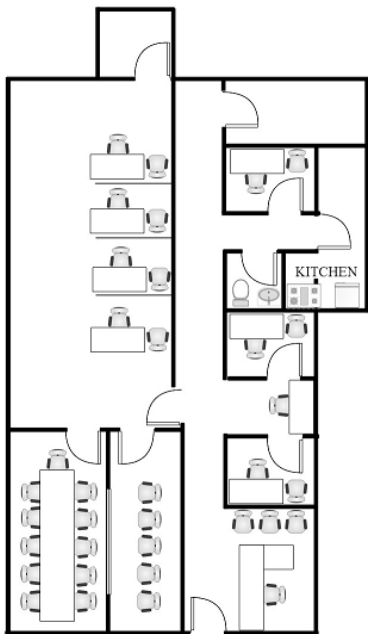


Rochester, NY

CLT, CAPI, Mall Intercept,
Focus Facility, Pre-Recruits, On-Site

Market Place Mall

**301 Miracle Mile Rd.
Rochester, NY 14623**
Phone: 585-424-4172
Fax: 585-424-4173
rochester@opinionsltd.com
Manager: Sheryl Mackes



<u>Facility Layout:</u>		<u>Kitchen Equipment</u>	
Size (in square feet)	2,396	Refrigerators	2
Enclosed Interviewing Rooms	8	Microwaves	4
Interviewing Stations	14	Freezers	1
Focus Room Seating	5	Oven	1
Client Viewing Seating	10		
Gondola Shelving	16 ft		



Hispanic Demographics

Puerto Rican	40%
Mexican	45%
South America	5%
Central America	5%
Caribbean	5%
Fully acculturated	40%
Bi acculturated	20%
Unacculturated	40%

Anchor Stores:
 Macy's Sears JC Penney
 Dick's Sporting Goods The Bon-Ton

Trade Area population: 330,855

Population by age:

18-24	18%
25-34	21%
35-44	17%
45-54	16%
55-64	13%
65+	15%

Population by Race:

Cauc.	48%
Black/AA	38%
Hispanic	12%
Asian	2%
Other	<1%

Household income Distribution:

Under \$15K	10%
\$15-25K	11%
\$25-35K	14%
\$35-50k	12%
\$50-75k	15%
\$75-100K	16%
\$100K+	22%

Hotel Recommendations
 Courtyard by Marriott: 585-292-1000
 DoubleTree: 585-475-1510
Area Restaurants
 Longhorn Steakhouse, Red Robin,
 Uno Chicago Grill

Directions: (from Greater Rochester Airport ROC) **5 miles/11 minutes**
 Merge onto I-390 S. Drive 2 miles and take the East River Road Exit toward RT-15. Turn onto E River Road. Take the first right onto W Henrietta Rd/RT-15. After 2 miles turn left onto Miracle Mile Dr. and mall will be on your left. Office is located next to Dick's Sporting Goods in the main mall area.

****Bilingual Staff Available****