

Doll & Teddy Bear Collector Survey

Doll and teddy bear artists, dealers and auctioneers want to know what appeals to collectors and why they buy certain pieces, while collectors want the same artists, dealers and auctioneers to understand what appeals to them in order to meet their interests. The Susan Quinlan Doll & Teddy Bear Museum & Library will be conducting the first-known extensive survey about the buying habits of antique, artist and contemporary doll and teddy bear collectors. Most collector studies report on the effects of collector purchases. This study will address the causes of their purchases. Why do people collect dolls or teddy bears? Why do they buy artist, manufactured, or antique pieces? Where do they go to shop? What do they look for in the pieces? How do they make their buying decisions? What determines how much they spend per piece and in total at a show or auction...and much, much more.

This is an invitation for your participation in this Survey. The incentives to participate are that you will receive a copy of the Survey Results, you will be a participant in a drawing for nearly \$2,000 in cash prizes, you will learn a lot about yourself and your buying habits compared to other collectors, and most importantly, you will be doing the doll and teddy bear community a huge favor. There will be 13 winners in the drawing with each receiving a check for \$100 or \$300. Winners will be notified and posted on the Museum website (www.quinlanmuseum.com) by May 1, 2012. Don't delay. Complete the Survey before you forget. You can fill-out the enclosed Survey by mail or fax, or submit the Survey online on the Museum website.

Instructions and Definitions

- The survey only pertains to your collection of dolls and teddy bears – not animals, toys, accessories, etc.
- You can **make more than one selection** in all questions **unless noted otherwise**.
- Do not get bogged down on any question. We expect you to estimate and guess at some answers.
- Filling out the survey is very enlightening about your own buying habits. You will learn a lot about yourself.
- At the end of the survey, there is room to clarify any of your responses.
- If you need help answering any questions, contact terry@quinlanmuseum.com or (805) 687-8901
- **All responses are kept strictly confidential** and only seen by Susan & Terry Quinlan. However, you may remain anonymous by submitting your survey without revealing your name and contact information.
- **Definitions:** Artist (designed & made by an artist); Antique (pre-1930); Collectable (1930 and after)
- **Deadline:** please submit your responses by **Friday, March 2, 2012** to qualify for receiving a copy of the Survey Results and participation in the drawing for nearly \$2,000 in cash prizes

Cheers,

Susan & Terry Quinlan
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Doll & Teddy Bear Collector Survey

(due March 2, 2012)

Your Background

Indicate your background:

- Collector
- Artist & collector
- Dealer & collector

How long have you been collecting:

- Antique pieces for ____ years
- Artist pieces for ____ years
- Collectable pieces for ____ years

Age at which you started collecting: _____ years

	<i>Antique Pieces</i>	<i>Artist Pieces</i>	<i>Collectable Pieces</i>
How did you get started:			
As an investment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bought at a show	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bought at an auction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bought at a garage/rummage sale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Childhood plaything	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grew out of starting as an artist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Influence by articles, books, media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inheritance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Received as a gift	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Relative or friend was a collector	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What You Collect

Select the option that describes the chronological order (1st, 2nd, 3rd) in which you started collecting these types of pieces:

	<i>1st</i>	<i>2nd</i>	<i>3rd</i>
Antique	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Artist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Collectable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Rank those that you collect in the chronological order in which you started collecting them:

	<i>1st</i>	<i>2nd</i>	<i>3rd</i>	<i>4th</i>
Dolls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Teddy bears	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Toys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Size of collection (approximate number):

- _____ Antique dolls
- _____ Antique teddy bears
- _____ Artist dolls
- _____ Artist teddy bears
- _____ Collectable dolls
- _____ Collectable teddy bears

Purchase History

You mainly buy for:

- Gifts for others
- Home decoration
- Personal collection

Which do you buy on a regular basis:

- Gift for children
- Gift for club members
- Gift for friends
- Gift for fund raiser
- Seasonal decoration of the house
- None of the above

If you buy for investment purposes, how long do you think it will take for your collection to appreciate:

- Somewhat in years
- Quite a bit in years
- Not applicable

If you collect mainly antique, artist or collectable pieces, why do you not collect the other one or two types of collectables:

- Not applicable
- Individual pieces are too expensive
- Limited budget
- Limited space at home
- No appeal to me
- No time to develop expertise
- Not been exposed to them
- Poorer investment

In making your decision to buy, grade these on a scale of importance:

None Some Very Most

- | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Ability to get a discount |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Ability to negotiate the price |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Age of piece |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | An award comes with the piece |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Artist/manufacturer credentials/reputation |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Artist/manufacturer years of experience |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Awards/prizes/honors received by the artist |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Celebrity/corporate clientele |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Certificate of authenticity if one-of-a-kind/limited edition |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Clothing style/appeal |

None Some Very Most

- | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Condition of clothing |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Condition of doll/bear |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Craftsmanship |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Design/style |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Displayed in galleries/museums |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Emotional attraction/attachment |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Facial features/expression/appeal |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Fits in an existing category in your collection |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Material used for clothing |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Material used for head/body |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Name of artist/manufacturer |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Personal feelings/friendship with artist/dealer |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Piece written about in publications |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Price |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Reminds you of your childhood |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Scarcity (limited edition) |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Scarcity (one-of-a-kind) |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Seller offers a payment lay-away plan |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Signature or mark of artist/manufacturer |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Size |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Unique/different than seen before |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Whether jointed or not |

If you had to cut back on buying from a specific artist or manufacturer, about how many pieces did you consider "enough" (**select one**):

- not applicable
- 1-3
- 4-9
- 10-15
- 16-25
- over 25

If you intend to cut back on collecting, what are the main reasons:

- Not applicable
- Airline travel unpleasantness
- Change in your disposable income
- Intend to downsize or sell your collection
- Limited display/storage space at home
- Moving to a smaller apartment/house
- No family member with interest in the collection
- Pieces have gotten too expensive
- Too expensive to travel

Which of these do you often do when shopping at a show:

- Buy more pieces in the first half of the sales room compared to the second half of the room
- Cut back on buying because you bought an expensive piece earlier at the show
- Cut back or stop buying after buying a certain number of pieces
- Cut back or stop buying after spending a certain amount of money
- Do not buy anything or very little until your second time around
- First thing is to find your favorite sellers' tables

- Go through the show quickly the first time around and shop more slowly the second time around
- More apt to buy from a table in the main sales room as opposed to tables in other areas
- More apt to buy from tables that accept credit cards
- Stop buying when you run out of cash
- Try to be at the show as soon as the doors open

If display/storage space is very limited at home, which of these have you been doing as a result:

- Not applicable
- Buying fewer pieces
- Buying fewer but more expensive pieces
- Buying miniatures
- Buying smaller pieces but larger than miniatures
- Selling part of my collection
- None of the above

Just before going to a show, which of these do you have a general idea of:

- How many pieces you will buy
- How much you will spend in total
- What you want to buy
- Which artists/dealers you will buy from
- None of the above

In which of these situations are you apt to purchase a piece:

- Has hidden damage/flaws but the "price is right"
- Has replaced parts/clothing but the "price is right"
- Has visible damage/flaws but the "price is right"
- None of the above

Select with whom you expect to negotiate prices:

- Artist
- Antique dealer
- Collectable dealer

Do you tend not to buy if the seller will not negotiate the price?

- Yes
- No

Which of these reflect your buying habits:

- You always knew that you would have a large collection some day
- Apt to inquire about more pieces if prices are clearly marked
- Less likely to buy if the 3 or 4 best pieces on a table are marked "Sold"
- Pay more for a piece that won a 1st place award
- Pay more for a piece that won a 3rd place award
- Pay more if a one-of-a-kind or limited edition has a certificate of authenticity
- Pay more if an antique piece has historical documentation
- Pay more if the piece is a limited edition
- Pay more if the piece is a one-of-a-kind
- Pay more if the piece is signed
- None of the above

Before making the final decision to buy, do you generally:

- Discuss with the seller how the piece was made or about its background
- Look at just the overall appearance
- Look closely at the workmanship in great detail

If buying a one-of-a-kind, very limited edition or rare piece, do you generally (**select one**):

- Require a certificate/documentation
- Request but not require a certificate/documentation
- Take seller's word for it

Antique Artist Collectable
Pieces Pieces Pieces

Generally, what is your opinion about prices at shows:

- | | | | |
|-----------------------------|--------------------------|--------------------------|--------------------------|
| Reasonable for what you get | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Somewhat over priced | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Extremely over priced | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

When you approach a sales table, do you:

- Quickly scan all pieces, then look at only pieces of interest to you
- Immediately focus on only pieces of interest to you
- Look at nearly every piece on all of the tables
- Look at nearly every piece on only tables of interest to you

Regarding the seller, do you prefer to be:

- Engaged in small talk while you look over the table
- Left alone to look and ask questions afterwards
- Told what is special about pieces on the table immediately

Do you collect mostly from one, several or many artists/manufacturers:

- | | |
|--|--|
| <input type="checkbox"/> One Artist | <input type="checkbox"/> One Manufacturer |
| <input type="checkbox"/> Several Artists | <input type="checkbox"/> Several Manufacturers |
| <input type="checkbox"/> Many Artists | <input type="checkbox"/> Many Manufacturers |

You mainly buy pieces that are:

Antique Artist Collectable
Pieces Pieces Pieces

- | | | | |
|-----------|--------------------------|--------------------------|--------------------------|
| Dressed | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Undressed | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| New | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Used | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Very old | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Which are your favorite materials:

- | | |
|---------------------------------------|------------------------------------|
| <input type="checkbox"/> Bisque | <input type="checkbox"/> Plush fur |
| <input type="checkbox"/> China | <input type="checkbox"/> Porcelain |
| <input type="checkbox"/> Cloth | <input type="checkbox"/> Real fur |
| <input type="checkbox"/> Composition | <input type="checkbox"/> Resin |
| <input type="checkbox"/> Hard plastic | <input type="checkbox"/> Vinyl |
| <input type="checkbox"/> Mohair fur | <input type="checkbox"/> Wax |
| <input type="checkbox"/> Paper | <input type="checkbox"/> Wood |
| <input type="checkbox"/> Paperclay | |

Spending History

	<i>None</i>	<i>Some</i>	<i>Most</i>
How much is your buying influenced by:			
Artist/dealer conversation at show/shop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dealer catalogue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Email solicitation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Magazine ads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Magazine articles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price guides (if had access)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Suggestion by friends/club members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your spouse/significant other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

When you shop, what price do you consider to be:

	<i>Antique Piece</i>	<i>Artist Piece</i>	<i>Collectable Piece</i>
Cheap	\$ _____ or less	\$ _____ or less	\$ _____ or less
Normal for you	\$ _____	\$ _____	\$ _____
Expensive	\$ _____	\$ _____	\$ _____
Too expensive	\$ _____ or more	\$ _____ or more	\$ _____ or more

Most ever spent for a piece and why it was special:

\$ _____ antique piece; why special _____

\$ _____ artist piece; why special _____

\$ _____ collectable piece; why special _____

Do you have an approximate budget to spend each year:

Yes, if so, how much \$ _____

No

About how much do you spend (\$) annually and per sales event, and for how many pieces (#):

	<i>Antique Pieces</i>	<i>Artist Pieces</i>	<i>Collectable Pieces</i>
total spend annually	\$ _____	\$ _____	\$ _____
pieces buy annually (#)	_____	_____	_____
total spend per show/auction	\$ _____	\$ _____	\$ _____
pieces buy per show/auction (#)	_____	_____	_____

Over the next few years, how much do you expect to spend annually for your collection (**select one**):

About the same

Little less

Lot less

Lot more

Somewhat more

What would it take for you to spend more on your collection or new types of collectables you admire:

Convinced it was a better investment

More household income

Move to a larger apartment/house

Shift to smaller pieces that take up less space

Where You Buy

Where do you make most of your purchases on a scale of frequency:

None Some Much Most

- | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|---------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Artist/manufacturer/retailer websites |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Auction houses |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Catalogue mail order |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Online auctions |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Online shows |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Retail shops |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Shows/conventions |

Indicate where you did much more or much less of your buying in the past 5 years, if any:

Much Much

More Less

- | | | |
|--------------------------|--------------------------|---------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Artist/manufacturer/retailer websites |
| <input type="checkbox"/> | <input type="checkbox"/> | Auction houses |
| <input type="checkbox"/> | <input type="checkbox"/> | Catalogue mail order |
| <input type="checkbox"/> | <input type="checkbox"/> | Online auctions |
| <input type="checkbox"/> | <input type="checkbox"/> | Online shows |
| <input type="checkbox"/> | <input type="checkbox"/> | Retail shops |
| <input type="checkbox"/> | <input type="checkbox"/> | Shows/conventions |
| <input type="checkbox"/> | <input type="checkbox"/> | None of the above |

What are the main reasons you shop at shows and shops:

Shows Shops

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Cheaper prices |
| <input type="checkbox"/> | <input type="checkbox"/> | Escape from drudgery of daily chores |
| <input type="checkbox"/> | <input type="checkbox"/> | Greatest variety |
| <input type="checkbox"/> | <input type="checkbox"/> | Layaway plan |
| <input type="checkbox"/> | <input type="checkbox"/> | Main interest outside of my home |
| <input type="checkbox"/> | <input type="checkbox"/> | Main or only source |
| <input type="checkbox"/> | <input type="checkbox"/> | No Internet access |
| <input type="checkbox"/> | <input type="checkbox"/> | Orders what I need |
| <input type="checkbox"/> | <input type="checkbox"/> | Outing with: <input type="checkbox"/> spouse <input type="checkbox"/> friend <input type="checkbox"/> relative <input type="checkbox"/> child |
| <input type="checkbox"/> | <input type="checkbox"/> | Sales discounts |
| <input type="checkbox"/> | <input type="checkbox"/> | See favorite sellers |
| <input type="checkbox"/> | <input type="checkbox"/> | Seller expertise/knowledge |
| <input type="checkbox"/> | <input type="checkbox"/> | Spend time with artists/dealers |
| <input type="checkbox"/> | <input type="checkbox"/> | Touch and feel the pieces |

Which do you prefer attending:

- Local 1-day show (sale)
- Local 2-day show (sale)
- Multi-day convention (sale & classes)
- Multi-day convention (sale & workshops)

How many miles are you willing to travel to attend a show or convention:

- | One-day Sale | Two-day Sale | Convention |
|------------------------------------|------------------------------------|------------------------------------|
| <input type="checkbox"/> 1-30 | <input type="checkbox"/> 1-30 | <input type="checkbox"/> 1-30 |
| <input type="checkbox"/> 31-60 | <input type="checkbox"/> 31-60 | <input type="checkbox"/> 31-60 |
| <input type="checkbox"/> 61-100 | <input type="checkbox"/> 61-100 | <input type="checkbox"/> 61-100 |
| <input type="checkbox"/> 101-200 | <input type="checkbox"/> 101-200 | <input type="checkbox"/> 101-200 |
| <input type="checkbox"/> 201-500 | <input type="checkbox"/> 201-500 | <input type="checkbox"/> 201-500 |
| <input type="checkbox"/> 501-1000 | <input type="checkbox"/> 501-1000 | <input type="checkbox"/> 501-1000 |
| <input type="checkbox"/> over 1000 | <input type="checkbox"/> over 1000 | <input type="checkbox"/> over 1000 |

If you are attending fewer shows, indicate why:

- Not applicable
- Less money to spend
- Local/favorite shows are gone
- Not buying as much as in the past
- Not enough new or different pieces for sale
- Physically difficult to get around
- Seeing the same sellers
- Too many artists and not enough dealers
- Too many dealers and not enough artists
- Too many tables selling things other than dolls/teddy bears
- Travel expenses

What determines which shows you attend the most:

- Convenience (short distance away)
- Habit (been going for years)
- Other activities (workshops, classes, demos)
- Participants (favorite artists/dealers)
- Size (most sales tables)
- Variety (greatest number of pieces for sale)

Comments to Clarify Your Responses or to Improve the Survey

Comments: _____

Survey Results and Drawing Entry Request

I have answered all of the questions, so please send me a copy of the Survey Results and enter me in the drawing for these cash prizes:

- \$300 cash **or** free Artist Doll & Teddy Bear Convention Package* for three (3) lucky winners
- \$100 cash for ten (10) lucky winners

*over \$700 value includes 3 nights lodging, all meals, convention pass to May 3-5, 2012 Artist Doll & Teddy Bear Convention in Philadelphia, PA (largest exhibition and sale with 150 doll & teddy bear artists)

Name _____ Address _____
City _____ State/Province _____ Zip/Mail Code _____
Email Address _____ Phone _____

Return Your Completed Survey to: Susan Quinlan Museum, P. O. Box 3218, Santa Barbara, CA 93130