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Marketing Research Review

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December 2001

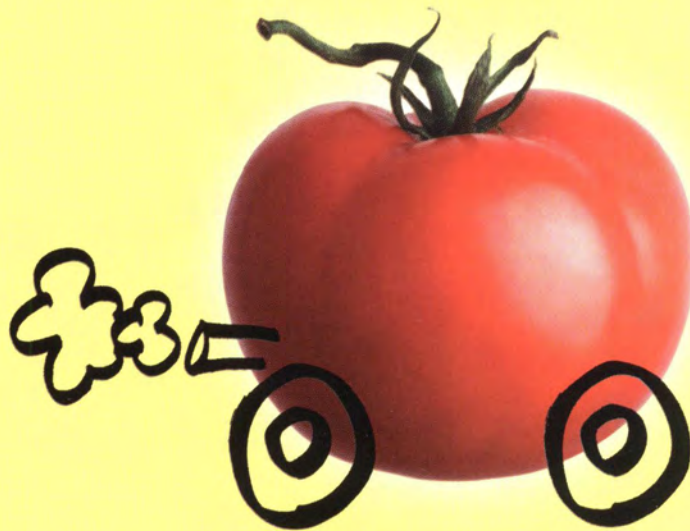
Qualitative research issue

Conducting focus
groups with older
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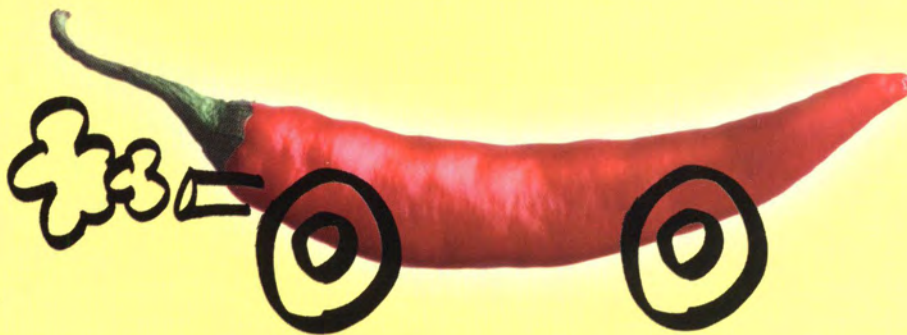
Working with difficult
internal clients

Research uncovers
new markets for
Coleman's outdoor
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2002 Focus Group Facilities Directory



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Marketing Research Review

Volume XV, Number 11

December 2001



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Bank mergers rile consumers

Public confidence in the banking system is at an all-time high, according to the 2001 American Banker/Gallup Consumer Survey — though survey results reveal the emergence of strong negative attitudes on specific issues, including privacy and the impact of mergers. The report also indicates that banks have their work cut out for them in persuading consumers to use the online services they have invested so heavily in.

Of particular interest to an industry awash in consolidation, the survey clearly indicates that bank mergers are raising consumers' hackles.



Nearly one in five respondents

experienced the merger of their primary financial institution in the last year. But whether they had been through a merger or not, more than half (54 percent) had an unfavorable opinion of bank consolidations. Some 35 percent expressed favorable opinions of bank mergers, 8 percent had no opinion, and 3 percent were unsure.

The survey also finds that consumers who had been touched by mergers tended to be less satisfied and more likely to perceive worsening service quality at their primary financial institutions. People who gave bank combinations an unfavorable rating complained of poor or impersonal service or the feeling that their financial institution did not care about them. Roughly 24 percent worried that consolidation reduces competition, and 20 percent said combinations lead to higher costs and less efficiency — exactly the opposite of arguments bank executives usually make when explaining a deal's rationale.

At-home meal consumption up for first time in a decade

After nearly a decade of year-over-year declines in the number of meals Americans prepared at home, that number inched up last year for the first time since 1991-1992, the last recession. This is one of the findings reported by Port Washington, N.Y., research firm the NPD Group, Inc., in the sixteenth annual edition of its "Report on Eating Patterns in America."



Percent Change in Meals Made In-Home Per Person

1987/88	-1.6 percent
1989/90	-1.3 percent
1991/92	+1.8 percent
1993/94	-1.6 percent
1995/96	-1.4 percent
1997/98	-1.0 percent
1999/00	+0.1 percent

Another indication of the increased use of the kitchen is that Americans have already started to cut back on going out to eat in restaurants. The number of annual meals eaten in a restaurant per person dropped from 66 in 1999 to 64 in 2000. In addition, Americans are ordering fewer take-out meals, down from 73 meals per person annually in 1999 to 70 in 2000.

Contributing to the decrease in restaurant take-out meals is the fact that nearly every food manufacturer now offers an easy meal product that is generally less costly than a restaurant meal. In 2000, Americans continued the trend of serving a frozen meal dish at home with 11.5 percent of suppers prepared at home featuring a frozen meal dish, up from 9.4 percent just four years ago. Homemakers are serving more frozen pizzas, frozen entrees and frozen meat dishes. During the same period, the importance of take-home suppers from a restaurant has remained unchanged at 6.8 percent.

"Even in an economic downturn, people still want easy meals," says Harry Balzer, NPD vice president and author of this year's report. "During the early '90s, restaurants were the only place available for easy in-home meals; that's not so today. Supermarkets these days do not look anything like the supermarkets of just 10 years ago."

The report is based on the results of over 30 research studies conducted by NPD, including the daily food and beverage consumption of 5,000 Americans. The studies used for this analysis included proprietary daily food diaries, retail sales, kitchen audits, restaurant sales, food safety concerns, appliance and cookware sales, nutritional concerns and others. For more information contact Harry Balzer at 847-692-1704 or harry_balzer@npd.com.

Meanwhile, as banks and other financial services companies send mil-

lions of privacy notices to customers to comply with a new federal law, the survey finds that consumers are still

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Kenna Purvis-Keller, vice president and general manager of *NFO WorldGroup*'s office in Atlanta, died October 27 along with her husband Randy as a result of injuries sustained in an automobile accident. Purvis-Keller is survived by her 8-year-old daughter, Christiana. In lieu of flowers, donations may be made to "The Christiana Keller Trust" in care of Kyle A. Purvis, 9 Sweet Arrow Dr., Hummelstown, Pa., 17036. This fund has been established to contribute toward Christiana's future educational expenses.

New York-based *Arbitron Inc.* has named **Cristina Perez** training specialist for the Western region. She will work out of Arbitron's Los Angeles facility. The firm has also named **Dave Sullivan** training specialist for the Northeast region. He will work out of the firm's Columbia, Md., office. **Martha Walton** has been named account manager in the Southeast region. She will be based at Arbitron's Atlanta office. Newly-named account manager in the Southeast region **Kevin**

Wolfson will work out of Arbitron's Atlanta facility.

Maritz Research, St. Louis, has hired **Eric Levy** as director of research services for the financial services group.

IMS Health, Fairfield, Conn., has named **Nancy E. Cooper** chief financial officer. The firm also named **Leslye G. Katz** vice president and controller.

Petra Heinlein will take over responsibility for the media division of Nuremberg, Germany-based *GfK* on January 1. She succeeds **Gerhard Kirschner**, who as planned will be leaving *GfK*'s management board at his own request in the first half of 2002. Thereafter he will be available to the board on a consultancy basis. **Franz Merl** will become chief financial officer by April 1. The firm's supervisory board has also renewed the contract of CEO **Klaus L. Wübbenhorst**, ahead of schedule for a further five years until 2007. After handing over the CFO's tasks to Merl, he will continue to head

up the strategy, investor relations, public affairs and communications, method and product development, senior management development, and *GfK* data services departments.

Millennium Research, Inc., Apple Valley, Minn., has named **Hugh MacGillivray** director of strategic marketing.

Madeline Lewis has been named managing director of *Greenfield Consulting Group*, Westport, Conn. She will open a satellite office for the firm in the Philadelphia area.

Tarrytown, N.Y.-based research firm *BAIGlobal Inc.*, has expanded its Qualitative MarketView division, adding **Pam Carter** as senior research



Carter

Korn

director and promoting **Judi Korn** to vice president and research director.

Christine S. Baskin has joined *Knowledge Networks*, Menlo Park, Calif., as vice president, senior managing director, and head of the company's Washington, D.C., office. The firm has also named **Rukhshana Motiwala** vice president, custom research. She will be based in the firm's New York office. And **Patricia Graham** has been named senior vice president, national account development. She will be based in the firm's Chicago office.

ShopperTrak, a Burr Ridge, Ill., customer traffic-counting firm, has named **Rebecca Maza** manager of support

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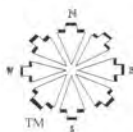
Why More and More Researchers Are Using Telephone Focus Groups

Telephone focus groups are the best way to research hard-to-reach, geographically dispersed people: opinion leaders, high-volume buyers, distributors, executives, physicians — while maintaining the richness and subtlety of the human voice.

Anytime you want to research difficult-to-research people — nationwide and FAST — without travel — consider telephone focus groups.

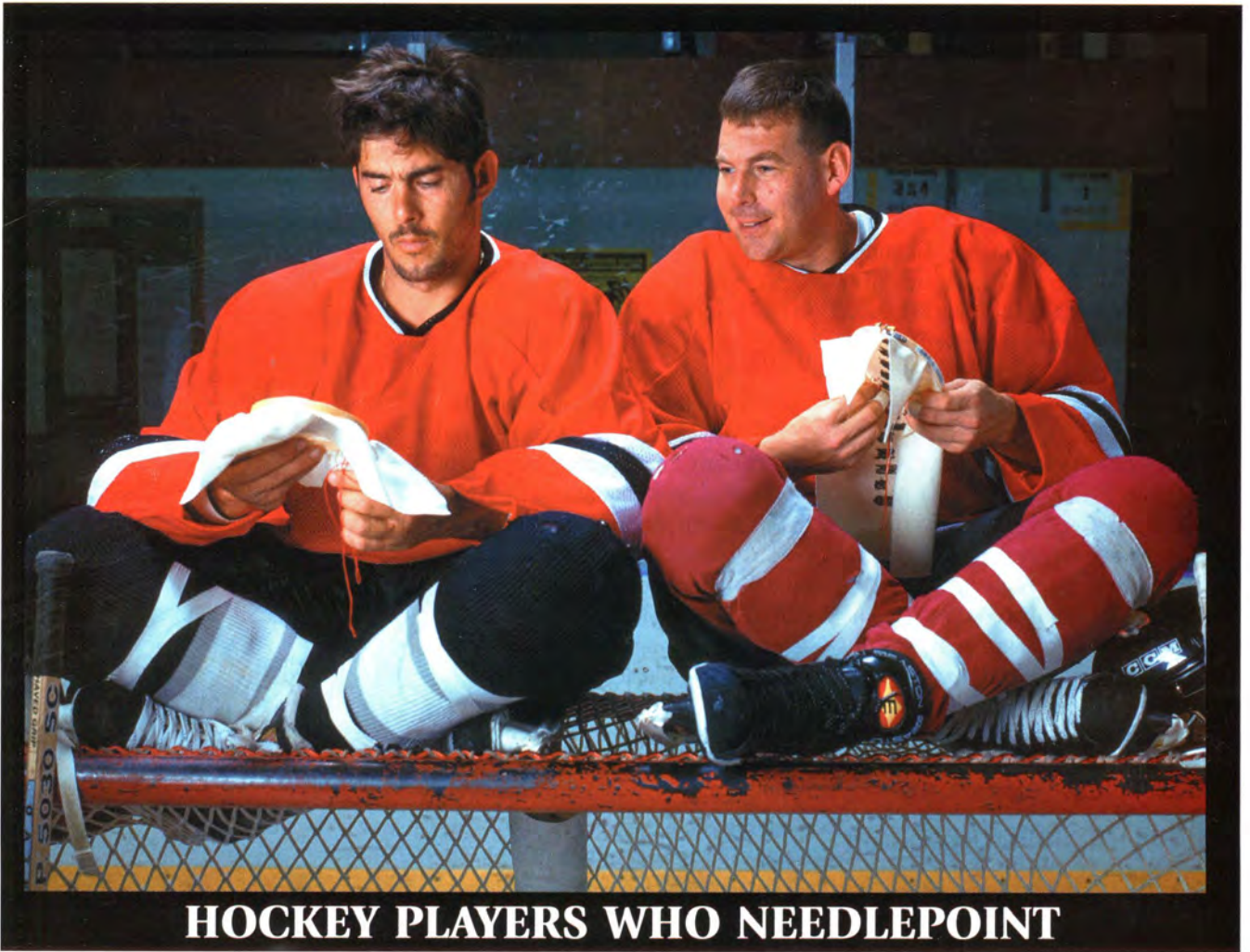
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Report tracks online holiday spending

New York investment firm Goldman Sachs, Rochester, N.Y., research firm Harris Interactive, and Internet audience measurement firm NetRatings, Inc., Milpitas, Calif., have announced a partnership to deliver the 2001 holiday eSpending Report, which tracks weekly online shopping and buying attitudes. The eSpending Report is based upon a weekly national survey of 500 online shoppers randomly chosen from Harris Interactive's panel of Internet users. The survey tracks online shopping activity and spending by market segment, as well as consumer attitudes and motivations that drive online shopping. For more information visit www.harrisinteractive.com.

Quick-response research for changing environments

Crestwood Associates, a Kirkland, Wash., research firm, has designed a research tool, Planning for Uncertain Times (PUT), to provide information and facilitate decision-making for the immediate future. Planning for Uncertain Times is designed to help businesses and organizations evaluate changing attitudes and plans by key constituencies (customers, clients, suppliers) in response to economic uncertainty. Armed with this information, managers can then make appropriate changes in business planning and strategy. This quantitative research program is designed to provide immediate field deployment of a custom designed study feedback in four weeks or less. Components of the program include: a rapid response survey tailored to a client's specific needs and market environment, interviewing of key constituencies and the production of a key issues; a report including conclusions and implications, key data tables, spe-

cific analysis as appropriate and a management presentation if available. For more information visit www.crestwoods.com.

CPG tracking tools debut

ACNielsen U.S., Schaumburg, Ill., and Markham, Ontario-based ACNielsen Canada, operating units of ACNielsen, have announced SCANTRACK North America and Homescan North America, two enhanced capabilities to provide clients with insights into consumer packaged goods (CPG) sales and consumer behavior across the U.S. and Canada. SCANTRACK North America combines ACNielsen's retail tracking services, SCANTRACK in the United States and MarketTrack in Canada. SCANTRACK North America can be used to identify sales issues and opportunities that can be addressed at the local level. Homescan North America combines the U.S. and Canadian versions of Homescan, a CPG consumer panel. For more information visit www.acnielsen.com.

New online research platform from MarketTools

Mill Valley, Calif., research firm MarketTools Inc. has released zTelligence 2.0, an online market research platform. The product integrates panel management, survey technology, and knowledge management capabilities. It incorporates a panel-building and management system that enables customers to build, manage, and maintain proprietary panels in compliance with methodological and security standards. Panel capabilities are integrated with the survey tool for deployment to panelists, and panel profiles are updated with data collected from surveys. The panel is always immediately accessible for pulling

samples, viewing or updating the panel profile and deploying surveys. For more information visit www.markettools.com.

New guide to finding research on the Web

MarketResearch.com, an online market research aggregator, has released the 2001 edition of *Finding Market Research on the Web*, a guide to locating and extracting research information available online. The book directs users through a list of online research sources and strategies and offers a consolidated directory of market data sites, including checklists on how to distinguish the best, and comparisons of their critical elements and features. Also included in the book are the specifics on saving time with search engines and finder tools, directions to IT analyst reports on the Web, information on how to find quality e-journals and insider newsletters and analyses of vertical business portals or "vertals." For more information visit www.MarketResearch.com.

Expanded lifestyle database from Scarborough

New York-based Scarborough Research is offering Scarborough USA+, an expanded national database that provides insights into American consumer lifestyles. Developed for marketing and media professionals, Scarborough USA+ provides information on national consumer demographics, shopping behavior, lifestyle patterns and media usage. Together with the company's existing local-market research, Scarborough USA+ provides a view of the American consumer that allows the users to: compare and contrast local and regional nuances

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How Sorensen Associates *Raised The Standards Of*

Quality



Over twenty years of quality in-store research

(20 years ago) **Interviewer Certification:** An early component of Sorensen Associates quality program was our unique interviewer certification program. Since the majority of our research is based on data collected at the point-of-purchase, we started a certification program for trained in-store interviewers from MRA member field services. Professional data collection in the retail environment requires training as “customer service representatives” in addition to standard interviewing skills. Besides knowing the interviewers on every project, we monitor their individual performance on every single study.

(10 years ago) **Field Auditing (Mystery Shopping):** We deploy an independent force of trained “auditors” in each of our markets. Each study is shopped by having one of these decoys “break-in” to the study (according to our directions) and then complete an evaluation of the interviewers’ performance.

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News notes

Flake-Wilkerson Market Insights, a Little Rock, Ark., research firm, has been named one of America's entrepreneurial growth leaders by *Inc* magazine in its annual ranking of the Inc 500, the nation's fastest-growing private companies. Flake-Wilkerson is ranked 123rd on the 2001 list, having achieved 2010 percent sales growth in the past five years. During that period, the number of full-time equivalent employees increased from 25 to 179.

St. Louis-based **Maritz Research** has attained ISO 9001 registration. The ISO 9001 designation applies to companies that provide design, production, and services. In addition, St. Louis-based data collection firm

Delve has attained ISO 9002 registration. ISO 9002 applies to firms whose work is based on technical designs and specifications provided by their customers.

Wilton, Conn., research firm **Greenfield Online** announced that September was its first profitable month in company history. "We've experienced a dramatic turnaround," says Bob Bies, CFO of Greenfield Online. "Last year Greenfield Online experienced losses of \$7.5 million in the fourth quarter of 2000, and exactly one year later will have an EBITDA profit of 20 percent." In response to an increase in demand for online research infrastructure services, the company has realigned its business and accelerated the development of

its outsourcing division.

The respective stockholders of **Harris Interactive** and **Total Research Corporation** have voted in favor of Harris Interactive's acquisition of Total Research Corporation. In separate meetings held on November 1, Harris Interactive stockholders voted in favor of the issuance of shares of Harris Interactive common stock to Total Research Corporation stockholders in accordance with the merger agreement and Total Research Corporation stockholders voted in favor of the adoption of the merger agreement and the approval of the merger. The combined company is expected to generate approximately \$130 million in worldwide revenue this fiscal year — with approximately 20-25 percent of that revenue being generated from international research. Harris Interactive's stock will continue to trade under the symbol HPOL. Total Research common stock has been deregistered under the Securities Exchange Act of 1934 and delisted from the Nasdaq National Market, formally ending trading of Total Research common shares.

Acquisitions

North Adams, Mass., research firm **MindBranch, Inc.**, has expanded into Hong Kong. This follows an announcement earlier this year to expand into Korea through the acquisition of Outsource Korea, Inc., a business information firm. Within the Hong Kong market, MindBranch will focus on the telecom, computer/IT and financial industries.

Internet audience measurement firm **NetRatings, Inc.**, Milpitas, Calif., has agreed to purchase New York Internet research firm **Jupiter**



Research firm **The Looking Glass** will hold a one-day conference at its Syosset, N.J., facilities on name development and testing issues on January 11. For more information visit www.ResearchOnResearch.com or call Sharon Livingston at 516-992-5666.

The European Society for Opinion and Marketing Research (ESOMAR) will hold Net Effects, its annual Internet conference and exhibition, on February 3-5 in Berlin. For more information visit www.esomar.nl.

The Institute for International Research (IIR) will hold a conference on ethnographic/observational market research on February 4-5 at the Hyatt Pier 66 in Fort Lauderdale, Fla. For more information visit www.iir-ny.com.

Map India 2002, the fifth annual international conference and exhibition on GIS/GPS and remote sensing will be

held on February 6-8 in New Delhi, India. For more information contact Swati Grover, Map India 2002 secretariat, at swati.grover@csdms.org.

The European Society for Opinion and Marketing Research (ESOMAR) will hold its annual health care conference on February 17-19 in Miami. For more information visit www.esomar.nl.

The European Society for Opinion and Marketing Research (ESOMAR) will hold its annual automotive conference on March 4-6 in Lausanne, Switzerland. For more information visit www.esomar.nl.

Britain's Market Research Society will hold its annual conference on March 20-22 at the Hilton Brighton Metropole, Brighton, England. For more information visit www.marketresearch.org.uk.

Media Metrix in a transaction valued at approximately \$71.2 million. The transaction is expected to close during the first quarter of 2002.

NetRatings also announced the immediate appointment of Bill Pulver, formerly president of ACNielsen eRatings.com, as president and COO of NetRatings. Dave Toth will continue as CEO of NetRatings, and Jack Lazar will continue as CFO. At the close of the transaction, Pulver will assume the role of CEO and president for the combined company. Toth will be pursuing other entrepreneurial interests.

NetRatings expects the acquisition of Jupiter Media Metrix to grow its number of customers by 94 percent. NetRatings reported revenue of \$20.4 million for the year ended December 31. Jupiter Media Metrix reported pro forma revenue of \$142.8 million for the year ended December 31.

In the transaction, which will be

taxable to Jupiter Media Metrix stockholders, those stockholders may elect to receive 0.1490 NetRatings shares or \$1.95 in cash in exchange for each Jupiter Media Metrix share. The exchange ratio of 0.1490 is fixed, based on the NetRatings closing price of \$13.09. The merger agreement provides that no more than 50 percent nor less than 30 percent of the aggregate transaction consideration will be paid in cash. Jupiter Media Metrix directors and certain key members of management, who hold a total of approximately 22 percent of the Jupiter Media Metrix stock, have agreed to exchange no less than 70 percent of their holdings for stock with the remaining portion to be received in cash. They have also agreed to vote their shares in favor of the transaction.

The price per Jupiter Media Metrix share is subject to possible reduction to reflect any drawdowns by Jupiter Media Metrix under the

loan agreement outlined below, as well as certain expenditures by Jupiter Media Metrix in excess of \$5 million to terminate various international joint ventures.

Jupiter Media Metrix's board of directors is entitled to designate one member to join the NetRatings board of directors at the closing.

Pending the completion of their merger, NetRatings and Jupiter Media Metrix have agreed to take no further actions in respect to each other in the existing patent infringement litigation filed by Jupiter Media Metrix against NetRatings.

The closing of the transaction is subject to Jupiter Media Metrix stockholder approval, Hart-Scott-Rodino clearance and other customary conditions.

In connection with the merger agreement, NetRatings has agreed to lend Jupiter Media Metrix up to \$25 million, subject to specified conditions, under a secured credit

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Editor's note: Jon Pinnell is president/COO of MarketVision Research, Cincinnati. He can be reached at 513-791-3100 or at jpinnell@mv-research.com.

The notion of derived importance is not a new one. In fact, heated debates over the merits of derived importance versus stated importance have resounded in conference rooms and industry publications alike. All debates aside, customer satisfaction researchers often use statistical methods to infer how "important" various product and service attributes, or drivers, are to overall satisfaction scores or customer loyalty

indices.

Importance measures are known by many names and presented in several formats, including importance-performance grids, key driver analyses, and quadrant maps. Techniques used to derive these measures include correlation, linear regression, logistic regression and logit models, to name just a few.

While researchers must be cognizant of the many potential statistical pitfalls of each technique — such as autocorrelated observations or non-normal error distributions — researcher awareness of conceptual pitfalls is even more tantamount. For example, customers may

overwhelmingly agree with an attribute solely due to question wording. This may result in a lack of variability and obscure the association between the driver and the response. Similarly, using linear models to describe non-linear relationships may also obscure strong, albeit nonlinear, associations. The list of potential pitfalls is long.

An example

Perhaps the most troubling shortcoming of traditional methods is the assumption that essentially treats all customers as though they share similar importance structures. Consider the following case in

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War Stories

True-life tales in marketing research

By Art Shulman

Editor's note: War Stories is a semi-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.

David Bauer of Q2 Brand Intelligence reports going through the introductory remarks of a focus group he was conducting. When he got to the part where he told participants about the one-way mirror, he pointed behind him and said, "There are some people on my team sitting behind me." One of the participants looked at him as if he were crazy and said, "There's no one behind you." Bauer couldn't understand why she didn't believe there were people behind him. Luckily for him, another respondent jumped in, saying, "He means that that is a one-way mirror with people sitting behind it."

Some time ago Sharon Livingston of Executive Solutions ran a contest for market researchers titled, "Funny Things That Happened On The Way To The Focus Group," where entrants had to supply humorous stories. She reports that most of the submissions concerned things like unsuspecting respondents exposing their private body parts with no regard to the mirror or who might be behind it.

What kind of an industry do we work in?!

For example, a group was conducted years ago on women's undergarments, particularly the Jane Russell line of bras. The buxom women were given bras and asked to go to the ladies room to try

them on. A few minutes later they all returned, without any tops other than the bras.

The aim of another group was to increase brassiere usage in Ireland. (It seems Irish women weren't as supported as their sisters in other countries.) The group came up with the slogan, "Erin go bra."

Livingston, who has conducted many focus groups with physicians, reports that in her experience, the most immature are male gynecologists. For example, in one group discussing birth control devices, a gynecologist picked up a diaphragm lying on the table and used it as a slingshot to hurl something at another doctor across the room.

She also tells about losing a client because she knew she couldn't read a concept for her client's new laxative, Prune Power, to a group of respondents without laughing. Instead, she had a respondent read the concept. The client — the soon-to-be-ex-client — was not amused.

Livingston was doing a series of focus groups across the country on Bountiful Fruits and Nuts. They were testing, among other things, the line, "From California, home of the world's best fruits and nuts." When the line was read on the East Coast, one respondent added, "And flakes." When the line was read in the Midwest, three respondents added, "And flakes." By the time they reached the West, all of the respondents virtually simultaneously added, "And flakes."

One of the highlights (lowlights?) of Livingston's career was a financial services group she led in San Francisco. She noticed that some of the respon-

dents were attracted to each other. For example, a man was trying, with glances and smiles, to unobtrusively establish further contact with the attractive woman sitting next to him. Apparently the man across the table from him wasn't very observant, for he was sending private notes to that very man, trying to pick *him* up.


All of this not-so-surreptitious activity didn't upset Livingston much, other than the fact that it detracted from the discussion of financial services. But she was truly disturbed later when the odor of marijuana began wafting through the vents. During the same group, a woman upchucked.

As I said, it wasn't a career highlight.

On a different occasion, Livingston heard a loud noise coming from the back room during a group. So she said aloud to the person who was taking notes for her there, "Allison, knock once if everything's okay." Allison didn't knock. Livingston excused herself and rushed to the backroom, where she discovered her client, bleeding profusely after being hit on the head by a speaker that had fallen off a wall.

Before being carted off to the hospital, the client inspirationally urged Livingston to "finish that group!"

What a trouper!

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 e-mail me at artshulman@aol.com. 



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Qualitatively Speaking

Qualitatively Speaking is a regular column in which a revolving cast of authors offers their thoughts on various aspects of the multifaceted world of qualitative research — in 1,000 words or less! Submissions are welcome. Send your ideas or manuscripts to Quirk's Editor Joe Rydholm at joe@quirks.com.

Qualitative researchers as methodologists

By Margaret R. Roller

Editor's note: Margaret R. Roller is president of Roller Marketing Research, Urbanna, Va. She can be reached at 888-227-8999 or at rmr@rollerresearch.com.

Researchers, in general, tend to fall into one of two broad categories: those who specialize in qualitative research or those whose expertise is in quantitative. Even researchers who provide all types of research services commonly focus their attention on one of the two areas, depending on their own perceived strengths or interests. This is certainly true among qualitative researchers who may cringe at the thought of working with numbers or harbor at least some anxiety when hearing words such as “sampling” or “error.” More than cringe, some may denounce quantitative research as less important than the rich, real-life consumer behavior uncovered in the qualitative process. Indeed, qualitative researchers take pride in the fact (and rightly so) that their research findings do not neatly fit into a structured computer-analyzed framework.

I know this because I am very much a qualitative researcher. But I am also a quantitative researcher with an understanding of many research design methods, and one who attempts to incorporate the vibrant results from qualitative into the total research objective. In this sense, my ability as a qualitative researcher is only as good as my knowledge of quantitative. I would argue that qualitative researchers owe it to themselves, and to their client partners, to gain an appreciation of quantitative design methods and utilize this knowledge when designing, executing, and analyzing their qualitative projects.

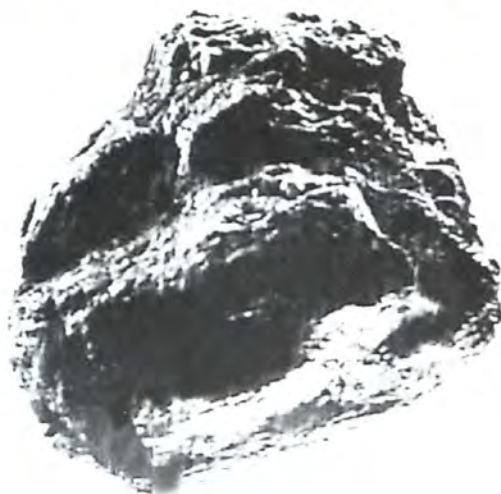
The point is this: Researchers should focus on being researchers, not qualitative researchers or quantitative researchers. On some level, researchers should by definition strive to become methodologists. By widening their knowledge and appreciation of quantitative design issues, qualitative researchers will reap several significant benefits. First, we will become better able to understand the “best” design solution to any given research

situation and thereby better serve the users of our research. For example, I was once asked to conduct a series of focus groups concerning a new product design for the residential lighting market. In my initial discussions with the client it became obvious that pricing was a focus of the research. Further probing showed that the client was actually intending to use the research results to justify a particular price point. This was clearly a misuse of qualitative research and an appropriate central location quantitative test design was proposed (and conducted) instead.

Similarly, qualitative researchers with a broader understanding of the research process can more effectively propose two-stage or multi-stage research designs. Even if the researcher needs to subcontract with another research firm for the quantitative piece, the researcher benefits from having better served the research needs of the end user. This can be particularly important when the client is unsure which direction to take and

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Lighting a different path



Editor's note: Cara Woodland is innovation project manager at Innovation Focus Inc., a Lancaster, Pa., consulting firm. She can be reached at 717-394-2500 ext. 25 or at cwoodland@innovationfocus.com.

The Coleman lantern is one of the staples of American culture. It is passed down from generation to generation, bringing with it memories of the time the lights went out during the big storm or camping with the family. In the early '90s, Coleman was well-

established as a provider of supplies for the family camping experience. In 1998, Sunbeam, which owns Coleman, had just been through an extraordinary reorganization and shift in leadership, and had hired Bill Phillips to become president of Coleman and point the company in a new direction.

In parallel with a declining market for outdoor camping, Coleman's market share was shrinking. Coleman needed a radical shift to help it survive in the short term and in the long term. It needed to find new products and

develop a plan for future growth. Phillips turned to Innovation Focus to design and manage a search for new business opportunities, a process that Innovation Focus calls Hunting for Hunting Grounds.

New areas of business

Every product or service in the mature marketplace begins to decline on the S-curve of the product life cycle. The goal is to find new areas of business and revenue before the decline becomes critical. The smart company is continuously looking for

Research uncovers new markets, new directions for Coleman



By Cara Woodland

new areas of opportunity to fill its new product pipeline. Coleman had realized this need to redefine its brand positioning at the right time and was looking for new opportunities.

Phillips called together a core team to do just that. They were to gather as much information as possible in a limited period of time and evaluate where to go next. The net was cast wide using a number of qualitative techniques such as:

- Delphi interviews: Experts related and unrelated to the industry were consulted to gain their perspective about trends, technology affecting their busi-

ness and how it might apply to Coleman. This was a participatory exercise with Coleman team members, a moderator, and the expert interviewee. After each interview, the Coleman team analyzed the information, with the emphasis on determining implications for their product line.

- Day-in-the-life research: Ethnographic research was conducted in which Coleman team members participated in immersion experiences in the environment of the company's consumers. While they were participating in the experience, they were also interviewing consumers and taking notes on

what they learned. This included site visits to tailgating parties, fly fishing sites, and outdoor barbecues.

- Problem-solving sessions with kids: Multiple creative sessions were conducted with cohort groups of children to discover what would make outdoor activities more enjoyable. Children do not have the boundaries or assumptions that adults have, which allows for more creative thinking. Coleman team members observed the sessions and then debriefed as a team to analyze the findings.

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Rewriting the rules

Recruiting for focus groups on colorectal cancer required a creative approach

By Debra Power

Editor's note: Debra Power is president of Moore Power Marketing, an Ann Arbor, Mich., research firm. She can be reached at 800-324-3216 or at debra@moorepowermarketing.com.

In recent years, recruitment and execution of focus groups has become a major challenge for marketing and research firms. First, recruiting participants has become more difficult as screening requirements have grown in complexity. As marketing becomes more segmented, researchers are forced to develop more intricate procedures for identifying and compartmentalizing participants. Second, potential recruits are continually bombarded by unwanted telephone solicitors, crippling one of the traditional recruitment methods. Market researchers are competing with telemarketers, caller identification tech-

nology, and wariness of telephone transactions.

Research firms are forced to develop new and innovative ways to reach out to the general population. This case study, although specific to the subject matter, should provide some guidance to overcoming these challenges. By discussing each aspect of the research project in turn we hope to provide insight and suggestions for surmounting the difficulties researchers are now facing. We will also present the new rules we had to develop to meet our specific challenges in the hope that they prepare other researchers for this new era of qualitative research.

Background

In early 2001, our firm was asked by a large academic medical center to recruit, moderate, and analyze a series

of 12 focus groups on attitudes and perceptions towards colon and rectal (colorectal) cancer screening (testing) in Michigan. Colorectal cancer is the second-leading cause of cancer deaths among men and women in the U.S. The information gathered from the groups would be used to develop a Web site designed to convince the general public to get tested for the disease. These focus groups were held in locations which had a low rate of colorectal cancer testing, and which met population density requirements — Detroit (metropolitan), Saginaw (suburban), and Benton Harbor (semi-rural), all in the state of Michigan.

In order to participate, focus group recruits were required to be between the ages of 50-70 and be untested for colorectal cancer. A balance between high and low incomes was also required. Participants were further

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segmented by gender and ethnicity (Caucasian and African-American). The goal was to complete one focus group for each gender, ethnicity, and location.

As is often the case with health care research, adherence to budget restrictions during project execution was paramount because funding for the study was grant-based. In addition, the parameters of the grant (time frame, types of groups, locations, etc.) were pre-determined and we needed to comply with these as closely as possible.

At first glance, although segmented, the recruitment and execution of these groups seemed easily managed. Recruiting was to be done by telephone with a stratified random sample drawn from 1990 Census data, as 2000 Census information was not yet available. We knew this data would be somewhat outdated, but the study dictated that we implement as many random selection factors as possible. We would execute the project as any other: begin recruiting two weeks before each group, send confirmation letters, make follow-up calls, re-recruit if there were any cancellations, and hope that a sufficient number of participants attended. Unfortunately, this somewhat optimistic scenario was never realized. Throughout the project we encountered difficulties, but recruitment of participants was by far our greatest challenge.

The problems

A series of problems arose as we set the recruiting process into motion:

- We were unable to fill quotas, even with recruitment starting three weeks ahead of time.
- It took twice as long to recruit males (rates as poor as .25 completes per hour).
- Dropouts and terminations during screening were unusually high.
- The no-show rate was substantially higher than in our previous experience.
- We were inhibited by various requirements of the grant itself.

In the face of these unprecedented difficulties, it became necessary to re-evaluate our entire recruitment process.

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ture. This required us to come up with some new rules.

New Rule #1: *Don't be afraid to change the screener — and change it again until you have it right.*

As mentioned earlier, our goal was to recruit individuals based upon age, ethnicity and testing for colorectal cancer, and a telephone screener was developed with this in mind. All calls to potential recruits were made by

Robinson & Muenster Associates, Inc. (RMA) of Sioux Falls, S.D. According to RMA, our study was one of the most challenging recruiting projects in their firm's history.

We surmised that one way to determine why recruiting was so difficult was to review when terminations and dropouts occurred in the screener. One question in particular — "Have you ever had a test for blood in the stool, sigmoidoscopy, colonoscopy, or double contrast barium enema?" — was a major source of terminations. Because so many respondents were disqualified at this point in the screener when they answered positively, the requirements were loosened by adding "Within the past 10 years have you had a..." to the start of the question.

RMA was also able to tell us that some dropouts took place in the opening paragraph as expected, but most occurred around the question about colorectal testing mentioned above. A certain number of respondents were squeamish, or unwilling to answer the question, and dropped out. To combat this difficulty we changed the screener again and moved the question to later in the screener (from #6 of nine questions, to #9). Interspersing demographic questions with health-related ones seemed to raise the comfort level of the respondent and reduced hang-ups.

Interestingly, the age, vocal tone, and gender of the interviewer had a significant impact on the number of completes. RMA noted that when calls were made by an older, gentle-sounding female, the response rate improved.

These changes to the screener resulted in decreased recruitment times and an increase in the number of potential participants. While this was a step in the right direction, we were still grappling with unfulfilled quotas and high no-show rates.

New Rule #2: *Don't be afraid to mix and match.*

As recruiting progressed and we faced more adversity, we determined that methods in addition to telephone solicitation would be necessary. To try to reach out to the general population

we began running newspaper ads in the regions where we were recruiting. The ads included an 800 number, and once a potential recruit called in they were taken through the screener. This method resulted in nearly 20 additional qualified participants.

After two groups were cancelled due to low turnout (only one and three individuals, respectively, out of 12 recruited), we decided to begin asking qualified recruits to recommend potential participants. Although this is not a preferred method, in the suburban and semi-rural locations it was effective, possibly due to lower overall population density and the corresponding familiarity of community members with one another. By mixing recruitment methods we saw a measurable increase in the number of recruited participants. Our new rules were making an appreciable impact but it still wasn't enough to fill our quotas.

New Rule #3: *Sometimes the simplest change can make a world of difference.*

Some changes to the recruiting process were commonsensical. As mentioned above, early on, two groups had to be cancelled because of high no-show rates (92 percent and 75 percent). Thereafter we raised the number of recruits to 15 for 10 to show, instead of the usual 12 for 10 to show.

Also, about midway through the project, we started asking participants why they decided to attend the focus group session. Roughly 40 percent of participants cited the money, another 30 percent curiosity about the disease, 20 percent had a family history of cancer, and 10 percent had miscellaneous reasons for attending.

By asking this simple question we were able to gauge our target audience in relation to their receptiveness toward and interest in the topic. The popularity of remuneration led us to increase the incentive amount from \$50 to \$75, a change which proved to be very effective. The simple increase of \$25 in the incentive was enough to pique the interest of many potential participants.

Another adjustment we made to our

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conventional focus group recruitment process was one of the easiest. When attendance at groups dropped, we felt that we needed to emphasize to potential participants that their input was very valuable. From the very start, recruited participants were sent a cordial confirmation letter and received a follow-up call in accordance with our usual policy. Halfway through the project we altered our procedures and increased the number of follow-up calls to two per participant. In the interest of maintaining a good relationship with the participant, this second follow-up call was often left on an answering machine. Again, the simple change of an additional telephone call resulted in lower no-show rates. But now we faced the greater challenge of addressing problems that originated with the project itself.

New Rule #4: Don't allow the project requirements to become a hindrance.

One of the medical center requirements for this project was the distribution of a dense, three-page consent form to each participant which required their signature and acknowledgement. The form detailed the procedures of the study as well as the overall scope and purpose in a question-and-answer format. It also included contact information for the medical center for the participant's future reference. Unfortunately, the form was a standard document also used for clinical trials. Thus, it included questions like: "What kind of harm can I experience in this study?" and "What will the investigators do if I get injured in the study?"

Originally, we sent this consent form along with the confirmation letter to all participants. We quickly learned after two or three groups that the form itself was inhibiting participation in the focus groups. Recruits would notice language on the form such as "harm," "research subject," "treatments," and "procedures," and think twice about coming to the focus group session. Also, they found the form itself confusing — the participant would read an objectionable word in the question section and did not read further for the corresponding answer. Both our firm

and the medical center received several telephone calls from potential participants (and their family members) with concerns about the consent form. Several of those who did come to a group refused to participate unless the form was explained more fully.

We quickly decided to stop mailing out the form, and instead handed it out when participants arrived at the session. Although they were still uncomfortable with the form, and it took nearly 10 minutes to read, their fears were allayed by the ability to discuss the form with the moderator. By altering when we distributed the consent form we were able to simultaneously meet the grant requirements of the project and decrease our no-show rate of participation.

Degree of difficulty

At the end of two months, over 630 hours of phoning, and 11,560 contacts, a total of 10 focus groups were completed and analysis began. Throughout the project's evolution several focus groups were cancelled and subse-

quently rescheduled, and one male group was conducted with combined ethnicities in order to gather as much qualitative data as possible.

At the genesis of the project we had no way to predict the degree of difficulty we would face with recruitment of participants. As we struggled along we rewrote the accepted procedural rules for recruiting to meet the goals of the project. At the same time, we had to make some sacrifices, but these were necessary in order to fulfill our objectives.

These new rules may not work for every research firm, or apply to every project. You may have to develop and refine your own rules or alter one of ours, but one of the most important things to remember is to keep your client informed. If you are having difficulties with any aspect of your project, remember the final rule (and it is a cardinal rule at our firm): keep the client happy. The best way to do that is to keep an open line of communication about all aspects of the research project. *(4)*

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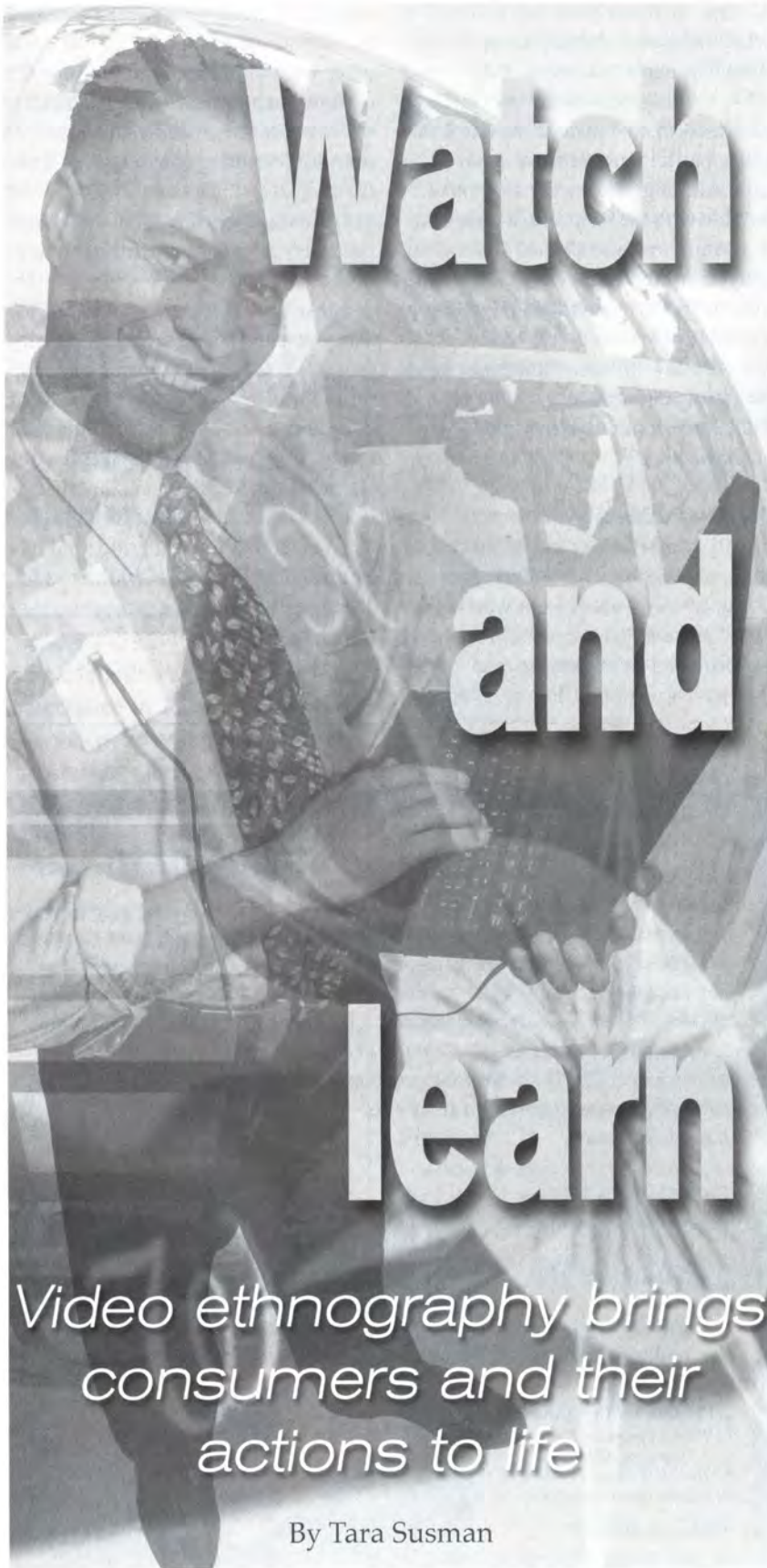
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Video ethnography brings consumers and their actions to life

By Tara Susman

Editor's note: Tara Susman is the cultural anthropologist at The Insight Works, Inc., a New York research firm. She can be reached at 212-674-3100.

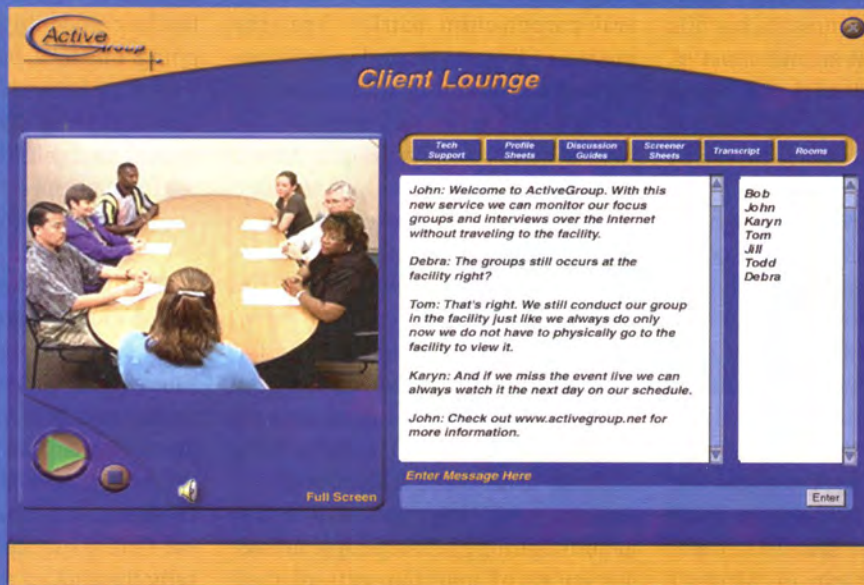
The first challenge for qualitative researchers is to become intimately knowledgeable about consumers' lives, to learn about how they live, to examine what they think and feel, and to understand what emotional and material roles products and brands play in their lives. The second challenge is to determine what this information means and how it can be put into action.

Let's look at the dilemma firsthand. Consider these stories:

- A customer at a newly renovated gas station is asked to play with the small Internet interface on the gas pump. He hesitates, approaches, recoils, and then tentatively reaches out his left hand to touch the screen (he is right-handed), maintaining the largest distance possible between himself and the device. With his neck contracting, his shoulders pulling back, and his torso twisting away from the device, he pushes on the screen. He tries again; nothing happens. Jerkily shifting his weight, he sighs. Without looking the interviewer in the eye, he says, "I'm afraid I'm not going to be much help to you."

- A young single mother is grocery shopping with her six-year-old daughter. As they discuss food, the mother speaks softly in Spanish and her daughter responds loudly in English. Every step along the way invites a battle: the daughter grabs sweetened yogurt in a Technicolor package, chocolate Popsicles, and a bag of mint cookies, and throws them in the cart. After a protracted discussion marked by much pleading on both sides, the mother convinces her daughter to select fruit juice pops instead of the chocolate ones. She wins this argument by telling her daughter that the chocolate ones are low-calorie. The daughter is the victor with the other

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treats. Walking home, the daughter convinces her mother to allow her to eat a cookie. While the mother cooks dinner, the daughter rifles through the refrigerator and helps herself to a yogurt. At the dinner table, another battle ensues over the healthy meal the mother has lovingly prepared; the daughter is no longer hungry.

- A schizophrenic man in his 50s lives unassisted but spends most of his time at a vocational clubhouse where he takes most of his meals, spends time with friends, and works in the greenhouse. Relaxing at home on his threadbare couch, he laughs as he says, "I don't shop, I don't cook, and obviously I don't clean." The layer of dust covering most of the objects in his apartment gives them soft, fuzzy edges. A mountain of papers is piled on the table and has partially drifted to the floor. A bicycle blocks the refrigerator. On the stove sits a deep pot thickly encrusted with black beans that could only be removed with a chisel. Most of the light bulbs in the modest apartment are burned out, but you can still see the piles of musty books in the bedroom — even on the bed — which prevent both free movement in the room and the realistic possibility of ever locating any particular book.

These are three examples from video ethnography research projects. As you were reading the descriptions, you envisioned each situation, giving the stories life, imagining shapes, colors, sounds, characters, places, creating a three-dimensional narrative. In short, you created a film in your head. But consider what the depth of your learning could be if you were able to see and hear each situation in an actual film, laden with emotional depth and cultural meaning.

Video allows you to observe, not just imagine, consumers in the context of the conflicts and choices of their daily lives.

In the first example at the gas pump, the viewer can watch the subject's awkward movements and hear the hesitation in his voice. Through video, we learn how body language reveals fear about encountering new

technology, and that the subject's embarrassed demurral indicates that the technology needs to be made more human.

The second example depicts in the story of dinner preparation a textured portrait of family dynamics and emotions, multiple languages, and hybrid culture. We can see for ourselves several parent-child battles, hear the mixing of languages, and watch step-by-step the food preparation.

The third film visually depicts what is a mystery to most people: how a mentally ill man lives. This video gives an intimate glimpse of the home environment and daily challenges of a member of a misunderstood and maligned subculture.

Unaware of motivations

Ethnography is an approach to research that has been borrowed and adapted from cultural anthropology. A fundamental assumption of cultural anthropology is that people are not conscious of many aspects of their own experience. They may be unaware not only of their motivations, but of their actual behavior, both on an individual level, and in terms of how they move within the larger web of culture.

If a man is unaware that he licks excess margarine off his knife after each spread across his toast, he will not be able to describe this behavior (even if he were humble enough to do so), let alone be much help in analyzing it.

Anthropologists are not excluded from having this blind spot about themselves, by the way. For this reason, many anthropologists study people outside of their own culture, often in another region of the world, in order to observe with the uninitiated eyes of an outsider. Therefore, when they study their own culture, video becomes an essential tool for insights and analysis that also can be shared with others.

Engage in and observe

Anthropological fieldwork research is based in participant-observation, a paradoxical exercise in which the researcher both engages in

the everyday life of the subject and observes what is going on, in order to reflect upon and interpret it afterwards.

As a participant, the anthropologist joins the subject in mundane activities that relate to the topic — shopping in a toy store with parents and kids, driving the car to the dump, feeding and playing with the dog, going out to a bar with a group of friends. She both lets conversations have a natural flow and also asks questions about what is going on with the fresh perspective of someone who has just arrived from a foreign country.

The difficulty of participant-observation lies in trying to take part in the action and observe it at the same time. In this respect, videography has an advantage over other collection methods such as note-taking, audio recording, still photography, or any combination of these, as it reproduces the fieldwork experience much more fully than any of the other techniques. The video camera becomes another observant eye that captures the action and makes it available for others to see. Further, video shot by a skilled cameraperson gives a much deeper sense of the subject as a three-dimensional person with human relationships and in a daily cultural context.

Video recordings of all aspects of the fieldwork are useful in both the analytical phase of the work and in serving as a vibrant medium to present the findings. Because of the interconnectedness of anthropology and videography in this approach, it is crucial that the anthropologists are trained in videography and video editing, and that participating videographers and editors are carefully briefed about the project, so that the process of editing is an intellectual collaboration.

Carefully study

Conducting ethnography with video thus enables the anthropologist to carefully study her dialogue with the subject, and to re-observe the subject's behavior and environment. Not only the precise language the subject uses, but also the tone of his voice, his

facial gestures and body language, the verbal and non-verbal interactions with others in his everyday life, the way his favorite room is decorated, the way he handles his belongings. Video that has been directed by an anthropologist can supply a rich source of information about the subject, which then should be edited to reflect the anthropologist's understanding of the data.

An edited video ethnography does not make you a fly on the wall; this is impossible. Anthropologists, in our era at any rate, do not usually make claims to objectivity. Anthropology is a social science, with an emphasis on social. Much of the best research done in this way emerges from building trust—creating a real human connection. Objective facts may be out there, but any methods of collection, analysis, and presentation of findings will have a perspective, based on variable factors at multiple points in the process. (This is equally true for quantitative research and other forms of qualitative research.) For example: With what methods and theories has the anthropologist been trained? What questions were asked? What were not asked? What did the camera capture? What was going on outside the frame? Which video clips were selected for the edit? How were they interpreted? What other clips were they juxtaposed with? What narrative does the edited film tell?

Research should have a point of view: all human beings live and experience the world subjectively. Taking what people say and what they do at face value (if this is even possible) will undermine most of the value of the research. Anthropology employed in the interpretation and editing of the video provides an analytical perspective, which in turn offers conclusions that can be put into action.

Not just a record

Thus what video ethnography offers is not just a record of behavior; it offers the interpretation of motivations, emotions, decision-making, lifestyle, relationships, and other forms of human action and interaction. Video ethnography enables the

researcher to address issues and make recommendations at various levels.

- For example, for the case in which the new interface is tested, the analysis might use the video to show what works in the new electronic device and what is missing. Then the report could make recommendations ranging from how to make the Internet interface easier to use to how to reorganize the retail space — to align both with current consumer behavior and encourage a new experience.


- In the family food preparation example, the research could demonstrate inter-generational power struggles and the emotional underpinnings of preparing and providing food for family members. It might detail the ways in which an ethnicity affects food culture and suggest strategies for marketing to and meeting the needs of the Hispanic market.

- In the third case, after demonstrating the struggles in a schizophrenic's daily life, the study could describe the nature of this social group and its relationship to the large

er culture, and suggest how to shape communication with these socially segregated consumers.

These projects provide clients with the most complete understanding when there is also a written component of the analysis that, organized in tandem with the edited video, significantly elaborates upon the footage and spells out recommendations. Alternately, the video and the written conclusions can be integrated into a single document, which can be shared on an intranet, via CD-ROM, etc.

Engaging way

Video ethnography combines cultural anthropology and videography to build a rich understanding of lifestyle, cultural environment, social behavior, emotions, and motivations of consumers in the contexts in which they live. The approach of video ethnography thus gives companies an engaging way to learn about consumers on both a personal level and as a part of a larger social environment. 

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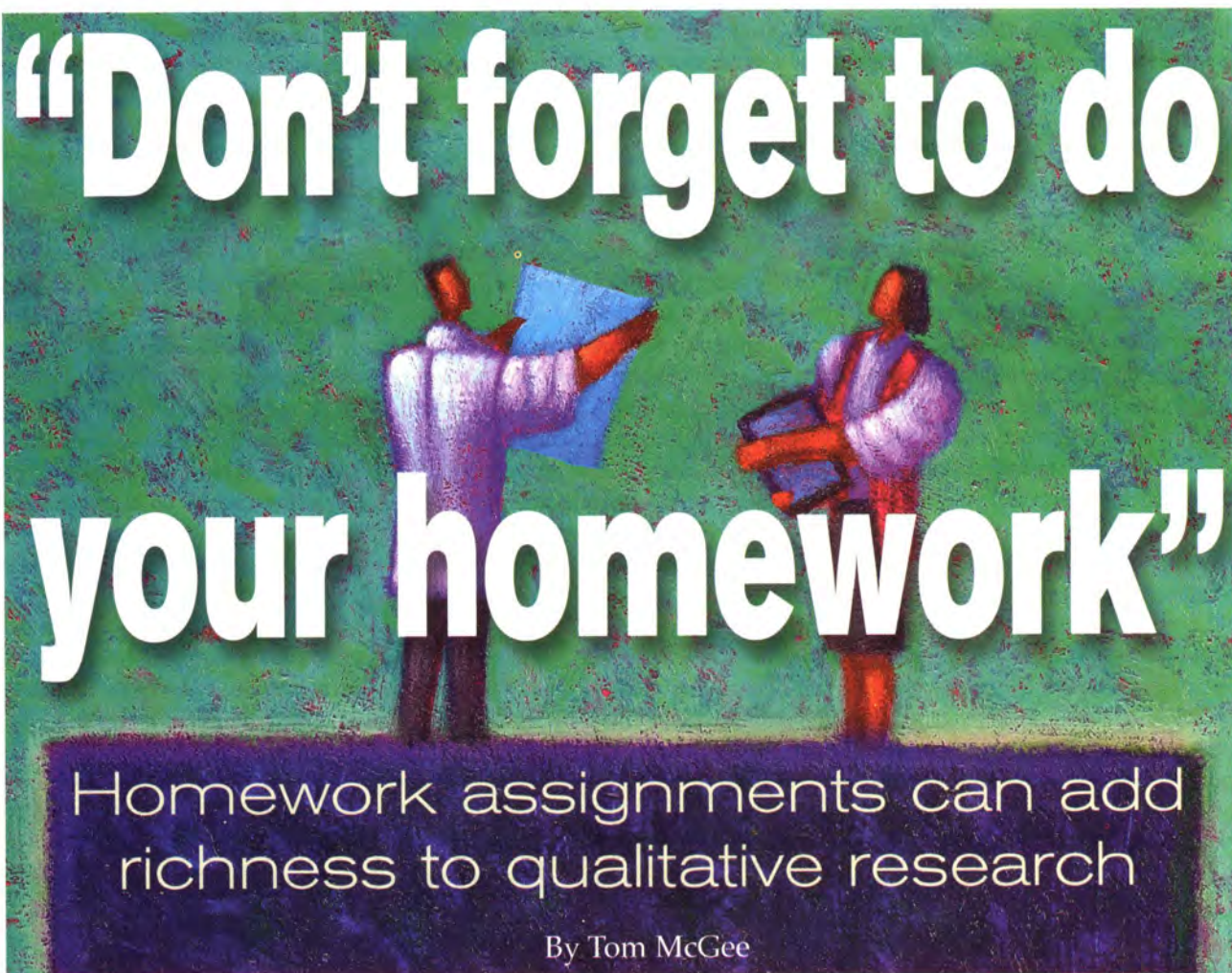
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Editor's note: Tom McGee is vice president of Doyle Research Associates, Chicago. He can be reached at tmcgee@doyleresearch.com or at 312-944-3269.

Nine-year-old Amanda was having a hard time containing herself. She was asked to jot down a couple of ideas for new types of ketchup. But rather than just put her ideas on paper, this ambitious young lady spent hours in the kitchen at home concocting a special recipe. She was just itching to share her new creation with the rest of the group — “Just wait until everybody checks out my new colored ketchup.”

When asked to compile a “day-in-the-life” photo journal of the family pet, Mr. Chips, Linda’s initial reac-

tion was, “They gotta be kidding.” But two days later this 38-year-old woman had everyone in the house and a group of friends helping her author and compile an incredibly detailed and insightful look into her and her pet’s life. “It became an obsession. I can’t believe how much fun this has been for everyone in the house. It’s brought us all together,” she says. Not to mention the insight the client gained about the bond that exists between pets and their owners.

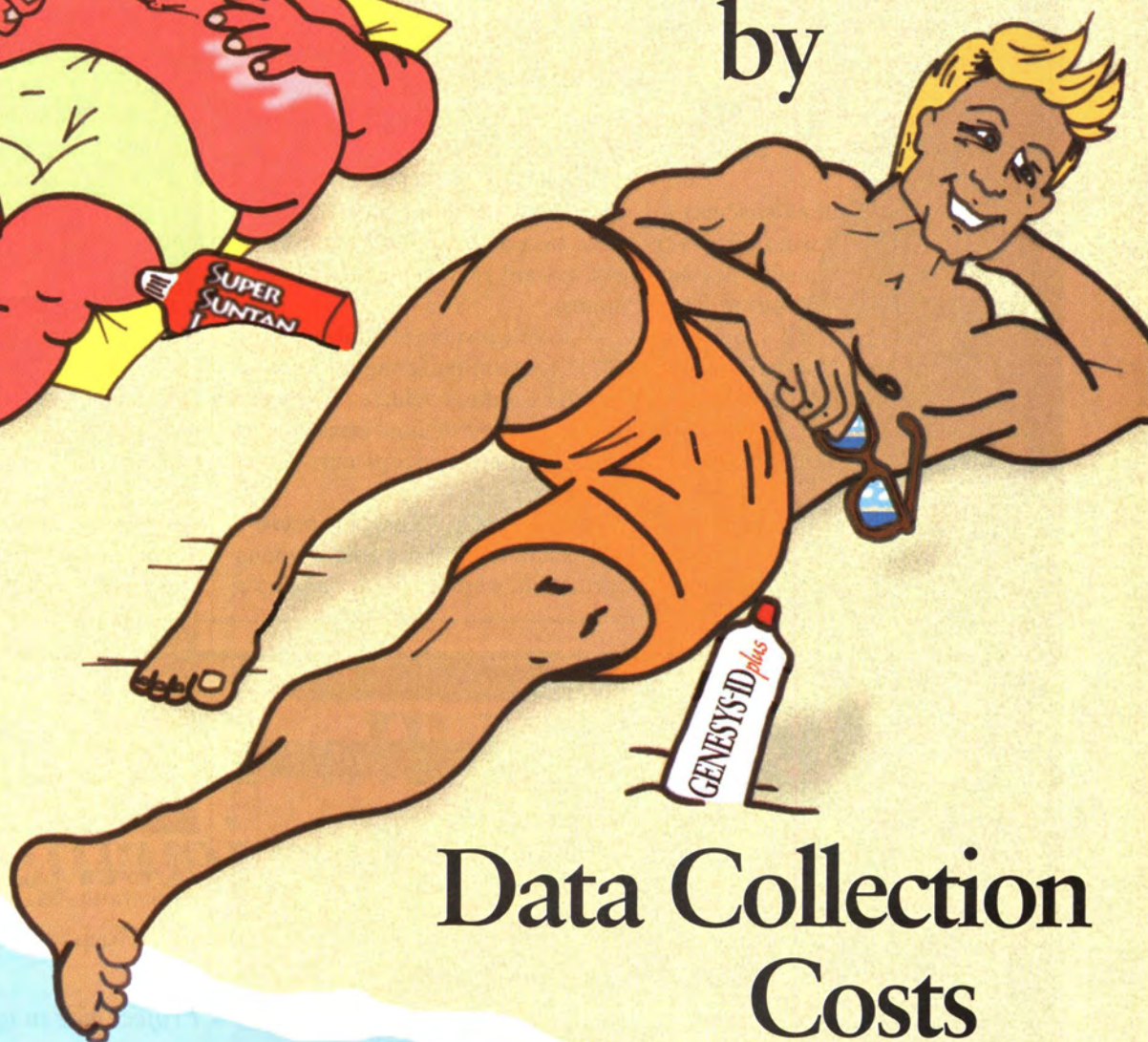
Grace, a full-time mom of three kids, was more than a bit self-conscious, “People must think I’m nuts, walking through the aisles of Dominick’s taking pictures of frozen food!” But the photographs would be a critical part of the collage Grace was creating for the focus group she was participating in the next week.

If you’re wondering what these three people have in common, they’re just doing their homework as part of the market research projects they are engaged in.

Though not news in the marketing research and advertising communities, giving research participants homework assignments prior to scheduled interviews is a valuable and surprisingly underutilized technique in the research toolbox.

The idea of assigning homework to research participants is rooted in the need to mine information about consumers’ behaviors, attitudes, and lifestyles, and marketers have come to value the wealth of learning that can be gained from it. While one of the golden rules of traditional marketing research is to mask the intent or subject of the research in order to

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avoid biasing respondents' answers, assigning homework will often break this rule. The degree to which respondents will be sensitized to the topic is directly related to the objectives of the homework. Regardless of how much is revealed to participants beforehand, in our firm's experience, the payoff is well worth it.

The most obvious and tangible benefits of homework are:

- It provides for independent thought and allows participants to express themselves in their own unique way.

- It allows time for respondents to think through the issues. It never ceases to amaze how much time and effort respondents will put in when given adequate time and a topic that is relevant to them. In most instances, consumers appreciate the opportunity to express themselves, and to know that companies truly value their opinions.

- Participants increase their commitment to your project. They've agreed to assist, now they feel oblig-

ated to deliver. It moves them beyond the financial incentive for participating.

- Participants are anxious to share. This is particularly true when working with kids. They've invested the time and effort, and now they want the world to see and hear what they've done.

While the nature and scope of respondent homework is dictated by the research objectives, we have employed methodologies and covered issues such as:

- having teen-aged boys assess the in-store environments of competitive teen apparel retailers, with an eye toward reinventing the client's stores;

- asking owners of mini-vans and SUVs to create renderings of the ideal interior for these vehicle (ever wonder where some of those ideas you see in auto show concept cars come from?);

- as part of a campaign to encourage healthier lifestyles among young girls, kids were asked to develop a

character/mascot for the program and write a story detailing how that mascot could motivate girls to eat healthy and engage in physical activity (the girls' input was used to develop the spokescharacter eventually featured in the campaign);

- tweens were asked to compile diaries and journals of their lives, to dig deep and really share their emotions so the client could truly understand what it's like to be a kid today (the kids' contributions were the basis for a new tween-oriented sitcom now featured on a kids' cable network);

- participants used an online bulletin board as a group journal, detailing their experiences with a new product that was being fine-tuned for market introduction.

We have also found that promising respondents that their assignments will be returned to them upon project completion really enhances the time and effort they put into their work. For example, mothers of young children — some first-time moms and some with several kids at home —

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were asked to create collages illustrating their hopes and fears in their role as parent. The promise to return the artwork resulted in respondents using the opportunity to create pieces they were extremely proud to share with the focus group members, knowing the work would become family

By setting consumers free to record, capture, and express their feelings, emotions, experiences, and observations, marketers acquire a richness and depth of learning.

keepsakes. The client, a magazine publisher, got stores of information and emotionally rich topics for future issues.

Depth of learning

By setting consumers free to record, capture, and express their feelings, emotions, experiences, and observations, marketers acquire a richness and depth of learning. This is not to suggest that homework is the cure-all or even appropriate for all research issues. Indeed, while it can be sexy and fun, if not properly designed or relevant to the issues at hand, such assignments can be of minimal value. However, when applied in the right circumstances and used in conjunction with other research and marketing efforts, it can provide invaluable insight. 

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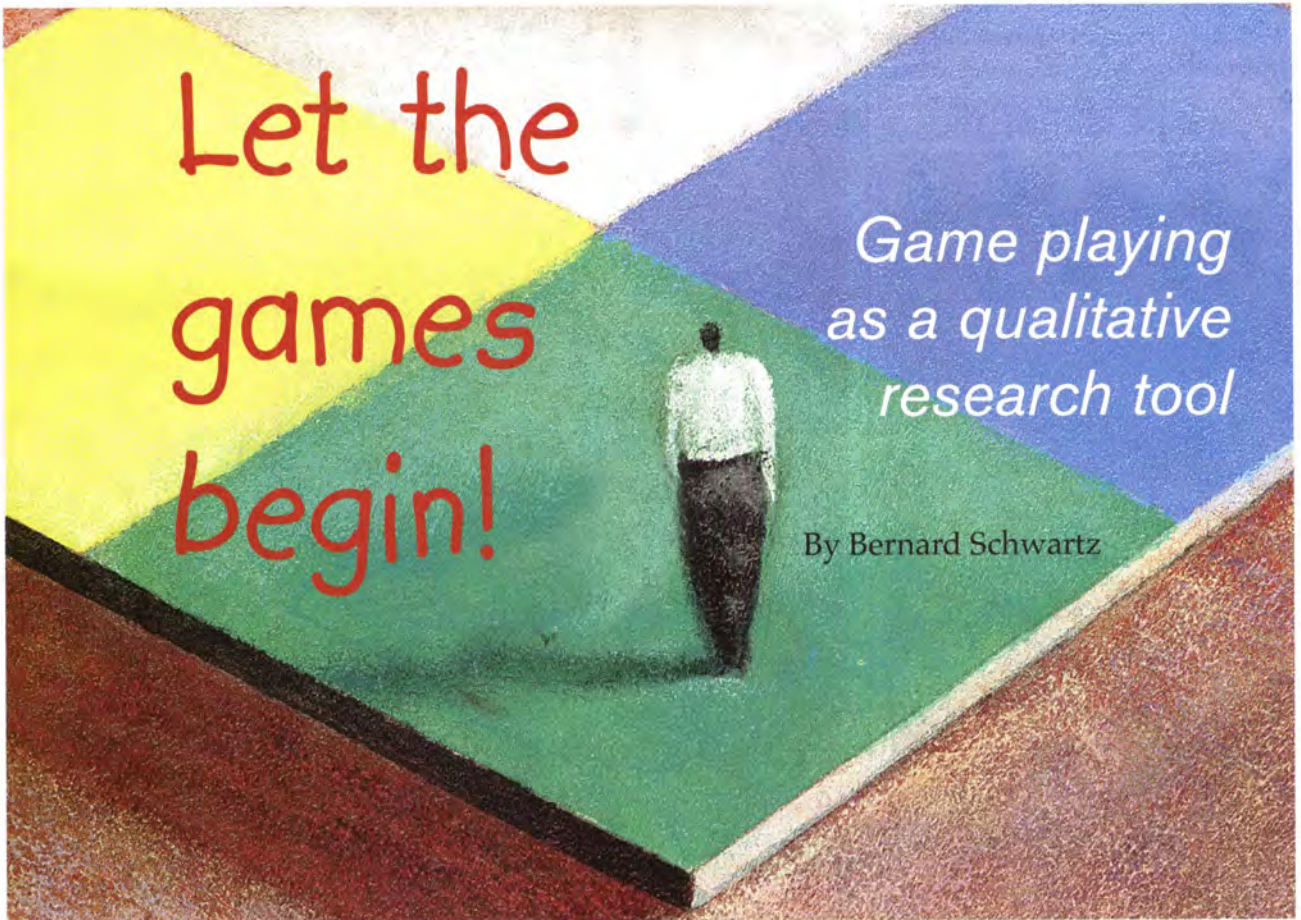
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Editor's note: Bernard Schwartz is a senior project director at Genactis, a Fort Washington, Pa., research firm. He can be reached at bschwartz@genactis.com or at 267-464-3025.

Qualitative research is a complex combination of art and science, designed to improve our understanding of respondents' values, attitudes and knowledge, for example:

- how respondents perceive a product, service, or concept;
- how two or three variables might impact respondents' perceptions of the product or service or concept, and;
- what knowledge, values, and attitudes respondents bring to their evaluation that impact decision-making and product selection.

Focus groups provide insights into individual behavior in the context of

a group where members' ideas are subject to evaluation, give-and-take, revision, refinement, and rejection or acceptance. Behaviors, values, and attitudes are modified, group norms set, opinions gelled or striated. We can learn what individuals think and how a group will react to an idea. We arrive at conclusions based on respondents' overt and covert, intended and unintended, stated and implied, facial and verbal, gestured and emotive "data."

One limit to focus groups, though, is that the social/societal dimensions that impact decisions are absent from the research process. We can learn how respondents think these outside elements impact on them, but we cannot assess their real impact, because they are not present in the focus group setting.

For example, we can ask consumers about their automobile pur-

chasing behaviors, likes, dislikes, and values. But, in real life the "social system" that impacts auto buying behavior extends beyond consumers' values, attitudes, stated behaviors, and stated preferences, and may include interactions and experience with salespeople, bankers, advertisers, peers, Internet information sources, in addition to the influences of the product itself (color, engine, seat covers, image, or gasoline mileage), sticker price, perceived value, financing terms, current interest rates, and payment schedules, and product "folklore."

Can one research the automobile buying process by studying the qualitative assertions of respondents (buyers)? Can we get better information by accounting for these wider elements? How much more would we learn if we could qualitatively account for the other factors that



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impact decision-making — if we simulate the more complex environment in which automobile purchasing decisions are actually made? Can we also research the values attitudes, motivations, of the other actors in the automobile purchasing “game?” Can this research be done in a cost-effective manner?

Gaming defined

Simulation or gaming is a process by which a social system with multiple segments — groups and/or individuals with divergent views — are re-created in a research environment in order to study it. In the business environment, simulation is often done using computer spreadsheets reflecting mathematical relationships. Spreadsheet simulations are used to answer “what if” questions, for example, “What if our sales double next quarter and production costs remain the same (increase by 12 percent, 15 percent or 17.25 percent)?”

Simulation games, frequently used

in training, are sophisticated role-playing exercises. In a research/simulation exercise, players would assume the role of one of the segments at play in that social system, political system, or market. Each segment in the game has clearly defined rules of behavior, motivations and goals by which they play out the game.

Gaming has been used for many years in political science when analysts want to learn how a given political scenario might play out. For example, if a U.S. spy plane crash-lands in China, how would the Chinese government react? What would the U.S. have to do to protect their secrets and property? What would the U.S. need to do to secure the return of the crew? How far might the Chinese go to get our technology? In the course of running a simulation game based on the downed plane scenario, researchers can learn:

- the forces, pressures, and issues

that are impacting the Chinese as they analyze the situation;

- the dynamics and context of the situation from the Chinese point or view — internal politics, government, leaders, public opinion; the goals and motivations of various players;

- the same dynamics from relevant segments of the U.S. side — the impact of the President and his cabinet, the legislature, military advisors, business community, the public;

- the goals and motivations of various (relevant, individual) players or factions on both sides;

- the most probable tactics and outcomes, and how to effectively counter the opposition’s tactics, and impact their decisions.

The process of gaming in this case would be to assemble a group of players — people who can play the game and learn from it, and who have some stake in the outcome. During the game itself, the group would be directed to assume roles, given basic information about their goals, motivations, and the game’s “rules,” and set free to play their part in the game scenario within the larger group.

Game design

When preparing for a game, researchers would need to prepare hypotheses based on assumptions about the players:

- goals — what they want and need to win;

- how they can win in the scenario;

- how they lose points — the things they absolutely cannot do, how they fail;

- how they operate within the situation, or how they get points in the game.

For example, in the auto sales game outlined above, the rules for consumers might look like this:

- goal — get the best car, best price, most comfort with decision, greatest ego gratification;

- to win — good deal, high level of comfort, ego gratification;

- how to operate — go to dealers, use the Internet, take test drives,



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shop, speak to peers, get information;

- win points — get strategic information, bargain well, and learn how to secure the best deal;

- lose — make an impulse purchase, get swindled by a dealer or bank, buy a lemon, feel bad.

Salespeople probably follow these rules:

- to win — sell lots of cars at good prices, close deals;

- how to operate — demonstrate cars, provide information, appear helpful, represent the franchise effectively;

- win points — establish trust, listen to customers, do favors, persuade buyers, enhance egos, reduce fear of purchase;

- lose — offend, insult, scare, overprice, undersell, or bargain badly.

Game designers would develop similar sets of rules for as many segments as they want to include in their study. This auto buying game might also include spouses, banks, dealer

finance and insurance personnel, and advertisers, or trade publications. The game designers would also provide each segment with the specific amount of strategic information that they (the designers) assume the segment comes into the real situation with.

The game is afoot

As people (as many as 25 respondents, and supporting players) assemble at the game site, they would be assigned specific roles, given information packets, scenario details, goals, objectives, operational rules, motivations, etc. These instructions would specify enough of their part in the game to get them into the process.

In the auto buying game there are some built-in variables, such as:

- a set of products — a line of cars;
- the real-life relationships between car prices, interest rates, dealer mark-ups, supply and demand;
- a given set or supply of customers (segment, demographic).

The research goals for this auto buying game might include researching:

- which specific approaches to buying, selling, and financing automobiles work best and why;

- who (which segment in a given scenario) wins, how they win, why they win;

- how winners feel, what they learn as a result of playing the game, how they learn what they learn;

- the impact of sales behaviors, finance, consumer perceptions;

- how consumers determine value in a dynamic, complex marketplace.

Many approaches to gaming/simulation are deeply rooted in mathematics, and mathematical techniques could be employed to a limited degree in this qualitative research application of gaming. For example, game designers could provide an electronic spreadsheet model of the interrelationships of auto price, interest rates, bank charges, dealer incentives, and payment schedules.



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Researchers could use the spreadsheet to simulate the impact of financial decisions on their purchasing decision.

In any game, there are also some pragmatic limits to the content of the gaming experience, since it would be difficult to provide cars for a test drive, for example. Additionally, there are always time constraints on gaming that impose limits on the research process. But the goal, the purpose of the game, is to help clients of fully understand the dynamics of their customers (and their own, and those of their business partners) behaviors within the context of a wider social scenario — and to provide dynamic business intelligence.

Applications for research simulations

Over the course of this past year, I have considered several projects where I thought a gaming approach might have been applicable. One such project would have examined

the dynamics of continuing medical education (CME) — the courses that physicians are required to take every year to remain current in their fields (and retain their licenses). A focus group or other traditional qualitative research approach, I feel, could only go so far in describing this complex social system.

In a CME game, the goal would be to help a pharmaceutical company to maximize the benefits they receive from sponsoring CME courses. Players in the CME game include physicians, drug companies, private and public organizations that design or offer courses, etc. The central questions to be answered — perhaps developed and refined by means of a limited number of preliminary interviews or focus groups — in this game include:

- MDs — “How can I get the CME credits I need with the least time spent, the least amount of boredom, while gaining useful information and having fun with colleagues (while

staying in an ethical comfort zone)?”

- Drug firms — get the maximal “credit” for services provided to customers, at the least cost, increase MD loyalty to products or services, reduce or eliminate physician hostility and suspicion, increase product sales, modify price sensitivity.

- CME companies — get courses attended, sponsored and praised; increase revenues for courses.

In this CME game, respondent-players might include a large number of people, atypical for marketing research:

- 30-40 physicians;
- CME designers/presenters of actual courses (staff for six or seven individual courses in differing media, presentations styles, or technical detail);
- CME presenters and/or pharma company salespeople who would promote specific courses;
- four to six moderators who would debrief participants at regular intervals during the game;

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- a game-director who briefs all participants, calls the game to order, ends the game, debriefs the group as a whole;

- an unlimited number of observers who wish to see the game (but they will learn more by participating).

The process of running this game would look something like the following.

In preparation:

- develop several brief CME courses in different media, for example an audiotaped session, a live seminar, a lecture format, a dinner meeting, and a videotaped or a printed course;

- for each of the courses, develop one or more flyers, course descriptions, sales pitches or fax notices to promote the program;

- develop topical guides to debrief participants (both educators and MDs) at regular intervals, e.g., after they attend a course.

During the game itself:

- participating physicians assemble in the game area for a general briefing and are given the rules of the game, their individual scenario cards, and some materials on specific courses;

- they then make course selections based on the promotional materials provided, attend courses, complete course evaluations, attend group discussions on CME — all the while providing market researchers with information (through worksheets, IDIs, groups, or peer-run discussions) on what they are doing, why they do it, their strategies, and their estimate of how they are doing;

- gamers can introduce new elements during the course by promoting "special" events, changing speakers, changing topics, offering a course in a different media.

The game is then played to its conclusion — end-game process:

- physician-respondents would need to accumulate, let's say, four CME credits before the end of the game;

- educators would need to have 15 physicians attend their offerings;

- salespeople would have to fill a

quota of physicians who attend their company's course offerings;

- all participants are debriefed in one or two large groups where the gaming experience is evaluated by participants.

The debriefing of players in an open group environment is an important aspect of this game, I feel, because by the end of the experience, all participants will become aware of the activity as a game; they will be aware of how they played it, how

they play in real life, and how the other segments play.

Real possibilities

This article outlines a new form of qualitative market research that can offer insights into a market in the context of a more complex social system. While this article represents the bare bones of a concept, I believe that real possibilities exist for gaming as a qualitative research format. [9]

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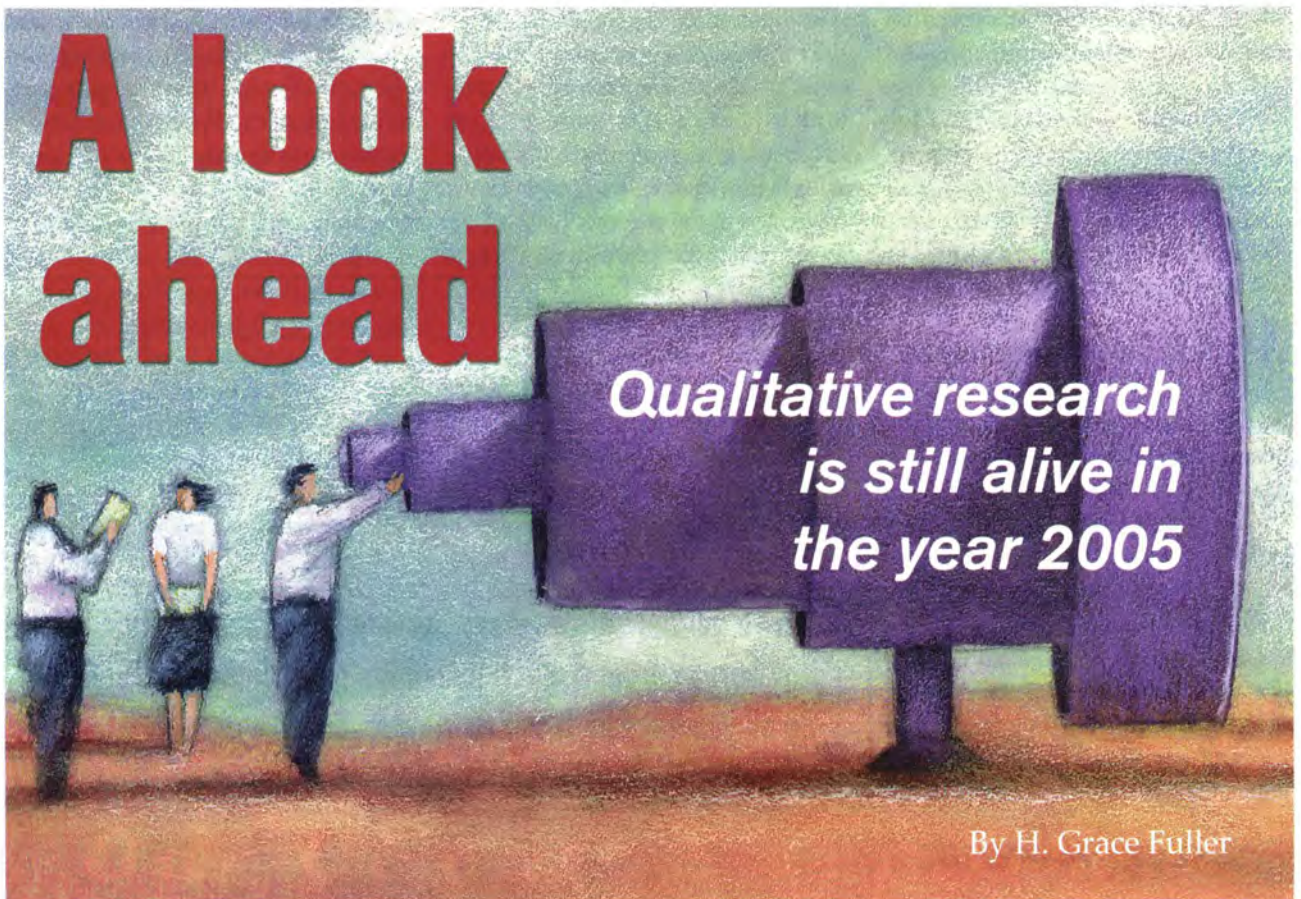
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By H. Grace Fuller

Editor's note: H. Grace Fuller is executive director at the RIVA Training Institute, Bethesda, Md. She can be reached at 301-652-3632, ext. 106 or at Grace@RIVAinc.com.

Sheila looked at her watch to check how much longer she had on the flight to Seattle. Her three face-to-face focus groups with resisters weren't until tomorrow but she still watched time, a habit from the days when she traveled on the same day as her groups. Although airport security checks were quicker, unlike the first year after the attacks, Sheila didn't plan on reliable air travel as she had before. Gone were the days when she could assume that scheduled flights would fly. No more planes in the U.S. had been turned into deadly missiles, as they had been that September in 2001, but there were fewer flights now. Under the federalized air transportation system, cancel-

lations and delays were frequent.

Sheila was one of the divas of qualitative research. Conducting groups face-to-face had become her niche. Sheila had always loved the travel as much as the research itself.

Back in Charlotte, Sheila's son, Charles, was preparing for his own groups to be held later in the week. Charles was a second-generation qualitative researcher, a frequent phenomenon lately and a sign that the industry had really come of age.

After Charles had completed his graduate work in anthropology at Columbia, he and his mother had expanded their consulting firm with an e-facility, headquartered at his home in central North Carolina. The firm had a teleconferencing studio complete with video cameras, monitors, and computers. The facility stayed dark most of the time, except when conducting in-situ groups or interviews that required

high-resolution video. Most groups and IDIs Charles conducted were from his home office computer-cam with respondents participating from their own homes and offices. Telecommuting at least two days a week had been mandated by the federal government the year before.

Sheila and Charles' current project was on global diseases for one of the United Nations world health agencies. They were researching perceptions, opinions, beliefs and attitudes of adults who were resistant to getting vaccinations and inoculations for diseases such as anthrax and smallpox. Charles and Sheila's client knew from quantitative research that the profile of a resister cut across socio-economic and international boundaries.

Charles listened to an e-mail message from an alliance colleague, Amina, in South Africa. They had met in an East African ethnography class when

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they were both in graduate school. She kept in contact via cell phone with her recruiters working in remote villages. Amina would conduct her set of groups telephonically while Charles and his colleagues in Pakistan and India would conduct their groups via the "Brady Bunch" style, where moderators and respondents communicate via their individual computer cams with everyone's live-action face appearing in a grid on the same screen. Charles was conducting all the North American and European groups using language-translator software when needed. He had studied Spanish and Chinese in school, but had never learned French and never even thought he would need Dutch.

Amina had sent a message to Charles that the recruiting was on target and requested a release that the client would forego IID (iris-ID) respondent verification for the African groups. Each human iris was as unique as fingerprints and easier to obtain. This IID verification tool was becoming standard in research. In the last half of the twentieth century, citizens had been wary of "Big Brother" government, but

in 2001 they embraced security measures after the infamous destruction of the first World Trade Center towers in New York City. Intelligence agencies were controlling the terrorist movement and most citizens believed they had less to fear from their internal governments than from external threats. Most people gave little resistance to having their iris-ID catalogued.

The U.S. IID catalogue was 85 percent complete. Iris profile capture was done through the motor vehicle departments at the state level, then fed to a federal databank. As a concession to those concerned about a Big Brother oligarchy, the IID information system was made available to the public via the Web.

The ability to confirm the identity of respondents brought down a major barrier to online research. No longer was there uncertainty about whether respondents on the other end of a computer were who they said they were. With computer-cams and special software with links to the IID database site, a moderator and respondents could see one another, and view demo-

graphic data on each respondent.

Charles sent a message to check in with other alliance members working on the global health project. In addition to the e-groups and Sheila's brick-and-mortar groups, other interviewers were conducting at-home interviews in North America. Older field workers whose jobs had been threatened as technology came into widespread use in the 1990s still had valued interviewing skills. Technology had become friendlier as high-quality voice-recognition software costs dropped. Workers no longer had to type fast or know numerous software keyboard commands. The focus had returned to skilled and empathetic interviewers who knew how to establish productive rapport.

As Sheila's plane touched down, she thought about how much of the world in 2005 is no longer as certain as it used to be, but the need for people to connect and for researchers to understand prevails. *TM*

'Attribution for "Brady Bunch" name goes to Jeff Walkowski of QualCore.com.



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Seeking qualified buyers

In-store recruiting offers an alternative to standard techniques

By John Morrow

Editor's note: John Morrow is senior project director at Sorensen Associates, a Troutdale, Ore., research firm. He can be reached at john.morrow@saiemail.com.

We've all been there. Sitting behind the one-way mirror, watching a focus group fail to achieve its objectives. Was it because the moderator was bad? No. Because the objectives were not clear-cut? No. Because the refreshments in the viewing room were not to our liking? Hardly. The failure is often due to the presence of unqualified participants, especially those with an obvious lack of recent category/product usage. Or sometimes there appear what seem to be professional respondents who knew how to get past the screening criteria.

In any event, there are people who may contribute nothing (or worse) to the session. This doesn't reflect well on the researcher, moderator,

recruiter, or anyone else. What's a researcher to do?

Consider first how these respondents were chosen. Usually they are recruited via phone, letter or, more recently, e-mail or the Internet. You may have been on the receiving end of some of this "recruitment" yourself. Have you ever been called by somebody doing market research where your inclination was just to say yes to nearly anything, without closely listening to the questions (especially if dinner is coming to a boil . . . or getting cold)? At the mall, a hurried shopper might rely on agreement and positive expressions to rush their way through the inconvenient interruption of recruitment while on their way to purchase a new business suit, pair of shoes, or whatever.

What can be done to avoid recruiting unqualified respondents? How about going to where your target market is, and then talking to respondents in the act of shopping/buying your

product? This is a good place to screen and recruit them. Then you will know immediately that 100 percent of the people recruited are in your target market. There won't be people sitting around the focus group table not knowing what the moderator is talking about. You know their experience is relevant to the topic at hand!

This type of recruiting means going to: nursery schools to find moms with kids; health clubs to find people with active lifestyles; the home improvement center to find do-it-yourselfers; supermarkets to find primary food shoppers; or community centers to find senior citizens. Going to your respondents' "home turf" provides you with a better opportunity to find verified or qualified focus group participants.

Recently a Clorox project required the input of people who use a specific, low-incidence cleaning product. When the field researcher was first told about the product, she was a bit

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confused as to what the product actually was, but she was nearly certain she had used it in the past. However, when she went to the store and actually saw the product on the shelf, the researcher realized that she had never encountered this product before. Her first assumption was wrong. She had assumed it was a variation of an age-old product with minor adjustments or enhancements. Much to her surprise the product she was hired to study was part of an altogether new category of cleaning devices.

If the researcher could experience this type of confusion on first exposure to the product concept, what about consumers? What if a consumer had been called and asked if they were a user of this product? They might easily say yes, when in fact they are not qualified. If the researcher's own experience was any indication, many people could have easily ended up sitting in that focus room, not knowing what was being discussed, and certainly not able to provide any useful information for the client. How much value would the manufacturer glean from a study sample which was largely comprised of consumers exposed to the product for the first time — when the study design (and moderator's guide) were prepared to capture feedback from product users?

How do we keep confused respondents out of our groups? One method, as discussed, is to observe shoppers at the point of sale, intercept them when they buy the client's product, screen them in the store aisle and then invite those who are completely qualified to participate in a focus group. So, in this particular case, everybody in the groups had made a recent purchase.

In another example, a research firm recruited consumers in the stores of a mass merchandiser. But this time, rather than recruit only those seen purchasing a particular product, they spoke with people who were seen shopping a particular category. Then the shoppers were shown the test product and screened for purchase interest. Those who were qualified at this point were invited to participate in a focus group. As further preparation they were given a test product to take home and

evaluate during the week prior to their focus group. When these people arrived at the session, not only were they quality respondents but they were also very recent users who didn't have any difficulty recalling their experience with the product; and they were able to give much valuable insight.

Quality respondents

Researchers know the power and effectiveness of focus groups. They also know that for focus groups or IDIs that really hit their mark, you

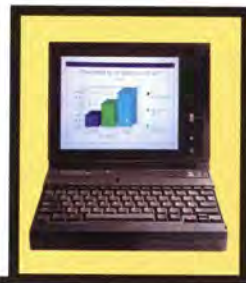
need quality respondents. You will find them in their natural setting. Those on the other end of a phone line, or those who represent the shrinking subset that wanders the mall may or may not qualify. Quality respondents are best found where your products are being sold. With some careful screening and preparation, you can improve the results of your focus groups by talking to people who buy your products and really care about giving you feedback and ideas. *TM*

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Editor's note: This article was submitted by the Professionalism Committee of the Qualitative Research Consultants Association (QRCA). The committee consists of J. Robert Harris (chair), Robert W. Kahle (vice-chair), Diane M. Harris (secretary), George Balch, Jean Craciun, Christopher Herbert, Linda LaScola, Barbara Rosenthal, and George Silverman.

The terrorist attacks of September 11 have left us all stunned, saddened, shocked, angry, and uncertain as to what the future may bring. President Bush, as well as a number of eminent social psychologists, has emphasized the importance of getting back to work and carrying on business as usual in order to initiate a healing process and help get

beyond the impact of these tragic events. But what will "business as usual" mean? How will the healing process evolve? When will society recover a sense of normalcy?

As we come to terms with recent events, we realize that as market researchers we are in a unique position to provide both information and insight during these unsettling times. Because our finger is on the pulse of the people, we can discern prevailing attitudes, assess the impact of new developments, evaluate changes in motivation and lifestyle, and ideally, help restore the stabilization and routine that is needed. In short, we have the potential to help others while we are helping ourselves...but how?

The Professionalism Committee of the QRCA has addressed this

issue. We recognize that as we get back to conducting research, our respondents will probably react somewhat differently; as future events unfold, some topics may be too difficult to discuss, while others may be regarded as too trivial to take seriously.

In addition, our clients will probably be uncertain as to how to advertise and market their products and services, or how to evaluate feedback they get from consumers and potential consumers. This phenomenon will be evident in varying degrees throughout all the countries in the world. With this in mind, the committee, on behalf of QRCA, would like to offer researchers, marketers, and advertisers everywhere a series of guidelines designed to help you focus on the job ahead and



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perhaps make some small contribution to getting back to business as usual.

1. Get back to work.

Write proposals, call your clients or suppliers, make new sales calls, and proceed with every project possible unless there are clear security concerns to prevent it. The only way to get back to normal is to go back to normal. Whether or not you agree with the notion that reestablishing your old routine is a positive response to terrorism, you will undoubtedly recognize the benefit in your personal readjustment. Encourage family members, friends and colleagues to do this as well.

2. Acknowledge the tragedy.

In the effort to get back to normal working behavior, do not ignore or dismiss what has happened. When writing a screener or questionnaire, for example, consider including a statement that encourages respondents to attend or respond despite what has happened or how they are feeling. In the introduction of your interviews, emphasize the importance of focusing on what may now seem mundane given recent events. Thank them for participating in research and indicate that their participation is evidence of their commitment to continuing with their regular activities.

3. Provide a cathartic outlet.

In the weeks and months ahead, if further terrorist attacks occur; consider asking clients to allow a brief section of any qualitative research to be used to discuss the attacks, the fear, and the emotional and behavioral responses. This can serve not only to clear respondents' heads but it may add to the group dynamic and sense of group cohesion. In the aggregate, it may also add to our understanding of human behavior during these difficult times.

4. Seek to understand the change in

context.

As a result of recent events, it is likely that many consumers will undergo substantial attitudinal and behavioral changes. Qualitative consultants are in a unique position; it is important that qualitative researchers continue to do what they do best: interpret human behavior and the social processes now at work. They need to help clients understand that they face a whole new set of research issues and problems. Qualitative researchers are in the business of helping clients reduce uncertainty and act in the face of uncertainty. Uncertainty has just multiplied.

5. Recognize that changes in project planning may be called for.

Be sensitive to the effects of using certain techniques, discussing certain topics or issues, and to conducting research with certain respondent segments or in certain regions. Clients and suppliers should meet to help find a comfort level regarding the type and content of research being considered. Researchers need to assure clients they will be advised of any issues that might be insensitive or inappropriate.

6. Analyze your findings carefully.

Carefully consider and discuss with clients the nature of results within the context of the current respondent psyche. This is an area where qualitative researchers can make a real contribution. Respondents may say one thing but be betrayed by their tone of voice or body language. Others may be reluctant to disagree because they subconsciously want to promote harmony and affinity, not discord. Qualitative researchers can help clients by being aware of, and dealing with, below-the-surface attitudes and reactions.

7. Collaborate with other researchers.

During the coming weeks and

months, travel may be restricted or disrupted, schedules may change, and last-minute logistical problems may occur. Consider collaborating with other researchers both in the U.S. and internationally in order to keep projects moving and on schedule.

8. Hang tough.

Resolve to be strong during these challenging times. Business may be sporadic and family members or close friends may have adjustment problems that distract you from your work. Try to keep a good attitude and a positive outlook. Remember that we can help others. Pledge to continue to share information as the weeks unfold to collectively determine the method and manner in which we can best serve our clients, respondents, and fellow citizens.

Share your thoughts

The QRCA Professionalism

Committee welcomes your response to this article. Perhaps you have other guidelines that you would like to share. In addition, we would also like to hear from you regarding how you feel people are adjusting. Are respondents showing up for groups and in-depth interviews like they did previously? To what extent are they taking part in the discussions? Are you using any techniques that are effective in focusing respondent attention? Are you noticing any differences in

dealing with clients? How have changes in travel procedures affected your business? What is your prognosis for the future of research?

If you have any thoughts on these or any other relevant topics, please send them to Committee Chair J. Robert Harris at 72114.1500@compuserve.com. We will keep track of all topics and issues, initiate ongoing discussion on pertinent issues, and report on them periodically. *(4)*



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**Where do your moderators
get their info and resources?**


(See page 55 for answer)

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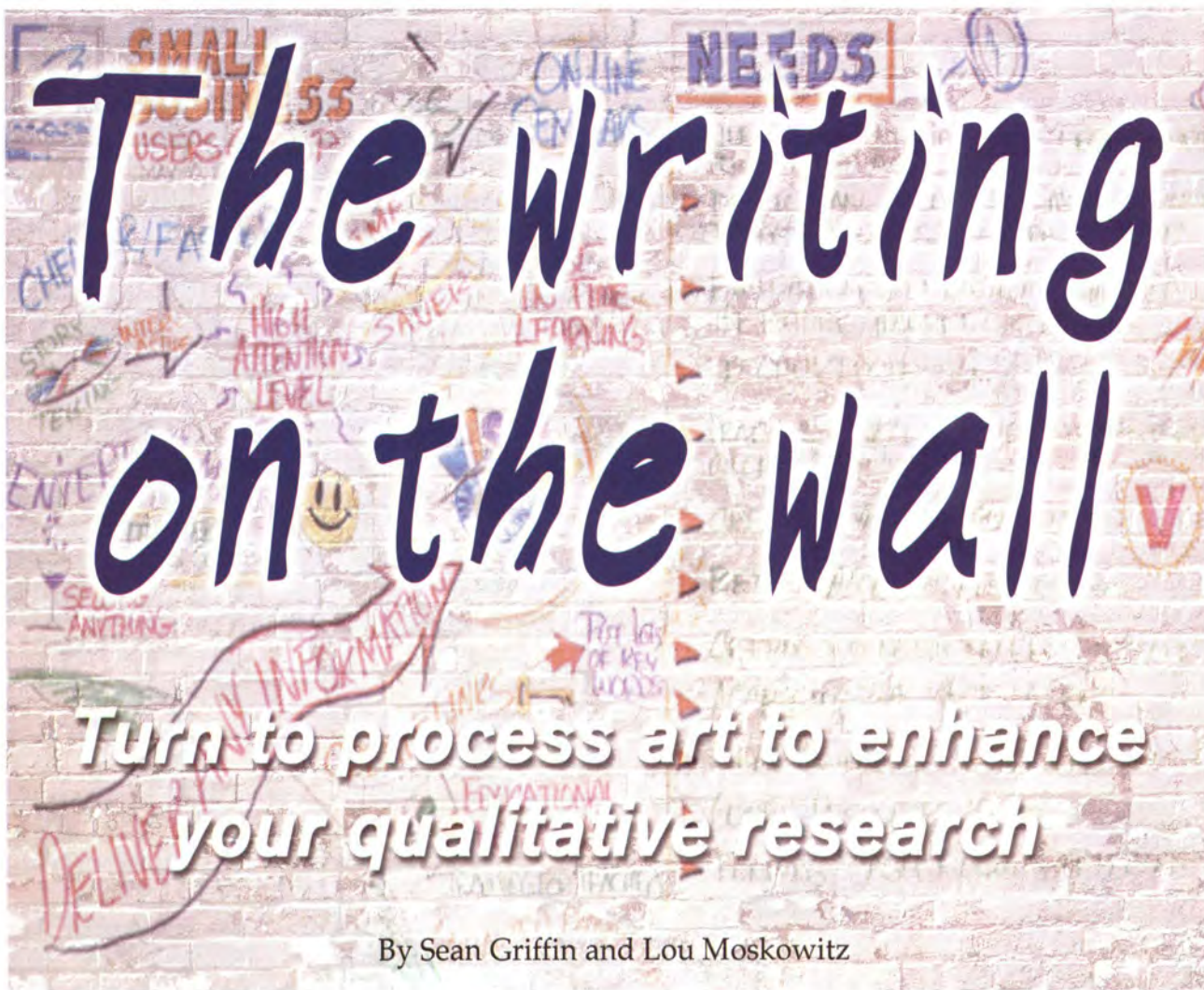
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By Sean Griffin and Lou Moskowitz

Editor's note: Sean Griffin and Lou Moskowitz are co-founding managing members of Vizalution, a New York research firm. Griffin can be reached at 918-787-5769 or at sean@vizalution.com. Moskowitz can be reached at 212-682-3118 or at lou@vizalution.com.

Over 40,000 years ago, cave dwellers created wall paintings illustrating critical elements of their hunt for the great woolly mammoth. They understood that these drawings would help them visualize the vital steps needed to track down their prey and provide sustenance for their clan.

Process art is a qualitative research tool that elevates this ancient form of

communication to new levels. Using imagery, color, icons, distance, shapes and metaphor, process art creates a cohesive visual representation of the thoughts and ideas of individuals participating in qualitative research discussions — be they one-on-one interviews, group discussions or brainstorming sessions.

The result is the creation of what we like to call “modern day wall paintings.”

Process art, however, is much more than just a way to present qualitative research findings. It has been shown to be an effective tool to enhance individuals’ involvement and interest. It motivates less active members in qualitative discussions to contribute by illustrating their

thoughts alongside those of more active participants.

While facilitating group discussions, following a pre-designed guide similar to traditional moderating, a process art facilitator simultaneously illustrates the discussion, in real time, on a large mural (typically 4’ x 14’). This mural is strategically placed in clear view of participants and back room observers.

Integrating process art into a traditional qualitative setting creates non-traditional results by stimulating thinking and talking. Nuggets of meaning become identifiable from the ideas illustrated during the discussion, frequently uncovering hidden keys — those that drive the success of marketing programs and



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product development.

Case history: the Digital Clubhouse Network

The Digital Clubhouse Network, a community-based multimedia digital learning center, was conceived, developed, and refined through information obtained via extensive qualitative research efforts employing process art.

In 1995, before the widespread acceptance of multimedia, the National Aeronautics and Space Administration (NASA) funded an ambitious endeavor to accelerate the development of networked multimedia technology and applications.

One of the primary outcomes of NASA's activities was the Digital Clubhouse Network, which was established to create innovative ways of using the power of networked multimedia to develop stronger communities among consumer and business segments that

were technologically disenfranchised at that time — youth, seniors, teachers, women, the disabled, and small-business owners. These diverse segments were targeted based on the belief that they would gain the most from their full participation in a fully networked multimedia world.

Specifically, research was charged with the mission of obtaining concise and clear profiles of the complex relationships that exist between technology and human emotions and desires. Process art was used to uncover new knowledge from those in the target segments.

The research program consisted of several phases, including initial intelligence gathering, assessment of potential offerings, and refinements. Process art played a key role in each phase.

In the intelligence-gathering phase, 25 process art-implemented mini groups (three to five partici-

pants), focus groups (eight to 11 participants), and maxi group sessions (15-25 participants) were conducted across the diverse market segments being studied.

Output from these sessions included a series of process art murals representing real-time documentation of participants' thoughts, emotions, and ideas.

The individual "detailed findings" murals created during the 25 intelligence-gathering sessions were summarized on one cohesive visual representation including a written action plan, creating a "management summary" of the findings as well as conclusions and recommendations.

Crossing the digital divide

During the second phase of the program, assessments of potential offerings, concepts, and prototypes of specific new program ideas were developed and evaluated. Examples of the 50 new product ideas that were introduced include, Producing the Producers, Webucation, Cousins of the Clubhouse, Project DigitallyAble, and Youth Enterprise Zone.

One of the cornerstones of the Digital Clubhouse Network is the building of community via the expansion of the knowledge and skills acquired at the Clubhouse. Towards that end, those participating in the program are required to teach others the networked multimedia skills they acquired at the Clubhouse.

Producing the Producers was designed to let ordinary people see themselves as filmmakers, visionaries, and technologists. Participants in this program included cross-generational groups — seniors, teachers, youth, women, and the "differently-abled." The program empowered participants to produce, write, direct, and star in a short digital autobiographical movie. People opened their hearts and their photo albums to create short multimedia documentary-style digital stories depicting important events in their lives.

During the refinement phase, each

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potential offering was beta tested. A critical element of the beta tests was a process art-implemented group discussion allowing participants to share ideas and emotions about their experience. This learning process supported the development and refinement of the programs as well as identifying new opportunities.

Today, almost seven years later, branches of the Digital Clubhouse Network are operating at 55 Broad Street in the financial district of Lower Manhattan and in Silicon Valley. To this day, the Clubhouse remains true to its original purpose and charter of building community and serving the unique needs of the individuals taking part in its programs and services.

Share experiences

One of our prime objectives in writing this article is to share our experiences with others in the research community. We have found that process art:

- reduces the inherent qualitative bias by validating individual input via words and images and in supporting real-time documentation;
- stimulates the creative mind and supports the free flow of thoughts and intuitions from participants via the use of icons, mnemonics, and imagery;
- sustains participant involvement and reduces weariness, because it is a performance in action (as spontaneous illustrations unfold, participants' mental and emotional involvement rises to higher levels, keeping them present and in the moment);
- saves time, money, and increases intellectual capital because information discussed within a process art environment is more clearly understood, increasing group efficiency;
- enables you to collect complex data in an integrated form on a single sheet of paper, increasing the opportunity to make informed decisions;
- generates innovative ideas and strategies in shorter periods of time, reducing decision-making risks via

better decision execution;

- provides a cohesive representation of the findings by creating an accurate and aesthetic visual group memory map that can be referred to at any time thereafter;
- transcends differences — age, race, gender, heritage, and nationality — as it utilizes universally understood icons, colors, and symbols.

Creative power

Don't dismiss process art because

you "can't draw a straight line." Remember, Picasso said, "We are all born artists; the challenge is staying one." A few simple and easily learned icons, some straightforward templates, a large piece of paper and a palette of colored magic markers (try scented markers, for that extra kick of creativity!) can add a great deal of creative power and effectiveness to your qualitative market research programs. **TM**



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Smart Shopping



Tips for selecting a real-time virtual focus group facility

By Jeff Walkowski

Editor's note: Jeff Walkowski is the principal of QualCore.com Inc., a Minneapolis research firm. He can be reached at 612-377-3439 or at jeff.walkowski@qualcore.com.

In the current climate of tightened marketing budgets and heightened concerns about air travel, companies that engage in qualitative research are beginning to consider alternatives to traditional face-to-face groups.

One of the alternatives available to researchers is the text-based online focus group. There are two general types of text-based online focus groups — real-time groups (all participants are online at the same time, typically

for 90 minutes or so) and message board discussions (participants “drop in” at their leisure several times a day over the course of several days). The focus of this article is on real-time groups, which are the more frequently used type of online focus groups today.

Over the past several years a number of companies have emerged, each offering competing real-time focus group facilities to the research community. A researcher who is new to online groups might think that all virtual facilities are the same. However, just as the experienced researcher notices important differences in brick-and-mortar facilities across the country and around the world, there are impor-

tant differences in virtual facilities as well.

It behooves the first-timer to know what to look for when evaluating potential real-time facilities. This article reviews some of the basic questions that the first-time buyer should consider as he/she goes about selecting a virtual facility. This is not an exhaustive set of questions. However, they will help the buyer open up a constructive dialog with virtual facility representatives. By asking these questions, the buyer will gain a better understanding of the differences between the options available. By being a smart shopper, surprises in the execution of a project can be avoided,

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which will maximize the success of the project.

1. How does the moderator communicate with respondents?

The most basic method for the moderator to communicate with respondents is "freestyle" or "on the fly." That is, the moderator types in all questions, instructions, and probes into the text-entry area of the chat room in real-time (live, on-the-spot). A variation on this method is for the moderator to copy and paste questions from an electronic version of the guide into the text entry area. Here, the moderator will toggle back and forth between the document and the chat room.

An advantage of the freestyle method is that it forces the moderator to truly adapt to the needs of the group rather than use a series of canned questions. A disadvantage of this method is that typing everything freestyle (or even copying and pasting from a separate document) takes time; the extra time required can slow the pace of the group and can take the moderator's attention away from the group, perhaps leading to missed opportunities to probe. Thus,

this method is recommended only for moderators who can type very fast and can do so without looking at the keyboard, or for moderators who can dictate what they want to say to an assistant/typist.

Some facilities enable moderators' guides to be pre-loaded. Here, the guide is readily available in the chat room for the moderator to use. Depending on the facility, the moderator may see the entire question, or he/she may see a summary or title of the item. Also, some systems have the capability of allowing the moderator to modify the pre-loaded item without having to re-type the entire question.

An advantage of pre-loaded guides is that they allow the moderator to spend more time paying attention to what respondents are saying, enabling him/her to do a better job of leading the group. A risk associated with pre-loaded guides is that the moderator might become a slave to them, not taking the time to adjust the guide to the needs of the particular group.

2. How do respondents see stimuli?

At the most basic level, a moderator

can give respondents a URL where a stimulus (a concept statement, a mock-up of a print ad, a short product demo on video, etc.) is located. Respondents then copy the URL from the chat stream, open another browser window, paste in the URL, and view it. An advantage of this approach is its simplicity. However, there are several disadvantages. First, if the respondent does not copy the URL correctly, he/she will not see it. Another disadvantage is that once respondents open another browser, they have "left the room" and the moderator has lost their attention; researchers must hope that respondents will return within the specified amount of time.

More advanced virtual facilities reserve a frame (section) of the screen for stimuli to be shown. Here, the moderator has control over what is shown in the stimulus area. The advantage of this approach is that the respondent does not have to do any work to see the stimuli. A disadvantage is that the frame may not be big enough for the respondent to get a full view of the stimuli without scrolling left-right and/or up-down within the frame. Another potential disadvantage stems from the frame occupying space on the screen that would otherwise be used to show more of the chat stream (the running text of the discussion); respondents see less of the discussion on their screens and therefore some interaction opportunities among participants may be lost.

3. What does technical support consist of?

No online technology is foolproof. Even the most Internet-savvy participants (online moderators, respondents, and observers) may run into problems requiring immediate resolution for a group to run smoothly. All virtual facilities offer technical support, but that support varies from facility to facility. Be sure to understand what the technical support capabilities are and whether particular technical support features are standard or optional (available for an additional fee). When shopping for a virtual facility, ask the following questions about the technical support that will be provided.

- What are the qualifications of the technical support staff?
- Can tech support staff be contacted by toll-free phone number?

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- Since most virtual facilities can run multiple groups at once, how many groups is a tech support person responsible for (e.g., one staffer per group? Two per group? One for every two groups?)

- Does tech support include host(ess) responsibilities (greeting respondents as they arrive in the waiting room, dealing with those who show but are not accepted into the focus group discussion)?

4. Is there a separate virtual waiting room?

Most virtual facilities have a waiting room, but some do not. Respondents come to the facility's waiting room and are directed from there to the virtual focus group room. Just as at a brick-and-mortar facility, a virtual waiting room offers many benefits.

First, a virtual waiting room serves as a buffer zone between the outside world and the actual focus group discussion. In an overflow situation (when more respondents show up than expected) the number of recruits who are permitted to move on to the virtual focus group room can be controlled.

Second, a virtual waiting room allows participants to get to know each other and become comfortable with the technology.

Third, the waiting room can provide a place where additional re-screening can take place. (Re-screening in the waiting room should only happen if it can be done privately. See the next section.)

5. How can the facility assure that respondents are really the people they claim to be?

Because we cannot see respondents and ask them to show their IDs, there is no 100-percent guarantee that there are no "cheaters" (respondents pretending to be someone else) in a text-based online focus group. While guarantees cannot be given, there are some ways that cheaters can be identified. Each facility has its own capabilities.

One way is to ask some questions at the very beginning of the group to reassess the qualifications of the participants in the group. These questions could include some of the questions asked on the screener as well as additional questions relevant to the topic. Those who give different answers from the screener or who do not appear to be fully qualified can be

excused. An advantage of this approach is that it is simple and does not require additional technical capabilities on the part of the virtual facility. Some disadvantages are that this re-screening takes place in a public arena (giving true cheaters an opportunity to answer based on what others say) and that it takes time away from the actual focus group session.

A better option is to conduct the re-screening in the waiting room (if the facility has one) before the group begins. This has the advantage of not using designated group time to take care of re-screening. The risks associated with re-screening publicly and en masse remain, unless it is handled via private message. However, using private messaging with all recruits in a waiting room will be an arduous task since it is the equivalent of conducting a set of brief in-depth interviews simultaneously.


An even better option is to have the respondent complete a self-administered questionnaire online immediately before the beginning of the group. This questionnaire would include items from the original screener that are unlikely to be correctly answered by a cheater. Each respondent's answers should be instantly available to the research team (moderator and observers) for comparison against other information available about the participant. If cheating is suspected, the participant may be denied access to the facility, or once he/she enters the waiting room additional conversation (via private messaging or even the phone) could be used to investigate further. If this option is available, be sure to find out about costs.

6. How can "problem" respondents be dealt with?

One of the biggest challenges an

online moderator faces is maintaining control of the discussion — keeping it focused on the topic. Sometimes even the most skilled online moderator encounters a respondent exhibiting counterproductive behavior (refusing to stay on topic, constantly joking, using offensive language, etc.). Since most virtual facilities offer instant messaging capabilities between the moderator and individual respondents, the moderator can try to work with the respondent, asking him/her to curb the disruptive behavior. Usually this will work. In rare instances, however, the only alternative is to remove the problem respondent from the room to salvage the group. How this is done depends on the virtual facility.

In some virtual facilities, the moderator must phone or send a message to technical support, asking them to electronically remove the person from the room. (Check to see if this procedure permanently blocks the respondent from returning.) An advantage of this option is that it is a straightforward process for the moderator. A disadvantage of this process is that it takes time for the moderator to contact technical support staff.

Other real-time virtual focus group facilities equip the moderator with an "eject button" for each respondent. When all else fails, the moderator clicks on a button on his/her screen and the respondent is gone and permanently barred from the room. The advantage of this is that it can be done quickly and without having to bring a third person into the process. The only disadvantage is that if the moderator accidentally ejects someone, it requires more work (and an apology) to bring the respondent back to the group. 



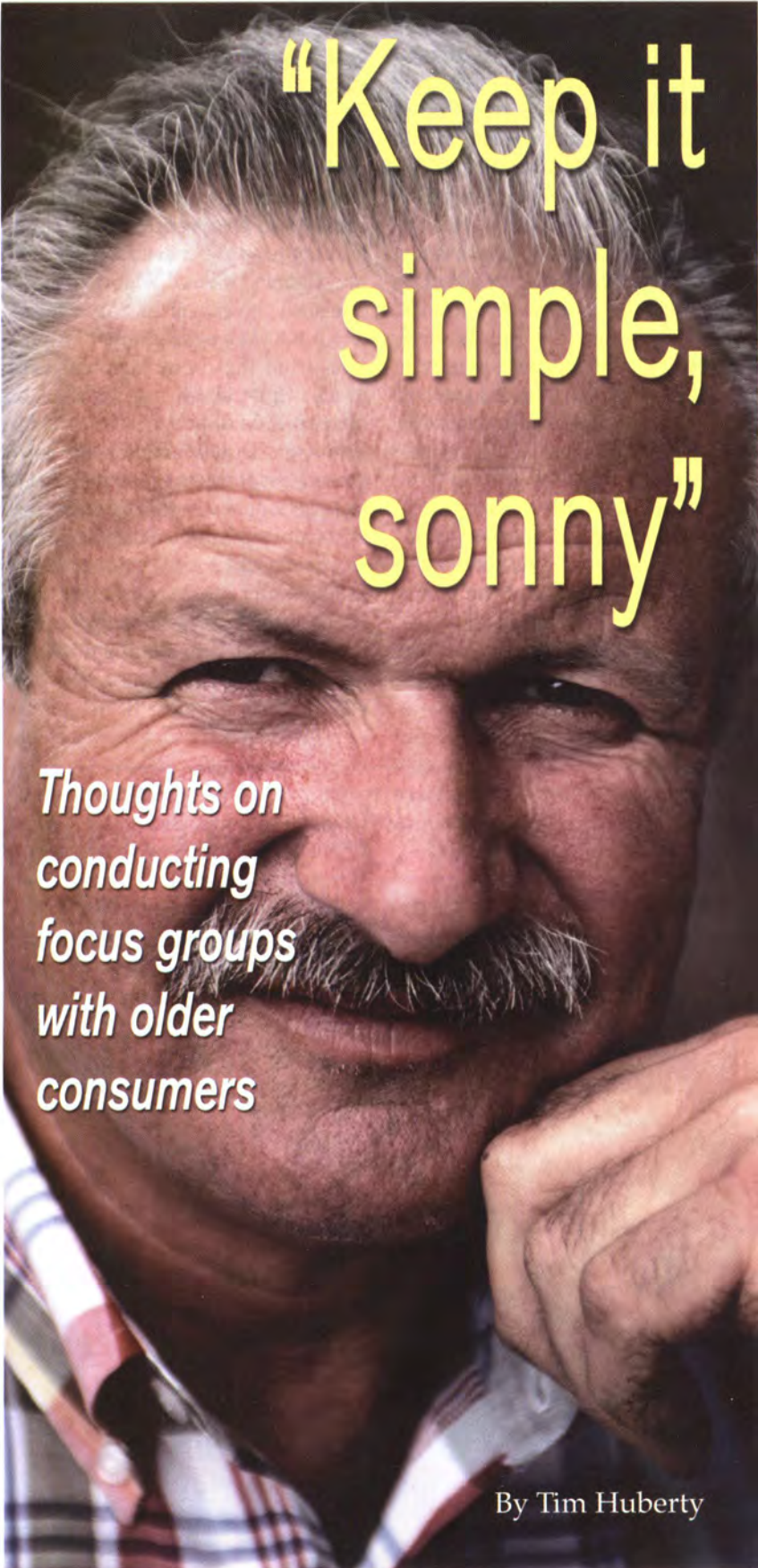
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**Are your moderators
accountable to the highest
professional standards?**

(See page 55 for answer)



Editor's note: Tim Huberty is president of St. Paul-based Huberty Marketing Research. He can be reached at thuberty@qwest.net.

Only a few years ago the Baby Boomers first began turning 50. Since then, we've probably all heard the statement, "For the next gazillion years, a Baby Boomer will turn 50 every six seconds." But the 50-plus crowd has already become a formidable group. It controls 70 percent of the total net worth of U.S. households or about \$9 trillion, according to an Arizona group called Agewave. Yet the 70 million men and women in the group represent just 27 percent of the population.

As marketing researchers, we continue to validate research techniques among Gen X-ers, Gen Y-ers and now even Gen Z-ers. But it's time to give the "old folks" their due.

Adults over 50 are a breed apart. They process information differently and, consequently, they make purchasing decisions differently. As a result, the marketing rules which apply to other consumer segments can hardly be applied to them. The same goes for conducting qualitative research.

Over the last few years, I've had the pleasure of conducting many, many focus groups among this group and I've written this article to share some of the research lessons I've learned.

Fortunately, one rule tends to dominate: Keep it simple, sonny! Whether you're putting together a discussion guide, showing concepts or even analyzing information, less is more. However, this simplicity is for the benefit of the researcher, not the subject. Indeed, as you will soon discover, older consumers are too complicated to pigeonhole into narrow marketing research parameters. Instead, the simpler the researcher can keep



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things, the more he or she will learn.

Labels and limits

First of all, what do you call them? "Seniors" doesn't please anybody anymore. In fact, it's bordering on the politically incorrect. Older consumers don't particularly like "mature" either; it's kind of stodgy-sounding. Most prefer that you don't label them at all. So when setting up groups, I now just tell facilities that we're looking for "50+ consumers."

Obviously, all 50+ consumers cannot be lumped together. They're more different than similar. A 50-year-old is about as similar to a 75-year-old as he is to a 25-year-old. For the sake of simplicity, I've had the most success with dividing 50+ consumers into three groups: pre-retirees (50 to 62), active retirees (63 to 75), and people 75 and older.

Is there a point at which older consumers become too old? If there is, I haven't found it. I usually let the recruiters sort out who's able to come and contribute. During the discussions, I often ask 50+ consumers what their mental age is. Typically, participants tell me that age is 12-15 years less than their chronological age. In other words, you're only as old as you think you are. (This latter point is also something companies should keep in mind when creating marketing materials aimed at the "older folks.")

Logistics

There are several differences between conducting focus groups among 50+ consumers and everybody else. First of all, the traditional two-hour session is just too short. Groups should be spaced at least two-and-a-half to three hours apart.

The groups just take longer — not because older consumers are slower but because the pace is more leisurely, things are more laid back. The participants are more interesting. An added bonus: The groups do not have to be conducted during the traditional 6:00 p.m. and 8:00 p.m. time slots. In fact, it often works better if groups are scheduled during the day.

For 50+ consumers, there is also a difference in protocol. Oftentimes, for younger consumers, a focus group is an intrusion upon their very busy schedules. They tend to be motivated by the incentive. They'll "fit you in," but if something more important comes up, they're often no-shows.

On the other hand, for older consumers, a research session is typically the focal point of the day. They'll clear their schedules. They'll arrive early. They'll be courteous and eager to contribute. They recognize the value of marketing research!

A few years ago, I conducted groups on senior housing needs. I had one group scheduled in the morning in one city and a second group scheduled in the afternoon at a second city. The morning group ran far longer than I intended and I had underestimated the driving distance between the two cities. Consequently, I arrived over two hours late for the afternoon group at a senior community center. Rather than anyone leaving, there were actually more participants waiting patiently when I finally arrived at the center. During my delay, friends had called friends and invited them to come to this "interesting discussion."

For older consumers, smaller is better. An ideal group size is six to seven, never more than eight. This is because everyone comes to contribute. Unlike younger consumers, nobody hides. Nobody is afraid to speak up. They want to share their opinions. They want you to learn.

Actually listen

Too many times, focus group sessions among younger consumers

have turned into a series of one-on-one interviews as participants are only interested in what they personally have to say. On the other hand, consumers 50+ actually listen to other participants and are genuinely interested in what the other group members have to say. As a result, a session becomes a group activity in which everyone contributes. When one individual comments, others enthusiastically add to the learning.

For older consumers, camaraderie is the thing. There is unspoken ritual, whether the groups are being conducted in Minneapolis or Albuquerque: a group of older consumers bonds immediately. I can't recall very many groups when at least three or four participants are not exchanging phone numbers or setting up follow-up meetings by the end of the session.

During introductions, I ask older consumers to tell the group an interesting tidbit about themselves. Caution: This exercise can sometimes make the discussion topics mundane and even boring! Using this approach I have met a myriad of participants, including General George Patton's driver, a gardener at the White House during the Roosevelt administration, and the back-up drummer to the real Desi Arnaz Jr.

Keep it simple

A discussion guide jam-packed with a multitude of topics just won't work. Again, keep it simple! Older consumers are more comfortable thoroughly commenting on fewer topics. Even when the moderator wants to rush into other agenda items, older participants won't move on until they feel that they have commented sufficiently or until they are sure that the moderator understands their points — as I somewhat painfully found out during a session on blood pressure medications. Participants refused to move on to a review of ads until they were certain I understood the connection between heart disease and Type II diabetes. "Look here, Tim. I can see that



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you're going to have know this, sooner rather than later. You're what, 20-25 pounds overweight? You should be listening. This can save you a lot of aggravation later!"

No posturing

With older consumers, there's no posturing going on. Nobody's trying to impress anybody else. Nobody's holding his cards until the rest of the group has commented. Older consumers are comfortable with who they are and what they believe, so they can hold back until the person next to them has commented — without changing their opinions. I always make younger consumers write down their answers before sharing them with the rest of the group. Even then, after checking scratch pads at the end of the group, I have found that about one-third of these younger participants typically change their opinions when they start hearing where everybody else is going.

As my anecdote shows, older consumers are often much more truthful than other consumers. But that's also a disadvantage. Let's face it: any good moderator can "sway" participants to select a certain concept or ad. But not older participants. They won't budge. They'll let you know what they think and they'll stubbornly hold fast to those opinions. At times, clients in the back room have accused me of not trying hard enough. But 50+ consumers can also see right through this technique. "I know you're trying really hard, but you just can't convince me. You tell those people in the back room that this just doesn't cut it."

Listening and learning

Older consumers are more in touch with their emotions. This is an important consideration since most, if not all, purchase decisions are made emotionally, not rationally. The only difference is that older consumers will readily admit to the emotional impact: "I know it don't make a whole lot of sense, but that's just the way I feel." They've come to understand that the heart is more powerful than the head: "If you think about it,

we shouldn't be spending that kind of money on a vacation like that. But, you know, we've worked hard for our money and, by God, we deserve it!"


Older consumers are also much better at tapping into those emotions. They're not afraid of letting their imaginations run wild. Younger consumers often snicker and roll their eyeballs at the suggestion of such ideas, but older consumers enthusiastically embrace projective techniques, like photo sorts, crayon drawings, and word association tests. Storytelling is huge! When it comes time to share the stories with the rest of the group, I am constantly overwhelmed by how detailed the stories are.

Telling those stories often takes several minutes and sometimes cause even crusty old moderators to choke up. "I remember growing up and spending Christmases at my grandparents' house. Just as I was falling asleep each evening, I'd bundle up under the comforter and look out the window. Across the snow, I could see that church, a half-mile away, hidden within the evergreen trees, glowing in the light of a full moon. There was snow on those trees, forming a white collar. I remember going to midnight services on Christmas. The air was crisp..."

Because of this ability to tap into the font of deeper insight, concepts and descriptions should be kept simple. Fewer words, shorter sentences, and less embellishment works better than piling on fact after fact after fact. And by keeping stimulus material to a minimum, the imaginations of older consumers are given more latitude. Older consumers are most adept at recognizing that marketers frequently put together ideas that impress their peers more than their target audiences. During one session with older consumers, I was getting reaction to a direct mail piece. The agency had lovingly bathed it in all the "in" colors. I asked the participants which of two pieces they most preferred — the agency's "masterpiece" or the plain white envelope. They unanimously selected the plain white envelope. Of course, the envelope did have a huge red sticker on it: "Save!"

Older consumers are much more capable of imagining and expressing themselves "beyond the words." Consumers 50+ are more apt to think in metaphors, personally applying commercial messages to their own life experiences. Thus, come analysis time, the "keep it simple" rule often flies out the window. Because older consumers are much more adept at going beyond the surface meanings of an idea or a concept, one has to carefully listen — and relisten — to the tapes to really understand and appreciate what took place. What you heard was not necessarily what was said. There's a gold mine of learning in the reactions and interactions of what older consumers contribute. But a moderator has to realize that he's only at the tip of the iceberg. During analytical moments, a psychology degree is not a bad thing to have.

More interesting

The bottom line is, older consumers are more interesting. They make the time spent in focus groups zip by at warp speed. What they say is what they believe. Marketers should recognize that whatever they show older consumers in focus groups, whatever they want to explore, the rule should be less rather than more. Just get the discussion going and the respondents will take it from there. 

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Building bridges

QRCA/MRA sessions seek to improve the moderator-facility relationship

By Anndel Martin and Merrill Shugoll

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High prices. Low show rates. Poorly written screeners. Under- or non-qualified respondents. 120-day-old unpaid invoices. Last-minute changes and requests. Surprise charges. Unfulfilled expectations. Unrealistic quota groups. Short deadlines.

These are but a few of the problems raised earlier this year by the over 188 facilities and moderators attending the Bridges Workshop at the Marketing Research Association (MRA) annual conference in New York and the 50 attending the Qualitative Research Consultants Association's (QRCA) reciprocal session in Chicago.

Suspicion between moderators and facilities is legendary, though most moderators and facilities indicate that the overwhelming majority of qualitative studies go well, with maybe a minor hiccup or two along the way. However, the relatively low incidence of "disasters" drives the perception that something is amiss with the "quality" in qualitative research.

The good news is that 2001 was a watershed year for building bridges between moderators and facilities. Both came together in New York in June for the MRA-sponsored Bridges Workshop, "Can We Talk?" and again this October in Chicago when the QRCA sponsored a session called "Building Bridges."

In New York, the workshop started with a panel of facility owners and QRCA moderators led by Judy Langer of Roper/Langer Qualitative Research. The panel attempted to address questions solicited from the audience. It was agreed after the session that a small panel doesn't provide the variety of

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perspectives craved by the audience. However, this problem was overcome in the roundtable discussions that followed. Facility owners and managers, and field directors and moderators engaged in a spirited but respectful dialog in assessing what went wrong in a number of case studies prepared by a Bridges task force headed by Jane Rosen of Nichols Research.

The case studies proved to be an interesting and useful tool for confronting issues that have festered over the years, and they helped circumvent the finger-pointing that can accompany discussions about "bad outcomes." For the QRCA session, the MRA/QRCA Joint Committee fine-tuned the case study approach, hoping for a repeat success. Participants were not disappointed.

Talking, listening, and discovering that we agree on most issues proved to be a very powerful catharsis for many participants. One common thread heard throughout the sessions is the need for more and better communication.

What did we learn?

**" 'Can We Talk?'
turned out to be a real
talk – a constructive,
informative, helpful
dialogue for everyone.
We each got a much
better idea of the
other's perspectives,
and ideas that we
could start using the
next day.'"
- Judy Langer**

- All parties should set and share expectations. Many unpleasant situations could be avoided if early in the study we would determine our expectations and share those expectations.

- Keep the lines of communication open. Better decisions are made when we are informed.

- Daily attention. Most problems arise and details slip through the cracks when either or both sides fail to discuss frequently how the study is progressing.

- Look for workable solutions. Problems are exacerbated when our energies are directed toward trying to place the blame

- Be flexible and think creatively! Things will come up — that is the nature of qualitative research — and sometimes eight-to-10 respondents is not realistic. Consider alternative formats such as triads, or implement non-traditional methods for finding the needle in the haystack.

- Anticipate problems. Be proactive.
- Document changes — important advice to avoid misunderstandings or surprises, especially when specs change or a new request is made.

- When a study starts unraveling, act quickly. Identify viable options as soon as possible and do not wait until the last

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minute. Implement cost containment measures when bad weather threatens show rates, such as replacing the video operator with stationary video and cutting back on food.

- Seek compromise. In most situations, both parties are culpable.
- Get involved in your association. MRA and QRCA members feel that involved members are informed members who are less likely to contribute to the types of problems encountered in the case studies.

Facilities

- Help the moderator avoid hidden costs. Moderators do not like surprises, and often cannot pass charges on to their clients. Provide a list of additional services and costs that will be incurred when the project is bid and whenever additional services are requested, and build a small amount into the bid to cover a few extras, i.e. some copies, a fax.

- Help moderators understand why bids are higher. Most are sympathetic to increased costs when they become aware of the escalating costs of leasing prime space, of upgrading space and technology at focus group centers, of hiring qualified recruiters, and of compensating savvy consumers for their time and opinions.

Moderators

- Don't be afraid to ask about costs. Facilities are happy to look at their fees and either rework a bid or explain the reasons for their charges.

- Listen to the facility. The facility wants the project to succeed! A good facility knows the market, the effect of weather and traffic, and has the experience gained from recruiting thousands of respondents of varying profiles.

- Give the facility the information they need to perform. Provide written specs and a descriptive profile of the desired respondent, in addition to the screener. Screeners too often do not yield the right respondents.

- Leverage the team. When problems occur across markets, enlist all of the facilities' help to identify how to overcome the problems instead of telling each facility that they are the only one "failing" to get the respondents.

“‘Bridges’ is a major step toward creating a partnership between our members and our associations. The professionalism and commitment of attendees I observed in New York and Chicago was very gratifying.”
- Jim Bryson, president of QRCA

- Give the facility the benefit of the doubt. Unless it is obvious that the project was mishandled, there is a 7 percent chance of less than eight showing just due to bad luck, according to researcher Pete DePaulo.

- Release holds promptly. Facilities lose confirmed projects (and revenue) while they are chasing down moderators holding space.

- Leverage over-recruiting for better show rates and best respondents. Over-recruiting, i.e., recruiting 13 for 10 to show and seat eight, allows the moderator to choose the most qualified or desired mix of respondents. Let the facility know the bottom line: does the


moderator want 12 recruited and will be happy with eight shows, or does the moderator really want 10 to show?

Sessions were productive

Most of us went into these Bridges sessions curious, and unsure about what to expect from the "other side." Some attendees anticipated that they might see the sparks fly! Most of us came away from the discussions encouraged, and feeling that we had just touched the tip of an iceberg. The sessions were productive and revealed that we need a better understanding about what the other does, how and why they do it, and how it impacts performance and price.

The notion of Bridges was conceived in 1991 when Alice Rodgers, editor of the QRCA's newsletter, and Anndel Martin, MRA board member and editor of MRA's *Alert!*, provided a forum for moderators and facilities for sharing expectations and issues through a quarterly column named "Bridges." In 1996, the MRA/QRCA Joint Committee was formed to take the concept further, and specifically, to develop best practices.

In 2001, Merrill Shugoll spearheaded an effort to bring the boards of both associations together to form the QRCA & MRA Strategic Alliance task force. This task force has identified areas where the synergy of the combined resources can enhance the professionalism and image of qualitative research.

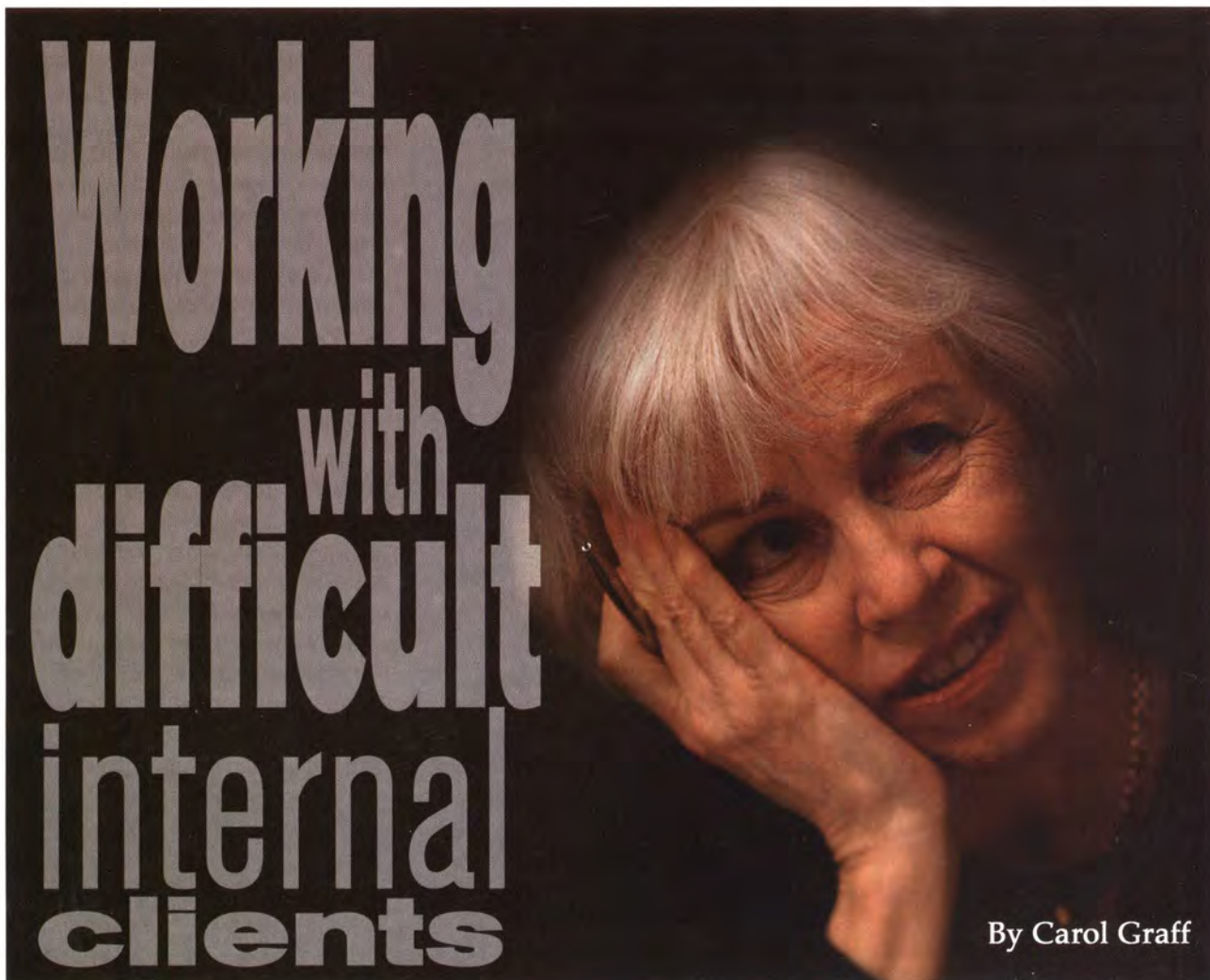
In 2002, The Bridges Case Study sessions will be rolled out to MRA and QRCA chapters, and a half-day session of Bridges is planned for MRA's annual conference in Washington, D.C. on June 5-7. 



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(See page 55 for answer)



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How many times have you fielded marketing research requests from internal clients who think they know it all? Who dictate the methodology that must be used? Who insist on being involved in every detail of the project or who play "hands-off" until the very last minute and then change everything?

Working with difficult internal clients can be challenging for any corporate marketing research department. Being on the research supplier side, we sometimes counsel clients

on how they can better respond when faced with tricky situations. Here are six common situations our clients have encountered and some suggestions to consider.

Situation #1: The internal client requests expensive research which you believe is not necessary.

The client requests a project for which you already have a study with and the data is less than a year old. However, the client doesn't "trust" the research.

Suggestions:

If you don't have a "formalized" and "socialized" objective process for requesting marketing research, now is the time to develop and communicate that process! A solution to this situa-

tion can be simply allowing the request process to work. If you've built-in guidelines about reviewing existing studies prior to commissioning new ones, then perhaps you can use that point with your client.

If this is a trust issue with the methodology, the person in charge of the study, or the analysis of the data, be clear on your client's objections. Exactly what or who doesn't he trust? What would make him feel more comfortable, relying on this data or funding an entirely new study?

Get creative. Suggest an inexpensive and quick telephone study with the target audience to attempt to verify the known research results. Have him listen in or tape the interview (with the respondent's permission)

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and play it back for him. Your challenge is to provide the client with information he can trust.

Situation #2: The marketing research department sits on a new product committee and recognizes a need for research but the client is unwilling to invest.

If you've run into this situation you know that frustration levels can escalate quickly. Marketing research folks tell us that frequently research is perceived as not being needed because the internal client "knows what's best for the customer." This "knowing" can be gut feel, it can be the result of listening to a select few "squeaky" salespersons or from just briefly talking with one or two targeted customers. In any event, your expertise tells you that more significant data is required before the new product is produced.

Suggestions:

This is a great opportunity to demonstrate the benefits of conducting marketing research.

One suggestion we've seen work is to not become agitated over this situation — that will only make the anti-research camp dig their heels in further! Rather, pick one or two critical issues for which you believe strongly that research is absolutely necessary. Document why you believe the research is necessary. In this documentation, try to link decisions with revenue or market share/penetration (if possible) or cost reductions. For example:

"Without knowing the market's preference for the ____ feature, we could be at risk of losing a __% share among the ____ market segment. This could translate in a drop in new sales projections of \$ ____."

Or, make the statement more positive:

"By knowing the market's preference for the ____ feature, we could minimally gain a __% in market share among the ____ market segment which could translate to a \$ ____ increase in the forecasted sales projections."

Many times, seeing the impact of doing research translated to numbers can have the power to sway a wary client.

Situation #3: The research is necessary but you want to propose a different methodology which you know your client opposes.

Here's where it gets sticky. We've

If the client starts slipping into his old behaviors, step in immediately and remind him of the agreement you both made to the process for resolving this situation. Ask for his help in allowing the process you've both agreed upon to work. Thank him for his ongoing cooperation.

seen this scenario played out many times especially when it comes to telephone interviews, online research or new, infrequently-tried methodologies. The internal client may have a bias against these types of research for all sorts of reasons. They only trust what they can see — observing a focus group vs. trusting a telephone interviewer. Online studies are too new, not proven, something they don't have confidence in, etc.

Suggestions:

Understand the history behind your client's opposition to the methodology you have in mind. If he's been

burned by unscrupulous telephone interviewers or has used online survey results that were found to be tainted, you need to be aware.

Next, create and share a list of the pros and cons behind both the methodology he's requesting and the approach you believe is best for the request. (Note: We recommend you have this list available for all types of methods and update it frequently. Add testimonials from others in the company who have also successfully used these methods.)

If the client still balks at your method vs. his, suggest a mini-study using both types of methods to test the approaches. Yes, you may have to invest some additional funds up front. But this may pay off when you can demonstrate why the ultimate results of the methodology will be of higher value.

Situation #4: You have an internal client who does not have confidence in the marketing research department and has independently jobbed out a research project.

Wow, this is frustrating! You know your research department team — they are experienced professionals with only the best interests of your company in mind. But maybe a few balls were dropped on projects in the past, or a research result was unduly questioned by management. Now you have someone going around you and it's quite unnerving for you and your staff.

Suggestions:

If you're in a situation where you need to rebuild credibility and don't have total management support, meet the difficult client where she is at. Meaning, admit to the problems your department has had and ask the client for an opportunity to partner with her on this study.

By partnering we mean acting as a consultant of sorts to your client. She has hired a resource — it's a commitment that can't be undone. So work with what you have. Suggest ways that you can act as an objective, third party to the research project

to offer assistance and guidance.

Be visible with this client. Request to be part of any pre-testing efforts. Suggest that the client forward you copies of interview or discussion guides so you can keep current on the study's progress. Ask if you can sit in on the focus group to observe.

Resist the urge to be critical. Tell the client what's going right. Only offer suggestions for change when it is crucial to the outcome of the study. Credibility is rebuilt slowly. If your client can see you as adding value to the project, she may be more likely to not go around you next time.

Situation #5: The client is micro-managing both the research project and the research suppliers' personnel.

This behavior may be observed with management new to their jobs or new to a particular project or those who have a high need to be in control. They can become nitpicky about every research objective, they re-

write interview/discussion guides, they question the order and number of survey questions, they are a constant source of irritation for you, your supplier and the people directly working on the study.

Suggestions:

This situation is actually one of the easier situations to solve!

Whatever you do, hold back on barging into the client's office to demand that he stop calling the research supplier 17 times a day! That will only make the situation worse.

Instead, sit down with the client and share your perceptions that he seems overly concerned with the study. Ask to go over the project's objectives again. Ask the client to give you a rundown of where he is disappointed in the project or in people's actions. Acknowledge his concerns and suggest a new way to handle the project. Suggest a weekly meeting, either on the phone or in person with both the supplier and any other key players on the project. Gain

agreement that this would be an effective way to improve the communication with the supplier and your department. Ask the client to develop a list of what's going right, what's going wrong, and any concerns he has. In that weekly meeting — limited to one hour and no more — go over all his issues and come to some sort of closure on how to handle each problem.

This type of reaction acknowledges your client's need to be in control, but you are now managing the amount of control, limiting it to specific issues and only an hour a week of interruption versus daily interaction. If the client starts slipping into his old behaviors, step in immediately and remind him of the agreement you both made to the process for resolving this situation. Ask for his help in allowing the process you've both agreed upon to work. Thank him for his ongoing cooperation.

Situation #6: The client is laissez-

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faire about the project they've requested, taking a hands-off attitude until the project is underway, and then begins to challenge everything.

Unlike Situation #5, this one happens more frequently among busy executives who are effective in delegating, but then get nervous that perhaps they've put too much trust in the marketing research department and need to get "back in the game" before it is too late.

Suggestions:

Once you've been in this situation, you promise yourself it won't happen again. The best way to manage yourself out of this one is to not point fingers at the client. Don't suggest that the client should have gotten involved from the get-go — that will only make you feel better momentarily! Instead, work to establish a rapport with the client.

Be clear on what she is unhappy about, what's bugging her about the project. Pull out the objectives. (Are you getting sick of hearing this one?) Make certain the project is in alignment with the goals. Review the questionnaires, discussion guides, other research materials. Understand where your client is uncomfortable and work towards a quick resolution plan to diminish her level of uncertainty.

Frequently update the client on the status of her project. Identify barriers you encounter. Share the good and bad news about early findings. Make sure the communication lines are open and free flowing. Build her sense of trust in you, your department, and the supplier. The more she believes she can truly delegate to you, the less she may be inclined to continue challenging the project.

Proactive steps

Here's a list of proactive steps you can take now to diminish the frequency of having to deal with difficult clients:

1. Document and communicate your department's function. Establish a written departmental functionality statement of how internal clients can work best with the marketing research department. Inform them

how you are structured, what responsibilities you have, what services you offer and how they can benefit from your services, etc. Make it short, easy to read, etc.

2. Create/update a short marketing research project request form. It can be an online format, voice-activated, or good old pencil-and-paper. Test it on both some heavy research users and on those who infrequently use your services. Fine-tune the document so it is streamlined, easy and quick to complete and not a barrier to using your department.

3. Use pictures to paint the process. Develop a visual that shows internal clients the process that's taken once a research request is received. Make it client-friendly — don't make them jump through too many hoops.

4. Get objectives in writing. Always, always, always insist on written research objectives showing what the project is to deliver and what will be done differently as a result of receiving the research information. This is the place you can always come back to when difficulties arise.

5. Be a partner not a gatekeeper. Many times, people in organizations have said that they resist working with their marketing research department because researchers can be rigid, speak in acronyms others don't understand and sometimes seem less than helpful at getting the job done. They view research personnel as more concerned about rules being followed than results being achieved.

So relax! All the rules don't have to be followed perfectly all the time. Practice good research skills — ask lots of questions, clarify concerns. Be willing to bow to the client's suggestions. Look for ways to compromise. Communicate frequently and succinctly. Resist criticism. Ask for support. Your job is to be seen as a valuable resource, not a gatekeeper!

6. Market your department. People like to work with people who can help them. So publicize success stories. Show how research, when done correctly, can make a viable difference to a project's success. Use numbers as much as possible. Position your depart-

ment as a winning place to get answers.

7. Innovate! Keep looking for new methodologies, new suppliers, new moderators, new recruiting techniques, new ways to cut costs, new ways to hasten results, etc. Don't get stuck in doing research the "same old way." Embrace change, try new things.

8. Be trustworthy. Resist the temptation to bad-mouth difficult clients. Counsel your staff to model your behavior. Keep your professional cool. Be someone the internal client feels they can talk to and trust.

9. Ask for support when you truly need it. When a situation is clearly going south and you've tried everything, ask for management's support. Be clear on what you want and how it will benefit the project. Don't call in the cavalry just as back up. Use management clout rarely — when it is critically important.

10. Keep a sense of humor. The business world is rapidly changing and in a state of nearly constant flux. You will have problems. Things will not go smoothly. Not every internal client will like or respect you. Keep focused on your goal and take time to laugh a bit on the way. You can be successful without being stressed out.

11. Treat your internal clients like your best customers. Even when they are difficult, think of your internal clients as customers you need to better understand to "make the sale," to "get the business." Thank them for their business. Ask them to refer your services to their colleagues. Survey them to measure their satisfaction and implement ideas they have for your department.

12. Keep learning. In today's changing business environment, your challenge is to keep growing and learning more about your company's business and encouraging your staff to do the same. Go to trade shows, read industry literature, research your competitors, tag along on sales calls, listen in on service calls, have lunch with an engineer, visit with your external customers. Keep on top of what's happening in your department, your internal client's world and in your external customer's mind. (4)



By Dave Koch

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Most of us will agree that client expectations are changing very quickly. What was expected of a research supplier in the past is no longer good enough. Everyone wants more. To many suppliers, this simply becomes a drain of valuable time and resources. The end result can often be lower margins and hard feelings toward a client who insists that you use your time to create their PowerPoint slides or help with their travel arrangements.

Are these clients being unreasonable, or are they presenting us with an

opportunity? The answer (in some cases) is probably both. But this article will concentrate on the opportunities these new expectations present for growing your business.

Why is so much more expected of a supplier today? There are several reasons. First, everyone is busier. We are all expected to do more and do it faster. The same is true for our clients. They have increased expectations placed on them as well, and some of this simply gets passed on to us. Secondly, in many organizations coordinating outsourced resources is delegated to newer, junior personnel. These new people don't know any better than to ask their suppliers to do all kinds of little things to make their life easier.

So what can be done about it?

Complain? That does no good. Refuse? In today's competitive environment it will not take your client long to find someone who will meet his or her requirements. Change your business model to increase revenue and profits? That sounds like the best option to me.

Outlined below are several steps you can take to use clients' changing expectations of the research supplier to your advantage.

1. Identify the new expectations that are most commonly requested. What extra items are your clients asking for most often? Sometimes the easiest way to identify this is by finding the biggest non-billable drain of your time. What are the annoying tasks that you never used to have to perform that now eat up hours of your

valuable time on a project?

2. Once you have identified the offending task, find an efficient and cost-effective way to provide the additional service. Usually the best option here is finding someone else to do it. That's no joke — the time of a highly-trained research professional is very valuable. By comparison, the time of the company receptionist, an intern, or even the ever-abused "new guy" is often much less expensive. The answer may be as simple as purchasing or developing new software, or finding a good outsource vendor that can handle the function. Larger organizations may even consider adding staff to accomplish the task.

3. Now since you have added some cost, you need to turn the service into a billable item. Develop a fair, profitable price for providing this service. When asked to provide the service as an add-on, simply say, "Why yes, our company provides that service for a fee of ____." In most cases the client will gladly pay. They are not trying to get services for free; they are just trying to save time. If the item is commonly requested, start including it as an optional item on future bids.

4. Now that you are accomplished at providing this new service at a fair price, start promoting it in your literature, turn it into your competitive advantage. If you did an exceptional job in Step 2 (developing an efficient way to deliver the service), you can even include it as a standard service, forcing your competition match your offering or lose market share.

Some examples:

- A focus group supplier is occasionally asked to suggest a hotel, provide transportation, and entertain visiting clients. How can this be turned to your advantage? Assign a staff member, receptionist, or intern to develop relationships with local hotels at different price levels (perhaps even negotiate discounts). The same thing can be done with car services etc. You could also produce a preprinted list of entertainment options, and provide tickets for events taking place during their visit.

**Instead of
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The key here is that you do not have the higher-level professional employee wasting their time on these activities.

- Your client loved your final report. They can't say enough about the insightfulness of the research you provided. However now it's time for them to take this information on their own road show within their corporation, and they would like you to develop some special presentation slides for their upcoming dog-and-pony show (your presentation to them "had just looked so professional"). Instead of spending your entire afternoon producing slides for your client, have an administrative assistant in your office trained just for this purpose. Sending them to a couple of PowerPoint classes will probably result in particularly flashy yet professional slides that are beyond even your PowerPoint skills. Remember to bill the client for the time, but the billing rate for the assistant is probably much more affordable for your client than your own.

- A CATI supplier is asked by their client to do a small mail survey to coincide with and supplement the

larger CATI portion of the project. Do you tell the client that they are out of luck, that your expertise is in CATI? Your client could easily decide to take the entire project somewhere else. Instead, develop a relationship with a reputable mail survey supplier. Make sure it is someone you can trust to supply the same level of service and quality as your own organization. Also, if enough of your clients are asking for the service, you may be able to negotiate a price structure (even including your fair mark-up) that's better than what your client could do on their own.

So now you are ready to turn your clients' new expectations into a business opportunity. Here are some pitfalls to watch out for.

1. Be sure that you can offer the service in a quality manner. If you begin helping your clients with travel and entertainment options, they had better not end up in a fleabag motel, or in a hired car without air conditioning in the middle of July.

2. Be sure that any outsourcing partners you select to help you provide a service are reliable and can produce high-quality outputs. The client will attribute directly back to you the poor performance of an outsource vendor.

3. Make sure that you are not just adding additional cost. If you are adding a person or expense to supply the additional service, make sure you can bill for it. Or at least that it will give you a worthwhile advantage over your competition.

4. Make sure your client knows that they will be billed for the additional service. Most clients don't mind paying a fair price for services rendered. But nobody likes surprises that were not expected on the final bill.

In conclusion, most would agree that expectations in the marketplace are changing. But instead of complaining about it, you should see it for what it is: your clients are simply telling you what they need. By finding efficient methods to meet these changing needs, you can turn a drain on your time into an opportunity to grow your business. **74**

Qualitatively Speaking

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leans on the qualitative researcher to develop an appropriate research path. In many instances, preliminary qualitative research is an appropriate and necessary first step to a quantitative phase.

A second key benefit to a methodological approach to the research function is that qualitative researchers who truly understand the nuances of both qualitative and quantitative are better able to conduct qualitative projects. One example is the rotation of visuals in focus group discussions. In quantitative research, it is important to rotate visuals, lists, etc., in order to compensate for possible recency and primacy effects. In qualitative groups or interviews, however, it is important not to rotate stimuli. The reason lies in the unstructured (uncontrolled) nature of group discussions. With the multitude of varying factors confounding the results of these qualitative studies — and, therefore, the impossibility of saying anything definitive about rotation effects — it is usually mandatory to introduce a control variable, i.e., the stimuli, in order to eliminate at least one potential source of bias, that is, the order in which the stimuli were presented. The moderator who understands the nuances of both qualitative and quantitative design approaches, and why one approach is appropriate in one circumstance and not another, is better able to develop more robust qualitative study designs leading to more meaningful analyses of the results.


The third critical advantage to broadening our perspective as researchers is that it serves to enhance the users' understanding of qualitative research as well as their appreciation of how qualitative research fits in the total research process. One of the problems that many qualitative researchers encounter is clients who have limited budgets and want to use qualitative research to make important (costly) marketing decisions. We can discuss the limitations of qualitative research but it is only in the context of discussing qualitative versus

Qualitative researchers who mold themselves as researchers first, qualitative researchers second, also become quickly educated on the myriad issues facing the research industry.

other research (quantitative) designs that the end user may actually understand the perils of relying on a few focus group discussions to develop a pricing strategy or a nationwide roll-out for a new product. Our ability to suggest a qualitative approach and subsequent quantitative design, or at least discuss what the sponsor of the research will and will not learn in each approach, serves to educate users on the research method, provide a more profound appreciation for qualitative research, and improve the researcher-

client partnership.

Qualitative researchers who mold themselves as researchers first, qualitative researchers second, also become quickly educated on the myriad issues facing the research industry. And getting involved in these issues makes us smarter about what is going on around us in the research community. One such issue has surfaced in response to the increasing use of online research. This research method has raised important questions concerning mixed-mode effects and the impact that mixed modes have on the integrity of the research product. This is a highly relevant issue for all researchers, including qualitative researchers. How will qualitative researchers design, analyze, and report studies employing online groups, face-to-face personal interviews, and telephone discussions? Will we design such studies or advise our clients that the effects of mixing these modes will introduce an unexplainable degree of error, rendering the overall design untenable? What are the implications of mixing these modes? Can the results from one mode of qualitative research effectively assist the development of a subsequent quantitative study designed for a different mode?

The 21st century is a great time to be a qualitative researcher, a quantitative researcher, and particularly, a researcher with tents pitched in both camps. As a qualitative researcher, I look forward to growing further in my profession by continuing to embrace research methods that enhance my abilities as a qualitative researcher and positively impact the total research process. I encourage others to do the same. 



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Do your moderators sign an ethical standards statement? Every year?

(See page 55 for answer)

Survey Monitor

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not convinced that their financial institutions can be trusted when it comes to data privacy.

Almost one-quarter (23 percent) of respondents said they thought a bank had violated their financial privacy. Even when people did not think a violation had occurred, the survey found a broad current of worry in this area. Some 62 percent of consumers expressed concern that their primary financial institution may release their personal financial information to other companies without their permission.

Since 1984, *American Banker*, in cooperation with the Gallup Organization, has conducted surveys to determine consumer attitudes towards banks, the banking system, and the financial services industry. This year, the very questions contained in the survey reflect changes in the banking industry.

The survey also shows that, while the number of people conducting online banking and brokerage transactions continues to grow, that growth is not at the explosive pace so many Internet services experienced prior to the tech meltdown a year ago. Moreover, expectations are increasing. "New users appear to be somewhat more demanding than the technophiles who first signed up, raising the bar for banks and brokerage companies that plan to compete on the basis of their Internet offerings," says David Longobardi, editor-in-chief of *American Banker*.

"In the last few years, many banks have expended considerable resources and time in the rush to adopt account aggregation and online bill payment," he says. "Now it appears they will have to play catch-up when it comes to persuading customers to actually use the services."

This year's survey also shows that wireless banking, which was supposed to gain acceptance at a fast clip, is proving a slow seller. Though 61 percent of respondents said that they own or use a cellular phone or personal digital assistant, 78 percent of

these people said they were not interested in doing financial transactions on the devices.

The survey also reveals that:

- Generation X consumers are interested in financial planning services from banks, but other high-tech offerings draw little interest from respondents in the 18-34-year-old category.

- Few customers are buying insurance from banks — and the ones who are don't make the purchase through their primary bank.

- Customers are reporting greater satisfaction with their primary financial institutions — with thrifts giving a big boost to the ratings.

Gallup conducted the 2001 Consumer Survey using a questionnaire developed jointly with *American Banker* in telephone calls to 1,001 heads of households between February 14 and March 16. The statistical margin of error is ± 3 percent. The sampling error widens on questions that were answered by less than 95 percent of the respondents. For more information visit www.americanbanker.com.

Younger generations most optimistic this holiday season

A recent study brings hopeful news to retailers — especially those targeting shoppers aged 35 and under — anxious about the upcoming holiday shopping season. According to a survey by McLean, Va., research firm Wirthlin Worldwide, six out of 10 Americans say they intend to spend the same or more this holiday season versus last year; 39 percent said they will spend less.

The findings compare favorably to recent years. In 1997, for instance, amidst a robust economy, 57 percent of those queried in the fall anticipated spending the same or more during the holidays.

The study also shows that younger Americans are three times as likely to spend more than the older set. Fully 35 percent of those aged 35 and under plan to spend more this season. In

contrast, only 10 percent of those 55 and older have plans to spend more. Twenty-seven percent of male respondents said they will spend more, versus 19 percent of females.

The telephone survey of 1,001 adult Americans was conducted September 21-26 and has a margin of error of ± 3.1 percent.

The survey also addressed Americans' intentions regarding personal savings in the wake of the September 11 terrorist attacks. When asked, "Will you be saving more, less, or about the same as you did before the attacks?", 28 percent said they will increase their savings. Those aged 35 and under led respondents in plans to save more (38 percent). Eighty-five percent of those 55 and older said their savings plans will remain the same.

"Retailers have reason to be cautiously optimistic, despite all that is developing around us," says John Kennedy, Wirthlin Worldwide senior vice president. "Favorable interest rates, coupled with a stock market that appears to have bottomed out, are providing some hope for consumers, with particular confidence among younger Americans who have not yet experienced prolonged periods of war or recession. But let's not have our heads in the sand — some retail sectors will be hit harder than others this year." For more information visit www.wirthlin.com.

Attacks move Americans from nesting to burrowing

With their sense of security badly shaken and the economy worsening, Americans are "burrowing," according to a Wirthlin Worldwide survey. The survey identified the activities people find more appealing or less appealing since September 11th. Those found to be more appealing include:

- spending time at home with family and friends (46 percent);
- eating with friends and family (35 percent);

- watching TV with friends and family, as opposed to alone (30 percent);

- visiting or hanging out with friends (26 percent);

- cooking meals at home (25 percent);

- shopping for food to make for family or friends (21 percent);

- reading books (22 percent); and

- planning for the upcoming holidays (20 percent).

Activities that were named as less appealing include:

- planning vacations (39 percent);

- shopping for items you don't need, but would like to have (36 percent);

- going to see movies (22 percent);

- eating out in restaurants (22 percent).

"People are turning to home, family, and friends to find the stability and security that is missing in other areas of their life right now," says Patricia Kidd, advertising and communications practice leader for Wirthlin Worldwide. "Savvy marketers are tak-

ing close note of this seismic shift in the American psyche. We've spent a decade trying to explore the edges of life, from posh Mount Everest climbing tours to mountain-ready SUVs. Now, Americans are telling us they want to go home, cook dinner and watch television."

Kidd offered the following counsel to American marketers:

- Keep in mind that this period is highly unstable, and strategies must be crafted knowing they could become obsolete should any new crisis emerge.

- Consumers are looking to the familiar, meaning this could be a great time for brands, especially those that reconnect with times of earlier innocence.

- Uncertainty means people will be less receptive to ad pitches that are edgy, ironic, or "in-your-face." Light or reassuring humor will still work.

- There's a tension now between personal liberties and safety. While most people are willing to put up with

inconveniences like long airport lines, they appreciate anything that's done to make them more comfortable. This is a time to think customer service.

- Employers who are sensitive to employees' heightened sense of vulnerability also stand to gain loyalty if they take their employees' concerns seriously and put in place crisis management programs to increase the sense of security.

Americans also weighed in on their favorite comfort foods — those foods that "remind people of the love and care that come from home-cooked meals." Asked to rate foods on a 1-10 scale where 10 is "extremely comforting," the highest rated comfort foods were apple pie, ice cream, and hot soup (achieving an average rating of 6.9 each), followed closely by turkey and mashed potatoes (each rating a 6.7). The telephone survey of 1,021 adult Americans was conducted October 19-22 and has a margin of error of 3 percent. For more information visit www.wirthlin.com.

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Research Industry News

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facility that will replace the standby letter of credit arrangement between Jupiter Media Metrix and Tod Johnson, Jupiter Media Metrix' chairman.

NetRatings also announced that it has agreed to purchase the 80.1 percent of ACNielsen eRatings.com that it does not currently own for approximately \$16.4 million in a non-taxable transaction in which NetRatings will issue 1,256,000 shares. ACNielsen eRatings.com, an Internet audience measurement company with operations outside the United States, is a joint venture 80.1 percent owned by ACNielsen and 19.9 percent owned by NetRatings. This transaction will allow NetRatings to streamline its international operations and consolidate its services under a global brand.

The transaction has been reviewed and recommended to the full board of NetRatings by its non-management directors unaffiliated with ACNielsen and its parent company, VNU, deliberating separately.

VNU will continue to own, through ACNielsen and Nielsen Media Research, a majority of the NetRatings shares outstanding immediately after the closing of both transactions and its designees will continue to comprise a majority of NetRatings' directors. The transaction is subject to customary closing conditions as well as completion of the Jupiter Media Metrix transaction.

Alliances/strategic partnerships

West Chester, Pa., packaging consulting firm **Packaging Strategies**, through an alliance with consulting firm **BRG Townsend, Inc.**, Mount Olive, N.J., has announced the addition of turnkey market research services to packaging firms.

Toronto software maker **Cycore** and Mill Valley, Calif., research firm

MarketTools, Inc. have formed a partnership to co-develop, market, and sell their technology solutions. The two companies have agreed to integrate Cycore's Cult3D software with the MarketTools' zTelligence research platform to enable researchers to present realistic, 3-D images within online research studies.

Austin, Texas-based **Clickin Research, Inc.** has formed a partnership with the **National Association of Convenience Stores (NACS)** to develop products designed to increase convenience store performance and customer and employee satisfaction levels. Clickin Research and NACS plan to release several products over the next several years. The first product, MyCStoresOnline, is a customer satisfaction survey that provides convenience stores with a method to collect and analyze store-level customer data and then compare that individual store to industry benchmarks.

ACNielsen, Kantar Media Research (KMR) and **Indian Market Research Bureau (IMRB)** have agreed to form a new joint venture to offer measurement of TV audiences and advertising expenditures in India. The transaction is expected to close by the end of this year. The new venture plans to combine local TV ratings data from TAM Media Research, a 50-50 joint venture between ACNielsen and KMR/IMRB, with data from research company ORG-MARG, in a single service across India.

Coverage will be expanded to all major states in India (15 states versus the current coverage of nine) and virtually all major metropolitan areas, under a plan that will be presented to the industry. The new joint venture will cover more than 90 percent of the country's TV and press advertising spending.

Chicago-based SPSS Inc., with its **SPSS MR** division, and America

Online, Inc., through its **Digital Marketing Services (DMS)** subsidiary, have announced a strategic alliance under which SPSS Inc. has acquired the exclusive rights to distribute survey sample drawn from AOL members and users of America Online's other interactive properties. America Online, DMS and SPSS MR will work to expand online industry survey and sample services through OpinionPlace.com, an online portal for research respondents.

Awards

A new marketing research system developed by **Hershey Foods Corporation** and Northwood, Ohio research firm **NFO WorldGroup** has been recognized with a research industry award for innovation and methodology. The program, "From Tradition to Innovation: Bridging Historical Mail Panel Data to Online Research," is the first-place winner in the 2001 EXPLOR Awards for "Exemplary Performance and Leadership in Online Research," sponsored by the A.C. Nielsen Center for Marketing Research, the University of Wisconsin-Madison School of Business, and the American Marketing Association. The entry was judged to be the best for organizational relevance, technical execution, creativity, and innovation from among 20 submissions. The testing system, built on NFO InfoScore, NFO WorldGroup's online reporting tool and database product, helped Hershey reduce the time between survey launch to data accessibility via a Web-based interface. Hershey representatives collaborated closely with NFO InfoScore developers to build a research system that would integrate historical access panel data with ongoing data imports of online concept images, text, and data, classified into product hierarchies that the company would define and maintain. The resulting tool gave Hershey the means to preserve its investment in traditional

offline research.

The **Advertising Research Foundation** has bestowed its annual ARF Naples Research Industry Leadership Award on British advertising researcher Simon Broadbent, in recognition of his leadership in demonstrating the effectiveness of advertising.

Jay Mattlin, vice president of media planning research at Menlo Park, Calif., research firm **Knowledge Networks**, and Bruce Goerlich, global director of accountability at **Starcom MediaVest Group**, were winners of the Chairman's Award at the annual Worldwide Readership Research Symposium, held in Venice, Italy, in October. The award was given for a paper, "Measuring Magazine Reading via the Internet: Testing the Effect of Number of Titles and Other Questionnaire Design Issues," co-authored by Mattlin and Goerlich, which Mattlin presented at the sym-

posium. The paper details the effects of different Web-based approaches to measuring magazine readership, and compares them to more traditional methodological approaches.

Company earnings reports

SPSS Inc., Chicago, announced results for the third quarter 2001. On a pro forma basis, excluding acquisition-related and other nonrecurring charges, but including the full implementation of recent accounting interpretations on revenue recognition, diluted earnings per share and revenues for the quarter ended September 30 were \$0.25 and \$48.0 million, respectively. These results compare to analyst expectations of earnings in the range of \$0.30 to \$0.37 and revenues between \$47.0 and \$50.0 million, as well as to pro forma earnings per share and revenue figures for the same period last year of \$0.27 and \$50.4 million, respectively. On a reported basis, diluted income per

share and revenues for the quarter ended September 30 were \$0.19 and \$47.9 million, respectively. These reported results include acquisition-related and other nonrecurring charges as well as the effects of the prescribed implementation of the recent accounting interpretations, which show the deferral of revenues related to annual and other time-based licenses from only the fourth quarter of 2000 forward rather than the entirety of the previous year.

Rochester, N.Y.-based **Harris Interactive** reported results for the fiscal 2002 first quarter ended September 30. Revenue was \$17.1 million, up from \$12.1 million reported in the same period a year ago, or an increase of 41 percent. The revenue includes \$14.3 million from U.S. operations, an increase of 18 percent from a year ago. Revenues also included \$2.8 million derived from the purchase of M&A Create in Tokyo and MRSL in London during the quarter. For the

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first fiscal quarter, the company reported a net loss of (\$0.09) per share, down from a net loss of (\$0.22) a share a year ago, or a 59 percent improvement. The loss from U.S. operations was approximately (\$0.08) a share, with the additional one cent due to the acquisition of the research firms in London and Tokyo.

Opinion Research Corporation, Princeton, N.J., reported third quarter and year-to-date results. For the periods ended September 30, revenues for the third quarter were \$41.9 million and revenues for the nine months were \$132.9 million. The company has now reported 10 consecutive quarters of year-over-year revenue growth. For the third quarter, EBITDA (earnings before interest, taxes, depreciation, and amortization) was \$3.7 million as compared to \$4.7 million in the third quarter of 2000. Cash earnings per share (net income plus goodwill amortization expense after-tax) were \$0.12 as compared to \$0.27 in the third quarter of 2000. Cash earnings per share are equivalent to what will be reported as earnings per share in 2002 under the new accounting pronouncements, which eliminate the amortization of goodwill. Diluted earnings per share in the current quarter were zero, compared to \$0.16 in the third quarter of 2000.

Revenue gains in the third quarter were led by the company's social research business. Social research generated a 19 percent increase in revenues over third quarter 2000 revenues due to contributions from an acquisition completed last year. The company's social research backlog at the end of the quarter was \$219 million.

For the first nine months of 2001, revenues were \$132.9 million, an increase of \$15.7 million or 13 percent compared to \$117.2 million in the first nine months of 2000. EBITDA for the first nine months was \$13.3 million, compared to \$13.7 million for the first nine months of 2000. Operating income for the first nine months was \$7.0 million and net

income \$1.4 million, compared to \$8.4 million and \$2.4 million, respectively, for the first nine months of 2000. Diluted earnings per share for the first nine months of 2001 were \$0.24 and cash earnings per share \$0.56, compared to \$0.50 and \$0.80, respectively, in the first nine months of 2000.

Irving, Texas, research and CRM firm **Aegis Communications Group, Inc.** reported results for the third quarter of 2001. Total revenues generated during the quarter ended September 30 were \$56.3 million as compared to \$74.1 million in the year ago third quarter, a decrease of \$17.8 million, or 24.0 percent. Net loss after preferred stock dividends for the third quarter of 2001 was \$4.6 million, or (\$0.09) per share, as compared to net income after preferred stock dividends, in the third quarter of 2000 of \$0.1 million, or \$0.00 per share. EBITDA declined to \$1.9 million in the third quarter of 2001 as compared to EBITDA of \$8.0 million in the comparable prior year quarter.

New York-based **Arbitron Inc.** announced results for the third quarter ended September 30, reporting revenue of \$65.6 million, an increase of 12.4 percent over revenue of \$58.4 million during the third quarter of 2000. Earnings before interest and taxes for the quarter were \$26.2 million, representing a 3.0 percent increase compared with EBIT of \$25.4 million reported during the same period last year. Net income for the quarter was \$12.9 million, compared with \$15.4 million for the third quarter of 2000, a 16.4 percent decrease.

Net income per share for the quarter was \$0.44 (basic) and \$0.43 (diluted), compared with \$0.53 (basic) and \$0.52 (diluted) net income per share during the comparable period last year. The 2000 earnings per share amounts have been adjusted to reflect the one-for-five reverse split, which became effective following Arbitron's reverse spin-off from Ceridian.

For the nine months ended

September 30, revenue was \$176.1 million, an increase of 10.3 percent over the same period last year. Revenue for the core business excluding RADAR grew by 9.2 percent. EBIT was \$66.3 million, compared to \$63.0 during the same period last year. Net income for the nine months was \$33.9 million or \$1.15 share (diluted), compared with \$38.1 million or \$1.30 on a per share (diluted) basis last year. The company reported EBITDA of \$69.9 million, compared with \$66.1 million during the first nine months of 2000, a 5.6 percent increase.

Fairfield, Conn., research firm **IMS Health** announced diluted earnings per share of \$0.27 for the quarter ended September 30, up 13 percent compared with the year-earlier period. Results exclude a tax benefit of \$0.07 per share recorded in the quarter that, if included, would have resulted in year-over-year earnings per share growth of 42 percent. Constant dollar operating income grew 18 percent while constant dollar revenue was up 8 percent. Recurring results exclude divestitures and one-time gains and charges.

For the third quarter of 2001, IMS Health's constant dollar revenue grew 8 percent over the year-earlier period, or 4 percent on a reported basis, to \$328.1 million. Operating income totaled \$125.8 million, up 18 percent constant dollar over 2000 third-quarter results. Net income grew 15 percent to \$81.6 million, or \$0.27 per share, compared with \$71.1 million, or \$0.24 per share, in the 2000 third quarter.

For the nine months ended September 30, revenue totaled \$992.0 million, up 14 percent constant dollar and 9 percent on a reported basis from the first nine months of 2000. Operating income grew 29 percent constant dollar to \$329.5 million, compared with \$277.4 million in the year-earlier period. Net income for the first nine months of 2001 rose 16 percent to \$203.8 million, or \$0.68 per share. This compares with \$175.6 million, or \$0.59 per share, in the first nine months of 2000.

Product & Service Update

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against national data norms; identify the media and message to reach new and existing customers; and target advertising and promotional campaigns. Scarborough USA+ is aggregated from Scarborough's 75 markets along with additional data from 48 states in the continental U.S. plus Hawaii. The data was collected from adults 18+ via telephone interviews and product booklets. The first release, comprised of 100,000 respondents, is available immediately. Future releases, with a sample of more than 200,000, will be available in the first quarter of 2002. For more information call Steve Seraita at 212-593-4114 or visit www.scarborough.com.

Updates of SPSS, AnswerTree now available

SPSS Inc., Chicago has released Version 11.0 of its SPSS for Windows data analysis software. SPSS 11.0 features new statistical procedures designed to deliver more accurate analytical results.

SPSS 11.0 is the first version of SPSS to offer linear mixed models, which ensures accurate predictive models when working with nested data (i.e., students in a classroom, consumers in a household). The flexibility of this procedure means analysts can formulate a variety of models and work with repeated measure designs, such as incomplete repeated measurements in which the number of variables differs across subjects. For example, linear mixed models will help researchers analyze patient data over time where not every subject has the same number of visits.

SPSS 11.0 also features the new data restructure wizard, which enables users to restructure data from multiple records per individual to a single record per individual or vice versa.

Additional new features in SPSS 11.0 include: enhanced multinomial logistic regression, general linear models, categorical regression, categorical

principal components analysis and one-way analysis of variance procedures; expanded data access — SPSS can now access newer data sources including Sybase 12, Informix 2000, SQLServer 2000 and SAS 8; integration with SigmaPlot — SPSS Science's scientific graphing software can be run within SPSS 11.0. For more information visit www.spss.com/spss.

The firm has also issued an update of its AnswerTree data mining software.

AnswerTree 3.0 is the first release of the software to offer a client/server version. AnswerTree also features evaluation graphs that provide at-a-glance summaries of segments. New features in version 3.0 include: interactive evaluation graphs — evaluation graphs visually display gains, risk, lift, profit and ROI for better understanding of model performance; and enhanced usability — individual nodes can be expanded and collapsed without delet-

Choice-Based Conjoint (CBC) Software

The most advanced system for conjoint/choice analysis from Sawtooth Software is now also the easiest to use.

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<input type="checkbox"/> Main Effects ...	Logit
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Brand	Performance	Price
Product 1	2	1
Product 2	1	2
Product 3	3	3

Product	Share of Preference
Product 1	21.13
Product 2	29.85
Product 3	44.20
None	4.83

- System capacity: 10 attributes/15 levels each, described with text, graphics, video or sound; 10 demographic questions or link with C13 for more
- Four randomized design methods. Fixed choice tasks also may be specified
- Generates computer-based or paper questionnaires
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- Advanced modules available: Latent Class, hierarchical Bayes estimation (CBC/HB), and partial-profile/alternative-specific designs
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ing them, enabling users to see more (or less) of the tree without changing or deleting the model itself. For more information visit www.spss.com/answertree.

New research software from TeleSage

Seattle-based research software firm TeleSage, Inc., has added the ScanQuest software program to its product portfolio. Both ScanQuest and the firm's SmartQuest IVR software enable a company to develop its own survey system. ScanQuest software is a scanning solution for SmartQuest users who wish to submit their data via printed forms rather than over telephone lines.

Once a company has designed and implemented a telephone survey system, input can be sent to the SmartQuest program from a local or remote location using a telephone's touch-tone keypad. The information received is then scored and stored in a Microsoft Access or other ODBC-compatible database.

With the addition of the ScanQuest software, the program will also recognize input received from plain-paper optical mark forms, again scoring and storing the results. The forms may be scanned locally or scanned and faxed remotely. The two products will share the same back-end database that scores and stores results for interpretation in any number of ODBC-compliant databases.

Using either the phone or scanner method ensures that results will be collected and scored in a timely manner. Once the results are entered into the SmartQuest or ScanQuest system, they can be distributed to specified recipients immediately using TeleSage's SendQuest report-faxing feature. For more information call 800-636-8524 or visit www.telesage.com.

New online satisfaction research product

Stamford, Conn., research firm InsightExpress, has introduced

SatisfactionExpress, an online customer satisfaction survey product. Using SatisfactionExpress, companies can acquire feedback from every customer interaction and identify and address situations before they become critical business issues. The product provides real-time alerts when a customer states they are not satisfied; monitors and tracks customer satisfaction over time, geography, or by service representative; identifies drivers of customer satisfaction and dissatisfaction; prioritizes product and service improvements; operates as a standalone customer satisfaction solution or integrates into any existing CRM or database application. SatisfactionExpress provides a suite of tools to interpret and communicate results throughout an organization. For more information visit www.insightexpress.com.

Briefly...

New York-based Nielsen Media Research and Scarborough Research have partnered to offer **qualitative, multimedia information to local television stations** in the U.S. Beginning in January, the Scarborough television sales and training divisions will become part of the local television business unit of Nielsen Media Research, called Nielsen Station Index (NSI). This partnership will offer television stations a combined qualitative and quantitative analytical service provider. For more information visit www.nielsenmedia.com.

RPM Consulting, Northridge, Calif., has announced a special agreement with Redlands, Calif., GIS firm ESRI to continue to **sell and support Atlas GIS**. RPM is also developing an extension to ArcView 8.1 incorporating Atlas's functionality and look and feel. RPM will sell Atlas GIS 4.0 until the ArcView extension is introduced next year, and will then continue to provide support for all Atlas users. For more information

visit www.rpmconsulting.com.

Chicago-based SPSS Inc. has integrated its SPSS and SigmaPlot software tools to form a **data analysis and graphing system**. This integration means that SPSS users can create and edit scientific graphs without ever leaving SPSS, and SigmaPlot users can add the analytical abilities of SPSS to complement the graphing capabilities of SigmaPlot. The latest versions of each software — SigmaPlot 7.1 and SPSS 11.0 — are required. For more information visit www.spss.com.

Rochester, N.Y., research firm Harris Interactive and Washington, D.C., marketing firm Witeck-Combs Communications, Inc., have launched The Gay and Lesbian Pulse. Using Harris Interactive's online panel, the companies have developed a random, specialty **panel of gay, lesbian, bisexual, and transgender individuals** who are willing to answer questions online. For more information contact David Krane at 212-539-9648.

The NPD Group, Inc., a Port Washington, N.Y.-based research firm, has announced a new **market information resource for the toy and video game industries**. NPDFunworld (www.npdfunworld.com). The customizable, Web-based portal will provide information on market performance and trends from NPD, plus third-party content, feeds and links. It will encompass information on toy and video game purchasing and insight into consumer attitudes.

Maritz Research, St. Louis, has released a **new version of Maritz Stats, its statistical testing software**. Now Windows-based, Maritz Stats 2.0 can conduct t-tests, z-tests, sample-size determination based on statistical power calculations, Chi-square tests, non-parametric McNemar tests, and partially overlapping sample t-tests and z-tests. It is available free of charge at www.maritzresearch.com/showcase/stats_ndx.html.

Data Use

continued from p. 16

point:

A researcher wishes to regress the performance ratings of three attributes onto an "overall satisfaction" measure. Suppose there are two populations in the data with known — and different — importance structures.

Known Parameters				Relative Size of Population
	β_1	β_2	β_3	
Population 1	1.00	0.60	0.30	70%
Population 2	0.30	0.60	1.00	30%

After conducting a simple linear regression by regressing X1, X2, and X3 onto the overall rating, we observe the following estimates for $\hat{\beta}_1$, $\hat{\beta}_2$, and $\hat{\beta}_3$:

Regression Output			
	$\hat{\beta}_1$	$\hat{\beta}_2$	$\hat{\beta}_3$
Parameter Estimates	0.60	0.65	0.71

The model appears to fit well as the Adjusted R² is a respectable .75 and all three parameter estimates are significant ($p < 0.05$). From a model fit standpoint, such regression results would please many analysts.

However, we see that the model suggests that all attributes are, for all practical purposes, of equal importance. A researcher conducting this aggregate level analysis would be unaware that two distinct populations exist and would be likely to incorrectly recommend that all attributes are equally worthy of further investment/improvement.

This example demonstrates that methods for deriving importances for customers en masse are insensitive to individual differences, thus fail to fully explain much of the information in the data. Our discussion turns to a set of methods that solves this problem latent class analysis (LCA). While LCA applies to many modeling techniques, we focus on its application to driver analysis using simple linear regression.

Latent class analysis

LCA is an iterative technique that identifies market segments while simultaneously estimating separate parameters for those segments. LCA begins by assigning respondents into k arbitrary and deterministic classes, where k is the number of classes in the model. For each class, a separate regression model is estimated. Using maximum likelihood methods, the probability that each respondent belongs to each class is then determined.

Next, another regression model is estimated for each class — this time the data is weighted based on the probability that each respondent belongs to that class. These iterations continue, alternately estimating new weighted class-level models and readjusting the probability of each respondent's membership in each class. When no class assignments change with an additional iteration, the iterations halt and the final model is reached.

Let us turn back to our dataset to demonstrate the power

behind this technique.

Again, the researcher wishes to regress X1, X2 and X3 onto the overall ratings. The population parameters are again known and displayed below:


Known Parameters				Relative Size of Population
	β_1	β_2	β_3	
Population 1	1.00	0.60	0.30	70%
Population 2	0.30	0.60	1.00	30%

After fitting a two-class latent class regression model to these data, the researcher obtains the following parameter estimates:

Regression Output				
	$\hat{\beta}_1$	$\hat{\beta}_2$	$\hat{\beta}_3$	Relative Size of Population
Class 1	1.15	0.65	0.34	61%
Class 2	0.12	0.68	1.03	39%

This researcher has located two distinct and identifiable groups in the data. The first group places the highest degree of importance on X1, while the second group places the most importance on X3. The researcher would now correctly conclude that, for a large percentage of the population, efforts to improve the organization's performance on X1 would yield the most influence on overall satisfaction. Similarly, efforts to improve organizational performance on X3 would impact overall satisfaction for a smaller, but readily identifiable, percentage of the customer population.

Addresses a pitfall

Latent class analysis addresses one of the most significant pitfalls of traditional methods for computing derived importances — respondent heterogeneity. These methods provide a deeper understanding of individual differences between customers and allow the analyst to segment a market without the need to make a priori assumptions about important basis variables for the segmentation. Further, LCA yields a much more accurate decision-making path for enhancing overall satisfaction — not of an "average" customer that may or may not exist — but rather of homogeneous subgroups who share similar importance structures. 



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(See page 55 for answer)

Coleman

continued from p. 23

• **Journaling:** Throughout the process, each Coleman team member was encouraged to think about areas of opportunity for Coleman to pursue. This involved being attuned to the task at hand as they went about their daily activities — reading the newspaper in the morning, watching television, listening to a presentation, reviewing recent research. It involved keeping track of nuggets, facts, and other related and non-related material from secondary data (magazines, research reports, meetings, television). These journals were then individually mined for Hunting Grounds in a debriefing session.

The Coleman core team reported their findings and developed a database of Hunting Grounds. The team then spent time going through a model-building session to sort through all the data and determine which areas were most feasible for Coleman. A model-building session is structured as follows:

1. Debrief — report back what has been discovered during the information-gathering time; mine the research notes and journal entries.
2. Qualitative cluster analysis — a clustering and sorting exercise to determine themes from the data gathering.
3. Feasibility analysis — a qualitative look at the themes generated to determine which are robust enough to produce large numbers of ideas and product concepts.
4. Decision-making — from the feasibility analysis, the company's strategic direction, and the excitement of the team, a number of themes are chosen for further study.
5. Story-building — creating stories to bring to life the Hunting Ground and its target market.

The core team put together a series of innovation sessions around each selected Hunting Ground area. The participants in the sessions were diverse. They included outside experts in related and unrelated industries, consumers, and cross-

functional teams from within Coleman.

Product ideas and concepts were generated using large- and small-group exercises. Then the core team spent time sorting through each product concept based on criteria they developed at the beginning of the project. A portfolio of product opportunities was then built based on whether the concept was a fast-track product (meaning it could be produced quickly and was potentially a high-impact item in the market) or a concept for future development.

The Coleman core team had just been through a rigorous brainstorming and decision-making process, but their work was not done. They now created a path for each Hunting Ground. A path is a planning process in which the core team determines a killer application or product platform and from that point moves backward to determine what products and technologies are necessary to develop that killer application. This is not an easy task and it required the core team to do some serious focused thinking about their strategic direction and future plan.

Three areas

During this process, Coleman determined three Hunting Ground areas to pursue: emergency preparedness, outdoor events, and indoor/outdoors. Each of these areas was populated with products or a new strategic direction for Coleman.

The first to hit the market was emergency preparedness. Consumers had always used Coleman products after a hurricane or storm came through and shut down the power. The research was conducted during the pre-Y2K hysteria, which saw people rushing to the store to be sure they had extra water, stoves, generators, and other emergency items. Coleman saw this as a perfect time to roll out its repositioning of the Coleman brand for emergency preparedness.

As it turned out, Y2K passed with hardly a murmur, but Coleman had helped people feel prepared for any emergency. This was the quick hit

for Coleman, and the surge of sales leading up to Y2K helped it regain market share.


The second Hunting Ground to hit the market was outdoor events. Coleman found that during tailgating parties or while attending auto racing or outdoor concert events, people often run out of necessities and are forced to visit a local convenience store. In those situations, most people are in an unfamiliar place and don't particularly want to leave the excitement of the event they are attending — a fact which Coleman saw as an opportunity.

As a result, Coleman trailers now follow the NASCAR circuit and set up camp, providing a convenient location for people to buy much-needed supplies. The company has also sponsored other outdoor events like the FLW Bass Fishing Tour, and partnered with professionals, experts, and celebrities.

The final Hunting Ground Coleman chose to pursue was bringing the indoors outdoors, to the backyard. Through its research Coleman found that the backyard was turning into a gathering place. The cocooning trend of staying home for entertainment was and still is flourishing, and as a result people are spending more time in the backyard grilling, camping, and entertaining.

In response, Coleman has just introduced BackHome, an integrated backyard product line of furniture, grills, accessories, and lighting. Since its introduction in February 2001, BackHome has been very popular with consumers who entertain outdoors and is expected to bring in at least \$250 million to Coleman throughout its five-year plan.

Redefined itself

Throughout the last few years, Coleman has successfully redefined itself and is no longer positioned as a brand focused only on family camping. The company has gained back market share and Phillips expects that the three Hunting Grounds concepts will help Coleman reach sales of over \$1 billion by 2004. 

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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 952-854-5101. Fax 952-854-8191. Or visit www.quirks.com/mod_market/index.htm.

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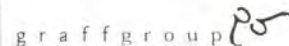
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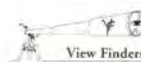
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TELEPHONE FOCUS GROUPS

C&R Research Services, Inc.
Cambridge Associates, Ltd.
Leichliter Ascts. Mkt. Rsch/Idea Dev.
MedProbe, Inc.
Millennium Research, Inc.

TOURISM/HOSPITALITY

Image Engineering, Inc.
Leflein Associates, Inc.

TOYS/GAMES

Fader & Associates

TRANSPORTATION SERVICES

Low + Associates, Inc.
Strategic Focus, Inc.

TRAVEL

Cambridge Associates, Ltd.
Image Engineering, Inc.
James Spanier Research

UTILITIES

Cambridge Associates, Ltd.
Knowledge Systems & Research, Inc.
Jay L. Roth Associates, Inc.
Turnstone Research, Inc.

VETERINARY MEDICINE

FOCUSED Marketing Research, Inc.
Paul Schneller Qualitative LLC

WEALTHY

Leflein Associates, Inc.

YOUTH

Image Engineering, Inc.
Leflein Associates, Inc.
MarketResponse International

2002 Focus Group Facilities Directory



The 2002 Focus Group Facilities Directory lists nearly 1,100 facilities worldwide. Each firm is listed free of charge to ensure that the directory is the most complete of its kind. This year we have given the facilities the option to purchase write-up space to further describe their services and facilities. A searchable version of the directory is also available online at www.quirks.com.

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Alabama

Birmingham

Connections, Inc.

3928 Montclair Rd., Suite 230

Birmingham, AL 35213

Ph. 205-879-1255

Fax 205-868-4173

E-mail: bwvconnect@mindspring.com

Rebecca Watson, President

Location: Office building

Distance from airport: 10 miles, 15 minutes

1/1, 1/1OR

Conference 12x20 Obs. Rm. Seats 8

Conference 12x18 Obs. Rm. Seats 4

Multiple 11x11 Obs. Rm. Seats 3

Graham & Associates, Inc.

3000 Riverchase Galleria, Suite 310

Birmingham, AL 35244

Ph. 205-443-5399

Fax 205-443-5389

E-mail: ceanes@grahammktres.comwww.grahammktres.com

Cindy Eanes, Vice President

Location: Office building

Distance from airport: 15 miles, 20 minutes

CL, 1/1, 1/1OR, TK, MP

Conference 15x20 Obs. Rm. Seats 20

Conference 09x15 Obs. Rm. Seats 12

Living 09x16 Obs. Rm. Seats 10

New South Research

3000 Riverchase, Suite 405

Birmingham, AL 35244

Ph. 205-443-5350 or 800-289-7335

Fax 205-443-5340

E-mail: jjager@newsouthresearch.comwww.newsouthresearch.com

Jim Jager, President

Location: Office building

Distance from airport: 15 miles, 20 minutes

CL, 1/1, 1/1OR, TK, MP

Conference 20x18 Obs. Rm. Seats 10

Huntsville

Graham & Associates, Inc.

Madison Square Mall

5901 University Dr., #86

Huntsville, AL 35806

Ph. 205-443-5399

Fax 205-443-5389

E-mail: ceanes@grahammktres.comwww.grahammktres.com

Cindy Eanes, Vice President

Location: Shopping mall

1/1, 1/1OR

Conference 11x20 Obs. Rm. Seats 12

Living 11x13 Obs. Rm. Seats 6

Mobile

Graham & Associates, Inc.

3289 Bel Air Mall

Mobile, AL 36606

Ph. 334-471-0059

Fax 334-478-0015

E-mail: ceanes@grahammktres.comwww.grahammktres.com

Cindy Eanes, Vice President

Location: Shopping mall

Distance from airport: 10 miles, 20 minutes

1/1, 1/1OR, TK

Conference 12x13 Obs. Rm. Seats 12

Living 09x12 Obs. Rm. Seats 7

Montgomery

Nolan Research

2569 Bell Rd.

Montgomery, AL 36117

Ph. 334-284-4164

Fax 334-286-9788

E-mail: nlresearch@aol.com

Deidra Nolan, Principal

Location: Freestanding facility

Distance from airport: 10 miles, 15 minutes

CL, 1/1, TK, MP

Conference 20x18 Obs. Rm. Seats 12

Alaska

Anchorage

Craciun Research Group, Inc.

742 K St.

Anchorage, AK 99501

Ph. 907-279-3982

Fax 907-279-0321

E-mail: craciun@craciun.comwww.craciun.com

Linda Boochever

Location: Office building

Distance from airport: 4 miles, 10 minutes

1/1, 1/1OR

Conference 22x12 Obs. Rm. Seats 6

Dittman Research Corp. of Alaska

DRC Building

8115 Jewel Lake

Anchorage, AK 99502

Ph. 907-243-3345

Fax 907-243-7172

E-mail: dittman@alaska.net

Terry O'Leary, Vice President

Location: Freestanding facility

Distance from airport: 3 miles, 6 minutes

Conference 12x20 Obs. Rm. Seats 6

Arizona

Phoenix

Arizona Market Research Services

Div. of Ruth Nelson Research

10220 N. 31st. Ave., Suite 122

Phoenix, AZ 85051-9562

Ph. 602-944-8001

Fax 602-944-0130

E-mail: azmktres@worldnet.att.netwww.ruthnelsonresearchsvcs.com

Lincoln Anderson, Manager

Location: Office building

Distance from airport: 15 miles, 25 minutes

1/1, 1/1OR, TK, MP

Conference 20x24 Obs. Rm. Seats 25

Conference 18x18 Obs. Rm. Seats 15

Conference 09x12 Obs. Rm. Seats 4

BRC Field & Focus Services

1101 N. First St.

P.O. Box 13178

Phoenix, AZ 85002-3178

Ph. 602-258-4554

Fax 602-252-2729

E-mail: info@brc-field.comwww.brc-field.com

Earl de Berge

Location: Freestanding facility

Distance from airport: 5 miles, 15 minutes

CL, 1/1, 1/1OR, MP

Conference 14x28 Obs. Rm. Seats 10

Intimate facility in heart of Phoenix medical, business, government and sports/convention/arts district. Excellent location for Hispanic consumer groups; experienced bilingual staff; simultaneous translator available. Wireless dial-response concept testing system. White board, counter and presentation side rails. Client lounge, Internet access, TV/VCR; free A/V taping. Close to airport, downtown hotels.

Car-Lene Research, Inc.

Arizona Mills Mall
5000 Arizona Mills Cir., Suite 546
Tempe, AZ 85282
Ph. 480-839-4606
Fax 480-839-4619
E-mail: phoenix@carleneresearch.com
www.carleneresearch.com
Kelly Cummings, Manager
Location: Shopping mall
Distance from airport: 4 miles, 10 minutes
1/1, 1/1OR, TK
Conference 12x10
(See advertisement on p. 139)

Car-Lene Research, Inc.

Arrowhead Towne Center
7700 W. Arrowhead Towne Center
Glendale, AZ 85308
Ph. 623-486-1050
Fax 623-486-2425
E-mail: phoenix@carleneresearch.com
www.carleneresearch.com
Connie Nipp, Manager
Location: Shopping mall
Distance from airport: 35 miles
1/1, 1/1OR, TK
Conference 15x12 Obs. Rm. Seats 8
(See advertisement on p. 139)

Creative Consumer Research

500 W. Broadway, #102
Tempe, AZ 85282
Ph. 480-557-6666
Fax 480-557-6534
E-mail: ccrphnx@aol.com
Norma Gomez, Co-Manager
Location: Freestanding facility
Distance from airport: 6 miles, 10 minutes
CL, 1/1, TK, MP
Conference 26x17 Obs. Rm. Seats 15
Conference 26x16 Obs. Rm. Seats 15
Conference 23x17 Obs. Rm. Seats 15
(See advertisement on p. 201)

Cunningham Field & Research Service

Metro Center Mall
9617 N. Metro Center Pkwy. W., Suite 1214
Phoenix, AZ 85051
Ph. 904-677-5644
Fax 904-677-5534
E-mail: phom@cunninghamresearch.com
www.cunninghamresearch.com
Location: Shopping mall
Distance from airport: 20 miles, 30 minutes
1/1, 1/1OR, MP, VC
Conference 25x20 Obs. Rm. Seats 5

Delve

1225 W. Washington, Suite 113
Tempe, AZ 85281
Ph. 800-647-4217 or 602-914-1950
Fax 602-914-1909
E-mail: postmaster@delve.com
www.delve.com
Caroline Luttrell, Branch Manager
Location: Office building
Distance from airport: 7 miles, 5 minutes
CL, TK, MP, WC
Conference 21x18 Obs. Rm. Seats 12
Conference 18x22 Obs. Rm. Seats 12
Conference 22x17 Obs. Rm. Seats 14
(See advertisement on p. 161)

Fieldwork Phoenix at Scottsdale, Inc.

6263 N. Scottsdale Rd., Suite 380
Scottsdale, AZ 85250
Ph. 480-443-8883
Fax 480-443-8884
E-mail: info@scottsdale.fieldwork.com
www.fieldwork.com
Barbara Willens
Location: Office building
Distance from airport: 15 miles, 20 minutes
CL, 1/1, 1/1OR, TK, VC
Conference 15x15 Obs. Rm. Seats 20
Conference 19x20 Obs. Rm. Seats 20
Conference 19x17 Obs. Rm. Seats 20
(See advertisement on the Back Cover)

Fieldwork Phoenix, Inc.

7776 Pointe Pkwy. W., Suite 290
Phoenix, AZ 85044
Ph. 602-438-2800
Fax 602-438-8555
E-mail: info@phoenix.fieldwork.com
www.fieldwork.com
Barbara Willens
Location: Office building
Distance from airport: 5 miles, 10 minutes
CL, 1/1, 1/1OR, TK, TKO, VC
Conference 19x24 Obs. Rm. Seats 25
Conference 23x24 Obs. Rm. Seats 26
Conference 23x25 Obs. Rm. Seats 28
Conference 23x24 Obs. Rm. Seats 36
(See advertisement on the Back Cover)

FOCUS

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FOCUS has a highly visible and convenient location with a great geographic database. Our office is only 10 minutes from the airport, minutes from fine resorts and restaurants as well as interesting shopping and a major mall.

FOCUS specializes in qualitative recruitment and adheres to the highest standards of the industry and beyond. We understand your need for personalized service and a pleasant working atmosphere.

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- FocusVision Video Conferencing
- FocusVision On Line/Video Streaming
- GroupNet Video Conferencing

FOCUS We are the agency that does Qualitative best with 30 years of expertise!

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The Southwest and the Midwest
Come See Us in the Minneapolis Market



phoenix@focusmarketresearch.com • www.focusmarketresearch.com

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

**Focus Market Research, Inc.**

Camelback Executive Park
 6991 E. Camelback Rd., Suite D118
 Phoenix, AZ 85251
 Ph. 480-874-2714
 Fax 480-874-1714
 E-mail: phoenix@focusmarketresearch.com
 www.focusmarketresearch.com
 Judy Opstad

Location: Office building
 Distance from airport: 9 miles, 15 minutes
 CL, TK, MP, VC, WC
 Multiple 20x23 Obs. Rm. Seats 18
 Conference 20x21 Obs. Rm. Seats 15
 (See advertisements on pp. 95, 157)

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
 E-mail: gvigeant@roper.com
 www.friedmanmktg.com

Karen Tews, Manager
 Location: Shopping mall
 Distance from airport: 24 miles
 1/1, TK
 Conference 14x16 Obs. Rm. Seats 5

O'Neil Associates, Inc.

412 E. Southern Ave.
 Tempe, AZ 85282
 Ph. 888-967-4441 or 480-967-4441
 Fax 480-967-6171
 E-mail: surveys@oneilresearch.com
 www.oneilresearch.com
 Michael O'Neil, Ph.D., President
 Location: Freestanding facility
 Distance from airport: 6 miles, 8 minutes
 1/1, 1/1OR, TK
 Conference 18x23 Obs. Rm. Seats 18

Plaza Research-Phoenix

2575 E. Camelback Rd.
 Phoenix, AZ 85016
 Ph. 602-381-6900 or 800-654-8002
 Fax 602-381-6950
 E-mail: bcatlin@plazaresearch.com
 www.plazaresearch.com
 Betsy Catlin, Director
 Location: Office building
 Distance from airport: 10 minutes
 CL, 1/1, 1/1OR, TK, TKO, MP, VC, WC
 Conference 15x20 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20
 Multiple 16x22 Obs. Rm. Seats 20
 (See advertisement on p. 167)

**Strictly Medical****Strictly Medical Market Research**

2400 E. Arizona Biltmore Cir., Suite 1100
 Phoenix, AZ 85016
 Ph. 602-224-7979
 Fax 602-224-7988
 E-mail: tntwalker@aol.com
 www.strictly-medical.com
 Wendy Walker, Exec. Vice President
 Location: Office building
 Distance from airport: 15 minutes
 CL, 1/1, 1/1OR, TK, VC
 Conference 16x18 Obs. Rm. Seats 14
 Conference 15x16 Obs. Rm. Seats 12

Focus facilities with spacious conference and tiered viewing rooms, plus one-on-one room. Client lounges equipped with closed-circuit monitor. Focus group recruiting, WATS, medical and executive in-depth interviews conducted in-house under supervision. Fully equipped kitchen to meet the special dietary needs of both respondents and clients. Supervision by licensed medical person available. Located adjacent to the golf course of the beautiful Arizona Biltmore Resort. Member VideoFocus Direct.

**Time N Talent, Inc.****Time N Talent Market Research**

2400 E. Arizona Biltmore Cir., Suite 1100
 Phoenix, AZ 85016
 Ph. 602-956-1001
 Fax 602-224-7988
 E-mail: tntwalker@aol.com
 www.tntmarketresearch.com
 Myra Balaban, President
 Location: Office building
 Distance from airport: 15 minutes
 CL, 1/1, 1/1OR, TK, VC
 Conference 16x18 Obs. Rm. Seats 14
 Conference 15x16 Obs. Rm. Seats 12

Focus group facilities with spacious conference and tiered viewing rooms plus one-on-one room. Client lounges equipped with closed-circuit monitor. Focus group recruiting, WATS studies, IDI's conducted in-house under careful supervision. Ample free parking. Located 15 minutes from air-

port; surrounded by many luxury resort hotels. Located adjacent to the golf course of the beautiful Arizona Biltmore Resort. Member VideoFocus Direct.

WestGroup Research

2720 E. Thomas, Bldg. A
 Phoenix, AZ 85016
 Ph. 602-707-0050 or 800-999-1200
 Fax 602-707-0055
 E-mail: bethsmith@westgroupresearch.com
 www.westgroupresearch.com
 Beth Aguirre-Smith
 Location: Freestanding facility
 Distance from airport: 5 miles, 7 minutes
 CL, 1/1, 1/1OR, MP
 Conference 15x20 Obs. Rm. Seats 12
 Conference 16x23 Obs. Rm. Seats 15
 (See advertisement on p. 97)

Tucson**Car-Lene Research, Inc.**

Tucson Mall
 4500 N. Oracle, #341
 Tucson, AZ 85705
 Ph. 520-292-0966
 Fax 520-292-0800
 E-mail: tucson@carlenerearch.com
 www.carlenerearch.com
 Laura Metelovski, Manager
 Location: Shopping mall
 Distance from airport: 14 miles
 1/1, 1/1OR, TK
 Conference 18x11 Obs. Rm. Seats 10
 (See advertisement on p. 139)

FMR Associates, Inc.

6045 E. Grant Rd.
 Tucson, AZ 85712
 Ph. 520-886-5548
 Fax 520-886-0245
 E-mail: ashton@fmrassociates.com
 www.fmrassociates.com
 Ashton McMillan, Field Director
 Location: Freestanding facility
 Distance from airport: 13 miles, 25 minutes
 CL, 1/1, 1/1OR, TK, TKO
 Conference 12x14 Obs. Rm. Seats 10

Pueblo Research Associates, Inc.

3710 S. Park Ave., #706
 Tucson, AZ 85713
 Ph. 520-623-9442 or 520-623-9443
 Fax 520-623-1440
 E-mail: pueblorsch@aol.com
 www.pueblosearch.com
 Scott Acorn, President
 Location: Office building
 Distance from airport: 5 miles, 10 minutes
 1/1, 1/1OR, TK
 Conference 12x15 Obs. Rm. Seats 10

Arkansas

Fort Smith

C & C Market Research, Inc.

3730 Rogers Ave.
Fort Smith, AR 72903
Ph. 501-785-5637
Fax 501-785-5645
E-mail: craig@ccmarketresearch.com
www.ccmarketresearch.com
Cindy Cunningham, Vice President
Location: Shopping mall
CL, TK, TKO, VC
Conference 14x16 Obs. Rm. Seats 8

Little Rock

Field Management Specialists

Infocus, Inc.
1501 N. University, Suite 768
Little Rock, AR 72207
Ph. 501-666-2281
Fax 501-666-9468
E-mail: lsmith2070@aol.com
Lou Smith, Owner
Location: Office building
Distance from airport: 12 miles, 20 minutes
CL, 1/1
Conference 20x24 Obs. Rm. Seats 12

Flake-Wilkerson Market Insights, LLC

333 Executive Ct., Suite 100
Little Rock, AR 72205
Ph. 501-221-3303 or 800-327-8831
Fax 501-221-2554
E-mail: research@mktinsights.com
www.mktinsights.com
Karen Flake or Sandy Houser
Location: Office building
Distance from airport: 15 miles, 20 minutes
1/1
Conference 17x27 Obs. Rm. Seats 12

California

Bakersfield

Reyes Research

East Hills Mall
3000 Mall View Rd., Suite 1021
Bakersfield, CA 93306
Ph. 661-872-4433
Fax 661-872-6692
E-mail: arvind@reyesresearch.com
www.reyesresearch.com
Melissa Secor, Manager
Location: Shopping mall
Distance from airport: 5 miles, 15 minutes
CL, 1/1, 1/1OR, MP
Conference 12x25 Obs. Rm. Seats 8

Fresno

AIS Market Research

1320 E. Shaw, Suite 100
Fresno, CA 93710
Ph. 800-627-8334 or 559-252-2727
Fax 559-252-8343
E-mail: jnichols@aismarketresearch.com
www.aismarketresearch.com
Jennifer Nichols
Location: Office building
Distance from airport: 5 miles, 10 minutes
1/1, 1/1OR, TK
Conference 20x22 Obs. Rm. Seats 20

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, Vice President
Location: Office building
Distance from airport: 8 miles, 15 minutes
1/1, 1/1OR, TK
Conference 12x25 Obs. Rm. Seats 12

Nichols Research, Inc.

Fashion Fair Mall
557 E. Shaw Ave.
Fresno, CA 93710
Ph. 559-226-3100
Fax 559-226-9354
E-mail: fresno@nicholsresearch.com
www.nicholsresearch.com
Amy Shields
Location: Shopping mall
Distance from airport: 8 miles, 15 minutes
1/1, TK
Conference 15x20 Obs. Rm. Seats 10

Questions?

Marketing without research is like talking without listening.

WestGroup Research listens.

Focus Group Facilities include:

- 2 suites • Spacious, tiered viewing rooms • Client lounge with closed circuit TV • Trapezoidal table • Complimentary fixed-camera video

Focus Group Services include:

- Design & analysis • Spanish recruiting
- 5 moderators on staff • Transcription service

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Answers.

1-800-999-1200

www.westgroupresearch.com

2720 E. Thomas Rd., Phoenix, AZ 85016-8202 • Established 1959

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
Conference - Conference-Style Room
Living - Living Room-Style Room
Multiple - Both Styles
Room dimensions, when stated, are shown in feet.

Los Angeles

(See also Orange County)



Accent on Research, Inc.

21021 Devonshire St., #206
 Chatsworth, CA 91311
 Ph. 866-882-8351
 Fax 818-882-8957
 E-mail: accentonresearch@cs.com
 www.accentonresearch.com
 Susan Perl, President
 Location: Office building
 Conference 19x15 Obs. Rm. Seats 10

Accent on Research is a contemporary focus group facility with all the latest features; top-quality audio-visual equipment, translation capabilities, computer hook-ups and the best recruiting talent avail-

able. We are able to recruit respondents from the entire Los Angeles metro area and have the capacity to manage projects nationally.

ADEPT CONSUMER TESTING

Adept Consumer Testing/Beverly Hills

345 N. Maple Dr., Suite 325
 Beverly Hills, CA 90210
 Ph. 818-905-1525
 Fax 818-905-8936
 E-mail: info@adeptconsumer.com
 www.adeptconsumer.com
 Mark Tobias, Partner
 Location: Office building
 Distance from airport: 13 miles, 25 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, WC
 Conference 18x17 Obs. Rm. Seats 15
 Conference 19x15 Obs. Rm. Seats 13
 Conference 22x21 Obs. Rm. Seats 25
 Conference 21x14 Obs. Rm. Seats 13
 Conference 21x16 Obs. Rm. Seats 13

Adept Consumer Testing/Los Angeles

16130 Ventura Blvd., Suite 200
 Encino, CA 91436
 Ph. 818-905-1525
 Fax 818-905-8936
 E-mail: info@adeptconsumer.com
 www.adeptconsumer.com
 Mark Tobias, Partner
 Location: Office building
 Distance from airport: 11 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, WC
 Conference 34x32 Obs. Rm. Seats 25
 Conference 21x20 Obs. Rm. Seats 20
 Conference 20x16 Obs. Rm. Seats 18
 Conference 20x16 Obs. Rm. Seats 12

Adler-Weiner Research/L.A.

10990 Wilshire Blvd., Suite 200
 Los Angeles, CA 90024
 Ph. 310-440-2330
 Fax 310-440-2348
 E-mail: tbiederman@awrla.com
 www.awr-la.com
 Todd Biederman, Facility Director
 Location: Office building
 Distance from airport: 11 miles, 20 minutes
 CL, TK, MP, VC
 Conference 14x15 Obs. Rm. Seats 10
 Conference 18x18 Obs. Rm. Seats 15
 Conference 18x18 Obs. Rm. Seats 15
 Conference 16x20 Obs. Rm. Seats 15

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 www.atkinsresearch.com

Assistance In Marketing/Los Angeles, Inc.

11175 Santa Monica Blvd., Suite 700
Los Angeles, CA 90025
Ph. 800-308-3575
Fax 310-943-4075
E-mail: aimla@aol.com
www.aimla.com
David Weinberg, President
Location: Office building
Distance from airport: 10 miles, 15 minutes
CL, 1/1, 1/1OR, VC
Conference 24x22 Obs. Rm. Seats 20
Conference 19x21 Obs. Rm. Seats 16
Conference 20x17 Obs. Rm. Seats 14
Living 14x17 Obs. Rm. Seats 8
(See advertisement on p. 99)

Assistance In Marketing/Los Angeles, Inc.

3760 Kilroy Airport Way, #100
Long Beach, CA 90806
Ph. 562-981-2700
Fax 562-981-2705
E-mail: aimla@aol.com
www.aimla.com
David Weinberg, President
Location: Office building
Distance from airport: 15 miles, 25 minutes
CL, 1/1, 1/1OR, TK, TKO, MP, VC
Conference 24x28 Obs. Rm. Seats 22
Conference 22x14 Obs. Rm. Seats 12
Conference 21x14 Obs. Rm. Seats 6
(See advertisement on p. 99)

Atkins Research Group

4929 Wilshire Blvd., Suite 102
Los Angeles, CA 90010
Ph. 323-933-3816
Fax 323-933-3916
E-mail: atkins@atkinsresearch.com
www.atkinsresearch.com
Kim Atkins, Owner
Location: Office building
Distance from airport: 10 miles, 25 minutes
CL, 1/1, 1/1OR, MP, WC
Multiple 29x15 Obs. Rm. Seats 16
Conference 20x14 Obs. Rm. Seats 12
Multiple 32x20 Obs. Rm. Seats 25
(See advertisement on p. 98)

Car-Lene Research, Inc.

Puente Hills Mall
1600 S. Azusa, Unit 386
City of Industry, CA 91748-1619
Ph. 626-964-4589
Fax 626-964-4809
E-mail: lapuente@carleneresearch.com
www.carleneresearch.com
Danella Hawkins, Manager
Location: Shopping mall
Distance from airport: 38 miles
1/1, 1/1OR, TK
Conference 11x10 Obs. Rm. Seats 5
(See advertisement on p. 139)

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
Location: Shopping mall
Distance from airport: 12 miles, 10 minutes
1/1, 1/1OR, TK, TKO, VC
Conference 16x18 Obs. Rm. Seats 18
Conference 18x18 Obs. Rm. Seats 12
Conference 14x18 Obs. Rm. Seats 10

Cunningham Field & Research Service

Northridge Fashion Center
9301 Tampa Ave., Suite 169A
Northridge, CA 91324
Ph. 904-677-5644
Fax 904-677-5534
E-mail: losn@cunninghamresearch.com
www.cunninghamresearch.com
Location: Shopping mall
Distance from airport: 20 miles, 45 minutes
1/1, 1/1OR, TK, MP, VC
Conference 19x13

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FOR
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AIM, Assistance In Marketing, is your single source for fielding more consistent, targeted qualitative research. If you're ready to take AIM on more efficient, effective data collection, call...

1-888-4AIMFIRE
or visit...
aimresearchnetwork.com

**AIM
ASSISTANCE IN MARKETING
RESEARCH SERVICES NETWORK**

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
VC - Videoconferencing WC - Webconferencing
1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Davis Research, LLC

23801 Calabasas Rd., Suite 1036
Calabasas, CA 91302
Ph. 818-591-2408
Fax 818-591-2488
E-mail: info@davisresearch.com

www.davisresearch.com

Carol Davis, President

Location: Office building

Distance from airport: 20 miles, 25 minutes

1/1, 1/1OR, TK, MP

Conference 20x22 Obs. Rm. Seats 15

Conference 14x20 Obs. Rm. Seats 10

Delve

3440 Torrance Blvd., Suite 100
Torrance, CA 90503
Ph. 800-448-4414 or 310-316-0626
Fax 310-316-4815

E-mail: postmaster@delve.com
www.delve.com

Susan Ludwig, Branch Manager

Location: Office building

Distance from airport: 12 miles, 5 minutes

CL, 1/1, 1/1OR, TK, MP, WC

Conference 20x24 Obs. Rm. Seats 12

Conference 18x22 Obs. Rm. Seats 10

(See advertisement on p. 161)

Discovery - National Qualitative Network

Los Angeles Focus & Field
15315 Magnolia Blvd., Suite 120
Sherman Oaks, CA 91403

Ph. 818-995-1400

Fax 818-995-1592

E-mail: losangeles@discoverynqn.com

www.discoverynqn.com

Debbie Batiato, Manager

Location: Office building

Distance from airport: 26 miles, 35 minutes

CL, 1/1, 1/1OR, TK, MP, VC

Conference 23x20 Obs. Rm. Seats 25

Conference 11x16 Obs. Rm. Seats 15

Conference 17x18 Obs. Rm. Seats 10

Conference 11x12 Obs. Rm. Seats 8

(See advertisement on p. 133)

Facts 'n Figures

Valencia Town Center Mall
24201 Valencia Blvd., Suite 2317
Valencia, CA 91355

Ph. 661-222-2278

Fax 661-222-2287

E-mail: steve_escoe@factsnfiguresinc.com

www.factsnfiguresinc.com

Steve Escoe, Vice President

Location: Shopping mall

1/1, 1/1OR, TK

Conference 18x23 Obs. Rm. Seats 15

Conference 11x14 Obs. Rm. Seats 10

Facts 'n Figures

Antelope Valley Mall
1233 W. Ave. P

Palmdale, CA 93551

Ph. 661-272-4888

Fax 661-272-5676

E-mail: steve_escoe@factsnfiguresinc.com

www.factsnfiguresinc.com

Rene Stapleton, Manager

Location: Shopping mall

1/1, 1/1OR, TK

Conference 16x14 Obs. Rm. Seats 10

Facts 'n Figures

Panorama Mall, Suite 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

Cecelia Chavez, Manager

Location: Shopping mall

1/1, 1/1OR, TK

Conference 12x14 Obs. Rm. Seats 5

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- Mock Jury
- Medical/Technology
- Tobacco
- Entertainment
- Children/Teens
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and our facilities include...

- 1,200 sq. ft. commercial test kitchen
- 650 amps of electricity
- 1,000,000 BTU's
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- Walk-in refrigerators/freezers
- Twenty microwaves
- Over 30 ft. of hood space
- Video conferencing



FOCUS & TESTING, INC.

LOS ANGELES, CA

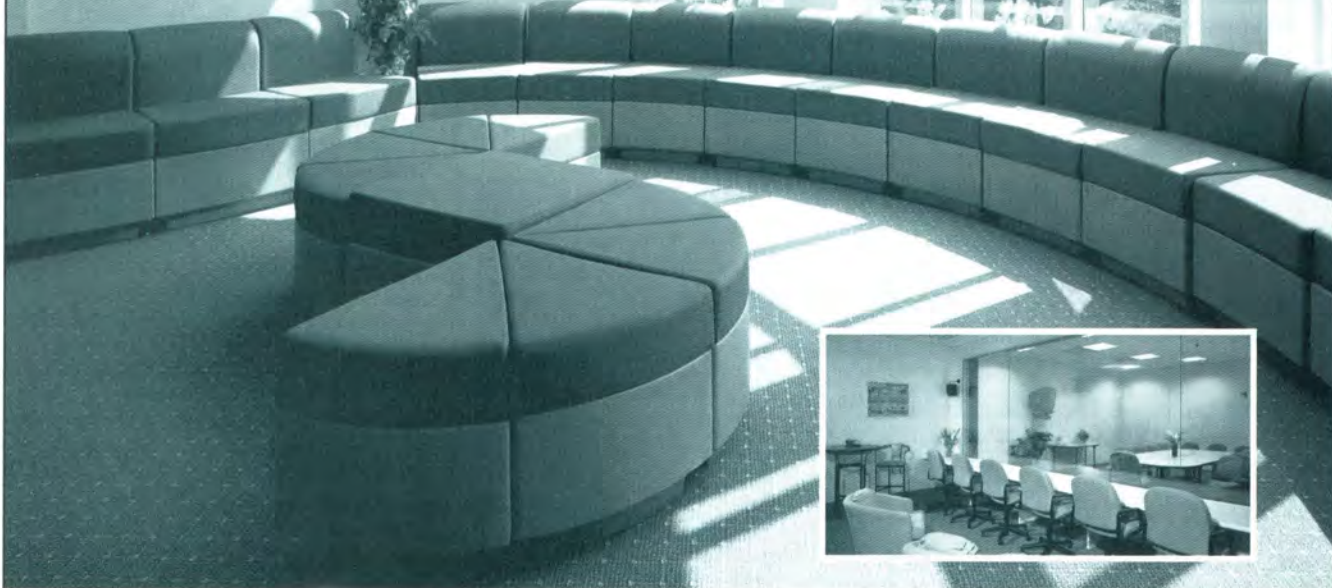
20847 Ventura Boulevard, Woodland Hills, CA 91364

818-347-7077 • fax 818-347-7073

e-mail: focustest@earthlink.net • website: focusandtesting.com



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FOCUS Etc.'s... luxurious Los Angeles metro location offers custom facilities and superior recruiting and client services. Our facility is professionally designed with you and your client's comfort in mind. We have the flexibility to meet your project requirements. At FOCUS Etc... we are fully dedicated to providing you with total client care.

- **Prime Location** – Santa Monica is a sophisticated, contemporary city. Los Angeles, San Fernando Valley and South Bay venues are all easily accessible for recruiting needs.
- **3 Conference Suites** – 22' x 24' (V-20-25), 20' x 22' (V-15-18), 20' x 22' (V-15-18). State-of-the-art audio & visual equipment. One-on-one rooms and theater style seating available.
- **Taste Tests** – Large 15' x 20' test kitchen designed to meet a full range of taste test requirements.
- **LA Airport** – 20 minutes door-to-door.
- **Multilingual Wireless Translation Equipment** – Clients may listen in either English vs. Spanish, Mandarin, Vietnamese, etc. Professional translators available upon request.
- **Projects Too Large For Conference Suite** – Trucks, automobiles, large furniture, etc. may be demonstrated in security garage one level below and viewed from suite on monitor.
- **Recruiting** – Screening procedures are supervised with maximum care in order to meet your study specifications.



Carol Kunicki, Director
1417 6th Street, Santa Monica, CA 90401
tel. 310.883.8383 • fax 310.883.8387 • e-mail focusetc@aol.com www.focusetc.com

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Field Dynamics Marketing Research

17547 Ventura Blvd., Suite 308
 Encino, CA 91316
 Ph. 818-783-2502 or 800-4-FIELDS
 Fax 818-905-3216
 E-mail: fielddynam@aol.com
 www.fielddynamics.com
 Tony Blass, President
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, WC
 Multiple 19x17 Obs. Rm. Seats 18
 Multiple 16x14 Obs. Rm. Seats 18
 Multiple 20x22 Obs. Rm. Seats 15

Three focus suites, one overlarge multipurpose room. Abundant free parking, separate client entrance, test kitchen, videoconferencing, DSL, multimedia computers. Recruiting, interviewing, translating and moderating in English, Spanish and Asian languages. Nationwide field management, car clinics, taste tests, medical and executive interviewing. Specialists in Hispanic, African-American, Asian and gay markets.

Field Management Associates-Los Angeles

10800 W. Pico Blvd., #207
 Los Angeles, CA 90064
 Ph. 310-234-3410
 Fax 310-234-3480
 E-mail: lpernick@aol.com
 www.fmresearch.com
 Linda Pernick
 Location: Office building
 1/1, TK
 Conference 16x18 Obs. Rm. Seats 10

Focus & Testing, Inc.

20847 Ventura Blvd.
 Woodland Hills, CA 91364
 Ph. 818-347-7077
 Fax 818-347-7073
 E-mail: focusctest@earthlink.net
 www.focusandtesting.com
 Spence Bilkiss, President
 Location: Freestanding facility
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, MP, VC
 Conference 37x28 Obs. Rm. Seats 10
 Multiple 24x20 Obs. Rm. Seats 25
 Multiple 20x16 Obs. Rm. Seats 25
 Multiple 18x15 Obs. Rm. Seats 12
 Conference 10x10 Obs. Rm. Seats 6
 (See advertisement on p. 100)

FOCUS ETC...

1417 Sixth St.
 Santa Monica, CA 90401
 Ph. 888-396-4333 or 310-883-8383
 Fax 310-883-8387
 E-mail: FocusEtc@aol.com
 Carol Kunicki, Director
 Location: Freestanding facility
 Distance from airport: 20 miles
 CL, 1/1, 1/1OR, TK, VC
 Multiple 20x24 Obs. Rm. Seats 20
 Multiple 20x20 Obs. Rm. Seats 15
 Multiple 20x20 Obs. Rm. Seats 15
 (See advertisement on p. 101)

Garcia Research Associates, Inc.

2550 Hollywood Way, Suite 110
 Burbank, CA 91505
 Ph. 818-566-7722
 Fax 818-566-1113
 E-mail: info@garciaresearch.com
 www.garciaresearch.com
 Carlos Garcia, President
 Location: Office building
 1/1
 Conference 12x20 Obs. Rm. Seats 15

Girard Creative Concepts

19711 Buckeye Meadow Ln.
 Northridge, CA 91326
 Ph. 818-832-0846
 Fax 818-832-0886
 Arlyne Girard, Owner
 Location: Office building
 1/1, 1/1OR
 Conference 16x14 Obs. Rm. Seats 8

Ted Heiman & Associates

California Qualitative Center
 20350 Ventura Blvd., Suite 140
 Woodland Hills, CA 91364
 Ph. 818-712-4920
 Fax 818-887-2750
 E-mail: tedheiman@msn.com
 Ted Heiman, Owner
 Location: Office building
 Distance from airport: 22 miles, 45 minutes
 TK
 Conference 16x20 Obs. Rm. Seats 12



House of Marketing Research

836 S. Arroyo Pkwy.
 Pasadena, CA 91105
 Ph. 626-793-9598
 Fax 626-793-9624
 E-mail: HMRResearch@earthlink.net
 www.hmr-research.com
 Amy Siadak, President
 Location: Freestanding facility
 Distance from airport: 25 miles, 45 minutes
 CL, 1/1
 Conference 28x15 Obs. Rm. Seats 8

House of Marketing Research is one of the largest multilingual focus group and interviewing companies serving the Los Angeles area. Our language capabilities include Spanish, Mandarin, Cantonese, Korean, Japanese and Tagalog. Since 1973, House of Marketing Research is committed to bringing

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(See advertisement on p. 103)

Juarez & Associates

12139 National Blvd.
Los Angeles, CA 90064
Ph. 310-478-0826
Fax 310-479-1863
E-mail: juarezla@gte.net
www.juarezassociates.com
Nicandro Juarez, President
Location: Freestanding facility
Distance from airport: 8 miles, 15 minutes
1/1, 1/1OR
Conference 10x25 Obs. Rm. Seats 8

L.A. Focus

The Focus Network

17337 Ventura Blvd., Suite 301
Encino, CA 91316
Ph. 818-501-4794
Fax 818-907-8242
E-mail: info@lafocus.net
www.thefocusnetwork.com
Wendy Feinberg or Lisa Balelo, Partners
Location: Office building
Distance from airport: 20 miles, 30 minutes
CL, 1/1, 1/1OR, TK, VC
Conference 21x16 Obs. Rm. Seats 13
Conference 17x13 Obs. Rm. Seats 7
Conference 22x18 Obs. Rm. Seats 22

L.A. Research, Inc.

9010 Reseda Blvd., Suite 109
Northridge, CA 91324
Ph. 818-993-5500 or 800-760-9040
Fax 818-993-5664
E-mail: lamusearch@aol.com
Lorei Musselman, President
Location: Office building
Distance from airport: 20 miles, 20 minutes
1/1, 1/1OR
Conference 16x23 Obs. Rm. Seats 10

Meczka Marketing/Research/Consulting, Inc.

5757 W. Century Blvd., Lobby Level
Los Angeles, CA 90045
Ph. 310-670-4824
Fax 310-410-0780
E-mail: adiaz@mmercinc.com
www.mmercinc.com
Anthony Diaz, Qualitative Director
Location: Office building
Distance from airport: 1 miles, 5 minutes
CL, TK, VC
Conference 20x22 Obs. Rm. Seats 18
Conference 18x18 Obs. Rm. Seats 12
Conference 20x17 Obs. Rm. Seats 12
Conference 18x18 Obs. Rm. Seats 12

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
Location: Shopping mall
Distance from airport: 30 miles, 30 minutes
1/1, 1/1OR, TK, MP
Conference 10x10 Obs. Rm. Seats 12

MSI International, Inc.

16702 Valley View Ave.
La Mirada, CA 90638
Ph. 714-684-1136 or 888-853-2938
Fax 714-684-1126
www.msiinternational.com
Location: Office building
Distance from airport: 15 miles, 20 minutes
CL, 1/1, 1/1OR, TK, VC, WC
Conference 12x18 Obs. Rm. Seats 16
Conference 23x18 Obs. Rm. Seats 16

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lifestyle segment
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targeting,
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(Tagalog)

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fax (626) 793-9624

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13160 MINDANAO WAY, SUITE 100
MARINA DEL REY, CALIFORNIA 90292
TELEPHONE: 310-306-6866
FAX: 310-827-5198

TROTTA ASSOCIATES ORANGE COUNTY/IRVINE
JAMBOREE CENTER, 5 PARK PLAZA, SUITE 200
IRVINE, CALIFORNIA 92614
TELEPHONE: 949-251-1122
FAX: 949-251-1188

CODES

Location: Office building, Freestanding building, Shopping mall
CL - Client Lounge MP - Multipurpose Room
TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
VC - Videoconferencing WC - Webconferencing
1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
Conference - Conference-Style Room
Living - Living Room-Style Room
Multiple - Both Styles
Room dimensions, when stated, are shown in feet.

Murray Hill Center, West

2951 28th St., Suite 2001
Santa Monica, CA 90405
Ph. 310-392-7337
Fax 310-392-8743
E-mail: suem@murrayhillcenter.com
www.murrayhillcenter.com
Sue Mender, Exec. Vice President
Location: Office building
Distance from airport: 15 miles, 20 minutes
CL, 1/1, 1/1OR, VC
Conference 20x16 Obs. Rm. Seats 15
Conference 20x16 Obs. Rm. Seats 15
Conference 19x16 Obs. Rm. Seats 15
Conference 16x16 Obs. Rm. Seats 15

Pacific Research, Inc.

725 Arizona Ave., Suite 304
Santa Monica, CA 90401
Ph. 310-899-0770
Fax 310-899-0775
E-mail: jendean@pacificra.com
Jennifer Dean, Manager
Location: Office building
1/1
Conference 15x21 Obs. Rm. Seats 10
Living 20x16 Obs. Rm. Seats 12

Palma Companies

2310 Ponderosa Dr., Suite 2
Camarillo, CA 93010
Ph. 805-484-9090
Fax 805-987-0938
E-mail: bstotko@palmaco.com
www.palmaco.com
Bryan Stotko
Location: Office building
Distance from airport: 50 miles, 60 minutes
CL, 1/1, 1/1OR, MP
Conference 19x23 Obs. Rm. Seats 14
Multiple 16x15 Obs. Rm. Seats 10

Plaza Research-Los Angeles

6053 W. Century Blvd.
Los Angeles, CA 90045
Ph. 310-645-1700 or 800-654-8002
Fax 310-645-3008
E-mail: mdebboli@plazaresearch.com
www.plazaresearch.com
Maria Debboli, Director
Location: Office building
Distance from airport: 1 minutes
CL, 1/1, 1/1OR, TK, TKO, MP, VC, WC
Conference 16x22 Obs. Rm. Seats 20
Conference 16x22 Obs. Rm. Seats 20
Conference 16x20 Obs. Rm. Seats 20
(See advertisement on p. 167)

Qualitative Insights

15060 Ventura Blvd., Suite 125
Sherman Oaks, CA 91403
Ph. 818-988-5411
Fax 818-988-4057
E-mail: q-insights@q-insights.com
www.q-insights.com

Jennifer von Schneidau, Vice President

Location: Office building

Distance from airport: 20 miles, 40 minutes

CL, 1/1, 1/1OR, TK, MP, VC

Conference 20x16 Obs. Rm. Seats 12

Conference 20x16 Obs. Rm. Seats 12

Multiple 34x19 Obs. Rm. Seats 30

Savitz Field and Focus - Los Angeles

5757 W. Century Blvd., Suite 360

Los Angeles, CA 90045

Ph. 310-642-4799

Fax 310-642-7795

E-mail: information@savitzfieldandfocus.com

www.savitzfieldandfocus.com

Lynn W. Moran

Location: Office building

Distance from airport: 1 miles, 10 minutes

CL, 1/1, 1/1OR, TK, MP, VC

Conference 34x21 Obs. Rm. Seats 20

Conference 20x21 Obs. Rm. Seats 18

Conference 20x20 Obs. Rm. Seats 16

Conference 20x19 Obs. Rm. Seats 16

Conference 10x09 Obs. Rm. Seats 5

(See advertisement on p. 199)

Schlesinger Associates West, Inc.

3330 Cahuenga Blvd., Suite 301

Los Angeles, CA 90067

Ph. 323-876-9909

Fax 323-876-9884

E-mail: LA@schlesingerassociates.com

www.schlesingerassociates.com

Debra Schlesinger Hellman, Exec. Vice President

Location: Office building

Distance from airport: 25 miles, 30 minutes

CL, 1/1, 1/1OR, TK, MP, VC, WC

Conference 22x16 Obs. Rm. Seats 15

Conference 24x16 Obs. Rm. Seats 15

(See advertisements on pp. 105, 129, 137, 171, 181, 193)

Trotta Associates

13160 Mindanao Way, Suite 100

Marina del Rey, CA 90292

Ph. 310-306-6866

Fax 310-827-5198

E-mail: marina@trotta.net

www.trotta.net

Diane Trotta, President

Location: Office building

Distance from airport: 3 miles, 10 minutes

CL, 1/1, 1/1OR, TK, MP, VC, WC

Conference 20x20 Obs. Rm. Seats 20

Conference 20x20 Obs. Rm. Seats 15

Conference 18x18 Obs. Rm. Seats 12

Conference 16x18 Obs. Rm. Seats 12

Multiple 16x14 Obs. Rm. Seats 8

(See advertisement on p. 104)

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streaming • quantitative data collection



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CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Orange County

(See also Los Angeles)

Ask Southern California, Inc.

City View Office Plaza
 12437 Lewis St., Suite 100
 Garden Grove, CA 92840
 Ph. 714-750-7566 or 800-644-4ASK
 Fax 714-750-7567

E-mail: Jennifer@asksocal.com

www.asksocal.com

Jennifer Kerstner, President

Location: Freestanding facility

Distance from airport: 9 miles, 20 minutes

CL, 1/1, 1/1OR, TK

Conference 27x28 Obs. Rm. Seats 20

Conference 20x28 Obs. Rm. Seats 12

Assistance In Marketing/Los Angeles, Inc.

949 S. Coast Dr., Suite 525

Costa Mesa, CA 92626

Ph. 714-755-3900

Fax 714-755-3930

E-mail: aimla@aol.com

www.aimla.com

Cindi Reyes, Manager

Location: Office building

Distance from airport: 7 miles, 15 minutes

CL, 1/1, 1/1OR, TK, TKO, MP, VC

Conference 12x14 Obs. Rm. Seats 6

Conference 18x24 Obs. Rm. Seats 20

Conference 18x30 Obs. Rm. Seats 20

Conference 18x16 Obs. Rm. Seats 12

(See advertisement on p. 99)

AutoPacifi, Inc.

2991 Dow Ave.

Tustin, CA 92780-7219

Ph. 714-838-4234

Fax 714-838-4260

E-mail: gpeterson@autopacifi.com

www.autopacifi.com

Dan Hall

Location: Freestanding facility

Distance from airport: 5 miles, 15 minutes

Conference 24x16 Obs. Rm. Seats 12

Car-Lene Research, Inc.

The Promenade Mall

40820 Winchester Rd., Suite 2292

Temecula, CA 92591

Ph. 909-296-0606

Fax 909-296-0605

E-mail: sandiego@carleneresearch.com

www.carleneresearch.com

Christie Thompson, Manager

Location: Shopping mall

Distance from airport: 40 miles

1/1, 1/1OR, TK

Conference 14x12 Obs. Rm. Seats 5

(See advertisement on p. 139)

Discovery - National Qualitative Network

Focus & Test Kitchen

17815 Sky Park Circle, Suite K

Irvine, CA 92714

Ph. 949-261-8353 or 800-689-4374

Fax 949-852-0110

E-mail: irvine@discoverynqn.com

www.discoverynqn.com

Natalie Nelson, Manager

Location: Freestanding facility

Distance from airport: 1 miles, 5 minutes

CL, 1/1, TK, VC

Conference 20x28 Obs. Rm. Seats 20

Conference 19x15 Obs. Rm. Seats 20

(See advertisement on p. 133)

Discovery Research Group

17815 Sky Park Circle, Suite K

Irvine, CA 92614

Ph. 949-261-8353 or 800-689-4374

Fax 949-852-0110

E-mail: drgirvine@drgutah.com

www.drgutah.com/irvine

Location: Office building

Distance from airport: 1 miles, 5 minutes

CL, 1/1, TK, VC

Conference 15x19 Obs. Rm. Seats 20

Conference 28x20 Obs. Rm. Seats 20

Fieldwork Los Angeles, Inc.

In Orange County

Lakeshore Towers

18101 Von Karman Ave., Suite 1950

Irvine, CA 92612

Ph. 949-252-8180

Fax 949-251-1661

E-mail: info@losangeles.fieldwork.com

www.fieldwork.com

Toni McCaw, President

Location: Office building

Distance from airport: 2 miles, 5 minutes

CL, 1/1, 1/1OR, TK, VC

Conference 19x20 Obs. Rm. Seats 25

Conference 19x20 Obs. Rm. Seats 22

Conference 18x20 Obs. Rm. Seats 20

(See advertisement on the Back Cover)

Market Research Associates

17320 Redhill Ave., Suite 370

Irvine, CA 92614

Ph. 949-833-9337

Fax 949-833-2110

E-mail: cesar@mra-us.com

www.mraus.com

Heather Fellows, Qualitative Manager

Location: Office building

Distance from airport: 2 miles, 5 minutes

Conference Obs. Rm. Seats 12

(See advertisement on p. 108)

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- Audits
- Door to Door
- Convention Services



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(619) 299-5883

Fax (619) 299-5888

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e-mail: pizzo@diresearch.com

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- PROACTIVE PROJECT MANAGEMENT



DIR

DIRECTIONS IN RESEARCH

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Peryam & Kroll Marketing and Research Corp.

4175 E. LaPalma
 Anaheim, CA 92807
 Ph. 714-572-6888
 Fax 714-572-6808
 E-mail: info@pk-research.com
 www.pk-research.com

Michelle Claassen
 Location: Office building
 Distance from airport: 10 miles, 10 minutes
 CL, 1/1, 1/1OR, TK, MP
 Conference 22x24 Obs. Rm. Seats 14
 Conference 22x26 Obs. Rm. Seats 14

PKM Research Services, Inc.

223 E. Imperial Hwy., Suite 155
 Fullerton, CA 92835
 Ph. 714-446-6611
 Fax 714-446-6622
 E-mail: pkmlah@aol.com
 Eileen Strouse, Sr. Project Director
 Location: Office building
 Distance from airport: 29 miles, 45 minutes
 1/1, 1/1OR
 Conference 23x18 Obs. Rm. Seats 18
 Living 23x18 Obs. Rm. Seats 15

The Question Shop, Inc.

2860 N. Santiago Blvd., Suite 100
 Orange, CA 92867
 Ph. 714-974-8020 or 800-411-7550
 Fax 714-974-6968
 E-mail: info@thequestionshop.com
 www.thequestionshop.com
 Ryan Reasor, President
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, 1/1, 1/1OR, TK
 Conference 17x23 Obs. Rm. Seats 18
 Conference 14x18 Obs. Rm. Seats 18
 Conference 14x17 Obs. Rm. Seats 7
 (See advertisement on p. 106)

The Test Kitchen

261 E. Imperial Hwy., Suite 530
 Fullerton, CA 92635
 Ph. 714-526-TEST (8378)
 Fax 714-526-8384
 E-mail: cathih@testkitchen.com
 www.testkitchen.com
 Cathi Hofstetter, President
 Location: Office building
 1/1, TK
 Conference 16x20 Obs. Rm. Seats 4

Trotta Associates

5 Park Plaza, Suite 200
 Irvine, CA 92614
 Ph. 949-251-1122
 Fax 949-251-1188
 E-mail: irvine@trotta.net
 www.trotta.net
 Ingrid Robertson
 Location: Office building
 Distance from airport: 2 miles, 15 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, WC
 Conference 22x20 Obs. Rm. Seats 26
 Conference 18x18 Obs. Rm. Seats 16
 Conference 18x18 Obs. Rm. Seats 12
 Conference 16x15 Obs. Rm. Seats 12
 (See advertisement on p. 104)

Sacramento**American River Research**

8869 Greenback Ln.
 Orangevale, CA 95662
 Ph. 916-989-0961 or 916-989-3583
 Fax 916-989-3670
 E-mail: arr8869@aol.com
 Charlotte Banks, Manager
 Location: Shopping mall
 Distance from airport: 25 miles, 30 minutes
 1/1, TK
 Conference 20x17 Obs. Rm. Seats 8

Our new focus group
 facility was designed with
 moderators in mind.

Especially hungry,
 overworked, jet-lagged
 moderators.

We know how tough your job can be. We also know how much easier it is to do your job well when your clients are relaxing with a great meal, great wine and great service. That's why at Market Research Associates we make sure you and your clients receive unrivaled care and attention, along with the most reliable data and the latest technology.

- Three dedicated hostesses ensure that sessions run smoothly.
- A professional concierge takes care of everything you need.
- DSL lines for Web site usability studies.
- Digital video recording for focus groups.
- Random selection and solicitation of participants.
- Great Orange County location that's minutes from the airport, shopping, hotels and more.

To find out how Market Research Associates can help you, call Jennifer at (949) 833-9337.



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 www.mra-us.com

San Diego's Premier Focus Group Facility



FLAGSHIP RESEARCH

San Diego

QUALITY The Flagship Team has over *thirty years experience* in the San Diego market, and has delivered over 5000 projects on time and on budget. We back our pledge of quality with *a 100% guarantee.*

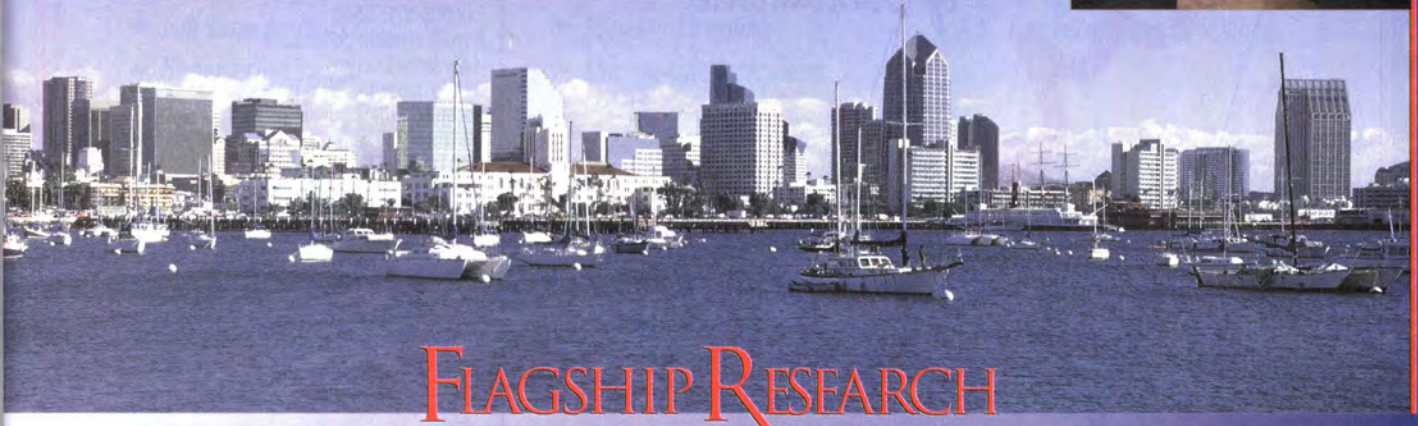
SERVICE We know that good service happens when each member of our staff believes that *our success is fully and completely dependent on how our clients view their experience with us.*

VALUE Our unique overhead structure, the result of careful planning and commitment, lets Flagship Research be extremely competitive. *Our costs are the lowest of any competitive firm in San Diego, and so are our prices.*

CONVENIENCE Flagship Research is so close to the airport, we can watch planes land. We are three blocks from the 4Star Wyndham Emerald Plaza Hotel. And, we provide our clients wonderful amenities including a *fully equipped, private office.*



Feature	City View	East View	Bay View
Conference Room with Ledges	20 x 16	19 x 17	18 x 16
Tiered Viewing Room	15 x 16	14 x 17	16 x 16
Viewing Seats	12	16	20
Client Office (PC, Fax, Modem, Voice, Copier, Printer)	Yes	Yes	Yes
Voice Line in Conf. & Viewing	Yes	Yes	Yes
Complimentary Static Video	Yes	Yes	Yes
Pushpin Friendly Walls	Yes	Yes	Yes
Private Client Entrance	Yes	Yes	Yes
Video Conferencing Available	Yes	Yes	Yes
Separate AC for Conf. & Viewing		Yes	Yes



FLAGSHIP RESEARCH

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obsv. Rm.
 Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles
 Room dimensions, when stated, are shown in feet.

Elliott Benson

1234 H St., Suite 200
 Sacramento, CA 95814
 Ph. 916-325-1670
 Fax 916-498-0394
 E-mail: ebinfo@elliottbenson.com
 www.elliottbenson.com

Jaelyn Benson

Location: Freestanding facility
 Distance from airport: 10 miles, 10 minutes
 CL, 1/1, 1/1OR, TK, MP
 Conference 19x13 Obs. Rm. Seats 14
 Conference 15x13 Obs. Rm. Seats 14

Opinions of Sacramento

2025 Hurley Way, Suite 110
 Sacramento, CA 95825
 Ph. 916-568-1226
 Fax 916-568-6725
 E-mail: hugh@opinionsofsac.com
 www.opinionsofsac.com

Hugh Miller, Co-owner

Location: Freestanding facility
 Distance from airport: 15 miles, 25 minutes
 CL, 1/1, 1/1OR, TK, WC
 Conference 16x20 Obs. Rm. Seats 12
 Conference 16x20 Obs. Rm. Seats 12
 Conference 12x16 Obs. Rm. Seats 6
 Conference 16x24 Obs. Rm. Seats 12
 (See advertisement on p. 110)

**San Bernardino/
 Riverside**

Atkins Research Group

6700 Indiana Ave., Suite 270
 Riverside, CA 92506
 Ph. 909-369-0800
 Fax 909-369-0957
 E-mail: atkins@atkinsresearch.com
 www.atkinsresearch.com
 Lynn Atkins, Owner
 Location: Office building
 Distance from airport: 18 miles, 20 minutes
 CL, 1/1, 1/1OR, MP
 Multiple 19x14 Obs. Rm. Seats 16
 Conference 14x14 Obs. Rm. Seats 12
 (See advertisement on p. 98)

Car-Lene Research, Inc.

Ontario Mills Mall
 1 Mills Cir., #508
 Ontario, CA 91764
 Ph. 909-481-7666
 Fax 909-481-7706
 E-mail: laontario@carleneresearch.com
 www.carleneresearch.com
 Tracy Nuno, Manager
 Location: Shopping mall
 Distance from airport: 5 miles
 1/1, 1/1OR, TK
 Conference 12x12 Obs. Rm. Seats 4
 (See advertisement on p. 139)

San Diego

Analysis Research

7290 Clairemont Mesa Blvd.
 San Diego, CA 92111
 Ph. 858-268-4800 or 800-998-4801
 Fax 858-268-4892
 E-mail: info@analysisresearch.com
 www.analysisresearch.com
 Carol Gailey, General Manager
 Location: Office building
 Distance from airport: 12 miles, 20 minutes
 CL, 1/1
 Conference 17x15 Obs. Rm. Seats 12

Directions In Research

8593 Aero Dr.
 San Diego, CA 92123
 Ph. 800-676-5883 or 619-299-5883
 Fax 619-299-5888
 E-mail: info@diresearch.com
 www.diresearch.com
 David Phife, President
 Location: Freestanding facility
 Distance from airport: 7 miles, 15 minutes
 CL, 1/1, TK, MP
 Conference 15x25 Obs. Rm. Seats 12
 Conference 16x18 Obs. Rm. Seats 10
 (See advertisement on p. 107)

Field Management Associates-San Diego

200 E. Via Rancho Pkwy., #499
 Escondido, CA 92025
 Ph. 760-746-4504
 Fax 760-480-9820
 E-mail: hellmanfma@aol.com
 www.fmaresearch.com
 Kathy Smith
 Location: Office building
 Conference 10x20 Obs. Rm. Seats 10

Flagship Research

350 W. Ash St., Suite 1000
 San Diego, CA 92101
 Ph. 888-849-4827
 Fax 619-849-1112
 E-mail: bridge@flagshipresearch.com
 www.flagshipresearch.com
 Sharon Nordine
 Location: Office building
 Distance from airport: 1 miles, 5 minutes
 CL, MP, VC, WC
 Multiple 20x16 Obs. Rm. Seats 12
 Conference 19x17 Obs. Rm. Seats 16
 Conference 18x16 Obs. Rm. Seats 20
 (See advertisement on p. 109)

Fogerty Group, Inc.

1333 Camino del Rio S., #306
 San Diego, CA 92108
 Ph. 619-718-7500
 Fax 619-718-7515
 E-mail: FogGrp@aol.com
 Ginger Schmeiser
 Location: Office building
 Distance from airport: 5 miles, 15 minutes
 CL, 1/1, TK
 Conference 20x20 Obs. Rm. Seats 15

Jagorda Interviewing Services

3615 Kearny Villa Rd., Suite 111
 San Diego, CA 92123
 Ph. 858-573-0330
 Fax 858-573-0538
 E-mail: alert@jagorda.com
 www.jagorda.com
 Gerald Jagorda, President
 Location: Office building
 Distance from airport: 12 miles, 20 minutes
 1/1, 1/1OR, TK
 Conference 12x20 Obs. Rm. Seats 8
 Conference 12x20 Obs. Rm. Seats 8

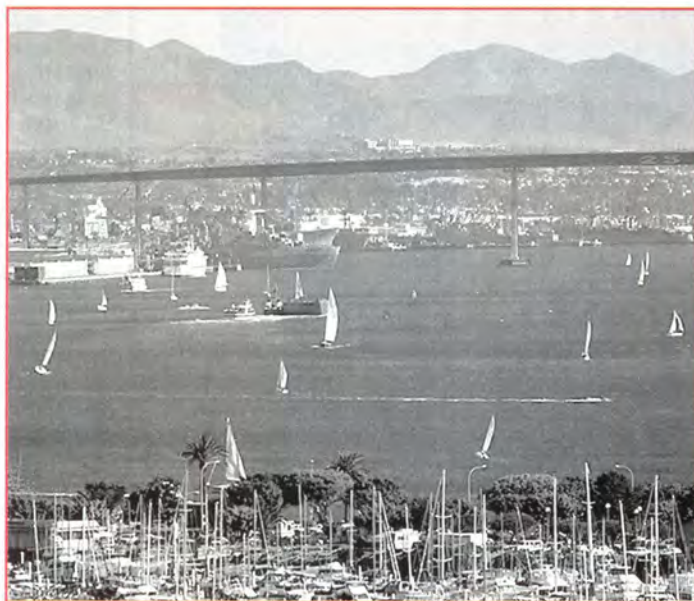


...ask anyone.

Qualitative recruiting and facilities, usability labs, video conferencing, on-site intercepts...

2025 Hurley Way, Suite 110 Sacramento CA 95825
 (916) 568-1226 fax (916) 568-6725 hugh or magda @opinionsofsac.com
 member of active group internet video conferencing
 website: www.opinionsofsac.com

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- Car Clinics
- Conventions
- Data Processing
- Door-to-Door Interviewing
- Full Time Auditors
- Hispanic/Bi-Lingual
- In-Store Product Testing
- Mall Interviewing
- Medical/Executive Interviewing
- Mock Jury Trials
- Mystery Shopping
- One-on-One Interviews
- Pre-Recruited Studies
- Radio/Music Testings
- Telephone Interviewing
- Test Kitchen/Taste Tests
- Two Focus Group Facilities



4616 Mission Gorge Pl.
San Diego, CA 92120
(800) 895-1225
(619) 265-2361
FAX (619) 582-1562

E-mail: sdsurveys@aol.com

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Luth Research

1365 Fourth Ave.
 San Diego, CA 92101
 Ph. 619-234-5884
 Fax 619-234-5888
 E-mail: info@luthresearch.com
 www.luthresearch.com
 Jan Borkum
 Location: Freestanding facility
 Distance from airport: 10 miles, 15 minutes
 CL, 1/1, 1/1OR, MP, VC, WC
 Conference 20x19 Obs. Rm. Seats 20
 Conference 22x23 Obs. Rm. Seats 25
 Conference 23x23 Obs. Rm. Seats 20

Medicis Communications

4045 Bonita Rd., Suite 209
 San Diego, CA 91902
 Ph. 619-267-6010
 Fax 619-267-5965
 E-mail: laura@medicis.tv
 Laura Gomez, Account Executive
 Location: Office building
 Distance from airport: 14 miles, 20 minutes
 Conference 19x16 Obs. Rm. Seats 10

Novick Ayres Research

2235 El Camino Real, #G
 Oceanside, CA 92054
 Ph. 760-967-1307
 Fax 760-967-4143
 E-mail: novayr@pacbell.net
 Suzette Novick, Owner
 Location: Shopping mall
 1/1, 1/1OR, TK
 Living 23x14 Obs. Rm. Seats 8
 Conference 10x14 Obs. Rm. Seats 8

San Diego Surveys, Inc.

4616 Mission Gorge Pl.
 San Diego, CA 92120
 Ph. 619-265-2361 or 800-895-1225
 Fax 619-582-1562
 E-mail: SDSURVEYS@aol.com
 Jean Van Arsdale, President
 Jolie Kennedy, Operations Manager
 Location: Freestanding facility
 Distance from airport: 10 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, MP
 Conference 17x22 Obs. Rm. Seats 12

Founded in 1969, SDS specializes in rendering professional services to clients. We enjoy a reputation for quality recruiting for focus groups, pre-recruited studies and one-on-one interviews with client viewing. We specialize in accurate data collection, health care/medical research, car clinics, mock jury trials, music tests, store audits, mall intercepts, CRT telephone interviewing, complete Hispanic services. Meeting the needs of our clients and good customer service is unsurpassed. (See advertisement on p. 111)

Taylor Research

Video Conferencing Center
 1545 Hotel Circle S., Ste.350
 San Diego, CA 92108
 Ph. 619-299-6368 or 800-922-1545
 Fax 619-299-6370
 E-mail: harriett@taylorresearch.com
 www.taylorresearch.com
 Harriett Huntley, Operations Manager
 Patsy Trice, General Manager
 Location: Office building
 Distance from airport: 10 miles, 10 minutes
 CL, 1/1, 1/1OR, MP, VC
 Conference 20x17 Obs. Rm. Seats 12
 Conference 18x14 Obs. Rm. Seats 12
 Conference 18x14 Obs. Rm. Seats 12
 Multiple 31x24 Obs. Rm. Seats 20
 Conference 18x14 Obs. Rm. Seats 8
 Conference 15x10 Obs. Rm. Seats 5
 Conference 24x16 Obs. Rm. Seats 12
 (See advertisement on p. 112)

Focus on San Diego's best.



Taylor Research, San Diego—your best destination

- Impeccable facilities, amenities, and attention to detail
- Enormous data base of recruits assures integrity of results
- Computerized operation allows last minute changes at internet speed
- Easy travel—only 7 minutes from San Diego's Lindbergh Field airport
- Minutes away from hotels, shopping, golf, and other famous San Diego attractions (Sea World, Zoo, Wild Animal Park)

A complete range of services

Whatever your needs are, Taylor Research can satisfy them. For focus groups, medical studies, store intercepts and audits, phone surveys, and more, Taylor Research will meet—and exceed—your expectations. You've got Susan's name on it.

President Susan Taylor named 2001 Woman-Owned Small Business Advocate of the Year by the SBA

Since founding Taylor Research in 1956, the company has grown to 85 full- and part-time employees, and the facilities to over 12,000 square feet. Her enthusiasm, perseverance, and true professionalism remain the key ingredients to her success.



Bid your next project *online!*
www.taylorresearch.com

Toll Free 800-922-1545



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YOUR BEST CHOICE

- For 20 years, **uniting moderators with the right consumer, medical and business respondents** in a comfortable, professional, productive atmosphere
- Deluxe **Superrooms™** focus group facilities, **conveniently located** in downtown San Francisco and north Dallas
- Facilities that **fully realize the needs of moderators and their clients**
- **Premier recruiting always highly rated** in Impulse surveys of focus group facility users
- **Locally managed and operated by seasoned professionals** who know their jobs and locality inside and out

Consumer Research Associates



DALLAS

SAN FRANCISCO

San Francisco

450 Sansome Street, 8th Floor
San Francisco, CA 94111

Toll-free: 800-800-5055, press 1 Tel: 415-392-6000
Fax: 415-392-7141

Email: sfinfo@superrooms.com

Dallas

12750 Merit Drive, 10th Floor
Dallas, TX 75251

Toll-free: 800-800-5055, press 2 Tel: 972-386-5055
Fax: 972-387-9915

Email: dallasinfo@superrooms.com

Website: www.superrooms.com

MEMBER

 FOCUSVISION
WORLDWIDE™, INC.



CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obsv. Rm.
 Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles
 Room dimensions, when stated, are shown in feet.

San Francisco Bay/ San Jose Area

Car-Lene Research, Inc.

Stonestown Galleria
 3251 20th Ave.
 San Francisco, CA 94132
 Ph. 415-566-9925
 Fax 415-566-9929
 E-mail: sanfran@carleneresearch.com
 www.carleneresearch.com
 Lita Columbres, Manager
 Location: Shopping mall
 Distance from airport: 10 miles
 1/1, 1/1OR, TK
 Conference 16x14 Obs. Rm. Seats 8
 (See advertisement on p. 139)

Consumer Research Associates *Superrooms*

Consumer Research Associates/Superrooms™

450 Sansome St., 8th floor
 San Francisco, CA 94111
 Ph. 800-800-5055 or 415-392-6000
 Fax 415-392-7141
 E-mail: sfinfo@superrooms.com
 www.superrooms.com
 Venetia Kourakos Kourakos
 Location: Office building
 Distance from airport: 14 miles, 35 minutes
 CL, MP, VC, WC
 Multiple 18x18 Obs. Rm. Seats 12
 Multiple 21x20 Obs. Rm. Seats 15
 Multiple 21x17 Obs. Rm. Seats 10
 Multiple 21x17 Obs. Rm. Seats 10

Brand new San Francisco facility boasts four full-size suites (Superrooms) featuring wraparound mirrors and oversized viewing rooms. Top rated, completely reliable recruiting of all market segments from extensive in-house database. Stay at adjoining Park Hyatt Hotel and receive substantial discounts on accommodations. All FocusVision services available. Also North Dallas facility. (See advertisement on p. 113)

Corey, Canapary & Galanis

447 Sutter St., Penthouse N.
 San Francisco, CA 94108
 Ph. 415-397-1200
 Fax 415-433-3809
 E-mail: betsey@ccgresearch.com
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 Conference 18x22 Obs. Rm. Seats 7

Cunningham Field & Research Service

New Park Mall
 1129 New Park Mall
 Newark, CA 94560
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: SANN@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 Distance from airport: 20 miles, 30 minutes
 1/1, 1/1OR, TK, TKO
 Conference 20x12 Obs. Rm. Seats 12

Cunningham Field & Research Service

Santa Rosa Plaza
 2047A Santa Rosa Plaza
 Santa Rosa, CA 95401
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: sanf@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 Distance from airport: 65 miles, 90 minutes
 1/1, 1/1OR, TK, VC
 Conference 25x14 Obs. Rm. Seats 4

Ecker & Associates

220 S. Spruce Ave., Suite 100
 South San Francisco, CA 94080-4404
 Ph. 650-871-6800 or 800-4-ECKER-1
 Fax 650-871-6815
 E-mail: ECKER01@aol.com
 www.eckersf.com
 Bette Rosenthal
 Location: Office building
 Distance from airport: 5 miles, 10 minutes
 CL, 1/1, 1/1OR, TK, VC
 Conference 24x16 Obs. Rm. Seats 15
 Multiple 13x14 Obs. Rm. Seats 10
 Conference 16x18 Obs. Rm. Seats 15
 Conference 22x27 Obs. Rm. Seats 25

Ecker & Associates

222 Front St., 3rd fl.
 San Francisco, CA 94111
 Ph. 650-871-6800 or 800-4-ECKER-1
 Fax 650-871-6815
 E-mail: ECKER01@aol.com
 www.eckersf.com
 Bette Rosenthal
 Location: Office building
 Distance from airport: 15 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, VC
 Conference 19x20 Obs. Rm. Seats 14
 Conference 18x23 Obs. Rm. Seats 15
 Conference 09x09 Obs. Rm. Seats 4

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: BerkeFMA@aol.com
 www.fmaresearch.com
 Hal Berke, Manager
 Location: Shopping mall
 1/1, TK
 Conference 14x16 Obs. Rm. Seats 12

Reaching Groups in the San Francisco Bay Area Just Got a Lot Easier...

We're Quantum Consulting. Our rooms are well-appointed; our staff is top-notch. But our convenient, strategic Berkeley location may well be our greatest asset. The full range of the Bay Areas' diverse population calls Berkeley and the East Bay home, and we have extensive experience recruiting them all.

- ♦ Easy access: trains, airport, freeway, parking
- ♦ Great space: two fully equipped rooms
- ♦ Unparalleled audio/video services
- ♦ Outstanding recruiting and interviewing



Quantum Consulting

2030 Addison Street, Fourth Floor ♦ Berkeley, CA 94704
 ph: 510-540-7200 ♦ fax: 510-540-7268 ♦ www.qcresearch.com ♦ info@qcresearch.com



Fleischman Field Research

250 Sutter St., Suite 200
 San Francisco, CA 94108-4403
 Ph. 800-277-3200 or 415-398-4140
 Fax 415-989-4506
 E-mail: ffr@ffrsf.com
 www.ffrsf.com
 Molly Fleischman, Principal
 Location: Office building
 Distance from airport: 14 miles, 30 minutes
 CL, 1/1, 1/10R, VC
 Multiple 25x19 Obs. Rm. Seats 15
 Multiple 25x19 Obs. Rm. Seats 15
 Multiple 21x18 Obs. Rm. Seats 15
 Conference 16x15 Obs. Rm. Seats 8

Focus group facility/recruiting/data collection. Downtown San Francisco and suburban (Walnut Creek) locations. Four large focus group suites with three-tiered seating for 15. Mini-group room for eight. Business/consumer/professional recruiting. Web site usability labs (two). National telephone interviewing. Ci3 CATI system. Asian/Hispanic language capabilities. FocusVision videoconferencing/streaming. (See advertisement on p. 115)

Fleischman Field Research

1655 N. Main St., Suite 320
 Walnut Creek, CA 94596-4610
 Ph. 800-277-3200 or 415-398-4140
 Fax 415-989-4506
 E-mail: ffr@ffrsf.com
 www.ffrsf.com
 Molly Fleischman, Principal
 Location: Office building
 Distance from airport: 36 miles, 45 minutes
 CL, 1/1, 1/10R
 Multiple 18x16 Obs. Rm. Seats 15
 (See advertisement on p. 115)

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
 E-mail: gvigeant@roper.com
 www.friedmanmktg.com
 Kathe Holt, Manager
 Location: Shopping mall
 Distance from airport: 40 miles
 1/1, 1/10R, TK, MP
 Conference 10x11 Obs. Rm. Seats 7

Greenberg Qualitative Research, Inc.

918 Parker St., Suite A22
 Berkeley, CA 94710
 Ph. 510-845-1380
 Fax 510-845-1503
 E-mail: brian@gqrinc.com
 www.gqrinc.com
 Brian Parker, Director
 Location: Freestanding facility
 Distance from airport: 20 minutes
 CL
 Living 22x31 Obs. Rm. Seats 10
 Multiple 24x21 Obs. Rm. Seats 15

Insight Research, Inc.

1000 Broadway, Suite 292
 Oakland, CA 94607
 Ph. 510-286-8000
 Fax 510-286-2022
 E-mail: info@iresearchinc.com
 www.iresearchinc.com
 Ana Rivera, Director
 Location: Office building
 Distance from airport: 4 miles, 15 minutes
 CL, 1/1, TK, TKO, MP, VC
 Conference 17x21 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 16

MSI International Northern California

66 Bovet Rd., Suite 105
 San Mateo, CA 94402
 Ph. 650-574-9044
 Fax 650-574-0385
 E-mail: smmsi@aol.com
 www.msiinternational.com
 Marisa Buljan, Facility Manager
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL
 Conference 14x17

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FLEISCHMAN FIELD RESEARCH

250 Sutter Street ■ San Francisco, CA 94108
 Phone: 800.277.3200 ■ 415.398.4140
 email: ffr@ffrsf.com ■ FocusVision™
 Web: www.ffrsf.com

*Based on the Impulse Survey of Focus Facilities

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obsv. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Nichols Research, Inc.

333 W. El Camino Real, Suite 180
 Sunnyvale, CA 94087
 Ph. 408-773-8200
 Fax 408-733-8564
 E-mail: sunnyvale@nicholsresearch.com
 www.nicholsresearch.com
 Mimi Nichols

Location: Office building
 Distance from airport: 6 miles, 15 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, WC
 Conference 15x21 Obs. Rm. Seats 12
 Conference 15x21 Obs. Rm. Seats 10
 Multiple 14x16 Obs. Rm. Seats 8
 Conference 24x18 Obs. Rm. Seats 15
 Conference 24x18 Obs. Rm. Seats 12

Nichols Research, Inc.

2300 Clayton Rd., Suite 1370
 Concord, CA 94520
 Ph. 925-687-9755
 Fax 925-686-1384
 E-mail: concord@nicholsresearch.com
 www.nicholsresearch.com
 Maxine Fullmore

Location: Office building
 Distance from airport: 31 miles, 42 minutes
 CL, 1/1, 1/1OR, TK, VC
 Conference 24x18 Obs. Rm. Seats 20
 Conference 19x17 Obs. Rm. Seats 10
 Conference 16x20 Obs. Rm. Seats 8
 Conference 10x12 Obs. Rm. Seats 6

Nichols Research, Inc.

44 Montgomery St., Suite 1550
 San Francisco, CA 94104
 Ph. 415-986-0500
 Fax 415-986-2248
 E-mail: sanfran@nicholsresearch.com
 www.nicholsresearch.com
 Paul Valdez
 Location: Office building
 Distance from airport: 13 miles, 21 minutes
 CL, 1/1, 1/1OR, TK, VC, WC
 Conference 20x18 Obs. Rm. Seats 15
 Conference 20x18 Obs. Rm. Seats 15
 Conference 19x15 Obs. Rm. Seats 8
 Conference 20x17 Obs. Rm. Seats 15

Plaza Research-San Francisco

55 Stockton St.
 San Francisco, CA 94103
 Ph. 415-984-0400 or 800-654-8002
 Fax 415-984-0446
 E-mail: mmcpherson@plazaresearch.com
 www.plazaresearch.com
 Maria McPherson, Director
 Location: Office building
 Distance from airport: 25 minutes
 CL, 1/1, 1/1OR, TK, TKO, MP, VC, WC
 Conference 15x20 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20
 Multiple 16x22 Obs. Rm. Seats 20
 (See advertisement on p. 167)

Proview

577 Airport Blvd., Suite 130
 Burlingame, CA 94010
 Ph. 650-344-6383
 Fax 650-344-3217
 E-mail: info@promedica.com
 Jean Douglas, Director of Operations
 Location: Office building
 Distance from airport: 3 miles, 10 minutes
 Conference 15x23 Obs. Rm. Seats 15

Q & A Research, Inc.

64 Digital Dr.
 Novato, CA 94949
 Ph. 415-883-1188
 Fax 415-883-1344
 E-mail: eblue@qar.com
 www.qar.com
 Erin Blue, Focus Group Manager
 Location: Freestanding facility
 Distance from airport: 37 miles, 50 minutes
 CL, 1/1, 1/1OR, TK
 Conference 28x16 Obs. Rm. Seats 14

Q & A Research, Inc.

2815 Mitchell Dr., Suite 121
 Walnut Creek, CA 94958
 Ph. 800-801-1095
 Fax 925-210-1513
 E-mail: eblue@qar.com
 www.qar.com
 Erin Blue, Focus Group Manager
 Location: Office building
 Distance from airport: 35 miles, 40 minutes
 CL, TK
 Conference 16x23 Obs. Rm. Seats 15

Quality Research Associates

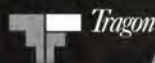
383 Vintage Park Dr., Suite D
 Foster City, CA 94404
 Ph. 650-574-8825
 Fax 650-574-7855
 E-mail: info@foodcom.com
 www.foodcom.com/qra.html
 Deborah Muller, Mkt. Rsch. Mgr.
 Location: Office building
 Distance from airport: 15 miles
 TK
 Conference 21x22 Obs. Rm. Seats 10

Quantum Consulting, Inc.

2030 Addison St., Suite 410
 Berkeley, CA 94704
 Ph. 510-540-7200
 Fax 510-540-7268
 E-mail: vraymonda@qcworld.com
 www.qcresearch.com
 Veronica Raymonda, Dir. of Operations
 Location: Office building
 Conference 25x18 Obs. Rm. Seats 16
 Conference 22x20 Obs. Rm. Seats 12
 (See advertisement on p. 114)

San Jose Focus

The Focus Network
 3032 Bunker Hill Ln., Suite 105
 Santa Clara, CA 95054
 Ph. 408-988-4800
 Fax 408-988-4866
 E-mail: info@sanjosefocus.net
 www.thefocusnetwork.com
 Heidi Flores
 Location: Office building
 Distance from airport: 5 miles, 15 minutes
 CL, 1/1, 1/1OR, TK, VC
 Conference 16x22 Obs. Rm. Seats 17
 Conference 16x20 Obs. Rm. Seats 17
 Conference 16x20 Obs. Rm. Seats 17
 Living 12x16
 Conference 11x18 Obs. Rm. Seats 12
 Conference 14x18 Obs. Rm. Seats 12
 (See advertisement on p. 5)



Their perceptions are reality.



Whether you're considering consumer, youth, business, tech, medical, legal or financial research, understanding customer perception is what it's all about. That's why Tragon has made a name for itself, from focus groups to surveys to product testing to advanced statistical modeling.

And with our consulting, modern facilities and in-demand locations, you'll discover a *real* difference.

800-841-1177/www.tragon.com

San Francisco/Silicon Valley and Chicago areas

STAR Market Research

30997 Huntwood Ave., Suite 102
Hayward, CA 94544
Ph. 510-476-0940 or 510-476-1279
Fax 510-476-1275
E-mail: rachelmenon@hotmail.com

www.stargrp.com

Rachel Menon, Mkt. Rsch. Mgr.

Location: Office building

Distance from airport: 13 miles, 20 minutes

CL, 1/1, 1/10R, TK, TKO, MP

Conference 24x12 Obs. Rm. Seats 10

Multiple 30x12 Obs. Rm. Seats 12

Multiple 20x12 Obs. Rm. Seats 8

Technology Forecasters, Inc.

1320 Harbor Bay Pkwy., Suite 210

Alameda, CA 94502

Ph. 510-747-1900

Fax 510-747-1909

E-mail: vision@techforecasters.com

www.techforecasters.com

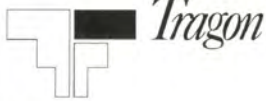
Location: Office building

Distance from airport: 5 miles, 10 minutes

CL, VC

Conference 10x24

Conference 10x12

**Tragon**

365 Convention Way

Redwood City, CA 94063-1402

Ph. 800-841-1177 or 650-365-1833

Fax 650-365-3737

E-mail: sales@tragon.com

www.tragon.com

Carol Sidel, Qual. Rsch. Mgr.

Joseph Salerno, Dir. Mktg. & Sales

Location: Freestanding facility

Distance from airport: 15 miles, 30 minutes

CL, 1/1, TK, MP

Conference 16x22 Obs. Rm. Seats 10

Tragon consistently delivers even the hardest-to-find consumer, youth, business, tech, medical and legal respondents. We offer 30 years of marketing research and consulting experience. Our modern focus group suites include tiered viewing, closed-circuit video, DSL, client offices, testing booths and kitchens. Ideal San Francisco/Silicon Valley and Chicago locations.

(See advertisement on p. 116)

Margaret Yarbrough & Associates

934 Shorepoint Ct., Suite 100

Alameda, CA 94501

Ph. 510-521-6900

Fax 510-521-2130

E-mail: yarbroughm@msn.com

www.myarbrough.com

Diane Kientz

Helen Singer

Alice Poirson-Field

Location: Office building

Distance from airport: 3 miles, 10 minutes

CL, 1/1, 1/10R, TK, TKO

Conference 33x18 Obs. Rm. Seats 15

Multiple 17x17 Obs. Rm. Seats 8

(See advertisement on p. 117)

Ventura/Santa Barbara**Reyes Research**

5755 Valentine Rd., Suite 305

Ventura, CA 93003

Ph. 805-289-1555 or 805-278-1444

Fax 805-278-1447

E-mail: arvind@reyesresearch.com

www.reyesresearch.com

Arvind Datta

Location: Office building

Distance from airport: 4 miles, 10 minutes

CL, 1/1, 1/10R, MP

Conference 13x15 Obs. Rm. Seats 8

Focus By The Bay

MARGARET YARBROUGH & ASSOC

934 Shorepoint Ct.
Suite 100
Alameda, CA 94501

Over 23 years of Market Research Experience. The Bay Area's Premier Focus Group Facility.
Permanent Pre-Recruiting and Testing Facility • Permanent South Shore Center Mail Facility

New State of the Art Audio/Video System • Computerized interviewing and highest quality recruiting to client specifications • Database updated daily

Phone (510) 521-6900 • Fax (510) 521-2130 • eMail: Yarbroughm@msn.com

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Colorado

Boulder

Boulder Focus Center

RRC Associates, Inc.
 4940 Pearl East Cir., #103
 Boulder, CO 80301
 Ph. 303-449-6558
 Fax 303-449-6587

E-mail: liz@boulderfocuscenter.com
 www.boulderfocuscenter.com
 Liz Kovacs, Focus Group Coordinator
 Location: Office building
 Distance from airport: 45 miles, 60 minutes
 1/1, 1/1OR
 Conference 15x20 Obs. Rm. Seats 10

Car-Lene Research, Inc.

Twin Peaks Mall
 1250 S. Hover Rd., Suite 45
 Longmont, CO 80501
 Ph. 303-682-0131
 Fax 303-682-0118
 E-mail: denverl@carlenerearch.com
 www.carlenerearch.com
 Dannette Blake, Manager
 Location: Shopping mall
 Distance from airport: 50 miles
 1/1, 1/1OR, TK
 Conference 17x12 Obs. Rm. Seats 4
 (See advertisement on p. 139)

Colorado Springs

Project Essentials, Inc.

(Formerly Strategic Marketing Solutions)
 P.O. Box 25938
 Colorado Springs, CO 80936
 Ph. 719-594-6428 or 719-684-9257
 Fax 719-262-0383
 E-mail: lizahaight@aol.com
 Louisa Young-Borgen
 Location: Office building
 Distance from airport: 15 miles, 25 minutes
 1/1
 Conference 15x10 Obs. Rm. Seats 8

The Springs Research

750 Citadel Dr. E., Suite 3122
 Colorado Springs, CO 80909
 Ph. 719-597-9869
 Fax 719-597-9869
 Esther Brewer
 Location: Shopping mall
 Distance from airport: 5 miles, 15 minutes
 1/1, 1/1OR, TK, TKO
 Conference 18x12 Obs. Rm. Seats 8

Denver

**AccuData Market Research, Inc.**

14221 E. 4th Ave., Suite 126
 Denver, CO 80011-8701
 Ph. 800-731-3527 or 303-344-4625
 Fax 303-344-0403
 E-mail: denver@accudata.net
 www.accudata.net
 Shannon Smith Hendon
 Location: Office building
 Distance from airport: 13 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, VC, WC
 Conference 21x15 Obs. Rm. Seats 15
 Conference 19x14 Obs. Rm. Seats 15

Car-Lene Research, Inc.

Thornton Town Center
 10001 Grant St.
 Thornton, CO 80229
 Ph. 303-452-2696
 Fax 303-452-2630
 E-mail: denver@carlenerearch.com
 www.carlenerearch.com
 Cindy Rodriguez, Manager
 Location: Shopping mall
 Distance from airport: 30 miles
 1/1, 1/1OR, TK
 Conference 22x11 Obs. Rm. Seats 4
 (See advertisement on p. 139)

Colorado Market Research Services

Div. of Ruth Nelson Research
 2149 S. Grape St.
 Denver, CO 80222-5203
 Ph. 303-758-6424
 Fax 303-756-6467
 E-mail: rnmcmrs@aol.com
 www.ruthnelsonresearchsvcs.com
 Ruth Nelson, President
 Location: Freestanding facility
 Distance from airport: 22 miles, 40 minutes
 CL, 1/1, TK, MP, VC, WC
 Conference 14x25 Obs. Rm. Seats 20
 Conference 14x25 Obs. Rm. Seats 20

Cunningham Field & Research Service

Aurora Mall
 14200 E. Alameda, Suite 1041
 Aurora, CO 80012
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: DENV@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 Distance from airport: 30 miles, 25 minutes
 1/1, 1/1OR, TK, MP, VC
 Conference 16x16 Obs. Rm. Seats 8

Denver Research Center

One Gateway Center, Suite 310
 3950 Lewiston St.
 Aurora, CO 80011-1556
 Ph. 303-371-4444
 Fax 303-371-4449
 E-mail: don@MC-3.com
 www.MC-3.com
 Don McIntyre
 Location: Office building
 Distance from airport: 8 miles, 10 minutes
 CL, 1/1, 1/1OR, TK, MP, VC
 Conference 20x20 Obs. Rm. Seats 35
 Conference 20x20 Obs. Rm. Seats 35
 Conference 20x20 Obs. Rm. Seats 35

Eagle
Research**Eagle Research - Denver**

14818 W. 6th Ave., Suite 6A
 Golden, CO 80401
 Ph. 303-980-1909 or 303-980-2262
 Fax 303-980-5980
 E-mail: christine.farber@eaglerearch.com
 www.eaglerearch.com
 Christine Farber
 Location: Office building
 Distance from airport: 36 miles, 40 minutes
 CL, 1/1, 1/1OR, TK, MP, VC
 Conference 18x17 Obs. Rm. Seats 25
 Multiple 18x17 Obs. Rm. Seats 25

Great Denver West location. Partner with the best to handle your next focus groups, taste tests, IDIs and mock juries. Facility includes two beautiful focus group suites including a multipurpose auditorium accommodating 30, separate client lounges, and viewing up to 20. Managed by professionals, Eagle Research...your best choice in Denver.
 (See advertisement on p. 119)

Fieldwork Denver, Inc.

At the Tivoli
 900 Auraria Pkwy., #225
 Denver, CO 80204
 Ph. 303-825-7788
 Fax 303-623-8006
 E-mail: info@denver.fieldwork.com
 www.fieldwork.com
 Nicole Darré, President
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, TKO, VC
 Conference 23x26 Obs. Rm. Seats 25
 Conference 24x23 Obs. Rm. Seats 25
 Conference 18x20 Obs. Rm. Seats 20
 Conference 18x20 Obs. Rm. Seats 20
 (See advertisement on the Back Cover)

Friedman Marketing Services

Denver Field
 5275 Marshall St. #205
 Arvada, CO 80002
 Ph. 303-420-1008 or 914-698-9591
 Fax 303-420-2049
 E-mail: gvigeant@roper.com
 www.friedmanmktg.com
 Lois Kabert, Manager
 Location: Office building
 1/1, TK
 Conference 10x12 Obs. Rm. Seats 5

Eagle

Research

Denver

Christine Farber
Vice President
303-980-1909

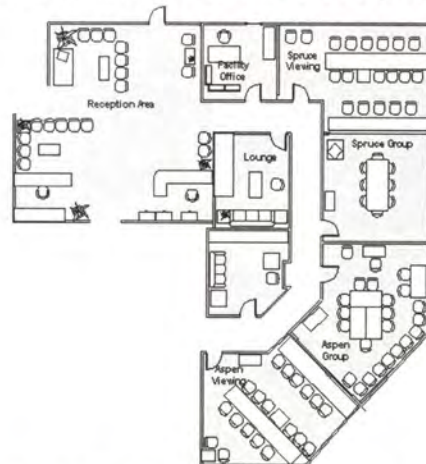
Fax: 303-980-2270

christine.farber@eaglereserach.com

The More Responsive Custom Market Research Company

www.eagleresearch.com

- Great Denver West location
- Two focus group suites
- Multi-use auditorium (seats 30)
- Test kitchen
- One-on-one room
- Separate client lounges



Qualitative Recruiting & Services

- Consumer, business and medical databases
- Taste/product/simulated store tests
- Central location/classroom/theater settings
- Mock juries
- On-site/product audit/mystery shopping
- In-depth interviews
- 100% validation/monitoring
- Experienced professional staff

Contact Us

- We are dedicated to being the best, rather than the biggest
- We deliver quality recruiting on time . . . every time
- We provide a professional facility
- Contact us today for a competitive bid!



Experience Outstanding Quality and Total Client Satisfaction!

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
VC - Videoconferencing WC - Webconferencing
1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

IRI Information Research Inc.

10650 E. Bethany Dr.
Denver, CO 80014
Ph. 303-751-0190
Fax 303-751-8075
E-mail: irires@aol.com
Norman Pettitt, President
Location: Freestanding facility
1/1, 1/1OR, TK, TKO, VC

Conference 16x20 Obs. Rm. Seats 25
Conference 20x15 Obs. Rm. Seats 25
Conference 21x16 Obs. Rm. Seats 8

Market Perceptions, Inc.

Health Care Research, Inc.
240 St. Paul St., Suite 100
Denver, CO 80206
Ph. 303-388-0873
Fax 303-388-3822
E-mail: ehalterman@marketperceptions.com
www.marketperceptions.com
Eve Halterman, Dir. Qualitative Services
Location: Office building
Distance from airport: 18 miles, 30 minutes
CL, 1/1, 1/1OR, VC
Conference 26x18 Obs. Rm. Seats 20

Plaza Research-Denver

1200 17th St., Suite 800
Denver, CO 80202
Ph. 303-572-6900 or 800-654-8002
Fax 303-572-6902
E-mail: jwebb@plazaresearch.com
www.plazaresearch.com
Jennifer Webb, Director
Location: Office building
Distance from airport: 45 minutes
CL, 1/1, 1/1OR, TK, TKO, MP, VC, WC
Conference 15x20 Obs. Rm. Seats 20
Conference 15x20 Obs. Rm. Seats 20
Multiple 15x20 Obs. Rm. Seats 20
Conference 15x20 Obs. Rm. Seats 20
(See advertisement on p. 167)

Connecticut

Danbury

MarketView, Inc.

26 Mill Plain Rd.
Danbury, CT 06811
Ph. 203-791-1644
Fax 203-791-1525
E-mail: info@emarketview.com
www.emarketview.com
Gail Friedman
Location: Office building
Distance from airport: 25 miles, 30 minutes
CL, TK, VC
Multiple 20x22 Obs. Rm. Seats 15
Multiple 28x25 Obs. Rm. Seats 20

Hartford

Beta One, Inc.

Focus Facility Hartford
270 Farmington Ave., Suite 126
Farmington, CT 06032
Ph. 800-447-2382 (Bids) or 860-677-7711
Fax 860-677-4967
E-mail: B1Research@aol.com
Marnie Honiberg
Location: Office building
Distance from airport: 20 miles, 30 minutes
Conference 18x13 Obs. Rm. Seats 12

Connecticut Connection

Hartford - New Haven Research Centers
530 Silas Deane Hwy., #LL
Wethersfield, CT 06109
Ph. 860-529-8006
Fax 860-563-0645
E-mail: nancy@ctconnection.com
www.ctconnection.com
Nancy Neumann, Sr. Director
Location: Office building
Distance from airport: 15 miles, 25 minutes
1/1, 1/1OR, TK, VC, WC
Conference 17x20 Obs. Rm. Seats 25
Conference 17x20 Obs. Rm. Seats 25
Conference 10x12 Obs. Rm. Seats 5

With focus group facilities located in both the Hartford and New Haven markets. Exceptional facility with multiple viewing rooms, audience-

seating room, and videoconferencing. High-performance recruiting for pharmaceuticals, mock juries, taste tests, music studies, usability testing, and for all professional and income categories. Recruiting also done throughout Connecticut. (See advertisement on p. 120)

Connecticut InFocus

76 Eastern Blvd.
Hartford-Glastonbury, CT 06033
Ph. 860-652-0307
Fax 860-652-0355
E-mail: maryannp@ctinfocus.com
www.ctinfocus.com
Mary Ann Pacocha, Director
Location: Freestanding facility
Distance from airport: 18 miles, 20 minutes
CL, 1/1, 1/1OR, TK, MP
Conference 20x20 Obs. Rm. Seats 15
(See advertisement on p. 121)

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
E-mail: gvigeant@roper.com
www.friedmanmktg.com
Linda Schuett, Manager
Location: Shopping mall
Distance from airport: 16 miles
TK
Conference 10x12 Obs. Rm. Seats 5

Mintz & Hoke

40 Tower Lane
Avon, CT 06001
Ph. 860-678-0473
Fax 860-679-9750
Location: Office building
1/1, TK
Conference 17x26 Obs. Rm. Seats 12

Connecticut's Two Top Facilities

Hartford Research Center
(860) 529-8006

New Haven Research Center
(203) 234-9988

ctconnection.com





CONNECTICUT INFOCUS

Greater Hartford's Premier Marketing Research Facility

860.652.0307

76 Eastern Boulevard • Glastonbury, CT 06033

www.ctinfoocus.com

Performance Plus

Westfield Shopping Town Enfield
90 Elm St.
Enfield, CT 06082
Ph. 508-872-1287
Fax 508-879-7108
E-mail: info@performanceplusboston.com
www.performanceplusboston.com
Shirley Shames, President
Location: Shopping mall
Distance from airport: 12 miles, 15 minutes
CL, 1/1, TK
Conference 13x20 Obs. Rm. Seats 20

New Haven

Connecticut Connection

Hartford - New Haven Research Centers
140 Washington Ave., #LL
North Haven, CT 06473
Ph. 203-234-9988
Fax 203-239-3710
E-mail: risa@ctconnection.com
www.ctconnection.com
Risa Berens, Director
Location: Office building
Distance from airport: 35 miles, 45 minutes
CL, MP
Conference 15x20 Obs. Rm. Seats 30
Conference 15x20 Obs. Rm. Seats 10

With focus group facilities located in both the Hartford and New Haven markets. Exceptional facility with multiple viewing rooms, audience-seating room, and videoconferencing. High-performance recruiting for pharmaceuticals, mock

juries, taste tests, music studies, usability testing, and for all professional and income categories. Recruiting also done throughout Connecticut. (See advertisement on p. 120)

Shapiro Research Services, Inc.

Trumbull Shopping Park
5065 Main St.
Trumbull, CT 06611
Ph. 203-373-9391
Fax 203-371-4257
E-mail: srtrumbull@aol.com
Sandy Shapiro, President
Location: Shopping mall
TK, TKO
Conference 12x19 Obs. Rm. Seats 10

Stamford

Focus First America

The Videoconferencing Center of Stamford
2777 Summer St.
Stamford, CT 06905
Ph. 203-322-1173
Fax 203-968-0421
E-mail: info@focusfirstamerica.com
www.focusfirstamerica.com
Rachel Weiss-Fuentes, Managing Director
Location: Office building
Distance from airport: 35 miles, 60 minutes
CL, 1/1, 1/10R, VC
Conference 20x22 Obs. Rm. Seats 20
Conference 18x20 Obs. Rm. Seats 20
Conference 16x20 Obs. Rm. Seats 20
Conference 12x10 Obs. Rm. Seats 8

The Focus Room, Inc. - Stamford

Market Research & Video Conference Center
1011 High Ridge Rd.
Stamford, CT 06905
Ph. 203-322-5996
Fax 203-322-0819
E-mail: stam@focusroom.com
www.focusroom.com
Jennifer Frank, Managing Director
Location: Office building
Distance from airport: 40 minutes
CL, 1/1, 1/10R, TK, TKO, MP, VC
Conference 14x20 Obs. Rm. Seats 24
Conference 15x16 Obs. Rm. Seats 20
Conference 16x20 Obs. Rm. Seats 20

New England Marketing Research

200 Connecticut Ave., 4th fl.
Norwalk, CT 06854
Ph. 203-855-5500 or 877-604-5500
Fax 203-855-5501
E-mail: brianbarton@nemr.com
www.nemr.com
Brian Barton, President
Location: Office building
Distance from airport: 25 miles, 45 minutes
CL, 1/1, 1/10R, MP, WC
Conference 20x20 Obs. Rm. Seats 20
Conference 20x20 Obs. Rm. Seats 20
Multiple 15x15 Obs. Rm. Seats 12

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Waterbury

Cunningham Field & Research Service

Brass Mill Center
 495 Union St., Suite 1102
 Waterbury, CT 06706
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: WATE@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 Distance from airport: 30 miles, 45 minutes
 1/1, 1/1OR, TK, MP, VC
 Conference Obs. Rm. Seats 5

Delaware

Wilmington

Central Focus

819 Washington St.
 Wilmington, DE 19801
 Ph. 302-655-3665
 Fax 302-655-3105
 E-mail: centralfocus@abcfocus.com
 www.abcfocus.com
 Dick Dahn
 Location: Office building
 Distance from airport: 20 miles, 35 minutes
 CL, 1/1, 1/1OR, MP
 Conference 12x20 Obs. Rm. Seats 6

District of Columbia

Area Wide Market Research, Inc.

16017 Comprint Circle
 Gaithersburg, MD 20877
 Ph. 301-590-1160
 Fax 301-990-6690
 Ann Weinstein, President
 Location: Office building
 CL, TK, MP
 Conference 14x17 Obs. Rm. Seats 10
 Conference 14x17 Obs. Rm. Seats 10

Car-Lene Research, Inc.

Potomac Mills Mall
 2700 Potomac Mills Cir.
 Woodbridge, VA 22192
 Ph. 703-497-4444
 Fax 703-497-0999
 E-mail: dc@carleneresearch.com
 www.carleneresearch.com
 Yvonne Fayson, Manager
 Location: Shopping mall
 Distance from airport: 40 miles
 1/1, 1/1OR, TK
 Conference 12x10 Obs. Rm. Seats 6
 (See advertisement on p. 139)

Consumer Pulse of Washington

8310 C Old Courthouse Rd.
 Vienna, VA 22182
 Ph. 703-442-0960 or 800-336-0159
 Fax 703-442-0967
 E-mail: washington@consumerpulse.com
 www.consumerpulse.com
 Jeff Davis, Director
 Location: Office building
 Distance from airport: 30 miles, 20 minutes
 1/1, TK, TKO, VC
 Conference 20x20 Obs. Rm. Seats 20

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
 Location: Shopping mall
 Distance from airport: 15 miles, 10 minutes
 CL, 1/1, 1/1OR, TK, VC
 Conference 18x12 Obs. Rm. Seats 5

The Dominion Group

Marketing Research & Consulting, Inc.
 8229 Boone Blvd., Suite 710
 Vienna, VA 22182
 Ph. 703-848-4233
 Fax 703-848-9469
 E-mail: tdg@thedominiongroup.com
 www.dominiongroup.com
 Barbara Lucas, Field Director
 Location: Office building
 TKO
 Conference 20x16 Obs. Rm. Seats 10

Ebony Marketing Research, Inc.

666 11th St. N.W., Suite 730
 Washington, DC 20001-4500
 Ph. 202-628-4640
 E-mail: emr@interport.net
 www.ebonymktg.com/
 Location: Office building
 Distance from airport: 10 miles, 17 minutes
 CL, 1/1, 1/1OR, TK
 Conference 24x36 Obs. Rm. Seats 20
 (See advertisement on p. 175)

G.M. Market Focus

1700 Wisconsin Ave. N.W.
 Washington, DC 20007
 Ph. 202-337-0700
 Fax 202-298-3400
 Stephanie Blaine
 Location: Freestanding facility
 Conference 15x25 Obs. Rm. Seats 8

House Market Research, Inc.

2301 Research Blvd., Suite 310
 Rockville, MD 20850
 Ph. 301-948-8800
 Fax 301-948-3070
 E-mail: elaine@housemarketresearch.com
 www.housemarketresearch.com
 Elaine House
 Location: Office building
 Distance from airport: 25 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, WC
 Conference 25x20 Obs. Rm. Seats 15
 Conference 25x20 Obs. Rm. Seats 20
 Conference 26x24 Obs. Rm. Seats 28
 Conference 26x22 Obs. Rm. Seats 30
 Conference 22x16 Obs. Rm. Seats 12

Low + Associates' groupsatlow

5454 Wisconsin Ave., Suite 1400
 Chevy Chase, MD 20815-6994
 Ph. 301-951-9200
 Fax 301-986-1641
 E-mail: focusgroups@lowassociates.com
 www.groupsatlow.com
 Nan Russell, V.P. Market Intelligence
 Location: Office building
 Distance from airport: 9 miles, 30 minutes
 CL
 Conference 23x22 Obs. Rm. Seats 16

Martin Focus Group Centres, Inc.

1199 N. Fairfax St., Suite 150
 Alexandria, VA 22314
 Ph. 703-519-5800
 Fax 703-519-0704
 E-mail: alexandria@martinfocus.com
 www.martinfocus.com
 Steve Weachter, Manager
 Location: Office building
 Distance from airport: 3 miles, 10 minutes
 CL, 1/1, 1/1OR
 Conference 17x24 Obs. Rm. Seats 25
 Conference 16x16 Obs. Rm. Seats 15

Metro Research Services, Inc.

9990 Lee Hwy., Suite 110
 Fairfax, VA 22030
 Ph. 703-385-1108
 Fax 703-385-8620
 E-mail: info@metroresearchservices.com
 www.metroresearchservices.com
 Angela Lorinchak, President
 Location: Office building
 Distance from airport: 15 miles, 25 minutes
 CL, 1/1, 1/1OR, VC, WC
 Conference 15x20 Obs. Rm. Seats 18
 Conference 08x10 Obs. Rm. Seats 6
 Conference 16x20 Obs. Rm. Seats 18
 Conference 10x10 Obs. Rm. Seats 6

Two state-of-the-art facilities in executive office buildings. All phases of market research covering the Washington D.C. metropolitan area. Internet connections, videoconferencing and Webconferencing. Modular tables and tiered viewing rooms. Alexandria office-hotel connected to building/three miles from National Airport. Fairfax close to Dulles Airport. Impeccable recruiting.

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 Ph. 703-385-1108
 Fax 703-385-8620
 E-mail: info@metroresearchservices.com
 www.metroresearchservices.com
 Angela Lorinchak, President
 Location: Office building
 Distance from airport: 3 miles, 10 minutes
 CL, 1/1, 1/10R
 Conference 15x20 Obs. Rm. Seats 18
 Conference 08x10 Obs. Rm. Seats 6

Mid-America Rsch./Facts In Focus

St. Charles Towne Center
 5000 Rte. 301, Suite 2006
 Waldorf, MD 20603
 Ph. 301-870-7799 or 847-392-0800
 Fax 301-705-8348
 Location: Shopping mall
 1/1, 1/10R, TK
 Conference 17x15 Obs. Rm. Seats 5

OMR (Olchak Market Research)

7253-C Hanover Pkwy.
 Greenbelt, MD 20770
 Ph. 301-441-4660
 Fax 301-474-4307
 E-mail: info@OMRdc.com
 www.OMRdc.com
 Jill Siegel, President
 Location: Freestanding facility
 Distance from airport: 18 miles, 25 minutes
 CL, 1/1, 1/10R, TK, VC
 Conference 19x14 Obs. Rm. Seats 14

OMR (Olchak Market Research)

900 17th St. N.W., Suite 650
 Washington, DC 20006
 Ph. 202-822-8590
 Fax 202-822-8580
 E-mail: info@OMRdc.com
 www.OMRdc.com
 Jill Siegel, President
 Location: Office building
 Distance from airport: 4 miles, 12 minutes
 CL, 1/1, 1/10R, TK, VC
 Conference 17x14 Obs. Rm. Seats 15

ORC Macro

aka Macro International Inc.
 11785 Beltsville Dr.
 Calverton, MD 20705
 Ph. 301-572-0200
 Fax 301-572-0999
 E-mail: hoch@macroint.com
 www.macroint.com
 Location: Office building
 Distance from airport: 22 miles
 1/1
 Conference 24x17 Obs. Rm. Seats 8

the polling company™

1220 Connecticut Av. N.W.
 Washington, DC 20036
 Ph. 202-667-6557
 Fax 202-467-6551
 E-mail: info@pollingcompany.com
 www.pollingcompany.com
 Karen Watts, Research Assistant
 Location: Freestanding facility
 Distance from airport: 5 miles, 12 minutes
 CL, 1/1, 1/10R, TK, MP, WC
 Conference Obs. Rm. Seats 8

Full-service research firm with state-of-the-art focus group facility, including Webcasting, located in downtown Washington, D.C. Designs and conducts quantitative and qualitative research, with advanced expertise in women, small-business owners and consumers. Offers any combination for focus group research-facility rental/recruiting/research design/moderation/analysis.

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7475 Wisconsin Ave., Suite 200
 Bethesda, MD 20814
 Ph. 301-656-0310
 Fax 301-657-9051
 E-mail: info@ShugollResearch.com
 www.ShugollResearch.com
 Rick Seale, V.P. Field Operations
 Location: Office building
 Distance from airport: 12 miles, 35 minutes
 CL, 1/1, 1/10R, VC
 Conference 16x20 Obs. Rm. Seats 12
 Conference 16x21 Obs. Rm. Seats 10
 Conference 19x20 Obs. Rm. Seats 10
 Conference 16x26 Obs. Rm. Seats 22
 Conference 16x21 Obs. Rm. Seats 10

T.I.M.E. Market Research

425 Spotsylvania Mall
 Fredericksburg, VA 22407
 Ph. 540-786-3376
 Fax 540-786-3925
 E-mail: timese@erols.com
 Steve Ingalls
 Location: Shopping mall
 Distance from airport: 50 miles, 60 minutes
 1/1, 1/10R, TK
 Conference 23x14 Obs. Rm. Seats 10

Woelfel Research, Inc.

2222 Gallows Rd., Suite 220
 Vienna, VA 22027
 Ph. 703-560-8400
 Fax 703-560-0365
 E-mail: asweinwri@aol.com
 www.woelfelresearch.com
 Adam Weinstein
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/10R
 Conference 17x20 Obs. Rm. Seats 25
 Conference 12x8 Obs. Rm. Seats 8

Florida**Daytona Beach****Cunningham Field & Research Service, Inc.**

Administrative/Focus Facility
 770 W. Granada Blvd., Suite 300
 Ormond Beach, FL 32174
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: ExecutiveDepartment@cunninghamresearch.com
 www.cunninghamresearch.com
 Contact Bid Department
 Location: Freestanding facility
 Distance from airport: 10 miles, 15 minutes
 CL, 1/1, TK, VC
 Conference 16x20 Obs. Rm. Seats 20
 Conference 16x20 Obs. Rm. Seats 20

Cunningham Field & Research Service, Inc.

Volusia Mall
 1700 International Speedway Blvd., Suite 386
 Daytona Beach, FL 32114
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: DAYT@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 Distance from airport: 1 miles, 5 minutes
 1/1, 1/10R, TK, TKO, VC
 Conference 16x12 Obs. Rm. Seats 10

Fort Lauderdale**Car-Lene Research, Inc.**

Broward Mall
 8000 Broward Mall, Suite 124
 Plantation, FL 33388
 Ph. 954-476-6840
 Fax 954-476-6839
 E-mail: ftlauderdale@carleneresearch.com
 www.carleneresearch.com
 Sandy Lorello, Manager
 Location: Shopping mall
 Distance from airport: 8 miles
 1/1, 1/10R, TK
 Conference 10x08 Obs. Rm. Seats 3
 (See advertisement on p. 139)

Florida in Focus

915 Middle River Dr., Suite 109
 Fort Lauderdale, FL 33304
 Ph. 954-566-5729
 Fax 954-566-6819
 E-mail: dwagman@aol.com
 www.floridainfocus.com
 Doris M. Wagman, President
 Location: Office building
 Distance from airport: 6 miles, 15 minutes
 CL, TK, WC
 Conference 14x16 Obs. Rm. Seats 20
 Conference 14x16 Obs. Rm. Seats 8

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
 Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles
 Room dimensions, when stated, are shown in feet.

Mars Research

1700 N. University Dr., Suite 205
 Coral Springs, FL 33071
 Ph. 954-755-2805 or 877-755-2805
 Fax 954-755-3061
 E-mail: info@marsresearch.com
 www.marsresearch.com
 Harriet Poster, Sr. Project Director
 Location: Office building
 Distance from airport: 18 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, MP, VC
 Conference 20x18 Obs. Rm. Seats 15

Plaza Research

4000 Hollywood Blvd.
 Hollywood, FL 33021
 Ph. 954-963-7600 or 800-654-8002
 Fax 954-963-5757
 E-mail: mstein@plazaresearch.com
 www.plazaresearch.com
 Meredith Stein, Director
 Location: Office building
 Distance from airport: 15 minutes
 CL, 1/1, 1/1OR, TK, TKO, MP, VC, WC
 Conference 15x20 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20
 Multiple 16x22 Obs. Rm. Seats 20
 (See advertisement on p. 167)

WAC of South Florida

1415 W. Cypress Creek Rd.
 Fort Lauderdale, FL 33309
 Ph. 954-772-5101
 Fax 954-772-2774
 E-mail: WACFlorida@aol.com
 www.wacresearch.com
 Gary Altschul, Managing Director
 Location: Office building
 Distance from airport: 12 miles, 15 minutes
 1/1, 1/1OR, TK, MP, VC
 Conference 25x25 Obs. Rm. Seats 25
 Conference 20x20 Obs. Rm. Seats 18
 Conference 20x20 Obs. Rm. Seats 18
 Conference 14x16 Obs. Rm. Seats 8

Gainesville

Perceptive Market Research, Inc.

2306 S.W. 13th St., Suite 807
 Gainesville, FL 32608
 Ph. 800-749-6760 or 352-336-6760
 Fax 352-336-6763
 E-mail: surveys@pmrresearch.com
 www.pmrresearch.com
 Elaine Lyons-Lepke, Ph.D., President
 Location: Office building
 Distance from airport: 7 miles, 12 minutes
 CL, 1/1, 1/1OR, TK, TKO, MP
 Conference 18x30 Obs. Rm. Seats 15
 Conference 24x14 Obs. Rm. Seats 12
 Living 14x24 Obs. Rm. Seats 6

Jacksonville



Concepts In Focus

A Div. of Ulrich Research
 1329 Kingsley Ave., Suite A
 Orange Park, FL 32073
 Ph. 904-264-5578
 Fax 904-264-5582
 E-mail: info@ulrichresearch.com
 www.conceptsinfocus.com
 Nancy Ulrich, President
 Location: Office building
 Distance from airport: 30 miles, 45 minutes
 CL, 1/1, 1/1OR, MP, VC, WC
 20x20 Obs. Rm. Seats 20
 20x16 Obs. Rm. Seats 6

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 Ph. 904-731-1811
 Fax 904-731-1225
 E-mail: kblackburn@irwinservices.com
 www.irwinservices.com
 Kathryn Blackburn, President
 Location: Office building
 Distance from airport: 30 miles, 45 minutes
 CL, 1/1, 1/1OR, TK, MP, VC
 Conference 18x22 Obs. Rm. Seats 15
 Conference 18x30 Obs. Rm. Seats 10
 Conference 10x12 Obs. Rm. Seats 6

Kirk Research Services, Inc.

3829 Atlantic Blvd.
 Jacksonville, FL 32207
 Ph. 904-858-3200
 Fax 904-858-3204
 E-mail: kirkresh@bellsouth.net
 www.kirkresearch.com
 Rebecca Kirk, Vice President
 Location: Freestanding facility
 Distance from airport: 18 miles, 25 minutes
 1/1, 1/1OR, TK
 Conference 14x16 Obs. Rm. Seats 15

Market Horizons, Inc.

9452 Phillips Hwy., Suite 5
 Jacksonville, FL 32256-1332
 Ph. 904-260-2001 or 800-393-1255
 Fax 904-260-6266
 E-mail: mail@markethorizons.com
 www.markethorizons.com
 Charles A. McMillin, CEO
 Location: Office building
 Distance from airport: 25 miles, 30 minutes
 CL, 1/1, 1/1OR
 Conference 14x20 Obs. Rm. Seats 14

Ulrich Research Service, Inc.

1329 Kingsley Ave., Suite A
 Orange Park, FL 32073
 Ph. 904-264-3282
 Fax 904-264-5582
 E-mail: info@ulrichresearch.com
 www.ulrichresearch.com
 Nancy Ulrich, President
 Location: Office building
 Distance from airport: 30 miles, 45 minutes
 CL, 1/1, 1/1OR, MP, VC, WC
 Conference 20x16 Obs. Rm. Seats 6
 Conference 20x20 Obs. Rm. Seats 20

Miami



Ask Miami Market Research

2121 Ponce De Leon Blvd., Suite 1250
 Miami, FL 33134
 Ph. 800-282-2771 or 305-443-2000
 Fax 305-448-6825
 E-mail: aladner@askmiami.com
 www.askmiami.com
 Adrian Ladner, Dir. of Field Services
 Location: Office building
 Distance from airport: 3 miles, 10 minutes
 CL, 1/1, 1/1OR, MP, VC
 Multiple 23x13 Obs. Rm. Seats 12

The absolute best focus group facilities and qualitative services available in the heart of the Miami market. We are just minutes from Miami International Airport and walking distance to fine hotels and restaurants. English/Spanish recruiting, on-site moderating and videoconferencing always available. Ask Miami for all your qualitative research needs.

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Pembroke Pines, FL 33026
Ph. 904-677-5644
Fax 904-677-5534
E-mail: MIAM@cunninghamresearch.com
www.cunninghamresearch.com
Location: Shopping mall
Distance from airport: 30 miles, 15 minutes
1/1, 1/1OR, TK, VC
Conference 18x12 Obs. Rm. Seats 12

Findings International Corp.

9100 Coral Way, Suite 6
Miami, FL 33165
Ph. 305-225-6517
Fax 305-225-6522
E-mail: findings@interfindings.com
Felisa Esquivel, Vice President
Location: Office building
Distance from airport: 15 miles, 15 minutes
1/1, 1/1OR, TK
Conference 18x22 Obs. Rm. Seats 15
Conference 15x18 Obs. Rm. Seats 10

Focus On Miami

8603 S. Dixie Hwy., Suite 218
Miami, FL 33143
Ph. 305-661-8332
Fax 305-661-9686
E-mail: focusom@bellsouth.net
Lisa Switkes, President
Location: Office building
Distance from airport: 10 miles, 15 minutes
1/1, 1/1OR, TK, MP
Conference 18x16 Obs. Rm. Seats 15

Focus On Miami

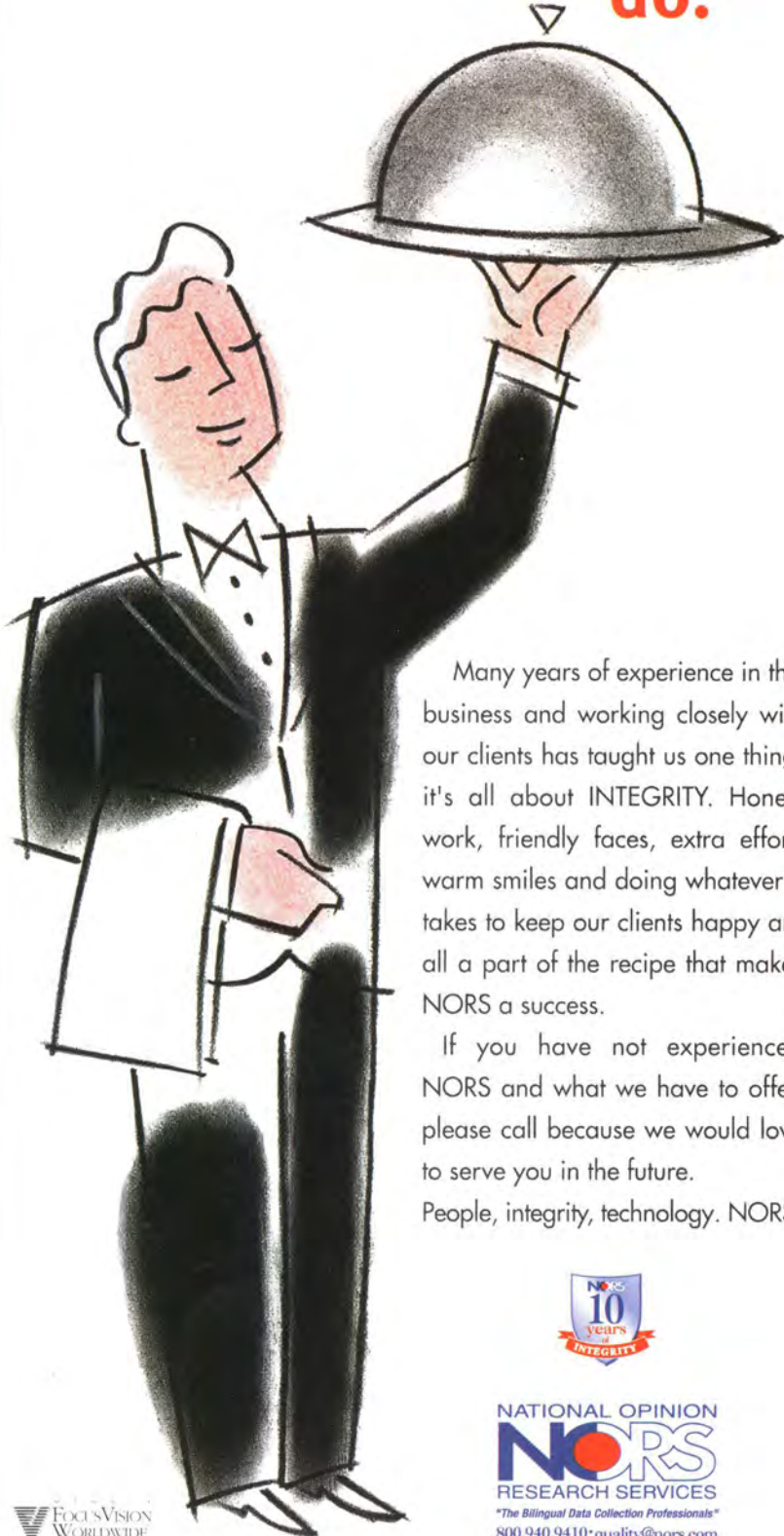
407 Lincoln Rd.
Miami Beach, FL 33139
Ph. 305-661-8332
Fax 305-661-9686
E-mail: FocusOnMiami@bellsouth.net
Lisa Switkes, President
Location: Office building
Distance from airport: 15 miles, 20 minutes
1/1, 1/1OR
Conference 16x12

The Market Segment Group

201 Alhambra Circle, Suite 804
Coral Gables, FL 33134
Ph. 305-669-3900
Fax 305-669-3901
E-mail: gberman@marketsegment.com
www.marketsegment.com
Gary L. Berman, President
Location: Office building
1/1, 1/1OR, VC
Conference 20x15 Obs. Rm. Seats 10
Conference 16x12 Obs. Rm. Seats 10

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CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

*Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles*

Room dimensions, when stated, are shown in feet.

Miami Market Research, Inc.

6840 S.W. 40 St., Suite 201A
 Miami, FL 33155
 Ph. 305-666-7010
 Fax 305-666-7960
 E-mail: miamktrsch@aol.com

Luis Padron, President
 Location: Office building

Distance from airport: 7 miles, 15 minutes
 CL, 1/1, 1/1OR, TK, MP, VC

Conference 20x14 Obs. Rm. Seats 15
 Conference 14x12 Obs. Rm. Seats 10
 Conference 22x24 Obs. Rm. Seats 25

National Opinion Research Services

790 N.W. 107th Ave., Suite 110
 Miami, FL 33172
 Ph. 800-940-9410
 Fax 305-553-8586
 E-mail: daniel@nors.com
 www.nors.com

Daniel Clapp, President
 Location: Office building

Distance from airport: 5 miles, 10 minutes
 CL, 1/1, 1/1OR, MP, VC, WC

Conference 26x19 Obs. Rm. Seats 25
 Conference 22x16 Obs. Rm. Seats 18
 Conference 12x11 Obs. Rm. Seats 4
 (See advertisement on p. 125)

Rife Market Research, Inc.

1111 Parkcentre Blvd., Suite 111
 Miami, FL 33169
 Ph. 305-620-4244
 Fax 305-621-3533
 E-mail: RIFEA@aol.com
 www.rifemarketresearch.com

Mary Rife, President
 Location: Office building

Distance from airport: 8 miles, 20 minutes
 CL, 1/1, TK, MP, VC, WC

Conference 15x15 Obs. Rm. Seats 14
 Conference 15x15 Obs. Rm. Seats 12
 Multiple 15x20
 (See advertisement on p. 126)

Strategy Research Corporation

100 N.W. 37th Ave., 3rd fl.
 Miami, FL 33125
 Ph. 305-649-5400
 Fax 305-643-5584
 E-mail: vhernandez@marketfacts.com
 www.strategyresearch.com

Vivian Hernandez
 Location: Office building

Distance from airport: 2 miles
 1/1, 1/1OR

Orlando

About Orlando Market Research

5450 Lake Howell Rd.
 Winter Park, FL 32792
 Ph. 407-671-3344
 Fax 407-671-3349
 E-mail: info@aboutorlandoresearch.com
 www.aboutorlandoresearch.com

Suzanne S. Cattell, President
 Location: Office building

Distance from airport: 14 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, WC

Conference 23x22 Obs. Rm. Seats 20
 Conference 18x26 Obs. Rm. Seats 20

Premier focus group suites, private client lounges and telephone booth with data ports. T1 lines in all suites. Owner-manager recognized for experience and integrity. Call "The Orlando Expert" for groups, mock jury, taste tests, IDI, rentals. About Orlando - synonymous with service, quality, and confidentiality. ActiveGroup member.
 (See advertisement on p. 127)

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 Ph. 800-731-3527 or 407-282-3770
 Fax 407-282-3771
 E-mail: orlando@accudata.net
 www.accudata.net

Shannon Hendon
 Location: Office building

Distance from airport: 7 miles, 15 minutes
 CL, 1/1, 1/1OR, TK, MP

Conference 20x16 Obs. Rm. Seats 15
 Conference 19x16 Obs. Rm. Seats 15
 Conference 22x16 Obs. Rm. Seats 15
 Multiple 41x16 Obs. Rm. Seats 30

Car-Lene Research, Inc.

West Oaks Mall
 9401 W. Colonial Dr., Space 401
 Ocoee, FL 34761
 Ph. 407-298-6668
 Fax 407-298-6877
 E-mail: orlando@carleneresearch.com
 www.carleneresearch.com
 Linda Powers, Manager
 Location: Shopping mall
 1/1, 1/1OR, TK
 (See advertisement on p. 139)

Insight Orlando, Inc.

5828 S. Semoran Blvd.
 Orlando, FL 32822
 Ph. 407-384-8883
 Fax 407-384-9048
 E-mail: insighto@magicnet.net
 Stockton Reeves, President
 Location: Office building
 Distance from airport: 2 miles, 10 minutes
 CL, 1/1, 1/1OR, MP
 Conference 22x14 Obs. Rm. Seats 25
 Conference 20x14 Obs. Rm. Seats 10
 Conference 21x16 Obs. Rm. Seats 6

Barbara Nolan Market Research

Orlando North Focus Facility
 999 Douglas Ave., Suite 3307
 Altamonte Springs, FL 32714
 Ph. 407-629-8800 or 800-240-6119
 Fax 407-629-7633
 E-mail: BNMR190@attglobal.net
 Ginger Everett, Focus Group Dir.
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, MP
 Multiple 19x20 Obs. Rm. Seats 15
 Conference 17x18 Obs. Rm. Seats 8
 Multiple 28x37 Obs. Rm. Seats 25

Barbara Nolan Market Research

Orlando South Focus Facility
 1650 Sand Lake Rd., Suite 213
 Orlando, FL 32809
 Ph. 407-629-8800 or 800-240-6119
 Fax 407-629-7633
 E-mail: BNMR175@aol.com
 Ginger Everett, Focus Group Dir.
 Location: Office building
 Distance from airport: 2 miles, 5 minutes
 CL, 1/1, 1/1OR, TK
 Conference 21x14 Obs. Rm. Seats 12

Schlesinger Associates South, Inc.

Maitland Green II
 2290 Lucien Way, Suite 180
 Maitland, FL 32751
 Ph. 407-660-1808
 Fax 407-660-0225
 E-mail: orlando@schlesingerassociates.com
 www.schlesingerassociates.com
 Deborah Leaper, Facility Director
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, WC
 Conference 24x16 Obs. Rm. Seats 16
 Conference 24x16 Obs. Rm. Seats 16
 (See advertisements on pp. 105, 129, 137, 171, 181, 193)

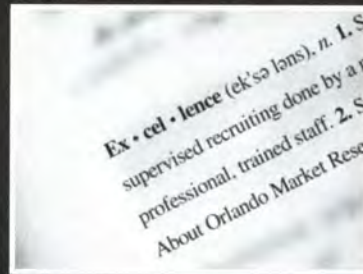
Varga Research

8403 S. Park Cir., Suite 660
 Orlando, FL 32819
 Ph. 407-248-0777
 Fax 407-248-7797
 E-mail: joev@vargaresearch.com
 www.vargaresearch.com
 Hugh McKenzie, Mgr. Field Operations
 Location: Office building
 Distance from airport: 11 miles, 15 minutes
 CL, 1/1, 1/1OR, TK
 Multiple 30x24 Obs. Rm. Seats 25
 Multiple 23x21 Obs. Rm. Seats 14
 Multiple 17x16 Obs. Rm. Seats 10
 Multiple 17x16 Obs. Rm. Seats 10

Sarasota/Bradenton**Mid-America Rsch./Facts In Focus**

De Soto Square
 303 U.S. 301 Blvd. W., Suite 811
 Bradenton, FL 34205
 Ph. 941-746-1849 or 847-392-0800
 Fax 941-746-6157
 Margaret Wilde, Manager
 Location: Shopping mall
 Distance from airport: 5 miles, 5 minutes
 1/1, 1/1OR, TK
 Conference 10x16 Obs. Rm. Seats 10

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Integrity

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CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Starr Research

Sarasota Square Mall
 8201 S. Tamiami Trail, #54
 Sarasota, FL 34238
 Ph. 941-925-7827
 Fax 941-922-3289
 E-mail: starrresearch@msn.com
 Vicki Pobicki, President
 Location: Shopping mall
 Distance from airport: 12 miles, 30 minutes
 TK
 Conference 15x21 Obs. Rm. Seats 10

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
 E-mail: gvigeant@roper.com
 www.friedmanmktg.com
 Liz Cox, Manager
 Location: Shopping mall
 Distance from airport: 10 miles, 20 minutes
 TK
 Conference 10x18



Kerr & Downs Research

2992 Habersham Dr.
 Tallahassee, FL 32309
 Ph. 800-564-3182 or 850-906-3111
 Fax 850-906-3112
 E-mail: cg@kerr-downs.com
 www.kerr-downs.com
 Christina Gallagher, Marketing Director
 Phillip E. Downs, Senior Partner
 Location: Freestanding facility
 Distance from airport: 16 miles, 20 minutes
 1/1
 Conference 21x17 Obs. Rm. Seats 5

Specializing in research for associations, government, non-profits, health care and tourism. Focus group moderating and expert testimony provided by Phillip Downs, Ph.D., who has 20 years of business and academic research experience. Dr. Downs will personally handle your research needs.

Tampa/St. Petersburg



AccuData Market Research, Inc.

3815 W. Humphrey, Suite 104
 Tampa, FL 33614
 Ph. 800-731-3527 or 813-935-2151
 Fax 813-932-6265
 E-mail: tampa@accudata.net
 www.accudata.net
 Shannon Hendon
 Location: Office building
 Distance from airport: 7 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, MP
 Conference 18x24 Obs. Rm. Seats 18
 Conference 13x16 Obs. Rm. Seats 8

Adam Market Research, Inc.

4010 Boy Scout Blvd., Suite 755
 Tampa, FL 33607
 Ph. 813-875-4005
 Fax 813-875-4055
 Mark Siegel, President
 Location: Office building
 Distance from airport: 1 miles, 5 minutes
 1/1, 1/1OR, TK
 Conference 16x21 Obs. Rm. Seats 15

Caliber Research Services, Inc.

600 S. Magnolia Ave., Suite 350
 Tampa, FL 33606
 Ph. 813-258-3510
 Fax 813-254-2986
 E-mail: klagesmkg@aol.com
 Claire Klages, President
 Location: Office building
 Conference 22x12 Obs. Rm. Seats 10

The Consumer Center of Mid-Florida

101 Philippe Pkwy., Suite A
 Safety Harbor, FL 34695
 Ph. 727-726-0844
 Fax 727-724-3944
 E-mail: consumrctr@aol.com
 www.theconsumercenter.com
 Ann Hudson, V.P./Managing Partner
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 CL, 1/1, 1/1OR, TK, TKO, MP
 Multiple 27x19 Obs. Rm. Seats 25
 Multiple 20x15 Obs. Rm. Seats 8

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
 Location: Shopping mall
 Distance from airport: 25 miles, 20 minutes
 1/1, 1/1OR, TK, VC
 Conference 22x16 Obs. Rm. Seats 6

Davis & Davis Research, Inc.

8001 N. Dale Mabry Hwy., Suite 401B
 Tampa, FL 33614
 Ph. 813-873-1908
 Fax 813-935-5473
 E-mail: davisanddavisres@yahoo.com
 Irene Davis, President
 Location: Freestanding facility
 Distance from airport: 8 miles, 15 minutes
 1/1, 1/1OR, TK
 Conference 15x24 Obs. Rm. Seats 12

Gulf State Research Center

Eagle Ridge Mall
 433 Eagle Ridge Dr., Suite 211
 Lake Wales, FL 33859
 Ph. 800-357-8842 or 863-676-3676
 Fax 863-676-0471
 E-mail: gulfstatefla@aol.com
 Tim Villar or Ruby Britt
 Location: Shopping mall
 Distance from airport: 25 miles, 60 minutes
 TK, MP
 Conference 30x60 Obs. Rm. Seats 20

The Herron Group of Tampa, Inc.

5410 Mariner St., Suite 100
 Tampa, FL 33609
 Ph. 813-282-0866
 Fax 813-282-3553
 E-mail: herrontpa@aol.com
 www.herrongroup.com
 Bliss Gravens
 Location: Freestanding facility
 Distance from airport: 2 miles, 5 minutes
 CL, 1/1, 1/1OR, TK, TKO, MP, VC
 Multiple Obs. Rm. Seats 10
 Conference 16x20 Obs. Rm. Seats 8

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- Video Conferencing

5027 W. Laurel St. Tampa, FL 33607 813-207-0332

The Herron Group of Tampa, Inc.
600 N. Westshore Blvd., Suite 702
Tampa, FL 33609
Ph. 813-282-0866
Fax 813-282-3553
E-mail: herrontpa@aol.com
www.herrongroup.com

Bliss Cravens
Location: Office building
Distance from airport: 2 miles, 5 minutes
CL, 1/1, 1/10R, TK, MP, VC
Conference 15x20 Obs. Rm. Seats 20
Conference 20x10 Obs. Rm. Seats 20
Conference 22x24 Obs. Rm. Seats 24
Conference 22x24 Obs. Rm. Seats 15
Living 15x20 Obs. Rm. Seats 12
Living 22x24 Obs. Rm. Seats 30

Plaza Research-Tampa

4301 Anchor Plaza Pkwy.
Tampa, FL 33634
Ph. 813-769-2900 or 800-654-8002
Fax 813-769-2180
E-mail: kchambers@plazaresearch.com
www.plazaresearch.com
Kelly Chambers, Director
Location: Office building
Distance from airport: 5 minutes
CL, 1/1, 1/10R, TK, TKO, MP, VC, WC
(See advertisement on p. 167)

Premack & Associates of Pinellas County, Inc.

8130 66th St. N., Suite 10
Pinellas Park, FL 33781
Ph. 727-544-3191
Fax 727-544-2777
Audrey Premack, CEO
Location: Office building
Distance from airport: 20 miles, 30 minutes
1/1, 1/10R
Conference 12x15 Obs. Rm. Seats 10



Schwartz Research Services, Inc.

Laurel Oaks
5027 W. Laurel St.
Tampa, FL 33607
Ph. 813-207-0332
Fax 813-207-0332
E-mail: rod@schwartzresearch.com
www.schwartzresearch.com
Rodney Kayon, Manager
Location: Freestanding facility
Distance from airport: 3 miles, 10 minutes
CL, 1/1, 1/10R, MP, VC, WC

World-class qualitative facility, rated #1! Four fully equipped focus suites, multipurpose room, all with viewing rooms, client lounges, closed-circuit monitoring. Integrated technology: DSL, ISDN, and broadband cable. Internet videostreaming (20 locations/client chat rooms), Web broadcasting, videoconferencing (connecting four locations), online surveys (real-time), remote video group taping...business-to-business, general population. In-house moderators.
(See advertisement on p. 128)

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streaming • quantitative data collection



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CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
Conference - Conference-Style Room
Living - Living Room-Style Room
Multiple - Both Styles
Room dimensions, when stated, are shown in feet.

Suburban Associates

Conference Center
 4350 W. Cypress St., Suite 535
 Tampa, FL 33607
 Ph. 813-874-3423
 Fax 813-875-6789
 E-mail: tampacc@subassoc.com
 www.subassoc.com
 Mandy Murphy O'Neill
 Location: Office building
 Distance from airport: 4 miles, 10 minutes
 CL, 1/1, TK, WC
 Multiple 14x18 Obs. Rm. Seats 12
 Conference 14x25 Obs. Rm. Seats 15

Superior Research

5401 W. Kennedy Blvd., Suite 820
 Tampa, FL 33609
 Ph. 813-282-1660
 Fax 813-287-0605
 E-mail: sr.tampa@gte.net
 www.superiorresearch.net
 Shari Davis-Gonzales, Director
 Location: Office building
 Distance from airport: 5 miles, 5 minutes
 CL, 1/1, 1/1OR, TK, TKO, MP, VC
 Conference 26x14 Obs. Rm. Seats 18
 Conference 15x21 Obs. Rm. Seats 18
 Conference 15x25 Obs. Rm. Seats 20
 Conference 14x15 Obs. Rm. Seats 8
 (See advertisements on pp. 131, 136)

Tai - Tampa Bay, Inc.

100 N. Tampa St., Suite 3700
 Tampa, FL 33602
 Ph. 813-226-1800
 Fax 813-226-1808
 E-mail: tampa@taigroup.net
 www.taimarketres.com
 Nancy Buhrmann, Operations Manger
 Location: Office building
 Distance from airport: 6 miles, 10 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, WC
 Conference 20x20 Obs. Rm. Seats 15
 Conference 22x26 Obs. Rm. Seats 20
 Conference 30x32 Obs. Rm. Seats 25

Tai - Tampa Bay offers big, beautiful focus suites in 9,000 square feet with breathtaking views of the harbor, bay, and river. In-house recruiting, two

videoconferencing units and video online, off-site interviewing. Conference room holds up to 50 classroom-style.

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Boca Raton**

Field & Focus, Inc.

4020 S. 57th Ave., Suite 103
 Lake Worth, FL 33463
 Ph. 561-965-4720 or 800-881-8301
 Fax 561-965-7439
 E-mail: fieldfocus@field-n-focus.com
 www.field-n-focus.com
 Location: Freestanding facility
 Distance from airport: 15 minutes
 CL, WC
 Conference 14x18 Obs. Rm. Seats 18

Mars Research

7000 W. Palmetto Park Rd., Suite 108
 Boca Raton, FL 33433
 Ph. 954-755-2805 or 877-755-2805
 Fax 954-755-3061
 E-mail: info@marsresearch.com
 www.marsresearch.com
 Harriet Poster, Sr. Project Director
 Location: Office building
 Distance from airport: 20 miles, 25 minutes
 CL, 1/1, 1/1OR, MP
 Conference 20x22 Obs. Rm. Seats 8

Palm Beach Focus

1655 Palm Beach Lakes Blvd., Suite 203
 West Palm Beach, FL 33401
 Ph. 561-640-3242 or 888-640-3242
 Fax 561-640-3780
 E-mail: PBFocus@aol.com
 Jackie Iannucci, President
 Location: Office building
 Distance from airport: 3 miles, 8 minutes
 CL, 1/1, 1/1OR, MP
 Conference 17x17 Obs. Rm. Seats 18
 Conference 12x14 Obs. Rm. Seats 8

Georgia

Atlanta

Atlanta Focus

The Focus Network
 Druid Chase Office Park
 2801 Buford Hwy., Suite 250
 Atlanta, GA 30329
 Ph. 404-636-9054
 Fax 404-636-8927
 E-mail: info@atlantafocus.net
 www.thefocusnetwork.com
 Marianne Polk, President/Partner
 Location: Office building
 Distance from airport: 19 miles, 20 minutes
 CL, 1/1, WC
 Conference 15x20 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20
 Conference 15x25 Obs. Rm. Seats 20
 Conference 11x14 Obs. Rm. Seats 8
 (See advertisement on p. 5)

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SHARI DAVIS GONZALES/DIRECTOR

Car-Lene Research, Inc.

Arbor Place Mall
2431 Arbor Place Mall
Douglasville, GA 30135
Ph. 770-577-5414
Fax 770-577-8585
E-mail: atlantaa@carleneresearch.com
www.carleneresearch.com
Myya Mixon, Manager
Location: Shopping mall
Distance from airport: 20 miles
1/1, 1/10R, TK
Conference 14x12 Obs. Rm. Seats 6
(See advertisement on p. 139)

Car-Lene Research, Inc.

Discover Mills
5900 Sugarloaf Pkwy., Space #216
Lawrenceville, GA 30043
Ph. 678-847-5737
Fax 678-847-5738
E-mail: atlantad@carleneresearch.com
www.carleneresearch.com
Julie Garay, Manager
Location: Shopping mall
Distance from airport: 45 miles
1/1, 1/10R, TK
Conference 10x9
(See advertisement on p. 139)

Car-Lene Research, Inc.

North Dekalb Mall
2050 Lawrenceville Hwy., Suite 2005
Decatur, GA 30033
Ph. 404-728-8810
Fax 404-633-9841
E-mail: atlanta@carleneresearch.com
www.carleneresearch.com
Marc Bennett, Manager
Location: Shopping mall
Distance from airport: 25 miles
1/1, 1/10R, TK
Conference 16x10 Obs. Rm. Seats 3
(See advertisement on p. 139)

Car-Lene Research, Inc.

Perimeter Mall
4400 Ashford Dunwoody Rd., #2760
Atlanta, GA 30346
Ph. 770-730-0622
Fax 770-730-9968
E-mail: atlantap@carleneresearch.com
www.carleneresearch.com
Christy Haney, Manager
Location: Shopping mall
Distance from airport: 30 miles
1/1, 1/10R, TK
Conference 14x11 Obs. Rm. Seats 4
(See advertisement on p. 139)

The CIA (Concepts/Ideas/Attitudes)

6045 Atlantic Blvd.
Norcross, GA 30071
Ph. 770-239-7427
Fax 770-446-9911
E-mail: CIAatl@aol.com
Charles Fargason
Location: Office building
Distance from airport: 24 miles, 30 minutes
CL
Conference 23x14 Obs. Rm. Seats 9

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
VC - Videoconferencing WC - Webconferencing
1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Compass Marketing Research

3725 DaVinci Ct., Suite 100

Norcross, GA 30092

Ph. 770-448-0754

Fax 770-416-7586

E-mail: info@cmrcompass.com

www.cmrcompass.com

Scott Taylor, Vice President

Location: Freestanding facility

Distance from airport: 30 miles, 45 minutes

CL, 1/1, 1/1OR, TK, MP, VC, WC

Conference 16x24 Obs. Rm. Seats 12

Conference 16x20 Obs. Rm. Seats 12

Consumer Search

3918 N. Druid Hill Rd.

Decatur, GA 30033

Ph. 404-321-1770

Fax 404-636-3037

Scott Tannenbaum

Location: Shopping mall

TK

Conference 20x20 Obs. Rm. Seats 25

Conference 20x20 Obs. Rm. Seats 25

Cunningham Field & Research Service

North Point Mall

1002 N. Point Cir.

Alpharetta, GA 30022

Ph. 904-677-5644

Fax 904-677-5534

E-mail: ATLA@cunninghamresearch.com

www.cunninghamresearch.com

Location: Shopping mall

Distance from airport: 50 miles, 45 minutes

1/1, 1/1OR, TK, VC

Conference 18x12 Obs. Rm. Seats 4

Cunningham Field & Research Service

The Malls at Stonecrest

2929 Turner Hill Rd., Suite 1430

Lithonia, GA 30038

Ph. 386-677-5644

Fax 386-677-5534

E-mail: ATLS@cunninghamresearch.com

www.cunninghamresearch.com

Location: Shopping mall

Distance from airport: 40 miles

CL, 1/1, 1/1OR, TK, VC

Conference 12x18 Obs. Rm. Seats 7

Delve

2635 Century Pkwy., Suite 100

Atlanta, GA 30345

Ph. 800-227-2974 or 404-321-0468

Fax 404-636-3276

E-mail: postmaster@delve.com

www.delve.com

Susan Lipsitz, Branch Manager

Location: Office building

Distance from airport: 20 miles, 25 minutes

CL, TK, MP, WC

Conference 15x22 Obs. Rm. Seats 10

Conference 15x20 Obs. Rm. Seats 10

Conference 15x20 Obs. Rm. Seats 10

(See advertisement on p. 161)

Discovery - National Qualitative Network

Atlanta Focus & Field

5505 Roswell Rd.

Atlanta, GA 30343

Ph. 404-843-3807

Fax 404-843-9733

E-mail: atlanta@discoverynqn.com

www.discoverynqn.com

Jeanette Crause, Manager

Location: Office building

Distance from airport: 18 miles, 40 minutes

CL, 1/1, 1/1OR, TK, MP, VC

Conference 24x19 Obs. Rm. Seats 18

Conference 19x19 Obs. Rm. Seats 18

Conference 17x13 Obs. Rm. Seats 10

(See advertisement on p. 133)

Fieldwork Atlanta, Inc.

200 Galleria Pkwy., Suite 1600

Atlanta, GA 30339

Ph. 770-988-0330

Fax 770-955-1555

E-mail: info@atlantafieldwork.com

www.fieldwork.com

Bette Hayden, Project Director

Location: Office building

Distance from airport: 25 minutes

CL, 1/1, 1/1OR, TK, TKO, MP, VC

Conference 35x20 Obs. Rm. Seats 20

Conference 22x25 Obs. Rm. Seats 20

Conference 20x24 Obs. Rm. Seats 20

Conference 19x22 Obs. Rm. Seats 25

09x10 Obs. Rm. Seats 10

(See advertisement on the Back Cover)

Focus On Atlanta

3953 Pleasantdale Rd., #110

Atlanta, GA 30340

Ph. 770-447-9800

Fax 770-446-8038

E-mail: babecker@mindspring.com

www.focusonatlanta.com

Barbara Becker

Location: Freestanding facility

Distance from airport: 23 miles, 30 minutes

1/1, 1/1OR, TK

Conference 10x20 Obs. Rm. Seats 12

IMAGES Market Research

290 Fourteenth St.

Atlanta, GA 30318

Ph. 404-892-2931

Fax 404-892-8651

E-mail: research@imagesusa.net

Deborah White

Location: Office building

Distance from airport: 10 miles, 15 minutes

CL

Conference 20x12 Obs. Rm. Seats 15

Conference 20x12 Obs. Rm. Seats 10

(See advertisement on p. 132)

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Contact: Deborah White, Director of Field Services or John Lockyer, Operations

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Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

*Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles*

Room dimensions, when stated, are shown in feet.

Jackson Associates, Inc.

1140 Hammond Dr., Bldg. H
 Atlanta, GA 30328
 Ph. 770-394-8700
 Fax 770-394-8702
 E-mail: research@jacksonassociates.com
 www.jacksonassociates.com

Margaret Hicks

Location: Office building
 Distance from airport: 25 miles, 40 minutes
 CL, 1/1, 1/1OR, TK, VC

Conference 24x16 Obs. Rm. Seats 20
 Conference 22x22 Obs. Rm. Seats 15
 Conference 22x29 Obs. Rm. Seats 15
 Conference 12x16 Obs. Rm. Seats 7

Five luxurious focus suites, usability lab with high-speed Internet access, 1,200-square-foot auditorium, 100-seat theater, with viewing, outside ramp provides access for vehicles, commercial test kitchen with taste-test center, 100,000+ consumer, medical, executive database. Rooms have ISDN, T1 phone lines, DirectTV, videostreaming, GroupNet, FocusVision, VideoMarker.
 (See advertisement on p. 135)

Joyner Hutcheson Research, Inc.

1900 Century Place
 Atlanta, GA 30345
 Ph. 404-321-0953
 Fax 404-634-8131
 E-mail: wlhut@aol.com
 Wanda L. Hutcheson, President
 Location: Office building
 Distance from airport: 18 miles, 30 minutes
 CL, 1/1, TK, MP
 Conference 15x20 Obs. Rm. Seats 12
 Conference 16x20 Obs. Rm. Seats 8
 Conference 16x16 Obs. Rm. Seats 8

Michelson & Associates, Inc.

1900 The Exchange, Suite 360
 Atlanta, GA 30339
 Ph. 770-955-5400
 Fax 770-955-5040
 E-mail: mark@michelson.com
 www.michelson.com
 Mark L. Michelson, President/CEO
 Location: Office building
 Distance from airport: 22 miles, 30 minutes
 1/1
 Conference 15x20 Obs. Rm. Seats 4
 (See advertisement on p. 134)

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
 Location: Shopping mall
 Distance from airport: 10 miles, 30 minutes
 1/1, 1/1OR, TK, MP
 Conference 19x12 Obs. Rm. Seats 12

Murray Hill Center Southeast, LLC

3475 Piedmont Rd. N.E.
 Atlanta, GA 30305
 Ph. 404-495-1400
 Fax 404-495-1434
 E-mail: tracey@murrayhillcenter.com
 www.murrayhillcenter.com
 Tracey Howard, Director
 Location: Office building
 Distance from airport: 18 miles, 20 minutes
 CL, 1/1, 1/1OR, VC
 Conference 20x15 Obs. Rm. Seats 10
 Conference 20x17 Obs. Rm. Seats 10
 Conference 20x16 Obs. Rm. Seats 10
 Conference 20x22 Obs. Rm. Seats 10
 Conference 20x16 Obs. Rm. Seats 12
 Conference 10x09 Obs. Rm. Seats 3
 Conference 40x16 Obs. Rm. Seats 20

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- Secondary Research
- Demographic Mapping

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 Strategic Marketing Research



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Phone: 770-955-5400
 Fax: 770-955-5040
 E-Mail: focus@onramp.net

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 Atlanta, Georgia 30339

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- Printers (color available)
- FAX machines
- Shower available

FocusVision

Moderators
Eat Free!

Flexibility

When you need more space than a focus room,
choose our 1,200 square foot auditorium.

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- Additional gas lines and electrical outlets under the hood
- 10 additional electrical outlets for other equipment

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CODES

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 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
 Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles
 Room dimensions, when stated, are shown in feet.

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 Ph. 770-232-0322
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 www.pvr-research.com
 Glenda Middleton, V.P. Operations
 Location: Office building
 Distance from airport: 40 miles, 45 minutes
 CL, 1/1, TK, MP
 Conference 20x22 Obs. Rm. Seats 18
 Conference 17x22 Obs. Rm. Seats 15

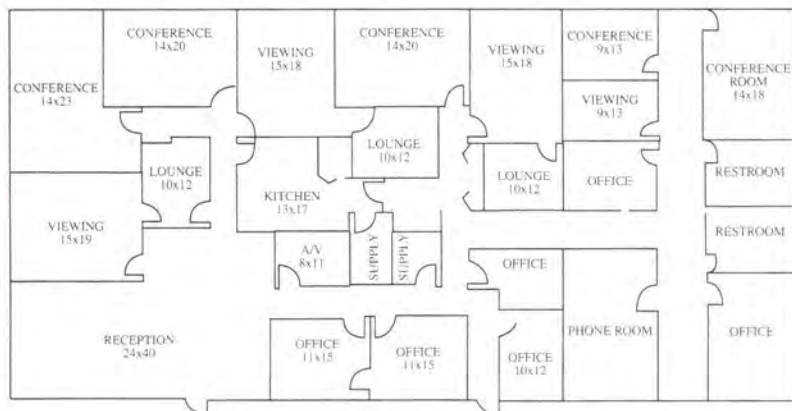
Peachtree Consulting Group, LLC
 500 Northlake Dr., 1st fl.
 Peachtree City, GA 30269
 Ph. 770-487-0700
 Fax 770-487-0884
 E-mail: peachgrp@mindspring.com
 www.peachtreeconsulting.com
 Greg Alford, Sr. Partner
 Location: Office building
 Distance from airport: 25 miles, 20 minutes
 CL
 Conference 12x16 Obs. Rm. Seats 6

Plaza Research-Atlanta
 2401 Lake Park Dr.
 Atlanta, GA 30080
 Ph. 770-432-1400 or 800-654-8002
 Fax 770-432-0730
 E-mail: mborea@plazaresearch.com
 www.plazaresearch.com
 Michele Borea, Director
 Location: Office building
 Distance from airport: 25 minutes
 CL, 1/1, 1/1OR, TK, TKO, MP, VC, WC
 Conference 15x20 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20
 Multiple 15x20 Obs. Rm. Seats 20
 Conference 20x30 Obs. Rm. Seats 25
 (See advertisement on p. 167)

RDA/Nordhaus Research, Inc.
 3355 Lenox Rd., Suite 400
 Atlanta, GA 30326
 Ph. 404-848-8188 or 800-956-9818
 Fax 404-848-8199
 E-mail: lynn@nordhaus.com
 Lynn Raub, Dir. of Qual. Rsch.
 Location: Office building
 Distance from airport: 20 miles, 25 minutes
 CL, 1/1, 1/1OR, TK, TKO
 Conference 16x17 Obs. Rm. Seats 15
 Conference 16x27 Obs. Rm. Seats 15

Schlesinger Associates Atlanta, Inc.
 The Palisades Building, Suite 950
 5909 Peachtree Dunwoody
 Atlanta, GA 30328
 Ph. 770-396-8700
 Fax 770-396-8753
 E-mail: atlanta@schlesingerassociates.com
 www.schlesingerassociates.com
 Stephanie King, Facility Director
 Location: Office building
 Distance from airport: 25 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, WC
 Multiple 15x20 Obs. Rm. Seats 16
 Multiple 15x20 Obs. Rm. Seats 16
 Multiple 15x20 Obs. Rm. Seats 16
 Multiple 20x18 Obs. Rm. Seats 16
 (See advertisements on pp. 105, 129, 137, 171, 181, 193)

John Stolzberg Market Research
 1800 Century Blvd., Suite 1000
 Atlanta, GA 30345
 Ph. 404-329-0954
 Fax 404-329-1596
 E-mail: stolzmr@aol.com
 John Stolzberg
 Location: Office building
 Distance from airport: 20 miles, 35 minutes
 1/1, 1/1OR, TK, VC
 Conference 21x18 Obs. Rm. Seats 15
 Conference 19x17 Obs. Rm. Seats 15
 Conference 20x12 Obs. Rm. Seats 10



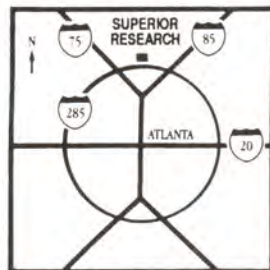
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 FAX 770-391-9345
 EMAIL supres@gte.net
 WEB www.superiorresearch.net



Superior Research

1155 Hammond Dr., Suite 5090-E
Atlanta, GA 30328
Ph. 770-394-4400
Fax 770-391-9345
E-mail: supres@gte.net
www.superiorresearch.net

Rhoda Davis

Location: Office building

Distance from airport: 20 miles, 30 minutes
CL, 1/1, 1/10R, TK, TKO, VC, WC

Conference	14x23	Obs. Rm.	Seats 12
Conference	14x20	Obs. Rm.	Seats 12
Conference	14x20	Obs. Rm.	Seats 12
Conference	13x09	Obs. Rm.	Seats 4
Living	15x19	Obs. Rm.	Seats 12

(See advertisements on pp. 131, 136)

T & K Research Centres, Inc.

Div. of Homer Market Research Associates, Inc.
Peachtree Center
1501 Johnson Ferry Rd., Suite 250
Marietta, GA 30062
Ph. 770-578-9085
Fax 770-977-0833

E-mail: tkresearch@msn.com

www.tk-research.com

Carol Sanchez, Mgr. of Field Services

Location: Office building

Distance from airport: 15 minutes

CL, 1/1, 1/10R, TK, VC

Conference	20x20	Obs. Rm.	Seats 15
Conference	18x25	Obs. Rm.	Seats 12
Conference	10x18	Obs. Rm.	Seats 8

V & L Research & Consulting, Inc.

655 Village Square Dr., Suite 101
Stone Mountain, GA 30083
Ph. 404-298-0139

Fax 404-298-0026

E-mail: VLResearch@mindspring.com

www.vlmarketresearch.com

Dydra Virgil, Principal

Location: Office building

Distance from airport: 16 miles, 20 minutes

CL, 1/1, 1/10R, TK, MP

Multiple	17x14	Obs. Rm.	Seats 16
Multiple	12x12	Obs. Rm.	Seats 10

Augusta

Answers, Inc.

109 Eighth St.
Augusta, GA 30901
Ph. 706-724-2679
Fax 706-724-1093

E-mail: mark@thealisongroup.com

Mark Alison

Location: Office building

Distance from airport: 10 miles

CL, TK, MP

Multiple	20x40	Obs. Rm.	Seats 25
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CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Hawaii

Honolulu

Market Trends Pacific, Inc.

1001 Bishop St., Suite 505
 Honolulu, HI 96813
 Ph. 808-532-0733
 Fax 808-532-0744
 E-mail: info@markettrendspacific.com
 www.markettrendspacific.com
 Wanda L. Kakugawa, President
 Location: Office building
 Distance from airport: 6 miles, 15 minutes
 1/1, 1/1OR
 Conference 20x11 Obs. Rm. Seats 10

Omnitrak Group, Inc.

841 Bishop St., Suite 1150
 Honolulu, HI 96813
 Ph. 808-528-4050
 Fax 808-538-6227
 E-mail: aellis@omnitrakgroup.com
 www.omnitrakgroup.com
 Allan Ellis, Vice President
 Location: Office building
 Distance from airport: 4 miles, 20 minutes
 1/1, 1/1OR
 Conference 13x16 Obs. Rm. Seats 8

QMark Research & Polling

Pacific Tower, 19th fl.
 1001 Bishop St.
 Honolulu, HI 96813
 Ph. 808-524-5194
 Fax 808-524-5487
 E-mail: bankersmit@starrtech.com
 www.starrtech.com
 Barbara Ankersmit, President
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 CL
 Conference 16x20 Obs. Rm. Seats 10

Ward Research, Inc.

828 Fort Street Mall, Suite 200
 Honolulu, HI 96813
 Ph. 808-522-5123
 Fax 808-522-5127
 E-mail: wrstaff@wardresearch.com
 Denise Charles
 Location: Office building
 Distance from airport: 5 miles, 15 minutes
 1/1, 1/1OR
 Conference 14x24 Obs. Rm. Seats 13

Idaho

Boise

Clearwater Research - Human Factors Group

12501 W. Explorer, Suite 100
 Boise, ID 83713
 Ph. 208-658-0001
 Fax 208-321-4506
 E-mail: ddonohoo@clearwater-research.com
 www.clearwater-research.com
 Becky Robinson, Mgr. Client Development
 Location: Office building
 Distance from airport: 6 miles, 15 minutes
 CL, MP
 12x10 Obs. Rm. Seats 8

Clearwater Research, Inc.

2136 N. Cole Rd.
 Boise, ID 83704
 Ph. 208-376-3376 or 800-727-5016
 Fax 208-376-2008
 E-mail: info@clearwater-research.com
 www.clearwater-research.com
 Becky Robinson, Mgr. Client Development
 Location: Office building
 Distance from airport: 3 miles, 10 minutes
 1/1, 1/1OR, TK
 Conference 15x12 Obs. Rm. Seats 10

Northwest Research Group, Inc.

225 N. 9th St., Suite 200
 Boise, ID 83702
 Ph. 208-364-0171
 Fax 208-364-0181
 E-mail: tmiddleton@nwrg.com
 www.nwrg.com
 Tammie Middleton, Associate Project Manager
 Location: Office building
 Distance from airport: 10 miles, 10 minutes
 CL
 Conference 12x16 Obs. Rm. Seats 15

Illinois

Chicago

AAR/All About Research

2000 York Rd., Suite 111
 Oak Brook, IL 60523
 Ph. 630-573-9500
 Fax 630-573-2552
 E-mail: aarinfos@aol.com
 Sandy Shapin, President
 Location: Office building
 1/1, TK
 Conference 23x16 Obs. Rm. Seats 18
 Conference 23x16 Obs. Rm. Seats 18

Accurate Data Marketing, Inc.

1247 Milwaukee Ave., Suite 200
 Glenview, IL 60025
 Ph. 847-390-7777
 Fax 847-390-7849
 E-mail: info@accurdata.com
 www.accurdata.com
 Barbara Dorfman, President
 Location: Office building
 Distance from airport: 25 minutes
 1/1, 1/1OR, TK, MP, VC
 Conference 19x21 Obs. Rm. Seats 24
 Conference 16x25 Obs. Rm. Seats 24
 Conference 17x19 Obs. Rm. Seats 15
 Conference Obs. Rm. Seats 14

Adler-Weiner Research/Chicago, Inc.

6500 N. Lincoln Ave.
 Lincolnwood, IL 60712
 Ph. 847-675-5011
 Fax 847-675-5698
 E-mail: andi@awres.com
 www.awres.com
 Andi Weiner
 Location: Freestanding facility
 Distance from airport: 15 miles, 30 minutes
 CL, TK
 Conference 24x23 Obs. Rm. Seats 25
 Conference 21x23 Obs. Rm. Seats 25

Adler-Weiner Research/Chicago, Inc.

John Hancock Center
 875 N. Michigan Ave., Suite 3260
 Chicago, IL 60611
 Ph. 312-944-2555
 Fax 312-944-7639
 E-mail: awreschg@ameritech.net
 www.awres.com
 Laura Holz or Cammie Sticha
 Location: Office building
 Distance from airport: 15 miles, 45 minutes
 CL, VC
 Conference 17x16 Obs. Rm. Seats 20
 Conference 20x20 Obs. Rm. Seats 20
 Conference 20x20 Obs. Rm. Seats 20
 Conference 20x16 Obs. Rm. Seats 20
 Conference 20x30 Obs. Rm. Seats 20

Assistance In Marketing/Chicago

900 National Pkwy., Suite 150
 Schaumburg, IL 60173
 Ph. 888-827-1932 or 847-481-0402
 Fax 847-392-5841
 E-mail: bids@aim-chicago.com
 www.aimresearchnetwork.com
 Laura Shulman
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, WC
 Multiple 30x20 Obs. Rm. Seats 20
 Multiple 20x20 Obs. Rm. Seats 15
 Conference 15x15 Obs. Rm. Seats 5

The Blackstone Group

360 N. Michigan Ave., Suite 1500
 Chicago, IL 60601
 Ph. 312-419-0400
 Fax 312-419-8419
 E-mail: info@bgchicago.com
 www.bgglobal.com
 Claire K. Rose
 Location: Office building
 1/1, 1/1OR
 Conference 14x26 Obs. Rm. Seats 15
 Conference 15x20 Obs. Rm. Seats 10

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- Baltimore (2)
- Boston
- Charlotte
- Chicago (4)
- Cincinnati
- Cleveland
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- Denver (3)
- Des Moines
- Detroit
- Ft. Lauderdale (2)
- Ft. Worth (2)
- High Point
- Houston (2)
- Los Angeles (2)
- Louisville
- Milwaukee (2)
- Minneapolis (2)
- Nashville
- New Orleans
- New York (2)
- Ontario, Canada
- Orlando
- Philadelphia (4)
- Phoenix (2)
- Pittsburgh (2)
- Rochester (3)
- San Antonio
- San Diego
- San Francisco (2)
- Seattle
- Tampa (2)
- Tucson
- Tulsa
- Washington, D.C.



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- Mystery Shopper Studies
- Door-to-Door Interviewing



CORPORATE OFFICE
430 Lake Cook Road, Deerfield, IL 60015 • 847.940.2000 • www.carleneresearch.com

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Bryles Research, Inc.

Bremontown 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
 Bob Bryles, President
 Location: Shopping mall
 Distance from airport: 12 miles, 35 minutes
 1/1, 1/1OR, TK, MP
 Conference 15x18 Obs. Rm. Seats 15

C R Market Surveys

9510 S. Constance, Suite C-6
 Universal City Professional Bldg.
 Chicago, IL 60617-4734
 Ph. 800-882-1983 or 773-933-0548
 Fax 773-933-0558
 E-mail: info@crmarket.com
 www.crmarket.com
 Cheryl Robinson, Project Coordinator
 Location: Office building
 Distance from airport: 5 miles, 25 minutes
 1/1, TK
 Conference 10x12 Obs. Rm. Seats 10

C/J Research, Inc.

A Div. of ORC International
 3150 Salt Creek Ln., Suite 211
 Arlington Heights, IL 60005
 Ph. 847-253-1100
 Fax 847-253-1587
 E-mail: tcotter@cjr.com
 www.cjr.com
 Carol Hyden, Manager
 Location: Freestanding facility
 Distance from airport: 9 miles, 20 minutes
 Conference 24x24 Obs. Rm. Seats 12

Car-Lene Research, Inc.

Lincolnwood Town Center
 3333 W. Touhy Ave.
 Lincolnwood, IL 60712
 Ph. 847-679-4470
 Fax 847-679-4472
 E-mail: chicagol@carleneresearch.com
 www.carleneresearch.com
 Nadya Hasselquist, Manager
 Location: Shopping mall
 Distance from airport: 14 miles
 1/1, 1/1OR, TK
 Conference 17x12 Obs. Rm. Seats 3
 (See advertisement on p. 139)

Car-Lene Research, Inc.

Northbrook Court
 1108 Northbrook Court
 Northbrook, IL 60062
 Ph. 847-498-1305
 Fax 847-498-1491
 E-mail: chicagon@carleneresearch.com
 www.carleneresearch.com
 Robin Rome, Manager
 Location: Shopping mall
 Distance from airport: 20 miles
 1/1, 1/1OR, TK
 Conference 17x15 Obs. Rm. Seats 6
 (See advertisement on p. 139)

Car-Lene Research, Inc.

River Oaks Center
 8 River Oaks Center
 Calumet City, IL 60409
 Ph. 708-862-6666
 Fax 708-862-0660
 E-mail: chicagor@carleneresearch.com
 www.carleneresearch.com
 Barbara Rutledge, Manager
 Location: Shopping mall
 Distance from airport: 40 miles
 1/1, 1/1OR, TK
 Conference 12x09 Obs. Rm. Seats 3
 Conference 06x04 Obs. Rm. Seats 2
 (See advertisement on p. 139)

Car-Lene Research, Inc.

Yorktown Center
 266 D Yorktown Center
 Lombard, IL 60148
 Ph. 630-705-1303
 Fax 630-705-1304
 E-mail: chicagoy@carleneresearch.com
 www.carleneresearch.com
 Marlene Szafranski, Manager
 Location: Shopping mall
 Distance from airport: 20 miles
 1/1, 1/1OR, TK, TKO
 Conference 17x12 Obs. Rm. Seats 4
 (See advertisement on p. 139)

Chicago Focus**The Focus Network**

7 E. Huron St.
 Chicago, IL 60611
 Ph. 312-951-1616
 Fax 312-951-5099
 E-mail: info@chicagofocus.net
 www.thefocusnetwork.com
 Lynn Rissman, President/Partner
 Location: Freestanding facility
 Distance from airport: 30 miles, 40 minutes
 CL, VC, WC
 Conference 21x13 Obs. Rm. Seats 8
 Conference 21x13 Obs. Rm. Seats 8
 Conference 21x13 Obs. Rm. Seats 15
 (See advertisement on p. 5)

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
 Steve Lehman, Director
 Location: Shopping mall
 Distance from airport: 20 miles, 15 minutes
 1/1, TK, VC
 Conference 15x15 Obs. Rm. Seats 15

Consumer Surveys Co.

Northpoint Shopping Center
 304 E. Rand Rd.
 Arlington Heights, IL 60004
 Ph. 847-394-9411
 Fax 847-394-0001
 E-mail: consumersurveys1@aol.com
 Deanna Kohn, National Field Director
 Location: Office building
 Distance from airport: 25 miles, 25 minutes
 CL, 1/1, 1/1OR, TK, MP
 Conference 15x20 Obs. Rm. Seats 15

Pamper your clients in 4,200 square-feet of quality research space. Plush conference room with built-in audio/visual equipment. Spacious viewing room tiered to comfortably seat 15. Remote-controlled videotaping system for unobstructed client viewing. Sound-insulated window. Separately controlled air-heating system. Luxuriously appointed client lounge with remote monitoring.

(See advertisement on p. 141)

Cunningham Field & Research Service

Gurnee Mills Mall
 6170 W. Grand Ave., Suite 588
 Gurnee, IL 60031-4548
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: CHIG@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 Distance from airport: 30 miles, 45 minutes
 CL, 1/1, 1/1OR, TK, MP
 Conference 16x12 Obs. Rm. Seats 4

Cunningham Field & Research Service

Lincoln Mall
 146B Lincoln Mall
 Matteson, IL 60443
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: CHIL@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 Distance from airport: 45 miles, 60 minutes
 1/1, 1/1OR, TK, MP, VC
 Conference 14x19 Obs. Rm. Seats 8

Data Research, Inc.

1319 Butterfield Rd., Suite 510
 Downers Grove, IL 60515
 Ph. 630-971-2880
 Fax 630-971-2267
 Kathleen Cowles, Vice President
 Location: Office building
 TK, TKO
 Conference 30x23 Obs. Rm. Seats 14

Delve

2311 W. 22nd St., Suite 100
 Oak Brook, IL 60523
 Ph. 800-322-2376 or 630-990-8300
 Fax 630-990-8188
 E-mail: postmaster@delve.com
 www.delve.com
 Candice Wysock, Branch Manager
 Location: Office building
 Distance from airport: 15 miles, 25 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, WC
 Conference 18x25 Obs. Rm. Seats 15
 Conference 20x18 Obs. Rm. Seats 10
 (See advertisement on p. 161)

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CONSUMER SURVEYS COMPANY IN CHICAGO, WHEN YOU DEMAND EXCELLENCE

- Communicate instantly with your moderator from the viewing room by means of a *unique computer system* visible only to your moderator.
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- View the group in our *client lounge* or in our *tiered observation room* that *comfortably seats fifteen* of your agency and corporate traveling companions.
- Watch your group through a *sound insulated window*.
- Feel refreshed by our *separate air/heating system*.

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Consumer Surveys Company

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consumersurveys1@aol.com

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Discovery - National Qualitative Network

Chicago Focus & Field
 3615 Park Dr., Suite 101
 Olympia Fields, IL 60461
 Ph. 708-503-0100
 Fax 708-503-0101
 E-mail: chicago@discoverynqn.com
www.discoverynqn.com

Linda Smith, Manager
 Location: Office building
 Distance from airport: 38 miles, 45 minutes
 TK, VC

Conference 20x15 Obs. Rm. Seats 12
 Conference 20x15 Obs. Rm. Seats 10
 (See advertisement on p. 133)

Fact Flow Research

311 S. Wacker Dr., Suite 2275
 Chicago, IL 60606
 Ph. 312-341-8117
 Fax 312-341-8105
 E-mail: answers@ffresearch.com

Diana Manos, Mgr. New Business Dev.
 Location: Office building
 CL, 1/1, 1/1OR
 Conference 20x20 Obs. Rm. Seats 12

Fieldwork Chicago-North, Inc.

5750 Old Orchard Rd., Suite 500
 Skokie, IL 60077
 Ph. 847-583-2911
 Fax 847-583-1996
 E-mail: info@chicago.fieldwork.com
www.fieldwork.com

Karen Borgardt or Judy Piechocki
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, TKO, VC

Conference 20x22 Obs. Rm. Seats 25
 Conference 21x25 Obs. Rm. Seats 25
 Conference 20x22 Obs. Rm. Seats 25
 Conference 23x28 Obs. Rm. Seats 25
 Conference 11x09 Obs. Rm. Seats 6
 Conference 10x10 Obs. Rm. Seats 6
 (See advertisement on the Back Cover)

Fieldwork Chicago-O'Hare

8420 W. Bryn Mawr Ave., Suite 650
 Chicago, IL 60631
 Ph. 773-714-8700
 Fax 773-714-0737
 E-mail: info@ohare.fieldwork.com
www.fieldwork.com

Pam White, President
 Location: Office building
 Distance from airport: 2 miles, 5 minutes
 CL, 1/1, 1/1OR, TK, VC
 Conference 21x21 Obs. Rm. Seats 22
 Conference 21x15 Obs. Rm. Seats 20
 Conference 20x20 Obs. Rm. Seats 18
 Conference 20x25 Obs. Rm. Seats 18
 (See advertisement on the Back Cover)

Fieldwork Chicago-Schaumburg

1450 E. American Ln., Suite 1880
 Schaumburg, IL 60173
 Ph. 847-413-9040
 Fax 847-413-9064
 E-mail: info@schaumburg.fieldwork.com
www.fieldwork.com

Karyn Picchiotti, President
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 1/1, 1/1OR, TK, VC

Conference 21x14 Obs. Rm. Seats 20
 Conference 20x18 Obs. Rm. Seats 15
 Conference 20x15 Obs. Rm. Seats 17
 (See advertisement on the Back Cover)

Focuscope, Inc.

1100 Lake St., Suite 60
 Oak Park, IL 60301
 Ph. 708-386-5086
 Fax 708-386-1207
 E-mail: krooney@focuscope.com
www.focuscope.com

Kevin Rooney
 Location: Office building
 Distance from airport: 10 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, WC
 Multiple 20x15 Obs. Rm. Seats 18
 Multiple 20x15 Obs. Rm. Seats 18
 Multiple 16x14 Obs. Rm. Seats 7
 Multiple 24x14 Obs. Rm. Seats 12
 (See advertisement on p. 143)

Focuscope, Inc.

515 N. State St., Suite 1920
 Chicago, IL 60610
 Ph. 708-386-5086
 Fax 708-386-1207
 E-mail: krooney@focuscope.com
www.focuscope.com

Kevin Rooney
 Location: Office building
 Distance from airport: 15 miles, 35 minutes
 CL, 1/1, 1/1OR, MP, VC
 Multiple 25x20 Obs. Rm. Seats 23
 Multiple 24x19 Obs. Rm. Seats 20
 (See advertisement on p. 143)

Home Arts Guild Research Center

35 E. Wacker Dr.
 Chicago, IL 60601
 Ph. 312-726-7406
 Fax 312-346-3746
 E-mail: Research35@aol.com
www.hagrc.com

Roy Roberts, President
 Location: Office building
 Distance from airport: 12 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, TKO, MP, VC, WC
 Multiple 14x30 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 12
 Conference 13x19 Obs. Rm. Seats 15
 Conference 14x19 Obs. Rm. Seats 11
 Conference 14x14 Obs. Rm. Seats 15

Elegant facility on two tower floors. Consumers, doctors, executives recruited on-site from Chicago, all suburbs. Five focus group and IDI suites, all with DSL connections. Large, observable kitchen, auditorium. Taste, product tests. Videoconferencing. Member of ActiveGroup for Internet transmission of focus groups, IDIs. Serving blue-chip clients since 1927.

Market Ease/Urban Focus

1229 N. Northbranch, Suite 306
 Chicago, IL 60622
 Ph. 312-654-9910 or 312-280-4964 (facility)
 Fax 312-654-9917
 E-mail: market-eas@aol.com
 Iliana Ruiz Moran, President
 Location: Office building
 Distance from airport: 15 miles, 30 minutes
 VC
 Conference Obs. Rm. Seats 12

Chicago's only facility specializing in minority recruiting. Located in Goose Island, a neighborhood surrounded by Chicago's great melting pot of ethnicities, Urban Focus is Chicago's only facility specializing in recruiting Hispanic, African-American and other minority communities. We offer excellent service and outstanding recruiting. Our beautiful new facility is located in a state-of-the-art loft building just minutes from downtown Chicago and 15 miles from O'Hare airport.

Marketing Services

2525 Gross Point Rd.
 Evanston, IL 60201
 Ph. 847-864-4100
 Fax 847-864-9512
 E-mail: calderlatour@calderlatour.com
www.calderlatour.com
 Location: Freestanding facility
 Distance from airport: 15 miles, 30 minutes
 Conference 11x15 Obs. Rm. Seats 10

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
 Location: Shopping mall
 Distance from airport: 60 miles, 60 minutes
 1/1, 1/1OR, TK
 Conference 15x15 Obs. Rm. Seats 8

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
 Location: Shopping mall
 Distance from airport: 30 miles, 60 minutes
 1/1, TK, MP
 Conference 14x13 Obs. Rm. Seats 10

Mid-America Rsch./Facts In Focus

Randhurst Center
 999 N. Elmhurst Rd., Suite 17
 Mt. Prospect, IL 60056
 Ph. 847-392-9770 or 847-392-0800
 Fax 847-392-9891
 E-mail: marrandhurst@att.net.com
 Location: Shopping mall
 Distance from airport: 10 miles, 10 minutes
 1/1, 1/1OR, TK, MP
 Conference 15x23 Obs. Rm. Seats 10

Murray Hill Center Central, LLC

440 N. Michigan Ave., Suite 700
Chicago, IL 60611-4006
Ph. 312-803-4455
Fax 312-803-2116
E-mail: maggie@murrayhillcenter.com
www.murrayhillcenter.com
Maggie Brown, Director
Location: Office building
Distance from airport: 20 miles, 40 minutes
CL, 1/1, 1/10R, VC
Conference 22x16 Obs. Rm. Seats 15
Conference 20x16 Obs. Rm. Seats 15
Conference 20x16 Obs. Rm. Seats 15
Conference 20x16 Obs. Rm. Seats 15
Conference 20x16 Obs. Rm. Seats 15
Conference 16x16 Obs. Rm. Seats 10

National Data Research, Inc.

770 Frontage Rd., Suite 110
Northfield, IL 60093
Ph. 847-501-3200
Fax 847-501-2865
E-mail: slagrippe@aol.com
www.national-data.net
Sue LaGrippe, President
Location: Office building
Distance from airport: 25 miles, 30 minutes
CL, 1/1, 1/10R, TK, VC
Conference 16x19 Obs. Rm. Seats 15
Conference 18x21 Obs. Rm. Seats 15
Conference 21x18 Obs. Rm. Seats 15
Conference 21x17 Obs. Rm. Seats 15
Conference 17x21 Obs. Rm. Seats 15

National Data Research, Inc.

737 N. Michigan Ave., Suite 1310
Chicago, IL 60611
Ph. 847-501-3200
Fax 847-501-2865
E-mail: slagrippe@aol.com
www.national-data.net
Sue LaGrippe, President
Location: Office building
Distance from airport: 25 miles, 30 minutes
CL, 1/1, 1/10R, VC
Conference 25x17 Obs. Rm. Seats 15
Conference 21x17 Obs. Rm. Seats 15
Conference 24x17 Obs. Rm. Seats 15
Conference 26x16 Obs. Rm. Seats 20

National Qualitative Centers, Inc.

625 N. Michigan Ave., Suite 1402
Chicago, IL 60611
Ph. 312-642-1001
Fax 312-649-5812
E-mail: nqcchicago@aol.com
www.nqc-focus.com
Sandy Nidetz, Manager
Location: Office building
Distance from airport: 25 miles, 60 minutes
1/1, 1/10R, TK, MP, VC, WC
Conference 24x23 Obs. Rm. Seats 10
Conference 23x20 Obs. Rm. Seats 10
Conference 23x20 Obs. Rm. Seats 10
Multiple 24x19 Obs. Rm. Seats 10
Conference 23x14 Obs. Rm. Seats 10
Multiple 34x20 Obs. Rm. Seats 20

Oakbrook Interviewing Center, Inc.

1415 W. 22nd St., Suite 220
Oak Brook, IL 60523
Ph. 630-574-0330
Fax 630-574-0358
E-mail: dorothy@oakbrookinterviewing.com
www.oakbrookinterviewing.com
Dorothy Polzin, Vice President
Location: Office building
Distance from airport: 16 miles, 25 minutes
1/1, 1/10R, TK, TKO, VC, WC
Conference 22x15 Obs. Rm. Seats 11
Conference 16x16 Obs. Rm. Seats 13
Conference 09x14 Obs. Rm. Seats 10
Conference 21x16 Obs. Rm. Seats 18

O'Hare in Focus

Div. of Irwin Broh & Associates, Inc.
1011 E. Touhy Ave.
Des Plaines, IL 60018
Ph. 847-299-6636
Fax 847-824-3259
E-mail: rvitellaro@ohareinfocus.com
www.ohareinfocus.com
Renie Vitellaro
Location: Office building
Distance from airport: 3 miles, 8 minutes
CL, 1/1, 1/10R, TK, TKO, MP, VC, WC
Conference 18x20 Obs. Rm. Seats 10
Conference 17x19 Obs. Rm. Seats 20
Conference 15x18 Obs. Rm. Seats 15
Conference 12x15 Obs. Rm. Seats 8
(See advertisement on p. 145)

Peryam & Kroll Marketing and Research Corp.

6323 N. Avondale Ave., Suite 211
Chicago, IL 60631
Ph. 773-774-3100 or 800-747-5522
Fax 773-774-7956
E-mail: info@pk-research.com
www.pk-research.com
Dan Kroll, Vice President
Location: Office building
Distance from airport: 10 miles, 10 minutes
CL, 1/1, TK, MP
Conference 21x23 Obs. Rm. Seats 18
Conference 21x23 Obs. Rm. Seats 18

Plaza Research-Chicago

8725 W. Higgins Rd.
Chicago, IL 60631
Ph. 773-714-9600 or 800-654-8002
Fax 773-714-9604
E-mail: hepstein@plazaresearch.com
www.plazaresearch.com
Hollie Epstein, Director
Location: Office building
Distance from airport: 5 minutes
CL, 1/1, 1/10R, TK, TKO, MP, VC, WC
Multiple 18x33 Obs. Rm. Seats 20
Conference 16x24 Obs. Rm. Seats 20
Multiple 16x22 Obs. Rm. Seats 20
Multiple 17x24 Obs. Rm. Seats 25
(See advertisement on p. 167)

From the smallest detail . . . to the biggest project.



focusscope

After twenty years of providing unrivaled qualitative research in Chicago, we know how to handle the details.

- Focus Groups & One-on-One's
- Usability Labs
- Field Management
- Medical / Executive
- Business-to-Business
- Video Conferencing / Web Conferencing
- High Speed Internet Access

focusscope - Oak Park

1100 Lake Street; Suite 60
Oak Park, IL 60301

focusscope - Chicago

515 N. State Street; Suite 1920
Chicago, IL 60610

708-386-5086
708-386-1207 (fax)
www.focusscope.com

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

PRECISION  RESEARCH**Precision Research, Inc.**

O'Hare Corporate Towers
 10600 W. Higgins Rd., Suite 100
 Rosemont, IL 60018
 Ph. 847-390-8666
 Fax 847-390-8885
 E-mail: saa@preres.com
 www.preres.com

Scott Adelman, President

Location: Office building

Distance from airport: 2 miles, 10 minutes

1/1, 1/1OR, TK, TKO, MP, VC

Conference 16x24 Obs. Rm. Seats 18

Conference 17x17 Obs. Rm. Seats 18

Conference 23x24 Obs. Rm. Seats 10

Conference 08x10 Obs. Rm. Seats 4

Two modern high-tech, three-level focus suites. Private phone booths. High-speed Internet access. Windows- and Macintosh-compatible. Usability lab. Multipurpose room is ideal for mock juries, and audience testing. 100 in-house recruiting, Field Division handles mystery shops, intercept studies, and data processing. Owner-operated and committed to quality.

(See advertisements on pp. 42, 81)

Questions & Marketing Research Svcs., Inc.

19211 Henry Dr.
 Mokena, IL 60448
 Ph. 708-479-3200
 Fax 708-479-4038
 E-mail: mail@qandm.com
 www.qandm.com

Marge Weber-Tripton, President

Location: Freestanding facility

Distance from airport: 30 miles, 30 minutes

CL, 1/1, 1/1OR, TK, TKO, MP

Conference 14x21 Obs. Rm. Seats 15

Multiple 14x21 Obs. Rm. Seats 15

Multiple 28x41 Obs. Rm. Seats 15

The Research Group, Inc.

Oak Mill Mall
 7900 Milwaukee, Ave., Suite 222
 Niles, IL 60714
 Ph. 847-966-8900
 Fax 847-966-8871
 E-mail: RGI222@aol.com
 www.researchgroupinc.com

Charles Orloff, Vice President

Location: Shopping mall

Distance from airport: 7 miles, 15 minutes

CL, 1/1, 1/1OR, TK, TKO, MP

Conference 20x17 Obs. Rm. Seats 15

Research House

6901 N. Lincoln Ave.
 Lincolnwood, IL 60712
 Ph. 847-677-4747
 Fax 847-677-7990

E-mail: RsrchHse@aol.com

Darlene Piell, President

Location: Freestanding facility

Distance from airport: 8 miles, 15 minutes

CL, 1/1, TK, MP

Conference 16x20 Obs. Rm. Seats 14

Conference 21x20 Obs. Rm. Seats 14

Research International USA

875 N. Michigan Ave., Suite 2511
 Chicago, IL 60611
 Ph. 888-387-2233
 Fax 312-787-4156

E-mail: info@riusa.com

www.riusa.com

Location: Office building

CL, 1/1, 1/1OR, TK

Conference 21x18 Obs. Rm. Seats 15

Savitz Field and Focus - Chicago

444 N. Michigan Ave., Suite 500
 Chicago, IL 60611
 Ph. 312-377-1200
 Fax 312-377-1220

E-mail: information@savitzfieldandfocus.com

www.savitzfieldandfocus.com

Joe Logan, Branch Manager

Location: Office building

Distance from airport: 15 miles, 20 minutes

CL, TK, MP, VC

Conference 30x24 Obs. Rm. Seats 18

Conference 24x18 Obs. Rm. Seats 15

Conference 24x18 Obs. Rm. Seats 15

Conference 22x18 Obs. Rm. Seats 15

(See advertisement on p. 199)

Smith Research, Inc.

710 Estate Dr.
 Deerfield, IL 60015
 Ph. 847-948-0440
 Fax 847-948-8350

E-mail: ksmith@smithresearch.com

www.smithresearch.com

Kevin Smith, President

Location: Freestanding facility

Distance from airport: 15 miles, 20 minutes

CL, 1/1, 1/1OR, TK, MP, VC, WC

Conference 26x18 Obs. Rm. Seats 20

Conference 26x16 Obs. Rm. Seats 15

Conference 26x16 Obs. Rm. Seats 15

Conference 19x17 Obs. Rm. Seats 20

Smith Research, Inc.

150 E. Huron, Suite 1010
 Chicago, IL 60611
 Ph. 847-948-0440
 Fax 847-948-8350

E-mail: ksmith@smithresearch.com

www.smithresearch.com

Kevin Smith, President

Location: Office building

Distance from airport: 15 miles, 60 minutes

CL, TK, MP, VC, WC

Conference 20x24 Obs. Rm. Seats 20

Conference 21x21 Obs. Rm. Seats 20

Conference 20x16 Obs. Rm. Seats 15

Conference 19x17 Obs. Rm. Seats 15



Strictly Medical

Strictly Medical Market Research

Edens Office Plaza
 4801 W. Peterson Ave., Suite 608
 Chicago, IL 60646
 Ph. 773-202-3500
 Fax 773-202-3511

E-mail: tntwalker@aol.com

www.strictly-medical.com

Harry Balaban

Location: Office building

Distance from airport: 15 minutes

CL, 1/1, 1/1OR, TK, VC

Conference 18x14 Obs. Rm. Seats 14

Focus facilities with spacious conference and tiered viewing rooms and IDI room. Client lounges equipped with closed-circuit monitor. Focus group recruiting, WATS, medical and executive in-depth interviews conducted in-house under supervision. Fully equipped kitchen to meet the special dietary needs of both respondents and clients. Supervision by licensed medical personnel available. Member VideoFocus Direct.

Survey Center, LLC

River East Plaza
 455 E. Illinois St., Suite 660
 Chicago, IL 60611
 Ph. 312-321-8100
 Fax 312-321-8110

E-mail: tonyl@ljs.com

www.surveycenterllc.com

Susan Stanicek

Location: Office building

Distance from airport: 15 miles, 35 minutes

CL, 1/1, 1/1OR, TK, TKO, MP, VC

Conference 22x16 Obs. Rm. Seats 15

Multiple 22x16 Obs. Rm. Seats 10

Conference 30x17 Obs. Rm. Seats 20

Multiple 40x17 Obs. Rm. Seats 20



Time N Talent, Inc.

Time N Talent Market Research

Edens Office Plaza
 4801 W. Peterson Ave., Suite 608
 Chicago, IL 60646
 Ph. 773-202-3500
 Fax 773-202-3511

E-mail: tntwalker@aol.com

www.tntmarketresearch.com

Harry Balaban

Location: Office building

Distance from airport: 15 minutes

CL, 1/1, 1/1OR, TK, VC

Conference 18x14 Obs. Rm. Seats 14

Focus group facilities with spacious conference and tiered viewing rooms plus one-on-one room. Client lounges equipped with closed-circuit monitor. Focus group recruiting, WATS studies, IDIs conducted in-house under careful supervision. Ample free parking. Located 15 minutes from the airport; surrounded by many luxury resort hotels. Member VideoFocus Direct.



Tragon

1400 E. Lake Cook Rd., Suite 105
Buffalo Grove, IL 60089-1865
Ph. 800-841-1177 or 847-808-2080
Fax 847-808-0179
E-mail: sales@tragon.com
www.tragon.com
Carol Sidel, Qual. Rsch. Mgr.
Joseph Salerno, Dir. Mktg. & Sales
Location: Office building
Distance from airport: 15 miles, 30 minutes
1/1, TK, TKO, MP
Conference 15x20 Obs. Rm. Seats 10

Tragon consistently delivers even the hardest-to-find consumer, youth, business, tech, medical and legal respondents. We offer 30 years of marketing research and consulting experience. Our modern focus group suites include tiered viewing, closed circuit video, DSL, client offices, testing booths and kitchens. Ideal San Francisco/Silicon Valley and Chicago locations.
(See advertisement on p. 116)

Peoria

Scotti Research, Inc.

1118 N. Sheridan Rd.
Peoria, IL 61606
Ph. 309-673-6194
Fax 309-673-5942
E-mail: scotti@umtec.com
Nancy Matheis, President
Location: Freestanding facility
Distance from airport: 20 miles, 20 minutes
1/1, 1/1OR, TK, TKO
Conference 20x30 Obs. Rm. Seats 14

Indiana

Evansville

Gore/Knauff Research LLC

4920 Lincoln Ave.
Evansville, IN 47715
Ph. 812-485-2160
Fax 812-485-2164
E-mail: jknauff@evansville.com
Jim Knauff, President
Location: Office building
Distance from airport: 5 miles, 10 minutes
CL, TK
Conference 16x14 Obs. Rm. Seats 8



CHICAGO'S PREMIER FOCUS GROUP CENTER

JUST MINUTES FROM O'HARE
INTERNATIONAL AIRPORT.

Our location provides convenient access from middle and upper income suburbs plus Northwest Chicago.

State-of-the Art Facility

- Three spacious conference rooms
- Specially designed mini-group room
- Spacious viewing rooms with wall-to wall, one-way mirrors
- Two client lounges
- Private client entrance
- Professional video/audio equipment
- Flexible areas for large displays
- Available with or without recruiting
- Video and internet conferencing

Test Kitchen

- Fully equipped test kitchen with freezer storage
- Direct observation of the kitchen through one-way mirror

Our People

- Experienced staff of in-house recruiters
- Highly qualified moderators available

Everything you need in one technically advanced facility.

O'HARE IN FOCUS

A division of Irwin Broh & Associates

1011 East Touhy Ave. • Des Plaines, IL 60018-5808
847-299-6636 • Fax 847-824-3259

email: oif-info@ohareinfocus.com

www.ohareinfocus.com

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Product Acceptance & Research (PAR)

9845 Hedden Rd.

Evansville, IN 47725-8905

Ph. 812-867-8600

Fax 812-867-8699

E-mail: michael.lloyd@par-research.com

www.par-research.com

Michael Lloyd, Director Mktg. Rsch.

Location: Office building

Distance from airport: 1 miles, 5 minutes

1/1, TK

Conference 19x15 Obs. Rm. Seats 15

Fort Wayne**Advantage Research of Northern Indiana**

3502 Stellhorn Rd.

Fort Wayne, IN 46815

Ph. 219-492-5541 or 734-261-8377 (Hq.)

Fax 219-492-5542

E-mail: AdvantageFW@aol.com

www.advantageresearch.net

Darla Keller Meyer

Location: Freestanding facility

Distance from airport: 9 miles, 15 minutes

CL, 1/1, MP

Multiple 20x15 Obs. Rm. Seats 10

Multiple 20x13 Obs. Rm. Seats 8

Indiana Research Service

8126 Sagamore Court

Fort Wayne, IN 46835

Ph. 219-485-2442

Fax 219-485-1476

E-mail: ccage@indianaresearch.com

www.indianaresearch.com

Chris Cage, General Manager

Location: Office building

Distance from airport: 7 miles, 20 minutes

1/1, 1/1OR, MP, VC

Conference 28x25 Obs. Rm. Seats 8

Multiple 50x40 Obs. Rm. Seats 8

Gary**KLD Marketing Research, Inc.**

1603 E. Lincolnway, Suite A

Valparaiso, IN 46383

Ph. 219-464-4668

Fax 219-464-7011

E-mail: kathyd@netnitco.net

www.kldresearch.com

Kathleen L. DeWitt, President

Location: Freestanding facility

Distance from airport: 80 miles, 90 minutes

Conference 18x13 Obs. Rm. Seats 8

Indianapolis**Herron Associates, Inc.**

710 Executive Park Dr.

Greenwood, IN 46143

Ph. 317-882-3800

Fax 317-882-4716

E-mail: sue@herron-research.com

www.herron-research.com

Sue McAdams, President

Location: Office building

Distance from airport: 15 miles, 30 minutes

CL, 1/1, 1/1OR, TK, MP

Conference 24x14 Obs. Rm. Seats 15

Conference 09x13 Obs. Rm. Seats 5

Innovative and high-tech research firm offering diverse methodologies with four permanent facilities in Indianapolis. Facilities located in downtown Indianapolis, north and south suburbs. Services include: qualitative research recruiting and facilities; central location testing with commercial kitchen; usability labs, videoconferencing, videostreaming; product development and idea innovation.

(See advertisement on p. 147)

Herron Associates, Inc.

First Indiana Plaza

135 N. Pennsylvania Ave., Suite 1550

Indianapolis, IN 46204

Ph. 317-882-3800

Fax 317-882-4716

E-mail: sue@herron-research.com

www.herron-research.com

Sue McAdams, President

Location: Office building

Distance from airport: 8 miles, 10 minutes

CL, 1/1, 1/1OR, TK, VC, WC

Conference 16x25 Obs. Rm. Seats 18

Conference 16x23 Obs. Rm. Seats 12

Conference 16x16 Obs. Rm. Seats 6

Our qualitative and videoconferencing center is a preferred site located in the heart of downtown Indianapolis. High-rise with convenient amenities to include superior hotels and dining. FocusVision videoconferencing and videostreaming. Built to impress.

(See advertisement on p. 147)

Herron Associates, Inc.

The Idea Center™

6049 Lakeside Blvd.

Indianapolis, IN 46278

Ph. 317-882-3800

Fax 317-882-4716

E-mail: sue@herron-research.com

www.herron-research.com

Sue McAdams, President

Location: Office building

Distance from airport: 8 miles, 15 minutes

CL, 1/1, 1/1OR, TK, TKO, MP, VC

Multiple 21x24 Obs. Rm. Seats 20

Multiple 20x23 Obs. Rm. Seats 20

Multiple 16x20 Obs. Rm. Seats 7

Multiple 34x40 Obs. Rm. Seats 15

New facility built in October 2001! A specially-designed and -equipped, state-of-the-art facility for research and innovation. Offering creativity

focus suites, CLT, commercial kitchen, viewable residential kitchen and flexible AV with multiple room monitoring. A new concept facility - designed to meet tomorrow's research needs.
 (See advertisement on p. 147)

Interexchange

9840 Westpoint Dr., Suite 100

Indianapolis, IN 46256-3378

Ph. 317-913-9999

Fax 317-594-1600

E-mail: cindy@interexchanging.com

www.interexchanging.com

Cindy Johnson, Project Services Director

Location: Office building

Distance from airport: 30 miles, 45 minutes

CL

Conference Obs. Rm. Seats 10

Smithmark Corporation

4136 N. Keystone Ave.

Indianapolis, IN 46205

Ph. 317-541-9165

Fax 317-541-9291

E-mail: info@smithmark.com

www.smithmark.com

Michael Smith, Partner

Location: Office building

Distance from airport: 15 miles, 20 minutes

CL, 1/1, 1/1OR, MP

Conference 20x15 Obs. Rm. Seats 15

Stone Research Services

Intech Park

6640 Intech Blvd., Suite 100

Indianapolis, IN 46278

Ph. 317-227-3000

Fax 317-227-3001

E-mail: clientservices@stoneresearchservices.com

www.stoneresearchservices.com

Teresa Young, Dir. Client Svcs.

Location: Office building

Distance from airport: 10 miles, 15 minutes

CL

Conference 16x22 Obs. Rm. Seats 12

Superior data collection services near the airport. Spacious focus group suite. Two CATI national calling centers with 50 stations. Over 50 combined years of research experience with packaged goods, customer services, business-to-business, medical, and customer satisfaction measurement programs. Questionnaire coding, data entry and tabulation services available.

Walker Information

3939 Priority Way South Dr.

Indianapolis, IN 46240

Ph. 800-334-3939 ext. 8524

Fax 317-843-8584

E-mail: info@walkerinfo.com

www.walkerinfo.com

Barbara Miller, Vice President

Location: Freestanding facility

Distance from airport: 20 miles, 20 minutes

CL, 1/1, MP

Conference 17x21 Obs. Rm. Seats 12

Multiple 30x30 Obs. Rm. Seats 12

Iowa

Cedar Rapids

Frank N. Magid Associates, Inc.

One Research Center
Marion, IA 52302
Ph. 319-377-7345
Fax 319-377-5861
E-mail: jcook@magid.com
www.magid.com
Jane Cook
Location: Office building
Distance from airport: 15 miles, 20 minutes
Conference 17x16 Obs. Rm. Seats 12
Conference 19x52

Vernon Research Group

1962 1st Ave. N.E.
Cedar Rapids, IA 52402
Ph. 319-364-7278
Fax 319-364-7307
E-mail: plyons@vernonresearch.com
www.vernonresearch.com
Patrick Lyons
Location: Freestanding facility
Distance from airport: 10 miles, 15 minutes
CL, 1/1
Conference 20x19 Obs. Rm. Seats 15

Des Moines

Car-Lene Research, Inc.

Merle Hay Mall
3800 Merle Hay Rd., Suite 200
Des Moines, IA 50310
Ph. 515-270-6555
Fax 515-270-6488
E-mail: desmoines@carleneresearch.com
www.carleneresearch.com
Todd Winchester
Location: Shopping mall
Distance from airport: 20 miles
1/1, 1/1OR, TK
Conference 14x10 Obs. Rm. Seats 2
(See advertisement on p. 139)

Essman/Research

100 E. Grand Ave., Suite 340
Des Moines, IA 50309-1800
Ph. 515-282-7145
Fax 515-282-4535
E-mail: mail@essoc.com
www.essmanresearch.com
Deb Stearns, Research Director
Location: Office building
Distance from airport: 10 miles, 20 minutes
1/1
Conference 20x17 Obs. Rm. Seats 8
Conference 25x19 Obs. Rm. Seats 18

T.L. Grantham & Associates, Inc.

Park Fair Mall
100 E. Euclid Ave., Suite 167
Des Moines, IA 50313
Ph. 515-288-7156
Fax 515-698-5573
E-mail: tgrantham@tlgrantham.com
www.tlgrantham.com
Vada Grantham, CEO
Location: Shopping mall
Distance from airport: 4 miles, 10 minutes
1/1, 1/1OR, TK, MP
Conference 17x20 Obs. Rm. Seats 8

Mid-Iowa Interviewing, Inc.

Valley West Mall
1551 Valley W. Dr., Suite 157A
West Des Moines, IA 50266
Ph. 515-225-6232
Fax 515-225-1184
E-mail: MID225@aol.com
Doug Brown
Location: Shopping mall
1/1, 1/1OR, TK
Conference 14x16 Obs. Rm. Seats 7

Pirro Research

5835 Grand Ave., Suite 102
Des Moines, IA 50312
Ph. 515-255-3244
Fax 515-255-1764
E-mail: PirroCo@aol.com
Ellen Pirro
Location: Office building
Distance from airport: 6 miles, 20 minutes
1/1, 1/1OR
Conference 14x21 Obs. Rm. Seats 8

Davenport

PMR-Personal Marketing Research, Inc.

322 Brady St.
Davenport, IA 52801
Ph. 563-322-1960
Fax 563-322-1370
E-mail: info@e-pmr.com
www.e-pmr.com
Michele K. Dillon, Vice President
Location: Freestanding facility
Distance from airport: 10 miles
1/1, VC
Conference 16x18 Obs. Rm. Seats 12

Kansas

Kansas City

(See Kansas City, MO)

Topeka

Central Research & Consulting

900 Bank of America Tower
Topeka, KS 66603
Ph. 785-233-8948
Fax 785-233-8956
E-mail: pl_crc@cjnetworks.com
Phil Lange, Vice President
Location: Office building
Conference 15x15 Obs. Rm. Seats 10

Wichita

The Research Center

P.O. Box 820
825 E. Douglas
Wichita, KS 67201-0820
Ph. 316-268-6532
Fax 316-268-6338
E-mail: myoung@wichitaeagle.com
www.resctr.com
Marna Young
Location: Office building
Distance from airport: 5 miles, 10 minutes
CL
Conference 16x20 Obs. Rm. Seats 8

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Fax: (317) 882-4716

www.herron-research.com
Info@herron-research.com

Indianapolis, IN

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
VC - Videoconferencing WC - Webconferencing
1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

The Research Partnership, Inc.

Wichita Marketing Research
1425 E. Douglas, 3rd fl.
P.O. Box 707
Wichita, KS 67201
Ph. 316-263-6433
Fax 316-263-0885
E-mail: trpinct@aol.com
www.trp-ict.com
Esther Headley, President
Location: Office building
Distance from airport: 10 miles, 15 minutes
1/1
Conference 23x17 Obs. Rm. Seats 12
Conference 12x24 Obs. Rm. Seats 8

Kentucky**Lexington****Lexington Opinion Research, Inc.**

131 Prosperous Pl., Suite 19B
Lexington, KY 40509
Ph. 859-263-4999
Fax 859-263-2838
E-mail: LexOpinion@aol.com
Sue Cain or Bill Foraker, Project Director
Location: Office building
Distance from airport: 15 miles, 25 minutes
Conference 12x17 Obs. Rm. Seats 8

M C Squared Consulting

120 Dennis Dr., Suite 3
Lexington, KY 40503
Ph. 800-370-6071 or 859-278-9299
Fax 859-276-3824
E-mail: mc2con@mindspring.com
www.mc2con.com
Deborah Moore, Focus Group Director
Location: Office building
Distance from airport: 5 miles, 10 minutes
1/1, 1/1OR
Conference 11x18 Obs. Rm. Seats 12
Conference 18x18 Obs. Rm. Seats 24

The Matrix Group, Inc.

501 Darby Creek Rd., #25
Lexington, KY 40509
Ph. 859-263-8177 or 800-558-6941
Fax 859-263-1223
E-mail: matre@infi.net
www.tmgresearch.com
Martha L. DeReamer
Location: Office building
Distance from airport: 10 miles, 20 minutes
CL, 1/1, 1/1OR, MP
Conference 17x13 Obs. Rm. Seats 10
Multiple 35x15 Obs. Rm. Seats 18

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Bluegrass since 1987. Two focus group suites including versatile meeting/conference center for groups up to 35. Real-time audio monitoring. Experienced in-house recruiting staff. Consumer database. Excellent location near I-75 and I-64, just minutes away from Central Kentucky's largest shopping center, restaurants, and lodging. Professional and accommodating staff.

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Green Tree Mall
Hwy. 131, Unit 224
Clarksville, IN 47129
Ph. 812-284-1770
Fax 812-284-1655
E-mail: louisville@carleneresearch.com
www.carleneresearch.com
Doris West, Manager
Location: Shopping mall
Distance from airport: 5 miles
1/1, 1/1OR, TK
(See advertisement on p. 139)

Fangman Research, Inc.

1941 Bishop Ln., Suite 806
Louisville, KY 40218
Ph. 502-456-5300 or 888-300-1231
Fax 502-456-2404
E-mail: fangman@fangmanresearch.com
www.fangmanresearch.com
Allen Fangman, Exec. V.P.
Location: Office building
Distance from airport: 2 miles, 5 minutes
1/1, 1/1OR, TK
Conference 12x20 Obs. Rm. Seats 8

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MRK, Inc.

Mid City Mall
1250 Bardstown Rd.
Louisville, KY 40204
Ph. 502-458-4159
Fax 502-456-5776
E-mail: marylea@mrkresearch.com
www.mrkresearch.com
Mary Lea Quick, President
Location: Shopping mall
Distance from airport: 5 miles, 10 minutes
1/1, 1/1OR, TK
Conference 15x18 Obs. Rm. Seats 6

National Dataquesting, Inc.

Div. of Wilkerson & Associates
3339 Taylorsville Rd.
Louisville, KY 40205
Ph. 502-452-1575
Fax 502-459-8392
E-mail: NDQINC@aol.com
Jason Crick, Sales Manager
Location: Freestanding facility
Distance from airport: 5 miles, 10 minutes
CL, TK, TKO
Conference 18x24 Obs. Rm. Seats 14

Personal Opinion, Inc.

999 Breckenridge Ln.
Louisville, KY 40207
Ph. 502-899-2400
Fax 502-899-2404
E-mail: Ischulz@personalopinion.org
www.personalopinion.org
Linda Schulz, Dir. Mktg. Rsch.
Location: Freestanding facility
Distance from airport: 4 miles, 10 minutes
CL, 1/1, 1/1OR, TK, TKO, MP, WC
Multiple 24x19 Obs. Rm. Seats 30
Conference 20x17 Obs. Rm. Seats 25
Conference 21x20 Obs. Rm. Seats 21

Southern Research Services of Louisville

100 Mallard Creek Rd., Suite 200
Louisville, KY 40207
Ph. 502-454-0771
Fax 502-458-5773
Sharron Hermanson, President
Location: Office building
Distance from airport: 5 miles, 10 minutes
CL, TK
Conference 20x18 Obs. Rm. Seats 16
(See advertisement on p. 149)

Southern Surveys, Inc.

1519 Gagel Ave.
Louisville, KY 40216
Ph. 502-367-7199
Fax 502-367-7356
E-mail: s1surveys@aol.com
Doris or Robert Kaberle, Owners
Location: Freestanding facility
Distance from airport: 5 miles, 15 minutes
CL, 1/1, 1/1OR, TK
Conference 12x15 Obs. Rm. Seats 12

Wilkerson & Associates

3339 Taylorsville Rd.
Louisville, KY 40205
Ph. 502-459-3133
Fax 502-459-8392
E-mail: wassoci215@aol.com
www.wilkersonresearch.com
German Dillon, Sr. Account Manager
Location: Freestanding facility
CL, TK, TKO
Conference 18x24 Obs. Rm. Seats 14

Madisonville

Market Research Services

705 Shamrock Dr.
Madisonville, KY 42431
Ph. 270-825-0761 or 270-821-4182
Fax 270-821-7151
E-mail: mkt_resch_svcs@hotmail.com
Donna Baldrige or Richard Smith
Location: Office building
Distance from airport: 40 miles, 45 minutes
1/1, 1/1OR, MP, VC
Multiple 30x30 Obs. Rm. Seats 15
Multiple 20x30 Obs. Rm. Seats 10

Owensboro

Market Research Services

Owensboro, KY
Ph. 270-825-0761
Fax 270-821-7151
E-mail: mkt_resch_svcs@hotmail.com
Donna Baldrige or Richard Smith
Location: Office building
Distance from airport: 8 miles, 15 minutes
CL, TK, TKO, MP, VC
Multiple 12x20 Obs. Rm. Seats 30
Multiple 30x30 Obs. Rm. Seats 30

Paducah

(See *Cape Girardeau, MO*)

Louisiana

Baton Rouge

Survey Communications, Inc.

4511 Jamestown Ave.
Baton Rouge, LA 70898
Ph. 225-928-0220 or 800-695-0221
Fax 225-924-1174
E-mail: jsb@sciresearch.com
www.sciresearch.com
John S. Boston, President
Location: Freestanding facility
Distance from airport: 5 miles, 10 minutes
CL, 1/1, TK, MP, WC
Conference 14x23 Obs. Rm. Seats 19
Multiple 16x26

New Orleans

Analytical Studies, Inc.

708 Rosa Ave.
Metairie, LA 70005
Ph. 504-835-3508
Myrtle Grosskopf, V.P. Field Ops.
Location: Office building
Conference 16x16 Obs. Rm. Seats 10

Car-Lene Research, Inc.

North Shore Square Mall
5038 North Shore Blvd., Suite 5038
Slidell, LA 70460
Ph. 985-847-0405
Fax 985-847-0042
E-mail: neworleans@carleneresearch.com
www.carleneresearch.com
Josh Barger, Manager
Location: Shopping mall
Distance from airport: 35 miles
1/1, 1/1OR, TK
Conference 15x10 Obs. Rm. Seats 8
(See advertisement on p. 139)

Gulf State Research Center

Clearview Mall
4426 Veterans Blvd.
New Orleans, LA 70006
Ph. 800-357-8842 or 863-676-3676
Fax 863-676-0471
E-mail: gulfstateffa@aol.com
Tim Villar or Ruby Britt
Location: Office building
Distance from airport: 8 miles, 20 minutes
CL, 1/1, TK
Conference 28x22 Obs. Rm. Seats 14
Conference 22x20 Obs. Rm. Seats 14

Gulf State has the finest facilities in New Orleans, also the most experienced recruiting staff. The Focus Center is luxurious, located in an office building - not a mall! With multiple meeting rooms, tiered client viewing, seating 14 to 16, floor-to-ceiling mirrors, test kitchen, client lounge. Located 15 minutes from airport or downtown.

New Orleans Field Services Associates

257 Bonnabel Blvd.
Metairie, LA 70005-3738
Ph. 504-833-0641
Fax 504-834-2005
Peggy or Andrea Gereighty
Location: Freestanding facility
Distance from airport: 6 miles, 15 minutes
1/1, 1/1OR, MP
Conference 18x18 Obs. Rm. Seats 8

NGL Research Services - New Orleans

4300 S. I-10 Service Rd. W., Suite 115
Metairie, LA 70001
Ph. 504-456-9025
Fax 504-456-9072
E-mail: nglrsch@bellsouth.net
www.nglresearch.com
Lena Webre, Project Director
Location: Office building
Distance from airport: 4 miles, 5 minutes
CL, 1/1, TK
Conference 17x16 Obs. Rm. Seats 10

Southern Spectrum Research, Inc.

1600 Canal St., Suite 400
New Orleans, LA 70112
Ph. 504-539-9222
Fax 504-539-9228
E-mail: research@southernresearch.com
www.southernresearch.com
Agnes White
Location: Office building
Distance from airport: 10 miles, 12 minutes
CL, 1/1, 1/1OR, MP
Conference 17x19 Obs. Rm. Seats 20
Conference 11x14 Obs. Rm. Seats 8
Conference 16x18 Obs. Rm. Seats 15

Maine

Portland

Critical Insights, Inc.

120 Exchange St.
Portland, ME 04101
Ph. 207-772-4011
Fax 207-772-7027
E-mail: mef@criticalinsights.com
www.criticalinsights.com
Joan Frustaci
Location: Office building
Distance from airport: 8 miles, 15 minutes
1/1
Conference 14x25 Obs. Rm. Seats 10

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- Experienced moderator on staff

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CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
 Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles
 Room dimensions, when stated, are shown in feet.

Market Research Unlimited, Inc.

40 Atlantic Place
 South Portland, ME 04106
 Ph. 207-775-7249
 Fax 207-775-5223
 E-mail: rmarket1@maine.rr.com
 Fran Mavodones, President
 Location: Office building
 Distance from airport: 1 miles, 5 minutes
 CL, 1/1, 1/1OR, TK, TKO
 Conference 22x15 Obs. Rm. Seats 10

Strategic Marketing Services

A Div. of Pan Atlantic Consultants, Inc.
 5 Milk St.
 Portland, ME 04101
 Ph. 207-774-6738 or 207-871-8622
 Fax 207-772-4842
 E-mail: pmurphy@maine.rr.com
 www.panatlantic.net
 Patrick O. Murphy, President
 Location: Office building
 Distance from airport: 5 miles, 10 minutes
 CL, 1/1, 1/1OR, TK
 Conference 20x25 Obs. Rm. Seats 10

Maryland

Baltimore

Assistance In Marketing/Baltimore

101 E. Chesapeake Ave., Suite 102
 Towson, MD 21286
 Ph. 410-337-5000
 Fax 410-337-0672
 E-mail: kskopins@aimball.com
 www.aimresearchnetwork.com
 Carl Iseman
 Location: Office building
 Distance from airport: 27 miles, 35 minutes
 CL, 1/1, 1/1OR, TK, MP, VC
 Conference 20x28 Obs. Rm. Seats 15
 Conference 16x20 Obs. Rm. Seats 15
 Conference 16x20 Obs. Rm. Seats 6

Baltimore Research

8320 Bellona Ave., Suite 40
 Baltimore, MD 21204
 Ph. 410-583-9991
 Fax 410-583-9992
 E-mail: smajsw@aol.com
 www.baltimoreresearch.com
 Jay S. White, CEO
 Location: Office building
 CL, 1/1, 1/1OR, VC
 Conference 14x22 Obs. Rm. Seats 12
 Multiple 14x11 Obs. Rm. Seats 6
 Conference 26x30 Obs. Rm. Seats 6
 Conference 15x21 Obs. Rm. Seats 6
 Conference 10x15 Obs. Rm. Seats 6

Bay Area Research

9936 Liberty Rd.
 Randallstown, MD 21133
 Ph. 410-922-6600
 Fax 410-922-6675
 E-mail: baya@erols.com
 www.bayareamarketingresearch.com
 Tamara Zwingelberg, President
 Location: Other
 Distance from airport: 20 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, VC
 Conference 14x30 Obs. Rm. Seats 15

Car-Lene Research, Inc.

Arundel Mills
 7000 Arundel Mills Blvd., Space 324
 Hanover, MD 21076
 Ph. 443-755-8880
 Fax 443-755-8884
 E-mail: baltimorea@carleneresearch.com
 www.carleneresearch.com
 Sylvia Yeager, Manager
 Location: Shopping mall
 Distance from airport: 10 miles
 1/1, 1/1OR, TK
 Conference 10x06 Obs. Rm. Seats 4
 (See advertisement on p. 139)

Car-Lene Research, Inc.

Towson Town Center
 825 Dulaney Valley Rd., #1105
 Towson, MD 21204
 Ph. 410-823-7900
 Fax 410-823-7868
 E-mail: baltimore@carleneresearch.com
 www.carleneresearch.com
 Sylvia Sandler, Manager
 Location: Shopping mall
 Distance from airport: 35 miles
 1/1, 1/1OR, TK
 Conference 14x12 Obs. Rm. Seats 4
 (See advertisement on p. 139)

Chesapeake Surveys

4 Park Center Ct., Suite 100
 Owings Mills, MD 21117
 Ph. 410-356-3566
 Fax 410-581-6700
 E-mail: chessurv@migkap.com
 Location: Office building
 Distance from airport: 25 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, WC
 Conference 16x18 Obs. Rm. Seats 12
 Conference 16x18 Obs. Rm. Seats 12
 Conference 18x23 Obs. Rm. Seats 12
 (See advertisement on p. 151)

Columbia Focus LLC

3300 North Ridge Rd., Suite 280
 Howard County Executive Center
 Ellicott City, MD 21043
 Ph. 410-480-9700
 Fax 410-480-3232
 E-mail: columbia_focus@juno.com
 www.columbia-focus.com
 JoAnn R. Gaynor, Managing Member
 Location: Office building
 Distance from airport: 18 miles, 25 minutes
 CL, 1/1, 1/1OR
 Conference 12x20 Obs. Rm. Seats 9

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One-on-one
Interviews
- ◆ Real-Time Web
Evaluations
- ◆ Consumers
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- ◆ Medical
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410-332-0400

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Consumer Pulse of Baltimore

1232 Race Rd.
Baltimore, MD 21237
Ph. 410-687-3400 or 800-336-0159
Fax 410-687-7015
E-mail: baltimore@consumerpulse.com
www.consumerpulse.com

Kim Colwell, Director
Location: Office building
Distance from airport: 30 miles, 25 minutes
CL, 1/1, TK, TKO, MP, VC
Conference 20x40 Obs. Rm. Seats 20
Conference 20x23 Obs. Rm. Seats 20
Conference 15x18 Obs. Rm. Seats 20

Hollander Cohen & McBride

22 West Rd., Suite 301
Towson, MD 21204
Ph. 410-337-2121
Fax 410-337-2129
E-mail: smcbride@hcmresearch.com
www.hcmresearch.com

Location: Office building
CL, 1/1
Conference 13x20 Obs. Rm. Seats 15

House Market Research, Inc.

1829 Reisterstown Rd., Suite 200
Baltimore, MD 21208
Ph. 410-602-2800
Fax 410-602-2806
E-mail: karen@housemarketresearch.com
www.housemarketresearch.com

Karen House Sapp
Location: Office building
Distance from airport: 10 miles, 15 minutes
CL, MP, VC, WC
Conference 26x22 Obs. Rm. Seats 26
Conference 24x22 Obs. Rm. Seats 15
Conference 24x20 Obs. Rm. Seats 12

Maryland Marketing Source, Inc.

817 Maiden Choice Ln.
Baltimore, MD 21228
Ph. 410-247-3276
Fax 410-536-1858
E-mail: bbridge@mdmarketingsource.com
www.mdmarketingsource.com

Barbara Bridge
Location: Office building
Distance from airport: 9 miles, 12 minutes
CL
Conference 12x18 Obs. Rm. Seats 12

Observation Baltimore

A Div. of The Family Research Group, Inc.
300 W. Pratt St., Suite 250
Baltimore, MD 21201
Ph. 410-332-0400
Fax 410-332-0403
E-mail: dd@obaltimore.com
www.observationbaltimore.com

Debora Davis, V.P. Operations
Location: Office building
Distance from airport: 11 miles, 15 minutes
CL
Conference 15x20 Obs. Rm. Seats 10
(See advertisement on p. 150)

Massachusetts

Boston

Bennett Research Services, Inc.

1505 Commonwealth Ave.
Boston, MA 02134
Ph. 617-746-2600
Fax 617-746-2709
E-mail: andrew@bennett.com
www.bennett.com

Andrew Hayes
Location: Office building
CL, 1/1, 1/10R, TK, TKO, MP, VC
Conference 20x17 Obs. Rm. Seats 15
Multiple 20x17 Obs. Rm. Seats 15
Conference 20x17 Obs. Rm. Seats 14
Conference 25x25 Obs. Rm. Seats 20

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- Executive & extensive medical in-depth interviewing with 70,000 health care professionals & complete hospital database on computer.
- Convention interviewing, in-store interviewing, store audits and mystery shopping.

For more information on your next focus group or telephone survey, call Linda Bliss or Debbie Caplan

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Chesapeake Surveys • 4 Park Center Court • Suite 100 • Owings Mills, MD 21117 • (410) 356-3566

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Boston Field & Focus

D/B/A Performance Plus
 4 Faneuil Hall Marketplace
 S. Bldg., 3rd fl.
 Boston, MA 02109
 Ph. 508-872-1287
 Fax 508-879-7108
 E-mail: info@performanceplusboston.com
 www.performanceplusboston.com
 Shirley Shames, President
 Location: Office building
 Distance from airport: 2 miles, 5 minutes
 CL, 1/1, 1/1OR, TK, VC
 Conference 12x27 Obs. Rm. Seats 25
 Conference 12x27 Obs. Rm. Seats 25

Cambridge Focus

600 Memorial Dr.
 Cambridge, MA 02139-4814
 Ph. 617-494-0310
 Fax 617-494-0910
 E-mail: details@cambridgefocus.com
 Lloyd Simon, Director
 Location: Office building
 Distance from airport: 5 miles, 20 minutes
 1/1, 1/1OR, MP, VC
 Conference 19x14 Obs. Rm. Seats 12
 Conference 19x14 Obs. Rm. Seats 12
 Multiple 20x14 Obs. Rm. Seats 12

Rated number one in Boston by Impulse, a straight 4-1/2 mile drive from Logan Airport. Overlooks Charles River and Boston Skyline, next to Hyatt Regency Hotel. Three suites. Impeccable recruiting. On-site parking. Easy to find. Near MIT, Harvard, B.U. High-speed Internet access in all discussion and observation rooms.

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 2 Galleria Mall Dr.
 Taunton, MA 02780
 Ph. 508-880-0087
 Fax 508-880-8715
 E-mail: boston@carleneresearch.com
 www.carleneresearch.com
 Melissa Taylor, Manager
 Location: Shopping mall
 Distance from airport: 40 miles
 1/1, 1/1OR, TK
 Conference 08x06 Obs. Rm. Seats 2
 (See advertisement on p. 139)

Copley Square Focus Center

The Penthouse Suite
 138 St. James Ave.
 Boston, MA 02116
 Ph. 617-421-4444
 Fax 617-421-1666
 E-mail: csfc@mindspring.com
 www.copleysquarefocus.com
 Frank Amelia, Vice President
 Location: Office building
 Distance from airport: 4 miles, 10 minutes
 1/1, 1/1OR, MP
 Conference 20x16 Obs. Rm. Seats 12
 Conference 16x14 Obs. Rm. Seats 10

Copley Square Focus Center

20 Park Plaza
 Boston, MA 02116
 Ph. 617-421-4444
 Fax 617-421-1666
 E-mail: csfc@mindspring.com
 www.copleysquarefocus.com
 Frank Amelia, Vice President
 Location: Office building
 Distance from airport: 6 miles, 10 minutes
 CL, 1/1, 1/1OR, MP, VC
 Conference 16x24 Obs. Rm. Seats 13
 Conference 12x16 Obs. Rm. Seats 8
 Conference 15x17 Obs. Rm. Seats 12

Cunningham Field & Research Service

Natick Mall
 1245 Worcester St., Suite 1004
 Natick, MA 01760-1553
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: BOST@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 Distance from airport: 25 miles, 40 minutes
 1/1, 1/1OR, TK, VC
 Conference 18x13 Obs. Rm. Seats 4

Discovery - National Qualitative Network

Boston Focus & Field
 1 Apple Hill Plaza
 600 Worcester Rd.
 Natick, MA 01760
 Ph. 508-653-8000
 Fax 508-653-0258
 E-mail: boston@discoverynqn.com
 www.discoverynqn.com
 Melania Galanis, Manager
 Location: Office building
 Distance from airport: 22 miles, 40 minutes
 CL, 1/1, TK, MP, VC
 Conference 18x22 Obs. Rm. Seats 15
 Conference 17x22 Obs. Rm. Seats 12
 (See advertisement on p. 133)

Fieldwork Boston, Inc.

800 South St., Suite 105
 Waltham, MA 02453
 Ph. 781-899-3660
 Fax 781-893-5574
 E-mail: info@boston.fieldwork.com
 www.fieldwork.com
 Maria Kuschel, President
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/1OR, VC
 Conference 17x16 Obs. Rm. Seats 16
 Conference 19x17 Obs. Rm. Seats 12
 Conference 19x19 Obs. Rm. Seats 15
 (See advertisement on the Back Cover)

Focus On Boston

30 Rowes Wharf
 Boston, MA 02110
 Ph. 617-946-0755
 Fax 617-946-0850
 Terri-Lynn Hawley, Sr. Vice President
 Location: Office building
 1/1, 1/1OR, TK, VC, WC
 Conference 20x20 Obs. Rm. Seats 14
 Conference 20x22 Obs. Rm. Seats 15
 Conference 20x20 Obs. Rm. Seats 20
 Conference 12x08 Obs. Rm. Seats 8

Focus On Boston (High Tech Center)

75 Third Ave.
 (opposite the Westin Hotel)
 Waltham, MA 02451
 Ph. 617-946-0755
 Fax 617-946-0850
 John Zabierek, Dir. of Account Services
 Location: Office building
 CL, 1/1, 1/1OR, MP
 Conference 20x20 Obs. Rm. Seats 14
 Conference 12x09 Obs. Rm. Seats 7

Focus On Boston (Suburban)

South Shore Executive Park
 Braintree, MA 02184
 Ph. 617-946-0755
 Fax 617-946-0850
 Larry Jenkins, Vice President
 Location: Office building
 TK, VC
 Conference 20x20 Obs. Rm. Seats 14
 Conference 20x20 Obs. Rm. Seats 14
 Conference 20x20 Obs. Rm. Seats 14

Focus Pointe Boston

18 Tremont St., 11th floor
 Boston, MA 02108
 Ph. 617-573-0808 or 888-US-FOCUS
 Fax 617-227-6540
 E-mail: jwest@focuspointe.net
 www.focuspointe.net
 Joanne West, Facility Director
 Location: Office building
 Distance from airport: 2 miles, 10 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, WC
 Conference 21x16 Obs. Rm. Seats 20
 Conference 20x15 Obs. Rm. Seats 20
 Conference 20x16 Obs. Rm. Seats 20
 Conference 15x19 Obs. Rm. Seats 20
 (See advertisements on pp. 178, 189)

National Field & Focus, Inc.

190 N. Main
 Natick, MA 01760
 Ph. 508-655-1926
 Fax 508-655-0096
 E-mail: nff@ma.ultranet.com
 www.nationalfieldandfocus.com
 Brenda Chartoff, President
 Location: Office building
 Distance from airport: 18 miles, 35 minutes
 CL, 1/1, 1/1OR, TK, MP, VC
 Conference 20x21 Obs. Rm. Seats 15
 Conference 17x14 Obs. Rm. Seats 8
 Multiple 23x23 Obs. Rm. Seats 15

National Qualitative Centers, Inc.
 545 Boylston St.
 Boston, MA 02116
 Ph. 800-335-1222 or 617-424-8800
 Fax 617-262-2156
 E-mail: nqcboston@aol.com
 www.nqc-focus.com
 Scott Januzzi, Operations Manager
 Location: Office building
 Distance from airport: 3 miles, 20 minutes
 CL, 1/1OR, TK, TKO, VC, WC
 Conference 20x12 Obs. Rm. Seats 8
 Conference 20x12 Obs. Rm. Seats 8
 Conference 19x15 Obs. Rm. Seats 16
 Conference 19x17 Obs. Rm. Seats 16
 Conference 23x15 Obs. Rm. Seats 9

Panel Opinions

24 Ray Ave.
 Burlington, MA 01803-4760
 Ph. 781-229-6226
 Fax 781-273-5380
 E-mail: doyle@panelopinions.com
 www.panelopinions.com
 Eileen Doyle, President
 Location: Office building
 Distance from airport: 16 miles, 30 minutes
 CL, TK
 Conference 25x22 Obs. Rm. Seats 11
 Conference 28x24 Obs. Rm. Seats 20

Pathfinder Research Group, Inc.

179 Great Rd., Suite 212
 Acton, MA 01720-5407
 Ph. 978-263-0400
 Fax 978-264-4065
 E-mail: kdstahl@earthlink.net
 www.pathfinderresearch.com
 Karen Daily Stahl, Partner
 Location: Office building
 Distance from airport: 25 miles, 40 minutes
 CL, MP
 Conference 18x13 Obs. Rm. Seats 10

Performance Plus

111 Speen St., Suite 105
 Framingham, MA 01701
 Ph. 508-872-1287
 Fax 508-879-7108
 E-mail: info@performanceplusboston.com
 www.performanceplusboston.com
 Shirley Shames, President
 Location: Office building
 Distance from airport: 20 miles, 35 minutes
 CL, 1/1, 1/1OR, TK, VC
 Conference 15x20 Obs. Rm. Seats 25
 Conference 15x20 Obs. Rm. Seats 25
 Conference 10x10 Obs. Rm. Seats 12

Research Data, Inc.

624 Worcester Rd.
 Framingham, MA 01702
 Ph. 508-875-1300
 Fax 508-872-2001
 E-mail: rtippett@res-data.com
 www.res-data.com
 Rhonda Tippet, Vice President
 Location: Office building
 Distance from airport: 20 miles, 25 minutes
 1/1, 1/1OR, TK
 Conference 16x20 Obs. Rm. Seats 15

Michigan

Battle Creek

WJ Schroer Company

Two W. Michigan Ave.
 Battle Creek, MI 49017
 Ph. 616-963-4874 or 616-963-4844
 Fax 616-963-5930
 E-mail: bschroer@socialmarketing.org
 www.socialmarketing.org
 Bill Schroer, Principal
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 Conference 11x18 Obs. Rm. Seats 7

Detroit

Advantage Research Services, Inc.

33620 Five Mile Rd.
 Livonia, MI 48154
 Ph. 734-261-8377
 Fax 734-261-8477
 E-mail: Advantage3@aol.com
 www.advantageresearch.net
 David Sokolowski, President
 Location: Freestanding facility
 Distance from airport: 10 miles, 20 minutes
 CL, 1/1, TK
 Multiple 20x20 Obs. Rm. Seats 20

Consumer Pulse of Detroit-WATS

725 S. Adams Rd., Suite 265
 Birmingham, MI 48009
 Ph. 248-540-5330 or 800-336-0159
 Fax 248-645-5685
 E-mail: detroitwats@consumerpulse.com
 www.consumerpulse.com
 Sandy Patton, Director
 Location: Office building
 Distance from airport: 40 miles, 40 minutes
 1/1, TK, TKO, VC
 Conference 20x18 Obs. Rm. Seats 20

Crimmins & Forman Market Research

29955 Southfield Rd.
 Southfield, MI 48076
 Ph. 248-569-7095
 Fax 248-569-8927
 E-mail: pcrimmins@crimminsandforman.com
 www.crimminsandforman.com
 Paula Crimmins, Partner
 Location: Freestanding facility
 Distance from airport: 30 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, MP, VC
 Conference 27x24 Obs. Rm. Seats 15
 Conference 16x15
 Living 15x15 Obs. Rm. Seats 8

Crimmins & Forman Market Research

26237 Southfield Rd.
 Lathrup Village, MI 48076
 Ph. 248-569-7095
 Fax 248-569-2211
 E-mail: CrimForm@aol.com
 www.crimminsandforman.com
 Paula Crimmins, Partner
 Location: Freestanding facility
 Distance from airport: 30 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, VC
 Conference 20x20 Obs. Rm. Seats 10

Cunningham Field & Research Service

Great Lakes Crossing
 4144 Baldwin Rd., Suite 419
 Auburn Hills, MI 48326
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: detr@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 Distance from airport: 60 miles, 60 minutes
 1/1, 1/1OR, MP, VC
 Conference 13x07 Obs. Rm. Seats 6

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
 E-mail: gvigeant@roper.com
 www.friedmanmktg.com
 Jason Rogers, Manager
 Location: Shopping mall
 Distance from airport: 25 miles
 1/1, 1/1OR, TK
 Conference 20x40 Obs. Rm. Seats 5

Gongos & Associates, Inc.

6001 N. Adams Rd., Suite 250
 Bloomfield Hills, MI 48304
 Ph. 248-205-9500
 Fax 248-205-9501
 E-mail: cnicita@gongos.com
 www.gongos.com
 Tonya Jiles
 Location: Office building
 Distance from airport: 30 miles, 45 minutes
 CL
 Multiple 26x18 Obs. Rm. Seats 16

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
VC - Videoconferencing WC - Webconferencing
1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

MORPACE International, Inc.

Field Services

31700 Middlebelt Rd., Suite 200

Farmington Hills, MI 48334

Ph. 248-737-5300 or 800-878-7223

Fax 248-737-5326

E-mail: information@morpace.com

www.morpace.com

Amie Saltzman, Project Director

Location: Office building

Distance from airport: 25 miles, 40 minutes

CL, 1/1, 1/1OR, TK, MP, VC, WC

Conference 18x22 Obs. Rm. Seats 14

Conference 21x28 Obs. Rm. Seats 20

Conference 38x28 Obs. Rm. Seats 14

State-of-the art qualitative research facility offers T1 Internet connection, videoconferencing via Polycom 512 and PictureTel Concorde 4500, videostreaming (Webconferencing), member FocusVision and GroupNet, LCD data projectors, Perception Analyzers, full-duplex Polycom SoundStation, remote videotaping, timecoding, cable TV access. Full-service research company, moderators on-staff, 235-line CATI stations, executive/bilingual interviewing, data processing, analysis, and Internet research.
(See advertisement on p. 155)

Opinion Search

21800 Melrose, Suite 12

Southfield, MI 48075

Ph. 248-358-9922 or 800-358-9919

Fax 248-358-9914

E-mail: opnsch@usa.net

Joanne Levin, President

Location: Freestanding facility

1/1, 1/1OR, TK, TKO

Multiple 16x18 Obs. Rm. Seats 20

Conference 12x18 Obs. Rm. Seats 12

RDA Group

450 Enterprise Court

Bloomfield Hills, MI 48302

Ph. 248-332-5000

Fax 248-332-4168

E-mail: abenson@rdagroup.com

www.rdagroup.com

Ann Benson, Vice President

Location: Freestanding facility

1/1, 1/1OR, VC

Conference 20x21 Obs. Rm. Seats 20

Shifrin-Hayworth

20300 Civic Center Dr., Suite 207

Southfield, MI 48076

Ph. 248-223-0020

Fax 248-223-0038

E-mail: ahayworth@shifrin-hayworth.com

www.shifrin-hayworth.com

Arlene Speiser, Vice President

Location: Office building

Distance from airport: 22 miles, 25 minutes

CL, 1/1, 1/1OR, TK, VC, WC

Conference 26x16 Obs. Rm. Seats 30

Conference 25x16 Obs. Rm. Seats 15

Conference 25x25 Obs. Rm. Seats 15

Stander Research Associates, Inc.

26701 Harper Ave.

St. Clair Shores, MI 48081

Ph. 810-778-8910

Fax 810-778-2938

E-mail: STANDERCO@aol.com

www.standerresearch.com

David Stander, President

Location: Office building

Distance from airport: 30 miles, 35 minutes

1/1, TK, VC, WC

Conference 14x27 Obs. Rm. Seats 15

Yee/Minard & Associates, Inc.

31700 Middlebelt Rd., Suite 240

Farmington Hills, MI 48334

Ph. 248-539-5250

Fax 248-539-5252

E-mail: dminard@yeeminard.com

Doreen Uzansky

Location: Office building

Distance from airport: 30 miles, 30 minutes

CL, 1/1

Conference 18x18 Obs. Rm. Seats 20

Grand Rapids

Advantage Western Michigan Research, Inc.

6159 28th St. S.E.

Grand Rapids, MI 49546

Ph. 616-949-8724

Fax 616-949-8511

E-mail: advantagegr@aol.com

www.advantageresearch.net

David Sokolowski, President

Location: Office building

Distance from airport: 5 miles, 10 minutes

CL, 1/1, TK, MP

Conference 18x30 Obs. Rm. Seats 15

Datatrack

A Div. of Wirthlin Worldwide

2401 Camelot Court S.E.

Grand Rapids, MI 49546

Ph. 616-954-0303

Fax 616-954-0001

E-mail: info@datatracksolutions.com

www.datatracksolutions.com

Kevin Scheppman, Field Director

Location: Office building

CL

Conference 16x19 Obs. Rm. Seats 14

RDA/Nordhaus Research, Inc.

3226 28th St. S.E.

Grand Rapids, MI 49512

Ph. 248-827-2400 or 800-860-9996

Fax 248-827-1380

E-mail: lynn@nordhaus.com

Lynn Raub, Dir. of Qual. Rsch.

Location: Office building

Distance from airport: 3 miles, 5 minutes

CL

Conference 17x18 Obs. Rm. Seats 12

Kalamazoo

C.G. Smith & Associates

10745 Stadium Dr.

Kalamazoo, MI 49009

Ph. 616-375-8433

Fax 616-375-4840

Charles G. Smith, President/CEO

Location: Freestanding facility

Distance from airport: 13 miles, 18 minutes

Conference 18x18 Obs. Rm. Seats 6

Lansing

Capitol Research Services, Inc.

2940 Lake Lansing Rd.

East Lansing, MI 48823

Ph. 517-333-3388

Fax 517-333-4402

E-mail: crs@voyager.net

www.capitolresearchservice.com

Rachelle Souser Neal, President

Location: Freestanding facility

Distance from airport: 8 miles, 20 minutes

1/1, 1/1OR, TK, MP

Conference 18x20 Obs. Rm. Seats 14

Conference 13x10 Obs. Rm. Seats 8

Conference 28x17 Obs. Rm. Seats 4

Minnesota

Minneapolis/St. Paul

Car-Lene Research, Inc.

Brookdale Center

1269 Brookdale

Brooklyn Center, MN 55430

Ph. 763-585-1858

Fax 763-585-1859

E-mail: minbrookdale@carleneresearch.com

www.carleneresearch.com

Jaime Rodriguez, Manager

Location: Shopping mall

Distance from airport: 17 miles

1/1, 1/1OR, TK

Conference 10x07 Obs. Rm. Seats 2

(See advertisement on p. 139)

MORPACE International FOCUS GROUP STUDIOS "Michigan's Finest Focus Group Facility!"



CLT Studio



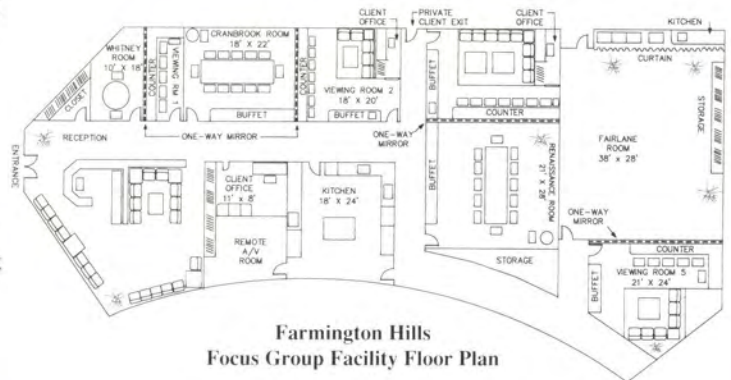
Observation Room

Focus Group Studio Services:

- FULL RANGE OF SERVICES include moderating and multiple city project management.
- MICHIGAN'S FINEST FACILITY includes one large CLT studio, two spacious focus group studios and two one-on-one interviewing rooms.
- SPACIOUS VIEWING ROOMS combine tiered seating and writing tables with living room comfort. Floor-to-ceiling observation mirrors, wet bar, refrigerator and private office. Private client exit.
- STATE-OF-THE-ART TECHNOLOGY includes broadcast quality video equipment with time code capabilities, LCD data projectors, full-duplex Polycom® SoundStation®, high-speed Internet connection, cable TV access, and Perception Analyzers®.
- MEMBER FocusVision® providing videoconferencing utilizing PictureTel Concorde 4500.
- FULL SERVICE KITCHEN, gourmet catering.
- QUALITY RECRUITING to your specifications, SIGMA VALidATION.

Additional Capabilities Include:

- HOLLYWOOD HOUSE STUDIO, new state-of-the-art focus group facility in London, UK. Provides PictureTel videoconferencing
- NATIONAL AND INTERNATIONAL DATA COLLECTION includes 235 CATI-equipped interviewing stations, multilingual interviewers, sophisticated in-house data processing.



Farmington Hills
Focus Group Facility Floor Plan

For more information, call Amie Saltzman at:

MORPACE International, Inc.

31700 Middlebelt Road, Farmington Hills, MI 48334 • 1-800-878-7223

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Car-Lene Research, Inc.

Southdale Mall
 940 Southdale Center
 Edina, MN 55435
 Ph. 952-922-1444
 Fax 952-922-1999
 E-mail: minsouthdale@carleneresearch.com
 www.carleneresearch.com
 David Wilson, Manager
 Location: Shopping mall
 Distance from airport: 10 miles
 1/1, 1/1OR, TK
 Conference 10x08 Obs. Rm. Seats 2
 (See advertisement on p. 139)

Comprehensive Research

1740 N. Rice St., lower level
 St. Paul, MN 55113
 Ph. 651-489-3200
 Fax 651-489-5413
 E-mail: CRG2900@aol.com
 www.crginc.org
 Craig A. Swager, President
 Location: Office building
 Distance from airport: 12 miles, 15 minutes
 1/1, 1/1OR, TK, MP
 Multiple 20x16 Obs. Rm. Seats 12
 Multiple 18x10 Obs. Rm. Seats 8
 Multiple 22x20 Obs. Rm. Seats 4
 Multiple 10x08 Obs. Rm. Seats 4

Cook Research & Consulting, Inc.

6600 France Ave. S., Suite 214
 Minneapolis, MN 55435
 Ph. 952-920-6251
 Fax 952-920-1230
 E-mail: cookresearch@att.net
 Harold Cook
 Location: Office building
 Distance from airport: 7 miles, 12 minutes
 CL, TK
 Conference 17x18 Obs. Rm. Seats 15

Cunningham Field & Research Service

Maplewood Mall
 3001 White Bear Ave N., Suite 2013
 Maplewood, MN 55109
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: MINNM@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 Distance from airport: 25 miles, 35 minutes
 1/1, 1/1OR, TK, TKO
 Conference 20x20 Obs. Rm. Seats 10

Cunningham Field & Research Service

Northtown Mall
 310 Northtown Dr.
 Blaine, MN 55434
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: minn@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 Distance from airport: 30 miles, 45 minutes
 1/1, 1/1OR, TK, MP, VC
 Conference 19x12 Obs. Rm. Seats 6

Delve

2051 Killebrew Dr., Suite 680
 Bloomington, MN 55425
 Ph. 800-526-5718 or 952-858-1550
 Fax 952-858-1580
 E-mail: postmaster@delve.com
 www.delve.com
 Kathleen Fischbach, Branch Manager
 Location: Office building
 Distance from airport: 1 miles, 3 minutes
 CL, 1/1, 1/1OR, TK, MP, WC
 Conference 20x20 Obs. Rm. Seats 15
 Conference 20x18 Obs. Rm. Seats 12
 (See advertisement on p. 161)

Discovery - National Qualitative Network

Minneapolis Focus & Field
 Skyline Square Professional Building
 12940 Harriet Ave. S.
 Burnsville, MN 55337
 Ph. 612-894-5868
 Fax 612-894-8270
 E-mail: minneapolis@discoverynqn.com
 www.discoverynqn.com
 Sharon Osborne-Bale, Manager
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, TK, MP, VC
 Conference 20x19 Obs. Rm. Seats 16
 Conference 17x16 Obs. Rm. Seats 10
 (See advertisement on p. 133)

Fieldwork Minneapolis, Inc.

Centennial Lakes Office Park
 7650 Edinborough Way, Suite 700
 Edina, MN 55435
 Ph. 952-837-8300
 Fax 952-837-8301
 E-mail: info@minneapolis.fieldwork.com
 www.fieldwork.com
 Denice Duncan, President
 Location: Office building
 Distance from airport: 7 miles, 15 minutes
 CL, 1/1, 1/1OR, TK, TKO, MP, VC
 Conference 18x22 Obs. Rm. Seats 25
 Conference 25x20 Obs. Rm. Seats 25
 Conference 23x21 Obs. Rm. Seats 25
 Conference 22x19 Obs. Rm. Seats 18
 Conference 17x12 Obs. Rm. Seats 15
 (See advertisement on the Back Cover)

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Focus Market Research, Inc.

Two Meridian Crossings, Suite 160
Minneapolis, MN 55423
Ph. 612-869-8181
Fax 612-869-8109
E-mail: minneapolis@focusmarketresearch.com
www.focusmarketresearch.com
Judy Opstad
Location: Office building
Distance from airport: 8 miles, 15 minutes
CL, TK, MP, VC, WC
Multiple 21x22 Obs. Rm. Seats 16
Conference 21x22 Obs. Rm. Seats 16
Conference 21x22 Obs. Rm. Seats 16
(See advertisements on pp. 95, 157)



Focus Market Research, Inc.

4956 Lincoln Dr.
Minneapolis, MN 55436
Ph. 952-869-8181
Fax 952-869-8109
E-mail: minneapolis@focusmarketresearch.com
www.focusmarketresearch.com
Judy Opstad
Location: Office building
Distance from airport: 12 miles, 20 minutes
CL, TK, TKO
Multiple 19x15 Obs. Rm. Seats 14
Conference 15x15 Obs. Rm. Seats 14
(See advertisements on pp. 95, 157)

Food Perspectives, Inc.

2880 Vicksburg Lane N.
Plymouth, MN 55447-1878
Ph. 763-553-7787
Fax 763-553-7789
E-mail: mrausch@foodperspectives.com
www.foodperspectives.com
Marilyn Rausch
Location: Office building
Distance from airport: 20 miles, 30 minutes
TK, MP
Conference 19x12 Obs. Rm. Seats 8

Friedman Marketing Services

Consumer Opinion Center
Burnsville Center Mall
1178 Burnsville Center, Suite 25
Burnsville, MN 55306
Ph. 612-892-5383 or 914-698-9591
Fax 612-898-2940
E-mail: gvigeant@roper.com
www.friedmanmktg.com
Michelle Jenkins, Manager
Location: Shopping mall
Distance from airport: 18 miles
TK
Conference 12x16 Obs. Rm. Seats 6

Ideas To Go, Inc.

1 Main St. S.E., Suite 504
Minneapolis, MN 55414
Ph. 612-331-0204
Fax 612-331-1602
E-mail: mgrau@ideastogo.com
www.ideastogo.com
Maureen Grau, Facility Wizard
Location: Office building
Distance from airport: 10 miles, 20 minutes
CL, 1/1
Multiple 24x20 Obs. Rm. Seats 16
Multiple 22x18 Obs. Rm. Seats 10
Multiple 23x18

The Leede Group LLC

10,000 Hwy. 55
Minneapolis, MN 55441
Ph. 763-595-5824
Fax 763-595-5852
E-mail: dfriese@leederesearch.com
www.leede.com
Deborah Friese, Manager/Director
Location: Office building
Distance from airport: 20 miles, 25 minutes
CL, 1/1, 1/1OR, TK, TKO, MP
Conference 15x26 Obs. Rm. Seats 14
Conference 12x15 Obs. Rm. Seats 14

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30 Years of Qualitative Expertise

FOCUS Experience reliable, conscientious service and hospitable staff while enjoying spacious, modern suites.

FOCUS is the only agency in the Twin Cities that offers you the best geographic and demographic representation with **two** locations and **five** focus rooms to serve you. Both facilities are conveniently located to the airport and fine hotels.

FOCUS specializes in qualitative recruitment and adheres to the highest standards of the industry and beyond. We understand your need for personalized service and a pleasant working atmosphere.

- Top ranked in The Impulse Survey
- Two locations and five focus rooms
- Consumer, Medical and Business Recruiting
- Test Kitchen with Viewing
- FocusVision Video Conferencing
- FocusVision On Line/Video Streaming

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*Call Judy Opstad, Bob Yoerg or
Cindy Uttech for your next qualitative
project at 612•869•8181.*

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minneapolis@focusmarketresearch.com • www.focusmarketresearch.com

2002 FOCUS GROUP FACILITIES DIRECTORY

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.



Market Resource Associates

Market Resource Associates, Inc.

15 S. Fifth St., 8th fl.
 Minneapolis, MN 55402
 Ph. 612-334-3056 or 800-795-3056
 Fax 612-334-3121
 E-mail: john.cashmore@mraonline.com
 www.mraonline.com
 John Cashmore, CEO
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, 1/1, 1/1OR, MP, WC
 Multiple 28x18 Obs. Rm. Seats 20
 Multiple 22x20 Obs. Rm. Seats 12
 Living 12x08 Obs. Rm. Seats 4

The newest Minnesota focus group facility (built in May 2001) with large client lounges, Internet connections, tiered viewing, concierge service, onsite recruiting and more. Difficult recruits include: ethnic, diverse, professional, children, teens, older, and consumer. Downtown facility draws from entire metro area, not just one side of town. Members MRA, AMA, QRCA. (See advertisement on p. 159)

CJ Olson Market Research, Inc.

2125 E. Hennepin Ave., Suite 100
 Minneapolis, MN 55413-2720
 Ph. 612-378-5040 or 800-788-0085
 Fax 612-378-5401
 E-mail: admin@cjolson.com
 www.cjolson.com
 Carolyn J. Olson, President
 Location: Office building
 Distance from airport: 15 miles, 15 minutes
 CL, 1/1, MP
 Conference 18x23 Obs. Rm. Seats 15

Orman Guidance Research®, Inc.

715 Southgate Office Plaza
 5001 W. 80th St.
 Minneapolis, MN 55437-1106
 Ph. 800-605-7313 or 952-831-4911
 Fax 952-831-4913
 E-mail: rsundin@ormanguidance.com
 www.ormanguidance.com
 Rosemary Sundin or Anne, Golden
 Location: Office building
 Distance from airport: 9 miles, 15 minutes
 CL, TK, TKO, VC
 Conference 17x16 Obs. Rm. Seats 18
 Multiple 17x16 Obs. Rm. Seats 18
 Conference 17x16 Obs. Rm. Seats 18



Research Systems, Inc.

2000 S. Plymouth Rd., Suite 120
 Minnetonka, MN 55305
 Ph. 952-544-6334
 Fax 952-544-6764
 E-mail: RESSYSWHIT@aol.com
 Bill Whitney, President
 Jeri Endersbe
 Location: Office building
 Distance from airport: 25 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, TKO
 Conference 22x17 Obs. Rm. Seats 16
 Conference 21x14 Obs. Rm. Seats 12
 Living 16x12 Obs. Rm. Seats 6
 Living 14x11 Obs. Rm. Seats 6

The qualitative research source that moderators, advertising agencies, and company research departments have relied upon for 24 years. Rated #1 by Impulse Survey for "recruiting" and "value." Two complete focus group suites, two living-room settings, and viewable test kitchen. Monitored in-house recruiting. Owners on-site during your groups.

The TCI Group

3225 Hennepin Ave., S.
 Minneapolis, MN 55408
 Ph. 612-823-6214
 Fax 612-823-6215
 E-mail: beth@theTCIGroup.com
 www.theTCIGroup.com
 Beth Fischer, President
 Location: Freestanding facility
 Distance from airport: 7 miles, 20 minutes
 1/1OR
 Conference 17x23 Obs. Rm. Seats 6

Mississippi

Jackson

Focus One, Inc.

1501 Lakeland Dr., Suite 351
 Jackson, MS 39216
 Ph. 601-362-8810
 Fax 601-362-8820
 E-mail: Focus1351@aol.com
 Linda Harmon
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 1/1, MP
 Conference 20x15 Obs. Rm. Seats 10

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
 E-mail: gvigeant@roper.com
 www.friedmanmktg.com
 Ruth Davis, Manager
 Location: Shopping mall
 Distance from airport: 15 miles
 TK
 Conference 10x15 Obs. Rm. Seats 6

Missouri

Cape Girardeau

Ask America Inc.®

185 West Park Mall
 Cape Girardeau, MO 63701
 Ph. 314-692-0226
 Fax 314-692-2427
 E-mail: ASKAMERICA@aol.com
 Shelli Behrens
 Location: Office building
 Distance from airport: 7 miles, 10 minutes
 1/1, 1/1OR, TK, VC
 Conference 21x18 Obs. Rm. Seats 20
 Conference 18x18 Obs. Rm. Seats 10
 Conference 15x15 Obs. Rm. Seats 10

Columbia

Horizon Research Services

409 Vandiver Dr., Bldg. 6, Suite 102
 Columbia, MO 65202
 Ph. 573-874-1333
 Fax 573-874-6904
 E-mail: info@horizonresearch.com
 www.horizonresearch.com
 Kathleen Anger, President
 Location: Office building
 Distance from airport: 15 miles, 15 minutes
 CL, 1/1, 1/1OR
 Conference 12x22 Obs. Rm. Seats 8

Kansas City

Delve

9233 Ward Pkwy., Suite 150
Kansas City, MO 64114
Ph. 800-628-3428 or 816-361-0345
Fax 816-361-3580
E-mail: postmaster@delve.com
www.delve.com
Patricia Petty, Branch Manager
Location: Office building
Distance from airport: 30 miles, 40 minutes
CL, 1/1, 1/10R, TK, MP, WC
Conference 20x20 Obs. Rm. Seats 18
Conference 21x21 Obs. Rm. Seats 10
(See advertisement on p. 161)

Delve

Corporate Woods Office Park
10875 Grandview St., Suite 2275
Overland Park, KS 66210
Ph. 800-525-1925 or 913-345-2050
Fax 913-345-9450
E-mail: postmaster@delve.com
www.delve.com
Patricia Petty, Branch Manager
Location: Office building
Distance from airport: 33 miles, 40 minutes
CL, TK, MP, WC
Conference 17x20 Obs. Rm. Seats 12
Conference 20x20 Obs. Rm. Seats 9
(See advertisement on p. 161)

Essential Market Research

8080 Ward Pkwy., Suite 201
Kansas City, MO 64114
Ph. 816-333-2344
Fax 816-333-4596
E-mail: anderson@emr-kc.com
www.emr-kc.com
Cheryl Anderson, Project Manager
Location: Office building
Distance from airport: 30 miles, 60 minutes
CL, 1/1, 1/10R
Conference 24x16 Obs. Rm. Seats 12
Conference 12x14 Obs. Rm. Seats 4

FieldHouse Marketing Research

7220 W. 98th Terrace
Overland Park, KS 66212
Ph. 913-341-4245
Fax 913-341-1462
E-mail: info@fhmr.com
www.fhmr.com
Kathy Gatewood
Location: Freestanding facility
Distance from airport: 35 miles, 45 minutes
CL, 1/1, 1/10R, TK, TKO, MP, VC
Multiple 16x20 Obs. Rm. Seats 16
Multiple 16x20 Obs. Rm. Seats 10
Multiple 18x20 Obs. Rm. Seats 18

Great facilities and recruiting in Kansas City or nationwide. Consumer or business-to-business. Quality-conscious staff. Three spacious focus group suites with tiered viewing; large test kitchen with six ovens; 1,000-sq-ft. multipurpose area; 50 CATI stations; Query software, programming, code and tab capabilities. FocusVision videoconferencing. In-store and on-site interviewing.

Market Research Institute, Inc.

7315 Frontage Rd., #200
Merriam, KS 66204
Ph. 913-236-6060
Fax 913-236-6094
E-mail: dweston@mktresearchinstitute.com
www.mktresearchinstitute.com
Donald Weston, President
Location: Office building
Distance from airport: 25 miles, 30 minutes
TK
Conference 20x20 Obs. Rm. Seats 20
Conference 20x20 Obs. Rm. Seats 10
Living 20x16 Obs. Rm. Seats 10

St. Louis

Car-Lene Research, Inc.

South County Mall
Hwy. 55 & Lindbergh Blvd.
St. Louis, MO 63129
Ph. 314-845-2002
Fax 314-845-6254
E-mail: stlouissc@carleneresearch.com
www.carleneresearch.com
Marie Sykes, Manager
Location: Shopping mall
1/1, 1/10R, TK
(See advertisement on p. 139)



Market Resource Associates, Inc. The Information Opportunists

Research



Validation

Confidence

With Our New Location and 11 Years of Experience — Whether Its Qualitative or Quantitative MRA Can Help.

Qualitative

- 2 luxurious focus group suites
- 1 one-on-one interviewing room
- 28 station on-site dialing center
- Concierge service
- ActiveGroup™ internet broadcast



Quantitative

- IDECS™ totally automated toll-free inbound telephone interviewing
- Out-bound telephone interviewing
- Business-to-business
- Consumer

Or we'll custom design a solution to achieve your goals!

See our listing in the Minnesota section for more capabilities.



Market Resource Associates, Inc.
15 South Fifth Street Eighth Floor Minneapolis, MN 55402
800.795.3056 612.334.3056 F 612.334.3121 www.mraonline.com
john.cashmore@mraonline.com or ryan.frazer@mraonline.com

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Communications For Research, Inc.

Southwest Bank Building
 13205 Manchester Rd.
 St. Louis, MO 63131
 Ph. 314-984-9381
 Fax 314-984-9229
 E-mail: cfri@misn.com
 www.cfrinc.net
 Jim Steber
 Location: Office building
 Distance from airport: 11 miles, 20 minutes
 CL, 1/1, TK, MP
 Multiple 20x20 Obs. Rm. Seats 30
 Multiple 20x20 Obs. Rm. Seats 15

Consumer Opinion

10403 Clayton Rd.
 St. Louis, MO 63131
 Ph. 314-692-2686
 Fax 314-692-2427
 Kathleen Dunn
 Location: Office building
 Distance from airport: 7 miles, 10 minutes
 1/1, 1/1OR, TK
 Conference 21x18 Obs. Rm. Seats 20
 Conference 18x18 Obs. Rm. Seats 10
 Conference 15x15 Obs. Rm. Seats 10

Consumer Opinion Council Research Center

200 S. Hanley, Suite 415
 St. Louis, MO 63105
 Ph. 314-863-3780 or 800-467-5959
 Fax 314-863-2880
 E-mail: ds@pragmatic-research.com
 www.pragmatic-research.com
 Doug Sinnard, President
 Location: Office building
 Distance from airport: 15 minutes
 CL, 1/1, 1/1OR, TK
 Conference 16x22 Obs. Rm. Seats 12

Cunningham Field & Research Service

St. Claire 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
 Location: Shopping mall
 Distance from airport: 45 miles, 60 minutes
 1/1, 1/1OR, MP, VC
 Conference 17x14 Obs. Rm. Seats 4

Delve

1650 Des Peres Rd., Suite 110
 Des Peres, MO 63131
 Ph. 800-992-2139 or 314-966-6595
 Fax 314-822-4294
 E-mail: postmaster@delve.com
 www.delve.com
 Joe Kromer, Branch Manager
 Location: Office building
 Distance from airport: 14 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, WC
 Conference 22x18 Obs. Rm. Seats 14
 Conference 22x19 Obs. Rm. Seats 14
 Conference 23x20 Obs. Rm. Seats 23
 (See advertisement on p. 161)

Fact Finders, Inc.

1852 Craig Park Ct.
 St. Louis, MO 63146
 Ph. 314-469-7373
 Fax 314-214-4138
 E-mail: factfinder@primary.net
 www.ffinet.com
 Timothy Caplinger, President
 Location: Freestanding facility
 Distance from airport: 10 miles, 15 minutes
 CL, 1/1, MP
 Conference 20x22 Obs. Rm. Seats 20

Hunter Associates

7710 Carondelet, Suite 303
 St. Louis, MO 63105
 Ph. 314-727-8887
 Fax 314-721-2011
 E-mail: jhunter@brick.net
 www.rhaweb.com
 Jan Hunter, Partner
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 CL, 1/1
 Conference 27x17 Obs. Rm. Seats 10

Lucas Market Research

4101 Rider Trail N., Suite 100
 St. Louis, MO 63045
 Ph. 314-344-0803
 Fax 314-344-0932
 E-mail: sechelmeyer@lucasresearch.net
 www.lucasresearch.net
 Mary Lucas, President
 Location: Office building
 Distance from airport: 7 miles, 15 minutes
 CL, 1/1, 1/1OR, TK, MP, WC
 Conference 24x16 Obs. Rm. Seats 12
 Conference 22x15 Obs. Rm. Seats 12

New 10,000-square-foot state-of-the-art facility with two focus rooms, two viewing rooms, two spacious and elegant client lounges, closed-circuit viewing, private client entrance and restroom, test kitchen, 40' x 24' multi-purpose room. Webconferencing available. Partner with "research professionals" and experience paramount recruiting and service.

Marketeam Associates

1807 Park 270 Dr., Suite 300
 St. Louis, MO 63146
 Ph. 314-878-7667
 Fax 314-878-6743
 E-mail: vthies@doanemr.com
 www.mkteam.com
 Vicki Thies, Vice President
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, MP
 Conference 13x20 Obs. Rm. Seats 10
 Conference 12x18 Obs. Rm. Seats 5

Marketing Horizons, Inc.

1001 Craig Rd., Suite 100
 St. Louis, MO 63146
 Ph. 314-432-1957 or 800-669-0839
 Fax 314-432-7014
 E-mail: lwims@mhhorizons.com
 www.mhorizons.com
 Loren Wims, Vice President
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 1/1, TK
 Conference 18x22 Obs. Rm. Seats 12
 (See advertisement on p. 160)

MARKETING HORIZONS St. Louis, MO

314/432-1957 ♦ 800/669-0839 ♦ 314/432-7014 (fax)

In an industry based on quotas and deadlines, you can have confidence because your project is in the hands of professionals.

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We are proud to announce that we have achieved ISO 9002 registration! This globally recognized quality system helps companies build a strong management foundation by standardizing processes, systems, and quality procedures. This will ensure a consistent experience for our clients, no matter where they conduct their studies.

We would like to recognize our people for their rigorous efforts in attaining this demanding standard of excellence. As always, every member of Delve is committed to providing our clients with the best data collection in the industry, whether it be face-to-face, voice-to-voice, or technology-based settings like the Web. Connect with us today to learn more about our ISO registration and what it means to you.

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Mystery Shopping

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800-325-3338



Appleton, WI Houston Philadelphia
Atlanta Kansas City Phoenix
Chicago Los Angeles Seattle
Columbus Minneapolis St. Louis
Dallas Overland Park

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
 Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles
 Room dimensions, when stated, are shown in feet.

Marketing Horizons, Inc.-South
 11166 Tesson Ferry
 St. Louis, MO 63123
 Ph. 314-432-1957
 Fax 314-432-7014
 E-mail: lwims@mhhorizons.com
 www.mhorizons.com
 Loren Wims, Vice President
 Location: Office building
 Distance from airport: 22 miles, 30 minutes
 Conference 24x20 Obs. Rm. Seats 10
 (See advertisement on p. 160)

Peters Marketing Research, Inc.
 12400 Olive Blvd., Suite 225
 St. Louis, MO 63141-5437
 Ph. 314-469-9022
 Fax 314-469-7436
 E-mail: amanda@petersmktg.com
 www.petersmktg.com
 Amanda Peters-Luke
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 CL, VC
 Conference 12x22 Obs. Rm. Seats 14
 Conference 17x18 Obs. Rm. Seats 18

Only one company could top
 Superior Surveys of St. Louis . . .
 WE JUST DID IT!!



Superior Surveys has surpassed itself in new expanded facilities with the latest in market research technology. The best **focus group** rooms in the **Heartland**--two BIG suites. **Oversized viewing room** seats 20 clients in comfort. **3-Camera system** with pin-drop audio. **Video conferencing. 15 minutes** from the airport--a shuttle to a luxury Hilton. **You won't even need a car!** Shopping (Niemans, Saks) within walking distance. **Professional staff.**

And the client is still Number One. We make your job easy and you comfortable in beautiful surroundings. **Separate client offices and lounge**, private phones, closed-circuit TV, personal computer, fax--everything you need for ease and convenience. **PLUS St. Louis' great food.** You won't live on deli sandwiches at Superior, but will have the best St. Louis has to offer brought to you. **Same excellent recruiting. We pamper our clients!**

Mall intercepts with the best **demographics** in the Midwest.

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 10403 Clayton Road
 St. Louis, Missouri 63131
 (314) 692-2699 (800) 325-4982

Superior Surveys of St. Louis, Inc.
 10403 Clayton Rd.
 St. Louis, MO 63131
 Ph. 800-325-4982 or 314-692-2699
 Fax 314-692-2427
 E-mail: SURVEYS4U@aol.com
 Trish Dunn, Partner
 Location: Office building
 Distance from airport: 7 miles, 10 minutes
 1/1, 1/1OR, TK, VC
 Conference 21x18 Obs. Rm. Seats 20
 Conference 18x18 Obs. Rm. Seats 10
 Conference 15x15 Obs. Rm. Seats 10
 (See advertisement on p. 162)

Westgate Research, Inc.
 650 Office Pkwy.
 St. Louis, MO 63141
 Ph. 314-567-3333
 Fax 314-567-7131
 Germaine Eley
 Location: Office building
 Conference 20x20 Obs. Rm. Seats 15
 Conference 15x15 Obs. Rm. Seats 15

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
 Bob Bryles, President
 Location: Shopping mall
 Distance from airport: 8 miles, 20 minutes
 1/1, 1/1OR, TK, MP
 Conference 13x15 Obs. Rm. Seats 8

Montana

Great Falls

Market Research Group
 508 2nd Ave. S.
 Great Falls, MT 59405
 Ph. 406-452-8213
 Fax 406-452-7798
 E-mail: seipel4@home.com
 Jean Seipel, Field Director
 Location: Office building
 1/1
 Conference 12x30 Obs. Rm. Seats 4

Nebraska

Omaha

Cunningham Field & Research Service

Crossroads Mall
7400 Dodge St., Suite B-2
Omaha, NE 68114
Ph. 904-677-5644
Fax 904-677-5534
E-mail: omah@cunninghamresearch.com
www.cunninghamresearch.com
Location: Shopping mall
Distance from airport: 25 miles, 35 minutes
1/1, 1/10R, VC
Conference 20x15 Obs. Rm. Seats 6

Midwest Survey & Research

9802 Nicholas St.
Omaha, NE 68114
Ph. 402-392-0755
Fax 402-392-1068
E-mail: elaine@mwsurvey.com
Elaine Bosilevac, General Manager
Location: Freestanding facility
Distance from airport: 15 miles, 30 minutes
CL, 1/1, 1/10R, TK, WC
Conference 23x14 Obs. Rm. Seats 15

Nevada

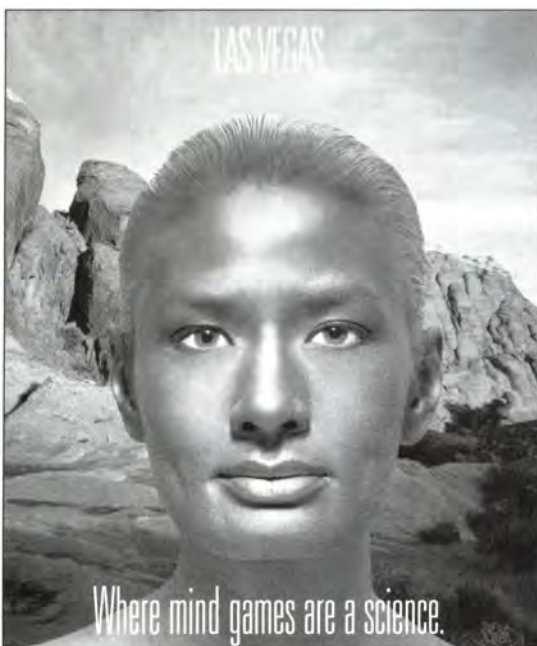
Las Vegas

Cunningham Field & Research Service

The Galleria at Sunset
1300 W. Sunset Rd., Suite 1324
Henderson, NV 89014
Ph. 904-677-5644
Fax 904-677-5534
E-mail: LASV@cunninghamresearch.com
www.cunninghamresearch.com
Location: Shopping mall
Distance from airport: 20 miles, 15 minutes
1/1, TK, MP, VC
Conference 16x14 Obs. Rm. Seats 8

Las Vegas Surveys, LLC

3405 S. Cambridge St.
Las Vegas, NV 89019
Ph. 800-797-9877 or 702-650-5500
Fax 702-650-0729
E-mail: info@lasvegassurveys.com
www.lasvegassurveys.com
Eric Souza, President
Location: Freestanding facility
Distance from airport: 5 miles, 10 minutes
CL, 1/1, 1/10R, TK, MP
Conference 20x30 Obs. Rm. Seats 20
Conference 15x21 Obs. Rm. Seats 20
Multiple 15x21 Obs. Rm. Seats 8

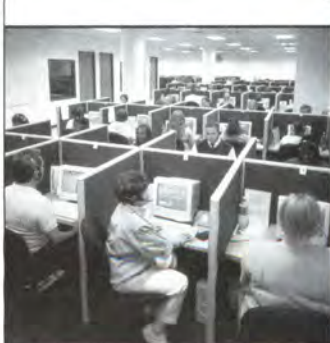


- **Three Focus Group Suites** with tiered observation rooms and adjoining client lounges. Lounges are equipped with refrigerators and private client offices as well as surround sound.
- **Hollywood Movie & Broadcast Media Testing Theatre** features tiered seating and wireless dial technology for real time response. Surround sound, streaming media and cable tv are also available in the theatre.
- **State-of-the-art Technology** includes streaming media through ActiveGroup, videoconferencing, in-house ISP, high speed internet connection, real time behavioral response wireless dial technology, single to quad screen camera options and CD burning.
- **100% Validation Recruiting** via computer accessed database, filtered to client specifications.
- **200 CATI Interviewing Stations** with predictive dialers, bi-lingual interviewers and remote monitoring.
- **Usability Lab Site** features cable access and remote client viewing with 15 computer stations.

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Phone: 702-734-7511 • Fax: 702-734-7598
Toll-free: 1-800-820-0166
E-mail: research@mrcgroup.com



CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Las Vegas Surveys, LLC

The Boulevard Mall
 3860 S. Maryland Pkwy., Suite 201
 Las Vegas, NV 89109
 Ph. 800-797-9877 or 702-650-5500
 Fax 702-650-0729
 E-mail: info@lasvegassurveys.com
 www.lasvegassurveys.com
 Eric Souza, President
 Location: Shopping mall
 Distance from airport: 5 miles, 10 minutes
 1/1, TK
 Conference 16x13 Obs. Rm. Seats 8

MRC GROUP

RESEARCH INSTITUTE

**MRCGroup Research Institute
dba MRCFocus**

101 Convention Center Dr., Plaza 125
 Las Vegas, NV 89109
 Ph. 702-734-7511
 Fax 702-734-7598
 E-mail: research@mrcgroup.com
 www.mrcgroup.com
 Lisabeth Clawson, Facility Manager
 Location: Office building
 Distance from airport: 5 miles, 10 minutes
 CL, 1/1, 1/1OR, VC
 Multiple 26x20 Obs. Rm. Seats 15
 Multiple 26x20 Obs. Rm. Seats 15
 Multiple 26x20 Obs. Rm. Seats 15
 Theatre 40x40 Obs. Rm. Seats 15
 (See advertisement on p. 163)

New Hampshire

Concord**Cunningham Field & Research Service**

Steeplegate Mall
 270 London Rd., Suite 1164
 Concord, NH 03301
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: CONC@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 Distance from airport: 25 miles, 45 minutes
 1/1, 1/1OR, TK, VC
 Conference 22x12 Obs. Rm. Seats 3

Manchester/Nashua

American Research Group, Inc.

814 Elm St.
 Manchester, NH 03101
 Ph. 603-624-4081
 Fax 603-627-1746
 E-mail: bennett@americanresearchgroup.com
 Dick Bennett
 Location: Office building
 1/1
 Conference 11x16 Obs. Rm. Seats 6

Granite State Marketing Research, Inc.

Park II West
 13 Orchard View Dr., Suite 3
 Londonderry, NH 03053
 Ph. 603-434-9141
 Fax 603-434-4176
 E-mail: dot@gsmrinc.com
 www.gsmrinc.com
 Dorothy Bacon, President
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 1/1, 1/1OR
 Conference 16x14 Obs. Rm. Seats 10

New England Interviewing, Inc.

337 Amherst St.
 Nashua, NH 03063-1723
 Ph. 603-889-8222
 Fax 603-883-1119
 E-mail: newenglandint@cs.com
 Joan Greene, President
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 1/1, TK
 Conference 19x17 Obs. Rm. Seats 14

New England Interviewing, Inc.

Qualitative Center
 124 S. River Rd.
 Bedford, NH 03110
 Ph. 603-641-1222
 Fax 603-666-5920
 E-mail: NewEnglandInt.@c.s.com
 Rosemarie Hatin
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 1/1, 1/1OR, TK, MP
 Conference 26x16 Obs. Rm. Seats 20
 Conference 12x14 Obs. Rm. Seats 6

New Jersey

Atlantic City**Survey Central, Inc.**

503 Mill Rd.
 Northfield, NJ 08225
 Ph. 609-383-1700
 Fax 609-383-1783
 E-mail: jdavis@surveycentralinc.com
 www.surveycentralinc.com
 Jody Davis
 Location: Freestanding facility
 Distance from airport: 7 miles, 12 minutes
 Conference 15x15 Obs. Rm. Seats 10

Northern New Jersey

A La Carte Research, LLC

400 Kelby St.
 Ft. Lee, NJ 07024
 Ph. 201-346-3888
 Fax 201-346-3999
 E-mail: jmooney@alacarteresearch.com
 www.alacarteresearch.com
 John Mooney, President
 Location: Office building
 Distance from airport: 10 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, MP, VC
 Conference 21x16 Obs. Rm. Seats 20
 Conference 18x16 Obs. Rm. Seats 20
 Conference 18x15 Obs. Rm. Seats 20
 Conference 13x09 Obs. Rm. Seats 8
 (See advertisement on p. 174)

Assistance In Marketing/New Jersey

Continental Plaza
 433 Hackensack Ave.
 Hackensack, NJ 07601
 Ph. 201-488-5888
 Fax 201-488-5780
 E-mail: dweinberg@focusgroupnj.com
 www.aimresearchnetwork.com
 Donna Weinberg, President
 Location: Office building
 Distance from airport: 15 miles, 25 minutes
 CL, 1/1, 1/1OR, TK, MP, VC
 Conference 20x20 Obs. Rm. Seats 20
 Conference 19x17 Obs. Rm. Seats 15
 Conference 18x18 Obs. Rm. Seats 15
 Conference 18x16 Obs. Rm. Seats 10

Assistance In Marketing/New Jersey

Patriots Plaza, Bldg. B
 60 Columbia Turnpike
 Morristown, NJ 07960
 Ph. 973-267-7060
 Fax 973-267-1005
 E-mail: aimmorristownnj@earthlink.net
 www.aimresearchnetwork.com
 Irene Bing, Managing Director
 Location: Office building
 Distance from airport: 15 miles, 25 minutes
 CL, 1/1, 1/1OR, TK, MP, VC
 Conference 22x21 Obs. Rm. Seats 15
 Conference 19x20 Obs. Rm. Seats 15
 Conference 17x17 Obs. Rm. Seats 15

Car-Lene Research, Inc.

Bergen Mall
 Rte. 4
 Paramus, NJ 07652
 Ph. 201-845-5600
 Fax 201-845-6201
 E-mail: nyparamus@carleneresearch.com
 www.carleneresearch.com
 Nina Vellella, Manager
 Location: Shopping mall
 Distance from airport: 15 miles
 1/1, 1/1OR, TK
 Conference 14x10 Obs. Rm. Seats 5
 (See advertisement on p. 139)



Tired of seeing the same old faces at market research?

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With 20 years of market research experience and a new state-of-the-art facility in Mount Arlington, New Jersey, Franklin Communications is setting a brand-new standard. We offer cutting-edge technologies, such as real-time Internet video streaming, as well as access to thousands of faces you've never seen before. Whether you want full-service recruitment and management or just facility rental—or anything in between—Franklin Communications can meet all your market research needs.

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- ◆ Telephone interviews
- ◆ Direct mail surveys
- ◆ Check studies
- ◆ Internet surveys

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Fax: 973-601-0109 E-mail: michael@fc4research.com

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/10R - One-on-One Obs. Rm.
 Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles
 Room dimensions, when stated, are shown in feet.

Car-Lene Research, Inc.

Moorestown Mall
 Rte. 38 & Lenola
 Moorestown, NJ 08057
 Ph. 856-231-0600
 Fax 856-231-9575
 E-mail: philm@carleneresearch.com
 www.carleneresearch.com
 Evan Celwyn, Manager
 Location: Shopping mall
 Distance from airport: 10 miles
 1/1, 1/10R, TK, TKO
 Conference 15x16 Obs. Rm. Seats 12
 (See advertisement on p. 139)

Cunningham Field & Research Service

Raceway Mall
 3710 Rte. 9, Suite 238A
 Freehold, NJ 07728
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: FREE@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 Distance from airport: 45 miles, 60 minutes
 1/1, 1/10R, TK, MP, VC
 Conference 22x12 Obs. Rm. Seats 5

Cunningham Field & Research Service

Focus/CLT Facilities
 1140 Parsippany Blvd.
 Parsippany, NJ 07054
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: PARS@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Office building
 Distance from airport: 20 miles, 35 minutes
 CL, 1/1, 1/10R, TK, TKO, VC
 Conference 25x30 Obs. Rm. Seats 20
 Conference 21x17 Obs. Rm. Seats 25
 Conference 14x20 Obs. Rm. Seats 14
 Living 24x16 Obs. Rm. Seats 20

Discovery - National Qualitative Network

New York Focus & Field
 855 Valley Rd.
 Clifton, NJ 07013
 Ph. 973-470-0044
 Fax 973-470-0397
 E-mail: newyork@discoverynqn.com
 www.discoverynqn.com
 Cathy Ventimiglia, Manager
 Location: Office building
 Distance from airport: 14 miles, 20 minutes
 CL, 1/1, TK, TKO, VC
 Multiple 26x16 Obs. Rm. Seats 20
 Multiple 25x16 Obs. Rm. Seats 20
 (See advertisement on p. 133)

Fieldwork East, Inc.

2 Executive Dr., Suite 800
 Fort Lee, NJ 07024
 Ph. 201-585-8200
 Fax 201-585-0096
 E-mail: info@ftlee.network.com
 www.fieldwork.com
 Carol Tauben, President
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/10R, TK, TKO, VC
 Conference 23x21 Obs. Rm. Seats 30
 Conference 20x20 Obs. Rm. Seats 30
 Conference 20x20 Obs. Rm. Seats 30
 Conference 24x22 Obs. Rm. Seats 30
 Conference 16x14 Obs. Rm. Seats 15
 (See advertisement on the Back Cover)

Focus Pointe North Jersey

20 E. Oakdene Ave., 2nd floor
 Teaneck, NJ 07666
 Ph. 201-928-1888 or 888-US-FOCUS
 Fax 201-928-0630
 E-mail: janiswagman@focuspointe.net
 www.focuspointe.net
 Janis Wagman, Facility Director
 Location: Office building
 Distance from airport: 18 miles, 30 minutes
 CL, 1/1, 1/10R, MP, VC, WC
 Multiple 18x20 Obs. Rm. Seats 20
 Multiple 18x18 Obs. Rm. Seats 20
 Multiple 15x18 Obs. Rm. Seats 15
 (See advertisements on pp. 178, 189)

**It's Not Just a Call –
 It's a Connection**

As a research professional, you have lots to think about without worrying about facility details.

MEADOWLANDS CONSUMER CENTER understands that.

Our team approach to every project assures you that no detail will ever be overlooked.

And, from the minute you walk in the door, you'll notice how our warm, friendly "home away from home" atmosphere envelops you.



- MCC is an all-suite facility with choice of large, JUMBO (seating up to 60) or mini-group settings located in a beautiful atrium building
- Tiered observation rooms with three-sided panoramic views seating 20+
- All rooms are fully sound-proofed with individual climate controls
- Supervised in-house recruiting - Executive, Medical, Consumer and B to B
- Private client business center and separate client entrance
- 15 minutes from Manhattan and Newark International Airport
- Video and Internet Conferencing and high speed data lines



Meadowlands Consumer Center Inc.

100 Plaza Drive • Secaucus, NJ 07094
 800-998-4777 • 201-865-4900 • fax 201-865-0408
 email us at info@meadowcc.com
 or visit our website at www.meadowcc.com





PLAZA

RESEARCH

FOCUS GROUP FACILITIES


What we offer:

Unparalleled recruiting and the most comfortable, luxurious facilities in the country.

How we do it:

A management team with more than 100 years of combined experience in the field...A fully integrated network sharing resources, technology, and information...Cutting edge, proprietary Computer Aided Telephone Interviewing systems which enable us to access large consumer and professional databases easily, efficiently, and with the tightest security controls...Beautifully appointed facilities specifically engineered for qualitative research.

- Ask about our nationwide quantitative and qualitative recruiting capabilities
- Ask about our online survey capabilities



Metro Markets
Nationwide

New York
Los Angeles
Chicago
San Francisco
Dallas
Houston
Atlanta
Denver
Philadelphia
Ft. Lauderdale
Phoenix
Tampa



PLAZA
RESEARCH

on line

Toll free for all locations:
1-800-654-8002

www.plazaresearch.com

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
VC - Videoconferencing WC - Webconferencing
1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Focus World International

Focus World International, Inc.

146 Hwy. 34, Suite 100

Holmdel, NJ 07733

Ph. 732-946-0100

Fax 732-946-0107

E-mail: focusworld@att.net

www.focusworldint.com

Gary Eichenholtz, CEO/CFO

Location: Freestanding facility

Distance from airport: 20 miles, 35 minutes

CL, 1/1, 1/1OR, TK, TKO, MP

Conference 18x24 Obs. Rm. Seats 15

Conference 16x18 Obs. Rm. Seats 8

Full-service company providing qualitative and quantitative research domestically and internationally. On-site: two newly remodeled focus suites, equipped with laptops, printers and additional electrical outlets. Redesigned, digital audio and video technologies. Private/separate entranceways for respondents and clients to avoid data contamination. No "professional respondents allowed". Full test kitchen facilities. Paris, France office for European studies. Call today for a competitive quote.

Franklin Communications

200 Valley Rd., Suite 405

Mt. Arlington, NJ 07856

Ph. 973-601-0111

Fax 973-601-0109

E-mail: michael@fc4research.com

Location: Office building

Distance from airport: 30 miles, 45 minutes

CL, WC

Multiple 20x20 Obs. Rm. Seats 14

(See advertisement on p. 165)

GRA Focus Center

Glickman Research Associates

160 Paris Ave.

Northvale, NJ 07647

Ph. 201-767-8888

Fax 201-767-6933

E-mail: j.glickman@glickmanresearch.com

www.glickmanresearch.com

Lynda Broer

James Glickman

Location: Office building

Distance from airport: 28 miles, 40 minutes

1/1, 1/1OR

Conference 14x18 Obs. Rm. Seats 15

GRA personnel: extensive experience in marketing and marketing research as buyers and providers. We understand your needs and go beyond. GRA focus center (NYC/NJ Metro): precise recruiting, outstanding client service, reasonable cost. GRA full-service: design through reporting, quantitative/qualitative, expert moderation, IDIs, telephone, mail, Internet. GRA: responsive...responsible.

Hudson Focus

Two Hudson Place, 3rd fl.

Hoboken, NJ 07030-4205

Ph. 201-356-1900

Fax 201-356-1910

E-mail: franyoung@hudsonfocus.com

www.hudsonfocus.com

Fran Young, Director Mkt. Rsch.

Location: Office building

Distance from airport: 10 miles, 15 minutes

CL, 1/1

Conference 12x14 Obs. Rm. Seats 8

Hygeia Marketing Associates, Inc.

1120 Bloomfield Ave., Suite 100

West Caldwell, NJ 07006

Ph. 973-227-8239

Fax 973-227-8319

E-mail: Hygeia3@aol.com

Marianne Bange, Partner

Location: Office building

Distance from airport: 20 miles, 30 minutes

1/1

Conference 19x13 Obs. Rm. Seats 8

Marketing Solutions Corporation

2 Ridgedale Ave., Suite 216

Cedar Knolls, NJ 07927

Ph. 973-540-9133 or 800-326-3565

Fax 973-540-9280

E-mail: MarketingSolutions@attglobal.net

www.marketingsolutionscorp.com

Location: Office building

Distance from airport: 15 miles, 30 minutes

CL, 1/1, 1/1OR, MP

Multiple 18x21 Obs. Rm. Seats 15

Multiple 18x21 Obs. Rm. Seats 15

Multiple 18x21 Obs. Rm. Seats 15

Multiple 18x21 Obs. Rm. Seats 15



Meadowlands Consumer Center Inc.

MEADOWLANDS CONSUMER CENTER INC.

The Plaza at the Meadows

100 Plaza Dr., 1st fl.

Secaucus, NJ 07094

Ph. 201-865-4900 or 800-998-4777

Fax 201-865-0408

E-mail: info@meadowcc.com

Lauren A. Heger, Field Director

Location: Office building

Distance from airport: 8 miles, 15 minutes

CL, 1/1, 1/1OR, TK, TKO, MP, VC, WC

Conference 25x24 Obs. Rm. Seats 25

Conference 18x24 Obs. Rm. Seats 20

Multiple 18x24 Obs. Rm. Seats 20

Conference 14x16 Obs. Rm. Seats 12

Great location! Beautiful atrium building! Two large, one jumbo (up to 60 respondents, perfect for mock juries) all-suite focus rooms plus mini-group suite for more intimate sessions. Client viewing accommodates 20+ with three-sided panoramic views. Individual thermostats. Gourmet kitchen. Separate client/respondent entrances and isolated focus suites guarantee security, confidentiality. Supervised in-house recruiting with full-spectrum of respondents. Client business center. High-speed data lines. Videoconferencing/videostreaming. (See advertisement on p. 166)



... SINCE 1978

The New York Region's Prime Market Research Facility

at The Wayne Towne Center

Near to All Major New York Airports

DEMOGRAPHICS

■ Median income \$64,851 ■ 43% college educated ■ Median home value \$249,489 ■ 36% young families, ages 21-39

FULL SERVICE FACILITY

■ Quantitative research projects
■ Mall intercepts
■ Product placement/with follow-up
■ One-on-one in depth interviewing
■ State of the art test kitchen
■ Focus Groups Recruiting
■ Two Focus Rooms with Client viewing suites
■ Conference room
■ Pentium computers
■ 3/4" and 1/2" VCR equipment

NEW MODERN FOCUS ROOM AVAILABLE IN THE FALL OF 2001

Web: www.northeastdata.net • Phone: 973-785-4449 • Fax: 973-785-3679 • E-mail: info@northeastdata.net

Move Up to Q Class

Where Technology and Communication Make the Difference

Focus Group Suite features:

■ Q Technology

- Streaming Video For Remote Viewing
- Hostess Paging System
- Non-Intrusive Moderator Communication
- Multiple Media Available

■ Spacious Focus Room 14' x 22'

- Drop-Down Display Screens
- Built in LCD Projector
- 2 Pan, Zoom, Tilt Cameras

■ Large Viewing Room 14' x 17'

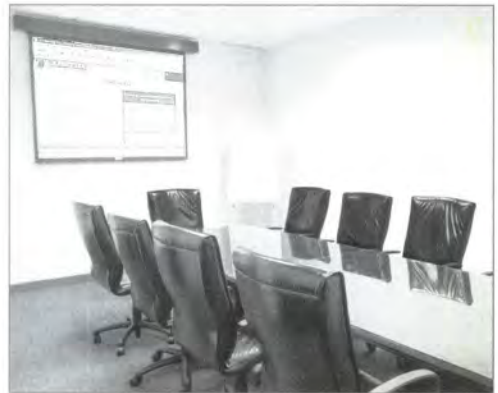
- Comfortable Seating with Work Surfaces
- Individual Headsets for Volume Control
- Customized Lighting
- Accommodates up to 18

■ Fully-Equipped Client Lounge

- Phone, Fax and Internet Access
- Remote Observation
- Private Work Area

■ Additional Features

- Brand New State-of-Art Facility
- Convenient Rt. 9 Location (NJ)
- 15 Years Recruiting Experience
- Q Class Menu



Q Research Solutions, Inc. also offers:

- 10 Fully-Equipped CLT Rooms
- High-Tech Fragrance Ventilation
- Observational Research
- 70+ Station CATI Center
- Interactive Voice Response (IVR)
- Web Surveys

Our Vision: To be the **best resource** in the Research Industry

To discuss your next project, call Patti Nelson, Client Services, at 732.952.0000.

www.whoisQ.com

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
VC - Videoconferencing WC - Webconferencing
1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

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
Location: Shopping mall
Distance from airport: 25 miles, 30 minutes
1/1, 1/1OR, TK, MP
Conference 17x11 Obs. Rm. Seats 12

T.A. Miller Co., Inc.

1060 Clifton Ave.
Clifton, NJ 07013
Ph. 973-778-6011
Fax 973-778-5975
E-mail: tamco@aol.com
www.tamiller.com
Thomas Miller, President
Location: Office building
Distance from airport: 20 miles, 30 minutes
1/1, 1/1OR, TK, MP, VC
Conference 30x10 Obs. Rm. Seats 10

Morristown Market Research

80 Washington St.
Morristown, NJ 07960
Ph. 973-326-9461
Fax 973-326-9767
E-mail: melodysix@aol.com
Melody McGinley Whitelaw, President
Location: Freestanding facility
Distance from airport: 25 miles, 30 minutes
CL, 1/1, 1/1OR, TK, TKO, MP
Multiple 22x14 Obs. Rm. Seats 8

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: info@northeastdata.net
www.northeastdata.net
Paul Schwartz, President
Location: Shopping mall
Distance from airport: 18 miles, 30 minutes
1/1, 1/1OR, TK
Conference 16x18 Obs. Rm. Seats 10
(See advertisement on p. 168)

Partners In Research, Inc.

1452 Hamburg Turnpike
Wayne, NJ 07470
Ph. 973-686-1300
Fax 973-686-1330
E-mail: partners@nac.net
www.pirnj.com
Wanda Gorman, Principal
Location: Freestanding facility
Distance from airport: 30 miles, 35 minutes
CL, 1/1, 1/1OR, TK, TKO, MP
Conference 15x20 Obs. Rm. Seats 16
Conference 25x27 Obs. Rm. Seats 14
Conference 19x45 Obs. Rm. Seats 6
Conference 12x20 Obs. Rm. Seats 10

Peters Marketing Research, Inc.

4 Century Dr.
Parsippany, NJ 07054
Ph. 973-539-5750
Fax 973-539-3616
E-mail: toni@petersmktg.com
www.petersmktg.com
Toni McClard, Vice President
Location: Office building
Distance from airport: 18 miles, 25 minutes
CL, VC
Conference 18x20 Obs. Rm. Seats 12
Conference 18x21 Obs. Rm. Seats 14

Plaza Research-New York

120 Rte. 17 N.
Paramus, NJ 07652
Ph. 201-265-7500 or 800-654-8002
Fax 201-265-7269
E-mail: jgottesman@plazaresearch.com
www.plazaresearch.com
Jill Gottesman, Director
Location: Office building
Distance from airport: 30 minutes
CL, 1/1, 1/1OR, TK, TKO, MP, VC, WC
Conference 16x26 Obs. Rm. Seats 20
Conference 16x26 Obs. Rm. Seats 20
Conference 15x20 Obs. Rm. Seats 20
Conference 15x20 Obs. Rm. Seats 20
Multiple 15x20 Obs. Rm. Seats 20
(See advertisement on p. 167)



Q Research Solutions

Renaissance Corporate Center
3548 Rte. 9 S., 2nd fl.
Old Bridge, NJ 08857
Ph. 732-952-0000
Fax 732-952-0001
E-mail: kendras@whoisq.com
www.whoisq.com
Kendra Soltis
Location: Office building
Distance from airport: 25 miles, 40 minutes
CL, 1/1, 1/1OR, VC
Conference 22x14 Obs. Rm. Seats 18
(See advertisement on p. 169)

Q10 Marketing, Inc.

285 Grand Ave.
5 Patriot Centre
Englewood, NJ 07631
Ph. 201-541-1144
Fax 201-541-0066
E-mail: qten@eclipse.net
www.q10marketing.com
Barbara Cataraso or Joseph DeRose, Owners
Location: Freestanding facility
Distance from airport: 20 miles, 20 minutes
1/1, 1/1OR, TK, TKO
Multiple 17x13 Obs. Rm. Seats 15
Multiple 18x13 Obs. Rm. Seats 20

Unique qualitative facility within a historic pre-Revolutionary homestead combining urban sophistication in a suburban setting. Strategically located with easy access to New York City and major airports. Unwavering commitment to personal service backed by an experienced and dedicated team. Owner-operated.

Schlesinger Associates, Inc.

Executive Plaza, Suite 400
10 Parsonage Rd.
Edison, NJ 08837
Ph. 732-906-1122
Fax 732-906-8792
E-mail: info@schlesingerassociates.com
www.schlesingerassociates.com
Steven Schlesinger, President
Location: Office building
Distance from airport: 15 miles, 20 minutes
CL, 1/1, 1/1OR, TK, MP, VC, WC
Conference 16x20 Obs. Rm. Seats 16
Multiple 16x16 Obs. Rm. Seats 16
Conference 16x24 Obs. Rm. Seats 16
Conference 16x24 Obs. Rm. Seats 16
Conference 16x24 Obs. Rm. Seats 16
(See advertisements on pp. 105, 129, 137, 171, 181, 193)

Suburban Associates

579 Franklin Tpk.
Ridgewood, NJ 07450
Ph. 201-447-5100
Fax 201-447-9536
E-mail: info@subassoc.com
www.subassoc.com
Bill Bartlett
Location: Office building
Distance from airport: 20 miles, 45 minutes
CL, 1/1, 1/1OR, TK, TKO, MP, VC, WC
Conference 16x18 Obs. Rm. Seats 15
Conference 16x18 Obs. Rm. Seats 15
Living 16x25 Obs. Rm. Seats 15

Suburban Associates

517 Rte. 1 S., Suite 1109
Iselin, NJ 08830
Ph. 732-855-8900
Fax 732-855-9291
E-mail: woodbridge@subassoc.com
www.subassoc.com
Eileen Segal
Location: Office building
Distance from airport: 10 miles, 25 minutes
1/1, 1/1OR, TK, MP
Conference 14x20 Obs. Rm. Seats 15
Conference 12x16 Obs. Rm. Seats 12

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
Antoinette Cusak
Location: Shopping mall
Distance from airport: 25 miles, 45 minutes
1/1, 1/1OR, TK, MP
Conference 14x17 Obs. Rm. Seats 10

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
Cindy Conklin, Manager
Location: Shopping mall
Distance from airport: 20 miles, 45 minutes
1/1, TK, MP
Conference 12x16 Obs. Rm. Seats 8

TAi - New Jersey

Technical Analysis, Inc.
400 Frank Burr Blvd.
Teaneck, NJ 07666
Ph. 201-836-1500 or 201-836-1420
Fax 201-836-1959
E-mail: newjersey@taigroup.net
www.taimarketres.com
Joan Vicenzotti, Operations Manager
Location: Office building
Distance from airport: 10 miles, 20 minutes
CL, TK, MP, VC, WC
Conference 18x18 Obs. Rm. Seats 15
Conference 16x18 Obs. Rm. Seats 12
Conference 20x20 Obs. Rm. Seats 12

TAi - New Jersey has consolidated its operation into a single facility at the Glenpointe office complex in Teaneck. Clients may stay at the adjoining Marriott Hotel and walk through a climate-controlled area to our newly redecorated and enlarged facility. Great recruiting in-house, two videoconferencing units and video online, T1 Internet connections, DVD recording. Four miles from the GW Bridge.

Taurus Marketing Research Field & Focus Svc.

1810 Englishtown Rd.
Old Bridge, NJ 08857
Ph. 732-251-7772
Fax 732-251-9008
E-mail: ruthann@taurusresearch.com
Ruthann Chesnoff, President
Location: Office building
Distance from airport: 30 miles, 40 minutes
CL, 1/1, 1/1OR, TK, MP, VC
Conference 17x20 Obs. Rm. Seats 18
Conference 16x18 Obs. Rm. Seats 12
Conference 12x09 Obs. Rm. Seats 8

*Reap the fruits of our labor
in the garden state*

NEW JERSEY

modern & spacious conference rooms •
bi-level viewing rooms • in-house
respondent recruiting • private recep-
tion areas • private client lounges
furnished with data lines, fax &
individual climate control • high
speed internet connections & usability
labs • video conferencing & video
streaming • quantitative data collection



Schlesinger Associates

A Marketing Research Corporation

Call toll free for all facilities (866)549-3500

Visit our website at: www.SchlesingerAssociates.com

New York • New Jersey • Orlando
Los Angeles • Atlanta • Philadelphia



CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
 Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles
 Room dimensions, when stated, are shown in feet.

Southern New Jersey
 (See also Philadelphia, PA)

Research 100

3490 U.S. Rte. 1, Bldg. 16
 Princeton, NJ 08540
 Ph. 609-924-6100
 Fax 609-452-0138
 E-mail: info@research100.com
 www.research100.com
 Harriet Mack
 Location: Office building
 Distance from airport: 45 miles, 60 minutes
 CL, TK
 Conference 12x22 Obs. Rm. Seats 12

Group Dynamics/Cherry Hill, Inc.

Plaza 1000 at Main St., Suite 406
 Voorhees, NJ 08043
 Ph. 800-220-1011 or 856-424-1011
 Fax 856-424-2538
 E-mail: acarpen@groupdynamics-nj.com
 www.groupdynamics.com
 Merle Holman
 Location: Office building
 Distance from airport: 15 miles, 40 minutes
 CL, 1/1, 1/1OR, TK, VC
 Conference 16x24 Obs. Rm. Seats 22
 Conference 17x22 Obs. Rm. Seats 18
 (See advertisement on p. 190)

JRA, J. Reckner Associates, Inc.

Philadelphia - East
 Horizon Corporate Center
 3000 Atrium Way, Suite 100
 Mt. Laurel, NJ 08054
 Ph. 215-822-6220
 Fax 215-822-2238
 E-mail: info@reckner.com
 www.reckner.com
 Barbara Ogrizek or Gina Cassel
 Location: Office building
 Distance from airport: 18 miles, 30 minutes
 CL, 1/1, 1/1OR
 Conference 20x16 Obs. Rm. Seats 15
 Conference 23x15 Obs. Rm. Seats 10
 (See advertisement on p. 3)

New Mexico

Albuquerque

Ameritest, CY Research

4841 Tramway Ridge Dr. N.E.
 Albuquerque, NM 87111
 Ph. 505-856-0763
 Fax 505-856-3388
 E-mail: chuck@ameritest.net
 www.ameritest.net
 Charles Young, President
 Location: Freestanding facility
 1/1, 1/1OR
 Conference 11x22 Obs. Rm. Seats 12
 Conference 11x11 Obs. Rm. Seats 6

Car-Lene Research, Inc.

Coronado Center
 6600 Menaul Blvd. N.E., Suite K8
 Albuquerque, NM 87110
 Ph. 505-889-3070
 Fax 505-889-3071
 E-mail: albuquerque@carleneresearch.com
 www.carleneresearch.com
 Scott Solis, Manager
 Location: Shopping mall
 Distance from airport: 15 miles
 1/1, 1/1OR, TK
 Conference 25x10 Obs. Rm. Seats 4
 (See advertisement on p. 139)

Research & Polling, Inc.

5140 San Francisco Rd. N.E.
 Albuquerque, NM 87109
 Ph. 505-821-5454
 Fax 505-821-5474
 E-mail: rpmail@rpinc.com
 Marie Mound, Research Manager
 Location: Freestanding facility
 Distance from airport: 15 minutes
 MP
 Conference 18x18 Obs. Rm. Seats 14

Sandia Market Research

2201 San Pedro N.E., Bldg. 1, Suite 230
 Albuquerque, NM 87110
 Ph. 800-950-4148 or 505-883-5512
 Fax 505-883-4776
 E-mail: laurie@nmia.com
 Laurie Meyerer, General Manager
 Location: Office building
 1/1, 1/1OR, TK, TKO
 Multiple 15x17 Obs. Rm. Seats 15

New York

Albany

J.L. Whalen Market Research, Inc.

22 Clifton Country Rd., Suite 224
 Clifton Park, NY 12065
 Ph. 518-383-1661
 Fax 518-371-0791
 E-mail: markette@worldnet.att.net
 Joyce Whalen, President
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 TK
 Multiple 31x17 Obs. Rm. Seats 10
 Conference 22x24 Obs. Rm. Seats 12

Buffalo

Buffalo Survey & Research, Inc.

1249 Eggert Rd.
 Buffalo, NY 14226
 Ph. 716-833-6639
 Fax 716-834-6499
 E-mail: buffalosur@aol.com
 Jeanette Levin, President
 Location: Freestanding facility
 Distance from airport: 8 miles, 15 minutes
 1/1, 1/1OR, TK, MP, VC
 Conference 11x21 Obs. Rm. Seats 15

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
 Location: Shopping mall
 Distance from airport: 8 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, TKO, MP
 Multiple 20x21 Obs. Rm. Seats 16
 Conference 20x12 Obs. Rm. Seats 8

Goldhaber Research Associates, LLC

One NFA Park
 Amherst, NY 14228
 Ph. 716-689-3311
 Fax 716-689-3342
 www.goldhaber.com
 Paulette Faraci, Dir. Client Services
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 TK
 Conference 30x20 Obs. Rm. Seats 10

Marketing Decisions Group, Inc.

9141 Main St.
 Buffalo, NY 14031
 Ph. 716-634-2045
 Fax 716-634-9560
 E-mail: mdgarup@aol.com
 Arup K. Sen, President
 Location: Freestanding facility
 Distance from airport: 4 miles, 5 minutes
 1/1, 1/1OR, TK, TKO, MP
 Conference 40x20 Obs. Rm. Seats 15



Tick..
Tick..
Tick..
Tick..

10:00 am SSI receives panicked call to start telephone project tonight.

10:15 am Questionnaire sent to SSI's team of CfMC Programmers and Project Manager for initial review.

10:45 am SSI's Project Manager and Programmer review project with client.

11:00 am Project Manager coordinates staffing with SSI's Telephone Center Manager.

11:15 am Project Manager reviews monitoring expectations with QA Manager.

1:30 pm Questionnaire programmed and client is alerted they are able to check the questionnaire on SSI's system.

2:00 pm Random data file produced and output is checked for skip patterns and data integrity.

2:30 pm Project Manager conducts final on-screen review.

3:00 pm Client calls with final approval. Sample loaded and quotas set.

3:30 pm Briefing conducted by Project Manager.

5:00 pm Interviewers begin calling on project.

9:00 pm East coast quota completed.

12:00 am West coast quota completed.

1:00 am Top line data delivered.

1:01 am Client exhales.

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CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
VC - Videoconferencing WC - Webconferencing
1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Marion Simon Research Service, Inc.

C-103 Walden Galleria
Buffalo, NY 14225
Ph. 716-684-8025
Fax 716-684-3009
E-mail: msrrochester@aol.com
Sharon Liedy, Office Manager
Location: Shopping mall
Distance from airport: 8 miles, 10 minutes
CL, TK
Conference 18x10 Obs. Rm. Seats 6

Survey Service, Inc.

1911 Sheridan Dr.
Buffalo, NY 14223
Ph. 716-876-6450
Fax 716-876-0430
E-mail: sservice@surveyservice.com
www.surveyservice.com
Susan Adelman, President
Location: Freestanding facility
Distance from airport: 5 miles, 10 minutes
1/1, 1/1OR, TK, TKO, MP, VC, WC
Conference 14x27 Obs. Rm. Seats 12
(See advertisement on p. 173)

New York City

(See also Northern New Jersey)

A La Carte Research, LLC

6800 Jericho Tpke., Suite 113E
Syosset, NY 11791
Ph. 516-364-4004
Fax 516-364-4683
E-mail: jmooney@alacarterresearch.com
www.alacarterresearch.com
John Mooney, President
Location: Office building
Distance from airport: 15 miles, 45 minutes
CL, 1/1, 1/1OR, TK, MP, VC
Conference 19x20 Obs. Rm. Seats 20
Conference 17x19 Obs. Rm. Seats 16
Conference 12x09 Obs. Rm. Seats 6
(See advertisement on p. 174)

Beta Research Corp.

6400 Jericho Tpke.
Syosset, NY 11791
Ph. 516-935-3800
Fax 516-935-4092
E-mail: virginia@nybeta.com
www.nybeta.com
Virginia Redus, Field Coordinator
Location: Office building
Distance from airport: 28 miles, 30 minutes
Conference 12x16 Obs. Rm. Seats 12

Car-Lene Research, Inc.

Galleria at Crystal Run
1 Galleria Dr.
Middletown, NY 10941
Ph. 845-692-2226
Fax 845-692-2207
E-mail: nymiddletown@carleneresearch.com
www.carleneresearch.com
Tabatha Lanos, Manager
Location: Shopping mall
Distance from airport: 40 miles
1/1, 1/1OR, TK
Conference 10x09 Obs. Rm. Seats 3
(See advertisement on p. 139)

Ebony Marketing Research, Inc.

2100 Bartow Ave., Suite 243
Bronx, NY 10475
Ph. 718-217-0842 or 718-320-3220
Fax 718-320-3996
E-mail: emr@interport.net
www.ebonymktg.com/
Bruce Kirkland, Vice President
Location: Office building
Distance from airport: 12 miles, 20 minutes
CL, TK
Conference 18x16 Obs. Rm. Seats 10
Conference 17x15 Obs. Rm. Seats 9
(See advertisement on p. 175)

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400 Kelby Avenue
Fort Lee, New Jersey 07024
(201) 346-3888 (201) 346-3999 Fax

www.alacarterresearch.com

Ebony Marketing Research, Inc.

173-14 Warwick Crescent
 Jamaica, NY 11432
 Ph. 718-526-3204
 Fax 718-526-3312
 E-mail: ebonymktg@yahoo.com
 www.ebonymktg.com
 Location: Freestanding facility
 Distance from airport: 18 miles, 30 minutes
 TK
 Conference 18x15 Obs. Rm. Seats 13
 (See advertisement on p. 175)

Fieldwork New York at Westchester

555 Taxter Rd., Suite 390
 Elmsford, NY 10523
 Ph. 914-347-2145
 Fax 914-347-2298
 E-mail: info@westchester.fieldwork.com
 www.fieldwork.com
 Maria Buncamper
 Location: Office building
 Distance from airport: 15 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, TKO, VC
 Conference 20x22 Obs. Rm. Seats 25
 Conference 22x16 Obs. Rm. Seats 20
 Conference 20x20 Obs. Rm. Seats 25
 Conference 20x20 Obs. Rm. Seats 25
 Conference 12x12 Obs. Rm. Seats 10
 (See advertisement on the Back Cover)

Focus Central

162 Fifth Ave., 11th fl.
 New York, NY 10010
 Ph. 212-989-2760
 Fax 212-647-7659
 E-mail: info@focuscentral.com
 www.focuscentral.com
 Judy Miller, Managing Director
 Regina Fawcett, Facility Manager
 Location: Office building
 Distance from airport: 10 miles, 30 minutes
 CL, 1/1, MP
 Conference 21x15 Obs. Rm. Seats 12
 (See advertisement on p. 176)

Focus Plus, Inc.

79 Fifth Ave., 5th flr.
 New York, NY 10003
 Ph. 212-675-0142
 Fax 212-645-3171
 E-mail: focusplus@msn.com
 www.focusplusny.com
 John Markham or Liz Lobrano Markham
 Location: Office building
 Distance from airport: 10 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, WC
 Conference 19x22 Obs. Rm. Seats 14
 Multiple 18x20 Obs. Rm. Seats 24
 Conference 14x21 Obs. Rm. Seats 16
 (See advertisement on p. 177)

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CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
VC - Videoconferencing WC - Webconferencing
1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

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240 Madison Ave., 5th floor
New York, NY 10016
Ph. 212-682-0220 or 888-US-FOCUS
Fax 212-682-0214

E-mail: ccastillo@focuspointe.net
www.focuspointe.net

Chona Castillo, Facility Manager

Location: Office building

Distance from airport: 10 miles, 20 minutes

CL, 1/1, 1/1OR, MP, VC, WC

Conference 17x20 Obs. Rm. Seats 20

Conference 13x20 Obs. Rm. Seats 15

Conference 17x22 Obs. Rm. Seats 22

(See advertisements on pp. 178, 189)

The Focus Room on Fifth, LLC

Market Research & Video Conference Center - NYC

693 Fifth Ave., 13th fl., 10th fl.

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New York, NY 10022

Ph. 212-935-6820

Fax 212-935-6825

E-mail: nyc@focusroom.com

www.focusroom.com

Ken Lethbridge, Managing Director

Location: Office building

Distance from airport: 25 minutes

CL, 1/1, 1/1OR, VC

Conference 15x22 Obs. Rm. Seats 20

Conference 15x22 Obs. Rm. Seats 20

Conference 10x14 Obs. Rm. Seats 12

Conference 15x22 Obs. Rm. Seats 20

Conference 15x22 Obs. Rm. Seats 20

Conference 12x16 Obs. Rm. Seats 12

The Focus Room, Inc. - White Plains

Market Research & Video Conference Center
231 Central Ave.

White Plains, NY 10606

Ph. 914-682-8404

Fax 914-428-3925

E-mail: whp@focusroom.com

www.focusroom.com

Wendy Weinstein, President

Location: Office building

Distance from airport: 30 minutes

1/1, 1/1OR, TK, MP, VC

Conference 14x19 Obs. Rm. Seats 25

Conference 14x19 Obs. Rm. Seats 25

Conference 14x16 Obs. Rm. Seats 15

Focus Suites of New York

355 Lexington Ave., 13th fl.

New York, NY 10017

Ph. 212-867-7373

Fax 212-867-9187

E-mail: fsny@erols.com

www.focussuites.com

Bill Falvo, Director

Location: Office building

Distance from airport: 30 minutes

CL, 1/1, 1/1OR, TK, MP, VC

Multiple 19x19 Obs. Rm. Seats 15

Conference 19x19 Obs. Rm. Seats 15

Conference 19x19 Obs. Rm. Seats 15

Conference 19x19 Obs. Rm. Seats 15

Multiple 18x18 Obs. Rm. Seats 10

Friedman Marketing Services

Consumer Opinion Center

Smith Haven Mall

313 Smith Haven Mall, Sears Wing, Space E-11C

Lake Grove, NY 11755

Ph. 631-366-6325 or 914-698-9591

Fax 631-366-6331

E-mail: gvigeant@roper.com

www.friedmanmktg.com

Josh Malone, Manager

Location: Shopping mall

1/1

Conference 10x12 Obs. Rm. Seats 6

Friedman Marketing Services

Consumer Opinion Center

The Galleria at White Plains

100 Main St., Fashion Level 1, Suite 301

White Plains, NY 10601

Ph. 914-328-2447 or 914-698-9591

Fax 914-328-2977

E-mail: gvigeant@roper.com

www.friedmanmktg.com

Jon Erickson, Manager

Location: Shopping mall

Distance from airport: 25 miles

1/1

Conference 08x12 Obs. Rm. Seats 5

Greenerevolution Market Research

160 E. 48th St., Penthouse U

New York, NY 10017

Ph. 212-758-9777

Fax 212-758-7520

E-mail: greenerevolution@aol.com

Owen-Pahl Greene, President

Location: Office building

Distance from airport: 20 miles, 30 minutes

CL, 1/1, 1/1OR, TK, TKO, MP

Conference 12x16 Obs. Rm. Seats 12

Living 15x30 Obs. Rm. Seats 10

Multiple 15x30 Obs. Rm. Seats 10

Innovative Concepts Marketing Research

200 Stonehenge Ln.

Carle Place, NY 11514

Ph. 516-479-2200 or 800-631-0209

Fax 516-479-2215

E-mail: scott@ic-mr.com

www.ic-mr.com

Scott Sycoff, Exec. Vice President

Location: Freestanding facility

Distance from airport: 15 miles, 20 minutes

CL, 1/1, 1/1OR, WC

Conference 23x18 Obs. Rm. Seats 14

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phone interviewing, focus groups, or Internet surveys. Our 75-seat, state-of-the-art phone center, focus group facility, and our Internet survey division employ top-notch personnel dedicated and trained to guarantee the accurate and timely completion of your projects.
(See advertisement on p. 179)

JRA, J. Reckner Associates, Inc.

New York
3 Gannett Dr., Suite G-9
White Plains, NY 10604
Ph. 914-696-5150
Fax 914-696-5151
E-mail: kroemer@reckner.com
www.reckner.com
Kathi Roemer
Location: Office building
Distance from airport: 25 miles, 31 minutes
CL, TK, MP, VC, WC
Conference 20x18 Obs. Rm. Seats 15
(See advertisement on p. 3)

Long Island Focus Room

2174 Hewlett Ave., Suite 108
Merrick, NY 11566
Ph. 516-771-1400
Fax 516-771-6011
E-mail: nygroups@aol.com
www.1877mktrsch.com
Cindy Chertock
Location: Office building
Distance from airport: 15 miles, 25 minutes
CL
Conference 18x14 Obs. Rm. Seats 12

Long Island Groups in Focus, Ltd.

1185 Northern Blvd.
Manhasset, NY 11030
Ph. 516-365-8630
Fax 516-365-4913
E-mail: ligif@optonline.net
Mary Garofalo, Managing Director
Location: Freestanding facility
Distance from airport: 15 miles, 30 minutes
Conference 12x26 Obs. Rm. Seats 12
Conference 10x21 Obs. Rm. Seats 10

THE LOOKING GLASS

The Looking Glass

6800 Jericho Tpke., Suite 208W
Syosset, NY 11791
Ph. 800-343-5834
E-mail: info@tlgonline.com
www.tlgonline.com
Location: Office building
Distance from airport: 22 miles, 30 minutes
CL, 1/1, 1/10R, VC, WC
Conference 24x22 Obs. Rm. Seats 15
Conference 16x18 Obs. Rm. Seats 15
Conference 20x14 Obs. Rm. Seats 15
(See advertisement on p. 180)

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EMAIL: focusplus@msn.com

Visit our website at: focusplusny.com

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

MBC Research Center

366 Madison Ave.
 New York, NY 10017
 Ph. 212-599-7400
 Fax 212-599-7410
 E-mail: info@mbcresearch.com
 www.mbcresearch.com
 Monica Sampedro
 Location: Office building
 CL, 1/1, 1/1OR, MP, VC
 Conference 12x20 Obs. Rm. Seats 50
 Living 16x20 Obs. Rm. Seats 50
 Conference 10x12 Obs. Rm. Seats 50

Murray Hill Center, Inc.

373 Park Ave. S., 10th fl.
 New York, NY 10016
 Ph. 212-889-4777
 Fax 212-889-5869
 E-mail: suew@murrayhillcenter.com
 www.murrayhillcenter.com
 Sue Winer, Director
 Location: Office building
 Distance from airport: 15 miles, 40 minutes
 CL, MP, VC
 Conference 19x15 Obs. Rm. Seats 15
 Conference 20x16 Obs. Rm. Seats 15
 Conference 20x16 Obs. Rm. Seats 15
 Conference 20x15 Obs. Rm. Seats 15
 Conference 16x15 Obs. Rm. Seats 15

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 New York, NY 10017
 Ph. 212-867-6700
 Fax 212-867-9643
 E-mail: info@newyorkfocus.net
 www.thefocusnetwork.com
 Nancy Opoczynski, President
 Location: Office building
 Distance from airport: 10 miles, 25 minutes
 CL, VC, WC
 Conference 16x22 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 15
 Conference 15x21 Obs. Rm. Seats 20
 Conference 15x22 Obs. Rm. Seats 25
 Conference 16x19 Obs. Rm. Seats 20
 (See advertisement on p. 5)

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 New York, NY 10038
 Ph. 888-MACRO-US or 212-941-5555
 Fax 212-941-7031
 E-mail: tduffy@macroint.com
 www.macroint.com
 Tom Bancroft, Facility Manager
 Location: Office building
 1/1, 1/1OR, TK
 Conference 24x18 Obs. Rm. Seats 24
 Conference 19x11 Obs. Rm. Seats 24
 Conference 10x11 Obs. Rm. Seats 24

Primary Data Collection Services

1063 Green Acres Mall
 Valley Stream, NY 11581
 Ph. 516-561-1723
 Fax 516-561-2523
 E-mail: primarydta1@aol.com
 Tom Champion, President
 Location: Shopping mall
 Distance from airport: 5 miles, 15 minutes
 Conference 12x14 Obs. Rm. Seats 4



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Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

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 Brooklyn, NY 11231
 Ph. 718-222-5600
 Fax 718-222-5689
 E-mail: info@recruitingresourcesllc.com
 www.recruitingresourcesllc.com

Connie Livia
 Location: Freestanding facility
 Distance from airport: 20 miles, 30 minutes
 1/1, 1/1OR, VC
 Conference 18x24 Obs. Rm. Seats 10
 Conference 16x20 Obs. Rm. Seats 8

Audrey Schiller Market Research

385 Spruce Lane
 East Meadow, NY 11554
 Ph. 516-489-7431
 E-mail: aschiller1@aol.com
 Audrey Schiller
 Location: Shopping mall
 Distance from airport: 22 miles
 1/1, 1/1OR, TK
 Conference 17x20 Obs. Rm. Seats 15
 Conference 10x11 Obs. Rm. Seats 6

Schlesinger Associates NYC, Inc.

500 Fifth Ave., Suite 1030
 New York, NY 10110
 Ph. 212-730-6400
 Fax 212-730-0853
 E-mail: nyc@schlesingerassociates.com
 www.schlesingerassociates.com
 Lizabeth Clegg, Vice President
 Location: Office building
 Distance from airport: 10 miles, 25 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, WC
 Conference 20x19 Obs. Rm. Seats 16
 Conference 20x15 Obs. Rm. Seats 16
 Multiple 20x15 Obs. Rm. Seats 16
 Multiple 14x12 Obs. Rm. Seats 12
 Multiple 24x22 Obs. Rm. Seats 20
 Conference 24x18 Obs. Rm. Seats 16
 (See advertisements on pp. 105, 129, 137, 171, 181, 193)

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
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 1/1, 1/1OR, TK, MP
 Conference 18x20 Obs. Rm. Seats 10
 (See advertisement on p. 180)

WAC of New York

60 Madison Ave., 5th fl.
 New York, NY 10010-1600
 Ph. 212-725-8840
 Fax 212-213-9247
 E-mail: wacinc@aol.com
 www.wacresearch.com
 Judi Lippert, Field Director
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 1/1, MP, VC
 Conference 19x20 Obs. Rm. Seats 12
 Conference 18x20 Obs. Rm. Seats 16
 Conference 14x20 Obs. Rm. Seats 10

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Rochester, NY 14623
Ph. 716-424-3203
Fax 716-292-0523
E-mail: rochmarket@carleneresearch.com
www.carleneresearch.com
Barbi White, Manager
Location: Shopping mall
Distance from airport: 10 miles
1/1, 1/10R, TK
Conference 20x12 Obs. Rm. Seats 8
(See advertisement on p. 139)

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
Location: Shopping mall
Distance from airport: 15 miles, 30 minutes
1/1, 1/10R, TK, MP, VC
Conference 18x12 Obs. Rm. Seats 5

Harris Interactive

Corporate Headquarters
135 Corporate Woods
Rochester, NY 14623
Ph. 877-919-4765
E-mail: info@harrisinteractive.com
www.harrisinteractive.com/CM61
Location: Freestanding facility
Distance from airport: 5 miles
Conference 18x30 Obs. Rm. Seats 15
(See advertisement on the Inside Back Cover)

Marion Simon Research Service, Inc.

100 White Spruce Blvd.
Rochester, NY 14623
Ph. 716-359-1510
Fax 716-334-9423
E-mail: msrrochester@aol.com
David, Operations Manager
Location: Freestanding facility
Distance from airport: 15 miles, 17 minutes
CL, TK
Conference Obs. Rm. Seats 20
Conference Obs. Rm. Seats 20

The Sutherland Group, Ltd.

1160 Pittsford-Victor Rd.
Pittsford, NY 14534
Ph. 716-586-5757
Fax 716-586-7508
www.suth.com
Aprille Roelle
Location: Office building
1/1, VC
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Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obsv. Rm.

Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Syracuse**KS&R's INSITE**

5792 Widewaters Pkwy.
 Dewitt, NY 13214
 Ph. 800-645-5469 or 315-446-3403
 Fax 315-446-6719
 E-mail: jsnyder@ksrinc.com
 www.ksrinc.com

Joseph W. Snyder, Dir. of Operations
 Location: Office building
 Distance from airport: 12 miles, 15 minutes
 1/1
 Conference 15x18 Obs. Rm. Seats 20

McCarthy Associates

6075 E. Molloy Rd.
 Syracuse, NY 13211
 Ph. 315-431-0660
 Fax 315-431-0672
 E-mail: mccarthyfield@cs.com

John McCarthy, President
 Location: Office building
 1/1, 1/1OR, TK
 Conference 12x17 Obs. Rm. Seats 14
 Living 09x19 Obs. Rm. Seats 14

Marion Simon Research Service, Inc.

Northern Lights Mall
 Syracuse, NY 13212
 Ph. 315-455-5952
 Fax 315-455-1826
 E-mail: msrochester@aol.com

Angie Bradley, Manager
 Location: Freestanding facility
 Distance from airport: 1 miles, 5 minutes
 CL, TK, VC
 Conference 18x16 Obs. Rm. Seats 18
 Conference 16x14 Obs. Rm. Seats 10

Trainer Associates

135 Oxford Rd.
 New Hartford, NY 13413
 Ph. 315-797-7970
 Fax 315-797-7975
 E-mail: fnicastro@trainer.com
 Location: Office building
 Distance from airport: 45 miles, 60 minutes
 Conference 20x35 Obs. Rm. Seats 6

North Carolina**Asheville****Cunningham Field & Research Service**

Ashville Mall
 3 S. Tunnel Rd., Suite L-34
 Ashville, NC 28805
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: ASHE@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 Distance from airport: 10 miles, 15 minutes
 1/1, 1/1OR, TK
 Conference 15x12 Obs. Rm. Seats 10

Charlotte**A O C Marketing Research**

10100 Park Cedar Dr., Suite 100
 Charlotte, NC 28210
 Ph. 704-341-0232
 Fax 704-341-0234
 E-mail: aocinc@bellsouth.net
 www.aocresearch.com
 Betty Collins or Joyce O'Shields, Owners
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, TK, MP
 Multiple 30x35 Obs. Rm. Seats 20

Car-Lene Research, Inc.

Concord Mills Mall
 8111-677 Concord Mills Blvd.
 Concord, NC 28027
 Ph. 704-979-1660
 Fax 704-979-1663
 E-mail: charlotte@carleneresearch.com
 www.carleneresearch.com
 Tori Dryburgh, Manager
 Location: Shopping mall
 Distance from airport: 12 miles
 1/1, 1/1OR, TK
 Conference 14x12 Obs. Rm. Seats 3
 (See advertisement on p. 139)

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
 Dan Bashaw, Director
 Location: Shopping mall
 Distance from airport: 18 miles, 20 minutes
 1/1, TK, VC
 Conference 18x10 Obs. Rm. Seats 12

Cunningham Field & Research Service

Carolina Place
 11205 Carolina Place Pkwy., Suite D32A
 Pineville, NC 28134
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: chap@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 Distance from airport: 30 miles, 45 minutes
 1/1, 1/1OR, TK, VC
 Conference 16x10 Obs. Rm. Seats 4

FacFind, Inc.

6230 Fairview Rd., Suite 108
 Charlotte, NC 28210-3253
 Ph. 704-365-8474
 Fax 704-365-8741
 E-mail: FacFind@aol.com
 www.facfind.com
 Sandra Barritt, CEO
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 1/1
 Conference 20x14 Obs. Rm. Seats 12

K P C Research

600 S. Tryon St.
 Charlotte, NC 28202
 Ph. 704-358-5757 or 800-852-2794
 Fax 704-358-5745
 E-mail: kpcresearch@charlotteobserver.com
 www.kpcresearch.com
 Judie Bickel, Focus Group Manager
 Location: Office building
 Distance from airport: 7 miles, 20 minutes
 CL, 1/1
 Conference 22x18 Obs. Rm. Seats 15

**Leibowitz Market Research Associates, Inc.**

3120 Whitehall Park Dr.
 Charlotte, NC 28273-3335
 Ph. 704-357-1961
 Fax 704-357-1965
 E-mail: info@leibowitz-research.com
 www.leibowitz-research.com
 Teri Leibowitz, President
 Location: Freestanding facility
 Distance from airport: 6 miles, 10 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, WC
 Conference 18x24 Obs. Rm. Seats 15
 Multiple 30x35 Obs. Rm. Seats 15
 Conference 18x24 Obs. Rm. Seats 25
 Multiple 23x26 Obs. Rm. Seats 25
 (See advertisement on p. 183)

MarketWise, Inc.

831 E. Morehead St., Suite 150
 Charlotte, NC 28202
 Ph. 704-332-8433 or 800-849-5924
 Fax 704-332-0499
 E-mail: mparker@marketwise-usa.com
 www.marketwise-usa.com
 Mimi Parker, Focus Group Coord.
 Location: Office building
 Distance from airport: 7 miles, 12 minutes
 CL, 1/1
 Conference 24x20 Obs. Rm. Seats 15

20/20 Research - Charlotte
 2102 Cambridge Beltway Dr., Suite B
 Charlotte, NC 28273
 Ph. 800-737-2020 or 877-713-2020
 Fax 615-777-8706
 E-mail: rachael@2020research.com
 www.2020research.com
 Rachael Guess, Director Qualitative Services
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 CL, WC
 Conference 20x20 Obs. Rm. Seats 15
 Conference 20x20 Obs. Rm. Seats 15
 Conference 20x20 Obs. Rm. Seats 15

Greensboro/ Winston-Salem

Bellomy Research, Inc.
 2150 Country Club Rd., Suite 300
 Winston-Salem, NC 27104
 Ph. 800-443-7344
 Fax 336-721-1597
 E-mail: johnsessions@bellomyresearch.com
 www.bellomyresearch.com
 John Sessions, President
 Location: Office building
 Distance from airport: 25 miles, 30 minutes
 1/1, MP
 Conference 23x17 Obs. Rm. Seats 15

CB&A Research, Inc.
 1400 Westgate Center Dr., Suite 200
 Winston-Salem, NC 27103
 Ph. 336-765-1234
 Fax 336-765-1109
 E-mail: melissas@cbaresearch.com
 Melissa Smith, Field Operations Manager
 Location: Freestanding facility
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, MP
 Conference 18x20 Obs. Rm. Seats 18
 Conference 20x30 Obs. Rm. Seats 20
 Conference 14x14 Obs. Rm. Seats 20

Corporate Research Center, Inc.
 106 Fairidge Court
 Jamestown, NC 27282
 Ph. 336-812-3500 or 888-277-4820
 Fax 336-884-1977
 E-mail: CorpRes@triad.rr.com
 www.corporateresearch.org
 Nicole Scullion, Vice President
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 1/1, 1/1OR
 Conference 20x15 Obs. Rm. Seats 6

Homer Market Research Associates, Inc.
 333 Four Seasons Town Centre
 Greensboro, NC 27407
 Ph. 336-294-9415
 Fax 336-294-6116
 E-mail: homerktresearch@msn.com
 www.homer-research.com
 Leonard Homer, President
 Location: Shopping mall
 Distance from airport: 14 miles, 20 minutes
 TK
 Conference 13x20 Obs. Rm. Seats 10

W.H. Long Marketing, Inc.
 Golden Gate Shopping Center
 2250 Golden Gate Dr.
 Greensboro, NC 27408
 Ph. 336-292-4146
 Fax 336-299-6165
 John Voss
 Location: Shopping mall
 Distance from airport: 7 miles, 15 minutes
 TK
 Conference 24x15 Obs. Rm. Seats 10

Raleigh/Durham

Cunningham Field & Research Service
 Cary Towne Center
 1105 Walnut St., Suite E103A
 Cary, NC 27511
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: RALE@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 Distance from airport: 7 miles, 15 minutes
 1/1, 1/1OR, TK, VC
 Conference 16x18 Obs. Rm. Seats 10



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Member of GroupNet and FocusVision Worldwide.

visit: www.leibowitz-research.com

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
 Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles
 Room dimensions, when stated, are shown in feet.

Harker Research

6131 Falls of Neuse Rd., Suite 112
 Raleigh, NC 27609
 Ph. 919-954-8300
 Fax 919-954-8844
 E-mail: harkerresearch@mindspring.com
 Greg Huling, Research Director
 Location: Office building
 Distance from airport: 12 miles, 20 minutes
 Conference 16x11 Obs. Rm. Seats 10

L & E Research

4009 Barrett Dr., #101
 Raleigh, NC 27609
 Ph. 919-782-3860
 Fax 919-787-3428
 E-mail: lynne@leresearch.com
 www.leresearch.com
 Lynne Eggers, President
 Location: Office building
 Distance from airport: 16 miles, 25 minutes
 VC
 Conference 18x19 Obs. Rm. Seats 12
 Conference 18x18 Obs. Rm. Seats 12

**Management Research & Planning/
Customer Insight**

225 Hillsborough St., Suite 130
 Raleigh, NC 27603
 Ph. 919-856-1144
 Fax 919-856-0020
 E-mail: betsy@mrpci.com
 www.mrpci.com
 Laura Houchens, Focus Group Director
 Location: Office building
 Distance from airport: 12 miles, 15 minutes
 CL, 1/1, 1/1OR
 Conference 21x13 Obs. Rm. Seats 12
 Conference 14x14 Obs. Rm. Seats 8

MMR Research - Raleigh

7330 Chapel Hill Rd., Suite 107
 Raleigh, NC 27607
 Ph. 800-315-TEXX
 Fax 214-630-6769
 E-mail: tveliz@aol.com
 Tony Veliz, Facility Director
 Location: Office building
 Distance from airport: 10 miles, 10 minutes
 1/1, 1/1OR
 Conference 21x13 Obs. Rm. Seats 10
 Conference 15x13 Obs. Rm. Seats 4

MRP/Customer Insight

225 Hillsborough St., Suite 130
 Raleigh, NC 27603
 Ph. 800-347-5608 or 919-856-1144
 Fax 919-856-0020
 E-mail: laura@mrpci.com
 www.mrpci.com
 Laura Houchens
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 CL, MP, WC
 Conference 21x13 Obs. Rm. Seats 12
 Conference 14x14 Obs. Rm. Seats 8

RTP Focus

A div. of Johnston, Zabor, McManus, Inc.
 2222 Chapel Hill/Nelson Hwy.
 Headquarters Park, #300
 Durham, NC 27709
 Ph. 800-735-5448
 Fax 919-544-0954
 E-mail: phayes@jzm.com
 www.jzm.com
 Paul Hayes
 Location: Office building
 Distance from airport: 6 miles, 10 minutes
 1/1, 1/1OR
 Conference 20x22 Obs. Rm. Seats 18
 Conference 09x09 Obs. Rm. Seats 6

North Dakota**Bismarck****D H Research**

Odney Advertising Agency
 1400 W. Century Ave.
 Bismarck, ND 58501
 Ph. 701-235-2303
 Fax 701-235-9483
 E-mail: results@dhresearch.com
 www.dhresearch.com
 Shannon Ehlers, Operations Manager
 Location: Office building
 Distance from airport: 5 miles, 15 minutes
 1/1, MP
 Conference 15x20 Obs. Rm. Seats 4

Fargo**D H Research**

1121 Westrac Dr., Suite 202
 Fargo, ND 58103
 Ph. 701-235-2303
 Fax 701-235-9483
 E-mail: results@dhresearch.com
 www.dhresearch.com
 Shannon Ehlers, Operations Manager
 Location: Office building
 Distance from airport: 5 miles, 5 minutes
 CL, 1/1, MP
 Conference 16x20 Obs. Rm. Seats 5

Ohio**Akron****Data for Decisions in Marketing, Inc.**

2872 W. Market St., Suite D
 Akron, OH 44333
 Ph. 330-867-0885
 Fax 330-864-2233
 E-mail: amerrill@datadecisions.com
 www.datadecisions.com
 Amy Merrill, President
 Location: Freestanding facility
 CL, 1/1, 1/1OR, TK, MP
 Conference 15x17 Obs. Rm. Seats 14
 Living 14x15 Obs. Rm. Seats 15

Innis Maggiore Group

4715 Whipple Ave. N.W.
 Canton, OH 44718
 Ph. 330-492-5500
 Fax 330-492-5568
 E-mail: dick@innismaggiore.com
 www.innismaggiore.com
 Dick Maggiore, President & CEO
 Location: Freestanding facility
 Distance from airport: 5 miles, 10 minutes
 CL, 1/1, 1/1OR, MP, VC, WC
 Conference 20x20 Obs. Rm. Seats 20

Cincinnati**Assistance In Marketing, Inc.**

11890 Montgomery Rd.
 Cincinnati, OH 45249
 Ph. 513-683-6600 or 888-4AIMFIRE
 Fax 513-683-9177
 E-mail: Irwin@AIM-Cincinnati.com
 www.aimresearchnetwork.com
 Irwin Weinberg, Vice President
 Location: Freestanding facility
 Distance from airport: 35 miles, 45 minutes
 1/1, 1/1OR, TK, TKO, MP, VC
 Conference 24x14 Obs. Rm. Seats 20
 Conference 24x14 Obs. Rm. Seats 20
 Conference 35x25 Obs. Rm. Seats 20
 Conference 18x18 Obs. Rm. Seats 20

Calo Research Services, Inc.

10250 Alliance Rd.
 Cincinnati, OH 45242
 Ph. 513-984-9708
 Fax 513-792-7404
 E-mail: ncalo@caloresearch.com
 www.caloresearch.com
 Joyce Simmons, Field Director
 Location: Office building
 Distance from airport: 30 miles, 45 minutes
 Conference 20x13 Obs. Rm. Seats 8

Car-Lene Research, Inc.

Forest Fair Mall
 514 Forest Fair Dr., Space #2042
 Cincinnati, OH 45240
 Ph. 513-671-0696
 Fax 513-671-1851
 E-mail: cincinnati@carleneresearch.com
 www.carleneresearch.com
 Kelly Scharding, Manager
 Location: Shopping mall
 Distance from airport: 40 miles
 1/1, 1/1OR, TK
 Conference 11x7
 (See advertisement on p. 139)

Convergys Marketing Research Services

4600 Montgomery Rd.
Cincinnati, OH 45212
Ph. 800-344-3000
Fax 513-458-1315
E-mail: marketing@convergys.com
www.convergys.com
Lien Yoder

Location: Office building
1/1, 1/1OR, TK, MP
Conference 20x25 Obs. Rm. Seats 20
Conference 20x29 Obs. Rm. Seats 8
Conference 16x25 Obs. Rm. Seats 10

Cunningham Field & Research Service

Tri County Mall
11700 Princeton Rd., Suite E-207
Cincinnati, OH 45246
Ph. 904-677-5644
Fax 904-677-5534
E-mail: CINC@cunninghamresearch.com
www.cunninghamresearch.com
Location: Shopping mall
Distance from airport: 30 miles, 40 minutes
1/1, 1/1OR, TK, VC
Conference 16x08 Obs. Rm. Seats 8

Family Market Testing Institute (FMTI)

A Partnership of SIRS, Inc. & Cincinnati Museum Center
Cincinnati's Union Terminal
Cincinnati, OH
Ph. 513-777-6550 or 859-781-9700
Marion Marlow, Dir. Qualitative Research
Location: Other
Distance from airport: 20 miles, 25 minutes
MP

Fields Research, Inc.

3814 West St., Suite 110
Cincinnati, OH 45227
Ph. 513-821-6266
Fax 513-679-5300
E-mail: ken@fieldsresearch.com
www.fieldsresearch.com
Bernie Kearney, Vice President
Location: Office building
Distance from airport: 20 miles, 30 minutes
1/1, 1/1OR
Conference 23x19 Obs. Rm. Seats 14

Market Inquiry LLC

5825 Creek Rd.
Cincinnati, OH 45242
Ph. 513-794-1088
Fax 513-794-1176
E-mail: cathy@marketinquiry.com
www.marketinquiry.com
Cathy Noyes, Owner
Location: Office building
Distance from airport: 25 miles
CL, 1/1, 1/1OR, TK
Conference 14x16 Obs. Rm. Seats 10

Market Inquiry LLC

5819 Creek Rd.
Cincinnati, OH 45242
Ph. 513-794-1088
Fax 513-794-1176
E-mail: cathy@marketinquiry.com
www.marketinquiry.com
Cathy Noyes, Owner
Location: Office building
Distance from airport: 25 miles
CL, 1/1, 1/1OR, TK
Multiple 20x36 Obs. Rm. Seats 20

MarketVision Research®

Corporate Headquarters
10300 Alliance Rd., Suite 160
Cincinnati, OH 45242
Ph. 513-791-3100
Fax 513-794-3500
E-mail: info@marketvisionresearch.com
www.marketvisionresearch.com
Tina Rucker or Anne Zotkie
Location: Office building
Distance from airport: 30 miles, 40 minutes
CL, 1/1, 1/1OR, TK, TKO
Conference 15x23 Obs. Rm. Seats 24
Conference 15x23 Obs. Rm. Seats 14
(See advertisement on p. 185)

QFACT Marketing Research, Inc.

9908 Carver Rd.
Cincinnati, OH 45242
Ph. 513-891-2271
Fax 513-791-7356
E-mail: info@qfact.com
www.qfact.com
Mary Swart, Vice President
Location: Freestanding facility
Distance from airport: 29 miles, 40 minutes
CL, 1/1, 1/1OR, TK, MP, VC, WC
Multiple 22x18 Obs. Rm. Seats 15
Multiple 24x20 Obs. Rm. Seats 25
Multiple 19x21 Obs. Rm. Seats 15
Multiple 24x24 Obs. Rm. Seats 25

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513/791-3100 • FAX 513/794-3500
www.marketvisionresearch.com



CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
VC - Videoconferencing WC - Webconferencing
1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Service Industry Research Systems, Inc. (SIRS)

201 Martha Layne Collins Blvd.
Highland Heights, KY 41076-1750
Ph. 859-781-9700
Fax 859-781-8802

E-mail: knowledge@sirsinc.com
www.sirsinc.com

Marion Marlow, Dir. Qual. Rsch.

Location: Freestanding facility
Distance from airport: 15 miles, 20 minutes
CL, 1/1, MP

Conference 20x20 Obs. Rm. Seats 18
Multiple 48x18 Obs. Rm. Seats 16

We have expanded our facility adding new features such as client Internet access, v-shaped table, display area with viewing capabilities by clients, full-length mirror, living room-style set-up capabilities, respondent high-speed Internet access, and digital video capabilities. SIRS' qualitative services also include setting up, recruiting and executing - locally and nationally - focus groups, mystery shopping, new concept evaluations, in-store intercepts, one-on-one interviews, diary panel recruitment and product placements.

Wirthlin Worldwide

Suburban Facility
11161 Kenwood Rd.
Cincinnati, OH 45242
Ph. 513-489-9000
Fax 513-489-9130

E-mail: droddy@answergroup.com
www.answergroup.com

Debbie Roddy

Location: Freestanding facility
Distance from airport: 25 miles, 20 minutes
CL, 1/1, 1/1OR, MP, VC

Conference 18x23 Obs. Rm. Seats 18
Conference 18x20 Obs. Rm. Seats 12
Conference 20x20 Obs. Rm. Seats 12

Cleveland

Business Research Services, Inc.

26600 Renaissance Pkwy., Suite 150
Cleveland, OH 44128
Ph. 216-831-5200 or 888-831-5200
Fax 216-292-3048

E-mail: info@marketingresearch.com
www.marketingresearch.com

Barbara Eloff, Dir. Field Services

Location: Freestanding facility
Distance from airport: 15 miles, 20 minutes
1/1, 1/1OR, MP

Conference 18x24 Obs. Rm. Seats 12

Car-Lene Research, Inc.

Great Northern Mall
924 Great Northern Mall
North Olmsted, OH 44070
Ph. 440-979-0200
Fax 440-979-1163

E-mail: cleveland@carleneresearch.com
www.carleneresearch.com

Christine Readece, Manager

Location: Shopping mall
Distance from airport: 10 miles
1/1, 1/1OR, TK

Conference 16x14 Obs. Rm. Seats 6
(See advertisement on p. 139)

Focus Groups of Cleveland Survey Center

2 Summit Park Dr., Suite 225
Cleveland, OH 44131
Ph. 216-901-8075 or 800-950-9010
Fax 216-901-8085

E-mail: research@idirectdata.com
www.focusgroupsofcleveland.com

Betty B. Perry, President

Location: Office building
Distance from airport: 8 miles, 12 minutes
CL, 1/1, 1/1OR, TK, TKO, MP, VC

Multiple 16x20 Obs. Rm. Seats 20
Multiple 12x16 Obs. Rm. Seats 12
Conference 10x12 Obs. Rm. Seats 4
Multiple 22x25 Obs. Rm. Seats 20
(See advertisement on p. 187)

Marketeam Associates

3645 Warrensville Center Rd., #331
Shaker Heights, OH 44122
Ph. 216-491-9515
Fax 216-491-8552

E-mail: vstake@doanemr.com
www.mkteam.com

Vaughn Stakes, Branch Manager

Location: Office building
Distance from airport: 20 miles, 30 minutes
Conference 19x13 Obs. Rm. Seats 8

National Market Measures, Inc.

30405 Solon Rd.
Cleveland, OH 44139
Ph. 440-542-2450
Fax 440-542-2455

E-mail: jknaus@nmminc.com
www.nmminc.com

Jean Knaus, Dir. Qual. Field Sales

Location: Office building
CL, 1/1, 1/1OR, TK
Conference 15x18 Obs. Rm. Seats 12
Conference 19x22 Obs. Rm. Seats 20

National Survey Research Center

5350 Transportation Blvd., Suite 19
Cleveland, OH 44125
Ph. 800-837-7894 or 216-518-2805
Fax 216-518-2903

E-mail: nsr@nsr.com

Lauren Wagner

Location: Office building
Distance from airport: 7 miles, 13 minutes
Conference 15x20 Obs. Rm. Seats 15

Opinion Centers America

Ste. 100, Great Northern Corporate Ctr. III
25050 Country Club Blvd.
North Olmsted, OH 44070
Ph. 800-779-3003 or 440-779-3000
Fax 440-779-3040

E-mail: oca@opinioncenters.com
www.opinioncenters.com

Karen Cunningham

Location: Freestanding facility
Distance from airport: 6 miles, 10 minutes
CL, 1/1, 1/1OR, TK, TKO, MP
Conference 21x16 Obs. Rm. Seats 20
Conference 19x16 Obs. Rm. Seats 10
Conference 30x21 Obs. Rm. Seats 15

OPINIONation

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Cleveland, OH 44144
Ph. 216-351-4644
Fax 216-351-7876

E-mail: OPINION@ix.netcom.com
www.opinionation.com

Ron Kornokovich, President

Location: Freestanding facility
Distance from airport: 8 miles, 10 minutes
1/1, 1/1OR, TK, MP
Conference 23x16 Obs. Rm. Seats 15
Conference 13x14 Obs. Rm. Seats 8

Pat Henry Market Research, Inc.

P.O. Box 17182
Cleveland, OH 44117
Ph. 800-229-5260 or 216-531-9562
Fax 216-531-9724

E-mail: jhominy@pathenry.com
www.thepathenrygroup.com

Judy Hominy, CEO

Location: Office building
Distance from airport: 8 miles, 15 minutes
CL, 1/1, 1/1OR, TK, VC
Conference 12x20 Obs. Rm. Seats 10

Columbus

B & B Research Services, Inc.

1365 Grandview Ave.
Columbus, OH 43212
Ph. 614-486-6746
Fax 614-486-9958

E-mail: bbresearchserv@aol.com
Judy Frederick

Location: Office building
Distance from airport: 12 miles, 30 minutes
1/1, 1/1OR, TK
Conference 10x18 Obs. Rm. Seats 8
Conference 10x15

Delve

7634 Crosswoods Dr.
Columbus, OH 43235
Ph. 800-242-4118 or 614-436-2025
Fax 614-436-7040
E-mail: postmaster@delve.com
www.delve.com
Judy Golas, Group Manager
Location: Office building
Distance from airport: 20 miles, 15 minutes
CL, TK, TKO, MP, VC, WC
Conference 16x14 Obs. Rm. Seats 10
Conference 24x20 Obs. Rm. Seats 15
Conference 21x18 Obs. Rm. Seats 16
Conference 18x18 Obs. Rm. Seats 15
Conference 21x16 Obs. Rm. Seats 30
(See advertisement on p. 161)

Focus and Phones, Inc.

One Easton Oval, Suite 100
Columbus, OH 43219
Ph. 614-583-2100
Fax 614-416-2006
E-mail: focus@mgci.com
Lorne Dillabaugh, V.P. Operations
Location: Office building
Distance from airport: 3 miles, 10 minutes
CL, 1/1, 1/1OR, TK, MP, VC
Conference 15x16 Obs. Rm. Seats 10
Conference 15x20 Obs. Rm. Seats 12
Conference 24x26 Obs. Rm. Seats 15
Conference 15x18 Obs. Rm. Seats 8

Dwight Spencer & Associates, Inc.

1290 Grandview Ave.
Columbus, OH 43212
Ph. 614-488-3123
Fax 614-421-1154
George Maynard
Location: Freestanding facility
Distance from airport: 6 miles, 20 minutes
1/1, TK, TKO
Conference 18x20 Obs. Rm. Seats 8

Dayton

Center For Business & Economic Research (CBER)

University of Dayton
300 College Park
Dayton, OH 45469-2110
Ph. 937-229-2453 or 888-483-2237
Fax 937-229-2371
E-mail: stock@udayton.edu
www.udayton.edu/~cber
Richard Stock, Director
Location: Office building
Conference 24x12 Obs. Rm. Seats 10
Conference 18x18 Obs. Rm. Seats 6

QFACT Marketing Research, Inc.

Normandy Square
381 Miamisburg - Centerville Rd.
Dayton, OH 45459
Ph. 937-435-5067
Fax 937-435-3457
E-mail: libby@cincy.qfact.com
www.qfact.com
Libby Webster, Manager
Location: Shopping mall
Distance from airport: 25 miles, 30 minutes
CL, 1/1, 1/1OR, TK, MP
Multiple 24x20 Obs. Rm. Seats 21
Multiple 22x14 Obs. Rm. Seats 14

Toledo

Great Lakes Marketing Associates

3103 Executive Pkwy.
Toledo, OH 43606
Ph. 419-534-4700
Fax 419-531-8950
E-mail: info@greatlakesmarketing.com
www.greatlakesmarketing.com
Mark Iott, Principal
Location: Office building
Distance from airport: 18 miles, 30 minutes
Conference 12x22 Obs. Rm. Seats 7

Youngstown

MVR Metro View Research Associates

918 Youngstown-Warren Rd., Suite B
Niles, OH 44446
Ph. 330-544-8801
Fax 330-544-2517
E-mail: mvra@onecom.com
Marie Rossi, Field Director/Manager
Location: Office building
Distance from airport: 60 miles, 60 minutes
1/1, 1/1OR
Conference 14x18 Obs. Rm. Seats 7

Oklahoma

Oklahoma City

Oklahoma City Research Services

Div. of Ruth Nelson Research
4323 N.W. 63rd St., #235
Oklahoma City, OK 73116-1520
Ph. 405-840-2707
Fax 405-840-2754
E-mail: ocrs@worldnet.att.net
www.ruthnelsonresearchsvcs.com
Bohn Macrory, Manager
Location: Office building
Distance from airport: 20 miles, 30 minutes
1/1, 1/1OR, TK
Conference 20x13 Obs. Rm. Seats 10
Conference 10x07 Obs. Rm. Seats 4

Oklahoma Market Research

Data Net
4900 N. Portland Ave., Suite 150
Oklahoma City, OK 73112
Ph. 405-525-3412
Fax 405-525-3419
E-mail: deanna@datanet-research.com
Deanna Carter
Location: Office building
Distance from airport: 10 miles, 15 minutes
CL, 1/1, TK
Conference 25x16 Obs. Rm. Seats 15
Conference 22x14 Obs. Rm. Seats 4

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Web: www.focusgroupsofcleveland.com

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
VC - Videoconferencing WC - Webconferencing
1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Tulsa

Consumer Logic, Inc.

4928 S. 79th E. Ave.
Fontana Center
Tulsa, OK 74145
Ph. 918-665-3311 or 800-544-1494
Fax 918-665-3388

E-mail: info@consumer-logic.com

www.consumer-logic.com

Dan Jarrett, Vice President

Location: Office building

Distance from airport: 10 miles, 15 minutes

1/1, 1/1OR, TK

Conference 16x24 Obs. Rm. Seats 20

Conference 16x20 Obs. Rm. Seats 20

Cunningham Field & Research Service

Promenade Mall
4107 S. Yale, Suite LA 107
Tulsa, OK 74135

Ph. 904-677-5644

Fax 904-677-5534

E-mail: TULP@cunninghamresearch.com

www.cunninghamresearch.com

Location: Shopping mall

1/1, 1/1OR, TK, VC

Conference 18x12 Obs. Rm. Seats 4

Oregon

Eugene

Williams Research

P.O. Box 50444

Eugene, OR 97405

Ph. 541-343-6027

Fax 541-343-7507

E-mail: jwilliams@continent.com

www.continet.com/~williams/

Jane Williams, Principal

Location: Other

Distance from airport: 10 miles, 20 minutes

1/1, 1/1OR

Conference 20x20 Obs. Rm. Seats 8

Portland

Bardsley & Neidhart, Inc.

1220 S.W. Morrison, Suite 425

Portland, OR 97205

Ph. 503-248-9058

Fax 503-222-3804

E-mail: info@bnresearch.com

www.bnresearch.com

Renee Boyd

Location: Office building

Distance from airport: 12 miles, 15 minutes

CL, 1/1, MP

Conference 21x18 Obs. Rm. Seats 16

Consumer Opinion Services, Inc.

Lloyd Center Focus

2225 Lloyd Center

Portland, OR 97232

Ph. 503-493-2870 or 206-241-6050 for bids

Fax 503-493-2882

E-mail: jim@portlandopinion.com

www.cosvc.com

Jim Weaver

Location: Shopping mall

Distance from airport: 10 miles, 15 minutes

CL, TK, MP, VC, WC

Multiple 27x16 Obs. Rm. Seats 15

Multiple 14x22 Obs. Rm. Seats 12

(See advertisement on p. 204)

Focus Portland

4915 S.W. Griffith Dr., Suite 210

Beaverton, OR 97005

Ph. 503-350-4829

Fax 503-641-0771

E-mail: info@focusportland.com

www.focusportland.com

Janelle Pierce, Asst. Facility Director

Location: Office building

Distance from airport: 17 miles, 30 minutes

CL, 1/1, 1/1OR, MP, VC, WC

Conference 20x20 Obs. Rm. Seats 12

Conference 25x18 Obs. Rm. Seats 18

Conference 22x18 Obs. Rm. Seats 18



Gilmore Research Group

729 N.E. Oregon St., Suite 150

Portland, OR 97232

Ph. 503-236-4551

Fax 503-731-5590

E-mail: ttracey@gilmore-research.com

www.gilmore-research.com

Timothy Tracey

Location: Office building

Distance from airport: 10 miles, 20 minutes

CL

Conference 12x18 Obs. Rm. Seats 12

Gilmore Research Group is a full-service market research firm specializing in consumer and business interviewing. We have three beautiful focus group suites in Seattle, one in Portland, and excellent on-site recruiting in both cities. Member FocusVision Network for video transmission of focus groups.

(See advertisement on p. 205)

Market Decisions Corporation

8959 S.W. Barbur Blvd., Suite 204

Portland, OR 97219

Ph. 503-245-4479

Fax 503-245-9677

E-mail: info@mdcresearch.com

www.mdcresearch.com

Bert Lybrand, Account Executive

Location: Office building

Distance from airport: 18 miles, 20 minutes

CL, 1/1, 1/1OR

Conference 18x20 Obs. Rm. Seats 12

Conference 18x20 Obs. Rm. Seats 12

Conference 18x19 Obs. Rm. Seats 12



Market Trends, Inc.

1201 S.W. 12th, Suite 310

Portland, OR 97205

Ph. 503-224-4900

Fax 503-224-0633

E-mail: infomanager@marketrends.com

www.marketrends.com

Nissa Wheelock

Location: Office building

Distance from airport: 12 miles, 20 minutes

CL, 1/1, MP, WC

Conference 18x13 Obs. Rm. Seats 10

Multiple 19x15 Obs. Rm. Seats 10

OMNI Research

7689 S.W. Capitol Hwy.

Portland, OR 97219-2745

Ph. 503-245-4014

Fax 503-245-9065

E-mail: info@omni-research.com

www.omni-research.com

Chris Robinson

Location: Freestanding facility

Distance from airport: 17 miles, 25 minutes

1/1, 1/1OR, MP, VC

Conference 21x20 Obs. Rm. Seats 10

Pennsylvania

Allentown/Bethlehem

Integrated Marketing Concepts

3724 Crescent Court W.

Whitehall, PA 18052

Ph. 610-437-4000

Fax 610-437-5212

E-mail: info@integratedmc.com

www.integratedmc.com

Bob Williams, President

Location: Freestanding facility

Distance from airport: 7 miles, 10 minutes

Conference 25x15 Obs. Rm. Seats 20

Marketing Solutions Corporation

522 Main St., #16
 Bethlehem, PA 18018
 Ph. 800-326-3565
 Fax 610-861-0184
 E-mail: MarketingSolutions@attglobal.net
 www.marketingsolutionscorp.com
 Michael Moskowitz, President
 Location: Office building
 1/1, 1/10R
 Conference 20x21 Obs. Rm. Seats 12
 Conference 20x21 Obs. Rm. Seats 12

Parkwood Research Associates

4635 Crackersport Rd.
 Allentown, PA 18104
 Ph. 610-481-0102
 Fax 610-395-8027
 Ed Vatza, Director
 Location: Office building
 TK
 Conference 14x10 Obs. Rm. Seats 10

Erie

Moore Research Services, Inc.

2675 West 12th St.
 Erie, PA 16505
 Ph. 814-835-4100
 Fax 814-835-4110
 E-mail: colleen@moore-research.com
 www.moore-research.com
 Colleen Moore, President
 Location: Office building
 Distance from airport: 5 miles, 5 minutes
 1/1, 1/10R, TK
 Conference 20x14 Obs. Rm. Seats 12

Harrisburg

The Bartlett Group, Inc.

3690 Vartan Way
 Harrisburg, PA 17110
 Ph. 717-540-9900 or 800-555-9590
 Fax 717-540-9338
 E-mail: thebartlettgroup@aol.com
 www.bartlettresearch.com
 Jeff Bartlett, President
 Location: Freestanding facility
 Distance from airport: 10 miles, 20 minutes
 Conference 12x22 Obs. Rm. Seats 7

Susquehanna Surveys

5321 D Jaycee Ave.
 Harrisburg, PA 17112
 Ph. 717-652-8012 or 800-465-3128
 Fax 717-652-3543
 E-mail: lori@theresultsnetwork.com
 www.theresultsnetwork.com
 Lori Aulenbach, CEO
 Location: Freestanding facility
 Distance from airport: 15 miles, 15 minutes
 1/1, 1/10R, MP, VC
 Multiple 15x20 Obs. Rm. Seats 8
 Multiple 27x40 Obs. Rm. Seats 18

Lancaster

The Bartlett Group, Inc.

1910 Fruitville Pike
 Lancaster, PA 17601
 Ph. 717-569-8950 or 800-555-9590
 Fax 717-540-9338
 E-mail: thebartlettgroup@aol.com
 www.bartlettresearch.com
 Jeff Bartlett, President
 Location: Shopping mall
 Distance from airport: 25 miles, 40 minutes
 Conference 16x22 Obs. Rm. Seats 8

Donovan Marketing Services

180 W. Airport Rd.
 Lancaster, PA 17606-5423
 Ph. 717-560-1333
 Fax 717-560-2034
 E-mail: sbuscay@donovanadv.com
 www.donovanadv.com
 Sean P. Buscay
 Location: Office building
 Distance from airport: 1 miles, 2 minutes
 CL, 1/1, 1/10R, TK, MP
 Conference 26x16 Obs. Rm. Seats 6



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 www.focuspointe.net

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CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
VC - Videoconferencing WC - Webconferencing
1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Kelly Michener Inc.

333 N. Arch St.

Lancaster, PA 17603

Ph. 717-393-9776

Fax 717-393-0443

E-mail: washburn@kellyadv.com

Warren Ashburn, Sr. Vice President/Mktg.

Location: Office building

CL, TK, MP

Conference 20x16 Obs. Rm. Seats 11

Philadelphia

(See also Southern New Jersey)

Car-Lene Research, Inc.

Echelon Mall

2070 Echelon Mall, Suite 245

Voorhees, NJ 08043-1903

Ph. 856-772-2411

Fax 856-772-2421

E-mail: phile@carleneresearch.com

www.carleneresearch.com

Helen Dobkin, Manager

Location: Shopping mall

Distance from airport: 25 miles

1/1, 1/1OR, TK

Conference 20x14 Obs. Rm. Seats 4

(See advertisement on p. 139)

Car-Lene Research, Inc.

Franklin Mills Mall

1749 Franklin Mills Circle, #159

Philadelphia, PA 19154

Ph. 215-612-8005

Fax 215-612-8006

E-mail: philf@carleneresearch.com

www.carleneresearch.com

Mickey Kiely, Manager

Location: Shopping mall

Distance from airport: 30 miles

1/1, 1/1OR, TK

Conference 18x14

(See advertisement on p. 139)

Car-Lene Research, Inc.

Oxford Valley Mall

2300 E. Lincoln Hwy, #108

Langhorne, PA 19047

Ph. 215-750-7202

Fax 215-750-9622

E-mail: philo@carleneresearch.com

www.carleneresearch.com

Josh Stillman, Manager

Location: Shopping mall

Distance from airport: 35 miles

1/1, 1/1OR, TK

Conference 13x22 Obs. Rm. Seats 6

(See advertisement on p. 139)

Consumer Pulse of Philadelphia

One 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

Location: Office building

Distance from airport: 38 miles, 30 minutes

1/1, 1/1OR, TK, TKO, VC

Conference 15x15 Obs. Rm. Seats 20

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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
Location: Shopping mall
Distance from airport: 20 miles, 25 minutes
1/1, 1/1OR, TK, VC
Conference 16x13 Obs. Rm. Seats 5

Delve

Two Greenwood Square
3331 Street Rd., Suite 130
Bensalem, PA 19020
Ph. 800-752-2027 or 215-639-8035
Fax 215-639-8224
E-mail: postmaster@delve.com
www.delve.com
Dorothy McDougall, Branch Manager
Location: Office building
Distance from airport: 30 miles, 40 minutes
CL, 1/1, 1/1OR, TK, MP, WC
Conference 20x20 Obs. Rm. Seats 14
Conference 20x17 Obs. Rm. Seats 14
(See advertisement on p. 161)

Focus Pointe

100 N. 17th St., 3rd floor
Philadelphia, PA 19103
Ph. 888-US-FOCUS or 215-561-5500
Fax 215-561-6525
E-mail: info@focuspointe.net
www.focuspointe.net
Ileen Branderbit, President
Location: Office building
Distance from airport: 10 miles, 30 minutes
CL, 1/1, 1/1OR, MP, VC, WC
Conference 17x24 Obs. Rm. Seats 20
Conference 14x24 Obs. Rm. Seats 20
Conference 17x21 Obs. Rm. Seats 15
Conference 17x24 Obs. Rm. Seats 20
Conference 10x12 Obs. Rm. Seats 10
(See advertisements on pp. 178, 189)

Focus Pointe Suburban Philadelphia

225 City Ave., Suite 10
Bala Cynwyd, PA 19004
Ph. 610-949-9100 or 888-US-FOCUS
Fax 610-949-9300
E-mail: bdelgardio@focuspointe.net
www.focuspointe.net
Bridgid Delgardio, Facility Manager
Location: Office building
Distance from airport: 7 miles, 30 minutes
CL, 1/1, 1/1OR, MP, VC, WC
Conference 15x22 Obs. Rm. Seats 15
Conference 18x22 Obs. Rm. Seats 15
Conference 16x20 Obs. Rm. Seats 15
(See advertisements on pp. 178, 189)



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877 JRP-2055 610 565-8840
FAX 610 565-8870 JRPMARK@FAST.NET

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	MP - Multipurpose Room
TK - Test Kitchen	TKO - Test Kitchen Obsv. Rm.
VC - Videoconferencing	WC - Webconferencing
1/1 - One-on-One Room	1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Focus Suites of Philadelphia

One Bala Plaza, Suite 622

Bala Cynwyd, PA 19004

Ph. 610-667-1110

Fax 610-667-4858

E-mail: fsphil@erols.com

www.focussuites.com

Kathy Jonik, Director

Location: Office building

Distance from airport: 30 minutes

CL, 1/1, 1/1OR, TK, MP, VC

Conference 18x22 Obs. Rm. Seats 20

Conference 16x20 Obs. Rm. Seats 18

Conference 16x20 Obs. Rm. Seats 18

Conference 18x22 Obs. Rm. Seats 20

Conference 10x12 Obs. Rm. Seats 8

Group Dynamics in Focus, Inc.

555 City Line Ave., 6th fl.

Bala Cynwyd, PA 19004

Ph. 866-221-2038 or 610-668-8535

Fax 610-668-2072

E-mail: sales@groupdynamics.com

www.groupdynamics.com

Robin Kaplan

Location: Office building

Distance from airport: 12 miles, 30 minutes

CL, 1/1, 1/1OR, TK, MP, VC, WC

Conference 28x20 Obs. Rm. Seats 18

Conference 16x24 Obs. Rm. Seats 12

Conference 16x24 Obs. Rm. Seats 12

Conference 14x18 Obs. Rm. Seats 10

Conference 16x18 Obs. Rm. Seats 8

(See advertisement on p. 190)

JRA, J. Reckner Associates, Inc.

Philadelphia - Downtown

1600 Market St., Suite 1550

Philadelphia, PA 19103-7202

Ph. 215-822-6220

Fax 215-822-2238

E-mail: info@reckner.com

www.reckner.com

Barbara Ogrizek or Gina Cassel

Location: Office building

Distance from airport: 8 miles, 15 minutes

CL, 1/1, 1/1OR, MP, VC, WC

Conference 18x18 Obs. Rm. Seats 15

Conference 22x15 Obs. Rm. Seats 15

Conference 11x12 Obs. Rm. Seats 5

Conference 18x21 Obs. Rm. Seats 15

(See advertisement on p. 3)

JRA, J. Reckner Associates, Inc.

Philadelphia - North

589 Bethlehem Pike, Suite 500

Montgomeryville, PA 18936

Ph. 215-822-6220

Fax 215-822-2238

E-mail: info@reckner.com

www.reckner.com

Barbara Ogrizek or Gina Cassel

Location: Office building

Distance from airport: 26 miles, 45 minutes

CL, 1/1, 1/1OR, TK, MP

Conference 18x18 Obs. Rm. Seats 15

Conference 09x11 Obs. Rm. Seats 4

(See advertisement on p. 3)

JRA, J. Reckner Associates, Inc.

Philadelphia - West

Oaklands Corporate Center

486 Thomas Jones Way, Suite 280

Exton, PA 19341-2561

Ph. 215-822-6220

Fax 215-822-2238

E-mail: info@reckner.com

www.reckner.com

Barbara Ogrizek or Gina Cassel

Location: Office building

Distance from airport: 25 miles, 45 minutes

CL, 1/1, TK, MP

Conference 15x18 Obs. Rm. Seats 15

(See advertisement on p. 3)

**JRP Marketing Research Services**

100 Granite Dr., Terrace Level

Media, PA 19063

Ph. 610-565-8840

Fax 610-565-8870

E-mail: jrppmark@jrppmr.com

www.jrppmr.com

Paul Frattaroli

Location: Office building

Distance from airport: 15 miles, 25 minutes

1/1, TK, WC

Conference 20x20 Obs. Rm. Seats 18

Conference 24x20 Obs. Rm. Seats 15

Two focus group rooms with spacious viewing rooms. Fully equipped test kitchen. Three one-on-one interviewing rooms. Comfortable client dining facilities with hostesses who cater to your every need. State-of-the-art audiotaping and videotaping with ActiveGroup Internet transmission of groups available.

(See advertisement on p. 191)

Plaza Research-Philadelphia

Two Greentree Centre

Marlton, NJ 08053

Ph. 856-596-7777 or 800-654-8002

Fax 856-596-3011

E-mail: bfarm@plazaresearch.com

www.plazaresearch.com

Bethany Farms, Director

Location: Office building

Distance from airport: 30 minutes

CL, 1/1, 1/1OR, TK, TKO, MP, VC, WC

Conference 15x20 Obs. Rm. Seats 20

Conference 15x20 Obs. Rm. Seats 20

Multiple 15x20 Obs. Rm. Seats 20

(See advertisement on p. 167)

Roda Marketing Research, Inc.

1250 Greenwood Ave.

Ste. 1, The Plaza

Jenkintown, PA 19046-2900

Ph. 215-887-4700

Fax 215-884-6184

E-mail: roda@rodaresearch.com

www.rodaresearch.com

Adele Roda, President

Location: Office building

Distance from airport: 25 miles, 30 minutes

CL, 1/1, 1/1OR

Conference 24x14 Obs. Rm. Seats 8

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Visit our website at www.campos.com Fax: 412-471-8497

Schlesinger Associates Philadelphia, Inc.
 1650 Arch St., 27th fl.
 Philadelphia, PA 19103
 Ph. 215-564-7300
 Fax 215-564-5161
 E-mail: amber@schlesingerassociates.com
 www.schlesingerassociates.com
 Amber Jones, Facility Director
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 CL, 1/1, 1/1OR, VC, WC
 Multiple 20x16 Obs. Rm. Seats 16
 Multiple 20x16 Obs. Rm. Seats 16
 Multiple 20x16 Obs. Rm. Seats 16
 (See advertisements on pp. 105, 129, 137, 171, 181, 193)

TVG, Inc.
 520 Virginia Dr.
 Fort Washington, PA 19034
 Ph. 215-646-7200
 Fax 215-641-1898
 E-mail: mgumbrecht@tv-g-inc.com
 www.tv-g-inc.com
 Megan Gumbrecht
 Location: Office building
 Distance from airport: 18 miles, 35 minutes
 CL, MP, VC
 Conference 22x17 Obs. Rm. Seats 12

Pittsburgh

campos
 market research

Campos Market Research, Inc.
 216 Boulevard of the Allies
 Pittsburgh, PA 15222-1619
 Ph. 412-471-8484
 Fax 412-471-8497
 E-mail: marylou@campos.com
 www.campos.com
 Yvonne Campos, President
 Location: Office building
 Distance from airport: 18 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, VC
 Conference 16x22 Obs. Rm. Seats 14
 Conference 18x25 Obs. Rm. Seats 10
 Conference 14x20 Obs. Rm. Seats 8
 (See advertisement on p. 192)

Car-Lene Research, Inc.
 Monroeville Mall, Rm. 144
 Monroeville, PA 15146
 Ph. 412-373-3670
 Fax 412-373-5076
 E-mail: pittsburg@carleneresearch.com
 www.carleneresearch.com
 Kathleen Hanlin, Manager
 Location: Shopping mall
 Distance from airport: 15 miles
 1/1, 1/1OR, TK, TKO
 Conference 18x14 Obs. Rm. Seats 8
 (See advertisement on p. 139)

*Freedom for all,
 Opinions for you.*

PHILADELPHIA

modern & spacious conference rooms •
 bi-level viewing rooms • in-house
 respondent recruiting • private recep-
 tion areas • private client lounges
 furnished with data lines, fax &
 individual climate control • high
 speed internet connections & usability
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 streaming • quantitative data collection



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A Marketing Research Corporation

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 Los Angeles • Atlanta • Philadelphia



CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
VC - Videoconferencing WC - Webconferencing
1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Car-Lene Research, Inc.

South Hills Village
301 S. Hills Village, Space #1380B
Pittsburgh, PA 15241
Ph. 412-854-0622
Fax 412-854-0626
E-mail: pittsburghs@carleneresearch.com
www.carleneresearch.com
Location: Shopping mall
Distance from airport: 15 miles
1/1, 1/1OR, TK
Conference 12x11
(See advertisement on p. 139)

Data Information, Inc.

Century III Mall
3075 Clairton Blvd., Suite 934
Pittsburgh, PA 15123
Ph. 412-655-8690
Fax 412-655-8693
E-mail: datainfo@nauticom.net
Diane Foster
Location: Shopping mall
Distance from airport: 22 miles, 40 minutes
1/1, 1/1OR, TK
Conference 12x20 Obs. Rm. Seats 10

Data Information, Inc. - Focus Center

Manor Oak Two, Suite 470
1910 Cochran Rd.
Pittsburgh, PA 15220
Ph. 412-561-2856
Fax 412-561-2876
E-mail: datainfo@nauticom.net
Nancy Palyo, President
Location: Office building
Distance from airport: 10 miles, 15 minutes
CL, 1/1, 1/1OR, TK, TKO, MP
Conference 25x16 Obs. Rm. Seats 15
Conference 20x12 Obs. Rm. Seats 10

Direct Feedback, Inc.

Four Station Square, Suite 545
Pittsburgh, PA 15219
Ph. 412-394-3676 or 800-519-2739
Fax 412-394-3660
E-mail: amav@dfresearch.com
www.dfresearch.com
Alan Mavretish, Project Manager
Location: Office building
Distance from airport: 13 miles, 20 minutes
Conference 24x14 Obs. Rm. Seats 10

Focus Center of Pittsburgh

Div. of T.I.M.E. Market Research
2101 Greentree Rd.
Pittsburgh, PA 15220
Ph. 412-279-5900
Fax 412-279-5148
E-mail: focus6@prodigy.net
Denise Augustine, Manager
Location: Office building
Distance from airport: 15 miles, 20 minutes
1/1, 1/1OR, TK, MP
Conference 19x21 Obs. Rm. Seats 12
Conference 24x25 Obs. Rm. Seats 15

Greater Pittsburgh Research

5950 Steubenville Pike
Pittsburgh, PA 15136
Ph. 412-788-4570
Fax 412-788-4582
E-mail: gpresearch@aol.com
Ann Urban, President
Location: Office building
1/1, 1/1OR, TK
Conference 14x18 Obs. Rm. Seats 12

Guide Post Research

21 Yost Blvd., Suite 400
Pittsburgh, PA 15221-5283
Ph. 412-823-8444
Fax 412-823-8300
E-mail: GDE PST@aol.com
Jay P. La Mond, President
Location: Office building
Distance from airport: 25 miles, 45 minutes
1/1, 1/1OR, TK, MP, VC
Conference 14x22 Obs. Rm. Seats 10
Conference 10x12

Research Engine

A Div. of Desbrow & Associates
Liberty Center, Suite 500
1001 Liberty Ave.
Pittsburgh, PA 15222
Ph. 412-471-5700
Fax 412-471-0263
E-mail: info@desbrow.com
www.desbrow.com
Wayne Desbrow, President
Location: Office building
Distance from airport: 20 miles, 40 minutes
VC
Conference 25x16 Obs. Rm. Seats 6

York

Polk-Lepson Research Group

108 Pauline Dr.
York, PA 17402
Ph. 717-741-2879
Fax 717-741-4297
E-mail: polk-lepson@blazenet.net
Carol Morris, Dir. Field Services
Location: Freestanding facility
Distance from airport: 35 miles, 45 minutes
Conference 15x20 Obs. Rm. Seats 10

Rhode Island

Providence

Accurate Focus, Inc.

850 Waterman Ave.
East Providence, RI 02914
Ph. 800-927-7327 or 401-435-3335
Fax 401-435-3321
E-mail: info@accuratefocus.com
www.accuratefocus.com
Stephen Haders, President
Location: Office building
Distance from airport: 12 miles, 20 minutes
CL, 1/1, 1/1OR, MP, WC
Conference 23x15 Obs. Rm. Seats 20

MacIntosh Survey Center

450 Veteran's Memorial Pkwy., #201
East Providence, RI 02914
Ph. 401-438-8330
Fax 401-434-9219
E-mail: macsurvey@aol.com
Ann MacIntosh
Location: Office building
Distance from airport: 10 miles, 10 minutes
TK, TKO
Conference 18x20 Obs. Rm. Seats 15

Performance Plus

Providence Place Mall
80 Providence Place
Providence, RI 02903
Ph. 508-872-1287
Fax 508-879-7108
E-mail: info@performanceplusboston.com
www.performanceplusboston.com
Shirley Shames, President
Location: Shopping mall
Distance from airport: 6 miles, 10 minutes
CL, 1/1, TK, VC
Conference 13x20 Obs. Rm. Seats 20

South Carolina

Charleston

Coastal Focus

4130 Faber Place, Suite 203
N. Charleston, SC 29405
Ph. 843-744-9009
Fax 843-744-9044
E-mail: jsdcigi@aol.com
Judy DuBose, Owner
Location: Office building
Distance from airport: 2 miles, 5 minutes
CL, 1/1, 1/1OR, TK, MP
Conference 20x15 Obs. Rm. Seats 15

Columbia

Low Country Marketing, Inc.

P.O. Box 8122
Columbia, SC 29202
Ph. 803-782-9399
Fax 803-951-2765
E-mail: LCMMtg1@aol.com
www.lowcountrymarketing.com
Deborah Smith, President
Location: Freestanding facility
Distance from airport: 10 miles, 15 minutes
CL, 1/1, 1/1OR, TK, TKO, MP, VC, WC
Multiple 18x20 Obs. Rm. Seats 12
Multiple 18x20 Obs. Rm. Seats 10
Multiple 22x22 Obs. Rm. Seats 6

MarketSearch Corp.

2721 Devine St.
Columbia, SC 29205
Ph. 803-254-6958
Fax 803-799-9180
E-mail: surveys@msearch.com
www.msearch.com
Kathy Harsey, V.P. Qual. Rsch.
Location: Freestanding facility
Distance from airport: 10 miles, 20 minutes
1/1, 1/1OR
Conference 16x20 Obs. Rm. Seats 14

Metromark Market Research, Inc.

3030 Devine St.
Columbia, SC 29205
Ph. 803-256-8694
Fax 803-254-3798
E-mail: emsmith@metromark.net
www.metromark.net
Emerson Smith, President
Location: Freestanding facility
Distance from airport: 8 miles, 15 minutes
1/1
Conference 18x20 Obs. Rm. Seats 12
Multiple 21x24 Obs. Rm. Seats 10

Midlands Market Research

129 Alexander Circle
Columbia, SC 29206
Ph. 803-782-8697
Fax 803-787-0371
E-mail: jsdcigi@aol.com
www.midlands.com
Judy DuBose, Owner
Location: Freestanding facility
Distance from airport: 5 miles, 15 minutes
CL, 1/1, TK
Conference 18x20 Obs. Rm. Seats 15

Greenville/Spartanburg

Priority Metrics Group

300 E. Henry St.
Spartanburg, SC 29302
Ph. 864-573-9853
Fax 864-573-4348
E-mail: JBarrett@pmgco.com
www.pmgco.com
John Barrett, President
Location: Office building
Distance from airport: 20 miles, 30 minutes
1/1, 1/1OR
Multiple 17x12 Obs. Rm. Seats 5

South Dakota

Sioux Falls

American Public Opinion Survey & Market

Market Research Corp.
1320 S. Minnesota Ave.
Sioux Falls, SD 57105-0625
Ph. 605-338-3918
Fax 605-338-3964
E-mail: ron@mtcnet.net
www.mtcnet.net/~ron
Ron Van Beek, President
Location: Freestanding facility
Distance from airport: 2 miles, 10 minutes
CL, 1/1, 1/1OR, TK, TKO, MP, VC
Conference 16x24 Obs. Rm. Seats 15
Conference 20x22 Obs. Rm. Seats 20
Conference 20x25 Obs. Rm. Seats 25
Living 30x36 Obs. Rm. Seats 50

Tennessee

Chattanooga

Wilkins Research Services, Inc.

1730 Gunbarrel Rd.
Chattanooga, TN 37421
Ph. 423-894-9478
Fax 423-894-0942
E-mail: opinions@wilkinsresearch.net
www.wilkinsresearch.net
Lisa Wilkins, Executive Director
Location: Freestanding facility
Distance from airport: 8 miles, 15 minutes
CL, 1/1, 1/1OR, TK, TKO, MP
Conference 23x17 Obs. Rm. Seats 18
Conference 69x49 Obs. Rm. Seats 32
Conference 23x17 Obs. Rm. Seats 14
Conference 23x15

Knoxville

Lancaster Consulting Group

3521 Central Park Blvd., 2nd fl.
Louisville, TN 37777
Ph. 865-379-7650
Fax 865-379-7648
E-mail: lancon@ix.netcom.com
Christopher Wise, President
Location: Office building
Distance from airport: 3 miles, 5 minutes
CL, MP
Conference 19x20 Obs. Rm. Seats 12



Southern Solutions

Southern Solutions

9327 Northshore Dr.
Knoxville, TN 37922
Ph. 865-560-3228
Fax 865-560-3112
E-mail: southernolutions@icx.net
www.southernolutions.net
Location: Office building
Distance from airport: 8 miles, 10 minutes
TK
Conference 12x21 Obs. Rm. Seats 8

Knoxville's newest facility with a state-of-the-art permanent focus group room. Three generations of unsurpassed research professionalism will make your next project a relaxing experience. Let us be your source for quality research in the East Tennessee area.

Memphis



AccuData Market Research, Inc.

1036 Oakhaven Rd.
Memphis, TN 38119
Ph. 800-625-0405 or 901-763-0405
Fax 901-763-0660
E-mail: memphis@accudata.net
www.accudata.net
Valerie Jolly, General Manager
Location: Freestanding facility
Distance from airport: 8 miles, 15 minutes
CL, 1/1, 1/1OR, TK, MP, VC, WC
Conference 23x14 Obs. Rm. Seats 20
Conference 18x14 Obs. Rm. Seats 12
Conference 25x14 Obs. Rm. Seats 15

The leading provider of focus group facilities in Memphis. Three state-of-the-art focus group suites with Memphis BBQ, Elvis, and guaranteed recruiting make us a stop not to be missed. Now a new member of GroupNet and FocusVision, we offer videoconferencing, videostreaming and VideoMarker.

Food Insights/Insights Research Group

51 Germantown Court, Suite 201
Memphis, TN 38018
Ph. 901-755-9911 or 888-755-9911
Fax 901-755-1006
E-mail: judy.patton@foodinsights.com
www.foodinsights.com
Judy Patton, Sr. V.P., Mktg. Rsch.
Location: Office building
Distance from airport: 17 miles, 30 minutes
CL, TK
Conference 20x15 Obs. Rm. Seats 12

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
VC - Videoconferencing WC - Webconferencing
1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Friedman Marketing Services

Consumer Opinion Center
4435 Mall of Memphis
Ste. 1, Space P-231
Memphis, TN 38118
Ph. 901-368-5449 or 914-698-9591
Fax 901-368-1390
E-mail: gvigeant@roper.com
www.friedmanmktg.com
Rosemarie O'Sullivan, Manager
Location: Shopping mall
Distance from airport: 10 miles
TK, MP
Conference 10x12 Obs. Rm. Seats 5

PWI Research

5100 Poplar Ave., Suite 3125
Memphis, TN 38137
Ph. 901-682-2444
Fax 901-682-2471
E-mail: plapointe@pwiresearch.com
www.pwiresearch.com
Pat M. LaPointe, President
Location: Office building
Distance from airport: 10 miles, 10 minutes
CL, 1/1, 1/1OR
Conference 21x14 Obs. Rm. Seats 12

Nashville

Car-Lene Research, Inc.

Stones River Mall
1720 Old Fort Parkway
Murfreesboro, TN 37129
Ph. 615-907-0037
Fax 615-907-0039
E-mail: nashville@carleneresearch.com
www.carleneresearch.com
Toni White, Manager
Location: Shopping mall
Distance from airport: 29 miles
1/1, 1/1OR, TK
Conference 12x06 Obs. Rm. Seats 2
(See advertisement on p. 139)

Cunningham Field & Research Service

Cool Springs Galleria
1800 Galleria Blvd., Suite 1320
Franklin, TN 37064
Ph. 904-677-5644
Fax 904-677-5534
E-mail: NASH@cunninghamresearch.com
www.cunninghamresearch.com
Location: Shopping mall
Distance from airport: 20 miles, 30 minutes
1/1, 1/1OR, TK, VC
Conference 10x08 Obs. Rm. Seats 10

The Nashville Research Group, LLC

1161 Murfreesboro Rd., Suite 150
Nashville, TN 37217
Ph. 615-399-7727
Fax 615-399-9171
E-mail: service@nashvilleresearch.com
www.nashvilleresearch.com
Glyna Kilpatrick, Field Director
Location: Office building
Distance from airport: 3 miles, 5 minutes
1/1, 1/1OR, TK, MP, VC
Conference 20x16 Obs. Rm. Seats 15
Conference 15x44 Obs. Rm. Seats 20
Conference 12x07 Obs. Rm. Seats 3

Prince Market Research

2323 Hillsboro Rd., #500
Nashville, TN 37212
Ph. 615-292-4860 or 800-788-7728
Fax 615-292-0262
E-mail: dprince@PMResearch.com
www.pmrsearch.com
Shannon Huntley, Account Manager
Location: Office building
Distance from airport: 8 miles, 15 minutes
CL
Conference 13x23 Obs. Rm. Seats 12

20/20 Research - Nashville

2303 21st Ave. S.
Nashville, TN 37212
Ph. 800-737-2020 or 877-392-0220
Fax 615-777-8706
E-mail: rachael@2020research.com
www.2020research.com
Rachael Guess, Director Qualitative Services
Location: Office building
Distance from airport: 10 miles, 15 minutes
CL, WC
Conference 22x16 Obs. Rm. Seats 12
Conference 16x22 Obs. Rm. Seats 12

Texas

Austin

First Market Research Corp.

2301 Hancock Dr.
Austin, TX 78756
Ph. 800-FIRST-TX or 512-451-4000
Fax 512-451-5700
E-mail: jheiman@firstmarket.com
www.firstmarket.com
Shawn Patton
Location: Freestanding facility
Distance from airport: 12 miles, 30 minutes
Conference 15x16 Obs. Rm. Seats 8
Conference 15x16 Obs. Rm. Seats 4

Tammadge Market Research

210 Barton Springs Rd., Suite 515
Austin, TX 78704
Ph. 800-879-9198 or 512-474-1005
Fax 512-370-0339
E-mail: melissa@tammadge.com
www.tammadge.com
Melissa Pepper, CSO
Location: Office building
Distance from airport: 8 miles, 15 minutes
CL, VC
Conference 24x16 Obs. Rm. Seats 12
Conference 20x24 Obs. Rm. Seats 15

Brownsville

Hispanic Focus Unlimited

303 W. Park Ave.
Pharr, TX 78577
Ph. 956-797-4211
Fax 956-797-4244
E-mail: rubenc@hispanicfocusunltd.com
www.hispanicfocusunltd.com
Ruben Cuellar, President
Location: Office building
Distance from airport: 3 miles, 10 minutes
CL, 1/1, 1/1OR
Conference 16x30 Obs. Rm. Seats 10

Dallas/Fort Worth

Accurate Research, Inc.

2214 Paddock Way Dr., Suite 100
Grand Prairie, TX 75050
Ph. 972-647-4277
Fax 972-641-1549
E-mail: Accurate.Research@airmail.net
www accurateresearch.com
Tara Miller
Location: Freestanding facility
Distance from airport: 5 miles, 7 minutes
CL, 1/1, TK, MP
Conference 12x21 Obs. Rm. Seats 9
Conference 14x20 Obs. Rm. Seats 9
Conference 16x25 Obs. Rm. Seats 20
Multiple 28x40 Obs. Rm. Seats 10

Car-Lene Research, Inc.

Collin Creek Mall
811 N. Central Expwy., Suite 2245
Plano, TX 75075
Ph. 972-424-8587
Fax 972-424-7467
E-mail: dallascc@carleneresearch.com
www.carleneresearch.com
Mona Hinton, Manager
Location: Shopping mall
Distance from airport: 35 miles
1/1, 1/1OR, TK
Conference 15x11 Obs. Rm. Seats 3
(See advertisement on p. 139)

Car-Lene Research, Inc.
 Grapevine Mills Mall
 3000 Grapevine Mills Pkwy., Suite 208
 Grapevine, TX 76051
 Ph. 972-724-6816
 Fax 972-724-6819
 E-mail: dallasg@carleneresearch.com
 www.carleneresearch.com
 Debbie Middleton, Manager
 Location: Shopping mall
 Distance from airport: 13 miles
 1/1, 1/1OR, TK
 Conference 13x07 Obs. Rm. Seats 3
 (See advertisement on p. 139)

Car-Lene Research, Inc.
 North Hills Mall
 7624 Grapevine Hwy. N., Suite 728
 North Richland Hills, TX 76180
 Ph. 817-595-3737
 Fax 817-595-1988
 E-mail: dallasn@carleneresearch.com
 www.carleneresearch.com
 Sharon White, Manager
 Location: Shopping mall
 Distance from airport: 20 miles
 1/1, 1/1OR, TK
 Conference 16x14 Obs. Rm. Seats 5
 (See advertisement on p. 139)

Car-Lene Research, Inc.
 Richardson Square Mall
 501 S. Plano Rd.
 Richardson, TX 75081
 Ph. 972-783-1935
 Fax 972-680-3652
 E-mail: dallasr@carleneresearch.com
 www.carleneresearch.com
 Ruba Jamaluddin, Manager
 Location: Shopping mall
 Distance from airport: 25 miles
 1/1, 1/1OR, TK
 Conference 07x06 Obs. Rm. Seats 2
 (See advertisement on p. 139)

Car-Lene Research, Inc.
 Six Flags Mall
 2911 E. Division, #409A
 Arlington, TX 76011
 Ph. 817-633-6020
 Fax 817-633-4460
 E-mail: dallasa@carleneresearch.com
 www.carleneresearch.com
 Patricia Palmer, Manager
 Location: Shopping mall
 Distance from airport: 10 miles
 1/1, 1/1OR, TK
 Conference 15x12 Obs. Rm. Seats 8
 (See advertisement on p. 139)

Consumer Research
 Associates *Superrooms*

Consumer Research Associates/Superrooms™
 Park Central VII
 12750 Merit Dr., 10th fl.
 Dallas, TX 75251
 Ph. 800-800-5055 or 972-386-5055
 Fax 972-387-9915
 E-mail: dallasinfo@superrooms.com
 www.superrooms.com
 Bob Nance
 Location: Office building
 Distance from airport: 18 miles, 25 minutes
 CL, 1/1, 1/1OR, VC, WC

Multiple	18x18	Obs. Rm. Seats 12
Multiple	18x24	Obs. Rm. Seats 12
Conference	18x18	Obs. Rm. Seats 7
Multiple	18x18	Obs. Rm. Seats 18
Conference	12x12	Obs. Rm. Seats 4

Top rated North Dallas facility houses four suites (Superrooms) featuring wraparound mirrors, adjacent client lounges. Mini-priced mini-group room seats six viewers comfortably. Completely reliable recruiting of all market segments. Stay at adjoining Westin Hotel and walk directly into Park Central VII, plus receive discounted room rates. All FocusVision services available.
 (See advertisement on p. 113)

Cunningham Field & Research Service
 Stonebriar Center
 2601 Preston Rd., Suite 2112
 Frisco, TX 75034
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: DALL@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 Distance from airport: 30 miles, 40 minutes
 1/1, 1/1OR, TK, VC
 Conference 17x10

Dallas Focus
The Focus Network
 511 E. John Carpenter Fwy., Suite 100
 Irving, TX 75062
 Ph. 972-869-2366 or 800-336-1417
 Fax 972-869-9174
 E-mail: info@dallasfocus.net
 www.thefocusnetwork.com
 Robin McClure, Pres./Partner
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 CL, 1/1, 1/1OR, TK, MP, VC

Conference	18x22	Obs. Rm. Seats 12
Conference	18x22	Obs. Rm. Seats 15
Conference	15x20	Obs. Rm. Seats 15
Multiple	25x20	Obs. Rm. Seats 25
Conference	23x15	Obs. Rm. Seats 12

(See advertisements on pp. 5, 197)

**Our facilities,
 expertise and services
 are all focused
 on producing usable
 results.**

We are a full-service consumer research firm with state-of-the-art facilities including video conferencing. Centrally located in the Dallas-Fort Worth Metroplex, we are only minutes from DFW Airport and major hotels.

Dallas Focus

972.869.2366 Fax 972.869.9174
 A part of the Focus Network

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
 Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles
 Room dimensions, when stated, are shown in feet.

Databank Marketing Research, Inc.

5165 Veal Station Rd.
 Weatherford, TX 76085
 Ph. 817-677-2331
 Fax 817-221-3047
 E-mail: DBMSC@aol.com
 www.databankmarketingresearch.com
 Sharyn Chambers, President
 Location: Freestanding facility
 Distance from airport: 10 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, MP
 Conference 18x20 Obs. Rm. Seats 12
 Conference 22x15 Obs. Rm. Seats 12
 Living 18x22 Obs. Rm. Seats 12

Delve

2711 LBJ Freeway, Suite 300
 Dallas, TX 75234
 Ph. 800-421-2167 or 972-488-9988
 Fax 972-488-9997
 E-mail: postmaster@delve.com
 www.delve.com
 Lynn Hibben, Group Manager
 Location: Office building
 Distance from airport: 25 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, WC
 Conference 21x16 Obs. Rm. Seats 12
 Conference 23x17 Obs. Rm. Seats 12
 Conference 21x18 Obs. Rm. Seats 12
 (See advertisement on p. 161)

Discovery - National Qualitative Network

Dallas Focus & Field
 2723 Valley View Ln.
 Dallas, TX 75234
 Ph. 972-241-6696
 Fax 972-241-8513
 E-mail: dallas@discoverynqn.com
 www.discoverynqn.com
 Jan Howard
 Location: Freestanding facility
 Distance from airport: 12 miles, 20 minutes
 CL, 1/1, TK, MP, VC
 Conference 18x21 Obs. Rm. Seats 20
 Conference 17x18 Obs. Rm. Seats 10
 (See advertisement on p. 133)

Fenton Swanger Consumer Research, Inc.

14140 Midway Rd., Suite 105
 Dallas, TX 75244
 Ph. 972-934-0707
 Fax 972-490-3919
 E-mail: focus@fentonswanger.com
 www.fentonswanger.com
 Ruthye Fowler, Vice President
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, MP, VC
 Multiple 23x17 Obs. Rm. Seats 25
 Multiple 15x20 Obs. Rm. Seats 15
 Multiple 19x14 Obs. Rm. Seats 15

Fieldwork Dallas, Inc.

15305 Dallas Pkwy., Suite 850
 Addison, TX 75001-4637
 Ph. 972-866-5800
 Fax 972-866-5801
 E-mail: info@dallas.fieldwork.com
 www.fieldwork.com
 Freddi Wayne, President
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/1OR, VC
 Multiple 27x27 Obs. Rm. Seats 25
 Multiple 25x20 Obs. Rm. Seats 22
 Multiple 25x22 Obs. Rm. Seats 22
 Conference 12x10 Obs. Rm. Seats 5
 (See advertisement on the Back Cover)



Focus On Dallas, Inc.

Alpha Plaza
 4887 Alpha Rd., Suite 210
 Dallas, TX 75244-4632
 Ph. 972-960-5850 or 800-824-9796
 Fax 972-960-5859
 E-mail: bids@focusdallas.com
 www.focusdallas.com
 Bonnie McClinton, CFO
 Location: Office building
 Distance from airport: 18 miles, 15 minutes
 1/1, 1/1OR, TK, VC, WC
 Conference 27x42 Obs. Rm. Seats 20
 Conference 20x25 Obs. Rm. Seats 30
 Conference 25x17 Obs. Rm. Seats 20
 Conference 15x14 Obs. Rm. Seats 6

Accurate national field recruitment. Receiving-dock entry directly into ground-floor spacious, fully-equipped focus/conference/auditorium/show-rooms. Multi-tiered viewing rooms. Private lounges/telephone rooms. Large-scale test kitchen. Computer lab, videoconferencing. Convenient to Love Field/DFW airports. Adjacent to Galleria/Westin Complex.

Mid-America Rsch./Facts In Focus

Prestwood Court
 15340 Dallas Pkwy., Suite 2740
 Dallas, TX 75248
 Ph. 214-386-7744 or 847-392-0800
 Fax 214-386-7749
 Location: Freestanding facility
 1/1, 1/1OR, TK
 Conference 17x16 Obs. Rm. Seats 10
 Conference 17x16 Obs. Rm. Seats 15

MMR Research

8700 N. Stemmons Fwy., Suite 190
 Dallas, TX 75247-3715
 Ph. 800-315-TEXX
 Fax 214-630-6769
 E-mail: tveliz@aol.com
 Tony Veliz, Facility Director
 Location: Office building
 Distance from airport: 10 miles, 10 minutes
 1/1, 1/1OR
 Conference 17x19 Obs. Rm. Seats 8
 Conference 21x17 Obs. Rm. Seats 10

Murray Hill Center, Southwest

1418 Dallas Pkwy, Suite 1200
 Dallas, TX 75254
 Ph. 469-385-1200
 E-mail: pam@murrayhillcenter.com
 www.murrayhillcenter.com
 Pam Porter, Director
 Location: Office building
 Distance from airport: 10 miles, 45 minutes
 CL, MP, VC
 Conference 19x16 Obs. Rm. Seats 15
 Conference 20x17 Obs. Rm. Seats 15
 Conference 19x17 Obs. Rm. Seats 15
 Conference 19x17 Obs. Rm. Seats 15
 Conference 15x18 Obs. Rm. Seats 15

Peryam & Kroll Marketing and Sensory Rsch.

3033 W. Parker Rd., Suite 217
 Plano, TX 75023
 Ph. 972-769-0001
 Fax 972-769-1172
 E-mail: info@pk-research.com
 www.pk-research.com
 Richard Popper, General Manager
 Location: Shopping mall
 Distance from airport: 30 miles, 30 minutes
 CL, 1/1, 1/1OR, TK
 Conference 26x29 Obs. Rm. Seats 16

Plaza Research-Dallas

14160 Dallas Pkwy.
 Dallas, TX 75254
 Ph. 972-392-0100 or 800-654-8002
 Fax 972-386-6008
 E-mail: strace@plazaresearch.com
 www.plazaresearch.com
 Susan Trace, Director
 Location: Office building
 Distance from airport: 20 minutes
 CL, 1/1, 1/1OR, TK, TKO, MP, VC, WC
 Conference 15x20 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20
 Multiple 15x20 Obs. Rm. Seats 20
 (See advertisement on p. 167)

Rincon & Associates

6060 N. Central Expwy., Suite 670
 Dallas, TX 75206
 Ph. 214-750-0102
 Fax 214-750-1015
 E-mail: info@rinconassoc.com
 www.rinconassoc.com
 Dr. Edward T. Rincon, President
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, 1/1, TK
 Conference 23x15 Obs. Rm. Seats 18

Savitz Field and Focus - Dallas

13747 Montfort Dr., Suite 112
Dallas, TX 75240
Ph. 972-386-4050
Fax 972-450-2507
E-mail: information@savitzfieldandfocus.com
www.savitzfieldandfocus.com
Tressea Rash, Exec. Vice President
Location: Office building
Distance from airport: 20 miles, 30 minutes
CL, 1/1, 1/1OR, TK, MP, VC
Conference 30x23 Obs. Rm. Seats 25
Conference 18x21 Obs. Rm. Seats 20
Conference 26x30 Obs. Rm. Seats 20
Conference 18x22 Obs. Rm. Seats 20
Conference 08x10 Obs. Rm. Seats 6
Conference 08x10 Obs. Rm. Seats 6
(See advertisement on p. 199)

Savitz Field and Focus

The Parks at Arlington Mall
3811 S. Cooper, Suite 2053
Arlington, TX 76015
Ph. 817-467-6437
Fax 817-467-6552
E-mail: information@savitzfieldandfocus.com
www.savitzfieldandfocus.com
Barbara Brodie
Location: Shopping mall
Distance from airport: 12 miles, 20 minutes
TK
Conference 17x15 Obs. Rm. Seats 10
(See advertisement on p. 199)

El Paso

Aim Research

10456 Brian Mooney
El Paso, TX 79935
Ph. 915-591-4777
Fax 915-595-6305
E-mail: AIMRES@aol.com
www.aimresearch.com
Linda Adams, Owner/Director
Location: Freestanding facility
Distance from airport: 7 miles, 12 minutes
CL, 1/1, 1/1OR, TK, MP, VC, WC
Conference 20x20 Obs. Rm. Seats 15
Conference 10x15 Obs. Rm. Seats 8
(See advertisement on p. 200)

Houston

Car-Lene Research, Inc.

Katy Mills Mall
5000 Katy Mills Circle, Suite 667
Katy, TX 77494
Ph. 281-644-6100
Fax 281-644-6104
E-mail: houstonk@carleneresearch.com
www.carleneresearch.com
Cheryl Sempe, Manager
Location: Shopping mall
Distance from airport: 34 miles
1/1, 1/1OR, TK
Conference 14x12 Obs. Rm. Seats 2
(See advertisement on p. 139)

Bigger Facilities. Better Recruiting. Best Service.

Offering state-of-the-art capabilities for your focus groups – and we're now in four locations.



FOCUS GROUP FACILITIES:

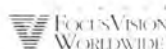
Chicago, Dallas, Houston and Los Angeles

- ▶ Four 3-room focus group suites (both conventional size and extra large)
 - Comfortable viewing for up to 20 clients
 - Private ante-rooms and gallery seating
- ▶ Classroom, living room and auditorium settings
- ▶ One-on-one interviewing rooms available
- ▶ Fully equipped test kitchens
- ▶ Member of FocusVision Network videoconferencing

Chicago tel: 312.377.1200 fax: 312.377.1220
Dallas tel: 972.386.4050 fax: 972.450.2507
Houston tel: 713.621.4084 fax: 713.621.4223
Los Angeles tel: 310.642.4799 fax: 310.642.7795

web site: www.savitzfieldandfocus.com

e-mail: information@savitzfieldandfocus.com



Savitz

FIELD and FOCUS

2002 FOCUS GROUP FACILITIES DIRECTORY

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
 Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles
 Room dimensions, when stated, are shown in feet.

Car-Lene Research, Inc.

Northwest Mall
 307 Northwest Mall
 Houston, TX 77092
 Ph. 713-686-5557
 Fax 713-686-5584
 E-mail: houston@carleneresearch.com
 www.carleneresearch.com
 Athena Sempe, Manager
 Location: Shopping mall
 Distance from airport: 17 miles
 1/1, 1/1OR, TK
 Conference 14x12 Obs. Rm. Seats 4
 (See advertisement on p. 139)



CQS Research, Inc.

2500 West Loop S., Suite 300
 Houston, TX 77027
 Ph. 713-783-9111 or 800-460-9111
 Fax 713-789-2020
 E-mail: cqs@cqsinc.com
 www.cqsinc.com
 Anease Curvey, President
 Location: Office building
 Distance from airport: 19 miles, 25 minutes
 CL, 1/1, 1/1OR, TK, MP, VC, WC
 Conference 11x16 Obs. Rm. Seats 16
 Multiple 20x13 Obs. Rm. Seats 10
 Conference 28x25 Obs. Rm. Seats 28
 Conference 25x22 Obs. Rm. Seats 24

Our office-based facility is located at the most recognized intersection in Houston. Conveniences include: walking distance from your favorite hotels, restaurants and the Galleria shopping complex. All of our suites have the latest amenities and technology in audio/video recording such as videoconferencing and videostreaming.

Creative Consumer Research

3945 Greenbriar
 Stafford, TX 77477
 Ph. 281-240-9646
 Fax 281-240-3497
 E-mail: ccrhous@insync.net
 Patricia Pratt, Vice President
 Location: Freestanding facility
 Distance from airport: 38 miles, 30 minutes
 1/1, 1/1OR, TK, MP
 Conference 20x20 Obs. Rm. Seats 12
 Conference 20x20 Obs. Rm. Seats 12
 Conference 20x20 Obs. Rm. Seats 12
 Conference 24x24 Obs. Rm. Seats 12
 Conference 30x40 Obs. Rm. Seats 12
 (See advertisement on p. 201)

Cunningham Field & Research Service

The Woodlands Mall
 1201 Lake Woodlands Dr., Suite 1104
 The Woodlands, TX 77380
 Ph. 904-677-5644
 Fax 904-677-5534
 E-mail: HOUS@cunninghamresearch.com
 www.cunninghamresearch.com
 Location: Shopping mall
 Distance from airport: 15 miles, 35 minutes
 1/1, 1/1OR, TK, MP, VC
 Conference 18x12 Obs. Rm. Seats 8

Delve

17625 El Camino Real, Suite 100
 Houston, TX 77058
 Ph. 800-522-2385 or 281-488-8247
 Fax 281-486-3831
 E-mail: postmaster@delve.com
 www.delve.com
 Diana Reid, Branch Manager
 Location: Office building
 Distance from airport: 20 miles, 25 minutes
 CL, 1/1, 1/1OR, TK, MP, WC
 Conference 21x17 Obs. Rm. Seats 10
 Conference 20x18 Obs. Rm. Seats 8
 (See advertisement on p. 161)

Discover why people are focusing on El Paso.

Take AIM in El Paso, one of the best kept secrets in Texas! A major market with a population exceeding 700,000, El Paso is one of the fastest growing cities in the United States.



Contact

Linda Adams,
 Owner/Director
 Joy Gallegos,
 Associate Director
 Bob Adams,
 Technical Director



Focus Group Facilities

Aim Research maintains a specially designed 3,200 square foot, free standing focus group facility.

- ▶ 20 ft. x 20 ft. Conference Room
- ▶ 18 ft. x 12 ft. Conference Room
- ▶ Spacious 2-level Client Viewing Room
- ▶ 4 ft. x 12 ft. One-Way Mirror
- ▶ Web Broadcasting
 (Member Active Group)
- ▶ Video Conferencing on Request
- ▶ 10 minutes from the Airport
- ▶ Experienced, Exact Recruiting
 (English & Spanish)
- ▶ Full Kitchen
- ▶ Centrally-Located
- ▶ Easy Access, Front Door Parking
- ▶ Specialty Food Preparation and
 Catering on Request
- ▶ Professional Moderators
- ▶ Language Translator Services

AIM RESEARCH

(915) 591-4777 • Fax (915) 595-6305 Since 1969
 10456 Brian Mooney Avenue • El Paso, Texas 79935
 internet: www.aimresearch.com • email: aimres@aol.com



San Antonio Experts

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San Antonio's most respected
public opinion source.

CCR Offers You:

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- 3 Permanent Mall Facilities
- 2 Focus Group Rooms
with Viewing Capabilities
- Hispanic Expertise
- 4,000 Door-to-Door Interviews
Conducted Yearly

**When You
Really Need to
Understand the
San Antonio
Market**



210.520.7025 / 877.599.7025
210.680.9906 fax

Creative Consumer Research 5300 Wurzbach, Ste. 400 / San Antonio, TX 78238 / ccrsan210@aol.com

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
VC - Videoconferencing WC - Webconferencing
1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Gulf State Research Center

1670 San Jacinto Mall
Baytown, TX 77521-8361
Ph. 800-357-8842 or 863-676-3676
Fax 863-676-0471

E-mail: gulfstatefla@aol.com

Tim Villar or Ruby Britt

Location: Shopping mall

Distance from airport: 25 miles, 45 minutes
1/1, 1/1OR, TK

Conference 24x20 Obs. Rm. Seats 12

Conference 20x18 Obs. Rm. Seats 10

M.A.R.S. Research of Texas

3200 Wilcrest, Suite 100
Houston, TX 77042
Ph. 713-266-6277 or 888-320-6277
Fax 713-266-6276

E-mail: johnniehorn@marstexas.com

www.marsearch.com

Johnnie Horn

Location: Office building

Distance from airport: 30 miles, 45 minutes

CL, 1/1, 1/1OR, TK, VC

Conference 28x25 Obs. Rm. Seats 25

Conference 25x25 Obs. Rm. Seats 20

Market Research & Analysis Field Staff, Inc.

The Research Center
5075 Westheimer Rd.
Houston, TX 77056

Ph. 713-271-5624

Fax 713-840-0699

E-mail: mrafs@swbell.net

Fay Parker, President

Location: Office building

Distance from airport: 16 miles, 30 minutes

CL, 1/1, TK

Conference 20x24 Obs. Rm. Seats 12

Conference 16x22

Market Study International, Inc.

9700 Richmond Ave., Suite 108
Houston, TX 77042

Ph. 713-952-1400

Fax 713-952-2444

E-mail: marketstudy@pdq.net

Location: Office building

1/1, TK

Conference 16x21 Obs. Rm. Seats 8

Conference 18x23 Obs. Rm. Seats 10

Opinions Unlimited, Inc.

Three Riverway, Suite 250
Houston, TX 77056
Ph. 713-888-0202 or 800-604-4247
Fax 713-960-1160

E-mail: ask@opinions-unlimited.com

www.opinions-unlimited.com

Anndel Martin

Location: Office building

Distance from airport: 20 miles, 40 minutes

CL, 1/1, 1/1OR, MP, VC, WC

Multiple 24x20 Obs. Rm. Seats 24

Conference 24x20 Obs. Rm. Seats 16

Conference 22x20 Obs. Rm. Seats 16

Multiple 26x32 Obs. Rm. Seats 16

Comprehensive data collection and focus group services brought to you by experienced qualitative and quantitative owners/managers. Ranked #1 facility in Texas and top rated worldwide (2001 Impulse Survey), our Houston Galleria-area focus group facility offers four spacious, contemporary suites; numerous sophisticated features; meticulous recruiting; and responsive project management.

(See advertisement on p. 203)

Plaza Research-Houston

5333 Westheimer
Houston, TX 77056
Ph. 713-840-9500 or 800-654-8002
Fax 713-629-6445

E-mail: bfrankum@plazaresearch.com

www.plazaresearch.com

Bonnie Frankum, Director

Location: Office building

Distance from airport: 45 minutes

CL, 1/1, 1/1OR, TK, TKO, MP, VC, WC

Conference 15x20 Obs. Rm. Seats 20

Conference 15x20 Obs. Rm. Seats 20

Multiple 15x20 Obs. Rm. Seats 20

(See advertisement on p. 167)

Savitz Field and Focus - Houston

5177 Richmond Ave., Suite 1290
Houston, TX 77056
Ph. 713-621-4084
Fax 713-621-4223

E-mail: information@savitzfieldandfocus.com

www.savitzfieldandfocus.com

Mei Ng

Location: Office building

Distance from airport: 20 miles, 25 minutes

CL, 1/1, 1/1OR, TK, MP, VC

Conference 22x30 Obs. Rm. Seats 24

Conference 18x20 Obs. Rm. Seats 20

Conference 08x16 Obs. Rm. Seats 6

(See advertisement on p. 199)

Texas Qualitative, Inc.

14503 Bammel N. Houston, Suite 100
Houston, TX 77014
Ph. 281-586-8088
Fax 281-586-7003

www.tqihouston.com

Gloria Duda, Director

Location: Freestanding facility

CL, 1/1, 1/1OR, TK

Conference 19x20 Obs. Rm. Seats 25

Lubbock

United Marketing Research

1516 53rd St.
Lubbock, TX 79412
Ph. 806-744-6740
Fax 806-744-0327

E-mail: umr220@door.net

www.umsprmo.com

David McDonald

Location: Freestanding facility

Distance from airport: 8 miles, 15 minutes

1/1

Conference 20x12 Obs. Rm. Seats 8

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

E-mail: sanantonio@carleneresearch.com

www.carleneresearch.com

Aaron Hinton, Manager

Location: Shopping mall

Distance from airport: 10 miles

1/1, 1/1OR, TK

Conference 18x14 Obs. Rm. Seats 6

(See advertisement on p. 139)

Creative Consumer Research

5300 Wurzbach Rd., Suite 400
San Antonio, TX 78238
Ph. 210-520-7025
Fax 210-680-9906

E-mail: ccrsan210@aol.com

Richard J., Exec. Vice President

Location: Freestanding facility

Distance from airport: 8 miles, 15 minutes

CL, 1/1, 1/1OR, TK

Conference 17x23 Obs. Rm. Seats 15

Conference 17x21 Obs. Rm. Seats 25

Conference 17x20 Obs. Rm. Seats 15

(See advertisement on p. 201)

Galloway Research Services

4751 Hamilton Wolfe Rd.
San Antonio, TX 78229
Ph. 210-734-4346

Fax 210-732-4500

E-mail: grs@gallowayresearch.com

www.gallowayresearch.com

Linda K. Brazel, General Manager

Location: Freestanding facility

Distance from airport: 5 miles, 15 minutes

CL, 1/1, 1/1OR, TK, MP, VC

Conference 18x20 Obs. Rm. Seats 14

Conference 19x18 Obs. Rm. Seats 14

Conference 18x21 Obs. Rm. Seats 14

Three focus group suites, each with its own spacious waiting area, spacious conference room, tiered viewing area, equipped client office, client lounge with monitor, audio visual/translator room, and each with a full bath/shower. Technologically state-of-the-art, with T1 connections throughout the facility and videostreaming capabilities. Much more!

Utah

Salt Lake City

Cunningham Field & Research Service

South Towne Center
10450 S. State St., Suite 1331
Sandy, UT 84070
Ph. 904-677-5644
Fax 904-677-5534
E-mail: SALT@cunninghamresearch.com
www.cunninghamresearch.com
Location: Shopping mall
Distance from airport: 25 miles, 40 minutes
1/1, 1/10R, TK, MP, VC
Conference 19x11 Obs. Rm. Seats 12

Dan Jones & Associates, Inc.

515 S. 700 E., Suite 3H
Salt Lake City, UT 84102
Ph. 801-322-5722
Fax 801-322-5725
E-mail: patjones@djasurvey.com
www.djasurvey.com
Pat Jones, Vice President
Location: Office building
Distance from airport: 7 miles, 10 minutes
1/1, 1/10R
Conference 17x23 Obs. Rm. Seats 25

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
Location: Shopping mall
Distance from airport: 7 miles, 10 minutes
1/1
Conference 16x17 Obs. Rm. Seats 10

Vermont

Burlington

Action Research

212 Battery St.
Burlington, VT 05401
Ph. 802-862-4370
Fax 802-862-2349
E-mail: info@actionresearch.com
www.actionresearch.com
Richard McCoy, President
Location: Office building
Distance from airport: 6 miles, 10 minutes
CL
Conference 20x18 Obs. Rm. Seats 10
Living 14x12 Obs. Rm. Seats 8

Virginia

Newport News/Norfolk/ Virginia Beach

Continental Research Associates, Inc.

4500 Colley Ave.
Norfolk, VA 23508
Ph. 757-489-4887
Nanci Glassman, President
Location: Office building
Distance from airport: 7 miles, 20 minutes
1/1, 1/10R
Conference 11x21 Obs. Rm. Seats 9

Discovery - National Qualitative Network

Norfolk Telephone & Focus
825 Greenbrier Circle, Suite 200
Chesapeake, VA 23320
Ph. 757-523-2505
Fax 757-523-0463
E-mail: norfolk@discoverynqn.com
www.discoverynqn.com
Gerri Kennedy, Manager
Location: Office building
Distance from airport: 10 miles, 15 minutes
CL, 1/1, TK
Conference 18x22 Obs. Rm. Seats 15
(See advertisement on p. 133)



Find your market's upside at Opinions Unlimited, Houston.

Texas' Top Rated Group Facility 1997-2001
"Top Rated Worldwide" by 2001 Impulse Survey of Moderators

Your convenient, full-service resource in Houston

- Four spacious suites, leading-edge technology in the Galleria area
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and VideoMarker™

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respected focus group facilities
nationwide with one point of contact
for multi-site project management
(800-288-8226)

QualTalk™- powered "virtual"
focus groups – hosting and recruiting

Opinions

Contact Anndel Martin, President, or visit www.opinions-unlimited.com

Three Riverway, Suite 250, Houston, Texas 77056 • 713.888.0202 / 1.800.604.4247 • amartin@opinions-unlimited.com

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obsv. Rm.
 Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles
 Room dimensions, when stated, are shown in feet.

Issues and Answers Network, Inc.

5151 Bonney Rd., Suite 100
 Virginia Beach, VA 23462
 Ph. 757-456-1100 or 800-23-ISSUE
 Fax 757-456-0377
 E-mail: peterm@issans.com
 www.issans.com

Pamela Jenkins, Project Pricing Manager
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 1/1, VC
 Conference 16x22 Obs. Rm. Seats 10
 Conference 24x18 Obs. Rm. Seats 15

Market Researchers & Analysts

11833 Canon Blvd., Suite 100
 Newport News, VA 23606
 Ph. 800-868-0330 ext. 110 or 757-873-0900
 Fax 757-873-8451
 E-mail: peggy@mr-a.com
 www.mr-a.com
 Peggy Moulton-Abbott, Research Director
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 1/1
 Conference 10x20 Obs. Rm. Seats 10

Martin Focus Group Centres, Inc.

4801 Columbus St., Suite 102
 Virginia Beach, VA 23462
 Ph. 757-518-0180
 Fax 757-518-0185
 E-mail: vabeach@martinfocus.com
 www.martinfocus.com
 Steve Weachter, Manager
 Location: Office building
 Distance from airport: 10 miles, 30 minutes
 CL, 1/1, 1/1OR
 Conference 16x17 Obs. Rm. Seats 10
 Conference 18x21 Obs. Rm. Seats 20

Richmond

Dominion Focus Group, Inc.

Dominion Marketing Research, Inc.
 Commerce Plaza I
 2809 Emerywood Pkwy., Suite 100
 Richmond, VA 23294
 Ph. 804-672-0500 or 804-672-1417
 Fax 804-672-0567
 E-mail: banadfgi@aol.com
 www.dominionfocusgroup.com
 Bana Bhagchandani, President
 Location: Office building
 Distance from airport: 17 miles, 20 minutes
 1/1, 1/1OR, TK, TKO
 Conference 30x16 Obs. Rm. Seats 18
 Conference 16x12 Obs. Rm. Seats 8
 Conference 17x17 Obs. Rm. Seats 10

Martin Focus Group Centres, Inc.

4101 Cox Rd., Suite 130
 Glen Allen, VA 23060
 Ph. 804-935-0203
 Fax 804-935-0567
 E-mail: richmond@martinfocus.com
 www.martinfocus.com
 Jennifer Powell, Manager
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 CL, 1/1, 1/1OR
 Conference 18x21 Obs. Rm. Seats 10
 Conference 16x28 Obs. Rm. Seats 20

Media General Research

333 E. Franklin St.
 Richmond, VA 23219
 Ph. 804-649-6000
 Fax 804-819-1242
 E-mail: sshaw@mediageneral.com
 www.mediageneral.com
 Stephen Shaw, Director
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 1/1, MP
 Conference 15x22 Obs. Rm. Seats 13

Richmond Focus Group Center

Div. of Alan Newman Research
 1025 Boulders Pkwy., Suite 440
 Richmond, VA 23225
 Ph. 804-272-6100
 Fax 804-272-7145
 E-mail: tbrisan@anr.com
 www.anr.com
 Terry Brisbane, Vice President
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL
 Conference 27x18 Obs. Rm. Seats 14

Spacious, modern facility providing maximum client privacy. Housed in a suburban office building, 10 minutes from downtown and 20 minutes from the airport. Viewing room has private entrance, tiered seating, writing surfaces with electricity for laptop use, and client lounge. Expert recruiting conducted on-site. Professional moderators available. Visit our Web site at www.anr.com.

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2325 W. Broad St.
 Richmond, VA 23220
 Ph. 800-807-8981
 Fax 804-358-7851
 E-mail: lla@SIRresearch.com
 www.SIRresearch.com
 Lois Abernathy, Dir. Client Services
 Location: Freestanding facility
 Distance from airport: 12 miles, 25 minutes
 1/1
 Conference 15x15 Obs. Rm. Seats 10

More is more

We have eleven mall offices (including our newest at Capitol Mall in Olympia, Washington) which means you have a wide range of choices for data collection. You can choose from the midwest in Chicago to the west coast in Seattle, Portland, or San Jose with mountain state offices Boise, Salt Lake City, and Spokane in between.

So while we understand the expression "Less is more", when it comes to data collection...more is more.

Call us with your next data collection assignment.



Consumer Opinion Services
We answer to you

12825 1st Avenue South Seattle, WA 98168 www.cosvc.com 206-241-6050

Seattle ♦ Spokane ♦ Boise ♦ Portland ♦ Salt Lake City ♦ San Jose ♦ Chicago

Roanoke

Martin Focus Group Centres, Inc.

Martin Research, Inc.
2122 Carolina Ave. S.W.
Roanoke, VA 24014
Ph. 540-342-1970
Fax 540-982-8101
E-mail: roanoke@martinfocus.com
www.martinfocus.com
Marjorie Jeskey, V.P. Ops.
Location: Freestanding facility
Distance from airport: 8 miles, 20 minutes
CL
Conference 17x20 Obs. Rm. Seats 20

Washington

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
E-mail: seattle@carleneresearch.com
www.carleneresearch.com
Jean LeBlanc, Manager
Location: Shopping mall
Distance from airport: 30 miles
1/1, 1/10R, TK
Conference 13x12 Obs. Rm. Seats 4
(See advertisement on p. 139)

Consumer Opinion Services, Inc.

12825 First Ave. S.
Seattle, WA 98168
Ph. 206-241-6050
Fax 206-241-5213
E-mail: info@cosvc.com
www.cosvc.com
Jerry Carter
Location: Freestanding facility
Distance from airport: 5 miles, 10 minutes
TK, TKO
Conference 15x20 Obs. Rm. Seats 10
(See advertisement on p. 204)

Consumer Opinion Services, Inc.


10829 N.E. 68th St., Bldg. B
Kirkland, WA 98033
Ph. 425-827-3188 or 206-241-6050 for bids
Fax 425-827-2023
E-mail: info@cosvc.com
www.cosvc.com
Jerry Carter
Location: Office building
Distance from airport: 20 miles, 45 minutes
CL, TK
Conference 15x20 Obs. Rm. Seats 10
(See advertisement on p. 204)

Consumer Opinion Services, Inc.

2101 N. 34th St., Suite 110
Seattle, WA 98103
Ph. 206-632-7859 or 206-241-6050 for bids
Fax 206-632-7879
E-mail: info@cosvc.com
www.cosvc.com
Jerry Carter
Location: Office building
Distance from airport: 15 miles, 30 minutes
CL, 1/1, TK, MP, VC, WC
Conference 15x20 Obs. Rm. Seats 18
Multiple 20x40 Obs. Rm. Seats 10
(See advertisement on p. 204)

Cunningham Field & Research Service

Super Mall of the Great N.W.
1101 Super Mall Way., Suite 1239
Auburn, WA 98001
Ph. 904-677-5644
Fax 904-677-5534
E-mail: SEAT@cunninghamresearch.com
www.cunninghamresearch.com
Location: Shopping mall
Distance from airport: 20 miles, 35 minutes
1/1, 1/10R, TK, VC
Conference 20x14 Obs. Rm. Seats 8



Can you find the 5 people in
this picture who own vacation
homes and eat guavas?
We can.

Focus groups are truly a valuable research tool. But only if you have the right people in your group. Your target audience. So at Gilmore Research, we make it our mission to ensure that's exactly who shows up in your focus groups. And they'll show up at one of the most modern, efficient and comfortable group facilities in the nation. Complete with video conferencing, professional hosting and the best recruiters in the Northwest. You can get the whole story on our focus group services by calling (206) 726-5555. But please call today. We'd really like to find you, too.

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STRAIGHT ANSWERS
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Portland, Oregon

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CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
VC - Videoconferencing WC - Webconferencing
1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Delve

14711 NE 29th Place, Suite 110
Bellevue, WA 98007
Ph. 888-863-9573 or 425-881-7272
Fax 425-881-7121
E-mail: postmaster@delve.com
www.delve.com

Donna Glosser, Branch Manager

Location: Office building

Distance from airport: 20 miles, 25 minutes

CL, 1/1, 1/1OR, TK, MP, WC

Conference 21x18 Obs. Rm. Seats 14

Conference 20x20 Obs. Rm. Seats 12

(See advertisement on p. 161)

Fieldwork Seattle, Inc.

5150 Carillon Point
Kirkland, WA 98033
Ph. 425-822-8900
Fax 425-822-0699
E-mail: info@seattle.fieldwork.com
www.fieldwork.com

Ryker Lammers, President

Location: Office building

Distance from airport: 25 minutes

CL, 1/1, 1/1OR, TK, MP, VC

Conference 25x24 Obs. Rm. Seats 25

Conference 20x20 Obs. Rm. Seats 25

Conference 21x18 Obs. Rm. Seats 25

Conference 16x16 Obs. Rm. Seats 16

Conference 10x12 Obs. Rm. Seats 10

(See advertisement on the Back Cover)



Gilmore Research Group

2324 Eastlake Ave. E., Suite 300
Seattle, WA 98102-3306
Ph. 206-726-5555
Fax 206-726-5620
E-mail: ttracey@gilmore-research.com
www.gilmore-research.com

Timothy Tracey

Location: Office building

Distance from airport: 20 miles, 30 minutes

CL, 1/1, 1/1OR, TK, VC

Conference 14x20 Obs. Rm. Seats 12

Conference 14x19 Obs. Rm. Seats 8

Conference 16x22 Obs. Rm. Seats 16

Gilmore Research Group is a full-service market research firm specializing in consumer and business interviewing. We have three beautiful focus group suites in Seattle, one in Portland, and excellent on-site recruiting in both cities. Member FocusVision Network for video transmission of focus groups.

(See advertisement on p. 205)

GMA Research Corp.

11808 Northrup Way, Suite 270
Bellevue, WA 98005
Ph. 425-827-1251
Fax 425-828-6778
E-mail: gma70@aol.com
Richard Secker
Location: Office building
Distance from airport: 20 miles, 30 minutes
CL, 1/1, 1/1OR, TK, MP
Conference 12x22 Obs. Rm. Seats 10

Hebert Research, Inc.

13629 N.E. Bellevue-Redmond Rd.
Bellevue, WA 98005
Ph. 425-643-1337
Fax 425-746-8138
E-mail: info@hebertresearch.com
www.hebertresearch.com
Michael Link, V.P. Mktg. & Rsch.
Location: Freestanding facility
Distance from airport: 10 miles, 18 minutes
CL, 1/1, 1/1OR, TK, MP, WC
Conference 30x18 Obs. Rm. Seats 10

Market Data Research Corp.

308 Tacoma Ave. S.
Tacoma, WA 98402
Ph. 800-488-DATA or 253-383-1100
Fax 253-383-0852
E-mail: scott@marketdataresearch.com
www.marketdataresearch.com
Scott Schoeggl
Location: Office building
CL, 1/1
Conference 23x17 Obs. Rm. Seats 14



Market Trends, Inc.

(Corporate Headquarters)
375 Corporate Dr. S., Suite 100
Seattle, WA 98188
Ph. 206-575-1222
Fax 206-575-8779
E-mail: infomanager@markettrends.com
www.markettrends.com
Jackie Weise, Exec. Vice President
Location: Office building
Distance from airport: 5 miles, 10 minutes
CL, 1/1, 1/1OR, TK, TKO, MP, WC
Conference 16x20 Obs. Rm. Seats 15
Multiple 16x18 Obs. Rm. Seats 15



Market Trends, Inc. - Bellevue

3633 136th Place S.E., Suite 305
Bellevue, WA 98006
Ph. 206-575-1222
Fax 206-575-8779
E-mail: infomanager@markettrends.com
www.markettrends.com
Jackie Weise, Exec. Vice President
Location: Office building
Distance from airport: 15 miles, 30 minutes
CL
Conference 18x20 Obs. Rm. Seats 10
Multiple 18x20 Obs. Rm. Seats 10

Northwest Research Group, Inc.

400 108th Ave. N.E., Suite 200
Bellevue, WA 98004
Ph. 425-635-7481
Fax 425-635-7482
E-mail: ethertn@nwrwg.com
www.nwrwg.com
Jeff Etherton, Vice President
Location: Office building
Distance from airport: 10 miles, 20 minutes
CL
Conference 12x16 Obs. Rm. Seats 15

Spokane

Consumer Opinion Services, Inc.

Northtown Mall
4750 N. Division St., Suite 239
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
Jerry Carter
Location: Shopping mall
Distance from airport: 8 miles, 15 minutes
1/1, TK
Conference 15x20 Obs. Rm. Seats 10
(See advertisement on p. 204)

Robinson Research, Inc.

524 W. Indiana
Spokane, WA 99205
Ph. 509-325-8080
Fax 509-325-8068
E-mail: info@robinsonresearch.com
www.robinsonresearch.com
William D. Robinson, President
Location: Freestanding facility
Distance from airport: 8 miles, 10 minutes
CL, 1/1, 1/1OR, MP
Conference 16x27 Obs. Rm. Seats 15
Conference 13x16 Obs. Rm. Seats 8

Strategic Research Associates

426 W. Boone Ave.
Spokane, WA 99201
Ph. 509-324-6960 or 888-554-6960
Fax 509-324-8992
E-mail: stevend@strategicresearch.net
www.strategicresearch.net
Steven Dean, Research Director
Location: Freestanding facility
Distance from airport: 8 miles, 15 minutes
1/1, 1/1OR
Conference 24x24 Obs. Rm. Seats 10

West Virginia

Charleston

McMillion Research Service

1012 Kanawha Blvd. E., Suite 301
Charleston, WV 25301-2809
Ph. 304-343-9650
Fax 304-343-6522
E-mail: jmace@mcmillionresearch.com
www.mcmillionresearch.com
Gary L. McMillion
Location: Office building
Distance from airport: 3 miles, 10 minutes
1/1, 1/1OR
Conference 18x14 Obs. Rm. Seats 12
Conference 25x29
Multiple 18x14 Obs. Rm. Seats 12

Wheeling

T.I.M.E. Market Research

280 Ohio Valley Mall
St. Clairsville, OH 43950
Ph. 740-695-6288
Fax 740-695-5163
E-mail: timothyaspenwall@home.com
Tim Aspenwall
Location: Shopping mall
Distance from airport: 50 miles, 60 minutes
1/1, 1/1OR, TK
Conference 12x15 Obs. Rm. Seats 8

Wisconsin

Eau Claire

Friedman Marketing Services

Consumer Opinion Center
Oakwood Mall
4800 Golf Rd., Suite 604
Eau Claire, WI 54701
Ph. 715-836-6580 or 914-698-9591
Fax 715-836-6584
E-mail: gvigeant@roper.com
www.friedmanmktg.com
Julie Ogden, Manager
Location: Shopping mall
Distance from airport: 15 miles
TK
Conference 10x12 Obs. Rm. Seats 5

Green Bay/Appleton

Delve

4330 W. Spencer St.
Appleton, WI 54914
Ph. 800-637-0775 or 920-636-1200
Fax 920-636-1212
E-mail: postmaster@delve.com
www.delve.com
Esther Young, Branch Manager
Location: Freestanding facility
Distance from airport: 3 miles, 5 minutes
CL, 1/1, 1/1OR, TK, WC
Conference 16x23 Obs. Rm. Seats 15
Conference 15x17 Obs. Rm. Seats 10
(See advertisement on p. 161)

Leede Research Group, Inc.

1332 S. 26th St.
Manitowoc, WI 54220
Ph. 920-683-5940
Fax 920-683-5950
E-mail: JimD@Leede.com
www.Leede.com
Mike Rusch, Secondary Specialist
Location: Freestanding facility
Distance from airport: 35 miles, 30 minutes
1/1, 1/1OR
Conference 21x19 Obs. Rm. Seats 10

Have You Lost Your Direction?



Let Advantage Research, Inc. guide you in the right direction for timely and accurate marketing research services.

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responsive customer service!*



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RESEARCH
INCORPORATED**

CODES

Location; Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Venture Research Corporation

681 Baeten Rd.
 Green Bay, WI 54304
 Ph. 920-496-1960 or 800-842-8956
 Fax 920-496-1961

E-mail: lsegersin@venturegb.com

Linda Segersin, General Manager

Location: Freestanding facility

Distance from airport: 4 miles, 10 minutes

CL, TK, MP

Conference 20x20 Obs. Rm. Seats 16

Wisconsin Research, Inc.

1270 Main St.
 Green Bay, WI 54302
 Ph. 920-436-4646

Fax 920-436-4651

Barbara Smits, President

Location: Office building

Distance from airport: 7 miles, 15 minutes

1/1, 1/1OR, TK

Conference 22x18 Obs. Rm. Seats 14

Madison**Chamberlain Research Consultants, Inc.**

710 John Nolen Dr.
 Madison, WI 53713

Ph. 608-246-3010

Fax 608-246-3019

E-mail: quirks@crwis.com

www.crwis.com

Tyler Walker, Director of Field Service

Location: Office building

Distance from airport: 10 miles, 20 minutes

CL, 1/1, 1/1OR, TK, MP, VC

Conference 19x25 Obs. Rm. Seats 18

Conference 21x25 Obs. Rm. Seats 12

Conference 18x25 Obs. Rm. Seats 25

(See advertisements on p. 209)

Cunningham Field & Research Service

Focus/CLT Facilities

6333 Odana Rd.

Madison, WI 53719

Ph. 904-677-5644

Fax 904-677-5534

E-mail: MADL@cunninghamresearch.com

www.cunninghamresearch.com

Location: Office building

Distance from airport: 25 miles, 15 minutes

CL, 1/1, 1/1OR, TK, TKO, VC

Conference 18x25 Obs. Rm. Seats 12

Gene Kroupa & Associates

502 N. Eau Claire Ave.

Madison, WI 53705

Ph. 608-231-2250

Fax 608-231-6952

E-mail: gene@genekroupa.com

www.genekroupa.com

Gene Kroupa, President

Location: Office building

Distance from airport: 9 miles, 20 minutes

1/1, 1/1OR

Conference 20x28 Obs. Rm. Seats 12

Milwaukee**Advantage Research, Inc.**

W202 N10246 Lannon Rd.

Germantown, WI 53022

Ph. 262-502-7000 or 877-477-7001

Fax 262-502-7010

E-mail: ssegrin@ariadvantage.com

www.ariadvantage.com

Scott Segrin, Vice President

Location: Freestanding facility

Distance from airport: 25 miles, 30 minutes

CL

Conference 28x18 Obs. Rm. Seats 12

(See advertisement on p. 207)

Car-Lene Research, Inc.

Northridge Mall

7700 W. Brown Deer Rd.

Milwaukee, WI 53223

Ph. 414-357-6611

Fax 414-357-7757

E-mail: milwaukee@carleneresearch.com

www.carleneresearch.com

Christine Malone, Manager

Location: Shopping mall

Distance from airport: 25 miles

1/1, 1/1OR, TK

Conference 12x17 Obs. Rm. Seats 6

(See advertisement on p. 139)

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

Kelly McGrath, Director

Location: Shopping mall

Distance from airport: 12 miles, 15 minutes

1/1, 1/1OR, TK, TKO, VC

Conference 18x19 Obs. Rm. Seats 15

The Dieringer Research Group, Inc.

3064 N. 78th St.

Milwaukee, WI 53222

Ph. 414-449-4545 or 800-489-4540

Fax 414-449-4540

E-mail: research@thedrg.com

www.thedrg.com

Location: Office building

Conference 12x24 Obs. Rm. Seats 10

Lein/Spiegelhoff, Inc.

720 Thomas Ln.

Brookfield, WI 53005

Ph. 262-797-4320

Fax 262-797-4325

E-mail: info@lein-spiegelhoff.com

www.lein-spiegelhoff.com

Charles Spiegelhoff, President

Location: Freestanding facility

Distance from airport: 18 miles, 30 minutes

CL, 1/1, 1/1OR, TK, MP, VC

Conference 20x24 Obs. Rm. Seats 16

Conference 20x24 Obs. Rm. Seats 16

Conference 20x22 Obs. Rm. Seats 12

Mazur/Zachow, Inc.

1025 S. Moorland Rd., Suite 300

Brookfield, WI 53005

Ph. 262-938-9244

Fax 262-938-9255

E-mail: mazurzach@aol.com

www.mazurzachow.com

Barbara Steigerwald, Project Director

Location: Office building

Distance from airport: 15 miles, 15 minutes

CL, 1/1, 1/1OR, TK, MP

Conference 24x17 Obs. Rm. Seats 18

Conference 24x16 Obs. Rm. Seats 18

Milwaukee Market Research, Inc.

10101 W. Innovation Dr., Suite 350

Woodlake Business & Technology Ctr.

Milwaukee, WI 53226

Ph. 414-475-6656

Fax 414-475-0842

E-mail: mmr@execpc.com

www.mmrfocus.com

Susan Lehmann, President

Location: Office building

Distance from airport: 14 miles, 18 minutes

CL, TK, TKO

Conference 25x24 Obs. Rm. Seats 20

Conference 22x18 Obs. Rm. Seats 10

Millie Sevedge & Associates

6101 W. Vliet St.

Wauwatosa, WI 53213

Ph. 414-453-6086

Fax 414-453-6087

E-mail: MILLIE@execpc.com

Millie Sevedge, Owner

Location: Office building

1/1, 1/1OR, TK

Conference 21x23 Obs. Rm. Seats 14

Conference 12x15 Obs. Rm. Seats 8

Zigman Joseph Stephenson

735 W. Wisconsin Ave.

Milwaukee, WI 53233

Ph. 414-273-4680

Fax 414-273-3158

E-mail: PR@zjs.com

Wendy Blumenthal, V.P. Opinion & Mkt. Rsch.

Location: Office building

Distance from airport: 15 miles, 20 minutes

Conference 15x22

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- ◆ Three fully equipped focus group suites
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710 JOHN NOLEN DRIVE MADISON, WI 53713
608-246-3010 ♦ 800-246-9779
QUIRKS@CRCWIS.COM ♦ WWW.CRCWIS.COM

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Argentina

IFOP-ASECOM Latin America

Av. Belgrano 1255
 C1093AAA Buenos Aires
 Argentina
 Ph. 54-11-4381-1118
 Fax 54-11-4381-0234
 E-mail: research@asecom.com.ar
 www.ifop.com/latinamerica
 Vincent Rebois, Vice President
 Location: Office building
 Distance from airport: 18 miles, 30 minutes
 CL, 1/1, MP, VC, WC
 Conference 23x16 Obs. Rm. Seats 15
 Conference 20x20 Obs. Rm. Seats 15

INFOQUALITY

Amenabar 1550 4toF, Apt. A
 1426 Buenos Aires
 Argentina
 Ph. 54-11-4781-4571
 Fax 54-11-4781-4571
 E-mail: estermartinez@arnet.com.ar
 www.focusvision.com
 Ester Martinez, Director
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 1/1, 1/1OR, TK, TKO, VC
 Multiple 13x13 Obs. Rm. Seats 10
 Multiple 21x12 Obs. Rm. Seats 10

Melnik/Burke

Av. Federico Lacroze 1722
 1426 Buenos Aires
 Argentina
 Ph. 54-11-4777-9041
 Fax 54-11-4772-9714
 E-mail: melnik@melnik.com.ar
 www.melnik.com.ar
 Ricardo Melnik, President
 Location: Office building
 VC
 Conference 20x13 Obs. Rm. Seats 12

Australia

ACA Research Pty Ltd

P.O. Box 1490
 North Sydney, NSW 2059
 Australia
 Ph. 61-2-9955-1966
 Fax 61-2-9955-6293
 E-mail: admin@acaresearch.com.au
 www.acaresearch.com.au
 James Orgon, Director
 Location: Office building
 Distance from airport: 10 miles, 25 minutes
 CL, 1/1, 1/1OR, MP
 Conference 26x13 Obs. Rm. Seats 4

The City Group Rooms

Level 11, 60 York St.
 Sydney, NSW 2000
 Australia
 Ph. 61-2-9299-8907
 Fax 61-2-9299-8908
 E-mail: andrew@cgr.com.au
 www.cgr.com.au
 Andrew Strachan, Manager
 Location: Office building
 Distance from airport: 10 miles, 30 minutes
 TK
 Conference 20x23 Obs. Rm. Seats 7
 Conference 17x23 Obs. Rm. Seats 7
 Conference 17x23 Obs. Rm. Seats 7
 Conference 20x23 Obs. Rm. Seats 7
 Living 20x23 Obs. Rm. Seats 7

The City Group Rooms South

5/438 Forest Road
 Hurstville, NSW 2220
 Australia
 Ph. 61-2-9299-8907
 Fax 61-2-9299-8908
 E-mail: patrick@cgr.com.au
 www.cgr.com.au
 Patrick Strachan, Director
 Location: Office building
 Distance from airport: 5 miles, 15 minutes
 TK
 Conference 20x23 Obs. Rm. Seats 7
 Conference 20x23 Obs. Rm. Seats 7

The City Group Rooms West

67 Harris Street
 Harris Park, NSW 2150
 Australia
 Ph. 61-2-9299-8907
 Fax 61-2-9299-8908
 E-mail: andrew@cgr.com.au
 www.cgr.com.au
 Andrew Strachan, Manager
 Location: Freestanding facility
 Distance from airport: 15 miles, 40 minutes
 1/1, TK
 Conference 20x23 Obs. Rm. Seats 7
 Conference 20x23 Obs. Rm. Seats 7

Cowper Cottage

Parramatta Research Rooms
 9 Cowper Street
 Parramatta, NSW 2150
 Australia
 Ph. 61-2-9689-3311
 Fax 61-2-9689-3377
 E-mail: shellik@cowperc.com.au
 Shelli Keegan
 Location: Freestanding facility
 TK
 Conference Obs. Rm. Seats 10
 Conference Obs. Rm. Seats 10
 Conference

Jess Croker & Associates

Research Resources
 65 Victoria Avenue
 Albert Park, VIC 3206
 Australia
 Ph. 61-3-9690-6691
 Fax 61-3-9699-7528
 E-mail: jesscroker@hotmail.com
 Jess Croker, Managing Director
 Location: Office building
 1/1, TK
 Conference 22x14 Obs. Rm. Seats 8
 Living 16x12 Obs. Rm. Seats 8

DBM Consultants Pty Ltd

5-7 Guest Street
 Hawthorn, VIC 3122
 Australia
 Ph. 61-3-9819-1555
 Fax 61-3-9819-9333
 E-mail: dbm@dbmcons.com.au
 www.dbmcons.com.au

Focal Point

93 Wigram Street
 P.O. Box 143
 Harris Park, NSW 2150
 Australia
 Ph. 61-2-9633-9799
 Fax 61-2-9633-9154
 E-mail: info@focalpoint.net.au
 www.focalpoint.net.au
 Location: Freestanding facility
 TK, VC
 Conference Obs. Rm. Seats 10
 Conference Obs. Rm. Seats 10
 Conference Obs. Rm. Seats 10

Focus on Pitt

Level 10, 84 Pitt Street
 Sydney, NSW 2000
 Australia
 Ph. 61-2-9232-2217
 Fax 61-2-9232-2323
 Location: Office building
 CL, 1/1, TK
 Conference Obs. Rm. Seats 10

47 Shelley Street Group Rooms & Accommodations

P.O. Box 136
 Elwood, VIC 3184
 Australia
 Ph. 61-0419-575-926
 Fax 61-3-9531-3980
 E-mail: peter@47shelleystreet.com.au
 www.47shelleystreet.com.au
 Peter Esdale
 Location: Freestanding facility
 Distance from airport: 20 miles, 35 minutes
 CL, TK, MP, VC
 Multiple Obs. Rm. Seats 5

Group Focus Pty Ltd

Melbourne Focus Groups
140 Coppin Street
Richmond, VIC 3121
Australia
Ph. 61-3-9421-1827
Fax 61-3-9421-1837
E-mail: groups@groupfocus.com.au
www.groupfocus.com.au
Location: Freestanding facility
CL, TK
Multiple Obs. Rm. Seats 5
Multiple Obs. Rm. Seats 5

Hambleton Consultancy Service

50 -5 2 Mills Street
Albert Park, VIC 3206
Australia
Ph. 61-3-9696-2667
Fax 61-3-9696-2915
Location: Office building
CL, 1/1, TK
Conference Obs. Rm. Seats 5
Conference Obs. Rm. Seats 5

JB Market Research Services

9 Glencairn Avenue
Coburg, VIC 3058
Australia
Ph. 61-3-9386-1314
Fax 61-3-9386-1314
Location: Freestanding facility
Distance from airport: 10 miles, 15 minutes
CL, TK
Multiple Obs. Rm. Seats 5

Robyn Kunko Market Research

7 Hill Court
Black Forest, SA 5035
Australia
Ph. 61-8-8293-2800
Fax 61-8-8293-2334
E-mail: rdkunko@sened.com.au
Robyn Kunko, Principal
Location: Office building
Distance from airport: 4 miles, 12 minutes
CL, MP
Conference 17x17 Obs. Rm. Seats 6
Conference 10x9 Obs. Rm. Seats 6

Market & Communications Research Pty Ltd

290 Boundary Street, Unit 8
Spring Hill, QLD 4000
Australia
Ph. 61-7-3856-0680
Fax 61-7-3856-0681
E-mail: jmclean@mcrpl.com.au
www.mcrpl.com.au

Market Attitude Research Services Pty Ltd

Suite 18, 20-24 Gibbs Street
(P.O. Box 214)
Miranda, NSW 2228
Australia
Ph. 61-2-9525-3200
Fax 61-2-9525-3656
E-mail: collins@mars.bu.aust.com
www.citysearch.com.au/syd/m
David Collins, Managing Director
Location: Office building
Distance from airport: 10 miles, 20 minutes
1/1, 1/1OR, TK
Multiple 16x10 Obs. Rm. Seats 10

Market Equity

Perth Office
P.O. Box 984
West Perth, WA 6872
Australia
Ph. 61-8-9321-5415
Fax 61-8-9321-5463
E-mail: marketequity@marketequity.com.au
www.marketequity.com.au
Julie Beeck, Director
Location: Office building
Conference 15x12 Obs. Rm. Seats 8
Conference 12x10 Obs. Rm. Seats 5

Market Equity

Adelaide Office
357 Greenhill Road
Toorak Gardens, SA 5065
Australia
Ph. 61-8-8364-2424
Fax 61-8-3864-1151
E-mail: marketequity@marketequity.com.au
www.marketequity.com.au

Marketing & Research Associates

83 Alexander Street
Crows Nest, NSW 2065
Australia
Ph. 61-2-9966-4811
Fax 61-2-9966-4822
E-mail: info@mraholdings.com.au
www.mraholdings.com.au
Bernie O'Sullivan, Manager
Location: Office building
Distance from airport: 10 miles, 45 minutes
CL, 1/1, 1/1OR, MP, VC, WC
Conference 21x17 Obs. Rm. Seats 10
Conference 20x14 Obs. Rm. Seats 10
Conference 20x14 Obs. Rm. Seats 10
Living 24x20 Obs. Rm. Seats 10

Marketing Research Associates

83 Alexander Street
Crows Nest, NSW 2065
Australia
Ph. 61-2-9966-4811
Fax 61-2-9966-4822
E-mail: mra@mraholdings.com.au
www.mraholdings.com.au
Bernie Sullivan, Manager
Location: Office building
Distance from airport: 10 miles, 45 minutes
CL, 1/1, 1/1OR, MP, VC
Conference 21x17 Obs. Rm. Seats 10
Conference 20x14 Obs. Rm. Seats 10
Conference 20x14 Obs. Rm. Seats 10
Living 24x20 Obs. Rm. Seats 10

Minter Research

12-14 Waratah St
Mona Vale, NSW 2103
Australia
Ph. 61-2-9979-5277
Fax 61-2-9979-6658
E-mail: gminter@minter.com.au
www.minter.com.au

Phyllis Mitchell & Associates Pty Ltd

24 Lanark Street
East Brunswick, VIC 3057
Australia
Ph. 61-3-9682-9115
Fax 61-3-9682-9112
E-mail: office@pmassociates.com.au

Quadrant Research Services

49-51 Falcon St.
Crows Nest, NSW 2065
Australia
Ph. 61-2-9959-4244
Fax 61-2-9929-7050
www.quadrantresearch.com.au
Matt Balogh, Marketing Director
Location: Office building
Conference 11x11 Obs. Rm. Seats 10
Conference 13x32 Obs. Rm. Seats 6

Right Marketing Australia

Ground floor, Churchill Court
232 Churchill Ave.
Subiaco, WA 6008
Australia
Ph. 61-8-9388-8640
Fax 61-8-9388-8650
E-mail: rma@rightmarketing.com.au
www.rightmarketing.com.au

RiverCity Research Pty. Ltd.

Corner Holman & Main Streets
Kangaroo Point, QLD 4169
Australia
Ph. 61-7-3391-5230
Fax 61-7-3391-0233
E-mail: rivercity@gil.com.au
Sue Brown
Location: Office building
1/1, TK
Conference 15x15 Obs. Rm. Seats 10
Conference 11x11 Obs. Rm. Seats 5
Conference 11x16 Obs. Rm. Seats 5

Sydney Research Facility

Level 1, 131 Clarence Street
Sydney, NSW 2000
Australia
Ph. 61-2-9299-1171
Fax 61-2-9299-7028
Location: Office building
1/1, 1/1OR, TK

Tallygate Research Services

370 Pacific Highway
Crows Nest, NSW 2065
Australia
Ph. 61-2-9439-3177
Fax 61-2-9439-3630
E-mail: info@tallygate.com.au
www.tallygate.com.au
Sue Pokrzywa, Director
Location: Office building
CL, 1/1, 1/1OR
Conference 15x15 Obs. Rm. Seats 6

Taylor Research Services

P.O. Box 405
Suite 103, Lindfield Arcade 33-41 Lindfield Ave.
Lindfield, NSW 2070
Australia
Ph. 61-2-9416-8400
Fax 61-2-9416-8003
E-mail: trsroz@ozemail.com.au
www.taylorresearch.com.au
Judith Taylor, Managing Director
Location: Office building
Distance from airport: 9 miles, 20 minutes
CL, 1/1, 1/1OR, TK, MP
Conference 18x11 Obs. Rm. Seats 6

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
VC - Videoconferencing WC - Webconferencing
1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Taylor Research Services - Brisbane

Suite 7, 322 Old Cleveland Road Coorparoo
Brisbane, QLD 4151

Australia

Ph. 61-7-3847-3100

Fax 61-7-3847-5377

E-mail: sanra.simonsen@taylorresearch.com.au

Sandra Simonsen, Manager

Location: Office building

Distance from airport: 6 miles, 15 minutes

CL, 1/1, 1/1OR, TK

Conference 30x12 Obs. Rm. Seats 6

Taylor Research Services - Liverpool

Suite 8, 92 Bathurst Street, Liverpool

Sydney, NSW 2170

Australia

Ph. 61-2-9416-8400

Fax 61-2-9416-8003

E-mail: enquiries@taylorresearch.com.au

www.taylorresearch.com.au

Judith Taylor, Managing Director

Location: Office building

Distance from airport: 20 miles, 45 minutes

CL, 1/1, 1/1OR, TK, MP

Conference 30x12 Obs. Rm. Seats 6

Conference 30x12 Obs. Rm. Seats 6

Viewpoint Group Rooms

40-44 St. Kilda Rd.

St. Kilda, VIC 3182

Australia

Ph. 61-3-9510-6377

Fax 61-3-9510-6477

E-mail: groups@viewpt.com.au

www.viewpt.com.au

John Chalmers

Location: Office building

Distance from airport: 10 miles, 30 minutes

1/1, 1/1OR, TK, VC

Conference 20x13 Obs. Rm. Seats 16

Conference 12x13 Obs. Rm. Seats 8

Living 17x12 Obs. Rm. Seats 8

Living 16x13 Obs. Rm. Seats 8

West Coast Field Services

1st Floor, 47 Kishorn Rd.

Applecross, WA 6153

Australia

Ph. 61-8-9316-3366

Fax 61-8-9316-9117

E-mail: laurie@marketresearch.com.au

Laurie Formentin, General Manager

Location: Office building

Distance from airport: 10 miles, 25 minutes

1/1, 1/1OR, TK, MP

Conference 16x13 Obs. Rm. Seats 3

Conference 16x13 Obs. Rm. Seats 4

Multiple 22x13 Obs. Rm. Seats 8

Western Sydney Market Research

26 Pitt Street

Parramatta, NSW 2150

Australia

Ph. 61-2-9891-6891

Fax 61-2-9891-6892

Bolivia**APOYO Opinion y Mercado Bolivia S.A.**

Av. Libertador No. 3000, San Jorge

La Paz

Bolivia

Ph. 591-2-430-268

Fax 591-2-430-268

E-mail: lgaray@ceibo.entelnet.bo

www.apoyo.com

Luis Garay Langberg

Location: Office building

1/1

Conference 16x13 Obs. Rm. Seats 8

Brazil**ABACO Marketing Research, Ltd.**

Sao Paulo Marketing Center

Rua Minas Gerais, 396

01244-010 Sao Paulo

Brazil

Ph. 55-11-3257-0711 or 55-11-3257-0030

Fax 55-11-3256-3982

E-mail: abaco@abacoresearch.com

www.abacoresearch.com

Alan Grabowsky, President

Location: Freestanding facility

Distance from airport: 8 miles, 20 minutes

CL, 1/1, 1/1OR, TK, MP, VC

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E-mail: abaco@abacoresearch.com

www.abacoresearch.com

Alan Grabowsky, President

Location: Office building

Distance from airport: 8 miles, 20 minutes

CL, 1/1, 1/1OR, TK, MP, VC

Multiple 25x18 Obs. Rm. Seats 6

CLAIM

Centro Latino Americano de Investigacao de Mercado

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Brazil

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Fax 55-11-3884-7034

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Brazil

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Fax 55-11-231-2093

E-mail: demanda@demanda.com.br

www.demanda.com.br

Silvio Pires de Paula, President

Location: Freestanding facility

1/1, 1/1OR, VC

Conference 14x11 Obs. Rm. Seats 11

Conference 17x11 Obs. Rm. Seats 9

EP-Escritorio de Pesquisa Eugenia Paesani S/C Ltda

Rua Armando Penteado, 245

01242-010 Sao Paulo

Brazil

Ph. 55-11-3823-8600

Fax 55-11-3823-8601

E-mail: ep@epesq.com.br

Eugenia Paesani, President

Location: Freestanding facility

Distance from airport: 32 miles, 40 minutes

CL, 1/1, MP, VC

Conference 16x22

Conference 13x19

Conference 13x26

Conference 11x08

Sao Paulo Focus**The Focus Network**

Rua Bandeira Paulista, 600 14th floor

04532-001 Sao Paulo

Brazil

Ph. 55-11-3841-9010

Fax 55-11-3849-3401

E-mail: info@saopaulofocus.net

www.thefocusnetwork.com

David Myhrer, Managing Director

Location: Office building

Distance from airport: 25 miles, 50 minutes

CL, 1/1, 1/1OR

Conference 27x22 Obs. Rm. Seats 15

Conference 25x09 Obs. Rm. Seats 5

(See advertisement on p. 5)

Bulgaria**MAP Marketing Research Ltd.**

75 Evlogi Gerogiev Blvd., floor 1, ap. 4

1142 Sofia

Bulgaria

Ph. 359-2-988-7705 or 359-2-988-7706

Fax 359-2-987-3719

E-mail: info@map-mr.com

www.map-mr.com

Location: Office building

Distance from airport: 8 miles, 15 minutes

VE

Conference 12x10 Obs. Rm. Seats 6

Vitosh Research
1 Lazar Stanev Street
1113 Sofia
Bulgaria
Ph. 359-2-971-3000
Fax 359-2-971-2233
E-mail: vr@online.bg
www.online.bg/vr

Alexander Stoyanov
Location: Freestanding building
Distance from airport: 6 miles, 20 minutes
CL, 1/1, 1/10R
Conference 30x16 Obs. Rm. Seats 50
Conference 16x13 Obs. Rm. Seats 12

Canada

Alberta

Calgary

Qualitative Coordination

999 8th St. S.W., #630
Calgary, AB T2R 1J5
Canada
Ph. 403-229-3500
Fax 403-229-3311
E-mail: gcraig@environics-west.com
www.enviroinc-west.com

Georgia Craig
Location: Office building
Distance from airport: 30 minutes
Conference Obs. Rm. Seats 15
Conference Obs. Rm. Seats 15

Edmonton

Criterion Research

10155-114 St., Suite 101
Edmonton, AB T5K 1R8
Canada
Ph. 780-423-0708
Fax 780-425-0400
Anastasia Arabia
Location: Office building
1/1, TK
Conference 25x28 Obs. Rm. Seats 12

British Columbia

Vancouver

CGT Research International

1100 - 675 W. Hastings St.
Vancouver, BC V6B 1N2
Canada
Ph. 604-681-0381
Fax 604-681-0427
E-mail: adipaola@cgt.net
www.cgt.net.com
Adam Di Paula
Location: Office building
Distance from airport: 12 miles, 25 minutes
Conference 18x14 Obs. Rm. Seats 10

Contemporary Research Centre - Vancouver

1398 W. 7th Ave.
Vancouver, BC V6H 3W5
Canada
Ph. 604-714-5900
Fax 604-714-5901
E-mail: cvandebeek@crccdata.com
www.crcdata.com
Lisa Osei, General Manager
Location: Office building
Distance from airport: 15 miles, 20 minutes
1/1, 1/10R, WC
Conference 18x20 Obs. Rm. Seats 10
Conference 18x20 Obs. Rm. Seats 10

POLLARA

601 W. Broadway, Suite 550
Vancouver, BC V5Z 4G2
Canada
Ph. 604-708-7930
Fax 604-708-7950
E-mail: info@pollara.ca
www.pollara.ca
Connie Cheng, V.P. Western Ops.
Location: Office building
Conference 12x20 Obs. Rm. Seats 6

Sixth Line Solutions

1156 Hornby St.
Vancouver, BC V6Z 1V8
Canada
Ph. 604-682-4292 or 877-883-5705
Fax 604-682-8582
E-mail: sls_dgray@compuserve.com
David Gray, President
Location: Freestanding facility
Distance from airport: 11 miles, 25 minutes
1/1, 1/10R
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Multiple 14x14 Obs. Rm. Seats 12

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Fax 604-689-2013
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Danielle Scott
Location: Office building
Distance from airport: 9 miles, 30 minutes
TK
Conference 15x20 Obs. Rm. Seats 10

Manitoba

Winnipeg

PRA, Inc.

Prairie Research Associates
500-363 Broadway
Winnipeg, MB R3C 3N9
Canada
Ph. 204-987-2030
Fax 204-989-2454
E-mail: admin@pra.ca
www.pra.ca
Susan Turley, Managing Director
Location: Office building
TK
Conference 10x20 Obs. Rm. Seats 10

Western Opinion Research, Inc.

806 - 213 Notre Dame Ave.
Winnipeg, MB R3B 1N3
Canada
Ph. 204-989-8999
Fax 204-947-2410
E-mail: jturner@worinc.com
www.worinc.com
Andrew Enns, Dir. Mktg. Rsch. Analyst
Location: Office building
Conference 14x17 Obs. Rm. Seats 15
Conference 14x17 Obs. Rm. Seats 6

Nova Scotia

Halifax

Bristol Group

Cogswell Tower
2000 Barrington St., Suite 800
Halifax, NS B3J 3K1
Canada
Ph. 902-429-0900
Fax 902-492-3756
E-mail: research@bristolgroup.ca
www.bristolgroup.ca
Jennifer Kidson
Location: Office building
Distance from airport: 19 miles, 30 minutes
CL, 1/1, 1/10R, MP
Conference 20x15 Obs. Rm. Seats 10
Conference 20x17 Obs. Rm. Seats 4

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
VC - Videoconferencing WC - Webconferencing
1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Ontario

London

Acumen Research Group Inc.

131 Wharncliffe Road South, 2nd floor
London, ON N6J 2K4

Canada

Ph. 519-433-8302

Fax 519-433-8062

E-mail: sgobeil@acumenresearch.com

www.acumenresearch.com

Simon Gobeil, Research Associate

Location: Office building

1/1

Conference Obs. Rm. Seats 12

Insights, Inc.

546 Adelaide St. N.

London, ON N6B 3J5

Canada

Ph. 519-679-0110

Fax 519-679-1624

Kathy Sorenson

Location: Freestanding facility

Distance from airport: 2 miles, 10 minutes

CL, TK

Conference 16x14 Obs. Rm. Seats 8

Ottawa

Ekos Research Associates, Inc.

99 Metcalfe St., Suite 1100

Ottawa, ON K1P 6L7

Canada

Ph. 613-235-7215

Fax 613-235-8498

E-mail: pobox@ekos.com

www.ekos.com

GPC Research

220 Laurier Ave. W., Suite 1650

Ottawa, ON K1P 5Z9

Canada

Ph. 613-234-8960

Fax 613-236-9867

E-mail: julie.villeneuve@gpcinternational.com

www.gpcinternational.com

Julie Villeneuve

Location: Office building

Distance from airport: 12 miles, 20 minutes

1/1, TK

Conference 12x15 Obs. Rm. Seats 12

Opinion Search, Inc.

1800 - 160 Elgin St.

Ottawa, ON K2P 2C4

Canada

Ph. 800-363-4229

Fax 613-230-3793

E-mail: info@opinionsearch.com

www.opinionsearch.com

Eric Turcotte, Qual. Rsch. Supervisor

Location: Office building

Distance from airport: 10 miles, 20 minutes

MP

Conference 30x20 Obs. Rm. Seats 20

Conference 20x18 Obs. Rm. Seats 10

Toronto

ABM Research, Ltd.

1075 Bay St., Suite 525

Toronto, ON M5S 2B1

Canada

Ph. 416-961-5511

Fax 416-961-5341

E-mail: abm@abm-research.com

Dora Smolik

Location: Office building

Distance from airport: 18 miles, 30 minutes

CL, TK

Conference 14x19 Obs. Rm. Seats 10

Applied Consumer & Clinical Evaluations Inc.

ACCE, Inc.

2575B Dunwin Dr.

Mississauga, ON L5L 3N9

Canada

Ph. 905-828-0493 ext. 244

Fax 905-828-0499

E-mail: agoldman@acceintl.com

www.acceintl.com

Sandy Byers, Fieldwork Supervisor

Location: Freestanding facility

Distance from airport: 20 miles, 30 minutes

CL, 1/1, TK, MP

Conference 18x25 Obs. Rm. Seats 15

Canadian Viewpoint, Inc.

Centerpoint Mall

6464 Yonge St., Suite N5

Toronto, ON M2M 3X4

Canada

Ph. 905-770-1770 or 888-770-1770

Fax 905-770-1692

E-mail: info@canview.com

www.canview.com

Kim Storer, Field Director

Location: Shopping mall

Distance from airport: 20 miles

Conference 12x20 Obs. Rm. Seats 10

Consumer Vision

1255 Bay St., Suite 300

Toronto, ON M5R 2A9

Canada

Ph. 416-967-1596

Fax 416-967-0915

E-mail: info@consumervision.on.ca

www.consumervision.on.ca

Phyllis Friedman, General Manager

Location: Office building

Distance from airport: 20 miles, 35 minutes

CL, 1/1, 1/1OR, MP, WC

Conference 24x19 Obs. Rm. Seats 15

Conference 24x19 Obs. Rm. Seats 15

Conference 25x18 Obs. Rm. Seats 18

Conference 25x18 Obs. Rm. Seats 18

Conference 30x18 Obs. Rm. Seats 18

Conference 24x19 Obs. Rm. Seats 14

Living 15x14 Obs. Rm. Seats 8

Contemporary Research Centre - Toronto

350 Bloor St., Suite 603

Toronto, ON M4W 1H4

Canada

Ph. 877-927-0458

Fax 416-927-1028

E-mail: gary@crdata.com

www.crdata.com

Colette Grant, Facility Manager

Location: Office building

Distance from airport: 20 miles, 25 minutes

CL, 1/1, 1/1OR

Conference 21x16 Obs. Rm. Seats 10

Living 13x11 Obs. Rm. Seats 4

Contract Testing, Inc.

119 West Dr.

Brampton, ON L6T 2J6

Canada

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Fax 905-456-1172

E-mail: info@contracttesting.com

www.contracttesting.com

Lanny Scholes

Location: Freestanding facility

Distance from airport: 10 miles, 20 minutes

1/1, TK, MP

Conference 20x22 Obs. Rm. Seats 15

Ekos Research Associates, Inc.

480 University St., Suite 1006

Toronto, ON M5G 1V2

Canada

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Fax 416-598-2543

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www.ekos.com

Face To Face Qualitative Rsch. Svcs.

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Canada

Ph. 416-488-8318 ext. 204

Fax 416-489-5248

E-mail: facetoface@karomgroup.com

www.karomgroup.com

Wendy Blakely

Location: Office building

Distance from airport: 10 miles, 20 minutes

CL, 1/1, 1/1OR, TK

Conference 30x30 Obs. Rm. Seats 10

Conference 40x30 Obs. Rm. Seats 10

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 Toronto, ON M4P 1E4
 Canada
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 Fax 416-440-1468
 E-mail: cg@camelfordgraham.on.ca
 www.camelfordgraham.on.ca
 Heather Mercer, Facility Manager
 Location: Office building
 VC
 Conference 22x22 Obs. Rm. Seats 15
 Conference 24x29 Obs. Rm. Seats 15
 Conference 22x23 Obs. Rm. Seats 15

Goldfarb Consultants

4950 Yonge St., Suite 1700
 Toronto, ON M2N 6K1
 Canada
 Ph. 800-803-6332 or 416-221-9200
 Fax 416-221-2214
 E-mail: info@goldfarbconsultants.com
 www.goldfarbconsultants.com
 Todd Gillam
 Location: Office building
 Distance from airport: 20 minutes
 CL, TK, VC
 Conference 19x19 Obs. Rm. Seats 18
 Conference 15x19 Obs. Rm. Seats 20
 Conference 17x21 Obs. Rm. Seats 10
 Conference 14x22 Obs. Rm. Seats 15

Group Dynamics

52 Village Centre Place
 Mississauga, ON L4Z 1V9
 Canada
 Ph. 905-277-9606
 Fax 905-277-5747
 E-mail: leanne@groupdynamics.ca
 www.groupdynamics.ca
 Leanne Fromhold-Treu, Facility Manager
 Location: Freestanding facility
 Distance from airport: 6 miles, 10 minutes
 CL, 1/1, 1/10R, TK, MP, WC
 Conference 14x20
 Conference 12x12

Infocus Qualitative Research Services

160 McNabb St.
 Markham, ON L3R 4B8
 Canada
 Ph. 905-943-8086
 Fax 905-475-8357
 E-mail: jacqueline.mohamed@acnielsen.ca
 Jacqueline Mohamed
 Location: Office building
 Distance from airport: 20 miles
 CL, TK
 Conference 20x24 Obs. Rm. Seats 15

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 Canada
 Ph. 905-567-9009
 Fax 905-567-8920
 E-mail: infoquest@direct.ca
 Jim Henderson
 Location: Freestanding facility
 1/1, TK
 Conference 16x13 Obs. Rm. Seats 9

Market Facts of Canada

77 Bloor St. W.
 Toronto, ON M5S 3A4
 Canada
 Ph. 416-964-6262
 Fax 416-964-5882
 E-mail: tpayne@marketfacts.com
 www.marketfacts.com
 Andrea Rogers
 Location: Office building
 Distance from airport: 20 miles, 45 minutes
 Conference 24x21 Obs. Rm. Seats 7

Metroline Research Group, Inc.

7 Duke St. W., Suite 301
 Kitchener, ON N2H 6N7
 Canada
 Ph. 800-827-0676 or 519-584-7700
 Fax 519-584-7672
 E-mail: info@metroline.ca
 www.metroline.ca
 Dave Kains, ext. 3003
 Location: Office building
 Distance from airport: 60 miles, 45 minutes
 CL
 Conference 17x25 Obs. Rm. Seats 15

Metroline Research Group, Inc.

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 Toronto, ON M4P 2Y1
 Canada
 Ph. 416-440-2885
 Fax 416-440-2801
 E-mail: dave@metroline.ca
 www.metroline.ca
 Dave Kains, Partner
 Location: Office building
 Distance from airport: 20 miles, 20 minutes
 Conference 22x18 Obs. Rm. Seats 12
 Conference 22x13 Obs. Rm. Seats 8

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 Toronto, ON M4W 3E2
 Canada
 Ph. 888-495-7777
 Fax 416-962-0505
 E-mail: info@opinionsearch.com
 www.opinionsearch.com
 Eric Turcotte, Qual. Rsch. Supervisor
 Location: Office building
 Distance from airport: 20 miles, 20 minutes
 Conference 25x20 Obs. Rm. Seats 15

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 Canada
 Ph. 416-486-6161 or 800-663-2973
 Fax 416-486-6162
 E-mail: info@researchdimensions.com
 www.researchdimensions.com
 Tara Jadoonath
 Location: Office building
 Distance from airport: 10 miles, 25 minutes
 Conference 20x20 Obs. Rm. Seats 12
 Conference 18x16 Obs. Rm. Seats 12

Research House, Inc.

1867 Yonge St., Suite 200
 Toronto, ON M4S 1Y5
 Canada
 Ph. 416-488-2328
 Fax 416-488-2368
 E-mail: qualitative@research-house.ca
 www.research-house.ca
 Gini Smith, V.P. Qualitative Services
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 CL, 1/1, 1/10R, TK, MP
 Conference 20x25 Obs. Rm. Seats 20
 Conference 20x30 Obs. Rm. Seats 9
 Conference 22x17 Obs. Rm. Seats 18
 Conference 15x10 Obs. Rm. Seats 10

Research House, Inc.

Portage Place
 1154 Chemong Rd., Store 50B
 Peterborough, ON L5B 2C9
 Canada
 Ph. 416-488-2328
 Fax 416-488-2368
 E-mail: qualitative@research-house.ca
 www.research-house.ca
 Gini Smith, V.P. Qualitative Services
 Location: Shopping mall
 Distance from airport: 75 miles, 120 minutes
 TK
 Conference 12x14 Obs. Rm. Seats 10

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350 Bloor St. E., Suite 600
 Toronto, ON M4W 1H4
 Canada
 Ph. 416-922-1140 or 877-823-8555
 Fax 416-922-8014
 E-mail: tl@tlcl.com
 www.omnitel.org
 Colette Grant
 Location: Office building
 Distance from airport: 20 miles
 CL, 1/1, 1/10R, TK, MP
 Conference 16x23 Obs. Rm. Seats 12
 Conference 13x13 Obs. Rm. Seats 12

Toronto Focus

The Focus Network
 4950 Yonge St., Suite 306
 Toronto, ON M2N 6K1
 Canada
 Ph. 416-221-9450
 Fax 416-221-7441
 E-mail: info@torontofocus.net
 www.thefocusnetwork.com
 Jeff McFarlane, Manager
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, TK, VC
 Conference 19x19 Obs. Rm. Seats 18
 Conference 15x19 Obs. Rm. Seats 20
 Conference 17x21 Obs. Rm. Seats 10
 Conference 14x22 Obs. Rm. Seats 15
 (See advertisement on p. 5)

Walker Information Canada

1090 Don Mills Rd., Suite 300
 Toronto, ON M3C 3R6
 Canada
 Ph. 416-391-1844
 Fax 416-391-3290
 E-mail: info@walkernet.com
 www.walkerinfo.com
 Louie Mosca
 Location: Office building
 Distance from airport: 20 miles, 20 minutes
 CL
 Conference 25x15 Obs. Rm. Seats 12

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Sudbury

Oraclepoll Research Ltd.

128 Larch St., Suite 502
 Sudbury, ON P3E 5J8
 Canada
 Ph. 705-674-9591 or 800-494-4199
 Fax 705-674-3548

E-mail: oracle@isys.ca

www.oraclepoll.com

Paul Seccaspina or Terry Johnson

Location: Office building

Distance from airport: 10 miles, 20 minutes

CL, 1/1, MP, VC

Living 20x12 Obs. Rm. Seats 6

Quebec

Montreal

Ad Hoc Research

1250 Guy, 9th floor

Montreal, PQ H3H 2T4

Canada

Ph. 514-937-4040 ext. 117

Fax 514-935-7700

E-mail: marc.brunelle@adhoc-recherche.com

www.adhoc-research.com

Marc Brunelle, Facilities Manager

Location: Office building

Distance from airport: 10 miles, 20 minutes

1/1, 1/1OR, TK, MP

Conference 15x22 Obs. Rm. Seats 11

Conference 20x25 Obs. Rm. Seats 12

Contemporary Research Centre - Montreal

1250 Guy St., Suite 802

Montreal, PQ H3H 2T4

Canada

Ph. 800-932-7511

Fax 514-932-3830

E-mail: elaine@crccdata.com

www.crccdata.com

Christiane Ballant, Facility Manager

Location: Office building

Distance from airport: 12 miles, 20 minutes

CL, 1/1, 1/1OR, WC

Conference 17x22 Obs. Rm. Seats 10

Conference 18x22 Obs. Rm. Seats 15

Conference 18x22 Obs. Rm. Seats 10

Conference 18x23 Obs. Rm. Seats 15

Createc +

206 Pine Ave. E.

Montreal, PQ H2W 1P1

Canada

Ph. 514-844-1127

Fax 514-288-3194

E-mail: info@createc.ca

Gregoire Gollin, President

Location: Freestanding facility

1/1, 1/1OR, TK, TKO

Conference 20x30 Obs. Rm. Seats 8

Descarie & Complices

1440, St. Catherine W., Suite 555

Montreal, PQ H3G 1R8

Canada

Ph. 514-861-8555

Fax 514-861-8455

E-mail: vmartin@complice.qc.ca

Veronique Martin

Location: Office building

Distance from airport: 12 miles, 20 minutes

TK

Conference 30x24 Obs. Rm. Seats 17

Head Research

1610 rue Sainte Catherine Ouest, #410

Montreal, PQ H3H 1R4

Canada

Ph. 514-938-4323

Fax 514-938-2055

E-mail: head@head.ca

Anne Dusseault

Location: Office building

Distance from airport: 10 miles, 15 minutes

VE

Conference 10x12 Obs. Rm. Seats 10

Conference 10x12 Obs. Rm. Seats 10

Legendre Lubawin Goldfarb, Inc.

1172 St. Mathieu

Montreal, PQ H3H 2H5

Canada

Ph. 514-937-2079

E-mail: lubawin@sympatico.ca

Victoria Lubawin, Partner

Location: Freestanding facility

Distance from airport: 10 miles, 20 minutes

1/1, 1/1OR

Conference 20x15 Obs. Rm. Seats 10

Leger Marketing

507 Place D'Armes, Suite 700

Montreal, PQ H2Y 2W8

Canada

Ph. 514-982-2464

Fax 514-987-1960

E-mail: info@legermarketing.com

www.legermarketing.com

Liliane Gaudette

Location: Office building

Distance from airport: 10 miles, 30 minutes

TK, MP, VC

Conference 17x22 Obs. Rm. Seats 10

Conference 16x22 Obs. Rm. Seats 10

Conference 17x22 Obs. Rm. Seats 10

Opinion Search, Inc.

1101 - 630 Sherbrooke St. W.

Montreal, PQ H3A 1E4

Canada

Ph. 866-288-0199

Fax 514-288-0131

E-mail: info@opinionsearch.com

www.opinionsearch.com

Eric Turcotte, Qual. Rsch. Supervisor

Location: Office building

Distance from airport: 10 miles, 20 minutes

MP

Conference 25x25 Obs. Rm. Seats 10

25x35

POLLARA

360 St. Jacques West, Suite 507

Montreal, PQ H2Y 1P5

Canada

Ph. 514-840-0099

Fax 514-840-0093

E-mail: info@pollara.ca

www.pollara.ca

Marie Larose, Vice President

Location: Office building

Distance from airport: 7 miles, 15 minutes

CL, 1/1, VC

Conference 12x22 Obs. Rm. Seats 12

Solumar/Market Facts of Canada

1200 McGill College

Montreal, PQ H3B 4G7

Canada

Ph. 514-875-7570

Fax 514-875-1416

www.marketfacts.com

Renee Mimeault

Location: Office building

Distance from airport: 25 miles, 45 minutes

Conference 17x21 Obs. Rm. Seats 10

SOM, inc.

1180 Drummond St., Suite 620

Montreal, PQ H3G 2S1

Canada

Ph. 514-878-9825

Fax 514-878-9689

E-mail: som@som-inc.com

www.som-inc.com

Ginette Trepanier, Focus Grp. Facility Mgr.

Location: Office building

Distance from airport: 22 miles, 35 minutes

CL, TK

Conference 25x15 Obs. Rm. Seats 10

Sylvestre Marketing

276 W. Sherbrooke St.

Montreal, PQ H2X 1X9

Canada

Ph. 514-284-0878

Fax 514-287-0868

E-mail: info@sylvestremarketing.com

www.sylvestremarketing.com

Location: Freestanding facility

Distance from airport: 20 miles, 30 minutes

TK

Conference 17x13 Obs. Rm. Seats 10

Conference 17x13 Obs. Rm. Seats 8

Quebec City

SOM, inc.

2136, Chemin Sainte-Foy, #200
Ste.-Foy, PQ G1V 1R8
Canada
Ph. 418-687-8025
Fax 418-687-4788
E-mail: som@som-inc.com
www.som-inc.com
Ginette Trepanier
Location: Office building
Distance from airport: 8 miles, 12 minutes
CL, TK, MP
Conference 23x17 Obs. Rm. Seats 12
Multiple 22x18 Obs. Rm. Seats 12

China

(See also Hong Kong)

Consumer Research China - Beijing

Room 718, Jinglong Bldg.
5 Tuanjiehu Nanli, East 3rd Ring Road (N)
Beijing 100026
China
Ph. 86-10-6506-8605-8
Fax 86-10-6509-8609
E-mail: crc@public.east.cn.net
www.cshk.com
Paul Lee, Director
Location: Office building
Distance from airport: 30 minutes
Conference 10x20 Obs. Rm. Seats 6

Consumer Research China - Guangzhou

Room 1701, Guangzhou Exchange Square
268 Dong Feng Road Central
Guangzhou 510180
China
Ph. 86-20-8351-1460
Fax 86-20-8351-1469
E-mail: crcgz@public.guangzhou.gd.cn
www.cshk.com
Paul Lee, Director
Location: Office building
Distance from airport: 30 minutes
Conference 10x20 Obs. Rm. Seats 10

Consumer Research China - Shanghai

Room 1812, Central Plaza
227 Huangpi Bei Lu
Shanghai 200003
China
Ph. 86-21-6375-8525
Fax 86-21-6375-8313
E-mail: cssh@public6.sta.net.cn
www.cshk.com
Paul Lee, Director
Location: Office building
Distance from airport: 30 minutes
Conference 10x18 Obs. Rm. Seats 8

Feng & Associates Marketing Services, Beijing

5-H, Office Tower A, East Gate Plaza
#9, Dongzhong St.
Beijing 100027
China
Ph. 86-10-8647-0088
Fax 86-10-8647-0011
E-mail: famsbj@fams.com.cn
www.fams.com.cn

Field Force Group

11F, No. 666, Fuzhou Road
Shanghai 200001
China
Ph. 86-21-6391-7766 ext. 8200
Fax 86-21-6391-7711
E-mail: alice@ffms.com
www.ffms.com
Location: Office building
Distance from airport: 40 minutes
CL, MP
Conference 16x38 Obs. Rm. Seats 3

Colombia

Centro Nacional de Consultoria

Diagonal 34 N 5-27
Bogota
Colombia
Ph. 57-1-288-3100 or 57-1-320-0166
Fax 57-1-338-1373
www.cnccol.com
Julio Ponce De Leon
Location: Freestanding facility
VC
Conference 20x26 Obs. Rm. Seats 4

Czech Republic

AMASIA s.r.o

Parikova 362/3
190 00 Praha 93
Czech Republic
Ph. 42-2-2684-3671 or 42-2-8389-3571
Fax 42-2-8389-0565
E-mail: amasia@amasia.cz
Dimitrij Halkov, Director
Location: Office building
CL, 1/1, TK
Conference 18x12 Obs. Rm. Seats 5

Estonia

EMOR

Ahtri 12
EE10151 Tallinn
Estonia
Ph. 372-6-268-500
Fax 372-6-268-501
E-mail: emor@emor.ee
www.emor.ee
Karin Niinas, Managing Director
Location: Office building
1/1, 1/1OR
Conference 20x22 Obs. Rm. Seats 10
Conference 17x13 Obs. Rm. Seats 10

France

Actys Etudes Audit Conseil

149 rue Montmartre
75002 Paris
France
Ph. 33-1-42-21-89-59
Fax 33-1-42-21-89-60
E-mail: international@actys.net
Location: Office building
Distance from airport: 30 minutes
CL, 1/1, 1/1OR, TK, MP, VC
Multiple 10x09 Obs. Rm. Seats 7
Multiple 10x09 Obs. Rm. Seats 5
Multiple 10x09 Obs. Rm. Seats 4
Multiple 10x09

Field Facts Worldwide

5 rue de Ponthieu
75008 Paris
France
Ph. 33-1-53-96-02-10
Fax 33-1-53-96-02-50
E-mail: jfg@fieldfactsfrance.fr
www.fieldfacts.com
Jean-Francois Guiderdoni, General Manager
Location: Office building
Distance from airport: 25 miles, 60 minutes
1/1, TK, VC
Conference 23x27 Obs. Rm. Seats 14
Conference 23x27 Obs. Rm. Seats 14
(See advertisement on p. 229)

Gatard & Associes

3 rue Aumont Thieville
75017 Paris
France
Ph. 33-1-44-09-95-95
Fax 33-1-44-09-95-88
E-mail: gatard@gatardresearch.com
www.gatardresearch.com

Gfk Sofema International

103 rue de la boetie
75008 Paris
France
Ph. 33-1-47-14-44-00
Fax 33-1-47-14-45-40
E-mail: isabellebigant@sofema.gfk.fr
www.gfk.com
Isabelle Bigant, Qualitative Director
Location: Office Building
Distance from airport: 18 miles, 30 minutes
CL, 1/1, TK, VC
Conference 16x20 Obs. Rm. Seats 10

GMV Conseil

11 rue de Laborde
75008 Paris
France
Ph. 33-1-44-90-28-90
Fax 33-1-44-90-29-30
E-mail: gmv-conseil@gmv-conseil.fr
www.gmv-conseil.fr

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
 Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles
 Room dimensions, when stated, are shown in feet.

I.E.S. Information Europe Services

14 rue d'Uzes
 75002 Paris
 France
 Ph. 33-1-40-13-16-16
 Fax 33-1-40-13-16-19
 E-mail: info@ieseeurope.com
 www.ieseeurope.com
 Location: Freestanding facility
 Distance from airport: 15 miles, 40 minutes
 CL, 1/1, 1/1OR, TK, MP, VC

IPSOS FRANCE

99 rue de l'Abbe Groult
 75739 Paris Cedex 15
 France
 Ph. 33-1-53-68-28-28
 Fax 33-1-53-68-01-82
 E-mail: ipsos@ipsos.com
 www.ipsos.com
 Location: Office building
 1/1, 1/1OR, VC

Conference	19x15	Obs. Rm. Seats 5
Conference	21x17	Obs. Rm. Seats 5
Conference	30x18	
Living	18x15	Obs. Rm. Seats 5
Living	18x15	Obs. Rm. Seats 5
Living	15x12	Obs. Rm. Seats 6

La Maison Du Test

2 Boulevard St. Martin
 75010 Paris
 France
 Ph. 33-1-53-72-75-75
 Fax 33-1-53-72-75-70
 E-mail: la.maison.du.test@wanadoo.fr
 www.lamaisondutest.com
 Location: Office building
 CL, 1/1, 1/1OR

Multiple	20x20	Obs. Rm. Seats 8
Multiple	20x20	Obs. Rm. Seats 8
Multiple	20x20	Obs. Rm. Seats 8

MV2 Conseil

89/100 avenue Aristide Braind
 92120 Montrouge, Paris
 France
 Ph. 33-1-46-73-31-31
 Fax 33-1-46-73-31-60
 E-mail: info@mv2group.com
 www.mv2-conseil.com
 Frederic Penders, Dir. International Research
 Location: Office building
 1/1, 1/1OR, VC

NovaTest

104 rue Amelot
 75011 Paris
 France
 Ph. 33-1-43-55-2929
 Fax 33-1-43-55-0023
 E-mail: contact@novatest.fr
 www.novatest.fr
 Location: Freestanding facility
 Distance from airport: 14 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, MP, VC

Multiple	17x11	Obs. Rm. Seats 5
Multiple	15x16	Obs. Rm. Seats 5
Multiple	20x20	Obs. Rm. Seats 5

Georgia**IPM-Georgia**

David Agmashenebeli Ave., 123
 3800545, Tbilisi
 Georgia
 Ph. 995-32-957-879
 Fax 995-32-954-807
 E-mail: ipm@ipm-georgia.com
 www.ipm-georgia.com
 Tea Khoperia, Project Manager
 Location: Office building
 MP, VC

Conference	20x16	Obs. Rm. Seats 10
Conference	23x16	Obs. Rm. Seats 10

Germany**AnswerS Teststudio GmbH**

Gansemarkt 24
 20354 Hamburg
 Germany
 Ph. 49-40-355-111-0
 Fax 49-355-111-11
 E-mail: teststudio-hamburg@answers.de
 www.answers.de

ASKI International Market Research

Moeneckebergstr. 10
 20095 Hamburg
 Germany
 Ph. 49-40-3256710 or 435-654-3639 (U.S.)
 Fax 49-40-32567198
 E-mail: info@aski.de
 www.aski.de
 Kirsten Dietrich-Hommel, U.S. Branch Manager
 Location: Shopping mall
 Distance from airport: 8 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, TKO, MP

Conference	27x21	Obs. Rm. Seats 10
Conference	24x18	Obs. Rm. Seats 10

Confield Research

Freiheit 4
 45127 Essen
 Germany
 Ph. 49-201-82737-0
 Fax 49-201-82737-37
 E-mail: info@confield.com
 www.confield.com
 Location: Office building
 Distance from airport: 15 miles, 15 minutes
 1/1, 1/1OR, TK, VC

Conference	16x23	Obs. Rm. Seats 8
Conference	20x20	Obs. Rm. Seats 8

ENIGMA GmbH

Burgstrasse 3
 65183 Wiesbaden
 Germany
 Ph. 49-611-999-60
 Fax 49-611-999-6060
 E-mail: info@enigma-institut.de
 www.enigma-institut.de

Field Facts Worldwide

Schillerstrasse 5
 60313 Frankfurt-Am-Main
 Germany
 Ph. 49-69-299-8730
 Fax 49-69-299-873-10
 E-mail: fieldfactsgermany@yahoo.com
 www.fieldfacts.com
 Swantje Warns, General Manager
 Location: Office building
 Distance from airport: 10 miles, 17 minutes
 1/1, TK, VC

Conference	26x20	Obs. Rm. Seats 18
Conference	26x20	Obs. Rm. Seats 18

 (See advertisement on p. 229)

Foerster & Thelen Marktforschung Fieldservice

Harpener Feld 34
 44805 Bochum
 Germany
 Ph. 49-234-5074-0
 Fax 49-234-591070
 E-mail: field@f-t-gmbh.com
 www.f-t-gmbh.com
 Location: Office building
 1/1, 1/1OR, TK

Conference	20x20	Obs. Rm. Seats 10
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Georgiades Marketing GmbH

Schlueterstrasse 55
 10629 Berlin
 Germany
 Ph. 49-30-883-87-60
 Fax 49-30-883-87-17
 E-mail: info@georgiades.de
 www.georgiades.de
 Pauline Georgiades
 Location: Freestanding facility
 Distance from airport: 20 minutes
 1/1, 1/1OR, MP

Conference	23x16	Obs. Rm. Seats 1
Living	20x13	Obs. Rm. Seats 1

HKM - Hartmut Keller Marktforschung

Buchenring 55
 22359 Hamburg
 Germany
 Ph. 49-40-60994-0
 Fax 49-40-60994-132
 E-mail: hkmhh@hkmhh.de
 www.hkmhh.de
 Hartmut Keller, Managing Director
 Location: Office building
 TK

Conference	20x13	Obs. Rm. Seats 8
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INRA Deutschland GmbH

Bahnhofstr. 75 III
 45879 Gelsenkirchen
 Germany
 Ph. 49-209-15503-0
 Fax 49-209-15503-179
 www.inra.de
 Location: Shopping mall
 1/1, TK

Conference	18x13	Obs. Rm. Seats 8
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INRA Deutschland GmbH

Bruhl 14-16 II
04109 Leipzig
Germany
Ph. 49-341-21737-0
Fax 49-341-21737-159
www.inra.de
Location: Shopping mall
1/1, TK
Conference 20x39 Obs. Rm. Seats 8

INRA Deutschland GmbH

Hohe Str. 138/140
50667 Koln
Germany
Ph. 49-221-20514-0
Fax 49-221-20514-189
www.inra.de
Location: Shopping mall
1/1, TK
Conference 20x26 Obs. Rm. Seats 6

INRA Deutschland GmbH

Monckebergstr. 5 II
20095 Hamburg
Germany
Ph. 49-40-325515-0
Fax 49-40-325515-199
www.inra.de
Location: Shopping mall
1/1, TK
Conference 20x23 Obs. Rm. Seats 8

INRA Deutschland GmbH

Rosenstr. 7 I
80331 Munchen
Germany
Ph. 49-89-235562-0
Fax 49-89-235562-169
www.inra.de
Location: Shopping mall
1/1, TK
Conference 13x23 Obs. Rm. Seats 6

insight europe gmbh

Turmstr. 5
60385 Frankfurt
Germany
Ph. 49-69-956366-0
Fax 49-69-956366-11
E-mail: insighteurope@insighteurope.de
www.insighteurope.de
Eva Caspary, Managing Director
Location: Freestanding facility
Distance from airport: 12 miles, 30 minutes
CL, 1/1, 1/1OR, VC
Conference 21x14 Obs. Rm. Seats 10

Institut für Marktforschung GmbH

Postfach 100 807
04008 Leipzig
Germany
Ph. 49-341-9950-0
Fax 49-341-9950-111
www.imleipzig.de
Location: Shopping mall
1/1, 1/1OR, TK, VC
Conference 16x20 Obs. Rm. Seats 10

INTERVIEW + EXPLORATION I+E Berlin GmbH

Budapester Str. 44
10787 Berlin
Germany
Ph. 49-30-590-022-0
Fax 49-30-590-022-199
E-mail: info@interview-exploration-berlin.de
www.interview-exploration.de
Barbara Goetz, Managing Director
Location: Office building
Distance from airport: 10 miles, 30 minutes
CL, 1/1, 1/1OR, TK, MP, VC
Conference 53x23 Obs. Rm. Seats 20
Conference 23x23 Obs. Rm. Seats 08
Conference 23x26 Obs. Rm. Seats 20

INTERVIEW + EXPLORATION julia otte GmbH

Schuetzenstr. 9
80335 Munich
Germany
Ph. 49-89-59944-110
Fax 49-89-59944-199
E-mail: info@interview-exploration.de
www.interview-exploration.de
Thorsten Giesselmann, Manager International Business
Location: Office building
Distance from airport: 25 miles, 45 minutes
CL, 1/1, 1/1OR, MP, VC
Conference 46x23 Obs. Rm. Seats 20
Conference 20x20 Obs. Rm. Seats 9
Conference 20x23 Obs. Rm. Seats 14

INTERVIEW + EXPLORATION julia otte GmbH

Gerhofstr. 18
20354 Hamburg
Germany
Ph. 49-40-3571-9768
Fax 49-40-348-872
E-mail: info@interview-exploration.de
www.interview-exploration.de
Peter Paetzold, Branch Manager
Location: Office building
Distance from airport: 15 miles, 35 minutes
CL, 1/1, 1/1OR, MP, VC
Conference 20x23 Obs. Rm. Seats 14
Conference 20x20 Obs. Rm. Seats 14

INVISIO

Georgstrasse 22
30159 Hanover
Germany
Ph. 49-511-30-79-3-0
Fax 49-511-30-79-3-33
E-mail: info@invisio.de
www.invisio.de
Frank H. Gehre, Partner
Location: Shopping mall
CL, 1/1, 1/1OR, TK, MP, VC
Conference 20x20 Obs. Rm. Seats 10
Conference 20x20 Obs. Rm. Seats 6
Conference 29x16 Obs. Rm. Seats 12

Kehrmann Marktforschung

Rothenbaumchaussee 211-213
20149 Hamburg
Germany
Ph. 49-40-441850
Fax 49-40-44185-202
E-mail: email@kehrmann.de
www.kehrmann.de
Location: Office building
1/1, 1/1OR, TK, VC
Conference 37x15 Obs. Rm. Seats 10

Kehrmann Marktforschung - Bochum

Hellweg 8
44787 Bochum
Germany
Ph. 49-234-9049-0
Fax 49-234-9049-111
E-mail: bochum.office@kehrmann.de
www.kehrmann.de
Location: Shopping mall
1/1, 1/1OR, TK, VC
Conference 23x14 Obs. Rm. Seats 7
Conference 23x14 Obs. Rm. Seats 7

Kehrmann Marktforschung - Duisburg

Muenzstrasse 19
47051Duisburg
Germany
Ph. 49-234-9049-0
Fax 49-234-9049-111
E-mail: duisburg.office@kehrmann.de
www.kehrmann.de
Location: Shopping mall
1/1, 1/1OR, TK, VC
Conference 19x15 Obs. Rm. Seats 7

Kehrmann Marktforschung - Erfurt

Anger 61
99084 Erfurt
Germany
Ph. 49-361-642-1798
Fax 49-361-566-8798
E-mail: erfurt.office@kehrmann.de
www.kehrmann.de
Location: Shopping mall
1/1, 1/1OR, TK, VC
Conference 23x23 Obs. Rm. Seats 7

Kehrmann Marktforschung - Leipzig

Hainstrasse 4
04109 Leipzig
Germany
Ph. 49-341-1297-3
Fax 49-341-1297-444
E-mail: leipzig.office@kehrmann.de
www.kehrmann.de
Location: Shopping mall
1/1, 1/1OR, TK, VC
Conference 20x17 Obs. Rm. Seats 10

Kehrmann Marktforschung - Nuremberg

Karolinenstrasse 23
90402 Nuremberg
Germany
Ph. 49-911-23063-400
Fax 49-911-23063-444
E-mail: nuremberg.office@kehrmann.de
www.kehrmann.de
Location: Shopping mall
1/1, 1/1OR, TK, VC
Conference 25x18 Obs. Rm. Seats 10

Kramer Marktforschung GmbH

Hansestr. 69
48165 Muenster
Germany
Ph. 49-2501-8020
Fax 49-2501-802100
E-mail: h.eichholz@kraemer-germany.com
www.kraemer-germany.com
Henning Eichholz, Dir. International Projects
Location: Office building
Distance from airport: 30 miles, 30 minutes
CL, 1/1, 1/1OR, TK, MP, VC
Conference 16x10 Obs. Rm. Seats 10
Conference 17x25 Obs. Rm. Seats 6
Conference 17x25 Obs. Rm. Seats 6

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Kramer Marktforschung GmbH

stm Studio Test Marktforschung
 Gansemarkt 45
 20354 Hamburg
 Germany
 Ph. 49-40-3508950
 Fax 49-40-35089555
 E-mail: studio.hamburg@kraemer-germany.com
 www.kraemer-germany.com
 Markus Holtz
 Location: Shopping mall
 Distance from airport: 60 miles, 60 minutes
 1/1, 1/1OR, TK, MP
 Conference 25x20 Obs. Rm. Seats 6

Kramer Marktforschung GmbH

stm Studio Test Marktforschung
 Hallplatz 36
 90402 Nuremberg
 Germany
 Ph. 49-911-202180
 Fax 49-911-2021888
 E-mail: studio.nuernberg@kraemer-germany.com
 www.kraemer-germany.com
 Michael Vieweg
 Location: Shopping mall
 Distance from airport: 40 miles, 45 minutes
 1/1, 1/1OR, TK, MP
 Conference 26x20 Obs. Rm. Seats 8
 Conference 16x16 Obs. Rm. Seats 3

Kramer Marktforschung GmbH

stm Studio Test Marktforschung
 Leipziger Str. 12
 06108 Halle
 Germany
 Ph. 49-345-2003143
 Fax 49-345-2003144
 E-mail: studio.halle@kraemer-germany.com
 www.kraemer-germany.com
 Sonja Edner
 Location: Shopping mall
 Distance from airport: 40 miles, 50 minutes
 1/1, 1/1OR, TK, MP
 Conference 26x20 Obs. Rm. Seats 5

Kramer Marktforschung GmbH

stm Studio Test Marktforschung
 Ludgeristr. 114
 48143 Munster
 Germany
 Ph. 49-251-85712-0
 Fax 49-251-85712-22
 E-mail: studio.muenster@kraemer-germany.com
 www.kraemer-germany.com
 Brigitte Webbing
 Location: Shopping mall
 Distance from airport: 35 miles, 40 minutes
 1/1, 1/1OR
 Conference 26x20 Obs. Rm. Seats 5

Kramer Marktforschung GmbH

stm Studio Test Marktforschung
 Neuhauser Str. 15
 80331 Munich
 Germany
 Ph. 49-89-232360-0
 Fax 49-89-232360-60
 E-mail: studio.muenchen@kraemer-germany.com
 www.kraemer-germany.com
 Anja Teubel
 Location: Shopping mall
 Distance from airport: 45 miles, 60 minutes
 1/1, 1/1OR
 Conference 26x20 Obs. Rm. Seats 3

Marktforschung Zentzis GmbH

Kaufinger Str. 9
 80331 Munich
 Germany
 Ph. 49-89-288180-0
 Fax 49-89-288180-10
 E-mail: Marktforschung-Zentzis-GmbH@t-online.de
 www.mafo-zentzis.de
 Dr. Kurt Zentzis
 Location: Office building
 Distance from airport: 18 miles, 45 minutes
 1/1, 1/1OR, TK, VC
 Conference 25x17 Obs. Rm. Seats 10
 Conference 14x16 Obs. Rm. Seats 10

Marktforschung Zentzis GmbH

Testhall Berlin
 Wilmersdorfer Str. 50/51
 10627 Berlin
 Germany
 Ph. 49-30-327950-0
 Fax 49-30-327950-10
 E-mail: Marktforschung-Zentzis-Berlin@t-online.de
 www.mafo-zentzis.de
 Doris Blossie
 Location: Office building
 Distance from airport: 45 miles, 20 minutes
 CL, 1/1, 1/1OR, TK
 Conference 21x19 Obs. Rm. Seats 10
 Conference 14x16 Obs. Rm. Seats 10

Marktforschung Zentzis GmbH

Testhall Passau
 Ludwigstr. 16
 94032 Passau
 Germany
 Ph. 49-851-9346036
 Fax 49-851-9346042
 E-mail: Marktforschung-Zentzis-Passau@t-online.de
 www.mafo-zentzis.de
 Martin Wagner
 Location: Office building
 Distance from airport: 124 miles, 150 minutes
 1/1, 1/1OR, TK
 Conference 21x21 Obs. Rm. Seats 10

mc markt-consult institut

Bluecherstrasse 11
 22767 Hamburg
 Germany
 Ph. 49-40-386042-0
 Fax 49-40-386042-18
 E-mail: info@markt-consult.de
 www.markt-consult.de
 Susanna Schlette, Field Manager
 Location: Office building
 Distance from airport: 8 miles, 30 minutes
 CL, TK
 Conference 26x13 Obs. Rm. Seats 15

**MR&S**

Market Research & Services GmbH

MR&S Market Research & Services GmbH

Mainluststrasse 2
 60329 Frankfurt/Main
 Germany
 Ph. 49-69-2426650
 Fax 49-69-250016
 E-mail: mr-s@mr-s.com
 www.mr-s.com
 Dr. Michaela Kunze, Managing Director
 Thomas Aragones, Managing Director
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 CL, 1/1, 1/1OR, TK, TKO, MP, VC, WC
 Conference 20x16 Obs. Rm. Seats 10
 Living 13x13 Obs. Rm. Seats 5
 Living 16x13 Obs. Rm. Seats 7

ProFakt Markt und Konsumforschung

Fuerstenrieder Str. 279a
 81377 Munich
 Germany
 Ph. 49-89-260-3000
 Fax 49-89-260-6861
 E-mail: mail@profakt.de
 www.profakt.de
 Jurgen Bluhm
 Location: Shopping mall
 Distance from airport: 30 miles, 45 minutes
 1/1, 1/1OR
 Conference 16x23 Obs. Rm. Seats 6

theMA Marktforschungsgesellschaft mbH

Monckebergstrasse 10
 20095 Hamburg
 Germany
 Ph. 49-40-3234-11
 Fax 49-40-3234-13
 E-mail: info@thema.de
 www.thema.de
 Location: Shopping mall
 Distance from airport: 10 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, TKO, MP, VC
 Multiple 26x20 Obs. Rm. Seats 10

**Viewpoint Berlin
The Focus Network**

Friedrichstr. 58
10117 Berlin
Germany
Ph. 49-30-206330
Fax 49-30-20633188
E-mail: info@viewpointberlin.de
www.thefocusnetwork.com
Joachim Zeunges, Managing Director
Location: Office building
Distance from airport: 30 minutes
CL, 1/1
Conference 16x21 Obs. Rm. Seats 2
Conference 16x22 Obs. Rm. Seats 12
Conference 18x16 Obs. Rm. Seats 12
(See advertisement on p. 5)

**Viewpoint Frankfurt
The Focus Network**

Goethestr. 28
60313 Frankfurt
Germany
Ph. 49-69-913377-0
Fax 49-69-913377-88
E-mail: info@viewpointfrankfurt.de
www.thefocusnetwork.com
(See advertisement on p. 5)

**Viewpoint Hamburg
The Focus Network**

Neuer Wall 50
20354 Hamburg
Germany
Ph. 49-40-369828-0
Fax 49-40-369828-88
E-mail: info@viewpointhamburg.de
www.thefocusnetwork.com
(See advertisement on p. 5)

Greece**Centrum SA**

64, L. Riancourt st.
Apollo Tower, 17th A
115 23 Athens
Greece
Ph. 30-1-692-5011 or 30-1-692-2167
Fax 30-1-692-3894
E-mail: info@centrum.gr
www.centrum.gr
Niki Batzia, President/Managing Director
Location: Office building
1/1, 1/1OR, TK
Conference 23x20 Obs. Rm. Seats 15
Conference 23x20 Obs. Rm. Seats 15
Multiple 20x16 Obs. Rm. Seats 10
Conference 20x15 Obs. Rm. Seats 10
Conference 16x16 Obs. Rm. Seats 10

GLOBAL LINK International Marketing Research Ltd.

5 Konitsis Street & Kifissias Avenue
151 25 Marousi, Athens
Greece
Ph. 30-1-612-8800-9
Fax 30-1-612-8810
E-mail: globlink@compulink.gr
www.globalink.gr
Location: Office building
Distance from airport: 30 miles, 60 minutes
CL, 1/1, 1/1OR, TK, VC
Conference 23x13 Obs. Rm. Seats 14
Conference 18x10 Obs. Rm. Seats 8
Conference 26x13 Obs. Rm. Seats 10

Market Analysis Ltd.

190 Hymettus Street
116 36 Athens
Greece
Ph. 30-1-756-4892-3 or 30-1-756-4704
Fax 30-1-701-9355
E-mail: markanalysis@mail.kapatel.gr
Eleni Zakynthinou
Location: Office building
Distance from airport: 16 miles, 45 minutes
CL, 1/1, 1/1OR, TK, MP
Conference 23x15 Obs. Rm. Seats 18

Medi-Mark Ltd.

64 L. Riankour Str., Apollo Tower, 18 B3
115 23 Athens
Greece
Ph. 30-1-699-0124
Fax 30-1-699-0125
E-mail: aliki@hol.gr
Aliko Pipiliga-Myrianthis, General Manager
Location: Office building
1/1, 1/1OR
Conference 20x13 Obs. Rm. Seats 6

MRC-The Market Research Centre Ltd.

10 Georgoula Street
115 24 Athens
Greece
Ph. 30-1-692-2767 or 30-1-692-3755
Fax 30-1-691-4702
E-mail: mrc@ath.forthnet.gr
Zoe Psylla
Location: Office building
Distance from airport: 17 miles, 45 minutes
1/1, 1/1OR, TK, VC, WC
Multiple 26x20 Obs. Rm. Seats 12
Multiple 16x13 Obs. Rm. Seats 3
Conference 13x11 Obs. Rm. Seats 3
Conference 10x09

Prisma Options Ltd.

25 Alexandroupoleos, Ambelokipi
115 27 Athens
Greece
Ph. 30-1-748-2001
Fax 30-1-775-6227
E-mail: prismaop@hol.gr
Marita Sormunen
Location: Office building
1/1, 1/1OR
Conference 16x13 Obs. Rm. Seats 6
Conference 20x16 Obs. Rm. Seats 12

Research International Greece

8-12 Chalkidonos Street
115 27 Athens
Greece
Ph. 30-1-775-3001 or 30-1-775-3002
Fax 30-1-779-5886
E-mail: rihellas@prometheus.hol.gr
www.research-int.com
Dimitris Manoussakis, Managing Director
Location: Office building
VC
Multiple 15x13 Obs. Rm. Seats 5
Conference 10x10 Obs. Rm. Seats 15
Conference 13x07 Obs. Rm. Seats 6
Conference 16x10 Obs. Rm. Seats 4

Guam**QMark Research & Polling**

720 Pale San Vitores Road
Tamuning 96913
Guam
Ph. 671-649-7629
Fax 671-647-4541
E-mail: gmigita@starrtech.com
www.starrtech.com
Gwen Migita, Exec. Vice President
Location: Freestanding facility
Distance from airport: 3 miles, 5 minutes
VC
Conference 10x15 Obs. Rm. Seats 6

Hong Kong**The AMI Group of Companies**

9/F, Leighton Centre
77 Leighton Road
Causeway Bay
Hong Kong
Ph. 852-2881-5388
Fax 852-2881-5918
E-mail: marketing@ami-group.com
www.ami-group.com
Adrian Chedore, CEO
Location: Office building
Distance from airport: 60 minutes
CL, 1/1, 1/1OR, MP, VC
Conference 17x16 Obs. Rm. Seats 20
Conference 17x16 Obs. Rm. Seats 12
Conference 14x12 Obs. Rm. Seats 10
Living 14x12 Obs. Rm. Seats 10
Conference 13x10 Obs. Rm. Seats 10
Conference 13x10 Obs. Rm. Seats 10

Asia Market Intelligence Ltd.

9/F, Leighton Centre
77 Leighton Road
Causeway Bay
Hong Kong
Ph. 852-2881-5388
Fax 852-2881-5918
E-mail: ami_hongkong@ami-group.com
www.ami-group.com
Jill Telford, Managing Director
Location: Office building
Distance from airport: 60 minutes
CL, 1/1, 1/1OR, MP, VC
Conference 17x16 Obs. Rm. Seats 20
Conference 17x16 Obs. Rm. Seats 12
Conference 14x12 Obs. Rm. Seats 10
Living 14x12 Obs. Rm. Seats 10
Conference 13x10 Obs. Rm. Seats 10
Conference 13x10 Obs. Rm. Seats 10

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Consumer Search Hong Kong Ltd.

22/F Sunshine Plaza
 353 Lockhart Road
 Wanchai
 Hong Kong
 Ph. 852-2891-6687
 Fax 852-2833-6771
 E-mail: pl@cshk.com
 www.cshk.com
 Paul Lee, Director
 Location: Office building
 Distance from airport: 45 minutes
 Conference 10x20 Obs. Rm. Seats 6
 Conference 10x18

Hungary**BellResearch**

Baross u. 133.
 1089 Budapest
 Hungary
 Ph. 36-1-477-0100
 Fax 36-1-477-0101
 E-mail: info@bellresearch.com
 www.bellresearch.com
 Tamas Andras
 Location: Office building
 Distance from airport: 9 miles, 30 minutes
 CL, 1/1, 1/1OR, MP, WC
 Conference 23x18 Obs. Rm. Seats 18

India**Data Search (P) Limited**

187, Santoshpur Avenue
 Calcutta 700 075
 India
 Ph. 91-33-416-4434 or 91-33-416-6891
 Fax 91-33-416-6460
 E-mail: datasearch@vsnl.com
 www.datasearchindia.com
 Saheli Banerjee, Manager Field Ops.
 Location: Shopping mall
 Distance from airport: 45 minutes
 CL, 1/1, 1/1OR, TK, MP
 Conference 15x15 Obs. Rm. Seats 4
 Living 16x10 Obs. Rm. Seats 6
 Multiple 18x14 Obs. Rm. Seats 6

Data Search (P) Limited

E-164, 2nd floor, Samaspur Road
 Pandavnagar
 New Delhi
 India
 Ph. 91-11-279-5279
 Fax 91-11-272-1339
 E-mail: dspl_del@mantraonline.com
 www.datasearchindia.com
 Sandip Sinha Roy, Director
 Location: Office building
 Distance from airport: 40 minutes
 CL, 1/1, 1/1OR, TK, MP
 Living 10x12 Obs. Rm. Seats 4
 Conference 15x10 Obs. Rm. Seats 6
 Multiple 16x10 Obs. Rm. Seats 6

Taylor Nelson Sofres MODE (Pvt.) Ltd.

9, Thirumoorthy Nagar
 Main Road, III floor, Nungambakkam
 Chennai (Madras), Tamil Nadu 600 034
 India
 Ph. 91-44-827-8303 or 91-44-827-3968
 Fax 91-44-823-3154
 E-mail: sofmode@md3.vsnl.net.in
 www.moderesearch.com
 Location: Office building
 Conference 14x13 Obs. Rm. Seats 8

Taylor Nelson Sofres MODE (Pvt.) Ltd.

C-1/53, Safdarjung Development Area, 1st floor
 Delhi, Delhi 110 016
 India
 Ph. 91-11-656-1008 or 91-11-652-7227
 Fax 91-11-685-6838
 E-mail: modedlc@del3.vsnl.net.in
 www.moderesearch.com
 Location: Office building
 Conference 14x12 Obs. Rm. Seats 8

Taylor Nelson Sofres MODE (Pvt.) Ltd.

Mill Compound, Raghuvanshi Mill Compound, 3rd floor
 Main Office Building, Raghuvanshi Mill Compound,
 lower parcel
 Mumbai (Bombay), Maharashtra 400 013
 India
 Ph. 91-22-498-0125
 Fax 91-22-495-0432
 E-mail: modebom@vsnl.com
 www.moderesearch.com
 Location: Office building
 Conference 14x14 Obs. Rm. Seats 8

Ireland**Raheny Observatory**

Raheny Shopping Centre, Howth Road, Raheny
 Dublin 5
 Ireland
 Ph. 353-1-832-9900
 Fax 353-1-832-9001

Israel**Gallup Israel Ltd.**

28 Bezalel St., 7th floor
 Ramat-Gan 52521
 Israel
 Ph. 972-3-611-1444
 Fax 972-3-611-1411
 E-mail: gallup@gallup.co.il
 www.gallup.co.il
 Location: Office building
 Distance from airport: 24 miles, 15 minutes
 CL, 1/1, 1/1OR, TK, VC
 Conference 12x14 Obs. Rm. Seats 6

Italy**ADACTA-Marketing e Ricerche di Mercato**

Corso Vittorio Emanuele 122
 80121 Naples
 Italy
 Ph. 39-81-76-13-232
 Fax 39-81-68-0-502
 E-mail: ADACTA@adactainternational.com
 www.adactainternational.com
 Location: Office building
 CL, 1/1, 1/1OR, TK, MP, VC
 Conference 20x17 Obs. Rm. Seats 5
 Conference 13x13 Obs. Rm. Seats 3

ARTS a.s.

Via Caminadella 2
 20123 Milan
 Italy
 Ph. 39-2-72-01-09-89
 Fax 39-2-80-56-049
 E-mail: info@art.it
 www.art.it
 Location: Office building
 Distance from airport: 7 miles, 30 minutes
 Conference 13x20 Obs. Rm. Seats 10

Egeria S.a.s di G. Meotti & C.

Via Filippo Caronti 9
 20133 Milan
 Italy
 Ph. 39-2-76-11-07-31
 Fax 39-2-738-01-50
 www.egeria-italia.it
 Location: Freestanding facility
 1/1, 1/1OR, VC
 Conference 27x18 Obs. Rm. Seats 7

GfK - ASM S.r.l.

Via Vicenza, 29
 00185 Rome
 Italy
 Ph. 39-6-49-22-01
 Fax 39-6-44-65-560
 E-mail: asmmilan.asm@tiscalinet.it
 www.gfk.it
 Location: Freestanding facility
 VC
 Conference 13x22 Obs. Rm. Seats 10

InraDemoskopea SpA

Via Battistotti Sassi 13
20133 Milan
Italy
Ph. 39-2-70-12-59-41
Fax 39-2-70-12-50-59
E-mail: erminero@demoskopea.it
Location: Office building
CL, 1/1, 1/10R, TK, TKO, MP
Conference 10x13 Obs. Rm. Seats 6
Conference 20x26 Obs. Rm. Seats 6
Living 07x13
Living 10x13

**Italy Field Services
The Focus Network**

Plaza Borromeo 14
20123 Milano
Italy
Ph. 39-2-72-32-11
Fax 39-2-86-58-33
E-mail: info@italyfieldservices.net
www.thefocusnetwork.com
Manuela Lange
Location: Office building
CL, 1/1, TK, MP
Multiple 21x16 Obs. Rm. Seats 10
Multiple 20x17 Obs. Rm. Seats 10
(See advertisement on p. 5)

Marketing Lab - Research Solutions

Corso San Gottardo 12
20136 Milan
Italy
Ph. 39-2-89-42-03-77
Fax 39-2-89-42-70-07
E-mail: info@mkt-lab.com
www.mkt-lab.com
Giuseppe Tonolini, Managing Director
Location: Office building
1/1, 1/10R
Conference 10x16 Obs. Rm. Seats 6

Medi-Pragma S.r.l.

Via Nizza, 152
00198 Rome
Italy
Ph. 39-6-84-55-51
Fax 39-6-84-11-850
E-mail: medipragma@medipragma.com
www.medipragma.com
Dr. Michele Corsaro
Location: Office building
Distance from airport: 60 minutes
1/1, 1/10R, TK, MP, VC, WC
Conference 13x15 Obs. Rm. Seats 14
Conference 13x8 Obs. Rm. Seats 5
Living 19x13 Obs. Rm. Seats 15
Living 11x14 Obs. Rm. Seats 7

Pragma S.r.l.

Via Nizza 152
00198 Rome
Italy
Ph. 39-06-84-48-81
Fax 39-06-84-48-82-98
E-mail: barbara.martinelli@pragma-research.it
www.pragma-research.it
Barbara Martinelli, Project Manager
Location: Office building
Distance from airport: 40 minutes
CL, 1/1, 1/10R, TK, VC

PROBE

Piazza Enrico Bottini 2
20133 Milan
Italy
Ph. 39-02-236-38-66
Fax 39-02-236-53-56
E-mail: mail@probesrl.com
www.probesrl.com
Giuseppe Mauri, Managing Director
Location: Freestanding facility
Distance from airport: 3 miles, 7 minutes
1/1, TK, MP
Conference 16x11 Obs. Rm. Seats 10

Pro-Marketing

Via Giordano Bruno Ferrari 25 int. 22
00125 Rome - Acilia
Italy
Ph. 39-6-52-16-91-46
Fax 39-6-52-16-91-48
E-mail: promarketing@flashnet.it
Caterina Agagliati Sburlati, Owner
Location: Office building
Distance from airport: 16 miles, 15 minutes
1/1, 1/10R
Conference 13x16 Obs. Rm. Seats 4

Sinergi S.p.a.

Via Stradella, 5
20129 Milan
Italy
Ph. 39-2-20-24-07-43 or 39-2-20-24-07-42
Fax 39-2-20-24-07-39
E-mail: sinergi@sinergi.it
www.sinergi.it
Gino Scafati
Location: Office building
1/1, 1/10R
Conference 20x20 Obs. Rm. Seats 10
Multiple 16x16 Obs. Rm. Seats 4
Conference 20x13 Obs. Rm. Seats 10

Japan**Consumer Behavior Research Co., Ltd.**

Shibuya R Sankei, 3-10-13 Shibuya
Shibuya-ku
Tokyo 150-0002
Japan
Ph. 81-3-5467-0701
Fax 81-3-5467-0709
www.cbr.co.jp
Location: Freestanding facility
1/1, 1/10R, MP, VC
Conference 23x13 Obs. Rm. Seats 10

INTAGE Inc.

Global Services
1-4-1, Honcho,
Higashikurume-shi
Tokyo 203-8601
Japan
Ph. 81-4-2476-5164
Fax 81-4-2476-5178
E-mail: global-service@intage.co.jp
www.intage.co.jp
Geoffrey Pickens
Location: Office building
Distance from airport: 38 miles, 120 minutes
CL, 1/1, 1/10R, MP, VC
Conference 16x30 Obs. Rm. Seats 10
Conference Obs. Rm. Seats 10

JSR (Japan Statistics & Research)

3-5-8 Nakameguro
Meguro-ku, Tokyo 153-0061
Japan
Ph. 81-3-5722-2015
Fax 81-3-5722-2137
E-mail: access@jsr-jpn.com
www.jsr-jpn.com
Location: Shopping mall
1/1, 1/10R, VC
Conference 33x13 Obs. Rm. Seats 9
Living 13x7 Obs. Rm. Seats 7

LYNCS, Incorporated

Sun Towers B Bldg., 7F
2-11-23, Sangenjaya
Setagaya-ku, Tokyo 154
Japan
Ph. 81-3-5430-1300
Fax 81-3-5430-1301
E-mail: lyncs@lyncs.co.jp
www.lyncs.co.jp
Nobu Sato
Location: Office building
Distance from airport: 40 miles, 70 minutes
CL, 1/1, 1/10R, MP, VC
Conference 19x16 Obs. Rm. Seats 25

Market Focus

KN Shibuya Bldg. One (9F)
11-31 Udagawa-Cho
Shibuya-ku, Tokyo 150-0042
Japan
Ph. 81-3-5430-1305
Fax 81-3-5430-1306
E-mail: mkt.focus@lyncs.co.jp
www.lyncs.co.jp
Nobu Sato
Location: Office building
Distance from airport: 40 miles, 70 minutes
CL, 1/1, 1/10R, MP, VC
Conference 19x16 Obs. Rm. Seats 25

Nippon Research Center, Ltd.

Shuwa-Sakurabashi Bldg., 4-5-4 Hatchobori,
Chou-ku
Tokyo 104-0032
Japan
Ph. 81-3-3206-8351
Fax 81-3-3555-9895
E-mail: iijima@nrc.co.jp
www.nrc.co.jp
Location: Office building
Conference 19x17 Obs. Rm. Seats 15

Research International Japan

(formerly JMRB)
Harmony Tower, 9th floor
32-2 Honcho 1-chome
Nakano-ku, Tokyo 164-8721
Japan
Ph. 81-3-5365-6811
Fax 81-3-5365-6800
E-mail: Qualitatif@research-int.com
www.research-int.com
Kazuko Ohye, Exec. Vice President
Location: Office building
Distance from airport: 90 minutes
1/1, 1/10R, TK, MP, VC
Conference 16x16 Obs. Rm. Seats 15
Conference 16x16 Obs. Rm. Seats 15

CODES

Location: Office building, Freestanding building, Shopping mall
 CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.
 Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Both Styles
 Room dimensions, when stated, are shown in feet.

Latvia

Baltic Data House

5/7 Akas Street
 Riga 1011
 Latvia
 Ph. 371-7096300
 Fax 371-7096314
 E-mail: bdh@bdh.lv
 www.bdh.lv
 Leide Kapina, Project Director
 Location: Office building
 Distance from airport: 20 minutes
 Conference 20x20 Obs. Rm. Seats 6
 Conference 20x30 Obs. Rm. Seats 6

Malaysia

ZR Associates Sdn Bhd

10th floor, Wisma Damansara,
 Jalan Semantan,
 Kuala Lumpur 50490
 Malaysia
 Ph. 60-3-252-5411
 Fax 60-3-253-5411
 E-mail: corporate@zrassociates.com.my
 www.zrassociates.com.my
 Zarina Rafique, Exec. Director
 Location: Office building
 Distance from airport: 80 miles, 40 minutes
 1/1, 1/1OR
 Conference 23x16 Obs. Rm. Seats 10
 Living 16x10 Obs. Rm. Seats 10

Mexico

BIMSA

Sofocles 118 Polanco
 Mexico City, DF 11560
 Mexico
 Ph. 52-5-580-0288
 Fax 52-5-395-8648
 E-mail: solucionesbimsa@bimsa.com.mx
 www.bimsa.com.mx
 Location: Office building
 Distance from airport: 10 miles, 35 minutes
 CL
 Conference 20x20 Obs. Rm. Seats 10
 Conference 20x20 Obs. Rm. Seats 10

EPI Grupo

Bosque de Duraznos 69-403
 Mexico City, DF 11700
 Mexico
 Ph. 52-5-596-6730 or 52-5-596-6701
 Fax 52-5-251-5431
 E-mail: info@epigrupo.com
 www.epigrupo.com
 Ricardo Escobedo, President
 Location: Shopping mall
 Distance from airport: 15 miles, 40 minutes
 CL, 1/1, 1/1OR, TK, MP, VC
 Multiple 20x18 Obs. Rm. Seats 15

Medicis Communications

Ignacro Comonfort #15-202, Zonario
 Tijuana, BC 22320
 Mexico
 Ph. 619-267-6010 (U.S.)
 Fax 619-267-5965 (U.S.)
 E-mail: laura@medicis.tv
 Laura Gomez, Account Executive
 Conference 25x20 Obs. Rm. Seats 12

Mexico City Focus

The Focus Network
 Bosque de Duranos 75 - 205
 Bosques de las Lomas
 Mexico City, DF 11700
 Mexico
 Ph. 52-5-596-4040
 Fax 52-5-596-4040
 E-mail: info@mexicocityfocus.net
 www.thefocusnetwork.com
 Victor Jerusalmi, Managing Director
 Location: Office building
 CL, TK
 Conference 17x19 Obs. Rm. Seats 15
 Conference 16x14 Obs. Rm. Seats 15
 (See advertisement on p. 5)

Pearson, S.A. de C.V.

Homero 223-4to. Piso
 Col. Polanco
 Mexico, DF 11560
 Mexico
 Ph. 52-55-5531-5560 or 52-55-5531-5324
 Fax 52-55-5203-8230
 E-mail: pearson@pearson-research.com
 www.pearson-research.com
 Manuel Barberena, General Director
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 CL, 1/1, 1/1OR, TK, TKO, MP, VC
 Conference 16x13 Obs. Rm. Seats 10
 Conference 14x14 Obs. Rm. Seats 15
 Conference 17x17 Obs. Rm. Seats 20
 Conference 17x17 Obs. Rm. Seats 15
 Living 12x12 Obs. Rm. Seats 8
 Living 10x10 Obs. Rm. Seats 8

SuperDatos de México

a wholly-owned subsidiary of Cheskin
 Ensenada 61
 Colonia Hipodromo
 Mexico City, DF, CP 06100
 Mexico
 Ph. 650-802-2100 (U.S.) or 52-5-553-2754 (Mex.)
 Fax 650-593-1125 (U.S.)
 E-mail: SuperDatos@cheskin.com
 www.cheskin.com
 Miriam Korzenny, Manager
 Location: Office building
 Distance from airport: 10 miles
 CL
 Conference 14x20 Obs. Rm. Seats 10

The Netherlands

Intomart bv

Noordse Bosje 13/15
 1211 BD Hilversum Postbus 10004
 1201 DA Hilversum
 The Netherlands
 Ph. 31-35-625-84-11
 Fax 31-35-624-65-32
 E-mail: info@intomart.nl
 www.intomart.nl
 Location: Office building
 CL, 1/1, 1/1OR, TK, MP
 Conference 26x20 Obs. Rm. Seats 6
 Conference 23x20 Obs. Rm. Seats 8

MOTIVATION Amsterdam B.V.

Marnixkade 109F
 1015 ZL Amsterdam
 The Netherlands
 Ph. 31-20-589-83-83
 Fax 31-20-589-83-00
 E-mail: moti@motivaction.nl
 www.motivaction.nl
 Location: Freestanding facility
 Distance from airport: 10 miles, 20 minutes
 CL, 1/1, 1/1OR, MP, VC, WC
 Conference 33x21 Obs. Rm. Seats 26
 Multiple 30x20 Obs. Rm. Seats 6

NIPO, The Market Research Institute

P.O. Box 247
 Grote Bickersstraat 74
 1000 AE Amsterdam
 The Netherlands
 Ph. 31-20-522-54-44
 Fax 31-20-522-53-33
 E-mail: info@nipo.nl
 www.nipo.nl
 Location: Office building
 Distance from airport: 12 miles, 20 minutes
 CL, 1/1, 1/1OR, VC
 Conference 32x20 Obs. Rm. Seats 12
 Conference 20x20 Obs. Rm. Seats 8

Team Vier b.v.

Veenplaats 19
 1182 JW Amstelveen
 The Netherlands
 Ph. 31-20-645-53-55
 Fax 31-20-645-59-30
 E-mail: team4u@team4u.nl
 www.team4u.nl
 Hans van Gool
 Location: Office building
 Distance from airport: 3 miles, 8 minutes
 1/1, 1/1OR
 Conference 32x10 Obs. Rm. Seats 6

Telder Research Data & Facilities BV

Varkensmarkt 19
 3811 LD Amersfoort
 The Netherlands
 Ph. 31-33-422-00-22
 Fax 31-33-422-00-20
 E-mail: sales@telder.nl
 www.telderonline.com
 Bert Buitenkamp
 Location: Office building
 Distance from airport: 35 miles, 45 minutes
 1/1, 1/1OR, MP

Telder Research Data & Facilities BV

Oudkerkhof 13
3512 GH Utrecht
The Netherlands
Ph. 31-33-422-00-22 or 31-30-300-33-33
Fax 31-30-300-33-30
E-mail: sales@telder.nl
www.telderonline.com
Bert Buitenkamp
Location: Office building
Distance from airport: 35 miles, 45 minutes
1/1, 1/1OR, MP

Pakistan**ACNielsen Pakistan**

5E/1 Gulberg III
54660 Lahore
Pakistan
Ph. 92-42-571-0987 or 92-42-575-4690
Fax 92-42-571-1020
E-mail: aal@brain.net.pk
www.acnielsen.com
H. Aftab Ahmad, Chief Executive
Location: Freestanding facility
Distance from airport: 5 miles, 20 minutes
Multiple 22x17 Obs. Rm. Seats 6

Peru**APOYO Opinion y Mercado S.A.**

Av. Republica de Panama 6380
Lima 18
Peru
Ph. 51-1-610-0100 or 54-1-241-8141
Fax 51-1-447-1831
E-mail: at@apoyo2.com.pe
www.apoyo.com
Alfred Torres, Managing Director
Location: Office building
Distance from airport: 4 miles, 40 minutes
CL, 1/1, 1/1OR, MP
Conference 12x09 Obs. Rm. Seats 5
Conference 12x09 Obs. Rm. Seats 7
Conference 19x13 Obs. Rm. Seats 10
Conference 12x16 Obs. Rm. Seats 5

APOYO Opinion y Mercado S.A.

Av. Espana 2524, Piso 2
Trujillo
Peru
Ph. 51-1-610-0100 or 51-1241-8141
Fax 51-1-447-1831
E-mail: at@apoyo2.com.pe
www.apoyo.com
Alfred Torres, Managing Director
Location: Office building
Distance from airport: 1 miles, 15 minutes
CL, 1/1, 1/1OR, MP
Conference 10x11 Obs. Rm. Seats 5

APOYO Opinion y Mercado S.A.

Centro Commercial Caima Oficina M - Piso 3
Arequipa
Peru
Ph. 51-1-610-0100 or 51-1241-8141
Fax 51-1-447-1831
E-mail: at@apoyo2.com.pe
www.apoyo.com
Alfred Torres, Managing Director
Location: Office building
Distance from airport: 1 miles, 15 minutes
CL, 1/1, 1/1OR, MP
Conference 16x16 Obs. Rm. Seats 8

Poland**Centrum Badania Opinii Spolecznej**

Public Opinion Research Centre
4a Zurawia
00 503 Warsaw
Poland
Ph. 48-22-629-35-69 or 48-22-629-37-04
Fax 48-22-629-40-89
E-mail: sekretariat@cbos.pl
www.cbos.pl
Location: Office building
1/1, 1/1OR, MP
Conference 23x16 Obs. Rm. Seats 7

F-Squared Market Research + Consulting Poland

Al. Jana Pawla II 61, V p.
01 031 Warsaw
Poland
Ph. 48-22-636-55-32
Fax 48-22-636-54-04
E-mail: info@fsquared.pl
www.fsquaredresearch.com
Daniel Leis
Location: Office building
Distance from airport: 5 miles, 20 minutes
CL, 1/1, 1/1OR, TK, MP
Conference 11x12 Obs. Rm. Seats 10
Conference 20x22 Obs. Rm. Seats 22
Multiple 10x15 Obs. Rm. Seats 8
Multiple 10x15 Obs. Rm. Seats 8

Ipsos-Demoskop

Migdalowa 4
02 796 Warsaw
Poland
Ph. 48-22-645-15-75 or 48-22-645-15-85
Fax 48-22-645-15-74
E-mail: mail@ipsos-demoskop.com
www.ipsos-demoskop.com
Malgorzata Olszewska, Research Manager
Location: Office building
Distance from airport: 6 miles, 20 minutes
CL, 1/1, 1/1OR
Conference 26x20 Obs. Rm. Seats 12
Conference 16x13 Obs. Rm. Seats 12

Medical Data Management, sp.z.o.o.

Ul. J. Sengera "Cichego" 1
02 790 Warszawa
Poland
Ph. 48-22-645-77-33 or 48-22-645-77-30
Fax 48-22-645-78-88
E-mail: ralph.bruin@mdmworld.com
www.mdmworld.com
Location: Office building
Distance from airport: 10 miles, 20 minutes
MP
Conference 19x18 Obs. Rm. Seats 10

Portugal**Motivacao**

Estudos Psico-Sociologicos Lda.
R. Pinheiro Chagas No. 69 - 1 Esq/Dto
1050-176 Lisbon
Portugal
Ph. 351-21-319-01-90
Fax 351-21-319-04-89
Maria Jose Paixao, Director
Location: Office building
Distance from airport: 8 miles, 20 minutes
1/1, 1/1OR, TK, TKO, MP
Conference 20x16 Obs. Rm. Seats 10
Conference 16x13 Obs. Rm. Seats 6

Motivacao

Estudos Psico-Sociologicos Lda.
R. do Arco do Cego, 77, R/C, Esq.
1040 Lisbon
Portugal
Ph. 351-21-319-01-90
Fax 351-21-319-04-89
Maria Jose Paixao, Director
Location: Office building
Distance from airport: 8 miles, 20 minutes
1/1, 1/1OR, TK, MP
Conference 20x16 Obs. Rm. Seats 8
Living 16x16 Obs. Rm. Seats 8

Motivacao Norte

Consultoria E Estudos De Mercado, Lda.
R. Joas de Deus, 6, 3 - Sala 307
4100 Porto
Portugal
Ph. 351-22-600-07-08
Fax 351-22-600-07-72
Maria Jose Paixao, Director
Location: Office building
Distance from airport: 20 miles, 40 minutes
1/1, 1/1OR, MP
Conference 20x16 Obs. Rm. Seats 6

Puerto Rico**Custom Research Center, Inc.**

1650 De Diego Ave.
San Francisco, Rio Piedras, PR 00927
Puerto Rico
Ph. 787-764-6877
Fax 787-764-6835
E-mail: crc@caribe.net
http://premium.caribe.net/~crc
Parimal Choudhury, President
Location: Freestanding facility
Distance from airport: 7 miles, 20 minutes
1/1, 1/1OR, TK, TKO, VC
Conference 12x15 Obs. Rm. Seats 15
Conference 12x14 Obs. Rm. Seats 10

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Gaither International, Inc.

G.P.O. Box 70211

San Juan, PR 00936

Puerto Rico

Ph. 787-728-5757

Fax 787-728-5715

E-mail: gaither@gaiterinternational.com

www.gaiterinternational.com

Location: Office building

Distance from airport: 5 miles, 10 minutes

1/1, 1/1OR, TK

Conference 15x10 Obs. Rm. Seats 15

Living 13x10 Obs. Rm. Seats 10

Conference 13x10 Obs. Rm. Seats 10

The Marketing Center

Cavaliere 1594, URB. Caribe Rio Piedras

San Juan, PR 00927

Puerto Rico

Ph. 787-751-3532

Fax 787-765-2096

E-mail: info@tmcgroup.net

www.tmcgroup.net

Location: Freestanding facility

Distance from airport: 5 miles, 15 minutes

1/1, TK

Conference 13x12 Obs. Rm. Seats 8

SKA Division of Mediafax, Inc.

1606 Ponce de Leon Ave.

Santurce, PR 00909

Puerto Rico

Ph. 787-721-1101

Fax 797-725-1340

E-mail: data@ska-pr.com

www.ska-pr.com

Location: Office building

TK

Conference 12x20 Obs. Rm. Seats 12

Romania**Mercury Research**

31, Vasile Lascar Street, 3rd floor

Bucharest 70211

Romania

Ph. 401-211-3967

Fax 401-211-3970

E-mail: contact@mercury.ro

www.mercury.ro

Dana Ciobotaru

Location: Office building

Distance from airport: 15 miles, 40 minutes

Conference 19x12 Obs. Rm. Seats 5

Russia**Business and Marketing Analytic Center**

21b, Kuusinen Street

125252 Moscow

Russia

Ph. 7-095-943-3666 or 7-095-198-9871

Fax 7-095-943-3666

E-mail: bma@bma.ru

www.bma.ru

Vladimir Fetsanko, Ph.D., Director

Location: Office building

Distance from airport: 25 miles, 80 minutes

CL

Conference 13x20 Obs. Rm. Seats 8

**F-Squared Market Research + Consulting Russia**

16/23 Tverskaya-Yamskaya 1 Ul.

125047 Moscow

Russia

Ph. 7-095-721-1850

Fax 7-095-721-1848

E-mail: info@fsquared.ru

www.fsquaredresearch.com

Michael Fodor

Location: Office building

Distance from airport: 15 miles, 30 minutes

1/1, 1/1OR, TK

Conference 18x12 Obs. Rm. Seats 10

Conference 20x15 Obs. Rm. Seats 8

Marketing Information Center

P.O. Box 122 Central Post Office

101000 Moscow

Russia

Ph. 7-095-951-6100

Fax 7-095-951-6100

E-mail: mic@mic-russia.ru

www.mic-russia.ru

QRC - Qualitative Research Center

30/2, bld. 1, Bolshaya Lubyanka Str.

101000 Moscow

Russia

Ph. 7-095-925-2611 or 7-095-925-0047

Fax 7-095-928-0727

E-mail: info@qrc.ru

www.qrc.ru

Tatyana Selezneva

Location: Office building

Distance from airport: 35 miles, 40 minutes

1/1, 1/1OR

Conference 27x13 Obs. Rm. Seats 12

Conference 25x15 Obs. Rm. Seats 12

Validata

13/2 Ordzkonikidze St.

117071 Moscow

Russia

Ph. 7-095-954-9895 or 7-095-954-0300

Fax 7-095-954-9896

E-mail: office@validata.ru

www.validata.ru

Marsha Volkenstein, President

Location: Office building

1/1, 1/1OR, TK, TKO

Conference 21x11 Obs. Rm. Seats 10

Conference 21x11 Obs. Rm. Seats 10

Living 13x9 Obs. Rm. Seats 10

Singapore**Asia Insight Research Consultants Pte. Ltd.**

491B, River Valley Road, #10-03

Valley Point 248373

Singapore

Ph. 65-735-3788

Fax 65-735-7188

E-mail: contact_us@asianinsight.com

www.asianinsight.com

Location: Office building

Distance from airport: 25 minutes

1/1, 1/1OR, TK

Conference 14x12 Obs. Rm. Seats 9

Living 14x11 Obs. Rm. Seats 9

Joshua Research Consultants

190 Middle Road

Fortune Centre #20-02

Singapore 188979

Singapore

Ph. 65-227-2728

Fax 65-333-5517

E-mail: joshuarc@singnet.com.sg

www.joshuaresearch.com

Carol Goh, Research Consultant

Location: Office building

Distance from airport: 15 minutes

1/1, MP

Conference 18x16 Obs. Rm. Seats 8

Slovenia**GRAL - ITEO**

P.O. Box 476, Kotnikova 28

1001 Ljubljana

Slovenia

Ph. 386-61-472-0800

Fax 386-61-472-0834

E-mail: info@graliteo.si

www.graliteo.si

Location: Office building

Distance from airport: 8 miles, 20 minutes

MP

Multiple 16x13 Obs. Rm. Seats 4

Multiple 16x13 Obs. Rm. Seats 6

South Africa**Decision Surveys International (Pty.), Ltd.**

P.O. Box 11260

Johannesburg 2000

South Africa

Ph. 27-11-447-1017

Fax 27-11-447-6100

E-mail: dsjhb@dsiza.com

Location: Office building

Distance from airport: 18 miles, 30 minutes

CL

Conference 33x23 Obs. Rm. Seats 12

Conference 30x20 Obs. Rm. Seats 6

Conference 26x20 Obs. Rm. Seats 5

Conference 26x20 Obs. Rm. Seats 5

Research International South Africa (Pty.), Ltd.

P.O. Box 738
 Umhlanga Rocks
 Durban, Natal 4320
 South Africa
 Ph. 27-31-560-0750
 Fax 27-31-560-0751
 E-mail: headoffice@research-int.co.za
 www.research-int.com
 Christopher Duck, Managing Director
 Location: Office building
 Distance from airport: 30 minutes
 CL, MP, VC
 Conference 20x16 Obs. Rm. Seats 6
 Conference 26x16 Obs. Rm. Seats 8
 Conference 23x16 Obs. Rm. Seats 6
 Conference 20x16 Obs. Rm. Seats 6
 Conference 20x16 Obs. Rm. Seats 6
 Living 16x16 Obs. Rm. Seats 6

South Korea

Gallup Korea

208, Sajik-dong
 Chongro-Ku
 Seoul
 South Korea
 Ph. 82-2-3702-2550 or 82-2-3702-2100
 Fax 82-2-3702-2555
 E-mail: ikkang@gallup.co.kr
 www.gallup.co.kr
 I.K. Kang
 Location: Office building
 Distance from airport: 30 miles, 60 minutes
 VC
 Conference 20x14 Obs. Rm. Seats 10

Research Pacific Korea Inc.

Suite 601, Hyundai Newstar Officetel, #121-107
 Dangsang-dong, Youngdeungpo-ku
 Seoul
 South Korea
 Ph. 82-502-552-2000
 Fax 82-502-559-2000
 E-mail: edwardko@unitel.co.kr
 www.respac.com

Taylor Nelson SOFRES Korea

5th floor, Anwon Building 14-15
 Yoido-dong, Youngdeungpo-ku
 Seoul 150-010
 South Korea
 Ph. 82-2-3779-4300
 Fax 82-2-782-5533
 E-mail: company@kr.tnsfres.com
 Gina Nam, Office Manager
 Location: Office building
 Distance from airport: 33 miles, 45 minutes
 CL, 1/1, 1/1OR, MP
 Conference 15x18 Obs. Rm. Seats 10
 Conference 16x15 Obs. Rm. Seats 8
 Conference 18x18 Obs. Rm. Seats 20

Spain

ARPO

Caidos de la Division Azul, 1
 Portal Oficinas
 28016 Madrid
 Ph. 34-91-350-52-32
 Fax 34-91-350-27-35
 E-mail: arpo@arpo.es
 www.arpo.es
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 CL, TK, VC
 Conference 20x17 Obs. Rm. Seats 10

Demoscopia S.A.

Edificio Sollube Plaza de Carlos Trias Bertran
 N 7. 4a Planta
 28020 Madrid
 Spain
 Ph. 34-91-596-96-00
 Fax 34-91-555-72-32
 E-mail: j.i.wert@demoscopia.com
 www.demoscopia.com
 Location: Office building
 Distance from airport: 3 miles
 1/1, 1/1OR, VC
 Conference 18x13 Obs. Rm. Seats 10
 Living 10x12 Obs. Rm. Seats 6

Fieldwork, S.L.

Pelayo, 44-4a
 08001 Barcelona
 Spain
 Ph. 34-93-412-09-42
 Fax 34-93-412-18-14
 www.fdwweb.com
 Location: Office building
 Living 12x14 Obs. Rm. Seats 8
 Conference 16x20 Obs. Rm. Seats 8

INNER Strategic Market Research

C/ Velazquez 109
 28006 Madrid
 Spain
 Ph. 34-91-411-84-70
 Fax 34-91-562-68-13
 E-mail: inner@inner.es
 www.inner.es
 Enrique Domingo de Blas, Director
 Location: Office building
 1/1, TK, MP, VC
 Multiple 18x13 Obs. Rm. Seats 10
 Living 13x13 Obs. Rm. Seats 10

Millward Brown Alef

Maldonado 55
 Edificio C
 28006 Madrid
 Spain
 Ph. 34-91-768-80-00
 Fax 34-91-564-44-57
 E-mail: info@es.millwardbrown.com
 www.millwardbrown.com

Sweden

Borell Market Research AB

Baldersgatan 2
 114 27Stockholm
 Sweden
 Ph. 46-8-24-35-30
 Fax 46-8-24-4015
 E-mail: magnus.jaderlund@borell.se
 www.borell.se
 Magnus Jaderlund, Managing Director
 Location: Freestanding facility
 Distance from airport: 65 miles, 30 minutes
 CL, 1/1, 1/1OR, MP, VC
 Conference 23x17 Obs. Rm. Seats 4
 Conference 23x17 Obs. Rm. Seats 8
 Living 25x20 Obs. Rm. Seats 4
 Conference 30x20 Obs. Rm. Seats 4

MOA - Marknad Organisation Analys AB

Villa Ekensberg
 170 78 Solna
 Sweden
 Ph. 46-8-650-06-00
 Fax 46-8-650-06-35
 E-mail: info@moaanalys.se
 www.moaanalys.se
 Magnus Jonsson
 Location: Office building
 Distance from airport: 18 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, TKO
 Conference Obs. Rm. Seats 10
 Conference Obs. Rm. Seats 10

Switzerland

GfM Research/Institute of Swiss Marketing

Obermattweg 9
 6052 Hergiswil
 Switzerland
 Ph. 41-41-632-91-11
 Fax 41-41-632-91-23
 E-mail: info@ihagfm.ch
 www.ihagfm.ch
 Location: Office building
 1/1, 1/1OR, TK, VC
 Conference 20x10 Obs. Rm. Seats 10
 Conference 10x07
 Living 26x16 Obs. Rm. Seats 10
 Living 23x16 Obs. Rm. Seats 10

Taiwan

Opinion Research Taiwan

Minsheng East Road, Section 3, #57. 2F-3
 Taipei
 Taiwan
 Ph. 886-2-2509-6438
 Fax 886-2-2509-6447
 E-mail: ort777@ms57.hinet.net
 Location: Office building
 Distance from airport: 2 miles, 10 minutes
 CL, 1/1, 1/1OR
 Conference 25x40 Obs. Rm. Seats 15

CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
 TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
 VC - Videoconferencing WC - Webconferencing
 1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

Opinion Research Taiwan

Kuang Hwa 1st Road #206, 10F-4

Kaohsiung

Taiwan

Ph. 886-2-2509-6438

Location: Office building

Distance from airport: 10 miles, 20 minutes

Conference 25x25 Obs. Rm. Seats 6

Thailand**Taylor Nelson Sofres (Thailand) Limited**

12th Fl., Vorawat Building

849 Silom Rd., Silom

Bangrak, Bangkok 10500

Thailand

Ph. 66-2-635-1276 or 66-2-635-1277

Fax 66-2-635-1273

E-mail: bangkok.office@th.tnsofres.com

Turkey**IBS Marketing Research Services**

A ProCon Company

Sehit Ahmet Sok. No. 30

80310 Mecidiyekoy-Istanbul

Turkey

Ph. 90-212-337-5926

Fax 90-212-216-2199

E-mail: deniz.ozerdil@procongfk.com

www.ibsresearch.com

Deniz Ozerdil, Int'l. Projects Unit Mgr.

Location: Office building

Distance from airport: 15 miles, 30 minutes

CL

Conference 13x19 Obs. Rm. Seats 12

Conference 13x19 Obs. Rm. Seats 12

Conference 13x19 Obs. Rm. Seats 12

Impact Field & Focus

Uzuncayir Cad. Konak Is Merkezi

30/33 Kadikoy

81040 Istanbul

Turkey

Ph. 90-216-428-38-38

Fax 90-216-428-38-39

www.impact.istanbul.com

TNS PIAR

Gazeteciler Mahallesi

23 Temmuz Meydani

80300 Istanbul

Turkey

Ph. 90-212-212-2944

Fax 90-212-212-2956

Location: Office building

1/1, 1/1OR

United Kingdom**A One Opinions**

Opinions House, 111 Headstone Road

Harrow, Middlesex HA1 1PG

United Kingdom

Ph. 44-20-8861-3141

Fax 44-20-8861-3383

www.a1opinions.com

Michele Martin, Director

Location: Freestanding facility

Distance from airport: 15 miles, 30 minutes

CL, 1/1, 1/1OR

Conference 14x13 Obs. Rm. Seats 10

Conference 13x13 Obs. Rm. Seats 10

Aspect Studio

14 Woodland Drive

Watford, Hertfordshire WD17 3BX

United Kingdom

Ph. 44-192-321-3989

Fax 44-192-321-1748

E-mail: info@aspectstudio.co.uk

www.aspectstudio.co.uk

Janet King

Location: Office building

Distance from airport: 30 minutes

VC

Living 12x14 Obs. Rm. Seats 12

Chatterbox

Van Gaver House

40-50 Bridgford Road, West Bridgford

Nottingham NG2 6AP

United Kingdom

Ph. 44-115-981-6445

Fax 44-115-945-5729

E-mail: mail@chatterbox.uk.com

www.chatterbox.uk.com

Location: Office building

CL

Multiple 20x16 Obs. Rm. Seats 12

Chatterbox

44A Bramhall Lane South

Bramhall SK7 1AH

United Kingdom

Ph. 44-161-439-1090

Fax 44-161-440-7897

E-mail: mail@chatterbox.uk.com

www.chatterbox.uk.com

Location: Office building

CL

Multiple 18x16 Obs. Rm. Seats 12

Chatterbox

Westbrook Court

2 Sharrow Vale Road

Sheffield S118 8YZ

United Kingdom

Ph. 44-114-266-6030

Fax 44-114-268-6696

E-mail: mail@chatterbox.uk.com

www.chatterbox.uk.com

Location: Office building

CL

Multiple 16x12 Obs. Rm. Seats 12

City (Financial) Focus Ltd.

Pountney Hill House

6 Laurence Pountney Hill

London EC4R 0BL

United Kingdom

Ph. 44-20-7283-3355

Fax 44-20-7283-5777

E-mail: info@westendfocus.com

www.westendfocus.com

Amos Kova or Dominic Longcroft

Location: Office building

Distance from airport: 5 miles, 30 minutes

CL, 1/1, 1/1OR, VC

Multiple 16x13 Obs. Rm. Seats 6

Multiple 18x25 Obs. Rm. Seats 18

Multiple 19x16 Obs. Rm. Seats 12

Croydon Focus

8-10 Crown Hill, Church Street

Croydon, Surrey CR0 1RZ

United Kingdom

Ph. 44-20-8760-0744

Fax 44-20-8760-0744

E-mail: roscores@globalnet.co.uk

www.croydonfocus.co.uk

Location: Office building

CL, TK, MP

Conference 34x13 Obs. Rm. Seats 12

Conference 12x10 Obs. Rm. Seats 12

Conference 16x13 Obs. Rm. Seats 9

Espirit Studios Ltd

Supreme House, Regent Office Park

Finchley Central

London N3 2TL

United Kingdom

Ph. 44-20-8346-4499

Fax 44-20-8346-6969

E-mail: lives@netcomuk.co.uk

Peter Livesey, Managing Director

Location: Office building

TK

Multiple 22x14 Obs. Rm. Seats 12

Multiple 16x14 Obs. Rm. Seats 12

Field Facts Worldwide

11 Weymouth St.

London W1W 6DD

United Kingdom

Ph. 44-20-7908-6600

Fax 44-20-7908-6666

E-mail: douglas@fieldfacts.com

www.fieldfacts.com

Douglas Fedele, General Manager

Location: Freestanding facility

Distance from airport: 14 miles, 30 minutes

1/1, TK, VC

Multiple 22x15 Obs. Rm. Seats 12

Multiple 22x15 Obs. Rm. Seats 20

Multiple 22x29 Obs. Rm. Seats 20

Multiple 22x15 Obs. Rm. Seats 20

(See advertisement on p. 229)

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info@fieldfactsfrance.fr



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info@fieldfacts.com



Frankfurt

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CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
VC - Videoconferencing WC - Webconferencing
1/1 - One-on-One Room 1/1OR - One-on-One Obs. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

1st Focus

Compass Net Research & Resources Ltd.

Compass House, Pynnales Close

Stanmore, London HA7 4AF

United Kingdom

Ph. 44-20-8954-0055

Fax 44-20-8954-9545

E-mail: compassnet@1stfocus.net

www.1stfocus.net

Ashley Leboff, Director

Location: Office building

Distance from airport: 18 miles, 20 minutes

CL, 1/1, 1/1OR, VC

Multiple 15x12 Obs. Rm. Seats 12

Living 13x12 Obs. Rm. Seats 4

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United Kingdom

Ph. 44-20-7837-7700

Fax 44-20-7837-7823

E-mail: info@thefrontroom.uk.com

www.thefrontroom.uk.com

The Front Room - Barnet

Durkan House, 155 East Barnet Road

New Barnet

Hertfordshire EN4 8QZ

United Kingdom

Ph. 44-20-8449-6404

Fax 44-20-8449-8132

E-mail: info@thefrontroom.uk.com

www.thefrontroom.uk.com

The Gallery Studio

25 Station Road, South Norwood

London SE25 5AH

United Kingdom

Ph. 44-20-8771-5628

Fax 44-20-8771-5629

E-mail: info@gallery-studio.co.uk

www.gallery-studio.co.uk

Location: Office building

TK

Conference 18x12 Obs. Rm. Seats 10

Conference 15x12 Obs. Rm. Seats 12

Group Discussions and Viewing Facilities

Bob Ginger Partnership

19-21 Acton High Street

London W3 6NG

United Kingdom

Ph. 44-20-8993-6772

Fax 44-20-8993-9982

E-mail: info@bobginger.co.uk

www.bobginger.co.uk

Charles Hooton, Studio Manager

Location: Freestanding facility

1/1, 1/1OR, TK, TKO, VC

Multiple 17x14 Obs. Rm. Seats 10

Leeds Roundhay Research Centre

Roche House

452 Street Lane

Leeds LS17 6RB

United Kingdom

Ph. 44-113-266-5440

Fax 44-113-268-9111

E-mail: roundhay.research@tesco.net

www.roundhay-research.com

Jackie Waterhouse, NDD

Location: Freestanding facility

Distance from airport: 5 miles, 20 minutes

CL, 1/1, 1/1OR, TK, MP, VC, WC

Multiple 18x14 Obs. Rm. Seats 9

Multiple 16x13 Obs. Rm. Seats 10

Leo House Partnership Ltd.

Leo House

Portsmouth Road, Thames Ditton

Surrey KT7 0XF

United Kingdom

Ph. 44-20-8398-9898

Fax 44-20-8398-6343

E-mail: info@leohouse.co.uk

www.leohouse.co.uk

Anne Kingswell Lovelock, Director

Location: Freestanding facility

Distance from airport: 8 miles, 30 minutes

1/1, 1/1OR, TK, MP, VC

Living 13x15 Obs. Rm. Seats 10

Multiple 13x13 Obs. Rm. Seats 10

Conference 11x11

(See advertisement on p. 231)

London Focus**The Focus Network**

Colet Court

100 Hammersmith Rd.

London W6 7JP

United Kingdom

Ph. 44-20-8563-7117

Fax 44-20-8563-1486

E-mail: info@londonfocus.net

www.londonfocus.com

Location: Freestanding facility

Distance from airport: 12 miles, 15 minutes

CL, 1/1, 1/1OR, MP, VC

Multiple 18x14 Obs. Rm. Seats 20

Multiple 18x14 Obs. Rm. Seats 20

Multiple 20x14 Obs. Rm. Seats 20

Conference 18x14 Obs. Rm. Seats 12

Conference 10x08 Obs. Rm. Seats 8

(See advertisement on p. 5)

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Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge MP - Multipurpose Room
TK - Test Kitchen TKO - Test Kitchen Obsv. Rm.
VC - Videoconferencing WC - Webconferencing
1/1 - One-on-One Room 1/1OR - One-on-One Obsv. Rm.

Conference - Conference-Style Room

Living - Living Room-Style Room

Multiple - Both Styles

Room dimensions, when stated, are shown in feet.

The Look Inn

Cippenham Lodge, Cippenham Lane
Cippenham

Slough, Berkshire SL1 5AN
United Kingdom

Ph. 44-1753-694100

Fax 44-1753-694999

E-mail: thelookinn@telinco.co.uk

www.thelookinn.co.uk

John Peck, Partner

Location: Freestanding facility

Distance from airport: 12 miles, 20 minutes

CL, 1/1, 1/1OR, MP, VC, WC

Conference 18x18 Obs. Rm. Seats 12

Conference 18x19 Obs. Rm. Seats 12

Conference 18x13 Obs. Rm. Seats 10

Lookout Viewing Facility

Top Floor, 205 Chalk Farm Road

London NW1 8AF

United Kingdom

Ph. 44-20-7284-4296

Fax 44-20-7284-4325

E-mail: lookout@outlookres.co.uk

MORPACE International Ltd.

Hollywood House, 3rd Floor

Church Street East

Woking, Surrey GU21 1HJ

United Kingdom

Ph. 44-148-373-7000

Fax 44-148-373-7049

E-mail: studio@hollywoodhouse.co.uk

www.morpace.com

Stephen Connell, Managing Director

Location: Office building

Distance from airport: 30 minutes

VC

Conference 23x17 Obs. Rm. Seats 11

(See advertisement on p. 155)

Plus Four Market Research Ltd.

Derwent House, 35 South Park Road

Wimbledon

London SW19 8RR

United Kingdom

Ph. 44-20-8254-4444

Fax 44-20-8254-4440

E-mail: plus4@plus4.co.uk

www.plus4.co.uk

Profile In View

5 St. Andrew's Court, Wellington Street

Thame, Oxfordshire OX9 3WT

United Kingdom

Ph. 44-184-421-5672

Fax 44-184-426-1324

E-mail: piv@profile-group.com

www.profile-group.com

Location: Office building

Distance from airport: 36 miles, 45 minutes

Conference 18x18 Obs. Rm. Seats 10

Conference 13x8 Obs. Rm. Seats 8

Conference 13x12 Obs. Rm. Seats 8

The Research House

86 Marylebone High Street

London W1U 4QP

United Kingdom

Ph. 44-20-7935-4979

Fax 44-20-7224-2494

E-mail: researchhouse@btinternet.com

www.research-house.co.uk

Helen Wilson or Kate Grady

Location: Freestanding facility

Distance from airport: 20 miles, 30 minutes

CL, 1/1, 1/1OR, TK, MP, VC

Multiple 21x16 Obs. Rm. Seats 20

Living 14x13 Obs. Rm. Seats 14

Living 20x14 Obs. Rm. Seats 8

Multiple 21x16 Obs. Rm. Seats 12

Living 21x16 Obs. Rm. Seats 12

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London W2 3SA

United Kingdom

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Fax 44-20-7243-3828

E-mail: research@sadekwynberg.com

www.sadekwynberg.com

Seen & Sound

158 Friar Street

Reading RG1 1HG

United Kingdom

Ph. 44-118-958-8552

Fax 44-118-959-4476

E-mail: doddk@surveymarketing.co.uk

www.surveymarketing.co.uk

Katie Dodd

Location: Freestanding facility

CL, 1/1, 1/1OR, MP

Conference 18x15 Obs. Rm. Seats 10

Seen & Sound

28 Osborne Road, Jesmond

Newcastle upon Tyne NE2 2AJ

United Kingdom

Ph. 44-191-281-5585

E-mail: doddk@surveymarketing.co.uk

www.surveymarketing.co.uk

Katie Dodd

Location: Freestanding facility

1/1, 1/1OR, MP, VC

Conference 22x13 Obs. Rm. Seats 20

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Katy Manning

Location: Freestanding facility
Distance from airport: 8 miles, 20 minutes
CL, TK
Multiple 18x12 Obs. Rm. Seats 13

Spectrum

23 The Green, Old Southgate
London N14 6EN
United Kingdom
Ph. 44-20-8882-2448
Fax 44-20-8882-1331
E-mail: jill@spec.globalnet.co.uk
www.spectrumview.co.uk
Location: Office building
CL, MP

Summit Studios

2-4 Spring Bridge Mews, Spring Bridge Road
Ealing
London W5 2AB
United Kingdom
Ph. 44-20-8840-2200
Fax 44-20-8840-2446
E-mail: summitstudios@btinternet.com
www.summitstudios.co.uk
Stephanie Phazey
Location: Freestanding facility
Distance from airport: 6 miles, 15 minutes
CL, 1/1, 1/1OR, TK, MP
Living 17x15 Obs. Rm. Seats 10
Multiple 17x15 Obs. Rm. Seats 10
Conference 26x13

Surrey Research Centre

Hillcrest House, 51 Woodcote Road
Wallington, Surrey SM6 0LT
United Kingdom
Ph. 44-20-8647-9151
Fax 44-20-8647-9152
E-mail: info@surrey-research-centre.co.uk
www.surrey-research-centre.co.uk
Location: Office building
Distance from airport: 30 minutes
TK, TKO, MP

Talkback Viewing Studios Ltd.

109B First Floor, High Road, Beeston
Nottingham
Nottinghamshire NG9 2LH
United Kingdom
Ph. 44-115-925-5566
Fax 44-115-925-2888
E-mail: info@talkbackstudio.co.uk
www.talkbackstudio.co.uk
Location: Office building
Distance from airport: 20 minutes
CL, TK, TKO, MP

VideoCall Research Studios

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Sutton, Surrey SM3 8SD
United Kingdom
Ph. 44-20-8642-8181
Fax 44-20-8770-9233
E-mail: videocall.studiohire@virgin.net

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West Midlands B74 2NG
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Fax 44-121-323-4540
E-mail: trsltd@compuserve.com
www.viewingoptions.co.uk
Location: Office building
Conference 15x12 Obs. Rm. Seats 8

Viewpoint - East Molesey

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East Molesey, Surrey KT8 9DW
United Kingdom
Ph. 44-20-8783-2777
Fax 44-20-8783-2788
E-mail: east.molesey@viewpoint-studios.com
www.viewpointstudios.com
Liz Trenary, Studio Manager
Location: Freestanding facility
Distance from airport: 10 miles, 50 minutes
TK, TKO, MP, VC, WC
Multiple 30x15 Obs. Rm. Seats 15
Multiple 17x19 Obs. Rm. Seats 15
Multiple 17x19 Obs. Rm. Seats 15

Viewpoint Focus Group Studio

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United Kingdom
Ph. 44-193-278-1441
Fax 44-193-278-1420
E-mail: sunbury@viewpoint-studios.com
www.viewpointstudios.com
Melissa Taylor, Studio Manager
Location: Freestanding facility
Distance from airport: 10 miles, 30 minutes
TK, TKO, VC, WC
Multiple 15x13 Obs. Rm. Seats 10
Living 16x13 Obs. Rm. Seats 15
Multiple 17x13 Obs. Rm. Seats 12

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United Kingdom
Ph. 44-161-291-1946
Fax 44-161-291-1946
E-mail: beverley@visionhouse.fsbusiness.co.uk

West Midlands Viewing Facility

86 Aldridge Road, Perry Barr
Birmingham B42 2TP
United Kingdom
Ph. 44-121-344-4848
Fax 44-121-356-8531
E-mail: quality@btinternet.com
www.quality.btinternet.co.uk
Trudy Walsh
Location: Freestanding facility
Distance from airport: 17 miles, 30 minutes
1/1, 1/1OR, TK
Multiple 16x13 Obs. Rm. Seats 12
Multiple 16x16 Obs. Rm. Seats 12

Westend Focus Ltd.

Melrose House
4/6 Saville Row
London W7S 3PD
United Kingdom
Ph. 44-20-7437-4375
Fax 44-20-7437-4376
E-mail: info@westendfocus.com
www.westendfocus.com
Dominic Longcroft or Amos Kova
Location: Office building
Distance from airport: 25 miles, 60 minutes
CL, 1/1, 1/1OR, MP, VC
Multiple 23x21 Obs. Rm. Seats 12
Multiple 17x12 Obs. Rm. Seats 9
Multiple 21x17 Obs. Rm. Seats 9
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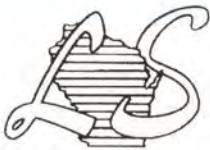
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Venezuela
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Fax 58-2-241-0540
www.esmefar.com
Location: Office building
Distance from airport: 14 miles, 38 minutes
1/1, 1/1OR, TK, MP, VC
Conference 14x10 Obs. Rm. Seats 5
Conference 14x14 Obs. Rm. Seats 3

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Names of Note

continued from p. 10
 and data services.

Encino, Calif., research firm *E-Poll* has named **Stephen Anspach** chief technology officer.

Retail Planning Associates, Columbus, Ohio, has named **Cynthia McCracken** vice president account executive specialty sales.

Mike Hoban has joined *Creative Research Services, Inc.*, Atlanta, as senior account executive.

JRA, J. Reckner Associates, Inc., a Montgomeryville, Pa., research firm, has promoted **Jean Misurell** to senior manager of its branch in Racine, Wis.



Misurell



Benjamin

Jamesville, N.Y., research firm, has appointed **Ken Benjamin** managing director of its New Jersey office.

Brigitte Cluver has joined *Market Decisions Corporation*, Portland, Ore., as research analyst.

Ernie Melsby has been named senior manager, market research, at the Minneapolis office of Portland, Ore., research firm *Sorensen Associates Inc.*

Mark Nissenfeld has been named chief operating officer of New York research firm *Ziment International*.

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Trade Talk

By Joseph Rydholm, QMRR editor

A quality reference on qualitative

One thing the research industry is blessed with is a wealth of reference material on the tools and techniques of the trade. Whether it's online research or customer satisfaction, chances are someone somewhere has written a good book on the subject.

The most recent foray into the qualitative realm, *Qualitative Market Research*, by Hy Mariampolski, seems to have the answer to just about any question one could raise about focus groups and the art of moderation.

Mariampolski is managing director of QualiData Research, Inc. in New York and has decades of study and practice of qualitative research. In keeping with his background, Mariampolski writes in a tone that's scholarly but still quite readable. There's a lot of good information here and it's communicated with clarity.

The subhead of the book is "a comprehensive guide," and it certainly lives up to that billing. It's organized into four sections: "Understanding Qualitative Research," "Managing Qualitative Research," "Group Moderation and Interviewing Techniques," and "Qualitative Analysis, Reporting and Internal Communications."

Seemingly every aspect of qualitative is covered, and a helpful appendix features reference material such as sample screeners, project briefs, discussion and observation guides, and a moderator evaluation form.

Both qualitative research buyers and practitioners will benefit from reading the book. For the buyers/users, it offers insights into the world of focus group moderating — an endeavor that skilled moderators, like professional golfers, make look deceptively easy. Only after trying it do you realize how truly hard it is!

The section on group moderation and interviewing techniques, for example, explains the many different things a

moderator must do during a group (i.e., don't play favorites, probe effectively, keep the discussion flowing, read respondent body language, handle unruly participants, communicate with the back room) and offers tips on how to do them well.

Throughout the book, buyers/users of qualitative research will find information that will help them get more out of the research they're buying, such as tips on note-taking for observers.

I've also encountered researchers who seem to feel that focus group recruitment is another easy task; they give the facility bad specs and expect a miracle. Well, to those folks I suggest a reading of Mariampolski's chapter on creating an effective and foolproof screener. Granted, the research buyer isn't the one who does the screening and recruiting, but this brief chapter outlines the process and should help buyers make sure their specs are well-defined and not impossible to fill.

For those new to qualitative research, Mariampolski provides an exhaustive overview in the section titled "Understanding Qualitative Research" of the many facets of qualitative, from focus groups to dyads, defining each approach and outlining how and where it can be used.

But the book is best suited to those who provide moderating services, either to internal clients or as a livelihood. If you're good at what you do, you'll no doubt be familiar with much that's here. But if you'd like to hone your skills, you'll definitely find good lessons in the book. Flip to the chapters such as "What Are We Looking For," "Thinking Creatively," "Playing the Moderator Role," and "Projective and Elicitation Techniques" to see what I'm talking about.

Qualitative Market Research (312 pages, \$33), by Hy Mariampolski, is published by Sage Publications. For more information visit www.sagepub.com.

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