europe's share of the on-line market is nearly half that of the United States, there are a number of European countries which have overall Internet penetration rates higher than the U.S., including Sweden, Denmark, and Finland, which offer the greatest opportunities for on-line research.

**Conducting global Internet research**

Before conducting or commissioning Internet surveys internationally consider:

• Do you know who is on the Internet in the countries you are surveying?

• Do you know the code of ethics and privacy standards as well as any laws that might apply to Internet research in these countries?

• Does the software you are using support all the various fonts necessary for the languages in which you are interviewing?

• Do you have the data to understand what the population you are surveying represents? Raw on-line data substantially under-represents some groups (and those under-represented groups vary by country). The importance of these groups to your final analysis may be more or less important depending upon the objectives of the study.

• Have you considered variables other than demographics in determining weighting variables? In many cases behavioral data such as time on-line and number of years using the Internet, which varies substantially by country, may be more important weighting factors than age, income or education.

• Have you considered cultural issues that might have been handled by the field service in the country? The ability to contact people around the world from any country does not mean that people around the world answer surveys the same way. Cultural concerns and questionnaire norms must still be taken into account and a local expertise is still invaluable in research design.

• Have you considered the "method effect" in your questionnaire design and have you thought about how that might vary by country? Using the same questionnaire around the world may not give you the same results, whereas some variation in design may give you the comparable data you are looking for. We know for example that different cultures respond to scales differently — so do on-line and off-line populations.

**Replacement technology?**

On-line research has already been described both enthusiastically, and critically, in many different ways. "A replacement technology" is one such phrase and it will surely replace much of the qualitative and quantitative research work currently done face-to-face or by telephone. However, it will not fully replace other methodologies. Printing did not fully replace handwriting. Radio did not replace newspapers. Television did not fully replace the movies or the radio. We will continue to do in-person and telephone research, even if this amounts to a rapidly shrinking part of our work.

What is much more exciting to me is that the Internet will enable us to do many things we could not do (or afford to do) before, greatly enhancing the value of our services.

Very specifically, the Internet enables us to:

- survey huge samples of people;
- survey tiny sub-samples of the population;
- do everything we can do on CAPI/CATI;
- show lists, still and moving images;
- obtain much richer verbatim replies.

And it enables us to do this:

- incredibly fast;
- at affordable costs;
- all over the world.

**The future**

Because of the speed of the Internet revolution, new and exciting research applications of on-line research are appearing every week. We repeatedly stumble on new ideas, new and better ways of doing things, as well as things nobody thought of doing at all. Moore's law (Moore, of course, was the other founder of Intel) is that computing speed and power doubles every 18 months. Internet traffic is reported to be doubling every six months. Our knowledge and understanding of how to use the Internet to conduct both qualitative and quantitative research is probably growing (from a zero base!) even faster. If there is one certainty, it is that we ain't seen nothing yet.

# Marketing research in Asia:

## It's the economy, stupid!

By Wander Meijer

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The degree of sophistication of market research is a reflection more of the development of a country's economy than the cultural characteristics of that country. Consequently, market research in the United States is highly advanced, while it is less so in many Latin American and Asian countries. One of the favorite topics among market researchers in developed countries is the conversion researchers have undergone from information providers to solution providers - presenting valuable insights directly to the management of the client company. Those kinds of discussions are a luxury unavailable to researchers in Asia. Issues such as finding qualified researchers, the (im)possibilities of data collection, and the latest regulations imposed by China's Central Government regarding market research are often a greater concern.

This article aims to provide an overview of the state of market research in Asia. Asia is a market of vastly diverse countries, with strong differences in population size, geography, culture and economic development. Often for cultural reasons, finding one solution for a research study over several countries — something many American clients require — is not always possible. However, developing technologies such as CATI, CAPI and Internet studies are increasing the application of consistent methodologies across different countries.

### Cultural or economic constraints

Until recently, market research was not so widespread in Asia; some would say this was due to economic development, others would say it was due to cultural differences, i.e., that Asians would not give open and honest answers to strangers. This may certainly have been the case in the People's Republic of China, where not too long ago people might disappear if they were suspected of providing information to enemies of the state. Nowadays China is home to about 1,000 research agencies, varying from one-person outfits to global giants such as ACNielsen, GfK and Taylor Nelson Sofres.

While most topics are fair game for market research data collection some aren't. For example, questions about policy issues and polls about the popularity of President Jiang Zemin are still clearly off limits. Most Chinese research agencies adopt measures of self-censorship when designing questionnaires, simply because they do not want to get

into trouble. In August, Chinese authorities issued new regulations on the conduct of market research, restricting the activities of research agencies. Some major criteria are the approval of the questionnaire, including post-pilot revisions, and the approval of final data. The latter condition especially has created discontent amongst many U.S.-based operators, many of then using non-disclosure articles in their contracts. I would view this very much as a temporary measure. China has changed dramatically over the past 15 years, something that is often not recognized in the U.S., and will continue to do so. With its current economic development and desired entry into the World Trade Organization, China will simply have to follow certain rules that are common practice in the international business community.

### Methods of research

When considering the size and the limited infrastructure of many Asian countries, conducting a nationally representative face-to-face study forms a challenge that you may prefer to avoid. Nevertheless, face-to-face research is by far the most often applied method of research (certainly there is no shortage of face-to-face interviewers!), most of the studies being confined to urban centers. Mail services are not always reliable, making postal surveys simply not feasible in many countries. Never mind people returning it; in many cases it won't even be delivered. A response rate of 7 percent is often considered acceptable.

However, the telephone infrastructure has greatly improved in Asia; any serious business now has a telephone line, making business-to-business research by telephone research technically possible in virtually any Asian country. However, interviewing consumers by telephone is still a lot more difficult. In many countries the telephone penetration among household with reasonable incomes (the targets of many research buyers) are 60 percent or higher, but most often there are no (up-to-date) telephone directories available. Random digit dialing can be an expensive solution if the composition of the numbers is not known, resulting in many wrong numbers when RDD is used. More importantly, an overview of who has a phone and who does not is not always available, so a sample frame

| Country | Japan | Singapore | Hong Kong | Australia | Taiwan | Korea | Thailand | China | India |
|---|---|---|---|---|---|---|---|---|---|
| Response* | 29% | 52% | 39% | 34% | 82% | 68% | 82% | 87% | 79% |
| GNP** | 36,575 | 30,940 | 24,440 | 21,385 | 12,740 | 10,265 | 2,740 | 860 | 340 |

* Response is defined as the number of successful interviews divided by the number of interviews + refusals

** Gross national product per capita in US$, 1996 figures from the *Economist* cannot be made and one cannot apply weighting.

But research by telephone has made inroads in Asia. Asians are not so different from Westerners: when you address them properly and in a polite way, and employ well trained and knowledgeable interviewers, response rates are good — often even higher than in Western countries. This is especially true for business-to-business research. Many local research companies will use pencil-and-paper telephone research, while the international players are all switching over to CATI.

CATI is definitely on the rise. CAPI is being used more often. And in the more economically advanced countries experiments with Web-based interviewing are being conducted. Internet penetration in Hong Kong and Taiwan is on a par with European levels (still behind the USA) and the Singapore government wants to have all households linked to the Internet within three years. A recent development is the creation of CAPI@HOME by Gallup Korea, using the model and support of NIPO, an Amsterdam-based research agency, to create a nationally representative panel of PC owners.

### Response rates

Comparing non-response rates on face-to-face research across different countries can be difficult; often it is defined in different ways or simply not registered at all. The best way of comparing non-response across countries is by comparing telephone research, preferably of a multi-country study being conducted from one central location (by native-speaking interviewers). Hence, the set up, briefing, instruction and supervision of interviewers, and the CATI program are all identical. In recent years our firm has conducted thousands of business-to-business interviews using CATI in Asia, from India to Japan to Australia, and in many cases for American clients. Earlier this year we conducted a survey among 3,500 IT decision makers in nine countries. Because of the low response rates, IT studies are generally regarded as the most challenging studies in Western countries, but in most Asian countries this target group is not yet over-surveyed. In many countries interviewing this target group is not a problem and the non-response rates correlate greatly with the degree of economic development, as demonstrated in the table on page 28.

Taiwan (and to a lesser extent Singapore) is an exception because of the importance of IT to the economy of the country. Most Taiwanese respondents are interested in the subject and likely to cooperate in a survey. Although it is sometimes difficult to conduct telephone research from Hong Kong into India due to the poor quality of the telephone lines, listening in to CATI interviews can be very amusing:

Interviewer: *"Excuse me, sir, which company services your computer hardware?"*

Respondent: "It is my brother. He lives around the corner and he can usually come over when I call him."

Interviewer: *"OK. And can you give him a score from 1 to 5 please (on which 1 is low, etc.)"*

Respondent: "Oh yes, he is not bad. He used to work for a much bigger company, but now he likes to work for himself."

Interviewer: *"So, on a scale from 1 to 5?"*

Respondent: "Oh yes, I give him a 10 if there is a 10. But I don't like his wife very much though. I give her a 3."

**Telemarketing**

Asian respondents are not yet weary of research and the market hasn't been spoiled yet by telemarketers. However, in the more developed countries this may be just a matter of time. Basically there is nothing against telemarketing, despite the displeasure of many market researchers towards these information gatherers (or are they, after all, just simple salespeople?). Telemarketing is the natural colleague of telephone research, providing the telemarketing companies clearly indicate the purpose of the call — sales and not research. In Hong Kong such a distinction is not always necessary — before you have the chance to pose a question, the promotion has already been offered. In comparison to the Netherlands (my native country), the average telemarketer is very straightforward and telemarketing is being applied very frequently in Hong Kong. Most telemarketing companies operate out of small backyard rooms with a lot of salespeople. The biggest nuisance is that the high frequency and low quality telemarketing is spoiling the market for telephone research.

**Strategic advice and consultancy in Hong Kong and China**

Market research in China is mainly conducted for multinational corporations; thus far most local companies do not use market research. This reflects the business strategies of Chinese companies, who are more sales-driven than marketing oriented. Consequently the information needs of local companies are basically confined to "What does the competition do, what are their prices, discounts, most important clients, distribution channels," etc. Many want this information on an individual company level, something that a market research agency is not allowed to deliver. Information about customers and markets is much less in demand. Many companies, especially in Mainland China, (still) perceive the market as a seller's market and not a buyer's market.

Most companies may look for direct information about the competition. But sometimes advice is asked for that exceeds the common knowledge of market research companies. One of my first briefings in Hong Kong was at one of the largest construction enterprises. They intended to build an oil refinery in Fujian, China. This plant would mainly produce for the export market, with imported oil from the Middle East. The information needed was clear:

How would the world oil price develop over the course of the coming years? Would there be a market for this China product? And would the investment be profitable, based on a number of assumptions? Like any self-respecting research agency, ACR likes to deliver consultancy and advice as well as information but in this case we had to decline this project.

### The role of market research

While the discussion about the role of market research within the information service industry is not confined to developed economies only, in the lesser-developed Asian countries it has to be preceded by explaining its function. The function of market research is clear: the delivery of information for making marketing decisions. Which role market research has within this decision making process is determined by the expertise to translate information into management options. The opportunity to present these options to the highest management levels depends on the company that buys market research, the function and importance of information within that company and the offering of the market research agency. Most agencies deliver information, some try to package it with strategic advice and enter the market of consultancy. Of course it is possible to take a small slice of that market, but most local research agencies simply do not have the knowledge and expertise of the big global consulting firms and (increasingly) accounting companies.

In Asia we try to deliver market research at a higher level for our clients. However, the discussion about the role of market research is less relevant as long as many local companies do not know what the function of our industry is. Taking the pace of economic development of Asian economies into account it will be just a matter of time until they understand it.

# In-home CAPI: a new era in data collection?

By René Bos

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In early 1999, after two years of development, our firm, NIPO, launched a new methodology of data collection for market and opinion research: NIPO CAPI@HOME. It is a methodology which uses a database of 10,000 Dutch households, or some 25,000 individuals, all of which have a PC at home and have agreed to participate in research projects using their home PC. Each PC has been equipped with our proprietary data collection software (ODIN) and all households have been fully briefed and trained on the use of this application, which involves filling out questionnaires that are sent to their homes by modem or via the Internet.

Since reaching operational status earlier this year, we have already completed some 250 ad-hoc market research projects and opinion polls and some 40,000 omnibus interviews by means of our NIPO CAPI@HOME.

This article's objective is to explain why we are convinced that this methodology represents a new era in data collection. First, we will explain the background and motives for developing the new method. Second, we will get into more detail how it works and which applications we have found it particularly suitable for. Third, we will deal with a number of important issues and conditions for success, like respondent retention, and the need for incentives. We will close with a look at what the future may hold.

**Combination of circumstances**

The development of CAPI@HOME has been made possible by the combination of circumstances in market research that are forcing us to rethink conventional ways of data collection, and socio-technical changes.

The factors that forced us to rethink current methodologies include:

• Decline in response-rates. At NIPO, as elsewhere in many parts of the world, we are experiencing declining response rates for both telephone research (CATI) and face-to-face interviewing (CAPI). Despite all imaginable technical and non-technical measures, we are facing a downward trend that seems difficult to stop. This has led to a situation where a 30 percent response rate (without recontacting) in both CATI and CAPI research is no longer exceptionally low. Of course, this is a major cause for concern.

First, because response rates of this magnitude and lower raise questions about the representativeness of our studies. Who are the people who are still willing to respond in our surveys? Are they different from those who refuse to do so? The lower the response rates, the more important these questions become. Ultimately, it would

result in the need for heavy reweighting of virtually every study, and even the situation where the reach of certain target groups such as higher-educated singles or dual income couples has become so minimal that it would affect the validity of the research to a methodologically unacceptable point.

Second, because it threatens to affect the speed with which field work can be set up and carried out for our customers, and third, because it negatively affects the costs of research.

• The interviewer factor. Another element that forces us to rethink current methodologies is the interviewer factor. Good interviewers nowadays are difficult to find and recruit, and even harder to retain. One cause for this is the boom in call centers in many urban areas. Call centers for research, direct marketing, and company help desks have become very popular, and they are all fishing in the same pond for interviewers or agents: usually higher-educated young people, often university students with good communication skills. In addition, the booming Dutch economy has made part-time jobs easily available anywhere, adding to the shortage of qualified interviewers.

These people are not motivated by pay alone. They also want to enjoy their work as an interviewer and like to have pleasant and intelligent conversations with their respondents. It doesn't take much imagination to understand their frustration if they spend a lot of their time keying in reasons for non-response instead of conducting proper interviews. This adds to the difficulty of retaining these valuable people. Not to mention the understandable reluctance to go door-to-door (often in the rain) to conduct face-to-face interviews.

In addition, in the Netherlands, as in other countries, the authorities want to force research agencies to pay social security benefits on top of interviewer wages, which would add to the costs of field work, as do the costs of recruitment, which becomes more and more difficult.

But there are also other sides to the interviewer factor. Interviewers can introduce interviewer bias, despite countermeasures like briefing, training and instruction. Besides, it is not always absolutely necessary from a methodological point of view to have an interviewer conduct the interview.

• Privacy legislation. A third factor that forces us to rethink current methodologies is privacy legislation. As a result of the boom in all kinds of telemarketing, lawmakers in the Netherlands and elsewhere in Europe are tightening privacy laws and regulations. These laws will make it more and more difficult to approach potential respondents without their prior written consent or at least without pre-notification letters. The database (blacklist) of people who do not wish to be approached for any kind of marketing or research activity, effectively also prohibiting legitimate research agencies from contacting them, is growing daily. This factor also negatively affects representativeness, as well as costs.

The factors that enabled the development of CAPI@HOME:

• Dutch households become wired rapidly. When we started our computer-assisted Telepanel 15 years ago (with PCs provided to the households by us), computer penetration in Dutch households was very low. Now, it approaches 60 percent. And though the number of Dutch households that are connected to the Internet is still lagging at just below 20 percent, there is an unmistakable trend towards on-line penetration to levels that are now considered normal for the telephone: virtually 100 percent for businesses and households alike.

• Increased computer literacy. With rising computer and Internet penetration, we also see a growing familiarity with computers and increasing computer literacy. At first, many segments of the audience were reluctant to touch a PC, let alone to purchase and to use one. We now see that elderly and lower-educated segments of the market are also getting used to the phenomenon and — though at a lower rate — getting wired as well. We are convinced that in terms of representativeness as well as familiarity and acceptance, computers and the Internet are and will be methodologically useful tools for research — if used correctly.

• The reasons for non-response hold the key. Let's turn back to the reasons for non-response. Over the years, we have studied the development of the reasons for non-response for all methods of data collection. Refusals have shown a significant increase, amongst our target groups — consumers and professionals — for a variety of reasons. One important reason is that there is a growing dislike of cold-call sales techniques, and with this, a growing suspicion towards every contact attempt — even when it is for genuine market research or opinion polling. So unless the respondent can be convinced immediately that you are not trying to sell anything, you are increasingly likely to end up with a refusal.

A second important reason for non-response is related to the fact that interviewers (telephone and face-to-face alike) only have a limited time window during which it is appropriate to approach households or businesses for interviewing. Time reasons account for almost half of all non-response. In most cases, consumers ideally should be approached at night, to try to ensure representativeness of the sample, but not later than 9:30 p.m. And we wouldn't dare approach them on Sundays. Face-to-face interviewers encounter the same problems, aggravated by the growing reluctance people have to answer their doors at night, especially in urban areas. Interviewers themselves are also not too keen to walk around certain areas at night carrying a $2,000 laptop computer.

A recent internal study showed that in fact many people do have an inherent willingness to participate in research, but under certain conditions. They want to know that it is genuine research, not a sales pitch. They want to know the study is being conducted by a legitimate research agency. They would like to be pre-notified that they may be approached for research. And most importantly, they would like to decide themselves when they answer the questions. Using in-home CAPI, that can be at 9 a.m. on Sunday or even in the middle of the night!

It is very difficult with conventional methods of data collection to overcome the challenges to respondents' willingness to participate. But CAPI@HOME can. We avoid the element of surprise; respondents know the research is legitimate; and they have the option to answer the questions whenever they like.

**The development of CAPI@HOME**

Some five years ago we started to continuously register household computer and Internet penetration in all our forms of data collection. The initial purpose was to monitor the development of this penetration and to conduct ad-hoc research on specific target groups.

Two years ago we developed the idea to putting this giant database to work for us. Experiments were conducted to evaluate willingness of the households and their members to participate, and the conditions under which they would do so. We experimented in recruitment and many technical issues like communication and compatibility. And so we recruited the participants from our own proprietary database.

Obviously, our experience with our Telepanel proved very helpful in the development. But again, CAPI@HOME is not a giant Telepanel. It is a database. A large amount of data has been gathered already from the 10,000 households (and their members) that have agreed to participate, including size and composition of household, age, gender and education of all members of each household, social class, life cycle, and a variety of behavior, penetration and incidence variables. All of this data can be used for selection of samples for research. Obviously, not all 10,000 households need to approached for every study.

Questionnaires are programmed at our firm and distributed to the selected sample by modem or via e-mail. Usually, we will send a pre-notification letter either by e-mail or conventional mail. This letter, as does the introduction to the questionnaire, clarifies for whom within the household the questionnaire is intended. This can be either a specific person or the person responsible for the household shopping, for instance. The introduction also clarifies the deadline and other essential information needed for completing the questionnaire. After the questionnaire has been filled out, the respondent establishes contact with the NIPO server in Amsterdam and sends the data back either by modem, by e-mail or via the Web, depending on the technical set-up.

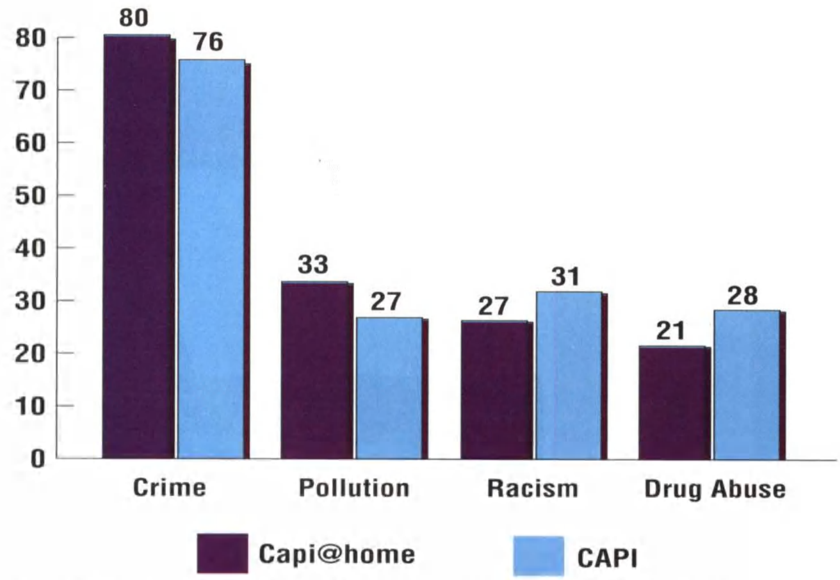
This approach offers several advantages. First of all, the quality of data is high because respondents needn't hurry to finish the interview in five or 10 minutes. They can take their time, even look up items such as bank statements if required. They can even temporarily break off the interview for lunch, or for two days, after which they can pick up where they left off. In the absence of an interviewer, there is a help desk the respondent can turn to for project-specific questions or technical problems they may encounter. Obviously, there is also an on-line help-screen with instructions for each questions, as well as an FAQ sheet.

Second, the response rates are very high. Usually in the area of 85 percent — within one week, with very often 40-50 percent within one day! Re-contacts, by e-mail, telephone or mail, are possible but hardly necessary. With these high response rates, we have also solved the issues of selective non-response which are typically found among one-person households, and working people, especially working couples, for instance. These high response rates contribute to speed, representativeness, and reduced cost per interview.

A third advantage is the elimination of potential interviewer bias, as discussed above. And with the written consent we have from all participants, we have safeguarded ourselves against any current or future privacy law.

**Graph 1**

## I worry about...




### Applications

Obviously, the database can be utilized for studies that require large samples. But a more frequent requirement is to conduct studies among specific target groups — such as owners of certain makes of automobiles, or middle-aged women, people who like gardening or have been on a vacation to a faraway continent. The reduction in costs and time as a result of the reduced need of screening is obvious. This method has already enabled us to conduct studies hitherto prohibitively expensive and time-consuming.

### Conditions for success

Of course, there are a number of critical factors that determine success or failure. The challenge is to find the ideal frequency of contacts (again, this is not a panel approach!). On the one hand respondents should not be approached so often that we run the risk of fatiguing them or turning them into "professional" respondents for whom participation becomes a routine. But we must contact them frequently enough to keep them active participants in the database. Currently we aim at one contact (interview or set of interviews) per household each four weeks, but this varies, obviously, as does the average duration of each interview, which we want to limit to approximately 25-30 minutes.

Essential in the continued participation is the convenience for the participants of data communication and the user-friendliness of the data collection

software.

Incentives are necessary to retain respondents. Currently, we employ a mixture of incentives. These can be gift vouchers for department stores in the respondents' area, a small gift to a choice of charities and, something we have recently added, airmiles. Typically we award one gift voucher (of approximately $5) for each interview. But of course we also try to build rapport with the respondents, to ensure their commitment, using things like a newsletter with highlights from and background on research projects, and newspaper clippings of articles based on the research.

### Implications for questionnaire design

Obviously, the fact that the interviewer has been eliminated from the process and the respondents themselves read the questionnaires from their screens has implications for questionnaire design. The most important implication concerns questions that require unaided answering, such as spontaneous brand and advertising awareness. In a face-to-face situation, questions such as these can be pre-coded for convenience of the interviewer and for ease of further processing. Using in-home CAPI, these questions cannot be accompanied by pre-coded answers; respondents have to type in the answers themselves. Another issue in questionnaire design is preventing the possibility scrolling back (where necessary), to avoid misguided correcting or adding of answers to previous questions. (If a respondent has made a mistake and wishes to correct it, there is always the option to mention that in a remark at the end of the questionnaire.)

### Representativeness of results

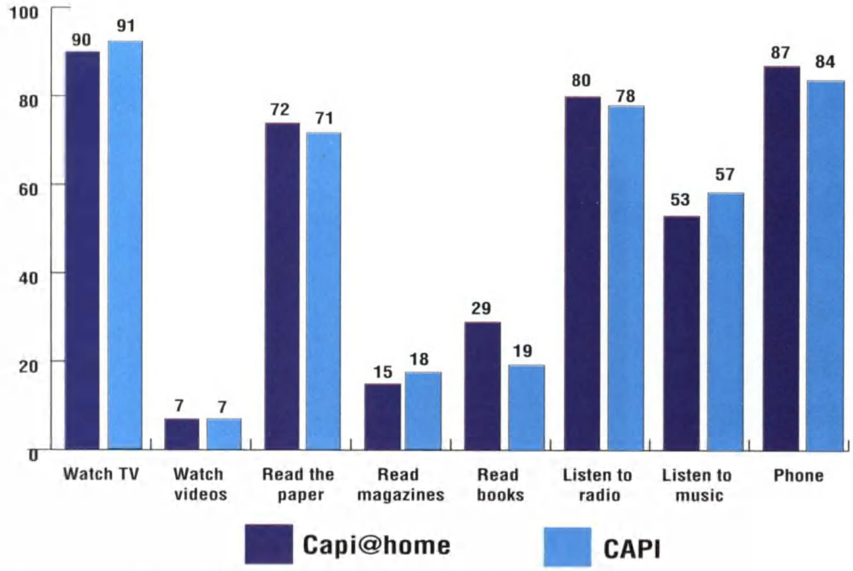
An important issue is that of representativeness of results. Our database of 10,000 Dutch households cannot yet be considered fully representative of all Dutch households because non-PC-owning households have been excluded from the sample. But, as we argued before, this is a temporary situation and bound to improve soon.

But the size of the database does give researchers the option to select samples that are representative on a number of major variables such as region, size and composition of household, age, gender and social class. And if necessary, reweighting of results can also be applied.

The key issue, however, is the question whether the exclusion of non-PC owning households introduces a bias in the database. We still see some differences between PC-owning and non-PC-

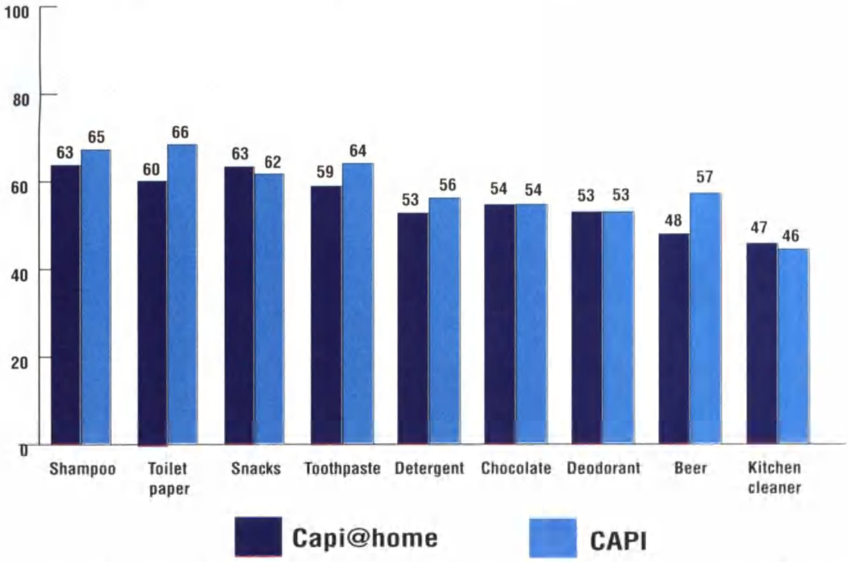
**Graph 2**

## Behavior: Every day I...



## Graph 3

## What products have you bought in the past 30 days?




owning households, such as penetration figures for high-tech appliances, and also in attitudes and behavior with respect to purchase and usage of high-tech equipment in the household. This is a possible but temporary limitation of the database. But on the other hand, it enables easy recruitment of owners of many brands of PCs or electronic organizers.

However, in many instances, differences in characteristics, attitudes, behavior, penetration and incidences between an ordinary sample of Dutch households and their members and that of a CAPI@HOME sample that has been controlled for the variables mentioned above are minimal or non-significant. Graphs 1, 2 and 3 illustrate this.

The graphs refer to an internal study we conducted last year to compare the results of a conventional cross-sectional study among adults 16 years and older by means of CAPI with that of a sample from our CAPI@HOME database, drawn to be nationally representative on variables such as region, social class, age and gender.

In Graph 1 we see that the level of worry about a number of contemporary social issues is virtually the same in both samples. The same applies to the purchase level of ordinary articles such as shampoo and deodorant, as illustrated by Graph 3. Graph 2 shows the similarity of both samples in everyday behavior such as TV viewing and newspaper readership.

However, it is important to note that national or cross-sectional representativeness is not always a study's requirement. Very often, research projects have to be conducted among specific target groups, where cross-sectional representativeness is not a key issue. For studies such as these, CAPI@HOME is an effective methodology, as the database gives researchers many variables that can be used for respondent selection and recruitment.

### Future developments

CAPI@HOME is currently limited to the Netherlands, but in principle this methodology is without boundaries, so the application is possible in a multi-country setting as well. Also, the method is feasible in a business-to-business setting, CAPI@WORK, which we are developing.

Of course, more conventional methodologies such as CATI and face-to-face CAPI research will always remain necessary. So we are developing a new approach for CATI research (CATI@HOME) with improved attractiveness to potential interviewers (because they can work from home) combined with all other advantages of modern CATI applications such as remote listening in, field work and quality control.

Research is a wonderful and challenging profession and the opportunities for future development are endless. They always have been and definitely will continue to be as the personal computer keeps revolutionizing our personal and business lives.

# Don't believe these seven Web myths

By Albert Angrisani and Terri Flanagan

*Editor's note: Albert Angrisani is president and CEO, and Terri Flanagan is division president, Customer Loyalty Management, at Total Research Corporation, Princeton, N.J. They can be reached at 609-520-9100.*

Although most of us are just beginning to think about raking leaves and chipping frost from our windshields, retailers have been preparing for the holiday shopping season for months. They are looking to outdo last year's figures in the midst of an increasingly competitive environment. In addition, industry analysts are predicting a surge in e-commerce sales again this holiday season.

Some of those brick-and-mortar merchants (as well as catalog merchants) are assuming that customer loyalty on the store front will translate into customer loyalty on the "e-front." Yet as *Business Week* noted in its September 6 issue, "When old-economy companies have tried to beat their Net rivals at the new game, it has usually been the upstarts that prevailed."

Why the disparity? Too many companies enter the world of the Internet without doing the necessary market research legwork. As a result, they may make assumptions about their on-line market base that can prove detrimental to customer loyalty. E-commerce on the Web is still a relatively new medium (or distribution channel) and the same old rules don't always apply. In order to survive on-line, companies must first survey their potential on-line constituency to move beyond the general myths that threaten success.

*Myth #1: Everyone is on the Net. It's just important to get something up there.*

There are very few businesses today that do not have a Web site. Often, out of fear of being left behind and a strong sense of urgency, some companies have quickly developed Web sites just for the sake of having one. Unfortunately, the theory that just having a Web presence is more important than taking time to consider the value offered to the customer couldn't be further from the truth. A negative on-line experience may impact the customer's overall impression of a company, which could result in a loss of customers at the off-line venue (catalog or retail location) as well.

Of course, there are also those companies that take the time to develop flashy Web sites, rich with text and color. Believe it or not, those Web sites could be impacting sales negatively as well, if the company doesn't first have a good handle on what it is their potential and current customers want. The only way to find out what customers want, of course, is to ask them. In this case, conducting a customer loyalty study can help determine if existing customers will translate into e-commerce customers and what portions of the e-shopping experience will affect business most.

Companies must understand that consumers shopping on-line may have a very different agenda, or experience

preferences, than consumers going to storefronts. It is critical to ascertain those preferences.

For example, Diane is a loyal Company X customer within the storefront setting. However, she is not at all comfortable with the idea of shopping on-line. If Company X, which sells gourmet food and cooking equipment, launched an e-commerce site, marketing it to Diane would have been a waste of money. On the other hand, had the company asked her, or people like her, marketing would have known that Diane would find a Web site with recipe suggestions, store hours, locations, and in-store sales very useful. In fact, she'd be more willing to shop at store offering such a Web site.

On the flip side, Dan has been on Company Y's catalog mailing list for four years and has made three purchases. He likes the product selection Company Y has to offer, but even when he sees items he'd like to purchase, he never seems to make the call to order. Company Y might be interested to know, however, that ever since his aunt talked about how easy e-commerce made her holiday shopping last year, Dan and his credit cards have given on-line stores a work-out. And, the more he thinks about it, if Company Y was on-line, he might actually place a few more orders with them too. If only Company Y knew.

Companies doing the research beforehand may be surprised to find out the true constituency of its on-line customers. Once found, these on-line shoppers may still be seeking something much different within an on-line environment than they want in the store. Either way, as long as the customer is given a voice, a company can enhance its Web site where appropriate to provide exactly what the customer desires in terms of shopping experience, pricing, product offerings, and services.

*Myth #2: If I do an on-line survey, I don't need traditional research methods anymore.*

An on-line loyalty survey should not run in a vacuum. Research should be conducted concurrently with the traditional off-line customer base as well. Results from each respondent set should be compared and steps should be taken in the appropriate environments to meet the needs of the customer.

It is important to note, however, that the on-line survey brings to the table a unique set of benefits. Perhaps most important in the fast-paced world of the Internet are the timely reports garnered from an e-survey. Executives can download up-to-the-minute, real-time reports whether they are sitting in a hotel room or the boardroom.

*Myth #3: I just need to measure satisfaction with my brand.*

This issue is not unique to on-line research. Companies are still struggling with customer satisfaction surveys versus customer loyalty surveys. The inherent problem with the customer satisfaction survey is that although it tells a company how satisfied a customer is with the goods or services he receives, it doesn't give any indication of how loyal to the brand that customer is. A satisfied customer could still switch to a competitor's product for the right price, the right feature set, or the right special offer.

Unlike a satisfaction study, a loyalty study will look at how the company is doing in comparison to the competition. This data will point out potential threats to customer loyalty. Hence, a loyalty study will help determine what needs to be done to engender loyalty that is less likely to be swayed, regardless of what the competition may do. In the on-line world, it may be something as simple as a section of the site dedicated to alleviating fears about sharing credit card information on-line — something Web-giant Amazon.com has instituted recently.

*Myth #4: This on-line survey is my chance to ask them everything I ever wanted to know.*

Never overburden respondents, particularly in an Internet environment. The benefit of a Web survey on the corporate end is, of course, the speed at which a company can collect information — that same speed applies on the respondent end as well.

Traditional survey techniques are being met with a higher refusal rate. Meanwhile, researchers are finding that giving Web-savvy respondents the opportunity to participate in an on-line survey at their own convenience is producing stronger response numbers. However, if those on-line surveys are too lengthy and time-consuming, response numbers will begin to decline there as well.

*Myth #5: I need to do my on-line loyalty survey in time for holiday shopping. Good thing it's an instant medium.*

Although on-line surveys equal expediency, it's tempting to move too fast.

Jumping into a loyalty survey without dedicating some preparatory work to the project is akin to walking through a minefield. It is imperative that companies exert the discipline necessary to do the planning and preliminary research prior to doing an on-line survey. This is not to say that there is a need for full-blown focus groups and months of research; however, there is a need to at least cull some background information with a limited sample group.

Researchers must keep in mind that asking a group of respondents a list of irrelevant questions will be as useful as not conducting the study at all. For example, if Company X's clientele is most concerned about receiving their order in seven to 10 days, it will not serve Company X to structure several questions around determining consumers' product color preferences, i.e.: grape or red. Having a preliminary understanding of what issues are of greatest concern to clients will ensure the most productive survey.

*Myth #6: If I build it, they will come.*

Conducting a customer loyalty survey on a Web site without some form of enticement is not likely to lead to great results. Ideally, as with most survey programs, respondents should be offered some incentive in return for their participation. If the survey is being used on an e-commerce site, for example, the offer could be as simple as a special on-line preferred customer discount, free shipping, fashion tips, recipes, a frequent-buyer point system, etc. If the survey takes place in a business to business environment, the incentive might be a return of industry-specific data or survey results.

*Myth #7: I already have a database full of information garnered from my Web site. Isn't that enough?*

The basic information collected from a Web site won't paint a big enough picture of customer loyalty. It's nice to know that 90 percent of customers click over to the blue jeans section of your site, but that doesn't tell whether or not a good price on a competitor's denim will lure 60 percent of them away. In addition, click rates may tell a company that nine out of 10 site visitors are not purchasing the products they inquire about, but it won't tell them why.

A loyalty study is not just a survey placed on a Web site with a haphazard collection method. Wise researchers will use existing-customer and/or lapsed-customer databases to invite individuals to participate. Measuring a customer's buying history against their loyalty survey responses will provide a more complete customer picture. This total package of information will enable a company to formulate practical plans for maintaining current customers, attracting new customers, and bringing lapsed customers back into the fold.

**Ahead of the curve**

Loyalty surveys, whether on-line, traditional or, optimally, a mix of each, allow marketers to apply market research to the Internet and more accurately understand the needs of that new breed of consumer. A little legwork can go a long way in keeping marketers ahead of the curve, in an environment that changes daily.

# Conducting research in Egypt and Israel

*Editor's note: For his annual contribution to the QMRR international research issue, QMRR's West Coast ad rep Lane Weiss traveled to Egypt and Israel to interview principals of research firms in both countries. In Egypt, our foreign correspondent sat down with Mansour El-Ganady, chairman, Market Insight Egypt, Cairo. In Israel, he spoke to Rafael Gill, managing director, PORI Public Opinion Research of Israel Ltd., Tel Aviv.*

**Mansour El-Ganady, chairman, Market Insight Egypt, Cairo**

QMRR: *What are some of the most popular research techniques in Egypt?*

Mansour El-Ganady: Because we have European and U.S. experience both on the client and the supplier side, we are in a position to offer state-of-the-art research techniques. All of the techniques that are offered in the U.S. are available here but because the market is an emerging market obviously the demand for sophisticated techniques is less than in mature markets.

QMRR: *Is Internet research viable in Egypt now?*

El-Ganady: Absolutely. An increasing number of clients and suppliers using it.

QMRR: *What are some of the cultural factors to consider when doing research in Egypt?*

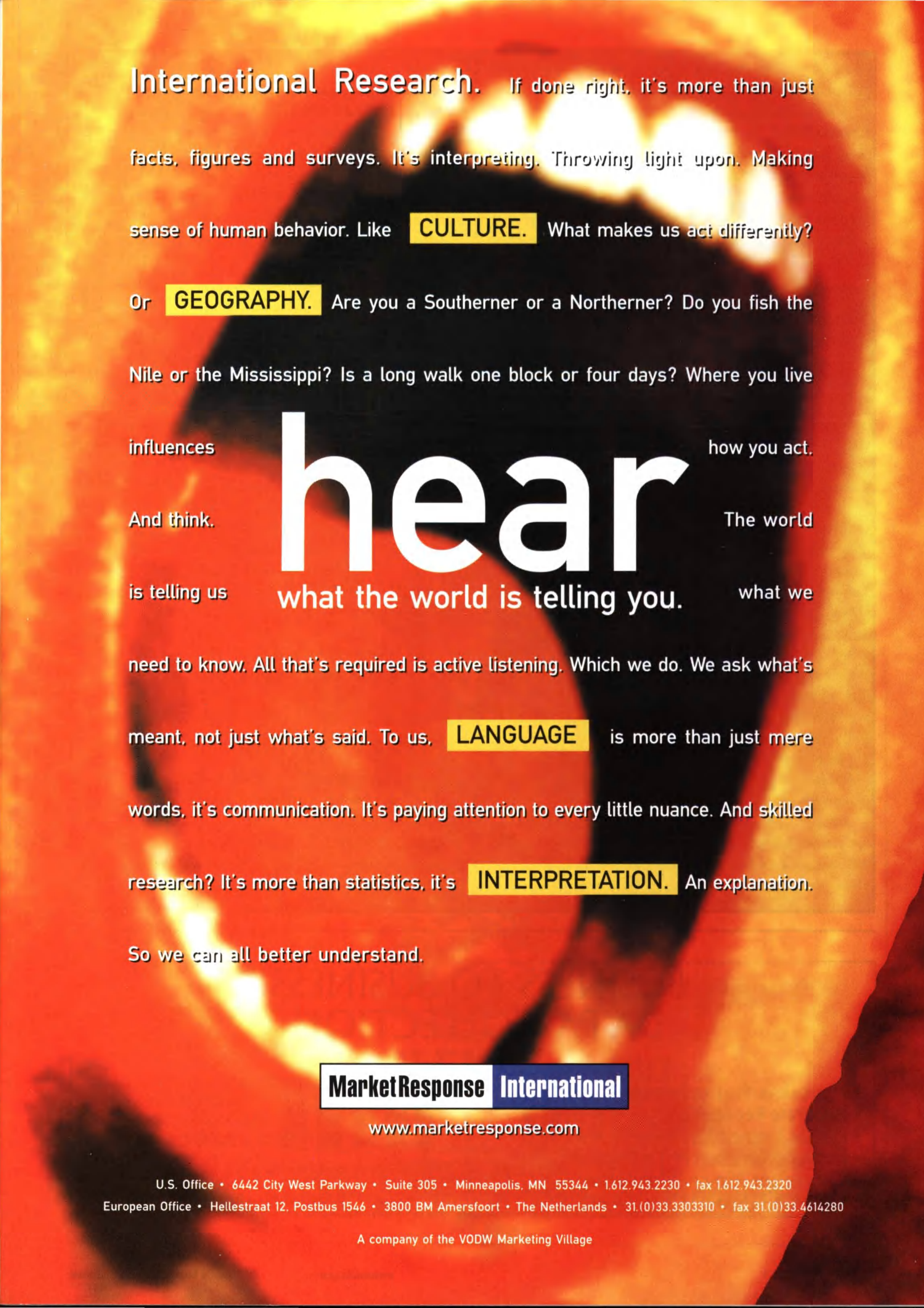
El-Ganady: There are a lot. One of the main mistakes made by Europeans or Americans doing research in developing markets is that they tend to apply the same techniques as they use in their own countries. But here we have a huge number of social and cultural factors to consider, such as the illiteracy rate, which is quite high. We have a low level of education; even those who are educated, their level of education is not the same as in other countries. The religious and political factors also come into consideration.

QMRR: *Does the threat of terrorism hamper the research process?*

El-Ganady: I don't think terrorism has any bearing of the choice of market research techniques or the way research is being done.

QMRR: *What advice would you give to U.S. marketers who are considering conducting research in Egypt?*

El-Ganady: They have to talk to competent marketing research agencies about their marketing issues and leave the specification of research techniques to the local agencies, because they know what is appropriate and what isn't. The American marketers shouldn't ask for what


International Research. If done right, it's more than just facts, figures and surveys. It's interpreting. Throwing light upon. Making sense of human behavior. Like CULTURE. What makes us act differently? Or GEOGRAPHY. Are you a Southerner or a Northerner? Do you fish the Nile or the Mississippi? Is a long walk one block or four days? Where you live influences how you act. And think. The world is telling us what we need to know. All that's required is active listening. Which we do. We ask what's meant, not just what's said. To us, LANGUAGE is more than just mere words, it's communication. It's paying attention to every little nuance. And skilled research? It's more than statistics, it's INTERPRETATION. An explanation. So we can all better understand.
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A company of the VODW Marketing Village

they usually ask for in the States because we have to adapt techniques to the local situations.

They have to consider that collecting secondary information, what we call desk research, is very difficult here and this has to be compensated for by collecting primary information. I can only say what I said before: they should talk to professional market research agencies and see what is and what isn't appropriate for their specific project.

QMRR: *How has the marketing research community changed in Egypt?*

El-Ganady: It has grown as the Egyptian economy has grown. There is an increasing level of professionalism. The number of good research agencies is quite limited but I expect that the industry will flourish in the next five to 10 years.

QMRR: *For U.S.-based clients, is it necessary to travel to Egypt to monitor the process?*

El-Ganady: Not at all. They can rely on very professional people here.

**Rafael Gill, managing director, PORI Public Opinion Research of Israel Ltd., Tel Aviv**

QMRR: *What are some of the social or cultural factors to consider when doing research in Israel?*

Rafael Gill: Israel is a multilingual country. So when you come to do research here you have to take into consideration that you may have to have questionnaires in Hebrew, in Russian, in Arabic. Most immigrants cope with Hebrew quite soon, so after a while you can interview them in Hebrew. Because the children of these immigrants go to school, they learn Hebrew quickly. If the parents don't know Hebrew you can conduct the interview in the home and have the son or daughter translate the questions for you. We are trying to move toward one culture. It's a melting pot, as you know. But we have people from Western countries, from Morocco, from Iraq, Persia, India and we have a lot of Europeans, of course. So it's a big mixture and you have to keep that in mind.

QMRR: *Does the threat of terrorism hamper the research process?*

Gill: No, definitely not. Yes, we have suffered from terrorism and I hope we won't suffer any more but it does not make any difference. Life goes on as usual. It has almost no effect on our work.

QMRR: *Is Internet research viable in Israel now?*

Gill: On the whole no, not yet. Some people use it but it has not been used much for research purposes yet but it will be as the Internet develops more and more.

QMRR: *How has the marketing research community in Israel changed over the years?*

Gill: It has grown tremendously. I started this company in 1966 and when I started it I was the only market research agency in Israel. There are now about a dozen or more agencies, of which about half are quite reliable and big. It has grown tremendously because the economy has grown. When I first started, people said, "What can research tell me?" And I said "Well, it can tell a manufacturer how to price their product." And they said "What do you mean how to price my product? I know how much it costs me to produce it. I put my 6 percent on it and that's it." I said, "Maybe you can put on 60 percent! Maybe people would be willing to pay a higher price."

The idea of research 30 years ago was unknown because many of the companies were family companies. For example, maybe the family had a factory in Poland and when they came here the son continued the business. And when a family has been in a business for generations, they really know their market.

I was once in the office of a manufacturer of soup and while I was sitting with him one of his workers came in with a bowl of soup and a spoon and he tasted it and said it was good. That was the product test! And I said "What do you need me for? You know much more about soup than I'll ever know and your father was a big soup manufacturer and you are one of the biggest companies here." He said "I know the tastes of people who come from Europe but I don't know the tastes of the people who come from Morocco, for instance, or from Egypt. I need your research to tell me what their tastes are."

The main change I have seen over the last 30 years is the quickness. Thirty years ago we didn't have computer and fax. Now it goes easier from a mechanical standpoint but the theory is the same. Sampling is the same, you should always have a sound sample, based on all the regular rules that are used in the U.S. and Europe.

QMRR: *For U.S.-based clients, is it necessary to travel to Israel to monitor the process?*

Gill: Not really, unless they want to come to this beautiful country and enjoy a nice holiday. We get a lot of jobs from the U.S. and Europe without the client coming here. Nowadays by fax and by e-mail we get all the briefings and we exchange views on the phone and once I know the purpose of the study I don't think it is necessary for the client to come here. We're always happy to have visitors from overseas but it's not absolutely necessary.

QMRR: *What advice would you give to U.S. marketers who are considering conducting research in Israel?*

Gill: You need a local agency to help you with the questionnaire and the local culture. Just knowing the language is not enough. Even people who have grown up in England, for example, if they go to the U.S. they speak English but it's not the same. It's the same language but it's very different.

A U.S.-based client must have a reason why he wants to come to Israel. If the market looks good to him, and he thinks his product or service will be used here, then he should try it. For example, we have a lot of cellular phones in use here. It's very big market here because the penetration rate is close to 50 percent. So it is an interesting market for overseas clients and they even use Israel as a test market to find out how come mobile phones are so popular here. It may be because Israelis like to talk so much! It is also a kind of status symbol; if you have a phone it looks like you are an important manager.

U.S.-based marketers should determine if Israel is an interesting market for them and if it is, we are here to do the job.

# Acculturation vs. assimilation among U.S. Hispanics: e-mail self-reports

By Felipe Korzenny

*Editor's note: Felipe Korzenny, Ph.D., is president of Hispanic & Asian Marketing Communication Research, Inc., Belmont, Calif. He can be reached at felipe@hamcr.com.*

This article presents and discusses the results of an e-mail survey conducted with U.S. Hispanics. The goal of this research is to understand key issues in the process by which U.S. Hispanics adapt to the culture of the United States.

U.S. marketers currently struggle to understand the U.S. Hispanic market. Many think that U.S. Hispanics will assimilate as many prior waves of immigrants did. Others believe that Hispanics tend to preserve their culture to a larger degree than other immigrant groups.

This research was designed to obtain insights from U.S. Hispanics regarding their own acculturation or assimilation experience in the U.S.

## Methods

Approximately 3,000 questionnaires were e-mailed to individuals with Hispanic surnames listed in the Four 11 Internet directory. Three hundred and ten responses were obtained. About 120 of them were not usable because they came from individuals living outside of the United States, were incomplete, or were from individuals who indicated they are not Hispanic.

The questionnaire was open-ended and asked the following questions:

1. To what extent, if at all, are you replacing your Hispanic culture with the general culture of the U.S.? Why?

2. To what extent do you believe it is possible to keep one's Hispanic culture in the U.S.? How does one do that?

3. If you maintain your Hispanic culture in the U.S., what are the specific aspects of the culture you are trying to keep?

4. If you speak Spanish, to what extent do you feel that the Spanish language helps you express ideas and emotions as compared with the English language?

It was clear from the outset that by doing this study through e-mail the respondents would generally be more proficient in English than those not yet connected to the Web. That bias was not considered to be detrimental to this research because the central conceptual question of this research is: As immigrants spend more time in the U.S. do they tend to acculturate or assimilate?

Acculturation is the process of acquiring a second culture. Assimilation is the process of replacing one's first culture with a second culture. Due to the growth of the U.S. Hispanic market and the recognition of its importance by commercial and

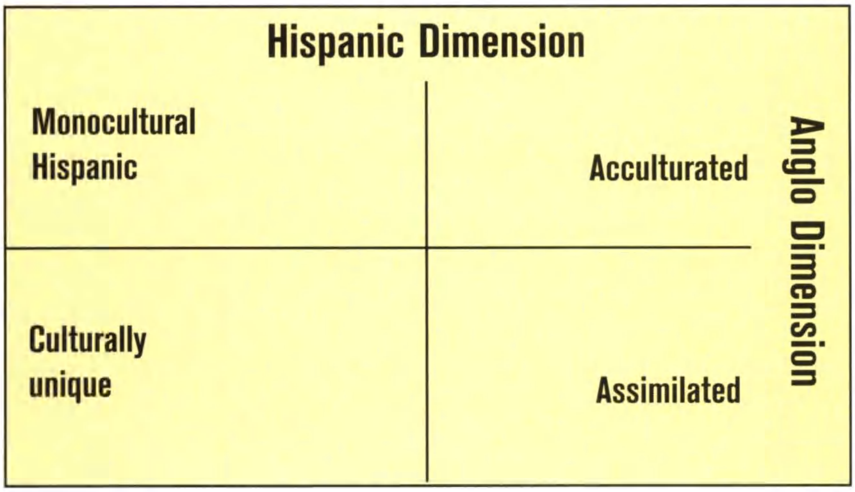
political forces, it was hypothesized that Hispanics are more likely to acculturate, or become bicultural, than they are to assimilate and thus abandon their original culture.

**Results**

By necessity, the results of research like this need be qualitative due to the self-selectivity of respondents, and due to the type of in-depth open ended questioning: Overall the responses obtained substantiated that Hispanics, at least those who chose to answer this survey, are more likely to find value in preserving their culture despite having been in the United States for a long time.

The diagram[1] illustrates that there are different types of adjustment to a new culture, in this case the Anglo culture. Acculturated individuals are those who acquire a second culture and are in contrast to those in the lower right-hand quadrant, who assimilate and abandon their original culture.

There are clearly those who are monocultural in their original culture in the upper left-hand quadrant. And in the lower left-hand quadrant are those who are culturally unique, like for example those who identify as Chicanos.




The following are typical responses obtained from Hispanics through the United States via e-mail:

• The strength of weak links

*"The only connection I have to my heritage is through my family. All we have together is language, musical taste, cuisine, and cultural attitudes about how a family works."*

We call this the strength of weak links because while the family is the only link to the culture it is a very strong one. This individual could be classified as being close to the Anglo Dimension and low in acculturation but not really assimilated.

• Assimilation regrets

*"I have replaced some of my Hispanic culture by mainly speaking English, at home and at work. Unfortunately, I have not taught my children the Spanish language. (I have regretted not teaching my children to speak Spanish. Although they are both taking it in school. But they are certainly not fluent in the language, and it has hurt them more than not.)"*

• Why make such a strong effort?

*"I don't believe keeping one's Hispanic culture is an easy task (especially 2nd and 3rd generations). I have found that by making an effort to learn more about our history and continuing to attend and interact with activities that have to do with our culture (i.e. Cinco de Mayo, 16 de September, Hispanic Month, watching the Hispanic channels on TV, i.e., news, variety shows, etc.) helps to keep one more or less in touch."*

• Adding a new culture

*"I keep my Hispanic culture. I accept and follow the U.S. culture but it will not replace my maternal*

*Hispanic culture."*

*"I don't think I am replacing my culture, but just learning a new culture."*

• The meaning of Hispanic culture

*"Family values are very important. Social values as to keep the same friends for ever. 'Respeto' — respect for older people. Religion, sharing and not being so individualistic as many Euro-Americans are."*

*"Some things that have remained in my family are the language (Spanish) and some of the values (such as no children out of wedlock, everyone must either get married or become a priest or nun, and that everyone must be hardworking. . . anyone who doesn't follow these is looked down upon. . . at least in my family)."*

*"The language, music, sports and the general Hispanic hospitality that is shared among most Hispanics. Although I was born here I've maintained my Spanish pretty well since I was young. I get EXCITED when Hispanic athletes from foreign countries' teams win. I also feel I go about most things with an intense passion that I know comes from my Latino upbringing, and that is something that I'll never lose."*

• Is it possible to preserve Hispanic culture?

*"It is possible to keep one's Hispanic culture as long as you are strong and are proud of it and show people around you your culture is better. I specially will show my culture in terms of family, friendship, eating habits and values. Celebrating our holidays, like Mexican Independence and Cinco de Mayo. Learning about our history, from back when it was all Native Americans to the turmoil of Mexico's beginnings to Aztlan to the Spanish-American War to the participation of Hispanics in the World Wars to the Chicano Movement of the '60s and '70s to now. Keeping in touch with each other, both in families and in communities, to help and support one another. Keeping our language, being strong and demonstrative of our identity."*

• On the importance of the Spanish

language

"*Spanish is my mother tongue, and it is the tongue of my mother. Spanish is still the tongue which I feel most clearly speaks from my heart. It calls out from my childhood. What I mean is that it encompasses my sense of identity by its sound and rhythm, and the fact that it is the language which I speak to my family with. It speaks not of the identity which I project in public now, but rather of my personality and sense of self since birth. When I speak in Spanish, I feel I speak from my soul.*"

"*I feel it is much more beautiful and expressive than English. Words are savored and carry many nuances in Spanish. English is clunky and inelegant, and hard to work with. And there is more soul in Spanish expressions — for example, how can a 'yee-haw' stand up to the outstanding, vibrant, 'grito'?*"

Language is an inherent component of culture. These statements clearly testify to the emotional value of expression in the Spanish language for Hispanics. The individuals who wrote the above statements are obviously fluent and proficient in the English language, still they recognize the expressive and emotional value of Spanish for themselves.

**Marketing implications**

Given these responses it can be qualitatively concluded that acculturation seems to be a more predominant mode of adaptation to the U.S. culture than assimilation. It also seems that U.S. Hispanics are finding that they can preserve their Hispanic culture while at the same time learning the dominant culture, including language, of the United States.

From a marketing standpoint it can be argued that marketers who are likely to succeed in luring the 33 million Hispanics now in the U.S. will need to recognize the dual cultural identity of the market.

Further it would seem that segmentation studies among U.S. Hispanics will need to take into consideration the location of these consumers in the acculturation scheme detailed above.

Future research will benefit from recognizing the duality of the cultural experience of U.S. Hispanics. The question may not be how Americanized are U.S. Hispanics, but how bicultural are they?

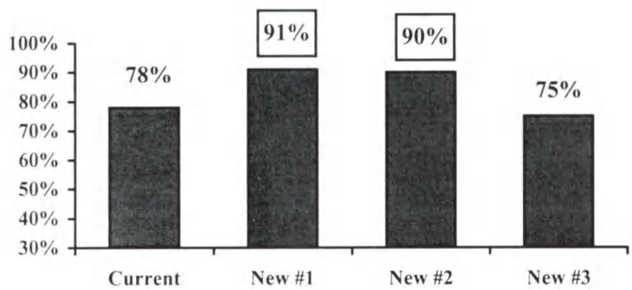
[1]Marin, G., & Gamba, R. J. (1996). "A new measurement of acculturation for Hispanics: The bidimensional acculturation scale for Hispanics (BAS)." *Hispanic Journal of Behavioral Sciences*, 18(3), 297-316.

# Your customers are in the store . . .
# . . . shouldn't your package be tested there, too?

## *In-Store: The Place To Measure Impact!*

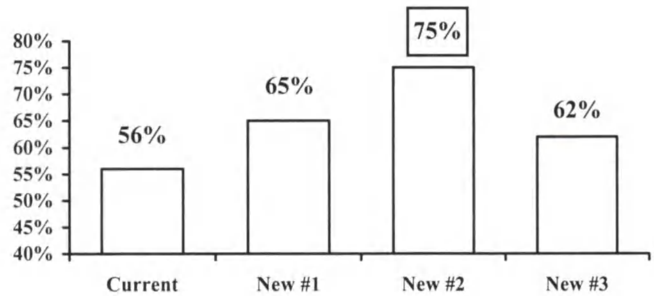
Sorensen Associates will put your package **on real store shelves and have real shoppers evaluate it**. Our proprietary *On-Shelf Package BreakThrough® Study* is used to evaluate a package's on-shelf impact and its ability to communicate key messages and brand equity.

### Total Shelf Impact:




*"New package design #1 and #2 both generate greater shelf impact than either the current design or design #3."*

### Purchase Interest:




*"As a result of the improved shelf impact and concept communication (particularly for new design #2), consumers are more likely to buy the product."*

**Other Sorensen Package Research Services:**

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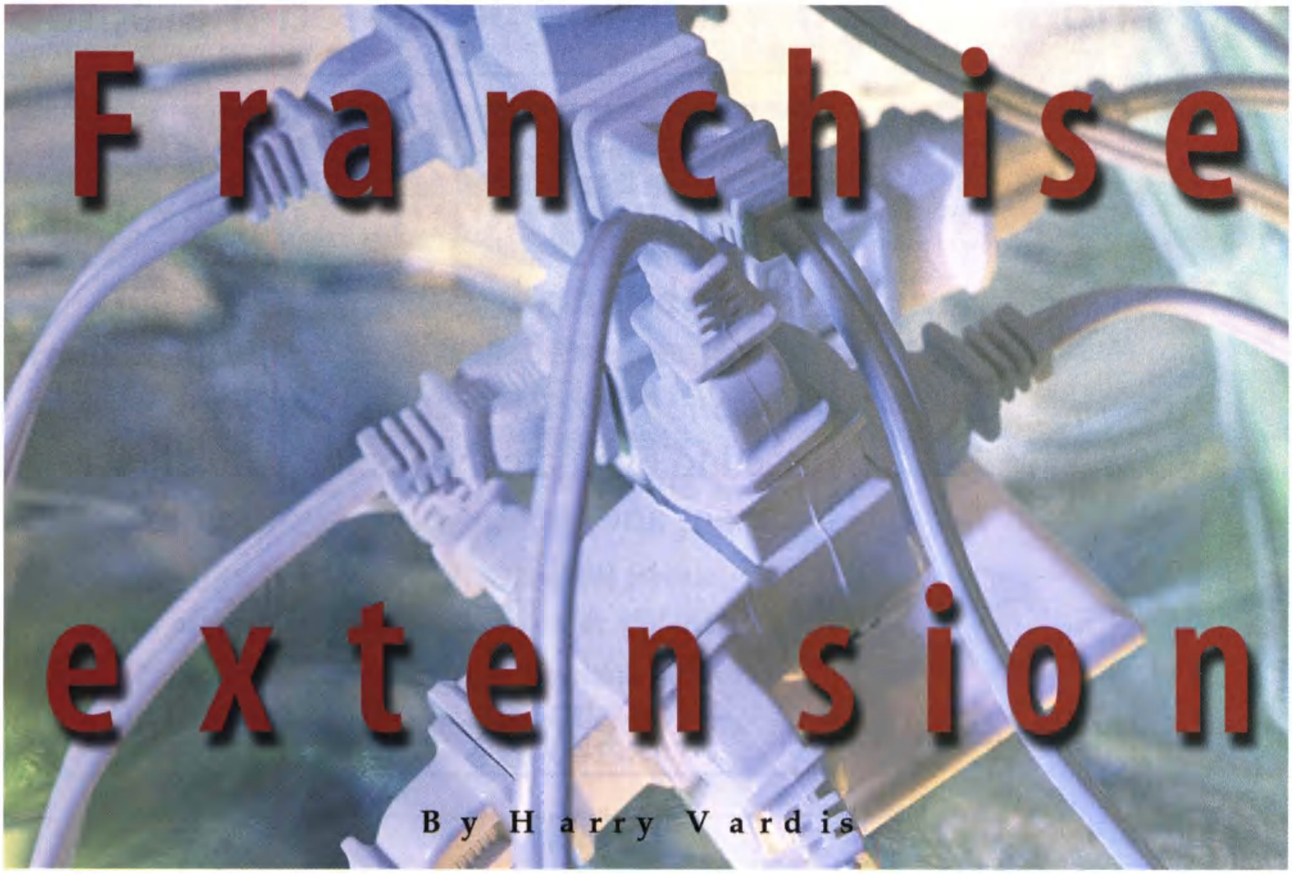


# Franchise extension

By Harry Vardis

*Editor's note: Harry Vardis is founder of Creative Focus Inc., an Atlanta qualitative research firm. He can be reached at 404-256-7000.*

Recently I ran across an article that addressed the line extension question very thoroughly. I have adapted parts of it and have elaborated on other parts with the aim of writing an article that can be used as a starting point to discuss the various issues that concern clients regarding line or franchise extensions.

**How do franchise extensions differ from other new products?**

Differentiation of franchise extensions from other new product forms is best understood by looking at opportunities from the standpoint of the parent firm.

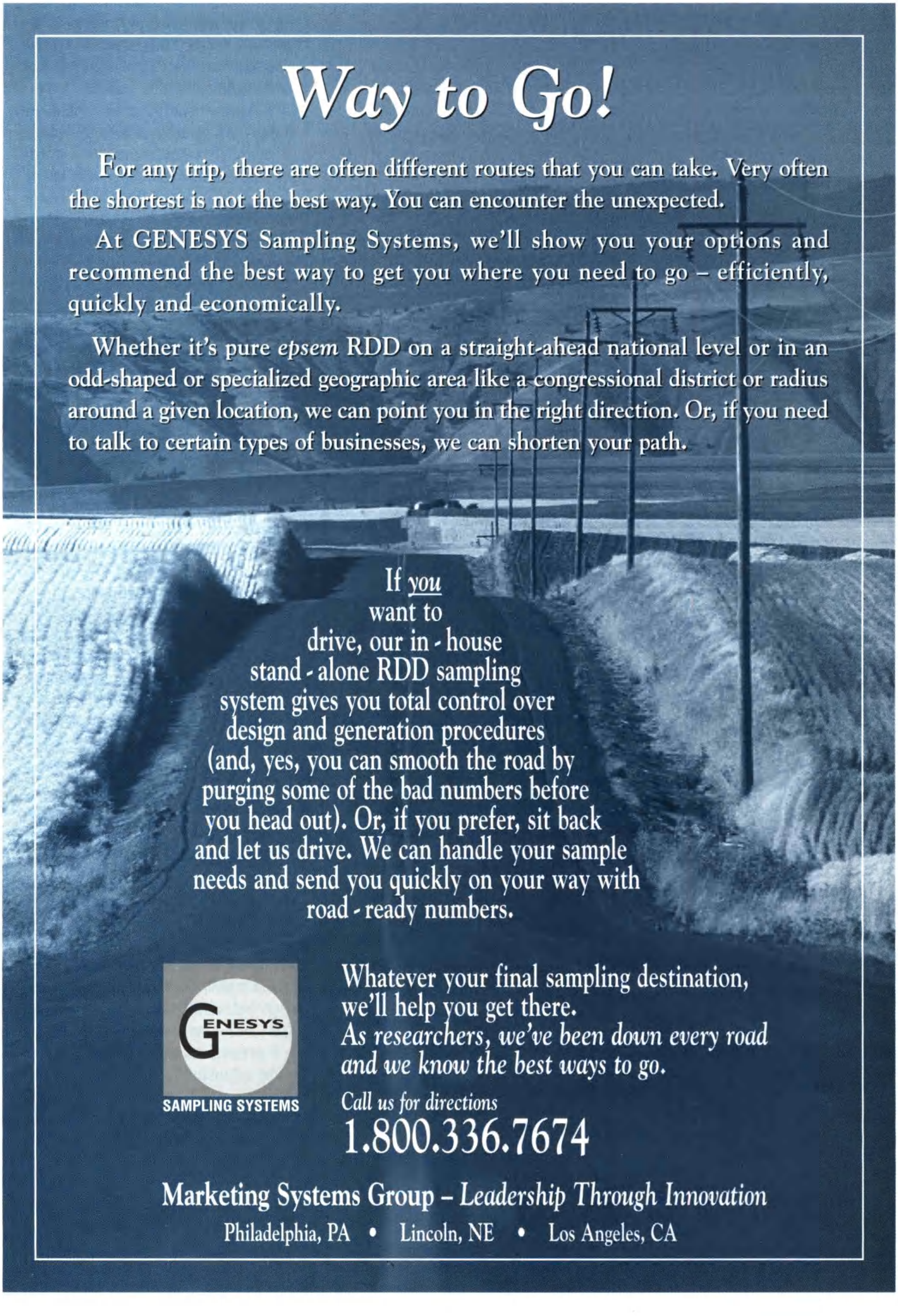
- When a new entry employs a new brand name and the product or service is in a category new to the company, this is a traditional new product.
- If the item employs a new brand but is introduced into a category where the firm already has a market position, it is called a flanker brand. Ralston Purina's entry of Butcher's Blend Dry Dog Food is a flanker to their Dog Chow line.
- Line extensions represent new sizes, flavors and the like where the items use an existing brand name in a firm's present category. Ragu's Italian Cooking Sauce is an extension into their line of other bottled spaghetti sauces.
- In contrast to these three, franchise extensions take a brand name familiar to the consumer and apply it to products that are in a category new to the parent firm. In effect, a franchise extension is one method for a company to enter a new business through the leverage of its most valuable asset — the consumer awareness, goodwill, and impressions conveyed by its brand name.

**How can franchise extensions provide a new way of looking at one's business?**

The process of exploring franchise extensions represents a reasoned approach for selecting what new categories a company might enter. Inherent in this process is the identification of alternative definitions of what business we are in.

Levitt highlighted this basic strategic question in his now classic paper, "Marketing Myopia," written almost 30 years ago. He challenged management to think broadly about what was or could be their realm of domain, pointing out the failure of the railroads to recognize they were in the transportation business. The result was missed opportunities and stiffer competition from other transportation carriers. What he did not do was to provide guidelines or research techniques to aid management in determining how to define their business and what product or service categories to include.

Levitt's example suggests that railroads should have defined their business in terms of all competition that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would supply similar transportation service. This is only one way of redefinition. For example, look at some alternative business definitions adopted by various firms that are active in franchise extensions. BIC has defined its business, not by competition to pens, but instead by a product attribute — disposability. Clairol defined its business by items that offer a hair care benefit. Sunkist has limited its extensions to products that have an orange flavor association. Thus, there are many creative ways for any firm to define its territory. It is important to note that investigating franchise extensions will likely result in offering new ways of looking at one's business.

**What are the benefits of franchise extension?**

Extending a franchise offers a number of benefits versus traditional new product development.

• The major one is that it capitalizes on the company's most valuable assets (its brand names). Thus, the company moves into a new category from a position of strength (the immediate consumer awareness and impressions communicated by the brand).

• A further benefit is that investment outlays, which are typically necessary to establish a new brand, are minimized. A significant expense with the clutter of brands and increased costs of mass media communications.

• An important related payoff is that introduction of a franchise extension can increase sales for the parent brand. The advertising and heightened awareness of the new entry can have a synergistic effect on the original product. This corporate or umbrella effect can create important advertising efficiencies.

• Finally, there may be reduced risk of failure of the new item when the brand name already strongly conveys benefits desired in the new category.

**When is a franchise extension inappropriate?**

Franchise extension is not without risk. In fact, its major strength (capitalizing on a previously established brand name) also reflects its number one risk: dilution of the brand franchise in the long run.

There are a number of conditions that can contribute to franchise deterioration. What might appear to be a natural extension in the short-term should be pursued with caution, as most deleterious effects to a franchise occur gradually over time. Brands like General Electric, Betty Crocker, Quaker, and Gillette have been extended profusely. While they have not lost their status as household words, the strong associations they once had to specific products and related qualities (e.g., television, cake mix, oatmeal, and razors) may be diluted.

For these reasons we believe franchise extension is always inappropriate:

• When a brand name is used almost synonymously with a specific product (e.g., Kleenex = facial tissues; Scotch Tape = transparent tape; Band-Aid = adhesive bandages). The great lengths to which manufacturers go to protect their trademarks from being judged legally generic testifies to the market value such brands possess. The only thing worse than competitor's breaking this brand-product link in the consumer's mind is when a company does it to themselves. Tab is a sugar-free cola. Now the Coca-Cola Company offers Tab in six flavors.

• When the new item creates confusion for the parent brand.

• When the new item creates negative imagery for the parent brand.

• When the new item's failure would seriously affect the parent brand. Some years ago, Carnation Company announced its intent to introduce a contraceptive dog food, Lady Friskie. If this medicated product generated any adverse publicity, even in an isolated test market, sales of the parent brand (Friskies) could be impaired. In recent announcements, the name has been referred to as Extra Care.

**How is the approach to franchise extension different from traditional new product work?**

There are at least four substantial differences between franchise extension work and traditional new product development.

1. You start with a given brand and consumer perception.

2. You need to determine the brand's leverage in alternative product categories.

3. You focus on more on positioning and competitive gaps than on technological breakthroughs.

4. You need specialized research tools.

**How are franchise extensions identified?**

Identification of franchise extensions is analogous to generating alternative definitions of what business we are in. One may approach this with techniques that define the business by:

• What other items are purchased by current brand buyers?

• What are the meanings and associations of a brand from a consumer perspective?

**Franchise extension search**

Implicit in Levitt's concept of how to define one's business is the notion that it should go beyond product description (railroads) to benefits, attributes, meanings and associations. Our franchise extension search is based on this concept of "What's in a name?"

It begins with a two-stage qualitative group session employing bright, articulate consumers who have the ability to think abstractly. No attempt is made to locate the average or a "representative" group.

During the first half of the ideation session, consumers generate meanings and associations surrounding the brand name. The group leader probes for information on benefits, features, attributes, uses/use occasions, physical characteristics, users and any other associations. Exhibit I is a limited example of the types of associations generated during the first stage. Each association is a possible way of more broadly defining what business we are in.

In stage two, the consumers are asked to identify product or service categories that are related to each association. Probes to aid participants explore topics such as categories, similar products, substitutes, companion products, products purchased at the same time, products bought to accomplish the same thing, and so on.

Exhibit II is a condensed version of the output from a franchise extension search for Vaseline Intensive Care. The brand leads to alternative definitions of the business (moisturizer, medicinal, body care, etc.) and each definition has a list of related product categories. Each chain represents a potential franchise extension. For example, one option is to define the business as offering lotions and extend with Vaseline Intensive Care Sunburn Cream or Vaseline Intensive Care Baby Lotion, etc. Whether any of these extensions is appropriate or which is the "best" idea is the subject of the next technique.

**Exhibit 1**


**How are franchise extensions evaluated?**

Earlier, we discussed our assumptions of when a franchise extension is appropriate. Three criteria were mentioned which relate to consumer perception:

• when the consumer would perceive new items to be consistent with the parent brand;

• when the parent brand provides leverage in the new category (versus existing competitors);

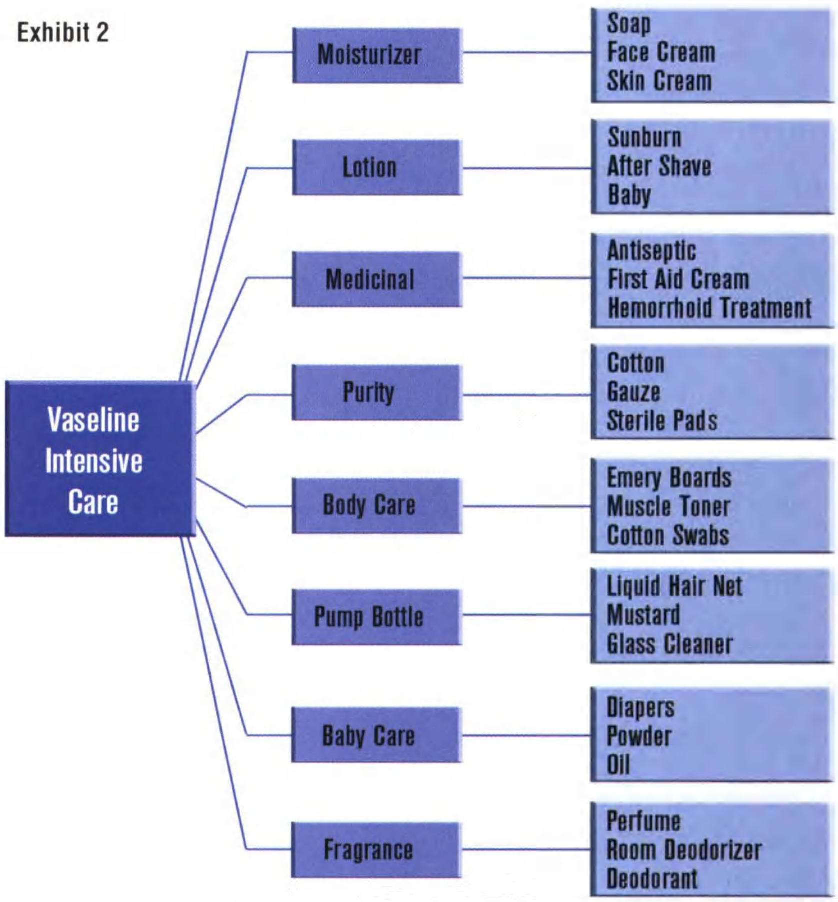
• when the benefit of the parent brand is the same one offered and desired from the new franchise extension.

The criteria comprise the basis for the techniques for evaluating alternative franchise extensions: perceptual fit, competitive leverage, and benefit transfer.

• Perceptual fit. A quantitative study is conducted where respondents are asked how likely they would expect alternative franchise extension products such as Vaseline Intensive Care Baby Oil to be: very likely, possible, unlikely.

• Competitive leverage. For each one likely, they are asked to list any brands they believe the new item would compete with. Then, they report how the new product might be better than competing products and how it might not

Exhibit 2




be as good.

• Benefit transfer. A final step has each participant tell if they can think of any benefit or advantage the parent product has (Vaseline Intensive Care Lotion) that would also exist with each new item. For example:

| Vaseline Intensive Care Lotion | | Perceived Similar Benefits |
|---|---|---|
| Sunburn Cream | ←→ | strong to heal injured skin |
| Hemorrhoid Treatment | ←→ | reduces irritation & swelling, petroleum jelly base |
| Deodorant | ←→ | for delicate skin |

**New markets**

Franchise extensions, when done correctly, can open new markets for a company and its products. However, when done without consideration and the benefit of thorough research, they can tarnish the brand equity a company has fought so hard to create. Before rushing headlong into it, make sure your proposed extension makes good business sense.


# An open letter from a challenging client

By Philip Moore

*Editor's note: Philip Moore is the market research manager for Glen Allen, Va.-based CarMax, the automotive retailing division of Circuit City. He can be reached at 804-747-0422 ext. 4831 or at Philip_Moore@ccnotes.ccity.com.*

For an individual research vendor, I am a nightmare. Yet for this industry, people like me — the know-it-all client — are a blessing. While many research suppliers now enjoy "strategic relationships" with their clients, a few of us must keep a diligent watch to avoid the proverbial fox-in-the-hen-house scenario. Unfortunately, my cynicism springs from experience rather than a personality disorder.

In brief, my history includes supervision of a college research phone lab, statistical computing user support in graduate school, managing a small research department for a Houston radio station, project management for a Top-100 research vendor, and now management of market research for a chain of auto superstores with over $1B in annual sales. I've trained and supervised dozens of telephone field workers, interpreted and reported hundreds of research projects, and now manage an annual research budget too quickly approaching $1M.

Every day I review proposals from research vendors vying to provide the myriad of services we require. I buy exit interviews, low-incidence random phone surveying, mystery shops, Web surveys, focus groups, central location tests, and mall intercepts. The pitch in most of the proposals I get is high gloss/low guts. If you, as a research vendor, are truly interested in giving me, your customer, what I want, read on.

### Vise grip

I empathize with you, caught in the vise grip hold of an economic paradox. Research departments, oft pared or eliminated in lean times, are now swollen. Yet, the same conditions contributing to this demand simultaneously suck away your most important production input. With downward pressure on the prices you can charge exerted by expanding technology, you must also pay more to retain your most productive employees.

These conditions will inevitably impact data quality. One research vendor whom I know well has a 20 percent monthly turnover in the field. This means every fifth interviewer has less than a month on the job. In a city approaching full employment, they simply cannot keep good people and consequently are too hesitant to rid themselves of the bad. Green interviewers increase the burden on supervisory and quality control staff with detrimental effects on data integrity.

If you are dealing with these issues effectively, it is your problem. If you aren't, then it is my problem. The proposals I receive do not address these issues. They should. If you want to establish a level of trust with me that will lead to "strategic partnership," then I must have utter confidence in the data you are collecting. Show me the guts of your operation.

### Detailed documentation

A proposal to a cynical know-it-all client like me should include detailed descriptive documentation of your field's tenure. Ideally, you would graph the distribution of longevity, but at a minimum provide mean, range, and standard deviation.

Show me your compensation and incentive structure. Lower base pay with higher production incentives is great for increasing CPH, but also increases the incentive to cheat. And tell me how you monitor for cheating, both during the data collection and when reviewing

results.

Your *de jure* and *de facto* policies regarding sub-standard work also provide an informative picture. Tell me what your handbook says about open-ended responses and falsifying surveys (de jure), then tell me how many interviewers received warnings or probation and how many have been dismissed in the last three months (de facto).

**Focus on quality**

We are, undoubtedly, the least pleasant people to work for. Yet, clients who are willing to thoroughly judge research

**We are, undoubtedly, the least pleasant people to work for. Yet, clients who are willing to thoroughly judge research suppliers on criteria in addition to price force a focus on the quality measures necessary to maintain our industry's growing status.**

suppliers on criteria in addition to price force a focus on the quality measures necessary to maintain our industry's growing status.

Which of the following statements best describes your reaction to this article?

1) What an exciting challenge to work with an experienced researcher.

2) What a jerk. I hate guys like him.

3) What does he mean by quality control staff?

If you answered 1), add the described info to your company documentation and send it to me.

If you answered 2), keep searching for "strategic relationships" with Buffy, the market research manager.

If you answered 3), go back to telemarketing credit card insurance.

P.S. My apologies to Buffy for giving in to the cliché.

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# Chile

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used to overcome the above barriers (in order of priority or the approach with the best hope of success).

1. The Internet. Affordable computers, word processors, database administration and processing systems, cheap Internet access and other IT tools are forcing companies, state agencies, universities and others to upgrade and improve their current standards. After all, a library without useful and current information has no value for marketers. University students are taking the lead, encouraged by free access to the Internet, to exchange information with their peers electronically.

2. A telephone directory and a phone. In this business of finding information, the phone is a very useful tool. Beforehand jot down the main issues you're researching, define your respondent profile and prepare a well-designed questionnaire with open- and closed-ended questions. Since Chile is still a small market, most companies are considered to be small-to-medium sized, so you can often speak directly to the owner and obtain names of other potential respondents from them.

3. Associations or corporations. Spending time at a private library chatting with the librarian and asking the right questions will help you in your search. Librarians at these associations are, in general, helpful and know how to get the latest information, but are often neglected by the association members. Take note of any information that comes from your conversations with the librarians or any other in-house contacts.

4. Libraries at embassies or international organizations. Information is limited to the types of products and services that the foreign organization is trying to promote in Chile. Normally, each commercial attaché handles market information on Chilean products that might compete with theirs, including articles from specialized publications and past research. You need to schedule an appointment and have a clear idea of what you're searching for.

Since Chile is still a small market, most companies are considered to be small-to-medium sized, so you can often speak directly to the owner and obtain names of other potential respondents from them.

5. University/college libraries. There are hundreds of facilities scattered in Santiago and each has its own reference sources of publications, newspapers, magazines, theses, and past research. So the best approach is to select a number of facilities which might have the information you're interested in and spend time there gathering articles and publications on your topic. While you are there ask students where to find information, but also do your best to meet professors with knowledge on your topic.

6. Government employees at state agencies. One of the best approaches is to stop by the reception desk at gov-

ernment agencies and get names of the people who manage the type of information you seek. Pay them a visit and use your charm and kindness to persuade them to help you find what you are searching for. If you were given the wrong name, try to find the right one and by all means, keep smiling.

7. Field testing/simulation. This approach is costly but important, because it is the only tactic where you can get a feel for the market and reinforce your findings — and uncover new ones.

**Good business**

In the last decade, information has become a good business for Chilean publishers. As a result, there are many periodicals with updated and reliable data, mostly focused on mature industries. For example, there are three periodical publications devoted to the salmon fishing industry. The newspapers *El Mercurio* and *Estrategia* have joint-ventured with American publications specialized in economics and business to gain more readers and scope. But many industries still lack current information.

The most reliable sources or publications are found in the six most important governmental and private institutions which form the spinal column of the Chilean domestic economy. They periodically publish data on their sectors and gather information by industry.

They are:

— Sociedad Nacional de Minería publishes *Bolletín Minero — Minería*, a monthly magazine with general data and/or information on the mining sector.

— Camara de la Construcción publishes *Camara de la Construcción*, a monthly bulletin focusing on the construction sector.

— Sociedad de Fomento Fabril publishes *Boletín Estadísticos de la Sofofa*, a monthly bulletin focusing on the domestic industrial sector called.

— Servicio Nacional de Agricultura publishes *El Campesino*, a monthly magazine focusing on the agriculture sector.

— Asociación de Bancos e Instituciones financieras publishes *Revista de la Superintendencia de Bancos e Instituciones Financieras*, a monthly magazine focusing on the banking and insurance sector.

— Camara Nacional de Comercio publishes *Boletín de Comercio*, a monthly bulletin focusing on commerce and trade.

**Consistent strategy**

With all of the above approaches, you must do your best to come up with a consistent market research strategy, be able to tabulate and process your findings, and get the bits and pieces together and communicate them to your client. The key to market research is in this sentence: "If the ladder is not leaning against the right wall, every step we take just gets us to the wrong place faster. We may be very busy, we may be very efficient, even very charming, but we will also truly effective only when we begin with the end in mind."

## Names of Note

continued from p. 8

directors.

Solana Beach, Calif.-based *Answers Research, Inc.* has named **Kenny Kuhn** director of business development. He will head the firm's new office in St. Louis.

*Sage Research, Inc.*, Natick, Mass., has named **John P. Morency** executive vice president of consulting.

**Ed Sugar** has joined *Triton Technology*, a Los Angeles research firm, as senior vice president sales and marketing.

**Laurence Curtis** has been promoted to chief executive of *Maritz TRBI*, a new Marlow, England-based holding company formed by St. Louis-based Maritz Marketing Research Inc. to support its European research efforts. **Janet Kiddle** has been promoted to managing director of TRBI. **David Jamieson** has been promoted to managing director of Maritz Research, another Maritz firm in the U.K.

**Catherine Suzanne Dine** has been named president, and **Carol French** executive vice president, of *Market Probe Canada*, Toronto.

*Alliance Research*, Cincinnati, has named **Melissa Kevorkian** senior account director.

New York-based *Arbitron* has named **Margaret Bustell** manager, Eastern advertiser/agency services. **Jim Tobolski** has been promoted to manager, Midwestern advertiser/agency services in Chicago.

*Eager Manager Advisory Services*, Louisville, Ky., has named **Steven Loeffler** financial analyst and **Daniel Siculan** senior project manager. Loeffler will focus on data collection and analysis for the firm's annual Benchmark Studies. Siculan will serve as the manager of branding and positioning research.

Boise, Idaho-based *Clearwater Research* has named **David Grant** and **Jody Smith** evening data collection supervisor. **Mike Exinger** has been promoted to director of research administration. At the firm's Council, Idaho office, the following promotions were announced: **Angela Simpson** to project technical assistant, **Janette Schill** to data collection supervisor, and **Heather Kaupanger** to supervisor helper.

*C&R Research Services, Inc.*, Chicago, has added four new staff members: **Lisa Hutto** has joined C&R as an analyst; **Estrella Lopez-Brea** has joined the firm's Hispanic research group; **Sarah Kriger** has been named quantitative analyst; and **Kathy Janies** has joined the firm's KidQuest group.

# Finally... *view focus groups* live over the Internet

You have enough demands on your time already without having to worry about getting to a group or video conferencing facility on schedule. So if you would rather watch the interviews when YOU have the time then your next focus group or IDI's should be conducted at a facility that features **ActiveGroup.**

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And our system covers all of the bases. It works with PC's & with Macs. It runs under Microsoft or Netscape browsers and works with both dial up and broadband connections. Flashy technology that works only under ideal conditions is just that - flashy.

This is ***the way all focus groups are going to be delivered in the future***. And ***we can do it right now***. And while we can't make the respondents say what you always want to hear, we can make them say it on your schedule.

## Survey Monitor

continued from p. 6

lending at 72 percent and foreign exchange at 70 percent.

"This is an important change from the pre-crisis years where the banking relationship was usually cemented on a credit line," says Peter Record, general manager of AMI CBI. "Those days are over and now cash management is king as corporations in these troubled times look to manage their company's finances more carefully."

However when CFOs were asked what were the most important discriminating factors influencing their choice of bank, aside from foreign exchange, what really mattered was the quality of service, delivery of products and people who manage the banking relationship. Responsiveness is the top discriminator (100 percent), followed by relationship managers (93 percent) and service (91 percent).

ACBS 98 covers the following markets: China, Hong Kong, Indonesia, Korea, Malaysia, Philippines, Singapore, Taiwan and Thailand. The study explores the effects of the Asian economic crisis on the region's banking sector, and was based on interviews with 500 CFOs and treasurers. For more information visit the company's Web site at www.ami-group.com.

## Numbers in signs sell groceries

As reported in *Consumer PI*, the newsletter of the Food and Brand Lab at the University of Illinois, Champaign, Ill., research conducted by the Lab found that shoppers will buy more of a given product when there is a number in the sign promoting it. For example, a sign that says "Limit 6 per person" is much more effective than a sign without numbers. The Food and Brand Lab study examined 43 different types of numeric signs in Chicago, Philadelphia, and Sioux City, Iowa, stores. Signs with high purchase limits ("Limit 12 per person") doubled the number of products a person purchased. This behavior was constant across canned goods, snacks, and other inexpensive, non-perishable items. Signs with suggestive selling ("Buy 12 for the weekend") increased sales from 42 to 118 percent for a chain of Philadelphia convenience stores. Multiple unit pricing (3 for $3 vs. $1 each) increased sales by 35 percent for 12 of 13 products in Chicago stores. With the popularity of loyalty clubs and an emphasis on building core brand franchise, attention is shifting to how point-of-purchase displays can increase sales to individual customers. Four years of POP studies indicate that numeric signs make sales add up. For more information visit the organization's Web site at www.consumerpi.com.

## Open-air markets important to Russian economy

Data supplied GfK Market Research Russia points out the importance of open-air markets to sales of consumer good in Russia. There are 4,500 open markets in Russia with almost a million stands/kiosks/containers. Retailing and distribution in Russia is very different from mature markets. To get a full picture of the Russian market, you must understand the role of open markets and kiosks, the firm reports.

The open market was formerly an open hypermarket with a large range of products. But crisis has reduced capital and trade terms. Money must now be invested in quick turnover, volume products. That means concentrating on the bulk, essential items and dropping the impulse products. Distribution has moved from the open market to kiosks and small food retailers. This can be explained by the change of shopping habits.

Sales of snacks in open markets have dropped 10.5 percent; in small shops, sales have increased by 15.7 percent. Personal care items have seen a jump from 7 percent to 9 percent in sale via street vendor (28.6 percent).

There has been little change in the structure of the types of outlets. The three most important channels are: open markets, 22.4 percent; kiosks, 20.2 percent; small food retailers, 18.1 percent.

However the importance of the kiosks, a sector which had been expected to decline, now seems set to continue for a number of years. Street vendors, at 9.4 percent of expenditure, are of the same importance as the larger outlets combined.

Expenditure on carbonated soft drinks (Coca-Cola, Pepsi, etc.) has dropped year-on-year by 22 percent. The other main drop is in personal care, down 15.4 percent. This is part of the move back to basic, essential products ("What do I really need?" "Let's buy it in bulk and buy it cheap."). Dairy, soups, wash products are unchanged. The winners are confectionery items, up 30 percent, and fats, up 21.4 percent. For more information contact Greg Thain at 095-937 -7222 or at mail@gfk.ru or visit the company's Web site at www.gfk.ru.

## Employees pat themselves on the back

A study conducted by Ellison Research, Phoenix, Ariz., shows that American employees give themselves pretty high marks for their own job performance. The nationwide survey was conducted for the national business publication *The Life@Work Journal*.

Respondents — all of whom were employed at least 25 hours per week — were asked to rate their performance in various areas of their work, using the traditional A-F school grading system.

Fifty-two percent of all employees would give their overall performance at work an A grade. Most of the rest (44 percent) gave themselves a B. Just 4 percent rated their own performance as average, while less than 1 percent gave themselves a D or an F.

Surprisingly, there were not a lot of differences among different types of workers in how they rated their own performance. Grades did not vary dramatically by the size of the company they worked in, how many hours per week they worked, whether they managed other employees, what region they lived in, household income, or even by whether they owned their own business.

There was a slight difference by age — employees under 30 years old were slightly less likely than average to give themselves an A grade (46 percent), while those in their 30s were slightly more likely to do so (57 percent). (Workers 40 and older were average in their grades.) Women also tended to be more complimentary of their own work than did men (57 percent to 46 percent, respectively, with an A grade).

Respondents also were asked to grade themselves in a number of individual areas related to their job performance. As shown in the chart, while they often saw areas of particular strength or weakness in their work, rarely did their grades in any area dip below B level (figures do not include a handful of people who gave "don't know" responses in each

| Job Performance Area | A | B | C or Lower |
|---|---|---|---|
| Getting along well with co-workers | 70% | 24% | 5% |
| Getting along well with your boss | 65 | 24 | 9 |
| Having the knowledge necessary to do your job well | 62 | 33 | 5 |
| Being a good thinker | 55 | 40 | 5 |
| Being good at solving problems | 51 | 41 | 7 |
| Being able to think creatively | 49 | 42 | 8 |
| Managing people who work for you (among managers only) | 48 | 45 | 7 |
| Not being afraid of failure | 46 | 40 | 14 |
| Knowing what you want to accomplish in your career | 46 | 36 | 16 |
| Staying calm under pressure | 44 | 41 | 15 |

question — 2 percent or less for each area).

One interesting finding was that lower-income employees gave themselves much lower grades for problem-solving abilities (41 percent with an A grade) than did middle-income (55 percent) and higher-income (66 percent) employees. People who managed other workers also rated themselves more highly in problem-solving than did non-managers (61 percent to 45 percent with an A grade).

Another question in the study showed that 74 percent of all American workers felt strongly that "the ability to solve problems well is necessary to be in leadership in the work world."

"Just from this study, we can't say that a lack of problem-solving abilities at work leads to lower household incomes," says Ron Sellers, president of Ellison Research. "However, this difference is certainly noteworthy. It also points out that many people at lower levels on the employment ladder find themselves somewhat lacking in a skill they also feel is essential in order to move up that ladder."

Companies and business schools would do well to consider problem-solving as an essential skill to be included in job training, Sellers says.

For more information contact Ron Sellers at 602-493-3500 or at ronsellers@ellisonresearch.com.

## Student travelers shop around

In order to save time and money when planning upcoming travel, more than 60 percent of students surveyed shopped around, either at other travel agencies (59 percent) or on the Internet (23 percent), according to a survey by STA Travel, a Los Angeles-based student travel organization. Nearly 20 percent contacted airlines directly.

STA Travel commissioned Roper Starch Worldwide in the summer of 1998 to conduct a customer satisfaction study to determine what STA Travel's clientele (predominantly undergraduate and graduate students and young budget travelers) look for when booking travel. Roper Starch contacted 847 individuals in the U.S. who either reserved or paid for a trip using STA Travel within a two-month period of the study.

The study also queried participants about their use of technology. Over 70 percent of those questioned own a personal computer, and 79 percent have access to the Internet. Of those with Internet access, 92 percent had used the Internet to research an item; 37 percent reserved an item on-line, and 35 percent had purchased an item on-line.

When it comes to selecting a travel agent, convenience of the location is a key factor for 75 percent of those questioned, particularly those using STA Travel locations on or near college campuses. Convenient hours of operation were also a top noted factor for 85 percent of those questioned, particularly among those who book through STA Travel's toll-free reservations center. In addition, 69 percent of respondents felt that having a large selection of travel options/packages was an important factor in selecting an agency. Moreover, 64 percent noted the importance of participation in a global network of agencies as a key selection factor (so travelers can seek assistance abroad at any network office), while 60 percent also noted the importance of booking with a nationally recognized company.

An overwhelming majority (92 percent) of those questioned is either very or somewhat likely to travel six or more hours away by air outside the United States within the next three years. When asked "What three countries are you most likely to visit next" the United Kingdom (36 percent), France (26 percent) and Italy (19 percent) were most often cited, followed by Spain (17 percent), Australia (12 percent) and Germany (12 percent). Ten percent also cited Mexico as a country they are most likely to visit. For more information call 213-937-1150.

# Product & Service Update

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scenes. Plus, questionnaires can be directly imported to and exported from Microsoft Word.

Bellview WEB 1.02 is a data collection system for designing Web surveys based on Bellview CATI software. Surveys can be created using any of 36 HTML formatting macros. A choice of colors and borders allows for further customization. This version of Bellview WEB offers an extra macro which improves the product's integration with third-party software. A Conversion Utility enables data to be stored in separate fields for each question, facilitating on-line analysis in any ODBC-compliant third-party software. For more information call Hank Copeland at 561-842-4000 or visit the company's Web site at www.pttsystems.com.

## Track competitors with STRATEGY! 2.0

Strategy Software, Inc., Kirkland, Wash., has released STRATEGY! 2.0, software designed to help companies track, analyze and share information about competitors and their products. PC-based STRATEGY! shows a company exactly how their products differ from the competition. STRATEGY! 2.0 adds new functionality to help companies better track and outsmart their competitors on both a tactical and strategic level. Some of the enhancements include: a Key People module, which tracks individual personnel as they rotate between companies in the industry, showing past and present roles, background, education, personal interests and more; a Financial Ownership module, which lets a company track multiple levels of subsidiaries and parent corporations, investment stakes, and record individual stockholders. New modules can track manufacturing processes, construction projects, government programs and other real-world events and activities that influence the industry and competitors. The software also features enhanced HTML report generation for publication of product comparisons to corporate intranets/extranets for worldwide access by the sales force and third-party distribution channels. For more information call 888-756-4930 or visit the company's Web site at www.strategy-software.com.

## Sponsorship data now available on-line

Companies interested in determining how sports, entertainment and event sponsorships worldwide affect their brand images can now obtain information directly from consumers over the Internet, thanks to a new partnership agreement between ROI Research and USADATA.com. Through the agreement, ROI Research, an international research company specializing in sports and entertainment research, will utilize a wide range of technological services from USADATA.com, a creator of Web-based marketing and business information solutions. USADATA.com will design, develop and promote a Marketing Information Portal that will give corporate clients Internet access to ROI's various U.S. and International Sponsorship and Entertainment Polls. In addition, USADATA.com will license technology to ROI Research enabling on-line data collection to gauge immediate consumer reactions — from anywhere in the world — to various sports and entertainment issues. For more information call ROI at 212-471-1100 or visit the USADATA.com Web site at www.usadata.com or call 800-599-5030.

## Service captures doctor recall of detailing visits

The Verbatim Analysis Service from Scott-Levin, a Newtown, Pa., pharmaceutical consulting firm, captures the messages physicians are receiving from detailing activities in the doctors' own words. The verbatim statements come from the 10,000 physicians whose comments are recorded in Scott-Levin's Personal Selling Audit and Hospital Personal Selling Audit. The Verbatim Analysis Service can supply insight into how physicians are perceiving detail messages, helping companies optimize their primary research efforts. For more information contact Tom Liberta or Nancy Robertone at 215-860-0440 or at marketing@scott-levin.com.



## Database integrates findings from single surveys, tracking studies

Horsham, Pa.-based Taylor Nelson Sofres Intersearch (TNS Intersearch) has launched MIRIAD (Managed Integrated Research Information And Database), a new marketing information database and analysis system which integrates findings from single research surveys with continuous tracking investigations to help marketers make better, more informed business decisions. MIRIAD is a single tool that catalogs, analyzes, examines and presents survey data. MIRIAD integrates all continuous tracking data, such as brand awareness, customer satisfaction and advertising campaigns into one single information tracking database.

The integration of the data analysis tools saves time in processing new tables and graphs as MIRIAD produces them instantly. TNS Intersearch will offer MIRIAD desktop installations for all clients so that they can incorporate historical data, highlight significant changes, produce trend lines, run slide shows of graphs, download into spreadsheet format, integrate PowerPoint slides and run multimedia materials. In addition, all reports and charts are automatically updated each time the database is updated, which ensures that clients always have the latest information at hand. For more information call Kym Penhall at 215-442-9801.

## SPSS releases Server 10.0

SPSS Inc., Chicago, has introduced SPSS Server 10.0, a new release of the data analysis software which now features a server version for increased performance and scalability, XML model exportation to assist front-line decision makers and a new data editor for simplified data handling. The latest release of SPSS 10.0 is available for the first time in a distributed analysis architecture (DAA). SPSS' DAA provides users with a scalable, enterprise-level analysis product. SPSS Server eliminates the need to copy and convert the data used in analysis, so all data can stay on the server where it resides. SPSS Server 10.0 also eliminates file size limitations, facilitates data access from many sources and allows administrators to maintain a high level of data security. For more information visit the company's Web site at www.spss.com.

## New version of Quancept Web

New York-based SPSS MR, the

market research business unit of Chicago-based SPSS Inc., has introduced Quancept Web 1.2., a software package for designing interactive, multimedia Web surveys. The newest version is designed to let users handle a higher volume of Web survey data collection with greater reliability. Quancept Web allows researchers to administer interactive surveys to the general public or to a select password-protected sample. Users can customize surveys to be consistent with a company's image and designed to keep respondents interested, promoting more complete surveys and more collected data. For more information call 212-447-5300 or visit the company's Web site at www.spss.com/spssmr.

## ESRI updates ArcView

ESRI, Redlands, Calif., has released ArcView Business Analyst 1.1, an update of its desktop GIS (geographic information system) software. The new release will feature 1999 data sets from information providers and ESRI's GIS tools designed specifically for business applications. It includes 1999 business listings with SIC codes, locations, employees, and sales from Dun & Bradstreet; demographic data from either Applied Geographic Solutions or CACI with 1999 current-year estimates and five-year projections; a current-year national household consumer file of more than 100 million households from Experian; and an updated ArcView StreetMap in the NAD83 coordinate system with a nationwide street database from Wessex that enhances TIGER 1997 source data. For more information call 800-447-9778 or visit the company's Web site at www.esri.com.

## Subscription service helps build on-line questionnaires

QuestionBuilder.com, East Quogue, N.Y., has released QuestionBuilder.com, a subscription-based on-line questionnaire authoring and management tool. The service provides a complete software and hardware solution for creating and managing questionnaires and viewing the results on-line. Questionnaires are created and previewed in real time. The data can be viewed in a number of ways. Subscribers have unlimited access to their questionnaires and data. Updates can be made as often as needed and there is no limit to the number of questionnaires a user may have. For more information visit the company's Web site at www.questionbuilder.com.

## New version of EZSurvey 99

Raosoft Inc., Seattle, has released version 3 of its EZSurvey 99, a 32-bit electronic data collection program that lets end users build questionnaires on Web sites and distribute them over the Internet, intranets or any standard e-mail system. After a questionnaire is designed and posted on a Web site, responses are saved into the DBF EZSurvey database. For e-mail the questionnaire is sent out in text format, and when the data returns Raosoft Postmaster saves the data into the DBF database file. Analysis and reports are immediately available from EZSurvey itself, from the Raosoft EZReport or SURVEYWin program, or from any DBF-standard reporting package. If ASCII format is desired, the data can be exported from EZSurvey in fixed, tab-delimited, or comma-delimited format. For more information call Catherine McDole Rao at 206-525-4025 or visit the company's Web site at www.raosoft.com.

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between the two groups, there is a 5 percent of chance that the null hypothesis is true. P-values are obtained after the statistical tests are performed. If a p-value is smaller than .05, for instance, we can say that the null hypothesis is rejected at the significance level of .05. Holding all other factors constant, a smaller p-value requires a larger sample size for a statistical test.

Power. Power is defined as the probability of rejecting the null hypothesis when it is false. In other words, power is the probability of detecting a significant difference when such a difference really exists. Obviously, a high power is a good thing to have in a quantitative analytic study. We usually use a power of .80 or .90 in estimating sample size. Holding all other factors constant, a higher power requires a larger sample size.

In this article, I'll briefly introduce the methods of calculating sample size for two most commonly used inferential tests: t-tests and z-proportional tests. We'll concentrate on each type of test in the following two sections.

*A. T-test*

Please note that a t-test is commonly employed to compare between two groups or the same group over a period of time in the mean value of a continuous variable. It also assumes that the distributions of the populations where the samples are drawn from are approximately normal and the variances are about equal.

Case study one: A pharmaceutical company is about to launch a new drug, Drug A. Before the launch, the company introduces a launch program where a group of physicians is exposed to the messages of the product for a period of three weeks. The company wants to assess the effectiveness of the program, specifically, the difference of the physicians' mean ratings on Drug A's efficacy level prior to the program (at the beginning of the first week) and afterwards (at the end of third week). Based on a previous study with similar launching program, the change of physicians' mean rating on the drug is 1.5 (on a 10-point scale) with a standard deviation of 3.0. How many physicians do you need to be able to assess the effectiveness of the program at the p-value of .05 and power of .80?

The formula used in calculating the sample size of the t-test is as follows:

$$n = \frac{2\,(Z_{pvalue} + Z_{power})^2}{D^2}$$

Where:

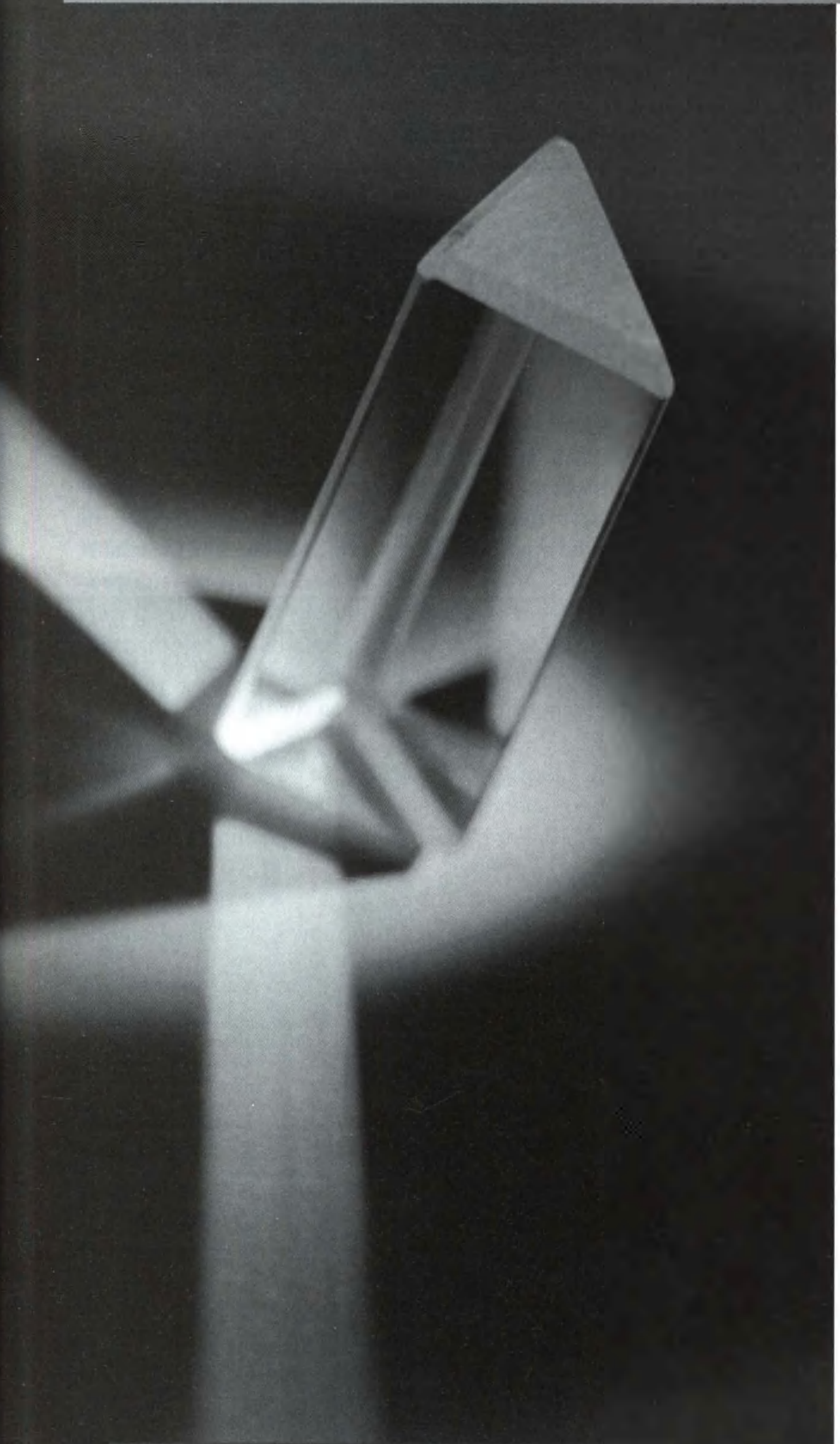
$\underline{n}$ is the size of sample.

$\underline{Z_{pvalue}}$ is the standard normal deviate for p-value.

$\underline{Z_{power}}$ is the standard normal deviate for power.

$\underline{D}$ is the standardized effect size.

$Z_{pvalue}$ is a fixed value set by you, the researcher. If the



alternative hypothesis is two-tailed, $Z_{pvalue} = 1.96$ when p-value = .05, and $Z_{pvalue} = 2.58$ when p-value = .01. If the alternative hypothesis is one-tailed, $Z_{pvalue} = 1.65$ when p-value = .05, and $Z_{pvalue} = 2.33$ when p-value = .01. In the example shown above, we have $Z_{pvalue}$ of 1.96 for the two-tailed test. Note that $Z_{pvalue}$ at .05 for the two-tailed test is equivalent to the $Z_{pvalue}$ at .025 (.05/2) for the one-tailed test. This rule applied to other calculations as well if you know $Z_{pvalue}$ for one and want to know the other.

$Z_{power}$ is also a fixed value. When power = .80, $Z_{power}$ = .84; when power = .90, $Z_{power} = 1.28$. In the example, we have $Z_{power}$ of .84.

The standardized effect size is the estimate effect size divided by the standard deviation. In this example, the effect size refers to the estimated change of mean ratings from the beginning to the end of the launch program. Therefore, the standardized effect size, the estimated mean difference of 1.5 divided by the standard deviation of 3.0, is .50.

Put the numbers into the equation, we have

$$n = \frac{2\,(Z_{pvalue} + Z_{power})^2}{D^2} = \frac{2\,(1.96 + .84)^2}{0.5^2} = 62.72$$

Rounding up, we need about 63 physicians in our study to participate in both pre- and post-launch programs.

It should be noted that both the effect size and standard deviation may be derived from previous research, a pilot study, or from our educated guess. A larger effect size, or a smaller standard deviation, will require a smaller sample size, holding all other variables constant. Also the decision of using either one-tailed or two-tailed tests is based on our knowledge about the study and hypothesis we are making. In the case study one, if we knew that the launch program on the drug will only increase physicians' ratings on the drug, we might use one-tailed test. We are thus using $Z_{pvalue}$ of 1.65 instead of 1.96 and would have a sample size of 50.

*B. Z-proportion test*

This is the test used to compare the difference between two proportions.

Case study two: A company is interested in knowing whether pulmonary specialists would prescribe Drug X for the treatment of asthmatic children more than family physicians. A review of previous research indicates that 5 percent of child patients with asthma were prescribed Drug X by family physicians. At a p-value of .05 and power = .90, how many family physicians and pulmonary specialists will need to be studied to determine whether at least 10 percent of such patients from the specialists be prescribed the drug?

The formula of calculating the sample size is:

$$n = \frac{2\,(Z_{pvalue} + Z_{power})^2}{h^2}$$

Where

<u>n</u> is the size of sample.

$\underline{Z_{pvalue}}$ is the standard normal deviate for p-value, as defined earlier. In this example, $Z_{pvalue} = 1.65$ for one-tailed test.

$\underline{Z_{power}}$ is the standard normal deviate for power, as defined earlier. In this example, $Z_{power} = 1.28$

<u>h</u> is the effect size. $h = \Phi_1 - \Phi_2$ where $\Phi_1$ = 2 times arcsin transformation of square root of $P_1$ and $\Phi_2$ = 2 times arcsin transformation of square root of $P_2$.

$\underline{P_1}$ is the proportion of subjects in group 1. In the example, $P_1$=.05, referring to the 5 percent of the patients prescribed for the treatment with drug X by family physicians. Similarly, $\underline{P_2}$ is the proportion of subjects in group 2. In the example, $P_2$=.10, referring to the 10 percent of the patients who were prescribed for the treatment with drug X by the specialists.

Table 1 lists the value of P and its corresponding value of $\Phi$. Looking into the table for the $P_1$ of .05, we have the $\Phi_1$ of .4510. For $P_2$ of .10, the corresponding value of $\Phi_2$ is .6435.

Therefore, $h = \Phi_1 - \Phi_2 = .4510 - .6435 = -.1925$

Put these numbers into the formula, we need a sample size of:

$$n = \frac{2\,(Z_{pvalue} + Z_{power})^2}{h^2} = \frac{2\,(1.65 + 1.28)^2}{(-.1925)^2} = 463.3$$

Rounding up, we need about 464 physicians for each group.

*This sample size seems large. You may compromise and recalculate the same size with less power. For instance, if you choose a power of .80 rather than .90, we would then use $Z_{power}$ of .84 rather than 1.28. You would need a sample size of 335 physicians for each group.*

It should be noted that, in this article, sample size is calculated for two commonly used statistical tests. For studies that may involve other statistical tests such as correlation or regression, separate estimations of sample size are needed.

## Summary

• To calculate a sample size for inferential statistics tests such as t-tests or z-proportional tests, you have to provide your alternative hypothesis (one-tailed or two-tailed), decide your accepted level of p-value (e.g., .05 or .01) and power (e.g., .80 or .90).

• The numerators in both formulae for calculating sample size are the same. The differences lie in the calculation of the denominator (i.e., the effect size).

• For estimating the sample size for t-tests, you need to give an estimate on the effect size and standard deviation. The values may be derived from previous studies, your personal experiences, or your educational guess.

• For estimating the sample size for z-proportion tests, you need to give an estimate of proportion of subjects in each group and calculate the effect size accordingly.

• For other tests such as correlation or regression, separate estimates of sample size are needed.

Table 1 - Transformations of Proportion P to $\phi$ = 2 times arcsin of square root of P

| P | $\phi$ | P | $\phi$ | P | $\phi$ | P | $\phi$ |
|---|---|---|---|---|---|---|---|
| .01 | .2003 | .26 | 1.0701 | .51 | 1.5908 | .76 | 2.1176 |
| .02 | .2838 | .27 | 1.0928 | .52 | 1.6108 | .77 | 2.1412 |
| .03 | .3482 | .28 | 1.1152 | .53 | 1.6308 | .78 | 2.1652 |
| .04 | .4027 | .29 | 1.1374 | .54 | 1.6509 | .79 | 2.1895 |
| .05 | .4510 | .30 | 1.1593 | .55 | 1.6710 | .80 | 2.2143 |
| .06 | .4949 | .31 | 1.1810 | .56 | 1.6911 | .81 | 2.2395 |
| .07 | .5355 | .32 | 1.2025 | .57 | 1.7113 | .82 | 2.2653 |
| .08 | .5735 | .33 | 1.2239 | .58 | 1.7315 | .83 | 2.2916 |
| .09 | .6094 | .34 | 1.2451 | .59 | 1.7518 | .84 | 2.3186 |
| .10 | .6435 | .35 | 1.2661 | .60 | 1.772 | .85 | 2.3462 |
| .11 | .6761 | .36 | 1.2870 | .61 | 1.7926 | .86 | 2.3746 |
| .12 | .7075 | .37 | 1.3078 | .62 | 1.8132 | .87 | 2.4039 |
| .13 | .7377 | .38 | 1.3284 | .63 | 1.8338 | .88 | 2.4341 |
| .14 | .7670 | .39 | 1.3490 | .64 | 1.8546 | .89 | 2.4655 |
| .15 | .7954 | .40 | 1.3694 | .65 | 1.8755 | .90 | 2.4981 |
| .16 | .8230 | .41 | 1.3898 | .66 | 1.8965 | .91 | 2.5322 |
| .17 | .8500 | .42 | 1.4101 | .67 | 1.9177 | .92 | 2.5681 |
| .18 | .8763 | .43 | 1.4303 | .68 | 1.9391 | .93 | 2.6061 |
| .19 | .9021 | .44 | 1.4505 | .69 | 1.9606 | .94 | 2.6467 |
| .20 | .9273 | .45 | 1.4706 | .70 | 1.9823 | .95 | 2.6906 |
| .21 | .9521 | .46 | 1.4907 | .71 | 2.0042 | .96 | 2.7389 |
| .22 | .9764 | .47 | 1.5108 | .72 | 2.0264 | .97 | 2.7934 |
| .23 | 1.0004 | .48 | 1.5308 | .73 | 2.0488 | .98 | 2.8578 |
| .24 | 1.0239 | .49 | 1.5508 | .74 | 2.0715 | .99 | 2.9413 |
| .25 | 1.0472 | .50 | 1.5708 | .75 | 2.0944 | 1.00 | 3.1416 |

Adopted from Owen, D.B. *Handbook of Statistical Tables.* Reading, MA: Addison-Wesley, 1962. pp. 296-303.

## Magnitude estimations

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are faced with when asked to develop an ideal attribute profile for a product or service category. The dilemma is not in determining which attributes comprise the ideal but in knowing the relative importance of each attribute. Standard scaling techniques usually blur that all-important difference in degree. Magnitude estimation brings precision in discerning differences, if in fact, there are real differences.

As I mentioned above, I used magnitude estimation when I coordinated a large-scale taste test for a line of processed food products in Canada and Puerto Rico. This was an excellent multinational proving ground for this technique since three distinct cultures were represented in the total sample — French-Canadian, Anglo-Saxon Canadian, and Puerto Rican.

There was the French/Anglo-Saxon problem in equating their differing "somewhat" assessments, as well as the Latin American positive skew bias. This meant that the marketing question that was presented was compounded by this culture diversity problem.

The client had several geographically-dispersed plants to produce their line of food products — and each had its own recipe to reflect the tastes of their respective regions. It was decided that a standardized recipe for all these plants would provide greater flexibility in the production and distribution of their food lines. The question that research had to answer was, Would standardized recipes be favorably received across all geographic areas?

We were able to demonstrate unequivocally that standardized recipes would be acceptable across all regions. And what proved to be particularly interesting was that there were no consistent regional preferences for the products made in the consumer's home region. In fact, their "home" product often lost to another region's product.

### Level the field

Cultural differences were ameliorated since each ethnic sample was not burdened with the semantic biases of the other two. Magnitude estimation was able to level the scaling playing field for these three culturally diverse samples. I will continue to recommend use of this innovative scaling technique in all multinational research assignments.

## Research Industry News

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charging **Greenfield Online**, a Wesport, Conn., research firm, with unfair competition, defamation and disparagement. The suit alleges that assertions made by Greenfield Online at its Web site that it has the "world's largest Internet-based marketing research panel" are false and misleading and are damaging Harris Interactive by misrepresenting the nature, characteristics and quality of Greenfield Online's services. In the lawsuit Harris Interactive claims that Rudy Nadilo, president of Greenfield Online, falsely and publicly accused Harris Interactive of unethical activity, namely sending uninvited e-mail messages regarding surveys to respondents, known within the industry as "spamming," at an industry forum in Chicago, Illinois on July 8, 1999. "An accusation of spamming is damaging, and potentially ruinous to a company that depends on maintaining the highest reputation and goodwill with the Internet community," says Gordon S. Black, chairman and CEO of Harris Interactive. "Our legal system places high regard on the protection of a company's good name and reputation. We have full confidence that justice will prevail." Harris Interactive is seeking damages in an amount to be determined at trial. Harris Interactive also seeks a declaratory judgment on issues related to this dispute. Greenfield Online President and CEO Rudy Nadilo issued the following statement in response to the lawsuit: "Greenfield Online was surprised to learn about the lawsuit filed by Harris Interactive, Inc. We are confident it is without merit. Our company is determined to ensure that the highest standards of integrity and professionalism are maintained when conducting research over the Web."

**Desbrow & Associates**, a Pittsburgh-based communication and design firm, has opened a market research division called **Research Engine.** Barbara "Bobby" Klein Womack has been named Research Engine's director of market research.

**United Distillers and Vintners** has chosen Chicago-based **Information Resources, Inc. (IRI)** as its syndicated market information supplier. The multi-year agreement includes weekly InfoScan data on distilled spirits, wines, coolers and cocktail mixes, as well as a range of analytical and delivery tools. Separately, IRI has reached an agreement in principle with Nabisco in which IRI will be Nabisco's primary syndicated information service provider in the U.S. through the year 2006. The pending contract encompasses all of Nabisco's domestic operating units.

**Texas Qualitative, Inc.** has opened a new focus group facility at 14503 Bammel N. Houston, Suite 100, Houston, Texas, 77014. For more information call Veronica Banghart at 281-586-8088.

**Promotion Insights, LLC,** has signed a strategic alliance agreement with **Leemis Marketing, Inc.**, Oakbrook Terrace, Ill. The agreement involves Leemis Marketing's selling and servicing, as well as enhancing product development of, Promotion Insights' BrandData competitive coupon intelligence database.

To expand its portfolio of products aimed at understanding consumer behavior, **Catalina Marketing Corp.**, a St. Petersburg, Fla., target marketing firm, has acquired **Alliance Research, Inc.**, a Cincinnati, Ohio, attitudinal research firm.

**Advantage Research, Inc.** has moved to new offices at W202 N10246 Lannon Rd., P.O. Box 307, Germantown, Wis., 53022. Phone 262-502-7000. Fax 262-502-7010.

**Market Strategies, Inc.** has moved to 20255 Victor Parkway, Suite 400, Livonia, Mich., 48152. Phone 734-542-7600. Fax 734-542-7620.

**IBM** has selected London-based **IRB International** as a supplier of international business exhibition research. IRB will conduct post-show evaluations by phone with visitors to IBM booths at trade shows.

**Caduceus Marketing Research,** Mt. Arlington, N.J., is now offering PCN Online Omnibus Service, an Internet omnibus targeting primary care physicians. For more information call Tom Simpson at 973-770-4000.

**ACNielsen Corp.**, Stamford, Conn., and **NetRatings, Inc.**, Milpitas, Calif., have formed a venture to launch a global service for tracking audiences, advertising and user activity on the Internet. The venture, known as ACNielsen eRatings.com, will cover Europe, Asia-Pacific, Latin America, the Middle East and Africa, and begin tracking Internet audiences and advertising by the end of the first quarter of 2000. ACNielsen has an 80 percent stake in the business, with NetRatings owning the remainder. In addition, ACNielsen will purchase a 10 percent stake in NetRatings for $12.5 million, and Michael Connors, ACNielsen's vice chairman, will be appointed to the NetRatings board of directors.

**RONIN Corp.**, Princeton, N.J., is now offering the eBusiness Strategic Assessor on its Web site at www.ronin.com. The Assessor is a 10-minute survey which determines a company's relative ability to adopt new skills and strategies. The respondent is asked a series of questions about markets, competition, and current decision making. At the completion, respondents are given an instant analysis of what areas are in line with their goals and what areas need improvement.

# Moderator MarketPlace™

Listed below are names of companies specializing in qualitative research moderating. Included are contact personnel, addresses and phone numbers. Companies are listed alphabetically and are also classified by state and specialty for your convenience. Contact publisher for listing rates: Quirk's Marketing Research Review, P. O. Box 23536, Minneapolis, MN 55423. Phone 612-854-5101. Fax 612-854-8191. Or visit www.quirks.com/media/moderator.html.

**Alexander + Parker**
30 Almaden Ct.
San Francisco, CA 94118
Ph. 415-751-0613
Fax 415-751-3620
E-mail: alexpark@compuserve.com
www.alexpark.com
*Contact: Sherry Parker*
*Full-Service Qualitative. Most Industries.*

Jeff Anderson Consulting

**Jeff Anderson Consulting, Inc.**
1545 Hotel Circle S., Ste. 275
San Diego, CA 92108
Ph. 619-682-7272
Fax 619-682-7277
E-mail: JAMRC@aol.com
*Contact: Jeff Anderson, CPCM, MBA*
*"Blending Art With Science." Member QRCA/AMA.*

**AnswerSearch, Inc.**
8745 Belter Dr.
Orlando, FL 32817
Ph. 407-677-5939
Fax 407-677-4991
E-mail: answrsrch@aol.com
*Contact: Catherine Giordano*
*Full-Service Qual. & Quant. Consumer/Business-to-Business.*

Hispanic & Asian Marketing Communication Research, Inc.

**Asian Marketing Communication Research/Div. of H&AMCR, Inc.**
1301 Shoreway Rd., Ste. 100
Belmont, CA 94002
Ph. 650-595-5028
Fax 650-595-5407
E-mail: AsianDiv@hamcr.com
www.hamcr.com
*Contact: Sandra M.J. Wong, Ph.D.*
*Qual./Quant. Full-Service Research In U.S. & Asia. Cantonese, Mandarin, Japanese, Korean, Vietnamese, Tagalog.*

**AutoPacific, Inc.**
2991 Dow Ave.
Tustin, CA 92780
Ph. 714-838-4234
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Cambridge Associates, Ltd.
Cambridge Research, Inc.
Campos Market Research, Inc.
Common Knowledge Rsch. Svcs.
Consumer Opinion Services
Creative Focus, Inc.
Data & Management Counsel, Inc.
Fader & Associates
First Market Research Corp. (Heiman)

# Moderator MarketPlace™

Linda Fitzpatrick Rsch. Svcs. Corp.
Pat Henry Market Research, Inc.
Just The Facts, Inc.
Knowledge Systems & Research, Inc.
MarketResponse International
MCC Qualitative Consulting
The Research Department
Jay L. Roth & Associates, Inc.
Schneller - Qualitative
SuperDatos de México
Yarnell, Inc.

## CABLE
C&R Research Services, Inc.
Horowitz Associates, Inc.

## CHILDREN
C&R Research Services, Inc.
Fader & Associates
Just The Facts, Inc.
Market Navigation, Inc.
Matrixx Marketing-Research Div.
Outsmart Marketing
Thorne Creative Research

## COMMUNICATIONS RESEARCH
Access Research, Inc.
Cambridge Associates, Ltd.
Creative Focus, Inc.
MarketResponse International
Jay L. Roth & Associates, Inc.

## COMPUTERS/MIS
C&R Research Services, Inc.
Cambridge Associates, Ltd.
Catalyst Research Network
Daniel Associates
Fader & Associates
First Market Research Corp. (Heiman)
Marketing Advantage Rsch. Cnslts.
James Spanier Associates
Yarnell, Inc.

## CONSUMERS
Behavior Research Center, Inc.
C&R Research Services, Inc.
Common Knowledge Rsch. Svcs.
Consumer Opinion Services
Decision Drivers
Pat Henry Market Research, Inc.
Just The Facts, Inc.
Knowledge Systems & Research, Inc.
Lewis Consulting Inc.
Marketing Advantage Rsch. Cnslts.
The Research Department
Jay L. Roth & Associates, Inc.
Schwartz Consulting Partners

## CORPORATE SPONSORSHIP
Performance Research

## CUSTOMER SATISFACTION
BAIGlobal Inc.
Common Knowledge Rsch. Svcs.
Elrick & Lavidge
Low + Associates, Inc.
SuperDatos de México

## DIRECT MARKETING
BAIGlobal Inc.
Perception Research Services, Inc.

## DISCRETE CHOICE/ CONJOINT
Yarnell, Inc.

## DISTRIBUTION
Burr Research/Reinvention Prevention

## EDUCATION
Cambridge Associates, Ltd.
Just The Facts, Inc.
Marketing Advantage Rsch. Cnslts.
WB&A Market Research

## ELECTRONICS - CONSUMER
MarketResponse International

## ETHNIC
Multicultural Research Center℠

## ETHNOGRAPHIC RESEARCH
Alexander + Parker
Asian Marketing Communication Research
Hispanic Marketing Communication Research

## EXECUTIVES
BAIGlobal Inc.
C&R Research Services, Inc.
Common Knowledge Rsch. Svcs.
Decision Drivers
Fader & Associates
First Market Research Corp. (Heiman)
Marketing Advantage Rsch. Cnslts.
The Research Department
Jay L. Roth & Associates, Inc.
Schneller - Qualitative
Strategy Research Corporation

## FINANCIAL SERVICES
Jeff Anderson Consulting, Inc.
BAIGlobal Inc.
Burr Research/Reinvention Prevention
C&R Research Services, Inc.
Cambridge Associates, Ltd.
Cambridge Research, Inc.
Common Knowledge Rsch. Svcs.
Elrick & Lavidge
Fader & Associates
Low + Associates, Inc.
Marketing Matrix, Inc.
Matrixx Marketing-Research Div.
MCC Qualitative Consulting
The Research Department
Jay L. Roth & Associates, Inc.
WB&A Market Research

## FOOD PRODUCTS/ NUTRITION
BAIGlobal Inc.
C&R Research Services, Inc.
Common Knowledge Rsch. Svcs.
Just The Facts, Inc.
Outsmart Marketing
The Research Department
Jay L. Roth & Associates, Inc.
Schneller - Qualitative

## FOOTWEAR
Best Practices Research

## GENERATION X
Primary Insights, Inc.

## HEALTH & BEAUTY PRODUCTS
BAIGlobal Inc.
Schneller - Qualitative
Thorne Creative Research
Weiss Marketing Research

## HEALTH CARE
Alexander + Parker
Jeff Anderson Consulting, Inc.
Balaban Market Research Consulting
Chalfont Healthcare Research, Inc.
Directions Data Research
D/R/S HealthCare Consultants
Erlich Transcultural Consultants
First Market Research Corp. (Reynolds)
I+G Medical Research International
Irvine Consulting, Inc.
Knowledge Systems & Research, Inc.
Low + Associates, Inc.
Market Access Partners
Market Navigation, Inc.
MarketResponse International
Matrixx Marketing-Research Div.
MedProbe™ Inc.
Strategy Research Corporation
WB&A Market Research
Weiss Marketing Research

## HIGH-TECH
Jeff Anderson Consulting, Inc.
Asian Marketing Communication Research
Common Knowledge Rsch. Svcs.
Ergo Research Group, Inc.
Hispanic Marketing Communication Research
Market Navigation, Inc.
Research Connections, Inc.
Jay L. Roth & Associates, Inc.
Perception Research Services, Inc.
Thorne Creative Research

## HISPANIC
Behavior Research Center, Inc.
Data & Management Counsel, Inc.
Erlich Transcultural Consultants
Findings International Corporation
Hispanic Marketing Communication Research
Hispanic Research Inc.
Francesca Moscatelli
Multicultural Research Center℠
Strategy Research Corporation
Target Market Research Group, Inc.

## HOUSEHOLD PRODUCTS/CHORES
The Research Department
Schneller - Qualitative

## HUMAN RESOURCES ORGANIZATIONAL DEV.
Primary Insights, Inc.

## IDEA GENERATION
Analysis Research Ltd.
BAIGlobal Inc.
C&R Research Services, Inc.
Cambridge Associates, Ltd.
Creative Focus, Inc.
Elrick & Lavidge
Just The Facts, Inc.
Matrixx Marketing-Research Div.
Primary Insights, Inc.

## IMAGE STUDIES
Cambridge Associates, Ltd.
MarketResponse International

## INDUSTRIAL
First Market Research Corp. (Heiman)
Market Navigation, Inc.

## INSURANCE
Burr Research/Reinvention Prevention
Erlich Transcultural Consultants
Low + Associates, Inc.

## INTERACTIVE PROD./ SERVICES/RETAILING
Ergo Research Group, Inc.
Research Connections, Inc.

## INTERNET
Common Knowledge Rsch. Svcs.
Ergo Research Group, Inc.
First Market Research Corp. (Reynolds)
Horowitz Associates, Inc.
Knowledge Systems & Research, Inc.
Research Connections, Inc.

## INTERNET SITE CONTENT & DESIGN
Perception Research Services, Inc.

## LATIN AMERICA
Best Practices Research
Hispanic Marketing Communication Research

# Moderator MarketPlace™

Strategy Research Corporation
SuperDatos de México

## MEDICAL PROFESSION
Balaban Market Research Consulting
Cambridge Associates, Ltd.
Chalfont Healthcare Research, Inc.
D/R/S HealthCare Consultants
Pat Henry Market Research, Inc.
I+G Medical Research International
Matrixx Marketing-Research Div.
MedProbe™ Inc.
Schneller - Qualitative
Weiss Marketing Research

## MODERATOR TRAINING
Cambridge Associates, Ltd.

## MULTIMEDIA
Catalyst Research Network
Marketing Advantage Rsch. Cnslts.

## NEW PRODUCT DEV.
BAIGlobal Inc.
C&R Research Services, Inc.
Cambridge Associates, Ltd.
Data & Management Counsel, Inc.
Elrick & Lavidge
Fader & Associates
First Market Research Corp. (Heiman)
Just The Facts, Inc.
Marketing Advantage Rsch. Cnslts.
Outsmart Marketing
Primary Insights, Inc.
The Research Department
Jay L. Roth & Associates, Inc.
Schneller - Qualitative
Weiss Marketing Research

## NON-PROFIT
Strategic Focus, Inc.

## OBSERVATIONAL
Alexander + Parker

## ON-LINE FOCUS GROUPS
Catalyst Research Network
Common Knowledge Rsch. Svcs.
Research Connections, Inc.
Thorne Creative Research

## PACKAGED GOODS
BAIGlobal Inc.
C&R Research Services, Inc.
Just The Facts, Inc.
Jay L. Roth & Associates, Inc.
Thorne Creative Research

## PACKAGE DESIGN RESEARCH
Alexander + Parker
Perception Research Services, Inc.
The Research Department

Treistman & Stark Marketing, Inc.
Weiss Marketing Research

## PARENTS
Fader & Associates

## PET PRODUCTS
Cambridge Research, Inc.
Common Knowledge Rsch. Svcs.
MarketResponse International
Primary Insights, Inc.

## PHARMACEUTICALS
BAIGlobal Inc.
Balaban Market Research Consulting
C&R Research Services, Inc.
Cambridge Associates, Ltd.
Chalfont Healthcare Research, Inc.
D/R/S HealthCare Consultants
I+G Medical Research International
Irvine Consulting, Inc.
Lewis Consulting Inc.
Market Navigation, Inc.
MarketResponse International
MCC Qualitative Consulting
MedProbe™ Inc.
Schneller - Qualitative
Weiss Marketing Research

## POLITICAL/SOCIAL RESEARCH
Cambridge Associates, Ltd.
Francesca Moscatelli

## POINT-OF-SALE MKTG.
Perception Research Services, Inc.

## POSITIONING RESEARCH
Schneller - Qualitative

## PUBLIC POLICY RSCH.
Cambridge Associates, Ltd.
JRH Marketing Services, Inc.

## PUBLISHING
Cambridge Associates, Ltd.
Cornerstone Research & Marketing
First Market Research Corp. (Heiman)
Marketing Advantage Rsch. Cnslts.
James Spanier Associates

## RETAIL
First Market Research Corp. (Reynolds)
Pat Henry Market Research, Inc.
Knowledge Systems & Research, Inc.
MCC Qualitative Consulting

## SENIORS
Fader & Associates
Mature Marketing and Research
Primary Insights, Inc.
Weiss Marketing Research

## SMALL BUSINESS/ ENTREPRENEURS
Linda Fitzpatrick Rsch. Svcs. Corp.
Strategy Research Corporation
Yarnell, Inc.

## SOFT DRINKS, BEER, WINE
C&R Research Services, Inc.
Cambridge Associates, Ltd.
Grieco Research Group, Inc.
Jay L. Roth & Associates, Inc.
Strategy Research Corporation

## SPORTS
Performance Research

## STRATEGY DEVELOPMENT
Schneller - Qualitative

## TEENAGERS
C&R Research Services, Inc.
Fader & Associates
Matrixx Marketing-Research Div.
MCC Qualitative Consulting
Thorne Creative Research
Weiss Marketing Research

## TELECOMMUNICATIONS
BAIGlobal Inc.
Catalyst Research Network
Creative Focus, Inc.
Daniel Associates
Elrick & Lavidge
Ergo Research Group, Inc.
Erlich Transcultural Consultants
First Market Research Corp. (Heiman)
Hispanic Marketing
Communication Research
Knowledge Systems & Research, Inc.
Linda Fitzpatrick Rsch. Svcs. Corp.
Horowitz Associates, Inc.
Marketing Advantage Rsch. Cnslts.
MarketResponse International
MCC Qualitative Consulting
The Research Department
Jay L. Roth & Associates, Inc.
Strategy Research Corporation

## TELECONFERENCING
Cambridge Research, Inc.

## TELEPHONE FOCUS GROUPS
C&R Research Services, Inc.
Cambridge Associates, Ltd.
Lewis Consulting Inc.
Market Navigation, Inc.
MedProbe, Inc.

## TOURISM/HOSPITALITY
Schwartz Consulting Partners

## TOYS/GAMES
Fader & Associates

## TRANSPORTATION SERVICES
Low + Associates, Inc.
Strategic Focus, Inc.

## TRAVEL
Cambridge Associates, Ltd.
James Spanier Associates

## UTILITIES
Cambridge Associates, Ltd.
Knowledge Systems & Research, Inc.

## VIDEO CONFERENCING
Schwartz Consulting Partners

## VETERINARY MEDICINE
Common Knowledge Rsch. Svcs.

## WEALTHY
Strategy Research Corporation

## YOUTH
Fader & Associates
MarketResponse International

QUIRK'S Marketing Research Review

# 1999 Mall Research Facilities

# Directory

**CODES**

*Income*
H - est. percentage of mall customers in high-income bracket (+$60,000)
M - middle-income ($30,000-$60,000)
L - low-income (under $30,000)

Stations - number of interviewing stations

*Facility features*
C - computer-aided stations
K - kitchen facilities
P - private display room
O - one-way mirror for viewing of stations

NA - information not available

# Alabama

## Birmingham

Consumer Pulse of Birmingham
Brookwood Village Mall, #612A
Shades Creek Pkwy.
Birmingham, AL 35209
Ph. 205-879-0268 or 800-336-0159
Fax 205-879-1058
E-mail: birmingham@consumerpulse.com
www.consumerpulse.com
Connie Glass, Director
Income: H-30% M-50% L-20%
Stations: 8 C K P O

**Facts**
Div. of Graham and Associates, Inc.
Century Plaza
7580 Century Plaza, Ste. 266
Birmingham, AL 35210
Ph. 205-443-5399
Fax 205-443-5389
Loretta Gunn, Supervisor
Income: H-20% M-50% L-30%
Stations: 6 C K P O
(See advertisement on p. 95)

## Gadsden

**Facts**
Div. of Graham and Associates, Inc.
Gadsden Mall
1001 Rainbow Dr.
Gadsden, AL 35901
Ph. 205-443-5399
Fax 205-443-5389
Cora Wilson, Supervisor
Income: H-25% M-50% L-25%
Stations: 5 C K
(See advertisement on p. 95

## Huntsville

**Facts**
Div. of Graham and Associates, Inc.
Madison Square Mall
5901 University Dr., #86
Huntsville, AL 35806
Ph. 256-443-5399
Fax 256-443-5389
Terry Wood, Supervisor
Income: H-50% M-30% L-20%
Stations: 5 C K O
(See advertisement on p. 95)

## Mobile

**Facts**
Div. of Graham and Associates, Inc.
3289 Bel Air Mall
Mobile, AL 36606
Ph. 334-471-0059
Fax 334-478-0015
Martha Bowers, Supervisor
Income: H-30% M-35% L-35%
Stations: 6 C K P O
(See advertisement on p. 95)

## Montgomery

Nolan Research
1016A Eastdale Mall
Montgomery, AL 36117
Ph. 334-284-4164
Fax 334-286-9788
Deidra Nolan, Partner
Income: H-20% M-70% L-10%
Stations: NA C P

Nolan Research
Lecroy Shopping Village
3655 Debby Dr.
Montgomery, AL 36111
Ph. 334-284-4164
Fax 334-286-9788
Deidra Nolan, Partner
Income: H-20% M-70% L-10%
Stations: 2 C P

Nolan Research
Montgomery Mall
East-South Blvd.
Montgomery, AL 36110
Ph. 334-284-4164
Fax 334-286-9788
Deidra Nolan, Partner
Income: H-20% M-70% L-10%
Stations: 4 C

# Arizona

## Phoenix

Car-Lene Research, Inc.
Arizona Mills Mall
5000 Arizona Mills Cir.
Tempe, AZ 85282
Ph. 480-839-4606
Fax 480-839-4619
www.car-leneresearch.com
Connie Nipp, Manager
Income: H-20% M-50% L-30%
Stations: NA K P O

Car-Lene Research, Inc.
Arrowhead Towne Center
7700 W. Arrowhead Towne Center
Glendale, AZ 85308
Ph. 623-486-1050
Fax 623-486-2425
www.car-leneresearch.com
Connie Nipp, Manager
Income: H-15% M-55% L-30%
Stations: NA K P O

**Cunningham Field & Research Service**
Metro Center Mall
9617 N. Metro Center Pkwy. W., Ste. 1214
Phoenix, AZ 85051
Ph. 904-677-5644
Fax 904-677-5534
E-mail: phom@cunninghamresearch.com
www.cunninghamresearch.com
Income: H-10% M-70% L-20%
Stations: 5 C K P O
(See advertisement on p. 103)

e-works
Anchor Network, Inc.
Metrocenter Mall
Arizona Mills Mall
Phoenix, AZ
Ph. 215-561-1312
Fax 215-561-2695
www.ANI-research.com
Income: H-25% M-50% L-25%
Stations: NA

**Friedman Marketing Services**
Phoenix Research
Christown Mall
1739 W. Bethany Home Rd.
Phoenix, AZ 85015
Ph. 602-242-4868 or 914-698-9591
Fax 602-242-4910
www.friedmanmktg.com
M. Hasan
Income: H-30% M-50% L-20%
Stations: 11 C K P O
(See advertisement on p. 119)

**Friedman Marketing Services**
Consumer Opinion Center
Desert Sky Mall
7611-118 W. Thomas Rd.
Phoenix, AZ 85033
Ph. 623-849-8080 or 914-698-9591
Fax 623-849-8083
www.friedmanmktg.com
Dawn Mullon
Income: H-25% M-50% L-25%
Stations: 14 C K P O
(See advertisement on p. 119)

**Friedman Marketing Services**
Consumer Opinion Center
Paradise Valley Mall
4550 E. Cactus, #416
Phoenix, AZ 85032
Ph. 602-494-7813 or 914-698-9591
Fax 602-996-7465
www.friedmanmktg.com
Pat McWilliams
Income: H-50% M-25% L-25%
Stations: 10 C K P O
(See advertisement on p. 119)

**Quick Test**
Superstition Springs Center
6555-1004 E. Southern Ave.
Mesa, AZ 85206
Ph. 602-985-2866
Fax 602-985-6321
E-mail: info@quicktest.com
www.quicktest.com
Ali Arastu, Manager
Income: H-3% M-37% L-60%
Stations: 7 C K P O
(See advertisement on p. 101)

### Tucson

Car-Lene Research, Inc.
Tucson Mall
4500 N. Oracle
Tucson, AZ 85705
Ph. 520-292-0966
Fax 520-292-0800
www.car-leneresearch.com
Laura Metelovski, Manager
Income: H-24% M-40% L-36%
Stations: NA K P O

## Arkansas

### Fort Smith

C & C Market Research, Inc.
Central Mall
5111 Roger Ave., #8
Fort Smith, AR 72903
Ph. 501-785-5637
Fax 501-785-5645
E-mail: craig@ccmarketresearch.com
www.ccmarketresearch.com
Craig Cunningham, President
Income: H-20% M-60% L-20%
Stations: 8 C K P O

**CODES**

*Income*
H - est. percentage of mall customers in high-income bracket (+$60,000)
M - middle-income ($30,000-$60,000)
L - low-income (under $30,000)

Stations - number of interviewing stations

*Facility features*
C - computer-aided stations
K - kitchen facilities
P - private display room
O - one-way mirror for viewing of stations

NA - information not available

## Little Rock

**Friedman Marketing Services**
Consumer Opinion Center
The Pines Mall
2901 Pines Mall Dr.
Pine Bluff, AR 71601
Ph. 870-535-1688 or 914-698-9591
Fax 870-535-1754
www.friedmanmktg.com
Tony Peterson
Income: H-25% M-50% L-25%
Stations: 9 C K P O
(See advertisement on p. 119)

# California

## Fresno

Bartels Research Corp.
145 Shaw Ave., Bldg. C
Clovis, CA 93612
Ph. 559-298-7557
Fax 559-298-5226
E-mail: bartels1@compuserve.com
Patrick Bartels
Income: H-10% M-75% L-15%
Stations: 6 C K P O

Nichols Research, Inc.
Fashion Fair Mall
557 E. Shaw Ave.
Fresno, CA 93710
Ph. 559-226-3100
Fax 559-226-9354
E-mail: fresno@nichols-research.com
www.nichols-research.com
Amy Shields, Manager
Income: H-20% M-70% L-10%
Stations: 6 C K P O

## Los Angeles
*(See also Orange County)*

Adept Research, Inc.
Sherman Oaks Fashion Square
14006 Riverside Dr., #235
Sherman Oaks, CA 91423
Ph. 818-727-7494
Fax 818-727-7351
Iris Gross, Owner
Income: H-60% M-35% L-5%
Stations: 6 C K

Car-Lene Research, Inc.
Puente Hills Mall
386 Puente Hills Mall
City of Industry, CA 91748-1619
Ph. 626-964-4589
Fax 626-964-4809
www.car-leneresearch.com
Danella Hawkins
Income: H-20% M-50% L-30%
Stations: 6 K P O

Consumer Pulse of Los Angeles
Galleria at South Bay, #269
1815 Hawthorne Blvd.
Redondo Beach, CA 90278
Ph. 310-371-5578 or 800-336-0159
Fax 310-542-2669
E-mail: losangeles@consumerpulse.com
www.consumerpulse.com
Angie Abell, Director
Income: H-25% M-50% L-25%
Stations: 9 C K P O

**Cunningham Field & Research Service**
Northridge Fashion Center
9301 Tampa Ave., Ste. 69A
Northridge, CA 91324
Ph. 904-677-5644
Fax 904-677-5534
www.cunninghamresearch.com
Income: H-40% M-30% L-30%
Stations: 5 C K O
(See advertisement on p. 103)

Facts 'n Figures
Panorama Mall, Ste. 78B
14550 Chase St.
Panorama City, CA 91402
Ph. 818-891-6779
Fax 818-891-6119
E-mail: steve_escoe@factsnfiguresinc.com
www.factsnfiguresinc.com
Cecilia Chavez, Manager
Income: H-30% M-50% L-20%
Stations: 12 C K P O

Facts 'n Figures
Antelope Valley Mall
1233 W. Ave. P, #701
Palmdale, CA 93551
Ph. 661-272-4888
Fax 661-272-5676
E-mail: steve_escoe@factsnfiguresinc.com
www.factsnfiguresinc.com
Rene Stapleton, Manager
Income: H-20% M-70% L-10%
Stations: 8 C K P O

Facts 'n Figures
Valencia Town Center Mall
24201 Valencia Blvd., Ste. 2317
Valencia, CA 91355
Ph. 661-222-2278
Fax 661-222-2287
E-mail: steve_escoe@factsnfiguresinc.com
www.factsnfiguresinc.com
Income: H-40% M-40% L-20%
Stations: 6 C K P O

Field Management Associates-Los Angeles
Westside Pavilion
10800 W. Pico Blvd., #207
Los Angeles, CA 90063
Ph. 310-234-3410
E-mail: fmaqual@earthlink.net
www.fmaresearch.com
Income: H-60% M-30% L-10%
Stations: 5 C K P O

**Friedman Marketing Services**
Consumer Opinion Center
Stonewood Center Mall
404 Stonewood St.
Downey, CA 90241
Ph. 562-861-9392 or 914-698-9591
Fax 562-861-2592
www.friedmanmktg.com
Ruth Grigaras
Income: H-40% M-40% L-20%
Stations: 6 C K P O
(See advertisement on p. 119)

**Heakin Research, Inc.**
Fallbrook Mall
6633 Fallbrook Ave., Ste. 304
Canoga Park, CA 91304
Ph. 818-712-0660
Fax 818-712-9229
Income: H-40% M-50% L-10%
Stations: 14 C K P O
(See advertisement on p. 101)

L.A. Research, Inc.
9010 Reseda Blvd., Ste. 109
Northridge, CA 91324
Ph. 818-993-5500 or 800-760-9040
Fax 818-993-5664
E-mail: lamusearch@aol.com
Lorei Musselman, President
Income: H-30% M-50% L-20%
Stations: 7 C P O

Los Angeles Marketing Research Associates
Warner Plaza Mall
Ventura Blvd.
Woodland Hills, CA 91364
Ph. 818-506-5544
Fax 818-762-5144
William Bilkiss, Sr. Vice President
Income: H-40% M-40% L-20%
Stations: 6 K P

Mid-America Rsch./Facts In Focus
Santa Monica Place
301 Santa Monica Pl.
Santa Monica, CA 90401
Ph. 310-260-3237 or 847-392-0800
Fax 310-260-3241
Terri Thomas, Manager
Income: H-25% M-70% L-5%
Stations: 25 C K P O

Barbara Nolan Market Research
Montclair Plaza
2157 Montclair Plaza Ln.
Montclair, CA 91763
Ph. 800-240-6119
Fax 407-629-7633
E-mail: BNMR172@aol.com
Income: H-25% M-50% L-25%
Stations: 8 C K P O

PKM Marketing Research Services
The Plaza at West Covina
1200 W. Covina Pkwy.
West Covina, CA 91793
Ph. 626-856-3883
Fax 626-856-3886
E-mail: pkmcov@aol.com
Gina Driggers, Manager
Income: H-20% M-45% L-35%
Stations: 6 C P O

**Quick Test**
Lakewood Center Mall
Space 25
Lakewood, CA 90712
Ph. 562-633-7344
Fax 562-633-3791
E-mail: info@quicktest.com
www.quicktest.com
Lisa Fleming, Manager
Income: H-32% M-36% L-32%
Stations: 7 C K
(See advertisement on p. 101)

Suburban Associates
Media City Center Mall
201 E. Magnolia, Store 263
Burbank, CA 91501
Ph. 818-563-5360
Fax 818-563-4850
E-mail: lamall@subassoc.com
www.subassoc.com
Susan Wisniewski, Manager
Income: H-20% M-60% L-20%
Stations: 10 C P O

## Orange County *(See also Los Angeles)*

Car-Lene Research, Inc.
The Promenade Mall
40820 Winchester Rd., Ste. 2292
Temecula, CA
Ph. 847-564-1454
www.car-leneresearch.com
Income: H-35% M-45% L-20%
Stations: NA

**Quick Test**
Huntington Center Mall
7777 Edinger Ave.
Huntington Beach, CA 92647
Ph. 714-899-3888
Fax 714-899-3878
E-mail: info@quicktest.com
www.quicktest.com
Yelise Ayou, Manager
Income: H-20% M-60% L-20%
Stations: 4 C K P O
(See advertisement on p. 101)

**Quick Test**
Westminster Mall
2009 Westminster Mall
Westminster, CA 92683
Ph. 714-891-2111
Fax 714-891-8985
E-mail: info@quicktest.com
www.quicktest.com
Linda Green, Manager
Income: H-20% M-60% L-20%
Stations: 9 C K P
(See advertisement on p. 101)

## Sacramento

**Heakin Research, Inc.**
Arden Fair Mall
1689 Arden Way, #1281
Sacramento, CA 95815
Ph. 916-920-1361
Fax 916-920-1371
Nancy Cunningham, Manager
Income: H-23% M-56% L-21%
Stations: 13 C K P O
(See advertisement on p. 101)

## San Bernardino/ Riverside

Car-Lene Research, Inc.
Ontario Mills Mall
1 Mills Cir., #508
Ontario, CA 91764
Ph. 909-481-7666
Fax 909-481-7706
www.car-leneresearch.com
Tracy Nuno, Manager
Income: H-35% M-45% L-20%
Stations: NA K P O

**Cunningham Field & Research Service**
Inland Center Mall
500 Inland Center Rd., Ste. 446
San Bernardino, CA 92408
Ph. 904-677-5644
Fax 904-677-5534
E-mail: LOSA@cunninghamresearch.com
www.cunninghamresearch.com
Income: H-20% M-70% L-10%
Stations: 5 C K P O
(See advertisement on p. 103)

**Heakin Research, Inc.**
Galleria at Tyler, Ste. 1042
Riverside, CA 92503
Ph. 909-637-1100
Fax 909-637-1191
Joanna Walb, Manager
Income: H-25% M-55% L-20%
Stations: 12 C K P O
(See advertisement on p. 101)

**Heakin Research, Inc.**
Moreno Valley Mall
22500 Towne Circle, #1105
Moreno Valley, CA 92553
Ph. 909-653-3200
Fax 909-653-3255
Jim Scott, Manager
Income: H-24% M-46% L-30%
Stations: 10 C K P O
(See advertisement on p. 101)

## San Diego

Jagorda Interviewing Services
Plaza Bonita Mall
3030 Plaza Bonita Rd., #2001
National City, CA 91950
Ph. 619-479-2760
Fax 619-479-2526
Gerald Jagorda, President
Income: H-23% M-33% L-44%
Stations: 8 C K

Luth Research
Mission Valley Center Mall
1640 Camino Del Rio N., Ste. 328
San Diego, CA 92108
Ph. 619-299-7487
Fax 619-299-0513
E-mail: info@luthresearch.com
www.luthresearch.com
Income: H-30% M-50% L-20%
Stations: 8 C K P O

Novick Ayres Research
2657 Vista Way, Ste. 5
Oceanside, CA 92054
Ph. 760-967-1307
Fax 760-967-4143
Suzette Novick, Owner
Income: H-20% M-60% L-10%
Stations: 3 C K P O

San Diego Surveys, Inc.
3689 Midway Dr.
San Diego, CA 92110
Ph. 619-224-3113
Fax 619-582-1562
Nancy Bedoe
Income: H-25% M-65% L-10%
Stations: 6 C K P O

San Diego Surveys, Inc.
The Opinion Center
Chula Vista Center
Chula Vista, CA
Ph. 619-265-2361 or 800-895-1225
Fax 619-582-1562
E-mail: SDSURVEYS@aol.com
Jean Van Arsdale
Income: H-25% M-65% L-10%
Stations: 6 C K P O

**CODES**

*Income*
H - est. percentage of mall customers in high-income bracket (+$60,000)
M - middle-income ($30,000-$60,000)
L - low-income (under $30,000)

Stations - number of interviewing stations

*Facility features*
C - computer-aided stations
K - kitchen facilities
P - private display room
O - one-way mirror for viewing of stations

NA - information not available

## San Francisco Bay/ San Jose Area

Car-Lene Research, Inc.
County East Mall
2550 Somersville Rd.
Antioch, CA 94509
Ph. 925-706-9103
Fax 925-706-0437
www.car-leneresearch.com
Olinda Owen, Manager
Income: H-38% M-36% L-26%
Stations: NA K P O

Car-Lene Research, Inc.
Stonestown Galleria
3251 20th Ave.
San Francisco, CA 94132
Ph. 415-566-9925
Fax 415-566-9929
www.car-leneresearch.com
Craig Owen, Manager
Income: H-44% M-36% L-20%
Stations: 6 C K P O

**Consumer Opinion Services, Inc.**
Great Mall of the Bay Area
500 Great Mall Dr.
Milpitas, CA 95035
Ph. 408-934-9036 or 206-241-6050 for bids
Fax 408-934-9038
www.cosvc.com
Jim Apple, Manager
Income: H-30% M-60% L-10%
Stations: 7 C K P O
(See advertisement on p. 129)

**Cunningham Field & Research Service**
Santa Rosa Plaza
1071 Santa Rosa Plaza, Ste. 2047
Santa Rosa, CA 95401
Ph. 904-677-5644
Fax 904-677-5534
www.cunninghamresearch.com
Income: NA
Stations: NA C K P O
(See advertisement on p. 103)

Field Management Associates-San Francisco
Tanforan Park Center
217 Tanforan Pk.
San Bruno, CA 94066
Ph. 650-588-9500
Fax 650-588-9756
E-mail: fmaqual@earthlink.net
www.fmaresearch.com
Income: H-30% M-50% L-20%
Stations: 7 C K P O

**Friedman Marketing Services**
Consumer Opinion Center
5820 Northgate Mall
San Rafael, CA 94903
Ph. 415-472-5394 or 914-698-9591
Fax 415-472-5477
www.friedmanmktg.com
Kathe Holt
Income: H-50% M-40% L-10%
Stations: 13 C K P O
(See advertisement on p. 119)

**Friedman Marketing Services**
Consumer Opinion Center
Capitola Mall
1855 41st Ave., Space C1
Capitola, CA 95010
Ph. 408-465-1592 or 914-698-9591
Fax 408-465-1597
www.friedmanmktg.com
Betty Brown
Income: H-50% M-25% L-25%
Stations: 6 C K P O
(See advertisement on p. 119)

**Heakin Research, Inc.**
262 Bay Fair Mall
San Leandro, CA 94578
Ph. 510-278-2200
Fax 510-278-6738
Bill Exerta, Manager
Income: H-20% M-50% L-30%
Stations: 25 C K P O
(See advertisement on p. 101)

**Heakin Research, Inc.**
Oakridge Mall
San Jose, CA 95123
Ph. 408-224-7300
Fax 408-253-6647
Olinda Owen, Manager
Income: H-50% M-37% L-13%
Stations: 6 C K P O
(See advertisement on p. 101)

**Quick Test**
Southland Mall
688 Southland Mall
Hayward, CA 94545
Ph. 510-785-4650
Fax 510-785-0641
E-mail: info@quicktest.com
www.quicktest.com
Lori Silva, Manager
Income: H-5% M-20% L-75%
Stations: 9 C K P O
(See advertisement on p. 101)

**Quick Test**
West Valley Mall
3200 Naglee Rd., Ste. 406
Tracy, CA 95376
Ph. 209-839-0532
Fax 209-839-0705
E-mail: info@quicktest.com
www.quicktest.com
Ayala Saltzman, Manager
Income: H-20% M-75% L-5%
Stations: 11 C K P O
(See advertisement on p. 101)

Margaret Yarbrough & Associates
South Shore Center
415 South Shore Center
Alameda, CA 94501
Ph. 510-522-8600 or 510-521-6900
Fax 510-522-6749
Diane Kientz, Supervisor
Income: H-30% M-50% L-20%
Stations: 7 C K P

## Ventura/Santa Barbara

Reyes Research
Esplanade Mall
177 Esplanade Dr.
Oxnard, CA 93030
Ph. 805-278-1444
Fax 805-278-1447
E-mail: reyesresea@aol.com
www.reyesresearch.com
Michele Reyes, Manager
Income: H-25% M-40% L-35%
Stations: 10 C K P O

# Colorado

## Boulder

Car-Lene Research, Inc.
Crossroads Mall
1700 28th St.
Boulder, CO 80301
Ph. 303-444-1500
Fax 303-444-9897
www.car-leneresearch.com
Steve Ansel, Manager
Income: H-30% M-50% L-20%
Stations: NA K P O

Car-Lene Research, Inc.
Twin Peaks Mall
1250 S. Hover Rd., Ste. 51
Longmont, CO 80501
Ph. 303-682-0131
Fax 303-682-0118
www.car-leneresearch.com
Terri Cruz, Manager
Income: H-25% M-50% L-25%
Stations: 6 C K P O

## Colorado Springs

Consumer Pulse of Colorado Springs
The Citadel Mall, #1084
750 Citadel Dr. E.
Colorado Springs, CO 80909
Ph. 719-596-6933 or 800-336-0159
Fax 719-596-6935
E-mail: coloradosprings@consumerpulse.com
www.consumerpulse.com
Cindy Robinett, Director
Income: H-25% M-55% L-20%
Stations: 8 C K P

Barbara Nolan Market Research
Chapel Hill Mall
1710 Briargate Blvd., Ste. 315
Colorado Springs, CO 80920
Ph. 800-240-6119
Fax 407-629-7633
E-mail: BNMR172@aol.com
Income: H-25% M-50% L-25%
Stations: 6 C K P O

The Springs Research
750 Citadel Dr. E., Ste. 3122
Colorado Springs, CO 80909
Ph. 719-597-9869
Fax 719-597-9869
Esther Brewer, Owner
Income: H-15% M-40% L-45%
Stations: 8 C K P O

## Denver

Car-Lene Research, Inc.
Thornton Town Center
10001 Grant St.
Thorton, CO 80229
Ph. 303-452-2696
Fax 303-452-2630
www.car-leneresearch.com
Cindy Rodriquez, Manager
Income: NA
Stations: NA K P O

Consumer Pulse of Denver
Southglenn Mall
6911 S. University Blvd., #A0730
Littleton, CO 80122
Ph. 303-798-7338 or 800-336-0159
Fax 303-798-8120
E-mail: denver@consumerpulse.com
www.consumerpulse.com
Rachel Webster, Manager
Income: H-30% M-60% L-10%
Stations: 8 C K P O

**Cunningham Field & Research Service**
Aurora Mall
14200 E. Alameda, Ste. 1041
Aurora, CO 80012
Ph. 904-677-5644
Fax 904-677-5534
E-mail: DENV@cunninghamresearch.com
www.cunninghamresearch.com
Income: H-25% M-60% L-15%
Stations: 4 C K P O
(See advertisement on p. 103)

e-works
Anchor Network, Inc.
Southwest Plaza Mall
Aurora Mall
Denver, CO
Ph. 215-561-1312
Fax 215-561-2695
www.ANI-research.com
Income: H-25% M-50% L-25%
Stations: NA C

**Friedman Marketing Services**
Consumer Opinion Center
Southwest Plaza Mall
8501 W. Bowles Ave.
Littleton, CO 80123
Ph. 303-972-8734 or 914-698-9591
Fax 303-933-0476
www.friedmanmktg.com
Ed Mitchell
Income: H-40% M-40% L-20%
Stations: 10 C K P O
(See advertisement on p. 119)

**Friedman Marketing Services**
Consumer Opinion Center
Westminster Mall, Space 65A
5513 W. 88th Ave.
Westminster, CO 80030
Ph. 303-428-6117 or 914-698-9591
Fax 303-428-6513
www.friedmanmktg.com
Patti Murray
Income: H-20% M-60% L-20%
Stations: 6 C K P O
(See advertisement on p. 119)

**Quick Test**
Villa Italia Mall, Ste. 200
7200 W. Alameda
Lakewood, CO 80226
Ph. 303-937-0144
Fax 303-937-0502
E-mail: info@quicktest.com
www.quicktest.com
Jackie Stepanich, Manager
Income: H-2% M-80% L-18%
Stations: 4 C K P O
(See advertisement on p. 101)

# Connecticut

## Danbury

Barbara Nolan Market Research
Danbury Fair Mall
7 Backus Ave., Space A-209
Danbury, CT 06810
Ph. 800-240-6119
Fax 407-629-7633
E-mail: BNMR172@aol.com
Income: H-60% M-30% L-10%
Stations: 5 C K P O

## Hartford

**Friedman Marketing Services**
Consumer Opinion Center
The Pavillions at Buckland Hills
194 Buckland Hills Dr.
Manchester, CT 06040
Ph. 860-644-9679 or 914-698-9591
Fax 860-644-9698
www.friedmanmktg.com
Jason Rodgers
Income: H-25% M-50% L-25%
Stations: 5 C K P O
(See advertisement on p. 119)

## New Haven

Firm Facts Interviewing
Chapel Square Mall
New Haven, CT 06510
Ph. 203-772-3144
Fax 203-375-6034
Harriet Quint, Co-Owner
Income: H-25% M-55% L-20%
Stations: 4 C K P

Shapiro Research Services, Inc.
Trumbull Shopping Park
5065 Main St.
Trumbull, CT 06611
Ph. 203-373-9391
Fax 203-371-4257
Sandy Shapiro, President
Income: H-20% M-60% L-20%
Stations: 6 C K P O

## Waterbury

**Cunningham Field & Research Service**
Brass Mill Center
495 Union St.
Waterbury, CT 06705
Ph. 904-677-5644
Fax 904-677-5534
E-mail: WATE@cunninghamresearch.com
www.cunninghamresearch.com
Income: NA
Stations: 5 C K P O
(See advertisement on p. 103)

# District of Columbia

Car-Lene Research, Inc.
Potomac Mills Mall
2700 Potomac Mills Cir.
Woodbridge, VA 22192
Ph. 703-497-4444
Fax 703-497-0999
www.car-leneresearch.com
Yvonne Fayson, Manager
Income: H-25% M-45% L-35%
Stations: NA K P O

**CODES**

*Income*
H - est. percentage of mall customers in high-income bracket (+$60,000)
M - middle-income ($30,000-$60,000)
L - low-income (under $30,000)

Stations - number of interviewing stations

*Facility features*
C - computer-aided stations
K - kitchen facilities
P - private display room
O - one-way mirror for viewing of stations

NA - information not available

Consumer Pulse of Washington
The Mall at Manassas
8300 Sudley Rd.
Manassas, VA 22110
Ph. 703-368-5544 or 800-336-0159
Fax 703-368-7709
E-mail: washington@consumerpulse.com
www.consumerpulse.com
Carol Keel, Director
Income: H-25% M-55% L-20%
Stations: 8 C K P

**Cunningham Field & Research Service**
Springfield Mall
6691B Springfield Mall
Springfield, VA 22150
Ph. 904-677-5644
Fax 904-677-5534
E-mail: WASH@cunninghamresearch.com
www.cunninghamresearch.com
Income: H-20% M-70% L-10%
Stations: 3 C K P O
(See advertisement on p. 103)

Mid-America Rsch./Facts In Focus
St. Charles Towne Center
5000 Rte. 301, Ste. 2006
Waldorf, MD 20603
Ph. 301-870-7799 or 847-392-0800
Fax 301-705-8348
Income: H-15% M-65% L-20%
Stations: 12 C K P O

Shugoll Research
Ballston Common Mall
4238 Wilson Blvd., #2230
Arlington, VA 22203
Ph. 703-841-2414
Fax 703-841-2422
E-mail: j.shugoll@shugollresearch.com
www.shugollresearch.com
Iris Halako, Manager
Income: H-20% M-60% L-20%
Stations: 6 C K O

T.I.M.E. Market Research
425 Spotsylvania Mall
Fredericksburg, VA 22407
Ph. 540-786-3376
Fax 540-786-3925
Steve Ingalls, Partner
Income: H-25% M-60% L-15%
Stations: 12 C K P O

# Florida

## Fort Lauderdale

Car-Lene Research, Inc.
Broward Mall
8000 Broward Mall
Plantation, FL 33388
Ph. 954-476-6840
Fax 954-476-6839
www.car-leneresearch.com
Fran Sciulla, Manager
Income: H-25% M-35% L-40%
Stations: NA K P O

Carolana Research
Oakbrook Mall
7207 W. Oakland Park Blvd.
Fort Lauderdale, FL 33313
Ph. 954-741-2234
Fax 954-742-3733
Carol Nadell, President
Income: H-25% M-50% L-25%
Stations: NA C K P

**Heakin Research, Inc.**
Coral Square Mall
9569 W. Atlantic Blvd.
Coral Springs, FL 33071
Ph. 954-753-4466
Fax 954-753-4981
Linda Boneville
Income: H-34% M-56% L-10%
Stations: 14 C K P O
(See advertisement on p. 101)

Mar's Surveys
Fashion Mall at Plantation
321 N. University Dr., Ste. P-3
Fort Lauderdale, FL 33324
Ph. 954-755-2805 or 877-755-2805
Fax 954-755-3061
E-mail: info@marsresearch.com
www.marsresearch.com
Eric Lipson, Vice President
Income: H-60% M-30% L-10%
Stations: 4 C

South Florida Market Research
The Festival Mall
2900 W. Sample Rd.
Fort Lauderdale, FL 33060
Ph. 954-975-5982
Fax 954-984-8963
E-mail: SFMRS@bellsouth.net
Beatrice or Lester Alenik
Income: H-30% M-60% L-10%
Stations: 5 C P

## Fort Myers

**Quick Test**
Edison Mall
4125 Cleveland Ave., Ste. 23
Fort Myers, FL 33901
Ph. 941-939-1200
Fax 941-939-1413
E-mail: info@quicktest.com
www.quicktest.com
Rod Gruber, Manager
Income: H-30% M-40% L-30%
Stations: 12 C K P O
(See advertisement on p. 101)

T.I.M.E. Market Research
505 Pt. Charlotte Towne Center Mall
1441 Tamiami Trail
Port Charlotte, FL 33948
Ph. 941-625-5111
Fax 941-625-6416
Sharon People, Manager
Income: H-25% M-60% L-15%
Stations: 10 C K P O

## Jacksonville

Consumer Pulse of Jacksonville
Regency Square Mall, #680
9501 Arlington Expy.
Jacksonville, FL 32225
Ph. 904-723-3322 or 800-336-0159
Fax 904-723-0048
E-mail: jacksonville@consumerpulse.com
www.consumerpulse.com
Christine Rand, Director
Income: H-20% M-60% L-20%
Stations: 8 C K P

**Cunningham Field & Research Service**
Orange Park Mall
1910 Wells Rd., Ste. 1002
Orange Park, FL 32073
Ph. 904-677-5644
Fax 904-677-5534
E-mail: JACK@cunninghamresearch.com
www.cunninghamresearch.com
Income: H-20% M-70% L-10%
Stations: 6 C K P O
(See advertisement on p. 103)

**Quick Test**
The Avenues Mall
10300 Southside Blvd., Ste. 168
Jacksonville, FL 32256
Ph. 904-363-1480
Fax 904-363-2281
E-mail: info@quicktest.com
www.quicktest.com
Kathy Paddock, Manager
Income: H-20% M-43% L-37%
Stations: 12 C K P
(See advertisement on p. 101)

**CODES**

*Income*
H - est. percentage of mall customers in high-income bracket (+$60,000)
M - middle-income ($30,000-$60,000)
L - low-income (under $30,000)

Stations - number of interviewing stations

*Facility features*
C - computer-aided stations
K - kitchen facilities
P - private display room
O - one-way mirror for viewing of stations

NA - information not available

## Melbourne

**Quick Test**
Melbourne Square Mall
1700 W. Newhaven Ave., Ste. 203
Melbourne, FL 32904
Ph. 407-729-9809
Fax 407-729-9551
E-mail: info@quicktest.com
www.quicktest.com
Vicki Crosthwaite, Manager
Income: H-30% M-50% L-20%
Stations: 10 C K P O
(See advertisement on p. 101)

## Miami

**Cunningham Field & Research Service**
Pembroke Lakes Mall
11401 Pines Blvd., Ste. 702
Pembroke Pines, FL 33026
Ph. 904-677-5644
Fax 904-677-5534
E-mail: MIAM@cunninghamresearch.com
www.cunninghamresearch.com
Income: H-30% M-50% L-20%
Stations: 6 C K P O
(See advertisement on p. 103)

Miami Market Research, Inc.
6840 S.W. 40 St., Ste. 201A
Miami, FL 33155
Ph. 305-666-7010
Fax 305-666-7960
E-mail: miamktrsch@aol.com
Luis Padron, President
Income: H-30% M-50% L-20%
Stations: 10 C K

**Quick Test**
Miami International Mall
1455 N.W. 107th Ave., Ste. 687
Miami, FL 33172
Ph. 305-591-1388
Fax 305-592-1188
E-mail: info@quicktest.com
www.quicktest.com
Janet Penayos, Manager
Income: H-30% M-60% L-10%
Stations: 11 C K P O
(See advertisement on p. 101)

Rife Market Research, Inc.
Flamingo Pines Plaza
136 S. Flamingo Rd., #134
Pembroke Pines, FL 33027
Ph. 305-620-4244
Fax 305-621-3533
E-mail: RIFE A@aol.com
Sandy Palmer, Vice President
Income: H-35% M-50% L-15%
Stations: 4 C

## Orlando

Car-Lene Research, Inc.
West Oaks Mall
9401 W. Colonial Dr., Space 401
Ocoee, FL 34761
Ph. 407-298-6668
Fax 407-298-6877
www.car-leneresearch.com
Linda Powers, Manager
Income: H-36% M-25% L-39%
Stations: NA K P O

Barbara Nolan Market Research
Altamonte Mall
451 E. Altamonte Dr., Space 521
Altamonte Springs, FL 32701
Ph. 800-240-6119
Fax 407-629-7633
E-mail: BNMR172@aol.com
Income: H-60% M-30% L-10%
Stations: 10 C K P O

Barbara Nolan Market Research
Florida Mall
8001 S. Orange Blossom Trail, #824
Orlando, FL 32809
Ph. 800-240-6119
Fax 407-629-7633
E-mail: BNMR172@aol.com
Income: H-60% M-30% L-10%
Stations: 8 C K P O

Barbara Nolan Market Research
Oviedo Marketplace
1005 Oviedo Marketplace Blvd., Space 1515
Oviedo, FL 32765
Ph. 800-240-6119
Fax 407-629-7633
E-mail: BNMR172@aol.com
Income: H-50% M-40% L-10%
Stations: 8 C K P O

Barbara Nolan Market Research
Seminole Town Center
275 Town Center Circle, Space L-9
Sanford, FL 32771
Ph. 800-240-6119
Fax 407-629-7633
E-mail: BNMR172@aol.com
Income: H-50% M-40% L-10%
Stations: 8 C K P O

**Quick Test**
Lake Square Mall
10401-082 Highway 441
Leesburg, FL 34788
Ph. 352-365-0505
Fax 352-365-2005
E-mail: info@quicktest.com
www.quicktest.com
Koko Gough, Manager
Income: H-9% M-28% L-63%
Stations: 6 C K O
(See advertisement on p. 101)

## Sarasota

Mid-America Rsch./Facts In Focus
De Soto Square
303 U.S. 301 Blvd. W., Ste. 811
Bradenton, FL 34205
Ph. 941-746-1849 or 847-392-0800
Fax 941-746-6157
Margaret Wilde, Manager
Income: H-12% M-78% L-10%
Stations: 12 C K P O

Starr Research
Sarasota Square Mall
8201 S. Tamiami Trail, #54
Sarasota, FL 34238
Ph. 941-925-7827
Fax 941-922-3289
Jim Pobicki, Vice President
Income: H-30% M-60% L-10%
Stations: 6 C K P O

## Tallahassee

**Friedman Marketing Services**
Consumer Opinion Center
Tallahassee Mall
2415 N. Monroe St.
Tallahassee, FL 32303
Ph. 850-385-4399 or 914-698-9591
Fax 850-385-3481
www.friedmanmktg.com
Liz Cox
Income: H-25% M-50% L-25%
Stations: 7 C K P O
(See advertisement on p. 119)

## Tampa/St. Petersburg

Adam Market Research, Inc.
University Mall
Tampa, FL 33612
Ph. 813-875-4005
Fax 813-875-4055
Mark Siegel, Director
Income: H-25% M-40% L-35%
Stations: 7 K P

Car-Lene Research, Inc.
Parkside Mall
7200 U.S. Hwy. 19
Pinellas Park, FL 33781
Ph. 727-527-0113
Fax 727-527-5563
www.car-leneresearch.com
Sharon Brandy, Manager
Income: H-14% M-36% L-50%
Stations: 8 C K P O

Car-Lene Research, Inc.
Tyrone Square Mall
6901 22nd Ave. N.
St. Petersburg, FL 33710
Ph. 727-344-6886
Fax 727-344-6596
www.car-leneresearch.com
Sharon Brandy, Manager
Income: H-27% M-32% L-41%
Stations: NA K P O

Car-Lene Research, Inc.
West Shore Plaza
350 West Shore Plaza
Tampa, FL 33609
Ph. 813-289-8202
Fax 813-289-8302
www.car-leneresearch.com
Sharon Brandy, Manager
Income: H-44% M-33% L-23%
Stations: NA K P O

**Cunningham Field & Research Service**
Brandon Towne Center
334 Brandon Towne Center
Brandon, FL 33511
Ph. 904-677-5644
Fax 904-677-5534
E-mail: TAMB@cunninghamresearch.com
www.cunninghamresearch.com
Income: H-10% M-80% L-10%
Stations: 5 C K P O
(See advertisement on p. 103)

**Cunningham Field & Research Service**
Countryside Mall
27001 US Hwy. 19 N., Ste. 2074
Clearwater, FL 33761
Ph. 904-677-5644
Fax 904-677-5534
E-mail: TAMC@cunninghamresearch.com
www.cunninghamresearch.com
Income: H-30% M-50% L-20%
Stations: 6 C K P O
(See advertisement on p. 103)

**Gulf State Research Center**
Eagle Ridge Mall
433 Ridge Dr., Ste. 211
Lake Wales, FL 33853
Ph. 800-357-8842 or 863-676-3676
Fax 863-676-0471
E-mail: Lvillar@gte.net
Tim Villar, Vic102e President
Income: H-34% M-49% L-17%
Stations: 6 C K P O
(See advertisement on p. 111)

**Quick Test**
Gulf View Square Mall, Ste. 299
9409 U.S. Hwy. 19 N.
Port Richey, FL 34668
Ph. 727-847-2222
Fax 727-842-8541
E-mail: info@quicktest.com
www.quicktest.com
Randy Carson, Manager
Income: H-10% M-30% L-60%
Stations: 6 P
(See advertisement on p. 101)

Suburban Associates
Tampa Bay Center Mall
4302 W. M.L.K. Hwy., #1037A
Tampa, FL 33607
Ph. 813-871-2516
Fax 813-874-0792
E-mail: tampamall@subassoc.com
www.subassoc.com
Income: H-20% M-50% L-30%
Stations: 5 C K P O

## West Palm Beach

**Heakin Research, Inc.**
Boynton Beach Mall
801 N. Congress Ave., Ste. 283
Boynton Beach, FL 33426
Ph. 561-733-8998
Fax 561-733-9918
Suzann Davis, Manager
Income: H-34% M-56% L-10%
Stations: 10 C K P O
(See advertisement on p. 101)

**CODES**

*Income*
H - est. percentage of mall customers in high-income bracket (+$60,000)
M - middle-income ($30,000-$60,000)
L - low-income (under $30,000)

Stations - number of interviewing stations

*Facility features*
C - computer-aided stations
K - kitchen facilities
P - private display room
O - one-way mirror for viewing of stations

NA - information not available

# Georgia

## Athens

Car-Lene Research, Inc.
Georgia Square Mall
3700 Atlanta Hwy., Ste. 109
Athens, GA 30606
Ph. 706-316-0095
Fax 706-316-0096
www.car-leneresearch.com
Income: H-30% M-48% L-22%
Stations: NA KPO

## Atlanta

Car-Lene Research, Inc.
Arbor Place Mall
2431 Arbor Place Mall
Douglasville, GA 30135
Ph. 847-564-1454
www.car-leneresearch.com
Income: H-43% M-32% L-25%
Stations: NA KPO

Car-Lene Research, Inc.
North Dekalb Mall
2050 Lawrenceville Hwy.
Decatur, GA 30033
Ph. 404-728-8810
Fax 404-633-9841
www.car-leneresearch.com
Casandra McClain, Office Manager
Income: H-27% M-40% L-33%
Stations: NA KPO

Car-Lene Research, Inc.
Perimeter Mall
Atlanta, GA 30346
Ph. 770-730-0622
Fax 770-730-9968
www.car-leneresearch.com
Christy Haney, Manager
Income: H-75% M-20% L-5%
Stations: NA KPO

**Cunningham Field & Research Service**
North Point Mall
1002 N. Point Cir.
Alpharetta, GA 30202
Ph. 904-677-5644
Fax 904-677-5534
E-mail: ATLA@cunninghamresearch.com
www.cunninghamresearch.com
Income: H-35% M-55% L-10%
Stations: 7 CKPO
(See advertisement on p. 103)

**Heakin Research, Inc.**
Gwinnett Place Mall
2100 Pleasant Hill Rd.
Duluth, GA 30096
Ph. 770-476-0714
Fax 770-476-3194
Brad McDonald, Manager
Income: H-34% M-37% L-29%
Stations: 10 CKPO
(See advertisement on p. 101)

**Heakin Research, Inc.**
Shannon South Park Mall
339 Shannon Mall
Union City, GA 30291
Ph. 770-964-9634
Fax 770-964-9665
Valerie Owens, Manager
Income: H-20% M-50% L-30%
Stations: 10 CKPO
(See advertisement on p. 101)

MacConnell Research Services, Inc.
Cumberland Mall
1000 Cumberland Mall
Atlanta, GA 30339
Ph. 770-451-6236
Fax 770-451-6184
Terri Clark, President
Income: H-30% M-50% L-20%
Stations: 8 CKPO

MacConnell Research Services, Inc.
Greenbrier Mall
2841 Greenbrier Pkwy. S.W.
Atlanta, GA 30331
Ph. 770-451-6236
Fax 770-451-6184
Terri Clark, President
Income: H-30% M-40% L-30%
Stations: 10 CKP

MacConnell Research Services, Inc.
Southlake Mall
1000 Southlake Mall, Ste. 2443
Morrow, GA 30260
Ph. 770-451-6236
Fax 770-451-6184
Joy MacConnell, President
Income: H-35% M-45% L-20%
Stations: 8 CKP

Mid-America Rsch./Facts In Focus
Lenox Square Mall
3393 Peachtree Rd. N.E.
Atlanta, GA 30326
Ph. 404-261-8011 or 847-392-0800
Fax 404-261-5576
E-mail: marrandhurst@att.net.com
Michael Skinner, Manager
Income: H-26% M-60% L-14%
Stations: 24 CKPO

Mid-America Rsch./Facts In Focus
Northlake Mall
4800 Briarcliff Rd.
Atlanta, GA 30345
Ph. 770-493-1403 or 847-392-0800
Fax 770-493-9050
Michael Skinner, Manager
Income: H-19% M-76% L-5%
Stations: 12 CKPO

**Quick Test**
Town Center at Cobb, Ste. 272
400 Ernest Barrett Pkwy.
Kennesaw, GA 30144
Ph. 770-423-0884
Fax 770-424-5354
E-mail: info@quicktest.com
www.quicktest.com
Income: H-55% M-35% L-10%
Stations: 10 CKPO
(See advertisement on p. 101)

Tannenbaum Research Services
80 South Dekalb Mall
Decatur, GA 30034
Ph. 404-241-3061
Fax 404-636-3037
Judy Tannenbaum, Owner
Income: H-30% M-50% L-20%
Stations: 8 CKPO

## Gainesville

Jackson Associates, Inc.
Lakeshore Mall
150 Pearl Nix Pkwy., Ste. C6
Gainesville, GA 30501
Ph. 770-536-2054
Fax 770-536-2065
E-mail: research@jacksonassociates.com
www.jacksonassociates.com
Marisa Pope, V.P. of Operations
Income: H-20% M-50% L-30%
Stations: 6 CKPO

**CODES**

*Income*
H - est. percentage of mall customers in high-income bracket (+$60,000)
M - middle-income ($30,000-$60,000)
L - low-income (under $30,000)

Stations - number of interviewing stations

*Facility features*
C - computer-aided stations
K - kitchen facilities
P - private display room
O - one-way mirror for viewing of stations

NA - information not available

# Idaho

## Boise

**Consumer Opinion Services, Inc.**
Boise Towne Square
350 N. Milwaukee St.
Boise, ID 83788
Ph. 208-323-8584 or 206-241-6050 for bids
Fax 208-323-8593
E-mail: cosboise@internetoutlet.net
www.cosvc.com
Robert Corbin, Manager
Income: H-15% M-60% L-25%
Stations: 9 C K P
(See advertisement on p. 129)

# Illinois

## Chicago

Bryles Research, Inc.
Brementown Mall
6847 W. 159th St.
Tinley Park, IL 60477
Ph. 708-532-6800
Fax 708-532-1880
E-mail: nancy@brylesresearch.com
www.brylesresearch.com
Robert Bryles, President
Income: H-30% M-60% L-10%
Stations: 12 C K P

Bryles Research, Inc.
Northfield Square Mall
1600 N. State Rte. 50
Bourbonnais, IL 60914
Ph. 815-937-8822
Fax 815-937-8885
E-mail: nancy@brylesresearch.com
www.brylesresearch.com
Laura Paulson, Supervisor
Income: H-10% M-70% L-20%
Stations: 10 C K P O

Car-Lene Research, Inc.
1108 Northbrook Court
Northbrook, IL 60062
Ph. 847-498-1305
Fax 847-498-1491
www.car-leneresearch.com
Robin Rome, Manager
Income: H-60% M-30% L-10%
Stations: 8 K P O

Car-Lene Research, Inc.
Lincolnwood Town Center
3333 W. Touhy Ave.
Lincolnwood, IL 60712
Ph. 847-679-4470
Fax 847-679-4472
www.car-leneresearch.com
Nadya Hasselquist, Manager
Income: H-37% M-17% L-46%
Stations: NA K P O

Car-Lene Research, Inc.
River Oaks Mall
8 River Oaks Center
Calumet City, IL 60409
Ph. 708-862-6666
Fax 708-862-0660
www.car-leneresearch.com
Pat Beal, Manager
Income: H-14% M-47% L-39%
Stations: NA K P O

Car-Lene Research, Inc.
Yorktown Center
266 D Yorktown Center
Lombard, IL 60148
Ph. 630-705-1303
Fax 630-705-1304
www.car-leneresearch.com
Marlene Szafranski, Manager
Income: H-45% M-45% L-10%
Stations: NA K P O

Consumer Pulse of Chicago
Spring Hill Mall, #1140
W. Dundee, IL 60118
Ph. 847-428-0885 or 800-336-0159
Fax 847-428-4554
E-mail: chicago@consumerpulse.com
www.consumerpulse.com
Susan Piacenza, Manager
Income: H-30% M-50% L-20%
Stations: 15 C K P O

Consumer Pulse of Chicago
Stratford Square Mall #D24
424 Stratford Square
Bloomingdale, IL 60108
Ph. 630-894-9103 or 800-336-0159
Fax 630-894-9105
E-mail: chicago@consumerpulse.com
www.consumerpulse.com
Susan Piacenza, Manager
Income: H-30% M-50% L-20%
Stations: 8 C K P O

**Consumer Surveys Co.**
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 Director
Income: H-44% M-38% L-18%
Stations: 16 C K P O
(See advertisement on p. 107)

**Consumer Surveys Co.**
730 Chicago Ridge Mall
Chicago Ridge, IL 60415
Ph. 708-499-6000
Fax 708-499-4621
E-mail: fberla19@mail.idt.net
Deanna Kohn, Nat'l. Field Director
Income: H-32% M-48% L-32%
Stations: 5 C K P O
(See advertisement on p. 107)

**Cunningham Field & Research Service**
Gurnee Mills Mall
6170 W. Grand Ave., Ste. 588
Gurnee, IL 60031-4548
Ph. 904-677-5644
Fax 904-677-5534
E-mail: CHIG@cunninghamresearch.com
www.cunninghamresearch.com
Income: H-25% M-50% L-25%
Stations: 6 C K P O
(See advertisement on p. 103)

**Cunningham Field & Research Service**
Lincoln Mall
Lincoln Mall, Ste. 104
Matteson, IL 60443
Ph. 904-677-5644
Fax 904-677-5534
E-mail: CHIL@cunninghamresearch.com
www.cunninghamresearch.com
Income: H-20% M-80% L-0%
Stations: 6 C K P O
(See advertisement on p. 103)

e-works
Anchor Network, Inc.
North Riverside Park Mall
The Century Shopping Centre, Chicago Ridge
Ph. 215-561-1312
Fax 215-561-2695
www.ANI-research.com
Income: H-25% M-50% L-25%
Stations: NA C

**Friedman Marketing Services**
Consumer Opinion Center
Harlem-Irving Plaza
4192 Harlem Ave.
Norridge, IL 60634
Ph. 708-452-7660 or 914-698-9591
Fax 708-452-9865
www.friedmanmktg.com
Income: H-25% M-50% L-25%
Stations: 6 C K O
(See advertisement on p. 119)

**CODES**

*Income*
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M - middle-income ($30,000-$60,000)
L - low-income (under $30,000)

Stations - number of interviewing stations

*Facility features*
C - computer-aided stations
K - kitchen facilities
P - private display room
O - one-way mirror for viewing of stations

NA - information not available

**Heakin Research, Inc.**
Golf Mill Center
373 Golf Mill Center
Niles, IL 60714
Ph. 847-824-6550
Fax 847-824-6552
Susan Habel, Manager
Income: H-22% M-65% L-13%
Stations: 10 C K P O
(See advertisement on p. 101)

**Heakin Research, Inc.**
Louis Joliet Mall
1166 Mall Loop Dr.
Joliet, IL 60435
Ph. 815-439-2053
Fax 815-439-2162
Molly Vaught, Manager
Income: H-34% M-39% L-27%
Stations: 8 C K P O
(See advertisement on p. 101)

**Heakin Research, Inc.**
North Riverside Mall
7501 W. Cermak Rd.
North Riverside, IL 60546
Ph. 708-447-9208
Fax 708-447-9268
Bridget Adell, Manager
Income: H-18% M-50% L-32%
Stations: 8 C K P O
(See advertisement on p. 101)

Mid-America Rsch./Facts In Focus
Fox Valley Mall
2260 Fox Valley Center
Aurora, IL 60504
Ph. 630-898-2166 or 847-392-0800
Fax 630-898-2172
Walt Nakapsuka, Manager
Income: H-20% M-60% L-20%
Stations: 16 C K P O

Mid-America Rsch./Facts In Focus
Orland Square Mall
280 Orland Sq.
Orland Park, IL 60462
Ph. 708-349-0888 or 847-392-0800
Fax 708-349-9407
Joan Rogers, Manager
Income: H-24% M-63% L-14%
Stations: 12 C K P O

Mid-America Rsch./Facts In Focus
Randhurst Center
999 N. Elmhurst Rd., Ste. 17
Mt. Prospect, IL 60056
Ph. 847-392-9770 or 847-392-0800
Fax 847-259-7259
E-mail: marrandhurst@att.net.com
Income: H-33% M-52% L-15%
Stations: 20 C K P O

Barbara Nolan Market Research
Charlestowne Mall, Space C-221
St. Charles, IL 60174
Ph. 800-240-6119
Fax 407-629-7633
E-mail: BNMR172@aol.com
Income: H-25% M-60% L-15%
Stations: 6 C K P O

**Quick Test**
Hawthorn Center
429 Hawthorn Center
Vernon Hills, IL 60061
Ph. 847-367-0036
Fax 847-367-4863
E-mail: info@quicktest.com
www.quicktest.com
Harriet Roth, Manager
Income: H-60% M-30% L-10%
Stations: 11 C K O
(See advertisement on p. 101)

The Research Group, Inc.
Oak Mill Mall
7900 Milwaukee, Ave., Ste. 222
Niles, IL 60714
Ph. 847-966-8900
Fax 847-966-8871
E-mail: RGI222@aol.com
www.researchgroupinc.com
Income: H-30% M-50% L-20%
Stations: 5 K P O

Survey Center, LLC
River East Plaza
455 E. Illinois St., Ste. 660
Chicago, IL 60611
Ph. 312-321-8100
Fax 312-321-8110
E-mail: carolt@ljs.com
Matthew Smith, Director
Income: H-40% M-50% L-10%
Stations: 5 C K P O

Survey Center, LLC
Hickory Palos Square
9638 S. Roberts Rd.
Hickory Hills, IL 60457
Ph. 708-430-6400
Fax 708-430-6489
Matthew Smith, Director
Income: H-20% M-50% L-30%
Stations: 15 C

### Peoria

Scotti Research, Inc.
Northwoods Mall
4501 War Memorial
Peoria, IL 61613
Ph. 309-682-4254
Fax 309-673-5942
Vince Birkman, Vice President
Income: H-25% M-50% L-25%
Stations: 6 C K P

## Indiana

### Evansville

Gore/Knauff Research & Associates
Eastland Mall
Evansville, IN 47715
Ph. 812-485-2160
Fax 812-485-2164
E-mail: jknauff@evansville.com
Jim Knauff, Owner
Income: H-25% M-50% L-25%
Stations: 8 C K P O

### Fort Wayne

Dennis Research Service, Inc.
Glenbrook Square
4201 Coldwater Rd.
Fort Wayne, IN 46805
Ph. 219-483-2884
Fax 219-482-5503
Income: H-30% M-60% L-10%
Stations: 5 C K P O

### Gary

Bryles Research, Inc.
Century Mall
8275 Broadway
Merrillville, IN 46410
Ph. 219-769-7380
E-mail: nancy@brylesresearch.com
www.brylesresearch.com
Income: H-10% M-80% L-10%
Stations: 12 C K P O

### Indianapolis

**Friedman Marketing Services**
Consumer Opinion Center
Castle Square Mall
6020 E. 82nd St., Ste. 904B
Indianapolis, IN 46250
Ph. 914-698-9591
www.friedmanmktg.com
Income: H-25% M-60% L-15%
Stations: 8 C K P
(See advertisement on p. 119)

Gore/Knauff Research & Associates
College Mall
2894 E. 3rd St., Ste. B03
Bloomington, IN 47407
Ph. 812-485-2160
Fax 812-485-2164
E-mail: jknauff@evansville.com
Jim Knauff, Owner
Income: H-25% M-60% L-15%
Stations: NA C

**Herron Associates, Inc. (Br)**
Greenwood Park, #C-26
1251 U.S. 31 N.
Greenwood, IN 46142
Ph. 317-882-3800
Fax 317-882-4716
E-mail: herron@iquest.net
www.herron-research.com
Paul Jorgensen
Income: H-35% M-48% L-17%
Stations: 10 C K P O
(See advertisement on p. 109)

**Herron Associates, Inc.**
Washington Square
10202 E. Washington St.
Indianapolis, IN 46229
Ph. 317-882-3800
Fax 317-882-4716
E-mail: herron@iquest.net
www.herron-research.com
Paul Jorgensen
Income: H-30% M-44% L-26%
Stations: 8 C K P O
(See advertisement on p. 109)

Jackson & Jackson Research, Inc.
Fair Oaks Mall
5144 Madison Ave., Ste. 9
Indianapolis, IN 46227
Ph. 317-782-3066
Fax 317-788-3165
Janet Jackson, President
Income: H-15% M-71% L-14%
Stations: 6 C K P O

## Terre Haute

Gore/Knauff Research & Associates
Honey Creek Mall
3401 S. U.S. 41, Ste. E 9
Terre Haute, IN 47802
Ph. 812-485-2160
Fax 812-485-2164
E-mail: jknauff@evansville.com
Jim Knauff, Owner
Income: H-25% M-55% L-20%
Stations: 8 C

# Iowa

## Cedar Rapids

PMR-Personal Marketing Research, Inc.
Westdale Mall
2600 Edgewood Rd. S.W., Ste. G66
Cedar Rapids, IA 52404
Ph. 319-390-6338
Fax 319-390-6340
E-mail: info@pmrdata.com
www.pmrdata.com
Bonnie Howard, Supervisor
Income: H-9% M-72% L-19%
Stations: 6 C K P O

## Davenport

PMR-Personal Marketing Research, Inc.
NorthPark Mall
320 W. Kimberly Rd./P.O. Box 404
Davenport, IA 52806
Ph. 319-388-4759
Fax 319-388-4796
E-mail: info@pmrdata.com
www.pmrdata.com
Bonnie Howard, Supervisor
Income: H-20% M-70% L-10%
Stations: 6 C K P

## Des Moines

Car-Lene Research, Inc.
Merle Hay Mall
3800 Merle Hay Rd., Ste. 200
Des Moines, IA 50310
Ph. 515-270-6555
Fax 515-270-6488
www.car-leneresearch.com
Income: H-30% M-45% L-25%
Stations: NA K P O

T.L. Grantham & Associates, Inc.
Park Fair Mall
100 E. Euclid Ave., Ste. 167
Des Moines, IA 50313
Ph. 515-288-7156
Fax 515-698-5573
E-mail: vgrantham@aol.com
www.tlgrantham.com
Teresa Grantham, President
Income: H-15% M-65% L-20%
Stations: 2 C K P O

Mid-Iowa Interviewing, Inc.
Valley West Mall
1551 Valley W. Dr., Ste. 157A
West Des Moines, IA 50266
Ph. 515-225-6232
Fax 515-225-1184
E-mail: MID225@aol.com
Debbie Gudehus, General Manager
Income: H-30% M-40% L-30%
Stations: 6 C K P O

Mid-Iowa Interviewing, Inc.
Southridge Mall
1111 E. Army Post Rd., Ste. 152
Des Moines, IA 50315
Ph. 515-225-6232
Fax 515-225-1184
E-mail: MII152@aol.com
Debbie Gudehus, General Manager
Income: H-35% M-45% L-20%
Stations: 12 C K P O

**CODES**

*Income*
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L - low-income (under $30,000)

Stations - number of interviewing stations

*Facility features*
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K - kitchen facilities
P - private display room
O - one-way mirror for viewing of stations

NA - information not available

PMR-Personal Marketing Research, Inc.
Merle Hay Mall
3800 Merle Hay Rd., Ste. 200
Des Moines, IA 50310
Ph. 515-270-1703
Fax 515-270-9070
E-mail: info@pmrdata.com
www.pmrdata.com
Bonnie Howard, Manager
Income: H-17% M-68% L-15%
Stations: 6 C K P O

# Kansas

## Kansas City
## *(See Kansas City, MO)*

## Wichita

Data Net
Towne East Square
7700 E. Kellogg, Ste. 231
Wichita, KS 67207
Ph. 316-682-6655
Fax 316-682-6664
Income: H-20% M-70% L-10%
Stations: 9 C K P

Barbara Nolan Market Research
Towne West Square, Space 804
Wichita, KS 67209
Ph. 800-240-6119
Fax 407-629-7633
E-mail: BNMR172@aol.com
Income: H-25% M-50% L-25%
Stations: 6 C K P O

# Kentucky

## Louisville

Car-Lene Research, Inc.
Green Tree Mall
Hwy. 131, Unit 224
Clarksville, IN 47129
Ph. 812-284-1770
Fax 812-284-1655
www.car-leneresearch.com
Doris West, Manager
Income: H-31% M-34% L-35%
Stations: NA K P O

MRK, Inc.
Mid City Mall
1250 Bardstown Rd.
Louisville, KY 40204
Ph. 502-458-4159
Fax 502-456-5776
E-mail: mcpearl@unidial.com
Connie Pearl, Co-Owner
Income: H-1% M-79% L-20%
Stations: 7 C K P O

Personal Opinion, Inc.
Bashford Manor Mall
3600 Bardstown Rd.
Louisville, KY 40218
Ph. 502-899-2400
Fax 502-899-2404
E-mail: persnlop@iglou.com
www.iglou.com/personal-opinion
Linda Schulz, Dir. Mktg. Rsch.
Income: H-20% M-60% L-20%
Stations: 6 C K P

Personal Opinion, Inc.
River Falls Mall
951 E. Hwy. 131
Clarksville, IN 47129
Ph. 502-899-2400
Fax 502-899-2404
E-mail: persnlop@iglou.com
www.iglou.com/personal-opinion
Linda Schulz, Dir. Mktg. Rsch.
Income: H-20% M-55% L-25%
Stations: 9 C K P O

## Paducah
## *(See Cape Girardeau, MO)*

# Louisiana

## New Orleans

Car-Lene Research, Inc.
North Shore Square Mall
5038 North Shore Blvd., Ste. 5038
Slidell, LA 70460
Ph. 504-847-0405
Fax 504-847-0042
www.car-leneresearch.com
Terry Harper, Manager
Income: H-40% M-45% L-15%
Stations: NA K P O

**Friedman Marketing Services**
Consumer Opinion Center
Oakwood Shopping Center
197 Westbank Expwy., Ste. 1405
Gretna, LA 70056
Ph. 504-367-5808 or 914-698-9591
Fax 504-367-5852
www.friedmanmktg.com
Connie Baldassaro
Income: H-25% M-50% L-25%
Stations: 5 C K P O
(See advertisement on p. 119)

**Gulf State Research Center**
Clearview Mall
4426 Veterans Blvd.
New Orleans, LA 70006
Ph. 800-357-8842 or 504-454-1737
Fax 504—454-2461
E-mail: Lvillar@gte.net
Tim Villar, Vice President
Income: H-38% M-48% L-14%
Stations: 6 C K P
(See advertisement on p. 111)

**Heakin Research, Inc.**
Esplanade Mall
1401 W. Esplanade, Ste. 118
Kenner, LA 70065
Ph. 504-464-9188
Fax 504-464-9936
Troy Dray, Manager
Income: H-21% M-45% L-34%
Stations: 12 C K P O
(See advertisement on p. 101)

**Quick Test**
Lakeside Mall
3301 Veterans Blvd., Ste. 201
Metairie, LA 70002
Ph. 504-828-4354
Fax 504-828-9757
E-mail: info@quicktest.com
www.quicktest.com
Todd Rojas, Manager
Income: H-20% M-40% L-20%
Stations: 4 C K O
(See advertisement on p. 101)

# Maryland

## Baltimore

Assistance in Marketing/Baltimore
Golden Ring Mall
6400 Rossville Blvd.
Baltimore, MD 21237
Ph. 410-391-7750
Fax 410-391-7850
E-mail: AIM@aim.charm.net
www.charm.net/~aim/
Marge Moran, Manager
Income: H-40% M-40% L-20%
Stations: 6 C K P O

Car-Lene Research, Inc.
(Opening February 2000)
Towson Town Center
Towson, MD 21204
Ph. 847-564-1454
www.car-leneresearch.com
Income: H-45% M-35% L-20%
Stations: NA

Consumer Pulse of Baltimore
The Mall in Columbia
10300 Little Patuxent Pkwy.
Columbia, MD 21044
Ph. 410-687-3400 or 800-336-0159
Fax 410-687-7015
E-mail: baltimore@consumerpulse.com
www.consumerpulse.com
Kim Colwell, Director
Income: H-30% M-50% L-20%
Stations: 8 C K P

Consumer Pulse of Baltimore
Westview Mall
5748 Baltimore National Pike
Baltimore, MD 21228
Ph. 410-687-3400 or 800-336-0159
Fax 410-687-7015
E-mail: baltimore@consumerpulse.com
www.consumerpulse.com
Kim Colwell, Director
Income: H-10% M-50% L-40%
Stations: 15 C K P O

**Friedman Marketing Services**
Consumer Opinion Center
Eastpoint Mall
7846 Eastpoint Mall
Baltimore, MD 21224
Ph. 410-284-7900 or 914-698-9591
Fax 410-284-9378
www.friedmanmktg.com
Jackie Diener
Income: H-30% M-50% L-20%
Stations: 18 C K P O
(See advertisement on p. 119)

**Heakin Research, Inc.**
Owings Mills Town Center
10300 Mill Run Circle, Ste. 1155
Owings Mills, MD 21117
Ph. 410-998-3939
Fax 410-998-3555
Randi Stone, Manager
Income: H-46% M-41% L-13%
Stations: 10 C K P O
(See advertisement on p. 101)

**Heakin Research, Inc.**
White Marsh Mall
8200 Perry Hall Blvd., #1160
Baltimore, MD 21236
Ph. 410-933-9400
Fax 410-933-9440
Sylvia Yeager, Manager
Income: H-37% M-45% L-18%
Stations: 10 C K P O
(See advertisement on p. 101)



**CODES**

*Income*
H - est. percentage of mall customers in high-income bracket (+$60,000)
M - middle-income ($30,000-$60,000)
L - low-income (under $30,000)

Stations - number of interviewing stations

*Facility features*
C - computer-aided stations
K - kitchen facilities
P - private display room
O - one-way mirror for viewing of stations

NA - information not available

# Massachusetts

## Boston

Car-Lene Research, Inc.
Silver City Galleria
2 Galleria Mall Dr.
Taunton, MA 02780
Ph. 508-880-0087
Fax 508-880-0715
www.car-leneresearch.com
Steve Martin, Manager
Income: H-34% M-24% L-42%
Stations: 5 K P O

**Cunningham Field & Research Service**
Natick Mall
1245 Worchester St., Ste. 1004
Natick, MA 01760-1553
Ph. 904-677-5644
Fax 904-677-5534
E-mail: BOST@cunninghamresearch.com
www.cunninghamresearch.com
Income: H-40% M-40% L-20%
Stations: 5 C K P O
(See advertisement on p. 103)

Barbara Nolan Market Research
Independence Mall Way, Space A-123
Kingston, MA 02364
Ph. 800-240-6119
Fax 407-629-7633
E-mail: BNMR172@aol.com
Income: H-25% M-50% L-25%
Stations: 5 C K P O

Performance Plus
2 Faneuil Hall Marketplace, 4th fl.
Boston, MA 02109
Ph. 508-872-1287
Fax 508-879-7108
Shirley Shames, President
Income: H-60% M-30% L-10%
Stations: 10 C K P

Performance Plus
Meadow Glen Mall
3850 Mystic Valley Pkwy., Rte. 16
Medford, MA 02155
Ph. 508-872-1287
Fax 508-879-7108
Shirley Shames, President
Income: H-30% M-60% L-10%
Stations: 10 C K P

Performance Plus
Westgate Mall
200 Westgate Dr., Ste. 23
Brockton, MA 02301
Ph. 508-872-1287
Fax 508-879-7108
Shirley Shames, President
Income: H-10% M-70% L-20%
Stations: 10 C K P

**Quick Test**
Silver City Galleria
2 Galleria Mall Dr., #248
Taunton, MA 02780
Ph. 508-822-0333
Fax 508-822-9025
E-mail: info@quicktest.com
www.quicktest.com
Melissa Taylor, Manager
Income: H-25% M-46% L-29%
Stations: 10 C K P O
(See advertisement on p. 101)

**Quick Test**
South Shore Plaza
250 Granite St., Ste. 197
Braintree, MA 02184
Ph. 781-849-1692
Fax 781-843-5276
E-mail: info@quicktest.com
www.quicktest.com
Wallace Washington, Manager
Income: H-25% M-46% L-29%
Stations: 10 C K P O
(See advertisement on p. 101)

**Quick Test**
Watertown Mall
550 Arsenal St.
Watertown, MA 02172
Ph. 617-924-8486
Fax 617-923-0261
E-mail: info@quicktest.com
www.quicktest.com
Bonnie MacDonald, Manager
Income: H-20% M-50% L-30%
Stations: 9 C K P O
(See advertisement on p. 101)

## Springfield

**Friedman Marketing Services**
Consumer Opinion Center
Eastfield Mall
1655 Boston Rd.
Springfield, MA 01129
Ph. 413-543-8515 or 914-698-9591
Fax 413-543-8430
www.friedmanmktg.com
Joan Gevry
Income: H-30% M-50% L-20%
Stations: 6 C K P O
(See advertisement on p. 119)

**Quick Test**
Holyoke Mall at Ingleside
50 Holyoke Rd.
Holyoke, MA 01040
Ph. 413-533-6180
Fax 413-532-6855
E-mail: info@quicktest.com
www.quicktest.com
Debbie Mullaly, Manager
Income: H-15% M-55% L-30%
Stations: 8 C K
(See advertisement on p. 101)

Trends of Springfield
Div. of Performance Plus
Fairfield Mall
591 Memorial Dr.
Chicopee, MA 01020
Ph. 508-872-1287
Fax 508-879-7108
Shirley Shames, President
Income: H-10% M-70% L-20%
Stations: 10 C K P O

# Michigan

## Detroit

Car-Lene Research, Inc.
Frenchtown Square Mall
2121 N. Monroe, Unit 620
Monroe, MI 48162
Ph. 734-241-0489
Fax 734-241-3268
www.car-leneresearch.com
Income: H-34% M-55% L-11%
Stations: NA K P O

Consumer Pulse of Detroit
Summit Place Mall
315 N. Telegraph, #N 125
Waterford, MI 48328
Ph. 248-681-4399 or 800-336-0159
Fax 248-681-3536
E-mail: detroit@consumerpulse.com
www.consumerpulse.com
Stephanie Williams, Manager
Income: H-20% M-55% L-25%
Stations: 12 C K P

Crimmins & Forman Market Research
Consumer Research Center
Westland Mall
35000 W. Warren Rd.
Westland, MI 48185
Ph. 734-513-5040
Fax 734-513-8966
Lois Forman, Partner
Income: H-25% M-45% L-30%
Stations: 12 C K P O

Crimmins & Forman Market Research
Detroit Marketing
Wonderland Mall
29755 Plymouth Rd.
Livonia, MI 48150
Ph. 734-427-5360
Fax 734-427-5250
Paula Crimmins, Partner
Income: H-25% M-45% L-30%
Stations: 7 C K P

**Cunningham Field & Research Service**
Great Lakes Crossing
4144 Baldwin Rd., Ste. 419
Auburn Hills, MI 48326
Ph. 904-677-5644
Fax 904-677-5534
www.cunninghamresearch.com
Income: NA
Stations: NA C K P O
(See advertisement on p. 103)

**Friedman Marketing Services**
Consumer Opinion Center
Oakland Mall
350-B. W. 14 Mile Rd.
Troy, MI 48083
Ph. 248-589-0950 or 914-698-9591
Fax 248-589-0271
www.friedmanmktg.com
Sandy Welch
Income: H-30% M-50% L-20%
Stations: 15 C K P O
(See advertisement on p. 119)

**Heakin Research, Inc.**
Eastland Mall
18000 Bernier Rd., Ste. 731
Harper Woods, MI 48225
Ph. 313-521-8811
Fax 313-521-9152
Christin Moore, Manager
Income: H-30% M-35% L-35%
Stations: 9 C K P O
(See advertisement on p. 101)

**Heakin Research, Inc.**
Macomb Mall
32441 Gratiot, Ste. 440
Roseville, MI 48066
Ph. 810-294-3232
Fax 810-294-3759
Diana Chalou, Manager
Income: H-31% M-41% L-28%
Stations: 8 C K P O
(See advertisement on p. 101)

**Quick Test**
Southland Center Mall
23000 Eureka Rd.
Taylor, MI 48180
Ph. 734-287-3600
Fax 734-287-3840
E-mail: info@quicktest.com
www.quicktest.com
Jill Linares, Manager
Income: H-25% M-50% L-25%
Stations: 11 C K P O
(See advertisement on p. 101)

## Grand Rapids

Barnes Research, Inc.
Rogers Plaza
1051 28th St. S.W.
Wyoming, MI 49509
Ph. 616-363-7643
Fax 616-363-8227
E-mail: barnesresr@aol.com
Della Welch, Production Director
Income: H-25% M-50% L-25%
Stations: 10 C K P

# Minnesota

## Duluth

Bryles Research, Inc.
Miller Hill Mall
1600 Miller Trunk Hwy.
Duluth, MN 55811
Ph. 218-722-9274
Fax 218-722-9327
E-mail: nancy@brylesresearch.com
www.brylesresearch.com
Income: H-10% M-70% L-20%
Stations: 12 C K P O

## Minneapolis/St. Paul

Car-Lene Research, Inc.
Brookdale Center
1269 Brookdale
Brooklyn Center, MN 55430
Ph. 612-585-1858
Fax 612-585-1859
www.car-leneresearch.com
Jaime Rodriguez, Manager
Income: H-35% M-30% L-35%
Stations: NA K P O

Car-Lene Research, Inc.
Southdale Mall
0306 Southdale Mall
Edina, MN 55435
Ph. 612-922-1444
Fax 612-922-1999
www.car-leneresearch.com
John Sandor, Manager
Income: H-35% M-25% L-40%
Stations: NA K P O

**Cunningham Field & Research Service**
Northtown Mall
310 Northtown Dr.
Blaine, MN 55434
Ph. 904-677-5644
Fax 904-677-5534
www.cunninghamresearch.com
Susan Hoffman, Manager
Income: H-20% M-80% L-0%
Stations: 4 C K P O
(See advertisement on p. 103)

e-works
Anchor Network, Inc.
Mall of America
Rosedale Mall
Ph. 215-561-1312
Fax 215-561-2695
www.ANI-research.com
Income: H-25% M-50% L-25%
Stations: NA C

**CODES**

*Income*
H - est. percentage of mall customers in high-income bracket (+$60,000)
M - middle-income ($30,000-$60,000)
L - low-income (under $30,000)

Stations - number of interviewing stations

*Facility features*
C - computer-aided stations
K - kitchen facilities
P - private display room
O - one-way mirror for viewing of stations

NA - information not available

**Friedman Marketing Services**
Consumer Opinion Center
Burnsville Center Mall
25 Burnsville Center, Ste. 25
Burnsville, MN 55306
Ph. 612-892-5383 or 914-698-9591
Fax 612-898-2940
www.friedmanmktg.com
Kris Larson
Income: H-50% M-40% L-10%
Stations: 8 C K P O
(See advertisement on p. 119)

**Heakin Research, Inc.**
Mall of America
300 E. Broadway
Bloomington, MN 55425
Ph. 612-854-3535
Fax 612-854-4375
Elena Johnson, Manager
Income: H-25% M-50% L-25%
Stations: 14 C K P O
(See advertisement on p. 101)

# Mississippi

## Jackson

**Friedman Marketing Services**
Jackson Opinion Center
Metrocenter Mall, 1275 Metrocenter
Highway 80 and Robinson Rd.
Jackson, MS 39209
Ph. 601-352-9340 or 914-698-9591
Fax 601-355-3530
www.friedmanmktg.com
Wes Smith
Income: H-20% M-60% L-20%
Stations: 13 C K P O
(See advertisement on p. 119)

# Missouri

## Cape Girardeau

Ask America Inc.®
185 West Park Mall
Cape Girardeau, MO 63701
Ph. 573-332-1332
Fax 573-332-1944
E-mail: ASKAMERICA@aol.com
Income: H-30% M-50% L-20%
Stations: 10 C K P O

## Kansas City

C & C Market Research, Inc.
Metro North Mall
400 N.W. Barry Rd., Ste. 143
Kansas City, MO 64155
Ph. 501-785-5637
Fax 501-785-5645
E-mail: craig@ccmarketresearch.com
www.ccmarketresearch.com
Craig Cunningham, President
Income: NA
Stations: 5 C K P O

**Heakin Research, Inc.**
116 Independence Center
Independence, MO 64057
Ph. 816-795-0706
Fax 816-795-1416
Jackie Sparks, Manager
Income: H-23% M-48% L-29%
Stations: 10 C K P O
(See advertisement on p. 101)

**Heakin Research, Inc.**
Bannister Mall
5600 E. Banister Rd., #102
Kansas City, MO 64137
Ph. 816-767-8300
Fax 816-761-0110
Debbie Culver, Manager
Income: H-24% M-55% L-21%
Stations: 10 C K P O
(See advertisement on p. 101)

**Quick Test**
The Great Mall of the Great Plains
20383 W. 151st St.
Olathe, KS 66061
Ph. 913-782-5110
Fax 913-782-5506
E-mail: info@quicktest.com
www.quicktest.com
Mirna Tapia, Manager
Income: H-30% M-40% L-30%
Stations: 9 C K O
(See advertisement on p. 101)

## St. Louis

Car-Lene Research, Inc.
Alton Square Mall, #203 B
Alton, IL 62002
Ph. 618-462-1173
Fax 618-462-1180
www.car-leneresearch.com
Dee Lawrence, Manager
Income: H-18% M-30% L-52%
Stations: NA K P O

Car-Lene Research, Inc.
South County Mall
Hwy. 55 & Lindbergh Blvd.
St. Louis, MO 63129
Ph. 314-845-2002
Fax 314-845-6254
www.car-leneresearch.com
Carolyn Campbell, Manager
Income: H-30% M-30% L-40%
Stations: NA K P O

**Cunningham Field & Research Service**
St. Clair Square Mall
134 St. Clair Square, #125
Fairview Heights, IL 62208
Ph. 904-677-5644
Fax 904-677-5534
E-mail: STLO@cunninghamresearch.com
www.cunninghamresearch.com
Income: H-30% M-40% L-30%
Stations: 5 C K P O
(See advertisement on p. 103)

**Friedman Marketing Services**
Consumer Opinion Center
Mid River Mall #1720
St. Peters, MO 63376
Ph. 636-278-3821 or 914-698-9591
Fax 636-278-8213
www.friedmanmktg.com
Linda Greer
Income: H-25% M-50% L-25%
Stations: 10 C K P
(See advertisement on p. 119)

**Friedman Marketing Services**
Consumer Opinion Center
St. Louis Union Station
1820 Market St.
St. Louis, MO 63103
Ph. 314-241-4559 or 914-698-9591
Fax 314-241-6058
www.friedmanmktg.com
Marilyn Holland
Income: H-30% M-50% L-20%
Stations: 10 C K P O
(See advertisement on p. 119)

Barbara Nolan Market Research
338 Jamestown Mall
Florissant, MO 63034
Ph. 800-240-6119
Fax 407-629-7633
E-mail: BNMR172@aol.com
Income: H-25% M-50% L-25%
Stations: 10 C K P O

**Quick Test**
505 Northwest Plaza
St. Louis, MO 63074
Ph. 314-291-8888
Fax 314-291-8581
E-mail: info@quicktest.com
www.quicktest.com
Becky Ross, Manager
Income: H-2% M-55% L-43%
Stations: 10 C K P O
(See advertisement on p. 101)

Superior Surveys of St. Louis, Inc.
208 Crestwood Plaza
St. Louis, MO 63126
Ph. 314-918-7460
Fax 314-692-2427
E-mail: SURVEYS4U@aol.com
Carol McGill, Manager
Income: H-60% M-30% L-10%
Stations: 10 C K P O

## Springfield

Bryles Research, Inc.
227 Battlefield Mall
Springfield, MO 65804
Ph. 417-887-1035
Fax 417-887-0209
E-mail: nancy@brylesresearch.com
www.brylesresearch.com
Steve Russell, Supervisor
Income: H-10% M-80% L-10%
Stations: 12 C K P O

# Nebraska

## Omaha

Car-Lene Research, Inc.
Westroads Shopping Mall
10000 California
Omaha, NE 68114
Ph. 402-343-9090
Fax 402-343-9191
www.car-leneresearch.com
Denise Guerrero, Manager
Income: H-34% M-34% L-32%
Stations: NA K P O

**Cunningham Field & Research Service**
Crossroads Mall
7400 Dodge St., Ste. B-2
Omaha, NE 68114
Ph. 904-677-5644
Fax 904-677-5534
www.cunninghamresearch.com
Income: NA
Stations: NA
(See advertisement on p. 119)

Midwest Survey & Research
Mall of the Bluffs
1751 Madison Ave., Ste. 708
Council Bluffs, IA 51503
Ph. 712-323-1438
Fax 712-323-1438
Elaine Bosilevac, Vice President
Income: H-25% M-30% L-45%
Stations: 9 C K P O

# Nevada

## Las Vegas

Consumer Research Center
1370 E. Flamingo Rd., Ste. J
Las Vegas, NV 89119
Ph. 702-737-3272
Fax 702-737-1023
Steve Goldbaum, President
Income: H-15% M-50% L-35%
Stations: 7 C K P O

**Cunningham Field & Research Service**
The Galleria at Sunset
1300 W. Sunset Rd., Ste. 1324
Henderson, NV 89014
Ph. 904-677-5644
Fax 904-677-5534
E-mail: LASV@cunninghamresearch.com
www.cunninghamresearch.com
Income: H-30% M-60% L-10%
Stations: 6 C K P O
(See advertisement on p. 103)

Las Vegas Surveys, Inc.
The Boulevard Mall
3860 S. Maryland Pkwy., Ste. 201
Las Vegas, NV 89109
Ph. 702-650-5500
Fax 702-650-0729
E-mail: lsurveys@aol.com
Carlos Kelley, V.P. Research
Income: H-60% M-30% L-10%
Stations: 4 C K P

# New Hampshire

## Concord

**Cunningham Field & Research Service**
Steeplegate Mall
270 London Rd., Ste. 1164
Concord, NH 03301
Ph. 904-677-5644
Fax 904-677-5534
E-mail: CONC@cunninghamresearch.com
www.cunninghamresearch.com
Income: H-20% M-60% L-20%
Stations: 5 C K O
(See advertisement on p. 103)

## Manchester/Nashua

New England Interviewing, Inc.
Nashua Mall
Rte. 3 & 130
Nashua, NH 03063
Ph. 603-889-8100
Fax 603-883-1119
Joan Greene
Income: H-14% M-68% L-18%
Stations: 4 C K P

# New Jersey

## Northern New Jersey

Car-Lene Research, Inc.
Bergen Mall
Rte. 4 & Forest Ave.
Paramus, NJ 07652
Ph. 201-845-5600
Fax 201-845-6201
www.car-leneresearch.com
Nina Velella, Manager
Income: H-20% M-45% L-35%
Stations: NA K P O

Car-Lene Research, Inc.
Moorestown Mall
Rte. 38 & Lenola
Moorestown, NJ 08057
Ph. 856-231-0600
Fax 856-231-9575
www.car-leneresearch.com
Evan Celwyn, Manager
Income: H-35% M-31% L-34%
Stations: NA K P O

**Cunningham Field & Research Service**
Raceway Mall
3710 Rte. 9, Ste. 238A
Freehold, NJ 07728
Ph. 904-677-5644
Fax 904-677-5534
E-mail: FREE@cunninghamresearch.com
www.cunninghamresearch.com
Income: H-50% M-40% L-10%
Stations: 6 C K P O
(See advertisement on p. 103)

**Ebony Marketing**
Newport Shopping Mall
30 Mall Dr. W.
Jersey City, NJ 07310
Ph. 201-714-9455
Fax 201-714-9396
E-mail: emr@interport.net
www.ebonymktg.com
Rafaela Ramirez
Income: H-10% M-90% L-0%
Stations: 8 C P O
(See advertisement on p. 117)

Focus World International, Inc.
Brunswick Square Mall
Rte. 18
East Brunswick, NJ
Ph. 732-946-0100
Fax 732-946-0107
E-mail: FocusWorld@worldnet.att.net
www.focusworldint.com
Income: H-60% M-30% L-10%
Stations: 6 C K P

**CODES**

*Income*
H - est. percentage of mall customers in high-income bracket (+$60,000)
M - middle-income ($30,000-$60,000)
L - low-income (under $30,000)

Stations - number of interviewing stations

*Facility features*
C - computer-aided stations
K - kitchen facilities
P - private display room
O - one-way mirror for viewing of stations

NA - information not available

Focus World International, Inc.
Consumer Reaction Research
Seaview Square Mall
Rte. 66 & 35
Ocean, NJ 07712
Ph. 732-946-0100
Fax 732-946-0107
E-mail: FocusWorld@worldnet.att.net
www.focusworldint.com
Income: H-10% M-70% L-20%
Stations: 8 C K P

**Heakin Research, Inc.**
Woodbridge Center
196 Woodbridge Center Dr.
Woodbridge, NJ 07095
Ph. 732-326-9779
Fax 732-326-9646
Lydia DuChene, Manager
Income: H-45% M-35% L-20%
Stations: 12 C K P O
(See advertisement on p. 101)

Mid-America Rsch./Facts In Focus
Livingston Mall
131 Livingston Mall
Livingston, NJ 07039
Ph. 973-740-1566 or 847-392-0800
Fax 973-740-0569
Jennifer Gerlach, Manager
Income: H-15% M-80% L-5%
Stations: 12 C K P O

Northeast Data
High Income Mall Testing & Group Focus Facility
Wayne Towne Center, Rte. 23 S.
Wayne, NJ 07470
Ph. 973-785-4449
Fax 973-785-3679
E-mail: northeastdata@yahoo.com
Paul Schwartz, President
Income: H-70% M-25% L-5%
Stations: 8 C K P O

**Quick Test**
Menlo Park Mall
312 Menlo Park
Edison, NJ 08837
Ph. 732-548-2900
Fax 732-549-0026
E-mail: info@quicktest.com
www.quicktest.com
Janet Ford, Manager
Income: H-70% M-20% L-10%
Stations: 10 C K P O
(See advertisement on p. 101)

Suburban Associates
Monmouth Mall
1230 Monmouth Mall - Rte. 35
Eatontown, NJ 07724
Ph. 732-542-5554
Fax 732-389-3921
E-mail: monmouth@subassoc.com
www.subassoc.com
Income: H-10% M-60% L-30%
Stations: 8 C K P O

Suburban Associates
Willowbrook Mall
1230 Willowbrook Mall - Rte. 46
Wayne, NJ 07470
Ph. 973-785-0770
Fax 973-785-0771
E-mail: willowbrook@subassoc.com
www.subassoc.com
Income: H-25% M-55% L-20%
Stations: 10 C K P O

# New Mexico

## Albuquerque

Car-Lene Research, Inc.
Coronado Center
6600 Menaul Blvd. N.E., Ste. K8
Albuquerque, NM 87110
Ph. 505-889-3070
Fax 505-889-3071
www.car-leneresearch.com
Scott Solis, Manager
Income: H-34% M-36% L-30%
Stations: NA K P O

Barbara Nolan Market Research
Cottonwood Mall
10000 Coors Bypass N.W., Space D201
Albuquerque, NM 87114
Ph. 800-240-6119
Fax 407-629-7633
E-mail: BNMR172@aol.com
Income: H-25% M-50% L-25%
Stations: 8 C K P O

## Santa Fe

**Quick Test**
Villa Linda Mall
1124 Villa Linda Mall
Santa Fe, NM 87505
Ph. 505-471-1699
Fax 505-438-3846
E-mail: info@quicktest.com
www.quicktest.com
Dorothea Migliori, Manager
Income: H-20% M-50% L-30%
Stations: 7 C K P O
(See advertisement on p. 101)

# New York

## Albany

Barbara Nolan Market Research
Rotterdam Square Mall
93 W. Campbell Rd.
Schenectady, NY 12306
Ph. 800-240-6119
Fax 407-629-7633
E-mail: BNMR172@aol.com
Income: H-25% M-50% L-25%
Stations: 5 C K P O

Barbara Nolan Market Research
Wilton Mall
3065 Rte. 50
Saratoga Springs, NY 12866
Ph. 800-240-6119
Fax 407-629-7633
E-mail: BNMR172@aol.com
Income: H-50% M-40% L-10%
Stations: 6 C K P O

**Quick Test**
Crossgates Mall
1 Crossgates Mall Rd.
Albany, NY 12203
Ph. 518-456-8641
Fax 518-456-8642
E-mail: info@quicktest.com
www.quicktest.com
Pat Figler, Manager
Income: H-25% M-50% L-25%
Stations: 6 C K P O
(See advertisement on p. 101)

J.L. Whalen Markette Research, Inc.
421 Clifton Country Mall
Clifton Park, NY 12065
Ph. 518-383-1661
Fax 518-371-0791
Income: H-60% M-30% L-10%
Stations: 4 K P O

## Buffalo

Buffalo Survey & Research, Inc.
Lockport Mall
5737 S. Transit Rd.
Lockport, NY 14094
Ph. 716-833-6639
Fax 716-834-6499
E-mail: buffalosur@aol.com
David Levin, Vice President
Income: H-20% M-60% L-20%
Stations: 4 K P

Buffalo Survey & Research, Inc.
Main Place Mall
Buffalo, NY 14202
Ph. 716-845-6262
Fax 716-834-6499
E-mail: buffalosur@aol.com
Jeanette Levin, President
Income: H-10% M-50% L-40%
Stations: 8 K P

Ruth Diamond Market Research Services
Boulevard Mall
770 Alberta Dr.
Buffalo, NY 14226
Ph. 716-836-1110 or 716-836-1111
Fax 716-836-1114
E-mail: RDMKTRSCH@aol.com
Harvey Podolsky, President
Income: H-22% M-49% L-29%
Stations: 6 C K P O

Marion Simon Research Service, Inc.
C-103 Walden Galleria
Buffalo, NY 14225
Ph. 716-684-8025
Fax 716-684-3009
Income: H-35% M-35% L-30%
Stations: NA C K P O

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
www.surveyservice.com
Susan Adelman, President
Income: H-25% M-50% L-25%
Stations: 8 C K P O

## New York City
## *(See also Northern New Jersey)*

Answers to Questions, Inc.
South Shore Mall
1701 Sunrise Hwy.
Bay Shore, NY 11706
Ph. 631-666-9705
Fax 631-666-4596
E-mail: ATQ@worldnet.att.net
Mary Garofaldo, Managing Director
Income: H-20% M-60% L-20%
Stations: 7 C K P O

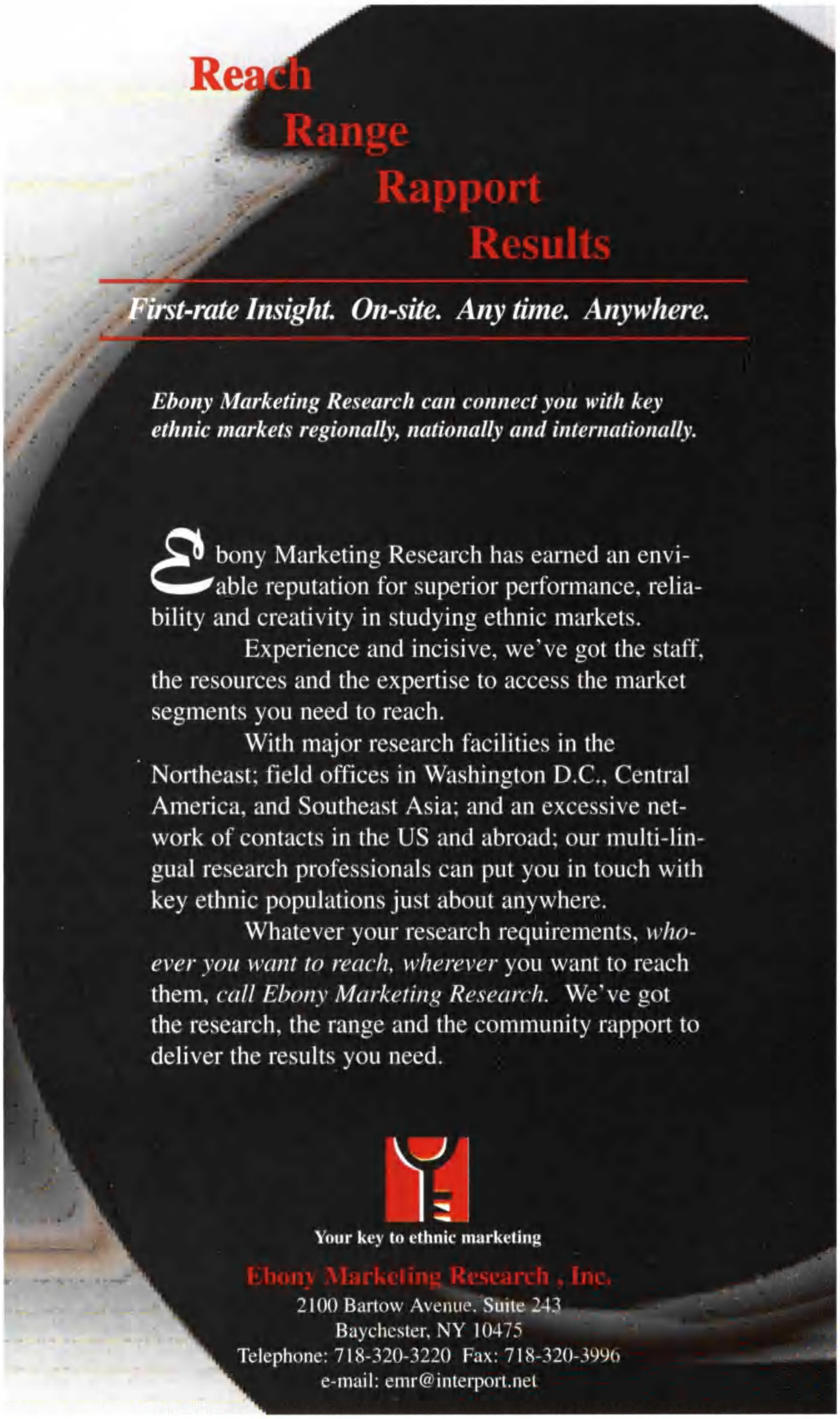
Brianne Associates, Inc.
Hunting Square Mall
4000 Jericho Turnpike
East Northpoint, NY 11731
Ph. 516-462-2052
Fax 516-462-2957
Fern Roseman, Manager
Income: H-25% M-60% L-15%
Stations: NA C P

Car-Lene Research, Inc.
Galleria at Crystal Run
Middletown, NY 10941
Ph. 914-692-2226
Fax 914-692-2207
www.car-leneresearch.com
Tabatha Roache, Manager
Income: H-25% M-40% L-35%
Stations: NA K P O

**Ebony Marketing**
Jamaica Mall
162-10 Jamaica Ave.
Jamaica, NY 11434
Ph. 718-526-3204
Fax 718-526-3312
E-mail: emr@interport.net
www.ebonymktg.com
Elan Miller, Mall Manager
Income: H-0% M-55% L-45%
Stations: 6 C K
(See advertisement on p. 117)

**Ebony Marketing Research, Inc.**
2100 Bartow Ave., Ste. 243
Bronx, NY 10475
Ph. 718-217-0842 or 718-320-3220
Fax 718-320-3996
E-mail: emr@interport.net
www.ebonymktg.com/
Esther Remusat, Mall Manager
Income: H-5% M-95% L-0%
Stations: 8 C K P O
(See advertisement on p. 117)

**Friedman Marketing Services**
Consumer Opinion Center
Smith Haven Mall
313 Smith Haven Mall, Sears Wing, Space E-11C
Lake Grove, NY 11755
Ph. 516-366-6325 or 914-698-9591
Fax 516-366-6331
www.friedmanmktg.com
Income: H-40% M-40% L-20%
Stations: 6 C K O
(See advertisement on p. 119)



**CODES**

*Income*
H - est. percentage of mall customers in high-income bracket (+$60,000)
M - middle-income ($30,000-$60,000)
L - low-income (under $30,000)

Stations - number of interviewing stations

*Facility features*
C - computer-aided stations
K - kitchen facilities
P - private display room
O - one-way mirror for viewing of stations

NA - information not available

**Friedman Marketing Services**
Consumer Opinion Center
The Galleria at White Plains
100 Main St., Fashion Level 1, Ste. 301
White Plains, NY 10601
Ph. 914-328-2447 or 914-698-9591
Fax 914-328-2977
www.friedmanmktg.com
Jon Erickson
Income: H-25% M-50% L-25%
Stations: 6 C K P O
(See advertisement on p. 119)

J & R Field Services, Inc.
Attais Mart
5750 Sunrise Hwy.
Sayville, NY 11782
Ph. 516-244-0475
Fax 516-244-0839
Income: H-15% M-65% L-20%
Stations: 4 C P

J & R Field Services, Inc.
East Meadow Mall
1917 Front St.
East Meadow, NY 11554
Ph. 516-542-0081
Fax 516-542-6314
Income: H-10% M-55% L-35%
Stations: 6 C

Primary Data Collection Services
1063 Green Acres Mall
Valley Stream, NY 11581
Ph. 516-561-1723
Fax 516-561-2523
Tom Champion, President
Income: H-20% M-65% L-15%
Stations: 8 C P O

**Quick Test**
Kings Plaza Mall
5422 Kings Plaza
Brooklyn, NY 11234
Ph. 718-338-3388
Fax 718-692-4365
E-mail: info@quicktest.com
www.quicktest.com
NancyAnne Canaletich, Manager
Income: H-20% M-45% L-35%
Stations: 15 C K P
(See advertisement on p. 101)

**Quick Test**
Sunrise Mall
855 Sunrise Mall
Massapequa, NY 11758
Ph. 516-541-5100
Fax 516-541-1099
E-mail: info@quicktest.com
www.quicktest.com
Sue Savin, Manager
Income: H-15% M-80% L-5%
Stations: 12 C K P O
(See advertisement on p. 101)

Audrey Schiller Market Research
Nassau Mall, lower level
3601 Hempstead Tpke.
Levittown, NY 11756
Ph. 516-731-1500
Fax 516-731-4235
E-mail: aschiller1@aol.com
Audrey Schiller, President
Income: H-35% M-50% L-15%
Stations: 8 C K P O

Seaport Surveys
Financial Focus, Inc.
135 William St., 5th fl.
New York, NY 10038
Ph. 212-608-3100 or 800-347-2662
Fax 212-608-4966
E-mail: Seaportand@aol.com
www.seaportsurveys.com
Andrea Waller, President
Income: H-40% M-40% L-20%
Stations: 10 C K P O

Suburban Associates
East Meadow Plaza
1966 Hempstead Tpke.
East Meadow, NY 11554
Ph. 516-794-3030
Fax 516-794-3519
E-mail: eastmeadow@subassoc.com
www.subassoc.com
Income: H-10% M-70% L-20%
Stations: 6 C K P O

## Poughkeepsie

Barbara Nolan Market Research
Poughkeepsie Galleria
790 South Road, Space 282
Poughkeepsie, NY 12601
Ph. 800-240-6119
Fax 407-629-7633
E-mail: BNMR172@aol.com
Income: H-50% M-30% L-20%
Stations: 6 C K P O

## Rochester

Car-Lene Research, Inc.
Greece Ridge Center Mall
150 Greece Ridge Center Dr.
Rochester, NY 14626
Ph. 716-225-3100
Fax 716-225-2834
www.car-leneresearch.com
Barbi White, Manager
Income: H-38% M-44% L-18%
Stations: 6 C K P O

Car-Lene Research, Inc.
Irondequoit Mall
54 Irondequoit Dr.
Rochester, NY 14622
Ph. 716-342-7630
Fax 716-342-9047
www.car-leneresearch.com
Barry Rudner, Manager
Income: H-10% M-55% L-35%
Stations: NA C P O

Car-Lene Research, Inc.
Market Place Mall
301- Miracle Mile Dr.
Rochester, NY 14623
Ph. 716-424-3205
Fax 716-292-0523
www.car-leneresearch.com
Barbi White, Manager
Income: H-32% M-67% L-31%
Stations: 6 C K P O

## Syracuse

**Cunningham Field & Research Service**
Eastview Mall
602 Eastview Mall
Victor, NY 14564
Ph. 904-677-5644
Fax 904-677-5534
E-mail: ROCH@cunninghamresearch.com
www.cunninghamresearch.com
Income: H-35% M-45% L-20%
Stations: 5 C K P O
(See advertisement on p. 103)

Lavalle Research
Carousel Center Mall
9763 Carousel Center Dr.
Syracuse, NY 13290-9763
Ph. 315-466-1609
Fax 315-466-7101
Maureen Colson, Manager
Income: H-20% M-65% L-15%
Stations: 8 C K P O

McCarthy Associates
Carousel Mall
9763 Carousel Center Dr.
Syracuse, NY 13290
Ph. 315-431-0660
Fax 315-431-0672
Income: H-33% M-34% L-33%
Stations: 7 C K P O

Q/A Research, Inc.
Shoppingtown Mall
3649 Erie Blvd. E.
Dewitt, NY 13214
Ph. 315-446-0011
Fax 315-446-0428
Jean Queri, President
Income: H-30% M-60% L-10%
Stations: 7 C K P

**CODES**

*Income*
H - est. percentage of mall customers in high-income bracket (+$60,000)
M - middle-income ($30,000-$60,000)
L - low-income (under $30,000)

Stations - number of interviewing stations

*Facility features*
C - computer-aided stations
K - kitchen facilities
P - private display room
O - one-way mirror for viewing of stations

NA - information not available

Marion Simon Research Service, Inc.
Great Northern Mall
4081 Rte. 31
Clay, NY 13041
Ph. 315-652-1812
Fax 315-652-1814
E-mail: Msrdc@aol.com
Phillip Roundy, Manager
Income: H-35% M-35% L-30%
Stations: NA C K P O

# North Carolina

## Asheville

Mellon Market Research
Biltmore Square
800 Brevard Rd., #516
Asheville, NC 28806
Ph. 828-667-0704 or 877-963-5566
Vicki Phillips, Manager
Income: H-35% M-45% L-25%
Stations: 4 C K P O

## Charlotte

A O C Marketing Research
Galleria Mall
2301 Dave Lyle Blvd., Ste. 183
Charlotte, NC 29730
Ph. 803-324-7596
Fax 803-324-7598
E-mail: aocinc@bellsouth.net
Betty Collins, Co-Owner
Income: H-25% M-50% L-25%
Stations: 10 C K P O

Car-Lene Research, Inc.
Concord Mills Mall
8111-677 Concord Mills Blvd.
Concord, NC 28027
Ph. 704-979-1660
Fax 704-979-1663
www.car-leneresearch.com
Income: H-38% M-48% L-14%
Stations: NA K P O

Consumer Pulse of Charlotte
Eastland Mall
5625 Central Ave.
Charlotte, NC 28212
Ph. 704-536-6067 or 800-336-0159
Fax 704-536-2238
E-mail: charlotte@consumerpulse.com
www.consumerpulse.com
Lakesha Smith, Manager
Income: H-20% M-60% L-20%
Stations: 7 C K P O

**Cunningham Field & Research Service**
Eastridge Mall
246 N. New Hope Rd., Ste. E-120
Gastonia, NC 28054
Ph. 904-677-5644
Fax 904-677-5534
E-mail: CHAR@cunninghamresearch.com
www.cunninghamresearch.com
Income: H-30% M-50% L-10%
Stations: 6 C K P O
(See advertisement on p. 103)

## Greensboro/Winston-Salem

Car-Lene Research, Inc.
Oak Hollow Mall
921 E. Chester Dr., Hwy. 68, #1130
High Point, NC 27262
Ph. 336-882-0992
Fax 336-882-0999
www.car-leneresearch.com
Eileen Chestang, Manager
Income: H-25% M-50% L-25%
Stations: NA K P O

Homer Market Research Associates, Inc.
333 Four Seasons Town Centre
Greensboro, NC 27407
Ph. 336-294-9415
Fax 336-294-6116
E-mail: homermktresearch@msn.com
Jan Homer, Exec. Vice President
Income: H-25% M-45% L-30%
Stations: 10 C K P O

W.H. Long Marketing, Inc.
Golden Gate Shopping Center
2240 Golden Gate Dr.
Greensboro, NC 27408
Ph. 336-292-4146
Fax 336-299-6165
John Voss, Vice President
Income: H-33% M-34% L-33%
Stations: 8 C K P O

## Raleigh/Durham

Car-Lene Research, Inc.
Crabtree Valley Mall
4325 Glenwood Ave., Ste. 2072
Raleigh, NC 27612
Ph. 919-786-1535
Fax 919-786-0742
www.car-leneresearch.com
Income: H-52% M-30% L-18%
Stations: NA K P O

**Cunningham Field & Research Service**
Cary Towne Center
1105 Walnut St., Ste. E103A
Cary, NC 27511
Ph. 904-677-5644
Fax 904-677-5534
E-mail: RALE@cunninghamresearch.com
www.cunninghamresearch.com
Income: H-30% M-60% L-10%
Stations: 6 C K P O
(See advertisement on p. 103)

# Ohio

## Akron

**Cunningham Field & Research Service**
Chapel Hill Mall
2000 Brittain Rd., Ste. 465
Akron, OH 44310
Ph. 904-677-5644
Fax 904-677-5534
E-mail: AKRO@cunninghamresearch.com
www.cunninghamresearch.com
Income: H-20% M-70% L-10%
Stations: 6 C K P O
(See advertisement on p. 103)

**Quick Test**
Rolling Acres Mall
2400 Romig Rd.
Akron, OH 44320
Ph. 330-745-8883
Fax 330-745-7881
E-mail: info@quicktest.com
www.quicktest.com
Debbie Moore, Manager
Income: H-10% M-70% L-20%
Stations: 6 C K
(See advertisement on p. 101)

## Cincinnati

B & B Research Services, Inc.
Eastgate Mall
4601 Eastgate Ave.
Cincinnati, OH 45245
Ph. 513-793-4223
Fax 513-793-9117
E-mail: BBRSCH@aol.com
Jim Moler, Project Director
Income: H-20% M-25% L-55%
Stations: 8 C K P O

Consumer Pulse of Cincinnati
Forest Fair Mall
514 Forest Fair Dr.
Cincinnati, OH 45240
Ph. 513-671-1211 or 800-336-0159
Fax 513-346-4244
E-mail: cincinnati@consumerpulse.com
www.consumerpulse.com
Susan Lake-Carpenter, Director
Income: H-25% M-45% L-30%
Stations: 8 C K P O

Consumer Pulse of Cincinnati
Northgate Mall
9663A Colerain Ave.
Cincinnati, OH 45251
Ph. 513-385-8228 or 800-336-0159
Fax 513-385-2140
E-mail: cincinnati@consumerpulse.com
www.consumerpulse.com
Susan Lake-Carpenter, Director
Income: H-30% M-50% L-20%
Stations: 10 C K P

**Quick Test**
Florence Mall
1150 Florence Mall
Florence, KY 41042
Ph. 606-282-1333
Fax 606-282-6333
E-mail: info@quicktest.com
www.quicktest.com
Mary Ann Habel, Manager
Income: H-30% M-40% L-30%
Stations: NA K P O
(See advertisement on p. 101)

## Cleveland

Car-Lene Research, Inc.
Great Northern Mall
924 Great Northern Mall
North Olmsted, OH 44070
Ph. 440-979-0200
Fax 440-979-1163
www.car-leneresearch.com
Christine Readence, Manager
Income: H-32% M-31% L-37%
Stations: NA K P O

**Heakin Research, Inc.**
Richmond Town Square
Richmond Heights, OH 44143
Ph. 440-473-1000
Fax 440-473-1000
Eric Silver, Manager
Income: H-28% M-52% L-20%
Stations: 10 C K P O
(See advertisement on p. 101)

OPINIONation
4301 Ridge Rd.
Cleveland, OH 44144
Ph. 216-351-4644
Fax 216-351-7876
E-mail: OPINION@ix.netcom.com
www.opinionation.com
Diane Eck, Operations Manager
Income: H-15% M-65% L-20%
Stations: 8 C K P

Opinions, Ltd.
Sandusky Mall
4314 Milan Rd., #340
Sandusky, OH 44870
Ph. 419-626-8944
Fax 419-626-4798
E-mail: info@whereopinionscount.com
http:/www.whereopinionscount.com
Mark Kikel, Owner
Income: H-17% M-62% L-21%
Stations: 7 C

Pat Henry Market Research, Inc.
Tower City Center
230 Huron Rd. N.W., Ste. 100.43
Cleveland, OH 44113
Ph. 800-229-5260 or 216-621-3831
Fax 216-621-8455
E-mail: info@pathenry.com
www: Coming Dec. 99
Barbara Boston, Dir. of Phone & Mall Rsch.
Income: H-30% M-60% L-10%
Stations: 11 C K P O

Questions, Inc.
Great Lakes Mall
7850 Mentor Rd.
Mentor, OH 44060
Ph. 440-255-9940
Fax 440-974-0001
E-mail: wiscoron@aol.com
Ron Weingarten, President
Income: H-20% M-60% L-20%
Stations: 7 C K

## Columbus

B & B Research Services, Inc.
Brice Outlet Mall
5891 Scarborough Blvd.
Columbus, OH 43232
Ph. 614-486-6746
Fax 614-486-9958
Judy Fredericks, Project Director
Income: H-20% M-25% L-55%
Stations: 4 C P

T.I.M.E. Market Research
745 Indian Mound Mall
771 S. 30th St.
Heath, OH 43056
Ph. 740-788-8808
Fax 740-788-8809
Cassie Hayes, Manager
Income: H-10% M-60% L-30%
Stations: 8 C K P O

## Toledo

Barbara Nolan Market Research
Franklin Park Mall
5001 Monroe St., Ste. 2005
Toledo, OH 43623
Ph. 800-240-6119
Fax 407-629-7633
E-mail: BNMR172@aol.com
Income: H-25% M-50% L-25%
Stations: 6 C K P O

## Youngstown

McCarthy Associates
Eastwood Mall
Unit #911
Niles, OH 44446
Ph. 315-431-0660
Fax 315-431-0672
Income: H-3% M-50% L-20%
Stations: 6 C K P

Opinions, Ltd.
Southern Park Mall
7401 Market St., #869
Boardman, OH 44512
Ph. 440-893-0300
Fax 440-893-9333
E-mail: info@whereopinionscount.com
www.whereopinionscount.com
Mark Kikel, Owner
Income: H-24% M-57% L-19%
Stations: 10 C K P

# Oklahoma

## Oklahoma City

Oklahoma City Research
Div. of Ruth Nelson Research
Quail Springs Mall
2501 W. Memorial Dr.
Oklahoma City, OK 73134-8003
Ph. 405-752-4710
Fax 405-752-2344
E-mail: ocrs@worldnet.att.net
www.ruthnelsonresearchsvcs.com
Bohn Macrory, Manager
Income: H-30% M-50% L-20%
Stations: 6 C K P

Oklahoma Market Research
Data Net
Sooner Fashion Mall
3475 W. Main
Norman, OK 73072
Ph. 405-329-9779
Fax 405-329-6766
Income: H-20% M-70% L-10%
Stations: 8 C K P O

**Quick Test**
Cross Roads Mall
1153 Cross Roads Mall
Oklahoma City, OK 73149
Ph. 405-631-9738
Fax 405-632-0750
E-mail: info@quicktest.com
www.quicktest.com
Pat Johnson, Manager
Income: H-4% M-25% L-61%
Stations: 6 C K P O
(See advertisement on p. 101)

## Tulsa

C & C Market Research, Inc.
Arrowhead Mall
501 N. Main St., Ste. 75
Muskogee, OK 74401
Ph. 501-785-5637
Fax 501-785-5648
E-mail: craig@ccmarketresearch.com
www.ccmarketresearch.com
Craig Cunningham, President
Income: NA
Stations: 9 C K P O

**CODES**

*Income*
H - est. percentage of mall customers in high-income bracket (+$60,000)
M - middle-income ($30,000-$60,000)
L - low-income (under $30,000)

Stations - number of interviewing stations

*Facility features*
C - computer-aided stations
K - kitchen facilities
P - private display room
O - one-way mirror for viewing of stations

NA - information not available

**Cunningham Field & Research Service**
Eastland Mall
14002 E. 21st, Ste. 144
Tulsa, OK 74134
Ph. 904-677-5644
Fax 904-677-5534
E-mail: TULE@cunninghamresearch.com
www.cunninghamresearch.com
Income: H-10% M-70% L-20%
Stations: 6 C K P O
(See advertisement on p. 103)

**Cunningham Field & Research Service**
Promenade Mall
4107 S. Yale, Ste. LA 107
Tulsa, OK 74135
Ph. 904-677-5644
Fax 904-677-5534
E-mail: TULP@cunninghamresearch.com
www.cunninghamresearch.com
Income: H-30% M-60% L-10%
Stations: 6 C K P O
(See advertisement on p. 103)

**Cunningham Field & Research Service**
Woodland Hills Mall
7021 S. Memorial, Ste. 204A
Tulsa, OK 74133
Ph. 904-677-5644
Fax 904-677-5534
E-mail: TULW@cunninghamresearch.com
www.cunninghamresearch.com
Income: H-40% M-60% L-0%
Stations: 7 C K P O
(See advertisement on p. 103)

# Oregon

## Portland

**Consumer Opinion Services, Inc.**
1206 Jantzen Beach Center
Portland, OR 97217
Ph. 503-240-8159 or 206-241-6050 for bids
Fax 503-240-8161
E-mail: cos-info@cosvc.com
www.cosvc.com
Anita Rubadue, Manager
Income: H-5% M-50% L-45%
Stations: 8 C K P
(See advertisement on p. 129)

**Consumer Opinion Services, Inc.**
991 Lloyd Center
Portland, OR 97232
Ph. 503-281-1278 or 206-241-6050 for bids
Fax 503-281-1017
E-mail: cos@transport.com
www.cosvc.com
Ann Kane, Manager
Income: H-15% M-55% L-30%
Stations: 9 C K P O
(See advertisement on p. 129)

Consumer Pulse of Portland
Clackamas Town Center
12000 S.E. 82nd Ave., #D-2
Portland, OR 97266
Ph. 503-654-1390 or 800-326-0159
Fax 503-654-1436
E-mail: portland@consumerpulse.com
www.consumerpulse.com
Vikki Peterson, Manager
Income: H-25% M-55% L-20%
Stations: 8 C K P

e-works
Anchor Network, Inc.
Mall 205, The Saturday Market
Beaverton Mall
Ph. 215-561-1312
Fax 215-561-2695
www.ANI-research.com
Income: H-25% M-50% L-25%
Stations: NA C

# Pennsylvania

## Erie

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

## Philadelphia

Car-Lene Research, Inc.
Echelon Mall
2224 Echelon Mall, Ste. 245
Voorhees, NJ 08043-1903
Ph. 856-772-2411
Fax 856-772-2421
www.car-leneresearch.com
Evan Celwyn, Manager
Income: H-40% M-50% L-10%
Stations: NA K P O

Car-Lene Research, Inc.
Oxford Valley Mall
2300 E. Lincoln Hwy
Langhorne, PA 19047
Ph. 215-750-7202
Fax 215-750-9622
www.car-leneresearch.com
Bobbie Davis, Manager
Income: H-23% M-65% L-12%
Stations: NA K P O

Consumer Pulse of Philadelphia
101 Plymouth Meeting Office Center & Plymouth Meeting Mall, #2145
Plymouth Meeting, PA 19462
Ph. 610-825-6636 or 800-336-0159
Fax 610-825-6805
E-mail: philadelphia@consumerpulse.com
www.consumerpulse.com
Eleanor Yates, Director
Income: H-20% M-60% L-20%
Stations: 15 C K P O

**Cunningham Field & Research Service**
Deptford Mall
1750 Deptford Center Rd., #2D-06
Deptford, NJ 08096
Ph. 904-677-5644
Fax 904-677-5534
E-mail: PHIL@cunninghamresearch.com
www.cunninghamresearch.com
Income: NA
Stations: 6 C K P O
(See advertisement on p. 103)

**Heakin Research, Inc.**
Cherry Hill Mall
2000 Rte. 38, Ste. 917
Cherry Hill, NJ 08002
Ph. 609-910-1000
Fax 609-910-1010
Tammy Stevens, Manager
Income: H-35% M-39% L-26%
Stations: 10 C K P O
(See advertisement on p. 101)

**JRA, J. Reckner Associates, Inc.**
Philadelphia - Mall
Montgomery Mall, Store 152
North Wales, PA 19454-3909
Ph. 215-362-1060
Fax 215-362-7569
E-mail: bogrizek@reckner.com
www.reckner.com
Barbara Ogrizek, Director
Income: H-48% M-28% L-24%
Stations: 15 C K P O
(See advertisement on p. 123)

**JRP Marketing Research Services**
279 Granite Run Mall
Media, PA 19063
Ph. 610-565-7821
Fax 610-565-4403
E-mail: jrpmark@fast.net
Kathleen McCarty, V.P. Field Svcs.
Income: H-30% M-40% L-30%
Stations: 10 C K P O
(See advertisement on p. 25)

Quality in Field
Leo Mall
11725 Bustleton Ave.
Philadelphia, PA 19116
Ph. 215-698-0606
Fax 215-676-4055
E-mail: afrieze828@aol.com
Arlene Frieze, Owner
Income: H-20% M-70% L-10%
Stations: 4 K

**Quick Test**
Franklin Mills Mall
1749 Franklin Mills Circle
Philadelphia, PA 19154
Ph. 215-281-9304
Fax 215-281-9362
E-mail: info@quicktest.com
www.quicktest.com
Barbara Sagel, Manager
Income: H-15% M-55% L-30%
Stations: 12 C K P O
(See advertisement on p. 101)

**Quick Test**
Neshaminy Mall
109 Neshaminy Mall
Bensalem, PA 19020
Ph. 215-322-0400
Fax 215-322-5412
E-mail: info@quicktest.com
www.quicktest.com
Charna Mandell, Manager
Income: H-5% M-80% L-15%
Stations: 11 C K P O
(See advertisement on p. 101)

**Quick Test**
Springfield Mall
1200 Baltimore Pike
Springfield, PA 19064
Ph. 610-328-1147
Fax 610-328-0678
E-mail: info@quicktest.com
www.quicktest.com
Elizabeth Wilson, Manager
Income: H-60% M-30% L-10%
Stations: 14 C K P O
(See advertisement on p. 101)

## Pittsburgh

Car-Lene Research, Inc.
Monroeville Mall
Monroeville, PA 15146
Ph. 412-373-3670
Fax 412-373-5076
www.car-leneresearch.com
Stacey Stanford, Manager
Income: H-15% M-45% L-40%
Stations: 7 C K P O

Data Information, Inc.
Century III Mall
3075 Clairton Rd.
West Mifflin, PA 15123
Ph. 412-655-8690
Fax 412-655-8693
E-mail: datainfo@nauticom.net
Diane Palyo-Foster, V.P., Mgr. of Operations
Income: H-40% M-49% L-11%
Stations: 11 C K P O

**Heakin Research, Inc.**
Ross Park Mall
1000 Ross Park Mall Rd.
Pittsburgh, PA 15237
Ph. 412-369-4545
Fax 412-369-4473
Sandy Tuttle, Manager
Income: H-40% M-48% L-12%
Stations: 13 C K P O
(See advertisement on p. 101)

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: H-30% M-40% L-30%
Stations: 6 K P O

T.I.M.E. Market Research
366 Beaver Valley Mall
Monaca, PA 15061
Ph. 724-728-8463
Fax 724-728-9806
Shawn Bishop, Manager
Income: H-20% M-55% L-25%
Stations: 14 C K P O

# South Carolina

## Charleston

G & G Market Research, Inc.
Marion Square Mall
342 King St.
Charleston, SC 29401
Ph. 843-853-7222 or 843-556-6606
Fax 843-571-5785
Sissy Goldberg, President
Income: H-50% M-30% L-20%
Stations: 8 C P O

**Quick Test**
Northwoods Mall
E1B Northwoods Mall
2150 Northwoods Blvd.
North Charleston, SC 29406
Ph. 843-553-0030
Fax 843-553-0526
E-mail: info@quicktest.com
www.quicktest.com
Judy Hart, Manager
Income: H-5% M-80% L-15%
Stations: 7 C K P O
(See advertisement on p. 101)

## Greenville/Spartanburg

C & C Market Research, Inc.
205 W. Blackstock Rd., #290
Spartanburg, SC 29301
Ph. 501-785-5637
Fax 501-785-5645
E-mail: craig@ccmarketresearch.com
www.ccmarketresearch.com
Craig Cunningham, President
Income: H-40% M-40% L-20%
Stations: 7 C K P O

**CODES**

*Income*
H - est. percentage of mall customers in high-income bracket (+$60,000)
M - middle-income ($30,000-$60,000)
L - low-income (under $30,000)

Stations - number of interviewing stations

*Facility features*
C - computer-aided stations
K - kitchen facilities
P - private display room
O - one-way mirror for viewing of stations

NA - information not available

# Tennessee

## Knoxville

HMR & Associates
Foot Hills Mall
Maryville, TN 37801
Ph. 423-281-0038 or 423-984-1802
Fax 423-281-2250
Income: NA
Stations: 3 C K P O

## Memphis

**Friedman Marketing Services**
Consumer Opinion Center
4435 Mall of Memphis
Ste. 1, Space P-231
Memphis, TN 38118
Ph. 901-368-5549 or 914-698-9591
Fax 901-368-1390
www.friedmanmktg.com
Rosemarie O'Sullivam
Income: H-25% M-50% L-25%
Stations: 6 C K P O
(See advertisement on p. 119)

**Friedman Marketing Services**
Consumer Opinion Center
Raleigh Springs Mall
3423 Raleigh Springs Mall
Memphis, TN 38128
Ph. 901-382-9970 or 914-698-9591
Fax 901-382-9929
www.friedmanmktg.com
Denise Raupp
Income: H-40% M-40% L-20%
Stations: 10 C K O
(See advertisement on p. 119)

**Heakin Research, Inc.**
6080 Hickory Ridge Mall
Memphis, TN 38115
Ph. 901-360-0400
Fax 901-360-8213
Sylvia Sargent, Manager
Income: H-35% M-44% L-21%
Stations: 8 C K P O
(See advertisement on p. 101)

**Heakin Research, Inc.**
Wolfchase Galleria
2760 N. Germantown Pkwy., Ste. 102
Memphis, TN 38133
Ph. 901-381-4811
Fax 901-381-4138
Katy Hagen, Manager
Income: H-61% M-30% L-9%
Stations: 8 C K P O
(See advertisement on p. 101)

## Nashville

Car-Lene Research, Inc.
Bellvue Center
7620 Hwy. 70 S., #257a
Nashville, TN 37221
Ph. 615-646-7044
Fax 615-646-7062
www.car-leneresearch.com
Toni White, Manager
Income: H-47% M-34% L-19%
Stations: NA K P O

Car-Lene Research, Inc.
Stones River Mall
1720 Old Fort Parkway
Murfreesboro, TN 37129
Ph. 615-907-0037
Fax 615-907-0039
www.car-leneresearch.com
Tiffany Hays, Manager
Income: H-30% M-45% L-25%
Stations: NA K P O

**Cunningham Field & Research Service**
Cool Springs Galleria
1800 Galleria Blvd., Ste. 1320
Franklin, TN 37064
Ph. 904-677-5644
Fax 904-677-5534
E-mail: NASH@cunninghamresearch.com
www.cunninghamresearch.com
Income: H-20% M-80% L-0%
Stations: 3 C K P O
(See advertisement on p. 103)

**Quick Test**
Hickory Hollow Mall
1123 Hickory Hollow Mall
Nashville, TN 37013
Ph. 615-731-0900
Fax 615-731-2022
E-mail: info@quicktest.com
www.quicktest.com
Kay Alexander, Manager
Income: H-25% M-60% L-15%
Stations: 7 C K P O
(See advertisement on p. 101)

**Quick Test**
Rivergate Mall
1000 Two Mile Pkwy., Ste. A10
Goodlettsville, TN 37072
Ph. 615-859-4484
Fax 615-851-0717
E-mail: info@quicktest.com
www.quicktest.com
Income: H-20% M-50% L-30%
Stations: 7 C K P O
(See advertisement on p. 101)

# Texas

## Austin

Barbara Nolan Market Research
Lakeline Mall
11200 Lakeline Mall Dr., Space J-1
Cedar Park, TX 78613
Ph. 800-240-6119
Fax 407-629-7633
E-mail: BNMR172@aol.com
Income: H-25% M-50% L-25%
Stations: 6 C K P O

**Quick Test**
Barton Creek Square
2901 Capital of Texas Hwy., P-9
Austin, TX 78746
Ph. 512-327-8787
Fax 512-327-7460
E-mail: info@quicktest.com
www.quicktest.com
Carole Clester, Manager
Income: H-20% M-40% L-40%
Stations: 10 C K P O
(See advertisement on p. 101)

## Corpus Christi

**Quick Test**
Sunrise Mall
5858 S. Padre Island Dr., Ste. 37C
Corpus Christi, TX 78412
Ph. 361-993-6200
Fax 361-991-7380
E-mail: info@quicktest.com
www.quicktest.com
Lorna Turner, Manager
Income: H-20% M-50% L-30%
Stations: 6 C K P O
(See advertisement on p. 101)

## Dallas/Fort Worth

C & C Market Research, Inc.
Valley View Mall
13331 Preston Rd., #1073
Dallas, TX 75240
Ph. 501-785-5637
Fax 501-785-5645
E-mail: craig@ccmarketresearch.com
www.ccmarketresearch.com
Craig Cunningham, President
Income: H-40% M-40% L-20%
Stations: 6 C K P O

Car-Lene Research, Inc.
Collin Creek Mall
811 N. Central Expwy.
Plano, TX 75075
Ph. 972-424-8587
Fax 972-424-7467
www.car-leneresearch.com
Mona Hinton, Manager
Income: H-60% M-30% L-10%
Stations: NA K P O

Car-Lene Research, Inc.
Grapevine Mills Mall
3000 Grapevine Mills Pkwy., Ste. 208
Grapevine, TX 76051
Ph. 972-724-6816
Fax 972-724-6819
www.car-leneresearch.com
Debbie Middleton, Manager
Income: H-53% M-35% L-12%
Stations: NA K P O

Car-Lene Research, Inc.
North Hills Mall
7624 Grapevine Hwy. N., Ste. 728
North Richland Hills, TX 76180
Ph. 817-595-3737
Fax 817-595-1988
www.car-leneresearch.com
Lauri Ivey, Manager
Income: H-57% M-31% L-12%
Stations: NA K P O

Car-Lene Research, Inc.
Richardson Square Mall
501 S. Plano Rd.
Richardson, TX 75081
Ph. 972-783-1935
Fax 972-680-3652
www.car-leneresearch.com
Income: H-50% M-35% L-15%
Stations: 5 C K P O

Car-Lene Research, Inc.
Six Flags Mall
2911 E. Division, #409A
Arlington, TX 76011
Ph. 817-633-6020
Fax 817-633-4460
www.car-leneresearch.com
Patricia Palmer, Manager
Income: H-25% M-55% L-20%
Stations: NA K P O

**Heakin Research, Inc.**
Hulen Mall
4800 S. Hulen, #202
Fort Worth, TX 76132
Ph. 817-263-8890
Fax 817-346-0778
Scott Gady, Manager
Income: H-30% M-45% L-25%
Stations: 12 C
(See advertisement on p. 101)

**Heakin Research, Inc.**
Vista Ridge Mall
2401 S. Stemmons Fwy., Ste. 1420
Lewisville, TX 75067
Ph. 972-315-3555
Fax 972-315-8926
Helen Nicholas, Manager
Income: H-46% M-41% L-13%
Stations: 10 C K P O
(See advertisement on p. 101)

**Probe Research**
A division of Quick Test, Inc.
Golden Triangle Mall
2201 I-35 E. at Loop 288
Denton, TX 76205
Ph. 940-382-5888
Fax 940-566-6671
E-mail: info@quicktest.com
www.quicktest.com
Rebecca Richter, Metro Manager
Income: H-0% M-50% L-50%
Stations: 11 K P O
(See advertisement on p. 101)

**Probe Research**
A division of Quick Test, Inc.
Irving Mall
3680 Irving Mall
Irving, TX 75062
Ph. 972-594-8573
Fax 972-257-0487
E-mail: info@quicktest.com
www.quicktest.com
Rebecca Richter, Metro Manager
Income: NA
Stations: NA
(See advertisement on p. 101)

**Probe Research**
A division of Quick Test, Inc.
Southwest Center Mall
3662 Camp Wisdom Rd., #2024
Denton, TX 75237
Ph. 972-709-3037
Fax 972-709-0317
E-mail: info@quicktest.com
www.quicktest.com
Rebecca Richter, Metro Manager
Income: H-25% M-50% L-25%
Stations: 6 P
(See advertisement on p. 101)

**Probe Research**
A division of Quick Test, Inc.
Town East Mall
2090 Town East Mall
Mesquite, TX 75150
Ph. 972-681-9702
Fax 972-681-9419
E-mail: info@quicktest.com
www.quicktest.com
Rebecca Richter, Metro Manager
Income: H-30% M-40% L-30%
Stations: 11 C K P O
(See advertisement on p. 101)

**CODES**

*Income*
H - est. percentage of mall customers in high-income bracket (+$60,000)
M - middle-income ($30,000-$60,000)
L - low-income (under $30,000)

Stations - number of interviewing stations

*Facility features*
C - computer-aided stations
K - kitchen facilities
P - private display room
O - one-way mirror for viewing of stations

NA - information not available

Savitz Field and Focus
The Parks at Arlington Mall
3811 S. Cooper, Ste. 2053
Arlington, TX 76015
Ph. 817-467-6437
Fax 817-467-6552
E-mail: info@savitzfieldandfocus.com
www.savitz-research.com
Barbara Brodie, Manager
Income: H-35% M-45% L-20%
Stations: 14 C K P O

## Houston

C & C Market Research, Inc.
Central Mall
3100 Hwy. 365, #185
Port Arthur, TX 77642
Ph. 501-785-5637
Fax 501-785-5645
E-mail: craig@ccmarketresearch.com
www.ccmarketresearch.com
Craig Cunningham, President
Income: NA
Stations: NA C K P O

Car-Lene Research, Inc.
Katy Mills Mall
5000 Katy Mills Circle, Ste. 667
Katy, TX 77494
Ph. 281-644-6100
Fax 281-644-6104
www.car-leneresearch.com
Income: H-49% M-28% L-23%
Stations: NA

Car-Lene Research, Inc.
Northwest Mall
307 Northwest Mall
Houston, TX 77092
Ph. 713-686-5557
Fax 713-686-5584
www.car-leneresearch.com
Cheryl Sempe, Manager
Income: H-35% M-30% L-35%
Stations: NA K P O

**Creative Consumer Research**
Deerbrook Mall, #1122
20131 Hwy. 59
Humble, TX 77338
Ph. 281-446-9730
Fax 281-446-6649
E-mail: ccrhous@insyn.net
Patricia Pratt, Field Director
Income: H-30% M-39% L-31%
Stations: 10 C K P O
(See advertisement on p. 127)

**Creative Consumer Research**
First Colony Mall
16535 S.W. Frwy., Ste. 560
Sugarland, TX 77479
Ph. 281-277-7778
Fax 281-277-7779
E-mail: ccrhous@insyn.net
Patricia Pratt, Field Director
Income: H-50% M-38% L-12%
Stations: 8 C K P O
(See advertisement on p. 127)

**Creative Consumer Research**
Northline Mall
Houston, TX
Ph. 281-240-9646
Fax 281-240-3497
E-mail: ccrhous@insyn.net
Patricia Pratt, Field Director
Income: H-10% M-31% L-59%
Stations: 6 C K P
(See advertisement on p. 127)

**Cunningham Field & Research Service**
The Woodlands Mall
1201 Lake Woodlands Dr., Ste. 1104
The Woodlands, TX 77380
Ph. 904-677-5644
Fax 904-677-5534
E-mail: HOUS@cunninghamresearch.com
www.cunninghamresearch.com
Income: H-30% M-60% L-10%
Stations: 4 C K P O
(See advertisement on p. 103)

**Gulf State Research Center**
San Jacinto Mall
1670 San Jacinto Dr.
Houston, TX 77521
Ph. 800-357-8842 or 281-421-7798
Fax 281-421-1976
E-mail: Lvillar@gte.net
Tim Villar, Vice President
Income: H-36% M-47% L-17%
Stations: 6 C K P O
(See advertisement on p. 111)

**Heakin Research, Inc.**
247 Greenspoint Shopping Mall
Houston, TX 77060
Ph. 281-872-4164
Fax 281-872-7024
Lori Pugh, Manager
Income: H-27% M-50% L-23%
Stations: 12 C K P O
(See advertisement on p. 101)

**Heakin Research, Inc.**
Galleria II
5085 Westheimer, Ste. 3897
Houston, TX 77056
Ph. 713-871-8542
Fax 713-871-8549
Laurie DeRoberts, Manager
Income: H-37% M-51% L-12%
Stations: 12 C K P O
(See advertisement on p. 101)

**Heakin Research, Inc.**
West Oaks Mall, Ste. 547
Houston, TX 77082
Ph. 281-531-5959
Fax 281-531-6233
Kent Smith, Manager
Income: H-40% M-35% L-25%
Stations: 12 C K P O
(See advertisement on p. 101)

Market Research & Analysis Field Staff, Inc.
The Research Center
Galleria Mall Financial Ctr., #699
Houston, TX 77056
Ph. 713-271-5624
Fax 713-840-0699
Income: H-50% M-30% L-20%
Stations: NA C K P O

**Quick Test**
Sharpstown Center
762 Sharpstown Center
7500 Bellaire Blvd.
Houston, TX 77036
Ph. 713-988-8988
Fax 713-988-1781
E-mail: info@quicktest.com
www.quicktest.com
Melodie Henderson, Manager
Income: H-15% M-65% L-20%
Stations: 8 C K P O
(See advertisement on p. 101)

**Quick Test**
Almeda Mall
703 Almeda Mall
Houston, TX 77075
Ph. 713-944-1431
Fax 713-944-3527
E-mail: info@quicktest.com
www.quicktest.com
Lois Vinsun, Manager
Income: H-20% M-40% L-20%
Stations: 5 C K P
(See advertisement on p. 101)

## San Antonio

Car-Lene Research, Inc.
North Star Mall
7400 San Pedro, #2060
San Antonio, TX 78216
Ph. 210-340-3595
Fax 210-340-3559
www.car-leneresearch.com
Linda Cameron, Manager
Income: H-39% M-40% L-19%
Stations: NA K P O


Creative Consumer Research.
Our name says it all.
With our 6 mall locations, on-site supervisors, full-time professional staff and 23-years of experience, you're assured of:
◆ Quality data collection *on time, every time.*
◆ Total geographic coverage, with demographic diversity.
Call any of our convenient offices when you need:
Low incidence studies
Bilingual interviews
Taste tests
Product placements
One-on-one interviewing
Central location testing
Medical studies
In-store intercepts
Door-to-door
Advertising analysis tests
Other services available through CCR:
Focus groups
Telephone interviews
CATI interviews
Pre-recruits
Executive interviews
Full-service taste-test kitchens
Legal studies
Music studies
CCR
CREATIVE CONSUMER RESEARCH
*Where business gets results*SM
Houston
281/240-9646
3945 Greenbriar
Stafford, TX 77477
San Antonio
210/520-7025
5300 Wurzbach
Suite 400
San Antonio, TX 78238
Phoenix
480/557-6666
500 W. Broadway
Tempe, AZ 85282

**CODES**

*Income*
H - est. percentage of mall customers in high-income bracket (+$60,000)
M - middle-income ($30,000-$60,000)
L - low-income (under $30,000)

Stations - number of interviewing stations

*Facility features*
C - computer-aided stations
K - kitchen facilities
P - private display room
O - one-way mirror for viewing of stations

NA - information not available

**Creative Consumer Research**
Central Park Mall
Blano Rd. at 410
San Antonio, TX 78216
Ph. 210-348-9105
Fax 210-348-9105
E-mail: ccrsan@aol.com
Jeff Flinn, Manager
Income: H-15% M-65% L-20%
Stations: 7 C P
(See advertisement on p. 127)

**Creative Consumer Research**
Westlakes Mall
Marbach Rd. at 410
San Antonio, TX 78227
Ph. 210-673-0802
Fax 210-673-0802
E-mail: ccrsan@aol.com
Amalia Pena, Manager
Income: H-10% M-47% L-43%
Stations: 6 C K
(See advertisement on p. 127)

**Cunningham Field & Research Service**
Rivercenter Mall
849 E. Commerce St., #403
San Antonio, TX
Ph. 904-677-5644
Fax 904-677-5534
www.cunninghamresearch.com
Income: H-20% M-65% L-15%
Stations: 4 C K
(See advertisement on p. 103)

**Friedman Marketing Services**
Consumer Opinion Center
Rolling Oaks Mall
6909 Loop 1604 E., Ste. 1112
San Antonio, TX 78247
Ph. 210-651-6971 or 914-698-9591
Fax 210-651-5777
www.friedmanmktg.com
Yvonne Benvidas
Income: H-25% M-50% L-25%
Stations: 7 C K
(See advertisement on p. 119)

Galloway Research Services
Crossroads Mall
4522 Fredricksburg Rd., #A3
San Antonio, TX 78201
Ph. 210-737-1019
Fax 210-737-1476
E-mail: grs@gallowayresearch.com
www.gallowayresearch.com
Janet Ayers, Manager
Income: H-5% M-80% L-15%
Stations: 9 C K P O

Galloway Research Services
Ingram Park
6301 N.W. Loop 410
San Antonio, TX 78238
Ph. 210-681-0642
Fax 210-681-8414
E-mail: grs@gallowayresearch.com
www.gallowayresearch.com
Mary Ann Olsen, Manager
Income: H-10% M-80% L-10%
Stations: 8 C K P

**Quick Test**
Windsor Park Mall
14B Windsor Park Mall
San Antonio, TX 78218
Ph. 210-657-9424
Fax 210-657-9432
E-mail: info@quicktest.com
www.quicktest.com
George De La Rosa, Manager
Income: H-5% M-50% L-45%
Stations: 6 C K P O
(See advertisement on p. 101)

# Utah

## Salt Lake City

**Consumer Opinion Services, Inc.**
1120 Newgate Mall
Ogden, UT 84405
Ph. 801-778-0380 or 206-241-6050 for bids
Fax 801-778-0383
E-mail: cosogden@sisma.net
www.cosvc.com
Willard Hill, Manager
Income: H-10% M-65% L-25%
Stations: 9 C K P
(See advertisement on p. 129)

**Cunningham Field & Research Service**
South Towne Center
10450 S. State St., Ste. 1331
Sandy, UT 84070
Ph. 904-677-5644
Fax 904-677-5534
E-mail: SALT@cunninghamresearch.com
www.cunninghamresearch.com
Income: H-10% M-80% L-10%
Stations: 4 C K P O
(See advertisement on p. 103)

Utah Market Research Services
Div. of Ruth Nelson Research
Crossroads Plaza Mall
50 S. Main St.
Salt Lake City, UT 84144-0103
Ph. 801-363-8726
Fax 801-321-4904
E-mail: umrs@worldnet.att.net
www.ruthnelsonresearchsvcs.com
Berdene Atkin, Manager
Income: H-40% M-40% L-20%
Stations: 3 C P

# Virginia

## Newport News/Norfolk/Virginia Beach

**Quick Test**
Coliseum Mall
1800 W. Mercury Blvd.
Hampton, VA 23666
Ph. 757-826-0299
Fax 757-826-1330
E-mail: info@quicktest.com
www.quicktest.com
Anne Brown, Manager
Income: H-5% M-50% L-45%
Stations: 6 C K P O
(See advertisement on p. 101)

# Washington

## Everett

**Consumer Opinion Services, Inc.**
Everett Mall
1402 S.E. Everett Mall Way
Everett, WA 98208
Ph. 425-347-2424 or 206-241-6050 for bids
Fax 425-290-8433
E-mail: cosev@nwlink.com
www.cosvc.com
Maureen Barbee, Manager
Income: H-10% M-65% L-25%
Stations: 10 C K P
(See advertisement on p. 129)

## Kelso

**Consumer Opinion Services, Inc.**
Three Rivers Mall
351 Three Rivers Dr.
Kelso, WA 98626
Ph. 360-425-8815 or 206-241-6050 for bids
Fax 360-425-3143
E-mail: cos-info@cosvc.com
www.cosvc.com
Yvone Pecha, Manager
Income: H-10% M-60% L-30%
Stations: 12 C K P O
(See advertisement on p. 129)

## Seattle/Tacoma

Car-Lene Research, Inc.
Alderwood Mall
3000 184th St. S.W., #861
Lynnwood, WA 98037
Ph. 425-744-8047
Fax 425-744-7809
www.car-leneresearch.com
Income: H-44% M-27% L-29%
Stations: NA KPO

**Consumer Opinion Services, Inc.**
Lakewood Mall
10509 Gravelly Lake Dr. S.W.
Tacoma, WA 98499
Ph. 253-588-0276 or 206-241-6050 for bids
Fax 253-588-1029
E-mail: cosstac@nwlink.com
www.cosvc.com
Judy Riha, Manager
Income: H-10% M-50% L-40%
Stations: 9 CKP
(See advertisement on p. 129)

**Cunningham Field & Research Service**
Super Mall of the Great N.W.
1101 Super Mall Way., Ste. 1239
Auburn, WA 98001
Ph. 904-677-5644
Fax 904-677-5534
E-mail: SEAT@cunninghamresearch.com
www.cunninghamresearch.com
Income: H-0% M-80% L-20%
Stations: 5 CKPO
(See advertisement on p. 103)

e-works
Anchor Network, Inc.
Northgate Mall, The Broadway Market
The Meridian
Ph. 215-561-1312
Fax 215-561-2695
www.ANI-research.com
Income: H-25% M-50% L-25%
Stations: NA C

**Friedman Marketing Services**
Consumer Opinion Center
South Hill Mall
3500 Meridian South
Puyallup, WA 98373
Ph. 253-840-0112 or 914-698-9591
Fax 253-840-0131
www.friedmanmktg.com
Ted Hubbard
Income: H-30% M-50% L-20%
Stations: 6 CKPO
(See advertisement on p. 119)

Barbara Nolan Market Research
555 Nothgale Mall, Ste. 220
Seattle, WA 98125
Ph. 800-240-6119
Fax 407-629-7633
E-mail: BNMR172@aol.com
Income: H-25% M-50% L-25%
Stations: 6 CKPO

**Quick Test**
Tacoma Mall Shopping Center, Rm. 699
4502 S. Steele St.
Tacoma, WA 98409
Ph. 253-474-9980
Fax 253-473-1931
E-mail: info@quicktest.com
www.quicktest.com
Marion Stevens, Manager
Income: H-10% M-40% L-50%
Stations: 7 CKPO
(See advertisement on p. 101)

## Spokane

**Consumer Opinion Services, Inc.**
Northtown Mall
4750 N. Division St., Ste. E-219
Spokane, WA 99207
Ph. 509-487-6173 or 206-241-6050 for bids
Fax 509-487-7205
E-mail: cosspokane@spocom.com
www.cosvc.com
Linda Levely, Manager
Income: H-9% M-61% L-30%
Stations: 8 CKPO
(See advertisement on p. 129)

**Cunningham Field & Research Service**
Spokane Valley Mall
14700 E. Indiana, #1188
Spokane, WA 99216
Ph. 904-677-5644
Fax 904-677-5534
www.cunninghamresearch.com
Income: NA
Stations: NA
(See advertisement on p. 103)

## Vancouver

**Consumer Opinion Services, Inc.**
Vancouver Mall
8700 N.E. Vancouver Mall Dr.
Vancouver, WA 98662
Ph. 360-254-5650 or 206-241-6050 for bids
Fax 360-254-6588
E-mail: cosvan@pacifier.com
www.cosvc.com
Alice Hilby, Manager
Income: H-15% M-45% L-40%
Stations: 7 CKP
(See advertisement on p. 129)

**CODES**

*Income*
H - est. percentage of mall customers in high-income bracket (+$60,000)
M - middle-income ($30,000-$60,000)
L - low-income (under $30,000)

Stations - number of interviewing stations

*Facility features*
C - computer-aided stations
K - kitchen facilities
P - private display room
O - one-way mirror for viewing of stations

NA - information not available

# West Virginia

## Charleston

**McMillion Research Service**
Charleston Town Center Mall
Unit 3007
Charleston, WV 25389
Ph. 304-343-1578
Fax 304-343-1570
E-mail: MCMILLRES@aol.com
http://members.aol.com:/mcmillres/home/index.htm.
Barbara Kiddy, Manager
Income: H-40% M-50% L-10%
Stations: 7 C K P O
(See advertisement on p. 131)

## Huntington

**McMillion Research Service**
Huntington Mall, Unit 290
Rte. 60 at I-64
Barboursville, WV 25501
Ph. 304-733-1643
Fax 304-733-0472
E-mail: MCMILLRES@aol.com
http://members.aol.com:/mcmillres/home/index.htm.
Mary Burton, Manager
Income: H-33% M-48% L-19%
Stations: 7 C K P O
(See advertisement on p. 131)

## Wheeling

T.I.M.E. Market Research
280 Ohio Valley Mall
St. Clairsville, OH 43950
Ph. 740-695-6288
Fax 740-695-5163
Tim Aspenwall, Manager
Income: H-10% M-75% L-15%
Stations: 12 C K P O

# Wisconsin

## Eau Claire

**Friedman Marketing Services**
Consumer Opinion Center
Oakwood Mall
4800 Golf Rd., Ste. 604
Eau Claire, WI 54701
Ph. 715-836-6580 or 914-698-9591
Fax 715-836-6584
www.friedmanmktg.com
Julie Bartholomew
Income: H-25% M-55% L-20%
Stations: 8 C K P O
(See advertisement on p. 119)

## Green Bay/Appleton

**Friedman Marketing Services**
Consumer Opinion Center
Fox River Mall
4301 W. Wisconsin
Appleton, WI 54915
Ph. 920-730-2240 or 914-698-9591
Fax 920-730-2247
www.friedmanmktg.com
Dawn Marhefke
Income: H-30% M-55% L-15%
Stations: 11 C K P O
(See advertisement on p. 119)

Wisconsin Research, Inc.
693 Bay Park Square
Green Bay, WI 54304
Ph. 920-405-1012
Fax 920-405-1013
Sherry Glaser, Mall Supervisor
Income: H-35% M-50% L-15%
Stations: 10 C K P O

## Milwaukee

Car-Lene Research, Inc.
Northridge Mall
7700 W. Brown Deer Rd.
Milwaukee, WI 53223
Ph. 414-357-6611
Fax 414-357-7757
www.car-leneresearch.com
Christine Malone, Manager
Income: H-31% M-31% L-38%
Stations: NA K P O

Consumer Pulse of Milwaukee
The Grand Avenue Mall, #2004A
275 W. Wisconsin Ave.
Milwaukee, WI 53203
Ph. 414-274-6060 or 800-336-0159
Fax 414-274-6068
E-mail: milwaukee@consumerpulse.com
www.consumerpulse.com
Tina Mosby, Manager
Income: H-25% M-55% L-20%
Stations: 8 C K P O

Mazur/Zachow, Inc.
Bay Shore Mall
5900 N. Port Washington Rd., Ste. 102
Milwaukee, WI 53217
Ph. 414-962-9926
Fax 414-962-9952
E-mail: mazurzac@aol.com
Audrey Mazur
Income: H-35% M-50% L-15%
Stations: 5 C K

**Quick Test**
Southridge Mall
5300 S. 76 St., Ste. 1325
Greendale, WI 53129
Ph. 414-421-2865
Fax 414-421-2990
E-mail: info@quicktest.com
www.quicktest.com
Linda Kelly, Manager
Income: H-20% M-60% L-20%
Stations: 9 C K O
(See advertisement on p. 101)

# CANADA

# British Columbia

## Vancouver

Research House, Inc.
Metrotown Centre
468 - 4800 Kingsway
Burnaby, BC V5H 4J2
Canada
Ph. 604-433-2640
Fax 604-266-1640
E-mail: vanc@research-house.ca
www.research-house.ca
Tammy Braun, Project Director
Income: H-35% M-50% L-15%
Stations: 5 C K P O

Research House, Inc.
Willowbrook Shopping Centre
19705 Fraser Hwy., Unit 117
Langley, BC V3A 7E9
Canada
Ph. 604-433-2640
Fax 604-433-1640
E-mail: vanc@research-house.ca
www.research-house.ca
Tammy Braun, Project Director
Income: H-25% M-55% L-20%
Stations: 4 C K P

# Ontario

## Toronto

Canadian Viewpoint, Inc.
Hillcrest Mall
9350 Yonge St., Ste. 206
Richmond Hills, ON L4C 5G2
Canada
Ph. 905-770-1770 or 888-770-1770
Fax 905-770-1692
E-mail: kim@canview.com
www.canview.com
Alan Boucquey, V.P. Operations
Income: H-25% M-50% L-25%
Stations: 3 C K P O

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**Mall Facilities Strategically Located in West Virginia's Two Largest Cities/Markets**

•

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•

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**Located in Charleston's metro area & business district**

•

**Huntington Mall–150 Stores**
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When it comes to mall intercept data collection in West Virginia, **McMillion Research** is *the* trusted source. Since 1980, McMillion has handled thousands of mall intercept research studies for many of the top companies in America.

If you're looking for mall intercept research that is accurate, affordable, and turned on a dime, McMillion is your team! Get with us and get to the facts. We'll give your company the consumer insight and feedback it needs to make informed decisions.

**"Trust your mall interviews and intercept work to the McMillion team. Our time-tested staff know the ins and outs of this highly-specialized business and we'll deliver results with accuracy and quality! You have our word on it!"**

*Gary & Sandy McMillion*

McMillion Research

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**(304) 343-9650 / (304) 343-6522 Fax / (800) 969-9235**
E-mail: mcmillres@aol.com

**CODES**

*Income*
H - est. percentage of mall customers in high-income bracket (+$60,000)
M - middle-income ($30,000-$60,000)
L - low-income (under $30,000)

Stations - number of interviewing stations

*Facility features*
C - computer-aided stations
K - kitchen facilities
P - private display room
O - one-way mirror for viewing of stations

NA - information not available

Canadian Viewpoint, Inc.
Centerpoint Mall
6464 Yonge St., Ste. N5
Toronto, ON M2M 3X4
Canada
Ph. 905-770-1770
Fax 905-770-1692
www.canview.com
Alan Boucquey, V.P. Operations
Income: H-30% M-60% L-10%
Stations: 3 C K P O

Canadian Viewpoint, Inc.
Eastgate Mall
75 Centennial Pkwy. N.
Hamilton, ON L85 2P2
Canada
Ph. 905-770-1770
Fax 905-770-1692
www.canview.com
Alan Boucquey, V.P. Operations
Income: H-20% M-70% L-10%
Stations: 4 C P

Canadian Viewpoint, Inc.
Meadowvale Town Center
6677 Battleford Rd.
Mississauga, ON L5N 3R8
Canada
Ph. 905-770-1770
Fax 905-770-1692
www.canview.com
Alan Boucquey, V.P. Operations
Income: H-20% M-70% L-10%
Stations: 4 C P

Canadian Viewpoint, Inc.
Oakville Place Mall
Oakville, ON L6H 3H6
Canada
Ph. 905-339-1441
Fax 905-339-1820
www.canview.com
Alan Boucquey, V.P. Operations
Income: NA
Stations: NA C K P O

Research House, Inc.
Don Mills Centre
939 Lawrence Ave. E., Store 65
Toronto, ON M3C 1P8
Canada
Ph. 416-488-2333
Fax 416-488-2391
E-mail: mail@research-house.ca
www.research-house.ca
Paul Gauthier, V.P., Quantitative
Income: H-40% M-50% L-10%
Stations: 5 C K P O

Research House, Inc.
Parkway Mall
85 Ellesmere Rd., Ste. 158
Scarborough, ON M1K 4B8
Canada
Ph. 416-488-2333
Fax 416-488-2391
E-mail: mail@research-house.ca
www.research-house.ca
Paul Gauthier, V.P., Quantitative
Income: H-20% M-60% L-20%
Stations: 3 C K P

Research House, Inc.
Portage Place
1154 Chemong Rd., Store 50B
Peterborough, ON K9H 7J6
Canada
Ph. 416-488-2328
Fax 416-488-2368
E-mail: mail@research-house.ca
www.research-house.ca
Paul Gauthier, V.P., Quantitative
Income: H-35% M-50% L-15%
Stations: 3 C K P O

Research House, Inc.
Square One Mall
100 City Centre Dr., Unit 2-242
Mississauga, ON L5B 2C9
Canada
Ph. 416-488-2333
Fax 416-488-2391
E-mail: mail@research-house.ca
www.research-house.ca
Paul Gauthier, V.P., Quantitative
Income: H-20% M-55% L-25%
Stations: 4 C K

Research House, Inc.
Woodbine Centre
500 Rexdale Blvd., Ste. C1A
Rexdale, ON M9V 6K5
Canada
Ph. 416-488-2333
Fax 416-488-2391
E-mail: mail@research-house.ca
www.research-house.ca
Paul Gauthier, V.P., Quantitative
Income: H-35% M-50% L-15%
Stations: 5 C K P O

Telepoll Canada Inc.
Bramalea City Centre
40 Peel Centre Dr.
Bramalea, ON
Canada
Ph. 416-977-0608
Fax 416-977-8817
E-mail: corey@telepoll.net
Corey Kaffenbaum, Dir. Of Client Services
Income: H-20% M-60% L-20%
Stations: 8 K P O

# Quebec

## Montreal

Quebec Recherches
Centre Commercial, Le Boulevard
4264 rue Jean-Talon est
Montreal, PQ H1S 1J7
Canada
Ph. 514-725-0306
Fax 514-725-0308
E-mail: mtl@research-house.ca
www.research-house.ca
Nancy Lefebvre, Manager
Income: H-25% M-65% L-25%
Stations: 4 C K P O

Quebec Recherches
Les Promenades St. Bruno
1 Boul des Promenades, Ste. L025
St. Bruno, PQ J3V 5J5
Canada
Ph. 514-725-0306
Fax 514-725-0308
E-mail: mtl@research-house.ca
www.research-house.ca
Nancy Lefebvre, Manager
Income: H-55% M-30% L-15%
Stations: 4 C K P O

# Mexico

EPI Grupo
Galerias
Melchor Ocampo 193, Local H8B
Mexico City, DF 11700
Mexico
Ph. 52-5-260-0925
Fax 52-5-251-5431
E-mail: info@epigrupo.com
www.epigrupo.com
Ricardo Escobedo, President
Income: H-0% M-35% L-65%
Stations: 8 K P

EPI Grupo
Interlomas
Blvd. Interlomas 5, Local AZ-022
Mexico City, DF 11700
Mexico
Ph. 52-5-291-9294
Fax 52-5-251-5431
E-mail: info@epigrupo.com
www.epigrupo.com
Ricardo Escobedo, President
Income: H-80% M-20% L-0%
Stations: 6 K P

EPI Grupo
Plaza Polanco
Jaime Balmes 11, Local 118
Mexico City, DF 11560
Mexico
Ph. 52-5-395-3237
Fax 52-5-251-5431
E-mail: info@epigrupo.com
www.epigrupo.com
Ricardo Escobedo, President
Income: H-5% M-80% L-15%
Stations: 15 K P O

# 1999-2000 SourceBook Listing Additions and Corrections

*Please make the following corrections to your 1999-2000 Researcher SourceBook*

P. 126 – The Web address for Greenfield Online should be www.greenfieldcentral.com.

P. 150 – The telephone number for Thomason Research Consulting should be 727-323-4973.

P. 167 – The e-mail address for Northwest Research Group, Inc. should be gmeck@nwrg.com.

P. 224 – The telephone number for Advantis should be 651-452-8632.

P. 296 – The street address for Zoetics, Inc. should be 2701 Lafayette St., New York, NY 10012.

P. 330 – Mail Survey Company is incorrectly listed as Mail Surveys Company. The firm's e-mail address is info@mail-survey.com, and its Web address is www.mail-survey.com.

P. 340 – The city and zip code for Mellon Market Research should be Sevierville, TN 38762.

P. 370 – The contact name for Northwest Research Group, Inc. should be Mary Kaye O'Brien, Vice President.

P. 372 – The zip code for Quality Controlled Services (Br.) should be 54914.

P. 394 – The e-mail address for Taverner Research Company should be taverner@geko.net.au.

P. 408 – The phone number for INRA Praha should be +420-2-21667308, the fax number should be +420-2-21667328, the e-mail address should be inra.praha@netforce.cz.

P. 432 – The phone number for Indian Market Research Bureau (IMRB) should be +91-22-432-3500, the fax number should be +91-22-432-3600, the e-mail address is ramesh.thadani@imbrint.com, the Web address is www.imrbint.com.

*Please add the following firms to the 1999-2000 Researcher SourceBook*

Arkansas Field Services
22525 Wyldewood
Little Rock, AR 72210
Ph. 501-821-1042
Fax 501-821-2577
E-mail: AFS001@aol.com
Vance McConnell

Bingle Marketing Group
4221 N. Pennsylvania St.
Indianapolis, IN 46205
Ph. 317-925-0100
Fax 317-924-4960
E-mail: fbingle@gateway.net
Frederick Bingle, President

Callahan Research
139 Sycamore Rd.
Havertown, PA 19083-3507
Ph. 610-853-2799
Fax 610-853-2730

The Graham Sjostrand Group
Barclay Square 27
Issaquah, WA 98029
Ph. 425-427-8223
Fax 425-427-8699
E-mail: gsgroup2@msn.com
Roger T. Colberg, Partner

Innovative Medical Research, Inc.
1001 Cromwell Bridge Rd.
Towson, MD 21286
Ph. 410-825-0500
Fax 410-339-7086
E-mail: shucker@imrinc.com
www.imrinc.com
Sue C. Hucker, Dir. Business Development

Joshua Research Consultants
190 Middle Rd.
Fortune Centre #11-01
Singapore, 188979
Singapore
Ph. +65-2272728
Fax +65-3335517
E-mail: joshuarc@singnet.com.sg
Frank Boey, Managing Director

Margaret Ann's Research
425 E. Lake Dr.
Marietta, GA 30062
Ph. 770-579-5324
Fax 720-579-1471
E-mail: masresch@aol.com
Margaret Ann Fagan, Owner

ORC International
(Formerly Gordon Simmons Research Group)
Angel Carnes House
1 Islington High Street
London, N1 9AH
United Kingdom
Ph. +44-171-675-1000
Fax +44-171-675-1900
E-mail: Julie.mcguiger@orc.co.uk
Richard Cornelius, Managing Director

Orion Marketing Research
P.O. Box 69000
Incutech Centre
Fredericton, NB E3B 6C2
Canada
Ph. 506-450-6000
Fax 506-453-4510

Perceptions... and Realities®, Inc.
70 W. Red Oak Ln.
White Plains, NY 10604
Ph. 914-697-4949
Fax 914-697-4970
E-mail: mbass@perceptionsrealities.com
Michael B. Bass, Ph.D., Bass

Research Dynamics
15 Maiden Ln.
New York, NY 10038
Ph. 212-732-5830
Fax 212-964-8677
Martin Zuger, President

SINO-Market Research Ltd.
Pbox 72, No. 30 BaiShiQiao Road
Beijing, 100081
Ph. +86-10-68975723
Fax +86-10-68976186
E-mail: sinomr@public.bta.net.cn
Ye Ping

Suneson & Associates
11910 Bren Rd.
Minnetonka, MN 55343
Ph. 612-935-2311
Paul Suneson

TelePoll Canada Inc.
19 Mercer St., Ste. 202
Toronto, ON M5V 1H2
Canada
Ph. 416-977-0608
Fax 416-977-8817
E-mail: corey@telepoll.net
Corey Kaffenbaum, Marketing Manager

TRC Consultants, Inc.
8424 A. Santa Monica Blvd., Ste. 770
West Hollywood, CA 90069
Ph. 323-822-1996
Fax 323-851-4411
E-mail: trc@celebrity-network.com
www.celebrity-network.com
Rita J. Runyon, President

Vantage Point Management
110 Williams St.
Greenville, SC 29601
Ph. 864-232-3876
Fax 864-232-4756
www.vantagep.com
Merry Jenkins, Market Research Manager

Varga Research
8403 S. Park Circle, Ste. 660
Orlando, FL 32819
Ph. 407-248-0777
Fax 407-248-7797
E-mail: rachelj@vargaresearch.com
www.vargaresearch.com
Rachel Jarrell, V.P. Marketing

# Classified Ads



# Listing Additions

*Please add the following listing to the 1999 Customer Satisfaction Directory:*

Opinion Access Corp.
31-00 47th Ave.
Long Island City, NY 11101
Ph. 718-729-2622 or 888-489-DATA
Fax 718-729-2444
E-mail: info@opinionaccess.com
www.opinionaccess.com
Joe Rafael, Chairman

Opinion Access Corp. provides market researchers with a one-stop shop for all telephone data collection and data processing needs. We provide the fastest and most adaptable telephone interviewing utilizing the flexibility of a CATI system integrated with the most advanced predictive dialer. While our leading-edge technology sets the standard for productivity and cost-effective calling, our extensively trained and skilled interviewing staff ensures the highest level of quality for every project.

# Sales Offices

**Headquarters:** Evan Tweed, Quirk's Marketing Research Review, 8030 Cedar Avenue South, Suite 229, Minneapolis, MN 55425. Phone 612-854-5101. Fax 612-854-8191. E-Mail: evanqmrr@mn.uswest.net.

**West Coast:** Lane Weiss, Lane Weiss & Associates, 10 Black Log Road, Kentfield, CA, 94904. Phone 415-461-1404. Fax 415-461-9555.

**Coming in December:**

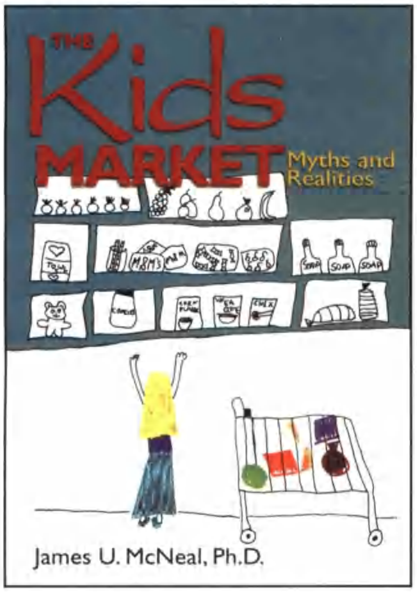
**2000 Directory of Focus Group Facilities**

# Index of Advertisers

continued from p. 138

since they have kids, they know how to sell to them.

"Children are difficult to understand, no matter who you are and what experience you have," he writes. "But it is the ultimate in marketing folly to select children as a market target and not have the best understanding possible. After all, marketing is charged with the satisfaction of consumers, a more challenging task when it comes to children, who are unable to make the adjustments to marketing efforts adults routinely make. It's harder for children to discount puffery in advertising, reseal products sold in difficult packages, or return unsatisfactory products for refund or exchange. Marketers who intend to be in the marketing-to-kids business need to try harder, and they need to hire experienced help."




McNeal clearly has an affinity for and understanding of kids. A professor of marketing at Texas A&M University, where he teaches courses in marketing and consumer behavior, his basic approach is "Don't sell kids short" and "Don't believe everything you hear about kids as consumers." He backs his beliefs with pertinent statistics and findings from his own research as well as that of others.

Some sample myths:

• If a kid has money, he'll spend it before it burns a hole in his pocket.

• Children change brands often and show little brand loyalty.

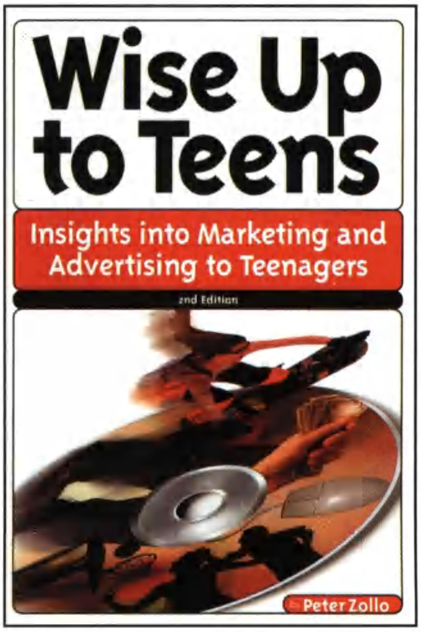
• Satisfy the kids and you satisfy the parents.

I found particularly interesting the chapter which details the stages of consumer behavior development. If you want to earn a customer for life, why not start right after they're born? Of course, the chapter on researching kids also caught my eye. Here McNeal comments on some research mistakes and later offers techniques that work best with kids.

McNeal cites three "not enoughs" as the cause of kids market research problems: not enough kids market research is done (either because marketers believe kids aren't an important market, they're easy to understand without research, and/or kids only want to buy candy and toys); not enough research is done by qualified researchers (for example, having focus groups moderated by someone who feels comfortable with kids, but who has no moderating experience); and not enough of the right kind of research is done (focus groups shouldn't be the only kind of kids market research you do).

**Revisiting the world of teens**

Our final selection is a new edition of *Wise Up to Teens*, which I first reviewed in 1996. Author Peter Zollo, president of Teenage Research Unlimited (TRU), Northbrook, Ill., has updated his solid, comprehensive look at the lives of today's teens using information from TRU's semi-annual syndicated Teenage Marketing & Lifestyle Study. Zollo relies on the research data and his 15 years of experience researching teens to give readers a thorough understanding of what teens think, what they do, what they buy, and how marketers should — and shouldn't — try to reach them. If you missed it the first time around, pick up a copy and learn more about the aliens who walk among us.



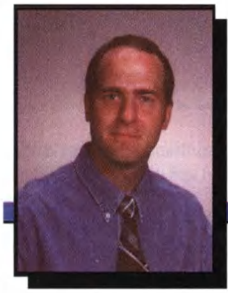

World Travel Guide *($19.95, 430 pages) by Barry Mowell, is published by Hellgate Press/PSI Research, Grants Pass, Ore. For more information call 800-228-2275 or visit www.psi-research.com.*

The Kids Market: Myths and Realities *($54.95, 272 pages) by James McNeal, is published by Paramount Market Publishing, Inc., Ithaca, N.Y. For more information call 607-275-8100 or visit www.paramountbooks.com.*

Wise Up to Teens — Insights into Marketing and Advertising to Teenagers *($42.00, 346 pages) by Peter Zollo, is published by New Strategist Publications, Ithaca, N.Y. For more information call 607-273-0913 or visit www.newstrategist.com.*

**War Stories needs your help!**

If you have a good research-related anecdote or know someone who does, contact War Stories compiler Art Shulman at 818-782-4252 or at artshulman@aol.com.

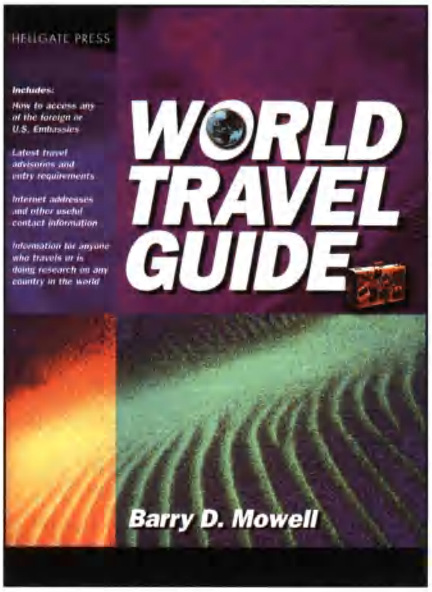


# Trade Talk

By Joseph Rydholm, QMRR editor

# Book reviews: travel guides to foreign lands

It's book review time again. Our focus this month: visits to alien territories. The first book is a travel guide with all sorts of information on far-flung lands. The other two involve trips to a terrain that some researchers would consider equally foreign: the kids market.




As this is our international research issue, I requested a review copy of the *World Travel Guide* from Hellgate Press. The book contains two-page reports on every country in the world (at least as far as I can tell), from Afghanistan to Zimbabwe. Each entry includes a small map, some vital statistics (population, land area, per capita GDP, etc.), a short write-up describing the country's history, a list of useful Web sites, and important facts for travelers.

Any marketing research-related travel you do is likely going to land you in one of the more developed regions of the world (in other words, you probably won't be fielding a study on the archipelago of Vanuatu any time soon), but as the economy — and by necessity, marketing research — globalizes, knowledge of the countries of the world is a valuable resource. This quick-reference book is a good place to start the learning process.

### Demystify

*The Kids Market: Myths and Realities* aims to demystify the job of marketing to kids. Author James McNeal explores the truth behind 26 myths about marketing to kids in the 4-12 age range, in hopes of helping readers avoid the mistakes made by marketers who are also parents — whom he refers to as "marents" — who feel that

continued on p. 137

### Dilbert