



# **Guide to the J. Walter Thompson Company. Chicago Office. Non- Proprietary Research Reports, 1980-1999**

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## Summary

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**Collection Title:**

J. Walter Thompson Company. Chicago Office. Non-Proprietary Research Reports, 1980-1999

**Source:**

John W. Hartman Center for Sales, Advertising & Marketing History

**Creator:**

J. Walter Thompson Company. Chicago Office

**Extent:**

6.8 Linear Feet  
250 Items

**Language:**

English.

**Collection ID:**

RL.00674

**Permalink:**

<https://idn.duke.edu/ark:/87924/m1bk88>

**Preferred Citation**

[Identification of item], J. Walter Thompson Company. Chicago Office. Non-Proprietary Research Reports, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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## Background

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**Scope and Content**

Collection created by the JWT Chicago Office Information Center as a reference and research tool for business use. The term "non-proprietary" is JWT's term for research prepared or collected by the company but not on behalf of specific clients. The collection includes market and consumer research reports arranged alphabetically by subject. A small number of items represent JWT research done, but most were created by market research firms (e.g., Yankelovich, Elmo Roper and Associates), cable TV stations (e.g., MTV Networks), or magazines

(e.g., Seventeen, Good Housekeeping), and others. Topics include consumer demographic analyses for the United States, especially of food and beverage products and restaurant services. Marketing to women is a major subject; there is also information on marketing to men, baby boomers, teens, and children. Acquired as part of the John W. Hartman Center for Sales, Advertising and Marketing History. (02-256)

## **Biographical/Historical**

The J. Walter Thompson Company (JWT) was founded in New York, N.Y., in 1864, and is one of the world's largest advertising agencies.

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## **Administrative Information**

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### **Publication Statement**

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### **Use Restrictions**

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### **Acquisition Information**

The J. Walter Thompson Company. Chicago Office. Non-Proprietary Research Reports were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 1999.

## **Processing Information**

Processed by Lynn E. Eaton

Completed October 17, 2002

Encoded by Lynn E. Eaton; Joshua A. Kaiser

Materials may not have been ordered and described beyond their original condition.

This collection is unprocessed: materials may not have been ordered and described beyond their original condition.

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## **Names and Subjects**

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- Motivation research (Marketing)
- Teenage consumers -- United States
- Men -- United States -- Attitudes
- Consumers -- Attitudes
- Consumers
- Women -- United States -- Attitudes
- Male consumers -- United States
- Consumer behavior
- Women consumers -- United States
- Advertising -- Research
- Marketing research -- United States
- Food -- Marketing
- Advertising -- United States
- Child consumers
- Food industry and trade -- United States
- Children -- Attitudes
- Advertising and children
- Baby boom generation -- United States
- Baby boom generation -- United States -- Attitudes
- J. Walter Thompson Company
- John W. Hartman Center for Sales, Advertising & Marketing History
- J. Walter Thompson Company. Chicago Office

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## Collection Inventory

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### Accession 2002-0256

#### Baby Market

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Baby Products Tracking Study - Baby Food - 1984	Box 1A
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Baby Products Tracking Study - Baby Food - 1988	Box 1A
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Baby Products Tracking Study - Nursing Accessories and Breastfeeding trends- 1988	Box 1A
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Baby Products Tracking Study - Skin Care - 1984	Box 1A
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Baby Products Tracking Study - Furniture and Nursery Accessories - 1988	Box 1A
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Baby Products Tracking Study - Children's Clothing- 1988	Box 1A
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#### Baby Boomers

The Boomer Generation as Consumers ( 1986)	Box 1A
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Baby Boomers in Mid-Passage	Box 1A
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The Experts Guide to the Baby Boomers ( 1985)	Box 1A
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#### Children

Communicating with Children ( 1981)	Box 1A
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Nickelodeon...Youth Monitor ( 1990)	Box 1A
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The American Chicle Youth Poll ( 1987)	Box 1A
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Chasing After the Kids ( 1994)	Box 1A
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How to make successful advertising to Children (London - 1993)	Box 1A
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Articles on Kids, Misc.	Box 1A
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Kids Magnet (on children's magazine readership ca. 1994)	Box 1A
College Students MTV College Scan - They Don't Just Watch It, They Live It. 1989	Box 1B
Today's College Students - misc. articles, reports	Box 1B
Consumers Family Circle Consumer Panel, Winter 1994	Box 1B
Wall Street Journal Series - "American Way of Buying" 1989 +	Box 2
Misc. Reports (nuclear family, influential people, trends...)	Box 2
The Changing American Family, 1983-1984	Box 2
Male Food Shopper The Male Food Shopper (Campbell Soup and People Magazine - 1985	Box 2
Men American Male Opinion Index - GQ ( 1990s)	Box 2
Middle Aged Markets Exploding the Myth of the Middle-Aged Market (CBS) 1993	Box 2
Money Various reports and articles ( 1990s)	Box 2
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Insights into the Over 50 Market	Box 3A
The Shifting American Marketplace (Boomers and Aging) - CBS/Time 1989	Box 3A

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<u>Women - Cosmopolitan Studies</u>	
Cosmopolitan - Report on the Changing Life Course of American Women - Summary of reports, and Vol. 1 - 3 - 1986	Box 5
<u>Women - Exercise</u>	
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<u>Women and Food - Condé Nast</u>	
Women and Food II: A Study for Food Marketers in the Nineties ( ca. 1988)	Box 5

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Annual Statistical Review of Distilled Spirits Industry 1983/1984	Box 6
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<b>Confectionery</b>	
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Diet, Nutrition and Cancer: A Critique 1982	Box 6
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<b>Ethnic</b>	
Blackbook - International Reference Guide - 1985	Box 6
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Family Circle - Nutrition and The Family ( c. 1993)	Box 6
Food Marketing Institute (FMI)/Better Homes and Gardens Studies A Study of Food Patterns and Meal Consumption - 1988	Box 6
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Prevention Update: Fiber, Cholesterol, Omega-3, Calcium, Diet Nutrition, Cancer - 1987	Box 9
Various Reports, late 1980s - early 1990s.	Box 9
<b>Ragu</b>	
Food Trends in America, 1990	Box 10
<b>Research Alert</b>	
Report, December 1989	Box 10
<b>Restaurants</b>	
Investment Analysis Reports - 1990s	Box 10
<b>Shopping À La Cart (FMI)</b>	
The Changing Environment of the Take-Out Food Market - 1987	Box 10
<b>Home Delivery/Take-Out</b>	
Report: Home Delivery and Take-Out Foodservice Systems, c. 1990.	Box 10
<b>Dinner Decision Making</b>	

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National Restaurant Association Report - 1995	Box 10
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The New Food Market Rolling Stone Report, 1988	Box 10
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Food - Eating Habits of Mature The Eating Habits of Mature Americans, Roper Report, 1990	Box 10
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Self - Nutrition Trends in Nutrition IV - 1986	Box 10
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Sunset Western Market Almanac, 1989-1990	Box 10
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What the Customer Wants What the Customer Wants in the 1990s (Wall Street Journal/Roper) - 1990	Box 10
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Food Shopping, Misc. Food Shopping in One-Person Households (N.A.B.) - 1983	Box 10
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Supermarket Shoppers in a period of Economic Uncertainty, 1982	Box 10
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