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Marketing Research Review

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December 2002

# QUALITATIVE RESEARCH



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of moderators?

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## Marketing Research Review

Volume XVI, Number 11

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## C O N T E N T S

## F E A T U R E S

### Techniques

- 20 Reflections in the mirror**  
What do focus group facilities think of moderators?
- 22 Wearing many hats**  
From Superman to the Wizard of Oz, the moderator must play a host of roles for every project
- 28 This is not a leading question, is it?**  
Crafting interviews that emphasize objectivity
- 34 Borrowing from one to enrich the other**  
Adapting quantitative techniques to qualitative research
- 40 Not-so-stupid recruiting tricks**  
Or, how to make \$75 feel like more than \$50 + \$25
- 44 Qualitative research develops in China**  
Ten trends supporting growth
- 50 Uncovering the wants and the needs**  
Writing focus group reports with significance
- 54 If this car were an animal...**  
Applying projective techniques to qualitative research
- 58 Designed with care**  
Tips on testing packaging among seniors
- 62 Why marketers fail to understand the mature market**

### Columns

- 16 Qualitatively Speaking**  
Tips on working with qualitative subcontractors
- 18 Software Review**  
CAVI from OpinionOne
- 234 Supplier Side**  
Survey programming integration

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

- 8 Survey Monitor  
10 Names of Note  
12 Product & Service Update
- 14 Research Industry News  
83 Moderator MarketPlace  
89 2003 Focus Group Facilities Directory
- 230 Index of Advertisers  
232 Classified Ads

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## Bank customers want preferred treatment

Consumers feel strongly about being treated as a preferred customer when visiting a branch of a financial institution, according to a recent research study by Atlanta-based Synergistics Research Corp. entitled "Revitalizing the Branch." Consumers

were asked to rate their level of agreement with the statement, "When I do a lot of business with a particular bank, it is important to



me to be treated like a preferred customer." Nearly eight in 10 "strongly" agree with this statement. Another one in six "somewhat" agree, making overall agreement with this statement almost unanimous. Only one in 20 do not expect the royal treatment. Agreement is particularly high among frequent branch visitors. More than eight in 10 of those who visit branches four or more times per month agree "strongly."

"Designing and implementing branches is a costly endeavor. It is essential to know the consumer perspective," says Genie M. Driskill, COO of Synergistics. "For many consumers, the branch is the bank. It is a direct and personal link between the institution and the customer. As depository institutions redirect their attention back to the branch, these findings indicate it may be the little things that cost the least which count the most."

These are findings from Synergistics study featuring a national telephone survey of 1,041 consumers age 18 or older with household income of \$25K+. The sample also includes 201 with household

income of \$100K+. For more information visit [www.synergisticsresearch.com](http://www.synergisticsresearch.com).

## Value is the holiday shopping theme this year

A survey of consumer holiday buying intent by The NPD Group, Inc., Port Washington, N.Y., confirms this holiday shopping season could be a challenging one for retailers. Sixty-nine percent of American consumers indicated they plan to spend the same amount this holiday as last year. Twenty percent of consumers indicated they plan to spend less this year and only 12 percent plan to spend more than last year. In addition, most consumers plan to "shop for value" this holiday by waiting for sales and spending more at discount retailers.

On average, survey respondents plan to spend \$661 this holiday season.

Consumers with combined household incomes under \$30,000 annually plan to spend \$379. Spending increases to \$618 for those with household incomes of between \$30,000 and \$74,000, and consumers earning \$75,000 or more plan to spend \$956.

Value will be a holiday shopping theme this year as consumers said they will delay purchases until retailers offer sales. Forty-nine percent of consumers said buying on sale this year is "just as important" as it was during holiday 2001. An equal percentage of consumers (49 percent) said buying on sale was "more important" than last year. Forty percent of women view buying on sale this year as "much more important," while 30 percent of men view buying on sale as "much more important" than it was

to them last year.

This holiday season, consumers say they will shop more in discount stores, warehouse clubs, outlets and online than other types of retailers. Seventy-nine percent of consumers plan to shop this holiday season in discount stores such as Kmart, Target and Wal-Mart.

Thirty-six percent of consumers say they plan to shop in warehouse clubs and 30 percent of consumers plan to shop in outlets. Forty percent of consumers plan to purchase holiday gifts online. Catalog shopping is preferred by more women than men. Forty percent of women said they plan to shop via catalog/mail order this holiday season, compared to 25 percent of men.

The NPD survey also asked consumers about the influences affecting channel decisions. Value, quality of merchandise and selection were cited as the top three influences on consumers' decisions about where to shop this year. "Consumers have many options this year. Given the wide range of styles,



models, products, prices and retailer alternatives and the commitment to finding value, understanding where the opportunities are and what's important to consumers is going to be critical to retailers' holiday season success," says Marshal Cohen, co-president, NPDFashionworld, a division of The NPD Group, Inc. "Retailers are trying to be leaner with inventories, but will that boost or hinder sales? This remains to be seen."

A safe environment is a strong influence on consumer choice this year, particularly among women. Fifty-four percent of women and 34 percent of men view shopping in a safe environment as "extremely important."

Respondents said they plan to purchase more music and books than last

continued on p. 72



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# Names of Note

**Carmine Grastataro** has been named president of *RKS Research & Consulting*, Clearwater, Fla. **David J. Reichman**, founder and current president of RKS, assumes the position of chairman of the board and chief executive officer.

*Research Data Design, Inc.*, Portland, Ore., has named **Arturo Coto** vice president of sales and marketing.

**Robert Philpott** has been named CEO of *Market Facts Inc.*, Chicago.

**Elaine Shepherd** has been promoted to vice president - field director at *Groups Plus*, a Wilton, Conn., research firm.



Shepherd

Röttele

Germany-based agricultural market research *Kleffmann* has named **Manfred Röttele** managing partner.

**Silvia Cazoll** has been named head of *LatinoEyes*, the U.S. new Hispanic and Latin American research division of Chicago-based *C&R Research*.

**Aaron Grossman** has joined *Wirthlin Worldwide* as vice president in the firm's New York office.

**Richard Hermon-Taylor** will lead *RoperNOP Consulting*, a

Waltham, Mass., research consulting firm formed as a new venture by New York-based *NOP World*.

*Walker Information*, Indianapolis, has promoted **Andy Clark** to senior director of product management in the new Walker Mid-market Solutions division. The firm has also named **David Iafrato** vice president of business development.

*NFO WorldGroup* has announced that **John M. Jessen** has joined NFO InCom, its telecommunica-



Jessen

Van Aman

tions sector research company, as vice president. Separately, NFO WorldGroup named **Tom Van Aman** vice president of marketing for NFO USA's Chicago office.

**David Reiss** will head the new health care research group of Wilton, Conn.-based *Greenfield Online* as managing director, healthcare. Separately, the firm named **Drew Seath** vice president and general manager, international operations. Seath will develop Greenfield Online's international research offering, which will formally launch in the first quarter of 2003.

Cincinnati-based *MarketVision Research* has named **Juraj Kavecansky** managing director of MarketVision Research Seminars.

*Maritz Research*, St. Louis, has named **Jim Stone** to the newly cre-



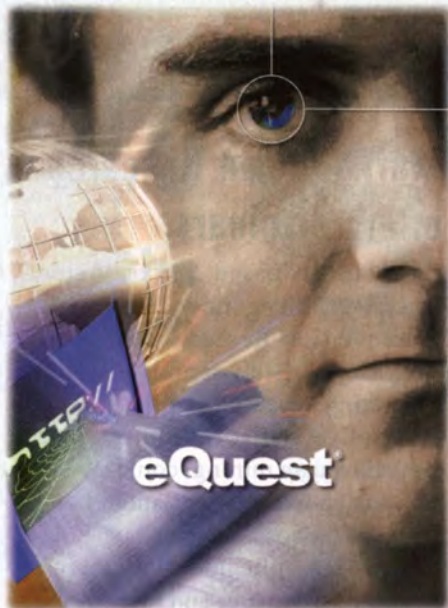
Stone

ated position of chief research officer (CRO).

*Q Research Solutions, Inc.*, Old Bridge, N.J., has announced a number of appointments, naming **Jennifer Gerstenberg** marketing and sales associate; **Denise Henry** account executive for telephone research; **Brendan Sammon** senior account executive for telephone, IVR and Web products; and **Beth Prevost** senior account executive to the consumer product research division.

*Strategic Marketing Corporation*, a Bala Cynwyd, Pa., research firm, has promoted **Christine Corner** to vice president of business development for its London office.

Hong Kong-based *Asia Market Intelligence* has named **Ping Lam** chief financial officer for the Asia Pacific region. The firm has also named **Brendan Shair** director, qualitative - Greater China, and **Barry Tse** has joined AMI China as head of the qualitative team based in Shanghai.



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## Report examines perceptions of packaging

The Consumer Network, a Philadelphia research firm, is now offering Packaging Report Card 2002, which presents consumer perceptions of 38 product categories and the improvements they want in those categories. The report is based on national research conducted by The Consumer Network and augmented with findings from focus groups and site visits in consumers' homes and cars. It encapsulates users' experiences, perceptions, frustrations, wishes, needs and purchase influences. It shows how demographics do and don't make a difference and which demographic is most influenced by packaging improvements. It also shows how and where performance shortfalls limit use and dampen sales. For more information contact Mona Doyle at 800-291-0100.

## NPD product tracks appliance market

The NPD Group, Port Washington, N.Y., has launched its fifth Web-based service, NPDHouseworld, offering both retail point-of-sale and consumer data on the appliance market. The service examines what is selling, where, to whom and why. Information for NPDHouseworld is collected from both consumers and retailers. Consumer information is collected via NPD's online consumer panel. Respondents report appliance purchases across all channels. Participating retailers provide actual sales counts by product and price. For more information visit [www.npdhouseworld.com](http://www.npdhouseworld.com).

## MarketVision Research offers seminars

Cincinnati-based MarketVision Research is now offering MarketVision Research Seminars. The focus of the seminars is the marketing research application of descriptive statistics, multivariate statistics, data mining, conjoint and discrete choice analysis and related topics. The core seminar is a four-day session split into two days of descriptive statistics and two days of multivariate statistics. Attendees can participate in either a two-day block or the entire four-day session. In addition, separate seminars will be offered focusing on conjoint and discrete choice modeling as well as on data mining. Each seminar is also available to companies as an on-site training seminar. The on-site seminars can be customized. For more information contact Jon Pinnell at 513-794-3510 or visit [www.mv-research.com](http://www.mv-research.com).

## ISA gains access to users of Chinese Web portal

Interviewing Service of America (ISA), Van Nuys, Calif., has announced an agreement that will allow it to access the panel and user base of SINA.com, a Chinese media and Internet services company with over 35 million users, to conduct market research and gather information. SINA.com acts as a news and community site for Chinese users in Taiwan, Hong Kong, mainland China, Singapore, Canada, the U.S., and other countries with Chinese populations. Through the agreement, ISA can invite, via e-mail, the more than 500,000 members of SINA's opt-in panel to participate in research studies for ISA's clients. For more information con-

tact Michael Halberstam at 818-989-1044 or visit [www.isacor.com](http://www.isacor.com).

## New comScore service measures Hispanic Internet usage

ComScore Networks, Inc., a Reston, Va., Internet behavioral measurement firm, has launched comScore Media Metrix Hispanic Services, which will measure the online surfing and buying behavior of the online Hispanic population.

ComScore Media Metrix Hispanic Services are based on the Web-wide buying and surfing behavior of a representative online panel of 50,000 U.S. Hispanics. Online behavioral data are collected using comScore's monitoring technology, which measures all online media usage, including activity at proprietary content such as AOL. ComScore also measures online purchase activity.

Recruitment for the new comScore panel is conducted in both Spanish and English, allowing comScore to quantify usage of Web sites in both languages. This broad recruitment ensures representation of each of the five key language segments that comprise the U.S. Hispanic population: Spanish-only, Spanish-preferred, bilingual, English-only and English-preferred.

ComScore Media Metrix Hispanic Services will feature both national and local market detail, including data for Hispanic markets including Los Angeles, New York, Miami, Houston, and Chicago. Data for the Commonwealth of Puerto Rico will also be available as a supplement to the U.S. service. The service will be broadly available to clients in the fourth quarter of 2002, delivered via the comScore Media Metrix online reporting system. For

continued on p. 81

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## News notes

Little Rock, Ark.-based research firm **Flake-Wilkerson Market Insights** has been named one of American's entrepreneurial growth leaders by *Inc* magazine for the second year in a row. To be eligible for this year's Inc 500, companies had to be privately held and independent through their fiscal year 2001, have had at least \$200,000 in sales in the base year of 1997, and their 2001 sales had to have exceeded their 2000 sales. Flake-Wilkerson was named #123 on the list for 2001, and #346, for 2002. For the 2001 list, the firm achieved sales growth of 2,010 percent from 1996-2000. From 1997 to 2001, the firm had sales growth of 646 percent.

Alameda, Calif., research firm **Margaret Yarbrough & Associates** has a new company e-mail address: [info@myarbrough.com](mailto:info@myarbrough.com).

## Acquisitions

Paris-based **Ipsos Group** has signed agreements by which it will acquire a significant equity in Japanese market research company **Lynce Incorporated**, and Chinese market research company **Feng & Associates Marketing Services (FAMS)**.

Germany-based **GfK Group** has acquired 51.4 percent of the shares in **Institut Français de Recherche (IFR)**. IFR specializes in market research on retail prices and shelves structure, in consumer electronics, IT and domestic appliances segments in Europe and Asia. The company has 81 full-time staff members and generated sales of EUR 11.4 million in 2001.

Separately, GfK, which to date has been represented in Turkey by its subsidiary, Procon GfK, has acquired **Strateji Mori**, a company specializing in ad hoc research. The company will trade under the name Strateji GfK. The company has 14 full-time

employees and generated sales of nearly EUR 1 million in 2001.

## Alliances/strategic partnerships

**The Arbor Strategy Group (ASG)**, a marketing firm based in Ann Arbor, Mich., has announced an affiliation of its **NewProductWorks (NPW)** new products research center in Ann Arbor with **Packaging & Technology Integrated Solutions (PTIS)**, a packaging and technology consulting firm based in Kalamazoo, Mich.

Exeter, N.H.-based research firm **TideWatch Partners** and Saskatoon, Saskatchewan-based data collection firm **Itracks** announced a partnership agreement which will integrate the market research abilities of TideWatch with Itracks' research technology.

London-based **Millward Brown** has signed a licensing agreement with **Centum Research** in Zagreb. Centum Research is a recently established Croatian research agency offering both qualitative and quantitative expertise. It was founded by former Coca-Cola researcher Mladen Simunic.

Separately, Millward Brown has appointed **Integral** in Austria as its

licensee, bringing the total number of countries in which it now has operations to 35. Vienna-based Integral was founded in 1987.

## Association/organization news

Ted Vonk, director of business development at Dutch research firm NIPO, has been appointed as the new director general of **ESOMAR**. He will join the organization early next year and formally take over from acting Director General Mario van Hamersveld after an introductory period on April 1, 2003. Van Hamersveld will stay involved in ongoing industry project initiatives and will continue to provide advisory services to ESOMAR.

Britain's **Market Research Society (MRS)** has announced new guidelines on employee research, aimed at reinforcing the MRS Code of Conduct in this sensitive area of research. Developed in conjunction with the MRS Employee Research Group (formerly the Human Resource Interest Group), the guidelines are intended to provide comprehensive and up-to-date guidance to everyone involved in the field of employee research. The new

continued on p. 66



The Evaluation Unit of the University of Minnesota Extension Service will hold two-day workshops on conducting focus groups on January 13-14 and January 16-17. The sessions will be led by Richard Krueger. For more information call 612-624-2221.

The European Society for Opinion and Marketing Research (ESOMAR) will hold Technovate, a new technology and innovation conference, on January 26-28 in Cannes, France. The conference

will gather marketers, technologists and researchers to share thoughts and ideas while promoting discussions across an array of topics. For more information visit [www.esomar.nl](http://www.esomar.nl).

CMOR (the Council for Marketing and Opinion Research) will hold a second respondent cooperation workshop — "Protecting Our Assets II" — on February 3-4 at the Radisson Parkway Resort in Orlando, Florida. For more information visit [www.cmor.org](http://www.cmor.org).

## News spotlight

### U.S. research sector grew 4 percent in 2001

According to a global market research study from ESOMAR (the European Society for Opinion and Marketing Research), revenues of the U.S. research industry reached about \$6.159 billion and accounted for 39 percent of the total world market in 2001. The EU accounted for 37 percent of the world market.

The sector grew by 4 percent over the previous year, a slower growth rate than the previous three years. As determined by the market research newsletter, *Inside Research*, the highest U.S. growth in the past decade was in 1997 at 12.6 percent. It declined each year thereafter, with 1998 at 11.6 percent, 1999 at 10.1 percent and 9 percent in 2000. The recession has meant that most corporate market research departments are not increasing their spending and growth is projected to be flat.

Over the past several years the research industry has experienced a major consolidation, driven by both globalization and the stability of research as a business. In America as well as abroad, many research companies have become research conglomerates via acquisitions, driven by the need to offer similar services across borders.

Of the 50 largest U.S. market research firms in 2001, the majority derived some of their revenue from work conducted outside the U.S., which represents 39 percent of their total revenue. U.S.-based businesses authorize a major share of worldwide spending, making the U.S. even more important as the center for buying and selling of research worldwide than its world spending share would indicate.

The Internet has transformed research in the U.S. and will continue to do so. In 2002 nearly 20 percent of the U.S. survey research market will be conducted online, reaching 35 percent within two years. So far the main transforming effect of the Internet on

research is generally lower cost and faster turnaround.

Getting close to and better understanding what motivates the consumer may be a worldwide issue but it has taken more importance in America as markets become saturated and new ones are increasingly hard to find. In 2001, 42 percent of research was syndicated research, representing mostly large syndicated service firms where clients are under contract. Qualitative research grew by 5 percent over the previous year, and in 2001 it was estimated to account for 18 percent of total research spending.

Who is buying research? According to *Inside Research*, packaged goods account for 28 percent of research spending, followed by media and advertising, which account for 21 percent. Pharmaceutical and health care companies are also large clients, accounting for 21 percent of research spending. Other key sectors which commission and use research in the U.S. are automotive companies and financial services.

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# Qualitatively Speaking

## Tips for working with qualitative subcontractors

By Gina Holub

*Editor's note: Gina Holub is a freelance analyst in Bethlehem, Pa. She can be reached at 610-882-2452 or at gholub@erols.com.*

In today's environment of headcount restrictions and one- or two-person qualitative shops, more and more busy marketing research firms are choosing to subcontract the analysis and reporting functions to freelance analysts. While this practice has a positive impact on the company's bottom line by helping to reduce overhead expenses, it can also present an interesting set of challenges. Many problems that arise when working with freelancers occur either because the analyst is not present during the research or because he/she is not as intimately familiar with the client's industry, needs and research objectives as you are.

Most of these challenges can be addressed via a few simple dos and don'ts. While some of these tips may seem like common sense items, they are frequently overlooked by a surprising number of even the most experienced moderators.

- *Do* always keep in mind that the analyst can't see what's going on in the groups or interviews. Most likely, he/she is listening to audiotapes or working from transcripts and has no visual clues whatsoever as to what transpired during the research. Even if the analyst is watching the groups on videotape, the camera is likely to be fixed on the center of the table and does not pick up everything needed for a full understanding of what is happening. While some moderators understandably prefer not to remind respondents that they are being recorded, it is critically important to be conscientious about articulating the relevant information for those listening to the discussion at a later date.

- *Do* audibly confirm participant responses. When you ask if respondents agree or disagree with a particular statement, don't let them just nod or shake their heads. A voice vote or a statement such as "I see about half of you agree with that" helps a great deal.

- If you feel comfortable doing so, *do* consider taking headcounts for all such questions. Some moderators

dislike headcounts for fear that clients in the back room will misconstrue the meaning of this information; however, while this is not quantitative research, the analyst needs to get some insight into whether the room generally feels positively or negatively about a particular issue.

- When using stimuli of any sort, *do* always assign each item a name, number or letter, and be sure to articulate which stimulus respondents will be looking at as you pass it out. To minimize confusion, it is best to make this announcement at the beginning of the discussion. This tip is especially important if the stimuli are similar. If the stimulus is several pages long, it helps to give each page a separate designation.

- If respondents are discussing actual product samples, *don't* allow them to simply point at a prototype and say "I like this one" or "I don't like that one" without clarifying what they are pointing to for the tapes.

- Along these same lines, if respondents are looking at an advertisement or evaluating packaging designs,

continued on p. 80





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# Software Review

## CAVI from OpinionOne

By Tim Macer

*Editor's note: Tim Macer is a U.K.-based independent specialist and adviser in the use of technology for survey research. He can be reached at [tim@macer.com](mailto:tim@macer.com).*

**W**hile persuading respondents to complete a survey even once is the problem most research and fieldwork companies face on a daily basis, a new interviewing solution from Cincinnati-based OpinionOne is so pleasing to use that the problem is more likely to be preventing your sample from lining up to take the survey again.

CAVI™ (Computer Assisted Visual Interviewing) gives self-completion interviewing a completely different face, with an appealing visual environment that has the futuristic feel of computers in science fiction movies, especially when CAVI is running in touch-

screen mode. But this is neither fiction nor virtual reality — CAVI is a serious and versatile data collection system for kiosk interviewing, CAPI and Web which is attempting to reinvent what is meant by computer-assisted self-completion interviewing.

CAVI breaks the link with paper, perpetuated by so many text-based online interviewing systems, by creating an entirely visual means to gather data. In doing so, it provides a new opportunity to tackle a whole forest of today's thorny issues, such as respondent satisfaction, speed, consistency, modal bias, and difficult sampling issues like the exclusion of minorities whose reading skills are limited. It does this by tackling something almost all the other systems conveniently ignore: how to make the appearance of the interview, the size of the text, the

size and shape of the buttons and the exact rendering of the colors and pictures consistent on every computer on which it appears.

This is easier to control when using your own equipment, but a technical minefield on the Internet, where your painstakingly perfected Web interview can be rendered a complete mess because the respondent's computer is configured differently. Trying to fix it is like wallpapering the ceiling with paper that doesn't want to stick.

CAVI has an built-in browser sniffer that diagnoses in a couple of seconds whether a respondent's PC is capable of meeting the study's requirements; these requirements can be varied according to the demands of the project. It also takes over the whole screen, to ensure that no other visual clutter can introduce bias, and renders the interview perfectly and consistently.

The system is designed to work in three principal contexts: touch-screen kiosk interviewing; CAPI, ideally where the bulk of the interview is self-administered; and on

continued on p. 69

### CAVI from OpinionOne ([www.opinionone.com](http://www.opinionone.com))

#### Pros

- Novel and stunningly attractive visual interviewing method
- Powerful and robust underlying technology
- Captures and delivers data fast

#### Cons

- Resource-hungry authoring tool
- Some expertise in Java required

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# Reflections

in the

**mirror**



By Joel Reish

*Editor's note: Joel Reish is president of Next Level Research, Atlanta. He can be reached at 770-609-5500 or at joel@nextlevelresearch.com.*

**A**fter 18 years in senior-level market research positions, I certainly have seen and heard a lot of opinions. Sure, many of these opinions were from respondents in surveys, focus groups, and other interviewing forums, but I have also heard a good number of opinions among market research practitioners. One category of opinions comes from focus group moderators about their experiences with focus group facilities — some good, many not.

I was struck, however, by the dearth of available opinions from facilities about moderators. Surely they have some things to say — thoughts and ideas that not only could add to our industry's general body of knowledge but also constructive criticism that moderators could use to improve their relationships with facilities and ultimately foster better qualitative research for their clients.

In investigating this topic I found that there has never been a quantitative survey of facilities' opinions of moderators. The two industry associations with memberships most targeted to these two parties, the Marketing Research Association (an association that many facilities belong to) and the Qualitative Research Consultants Association (an association of independent qualitative researchers), have sponsored some joint-session roundtables on the subject, which have been very revealing and constructive. But this survey is the first-ever of its kind, measuring quantitatively what focus facilities think of moderators — their strengths and shortcomings, what it's like to deal with them, and ideas for moderators to improve. The survey covered issues such as:

- Which areas of the relationship between facilities and moderators are

# What do focus group facilities *think of* moderators?

sources of problems?

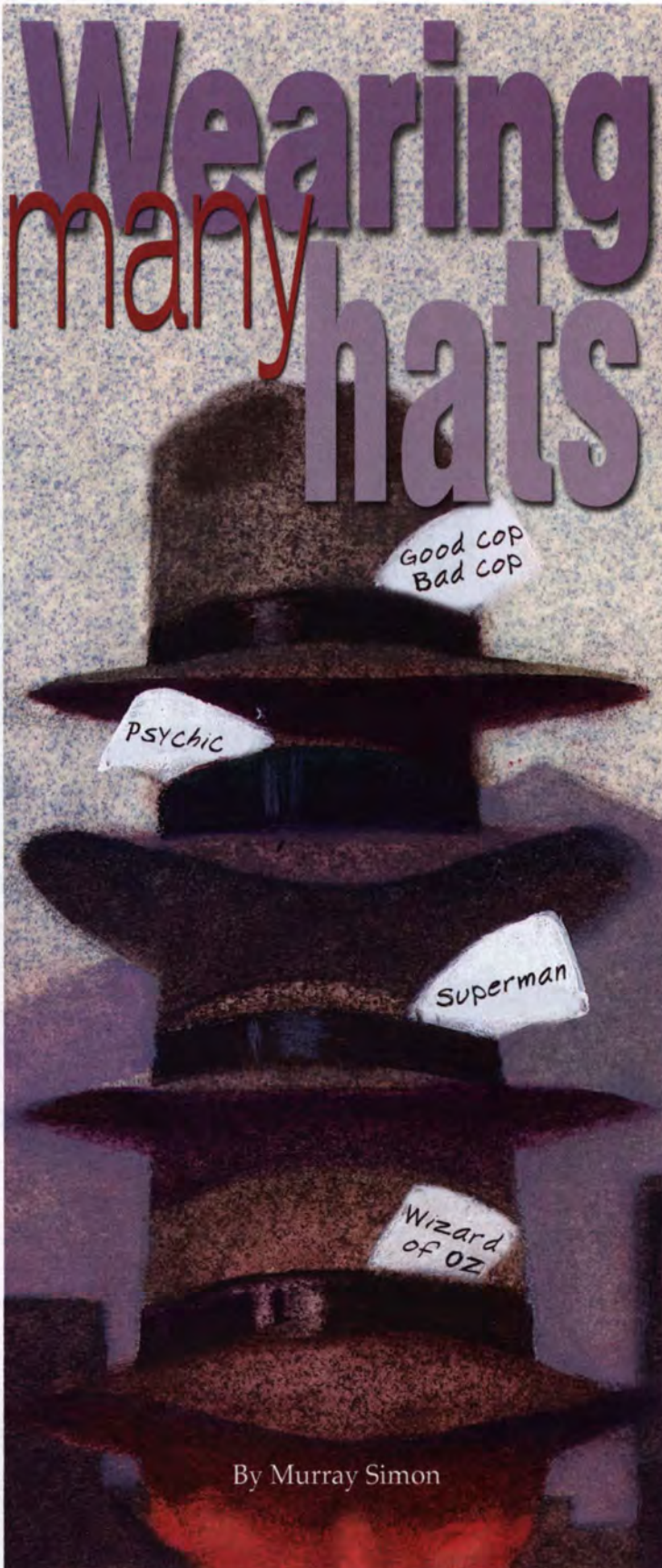
- How are moderators perceived?
- Which characteristics of a moderator might make a facility believe things will run more or less smoothly on a project?
- When should moderators arrive before and leave after groups?
- What is the expected impact of new technologies like videoconferencing and videostreaming?

## Methodology

Having moderated focus groups for many years, including over five years with a company that owned focus facilities, I felt that I had a pretty good handle on most of the issues and potential problem areas between facilities and moderators. But to be sure that all relevant issues were explored in the quantitative survey, I first conducted one-on-one depth interviews

with nine focus group facility owners and senior managers across the U.S. These respondents were from a mixture of big and small markets, from multi-market and single-market facility companies, and included some facilities I have worked with before, some I haven't worked with in a long time, some I have never worked with, and some picked at random. They are: Steve Schlesinger, Schlesinger Associates (nationwide); Greg Carter, Consumer Opinion Services (nationwide); Mimi Nichols, Nichols Research (San Francisco Bay area); Freddi Wayne, Fieldwork Dallas (Dallas); Christine Farber, INGather Research (Denver); Loren Wims, Marketing Horizons (St. Louis); Elaine Cravens, The Herron Group (Tampa); Frank Martin, Martin Focus

continued on p. 75



By Murray Simon

From  
Superman to  
the Wizard of  
Oz, the  
moderator must  
play a host of  
roles for every  
project

*Editor's note: Dr. Murray Simon is president of D/R/S HealthCare Consultants, a pharmaceutical marketing research firm based in Charlotte, N.C. He can be reached at [drsimon@mindspring.com](mailto:drsimon@mindspring.com).*

**O**ne of the aspects of qualitative research that invariably gets my adrenaline pumping is the fact that as a moderator, you never know what's going to happen until you are actually in the interviewing process. A good moderator has to be able to think fast on his/her feet and often has to quickly make adjustments to move the interview (or group) in a more productive direction.

Of late, however, I often find myself questioning my true (perhaps changing) role in this dynamic drama called qualitative market research:

- Am I a producer with responsibilities for bringing together the essential components necessary to assure a positive end result?
- Am I a director who is expected to motivate and guide the various participants throughout the study?
- Am I an actor who must play whatever role is demanded of him in order to ensure success?
- Am I all three?

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### Pervasive negativity

In qualitative research conferences that I have attended and in casual conversations with market research colleagues, I have frequently come across a pervasive note of negativity and cynicism aimed at those who have a direct impact on our paychecks, a.k.a. our clients. Over the past few years I have heard a lot of commentary from qualitative researchers related to primary client contacts becoming younger, levels of market research experience becoming lower and problems in the field (often predictable at a rather early stage) becoming more commonplace.

I began thinking about this scenario in earnest a while back when a tearful facility hostess took me aside to ask that I please try to establish a measure of control over "my people" in the viewing room (a continuously warring group of dissidents made up of representatives from brand management, internal market research, two ad agencies and a brand image consultant) because their combative tone was disturbing others who were working elsewhere in the facility.

*My people in the viewing room? My control problem? My responsibility?*

I hate to start an article with "I've been doing qualitative market research for a long time" because it calls to mind the image of a dinosaur attempting one last roar. But the fact is, I have been at it a long time and I think a bit of constructive roaring is very much needed today. And although I am an independent moderator, conversations with qualitative researchers who work for relatively large research suppliers have led to similar conclusions.

To quote Bob Dylan, "The times they are a-changing" — and that's the good news. The bad news is that many qualitative market research changes are being initiated by people (a.k.a. clients) who do not have a "been there/done that" historical market research perspective to guide their thinking. A lot of brand management and market research decision-making responsibility is being put in the hands of some very bright people who are new to the industry and are being challenged to "make something positive happen." In their fervor to respond to

this challenge (and with insufficient research experience to guide them), they are sometimes motivated to try to reinvent the market research wheel, an often problematic endeavor.

Moderators should be partners in the research process, delivering experienced input on such matters as screener development, writing the discussion guide, suggesting interviewing techniques that will produce a richer array of cognitive input and, most importantly, acting as an unbiased third party in the development and analysis of study results. Too often, however, many of today's clients seem to consider the moderator to be a vehicle that gets them from point A (initiation of the study) to point B (completion of the study). I base this statement on a number of recent comments made by several colleagues with particular reference to issues such as:

- The moderator often may not see the screener until recruitment has begun.

- Discussion guides are frequently written by the client: the moderator's input is often not actively solicited until the first few interviews have been completed and the puzzled look on respondents' faces makes plain the need for discussion guide modification.

- Proposals and study protocols that were previously signed off on go through a number of revisions after the project is underway, i.e., the plane is still being built after takeoff.

- The moderator is instructed, often in less than subtle terms, to adapt his/her moderating style (perhaps based on several years of experience) to consistently mirror the client's rather distinctive philosophy (perhaps based on several months of experience) of qualitative research interviewing.

Pardon me (sir or madam client), would you like to: ask the questions as written and wait for the responses or attack and take no prisoners?

- By the end of the first day of interviews, the client's hidden agenda often shows up on the job and tries to become the engine that drives the train, i.e., your client is leaning on the research lamppost for support of pre-



existing ideas rather than for illumination of new ideas.

- A client wants 12-13-hour days of IDIs because they produce a greater number of (quantifiable?) completions for the money and time invested (as well as producing a moderator with a fried brain).

- Clients are (strongly) requesting more statistical tables and tabulated response breakdowns in "qualitative" reports.

- Clients want reports within two to three days after completion of the fieldwork. Result: analysis indigestion.

- The client profusely congratulates you on a job well done — and awards the next phase of the study to someone else because his or her estimate was a bit lower.

How many of these situations have you experienced? When you walk into those interview rooms, who are you?

— Are you a seasoned professional who is excited and challenged about the potential for being creative and making something exciting happen?

— Are you an intelligent chameleon changing your interviewing style to better blend in with your clients' expectations?

— Or are you a market research puppet?

Perhaps you need to be a magician. A friend of mine who is a professional magician likes to say, "There is no such thing as a magician, only actors playing the part of magicians." In other words, it takes more than wearing a tuxedo and knowing how to perform tricks (or how to moderate); the key to success also involves conveying the image of a magician (moderator) to your audience (client).

#### Larger applications

I'm beginning to think this actor/magician paradigm may also have larger applications for qualitative market research. Perhaps some recent personal examples from the field will help further illustrate the many roles that the moderator must play.

- A potential client asks what I would charge to do 12 facility-based depth interviews and two focus groups



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per day in each of three cities: *the moderator as Superman!*

- A client (at least I think she was) in a crowded viewing room takes me aside and strongly suggests that I stick to the discussion script and not probe at my discretion: *the moderator as Human Copy Machine!*

- A client insists I show a respondent a rather confrontational advertising concept despite my strong suggestion that it will represent a distinct ethnic slur to this particular respondent (it did!): *the moderator as good cop/bad cop!*

- A client demands that I phone back several respondents to ask a question that was not part of the original questionnaire nor listed among the original study objectives (I didn't!): *the moderator as psychic!*

- A client insists on six revisions to a final report, constantly demanding specific input and "analytic interpretations" that were not a part of the original discussion guide design or study objectives: *the moderator as tormented fictional playwright!*

- A client-written discussion guide full of role-playing and abstract projection techniques results in confusion and flat group dynamics in a focus group of pragmatic professionals with advance scientific degrees: *the moderator as star of Shoot the Messenger!*

- A client insists that a single focus group will give him/her all the input needed: *the moderator as star of Shoot the Messenger – Part II!*

- A Friday telephone briefing to go over a client-written discussion guide for a series of complex interviews to begin the following Monday is canceled because the discussion guide is not finished (translation: the discussion guide is way too long and the marketing "team" cannot agree on which questions to cut or how to format it to work more efficiently): *the moderator as star of Back to the Future – Parts I, II and III!*

#### Suitable answers

Having personally faced these challenges — to my pride, to my experience, to my ego — and having heard

similar commentary from a number of colleagues, I have embarked on an ever-widening quest for suitable answers to the dilemma of how best to serve the client's qualitative market research needs while doing what you know to be right. Are we innovators, chameleons or puppets? Or do we need to be the all-powerful Wizard of Oz?

Make no mistake about it, under the best of circumstances the moderator is often between a rock and a hard place. If you dispute the client's way of doing things, you risk losing that client. If you follow fallacious study guidelines, you risk compromising your professional principles.

While I do not claim to have definitive answers or solutions, I do have some thoughts that I hope may serve to spark a dialogue among those of you reading this article:

- Be patient. Establish a base of client/researcher trust over time. Do not try to do a major overhaul of the client's thinking before the first interview of the first day of your first study together.

- On the other hand, do not be afraid to turn down a potential job that looks or sounds like a script for *The Road to Perdition*.

- If you find yourself on the job and dealing with that proverbial client from hell, stay out of the heat as much as possible. Find a quiet corner in the facility (outside of the viewing room) where you can go during down time to review your notes, check your voice-mail and e-mail messages, have lunch, chant your mantra, curse softly under your breath, etc.

- If you come into a viewing room on day one of a project and find it full of people banging away on laptops, whispering into cell phones and eating M&Ms, quietly but firmly insist on a designated liaison to convey comments or requests from the group as a whole.

- Think of your projects as a series of skirmishes — with clients, respondents, airline schedules, facility personnel, recruiters, etc. That's what makes it all so challenging and exciting (and occasionally quite frustrat-

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ing). Focus on the skirmishes — try to win as many as you can but don't be upset if you fail to win the war. The next war will come along soon.

- Always clarify the deliverables in your proposal. If the RFP is vague or unclear, ask for more details. It may be better to lose a project up front than to be constantly disputing gray areas or repeatedly redefining variables after a study is already underway.

- One of the aspects of qualitative market research that I enjoy most is its variability. Clients change, products change, questions change, respondents change. It is best not to dwell on the negative bumps in the market research highway of life; treat them as part of the learning experience and move on. Keep your eyes on the road ahead and stop looking in the rearview mirror.

- Go ahead, ask the client how they want it. If you have never worked with this person (these people) before, you may avoid potential con-

flicts by asking them to describe moderator styles they have found most effective in the past. Remember, the successful magician (moderator) is an actor playing the part of a magician (moderator).

- Aggravation is easier to deal with if you are being compensated for it. For those projects that sound like an extended migraine waiting to happen, bump your estimate up to help offset anticipated suffering. If you lose the project because your estimate is too high, you will have less aggravation in your life. If you do get the project, you can look forward to the prospect of going to a very nice restaurant (perhaps in your recently purchased suit or outfit) to celebrate a job well done (and finally over with).

- Do not subvert your professional standards. Do not be afraid to say, "I just don't feel right doing that." Do what you know to be right.

- And finally, to paraphrase an old saying, "If all our clients were perfect, we wouldn't have any." Stay cool —

be patient and calm with clients who lack experience (and seem unconcerned about it). See yourself in the role of wise, calm and experienced teacher/partner/mentor rather than as an adversary in a marketing research wrestling match.

### Hot button?

So what do you think? Am I that dinosaur trying for one last roar or have I hit a qualitative market research hot button? Are there ideas you want to share pertaining to the issues I've raised? Would you like to offer a different perspective or offer solutions I haven't thought of (or criticism of those that I have thought of)?

Tell me where you stand. E-mail your comments to [drsimon@mindspring.com](mailto:drsimon@mindspring.com) and we just might wind up with some helpful suggestions and enough interesting input for a follow-up article.

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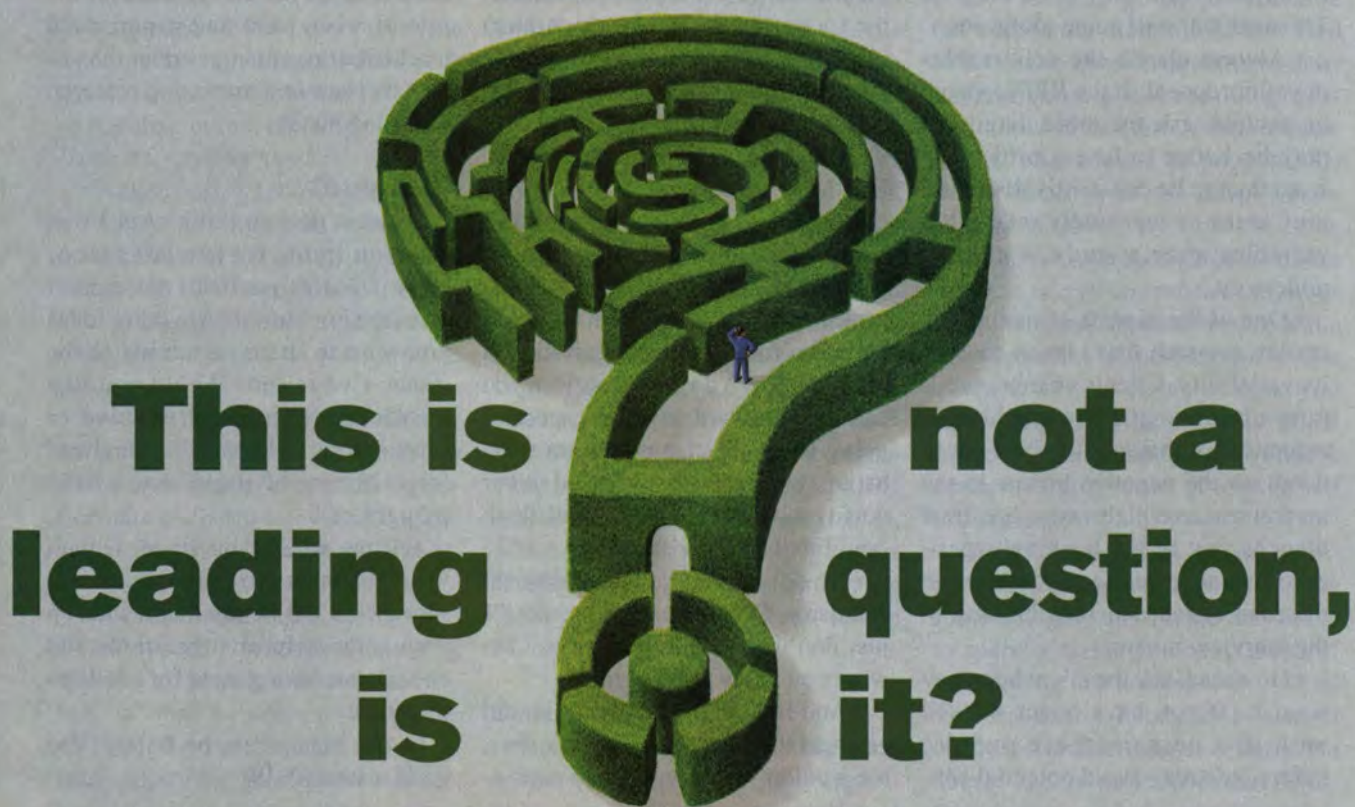
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## *Crafting interviews that emphasize objectivity*

By Bernard Schwartz

*Editor's note: Bernard Schwartz is a freelance qualitative research consultant. He can be reached at 215-752-0965 or at BudmanE83@aol.com.*

I recently completed two research assignments in sequence. The first was a positioning study for a once-daily AIDS medication; the second tested advertising concepts for the twice-daily drugs threatened by the new once-a-day products. Now here's the interesting part: In the first study, most respondents told me that they are not excited by once-daily dosing, as it is not important for drugs in the AIDS category. In the second study, where respondents (also AIDS physicians) were asked to consider advertising concepts for products with twice-daily dosing,

they told me the exact opposite — that once-daily dosing is a major breakthrough, and that they could not wait for the new once-a-day products to become available.

How could it be that the research findings of these two projects are so different, one endorsing the benefits of once-a-day dosing, the other finding that it isn't important? Could it be that the structure and content of the interviews themselves influenced the outcome? Does the manner in which we ask questions convey clues that "lead" respondents' answers?

### **Always avoid taking the lead**

Market research professionals take pride in their objectivity; as neutral third parties we are not beholden to any point of view. Researchers, and many on the client side as well, are

concerned about anything that might provide respondents with hints as to how the interviewer or client would like the question answered. Clearly, if interviewers were to communicate a preferred answer or a specific point of view, they would compromise the objectivity of the research and close off the possibility of receiving honest answers. Leading respondents in any form is a long-standing taboo within our profession.

Experienced researchers carefully monitor the phrasing for questions to determine if semantic clues are present that might telegraph or cue an answer. If the interviewer were to ask "Why do you think that inferior product is better, for heaven's sake?" it is all too easy to identify this as a leading question. Neutral probes such as "Tell me about that" or

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“Please explain” can help avoid giving out clues regarding the interviewer’s viewpoint. Another example of leading the respondent might be “If they raise the price of Product X by 40 percent, will it influence your usage?” What right-thinking respondent wouldn’t say “Of course it will!”

At times, avoiding leading respondents can be a complex task. It is possible to lead with facial expressions, hand gestures, and the tone of one’s voice. Raised eyebrows or pursed lips — even when unconsciously done — may cause a respondent to think that their answers are not the “correct” or expected answers, and experienced interviewers take great pains to avoid these non-verbal cues.

In the context of a specific question, there are several formal devices that can help avoid leading. These include adding the phrase “if at all” to questions. For example, “How, if at all, would this product change

your thinking about...,” allowing for a full range of possible answers including “It wouldn’t change at all.” Another device is to carefully ask questions from both a positive and a negative point of view: “What are the advantages of this product?” and then “What are its disadvantages?”

Some interviewers phrase probes in the voice of other respondents when there apparently contradictory responses from different respondents. For example, “Other respondents have told me they really like that feature because it does \_\_\_\_\_. How do you feel about that?” Or again, “In other interviews, respondents told me that they use Product G because it has much better [attributes] than this one. How do you respond to that?” This technique allows one to probe answers in a value-neutral manner, by asking them to compare their experiences to those of others rather than challenging respondents’ views

outright.

### Some tests of objective research design

In designing qualitative market research, the following should be considered in crafting discussion guides as well as during the interview when we are revising and fine-tuning interview questions to fit individual circumstances.

- Does the context of a question lead respondents to think that the interviewer “owns” or prefers approval of the product or attribute?

- Could the answer to the question, as it is phrased, easily go toward any of the possible answers, or even to answers you haven’t anticipated? Are you getting a range of responses to the question, or only one answer?

- Do you have a basis for comparing respondents’ general views exclusive of the product being evaluated and in the context of the stimuli? For example, “Earlier, you told me that you didn’t think this attribute was important, what is different now?”

### Leading with the research design

In qualitative research, it is possible that research designs themselves — or the flow and order of interviews — may bias the outcome of the research by leading respondents toward a predetermined outcome.

The two research projects described above followed a fairly traditional research design. First, some general questions were asked to orient the respondent to the subject at hand, followed by a detailed evaluation of a specific product or service of interest to the client. In these two projects, the stimuli were a set of advertisements and a blinded product profile respectively. This is certainly a common format for market research, used in positioning studies, product assessments, communications testing, medical practice surveys and a host of other qualitative research projects.

In sequence, respondents in the



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two projects:

1. Were asked general questions about their current treatment preferences, product selection and usage — with an emphasis on questions relevant to the features and benefits of the product- or concept-to-come. Up to now, conventional wisdom has been that it is preferable to ask some general, preliminary questions rather than just springing the stimulus on respondent. By asking preliminary questions, researchers hope to get the respondents thinking about the issues at hand. In actual practice these preliminary questions are sometimes included with little or no expectation that they will yield new or significant findings.

This section of the discussion often serves to:

- help the interviewer place respondents on a continuum of preferences: pro or con, conservative vs. radical, user vs. non-user, early vs. late adopter;
- conduct background research on current consumer preferences, behaviors, and attitudes toward the product category or general area of the research; or
- “orient” the respondent to the subject at hand.

2. Were asked to read a description of a blinded product or to review ads or other media relevant to the client’s product.

3. Participated in a discussion centered on a consideration of specific product features (after the product profile or media were shown), for example, “How important is once-daily dosing to you?” “How might it affect your treatment approach?”

#### **Why this might not always be the optimal way**

My concern is that this research format may lead respondents contextually by giving not-too-subtle hints as to what they think we want to hear. In effect, the context of the research and the shape of the interview may, at times, imply a desired response.

Qualitative researchers often deal with respondents who are well-edu-

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cated, savvy individuals. More often than not, within the first few minutes of questioning respondents are mentally trying to determine:

- Who is sponsoring this study and what is the sponsor's agenda?

- What is the level of commitment or involvement of the moderator with regard to the product? Does he/she work for the manufacturer?

- How much does the person sitting across from me really know about the topic?

- Will I "look smarter" if I approve of the product or if I disapprove?

At the point that an interviewer hands a product profile or other stimulus to respondents, he or she may be tacitly assumed to champion or represent the product. No matter how objective the researcher is and how carefully questions are phrased, respondents may assume that the researcher has a stake in making the product look good.

By the same token, once a series of general questions are posed, discus-

sion of the product or stimulus is frequently biased by those questions. It is more difficult to get unbiased information about the product or service under evaluation after respondents have considered the preliminary questions (and received obvious hints as to the interviewer's agenda). This conventional approach to research doesn't always work, and in fact, may be leading the respondent within the context of the discussion. This being the case, it is helpful, at times, to have respondents evaluate the stimulus or concept before they form an opinion as to the interviewer's agenda — cold, with no preliminary warm-up questions.

Structuring interviews so a stimulus is shown and evaluated first, before the more general discussion, may be an effective approach at times. While this research design flies in the face of tradition, I have done it with success. After evaluating the product or concept in the first section of an interview or focus

group, one can explore respondents' current, baseline preferences in a later section, in the context of, e.g., "How, if at all, would this product change your current practices or preferences/purchasing habits/usage?" "What are your current practices and preferences?" By changing the order of the interview, one can evaluate current preferences in the context of the stimulus:

- What impact (if any) will the product have on your current purchasing patterns?

- How (if at all) will it change your current practice, usage, approach?

- How does this compare to current products?

Perhaps this is a more relevant approach for many research projects.

#### **Clients can also play a leading role**

According to Murray Simon, a seasoned moderator and researcher, at times, clients have a strong vested interest in their product and in the research process. It takes a great deal

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of self-discipline for researchers — and the clients — to remain neutral and sensitive to the possibility of leading respondents despite findings they feel are negative. The market researcher must be the voice that keeps clients focused on the need for, and importance of, objectivity in the research process.

Simon recalls a research project that clearly illustrates this point. One of his clients had expended a considerable amount of money to conduct a head-to-head comparison between their drug and four older, competing brands. The results were disappointing in that they indicated that the client's drug was comparable to, but no better than the competing products.

In an effort to justify their substantial research investment, the client developed advertising that emphasized a corporate commitment to research as exemplified by this head-to-head trial while downplaying the actual results.


It backfired! Advertising concept testing with physicians resulted in very negative reactions, with a majority of respondents stating that the concepts merely point out the fact that the client's new product is no better than those already currently in the market.

Simon had to resist his clients' intense efforts to introduce leading questions in an effort to make the study outcome more positive. Finally, he invited the clients to work with him to find a way to salvage the research project. After much discussion, and in an effort to inject a more balanced perspective into the proceedings, the concept was modified halfway through the study. The modification involved the addition of one word — unsurpassed (as in, "unsurpassed efficacy when compared to the other available therapeutic agents"). With the introduction of that one word, attitudes changed from strongly negative to distinctly positive — "This is important infor-

mation. You should make sure physicians know about this!"

Simon was able to both resist his clients' suggestions that respondents be led toward more favorable answers to interview questions, and to persuade them that respondents were already giving true and useful answers, just not the ones the clients wanted to hear. Alternatively, he was successful in encouraging them to explore other ways to get the message across that were more effective.

### **Don't take the lead in your research designs**

There are dozens of ways to lead respondents, for example, poorly phrased questions and giving subtle clues as to what we they think we might want to hear. It is a constant challenge to avoid leading in all forms, both in content and in context. But it is an effort that must be undertaken in order to conduct interviews that elicit unbiased and untainted responses. 



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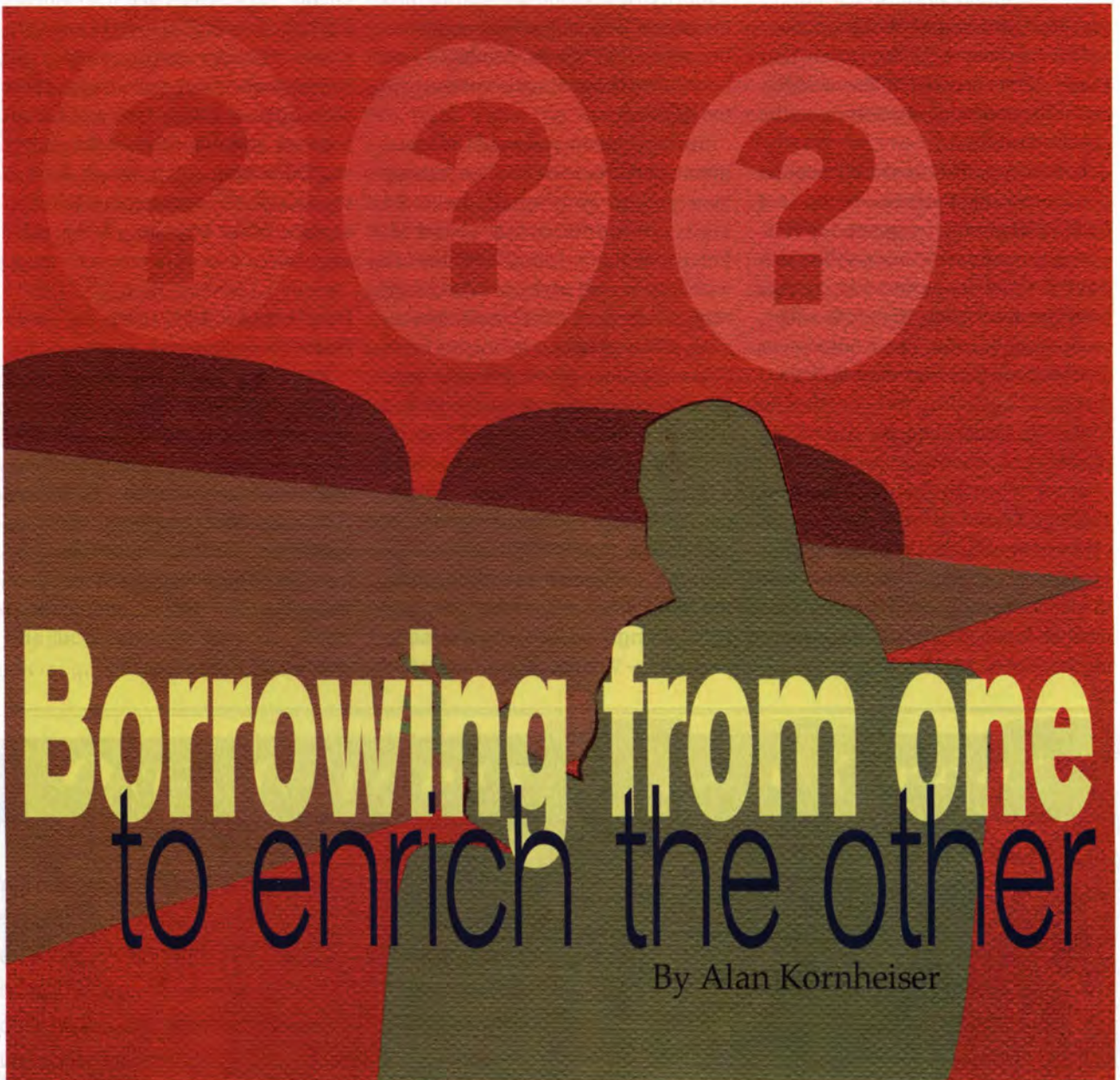
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# Borrowing from one to enrich the other

By Alan Kornheiser

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Once-academic techniques, such as conjoint analysis and multi-dimensional scaling, have become increasingly common in everyday quantitative market research. Today, it is almost the exceptional study that does not include at least a quadrant analysis or a set of

## Adapting quantitative techniques to qualitative research

factor scores in its report, even if the results simplify the reality beyond recognition and force the data into a Procrustean bed of limited dimensions.

Given that such quantitative techniques, especially when improperly applied, brush ambiguities and the small but telling detail under the rug, it may seem strange that we are proposing a variant of their use in qualitative research. After all, the purpose of good qualitative research is not to simplify but to enrich; not to reduce the number of key variables

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but rather to develop hypotheses and generate as wide a range of possibilities as possible. However, if we focus not on the underlying mathematics of such quantitative techniques, which are indeed designed to simplify, but focus instead on the test methodologies themselves, we may find ourselves with new and useful methods for generating ideas, terminologies, and relationships in a qualitative environment.

Accordingly, we have adapted three multivariate techniques — conjoint analysis, cluster analysis, and multidimensional scaling — for use in qualitative research. While we do not employ mathematical reductions of the results, we do use the sorting, trade-off, and scaling procedures inherent in these methodologies as the basis for rich idea and hypotheses generation. What follows shows how we do this, and why.

ing why decisions are made, without actually trying to predict the decisions themselves.

This technique, pseudoconjoint analysis, is best designed to generate understanding of the way choices are made. We begin in the same place standard conjoint analysis begins: with a deck of options. Since this is being done in a group setting — although it works just as well in minigroups or even in-depth interviews — a far smaller set of cards is used: six is typical, although one might use as many as a dozen if many variables were being examined. By way of contrast, true conjoint analyses typically use dozens of cards at a minimum.

It is vitally important that this set of cards expresses real, complex choices. While each card need not contain all possible options (for example, one card might not discuss a car's color, while another might simply omit the issue of reliability), the entire deck must include all options, and it must include them in such a way as to require respondents to consider real trade-offs; there is no point in having people decide they'd rather buy a cheap, reliable blue car than an expensive, unreliable red car.

Respondents are then asked to sort the cards, from most desirable to least desirable. When done in a group session, as is most common, the moderator tries to obtain a consensus — which happens, more often than not, especially if only a limited number of cards are used. However, almost as commonly no consensus can be reached and there will be disagreement, as one respondent prefers this while another prefers that. This is actually the more desirable — and certainly the more realistic — outcome.

Where conflict arises, the moderator must generate discussion. Where is there disagreement? How important is this disagreement? Other than this disagreement, is there consensus? The heart of such discussion is the elucidation of the extent of differences in perceived importance of various elements and the reasons for these differences.

This is best done using standard lad-

### Pseudoconjoint analysis

In a quantitative study, conjoint analysis is typically used to determine underlying valuations. While a respondent may say, and believe, that he considers price, a range of features, and quality to be equivalently valuable, in fact he will invariably choose to trade one off for another at different rates. For example, price and reliability are vitally important in choosing an automobile. Different respondents will choose different trade-offs; one will be much more price sensitive, another far more concerned with quality. A well-designed study can have prospective car buyers trading off price, quality, features, attractiveness, dealer service, and many other variables in such a way as to effectively model a consumer's buying decisions. By presenting the consumer with a deck of options (i.e., a set of cards, each containing a different set of car descriptions) and asking him to rank order the deck in terms of desirability, a skilled researcher can determine why a prospective buyer makes the decisions he makes, even if the buyer himself cannot clearly express the trade-offs.

As qualitative researchers, we are interested in understanding precisely what this technique deliberately ignores: why the trade-offs are made. While conjoint analysis argues that it can predict buying behavior without explicitly letting buyers describe the reasons for that behavior, we as qualitative researchers are most interested in precisely those reasons...and much less interested in making predictions. Accordingly, if we turn conjoint analysis on its head, we may find we can use its tools as a means of learn-

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dering techniques. A difference over price/quality trade-offs might, for example, be explored by asking why price is more important? What does price mean to you in this context? What else? What does quality mean? What else? One takes the terms resulting and ladders them up. If quality means reliability, why is that important? If price means that you can afford other things, what other things? Why are they important? And so on.

This procedure is repeated again once a consistent set of choices has been generated. What about this choice makes it better than that one? What does such a choice mean to you? What does that mean? Again, and so on, using standard probes. By forcing decisions, by requiring respondents to set priorities, rich discussions about why choices are made and how choices are made invariably result.

A good example of how this process works involves a recent study conducted for an international airline that wished to improve its in-flight entertainment in its business and first-class cabins. Except for a (perfectly understandable) revulsion at the types of movies typically shown in airplanes and the usual complaints about air flight, several groups of business travelers were unable to generate any interesting discussions about their desires for in-flight entertainment. Worse, when shown a range of possible improvements, these frequent fliers liked all of them and were unable to explain why one was better than another. However, when presented with a series of possible sets of entertainment (e.g., individual movie screens and GameBoys vs. improved access to computer power supplies and a non-stop stream of snacks), the respondents were able to create very clear preferences and to discuss the reasons for their choices with great clarity. Distinct types emerged — workers vs. sleepers vs. players vs. self-entertainers — and the way in which travelers moved from one category to another during a flight also emerged. Note that the pseudoconjoint was valuable not because it enabled us to find and identify these groups; it was valuable because it cat-

alyzed the discussions that led to these groupings, with their needs, preferences, and language.

By forcing preferences among fairly equivalently valuable combinations, we are able to create rich conversations where there might be only silence.

#### **Pseudocluster analysis**

In quantitative studies, cluster analysis is a general term used to

describe several statistical techniques that group — as one might expect — similar things closely together. The technique can group all the products that appeal to young men over in this corner and the products that appeal to older women in the opposite corner. Because it contains some of the more basic simplification algorithms (and, in fairness, because it is often done in only two dimensions, which is almost guaranteed to wipe out any useful sub-

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tleties), cluster analysis is almost the direct opposite of good qualitative analysis. However, by borrowing not the analysis and not even (as above) the test materials of cluster analysis, but rather by reproducing cluster analyses outputs, a rich new way of generating discussion and deriving information is possible.

In pseudocluster analysis, the moderator simply places a large number (a dozen is often a useful number) of

products on the table: a dozen types of candy or perfume or software or anything else being discussed. Respondents are asked to group them into as many sets as they feel appropriate. They then discuss the reasons for their groupings, what similar products have in common or different groups do not have in common.

To avoid trivial results, the moderator should feel free to make this harder for the respondents. If they initial-

ly group by color, forbid grouping by color. If they initially create three groups with everything interesting in a center group, have them do it again using only the products in the center group. Once they've created useful groups, forbid all the key discriminators they've used and have them do it again. Continue until you have generated a rich and complex vocabulary of how products differ and why.

You can then continue by asking where an ideal product would go on such a set of groupings. Or ask where a product for a young person or an old one or one who hated TV would fit. You can ladder from reasons for difference to reasons for choice, or from reasons for choice to reasons for difference. The only key is that you must keep laddering...each time a grouping becomes firm, probe to determine why that group exists, why the differences are important, and what those differences mean.

This is a remarkably simple exercise. Respondents greatly enjoy the tactile nature of actually maneuvering real products on the table, and good internal discussions (take notes — the recording will miss them!) during the grouping will provide additional richness.

By giving respondents tactile objects to organize, it becomes much easier for them to find and then discuss similarities and differences among the products.

### Pseudo-MDS

The quantitative technique known as multidimensional scaling is an extremely good way to establish the key dimensions of variability when you have no sense of appropriate terminology. The moderator simply asks respondents to tell him how similar (or different) are any two pairs of objects, using many sorts of simple scales. This is repeated with all of the (or many of the) possible pairs of objects (which can be brands of cigarettes or types of blue jeans or makers of computers) and uses a sophisticated mathematical algorithm to generate the actual dimensions being used to discriminate. Interestingly, the first dimension is almost always "how

# This is *not* what we mean by field management



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much I like it," even for objects for which liking would seem to be irrelevant or fairly consistent.

This is a time-consuming process. One cannot, in a qualitative session, ask respondents to evaluate multiple pairs. However, one can ask respondents to do something simpler: put objects on a table, or on a wall, in such a way that the ones closest to each other are the most similar and those furthest away are the most different.

Clearly, this process — pseudo-MDS — is procedurally similar to pseudocluster analysis. However, in actual use the differences are profound. To begin with, it does not allow any clusters. All products must be placed distinctly. Secondly, the distance between objects is important. While in pseudocluster analysis the final result is almost always three or four or six or 10 piles arranged neatly on the table, in pseudo-MDS the outcome consists of products scattered very widely, and with the distance from one to another being very

important.

It's actually hard to do this on a table, and it works best with 3x5 cards fastened to a wall. However, a single wall allows only two dimensions, so one ideally lets respondents use several walls...and the table...and the floor...and even the ceiling!


The key probe in this technique is not "Why are these two different?" — since all objects are different. Rather, it is "Why are these two so much more different than those two?"

Here we are reinventing an ancient military expression: quantity has a quality all its own. Suppose, as an easy example, we are evaluating candy, and respondents have put a very sweet candy at one end of the room and a very tart one on the other end of the room. They will easily tell you that they're using sweet/tart as a way to divide the candies. However, it is an easy probe to ask why this simple dimension has become so very important...why have they not differentiated between cherry and chocolate that way, or between inexpensive and

expensive? One obtains a key probe as to what it is in this dimension that matters so much, and one develops a richer vocabulary and sense of what matters in the category.

By failing to explicitly define what differences are important but forcing respondents to in some way find very explicit differences, pseudo-MDS exposes the underlying structure used to define a category.

#### Not true substitutes

These pseudoquantitative tools are not, as the reader surely now appreciates, in any way substitutes for true quantitative tools. Rather, they are a set of methodologies that borrow from quantitative analyses to give the interviewer new ways to make his respondents stop and think about the topic at hand. They are not magic and do not work automatically. However, when coupled with appropriate probing, follow-up, laddering, and the encouragement of group interaction, they offer a new way to provide understanding of the topic at hand. 



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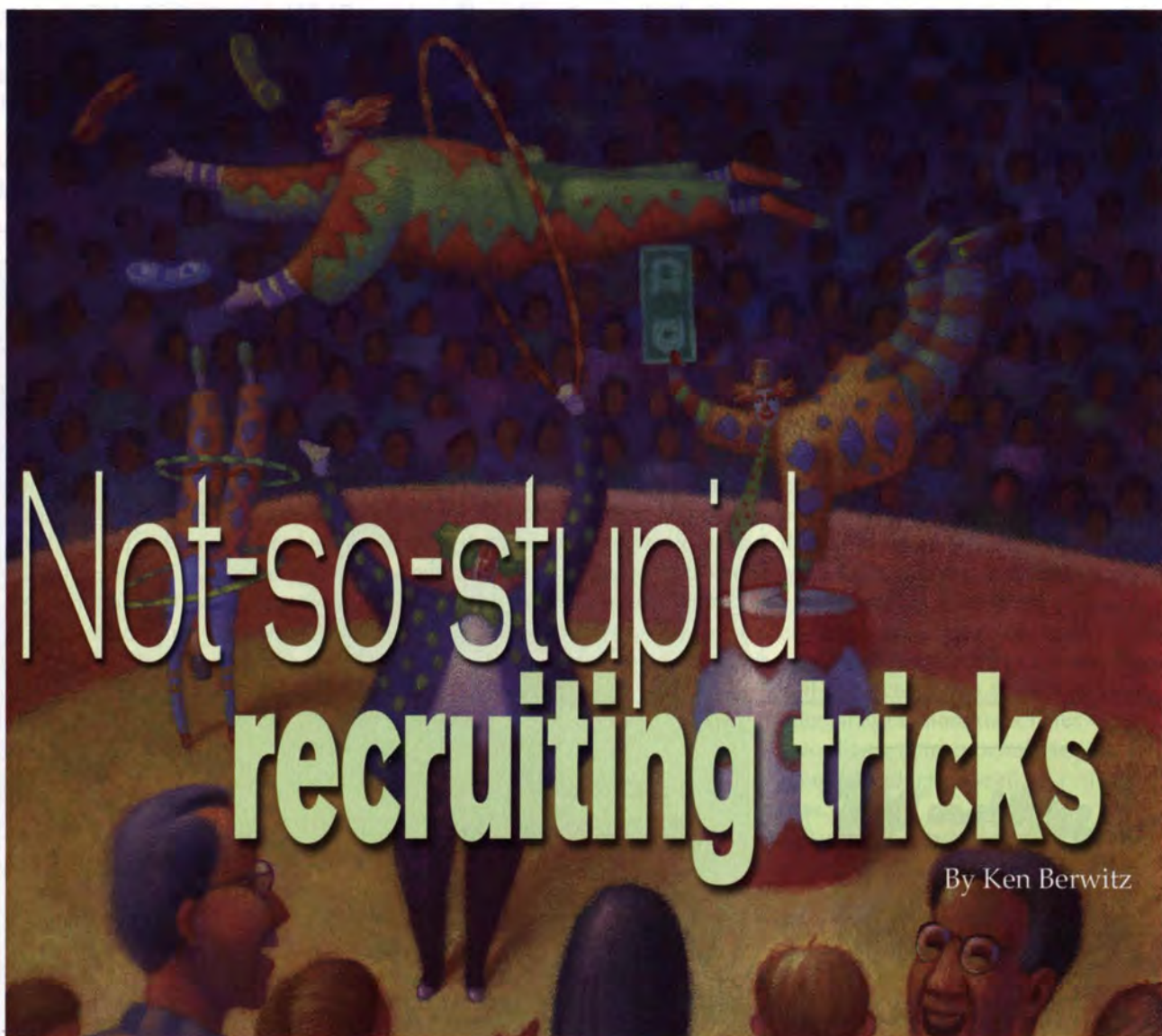


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# Not-so-stupid recruiting tricks

By Ken Berwitz

*Or, how to make \$75 feel like more than \$50 + \$25*

*Editor's note: Ken Berwitz is president, Ken Berwitz Marketing Research, Marlboro, N.J., and president of National Qualitative Centers, Chicago. He can be reached at 800-836-5634 or at [kblr@eclipse.net](mailto:kblr@eclipse.net).*

**T**imes have changed. A lot. In 1970, when I started conducting qualitative research, a focus group "suite" often consisted of the recruiter's living room and kitchen. If you were lucky, there was a tiny two-way mirror installed between the rooms, and two or three observers could huddle in the dark

with their heads together, watching the sessions while trying to discuss them quietly enough not to be heard by the group members next door (no small accomplishment). Audio equipment usually consisted of a Wollensak 3000 tape recorder — which outweighed some moderators — that had to be lugged to and from each session. Soundproofed observation rooms, built-in audio systems, videotaping, etc., were the stuff of fantasies, not unlike space probes to another universe.

In those days, recruiting was pretty

straightforward. There were no databases (or, at any rate, none that a client was supposed to know about), so potential group members were found in local telephone directories, using the most basic of sampling procedures. There were four dispositions of all calls: "answered," "busy signal," "not at home," and "phone disconnected." Among those who did answer, the refusal rate hovered around 10 percent. A promise of \$10 or \$15, plus a plate of cookies with coffee and soft drinks to wash them down, was a major incentive, guaranteed to get even the most





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sedentary people off their couches and into the facility/living room.

But that was then. And this is now.

Today, prospective group members are far harder to reach. Voice mail, answering machines, and various other call-screening techniques minimize the number of people who actually answer their phones. Refusal rates are dramatically higher, as are incompletes (i.e., a respondent does not finish the screening questionnaire). Incentives usually start at \$50-\$60 per person for consumers, and can run well into the hundreds for doctors, business executives, etc. Needless to say, qualitative researchers have to be far more resourceful today than “way back when.”

Unfortunately, some types of resourcefulness are not very desirable. In this connection, the issue of “professional group members” quickly comes to mind. If you’ve been in research for any length of time you probably have experienced this unpleasant little phenomenon. And don’t think it’s new either: About 25 years ago, I had to stop using a facility after the same insurance agent showed up in three consecutive studies — for the same client! I suppose things could have been worse; the facility could have claimed he was three different people, that his mother had triplets and they all went into the insurance business. Come to think of it, I’m lucky they didn’t tell me he was a quintuplet. I could have been stuck with him twice more.

On the positive side, though, there are perfectly legitimate, easy-to-implement ways of improving recruiting. Over the years, I’ve accumulated a number of them. Maybe they’ll be of value to you.

With this in mind, I now offer my Top 5 list. (I’d have made it a Top 10 list but, given the title of this article, I’d probably be sued by David Letterman. If I do five, maybe he can still sue me, but I think it would only be for half the amount.) In any event, here goes.

*1. The two-part income question: or, how to make a specific, offensive question into a general, non-offensive one.*

You’re coming down the home stretch. The respondent has answered

all those qualifying questions correctly, even wading through that complex series on brand awareness, and you’re licking your chops at getting a live one for the currently under-recruited session that is only a couple of days away. Just one more bridge to cross: the income requirement. There has to be a yearly total household income of \$50,000 or more. The interviewer asks “Which of the following categories best describes your total yearly household income? Under \$50,000? \$50,000 or over?” A piece of cake, right? Wrong.

The respondent, who until this point has been friendly and accommodating, suddenly morphs into a raging monster, only marginally less threatening than that angel-turned-devil at the end of *Raiders of the Lost Ark*.

He not only refuses to answer the income question on the grounds that you’re nosing into the family’s personal business, but suggests a final resting place for it, the mechanics of which would make for a pretty good pay-per-view telecast, and then hangs up.

There has to be a better way.

Well, actually there is. Instead of the high hard one down the middle of the plate, try using a two-part question, which you can then back away from if there is resistance from your respondent.

Part A would consist of asking for an income breakdown that is appreciably more detailed than you actually need. Illustratively, for \$50,000 or more, you might use this type of scale:

Under \$20,000  
\$20,000-\$49,999  
\$50,000-\$99,000  
\$100,000 or more

If the respondent answers, all is fine and well. But if there is a refusal, you can now go to part B. This takes the form of a yes/no question, asked as follows:

“We understand that some people do not like to answer income questions which are this specific. So would you just tell me, more generally, whether your total yearly household income is at least \$50,000?”

In reality, all you have done is fall back to the information necessary to meet your study requirement. But the perception is that you have asked a

much less specific question than you started with. Now, many of the same people who wouldn’t give you the time of day income-wise feel a sense of personal vindication because you have backed off, and will happily tell you exactly what you wanted to know in the first place.

*2. The multiple incentive; or, how to turn the same amount of money into more than it is, even though it isn’t.*

You have a qualified respondent who is interested in attending your session. So your recruiter offers the \$75 incentive and waits for him/her to stop drooling long enough to gasp out a delighted “Yes!” But that “Yes!” doesn’t come. Instead there is a refusal because the money isn’t enough, along with comments like “It’s too far to drive,” or “Do you realize how much parking costs in that part of town?”

What do you do? Well, here’s something that has worked for me many times: Offer them a different \$75. You do this by splitting the total into two components: an incentive and an allowance for gas and parking. At \$75, a logical breakdown would be \$50 incentive and \$25 travel.

The reason this works is because prospective group members see it as being two payoffs instead of one. They get an amount of money that, by itself, is not enough to entice them (in this regard, \$50 is no different than \$75). But they also get a second amount of money for gas and parking that almost certainly will exceed their actual out-of-pocket expenditure. Suddenly they’re hitting for the daily double, and it feels really good. Your show rate goes up, and it didn’t cost a penny more.

*3. Stealth qualifiers.*

A very easy and very effective recruiting trick that I’ve used for many years is to get at least one or two qualifying criteria out of the way before the screener is actually administered.

Let’s say you need to recruit female heads of household, 25-49 years of age, who are employed outside the home, drink at least two cups of coffee a day, and use a certain brand most often.

You certainly don’t want to ask about the coffee usage before a security screening has been performed. That would, er, spill the beans, so to speak.

But what in the world would prevent you from determining age and employment status before that security screening takes place?

The way you do it is via judicious use of the introduction statement. Instead of simply asking to speak with the female head of the household, you would say "We are conducting a study among female heads of household, 25-49 years of age, who are employed outside their homes. If the female head of household fits this description, may I speak to her for just a few moments?"

Voila! If there is such a person in the household, you have met the age and employment criteria before you ever speak to her. Now you can ask all those other questions, without the prospect of losing your potential group member at the end because she is the wrong age or has the wrong employment status. And security has not been breached in any way. This makes recruiting faster, less expensive, and doesn't in any way compromise quality. Win, win and win.

#### 4. Make THEM pay (honest!).

Here's a little reverse psychology trick I tried, with surprising success, some years ago. As you will see, it can't be used very often, but when it can, it just might save your study — and lower your costs in the bargain.

I was conducting research for a high-end cruise line, and the client wanted participants with a net worth of what, in today's dollars, would be in the millions. So I started thinking about the kind of incentive that would entice people this wealthy, and the number was astronomical. Plus, I've always had a personal aversion to paying group members more than I earn for

the entire study.

This being the case, I thought some more about how to get them into the session, and hit upon what I hoped would be a successful strategy. Instead of offering prospective group members an incentive, they were told that, as a condition of attending the group, each participant would be required to sign a pledge, which committed them to pay \$100 to the charity of their choice. Out of their own pocket.

And, believe it or not, it worked! Not only did the recruit succeed, I was told there were several comments along the lines of how much participants enjoyed being "forced" to pony up the C-note for a good cause.

However, a note of caution: I strongly suggest that you think twice before trying this on some types of recruits (generic beer drinkers come to mind). If you do, though, be sure to wear sneakers with lots of tread. You'll need the running head start.

#### 5. A lottery that you always win.

I cheerfully concede that I did not personally come up with this technique. But it's so good I decided to pass it along anyway.

You nervously check your watch again. It's 5:58 p.m., two minutes to show time. And you have three, maybe four group members in the reception area. The client is starting to throw funny looks your way, and you're reduced to asking the hostess if she is sure your people were properly re-screened, or that they were told the right time and day, or that they weren't inadvertently spirited into someone else's group, etc.

What's happening is that you're suf-

fering through the fabled 6:00 p.m. Lateness Syndrome. There are a hundred excuses for people to stroll in after the start of that early-evening group — "There was too much crosstown traffic," "I had a last-minute office crisis," "I was abducted by Venusians" — and you've heard them all (well, maybe not the last one).


Want to avoid this? Spring for one extra incentive and you are likely to at least lessen the problem, or even make it go away altogether. Here's how:

After a screening questionnaire has been successfully administered, interviewers, of course, tell recruited group members what day and time the session will take place. But, instead of ending with "Thanks, we'll see you at the group session," they are also told that "For everyone who shows up 15 minutes or more before the session starts, their names will be put into a bowl and there will be a drawing. The winner gets a second incentive, and winds up with double the amount."

The result is astounding. Suddenly crosstown traffic evaporates, office work is completed at 5:00 p.m. on the button, the Venusians declare a general amnesty, and you have the maximum number of people who really, truly could get to the facility on time. Is this worth an extra incentive? You tell me.

#### Less stressful

Well, there you have them. Five not-so-stupid tricks, which — I hope — will make your recruiting a lot easier and less stressful.

Now, if you have any that you're willing to tell me, I'm all ears! 

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## Ten trends supporting growth

By Hy Mariampolski and Pat Sabena

*Editor's note: Hy Mariampolski is managing director of QualiData Research Inc., New York. Pat Sabena is a principal of Sabena Qualitative Research Services, Westport, Conn. They can be reached at [hy@qualidataresearch.com](mailto:hy@qualidataresearch.com) or at [psabena@qual.com](mailto:psabena@qual.com), respectively.*

*The authors visited China this fall to deliver workshops on qualitative research on behalf of the China Market Research Association and Beijing Pan-Asia Market Research Institute. This article is drawn from materials presented at their workshops and from their discussions with Chinese researchers.*

**Q**ualitative research is growing rapidly in mainland China and has the potential to continue

advancing at a rate of 20 percent each year for the rest of the decade. Many sociology and psychology graduates, some at the Ph.D. level, and numerous alumni of newly established university-level marketing programs are being drawn into qualitative research by opportunities stimulated by both multinational and local companies.

The development of qualitative research in China is being supported by 10 forces that are channeling both the underlying need for research as well as the complexion of studies being completed:

- the communications revolution;
- urbanization;
- the growing middle class;
- the consumer in motion;
- the service economy;
- social diversity;

- tension between individual and community;
- the tight-fisted consumer;
- education;
- internationalization of style.

Marketers are betting on China because this country is at the forefront of worldwide economic, technological and demographic trends. Qualitative research lubricates entry into the new consumer-driven economy by pointing strategists to necessary adaptations in product features and benefits. It helps marketers brand and position their offerings in powerful, culturally meaningful ways. It can help identify new targeted markets and segments and standards for customer satisfaction.

Now a member of the World Trade Organization (WTO), mainland



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# 10 tips for doing qualitative research in China

## 1. Markets

Although most global marketers focus on the major cities of Beijing, Shanghai and Guangzhou, it may be easier to encounter the "real" emerging Chinese consumer in secondary markets such as Chengdu, Chongqing, Tianjin, Wuhan, Hangzhou, and Xian.

## 2. Venues

Unlike the U.S. with its vast networks of independent focus group facilities, full-service market research companies tend to dominate fieldwork. Each has its own modern one-way mirror set-up complete with audio, video and translation equipment and an on-site staff to recruit prospective respondents.

## 3. Collaboration

It is essential to collaborate with a local Chinese partner in conducting any research in China to be alert to cultural differences as well as to government regulations. In multi-city studies, expect that research companies will partner with each other in order to provide local one-way mirrors and on-site recruiting.

## 4. Specialization

Some market research companies in China are more specialized than others, having divisions for automotive, technol-

ogy or pharmaceutical research. If those are your categories, make sure you select a company that specializes in these areas in order to achieve the best context and expertise for your research.

## 5. Experience

While perhaps 1,000 women and men are conducting qualitative research in China, only about 100 to 200 of them are reasonably experienced. When negotiating with a Chinese market research company for qualitative research, make sure you discuss moderator credentials and obtain a partner that is devoted to this specialty.

## 6. Language

Although there are eight major dialects and many more sub-dialects in the People's Republic of China, most of the mainland reads and writes Mandarin using characters simplified from the 1950s onward. Those in Guangdong province and Hong Kong speak Cantonese. Make sure your stimuli and all other written materials are executed in Mandarin, which is the official national language.

## 7. B2B populations

Busy business executives, physicians and professors are very hard to recruit. Extra effort and investment will be

required to obtain respondents who are not overused.

## 8. Politeness

Chinese citizens, like many Asians, are unfailingly polite. In order to break this "politeness trap," encourage the moderator to use deep elicitation and projective techniques. Make sure to listen carefully to the moderator's own interpretation of responses that may sound favorable but may be merely polite.

## 9. Immersion

China is both far more modern and more primitive than you expect. Learn all you can about China before attempting research there (read *Zhu Rongji & The Transformation of Modern China* by Laurence J. Brahm, John Wiley & Sons, 2002). Work closely and respectfully with your collaborative Chinese partner to make sure all instructions are understood or modified as culturally necessary.

## 10. Presence

There is no substitute for on-site observation and management of an international research project. Send your own project coordinator to manage the details, to capture the nuances of cultural differences, and to provide continuous interaction with local research partners from city to city.

China's total market size is over one billion. It is already the world's largest consumer of TVs, refrigerators and mobile phones. China's late arrival in telecommunications and broadcasting has helped it pass over the analog stage and migrate straight to widely-accessible cellular and satellite technologies.

The country has officially moved from an "equitable distribution" sys-

tem to an "efficient distribution" system, which boosts wealth and promotes individual achievement. China's middle class is leaping forward; it already stands at 100 million and is growing at 20 percent a year. Since a relatively low proportion of household income is currently spent on housing, there is lots of room for discretionary spending and accumulation of personal assets. Five to six

million Chinese have a net worth in excess of \$100,000. Ten thousand mainland citizens have assets over \$1 million.

These forces also have implications for the entire Chinese market research industry. They are leading indicators of emerging methodologies and research approaches. For example, it is obvious that Chinese analysts will be ready adopters of phone-based and Web-based techniques. China is also set to adopt database marketing efforts more readily than its Western counterparts.

The challenge for Chinese researchers, however, is to acquire the value-added skills that will make them important assets in worldwide marketing efforts. They need to move from being responsible for just fieldwork on behalf of global companies to being strategic consultants on Chinese consumers. The success of the qualitative research industry in

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China will be based on their ability to offer clear insights into the psychological and cultural factors that motivate their customers.

Chinese researchers will also be able to apply their skills to expanding areas of focus as the industry grows. It is easy to anticipate that they will move from import studies for multinationals to export studies for local clients. As Barton Lee, managing director of East Market Research points out, Chinese researchers are moving from everyday products to specialties, such as, medical, automotive and new technologies. As in the West, qualitative research will find new applications responsive to social needs including public health studies to deal with China's growing HIV/AIDS crisis, social policy research, work in support of the informal sector and NGOs, and research supporting the arts and culture.

A closer look at the forces shaping the growth of qualitative research in China demonstrates opportunities for research agencies and clients alike:

*The communications revolution* — Chinese researchers are proving their value in developmental studies for the Internet, cellular telephones and television. These media are offering both familiar and innovative marketing vehicles. China, already surpassing Japan, is now No. 2 after the U.S. in Internet and PC usage. Pervasive media such as 24-hour news channels and global satellite broadcasts will enhance the reach of Chinese marketers and turn local brands into international powerhouses.

*Urbanization* — China's cities are booming and qualitative research offers insights into to how consumers are responding to changing lifestyles. While in 1980 the country's urban population totaled just under 20 percent of the population, by 1997, the percentage of city dwellers reached almost 30 percent. Urban people are wealthier than their rural counterparts; the ratio of per capita disposable income is almost 3:1. City dwellers are more reachable by mass communications and advertising.

This movement to the city is spurring sales of home improvement products and opening up opportunities for new distribution models including the introduction of supermarket chains and discount stores such as Wal-Mart.

*The growing middle class* — As Chinese consumers' lives improve, their psychology moves up Maslow's hierarchy of needs, i.e., from basic survival to seeking incremental lifestyle enhancements and higher-order pursuits. Family cohesion and staying in touch with loved ones becomes a major social need. Moreover, the pursuit of leisure through domestic and international travel, family entertainment and the introduction of new foods into the diet create opportunities for marketers and product developers. It is no surprise that upgrading of lifestyles through fashion, personal care products and fine foods, such as wine and cheese, are creating parallel opportunities for qualitative research.

Like emergent middle classes all over the world, Chinese citizens are

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Beijing, will parallel the boom in small services businesses. Qualitative research will be the key to discovering how to adapt offerings to the tastes and needs of Chinese consumers.

*Social diversity* — Qualitative research will truly demonstrate its value in guiding marketers to understand the increasingly diversified and segmented Chinese market. As the social scale differentiates into a range of income segments, marketers will be challenged to create appropriate new products for all components of the social system — downscale as well as upscale. China is already an exceptionally diversified society, with major divisions occurring along the north-south partition and among regional, ethnic and religious minorities. International and local marketers will soon stop seeing China as a vast undifferentiated mass market and look for opportunities in segmentation.

*Tension between individual and community* — All economic systems produce a creative dialogue on the relative responsibilities of the state vs. the individual consumer. Even though the mainland's government is officially Communist, three-quarters of its economy is now in private hands. Discussion of the relative roles

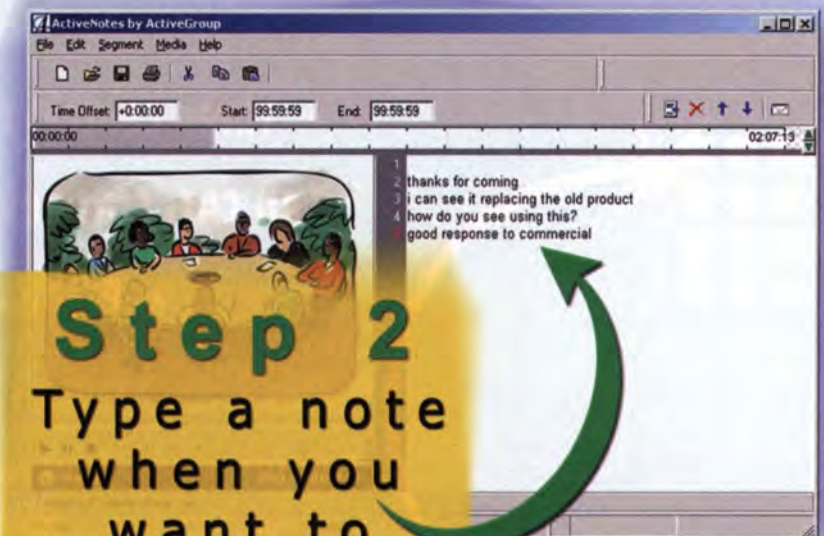
looking for symbols of achievement and developing a brand consciousness that pervades their choices. They also seek security so that their gains acquire a sense of permanence.

*Consumers in motion* — All over China, consumers are not just concentrating in urban centers. They are buying cars to be used along the mainland's brand new expressways; they are taking advantage of the country's expanding airline system. Over the 1994 to 2000 period, car sales grew by 3,400 percent, primarily among households. In 1999 alone a 44 percent increase in volume sales was registered. The Chinese are also chasing opportunities: a "floating population" of some 80-120 million workers migrate between agricultural and construction jobs. Chinese marketers are challenged to catch its increasingly mobile population as it passes through airports and along the road.

*The service economy* — The service sector is becoming the growth engine of China's consumer economy. Dong Tao, an economist with Credit Suisse First Boston, has predicted that by the end of the decade services will account for fully half of China's GDP vs. 38 percent today. Deregulation of the telecommunications and financial industries in har-

mony with WTO standards will stimulate much of the growth.

As the middle class expands, there will be opportunities for consumer banking and insurance products delivered by both domestic and global institutions. Personal services such as beauty care and domestic services will expand in response to the growth of leisure lifestyles and expanding employment of women. Business services such as those offered by Kinko's, which recently opened in



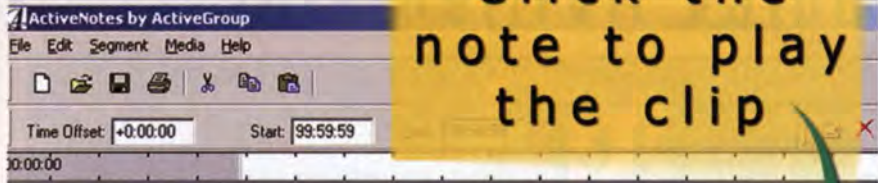
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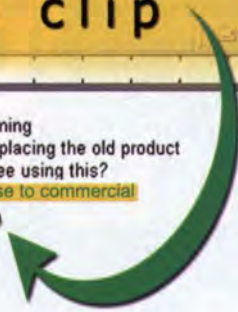


# Step 3

## Click the note to play the clip



- 1
- 2 thanks for coming
- 3 i can see it replacing the old product
- 4 how do you see using this?
- 5 good response to commercial



nationalization of style prevalent throughout the world.

### Uniqueness and value

Researchers must guide global marketers to ways of leveraging China's uniqueness and value. Even though world brands will be adopted as global styles and tastes become pervasive, marketers will have to customize their products and messages to China's unique demands. They will be challenged to make the traffic of ideas and commerce a two-way street so that China's own production can be converted to world brands. The key to the emerging market is China's youth culture, the consumers in their teens and twenties for whom the Cultural Revolution is ancient history and whose tastes in fashion and popular culture are similar to their counterparts in Tokyo, London and Los Angeles.

of government vs. citizens will provide opportunities for policy researchers using qualitative methods. China's government is currently active in major infrastructure projects and these are likely to continue at least through the Beijing Olympics in 2008. The private market will find opportunities in new communities and institutions stimulated by this public investment.


*The tight-fisted consumer* — Although stores and malls are filled with browsing shoppers, the newly arrived Chinese consumer remains a notoriously hard sell. Owing partly to overproduction in China's booming industrial economy and the absence of an entrenched consumer culture, Chinese are saving, not spending, and looking for value in their purchases. Qualitative inquiry can guide marketers to ways of moving beyond price promotion and discounts.

*Education* — Learning is highly valued in Chinese culture and the country's citizens are famously curious about trends and information from the world outside its borders. Universities are booming and the desire to explore the rest of Asia, Europe and the Americas is tantalizing. Education is the key to enhancing knowledge and tastes among Chinese consumers. There is an emerging global consciousness among its youth and an

intense wish to share knowledge across borders.

*Internationalization of style* — Chinese history and culture is old and complex. The country remains proud and defensive about its traditions and habits of thought. China has much to offer the rest of the world in connection with its aesthetics and health care sensibilities. As China's consumer economy develops, marketers will be challenged to overcome any tension between its own culture and the inter-

### Thorough understanding

China's emerging economy indeed offers many opportunities to marketers; however, entry into this fast-changing environment must be guided by a thorough understanding of the cultural, social and psychological forces that are stimulating needs and preferences. Qualitative research offers the perfect method for gaining that understanding. 

# Step 4

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# Uncovering the wants and the needs

## Writing focus group reports with significance

By Joseph Yeager

*Editor's note: Joseph Yeager is chairman of Sommer Consulting, Inc., Langhorne, Pa. He can be reached at JCY@Sommerconsultinginc.com.*

**P**eople want things. Playwright Neil Simon noted that "If it is not about wanting, it is not about people." If our work in focus groups is not about wanting, then we are into other worlds of experience, namely, demographics.

Let's look at the big picture for a moment. Any behavior by a human requires three universal ingredients: the want to (the motive), the how to (the means to achieve the motive), and

the chance to (the opportunity to use the motive and the means). Lt. Columbo, the famous TV detective, knew this a generation ago just as Gil Grissom, the crime scene investigator on the current TV show *CSI* knows today. If any of these three ingredients is missing, human behavior does not occur. If a detective identifies all three ingredients, they have found the perpetrator. The same is true in marketing. Simple. Also profound.

Folklore and wide-ranging opinions abound in answering the question of how a focus report should be written. When writing a report on a focus group, the priority is finding the

motive. By pinpointing the motive, we can tell the client what the participants want and how they define their desire. Other creative insights gained from focus groups must take a back seat to motivation or the results will be out of context. At the very least, other kinds of findings must be framed by motivational concerns or the meaning is lost.

For instance, if you were to cross an open, featureless snow-covered field in the dead of winter in the Great Plains, you have two methods to choose from. You can focus on your feet and where you are putting them, leading you to walk in great circles getting nowhere

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fast. Or, you can focus on a tree or another landmark in the distance so you can walk directly toward your goal. In focus groups, the motive is the tree on the horizon. What do they want? Everything else is contingent upon the answer to that question.

We need to keep motivation as the clear focus of our work but a general motivational statement alone, such as "I want a new car," is not going to get us very far. To fully understand the motive, we need to define the motive in terms of features and benefits. Features and benefits are modifiers that define the specific process of how the person thinks about what they want.

Just as adjectives modify nouns, the specific process of how people go about wanting something modifies what they want. The more specific the features and benefits, the better you will know what people want and understand the details of the process they go through in choosing it.

For instance: "I want a metallic blue BMW with leather seats, a turbocharger and low profile tires with white lettering that will impress my friends" is a very informative motive defined by its features and benefits. Now we have the basis of some sort of persuasion or romance.

Still, someone can argue that gender segmentation (or any other demographic factor) will present a varied set of motivational statements about how they define "wanting a new car." To avoid confusion, one solution is to segment the focus group participants by means (e.g., What can they afford?) and opportunity (e.g., Where can they get it?) before examining motives. Demographics and micro-demograph-

ics are tools that clarify only the "how to" and "chance to" behind a decision. These tools should be separate from the focus group, which should attempt to understand motive.

If focus groups are assessing the specific features and benefits of a motive, separate from means and opportunity, they are on the right track. But finding the steps in the decision making process sometimes requires more effort than expected at times. It is not always merely about stated features and benefits.

Once the features and benefits are assessed and means and opportunity are understood, the motive begins to take form, but it is not yet complete.

### Complex architecture

Motivation has a complex architecture and a linguistically driven set of rules, similar to grammar rules. By understanding the rules of motivated decision making, we can glean great insight into what people want and the process that they use to make their choices.

For instance, suppose I ask: "If you were to use a mouthwash, why would you choose one?" That is a superficially simple question, but the answer will give us insight into defining the portion of motive that explains how they want what they want. Typically, people will respond with answers like: "I want fresh breath" or "I don't want bad breath." It is all too easy to consider those answers as essentially the same. They are not. They are profoundly different when it comes to persuasion.

The first tells us the person wants a benefit from using mouthwash, particularly "fresh breath." The second tells us the person seeks to avoid something they do not want by using the mouthwash, particularly "bad breath." In our car example, we might tease out the insight that some people don't want a car that breaks down, while another segment wants a car that is fast as a rocket. The characteristics separating "want" versus the characteristics of "don't want" elicit the motivational action.

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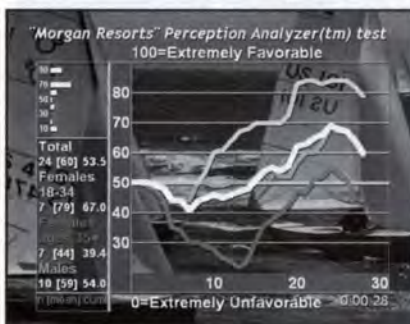
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This kind of insight delves into the delivery system of motives, features and benefits. The system is called psycho-linguistics and it reveals the hidden details that occur in decision making. If we are to tell our clients how to be persuasive, assuming they want to sell more mouthwash, they may want to segment their efforts according to whether an audience frames their motive as what they want as opposed to what they don't want.

One ad would read "Get fresh breath," the other ad would read "Don't get bad breath." Running counter to popular logic, this kind of finding may have nothing to do with gender segmentation, for example. Instead it has to do with "motivational segmentation."


The emotional rationale underlying this difference in ad copy, based on this single psychological variable, is simple. Try this test: Stand in the lobby of a hotel or skyscraper someday that has a mirrored surface

arranged so that people can see their reflection as they enter the building. It is inevitable that most people will check out their reflection in the mirror. People are entranced by their own reflection. They can't resist it. Nor can they resist an ad copy that reflects their unconscious linguistic characteristics.

Other examples of these characteristics are whether the focus group participants are general versus specific in their responses or, perhaps, reactive or proactive in their language patterns. Behavioral psycho-linguistics give us the characteristics to define the invisible delivery system of ad copy that resonates with the consumer's mind. The simple idea is to reflect the audience's mindset in the hidden motivational aspects of the ad copy.

This simple example of "what I want" versus "what I don't want" is only one of dozens of such factors found in focus groups that can be captured by a well-designed linguistic

scorecard. There are amazing hidden insights into the mind of the focus group participants. The professional literature of psycho-linguistics is full of these insights, which are obtainable if you take the time to tease out the details. By better understanding the linguistic ingredients of the focus group participants, you are better serving your client.

Now, the formula is clear. Focus group reports need to include results on the motives, the features and benefits of the motives, and the linguistic elements that characterize implicit decision making. These elements are the basic blueprint of a report. There is no longer a need to write a focus group report from scratch each time. Any number of features can be added to the framework as suits the given situation. With the structure now revealed, you know all the major aspects of what the client needs to know to pursue their customer profitably. Now, it's time to report it. 

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By Van Terradot

## ***Applying projective techniques to qualitative research***

*Editor's note: Van Terradot is founder and general manager of Novatest, a Paris-based research firm. She can be reached at [vterradot@novatest.fr](mailto:vterradot@novatest.fr).*

**P**rojective techniques derive from the concept of projection. Freud used it in 1894 to describe our tendency in some circumstances to project our own feelings, characteristics, or emotional structures onto another.

Used in the field of market research, the projection mechanism helps elicit the expression of consumers' real motivations and reservations towards tested products or

messages because it uses a more roundabout, indirect and playful approach, one which avoids defense mechanisms, bypasses guilty and uneasy reactions caused by education and social mores which too often stifle true feelings. The imagined characters invented by the group, such as the type of consumer, the designer of an advertising campaign or the marketing manager of a brand are thus spokesmen who express what respondents feel about the product, campaign or brand name.

### **The operating principles of projective groups**

Projective techniques are charac-

terized by a longer duration (three to four hours, or even more), and in particular, by a way of moderating which is much closer to creative moderating techniques than to the usual group discussions.

Several criticisms have been levelled against the conventional techniques of data collection (in-depth individual interviews, group discussions):

- They are based exclusively on declarations, what respondents think are the motives of their behavior, with more or less sincerity and good faith. But to ask a question does not necessarily mean that one gets the answer. Consumers are not always aware of

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their true motives.

- They favor rationalizations, i.e., well thought-out answers, which are too intellectual and too constructed and which do not truly reflect the spontaneous reactions these people would have if they were faced with the products or the message in real life.

- They do not effectively solve the problem of the dominating respondent. Once a conversation leader shows up, he influences and contaminates the whole group, and the other respondents have no other choice but to be silent or to agree, thus losing their spontaneity.

Professional groups (physicians, executives, firm managers) further magnify these phenomena. By their training, by the way they were recruited, or by profession, they are often potential leaders, and groups of this type of people frequently present this sort of hazard.

Projective moderating techniques, which in fact are a collection of techniques including others than those derived from projection, such as association mechanisms, analogies or symbolical expressions, can make up for those faults, because:

- They use an unstructured method of expression, with words and not with sentences, close to what happens in brainstorming sessions. A few preliminary exercises help acquaint and train respondents in this unconventional way of operating. This instruction is very important as it is the only way we know of cutting short would-be domination. Deprived of their usual mechanisms of takeover by speech, dominators find themselves on equal footing with other respondents.

- Projective techniques significantly increase the group's productivity.

Once the key words are available, the meaning is clear, and much time is saved. All the padding, redundancies, and stereotypes are eliminated. The quantity of data collected in a projective group session is far greater than what can be obtained through a regular discussion session of the same duration. The moderating tempo is very rapid. Respondents are asked to say the first things that come to mind, without thinking, in order to avoid the bias of self-censorship and rationalization.

- They reduce cultural inequalities and discrepancies in individual speech and thinking abilities. They favor expression of feelings, emotions, and sensations rather than intellectual or rational thoughts. Indeed, consumers' contact with products, brands, and advertising operates through perception, which is an entirely emotional, global and instantaneous phenomenon. Data collection should thus make it possible to have the same type of rough material, as spontaneously as possible, in order to avoid the bias of rationalization.

The use of a "symbol and image" language is one way of obtaining it. For example, an analogy game which can be either unfocused (the instruction would be: "This product is like..." and respondents would then complete the sentence with images which coincide with the way they feel about the concerned product), or focused (the instructions would be: "If it were an animal, a vegetable, etc., what would it be?"). The intent of such a "symbol and image" language is to avoid trite and commonplace answers. It often gives a striking synopsis of the true motivations and barriers toward the tested object. Thus, truths which are unpalatable or likely to be censored in a conscious expression can be said in a roundabout way. So when the staff of a large public organization reacts to a new management project proposed by the national head office by likening it to making an "elephant jump rope," that speaks volume about their skepticism regarding the relevancy of the project.

- They use the projection mechanism, i.e., allowing respondents to endow others — either imagined or real characters — with their own feelings or thoughts.

In fact, in a group solely moderated with projective techniques, respondents are no longer requested to say "I," because when a person expresses himself in his own name, he would tend to watch his words, to self-censor, in order to give of himself a coherent, logical, "intelligent" image, a phenomenon which interferes and prevents him from being his completely spontaneous, authentic and sincere self.

When respondents are forced to express themselves as a third person, they turn out to be more direct. The paradox is that when you are not talking about yourself, you say more about yourself.

- Lastly, because they use a playful mode of expression, with games, collages, drawings, and other means of expression which facilitate the display of feelings, emotions and fantasies without self-consciousness.

In fact, respondents' "work" is done with ease, in a rather amusing and pleasant manner. There is much laughter, and respondents often come out after a three- or four-hour session feeling refreshed. Laughter is a strong means of emotional relief; it helps release tension and stress. Respondents renew contact with their emotions, with the subjective part of themselves too often repressed, neglected, and ignored. They learn again to say the truth, to be authentic, to use their freedom of opinion, to be, in fact, really themselves.

These moderating techniques are particularly adequate for problem solving. Quite frequently, the results from projective groups can do more than just state facts; they can indicate improvement routes and provide operational recommendations. Moreover, they make it possible to study the interaction of various components of a proposal (components of an advertising campaign or of a product mix for example), and to anticipate the conse-

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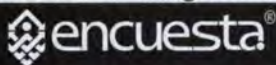
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quences of a change (for example, of packaging, advertising or positioning) on perceptions of a brand or product.

The use of projective groups often makes it possible to limit the number of groups. Indeed, it appears that when one probes deeply enough, the content is very stable, and less subject to the fluctuations and fickleness that can accompany the collecting of more superficial, unstable opinions.

#### Disadvantages and limits

It has been said that projective techniques are best suited to delicate and taboo subjects, for which a direct approach by discussion would be ineffective. This is true, but in our experience projective mechanisms generally allow a freer, richer and more forceful expression of the consumers' perceptions, whether favorable or unfavorable, and on any subject.

It has also been said that those techniques are more adequate for surveys with significant imaginary and symbolic components, such as research on the potential and image of a brand or advertising.

True enough, if the research is about factual data such as the use of a product, or habits of consumption, projective techniques are not of great help. But, as soon as there are queries about the reasons, motivations, or barriers to product use, projective techniques resume their significance and relevancy.

The collected material is often rough and symbolic, requiring deciphering and some interpretation, which entails criticism of the method as being too "intellectual" and esoteric. In fact, even if these techniques initially derive from psychoanalytic concepts, when applied to market surveys, they require analysis based more on common sense than on deep psychology. Besides, while watching those groups, clients can often decipher many things themselves, even though there are great risks of their being too impressed by one verbatim that is more spectacular than others.

This is the risk of all analysis done on the spot, whether of a projective group or not, making it necessary to have a systematic sorting out of all the data and a more detailed analysis.

It is a paradox that techniques derived from clinical psychology — the goal of which is to study an individual on the most personal level, to understand him, to help him in his development and in righting his dysfunction — can be used in the study of human groups like consumer populations.

In fact, projective techniques only borrow from clinical psychology the means and not the end. Individuals are of interest only for what they share with the majority of the target group, and not in their personal and unique nature. This is the reason why projective groups look more for majority tendencies, things which bring people together rather than dividing them or setting them apart (quantitative surveys are more adequate for the latter).

#### Projective groups in international surveys


One may wonder whether any culture would be more adapted to this kind of moderating and this mode of expression. It may seem doubtful that Germans, for example, well known for their rational minds, would accept to participate in projective games or to adopt an expression only by images and symbols.

In practice, most projective techniques turn out to be quite usable, even though alterations are needed to take into account local cultural references. Success depends more on the skill of the moderator than on cultural particularities.

For example, in one project we conducted, some German physicians were surprised to have been able to spend three hours on the same subject, without any effort. They enjoyed the pleasant, light manner in which the session went off. In fact, we managed to gather all the required information without having to go through the confrontations, social competition and conflicts that often appear in

most debates.

#### Creativity and intelligence

If we go further, being maybe rather optimistic, we feel that all meetings should involve some projective exercises, including work meetings one may have with colleagues, clients, and suppliers. By functioning as anonymous entities, and by putting aside old reflexes, our creativity and our intelligence are allowed to come out. 



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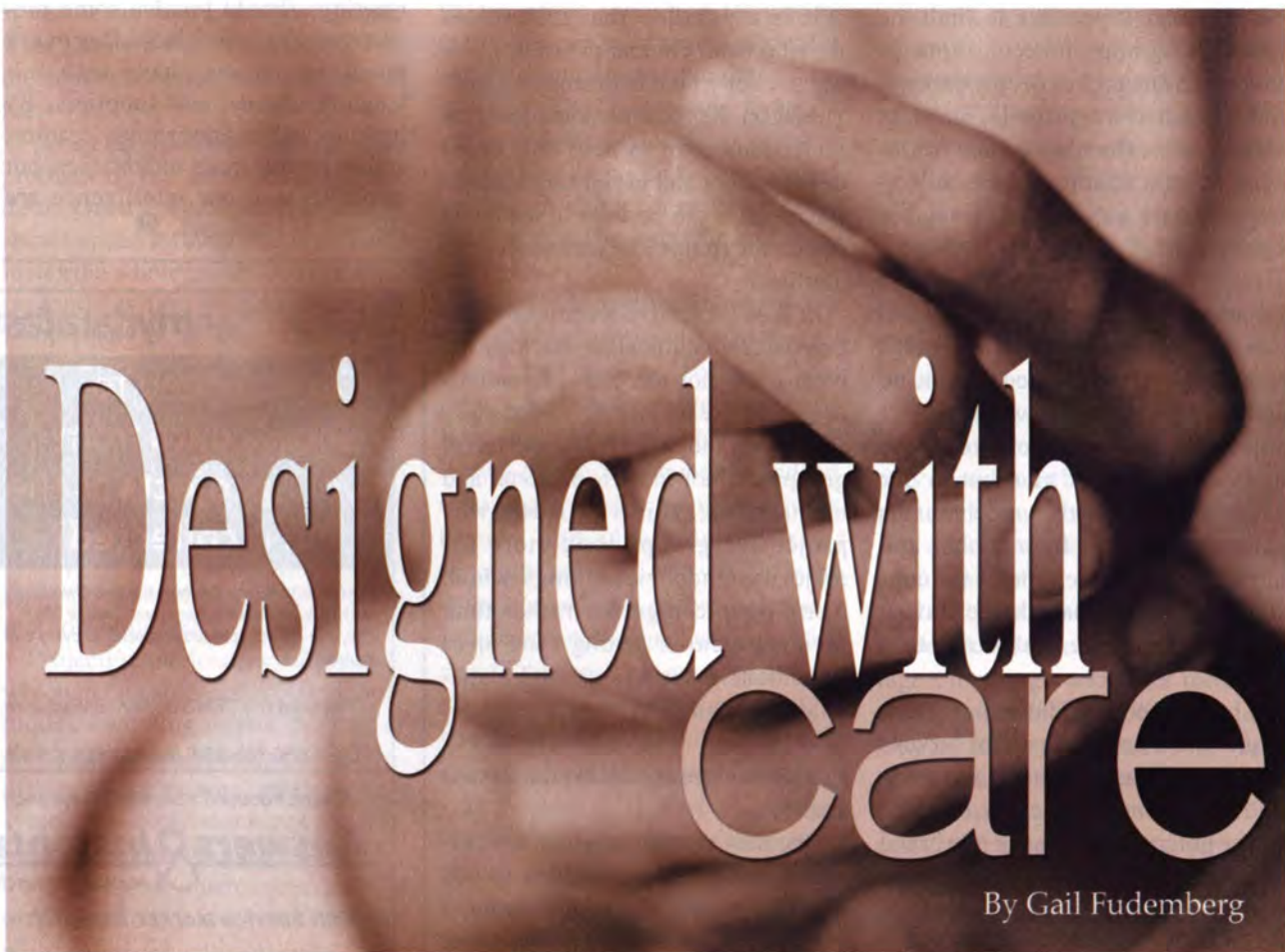
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By Gail Fudenberg

*Editor's note: Gail Fudenberg is president of GRF Marketing, Ltd., a Chicago research firm. She can be reached at grfmarketing@ameritech.net.*

**S**herry is a widow who enjoys spending her time teaching pre-school part-time, swimming daily, golfing and attending movies, concerts and the theater. Her schedule is heavily booked with evenings out planned weeks in advance. Sherry is 80. Recently, a close girlfriend from childhood passed away and she quickly stepped in to pick up the void by befriending her husband. He is 86. They hit it off and now enjoy dining out. They both drive, work and are still independent.

One corner of their world frustrates

## Tips on testing packaging among seniors

and irritates them — their feeling of self-sufficiency is challenged by the difficulty they encounter when trying to open packaging. For example,

Sherry was trying to fix a dinner at her condo and found herself unable to get into many of the food products without resorting to scissors or a knife. This is frustrating for someone who typically has no problem operating in her world. Her new friend finds opening the package of batteries for his new digital hearing aids and reading the enclosed instructions cumbersome.

The current senior landscape reflects the peaks and valleys of everyone's life and a glimpse into the future for aging Baby Boomers. It is an increasingly important segment of the population that has yet to come of age in the eyes of those marketing to them. This is a group that needs special consideration from manufactur-



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ers, packagers and advertisers in addressing their needs.

### More demanding

Consumers are becoming more and more demanding when it comes to package design. I myself have difficulty opening certain packages and I have no physical limitations. I've often wondered about what I would do if I had arthritis or limited mobility in my arms.

How are packagers supposed to learn about the needs of this market? That's where marketing research comes in. Research can be a useful tool when incorporated into the beginning of the package design process. Designers should be kept updated on the research findings to prevent later misunderstandings, a process most researchers and designers recommend to ensure that the complete package and advertising campaign can present a unified message to consumers.

Herb Murrie, founder of MLR Designs, senses that package companies are not utilizing focus groups and in-depth interviews to better understand the way to design the most compelling packaging. "I think there is a whole approach that is being very underused," he says. The tricky part of the research process is to make sure the moderator doesn't act like the art director, he says. The purpose of the research shouldn't be to ask about color preferences but to draw out emotional responses to communication. Also, he says, market research is useful to reduce the chances of putting something into the marketplace in a bad package. A problem that is identified and dealt with early may make it easier to promote a product successfully.

Greg Erickson, former director of The Institute for Packaging Professionals, says that packaging, particularly that which is difficult to use, needs to be tested with the target market and across the age range of intended consumers. "You may find people you don't intend to use it will try it," Erickson says. Follow-up market research is also useful after the product hits the shelf to see how it

and its competition are faring.

### Conducting qualitative research with seniors

It's important when conducting marketing research in the senior category that parameters are established from the onset of the project. Many times the client(s) are younger brand managers or agency staff with a narrow frame of reference when it comes to working with this category. They tend to skew the age of the respondents down and think that people in their 50s are considered seniors. It is up to the qualitative researcher to educate them about the appropriate age and the segments within the senior market. It's also essential to talk with clients about expectations when conducting research in this category. Sometimes, recruiting seniors is tricky and there are issues with respondents getting sick at the last minute or showing up and being too frail, hard-of-hearing or forgetful about bringing their glasses.

One suggestion for warming up the senior respondents is to hire a limousine to pick them up and bring them to the facility. It gives them a chance to get acquainted and makes them feel like royalty. I also have the respondents brought into the room and served some type of refreshment upon their arrival to the facility (it's important to be mindful of dietary restrictions). This allows me the opportunity to observe them from behind the mirror and look for any respondents who may not be able to participate in the group. I recall one situation where I knew one female respondent did not have the strength to speak loud enough to be heard and had her politely removed before the group began.

It's important to realize that though many of the respondents will be wearing hearing aids they may still have some difficulty in hearing. Seniors appreciate not being reminded of their limitations so the researcher needs to remember to face the person they are addressing so they have a better chance of hearing them the first time. This eliminates any embarrassment and facilitates keep-

ing the group on schedule. Other potential interferences include some drowsiness or lack of attention among respondents due to their medications. One time I asked a senior how they felt about a certain situation and they replied, "I feel fine!"

Senior respondents often view participating in a focus group as a recreational event and try very hard to be helpful. They are there because they really want to help us.

### How not to use research

Market research plays an important role in package design, but it must be implemented with care. Slipping the market research component in at the end is not strategic. By this point the creative work is complete and alternative designs are ready for presentation to consumers. Packagers tend to test these designs with consumers in the target market to see which they like best. This is a risky method in deciding which package to use because the designing of the package was guided by the creative process not by the motivating factors that drive purchase. Discovering the components of why people buy — the drivers, the emotional barriers, the psychological landscape — can be incorporated into the packaging and design and help prevent the creative staff from relying on trial and error.

However, focus groups are not without their dangers, though a good moderator should be able to work around most problems that arise. For example, the opinions expressed by one group member may sway those of other respondents, unless the moderator is able to keep that person under control, Murrie says. "You have a strong individual in a panel of 10 people and you've got people in there who are afraid to express their honest opinions because they don't want to look like idiots."

Even in the absence of a dominator, some respondents may have strong feelings but may want to avoid confrontation by agreeing with others in the group. This will not help the packager better understand what is motivating the consumer to purchase the

product category. Marketers must refrain from attempting to draw quantitative conclusions from the qualitative process, and avoid using a respondent vote, for example, as a way to select packaging.

Actually, an examination of flaws that bother respondents can often help uncover what it is the respondent really wants. Sometimes, these products turn out to be the greatest performers!

### Successful outcome

Selecting an appropriate qualitative marketing consultant is key to the successful outcome to a project. Some ways to ensure that the qualitative professional performs productively include:

- Bring the moderator in from the beginning of the design process to meet and interact with the team, including the designers. The moderator can coach the people behind the mirror on how the research will unfold and help clients screen out any pre-existing conclusions from their radar while watching groups or interviews.

- Allow the qualitative professional the latitude to design the methodology they think best fits the client's goals.

- Be flexible! Expect some hitches along the way and be open to change.

- Acknowledge the skills of the seasoned moderator, who will know how to contain an aggressive respondent or bring out those who tend to be lazy or seem content to agree with everyone in the group.

### Senior facts

For those new to qualitative marketing research with seniors and aging Baby Boomers, I'd like to share a few basic facts about this unique segment, which is characterized by clusters within it.

- People aged 55-65 are the "young seniors," those aged 65-75 are considered to be "middle seniors" and the 75+ group are the "older seniors."

- Growth from 1980-1990 in the number of those 65+ was 88 percent as compared to a 34 percent growth rate for those under 65 years old.

- One in five will be elderly by 2030!

- Currently (year 2000) there are 34.7 million elderly in the United States. By the year 2050, 78.9 million will be elderly.

- The "older senior" market, those aged 85+, is also growing rapidly. Currently there are 4.3 million in this category, with 18.2 million expected by 2050!

### Closer look

"Senior Power" will definitely

be a trademark of our future as Baby Boomers glide into this next stage of life. They will be flexing their muscles as consumers, and this will impact the workplace, the advertising world and the development of new products and packaging to meet their needs. Qualitative marketing research is a tool that needs to be more utilized as packagers tweak their designs with seniors on their mind. **(6)**

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# Why marketers fail to understand the mature market

By Carol M. Morgan and Doran J. Levy

*Editor's note: Carol M. Morgan and Doran J. Levy are principals in Strategic Directions Group, Inc., a St. Paul research firm. They can be reached at [cmorgan@strategicdirectionsgroup.com](mailto:cmorgan@strategicdirectionsgroup.com) or at [dlevy@strategicdirectionsgroup.com](mailto:dlevy@strategicdirectionsgroup.com).*

**B**y now marketers should have the facts down pat. For at least a decade they've been told about the mature market's affluence and size. Today those 40 and older comprise 42 percent of the U.S. population, growing to 47 percent by 2010. In 2000 this demographic group generated \$750 bil-

lion in pre-tax income, 66 percent of all income. Those 40 and older enjoy 65 percent of all discretionary income. In terms of net worth, they control the vast majority of it: 91 percent.

According to the Consumer Expenditure Survey and other sources, those 40 and older are account for 64 percent of all expenditures on entertainment, 73 percent of all catalog sales, and 62 percent of purchases related to shelter. While households headed by persons 40 to 64 represent 44 percent of all households, they spent 50 percent of all grocery store dollars. Baby Boomers and their elders make 72 percent of all

new car purchases.

And yet this immense and affluent market is virtually ignored. *Advertising Age* recently reported that less than 10 percent of all advertising messages target persons 50 and older. Why is this so?

Our company has researched those 40 and older since 1989, surveying thousands of respondents and gathering millions of pieces of data. At the same time, we've also created nine separate psychographic segmentation strategies on this market. Our thoughts on the mature market have been captured in our new book, *Marketing to the Mindset of Boomers and Their Elders*

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Cincinnati .....May 29-31  
Los Angeles .....July 8-10  
New York .....Aug 12-14  
Atlanta .....Sept 23-25  
Chicago .....Oct 28-30  
Boston .....Dec 2-4

### 104. Designing Effective Questionnaires:

**A Step by Step Workshop**  
Atlanta .....April 2-4  
Denver .....June 4-6  
Chicago .....Aug 20-22  
Cincinnati .....Nov 5-7

### 106. Fundamentals of Internet Marketing Research Methods and Applications

New York .....May 6-7  
Atlanta .....Aug 6-7  
Chicago .....Oct 31-Nov 1

### 201. Getting the Most Out of Traditional & Online Qualitative Research

Denver .....April 25-26  
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### 202. Focus Group

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Cincinnati .....June 18-21  
Cincinnati .....Aug 27-30  
Cincinnati .....Oct 15-18  
Cincinnati .....Dec 10-13

### 203. Specialized Moderator Skills for Qualitative Research Applications

Cincinnati .....June 24-27  
Cincinnati .....Nov 12-15

### 205. Qualitative Research with Children

Chicago .....April 16

### 301. Writing and Presenting Actionable Marketing Research Reports

Chicago .....April 17-19  
Los Angeles .....July 17-19  
Cincinnati .....Oct 30-Nov 1

### 401. Managing Marketing Research to Enhance Accountability and ROI

Los Angeles .....July 15-16

### 501. Applications of Marketing Research

Los Angeles .....July 11-12  
Atlanta .....Sept 26-27  
Boston .....Dec 5-6

### 502. Product & Service Research

Chicago .....Aug 5-6

### 504. Advertising Research

Chicago .....Aug 7-8

### 505. Market Segmentation Research

Chicago .....June 4-5  
Los Angeles .....Sept 30-Oct 1

### 506. Customer Satisfaction Research

Chicago .....Sept 10-11

### 507. Analysis and Interpretation of Customer Satisfaction Data

Chicago .....Sept 12-13

### 508. Positioning Research

Chicago .....June 6  
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### 509. Pricing Research

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### 601. Data Analysis for Marketing Research: The Fundamentals

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(Attitudebase).

We are continually baffled by marketers' lack of interest in mature consumers. Over the years we've observed that one or more of the following 10 impediments may lead marketers to bypass the mature market. In reality, marketers often exhibit two or three related tendencies, facets of the same mindset.

### **The mature consumer does not exist**

Today the mature consumer is simply not on most marketers' radar screens. Products and media are focused on the prized 18-to-49 demographic. The extent to which the mature market is undervalued was underscored last year when ABC considered ousting Ted Koppel and filling the *Nightline* time slot with David Letterman. Because *Nightline*'s audience is in the generally ignored mature demographic, it generates only \$22 million in annual advertising revenue as compared to Letterman's \$176 million.

It's not surprising that the U.S. prizes youth more than age. Compared to European countries, the U.S. is itself an adolescent. As a culture our focus is on that which is trendy and hip. From movie roles to employment, fashions to advertising images, old is out. "I feel as if I do not exist," a 54-year-old woman told us. "I spend more money than I did 10 years ago, but in the most consumer-oriented culture in the world, I don't exist as a consumer."

### **They know it all**

Lacking interest in those 40 and older, marketers have put little energy into studying this market. Too many of them have concluded that they know everything about Baby Boomers and their elders. After all, Boomers have been around a long time. Unfortunately, marketers actually know very little about those 40 and older. Instead of finding fresh perspectives, marketers rely on Baby Boomer stereotypes and generalizations concocted 30 years ago. They assume Baby Boomers and their elders have not changed or differentiated themselves as they've grown

older, a major error.

### **Abbreviated lifetime value**

Explaining why her advertising agency thought pursuing the mature market was a waste of time, a staffer commented: "They're going to die soon anyway." The reality, of course, is that today's 50-year-old still has 20 or 30 or more years of life left. During those decades, Baby Boomers and their elders will still consume an immense array of products, from cars to cosmetics, packaged travel to haircuts.

It is true that younger consumers may buy a dozen cars over their lifetimes, resulting in sales worth hundreds of thousands of dollars, but the mature consumer is the prime consumer now and many will remain so for the next few decades. And studies have demonstrated that younger consumers exhibit extreme fickleness. But whatever the customer's age, a good customer relationship management (CRM) program retains current customers, while the company trolls for new ones. Current, loyal mature customers shouldn't be taken for granted or ignored, certainly not in these difficult times.

### **Failing to recognize diversity**

Sociologists tell us that as we age we become more unlike. A group of five-year-olds, having had few life experiences, has far more in common than a clutch of 55-year-olds. This diversity is reflected in many patterns or ways of growing older or experiencing aging. Instead of recognizing this diversity and honing their marketing tools to reach specific targets, marketers cling to overly simplistic views.

Massive generalities about Baby Boomers, for example, abound in the minds of marketers who think of them as a homogeneous mass ("All Baby Boomers are self-centered and demanding."). Marketers have been clinging to such generalities for years, adding no new perceptions of this market or considerations that Baby Boomers are, indeed, growing older and changing. For their part, those over 60 are thought of as curmudgeonly old men or adorably daft blue-haired women.

Frustrated when their stereotypes and simplistic views do not result in increased sales, marketers often retreat, concluding that the mature market is too difficult to pursue. From functional foods produced by major packaged goods companies to pharmaceutical drugs to certain cruise offerings, marketing graveyards are littered with the botched attempts to reach the mature.

### **Marketers too young**

Another barrier to any interest in the mature market is that those doing the marketing and creating the advertisements are young themselves. According to John F. Zweig, CEO of the WPP Group-USA, "Most creative staff at advertising agencies are ages 25 to 35." Having barely severed ties with his or her parents, it's difficult to imagine that a young staffer will be able to relate to the needs and interests of the mature. The idea that a deep understanding of this market will be instantly arrived at by wearing eyeglasses smeared with petroleum jelly, as some consultants advocate, only supplants ignorance with stereotypes.

### **Too brand loyal to change**

Marketers have long held the belief that mature consumers are just too brand loyal to switch. The reality is that those 40 and older are not distinguished by their brand loyalty. Our studies have shown that they are more or less brand loyal depending on their level of involvement with the category. For example, Traditional Couponers, one of our Food segments, are far more loyal to salted snacks as compared to orange juice.

The openness among those 40 and older to a variety of brands is evident when individual rather than household consumption is measured or when the time span measured is increased. Because mature households are more often composed of one or two persons, it simply takes longer for them to get through a bottle of ketchup or a box of breakfast cereal. Studies assessing consumption by brand over longer time periods show mature consumers switching brands as frequently as do younger ones. The idea that consumers are stuck forever to specific brands is



a marketer's fantasy, not reality.

### Too cheap to spend

While they may acknowledge that the mature control the overwhelming amount of net assets, marketers who ignore this market also believe that they will not spend it. This position is refuted by the purchases made by those 40 and older. Whether for face-lifts or cruises, mutual funds or cars, those 40 and older are responsible for the majority of expenditures in our economy. The charitable gifts and donations made by those 65 and older fuel the nonprofit sector. For example, in 1999, women 65 and older spent \$14.7 billion on apparel, almost as much as those 25 to 34.

### Demographics too fuzzy

Given the diversity that exists in the mature market — or any market — too many marketers are using a demographic chainsaw rather than a psychographic scalpel to separate out their very best prospects. As it has been for decades, the mature market continues to be divided into logical categories by age. Although not supported by any evidence, marketers have concluded that all of those who are, for example, 50 to 59 have the same interests and needs and can be reached via the same media. The reality is far from that. But however wasteful, inaccurate, or misleading, marketers find demographics convenient when buying mailing lists or media.

Demographics do not recognize the radical differences in motivations and attitudes that exist within the 40-and-older market, nor do they identify targets receptive to a particular product or service. For example, when we compared a subset of our Lifestyle segments enjoying annual household incomes of \$75,000 and above, we found that Threatened Actives spend very little on luxury items as compared to two other segments, the Upbeat Enjoyers and Financial Positives. And yet their ages and incomes are similar. It's their attitudes and motivations that differentiate these three distinct segments.

### Fearful of alienating the young

Marketers also avoid the mature market because of their deep-rooted fear of

alienating younger consumers if their products appear positioned for or enjoyed by the mature. A great divide seems to exist between those 18-to-35 and those who have crossed over into maturity. Marketers believe they have to make a choice between continuing a relationship with their older and loyal customers or appealing to and converting younger ones. They've created this situation themselves by focusing on demographics and making massive assumptions about the motivations and needs of those in various age groups.

### Ignoring motivations

Unfortunately, the mature market's psychographics are either generally ignored in favor of demographics or intuited. Seeking simple and convenient answers, marketers fail to acknowledge that demographics are very poor predictors of a market's needs and desires. And having avoided segmenting the mature market by its psychographics or motivations, marketers are still left with their central problem: what to do with what they see as a massive divide between youth and age.


In actuality, one way that marketers can appeal to all demographic groups is by centering their marketing on a psychographic segmentation strategy. The answer lies in positioning a product or service to mindsets that exist in both those under and over 40. A car buyer who wanted a fun, responsive car at 38 doesn't flip into a totally different mindset at 44. Instead of touting zippy cars solely for those under 30 and stodgy cars with ample seats for the mature, cars can be positioned for a mindset that transcends age. For example, according to a spokesperson, Volkswagen does not "target any group," but instead pursues "a psychographic that is active and performance-oriented..."

The Stylish Fun, one of our Car Purchase segments, are 20 percent of those aged 40 to 64 and 15 percent of those aged 65 and older. They're the clear target for distinctive, fun cars that provide them with the emotional experience they crave. This psychographic segment's high average household incomes and car-buying behaviors confirm that they are, indeed, the best target for Nissan's 350 Z car and the Audi

TT.

The market dictates its own needs. Marketers have to realize that segments within every market, including the mature market, possess motivations and attitudes toward specific classes of existing products. Advertising does not reach a blank slate where, in the words of Stan Rapp, it "creates the mind-set to produce the behavior needed to boost sales." The Ford Focus, for example, was initially aimed at buyers in their 20s. But Focus buyers have an average age of 35 — meaning that half the buyers are, dare we say it, over 35. Those 40 and older who have bought a Focus are in our Reliable and Uninvolved segments. These segments both want a car for transportation, although the Reliabilities emphasize safety and mileage, whereas Uninvolved want an attractive and popular car.

### Reaping rewards

With each passing year, marketers will inevitably find themselves facing a world population that is aging. While its monumental impact on our society's various social and health-related delivery systems has been greatly discussed, not much in-depth study has been focused on the business potential of the mature market. But those who are wise enough to recognize and cultivate this potential, while avoiding the 10 pitfalls we've outlined above, will do well in the decades ahead. 

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## Research Industry News

continued from p. 14

guidelines expand on the MRS' Code of Conduct to cover a range of issues fundamental to employee research, including protecting the employer-employee relationship, maintaining staff anonymity, and respecting the workplace culture. Importantly, the guidelines provide directions on new techniques now commonly practiced in employee research, in particular online surveying and gathering e-mail responses.

The guidelines emphasize that the key principles of the MRS Code of Conduct — confidentiality, anonymity, honesty, and respect — remain central to conducting employee research. Considerable importance is placed on the need to guarantee transparency at all times, keeping both the employee and the employer informed of the research process, what it involves and what it aims to achieve. In addition to reinforcing the MRS Code of Conduct, the guidelines also reiterate the fact that all personal employee data is covered by Britain's Data Protection Act 1998 and that anyone involved in the research process is also bound by these laws. Copies of the new Employee Research Guidelines are available on the code and guideline section of the MRS Web site at [www.mrs.org.uk](http://www.mrs.org.uk).

### New accounts/projects

**Yahoo!, Universal McCann, Optimedia and Deutsch** are the newest subscribers to WebRF, a reach and frequency media planning tool for Internet audience measurement from **Nielsen/NetRatings** and **Interactive Market Systems (IMS)**.

**Opinion Research Corporation**, Princeton, N.J., announced that its social research business has been awarded \$18 million in new contracts or contract additions. These contracts, for the National Science Foundation, the Center for Substance Abuse Prevention, the National Eye Institute, the Department of Education and the University of South Carolina, are mostly for periods of at least two years.

The company has won two contracts totaling \$6.8 million with the National Science Foundation for the Survey of Federal Funds for Research and Development and Federal Science and Engineering Support to Universities, Colleges, and Nonprofit Institutions; and for the Survey of Research and Development Expenditures at Universities and Colleges. The Center for Substance Abuse Prevention awarded the company a \$2.5 million contract to create and operate a Program Evaluation Center for the Minority Substance Abuse and Human Immunodeficiency Virus (HIV) Prevention Initiatives. The University of South Carolina awarded a \$350,000 contract to conduct the National Weight Loss/Activity Survey. Finally, the Department of Education and the National Eye Institute together added \$8.3 million to two current contracts.

### New companies/new divisions/relocations

New York-based **NOP World** has formed a new business venture, **RoperNOP Consulting**. Headquartered in Waltham, Mass., the firm will offer research-based consultancy services in brand strategy, customer-centric business solutions and analytic CRM. It will be led by Richard Hermon-Taylor.

**C&R Research**, Chicago, has opened **LatinoEyes**, a Miami-based firm which will serve as the company's U.S. Hispanic and Latin American research division. **LatinoEyes** will be headed by Silvia Cazoll.

Wilton, Conn.-based **Greenfield Online** has formed a new health care research group to serve the needs of marketing research companies that work with end-clients in the managed care, pharmaceutical and medical device industries. David Reiss will spearhead the new division as managing director, healthcare.

**Focus and Phones, Inc.** of Columbus, Ohio has joined the **Assistance in Marketing Research Services Network**, a single-source

network of data collection facilities around the country. The company will now be known as **Assistance in Marketing/Columbus**.

Joy Scott, former CEO and co-founder of **Scott-Levin Associates, Inc.**, has formed **J. Scott International, Inc.**, a new company to provide qualitative research to the health care sector. Phone 267-757-8733. Web [www.jscott-intl.com](http://www.jscott-intl.com).

New York-based **Ebony Marketing Research, Inc.** has opened a new office in New World Tower, 100 N. Biscayne Boulevard in Miami's business district. The South Florida facility includes a full complement of focus group/conference rooms, client viewing rooms and lounge, and test kitchens.

### Company earnings reports

**SKOPOS UK** has announced details of the last six months of operation, from April 2002 through September 2002. Revenues, growth and profit all improved in this period, and the UK division of **SKOPOS** exceeded its annualized revenue target in October, three months ahead of schedule, and went into the black in August 2002 (four months ahead of schedule). Darren Noyce joined as managing director of **SKOPOS UK** in April and the division was effectively re-launched from this date. Today the company has eight staff at its office in Chiswick, London.

Rochester, N.Y.-based **Harris Interactive** reported that revenue and earnings were ahead of expectations for the first quarter of fiscal 2003 that ended September 30. The company achieved revenue of \$30.3 million, up 16 percent from \$26.2 million, (on a pro-forma basis, combining reported revenue from Total Research and Harris Interactive) for the same period a year ago. Internet-based revenue for the quarter was up 37 percent for the same period a year ago.

A 1.7 percent increase in sequential quarterly revenue drove net earnings to \$1.0 million or \$0.02 per share, versus

a net loss of more than \$3.0 million in the prior year period, and a net profit of \$169,000, or \$0.00 per share, reported in the fourth quarter of fiscal 2002. Net operating cash generated for the quarter (EBITDA) was \$2.2 million. At September 30, cash and marketable securities stood at \$25.5 million, and the company remained essentially debt-free. Looking ahead to the second quarter of fiscal 2003, Bruce Newman, Harris Interactive CFO, stated, "We believe that this sales momentum will carry into the second fiscal quarter, and we expect to generate \$31-\$32 million in revenue, and \$0.03 and \$0.04 per share in net earnings."

Fairfield, Conn.-based **IMS Health** reported diluted earnings per share from recurring operations of \$0.27 for the quarter ended September 30, equal to last year's third quarter and consistent with guidance. Revenue for the 2002 third quarter grew to \$361.8 million, up 8 percent constant dollar year-over-year and 10 percent on a reported basis. Constant-dollar growth eliminates the impact of year-over-year foreign currency fluctuations. Net income from recurring operations was \$76.7 million, a 6 percent decline from the year-earlier quarter. Recurring results for the 2002 third quarter exclude certain pre-tax gains and charges totaling \$8.6 million, consisting primarily of net gains from investments, hedge gain (loss) phasing and net SAB 51 gains. On a U.S. GAAP basis, net income was \$82.3 million, a 7 percent decline over third-quarter 2001, and EPS was \$0.29, equal to last year's third quarter.

**Opinion Research Corporation**, Princeton, N.J., reported record third quarter revenues and a 25 percent increase in third quarter earnings per share for the three months ended September 30, 2002. Revenues were a third quarter record \$43.3 million, an increase of 3 percent compared to \$41.9 million in the third quarter of 2001. Earnings per share for the quarter were \$0.15, an increase of 25 percent compared to \$0.12 in the third quarter of 2001. Third quarter 2001 EPS referred to above reflects the retroactive application of FASB

Statement 142; actual third quarter 2001 EPS were \$0.00.

For the third quarter, EBITDA (earnings before interest, taxes, depreciation and amortization) was \$3.7 million, compared to \$3.7 million in the third quarter of 2001. Compared to December 31, 2001, the company's borrowings have been reduced by \$5.0 million during the first nine months of 2002.

Operating income was \$2.5 million

in the third quarter of 2002 as compared to \$2.5 million in the third quarter of 2001. Net income was \$891,000 in the third quarter of 2002 as compared to \$740,000 in the third quarter of 2001.

For the first nine months of 2002, revenues were \$130.6 million compared to \$132.9 million in the first nine months of 2001. EBITDA for the first nine months of 2002 was \$11.2 million compared to \$13.3 million in the first

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nine months of 2001. Operating income for the first nine months of 2002 was \$7.8 million compared to \$9.8 million for the first nine months of 2001. Operating income for the first nine months of 2001 referred to above reflects the retroactive application of FASB Statement 142; actual operating income for that period was \$7.0 million.

**Arbitron Inc.**, New York, announced results for the third quarter 2002 (ended September 30), reporting revenue of \$69.6 million, an increase of 6 percent over revenue of \$65.6 million during the third quarter of 2001. Earnings before interest and taxes (EBIT) for the quarter were \$29.0 million, compared with EBIT of \$26.2 million during the comparable period last year. Net income for the quarter was \$15.4 million, compared with \$12.9 million for the third quarter of 2001, an increase of 20.0 percent.

Cost and expenses for the quarter increased by 4.8 percent, from \$38.0 million in 2001 to \$39.9 million in 2002. Interest expense declined \$1.1 million from 2001 as a result of continued significant reductions in debt.

Net income per share for the quarter increased by 18.6 percent to \$0.51 (diluted), compared with \$0.43 during the comparable period last year. Effective January 1, 2002, the

Company discontinued the amortization of goodwill in accordance with generally accepted accounting principles. Had the company been required to adopt this accounting effective as of January 1, 2001, net income and net income per share (diluted) for the three months ended September 30, 2001 would have been \$13.3 million and \$0.45, respectively.

For the nine months ended September 30, revenue was \$192.0 million, an increase of 9.0 percent over the \$176.1 million reported for the same period last year. EBIT was \$71.6 million, compared to \$66.3 million in 2001. Net income for the nine months was \$36.3 million or \$1.21 per share (diluted), compared with \$33.9 million or \$1.15 per share (diluted) last year. Had the discontinuation of amortization of goodwill been in effect in 2001, net income and net income per share (diluted) for the nine months ended September 30, 2001 would have been \$35.1 million and \$1.19, respectively.

Chicago-based **Information Resources, Inc.** reported results for the quarter ended September 30, announcing net income of \$0.9 million or \$0.03 per share. This compares to a net loss of \$0.5 million or \$0.02 per share, including restructuring and other charges, for the third quarter of 2001. Excluding these

charges, IRI reported net income of \$2.1 million or \$0.07 per share for the third quarter of 2001.

Consolidated revenue of \$140.6 million was 2 percent better than prior year. U.S. revenue was \$104.2 million, or 1 percent lower than last year, while international revenue increased 10 percent to \$36.4 million. The international increase was due to the favorable impact of currency over the prior year.

For the nine months ended September 30, the company reported net income, before restructuring and other charges and the cumulative effect of an accounting change for goodwill, of \$3.3 million or \$0.11 per share. This compares to net income, before restructuring and other charges, of \$3.6 million or \$0.12 per share for the nine months ended September 30, 2001. In accordance with the new accounting rules for goodwill, the company performed an impairment test in the second quarter to determine the fair value of the goodwill recorded on its books. Based on this test, the company wrote off all of its goodwill in order to comply with the new accounting rules. The result was a \$7 million or \$0.24 per share charge recorded in accordance with Generally Accepted Accounting Principles (GAAP) as the cumulative effect of an accounting change in the financial statements. GAAP required this charge to be taken in the first quarter of 2002. Including the impact of the goodwill charge, as well as restructuring and other costs, the company reported a net loss of \$8.2 million or (\$0.28) per share for the nine months versus a net loss of \$4.2 million or (\$0.14) per share for the prior year.

Consolidated revenue of \$413.5 million for the nine months ended September 30 was \$1.9 million lower than the prior year. U.S. revenue of \$309.0 million was 2 percent lower than last year while international revenue of \$104.5 million was up 4 percent over last year. Excluding the impact of currency, international revenue increased 1 percent over the prior year.

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## Software Review

continued from p. 18

the Web. Whether you need a keyboard or a mouse depends entirely on the kind of interview you create — the right interview will even work on handheld computers or PDAs. Most questions are presented as a grid of buttons, which may either contain text — usually one individual answer, or a graphic. Products, logos, pictures or concepts can all be selected simply by clicking or touching the relevant button. A range of feedback encourages the respondent and increases accuracy, from a satisfying *Star Wars*-style R2D2 chirp whenever a selection is made through to optional full voiceover on both questions and answers. This means that respon-

dents with poor literacy skills or even young children could complete the interview with ease. The system also provides complete multi-language capabilities to the UNICODE standard, including non-Roman writing systems.

In addition to the text or picture buttons, there is a good range of other question types, from free texts to complex constrained sum questions. But the real strength of the product is in these button questions. There is even one type of question which simulates product facings on a supermarket shelf simply from appropriately scaled product shots.

There is a strict rationale to the CAVI screen, one which aims to ensure that the respondent's focus is always directed first to the question, then to the task of making an appro-

priate selection for the answer, then to how to navigate to the next question. It employs several neat tricks, like immediate elimination of the option just chosen on multiple-choice screens, and a wide range of randomization techniques. It can also display time scope questions, where images are shown for a measured time only. It integrates with audio and video in a variety of ways and offers a choice of conjoint methods too.

My initial reaction, on only seeing the interviewing interface was "Well, anything is possible if you put enough effort into the programming," assuming that CAVI was an entirely custom-built solution for each survey. I was very surprised and reassured to learn that CAVI comes with its own rapid develop-

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I liked one of the stories on this cover

I usually read this magazine

I wanted to learn more about this magazine

I like the look of the cover

**CONTINUE**

**BROOKE SHIELDS: HER 15-YEAR STALKER NIGHTMARE**

FEBRUARY 28, 2000

**People** weekly

SPECIAL COMMEMORATIVE TRIBUTE

**YOU WERE A GOOD MAN, CHARLES SCHULZ!**

1922-2000

Unusually for most Web software, respondents click directly on the answers in CAVI, which may be an image or a button containing text, as in this treatment of a Likert scale question.

Purchases left to allocate: 16

Now, please think about all the brands and flavors of frozen yogurt shown on these two screens. Imagine you have 16 pints of frozen yogurt to purchase. Please use these purchases to indicate which of the products you would buy. The more packages of an item you would purchase, the higher the number you would give it. If you would not purchase a particular flavor, let the counter remain at zero. To see a flavor's description or to assign purchases to a flavor, touch the package. You can go back and change the number of purchases at any time by touching the package again. The counter on the screen will keep track of how many purchases you have remaining.

P  
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W

<p><b>Purchases: 0</b></p> <p>Ben &amp; Jerry's Heath Bar Crunch</p> 	<p><b>Purchases: 0</b></p> <p>Ben &amp; Jerry's Cherry Garcia</p> 	<p><b>Purchases: 0</b></p> <p>Häagen-Dazs Vanilla</p> 
<p><b>Purchases: 0</b></p> <p>Ben &amp; Jerry's Chocolate Fudge Brownie</p> 	<p><b>Purchases: 0</b></p> <p>Ben &amp; Jerry's Chocolate Chip Cookie Dough</p> 	<p><b>Purchases: 0</b></p> <p>Häagen-Dazs Vanilla Raspberry Swirl</p> 

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Current View

Touch the item you would like to purchase, then select the amount you would like to purchase.

The versatile screen layout can be used to make complex tasks, such as this constrained sum question, relatively simple for respondents to complete, even when the page is split over several screens.

ment survey authoring environment called Oasis, which rivals any of the better known survey authoring tools in terms of functionality. Oasis comes in both Web-based and locally installable versions. It neatly combines graphical tools and visual objects with code snippets you write in a cut-down version of Java: a mix of point-and-click with some syntax attached.

The hallmark CAVI screens are built up simply as a series of layers, with templates readily available to simplify the task and provide a dependable starting point. While there are constraints, there is sufficient latitude in the design tool to place objects on screen pretty much however you want. An excellent preview window gives you immediate feedback on every change you

are making. Some users direct this preview window to a second monitor for a really clear view.

To design a survey from scratch in Oasis definitely takes a little longer than designing most CATI surveys, as there is more to consider. An experienced programmer can still put together moderately complex surveys in around two days. However, the process definitely calls for different skills and resources: the programmer needs to have an eye for design — and a beefy PC. Java eats up memory, so 512MB is an absolute minimum (though actual interviews require 64MB or less).

Perhaps the most intriguing use of the technology is in kiosk mode in locations with good public access. To kick-start this, OpinionOne has

partnered with mall interviewing facility owners to create a network of CAVI stations in over 60 malls across the U.S. — picked to provide balanced, representative coverage of the U.S. population — on which you can deploy your survey. Of course, you can also install your own station, or lease them from OpinionOne on short- or long-term contracts.

Burke Inc. uses CAVI in its information, communications and entertainments (ICE) research division for video testing of TV ads and characters in shows, sophisticated conjoint-based trade-off exercises and price sensitivity testing. "The overall breadth of this technology expands what you can do market research-wise," says Cary Nadel, vice president of Burke and head of

ICE research. "It can allow companies to do more multi-modal research. By using this, the one thing you have eliminated is any bias from the visual appearance."

Burke uses it on its own network of kiosk interview stations, which will handle around 300 interviews a day. "If we need greater throughput we can pick up those additional interviews in the malls, using OpinionOne's network," says Nadel. "The alternative is to broadcast to consumers' homes, with a follow-up interview. With this, we can do all the work in the same time frame for 20 to 25 percent less cost."


Burke has integrated the system with its own Digital Dashboard reporting system, a process Nadel found was surprisingly straightforward. "Their data streams feed right into our reporting engine. If the fieldwork ends at 6:15, at 6:16 you can see if the pie slice has grown wider or the bar chart has grown taller."

Nadel has found the method does effectively boost response. "We've seen it does make the interview more enjoyable and less tiresome," he says. "Fatigue can be a huge factor, regardless of the methodology. If you have a more appealing visual environment, it speeds up the individual process and, watching people, I can see they pay attention more closely and read things a bit more carefully. My gut feel is this enhances the quality of the information we get."

The Bank of New York has installed a CAVI kiosk at two of its branches to gather customer feedback. For Rick Miller, the bank's research manager, a major attraction was the system's ability to do more than collect survey data: it also works as a customer information resource and provides specific marketing information and messages to customers visiting the branch. "With this kind of investment you like to do as much as you can," Miller says. "If it is positioned right, customers will punch the buttons out of curiosity. Another attrac-

tion was that it was different — very space-age — and not what you would expect find in the conservative world of banking."

Miller reports that the data from CAVI has been consistent with data collected in the past using more traditional methods. "It was a new way of doing research, but the best part is it did not differ from what we had done in the past," he says.

OpinionOne rightly deserves praise for developing something that is innovative yet practical, that enhances the interview experience, and therefore the status of research in the eye of the public. The respondent cooperation issue cannot be solved by technology alone, but it is bound to help if you have a kit that looks like it belongs to the future and not like some relic from the past. 

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## Survey Monitor

continued from p. 8

year but will purchase less apparel, toys, electronics, video games and fragrances. The most popular gift is clothing, with 74 percent of consumers intending to buy it this holiday season. Toys and books represent the second and third most popular gift items with 55 percent and 43 percent of consumers saying they will purchase them this holiday season.

Gift cards/certificates continue to gain in popularity. This holiday 57 percent of respondents intend to buy gift cards/certificates. This compares to the 53 percent of respondents who said they bought gift cards last year. Women are more likely to give a gift card/certificate this year than men (60 percent vs. 53 percent respectively).

More women intend to buy clothing than men, 77 percent vs. 70 percent respectively. Women also intend to buy more home/holiday decorations (34 percent vs. 18 percent) and books (49 percent vs. 36 percent respectively) than they did last year. Men intend to buy more consumer electronics than women (27 percent vs. 19 percent respectively).

More and more consumers will be shopping before Thanksgiving, the traditional start to the holiday shopping season. In fact, 57 percent of consumers say they will begin their holiday shopping before Thanksgiving. Women are more likely to get an early jump on holiday shopping — 65 percent of women said they will start their shopping before Thanksgiving weekend and 49 percent of men said they start before Thanksgiving. Men are more likely to wait until December to begin their shopping. Thirty-two percent of men and 19 percent of women wait until December to begin their shopping.

The NPD Holiday Survey was fielded September 17 to 24. It was e-mailed to 5,000 members of the NPD Online Panel. The findings presented here are based on information from 2,363 completed interviews. For more information on The NPD Group, visit [www.npd.com](http://www.npd.com).

## Almost one-third of e-mail addresses are changed annually

A study indicates that e-mail addresses are changed at the rate of 31 percent annually, causing 53 percent of those consumers to lose touch with personal and professional contacts, as well as preferred Web sites. The survey, conducted by research firm NFO WorldGroup, identified that half of all Web site relationships are lost, on average, due to e-mail address changes. Return Path Inc., a provider of e-mail change of address services, and Global Name Registry, license operator of the .name domain, commissioned the study.

According to the study, e-mail address turnover is driven by ISP switching, job changes and consumer efforts to avoid spam. Loss of contact with valued Web sites and e-newsletters occurs most often. And, the survey revealed that young adults (53 percent) are significantly more likely to lose these contacts than older individuals (42 percent).

"The rate of e-mail address turnover continues unabated from the pace we first identified in September 2000," says Matt Blumberg, chief executive officer of Return Path. "In addition to the impact on consumer relationships identified, there is a real and significant subsequent financial impact on reputable businesses that rely on e-mail to communicate with their customers."

Notifying contacts of an e-mail address change is no small task, according to the survey. While consumers, on average, registered their e-mail address with more than 12 Web sites, according to the study, e-mail address changers only notified about six Web sites of the change. And, 22 percent of those who changed an e-mail address did not notify any Web site about the change. E-mail address changers also reported lost personal and/or professional relationships after switching e-mail addresses.

The survey, conducted in August 2002, updates a similar study by Return Path and NFO WorldGroup from September 2000, which identified a 32 percent annual rate of e-mail address churn. The results are based on respons-

es from 1,015 consumers from NFO WorldGroup's online panel of U.S. e-mail users over the age of 18. The panel is representative of U.S. online households.

## Loyalty highest for pet food shoppers

Purchasing loyalty on behalf of Fido far exceeds that for baby Junior when it comes to the grocery store, according to a survey of 500 grocery shoppers conducted by InsightExpress, a Stamford, Conn., research company. The survey reveals that Americans report little brand loyalty when shopping for themselves or their children in the supermarket, with the most loyalty-inducing products cited by participants being soft drinks at 41 percent and condiments at 33 percent. Baby food and baby items rated just 27

Category	Percentage of Loyal Shoppers
Pet Food	53%
Soft Drinks/Juices	41%
Condiments	33%
Baby Items & Food	27%
Pasta Sauce	26%
Cereal & Breakfast Foods	24%
Ice Cream/Novelties	19%
Cheese and Dairy	19%
Household Cleaners	19%
Snacks (Cookies, Chips & Crackers)	19%
Frozen Dinners/Pizza	18%
Milk and Eggs	17%
Pasta and Rice	16%
Meats/Poultry	15%
Canned Goods	14%
Baking Products	14%

percent brand loyalty. But when purchasing food for their pets, more than one half of consumers purchasing pet food (53 percent) say they are more likely to stick with one brand (see chart for loyalty levels by product category).

When asked about compelling reasons to switch brands, nearly four in five consumers cited price (78 percent), followed by product quality (66 percent), an available promotional offer or coupon (40 percent), and the sheer availability of other products or brands (33 percent).

"In an attempt to affect loyalty and drive purchase behavior, stores and man-



ufacturers have been using an ever-increasing array of tactics — not all of which are effective,” says Lee Smith, president of InsightExpress. “Traditional, tangible methods should be the method of choice for marketers.”

Participants indicated weekly store

type that girls’ favorite subjects in school were English and history, and boys’ favorite subjects were math and science. However, according to a recent study conducted by KidzEyes.com, a U.S.-based online research panel operated by C&R Research, many American

girls have broken away from the old gender stereotypes.

Interestingly, girls are now showing varied interests in many subjects at school. The subjects that rose to the top as favorites for girls were art (22 percent), math (15 percent), and music/choir/band (13 percent). Likewise, only 8

about a wide variety of topics relating to school. For more information call Amy Fliegelman at 312-828-9200 or visit [www.crrresearch.com](http://www.crrresearch.com).

## Heinz most popular brand in U.K.

The GfK Brand\*Check survey carried out by London-based Martin Hamblin GfK has revealed that Heinz is the most popular unprompted recalled brand in the U.K. In a consumer survey

In-Store Method	Participants Citing Awareness	Aware Participants Citing Purchase Impact
Weekly store flyers	84%	83%
In-aisle coupon dispensers	79%	46%
Person offering free samples	74%	49%
Store window advertisements	49%	48%
Store announcements	37%	37%
Above-aisle product banners	35%	30%
Shopping cart advertisements	35%	11%
On-shelf flashing lights	30%	24%
Product trial packages	29%	66%
On-floor product advertisements	19%	17%

flyers produced the highest level of awareness and translate into greatest level of sales, followed by in-aisle coupon dispensers and individuals offering free samples (results for other methods are shown in chart).

The survey also revealed that while 86 percent of Americans guide the shopping efforts using a grocery list, only 28 percent adhere to the list they created at home, thereby remaining uninfluenced by in-store promotional activities. “Marketers need to recognize the tremendous power and influence they have when consumers are walking the aisles of their favorite grocery store. With shoppers spending an average of 47 minutes in the grocery store, there are enormous opportunities to induce trial,” says Smith.

The survey was conducted in September. The data has a tolerance of +/- 4.4 percent. For more information visit [www.insightexpress.com](http://www.insightexpress.com) or call 203-359-4174.

## Are gender stereotypes about favorite school subjects still accurate?

Not so long ago, there was a stereo-

percent of girls selected English/ language arts as their favorite subject, and a mere 4 percent selected social studies/history as their favorite. Boys still have a large interest in math and science, and the most popular subjects for boys were gym (28 percent), math (18 percent), and science (15 percent).

The study was conducted among 3,795 children nationwide and inquired

of 1,000 adults, representative of the U.K. population, people were asked to name five brands of products or services. Heinz was top of the list with 17 percent of mentions above Sony (14 percent), Kellogg’s (13 percent), Persil (11 percent) and Coca-Cola (9 percent) closely followed.

### Top 10 Brands

- 1 Heinz (17%)
- 2 Sony (14%)
- 3 Kellogg’s (13%)
- 4 Persil (11%)
- 5 Coca-Cola (9%)
- 6 Tesco (9%)
- 7 Ford (9%)
- 8 Sainsbury’s (7%)
- 9 Hotpoint (7%)
- 10 Ariel (7%)

## Why More and More Researchers Are Using Telephone Focus Groups

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Heinz was most popular with female respondents and those aged between 40-49 (21 percent). Brands like Sony, Nike and Adidas were more popular with males and those in the 16-22 age bracket.

There were a high number of UK brands mentioned including Tesco, Sainsbury's, M&S, Cadbury's, BT, Asda and Vauxhall.

These results were from the first GfK Brand\*Check survey, which will be carried out on a monthly basis using the Britbus Omnibus Survey from Martin Hamblin GfK. For more information visit [www.martinhamblin.co.uk](http://www.martinhamblin.co.uk).

## Soy market set to double in size

Soy food and drink is now a small but very significant sector of the U.S. food industry. With strong growth since 1997, the soy food and drink market experienced a 12 percent increase in size during 2002 and is now worth \$1.6 billion. Yet according

to its report "The Soy-based Food and Drink Market," Chicago-based Mintel Consumer Intelligence forecasts that the market will double in size during the next five years to an astonishing \$3.3 billion in 2007.

Multinational and national organizations have been swallowing up the smaller companies who originally pioneered this product — and taking charge by putting more dollars into promoting the category. This change is especially notable in the soy milk segment, where the companies that sparked the transition to mainstream distribution are the objects of acquisition activity.

Mintel's primary research reinforces this continued growth — the interest among younger consumers, the continued good news about soy's health benefits, and the increasing number of issues with popular drug therapies which were competitive to soy. Into this climate are sown the increased investments of major food companies, along with additional marketing, advertising and promotion

dollars for leading brands. Continued improvements in product forms, soy product taste, and distribution also improve soy's future. Indeed, it is an often-noted fact in the food industry that people talk about health but make their purchase decisions on taste, and this is an area where soy products have advanced and appear to be positioned to further attract new consumers.

The most popular reason for soy consumption, according to the report, is the idea that these products are good for you. Over 80 percent of soy consumers are aware that soy has beneficial health effects, although a much smaller percentage of soy consumers have acted on this knowledge and made soy a regular part of their diet. In other words, manufacturers face the challenge of getting consumers to convert knowledge into action: to go from awareness of soy's health benefits and a willingness to try to actually making it part of their regular lives. For more information visit [www.mintel.com](http://www.mintel.com).

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## Reflections

continued from p. 21

Group Centres (throughout Virginia); Chris Cage, Indiana Research Service (Ft. Wayne).

After these interviews, the questionnaire was finalized for the quantitative survey, which was conducted online. To accomplish the various aspects of the survey, I partnered with several organizations. First, *Quirk's* graciously agreed to send out the e-mail invitations for the survey to all focus facilities in the U.S. and Canada that have an e-mail listing in the *Quirk's* Researcher SourceBook. We recognized that some multi-market facility companies publish one e-mail address for all of their facilities, and *Quirk's* Marketing Manager Dan Quirk was especially diligent at identifying each of these cases and making sure that multiple links to the survey were sent to such companies, with instructions to distribute the links internally, so that each facility would have an opportunity to participate in the survey.

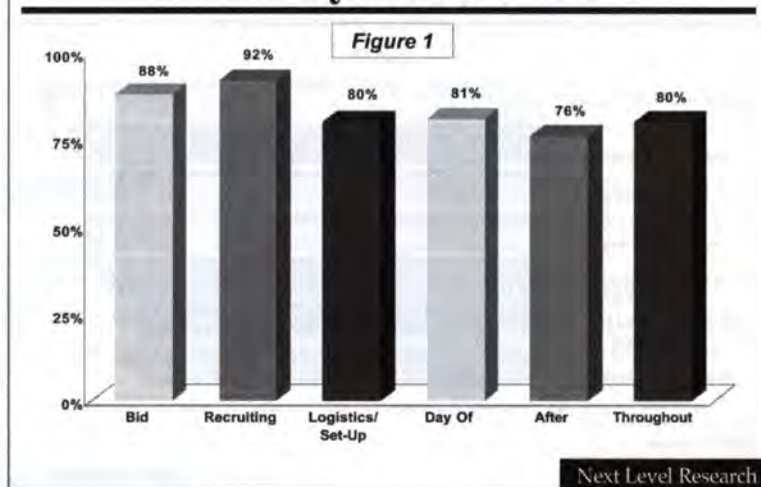
For programming and Web hosting of the survey I partnered with Greenfield Online in Wilton, Conn., and for crosstabulation of the data I partnered with The Myers Group in Atlanta. I greatly appreciate all the help on this project from these organizations.

The e-mail invitations identified Next Level Research and myself as conducting the survey. The invitation was directed to the highest-ranking person in ownership or management at the facility and indicated that the results were to be presented at a major industry convention and would appear in an article in *Quirk's Marketing Research Review*. In addition to the initial invitations, two reminder waves were distributed during a two-week field window from September 13-27.

In all, invitations were sent to 752 valid e-mail addresses or individual facility listings in the U.S. and Canada, from which we received 219 completed interviews (a 29.1 percent response rate).

In the instructions to the survey

## Summary Of Problem Areas By Phase



itself, respondents were directed to think only about moderators, not end clients. In addition, respondents were instructed to recognize that the "moderator" may be more than one person from the facility's immediate client such as a moderator, field manager/director, project manager/director, account exec, etc., and that they should consider these collectively as "the moderator" for this survey. Finally, respondents were directed not to include opinions and experiences with in-house moderators or others in the respondent's own company.

### Where are the problem areas facilities have with moderators?

First, we asked facilities to rate how often, in general, problems occur between facilities and moderators, using a 1-10 scale (1=never and 10=always). The average of their responses is an encouragingly low 2.9, with only 3 percent of respondents giving a high score in the 8-10 range. So, overall, these facility owners and managers are saying that problems do not occur very often between facilities and moderators. But delving into specific potential problem areas reveals another layer to the story.

The heart of the survey broke down for respondents the relationship between a focus facility and moderator into several phases:

- bid phase;

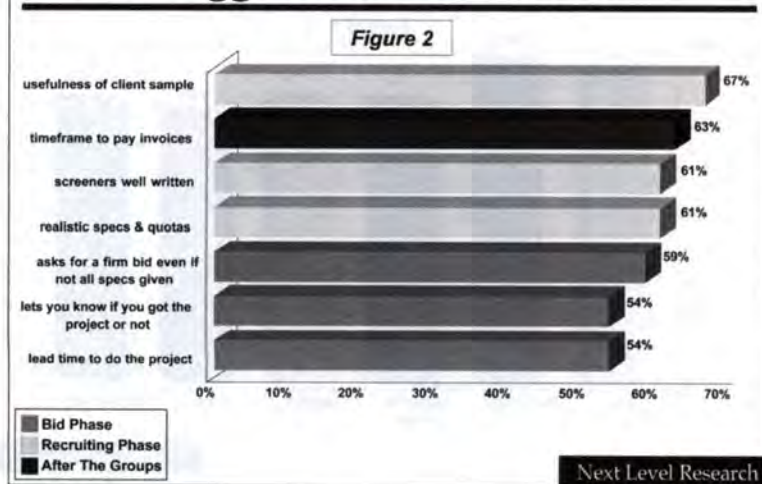
- recruiting phase;
- logistics and set-up phase;
- day of the groups;
- after the day of the groups;
- throughout the project.

Within these various phases, a total of 41 potential problem areas between facilities and moderators were identified, and respondents were asked to indicate which of these were actual problems for their facilities. A relatively consistent number of respondents identified at least one problem area for each phase, from 76 percent to 92 percent (Figure 1).

Of the 41 potential problem areas, seven were identified by more than half of all respondents as actual problems for their facilities in dealing with moderators (Figure 2). What is most interesting about these findings is how they are concentrated in the bid phase and recruiting phase (six of these top seven items)—this is where facilities are saying that the most common problems occur. And of course the seventh problem area, the timeframe to pay invoices, occurs in the phase after the groups.

Among those who indicated that each issue is an actual problem, that issue was further explored to gauge the severity of the problem when it does occur. Respondents rated the items they have found to be problem areas on a 1-10 scale (1=small/minor problem and 10=big/major problem). Of these top problem areas, those that cause the most trouble when they do

## Summary Of Problem Areas Biggest Problem Areas



occur are the timeframe to pay invoices, the usefulness of client sample, and how realistic the respondents specs and quotas are.

Exploring further the timeframe in which moderators pay the facility's invoice, a separate question was asked of these facility owners and managers to determine what percentage of moderators pay their invoice within 30 days. The responses here illustrate why the payment timeframe is such a common problem for facilities: over one-quarter of respondents (27 percent) say that only 10 percent or fewer of moderators pay the facility invoice on time! In contrast, fewer than one-quarter (23 percent) say that over 50 percent of moderators pay the facility invoice within 30 days, including only 4 percent of respondents saying that 91-100 percent of moderators pay on time.

There are eight additional problem areas that represent the next tier of issues, identified by 40-50 percent of respondents (Figure 3). These less common but still pervasive problem areas are more spread across the recruiting, logistics/set-up, and day-of-the-groups phases.

When asked to convey in an open-end fashion their advice to moderators, these facility respondents tended to indicate that they feel the following ideas and themes would alleviate many of the problems that do occur:

- communicate/give information, details and expectations;

- approach the relationship as a partnership — work together as a team;

- treat the staff with respect.

### How do facilities perceive moderators?

The survey also explored the perceptions these facility owners and managers have of moderators. A total of 25 words or phrases were presented to respondents who were asked to rate, on a 1-10 scale, the degree to which moderators in general match the description (1=never and 10=always). These descriptors can be grouped into positive perceptions, negative perceptions, and other perceptions that are not necessarily negative or positive.

The results are a mixture of good news and bad news for moderators about the way they are perceived by focus facilities. On one hand, most of the positive images score more highly than the negative images. And further, the scores on the negative images all averaged to below the midpoint of the scale.

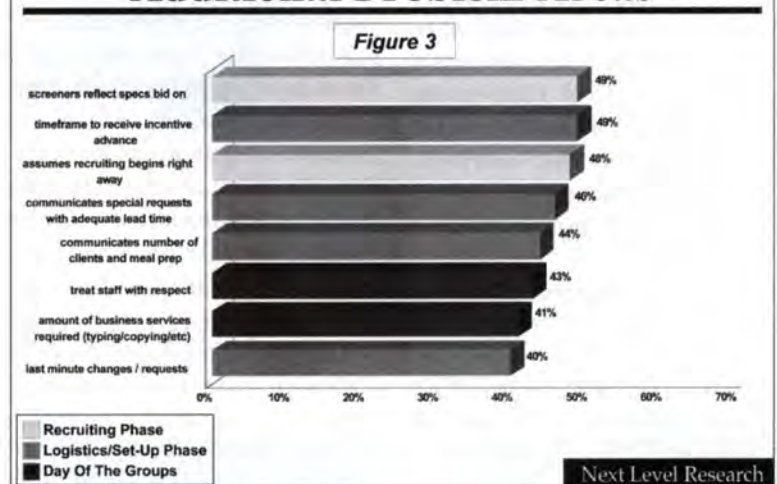
On the other hand, though, the positive images averaged mostly in the 5s and 6s on the 1-10 scale, and the negative images were not as low as I personally as a moderator would like to see them, averaging mostly in the 4s to mid-3s. (Figures 4-6).

So, facilities do not see moderators as strongly possessing negative traits, but they also do not see the positive traits in moderators as strongly as would be desirable.

### What characteristics of moderators influence the expectations of facilities?

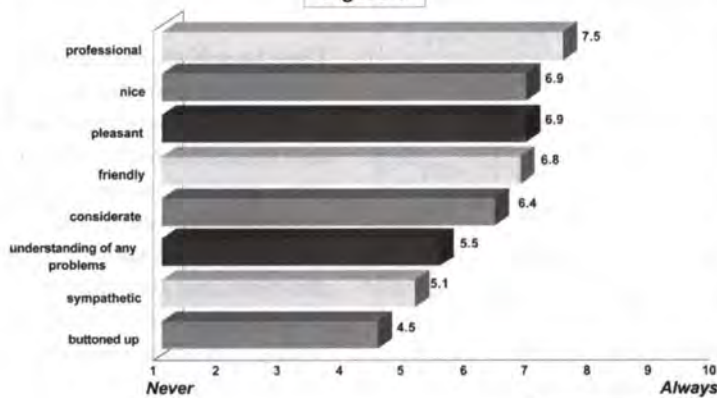
The perceptions of particular moderator characteristics were also explored in the survey. Respondents were presented with 20 different characteristics that might be held by a moderator and were asked, if this were all they knew about the moderator, would they expect that working on a project with that moderator would run more smoothly, less smoothly, or would that characteristic have no impact compared to other moderators in general. These characteristics include membership in vari-

## Summary Of Problem Areas Additional Problem Areas



## Moderator Descriptors: Positive

Figure 4



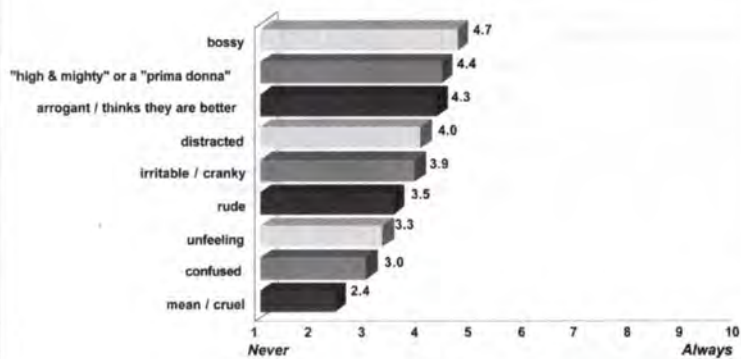
Next Level Research

ous industry associations, size and kind of organization that the moderator works for, gender, age, and geographic location. And by subtracting the percentage who indicate a characteristic would lead them to expect a project would run less smoothly from the percentage who indicate they would expect it would run more smoothly, a "net impact" score can be generated for each characteristic.

The results are fascinating (Figure 7). While a majority of respondents said many of the characteristics would have no impact on their expectations of a moderator, the extent to which the others do say their expectations would be affected is revealing. The characteristics with the strongest positive

## Moderator Descriptors: Negative

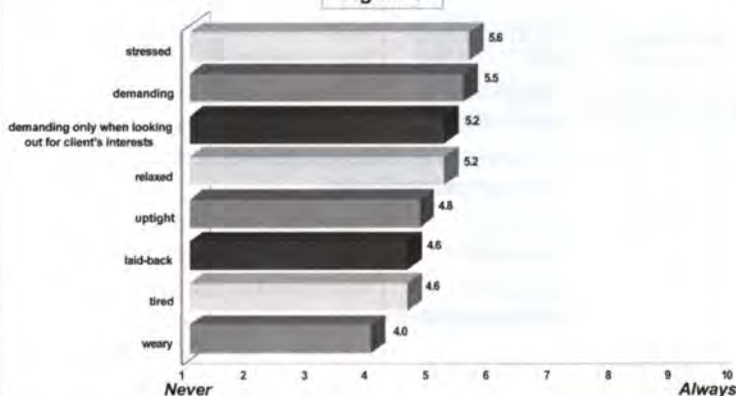
Figure 5



Next Level Research

## Moderator Descriptors: Others

Figure 6



Next Level Research

impact by far are when the facility speaks directly with the moderator as the main contact during the bidding, recruiting and set-up phases of the project. These results are not at all surprising, given the already-shown feedback about the importance of communication and about how the most common problem areas tend to occur in the bid and recruiting phases.

Beyond that, respondents tend to have the most positive images of a moderator who is "one of their own" — namely, a moderator who is a member of the Marketing Research Association, a moderator who is local, and a moderator who works at another

er focus facility. Also having a large positive impact is a moderator who works for a small or medium-sized market research firm. In addition, membership in the Qualitative Research Consultants Association has a strong net positive impact.

Some facility owners and managers perceive moderators differently by age and by gender. While the majority of respondents say these characteristics have no influence on their expectations of a moderator, on balance more feel that a moderator being older than most has a net positive impact and being a moderator younger than most has a net negative impact. Being a male moderator has a slight positive effect and being a female moderator has a slight nega-

**Figure 7**

	More Smoothly	Less Smoothly	No Impact	Net Impact
A moderator who is a member of MRA/ Marketing Research Association*	23%	0%	71%	+23%
A moderator who is a member of QRCA/ Qualitative Research Consultants Association*	21%	5%	71%	+16%
A moderator who is a member of AMA/ American Marketing Association*	8%	0%	83%	+8%
A moderator who is an independent sole proprietor	26%	17%	56%	+9%
A moderator who works for a small or medium-sized market research firm	30%	2%	68%	+28%
A moderator who works for a large market research firm	18%	20%	61%	-2%
A moderator who works for another focus facility	36%	14%	49%	+22%
A moderator who works in-house for an advertising agency, marketing consultancy, or similar company	13%	33%	53%	-20%
A moderator who works in-house for an end client	24%	27%	49%	-3%
A moderator who is male	8%	2%	90%	+6%
A moderator who is female	3%	9%	89%	-6%
A moderator who is younger than most moderators you have dealt with	6%	28%	66%	-22%
A moderator who is older than most moderators you have dealt with	23%	7%	70%	+16%
A moderator you speak with directly as your main contact during bidding	72%	1%	27%	+71%
A moderator you speak with directly as your main contact during recruiting and set-up	77%	2%	19%	+75%
A moderator where you speak with a field manager or project manager before the groups but do not speak directly to the actual moderator until the day of the groups	6%	51%	41%	-45%
A moderator who is local from your market	36%	3%	61%	+33%
A moderator who is from New York	2%	33%	63%	-31%
A moderator who is from the West Coast	13%	9%	79%	+4%
A moderator who is from out of town	4%	10%	85%	-6%

\*Among those familiar with each industry association on an aided basis. And disclaimer: I am a member of all three.

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tainly not to identify who is supposed to be a "good" or a "bad" moderator simply by the extent to which they match the profile of preferred characteristics.

**Time to arrive, time to go**

One set of complaints I have heard from facilities over the years involves how soon before the start of groups some moderators and clients arrive (sometimes too early and sometimes too close to the start of groups) and also how long after the end of groups some moderators and clients stay. But what do facilities view as reasonable arrival and departure windows?

The majority of facility respondents (68 percent) indicated that moderators and clients should arrive at the facility 60-90 minutes before the start of groups, without prior special arrangements. On the back end, 50 percent of all respondents say that up to 60 minutes after the scheduled end of the last group is the appropriate time window, and only 10 percent say that staying longer than 60 minutes is acceptable without prior special arrangements.

**Videoconferencing and videostreaming technologies**

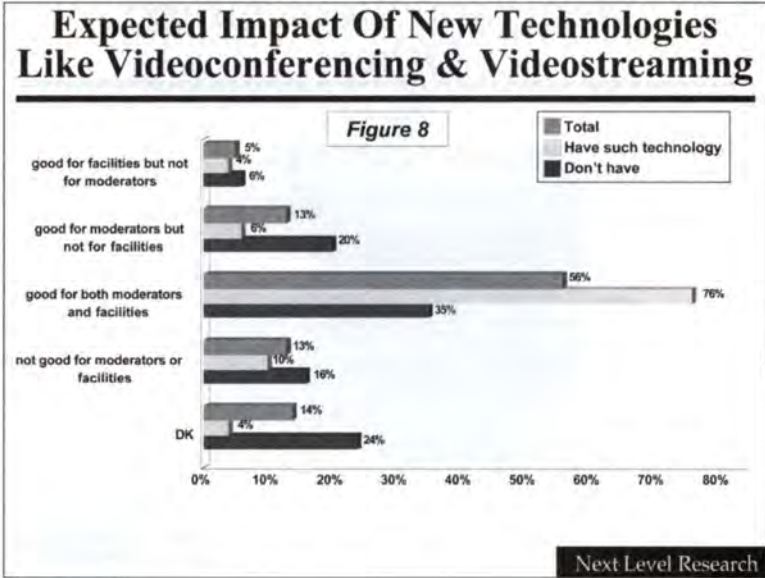
Respondents were also asked if they feel that new technologies such as videoconferencing and videostreaming will make things better for facilities but not for moderators, better for moderators but not for facilities, better for moderators but not for facilities, bet-

tive effect.

Several characteristics of a moderator have a noticeable net negative impact among facilities. On balance, facilities express a net negative impact for a moderator being from an advertising agency or marketing consultancy, a moderator being from New York, and when the facility speaks to a field/project manager leading up to the groups and does not speak to the moderator until the day of the groups.

Why ask some of these "politically incorrect" questions? Certain of these characteristics were tested in the survey because they were raised in the initial one-on-one depth interviews or reflect biases and stereotypes I have heard over the years. And for all of these issues, the intent of the research is simply to test possible preconceived

notions that facilities might have of general moderator characteristics, cer-



ter for both facilities and moderators, or not better for either. In general, most facility respondents (56 percent) say that these new technologies will make things better for both moderators and facilities.

But when we break out the responses of facilities that currently have videoconferencing and/or videostreaming capabilities from those who do not (based on self-reported data from an earlier question in this survey), the differences are striking. Among those facilities with such technologies, fully 76 percent feel that they will make things better for both facilities and moderators, and only 6 percent feel that these technologies will make things better for moderators but not for facilities. In contrast, only 35 percent of respondents without such technologies feel that they will make things better for both facilities and moderators, and fully 20 percent feel that these technologies will make things better for moderators but not for facilities (Figure 8).

### Problem areas

On balance, facilities are saying that things generally go pretty smoothly with moderators, although they identified many problem areas. The most common problem areas tend to occur up front, in the bid and recruiting phase. In terms of specific descriptors, moderators are not seen by these facilities as strongly possessing negative traits, but they also do not see the positive traits in moderators as strongly as would be desirable. The factor seen as most positively impacting facility expectations is direct communication with the actual moderator in the early phases of the project. And facilities overall feel that communication and partnering are keys to a successful relationship between facilities and moderators. Do these findings mean that facilities are right and justified on all points? Not necessarily. Right or wrong, this is how facilities see moderators and this is the feedback they give. So, every moderator will better serve his or her clients' interests by heeding this advice, which will certainly foster a better

relationship from the facilities' standpoint with moderators:

- Communicate...often and throughout the project.
- Foster a partnering relationship.
- Express understanding and empathy with facilities and the issues they face.
- Trust facilities and treat them with respect.
- Work towards solutions to problems.
- Let them know you belong to the MRA, the QRCA, and other industry associations.
- When using a client sample, expect problems, give extra time, and be prepared to pay more.
- Pay facilities in a timely manner.

And what about some of the more negative findings about characteristics that a moderator cannot change? For example, suppose you are a young female moderator from New York who works for an ad agency — do these research findings mean that you are doomed to a poor working relationship with focus facilities? Not at all. What the research does suggest is that such a person might face some stereotyping, but of course no individual is a stereotype, and every moderator can find ideas and suggestions from this research to help overcome whatever preconceived notions may exist about their circumstances and foster the most positive working relationship possible.

### Goal is to succeed

Many facilities in their open-ended comments indicated that their goal is for every client project to succeed and to make the moderator shine in front of his or her client; they just ask to be given an appropriate opportunity to do so. Here are some selected verbatim comments from these facilities:

*"...Most miracles only require 48 hours advance notice..."*

*"...We're all in this together..."*

*"...Remember that we are partners with one goal, pleasing your clients..."*

*"...We are not the enemy..."*

*"...You have only rented the facility, you should not act like you own it..."*

*"...Please treat us like equals...because some of us are!"*

*"...We are not a bank..."*

*"...Take a deep breath — relax — trust your facilities to do the right thing..."*

In addition, many facilities expressed a deep gratitude at someone finally being willing to listen to their side of the story. I would like to thank all of the focus facility owners and managers who participated in the survey and made these insights possible. ☞

*Author's note: For questions and comments about this survey contact Joel Reish at 770-609-5500 or at joel@nextlevelresearch.com. For more information about Greenfield Online contact Keith Price at 203-846-5765. For more information about The Myers Group contact Carol Shaffer at 770-978-3173 x359.*



Socratic animates Web survey tasks...

## Boring Web Surveys Not Cutting It?

The Socratic WebComm Toolset<sup>SM</sup> is a suite of brand assessment tools that are useful for testing advertisements, packaging design, graphics and other elements of marketing communications and brand messaging.

No software or files are downloaded to a respondent's computer, and exhibits cannot be copied using standard screen-print or cut/copy tools.

All of these tools are fully compatible with the Socratic Web Survey 2.0<sup>SM</sup> system, which means that all tests may be preceded or followed by in-depth profiling or other questionnaire-based lines of inquiry.

More information and animated demonstrations of the WebComm technology can be found at Socratic's Web site at [www.sotech.com](http://www.sotech.com).



1-800-5-SOCRATIC  
info@sotech.com

## Qualitatively Speaking

continued from p. 16

*don't* let them discuss different graphics, copy points or headlines without audibly confirming precisely which elements they are referring to.

- *Do* tape the client debrief whenever possible. The analysis will be richer and more comprehensive if the analyst can hear and incorporate the client's thoughts into the final report.

- *Do* encourage all respondents to speak loudly and clearly. If you or the clients in the back room are having difficulty hearing what participants are saying, it is very likely that the voices will not be coming across clearly on the tapes, either. Consider asking participants who insist on speaking softly to sit directly beneath the microphones. If feasible given the target market you are studying, screen out respondents with heavy accents or speech impediments as well.

- *Do* control side discussions as much as you can. Audiotapes with multiple simultaneous conversations are not only frustrating to listen to, they can easily result in the loss of vital information.

- *Do* try to minimize all other noises in the room. Don't allow respondents to tap pencils on the table, eat potato chips or other crunchy snacks, or slam the door if they leave the room. Ask participants to turn off cell phones and pagers before the group starts, or, if they are unwilling or unable to do so (a common problem when working with physicians), ask them to step outside to take their calls. Limit coughing and sneezing if possible, and if a chair squeaks, ask the facility to replace it. These types of noises are distracting and can make it difficult to ensure that all the important information is gleaned from the tapes.

- *Do* review the quality of the tapes from time to time as the research is being conducted. If you're doing in-depth interviews, check the sound level after the first few to be sure both your voice and the respondents' voices are audible. Similarly, if

you're doing focus groups, check the tapes at the conclusion of the first group. One moderator I work with routinely excuses himself a few minutes into his groups to check the audio quality of the tapes before proceeding with the discussion.

- *Do* make sure the facility gives you the correct tapes for your groups. Labeling errors are not uncommon, and you could end up with tapes for another moderator's groups or even for an empty room. Each tape should be labeled with the date, time and topic of the group, as well as the moderator's name. This is especially important if the facility is hosting multiple projects on the same night.

- If different subsets of respondents are being interviewed for the research, *do* be sure the facility labels the tapes with this information. For example, it may not always be evident that a particular tape is a group of young African-American women just by listening to it. A clearly labeled tape will make sure differences among respondent types are properly noted.

- If you are having the facility send the tapes directly to the analyst for you, *do* double check to be sure that they are sending a complete set of tapes. This saves time and confusion later by ensuring they do not send both tapes for a single group rather than one tape for each session.

- *Do* provide the analyst with copies of all stimuli and/or actual samples of any products being evaluated. The ability to see and handle the stimuli will add context to the writer's understanding of respondent opinions.

- *Do* send the facility summary sheets and completed screeners to the writer in addition to the tapes. These give the analyst a better sense of the group's composition as well as greater perspective into any given respondent.

- *Do* provide the analyst with clear information about the background and objectives of the research before the project begins, and be sure to keep him/her informed of any changes in objectives as they occur. In addition, if the client wants some


type of analysis which is out of the ordinary, inform the writer immediately. Ideally, this information should be shared with the writer before he/she begins listening to the tapes, as it may impact how he/she takes notes and sets up the analysis plan.

- When shopping for a freelancer to help your firm out during busy times, *do* ask potential candidates for writing samples and references. The analyst should be able to provide you with at least two sample reports in your industries of interest as well as a listing of current or past customers who can give you some idea of the writer's ability.

- In addition, *do* be willing to provide the analyst with a sample report which has been written in the style you prefer. Different firms use different writing styles and formatting, and you will want to find a writer who is flexible enough to match your preferences to the greatest extent possible.

- *Do* be prepared to spend more time clarifying your expectations of the writer for the first report or two, until you are comfortable with each other's way of doing things. This small investment of your time up front will ultimately result in finished reports which require far less editing.

- Once you are comfortable with the writer's style and capabilities, *don't* feel the need to micro-manage their work. Set a firm deadline and make yourself available to answer any questions or concerns that might arise, and then step back and give the writer room to work. If you are in a position where you don't trust the analyst to complete the project on time and/or to your satisfaction, perhaps you are not working with the right person.

Most freelance analysts are experienced professionals who can apply the fundamental rules of marketing research analysis to any project, regardless of the subject. However, by following these few basic tips, moderators will increase their chances of getting back a comprehensive, well-written report which will meet both their needs and the needs of the ultimate client. 



## Product & Service Update

continued from p. 12

more information visit [www.comscore.com](http://www.comscore.com).

## Expansion aids Peryam & Kroll's parent/child testing capabilities

Chicago-based Peryam & Kroll (P&K) Research Corporation has expanded its 40,000-square-foot Chicago headquarters and testing facilities. The 2,500-square-foot addition has been designed with two large classroom-style testing rooms and a central portioning area to make product preparation convenient. Each of the testing rooms has a one-on-one interview room attached to enable clients to conduct qualitative research interviews immediately following quantitative testing. The firm is largely devoting the new facilities to developing its parent/child testing, as the new configuration allows the parents to be tested in one room while the children test close by in the other. Follow-up client interviews with the children can be conducted in the immediate vicinity, under the watchful eye of the parent. For more information call Dan Kroll at 800-747-5522 or visit [www.pk-research.com/ChiAdd.htm](http://www.pk-research.com/ChiAdd.htm).

## New research facility in Texas Medical Center

Houston-based MMR-Medical Marketing Research has opened a facility in the Texas Medical Center to give clients access to doctors and other health care personnel for marketing research studies. The medical complex, located south of downtown Houston, is comprised of 100 buildings and spans 700 acres. It is home to more than 40 institutions, including two trauma facilities and organizations specializing in every major aspect of health

care. For more information call Michael Pope at 800-667-1101 or visit [www.mmrhouston.com](http://www.mmrhouston.com).

## Free report offers tips on site design

Change Sciences Group, New York, has released a new research report, "Task Design for the Web: Getting Customers from Point A to

Point B," which provides tips on how to create good task design to easily guide people to successfully perform tasks on Web sites.

Potential customers come to Web sites with goals in mind. Whether or not these goals are accomplished depends on how well a Web site allows people to perform their tasks. A site that is effective in getting people through their tasks will enjoy increased conversion rates,

## Make meetings more measurable



## to make them more memorable

*How do you keep your audiences alert? How do you know what they're thinking? Are they learning and remembering, and to what degree? Are they a part of the process, or do they feel apart from it? Or does it just seem like something important is missing?*

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reduced call-center volume, and foster a favorable brand-perception. To read the full report go to [www.change-sciences.com/pdf/TaskDesignForTheWebBestPractices.pdf](http://www.change-sciences.com/pdf/TaskDesignForTheWebBestPractices.pdf).

## Idea generation services from Decision Analyst

Arlington, Texas-based Decision Analyst has launched a new idea generation and concept development service, offering innovation services such as ideation, concept development, concept testing, and simulated test marketing. The ideation services will be conducted using a new Internet panel, IdeasUnlimited, which the company has developed specifically for this purpose. IdeasUnlimited comprises over 2,000 consumers who receive ongoing creativity training to enhance their natural abilities. More than 50,000 consumers were screened and tested to recruit the Internet-based panel. Decision Analyst's new concept generation service was developed with assistance from Foy Conway of Conway Creative Group, L.L.C. For more information visit [www.decisionanalyst.com](http://www.decisionanalyst.com).

## SurveyWriter upgrades survey development product

SurveyWriter, Inc., a Chicago-based firm specializing in online market research tools and Web surveys, has released SurveyWriter IN, an upgrade of its online application service. This version features an intuitive menu system, which guides the user through survey development and deployment. Formatting capabilities provide users with control over the look and feel of their surveys. An HTML editor with continuous question preview is included to help users create and format questions. Filter wizards guide the user through the

construction of advanced logic questions, including branching, piping, and other formula questions.

New in this release is a custom crosstab reporting package that features real-time reports and presentation-ready charts in a variety of formats. E-mail invitations, popup surveys, and access to sample are also available. Quota controls are used to preserve sample. No programming or network expertise is required.

Additionally, SurveyWriter now facilitates conjoint analysis. Customers with a conjoint model can apply that model in a research study using question features available in SurveyWriter. For more information visit [www.surveywriter.com](http://www.surveywriter.com).

## Estimated business counts available

Winter Park, Fla.-based Bamberg-Handley, Inc., is now offering a single computer file containing estimated counts of all businesses in each neighborhood in the United States by type and by revenue range. Specifically, over 200,000 neighborhoods (Block Groups), 82 business categories, and 10 revenue ranges are covered. Business categories are defined by the two-digit SIC (Standard Industrial Classification) codes. The files are available for 2000 block groups or 1990 block groups. The 1990 data is made available because major U.S. business databases still contain only the earlier geographical codes. For more information visit [www.bhimarketing.com](http://www.bhimarketing.com).

## Briefly...

Mature Marketing & Research, Boston, has released findings from a recent **quarterly study among the Boomer/maturing market**. Respondents in the national probability sample were asked a series of questions covering their usage and

attitudes with regard to: diet and nutrition; their outlook on the world; financial security; vacation and travel; technology; computer ownership and Internet usage; new products and advertising; dining out; and automobiles. For more information contact Les Harris at 617-720-4158.

ACNielsen U.S. announced that its Convenience Track service now **reports on sales of over-the-counter products in convenience stores**. The new categories are: cold remedies (adult and children's), antacids, pain remedies, anti-gas, sinus remedies, breath fresheners, cough drops, oral anti-septics, cough syrups and tablets, vitamins, and throat lozenges. For more information visit [www.acnielsen.com](http://www.acnielsen.com).

Field Dynamics has relocated its Los Angeles facility to a larger suite in a high-rise office complex in Encino. The facility features a **large test kitchen and three focus group suites**. Other amenities include client lounges, tiered viewing rooms, built-in interpreter equipment, high-speed Internet access, ActiveGroup Webcasting, videoconferencing and Spanish- and Asian-language recruiting and interviewing. For more information call 818-783-2502.

London-based Taylor Nelson Sofres has launched EmployeeScore, a new **service for measuring employee satisfaction and commitment in Britain**. EmployeeScore will provide companies with employee insight, helping to reduce employee turnover and increase the performance of individuals and the company as a whole. EmployeeScore measures underlying commitment not only to the company, but also to the type of work that individual members of staff are involved in. For more information visit [www.tnssofres.com](http://www.tnssofres.com).

# Moderator MarketPlace™

Listed below are names of companies specializing in qualitative research moderating. Included are contact personnel, addresses and phone numbers. Companies are listed alphabetically and are also classified by state and specialty for your convenience. Contact publisher for listing rates: Quirk's Marketing Research Review, P. O. Box 23536, Minneapolis, MN 55423. Phone 952-854-5101. Fax 952-854-8191. Or visit [www.quirks.com/media/moderator.htm](http://www.quirks.com/media/moderator.htm).



Jeff  
Anderson  
Consulting

## Jeff Anderson Consulting, Inc.

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Fax 858-454-4859  
E-mail:  
[jeff@jeffandersonconsulting.com](mailto:jeff@jeffandersonconsulting.com)  
Contact: Jeff Anderson, CPCM, MBA  
"Blending Art With Science." Member  
ORCA/AMA.

## AutoPacific

### AutoPacific, Inc.

2991 Dow Ave.  
Tustin, CA 92780  
Ph. 714-838-4234  
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E-mail: [dhall@autopacific.com](mailto:dhall@autopacific.com)  
[www.autopacific.com](http://www.autopacific.com)  
Contact: Daniel Hall  
Auto Marketing & Product Experts.  
2,000 Groups Moderate & Recruit.



Qualitative  
MarketView™

### BAIGlobal Inc.

580 White Plains Rd.  
Tarrytown, NY 10591  
Ph. 914-332-5300  
Fax 914-631-8300  
E-mail: [kpermut@baiglobal.com](mailto:kpermut@baiglobal.com)  
Contact: Kate Permut  
Contact: Steve Wolf  
Maximize The Power Of Your Qualitative  
And Get The Clear, Concise Results You  
Need For Real Business Decision-  
Making.

### Beyond Data, Inc.

1525 Woodstrail Lane  
Loveland, OH 45140  
Ph. 513-677-5447  
Fax 513-677-5418  
E-mail: [beyonddata@aol.com](mailto:beyonddata@aol.com)  
[www.beyonddatainc.com](http://www.beyonddatainc.com)  
Contact: Janet Metzelaar, M.A., President  
Grps., 1-1s, Triads, Cons., Gov't., B2B.  
Interactive Quick Tally Sys. Provides  
Real-time Quant. Results. Creative,  
entertaining, Insightful. Global.

### Burr Research

1130 40th St.  
Bellingham, WA 98229-3118  
Ph. 360-671-7813  
Fax 360-671-7813  
E-mail: [BURRRESEAR@aol.com](mailto:BURRRESEAR@aol.com)  
Contact: Robert L. Burr, FLMI, CLU  
Providing Answers Via Actionable  
Survey, Focus Group, & In-Depth  
Research. Financial Services Specialty.  
30+ Yrs. Experience.

### C.J. Robbins Research

3832 Mintwood St.  
Pittsburgh, PA 15201  
Ph. 412-683-5975  
E-mail: [cjrobbins@activefocus.com](mailto:cjrobbins@activefocus.com)  
[www.activefocus.com](http://www.activefocus.com)  
Contact: Carole J. Robbins  
Member: National Assoc. of Practicing  
Anthropologists & Qualitative Research  
Consultants Assoc. (ORCA).



### C&R Research Services, Inc.

500 N. Michigan Ave. 12th fl.  
Chicago, IL 60611  
Ph. 312-828-9200  
Fax 312-527-3113  
E-mail: [info@crresearch.com](mailto:info@crresearch.com)  
[www.cr-research.com](http://www.cr-research.com)  
Contact: Amy Fliegelman  
Leading Supplier Of Qual. Rsch. In The  
U.S. With Over 40 Yrs. of Experience.

## CALO

RESEARCH SERVICES

### Calo Research Services

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Contact: Nick Calo  
15+ Years B2B, Tech, Legal/Graduate  
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### Cambridge Associates, Ltd.

2315 Fairway Ln.  
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E-mail: [walt@postslot.com](mailto:walt@postslot.com)  
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Focus Groups, Conjoint Analysis,  
Surveys. Call To Discover The Difference.

### Cambridge Research, Inc.

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[www.cambridgere-search.com](http://www.cambridgere-search.com)  
Contact: Dale Longfellow  
High Tech, Executives, Bus. -To-  
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## campos

market research

### Campos Market Research, Inc.

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E-mail: [marylou@campos.com](mailto:marylou@campos.com)  
[www.campos.com](http://www.campos.com)  
Contact: Mary Lou Harju  
Full-Service Market Research. Custom  
Qual., Quant. & Online Rsch.

### Chamberlain Research Consultants

710 John Nolen Dr.  
Madison, WI 53713  
Ph. 800-246-9779  
Fax 877-549-5990  
E-mail: [quirks@crwcwis.com](mailto:quirks@crwcwis.com)  
[www.crwcwis.com](http://www.crwcwis.com)  
Contact: Sharon R. Chamberlain  
Contact: Tyler J. Walker  
Over 15 Yrs. Experience Throughout the  
U.S. Market: Mock Trials, Consumer  
Products, Name Dev., Sensitive Issues.

### Cheskin

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Redwood Shores, CA 94065  
Ph. 650-802-2100  
Fax 650-593-1125  
E-mail: [fkorzeny@cheskin.com](mailto:fkorzeny@cheskin.com)  
[www.cheskin.com](http://www.cheskin.com)  
Contact: Felipe Korzeny, Ph.D.  
Strategic Rsch. Consultants Specializing  
in Tech & Consumer Goods in General,  
B2B, Youth, Hispanic & Asian Markets.

### Competitive Edge

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Ph. 949-498-0122  
Fax 949-498-0122  
E-mail: [sheilake@aol.com](mailto:sheilake@aol.com)  
[www.CompetitiveEdge.com](http://www.CompetitiveEdge.com)  
Contact: Sheila Kessler, Ph.D.  
B2B; Hi-Tech; Full-Service; Customer  
Needs/Satisfaction; Focus; ISO.



### Consumer Dynamics and Behavioral Analysis, LLC

8 Goodale Road  
Newton, NJ 07860-2782  
Ph. 973-383-7028  
Fax 973-383-6058  
E-mail: [lzaback@cdandba.com](mailto:lzaback@cdandba.com)  
[www.cdandba.com](http://www.cdandba.com)  
Contact: Larry A. Zaback  
Strategically Focused, Actionable  
Consumer Insights. Proprietary  
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### Consumer Focus LLC

660 Preston Forest Center, #197  
Dallas, TX 75230-2718  
Ph. 214-542-8787  
Fax 214-691-6021  
E-mail:  
[sstewart@consumerfocusco.com](mailto:ssstewart@consumerfocusco.com)  
[www.consumerfocusco.com](http://www.consumerfocusco.com)  
Contact: Sue Stewart  
20 Years of Experience in Financial  
Services Direct Marketing.

### Sara Cornwall Qualitative Research Services LLC

212 Gillies Lane  
Norwalk, CT 06854  
Ph. 203-866-1945  
Fax 203-866-1930  
E-mail: [sara@cornwallqrs.com](mailto:sara@cornwallqrs.com)  
[www.cornwallqrs.com](http://www.cornwallqrs.com)  
Contact: Sara Cornwall  
Delivering Qualitative Research Insights  
and results that Provide Actionable Next  
Steps for Achieving Business Goals.



### Creative Focus, Inc.

1120 Hope Rd., Suite 150  
Atlanta, GA 30350  
Ph. 404-256-7000  
Fax 770-594-2475  
E-mail: [vardis@mindspring.com](mailto:vardis@mindspring.com)  
[www.creativefocus.net](http://www.creativefocus.net)  
Contact: Harry Vardis  
Name Development Via Int'l. Panel. Full-  
Service Qualitative.

### Cultural Insights Services, Inc.

10510 Buckeye Trace  
Goshen, KY 40026  
Ph. 502-228-3708  
Fax 502-228-2829  
E-mail: [listening@culturalinsights.com](mailto:listening@culturalinsights.com)  
Contact: Michael C. Sack  
Cultural Insights® is a Visual  
Psychological Approach Helping Define  
and Apply Cultural Perceptions.

## Daniel Associates

49 Hill Rd., Ste. 4  
Belmont, MA 02478  
Ph. 617-484-6225  
Fax 800-243-3493  
E-mail: sdaniel@earthlink.net  
http://home.earthlink.net/~sdaniel/  
Contact: Stephen Daniel  
FOCUS/IT Understanding Technology  
Buying Processes.

## Decision Drivers

197 Macy Rd.  
Briarcliff, NY 10510-1017  
Ph. 914-923-0266  
Fax 914-923-3699  
Contact: Sharon Driver  
Actionable Results To Drive Your Market  
Decisions.

## design•forum

### Design Forum

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Dayton, OH 45459  
Ph. 937-439-4400  
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E-mail: aanderson@designforum.com  
www.designforumresearch.com  
Contact: Dr. Adrienne Anderson  
Design Forum Is Your Full-Service Source For  
All Your Consumer or B2B Research Needs.

## DIRECT FEEDBACK

### Direct Feedback, Inc.

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Pittsburgh, PA 15219  
Ph. 800-519-2739  
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Consumer Dynamics and Behavioral Analysis, LLC

## NEW PRODUCT DEV.

BAIGlobal Inc.  
C.J. Robbins Research  
C&R Research Services, Inc.  
Cambridge Associates, Ltd.  
Cheskin  
Consumer Dynamics and Behavioral Analysis, LLC  
Sara Cornwall Qual. Rsch. Svcs.  
Cultural Insights Services, Inc.  
Fader & Associates  
Just The Facts, Inc.  
Leflein Associates, Inc.  
Market Navigation, Inc.  
Marketing Advantage Rsch. Cnslts.  
Millennium Research, Inc.  
Outsmart Marketing  
The Research Department  
Jay L. Roth Associates, Inc.  
Paul Schneller Qualitative LLC

## NON-PROFIT

Sara Cornwall Qual. Rsch. Svcs.  
Leflein Associates, Inc.

## OBSERVATIONAL RSCH.

Consumer Dynamics and Behavioral Analysis, LLC  
Cultural Insights Services, Inc.  
Primary Insights, Inc.

## ONLINE FOCUS GROUPS

C&R Research Services, Inc.  
Cambridge Associates, Ltd.  
Insights Marketing Group, Inc.  
Leichliter Ascts. Mkt. Rsch/Idea Dev.  
QualCore.com Inc.

## PACKAGED GOODS

BAIGlobal Inc.  
C.J. Robbins Research  
C&R Research Services, Inc.  
Cheskin  
Consumer Dynamics and Behavioral Analysis, LLC  
Cultural Insights Services, Inc.  
Insights Marketing Group, Inc.  
Just The Facts, Inc.  
Jay L. Roth Associates, Inc.

## PACKAGE DESIGN RESEARCH

C&R Research Services, Inc.  
Consumer Dynamics and Behavioral Analysis, LLC  
Cultural Insights Services, Inc.  
Leichliter Ascts. Mkt. Rsch/Idea Dev.  
The Research Department

## PARENTS

Fader & Associates  
Market Navigation, Inc.

## PET PRODUCTS

C&R Research Services, Inc.  
Cambridge Research, Inc.  
FOCUSED Marketing Research, Inc.  
Primary Insights, Inc.  
The Wedewer Group

## PHARMACEUTICALS

BAIGlobal Inc.  
C.J. Robbins Research  
C&R Research Services, Inc.  
Cambridge Associates, Ltd.  
D/R/S Health Care Consultants  
Fader & Associates  
Focus Latino  
Franklin Communications  
Leichliter Ascts. Mkt. Rsch/Idea Dev.

Market Navigation, Inc.  
MCC Qualitative Consulting  
MedProbe™ Inc.  
Pamela Rogers Research, LLC  
Paul Schneller Qualitative LLC

## POLITICAL/SOCIAL RESEARCH

Cambridge Associates, Ltd.  
Cultural Insights Services, Inc.  
Market Navigation, Inc.

## POSITIONING RESEARCH

Outsmart Marketing  
Paul Schneller Qualitative LLC

## PUBLIC POLICY RSCH.

Cambridge Associates, Ltd.  
Leflein Associates, Inc.

## PUBLISHING

Cambridge Associates, Ltd.  
Leichliter Ascts. Mkt. Rsch/Idea Dev.  
Market Navigation, Inc.  
Marketing Advantage Rsch. Cnslts.

## QUALITATIVE END-USER TRAINING

Primary Insights, Inc.

## RETAIL

BAIGlobal Inc.  
Design Forum  
Knowledge Systems & Research, Inc.  
Leflein Associates, Inc.  
Leichliter Ascts. Mkt. Rsch/Idea Dev.  
MCC Qualitative Consulting

## SENIORS

Burr Research  
Cultural Insights Services, Inc.

Leflein Associates, Inc.  
Primary Insights, Inc.

## SMALL BUSINESS/ ENTREPRENEURS

FOCUSED Marketing Research, Inc.

## SOFT DRINKS, BEER, WINE

C&R Research Services, Inc.  
Cambridge Associates, Ltd.  
Jay L. Roth Associates, Inc.

## SPORTS

FOCUSED Marketing Research, Inc.  
Pamela Rogers Research, LLC

## STRATEGY DEVELOPMENT

Primary Insights, Inc.  
Paul Schneller Qualitative LLC

## TEACHERS

Leflein Associates, Inc.  
Market Navigation, Inc.

## TEENAGERS

C&R Research Services, Inc.  
Cultural Insights Services, Inc.  
Fader & Associates  
Focus Latino

## TELECOMMUNICATIONS

BAIGlobal Inc.  
Calo Research Services  
Daniel Associates  
Knowledge Systems & Research, Inc.  
Leichliter Ascts. Mkt. Rsch/Idea Dev.  
Marketing Advantage Rsch. Cnslts.  
MCC Qualitative Consulting  
The Research Department  
Jay L. Roth Associates, Inc.

## TELECONFERENCING

Cambridge Research, Inc.  
Leichliter Ascts. Mkt. Rsch/Idea Dev.

## TELEPHONE FOCUS GROUPS

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

## TOURISM/HOSPITALITY

Leflein Associates, Inc.

## TOYS/GAMES

C&R Research Services, Inc.  
Fader & Associates

## TRAVEL

Cambridge Associates, Ltd.

## UTILITIES

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

## VETERINARY MEDICINE

FOCUSED Marketing Research, Inc.  
Paul Schneller Qualitative LLC

## WEALTHY

Leflein Associates, Inc.  
Leichliter Ascts. Mkt. Rsch/Idea Dev.  
The Wedewer Group

## YOUTH

C&R Research Services, Inc.  
Leflein Associates, Inc.

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# 2003 Focus Group Facilities Directory



The 2003 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. Facilities have 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](http://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](mailto:bwvconnect@mindspring.com)[www.connectionsresearch.net](http://www.connectionsresearch.net)

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 &amp; Associates, Inc.

3000 Riverchase Galleria, Suite 310

Birmingham, AL 35244

Ph. 205-443-5399

Fax 205-443-5389

E-mail: [ceanes@grahammktres.com](mailto:ceanes@grahammktres.com)[www.grahammktres.com](http://www.grahammktres.com)

Cindy Eanes, Vice President

Location: Office building

Distance from airport: 15 miles, 20 minutes

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

Conference 30x25 Obs. Rm. Seats 20

Conference 15x20 Obs. Rm. Seats 12

Conference 23x15 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.com](mailto:jjager@newsouthresearch.com)[www.newsouthresearch.com](http://www.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 &amp; Associates, Inc.

Madison Square Mall

5901 University Dr., #86

Huntsville, AL 35806

Ph. 205-443-5399

Fax 205-443-5389

E-mail: [ceanes@grahammktres.com](mailto:ceanes@grahammktres.com)[www.grahammktres.com](http://www.grahammktres.com)

Cindy Eanes, Vice President

Location: Shopping mall

Distance from airport: 10 miles, 10 minutes

1/1, 1/1OR, TK

Conference 11x20 Obs. Rm. Seats 6

## Mobile

## Graham &amp; Associates, Inc.

3289 Bel Air Mall

Mobile, AL 36606

Ph. 334-251-0059

Fax 334-251-0015

E-mail: [ceanes@grahammktres.com](mailto:ceanes@grahammktres.com)[www.grahammktres.com](http://www.grahammktres.com)

Cindy Eanes, Vice President

Location: Shopping mall

Distance from airport: 10 miles, 15 minutes

1/1, 1/1OR, TK

Conference 12x13 Obs. Rm. Seats 8

## Montgomery

## Nolan Research

2569 Bell Rd.

Montgomery, AL 36117

Ph. 334-284-4164

Fax 334-286-9788

E-mail: [nlresearch@aol.com](mailto:nlresearch@aol.com)

Deidra Nolan, Principal

Location: Free standing 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.com](mailto:craciun@craciun.com)[www.craciun.com](http://www.craciun.com)

Linda Boochever

Location: Office building

Distance from airport: 4 miles, 10 minutes

1/1, 1/1OR

Conference 22x12 Obs. Rm. Seats 7

## 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](mailto:dittman@alaska.net)

Terry O'Leary, Vice President

Location: Free standing 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.net](mailto:azmktres@worldnet.att.net)[www.ruthnelsonresearchsvcs.com](http://www.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 &amp; 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.com](mailto:info@brc-field.com)[www.brc-field.com](http://www.brc-field.com)

Earl de Berge

Location: Free standing 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 AV 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: [phoenixt@carleneresearch.com](mailto:phoenixt@carleneresearch.com)[www.carleneresearch.com](http://www.carleneresearch.com)

Kelly Cummings, Manager

Location: Shopping mall

Distance from airport: 4 miles, 10 minutes

1/1, 1/1OR, TK

Conference 12x10

**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

**Creative Consumer Research**

500 W. Broadway, #102  
Tempe, AZ 85282  
Ph. 480-557-6666  
Fax 480-557-6534  
Y-Vette Cave, Manager  
Location: Free standing 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

**Cunningham Field & Research Service**

Metro Center Mall  
9617 N. Metro Center Pkwy. W., Suite 1214  
Phoenix, AZ 85051  
Ph. 386-677-5644  
Fax 386-677-5534  
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, VE  
Conference 21x18 Obs. Rm. Seats 12  
Conference 18x22 Obs. Rm. Seats 12  
Conference 22x17 Obs. Rm. Seats 14  
(See advertisement on p. 155)

**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, President  
Location: Office building  
Distance from airport: 15 miles, 20 minutes  
CL, VC, VE  
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, President  
Location: Office building  
Distance from airport: 5 miles, 10 minutes  
CL, 1/1, 1/1OR, VC, VE  
Conference 19x23 Obs. Rm. Seats 14  
Conference 27x24 Obs. Rm. Seats 20  
Conference 22x25 Obs. Rm. Seats 15  
Conference 23x25 Obs. Rm. Seats 28  
Conference 11x16 Obs. Rm. Seats 10  
(See advertisement on the Back Cover)

**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, VE  
Multiple 20x23 Obs. Rm. Seats 18  
Conference 20x21 Obs. Rm. Seats 15  
(See advertisement on pp. 91, 153)

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F: 480.874.1714

phoenix@focusmarketresearch.com

**MINNEAPOLIS**

P: 612.869.8181

F: 612.869.8109

minneapolis@focusmarketresearch.com

[www.focusmarketresearch.com](http://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.*

**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@friedmanmktg.nopworld.com  
 www.friedmanmktg.com

Karen Digilio, 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: oneil@oneilresearch.com

www.oneilresearch.com

Michael O'Neil, Ph.D., President

Location: Free standing facility

Distance from airport: 6 miles, 8 minutes

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

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: simmerman@plazaresearch.com

www.plazaresearch.com

Sara Immerman, Director

Location: Office building

Distance from airport: 10 minutes

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

Conference 15x20      Obs. Rm. Seats 20

Conference 15x20      Obs. Rm. Seats 20

Multiple 16x22      Obs. Rm. Seats 20

(See advertisement on p. 163)



**Strictly Medical**

**Strictly Medical Market Research**

2400 E. Arizona Biltmore Cir., Suite 1100  
 Phoenix, AZ 85016  
 Ph. 800-633-7996 or 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

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**Time N Talent Market Research**

2400 E. Arizona Biltmore Cir., Suite 1100  
 Phoenix, AZ 85016  
 Ph. 800-633-7996 or 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

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**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: Free standing 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. 92)

**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@carleneresearch.com

www.carleneresearch.com

Laura Metelovski, Manager

Location: Shopping mall

Distance from airport: 14 miles

1/1, 1/1OR, TK

Conference 18x11      Obs. Rm. Seats 10

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**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: Free standing 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. 479-785-5637  
 Fax 479-785-5645  
 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**  
 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, MP  
 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@aismarketres.com  
 www.aismarketres.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 or 800-677-5883  
 Fax 559-298-5226  
 E-mail: bartels1@compuserve.com  
 www.bartelsresearch.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, VC  
 Conference 15x20 Obs. Rm. Seats 10

### 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  
 Distance from airport: 15 miles, 20 minutes  
 1/1, MP  
 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 available. We are able to recruit respondents from the entire Los Angeles metro area and have the capacity to manage projects nationally.

**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, VE  
 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

## 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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 Encino, CA 91436  
 Ph. 818-905-1525  
 Fax 818-905-8936  
 E-mail: [info@adeptconsumer.com](mailto:info@adeptconsumer.com)  
[www.adeptconsumer.com](http://www.adeptconsumer.com)

Mark Tobias, Partner

Location: Office building

Distance from airport: 11 miles, 20 minutes

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

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: [mwillens@awrla.com](mailto:mwillens@awrla.com)[www.awr-la.com](http://www.awr-la.com)

Michael Wilkens, 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

(See advertisement on p. 95)

**Assistance In Marketing/Los Angeles, Inc.**

11175 Santa Monica Blvd., Suite 700

Los Angeles, CA 90025

Ph. 310-943-4070

Fax 310-943-4075

E-mail: [aimla@aol.com](mailto:aimla@aol.com)[www.aimresearchnetwork.com](http://www.aimresearchnetwork.com)

Susan Ludwig, Manager

Location: Office building

Distance from airport: 10 miles, 15 minutes

CL, 1/1, 1/1OR, VC, VE

Conference 24x22      Obs. Rm. Seats 20

Conference 19x21      Obs. Rm. Seats 16

Conference 20x17      Obs. Rm. Seats 14

Living 14x17      Obs. Rm. Seats 8

**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](mailto:aimla@aol.com)[www.aimresearchnetwork.com](http://www.aimresearchnetwork.com)

Evonne Guinn, Manager

Location: Office building

Distance from airport: 15 miles, 25 minutes

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

Conference 20x28      Obs. Rm. Seats 20

Conference 22x14      Obs. Rm. Seats 12

Conference 21x14      Obs. Rm. Seats 6

**Atkins Research Group, Inc.**

4929 Wilshire Blvd., Suite 102

Los Angeles, CA 90010

Ph. 323-933-3816

Fax 323-933-3916

E-mail: [atkins@atkinsresearchinc.com](mailto:atkins@atkinsresearchinc.com)[www.atkinsresearchinc.com](http://www.atkinsresearchinc.com)

Kim Atkins, Owner

Location: Office building

Distance from airport: 10 miles, 25 minutes

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

Multiple 29x15      Obs. Rm. Seats 16

Conference 20x14      Obs. Rm. Seats 12

Multiple 32x20      Obs. Rm. Seats 25

Multiple 18x17      Obs. Rm. Seats 16

Living 17x14      Obs. Rm. Seats 12

(See advertisement on p. 94)

**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](mailto:lapuente@carleneresearch.com)[www.carleneresearch.com](http://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

**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](mailto:losangeles@consumerpulse.com)[www.consumerpulse.com](http://www.consumerpulse.com)

Angie Abell, Director

Location: Shopping mall

Distance from airport: 6 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. 386-677-5644

Fax 386-677-5534

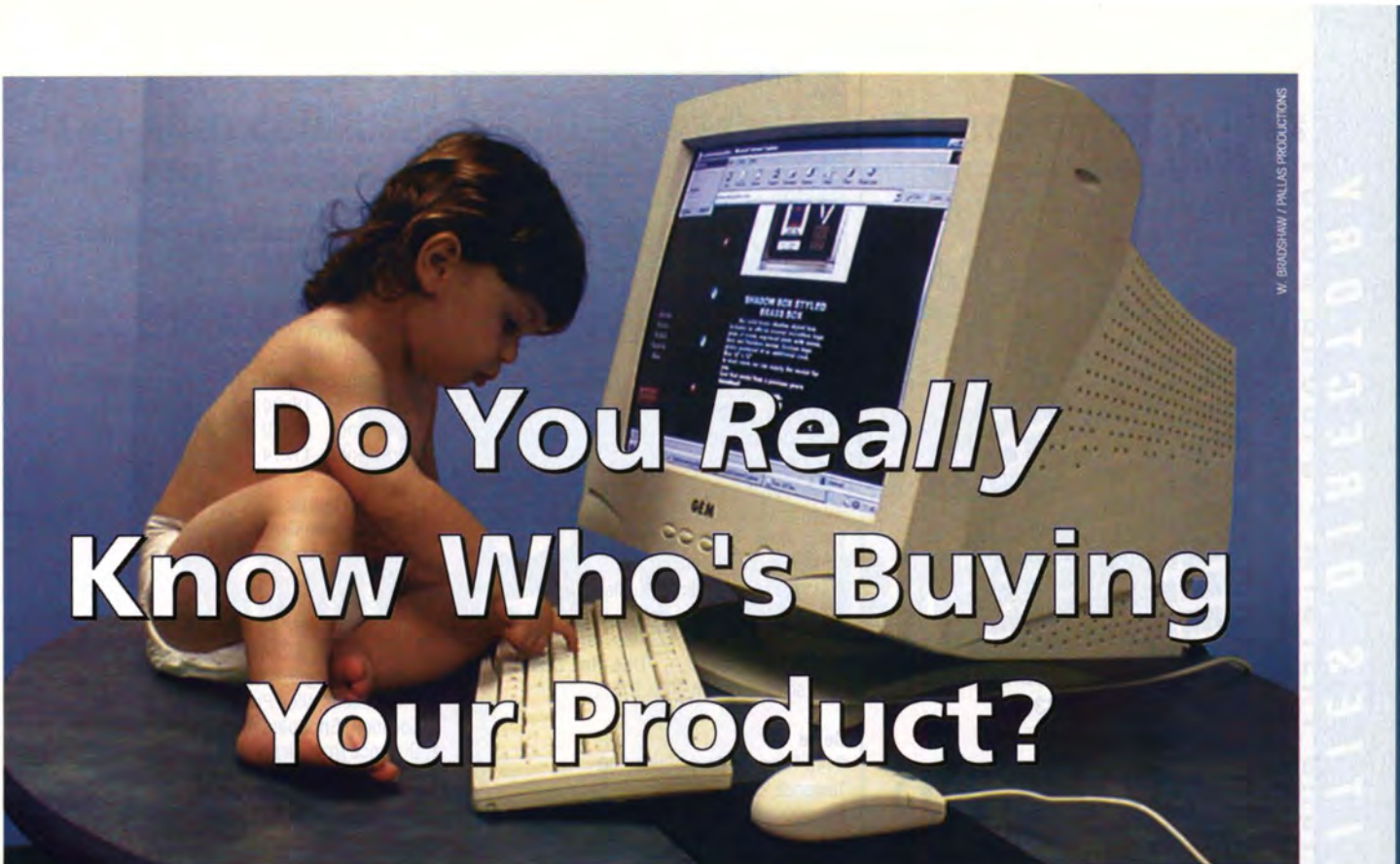
E-mail: [losn@cunninghamresearch.com](mailto:losn@cunninghamresearch.com)[www.cunninghamresearch.com](http://www.cunninghamresearch.com)

Location: Shopping mall

Distance from airport: 20 miles, 45 minutes

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

Conference 19x13



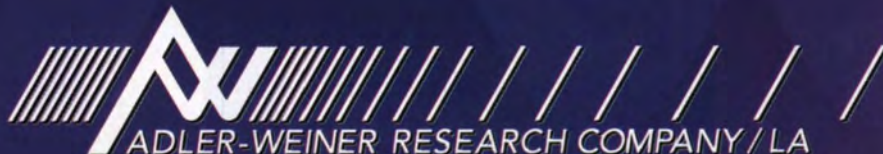
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**CODES**

*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.*

**Davis Research, LLC**

23801 Calabasas Rd., Suite 1036  
 Calabasas, CA 91302  
 Ph. 818-591-2408  
 Fax 818-591-2488

E-mail: bill@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

(See advertisement on p. 97)

**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

Tracy Snicker, Branch Manager

Location: Office building

Distance from airport: 12 miles, 5 minutes

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

Conference 20x24      Obs. Rm. Seats 12

Conference 18x22      Obs. Rm. Seats 10

(See advertisement on p. 155)

**Discovery - National Qualitative Network**

Los Angeles Discovery - NQN

15315 Magnolia Blvd., Suite 120

Sherman Oaks, CA 91403

Ph. 818-995-1400

Fax 818-995-1529

E-mail: losangeles@discoverynqn.com

www.discoverynqn.com

Debbie Battiato, 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

**Facts 'n Figures**

15301 Ventura Blvd.

Garden Office Bldg. B, Suite 500

Sherman, CA 91403

Ph. 818-986-6600

Fax 661-986-6605

E-mail: steve\_escoe@factsnfiguresinc.com

www.factsnfiguresinc.com

Steve Escoe, Vice President

Location: Office building

Distance from airport: 15 miles, 25 minutes

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

Conference 18x20      Obs. Rm. Seats 13

Conference 18x20      Obs. Rm. Seats 14

Conference 26x29      Obs. Rm. Seats 19

Conference 11x14      Obs. Rm. Seats 6

**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

Distance from airport: 15 miles, 25 minutes

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

Conference 18x23      Obs. Rm. Seats 12

Conference 11x14      Obs. Rm. Seats 8

**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

Steve Escoe, Vice President

Location: Shopping mall

Distance from airport: 45 miles, 45 minutes

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

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

Steve Escoe, Vice President

Location: Shopping mall

Distance from airport: 15 miles, 25 minutes

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

Conference 12x14      Obs. Rm. Seats 5



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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.

**Field Dynamics Marketing Research**

16055 Ventura Blvd., Suite 900

Encino, CA 91346

Ph. 818-783-2502

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, TKO, MP, VC, VE

Multiple 21x17      Obs. Rm. Seats 18

Multiple 22x24      Obs. Rm. Seats 18

Multiple 19x20      Obs. Rm. Seats 20

Brand new facility. Opened December 2002. Three focus suites, plus large test kitchen with viewing for 20, videoconferencing, DSL. 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. (See advertisement on p. 96)

**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.fmaresearch.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: info@focusandtesting.com

www.focusandtesting.com

Spence Bilkiss, President

Location: Free standing 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

**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

Distance from airport: 0 miles, 1 minutes

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



HOUSE OF MARKETING RESEARCH

**House of Marketing Research**

836 S. Arroyo Pkwy.

Pasadena, CA 91105

Ph. 626-793-9598

Fax 626-793-9624

E-mail: info@hmr-research.com

www.hmr-research.com

Amy Siadak, President

Location: Free standing 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 our clients accurate information with the highest quality, providing comfortable contemporary surroundings and a friendly, efficient, and service-oriented staff.

(See advertisement on p. 99)

**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: Free standing 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

(See advertisement on p. 5)

**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@mrmrcinc.com

www.mrmrcinc.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 Research**

Santa Monica Place

301 Santa Monica Pl.

Santa Monica, CA 90401

Ph. 310-260-3237 or 847-392-0800

Fax 310-260-3241

E-mail: santamonica@midamr.com

www.midamr.com

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, VE

Conference 12x18      Obs. Rm. Seats 16

Conference 23x18      Obs. Rm. Seats 16

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email: [info@hmr-research.com](mailto:info@hmr-research.com) • [www.hmr-research.com](http://www.hmr-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.*

**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, MP, VC, VE  
Conference 20x16 Obs. Rm. Seats 15  
Conference 20x16 Obs. Rm. Seats 15  
Conference 19x16 Obs. Rm. Seats 15  
Conference 16x16 Obs. Rm. Seats 15

**North American Insights - Los Angeles**

Palm Desert Town Center  
72840 Hwy 111, Suite D165  
Palm Desert, CA 92260  
Ph. 708-747-1100 ext. 11  
Fax 708-747-4883  
E-mail: sandyl@nainsights.com  
Sandy Lewis

Location: Shopping mall  
Distance from airport: 15 miles, 15 minutes  
CL, 1/1, 1/1OR, TK  
Conference 20x14 Obs. Rm. Seats 10

**Pacific Research, Inc.**

725 Arizona Ave., Suite 304  
Santa Monica, CA 90401  
Ph. 310-899-0770  
Fax 310-899-0775  
E-mail: jendean@pacificla.com  
www.pacificla.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, VE  
Conference 16x22 Obs. Rm. Seats 20  
Conference 16x22 Obs. Rm. Seats 20  
Conference 16x20 Obs. Rm. Seats 20  
(See advertisement on p. 163)

**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. 195)

**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, VE  
Multiple 22x16 Obs. Rm. Seats 15  
Multiple 24x16 Obs. Rm. Seats 15  
(See advertisement on p. 101)

**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, VE  
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. 103)

**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: Free standing 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.aimresearchnetwork.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

**AutoPacific, Inc.**

2991 Dow Ave.  
Tustin, CA 92780-7219  
Ph. 714-838-4234  
Fax 714-838-4260  
E-mail: dhall@autopacific.com  
www.autopacific.com  
Dan Hall

Location: Free standing 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

**Discovery - National Qualitative Network**

Orange County Discovery - NQN  
17815 Sky Park Circle, Suite K  
Irvine, CA 92614  
Ph. 949-261-8353 or 800-689-4374  
Fax 949-852-0110  
E-mail: irvine@discoverynqn.com  
www.discoverynqn.com  
Peter Banos, Manager  
Location: Free standing 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

**Fieldwork Los Angeles, Inc.**

In Orange County  
Lakeshore Towers  
18101 Von Karman Ave., Suite 1950  
Irvine, CA 92612  
Ph. 949-252-8180  
Fax 949-252-1661  
E-mail: info@losangeles.fieldwork.com  
www.fieldwork.com  
Kami Celano, Vice 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)

**Peryam & Kroll Research Corporation**

2535 N. Grand Ave.  
Santa Ana, CA 92705  
Ph. 714-543-0888  
Fax 714-543-6644  
E-mail: info@pk-research.com  
www.pk-research.com  
Location: Office building  
Distance from airport: 15 miles, 20 minutes  
CL, 1/1, 1/1OR, TK, MP  
Conference 22x24      Obs. Rm. Seats 8  
Conference 22x26      Obs. Rm. Seats 8

**PKM Research Services, Inc.**

223 E. Imperial Hwy., Suite 155  
Fullerton, CA 92835  
Ph. 714-446-6611  
Fax 714-446-6622  
E-mail: pkoer@msn.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

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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.

**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. 104)

**Quick Test/Heakin**

Santa Ana/Mainplace  
 2800 N. Main St., Suite 2088  
 Santa Ana, CA 92705  
 Ph. 714-547-8300  
 Fax 714-547-8998  
 E-mail: info@quicktest.com

www.quicktest.com

Location: Shopping mall

1/1, TK

Conference 14x22 Obs. Rm. Seats 6

**RDD Santa Ana**

1540 E. First St., Suite 200  
 Santa Ana, CA 92701  
 Ph. 714-560-1120  
 Fax 714-560-1121  
 E-mail: info@rdd.info  
 www.rdd.info

Claudia Reynolds, Qualitative Manager

Location: Office building

Distance from airport: 15 miles, 20 minutes

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

Conference 15x23 Obs. Rm. Seats 12

Conference 10x11 Obs. Rm. Seats 9

(See advertisement on p. 27)

**The Test Kitchen**

1155 N. Anaheim Blvd.  
 Anaheim, CA 92801  
 Ph. 714-991-0668  
 E-mail: cathih@testkitchen.com

www.testkitchen.com

Cathi Hofstetter, President

Location: Office building

Distance from airport: 20 miles, 20 minutes

CL, 1/1, TK, TKO, MP

Conference 16x30 Obs. Rm. Seats 6

20x30

**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, Exec. Vice President

Location: Office building

Distance from airport: 2 miles, 15 minutes

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

Conference 25x20 Obs. Rm. Seats 25

Conference 18x19 Obs. Rm. Seats 16

Conference 18x19 Obs. Rm. Seats 12

Conference 16x16 Obs. Rm. Seats 8

(See advertisement on p. 103)

**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

**California Focus & Field**

1600 Sacramento Inn Way, #225  
 Sacramento, CA 95815  
 Ph. 916-925-4237  
 Fax 916-925-4189

E-mail: cffsacramento@aol.com

www.cffsacramento.com

Nancy Stephens, Manager

Location: Office building

Distance from airport: 15 miles, 25 minutes

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

Conference 12x24 Obs. Rm. Seats 12

Conference 12x24 Obs. Rm. Seats 12

**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

Jaclyn Benson, President

Location: Free standing facility

Distance from airport: 10 miles, 10 minutes

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

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: Free standing facility

Distance from airport: 15 miles, 25 minutes

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

Conference 16x20 Obs. Rm. Seats 12

Conference 16x20 Obs. Rm. Seats 12

Conference 12x16 Obs. Rm. Seats 6

Conference 16x24 Obs. Rm. Seats 10

(See advertisement on p. 102)



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 (916) 568-1226 fax (916) 568-6725 hugh or magda @opinionsofsac.com  
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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

## San Bernardino/ Riverside

### ARG - Riverside

6700 Indiana Ave., Suite 270  
Riverside, CA 92506  
Ph. 909-369-0800  
Fax 909-369-0957  
E-mail: [lynn@athenamarketresearch.com](mailto:lynn@athenamarketresearch.com)  
[www.athenamarketresearch.com](http://www.athenamarketresearch.com)  
Lynn Atkins, Owner  
Location: Office building  
Distance from airport: 18 miles, 20 minutes  
CL, 1/1, 1/10R, MP, VE  
Multiple 19x14 Obs. Rm. Seats 16  
Conference 14x14 Obs. Rm. Seats 12  
42x28 Obs. Rm. Seats 12

### 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](mailto:laontario@carleneresearch.com)  
[www.carleneresearch.com](http://www.carleneresearch.com)  
Tracy Nuno, Manager  
Location: Shopping mall  
Distance from airport: 5 miles  
1/1, 1/10R, TK  
Conference 12x12 Obs. Rm. Seats 4

### Quick Test/Heakin

Galleria at Tyler, Suite 1042  
Riverside, CA 92503  
Ph. 909-637-1100  
Fax 909-637-1191  
E-mail: [info@quicktest.com](mailto:info@quicktest.com)  
[www.quicktest.com](http://www.quicktest.com)  
Location: Shopping mall  
1/1, TK  
Conference 13x20 Obs. Rm. Seats 5

### Quick Test/Heakin

Moreno Valley Mall  
22500 Towne Circle, #1105  
Moreno Valley, CA 92553  
Ph. 909-653-3200  
Fax 909-653-3255  
E-mail: [info@quicktest.com](mailto:info@quicktest.com)  
[www.quicktest.com](http://www.quicktest.com)  
Location: Shopping mall  
1/1, TK  
Conference 20x20 Obs. Rm. Seats 6

## 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](mailto:info@analysisresearch.com)  
[www.analysisresearch.com](http://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

**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.*

**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: Free standing 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

**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 mile, 5 minutes

CL, MP, VC, VE

Multiple 20x16      Obs. Rm. Seats 12

Conference 19x17      Obs. Rm. Seats 16

Conference 18x16      Obs. Rm. Seats 20

(See advertisement on p. 105)

**Jagorda Interviewing Services**

8849 Complex Dr., Suite B

San Diego, CA 92123

Ph. 858-573-0330 or 877-829-5431

Fax 858-573-0538

E-mail: alert@jagorda.com

www.jagorda.com

Gerald Jagorda, President

Location: Free standing facility

Distance from airport: 12 miles, 15 minutes

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

Multiple 16x23      Obs. Rm. Seats 12

Conference 16x20      Obs. Rm. Seats 10

**Luth Research**

1365 Fourth Ave.

San Diego, CA 92101

Ph. 619-234-5884

Fax 619-234-5888

E-mail: rluth@luthresearch.com

www.luthresearch.com

Jan Borkum

Location: Free standing facility

Distance from airport: 10 miles, 15 minutes

CL, 1/1, 1/1OR, MP, VC, VE

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: communications@medicis.tv

Laura Gomez, Account Executive

Location: Office building

Distance from airport: 14 miles, 20 minutes

Conference 19x16      Obs. Rm. Seats 10

**Plaza Research-San Diego**

(Opening 2003)

San Diego, CA

Ph. 201-265-7500 or 800-654-8002

Fax 201-265-7269

E-mail: pwozniak@plazaresearch.com

www.plazaresearch.com

Paula Wozniak or Jill Gottesman

(See advertisement on p. 163)

**Quick Test/Heakin**

Parkway Plaza

304 Parkway Plaza, Suite 304

El Cajon, CA 92020

Ph. 619-444-7700

Fax 619-444-4157

E-mail: info@quicktest.com

www.quicktest.com

Location: Shopping mall

1/1, TK

Conference 20x11      Obs. Rm. Seats 6

**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

www.sdsurveys.com

Jean Van Arsdale, President

Location: Free standing facility

Distance from airport: 10 miles, 20 minutes

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

Conference 17x22      Obs. Rm. Seats 12

(See advertisement on p. 107)

**IN SOUTHERN CALIFORNIA**



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**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.*



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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

350 W. Ash Street, Suite 1000, San Diego, CA 92101  
 Toll Free 888.849.4827 Local 619.849.1111 Fax 619.849.1112  
[Bridge@flagshipresearch.com](mailto:Bridge@flagshipresearch.com) [www.flagshipresearch.com](http://www.flagshipresearch.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.

**Taylor Research, Inc.**

1545 Hotel Circle S., Suite 350  
 San Diego, CA 92108  
 Ph. 800-922-1545 or 619-299-6368  
 Fax 619-299-6370  
 E-mail: taylor@taylorresearch.com  
 www.taylorresearch.com  
 Harriett Huntley, Operations Manager  
 Location: Office building  
 Distance from airport: 10 miles, 10 minutes  
 CL, 1/1, 1/1OR, MP, VC  
 Living 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. 106)

**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

**CRA 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  
 Location: Office building  
 Distance from airport: 14 miles, 35 minutes  
 MP, VC, VE  
 Multiple 18x18      Obs. Rm. Seats 12  
 Multiple 21x20      Obs. Rm. Seats 15  
 Multiple 21x17      Obs. Rm. Seats 8  
 Multiple 21x17      Obs. Rm. Seats 8  
 Multiple 21x20      Obs. Rm. Seats 15

Rated tops in San Francisco in latest Impulse Survey of focus group moderators. New 2002 state-of-the-art facility, five full-size suites containing large conference rooms and client observation areas with wraparound viewing. CRA Superrooms in Dallas also "Top Rated" in latest Impulse Survey. A proud sponsor of TheModerator.net.  
 (See advertisement on p. 193)

**Corey, Canapary & Galanis**

447 Sutter St., Penthouse N.  
 San Francisco, CA 94108  
 Ph. 415-397-1200  
 Fax 415-433-3809  
 E-mail: jon@ccgresearch.com  
 Location: Office building  
 Distance from airport: 20 miles, 30 minutes  
 Conference 18x22      Obs. Rm. Seats 7



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Since Susan Taylor founded Taylor Research in 1956, this dynamic company has grown to 85 full- and part-time employees, and a facility with over 12,000 square feet. Her enthusiasm, perseverance, and professionalism remain the key ingredients to her success. Susan is highly regarded nationally and internationally for her innovative methodologies and unmatched service to her clients. She is committed to providing a facility and staff that meet the most demanding requirements. Her "hands on" approach to customer service and personal attention make Taylor Research an organization built on satisfied, repeat customers.

President Susan Taylor was named the 2001 Woman-Owned Small Business Advocate of the Year by the Small Business Administration.



**The Taylor Research Advantages**

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- Economical solution to all your needs
- Beautiful San Diego weather
- Located only minutes from Lindbergh International Airport and the San Diego Convention Center
- Videoconferencing service

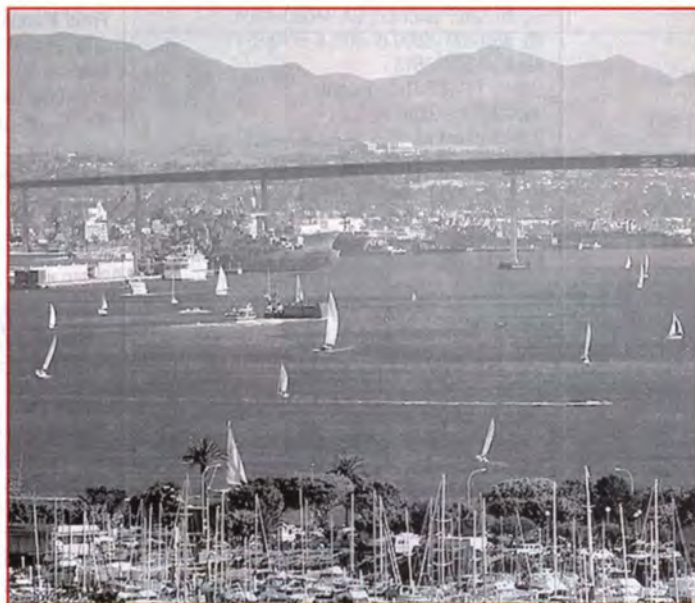
So when booking your next focus group, remember Taylor Research and San Diego. Because together, we mean business.



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[www.taylorresearch.com](http://www.taylorresearch.com)  
 Or Call Toll Free 800-922-1545



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- 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.*

**Cunningham Field & Research Service**

New Park Mall  
 1129 New Park Mall  
 Newark, CA 94560  
 Ph. 386-677-5644  
 Fax 386-677-5534  
 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. 386-677-5644  
 Fax 386-677-5534  
 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, VE  
 Conference 24x16      Obs. Rm. Seats 15  
 Multiple 13x14      Obs. Rm. Seats 10  
 Conference 16x18      Obs. Rm. Seats 15  
 Multiple 22x27      Obs. Rm. Seats 25  
 (See advertisement on p. 108)

**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, VE  
 Conference 19x20      Obs. Rm. Seats 10  
 Conference 18x23      Obs. Rm. Seats 15  
 (See advertisement on p. 108)

**Field Management Associates-San Francisco**

308 Great Mall Dr.  
 Milpitas, CA 95035  
 Ph. 408-719-9800  
 E-mail: BerkeFMA@aol.com  
 www.fmresearch.com  
 Hal Berke, Manager  
 Location: Shopping mall  
 1/1, TK  
 Conference 14x16      Obs. Rm. Seats 12



FLEISCHMAN  
FIELD RESEARCH

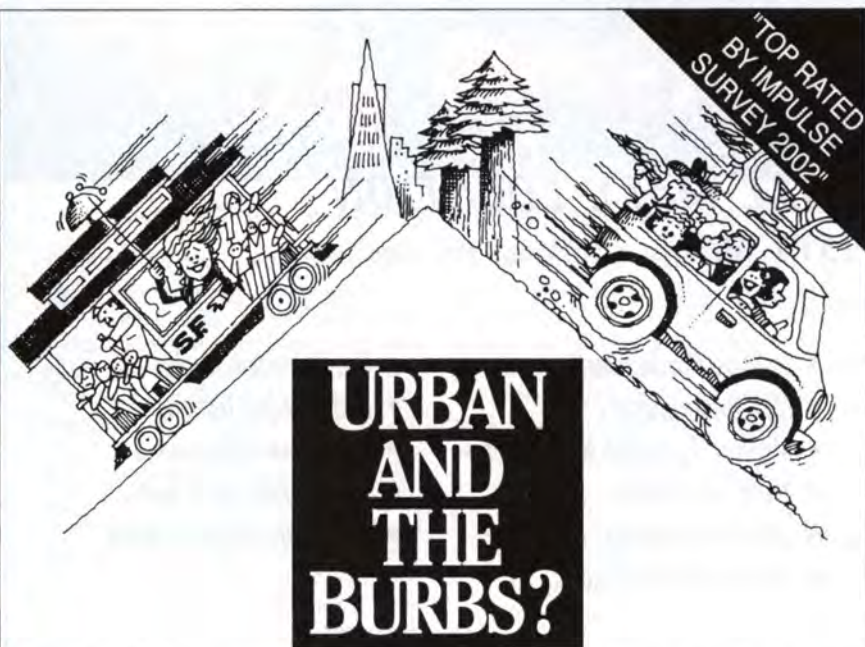
**Fleischman Field Research**

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, 1/1OR, VC, VE  
 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. Go to www.ffrsf.com for virtual tour and floor plan. (See advertisement on p. 109)

**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, 1/1OR  
 Multiple 18x16      Obs. Rm. Seats 15  
 (See advertisement on p. 109)



**URBAN  
AND  
THE  
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San Francisco Bay Area

220 So. Spruce Ave., Ste. 100, So. San Francisco, CA 94080  
 222 Front Street, 3rd Floor, San Francisco, CA 94111  
 Phone: (650) 871-6800 • Fax: (650) 871-6815  
 1-800-4-ECKER-1  
 email: ecker01@aol.com      web site: eckersf.com

**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@friedmanmktg.nopworld.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: Free standing facility  
Distance from airport: 20 minutes  
CL  
Living 23x16 Obs. Rm. Seats 10  
Multiple 24x21 Obs. Rm. Seats 15  
(See advertisement on p. 110)

**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 Bovey Rd., Suite 105  
San Mateo, CA 94402  
Ph. 650-574-9044  
Fax 650-574-0385  
E-mail: smmsi@aol.com  
www.msiinternational.com  
Location: Office building  
Distance from airport: 15 miles, 20 minutes  
CL  
Conference 14x17 Obs. Rm. Seats 12

**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, 1/10R, TK, MP, VC, VE  
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, 1/10R, 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

Voted one of the **MOST POPULAR** focus facilities worldwide\*

LOCATION LOCATION LOCATION LOCATION LOCATION LOCATION LOCATION LOCATION LOCATION LOCATION

Location

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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 Obs. Rm.  
 Conference - Conference-Style Room  
 Living - Living Room-Style Room  
 Multiple - Both Styles  
 Room dimensions, when stated, are shown in feet.

**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, VE  
 Conference 20x18      Obs. Rm. Seats 15  
 Conference 20x18      Obs. Rm. Seats 15  
 Conference 19x15      Obs. Rm. Seats 8  
 Conference 20x17      Obs. Rm. Seats 15

**North American Insights - San Francisco**  
 Solano Mall  
 1350 Travis Blvd., Suite 1352B  
 Fairfield, CA 94533  
 Ph. 708-747-1100 ext. 11  
 Fax 708-747-4883  
 E-mail: sandyl@nainsights.com  
 Sandy Lewis  
 Location: Shopping mall  
 Distance from airport: 42 miles, 45 minutes  
 CL, 1/1, 1/1OR, TK  
 Conference 20x12      Obs. Rm. Seats 8

**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: mfarrell@plazaresearch.com  
 www.plazaresearch.com  
 Meaghan Farrell, Director  
 Location: Office building  
 Distance from airport: 25 minutes  
 CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE  
 Conference 15x20      Obs. Rm. Seats 20  
 Conference 15x20      Obs. Rm. Seats 20  
 Multiple 16x22      Obs. Rm. Seats 20  
 (See advertisement on p. 163)

**Proview**  
 577 Airport Blvd., Suite 130  
 Burlingame, CA 94010  
 Ph. 650-344-6383  
 Fax 650-344-3217  
 E-mail: info@promedicainc.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: mjohn@qar.com  
 www.qar.com  
 Michaelyn Johnson, Focus Group Manager  
 Location: Free standing facility  
 Distance from airport: 37 miles, 50 minutes  
 CL, 1/1, 1/1OR  
 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: mjohn@qar.com  
 www.qar.com  
 Michaelyn Johnson, Focus Group Manager  
 Location: Office building  
 Distance from airport: 35 miles, 40 minutes  
 CL, TK  
 Conference 16x23      Obs. Rm. Seats 15

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Fit?



We think it's a question of willingness and flexibility. And of course preparedness. So at GQR we offer all three. We're flexible enough to adapt our elegant, high-tech focus facility to accommodate your research style. Prepared to fill it with San Francisco Bay Area respondents who perfectly suit your needs. And willing to go as far as common sense & natural law allow to ensure your satisfaction with every aspect of the GQR experience.

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**Greenberg Qualitative Research, Inc.**  
 Berkeley, California 510.845.1380 www.gqrinc.com

**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

**Quick Test/Heakin**

West Valley Mall  
3200 Naglee Rd., Suite 406  
Tracy, CA 95376  
Ph. 209-839-0532  
Fax 209-839-0705  
E-mail: info@quicktest.com  
www.quicktest.com  
Conference 12x13 Obs. Rm. Seats 5



**We deliver them every time.**



Tragon consistently puts you in touch with even the hardest-to-find consumer, youth, business, tech, medical, legal and financial respondents. That's how we've built our reputation, from focus groups to surveys to product testing to advanced statistical modeling.

Contact us today for your next research project at **800-841-1177** or **www.tragon.com**.

*In-depth interviews. Exceptional quality recruiting.  
Diversified urban and suburban communities resource pool.  
Permanent pre-recruiting and testing facility. Member AMA, MRA.*

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is a focus  
group facility  
perfected by  
27 years of  
market research  
experience.**



- Executive/Medical/Professional Recruiting & Interviewing
  - Central Telephone Facility
  - Large & Small Focus Group Rooms with One-way Mirrors and Large Viewing Room
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  - Jury/Trial Simulation
  - Multi-Cultural Recruiting & Interviewing
  - Field Intercept Staffing
  - Year Round Availability
  - One on One
  - 15 Station Call Center
  - Product Placements
  - Field Intercepts
  - Community Attitudes Surveys
  - Store Audits/Mystery Shopping
  - Demographically Diverse
  - Computerized Data Base Expanded Daily
  - Precision Recruiting to Client Specifications
- Phone: (510) 521-6900  
Fax: (510) 521-2130  
Email: yarbroughm@msn.com  
Web: www.myarborough.com

**MARGARET YARBROUGH & ASSOC. INC.**

934 SHOREPOINT COURT STE. 100 ALAMEDA, CA 94501

Women Owned and Controlled

## 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.

**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)

**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: susanhowwe@hotmail.com  
www.stargrp.com

Rachel Menon, Mkt. Rsch. Mgr.

Location: Office building

Distance from airport: 13 miles, 20 minutes

CL, 1/1, 1/1OR, 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: info@tragon.com

www.tragon.com

Carol Sidel, Qual. Account Manager

Joseph Salerno, Dir. Mktg. & Sales

Location: Free standing facility

Distance from airport: 15 miles, 20 minutes

CL, 1/1, 1/1OR, 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. 111)

**Margaret Yarbrough & Associates**

934 Shorepoint Ct., Suite 100  
Alameda, CA 94501  
Ph. 510-521-6900  
Fax 510-521-2130

E-mail: info@myarbrough.com

www.myarbrough.com

Diane Kientz or Helen Singer

Location: Office building

Distance from airport: 3 miles, 10 minutes

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

Conference 33x18 Obs. Rm. Seats 15

Multiple 17x17 Obs. Rm. Seats 8

(See advertisement on p. 111)

**Ventura****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, 1/1OR, MP

Conference 13x15 Obs. Rm. Seats 8

**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

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@carleneresearch.com

www.carleneresearch.com

Dannette Blake, Manager

Location: Shopping mall

Distance from airport: 50 miles

1/1, 1/1OR, TK

Conference 17x12 Obs. Rm. Seats 4

**Colorado Springs****Project Essentials, Inc.**

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

We offer a wide variety of research services including a full-service focus group facility located near downtown Colorado Springs. Our facility accommodates 10 participants and seats up to eight observers. Other methodologies include one-on-one personal interviews; telephone interviews; mystery shopping, survey design; implementation and analysis.

**The Springs Research**

750 Citadel Dr. E., Suite 3122  
Colorado Springs, CO 80909  
Ph. 719-597-9869  
Fax 719-597-9869

E-mail: brewerresearch@bbronline.com

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  
Aurora, CO 80011-8701  
Ph. 800-808-3564 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, VE  
Conference 21x15 Obs. Rm. Seats 15  
Conference 19x14 Obs. Rm. Seats 15

Two state-of-the-art focus group suites, close to the airport in fast growing suburb, plus guaranteed recruiting, videoconferencing and top quality staff and management make us the premier facility in the Denver area.

**Car-Lene Research, Inc.**  
Thornton Town Center  
10001 Grant St.  
Thornton, CO 80229  
Ph. 303-452-2696  
Fax 303-452-2630  
E-mail: denver@carleneresearch.com  
www.carleneresearch.com  
Cindy Rodriguez, Manager  
Location: Shopping mall  
Distance from airport: 30 miles  
1/1, 1/1OR, TK  
Conference 22x11 Obs. Rm. Seats 4

**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: rncmrs@aol.com  
www.ruthnelsonresearchsvcs.com  
Ruth Nelson, President  
Location: Free standing facility  
Distance from airport: 22 miles, 40 minutes  
CL, 1/1, TK, MP, VC, VE  
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. 386-677-5644  
Fax 386-677-5534  
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. 303-371-2776  
Fax 303-371-2928  
E-mail: don@denverresearchcenter.com  
www.denverresearchcenter.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 25  
Conference 20x20 Obs. Rm. Seats 25  
Conference 20x20 Obs. Rm. Seats 25

**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 Darre, President  
Location: Office building  
Distance from airport: 20 miles, 30 minutes  
CL, 1/1, 1/1OR, TK, TKO, VC  
Conference 24x23 Obs. Rm. Seats 25  
Conference 23x26 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  
5255 Marshall St., #101  
Arvada, CO 80002  
Ph. 303-420-1008 or 914-698-9591  
Fax 303-420-2049  
E-mail: gvigeant@friedmanmktg.nopworld.com  
www.friedmanmktg.com  
Lois Kabert, Manager  
Location: Office building  
1/1, TK  
Conference 10x12 Obs. Rm. Seats 5

## INGather research

Denver's Adaptable Lifestyle Facility™

**INGather research**  
14818 W. 6th Ave., Suite 6A  
Golden (Denver West), CO 80401  
Ph. 303-980-1909 or 303-980-2262  
Fax 303-980-2270  
E-mail: christinef@ingatherresearch.com  
www.ingatherresearch.com  
Christine Farber  
Location: Office building  
Distance from airport: 36 miles, 40 minutes  
CL, 1/1, 1/1OR, TK, MP, VC, VE  
Conference 23x16 Obs. Rm. Seats 25  
Living 22x17 Obs. Rm. Seats 25  
Multiple 32x20 Obs. Rm. Seats 25

Denver's newest and the industry's first Adaptable Lifestyle Research Facility™ INGather research™ provides a unique environment specifically designed for moderators, clients and respondents. 10+ different in-house room configurations tai-

lored exclusively for specific respondent demographics, including: bar setting, boardroom, courtroom for mock juries, IDIs (one-with-one interviews), "kidz," living room, loft auditorium (seats 100), standard, taste tests, teens, tweens.

**IRI Information Research Inc.**  
10650 E. Bethany Dr.  
Denver, CO 80014  
Ph. 303-751-0190  
Fax 303-751-8075  
E-mail: irires@aol.com  
www.iri-inforesearch.com  
Norman Pettit, President  
Location: Free standing 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 Saint Paul St., Suite 100  
Denver, CO 80206  
Ph. 303-388-0873  
Fax 303-388-3822  
E-mail: kweiss@marketperceptions.com  
www.marketperceptions.com  
Lisa Wolf Johnson, 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, VE  
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. 163)

## 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, President  
Location: Office building  
Distance from airport: 25 miles, 30 minutes  
CL, TK, VC, VE  
Multiple 20x22 Obs. Rm. Seats 15  
Multiple 28x25 Obs. Rm. Seats 20

**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.

**Hartford**

**Beta One, Inc.**

Focus Facility Hartford  
 40 Brightwood Lane  
 West Hartford, CT 06110  
 Ph. 860-313-8036  
 Fax 860-313-4497  
 E-mail: B1Research@aol.com  
 Location: Office building  
 Distance from airport: 20 miles, 30 minutes  
 Conference 18x13 Obs. Rm. Seats 12

**Connecticut Connection - Hartford**

Hartford Research Center  
 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, MP, VC  
 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. 114)

**CONNECTICUT INFOCUS**

**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: Free standing facility  
 Distance from airport: 18 miles, 20 minutes  
 CL, 1/1, 1/1OR, TK, MP, VC  
 Conference 20x20 Obs. Rm. Seats 15  
 (See advertisement on p. 115)

**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

**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 15

**New Haven**

**Connecticut Connection - New Haven**

New Haven Research Center  
 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, VC  
 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. 114)

**Quick Test/Heakin**

Westfield Shopping Town  
 470 Lewis Ave., Suite 4039  
 Meriden, CT 06451  
 Ph. 203-639-8100  
 Fax 203-639-4775  
 E-mail: info@quicktest.com  
 www.quicktest.com  
 Location: Shopping mall  
 1/1, TK  
 Conference 11x12 Obs. Rm. Seats 8

**Shapiro Research Services, Inc.**

Trumbull Shopping Park  
 5065 Main St.  
 Trumbull, CT 06611  
 Ph. 203-373-9391  
 Fax 203-371-4257  
 E-mail: srstrumbull@aol.com  
 Sandy Shapiro, President  
 Location: Shopping mall  
 TK, TKO  
 Conference 12x19 Obs. Rm. Seats 10

**Connecticut's Two Top Facilities**

**Hartford Research Center** (860) 529-8006  
**New Haven Research Center** (203) 234-9988

**ctconnection.com**

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ANSWERS IN THE DARK.**

**UNLESS YOU'RE SITTING  
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- ▶ Music/Listening Tests
- ▶ Taste Tests
- ▶ Pre-Recruited Studies
- ▶ Product/Concept Testing
- ▶ One-On-One Interviewing
- ▶ Ideation
- ▶ Mock Juries
- ▶ Project Management
- ▶ Video Conferencing



Greater Hartford's Premier Marketing Research Facility

**860.652.0307**

76 Eastern Boulevard • Glastonbury, CT 06033  
e-mail: mail@ctinfocus.com • www.ctinfocus.com

## 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, 1/1OR, VC, VE  
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, 1/1OR, 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, Inc.

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, 1/1OR, MP, VC, VE  
Conference 20x20      Obs. Rm. Seats 20  
Conference 20x20      Obs. Rm. Seats 20  
Multiple 15x15      Obs. Rm. Seats 12

## Waterbury

### Cunningham Field & Research Service

Brass Mill Center  
495 Union St., Suite 1102  
Waterbury, CT 06706  
Ph. 386-677-5644  
Fax 386-677-5534  
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: dickdahn@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

## 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.

## 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  
Distance from airport: 20 miles, 35 minutes  
CL, 1/1, 1/1OR, 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

### 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  
Dana Ganey, Manager  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL, 1/1, TK, TKO, VC  
Conference 20x20 Obs. Rm. Seats 20

### Cunningham Field & Research Service

Springfield Mall  
6691B Springfield Mall  
Springfield, VA 22150  
Ph. 386-677-5644  
Fax 386-677-5534  
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

### 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. 170)



### House Market Research, Inc.

2301 Research Blvd., Suite 310  
Rockville, MD 20850  
Ph. 301-948-8800  
Fax 301-948-3070  
E-mail: rockville@housemarketresearch.com  
www.housemarketresearch.com  
Karen House  
Tom Tow  
Lisa Marshall  
Location: Office building  
Distance from airport: 25 miles, 30 minutes  
CL, 1/1, 1/1OR, TK, MP, VC, VE  
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

House Market Research Inc. is not only the best field service in the Washington metropolitan area, but also the largest. With offices in the DC Metro and Baltimore areas, we offer eight luxurious conference suites, some seating 28 clients and 48 respondents, technically advanced audio/video systems - viewing rooms with ISDN access - tiered seating - kitchen facilities - FVN videoconferencing - salaried recruiters - PC and Mac computers and most importantly - integrity in all we do.

### 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  
Conference 23x22 Obs. Rm. Seats 16  
(See advertisement on p. 116)

### 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



division of Low + Associates Inc.  
**groupsatlow**

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deluxe facility with  
comfortable and spacious  
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recruiting

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entrance

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washington, dc, via subway

full service marketing  
research

t. 301 951 9200 | f. 301 986 1641  
focusgroups@lowassociates.com  
5454 wisconsin ave, suite 1400  
chevy chase, md 20815-6994

**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, VE  
 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.

**Metro Research Services, Inc.**

1729 King St., Suite 302  
 Alexandria, VA 22314  
 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, 1/1OR  
 Conference 15x20 Obs. Rm. Seats 18  
 Conference 08x10 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.

**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: Free standing facility  
 Distance from airport: 18 miles, 25 minutes  
 CL, 1/1, 1/1OR, 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, 1/1OR, TK, VC  
 Conference 17x14 Obs. Rm. Seats 15

**ORC Macro**

11785 Beltsville Dr.  
 Calverton, MD 20705  
 Ph. 301-572-0200  
 Fax 301-572-0999  
 E-mail: lynn.r.halverson@orcmacro.com  
 www.macrint.com  
 Lynn Halverson  
 Location: Office building  
 Distance from airport: 19 miles, 30 minutes  
 1/1  
 Conference 24x17 Obs. Rm. Seats 10

**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: Free standing facility  
 Distance from airport: 5 miles, 12 minutes  
 CL, 1/1, 1/1OR, TK, MP, VE  
 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.

**Shugoll Research**

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, 1/1OR, 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  
 www24.brinkster.com/timese  
 Steve Ingalls  
 Location: Shopping mall  
 Distance from airport: 50 miles, 60 minutes  
 1/1, 1/1OR, 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, 1/1OR  
 Conference 17x20 Obs. Rm. Seats 25  
 Conference 12x8 Obs. Rm. Seats 8

**Florida**

**Daytona Beach**

**Cunningham Field & Research Service, Inc.**

Administrative/Focus Facility  
 3 Signal Avenue  
 Ormond Beach, FL 32174  
 Ph. 386-677-5644  
 Fax 386-677-5534  
 E-mail: ExecutiveDepartment@cunninghamre-  
 search.com  
 www.cunninghamresearch.com  
 Contact Bid Department  
 Location: Free standing 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**

Volusia Mall  
 1700 International Speedway Blvd., Suite 386  
 Daytona Beach, FL 32114  
 Ph. 386-677-5644  
 Fax 386-677-5534  
 E-mail: DAYT@cunninghamresearch.com  
 www.cunninghamresearch.com  
 Location: Shopping mall  
 Distance from airport: 1 miles, 5 minutes  
 1/1, 1/1OR, 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, 1/1OR, TK  
 Conference 10x08 Obs. Rm. Seats 3

## 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.

**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, VE

Conference 14x16 Obs. Rm. Seats 20

Conference 14x16 Obs. Rm. Seats 8

**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

Joyce Gutfreund, Director of Operations

Location: Office building

Distance from airport: 18 miles, 20 minutes

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

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, VE

Conference 15x20 Obs. Rm. Seats 20

Conference 15x20 Obs. Rm. Seats 20

Multiple 16x22 Obs. Rm. Seats 20

(See advertisement on p. 163)

**Quick Test/Heakin**

Coral Square Mall

9569 W. Atlantic Blvd.

Coral Springs, FL 33071

Ph. 954-753-4466

Fax 954-753-4981

E-mail: info@quicktest.com

www.quicktest.com

Location: Shopping mall

1/1, TK

Conference 17x19 Obs. Rm. Seats 5

**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

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

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. 904-264-3282

Fax 904-264-5582

E-mail: info@ulrichresearch.com

www.conceptsinfocus.com

Nancy Ulrich, President

Location: Office building

Distance from airport: 30 miles, 35 minutes

CL, 1/1, 1/1OR, MP, VC, VE

Conference 22x16 Obs. Rm. Seats 6

Conference 21x19 Obs. Rm. Seats 24

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Fax 904-731-1225

E-mail: sirwin@irwinservices.com

www.irwinservices.com

Scott Irwin or Kathryn Blackburn

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

General inquiries: Scott Irwin - sirwin@irwinservices.com. Telephone center: Angela Parrish - aparrish@irwinservices.com. Focus groups and test kitchen: Kathryn Blackburn - kblackburn@irwinservices.com. Data services: Richard Esposito - resposito@irwinservices.com. Dedicated employees, technology, on-time service. The benchmarks of Irwin Research Services' 27 years serving the research industry.

**Kirk Research Services, Inc.**

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Jacksonville, FL 32207

Ph. 904-858-3200

Fax 904-858-3204

E-mail: kirkresh@bellsouth.net

www.kirkresearch.com

Rebecca Kirk, Vice President

Location: Free standing 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, Principal/CEO

Location: Office building

Distance from airport: 25 miles, 30 minutes

CL, 1/1, 1/1OR

Conference 14x20 Obs. Rm. Seats 14

# Miami



## Ask Miami 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](mailto:aladner@askmiami.com)

[www.askmiami.com](http://www.askmiami.com)

Adrian Ladner, Dir. of Field Services

Location: Office building

Distance from airport: 3 miles, 10 minutes

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

Multiple 23x13 Obs. Rm. Seats 12

The finest 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.

## Cunningham Field & Research Service

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11401 Pines Blvd., Suite 702

Pembroke Pines, FL 33026

Ph. 386-677-5644

Fax 386-677-5534

E-mail: [MIAM@cunninghamresearch.com](mailto:MIAM@cunninghamresearch.com)

[www.cunninghamresearch.com](http://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

## Ebony Marketing Research, Inc.

100 N. Biscayne Blvd., Suite 2906

Miami, FL

Ph. 305-416-0200

E-mail: [emr@interport.net](mailto:emr@interport.net)

[www.ebonymktg.com](http://www.ebonymktg.com)

Location: Office building

Distance from airport: 12 miles, 20 minutes

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

Conference 28x32 Obs. Rm. Seats 15

Conference 24x26 Obs. Rm. Seats 8

(See advertisement on p. 170)

## 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](mailto:focusom@bellsouth.net)

[www.focusonmiami.com](http://www.focusonmiami.com)

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](mailto:FocusOnMiami@bellsouth.net)

[www.focusonmiami.com](http://www.focusonmiami.com)

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](mailto:gberman@marketsegment.com)

[www.marketsegment.com](http://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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There are too many distractions in the world. How about a hand? For your next focus group project think about making it easy. Think about making it successful. Think about using Miami's finest focus group and usability testing facilities. Think about NORS. Call 800.940.9410 to learn more about conducting your next focus group project at NORS today.

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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.*

**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: quality@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, VE

Conference 26x19      Obs. Rm. Seats 25

Conference 22x16      Obs. Rm. Seats 18

Conference 12x11      Obs. Rm. Seats 4

(See advertisement on p. 119)

**Rife Market Research, Inc.**

1111 Parkcentre Blvd., Suite 111

Miami, FL 33169

Ph. 305-620-4244

Fax 305-621-3533

E-mail: RIFE@aol.com

www.rifemarketresearch.com

Mary Rife, President

Location: Office building

Distance from airport: 8 miles, 20 minutes

CL, 1/1, TK, MP, VC, VE

Conference 15x15      Obs. Rm. Seats 14

Conference 15x15      Obs. Rm. Seats 12

Multiple 15x20

(See advertisement on p. 120)

**Strategy Research Corporation**

100 N.W. 37th Ave., 3rd fl.

Miami, FL 33125

Ph. 305-649-5400

Fax 305-643-5584

E-mail: jbello@marketfacts.com

www.strategyresearch.com

Jose Bello

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, VE

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 Market Research. An ActiveGroup member. (See advertisement on p. 121)

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**AccuData Market Research, Inc.**

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Ph. 800-831-7744 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

Just seven miles from the airport and the closest facility to downtown and fast access to the attractions. We offer three recently remodeled focus group suites, plus guaranteed recruiting and top quality staff and management. Now a new member of GroupNet and FocusVision, we offer videoconferencing, videostreaming and VideoMarker.



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 Ph. 407-298-6668  
 Fax 407-298-6877  
 E-mail: orlando@carleneresearch.com  
 www.carleneresearch.com  
 Linda Powers, Manager  
 Location: Shopping mall  
 1/1, 1/10R, TK

**Insight Orlando, Inc.**  
 5828 S. Semoran Blvd.  
 Orlando, FL 32822  
 Ph. 407-384-8883  
 Fax 407-384-9048  
 E-mail: insighto@earthlink.net  
 Stockton Reeves, President  
 Location: Office building  
 Distance from airport: 2 miles, 10 minutes  
 CL, 1/1, 1/10R, 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, 1/10R, 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, 1/10R, TK  
 Conference 21x14 Obs. Rm. Seats 12

**Quick Test/Heakin**  
 Lake Square Mall  
 10401-082 Highway 441  
 Leesburg, FL 34788  
 Ph. 352-365-0505  
 Fax 352-365-2005  
 E-mail: info@quicktest.com  
 www.quicktest.com  
 Location: Shopping mall  
 1/1, TK  
 Conference 16x16 Obs. Rm. Seats 9

**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, 1/10R, TK, MP, VC, VE  
 Multiple 24x16 Obs. Rm. Seats 16  
 Multiple 24x16 Obs. Rm. Seats 16  
 (See advertisement on p. 123)

**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  
 Joseph Varga, President  
 Location: Office building  
 Distance from airport: 10 miles, 15 minutes  
 CL, 1/1, 1/10R, 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

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- C** Experience
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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.

## Sarasota

## Mid-America Research

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  
 E-mail: desoto@midamr.com  
 www.midamr.com  
 Margaret Wilde, Manager  
 Location: Shopping mall  
 Distance from airport: 5 miles, 5 minutes  
 1/1, 1/1OR, TK  
 Conference 10x16      Obs. Rm. Seats 10

## S I S International Research, Inc.

950 S. Tamiami Trail, Suite 210  
 Sarasota, FL 34236  
 Ph. 941-955-5744  
 Fax 941-955-6764  
 E-mail: research@sisinternational.com  
 www.sisinternational.com  
 Location: Office building  
 Distance from airport: 5 miles, 7 minutes  
 Conference 20x30      Obs. Rm. Seats 10

## Starr Research

Sarasota Square Mall  
 8201 S. Tamiami Trail, #54  
 Sarasota, FL 34238  
 Ph. 941-925-7827  
 Fax 941-922-3289  
 E-mail: jim@starrresearch.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@friedmanmktg.nopworld.com  
 www.friedmanmktg.com  
 Liz Cox, Manager  
 Location: Shopping mall  
 Distance from airport: 10 miles, 20 minutes  
 TK  
 Conference 10x18



## Kerr &amp; Downs Research

2992 Habersham Dr.  
 Tallahassee, FL 32309  
 Ph. 800-564-3182 or 850-906-3111  
 Fax 850-906-3112  
 E-mail: lw@kerr-downs.com  
 www.kerr-downs.com  
 CLanette Willis, Project Director  
 Location: Free standing facility  
 Distance from airport: 16 miles, 20 minutes  
 1/1  
 Conference 21x17      Obs. Rm. Seats 5

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 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: klagesmktg@aol.com  
 www.klagesgroup.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: annhudson@theconsumercenter.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 &amp; Research Service

Brandon Towne Center  
 334 Brandon Town Center  
 Brandon, FL 33511  
 Ph. 386-677-5644  
 Fax 386-677-5534  
 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

## Gulf View Research, LLC

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  
 Location: Shopping mall  
 Distance from airport: 25 miles, 60 minutes  
 1/1, 1/1OR, TK, MP  
 Conference 30x60      Obs. Rm. Seats 20

## 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  
 Elaine Herron-Cravens, President  
 Location: Office building  
 Distance from airport: 2 miles, 5 minutes  
 CL, 1/1, 1/1OR, TK, MP, VC  
 Conference 20x10      Obs. Rm. Seats 20  
 Conference 22x24      Obs. Rm. Seats 24  
 Multiple 25x28      Obs. Rm. Seats 15

## 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  
 Elaine Herron-Cravens, President  
 Location: Free standing facility  
 Distance from airport: 2 miles, 5 minutes  
 CL, 1/1, 1/1OR, TK, TKO, MP  
 Multiple 2,000 sq. ft.      Obs. Rm. Seats 10  
 Conference 16x20      Obs. Rm. Seats 8

**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](mailto:kchambers@plazaresearch.com)  
[www.plazaresearch.com](http://www.plazaresearch.com)  
Kelly Chambers, Director  
Location: Office building  
Distance from airport: 5 minutes  
CL, 1/1, 1/10R, TK, TKO, MP, VC, VE  
(See advertisement on p. 163)

**Premack & Associates of Pinellas County, Inc.**

8130 66th St. N., Suite 10  
Pinellas Park, FL 33781  
Ph. 727-544-3191  
Fax 727-544-2777  
E-mail: [audreyb@ozline.net](mailto:audreyb@ozline.net)  
Audrey Premack, CEO  
Location: Office building  
Distance from airport: 20 miles, 30 minutes  
1/1, 1/10R  
Conference 12x15 Obs. Rm. Seats 10

**Quick Test/Heakin**

Citrus Park Town Center Mall  
7852 Citrus Park Town Center Mall  
Tampa, FL 33625  
Ph. 813-926-3222  
Fax 813-926-4091  
E-mail: [info@quicktest.com](mailto:info@quicktest.com)  
[www.quicktest.com](http://www.quicktest.com)  
Location: Shopping mall  
1/1, TK  
Conference 20x12 Obs. Rm. Seats 7

**Schwartz Research Services, Inc.**

Laurel Oaks  
5027 W. Laurel St.  
Tampa, FL 33607  
Ph. 813-207-0332  
Fax 813-207-0717  
E-mail: [rod@schwartzresearch.com](mailto:rod@schwartzresearch.com)  
[www.schwartzresearch.com](http://www.schwartzresearch.com)  
Rodney Kayon or Bonnie Schwartz, Manager  
Location: Free standing facility  
Distance from airport: 3 miles, 10 minutes  
CL, 1/1, 1/10R, MP, VC, VE  
Conference Obs. Rm. Seats 15  
Conference Obs. Rm. Seats 12  
Multiple Obs. Rm. Seats 12

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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, VE

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 advertisement on p. 128)

**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, VE

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. Off-site interviewing.

**West Palm Beach/  
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: Free standing facility

Distance from airport: 15 minutes

CL, VE

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

Joyce Gutfreund, Director of Operations

Location: Office building

Distance from airport: 20 miles, 25 minutes

CL, 1/1, 1/1OR, MP, VC, VE

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

**Quick Test/Heakin**

Boynton Beach Mall

801 N. Congress Ave., Suite 283

Boynton Beach, FL 33426

Ph. 561-733-8998

Fax 561-733-9918

E-mail: info@quicktest.com

www.quicktest.com

Location: Shopping mall

1/1, TK

Conference 20x13      Obs. Rm. Seats 6

**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, 1/1OR, VE

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)

**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, 1/1OR, TK

Conference 14x12      Obs. Rm. Seats 6

**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, 1/1OR, TK

Conference 10x9

**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

Marci Bennett, Manager

Location: Shopping mall

Distance from airport: 25 miles

1/1, 1/1OR, TK

Conference 16x10      Obs. Rm. Seats 3

**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, 1/1OR, TK  
Conference 14x11 Obs. Rm. Seats 4

**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: Free standing facility  
Distance from airport: 30 miles, 45 minutes  
CL, 1/1, 1/1OR, TK, MP, VC, VE  
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  
1000 N. Point Cir. Suite 1002  
Alpharetta, GA 30022  
Ph. 386-677-5644  
Fax 386-677-5534  
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, VE  
Conference 15x22 Obs. Rm. Seats 10  
Conference 15x20 Obs. Rm. Seats 10  
Conference 15x20 Obs. Rm. Seats 10  
(See advertisement on p. 155)

**Discovery - National Qualitative Network**

Atlanta Discovery - NQN  
5505 Roswell Rd.  
Atlanta, GA 30342  
Ph. 404-843-3807  
Fax 404-843-9733  
E-mail: atlanta@discoverynqn.com  
www.discoverynqn.com  
Abbey Powell, 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

**Fieldwork Atlanta, Inc.**

200 Galleria Pkwy., Suite 1600  
Atlanta, GA 30339  
Ph. 770-988-0330  
Fax 770-955-1555  
E-mail: info@atlanta.fieldwork.com  
www.fieldwork.com  
Bette Hayden, Project Director  
Location: Office building  
Distance from airport: 15 miles, 25 minutes  
CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE  
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 8  
(See advertisement on the Back Cover)

**Focus on Food**

6679 Peachtree Industrial Blvd., Suite M  
Norcross, GA 30092  
Ph. 770-300-0168 or 888-300-0467  
E-mail: ron@focusonfood.com  
www.focusonfood.com  
Ron Marks, President  
Location: Office building  
Distance from airport: 40 minutes  
CL, 1/1, TK, MP, VE  
Conference 12x20 Obs. Rm. Seats 10  
Multiple 25x20 Obs. Rm. Seats 10



## We Know What Works.

**IMAGES Market Research** is a full-service market research firm providing turn-key, cost effective nationwide, qualitative and quantitative general and ethnic market services. We offer focus group recruiting and moderation, as well as multilingual telephone/field and executive interviewing, featuring a 20-station CATI system. We have strong advertising testing experience. Come visit our new location with exciting features.

- Larger main Focus room
- Comfortable client lounge
- Additional large focus room viewed via closed circuit
- Off-site internet viewing capability
- Great Atlanta Midtown location

Call us for your next project. Ask about our frequent user discount.



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College Students  
Consumer Products  
Conventions/Meetings  
Customer Satisfaction  
Energy/Utility  
Entertainment/Leisure  
Financial  
Insurance  
International  
Media  
Medical/Health Care  
Pharmaceutical  
Music  
New Products  
Political Polling  
Seniors/Elderly  
Sports  
Taste Tests  
Teens/Tweens  
Tourism  
Tracking



**IMAGES Market Research**  
914 Howell Mill Rd. • Atlanta, GA 30318  
404-892-2931 • Fax 404-892-8651  
Web: imagesusa.net/research  
E-mail: research@imagesusa.net  
Contact: Deborah White, Director of Field Services  
or Bob McNeil, President

**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.



**IMAGES Market Research**

914 Howell Mill Rd.  
 Atlanta, GA 30318  
 Ph. 404-892-2931  
 Fax 404-892-8651  
 E-mail: research@imagesusa.net  
 Deborah White

Location: Free standing facility  
 Distance from airport: 10 miles, 15 minutes  
 CL, VE  
 Conference 16x20 Obs. Rm. Seats 12  
 Conference 20x20 Obs. Rm. Seats 12

An Atlanta-based market research firm providing turnkey, cost-effective nationwide research services. We offer multilingual telephone interviewing, featuring a CATI system as well as recruiting with on-site focus facilities. Visit our new Midtown location. Ask about our competitive rates. (See advertisement on p. 125)

**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  
 Marisa L. Pope

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  
 Conference 16x18 Obs. Rm. Seats 15

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. 127)

**Joyner Hutcheson Research, Inc.**

1900 Century Place  
 Atlanta, GA 30345-4302  
 Ph. 404-321-0953  
 Fax 404-634-8131  
 E-mail: joyhutatl@aol.com  
 Wanda L. Hutcheson, President  
 Location: Office building  
 Distance from airport: 18 miles, 30 minutes  
 CL, 1/1, 1/1OR, TK, MP  
 Conference 15x20 Obs. Rm. Seats 12  
 Conference 16x20 Obs. Rm. Seats 8  
 Conference 16x16 Obs. Rm. Seats 8

Since its inception in 1975, Joyner Hutcheson Research, Inc. has remained dedicated to providing high quality research for our clients. Our 8,000-square-foot facility includes: three focus group suites, 600-square-foot testing facility, individual interviewing rooms and a custom test kitchen. Combined data collection experience of over 100 years.

**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

**Mid-America Research**

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: lenox@midamr.com  
 www.midamr.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, VE  
 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

**Barbara Nolan Market Research**

Town Center at Cobb  
 Space 3018, 400 Earnst Barrett Pkwy.  
 Hennesaw, GA 30144  
 Ph. 678-581-1393  
 Fax 678-581-1392  
 E-mail: BNMR165@attglobal.net  
 Sharon Peoples  
 Location: Shopping mall  
 1/1, 1/1OR  
 Conference Obs. Rm. Seats 8

**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

**P V R, Inc.**

11445 Johns Creek Pkwy.  
 Duluth, GA 30097  
 Ph. 770-232-0322  
 Fax 770-232-0344  
 E-mail: gmiddleton@pvr-research.com  
 www.pvr-research.com  
 Glenda Middleton, V.P. Operations  
 Location: Office building  
 Distance from airport: 40 miles, 45 minutes  
 CL, 1/1, TK, TKO, MP, VC, VE  
 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, VE  
 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. 163)

# Hospitality

Consider our private client lounges your "office on the road."

- Computers with high speed Internet access
- Closed circuit viewing of focus room
- Printers (color available)
- FAX machines
- Shower available

FocusVision

Focus Group  
Moderators  
Eat Free!

# Flexibility

When you need more space than a focus room, choose our 1,200 square foot auditorium.

- Seats 75+ classroom style, 100+ theater style
- 8' wide outside entrance: accommodates delivery of cars
- High speed Internet access
- 208V lines for large appliances
- Perfect for mock juries & P.A. tests

# Versatility

Our spacious commercial kitchen and adjoining taste test center are well equipped.

- Commercial gas stove with six burners, 2 ovens
- Commercial venting system with 10' commercial hood
- Additional gas lines and electrical outlets under the hood
- 10 additional electrical outlets for other equipment

VideoMarker

# Usability

With the recent completion of our usability lab we can accommodate up to eight respondents

- Test your website or software
- T-1 access
- 24-hour tech support
- Picture in picture capability

**Jackson  
Associates  
Inc.**

Atlanta, GA  
[www.jacksonassociates.com](http://www.jacksonassociates.com)

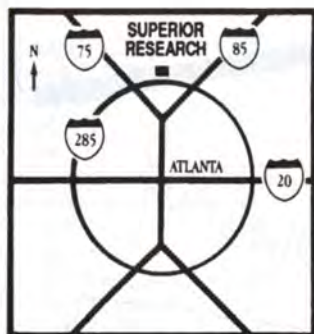
Contact Marisa Pope at 770-394-8700 or [mpope@jacksonassociates.com](mailto:mpope@jacksonassociates.com)

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**SUPERIOR RESEARCH, INC.**  
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ATLANTA, GEORGIA 30328  
Tel 770-394-4400 Fax 770-391-9345  
supres@gte.net

OWNED AND DIRECTED BY:  
RHODA DAVIS AND DEBBIE HUNTER

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5401 W. KENNEDY BLVD., SUITE 820  
TAMPA, FLORIDA 33609  
Tel 813-282-1660 Fax 813-287-0605  
sr.tampa@gte.net

SHARI DAVIS GONZALES/DIRECTOR



WWW.SUPERIORRESEARCH.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.

#### Quick Test/Heakin

Gwinnett Place Mall  
2100 Pleasant Hill Rd.  
Duluth, GA 30096  
Ph. 770-476-0714  
Fax 770-476-3194  
E-mail: info@quicktest.com  
www.quicktest.com  
Location: Shopping mall  
1/1, TK  
Conference 20x18 Obs. Rm. Seats 12

#### 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, VE  
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 advertisement on p. 129)

#### 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, VE  
Conference 21x18 Obs. Rm. Seats 15  
Conference 19x17 Obs. Rm. Seats 15  
Conference 20x12 Obs. Rm. Seats 10

#### 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, 1/1OR, TK, TKO, VC, VE  
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 advertisement on p. 128)



**V & L Research & Consulting, Inc.**

1901 Montreal Rd., Suite 115  
 Atlanta, GA 30084  
 Ph. 770-908-0003  
 Fax 770-908-0004  
 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

**Gainesville****Quick Test/Heakin**

Mall of Georgia  
 3333 Buford Dr., Suite 1098  
 Buford, GA 30519  
 Ph. 770-831-5099  
 Fax 770-831-5012  
 E-mail: info@quicktest.com  
 www.quicktest.com

Location: Shopping mall  
 1/1, TK  
 Conference 13x07 Obs. Rm. Seats 5

**Hawaii****Honolulu****Market Trends Pacific, Inc.**

1001 Bishop St., Suite 505  
 Honolulu, HI 96813  
 Ph. 808-532-0733  
 Fax 808-532-0744  
 E-mail: wanda@markettrendspacific.com  
 www.markettrendspacific.com

Wanda L. Kakugawa, President  
 Location: Office building  
 Distance from airport: 6 miles, 15 minutes  
 1/1, 1/10R  
 Conference 20x11 Obs. Rm. Seats 10

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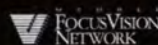
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## CODES

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.

**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

Alan 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 210

Honolulu, HI 96813

Ph. 808-522-5123

Fax 808-522-5127

E-mail: wrstaff@wardresearch.com

www.wardresearch.com

Denise Charles

Location: Office building

Distance from airport: 5 miles, 15 minutes

1/1, 1/1OR

Conference 14x24      Obs. Rm. Seats 14

## Idaho

## Boise

**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: byalch@nwrwg.com

www.nwrwg.com

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: Free standing 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 15

Conference 20x20      Obs. Rm. Seats 15

Conference 20x20      Obs. Rm. Seats 15

Conference 20x16      Obs. Rm. Seats 15

Conference 20x30      Obs. Rm. Seats 15

**Assistance In Marketing/Chicago**

900 National Pkwy., Suite 150

Schaumburg, IL 60173

Ph. 888-827-1932 or 847-481-0400

Fax 847-481-0402

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, VE

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

Distance from airport: 10 miles, 30 minutes

1/1, VC

Conference 14x26      Obs. Rm. Seats 15

Conference 15x20      Obs. Rm. Seats 10

**Bryles Research, Inc.**

9405 Enterprise Drive

Mokena, IL 60448

Ph. 708-478-3333

Fax 708-478-1850

E-mail: bids@brylesresearch.com

www.brylesresearch.com

Scott Bryles, Dir. of Operations

Location: Free standing facility

Distance from airport: 12 miles, 35 minutes

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

Conference 15x18      Obs. Rm. Seats 15

Multiple 30x34      Obs. Rm. Seats 15

**C R Market Surveys**

9510 S. Constance, Suite C-6

Universal City Professional Bldg.

Chicago, IL 60617-4734

Ph. 773-933-0548 ext. 83

Fax 773-933-0558

E-mail: info@crmarket.com

www.crmarket.com

Cherlyn Robinson, Project Coordinator

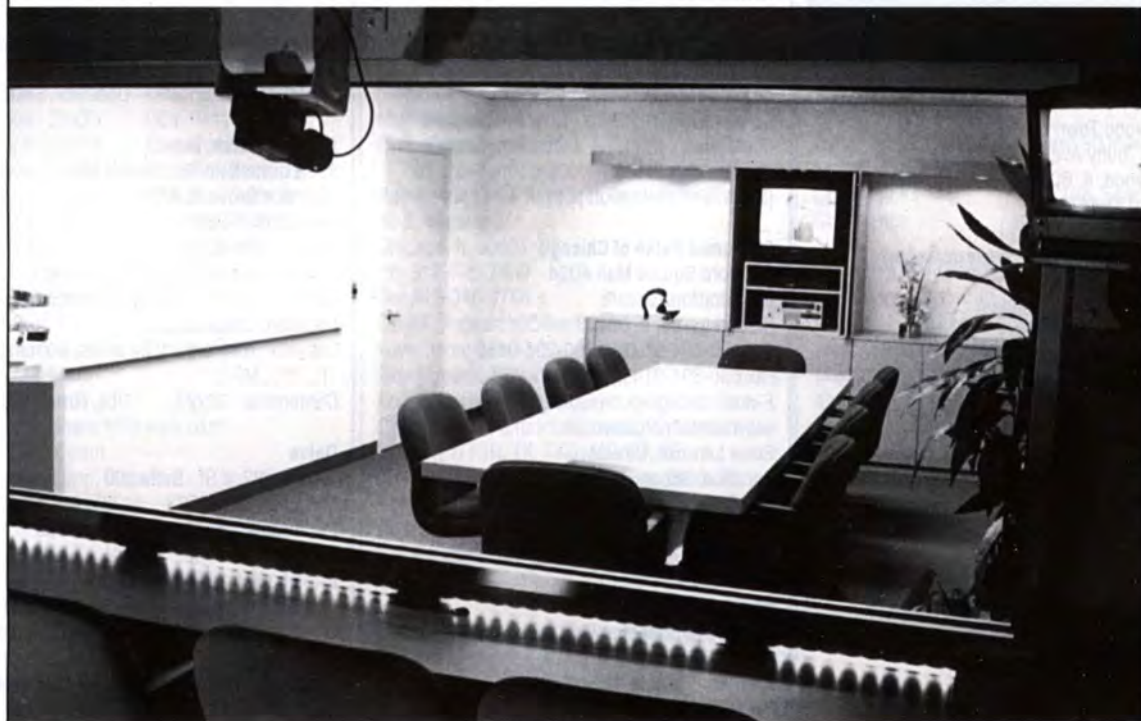
Location: Office building

Distance from airport: 5 miles, 25 minutes

1/1, TK

Conference 10x12      Obs. Rm. Seats 10

# PAMPER YOUR CLIENTS



## 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.
- Use a *remote control video taping system* located in the rear of the room... not in front, blocking your view.
- 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*.

IF IT'S WORTH DOING, IT'S WORTH DOING WELL



Consumer Surveys Company

Northpoint Shopping Center • 304 E. Rand Rd. • Arlington Heights, IL 60004  
Tel: 847/394-9411 • Fax: 847/394-0001  
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.*

**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

**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

**Car-Lene Research, Inc.**

Westfield Shoppingtown Hawthorn  
 429 Hawthorn Center  
 Vernon Hills, IL 60061  
 Ph. 847-816-1237  
 Fax 847-816-3117  
 E-mail: chicagoh@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

**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

**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: Free standing facility  
 Distance from airport: 30 miles, 40 minutes  
 CL, VC, VE  
 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 15x20      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. 131)

**Cunningham Field & Research Service**

208 Lincoln Mall Drive  
 Suite 146B Lincoln Mall  
 Matteson, IL 60443  
 Ph. 386-677-5644  
 Fax 386-677-5534  
 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

**Cunningham Field & Research Service**

Gurnee Mills Mall  
 6170 W. Grand Ave., Suite 588  
 Gurnee, IL 60031-4548  
 Ph. 386-677-5644  
 Fax 386-677-5534  
 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

**Data Research, Inc.**

1319 Butterfield Rd., Suite 510  
 Downers Grove, IL 60515  
 Ph. 630-971-2880  
 Fax 630-971-2267  
 E-mail: kcowles@data-research.net  
 Kathleen Cowles, Exec. Vice President  
 Location: Office building  
 Distance from airport: 30 miles, 40 minutes  
 TK, TKO, MP  
 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, VE  
 Conference 18x25      Obs. Rm. Seats 15  
 Conference 20x18      Obs. Rm. Seats 10  
 (See advertisement on p. 155)

**Discovery - National Qualitative Network**

Chicago Discovery NQN/Heakin  
 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

**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  
 Distance from airport: 20 miles, 30 minutes  
 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, MP, 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

Pamela Kleinmann, President

Location: Office building

Distance from airport: 3 miles, 5 minutes  
 CL, 1/1, 1/1OR, TK, VC, VE

Conference 20x25	Obs. Rm. Seats 18
Conference 21x21	Obs. Rm. Seats 22
Conference 21x15	Obs. Rm. Seats 20
Conference 20x20	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
Conference 25x25	Obs. Rm. Seats 30

(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, Vice President

Location: Office building

Distance from airport: 10 miles, 30 minutes  
 CL, 1/1, 1/1OR, TK, MP, VC, VE

Multiple 20x15	Obs. Rm. Seats 18
Multiple 20x15	Obs. Rm. Seats 18
Multiple 16x14	Obs. Rm. Seats 5
Multiple 24x14	Obs. Rm. Seats 12

(See advertisement on p. 133)

**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, Vice President

Location: Office building

Distance from airport: 15 miles, 35 minutes  
 CL, 1/1, 1/1OR, MP, VC, VE

Multiple 25x20	Obs. Rm. Seats 25
Multiple 24x19	Obs. Rm. Seats 20

(See advertisement on p. 133)

**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, VE

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**

1165 N. Clark St., Suite 410  
 Chicago, IL 60610  
 Ph. 312-654-9910  
 Fax 312-654-9917  
 E-mail: market-eas@aol.com

Iliana Ruiz Moran, President

Location: Office building

Distance from airport: 15 miles, 30 minutes  
 CL, VC

Conference	Obs. Rm. Seats 12
Conference	Obs. Rm. Seats 15

Chicago's only facility specializing in minority recruiting. Located in the Gold Coast area, 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. Just minutes from downtown Chicago and 15 miles from O'Hare airport.

*Building on a Tradition of Excellence.*



*Providing unrivaled qualitative research  
 in Chicago for over 20 years.*

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>▣ Focus Groups</li> <li>▣ Usability Labs</li> <li>▣ Medical/Executive</li> </ul> | <ul style="list-style-type: none"> <li>▣ One-on-One Interviews</li> <li>▣ Field Management</li> <li>▣ Business-to-Business</li> <li>▣ Video &amp; Web Conferencing</li> <li>▣ High Speed Internet Access</li> </ul> |
|---|---|

**focuscope – Oak Park**  
 1100 Lake Street  
 Suite 60  
 Oak Park, IL 60301

**focuscope – Chicago**  
 515 N. State Street  
 Suite 1920  
 Chicago, IL 60610

**708-386-5086**  
**708-386-1207 (fax)**  
**www.focuscope.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.

**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

Crystal Cole

Location: Free standing facility

Distance from airport: 15 miles, 30 minutes

1/1

Conference 11x15      Obs. Rm. Seats 10

**Mid-America Research**

Orland Square Mall

2800 Orlando Square

Orland Park, IL 60462

Ph. 708-349-0888 or 847-392-0800

Fax 708-349-9407

E-mail: orland@midamr.com

www.midamr.com

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 Research**

Randhurst Center

999 N. Elmhurst Rd., Suite 210

Mt. Prospect, IL 60056

Ph. 847-392-9770 or 847-392-0800

Fax 847-392-9891

E-mail: randhurst@midamr.com

www.midamr.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, 1/1OR, VC, VE

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: mary.borre@national-data.net

www.national-data.net

Mary Boore, Vice President

Location: Office building

Distance from airport: 25 miles, 30 minutes

CL, 1/1, 1/1OR, 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: mary.borre@national-data.net

www.national-data.net

Mary Boore, Vice President

Location: Office building

Distance from airport: 25 miles, 30 minutes

CL, 1/1, 1/1OR, 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. 800-335-1222 or 312-642-1001

Fax 312-649-5812

E-mail: nqcchicago@aol.com

www.nqc-focus.com

Ilyse Levy, Manager

Location: Office building

Distance from airport: 20 miles, 35 minutes

1/1, 1/1OR, TK, MP, VC, VE

Conference 24x23      Obs. Rm. Seats 12

Conference 23x20      Obs. Rm. Seats 8

Conference 23x20      Obs. Rm. Seats 12

Multiple 24x19      Obs. Rm. Seats 15

Conference 23x14      Obs. Rm. Seats 12

Multiple 34x20      Obs. Rm. Seats 15

**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, 1/1OR, TK, TKO, VC, VE

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 &amp; 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, 1/1OR, TK, TKO, MP, VC, VE

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. 135)

**ORC International**

3150 Salt Creek Ln., Suite 111

Arlington Heights, IL 60005

Ph. 908-281-5100

Fax 908-281-5103

E-mail: orcinfo@pm.opinionresearch.com

www.opinionresearch.com

Terry Cotter, Exec. Vice President

Location: Free standing facility

Distance from airport: 9 miles, 20 minutes

Conference 24x24      Obs. Rm. Seats 12

**Peryam & Kroll Research Corporation**

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

Location: Office building

Distance from airport: 10 miles, 15 minutes

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

Conference 30x24      Obs. Rm. Seats 22

Conference 40x30      Obs. Rm. Seats 14

**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

Holli Epstein, Director

Location: Office building

Distance from airport: 5 minutes

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

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. 163)

**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, 1/10R, TK, TKO, MP, VC, VE

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 advertisement on p. 32, 74)

**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: Free standing facility

Distance from airport: 30 miles, 30 minutes

CL, 1/1, 1/10R, TK, TKO, MP

Conference 14x21 Obs. Rm. Seats 15

Multiple 14x21 Obs. Rm. Seats 15

Multiple 28x41 Obs. Rm. Seats 15

**Quick Test/Heakin**

Golf Mill Center  
373 Golf Mill Center  
Niles, IL 60714  
Ph. 847-824-6550  
Fax 847-824-6552  
E-mail: info@quicktest.com  
www.quicktest.com

Location: Shopping mall

1/1

Conference 18x14 Obs. Rm. Seats 8

**Quick Test/Heakin**

Louis Joliet Mall  
1166 Louis Joliet Mall  
Joliet, IL 60431  
Ph. 815-439-2053  
Fax 815-439-2162  
E-mail: info@quicktest.com  
www.quicktest.com

Location: Shopping mall

Conference 17x12 Obs. Rm. Seats 5



## CHICAGO'S PREMIER FOCUS GROUP CENTER

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### State-of-the Art Facility

- Three spacious conference rooms
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- 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.

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1011 East Touhy Ave. • Des Plaines, IL 60018-5808

847-299-6636 • Fax 847-824-3259

email: oif-info@ohareinfofocus.com

www.ohareinfofocus.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.*

**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

**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. 195)

**Schlesinger Associates Chicago, Inc.**

625 N. Michigan Ave., Suite 1500  
 Chicago, IL 60611  
 Ph. 312-587-8100  
 Fax 312-587-8400  
 E-mail: chicago@schlesingerassociates.com  
 www.schlesingerassociates.com  
 Robert Fitzpatrick, Facility Director  
 Location: Office building  
 Distance from airport: 20 miles, 30 minutes  
 CL, 1/1, 1/1OR, TK, MP, VC, VE  
 Multiple 14x16      Obs. Rm. Seats 16  
 Multiple 20x16      Obs. Rm. Seats 16  
 Multiple 20x16      Obs. Rm. Seats 16  
 Multiple 20x16      Obs. Rm. Seats 16  
 (See advertisement on p. 137)

**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: Free standing facility  
 Distance from airport: 15 miles, 20 minutes  
 CL, 1/1, 1/1OR, TK, MP, VC, VE  
 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, VE  
 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. 800-253-9095 or 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: surveycenter@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. 800-253-9095 or 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: info@tragon.com  
 www.tragon.com  
 Carol Sidel, Qual. Account Manager  
 Jeffrey Kenney, Account Manager  
 Location: Office building  
 Distance from airport: 15 miles, 30 minutes  
 1/1, 1/1OR, 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. 111)



## Peoria

### Scotti Research, Inc.

1118 N. Sheridan Rd.  
Peoria, IL 61606  
Ph. 309-673-6194  
Fax 309-673-5942  
E-mail: scotti@a5.com  
Nancy Matheis, President  
Location: Free standing facility  
Distance from airport: 20 miles, 20 minutes  
1/1, 1/10R, TK, TKO  
Conference 20x30 Obs. Rm. Seats 14

## Indiana

## Evansville

### LK Research LLC

4920 Lincoln Ave.  
Evansville, IN 47715  
Ph. 812-485-2160  
Fax 812-485-2164  
E-mail: jknauff@lkresearch.net  
www.lkresearch.net  
Jim Knauff, President  
Location: Office building  
Distance from airport: 5 miles, 10 minutes  
CL, TK  
Conference 16x14 Obs. Rm. Seats 8

### 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

1910 St. Joe Center Rd., Unit 31  
Fort Wayne, IN 46825  
Ph. 260-492-5541 or 734-261-8377 (Hq.)  
Fax 260-492-5542  
E-mail: info@advantageresearch.net  
www.advantageresearch.net  
Darla Kellermeyer, Director of Research  
Location: Free standing facility  
Distance from airport: 15 miles, 20 minutes  
CL, 1/1, 1/10R, MP  
Conference 15x20 Obs. Rm. Seats 10

### Indiana Research Service

8126 Sagimore Court  
Fort Wayne, IN 46835  
Ph. 260-485-2442  
Fax 260-485-1476  
E-mail: ccage@indianaresearch.com  
www.indianaresearch.com  
Chris Cage, General Manager

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and now the Midwest*

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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.

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: Free standing facility

Distance from airport: 80 miles, 90 minutes

Conference 18x13      Obs. Rm. Seats 6

## Indianapolis



Herron Associates, Inc.  
 Opinion and Marketing Research

## 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.

## 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, VE

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.

## 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

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.

## interexchange

9840 Westpoint Dr., Suite 100

Indianapolis, IN 46256-3378

Ph. 317-913-9999

Fax 317-594-1600

E-mail: andrea@interexchanging.com

www.interexchanging.com

Andrea Burow

Location: Office building

Distance from airport: 30 miles, 45 minutes

CL

Conference      Obs. Rm. Seats 10

## North American Insights - Indianapolis

Castleton Square

6020 E. 82nd St., Suite 304

Indianapolis, IN 46236

Ph. 708-747-1100 ext. 11

Fax 708-747-4883

E-mail: sandy@nainsights.com

Sandy Lewis

Location: Shopping mall

Distance from airport: 20 miles, 30 minutes

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

Conference 20x15      Obs. Rm. Seats 10

## 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

Fax 317-843-8584

E-mail: info@walkerinfo.com

www.walkerinfo.com

Barbara Miller, Vice President

Location: Free standing facility

Distance from airport: 20 miles, 20 minutes

CL, 1/1, MP

Conference 17x21      Obs. Rm. Seats 12

Multiple 30x30      Obs. Rm. Seats 50

Conference 17x21      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: Free standing facility

Distance from airport: 10 miles, 15 minutes

CL, 1/1

Conference 20x19      Obs. Rm. Seats 15

## 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  
Bonnie Howard, Vice President  
Location: Free standing facility  
Distance from airport: 10 miles  
1/1, VC  
Conference 16x18 Obs. Rm. Seats 12

## 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

### Essman/Research

100 E. Grand Ave., Suite 340  
Des Moines, IA 50309-1800  
Ph. 515-282-7145  
Fax 515-282-4535  
E-mail: mail@essmanresearch.com  
www.essmanresearch.com  
Deb Stearns, Research Director  
Location: Office building  
Distance from airport: 10 miles, 15 minutes  
CL, 1/1, VC  
Conference 25x19 Obs. Rm. Seats 16

### T.L. Grantham & Associates, Inc.

Park Fair Mall  
100 E. Euclid Ave., Suite 17  
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  
Distance from airport: 15 miles, 20 minutes  
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

## 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 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  
Bill Forker, 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  
Sam McIntosh, Managing Partner  
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

The quality source for market research in the 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.

## Louisville

### Car-Lene Research, Inc.

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

## 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.

**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

Experience quality! Louisville's highest quality research service for 43 years. All of our interviewers are experienced and well trained. The owners of Fangman Research personally supervise all projects. Our facility is located in a professional office building only five minutes from the airport. Call Allen Fangman toll-free at 888-300-1231.

**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 Data Questing, Inc.**

Div. of Wilkerson &amp; 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: Free standing 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: rdavis@personalopinion.org

www.personalopinion.org

Rebecca Davis, Vice President

Location: Free standing facility

Distance from airport: 4 miles, 10 minutes

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

Multiple 24x19      Obs. Rm. Seats 30

Conference 20x17      Obs. Rm. Seats 25

Conference 21x20      Obs. Rm. Seats 21

Louisville is now USA's 16th largest city! Our own building; three big, beautiful focus group rooms with nicely appointed client suites and private patio. All rooms have multiple high-speed Internet access. ActiveGroup videostreaming available. Mock jury trials; CLT's. Professional/medical interviewing specialty. National phone center; PC interviewing; in-house recruiting.

**Southern Research Services of Louisville**

100 Mallard Creek Rd., Suite 200

Louisville, KY 40207

Ph. 502-454-0771

Fax 502-458-5773

E-mail: herman@srsoflouisville.com

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. 140)

**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: Free standing 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: busdevel@wilkersonresearch.com

www.wilkersonresearch.com

German Dillon, Sr. Account Manager

Location: Free standing facility

CL, TK, TKO

Conference 18x24      Obs. Rm. Seats 14

**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: Free standing facility

Distance from airport: 5 miles, 10 minutes

CL, 1/1, TK, MP, VE

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

150 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

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- Experienced moderator on staff

**SOUTHERN RESEARCH SERVICES**

100 Mallard Creek Rd., #200 • Louisville, KY 40207 • Phone: (502) 454-0771

**Gulf View Research, LLC**

Clearview Mall  
4426 Veterans Blvd.  
New Orleans, LA 70006  
Ph. 800-357-8842 or 863-676-3676  
Fax 863-676-0471  
E-mail: gulfstatefla@aol.com  
Tim Villar

Location: Office building  
Distance from airport: 5 miles, 10 minutes  
CL, 1/1, 1/1OR, TK, MP  
Conference 28x24 Obs. Rm. Seats 14  
Conference 22x20 Obs. Rm. Seats 14

**New Orleans Field Services Associates**

257 Bonabel Blvd.  
Metairie, LA 70005-3738  
Ph. 504-833-0641  
Fax 504-834-2005  
E-mail: nofsa@bellsouth.net  
Peggy or Andrea Gereighty  
Location: Free standing 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

**Quick Test/Heakin**

Esplanade Mall  
1401 W. Esplanade  
Kenner, LA 70065  
Ph. 504-464-9188  
Fax 504-464-9936  
E-mail: info@quicktest.com  
www.quicktest.com  
Location: Shopping mall  
1/1, TK  
Conference 18x13 Obs. Rm. Seats 8

**Southern Spectrum Research, Inc.**

1600 Canal St., Suite 400  
New Orleans, LA 70112  
Ph. 504-539-9222  
Fax 504-539-9228  
E-mail: research@southernpectrum.com  
www.southernpectrum.com  
Tea DeCuir  
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

**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: kmorse@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@aimbalt.com  
www.aimresearchnetwork.com  
Kathy Skopinski, V.P. Operations  
Location: Office building  
Distance from airport: 27 miles, 35 minutes  
CL, 1/1, 1/1OR, TK, MP, VC, VE  
Conference 20x28 Obs. Rm. Seats 15  
Conference 16x20 Obs. Rm. Seats 15  
Conference 16x20 Obs. Rm. Seats 6



**Baltimore Research**

8320 Bellona Ave., Suite 100  
Baltimore, MD 21204  
Ph. 410-583-9991  
Fax 410-583-9992  
E-mail: info@baltimoreresearch.com  
www.baltimoreresearch.com  
Jay S. White, CEO  
Location: Office building  
Distance from airport: 21 miles, 30 minutes  
CL, 1/1, 1/1OR, VC  
Conference 14x22 Obs. Rm. Seats 14  
Multiple 14x11 Obs. Rm. Seats 6  
Multiple 26x30 Obs. Rm. Seats 12  
Conference 15x21 Obs. Rm. Seats 9  
Conference 10x15 Obs. Rm. Seats 6

Large and complete database. We specialize in the more difficult to recruit assignments. Our agency is 42 years old and is considered "homelike" by many clients. Excellent recruiting, wonderful "creature comforts" and a caring staff. We service every major industry. Our location is impossible to beat. Our reputation is very solid.  
(See advertisement on p. 141)

Some people believe our focus groups are delicious...  
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**BALTIMORE RESEARCH**

SERVICE ABOVE AND BEYOND  
410.583.9991

**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.

**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, Manager  
 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

**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

**Chesapeake Surveys**

4 Park Center Ct., Suite 100  
 Owings Mills, MD 21117  
 Ph. 410-356-3566  
 Fax 410-581-6700  
 E-mail: admin@chessurv.com  
 www.chesapeakesurveys.com  
 Linda Bliss  
 Location: Office building  
 Distance from airport: 25 miles, 30 minutes  
 CL, 1/1, 1/1OR, TK, MP, VC, VE  
 Conference 16x18      Obs. Rm. Seats 12  
 Conference 16x18      Obs. Rm. Seats 12  
 Conference 18x23      Obs. Rm. Seats 12  
 (See advertisement on p. 143)

**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

**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, 1/1OR, TK, TKO, MP, VC  
 Conference 20x40      Obs. Rm. Seats 20  
 Conference 20x23      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: baltimore@housemarketresearch.com  
 www.housemarketresearch.com  
 Karen House Sapp  
 Lisa Lipo  
 Location: Office building  
 Distance from airport: 10 miles, 15 minutes  
 CL, 1/1, 1/1OR, TK, MP, VC, VE  
 Conference 26x22      Obs. Rm. Seats 26  
 Conference 24x22      Obs. Rm. Seats 15  
 Conference 24x20      Obs. Rm. Seats 12  
 Conference 26x24      Obs. Rm. Seats 20  
 Conference 24x22      Obs. Rm. Seats 15

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- ◆ Focus Groups
- ◆ In-Depth Interviews/  
One-on-one  
Interviews
- ◆ Real-Time Web  
Evaluations
- ◆ Consumers
- ◆ Business to Business
- ◆ Medical
- ◆ Web Cast
- ◆ Client Lounge  
Overlooks  
Downtown Baltimore



Focus Group Suite



Observation Room

410-332-0400

www.ObservationBaltimore.com

House Market Research Inc. is not only the best field service in the Washington metropolitan area, but also the largest. With offices in the DC Metro and Baltimore areas, we offer eight luxurious conference suites, some seating 28 clients and 48 respondents, technically advanced audio/video systems - viewing rooms with ISDN access - tiered seating - kitchen facilities - FVN videoconferencing - salaried recruiters - PC and Mac computers and most importantly - integrity in all we do.

**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. 142)

**Quick Test/Heakin**

Owings Mills Town Center  
10300 Mill Run Circle, Suite 1155  
Owings Mills, MD 21117  
Ph. 410-998-3939  
Fax 410-998-3555  
E-mail: info@quicktest.com  
www.quicktest.com  
Location: Shopping mall  
1/1, TK  
Conference 18x12 Obs. Rm. Seats 6

**Quick Test/Heakin**

White Marsh Mall  
8200 Perry Hall Blvd., Suite 1045  
Baltimore, MD 21236  
Ph. 410-933-9400  
Fax 410-933-9440  
E-mail: info@quicktest.com  
www.quicktest.com  
Location: Shopping mall  
1/1, TK  
Conference 18x14 Obs. Rm. Seats 5

**Massachusetts****Boston****Bernett Research Services, Inc.**

1505 Commonwealth Ave.  
Boston, MA 02135  
Ph. 617-746-2600  
Fax 617-746-2609  
E-mail: andrew@Bennett.com  
www.bennett.com  
Andrew Hayes  
Location: Office building  
Distance from airport: 7 miles, 35 minutes  
CL, 1/1, 1/10R, TK, TKO, MP, VC, VE  
Conference 20x17 Obs. Rm. Seats 15  
Multiple 20x17 Obs. Rm. Seats 15  
Conference 20x17 Obs. Rm. Seats 14  
Conference 25x25 Obs. Rm. Seats 20  
(See advertisement on p. 145)

**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, 1/10R, TK, VC  
Conference 12x27 Obs. Rm. Seats 15  
Conference 12x27 Obs. Rm. Seats 15

# BALTIMORE. A FRESH MARKET FOR YOUR NEXT FOCUS GROUP.

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But you can sample more than seafood in Baltimore. You can tap into the city's fresh and rich demographic diversity in your next focus group. Chesapeake Surveys can help. Here's some of what we have to offer:

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- Executive, Medical & Consumer recruiting which also includes the 2% incidence projects.
- Accurate and proper recruiting done in-house. Computerized database of more than 10,000 households and growing all the time.
- All specs are met to your qualifications and rescreened prior to the group.
- Telephone interviewing is completely supervised at all times.

- 25 line phone center complete with on & off premise telephone monitoring capabilities.
- 25 full & part time trained interviewers using the MRA Video taped training program.
- Executive & extensive medical indepth 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

Chesapeake Survey is a member of GroupNet/Focus Vision videoconferencing network and is a div. of Migliara/Kaplan, Inc. an NFO Worldwide Company



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.

## Cambridge Focus

600 Memorial Dr.  
Cambridge, MA 02139-4814  
Ph. 617-494-0310  
Fax 617-494-0910  
E-mail: details@cambridgefocus.com  
www.cambridgefocus.com  
Lloyd Simon, Director  
Location: Office building  
Distance from airport: 5 miles, 20 minutes  
1/1, 1/1OR, MP, VC, VE  
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

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## Car-Lene Research, Inc.

Silver City Galleria  
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

## Cogent Research, LLC

2 Tyler Court  
Cambridge, MA 02140  
Ph. 617-441-9944  
Fax 617-441-9966  
E-mail: wharris@cogentresearch.com  
www.cogentresearch.com  
Walt Harris, Managing Director  
Location: Office building  
Distance from airport: 15 miles, 30 minutes  
Conference      Obs. Rm. Seats 12

## Copley Focus Centers

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: 4 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

## Copley Focus Centers

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

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*. . . We invite you to consider*

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Larry Jenkins  
781-356-7318

John Zabierek  
617-946-0755

Paul Schricker  
781-246-0250

Joe Santos  
781-246-0250

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- Executive interviewers on staff
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**Focus on Boston. . . A Marketing Service Company**

Corporate Offices: 30 Rows Wharf  
Boston, MA 02110

Dr. Leslie M. Harris, Founder and Chairman

617-946-0755

www.FocusOnBoston.com



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RESEARCH

www.bernett.com  
info@bernett.com

Bernett Research Services  
1505 Commonwealth Ave.  
Boston, MA 02135  
617-746-2600

## 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.

**Cunningham Field & Research Service**

Natick Mall  
 1245 Worcester St., Suite 1004  
 Natick, MA 01760-1553  
 Ph. 386-677-5644  
 Fax 386-677-5534  
 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 Discovery - NQN  
 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

**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 20  
 Conference 19x17      Obs. Rm. Seats 15  
 Conference 19x19      Obs. Rm. Seats 18  
 Conference 26x24      Obs. Rm. Seats 30  
 (See advertisement on the Back Cover)

FOCUS  
ON  
BOSTON

A Focus Group &amp; Video Conference Center

**Focus On Boston**

30 Rowes Wharf  
 Boston, MA 02110  
 Ph. 617-946-0755  
 Fax 617-946-0850  
 E-mail: john@focusonboston.com  
 www.focusonboston.com

Leslie M. Harris, Ph.D., Founder  
 John Zabierek, Vice President  
 Location: Office building  
 Distance from airport: 2 miles, 8 minutes  
 CL, 1/1, 1/1OR, TK, MP, VC, VE  
 Conference 20x20      Obs. Rm. Seats 14  
 Conference 20x22      Obs. Rm. Seats 15  
 Conference 20x20      Obs. Rm. Seats 20  
 Conference 12x08      Obs. Rm. Seats 8  
 (See advertisement on p. 144)

**Focus On Boston (High Tech Center)**

75 Third Ave.  
 (opposite the Westin Hotel)  
 Waltham, MA 02451  
 Ph. 617-946-0755  
 Fax 617-946-0850  
 E-mail: john@focusonboston.com  
 www.focusonboston.com  
 John Zabierek, Vice President  
 Location: Office building  
 Distance from airport: 10 miles, 20 minutes  
 CL, TK, MP, VC  
 Conference 20x30      Obs. Rm. Seats 20  
 (See advertisement on p. 144)

**Focus On Boston (Suburban)**

South Shore Executive park  
 Braintree, MA 02184  
 Ph. 781356-7318  
 Fax 781-849-7409  
 E-mail: larry@focusonboston.com  
 www.focusonboston.com  
 Larry Jenkins, Sr. Vice President  
 Location: Office building  
 Distance from airport: 10 miles, 20 minutes  
 CL, 1/1, 1/1OR, TK, MP, VC  
 Conference 20x20      Obs. Rm. Seats 14  
 Conference 20x20      Obs. Rm. Seats 14  
 Conference 20x20      Obs. Rm. Seats 14  
 (See advertisement on p. 144)

FOCUS



FOCUS POINTE

**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: info@focuspointe.net  
 www.focuspointe.net  
 Ellen Klein, Facility Director  
 Location: Office building  
 Distance from airport: 2 miles, 10 minutes  
 CL, 1/1, 1/1OR, TK, MP, VC, VE  
 Multiple 21x16      Obs. Rm. Seats 20  
 Multiple 20x15      Obs. Rm. Seats 20  
 Multiple 20x16      Obs. Rm. Seats 20  
 Multiple 15x19      Obs. Rm. Seats 20

Located in the heart of Boston, Focus Pointe has

four conference rooms with tiered client viewing and private lounges. For over 14 years Focus Pointe has provided expert, in-house recruiting of consumers, medical professionals and business executives and national tele-depth studies. Our facilities in Philadelphia, Boston, Manhattan and North Jersey offer ActiveGroup, Web site usability lab and FocusVision™.  
 (See advertisement on p. 185)

**National Field & Focus, Inc.**

190 N. Main  
 Natick, MA 01760  
 Ph. 508-655-1926  
 Fax 508-655-0096  
 E-mail: info@nationalfieldandfocus.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: boston@nqc-focus.com  
 www.nqc-focus.com  
 Scott Januzzi, Operations Manager  
 Location: Office building  
 Distance from airport: 3 miles, 20 minutes  
 CL, 1/1, 1/1OR, TK, VC, VE  
 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: kstahl@pathfinderresearch.com  
 www.pathfinderresearch.com  
 Karen Daily Stahl, Partner  
 Location: Office building  
 Distance from airport: 25 miles, 40 minutes  
 CL, MP  
 Conference 18x13      Obs. Rm. Seats 7

#### 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, 1/10R, TK, VC  
Conference 15x20 Obs. Rm. Seats 15  
Conference 15x20 Obs. Rm. Seats 15  
Conference 10x10 Obs. Rm. Seats 12

#### Schlesinger Associates Boston, Inc.

31 Saint James Ave., Suite 930  
Boston, MA 02116  
Ph. 617-542-5500  
Fax 617-542-5590  
E-mail: boston@schlesingerassociates.com  
www.schlesingerassociates.com  
Teri Lyn Hawley, Facility Director  
Location: Office building  
Distance from airport: 8 miles, 15 minutes  
CL, 1/1, 1/10R, TK, MP, VC, VE  
Multiple 21x16 Obs. Rm. Seats 16  
Multiple 22x16 Obs. Rm. Seats 16  
Multiple 22x16 Obs. Rm. Seats 16  
Multiple 14x16 Obs. Rm. Seats 16  
(See advertisement on p. 147)

## Michigan

### Ann Arbor

(See Detroit)

### 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: info@advantageresearch.net  
www.advantageresearch.net  
David Sokolowski, President  
Location: Free standing facility  
Distance from airport: 10 miles, 20 minutes  
CL, 1/1, TK  
Multiple 20x20 Obs. Rm. Seats 20

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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.

**Consumer Insights, Inc.**

5455 Corporate Dr., Suite 120  
 Troy, MI 48098  
 Ph. 866-952-1600  
 Fax 866-952-1883  
 E-mail: quotes@consumerinsightsinc.com  
 Melanie Sorlien, Project Manager  
 Location: Office building

**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: 35 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: Free standing 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: Free standing 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. 386-677-5644  
 Fax 386-677-5534  
 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@friedmanmktg.nopworld.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: tjiles@gongos.com  
 www.gongos.com  
 Tonya Jiles  
 Location: Office building  
 Distance from airport: 30 miles, 45 minutes  
 CL  
 Multiple 26x18      Obs. Rm. Seats 16  
 (See advertisement on p. 149)

**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@morpacem.com  
 www.morpacem.com  
 Amie Saltzman, Project Director  
 Location: Office building  
 Distance from airport: 25 miles, 40 minutes  
 CL, 1/1, 1/1OR, TK, MP, VC, VE  
 Conference 18x22      Obs. Rm. Seats 14  
 Conference 21x28      Obs. Rm. Seats 20  
 Conference 38x28      Obs. Rm. Seats 14  
 (See advertisement on p. 151)

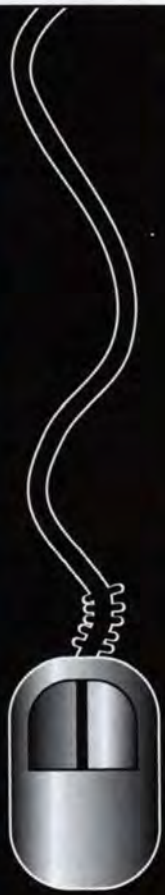
**Opinion Search**

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: Office building  
 Distance from airport: 20 miles, 25 minutes  
 CL, 1/1, 1/1OR, TK  
 Multiple 16x18      Obs. Rm. Seats 20  
 Conference 12x18      Obs. Rm. Seats 12

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Bloomfield Hills, MI 48304**

**Phone: 248-205-9500**

**Fax: 248-205-9501**

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<http://www.gongos.com>**

*For more information contact  
Tonya Jiles*

## 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.

**Quick Test/Heakin**

Macomb Mall

32441 Gratiot, Suite 440

Roseville, MI 48066

Ph. 586-294-3232

Fax 586-294-3759

E-mail: info@quicktest.com

www.quicktest.com

Location: Shopping mall

1/1, TK

Conference 18x12      Obs. Rm. Seats 12

Conference 18x12      Obs. Rm. Seats 6

**RDA Group**450 Enterprise Court  
Bloomfield Hills, MI 48302

Ph. 248-332-5000

Fax 248-332-4168

E-mail: focusgroup@rdagroup.com

www.rdagroup.com

Maryann Sanders, Sr. Project Director

Location: Free standing facility

Distance from airport: 30 miles, 30 minutes

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

Conference 20x21      Obs. Rm. Seats 20

Conference 18x18      Obs. Rm. Seats 18

**Shifrin-Hayworth**

20300 Civic Center Dr., Suite 207

Southfield, MI 48076

Ph. 248-223-0020 or 800-559-5954

Fax 248-223-0038

E-mail: research@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, MP, VC, VE

Conference 26x16      Obs. Rm. Seats 20

Conference 25x16      Obs. Rm. Seats 15

Conference 27x27      Obs. Rm. Seats 15

**Stander Research Associates, Inc.**

26701 Harper Ave.

St. Clair Shores, MI 48081

Ph. 586-778-8910

Fax 586-778-2938

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, VE

Conference 14x27      Obs. Rm. Seats 15

**Grand Rapids****Advantage Western Michigan Research, Inc.**

6159 28th St. S.E.

Grand Rapids, MI 49546

Ph. 616-949-8724 or 734-261-8377 (Hq.)

Fax 616-949-8511

E-mail: info@advantageresearch.net

www.advantageresearch.net

Stacey Bell, Director of Research

Location: Office building

Distance from airport: 3 miles, 5 minutes

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

Conference 18x30      Obs. Rm. Seats 14

**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

**Nordhaus Research, Inc.**

3226 28th St. S.E.

Grand Rapids, MI 49512

Ph. 248-827-2400 ext.2 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: Free standing facility

Distance from airport: 13 miles, 18 minutes

Conference 18x18      Obs. Rm. Seats 6

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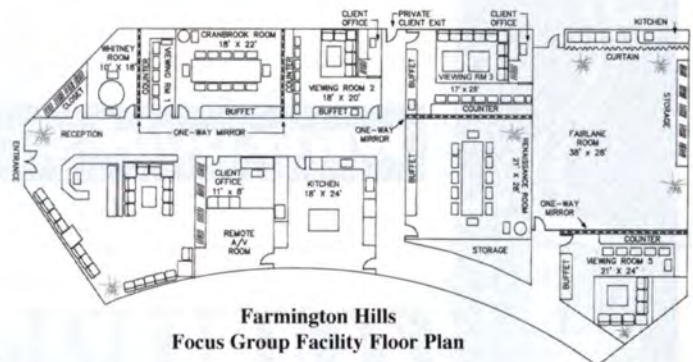
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- STATE-OF-THE-ART TECHNOLOGY includes broadcast quality video equipment with time code capabilities, LCD data projectors, full-duplex Polycom<sup>®</sup> SoundStation<sup>®</sup>, high-speed Internet connection, cable TV access, electronic whiteboard, Perception Analyzers<sup>®</sup>.
- MEMBER FocusVision<sup>™</sup> providing videoconferencing, videostreaming, VideoMaker<sup>™</sup>.
- FULL-SERVICE KITCHEN, gourmet catering.
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- HOLLYWOOD HOUSE STUDIO, state-of-the-art focus group facility in London, UK. Provides Polycom<sup>®</sup> videoconferencing
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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.

**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  
 Rachele Souser Neal, President  
 Location: Free standing 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 Rodriquez, Manager  
 Location: Shopping mall  
 Distance from airport: 17 miles  
 1/1, 1/1OR, TK  
 Conference 10x07      Obs. Rm. Seats 2

**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

**Comprehensive Research**

1740 N. Rice St., lower level  
 St. Paul, MN 55113  
 Ph. 651-489-3200  
 Fax 651-489-5413  
 E-mail: craig@crinc.org  
 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@attglobal.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. 386-677-5644  
 Fax 386-677-5534  
 E-mail: MINM@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. 386-677-5644  
 Fax 386-677-5534  
 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, VE  
 Conference 20x20      Obs. Rm. Seats 15  
 Conference 20x18      Obs. Rm. Seats 12  
 (See advertisement on p. 155)

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**Discovery - National Qualitative Network**

Minneapolis Discovery - NQN  
 Skyline Square Professional Building  
 12940 Harriet Ave. S.  
 Burnsville, MN 55337  
 Ph. 952-894-5868  
 Fax 952-894-8270  
 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

**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, VE  
 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)

**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, VE  
 Multiple 21x22 Obs. Rm. Seats 16  
 Conference 21x22 Obs. Rm. Seats 16  
 Conference 21x22 Obs. Rm. Seats 16  
 (See advertisements on pp. 91, 153)

**Focus Market Research, Inc.**

4956 Lincoln Dr.  
 Minneapolis, MN 55436  
 Ph. 612-869-8181  
 Fax 612-869-8109  
 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. 91, 153)

**Friedman Marketing Services**

Consumer Opinion Center  
 Burnsville Center Mall  
 1178 Burnsville Center, Suite 25  
 Burnsville, MN 55306  
 Ph. 952-892-5383 or 914-698-9591  
 Fax 612-898-2940  
 E-mail: gvigeant@friedmanmktg.nopworld.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., 5th floor  
 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, TK  
 Multiple 24x20 Obs. Rm. Seats 16  
 Multiple 22x18 Obs. Rm. Seats 10  
 Multiple 23x18 Obs. Rm. Seats 20  
 Multiple 22x22



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 F: 612.869.8109

minneapolis@focusmarketresearch.com

**PHOENIX**

P: 480.874.2714  
 F: 480.874.1714

phoenix@focusmarketresearch.com

[www.focusmarketresearch.com](http://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.

### 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



### Market Resource Associates, Inc.

**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, VE  
 Multiple 28x18 Obs. Rm. Seats 22  
 Multiple 22x20 Obs. Rm. Seats 16  
 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, QRCA.  
 (See advertisement on p. 154)

### 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: gbelkengren@cjolson.com  
 www.cjolson.com  
 Gayle Belkengren, Vice 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.

5001 W. 80th St.  
 Suite 715 Southgate Office Plaza  
 Bloomington, 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

### Quick Test/Heakin

Mall of America  
 300 E. Broadway  
 Bloomington, MN 55425  
 Ph. 952-854-3535  
 Fax 952-854-4375  
 E-mail: info@quicktest.com  
 www.quicktest.com  
 Location: Shopping mall  
 1/1, TK  
 Conference 12x20 Obs. Rm. Seats 9



### Market Resource Associates, Inc. The Information Opportunists

#### Research



#### Validation

#### Confidence

### With Our Great Minneapolis/St. Paul Location and 12 Years of Experience — From Kids to Grandmas, MRA Can Help.

#### Our Facility

- 2 luxurious focus group suites with lounges and bi-level viewing
- Larger room with demonstration area
- 1 one-on-one room — living room style
- 28 station on-site recruiting center
- Full concierge service

#### Who We Recruit

- Consumers, business-to-business
- Ethnic recruits (like . . . Native American, Hmong, African American, Hispanic)
- Difficult recruits (like . . . edgy teens, gay, sensitive patient issues, social issues)
- Mock juries

#### Try Our Multi-City Project Management Program

- North American Facilities Management — 800-795-3056
- One contact point for moderator
- Daily recruit grid reporting for each city
- Incentive coordination
- Travel assistance
- Flexible credit programs

You only need to make one call, we do the rest from quoting to paying the final bills.

Take a tour of our facility at [www.mraonline.com](http://www.mraonline.com)



**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](http://www.mraonline.com)  
[john.cashmore@mraonline.com](mailto:john.cashmore@mraonline.com) or [ryan.fraze@mraonline.com](mailto:ryan.fraze@mraonline.com)

# Rise Above the Rest.



Qualitative research is all about seeing issues from a high level and using that information to make critical business decisions. At Delve, we have almost thirty years of experience and have a great perspective on helping you connect with your customers. Whether your project is in one city with one methodology or utilizing multiple field offices and multiple methodologies, we can help you understand the big picture.

Delve creates and fosters environments for dynamic dialogues between marketers and customers. Whether they be face-to-face, voice-to-voice or technology-based settings like the Web, we are committed to providing the best in the business.

Call your Delve representative today and we'll help you take the quality of your research to new heights!

Focus Groups  
Pre-Recruits  
Web Surveys  
Telephone Interviews  
Central Location Testing  
Taste Tests  
Interactive Voice Response

**[www.delve.com](http://www.delve.com)**  
**800-325-3338**

Appleton, WI  
Atlanta  
Chicago  
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Dallas  
Kansas City  
Los Angeles  
Minneapolis

Philadelphia  
Phoenix  
Seattle  
St. Louis



## 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.

**Quick Test/Heakin**

Ridgedale Mall  
 12745 Wayzata Blvd.  
 Minnetonka, MN 55305  
 Ph. 952-512-3838  
 Fax 952-512-0011  
 E-mail: info@quicktest.com  
 www.quicktest.com  
 Location: Shopping mall  
 1/1, TK  
 Conference 13x20      Obs. Rm. Seats 32

**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  
 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 corporate research departments have relied upon for 25 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.

**Mississippi****Jackson****Focus One, Inc.**

1501 Lakeland Dr., Suite 351  
 Jackson, MS 39216  
 Ph. 601-362-8810  
 Fax 601-362-8820  
 E-mail: lharmon@focus-one-inc.com  
 www.focus-one-inc.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@friedmanmktg.nopworld.com  
 www.friedmanmktg.com  
 Ruth Davis, Manager  
 Location: Shopping mall  
 Distance from airport: 15 miles  
 TK  
 Conference 10x15      Obs. Rm. Seats 6

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

Bannister Mall  
 5600 E. Bannister Mall, Store #34  
 Kansas City, MO 64137  
 Ph. 816-767-8300  
 Fax 816-761-0100  
 E-mail: kansascity@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

**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, 1/1OR, TK, MP, VE  
 Conference 20x19      Obs. Rm. Seats 18  
 Conference 21x21      Obs. Rm. Seats 10  
 (See advertisement on p. 155)

**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, 1/1OR  
 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: Free standing facility  
 Distance from airport: 35 miles, 45 minutes  
 CL, 1/1, 1/1OR, 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: donweston@marketresearchinstitute.com  
 www.marketresearchinstitute.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

**Quick Test/Heakin**

1026 Independence Center  
 Independence, MO 64057  
 Ph. 816-795-0706  
 Fax 816-795-1416  
 E-mail: info@quicktest.com  
 www.quicktest.com  
 Location: Shopping mall  
 1/1, TK  
 Conference 14x20      Obs. Rm. Seats 6

**Quick Test/Heakin**

The Great Mall of the Great Plains  
 20383 W. 151st St.  
 Olathe, KS 66061  
 Ph. 913-782-5110  
 Fax 913-782-5506  
 E-mail: info@quicktest.com  
 www.quicktest.com  
 Location: Shopping mall  
 1/1, TK  
 Conference 15x15      Obs. Rm. Seats 8

## 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

### 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  
Steve Lemon, V.P. Operations  
Location: Office building  
Distance from airport: 11 miles, 20 minutes  
CL, 1/1, TK, MP  
Multiple 20x20 Obs. Rm. Seats 10  
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, 1/10R, 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: 8 miles, 10 minutes  
CL, 1/1, 1/10R, TK  
Conference 16x22 Obs. Rm. Seats 12

### Cunningham Field & Research Service

St. Claire Square Mall  
134 St. Claire Square, #125  
Fairview Heights, IL 62208  
Ph. 386-677-5644  
Fax 386-677-5534  
E-mail: STLO@cunninghamresearch.com  
www.cunninghamresearch.com  
Location: Shopping mall  
Distance from airport: 45 miles, 60 minutes  
1/1, 1/10R, 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, 1/10R, TK, MP, VC, VE  
Conference 22x18 Obs. Rm. Seats 14  
Conference 22x19 Obs. Rm. Seats 14  
Conference 23x20 Obs. Rm. Seats 23  
(See advertisement on p. 155)

### 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: Free standing facility  
Distance from airport: 10 miles, 15 minutes  
CL, 1/1, MP  
Conference 20x22 Obs. Rm. Seats 20

## Only one company could top Superior Surveys of St. Louis . . . WE JUST DID IT!!



**S**uperior 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.**

**A**nd 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. **PI-US 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.

Superior Surveys of St. Louis, Inc.  
10403 Clayton Road  
St. Louis, Missouri 63131  
(314) 692-2699 (800) 325-4982

**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.*

**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, VE  
 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@mhorizons.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

**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

**The Planning Center**

Richard Hunter Associates  
 7710 Carondelet, Suite 303  
 St. Louis, MO 63105  
 Ph. 314-863-6660  
 Fax 314-863-6708  
 E-mail: inquiry@theplanningcenter.net  
 www.theplanningcenter.net  
 Jan Hunter, Partner  
 Location: Office building  
 Distance from airport: 8 miles, 15 minutes  
 CL, 1/1  
 Conference 27x17      Obs. Rm. Seats 10

**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. 157)

**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: bids@brylesresearch.com  
 www.brylesresearch.com  
 Scott Bryles, Dir. of Operations  
 Location: Shopping mall  
 Distance from airport: 8 miles, 20 minutes  
 1/1, 1/1OR, TK, MP  
 Conference 13x15      Obs. Rm. Seats 8

**Nebraska**

**Omaha**

**Cunningham Field & Research Service**

Crossroads Mall  
 7400 Dodge St., Suite B-2  
 Omaha, NE 68114  
 Ph. 386-677-5644  
 Fax 386-677-5534  
 E-mail: omah@cunninghamresearch.com  
 www.cunninghamresearch.com  
 Location: Shopping mall  
 Distance from airport: 25 miles, 35 minutes  
 1/1, 1/1OR, TK, VC, VE  
 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: worick@mwsurvey.com  
 www.mwsurvey.com  
 Elaine Bosilevac, General Manager  
 Location: Free standing facility  
 Distance from airport: 15 miles, 30 minutes  
 CL, 1/1, 1/1OR, TK, VE  
 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. 386-677-5644  
 Fax 386-677-5534  
 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

**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, VE  
 Multiple 26x20      Obs. Rm. Seats 15  
 Multiple 26x20      Obs. Rm. Seats 15  
 Multiple 26x20      Obs. Rm. Seats 15  
 Theater 40x40      Obs. Rm. Seats 15  
 (See advertisement on p. 159)

**MRCGroup Research Institute**

dba MRCGroup Preview Studio  
 The Venetian Grand Canal Shoppes  
 3355 Las Vegas Blvd. S.  
 Las Vegas, NV 89109  
 Ph. 702-734-7511  
 Fax 702-734-7598  
 E-mail: research@mrcgroup.com  
 www.mrcgroup.com  
 Glynis Giangrande, Dir. of Client Services  
 Location: Shopping mall  
 Distance from airport: 5 miles, 10 minutes  
 CL, VC, VE  
 22x24      Obs. Rm. Seats 8  
 22x24      Obs. Rm. Seats 8  
 Multiple 19x25      Obs. Rm. Seats 8  
 Multiple 20x24      Obs. Rm. Seats 8  
 (See advertisement on p. 159)

**QMark Research & Polling**

289 Pilot Rd., Suite B  
Las Vegas, NV 89119  
Ph. 702-253-0314  
Fax 702-253-7993  
E-mail: mholland@starrtech.com  
www.starrtech.com  
Location: Free standing facility  
Distance from airport: 5 miles, 5 minutes  
1/1, 1/10R, MP, VC, VE  
Conference 17x17 Obs. Rm. Seats 9

**New Hampshire****Concord****Cunningham Field & Research Service**

Steeplegate Mall  
270 Loudon Rd., Suite 1164  
Concord, NH 03301  
Ph. 386-677-5644  
Fax 386-677-5534  
E-mail: CONC@cunninghamresearch.com  
www.cunninghamresearch.com  
Location: Shopping mall  
Distance from airport: 25 miles, 45 minutes  
1/1, 1/10R, 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, 1/10R  
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@cs.com  
Rosemarie Hatin  
Location: Office building  
Distance from airport: 8 miles, 15 minutes  
1/1, 1/10R, TK, MP  
Conference 26x16 Obs. Rm. Seats 20  
Conference 12x14 Obs. Rm. Seats 6

**MRC GROUP**  
RESEARCH INSTITUTE**Las Vegas' #1 Rated Focus Group Facility**

- ◆ 3 Celebrity Focus Group Suites
- ◆ 48-Seat Media Testing Theatre
- ◆ Wireless Behavioral Response Dials
- ◆ Private Client Lounges with closed circuit TV
- ◆ Separate Client Offices
- ◆ Video Conferencing / Streaming Media
- ◆ Tiered Viewing room with Surround Sound
- ◆ Product Placement Specialists
- ◆ On-Site division - uniformed personnel
- ◆ In-house Recruiting

Where your margin of error is Zero.

101 Convention Center Dr. Plaza 125 ◆ Las Vegas, Nevada 89109

Phone: (702) 734-7511 ◆ Toll Free: 1-800-820-0166 ◆ www.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.

## 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: Free standing 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



**ASSISTANCE IN MARKETING**  
RESEARCH SERVICES NETWORK

#### 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, VE  
Conference 20x20      Obs. Rm. Seats 20  
Conference 19x17      Obs. Rm. Seats 15  
Conference 18x18      Obs. Rm. Seats 15  
Conference 18x16      Obs. Rm. Seats 10

Top-rated qualitative facility located 10 minutes from GW Bridge, Manhattan. Four spacious suites, seating 25. State-of-the-art audio, video, and computer capabilities. Strict adherence to specs, highly monitored in-house recruitment, database continually purged and updated with new respondents. Redecorated October 2002. Owner-operated, competitively priced.

#### 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: ibing@focusgroupnj.com  
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, VE  
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

#### 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, 1/1OR, TK, TKO  
Conference 15x16      Obs. Rm. Seats 12



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- Precise Recruiting



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Email: gra@glickmanresearch.com

Visit us on the Web: www.glickmanresearch.com



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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.

### Cunningham Field & Research Service

Raceway Mall  
3710 Rte. 9, Suite 238A  
Freehold, NJ 07728  
Ph. 386-677-5644  
Fax 386-677-5534  
E-mail: FREE@cunninghamresearch.com  
www.cunninghamresearch.com  
Location: Shopping mall  
Distance from airport: 45 miles, 60 minutes  
1/1, 1/1OR, TK, MP, VC  
Conference 22x12      Obs. Rm. Seats 5

### Cunningham Field & Research Service

Focus/CLT Facilities  
1140 Parsippany Blvd.  
Parsippany, NJ 07054  
Ph. 386-677-5644  
Fax 386-677-5534  
E-mail: PARS@cunninghamresearch.com  
www.cunninghamresearch.com  
Location: Office building  
Distance from airport: 20 miles, 35 minutes  
CL, 1/1, 1/1OR, 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 Discovery - NQN/Metromarket  
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

### Fieldwork East, Inc.

2 Executive Dr., Suite 800  
Fort Lee, NJ 07024  
Ph. 201-585-8200  
Fax 201-585-0096  
E-mail: info@ftee.fieldwork.com  
www.fieldwork.com  
Sandy Starr or Barbara Meeks, President  
Location: Office building  
Distance from airport: 15 miles, 35 minutes  
CL, 1/1, 1/1OR, TK, VC  
Conference 23x21      Obs. Rm. Seats 30  
Conference 20x20      Obs. Rm. Seats 30  
Conference 20x21      Obs. Rm. Seats 30  
Conference 24x22      Obs. Rm. Seats 30  
Conference 16x14      Obs. Rm. Seats 10  
(See advertisement on the Back Cover)

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As a research professional, you have lots to think about without worrying about facility details.

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- Private client business center and separate client entrance
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- 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





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- Ask about our online survey capabilities



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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.



**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: info@focuspointe.net  
 www.focuspointe.net

Janis Wagman, Facility Director  
 Location: Office building  
 Distance from airport: 18 miles, 30 minutes  
 CL, 1/1, 1/1OR, MP, VC, VE  
 Multiple 18x20      Obs. Rm. Seats 20  
 Multiple 18x18      Obs. Rm. Seats 20  
 Multiple 15x18      Obs. Rm. Seats 15

Our Teaneck, NJ facility is just 30 minutes from Midtown and has three spacious conference rooms with comfortable client viewing rooms. For over 14 years Focus Pointe has provided expert, in-house recruiting of consumers, medical professionals and business executives and national tele-depth studies. Our facilities in Philadelphia, Boston, Manhattan and New Jersey offer ActiveGroup, Web site usability lab and FocusVision™.  
 (See advertisement on p. 185)

**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: gary@focusworldint.com  
 www.focusworldint.com  
 Gary Eichenholtz, CEO/CFO  
 Location: Free standing facility  
 Distance from airport: 20 miles, 35 minutes  
 CL, 1/1, 1/1OR, TK, TKO, MP, VC  
 Conference 18x24      Obs. Rm. Seats 15  
 Conference 16x18      Obs. Rm. Seats 8

Full-service field service providing qualitative and quantitative research domestically and internationally. On-site: two newly remodeled focus suites, equipped with laptop, printers, Internet access 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", guaranteed! Full test kitchen facilities. Paris, France office for European studies. Call today for a competitive quote.

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200 Valley Rd., Suite 405  
 Mt. Arlington, NJ 07856  
 Ph. 973-601-0111  
 Fax 973-601-0109  
 E-mail: michael@fc4research.com  
 www.fc4research.com  
 Location: Office building  
 Distance from airport: 30 miles, 45 minutes  
 CL, VE  
 Multiple 20x20      Obs. Rm. Seats 14  
 (See advertisement on p. 161)

**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.  
 (See advertisement on p. 160)

**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, 1/1OR  
 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  
 www.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, VE  
 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. 162)

**Mid-America Research**

Livingston Mall  
 131 Livingston Mall  
 Livingston, NJ 07039  
 Ph. 973-740-1566 or 847-392-0800  
 Fax 973-740-0569  
 E-mail: livingston@midamr.com  
 www.midamr.com  
 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

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- CATI/CFMC Specialists
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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 Obsv. Rm.  
 Conference - Conference-Style Room  
 Living - Living Room-Style Room  
 Multiple - Both Styles  
 Room dimensions, when stated, are shown in feet.

**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

**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, 20 minutes  
 1/1, 1/1OR, TK, MP, VC  
 Conference 15x16      Obs. Rm. Seats 18  
 Conference 16x20      Obs. Rm. Seats 22

**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: Free standing 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. 800-220-3067 or 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  
 Paula Wozniak, Director  
 Location: Office building  
 Distance from airport: 30 minutes  
 CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE  
 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. 163)



**Q Research Solutions, Inc.**

Renaissance Corporate Center  
 3548 Rte. 9 S., 2nd fl.  
 Old Bridge, NJ 08857  
 Ph. 732-952-0000  
 Fax 732-952-0001  
 E-mail: laurelm@whoisq.com  
 www.whoisq.com  
 Beth Prevost  
 Location: Office building  
 Distance from airport: 25 miles, 40 minutes  
 CL, 1/1, 1/1OR, VC  
 Conference 22x14      Obs. Rm. Seats 12  
 (See advertisement on p. 165)

**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: Free standing 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.

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Woodbridge Center  
 195 Woodbridge Center Dr., Suite 195  
 Woodbridge, NJ 07095  
 Ph. 732-326-9779  
 Fax 732-326-9646  
 E-mail: info@quicktest.com  
 www.quicktest.com  
 Location: Shopping mall  
 1/1, TK  
 Conference 20x15      Obs. Rm. Seats 12  
 Conference 14x09      Obs. Rm. Seats 6

**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, VE  
 Multiple 16x20      Obs. Rm. Seats 16  
 Multiple 16x16      Obs. Rm. Seats 16  
 Multiple 16x24      Obs. Rm. Seats 16  
 Multiple 16x24      Obs. Rm. Seats 16  
 Multiple 16x24      Obs. Rm. Seats 16  
 (See advertisement on p. 167)

**Suburban Associates**

579 Franklin Tpke.  
 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, VE  
 Conference 16x18      Obs. Rm. Seats 15  
 Conference 16x18      Obs. Rm. Seats 15  
 Multiple 16x25      Obs. Rm. Seats 15

**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: 18 miles, 20 minutes  
CL, TK, MP, VC, VE  
Conference 18x18 Obs. Rm. Seats 15  
Conference 16x18 Obs. Rm. Seats 12  
Conference 20x20 Obs. Rm. Seats 15

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, off-site interviewing. 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@taurasresearch.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

### **Trenton/Southern New Jersey**



### **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: acarpenner@groupdynamics-nj.com  
www.groupdynamics.com  
Merle Holman, CEO

Location: Office building  
Distance from airport: 15 miles, 40 minutes  
CL, 1/1, 1/1OR, TK, VC, VE  
Conference 16x24 Obs. Rm. Seats 22  
Conference 17x22 Obs. Rm. Seats 18

Designed by qualitative consultants and opened in 1992. Two suites with client lounge, respondent eating/waiting area, wall-to-wall mirrored observation seating 20 and multipurpose conference room. Fully-equipped 400-square-foot test kitchen. Phone room recruiting. Only 35 minutes from Philadelphia airport! Free parking. Member FocusVision and GroupNet.  
(See advertisement on p. 183)

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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.



**Marketing & Sensory  
Research Services**

J. Reckner Associates, Inc.

**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

**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

**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: Free standing 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

Distance from airport: 6 miles, 12 minutes

1/1, 1/1OR, TK, TKO

Multiple 15x17 Obs. Rm. Seats 15

## New York

### 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: Free standing 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: Free standing facility

Distance from airport: 4 miles, 5 minutes

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

Conference 40x20 Obs. Rm. Seats 15

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Marketing Research Review





**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: Free standing facility  
 Distance from airport: 5 miles, 10 minutes  
 1/1, 1/10R, TK, TKO, MP, VC, VE  
 Conference 14x27 Obs. Rm. Seats 12  
 (See advertisement on p. 169)

**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@alacarteresearch.com  
 www.alacarteresearch.com  
 John Mooney, President  
 Location: Office building  
 Distance from airport: 15 miles, 45 minutes  
 CL, 1/1, 1/10R, TK, MP, VC  
 Conference 19x20 Obs. Rm. Seats 20  
 Conference 17x19 Obs. Rm. Seats 16  
 Conference 12x09 Obs. Rm. Seats 6

**Beta Research Corp.**  
 6400 Jericho Tpke.  
 Syosset, NY 11791  
 Ph. 516-935-3800  
 Fax 516-935-4092  
 E-mail: beta@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

**Ebony Marketing Research, Inc.**  
 2100 Bartow Ave., Suite 243  
 Bronx, NY 10475  
 Ph. 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: 17 miles, 20 minutes  
 CL, 1/1, 1/10R, TK, MP, VC  
 Conference 13x17 Obs. Rm. Seats 10  
 (See advertisement on p. 170)

**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: Free standing facility  
 Distance from airport: 18 miles, 30 minutes  
 TK  
 Conference 18x15 Obs. Rm. Seats 13  
 (See advertisement on p. 170)

**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  
 Loretta Dienzo, President  
 Location: Office building  
 Distance from airport: 26 miles, 30 minutes  
 CL, 1/1, 1/10R, TK, TKO, VC  
 Conference 20x22 Obs. Rm. Seats 15  
 Conference 22x16 Obs. Rm. Seats 18  
 Conference 20x20 Obs. Rm. Seats 20  
 Conference 20x20 Obs. Rm. Seats 15  
 Conference 12x12 Obs. Rm. Seats 5  
 (See advertisement on the Back Cover)

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CODES

Location: Office building, Freestanding building, Shopping mall  
 CL - Client Lounge      MP - Multipurpose Room  
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 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 Central**

162 Fifth Ave., 11th fl.  
 New York, NY 10010  
 Ph. 212-989-2760  
 Fax 212-647-7659  
 E-mail: [info@focuscentral.com](mailto:info@focuscentral.com)  
[www.focuscentral.com](http://www.focuscentral.com)  
 Regina Fawcett, Facility Director  
 Location: Office building  
 Distance from airport: 10 miles, 30 minutes  
 CL, 1/1, MP  
 Conference 21x15      Obs. Rm. Seats 12

**Focus Plus, Inc.**

79 Fifth Ave., 5th floor  
 New York, NY 10003  
 Ph. 212-675-0142  
 Fax 212-645-3171  
 E-mail: [info@focusplusny.com](mailto:info@focusplusny.com)  
[www.focusplusny.com](http://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, VE  
 Conference 19x22      Obs. Rm. Seats 14  
 Multiple 18x20      Obs. Rm. Seats 24  
 Conference 14x21      Obs. Rm. Seats 16  
 (See advertisement on p. 171)

FOCUS



FOCUS POINTE

**Focus Pointe Manhattan**

240 Madison Ave., 5th floor  
 New York, NY 10016  
 Ph. 212-682-0220 or 888-US-FOCUS  
 Fax 212-682-0214  
 E-mail: [info@focuspointe.net](mailto:info@focuspointe.net)  
[www.focuspointe.net](http://www.focuspointe.net)  
 Sheryl Brie, Facility Director  
 Location: Office building  
 Distance from airport: 10 miles, 20 minutes  
 CL, 1/1, 1/1OR, MP, VC, VE  
 Multiple 17x20      Obs. Rm. Seats 20  
 Conference 13x20      Obs. Rm. Seats 15  
 Multiple 17x22      Obs. Rm. Seats 22  
    22x22      Obs. Rm. Seats m

Located in Midtown with four beautifully decorated conference rooms, tiered viewing, private lounges, and one large room, perfect for jury studies. For over 14 years Focus Pointe has provided expert, in-house recruiting of consumers, medical professionals and business executives and national tele-depths. Facilities in Philadelphia, Boston, Manhattan and North Jersey offer ActiveGroup, Web site usability lab and FocusVision™.  
 (See advertisement on p. 185)

### The Focus Room on Fifth, LLC

Market Research & Video Conference Center - NYC

693 Fifth Ave., 13th fl., 10th fl.  
Between 54th & 55th St.  
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, 1/10R, 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, 1/10R, 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.  
(40th & Lexington)  
New York, NY 10017

Ph. 212-867-7373  
Fax 212-867-9187

E-mail: bill.falvo@focussuites.com  
www.focussuites.com

Bill Falvo, Director

Location: Office building

Distance from airport: 10 minutes  
CL, 1/1, 1/10R, TK, MP, VC, VE

Multiple	16x18	Obs. Rm. Seats 12
Conference	19x19	Obs. Rm. Seats 15
Conference	19x19	Obs. Rm. Seats 15
Conference	19x19	Obs. Rm. Seats 15
Multiple	18x18	Obs. Rm. Seats 10
Conference	16x18	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@friedmanmktg.nopworld.com  
www.friedmanmktg.com

Josh Malone, Manager  
Location: Shopping mall

Conference	10x12	Obs. Rm. Seats 6
------------	-------	------------------

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FAX: 212 645-3171

EMAIL: info@focusplusny.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.

### 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@friedmanmktg.nopworld.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: greenerrevolution@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 Stonehinge 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: Free standing facility  
Distance from airport: 15 miles, 20 minutes  
CL, 1/1, 1/1OR, VE  
Conference 23x18      Obs. Rm. Seats 14

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(See advertisement on p. 173)



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Research Services**

J. Reckner Associates, Inc.

### 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: lhayes@reckner.com  
www.reckner.com  
Lori Hayes  
Location: Office building  
Distance from airport: 25 miles, 31 minutes  
CL, TK, MP, VC, VE  
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.longislandfocusroom.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: Free standing facility  
Distance from airport: 15 miles, 30 minutes  
Conference 12x26      Obs. Rm. Seats 12  
Conference 10x21      Obs. Rm. Seats 10



### The Looking Glass

6800 Jericho Tpke., Suite 208W  
Syosset, NY 11791  
Ph. 800-343-5834 or 516-992-5666  
Fax 516-682-8971  
E-mail: info@tlgonline.com  
www.tlgonline.com  
Location: Office building  
Distance from airport: 22 miles, 30 minutes  
CL, 1/1, 1/1OR, VC, VE  
Conference 24x22      Obs. Rm. Seats 15  
Conference 16x18      Obs. Rm. Seats 15  
Conference 20x14      Obs. Rm. Seats 15

The Looking Glass is a state-of-the-art focus group facility located in the New York market with old-fashioned amenities and the latest technology. In addition to excellent service and superior recruiting, instant bids are available 24 hours a day at [tlgonline.com](http://tlgonline.com). The Sharpen The Focus Moderator Training Institute also offers courses at this location ([www.sharpenfocus.com](http://www.sharpenfocus.com)).  
(See advertisement on p. 172)

### 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

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Is King



Friendly Service  
With A Smile



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THE  
LOOKING GLASS



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At Innovative Concepts Marketing Research, you will find a superb facility and a focus on service. Whatever it takes to make your group sessions a success—you've got it. We're sure you'll appreciate the difference even in the dark.

Now you have a better base for qualitative research right in the heart of one of America's prime markets - Nassau County, NY. It's better, even before the groups begin, because our in-house interviewing staff has years of screening expertise.

- Comfortable and functional
- Client meeting lounge with closed circuit TV
- Fully equipped client office
- Advanced audio/visual with backups
- Focus Room: 23' x 19'
- Viewing Room: 13' x 14', seats 14
- Mirror Dimensions: 11' x 5'

Call us at 800.631.0209

or 516.479.2200

Fax: 516.479.2215

or visit us on the web

at [www.ic-mr.com](http://www.ic-mr.com).



INNOVATIVE  
CONCEPTS  
MARKETING  
RESEARCH, INC.

200 Stonehinge Lane  
Carle Place, NY 11514

**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, Inc.**

373 Park Ave. S., 10th fl.  
 New York, NY 10016  
 Ph. 212-889-4777  
 Fax 212-889-5869  
 E-mail: [suew@murrayhillcenter.com](mailto:suew@murrayhillcenter.com)  
[www.murrayhillcenter.com](http://www.murrayhillcenter.com)

Sue Winer, Director  
 Location: Office building  
 Distance from airport: 15 miles, 40 minutes  
 CL, MP, VC, VE  
 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

**New York Focus**

**The Focus Network**

317 Madison Ave., 20th fl.  
 New York, NY 10017  
 Ph. 212-867-6700  
 Fax 212-867-9643  
 E-mail: [info@newyorkfocus.net](mailto:info@newyorkfocus.net)  
[www.thefocusnetwork.com](http://www.thefocusnetwork.com)  
 Nancy Opoczynski, President  
 Location: Office building  
 Distance from airport: 10 miles, 25 minutes  
 CL, VC, VE  
 Conference 16x22      Obs. Rm. Seats 18  
 Conference 15x20      Obs. Rm. Seats 15  
 Conference 15x21      Obs. Rm. Seats 18  
 Conference 15x22      Obs. Rm. Seats 20  
 Conference 16x19      Obs. Rm. Seats 18  
 (See advertisement on p. 5)

**ORC Macro**

116 John St., Suite 800  
 New York, NY 10038  
 Ph. 888-MACRO-US or 212-941-5555  
 Fax 212-941-7031  
 E-mail: [thomas.p.duffy.jr@orcmacro.com](mailto:thomas.p.duffy.jr@orcmacro.com)  
[www.macroint.com](http://www.macroint.com)  
 Tom Bancroft, Facility Manager  
 Location: Office building  
 Distance from airport: 5 miles, 10 minutes  
 1/1, 1/1OR, TK  
 Conference 22x18      Obs. Rm. Seats 24  
 Conference 19x11      Obs. Rm. Seats 12  
 Conference 13x13      Obs. Rm. Seats 12

**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](mailto:primarydta1@aol.com)  
 Tom Champion, President  
 Location: Shopping mall  
 Distance from airport: 5 miles, 15 minutes  
 Multiple 12x14      Obs. Rm. Seats 4

**Quick Test/Heakin**

Kings Plaza Mall  
 5422 Kings Plaza  
 Brooklyn, NY 11234  
 Ph. 718-338-3388  
 Fax 718-692-4365  
 E-mail: [info@quicktest.com](mailto:info@quicktest.com)  
[www.quicktest.com](http://www.quicktest.com)  
 Location: Shopping mall  
 1/1, TK  
 Conference 09x08      Obs. Rm. Seats 3

**Quick Test/Heakin**

Sunrise Mall  
 855 Sunrise Mall  
 Massapequa, NY 11758  
 Ph. 516-541-5100  
 Fax 516-541-1099  
 E-mail: [info@quicktest.com](mailto:info@quicktest.com)  
[www.quicktest.com](http://www.quicktest.com)  
 Location: Shopping mall  
 1/1, TK  
 Conference 13x16      Obs. Rm. Seats 5

**Recruiting Resources Unlimited, LLC**

480 Court St.  
 Brooklyn, NY 11231  
 Ph. 718-222-5600  
 Fax 718-222-5689  
 E-mail: [info@recruitingresourcesllc.com](mailto:info@recruitingresourcesllc.com)  
[www.recruitingresourcesllc.com](http://www.recruitingresourcesllc.com)  
 Connie Livia  
 Location: Free standing 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

**Sachs Insights**

200 Varick St., Suite 910 & 500  
 New York, NY 10014  
 Ph. 212-924-1600  
 Fax 212-924-8241  
 E-mail: [rminer@sachsinsights.com](mailto:rminer@sachsinsights.com)  
[www.sachsinsights.com](http://www.sachsinsights.com)  
 Garrett Lockwood, ext. 113, Field/Facility Manager  
 Location: Office building  
 Distance from airport: 8 miles, 45 minutes  
 CL, 1/1, 1/1OR, VE  
 Multiple 17x17      Obs. Rm. Seats 15  
 Multiple 12x13      Obs. Rm. Seats 10  
 Conference 15x08      Obs. Rm. Seats 6

**Audrey Schiller Market Research**

385 Spruce Lane  
 East Meadow, NY 11554  
 Ph. 516-489-7431  
 Fax 516-489-7842  
 E-mail: [aschiller1@aol.com](mailto: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



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Lizabeth Clegg, Vice President

Location: Office building

Distance from airport: 10 miles, 25 minutes

CL, 1/1, 1/10R, TK, MP, VC, VE

Multiple 20x19 Obs. Rm. Seats 16

Multiple 20x15 Obs. Rm. Seats 16

Multiple 20x15 Obs. Rm. Seats 16

Multiple 14x12 Obs. Rm. Seats 12

Multiple 24x22 Obs. Rm. Seats 20

Multiple 24x18 Obs. Rm. Seats 16

(See advertisement on p. 175)

**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](mailto:Seaportand@aol.com)[www.seaportsurveys.com](http://www.seaportsurveys.com)

Andrea Waller, President

Location: Office building

Distance from airport: 20 miles, 30 minutes

1/1, 1/10R, TK, MP

Conference 18x20 Obs. Rm. Seats 10

(See advertisement on p. 174)

**WAC of New York**

60 Madison Ave., 5th fl.

New York, NY 10010-1600

Ph. 212-725-8840

Fax 212-213-9247

E-mail: [wacny@wacresearch.com](mailto:wacny@wacresearch.com)[www.wacresearch.com](http://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

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

Market Place Mall

301 - Miracle Mile Dr.

Rochester, NY 14623

Ph. 716-424-3203

Fax 716-292-0523

E-mail: [rochmarket@carleneresearch.com](mailto:rochmarket@carleneresearch.com)[www.carleneresearch.com](http://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

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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.

**Cunningham Field & Research Service**

Eastview Mall  
 602 Eastview Mall  
 Victor, NY 14564  
 Ph. 386-677-5644  
 Fax 386-677-5534  
 E-mail: ROCH@cunninghamresearch.com  
 www.cunninghamresearch.com  
 Location: Shopping mall  
 Distance from airport: 15 miles, 30 minutes  
 1/1, 1/1OR, 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  
 Location: Free standing facility  
 Distance from airport: 5 miles  
 Conference 18x30 Obs. Rm. Seats 15  
 (See advertisement on Inside Back Cover)

**Marion Simon Research Service, Inc.**

100 White Spruce Blvd.  
 Rochester, NY 14623  
 Ph. 585-359-1510  
 Fax 585-334-9423  
 E-mail: msrrochester@aol.com  
 David, Operations Manager  
 Location: Free standing facility  
 Distance from airport: 15 miles, 17 minutes  
 CL, TK  
 Conference Obs. Rm. Seats 20  
 Conference Obs. Rm. Seats 20

**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: msrrochester@aol.com  
 Angie Bradley, Manager  
 Location: Free standing facility  
 Distance from airport: 1 miles, 5 minutes  
 CL, TK, VC  
 Conference 18x16 Obs. Rm. Seats 18  
 Conference 16x14 Obs. Rm. Seats 10

**North Carolina****Asheville****Cunningham Field & Research Service**

Asheville Mall  
 3 S. Tunnel Rd., Suite L-34  
 Asheville, NC 28805  
 Ph. 386-677-5644  
 Fax 386-677-5534  
 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, Co-Owner  
 Location: Office building  
 Distance from airport: 15 miles, 20 minutes  
 CL, 1/1, 1/1OR, TK, MP  
 Multiple 30x35 Obs. Rm. Seats 20

Focus group and large multi-purpose room with L-shaped client viewing room, seating 20, located in secluded office park. Private client entry, comfortably furnished lounge with closed-circuit TV and phone line. Can accommodate your large displays and taste tests as well as intimate focus groups. Owner-managed.

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 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

**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, Manager  
 Location: Shopping mall  
 Distance from airport: 18 miles, 20 minutes  
 1/1, TK, VC  
 Conference 18x10 Obs. Rm. Seats 8

**Cunningham Field & Research Service**

Carolina Place  
 11025 Carolina Place Pkwy., Suite D32A  
 Pineville, NC 28134  
 Ph. 386-677-5644  
 Fax 386-677-5534  
 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 or 888-590-8073  
 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

**KPC 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: Free standing facility  
 Distance from airport: 6 miles, 10 minutes  
 CL, 1/1, 1/10R, TK, MP, VC, VE  
 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. 177)

**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, VE  
 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, VE  
 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  
 CL, 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  
 www.cbaresearch.com

Melissa Smith, Field Operations Manager

Location: Free standing facility  
 Distance from airport: 15 miles, 20 minutes  
 CL, 1/1, 1/10R, TK, MP  
 Conference 18x20 Obs. Rm. Seats 18

Conference 20x30 Obs. Rm. Seats 18  
 Conference 14x14 Obs. Rm. Seats 18

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## CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge      MP - Multipurpose Room  
 TK - Test Kitchen      TKD - 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.

**Corporate Research Center, Inc.**

106 Fairidge Court  
 Jamestown, NC 27282  
 Ph. 336-812-3500 or 888-277-4820  
 Fax 336-884-1977  
 E-mail: corporateresearch@triad.rr.com  
 www.corporateresearch.org  
 John Deuterma, Principal  
 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: homermkresearch@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

**Raleigh/Durham****Cunningham Field & Research Service**

Cary Towne Center  
 1105 Walnut St., Suite E103A  
 Cary, NC 27511  
 Ph. 386-677-5644  
 Fax 386-677-5534  
 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

**Harker Research**

1616 E. Millbrook Rd., Suite 230  
 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  
 CL, 1/1, 1/1OR, MP, VC, VE  
 Conference 24x15      Obs. Rm. Seats 12

**Johnston, Zabor, McManus, Inc.**

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 Beta Bldg., Suite 300  
 Durham, NC 27709  
 Ph. 800-735-5448 or 919-544-5448  
 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 12  
 Conference 09x09      Obs. Rm. Seats 6

**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 (MRP)**

225 Hillsborough St., Suite 130  
 Raleigh, NC 27603  
 Ph. 919-856-1144 ext. 3013  
 Fax 919-856-0020  
 E-mail: trudy@mrpci.com  
 www.mrpcci.com  
 Trudy Smith, Project Manager  
 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

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 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

**North American Insights - Raleigh/Durham**

The Streets at Southpoint  
 6910 Fayetteville Rd., Suite 101  
 Durham, NC 27713  
 Ph. 708-747-1100 ext. 11  
 Fax 708-747-4883  
 E-mail: sandyl@nainsights.com  
 Sandy Lewis  
 Location: Shopping mall  
 Distance from airport: 10 miles, 10 minutes  
 CL, 1/1, 1/1OR, TK  
 Conference 20x14      Obs. Rm. Seats 10

**Rocky Mount****Intandem**

1302 E. Fire Tower Rd.  
 Greenville, NC 27858  
 Ph. 252-321-1111  
 Fax 252-321-1169  
 E-mail: intandem@greenvillenc.com  
 www.intandeminc.com  
 Nancy Cherry  
 Location: Free standing facility  
 Distance from airport: 90 minutes  
 CL, 1/1, MP  
 Conference 22x15      Obs. Rm. Seats 8

**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

## Akron

**Data for Decisions in Marketing, Inc.**

3634 W. Market St.  
Jefferson Park, #104  
Fairlawn, OH 44333  
Ph. 330-668-1108  
Fax 330-668-9970  
E-mail: amerrill@datadecisions.com  
Amy Merrill, President  
Location: Free standing 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: johnb@innismaggiore.com  
www.innismaggiore.com  
John Ballantyne, Research Director  
Location: Free standing facility  
Distance from airport: 5 miles, 10 minutes  
CL, 1/1, 1/1OR, MP, VC, VE  
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: marian@AIM-Cincinnati.com  
www.aimresearchnetwork.com  
Irwin Weinberg, Vice President  
Location: Free standing facility  
Distance from airport: 35 miles, 45 minutes  
1/1, 1/1OR, TK, TKO, MP, VC, VE  
Conference 24x14 Obs. Rm. Seats 12  
Conference 24x14 Obs. Rm. Seats 12  
Conference 35x25 Obs. Rm. Seats 12  
Conference 18x18 Obs. Rm. Seats 20

**Business Marketing International, Inc.**

2300 Montana Ave., Suite 305  
Cincinnati, OH 45211  
Ph. 513-771-4994 or 800-899-4994  
Fax 513-771-1824  
E-mail: BMIOHIO@aol.com  
www.bmiresearch.com  
Location: Office building  
Distance from airport: 16 miles, 20 minutes  
CL, 1/1  
Conference 18x18 Obs. Rm. Seats 10  
Conference 18x18 Obs. Rm. Seats 10

**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

**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. 386-677-5644  
Fax 386-677-5534  
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

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A Partnership of SIRS, Inc. & Cincinnati Museum Center  
Cincinnati's Union Terminal  
Cincinnati, OH  
Ph. 513-777-6550 or 859-781-9700  
Marion Marlow, V.P. 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, 30 minutes  
CL, 1/1, 1/1OR, TK, VC, VE  
Conference 14x16 Obs. Rm. Seats 10  
Conference 20x30 Obs. Rm. Seats 20

**MarketVision Research®**

10300 Alliance Rd.  
Cincinnati, OH 45242  
Ph. 513-791-3100  
Fax 513-794-3500  
E-mail: info@marketvisionresearch.com  
www.marketvisionresearch.com  
Tina Rucker  
Location: Office building  
Distance from airport: 30 miles, 40 minutes  
CL, 1/1, 1/1OR, TK, VC, VE  
Conference 15x23 Obs. Rm. Seats 24  
Conference 15x23 Obs. Rm. Seats 14

**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: Free standing facility  
Distance from airport: 29 miles, 40 minutes  
CL, 1/1, 1/1OR, TK, MP, VC, VE  
Multiple 22x18 Obs. Rm. Seats 15  
Multiple 24x20 Obs. Rm. Seats 25  
Multiple 19x21 Obs. Rm. Seats 15  
Multiple 24x24 Obs. Rm. Seats 25

**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, V.P. Qualitative Research  
 Location: Free standing 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**

4665 Cornell Rd., Suite 160  
 Cincinnati, OH 45241  
 Ph. 513-489-9000  
 Fax 513-489-9130  
 E-mail: inquiries@wirthlin.com  
 www.wirthlin.com  
 Location: Free standing facility  
 Distance from airport: 25 miles, 35 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.**

P.O. Box 22127  
 Cleveland, OH 44122  
 Ph. 216-831-5200 or 888-831-5200  
 Fax 216-292-3048  
 E-mail: info@b-r-s.com  
 www.b-r-s.com  
 Barbara Smith, Dir. Field Services  
 Location: Free standing facility  
 Distance from airport: 15 miles, 20 minutes  
 CL, 1/1, 1/1OR, MP  
 Conference 18x24      Obs. Rm. Seats 12  
 Conference 12x12      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

**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. 181)

**Marketeam Associates**

3645 Warrensville Center Rd., #331  
 Shaker Heights, OH 44122  
 Ph. 216-491-9515, ext. 208  
 Fax 216-491-8552  
 E-mail: vstakes@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: nsrnc@nsrnc.com  
 Lauren Wagner  
 Location: Office building  
 Distance from airport: 7 miles, 13 minutes  
 Conference 15x20      Obs. Rm. Seats 15

**Opinion Centers America**

Suite 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: Free standing 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**

4301 Ridge Rd.  
 Cleveland, OH 44144  
 Ph. 216-351-4644  
 Fax 216-351-7876  
 E-mail: ron@opinionation.com  
 www.opinionation.com  
 Ron Kornokovich, President  
 Location: Free standing 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

**Quick Test/Heakin**

Richmond Town Square  
 691 Richmond Rd.  
 Richmond Heights, OH 44143  
 Ph. 440-473-1000  
 Fax 440-442-1205  
 E-mail: info@quicktest.com  
 www.quicktest.com  
 Location: Shopping mall  
 1/1, TK  
 Conference 20x13      Obs. Rm. Seats 10

**Columbus**

**Advantage Research of Colubus Ohio**

445 N. High St.  
 Columbus, OH 43215  
 Ph. 614-228-8442 or 734-261-8377 (Hq.)  
 Fax 614-228-8402  
 E-mail: info@advantageresearch.net  
 www.advantageresearch.net  
 Kevin Vasselakes, Director of Operations  
 Location: Office building  
 Distance from airport: 8 miles, 15 minutes  
 CL, 1/1, 1/1OR, TK, MP  
 Multiple 21x18      Obs. Rm. Seats 14  
 Multiple 20x18      Obs. Rm. Seats 14

**Assistance in Marketing/Columbus**

(Formerly Focus and Phones)  
 One Easton Oval, Suite 100  
 Columbus, OH 43219  
 Ph. 614-583-2100  
 Fax 614-416-2006  
 E-mail: lornedillabaugh@mgci.com  
 www.aimresearchnetwork.com  
 Lorne Dillabaugh, V.P. Operations  
 Location: Office building  
 Distance from airport: 3 miles, 5 minutes  
 CL, 1/1, 1/10R, TK, MP, VC, VE  
 Conference 15x16 Obs. Rm. Seats 10  
 Conference 15x20 Obs. Rm. Seats 12  
 Conference 24x26 Obs. Rm. Seats 15  
 Conference 15x18 Obs. Rm. Seats 8

**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, VE  
 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 20  
 (See advertisement on p. 155)

**Dwight Spencer & Associates, Inc.**

1290 Grandview Ave.  
 Columbus, OH 43212  
 Ph. 614-488-3123  
 Fax 614-421-1154  
 George Maynard  
 Location: Free standing 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

**L2 Marketing Research, Ltd.**

Normandy Square  
 381 Miamisburg - Centerville Rd.  
 Dayton, OH 45459  
 Ph. 937-435-5067  
 Fax 937-435-3457  
 E-mail: info@l2mr.com  
 www.l2mr.com  
 Libby Webster, Partner  
 Location: Shopping mall  
 Distance from airport: 25 miles, 30 minutes  
 CL, 1/1, 1/10R, 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 Lott, 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, 1/10R  
 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@coxinet.net  
 www.ruthnelsonresearchsvcs.com  
 Bohn Macrory, Manager  
 Location: Office building  
 Distance from airport: 20 miles, 30 minutes  
 1/1, 1/10R, 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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 Litigation Research, Medical, Consumer  
 Product Placement, Taste Tests  
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 Excellent Recruiting - Project Management  
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 parts of greater Cleveland/Akron & vicinity**

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**Fax: 216-901-8085 or 216-642-8876**

**Web: www.focusgroupsofcleveland.com**

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www.cosvc.com

Seattle Office 206-241-6050  
info@cosvc.com

Portland Office 503-493-2870  
Jim@Portlandopinion.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: djarrett@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

## 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.continent.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 Focus & Videoconference Center  
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, G.M., Portland Operations  
Location: Shopping mall  
Distance from airport: 8 miles, 15 minutes  
CL, 1/1, TK, MP, VC, VE  
Multiple 27x16      Obs. Rm. Seats 14  
Multiple 14x22      Obs. Rm. Seats 12  
(See advertisements on pp. 182, 201)

### 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, VE  
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

### 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  
(See advertisement on p. 46)

### 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: Free standing 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: jkuchera@integratedmc.com  
www.integratedmc.com  
Bob Williams, President  
Location: Free standing facility  
Distance from airport: 7 miles, 10 minutes  
1/1  
Conference 25x15 Obs. Rm. Seats 20

#### Marketing Solutions Corporation

175 W. Butternut Rd.  
Hellertown, PA 18055  
Ph. 800-326-3565  
Fax 973-540-9280  
E-mail: MarketingSolutions@attglobal.net  
www.marketingsolutionscorp.com  
Michael Moskowitz, President  
Location: Office building  
1/1, 1/1OR  
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 Vatz, 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 Mezler, President  
Location: Office building  
Distance from airport: 5 miles, 5 minutes  
1/1, 1/1OR, TK  
Conference 20x14 Obs. Rm. Seats 12

#### Moore Research Services, Inc.

Millcreek Mall  
605 Mill Creek Mall  
Erie, PA 16565  
Ph. 814-868-0873  
Fax 814-864-7012  
E-mail: colleen@moore-research.com  
www.moore-research.com  
Colleen Moore Mezler, President  
Location: Shopping mall  
Distance from airport: 7 miles, 10 minutes  
CL, 1/1, TK, MP  
Conference 16x14 Obs. Rm. Seats 8

### 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: Free standing facility  
Distance from airport: 10 miles, 20 minutes  
TK  
Conference 12x22 Obs. Rm. Seats 12

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Videoconferencing  
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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.

**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: Free standing facility  
Distance from airport: 15 miles, 15 minutes  
1/1, 1/1OR, 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, 1/1OR, TK, MP  
Conference 26x16 Obs. Rm. Seats 6

**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 Trenton/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

**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

**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

**Consumer Pulse of Philadelphia**

One Plymouth Meeting Office Center &  
Plymouth Meeting Mall  
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: 25 miles, 30 minutes  
CL, 1/1, 1/1OR, TK, TKO, VC  
Conference 18x18 Obs. Rm. Seats 20

**Cunningham Field & Research Service**

Deptford Mall  
1750 Deptford Center Rd., #2D-06  
Deptford, NJ 08096  
Ph. 386-677-5644  
Fax 386-677-5534  
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, VE  
Conference 20x20 Obs. Rm. Seats 14  
Conference 20x17 Obs. Rm. Seats 14  
(See advertisement on p. 155)

FOCUS



FOCUS POINTE

POINTE

**Focus Pointe Bala Cynwyd**

225 City Ave., Suite 10  
Bala Cynwyd, PA 19004  
Ph. 610-949-9100 or 888-US-FOCUS  
Fax 610-949-9300  
E-mail: info@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, VE  
Multiple 15x22 Obs. Rm. Seats 15  
Multiple 18x22 Obs. Rm. Seats 15  
Multiple 16x20 Obs. Rm. Seats 15

Focus Pointe Bala Cynwyd, located in suburban Philadelphia, has three conference rooms with tiered client viewing and private lounges. For over 14 years Focus Pointe has provided expert, in-house recruiting of consumers, medical professionals and business executives and national tele-depth studies. Our facilities in Philadelphia, Boston, Manhattan and North Jersey offer ActiveGroup, Web site usability lab and FocusVision™. (See advertisement on p. 185)



# “We have a simple formula... better people guarantee better results.”

Focus Pointe is the nation's number one operator of focus group facilities. The reason? Quite simply, professionalism and experience. It starts with the kind of leadership found at Focus Pointe. Ileen and Tom have over 30 years of combined industry experience. And they have a rare intuitive sense for knowing how to provide the best of what this industry has to offer.

Focus Pointe facilities are unmatched in their comfort and convenience.

All recruiting is done in the most professional central telephone center in the industry. Facility Staff are trained by the best people in the business; so the service has the same excellent standards in every location.

At Focus Pointe, we know how to make it easier for you.

One call allows you to bid projects or reserve space in any facility in our network. Have a favorite project director? Call them and they will manage your projects wherever you go.

The Focus Pointe name stands for the highest quality. You know how you want your jobs done. We know, too. It's done with experience and we're brimming with it. For more information, give us a call at: 1-888-US-FOCUS.



Ileen Branderbit, President  
Tom Bershad, CEO



100 North Seventeenth St.  
Philadelphia, PA 19103  
[www.focuspointe.net](http://www.focuspointe.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 Pointe Philadelphia**

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, VE  
 Multiple 17x24      Obs. Rm. Seats 20  
 Multiple 14x24      Obs. Rm. Seats 20  
 Multiple 17x21      Obs. Rm. Seats 15  
 Multiple 17x24      Obs. Rm. Seats 20  
 Conference 10x12      Obs. Rm. Seats 10

Focus Pointe now has five locations in Philadelphia, Boston, Manhattan and North Jersey with spacious conference rooms, comfortable, beautifully decorated client viewing rooms and private lounge areas. For over 14 years Focus Pointe has provided expert, in-house recruiting of consumers, medical professionals and business executives and national tele-depth studies. Our facilities offer ActiveGroup, Web site usability lab and FocusVision™.  
 (See advertisement on p. 185)

**Focus Suites of Philadelphia**

One Bala Plaza, Suite 622 Center  
 Bala Cynwyd, PA 19004  
 Ph. 610-667-1110  
 Fax 610-667-4858  
 E-mail: ellen.kozac@focussuites.com  
 www.focussuites.com  
 Ellen Kozac, 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 E. City 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, President  
 Location: Office building  
 Distance from airport: 12 miles, 30 minutes  
 CL, 1/1, 1/1OR, TK, MP, VC, VE  
 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

Four suites include respondent eating/waiting area, client lounge with CCTV and private phone booth. Multi-purpose conference room opens area to 700 square feet. Fully equipped test kitchen. Free parking. Web site usability lab with one-way observation. T1 lines or dial-up modems. We welcome your visit! Only 10 minutes from the train station or 35 minutes from Philadelphia airport! Member FocusVision and GroupNet.  
 (See advertisement on p. 183)



**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, VE  
 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: jrprmark@jrprmr.com  
 www.jrprmr.com  
 Paul Frattaroli  
 Location: Office building  
 Distance from airport: 15 miles, 25 minutes  
 1/1, TK  
 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, T1 internet connection available.  
 (See advertisement on p. 187)

**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, VE  
 Conference 15x20      Obs. Rm. Seats 20  
 Conference 15x20      Obs. Rm. Seats 20  
 Multiple 15x20      Obs. Rm. Seats 20  
 (See advertisement on p. 163)

**Quick Test/Heakin**

Cherry Hill Mall  
 Rte. 38 & Haddonfield Rd., Suite 917  
 Cherry Hill, NJ 08002  
 Ph. 856-910-1000  
 Fax 856-910-1010  
 E-mail: info@quicktest.com  
 www.quicktest.com  
 Location: Shopping mall  
 1/1, TK  
 Conference 20x13      Obs. Rm. Seats 10

**Quick Test/Heakin**

Neshaminy Mall  
 109 Neshaminy Mall  
 Bensalem, PA 19020  
 Ph. 215-322-0400  
 Fax 215-322-5412  
 E-mail: info@quicktest.com  
 www.quicktest.com  
 Location: Shopping mall  
 1/1, TK  
 Conference 12x18 Obs. Rm. Seats 6

**Schlesinger Associates Philadelphia, Inc.**

1650 Arch St., 27th fl.  
 Philadelphia, PA 19103  
 Ph. 215-564-7300  
 Fax 215-564-5161  
 E-mail: pa@schlesingerassociates.com  
 www.schlesingerassociates.com  
 Amber Jones, Facility Director  
 Location: Office building  
 Distance from airport: 10 miles, 15 minutes  
 CL, 1/1, 1/10R, VC, VE  
 Multiple 20x16 Obs. Rm. Seats 16  
 Multiple 20x16 Obs. Rm. Seats 16  
 Multiple 20x16 Obs. Rm. Seats 16  
 (See advertisement on p. 189)

**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: marketing@campos.com  
 www.campos.com  
 Yvonne Campos, President  
 Location: Office building  
 Distance from airport: 18 miles, 30 minutes  
 CL, 1/1, 1/10R, TK, VC  
 Conference 16x22 Obs. Rm. Seats 14  
 Conference 18x25 Obs. Rm. Seats 10  
 Conference 14x20 Obs. Rm. Seats 8  
 (See advertisement on p. 188)



# Good research is like a parachute.

*Without it, you could come  
to the wrong conclusion.*

With research from JRP, you'll reach the right decision. For more than 40 years, we've worked with ad agencies and corporate clients as partners, designing and fielding projects of all types. See why our seasoned staff of project directors, interviewers, coders and analysts have led so many companies to come to the same conclusion: JRP. Call Paul Frattaroli toll free at 877-JRP-2055 and ask about our full range of services.



100 GRANITE DRIVE, MEDIA, PA 19063-5134  
 877 JRP-2055 610 565-8840  
 FAX 610 565-8870 JRP@MARK.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.

**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

**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

**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

**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

**Direct Feedback, Inc.**  
 225 West Station Square Drive  
 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: time81@prodigy.net  
 www21.brinkster.com/focuscenter  
 Cynthia Dunworth, 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: gpresearch1@cs.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

**Quick Test/Heakin**  
 Ross Park Mall  
 1000 Ross Park Mall Rd., Suite A01  
 Pittsburgh, PA 15237  
 Ph. 412-369-4545  
 Fax 412-369-4473  
 E-mail: info@quicktest.com  
 www.quicktest.com  
 Location: Shopping mall  
 1/1, TK  
 Conference 20x12      Obs. Rm. Seats 10  
 Conference 20x12      Obs. Rm. Seats 6

**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

**When  
it's a  
tough  
recruit...**



- In-house, professional recruiting
- Continuously updated respondent database
- Experienced and professional project managers and hosting staff
- Three state-of-the-art focus group rooms
- Nearby, off-site videoconferencing available
- DSL connections

---

216 Boulevard of the Allies · Pittsburgh, PA 15222  
 Phone: 412.471.8484 · Fax: 412.471.8497  
[www.campos.com](http://www.campos.com)  
[marketing@campos.com](mailto:marketing@campos.com)

## 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 Svcs.  
Location: Free standing 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, 1/10R, MP, VE  
Conference 23x15 Obs. Rm. Seats 20

### **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 15

## South Carolina

## Charleston

### **Coastal Focus**

4130 Faber Place, Suite 203  
N. Charleston, SC 29405  
Ph. 843-744-9009  
Fax 843-744-9044  
E-mail: frdcoastal@aol.com  
www.coastal-focus.com  
Judy DuBose, Owner  
Location: Office building  
Distance from airport: 2 miles, 5 minutes  
CL, 1/1, 1/10R, TK, MP  
Conference 20x15 Obs. Rm. Seats 25

*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  
labs • video conferencing & video  
streaming • quantitative data collection



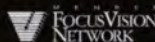
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*A Marketing Research Corporation*

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New York • New Jersey • Orlando • Los Angeles  
Atlanta • Philadelphia • Chicago • Boston



## 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.

**Quick Test/Heakin**

Northwoods Mall  
E1B Northwoods Mall  
2150 Northwoods Blvd.  
North Charleston, SC 29406  
Ph. 843-553-0030  
Fax 843-553-0526  
E-mail: info@quicktest.com  
www.quicktest.com  
Location: Shopping mall  
1/1, TK  
Conference 10x15 Obs. Rm. Seats 6

**Columbia****Low Country Marketing, Inc.**

203 Hope Rd.  
Columbia, SC 29223  
Ph. 803-782-9399  
Fax 803-788-6096  
E-mail: info@lowcountrymarketing.com  
www.lowcountrymarketing.com  
Deborah Smith, President  
Location: Free standing facility  
Distance from airport: 10 miles, 15 minutes  
CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE  
Multiple 16x26 Obs. Rm. Seats 12

**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: Free standing 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: Free standing facility  
Distance from airport: 8 miles, 15 minutes  
1/1, 1/1OR, MP  
Conference 18x20 Obs. Rm. Seats 12  
Multiple 21x24 Obs. Rm. Seats 10  
Multiple 22x22 Obs. Rm. Seats 6

**Midlands Market Research**

129 Alexander Circle  
Columbia, SC 29206  
Ph. 803-782-8697  
Fax 803-787-0371  
E-mail: jsdcigi@aol.com  
www.midlandsres.com  
Judy DuBose, Owner  
Location: Free standing facility  
Distance from airport: 5 miles, 15 minutes  
CL, 1/1, TK  
Conference 18x20 Obs. Rm. Seats 15  
Conference 22x11 Obs. Rm. Seats 6

**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

**Research Inc.**

211 Century Dr., Suite 102-D  
Greenville, SC 29607  
Ph. 864-232-2314 or 770-619-9837 (Hq.)  
Fax 864-232-1408  
E-mail: info@researchincorporated.com  
www.researchincorporated.com  
Sherlyn Barnett, Field Manager  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL  
Conference 25x24 Obs. Rm. Seats 12

**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: Free standing facility  
Distance from airport: 2 miles, 10 minutes  
CL, 1/1, 1/1OR, 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: Free standing 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 or 800-758-8071  
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

**South East Market Research**

3001 Knoxville Center Dr., Suite 2169  
Knoxville, TN 37924  
Ph. 865-546-7678  
Fax 865-546-7684  
E-mail: vphilips@bellsouth.net  
Vicki Phillips, Dir. mKT. rSCH.  
Location: Shopping mall  
1/1, 1/1OR, TK, TKO  
Multiple 21x25 Obs. Rm. Seats 14  
Multiple 20x16 Obs. Rm. Seats 8

**South East Market Research**

2904-A Tazewell Pike, Suite A  
Knoxville, TN 37918  
Ph. 865-546-7678  
Fax 865-546-7684  
E-mail: vphilips@bellsouth.net  
Vicki Phillips  
Location: Office building  
Distance from airport: 14 miles, 20 minutes  
CL, 1/1, 1/1OR, TK, TKO, MP  
Conference 22x18 Obs. Rm. Seats 14



**Southern Solutions**

9327 Northshore Dr.  
Knoxville, TN 37922  
Ph. 865-560-3228  
Fax 865-560-3112  
E-mail: southernolutions@icx.net  
www.southern-solutions.net

Jenny Hill  
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: Free standing facility  
Distance from airport: 8 miles, 15 minutes  
CL, 1/1, 1/1OR, TK, MP, VC, VE  
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.

**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@friedmanmktg.nopworld.com  
www.friedmanmktg.com  
Rosemarie O'Sullivan, Manager  
Location: Shopping mall  
Distance from airport: 10 miles  
TK, MP  
Conference 10x12 Obs. Rm. Seats 5

**Insights Research Group/Food Insights**

51 Germantown Court, Suite 201  
Memphis, TN 38018  
Ph. 901-755-9911 or 888-755-9911  
Fax 901-755-1006  
E-mail: judy.patton@insightsresearchgroup.com  
www.insightsresearchgroup.com  
Judy Patton, Sr. V.P., Mktg. Rsch.  
Location: Office building  
Distance from airport: 17 miles, 30 minutes  
CL, 1/1, TK  
Conference 20x15 Obs. Rm. Seats 12

**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

**Quick Test/Heakin**

Wolfchase Galleria  
2760 N. Germantown Pkwy., Suite 102  
Memphis, TN 38133  
Ph. 901-381-4811  
Fax 901-381-4138  
E-mail: info@quicktest.com  
www.quicktest.com  
Location: Shopping mall  
1/1, TK  
Conference 20x14 Obs. Rm. Seats 8  
Conference 20x14 Obs. Rm. Seats 8

**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

**Cunningham Field & Research Service**

Cool Springs Galleria  
1800 Galleria Blvd., Suite 1320  
Franklin, TN 37064  
Ph. 386-677-5644  
Fax 386-677-5534  
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: info@PMResearch.com  
www.pmrsearch.com  
Jennifer Belew, Fieldwork Manager  
Location: Office building  
Distance from airport: 8 miles, 15 minutes  
CL  
Conference 13x23 Obs. Rm. Seats 12

**Quick Test/Heakin**

Hickory Hollow Mall  
1123 Hickory Hollow Mall  
Antioch, TN 37013  
Ph. 615-731-0900  
Fax 615-731-2022  
E-mail: info@quicktest.com  
www.quicktest.com  
Location: Shopping mall  
1/1, TK  
Conference 12x15 Obs. Rm. Seats 5

**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, VE  
Conference 22x16 Obs. Rm. Seats 12  
Conference 16x22 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.

## Texas

## Austin

## 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, VE

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: hispfocs@hiline.net

www.hispanicfocusunltd.com

Ruben Cuellar, President

Location: Free standing facility

Distance from airport: 3 miles, 10 minutes

CL, 1/1, 1/1OR

Conference 16x30 Obs. Rm. Seats 10

## Corpus Christi

## Quick Test/Heakin

Sunrise Mall

5858 S. Padre Island Dr., Suite 37C

Corpus Christi, TX 78412

Ph. 361-993-6200

Fax 361-991-7380

E-mail: info@quicktest.com

www.quicktest.com

Location: Shopping mall

1/1, TK

Conference 17x17 Obs. Rm. Seats 8

## Dallas/Fort Worth

## Accurate Research, Inc.

2214 Paddock Way Dr., Suite 100

Grand Prairie, TX 75050

Ph. 972-647-4277 ext. 232

Fax 972-641-1549

E-mail: Accurate.Research@airmail.net

www accurateresearch.com

Tara Miller

Location: Free standing 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: dallasc@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

## 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

## 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

## 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

## 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



## 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, MP, VC, VE

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

Rated the best facility in the best location in Dallas by the latest Impulse Survey of focus group moderators. CRA Superrooms has four full-size suites containing large conference rooms, wraparound mirrors, and spacious client lounges. Plus a mini-priced mini-group room. A proud sponsor of TheModerator.net.

(See advertisement on p. 193)

## Cunningham Field &amp; Research Service

Stonebriar Center

2601 Preston Rd., Suite 2112

Frisco, TX 75034

Ph. 386-677-5644

Fax 386-677-5534

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



# CRA Superrooms™



SAN FRANCISCO

DALLAS

**Impulse  
Survey  
results:**

# TOP RATED

In 2002, rated "One of the World's Best Facilities" in both our cities

For 20 years, uniting moderators with the right consumer, medical and business respondents in a comfortable, professional, productive atmosphere

Deluxe Superrooms™ facilities that fully realize the needs of moderators and their clients

Premier recruiting always highly rated in Impulse surveys of focus group facility users

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## 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](mailto: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](mailto:dallasinfo@superrooms.com)

Website: [www.superrooms.com](http://www.superrooms.com)

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Consumer Research  
Associates



## 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.

**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 advertisement on p. 5)

**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: Free standing 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

Farmers Branch, 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, VE

Conference 21x16 Obs. Rm. Seats 12

Conference 23x17 Obs. Rm. Seats 12

Conference 21x18 Obs. Rm. Seats 12

(See advertisement on p. 155)

**Fenton Swanger Consumer Research, Inc.**

14285 Midway Rd., Suite 180

Dallas, TX 75001

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 19x22 Obs. Rm. Seats 25

Multiple 15x20 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

Freddie Wayne, President

Location: Office building

Distance from airport: 15 miles, 20 minutes

CL, 1/1, 1/1OR, MP, VC, VE

Multiple 25x25 Obs. Rm. Seats 25

Multiple 25x20 Obs. Rm. Seats 20

Multiple 25x22 Obs. Rm. Seats 20

Conference 14x12 Obs. Rm. Seats 8

(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@focusondallas.com

www.focusondallas.com

Bonnie McClinton, CFO

Location: Office building

Distance from airport: 18 miles, 15 minutes

1/1, 1/1OR, TK, VC, VE

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/Showrooms. 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 Research**

Prestwood Court

15340 Dallas Pkwy., Suite 2740

Dallas, TX 75248

Ph. 214-386-7744 or 847-392-0800

Fax 214-386-7749

www.midamr.com

Location: Free standing 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, VE

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 Research Corporation**

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

Location: Shopping mall

Distance from airport: 25 miles, 30 minutes

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

Conference 26x29 Obs. Rm. Seats 6

**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, VE

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

Theater 25x40 Obs. Rm. Seats 25

(See advertisement on p. 163)

**Quick Test/Heakin**

Hulen Mall

4800 S. Hulen, #101

Fort Worth, TX 76132

Ph. 817-263-2900

Fax 817-263-1195

E-mail: info@quicktest.com

www.quicktest.com

Location: Shopping mall

1/1, TK

Conference 10x17 Obs. Rm. Seats 4

**Quick Test/Heakin**

Vista Ridge Mall  
 2401 S. Stemmons Fwy., Suite 1008  
 Lewisville, TX 75067  
 Ph. 972-315-3555  
 Fax 972-315-8926  
 E-mail: info@quicktest.com  
 www.quicktest.com  
 Location: Shopping mall  
 1/1, TK  
 Conference 12x13    Obs. Rm. Seats 10

**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, VE  
 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  
 Harriet Silverman, Exec. Vice President  
 Location: Office building  
 Distance from airport: 20 miles, 30 minutes  
 CL, 1/1, 1/10R, 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. 195)

**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. 195)

# Bigger Facilities. Better Recruiting. Best Service.



Offering state-of-the-art capabilities for your focus groups – and we're now in four locations.

**Chicago  
 Dallas  
 Houston  
 Los Angeles**

**FOCUS GROUP FACILITIES:**

**Chicago, Dallas, Houston and Los Angeles**

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- ▶ 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](http://www.savitzfieldandfocus.com)

e-mail: [information@savitzfieldandfocus.com](mailto:information@savitzfieldandfocus.com)



# Savitz

FIELD and FOCUS

2003 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.

## 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: Free standing facility

Distance from airport: 7 miles, 12 minutes

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

Conference 20x20      Obs. Rm. Seats 15

Conference 10x15      Obs. Rm. Seats 8

(See advertisement on p. 196)

## 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

### 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



### 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

Mary Bates, President

Location: Office building

Distance from airport: 19 miles, 25 minutes

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

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: ccrhouston@ccrsurveys.com

www.ccrsurveys.com

Patricia Pratt, Vice President

Location: Free standing 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

## 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

### Cunningham Field & Research Service

The Woodlands Mall  
 1201 Lake Woodlands Dr., Suite 1104  
 The Woodlands, TX 77380  
 Ph. 386-677-5644  
 Fax 386-677-5634  
 E-mail: HOUS@cunninghamresearch.com  
 www.cunninghamresearch.com  
 Location: Shopping mall  
 Distance from airport: 15 miles, 35 minutes  
 1/1, 1/10R, TK, MP, VC  
 Conference 18x12 Obs. Rm. Seats 8

### M.A.R.S. Marketing & Research Services

3200 Wilcrest Dr., Suite 100  
 Houston, TX 77042  
 Ph. 713-266-6277 or 888-320-6277  
 Fax 713-266-6276  
 E-mail: jmcullough@marstexas.com  
 www.marstexas.com  
 Jo McCullough, Director  
 Location: Office building  
 Distance from airport: 30 miles, 45 minutes  
 CL, 1/1, TK, VC, VE  
 Conference 28x25 Obs. Rm. Seats 25  
 Conference 25x25 Obs. Rm. Seats 20

### Market Research & Analysis Field Staff, Inc.

The Research Center  
 5075 Westheimer St.  
 Houston, TX 77056  
 Ph. 713-271-5624  
 Fax 713-840-0699  
 E-mail: mrafs@svbell.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

### MMR-Medical Marketing Research

1709 Dryden Rd., Suite 1414  
 Houston, TX 77030  
 Ph. 800-667-1101 or 713-797-1414  
 Fax 713-797-1404  
 E-mail: jhorn@mrrhouston.com  
 www.mrrhouston.com  
 Johnnie Horn, President  
 Location: Office building  
 Distance from airport: 14 miles, 30 minutes  
 CL, 1/1, VC  
 Conference 26x14 Obs. Rm. Seats 14  
 Conference 24x17 Obs. Rm. Seats 16  
 12x08

MMR specializes in medical marketing research. Located in the center of the Texas Medical Center, the largest medical center in the world, we have access to 60,000+ health care professionals. We have three state-of-the-art focus group rooms with both FocusVision and ActiveGroup remote viewing capabilities. We also conduct field and phone bank projects.



### 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, President  
 Location: Office building  
 Distance from airport: 20 miles, 40 minutes  
 CL, 1/1, 1/10R, MP, VC, VE

Multiple	24x20	Obs. Rm. Seats 24
Conference	24x20	Obs. Rm. Seats 12
Conference	22x20	Obs. Rm. Seats 12
Multiple	26x32	Obs. Rm. Seats 12

#1 focus group facility in Houston and top rated worldwide (1995 - 2002 Impulse Survey). Your success is our passion!  
 (See advertisement on p. 197)

**A RESEARCH FACILITY APPEALING TO BOTH SIDES OF THE MIND.**

*It'll make you think.*

- #1 Focus Group Facility in Houston & "Top Rated" Worldwide
- Houston Galleria area location
- 4 spacious, contemporary suites designed and operated by leading moderator
- Numerous sophisticated amenities and high-tech features
- Online bulletin board focus group hosting
- 75-station, CATI equipped call center for meticulous NATIONAL recruiting and interviewing
- Brought to you by Anndel and Andy Martin

**COMING SOON:  
 New Location in  
 Houston Med Center**

**Twice.**

**Opinions unlimited**

Three Riverway Suite 250  
 Houston, TX 77056  
 1-800-604-4247  
 www.opinions-unlimited.com

#1 HOUSTON

Proudly affiliated with FocusVision, GroupNet, The Moderator.Net and QualTalk

## 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.

**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, VE

Conference 15x20      Obs. Rm. Seats 20

Conference 15x20      Obs. Rm. Seats 20

Multiple 15x20      Obs. Rm. Seats 20

(See advertisement on p. 163)

**Quick Test/Heakin**

247 Greenspoint Shopping Mall

Houston, TX 77060

Ph. 281-872-4165

Fax 281-872-7024

E-mail: info@quicktest.com

www.quicktest.com

Location: Shopping mall

1/1, TK

Conference 18x14      Obs. Rm. Seats 8

Conference 18x12

**Quick Test/Heakin**

Galleria II

5085 Westheimer, Suite 3897

Houston, TX 77056

Ph. 713-871-8542

Fax 713-871-8549

E-mail: info@quicktest.com

www.quicktest.com

Location: Shopping mall

1/1, TK

Conference 20x13      Obs. Rm. Seats 20

Conference 20x12      Obs. Rm. Seats 8

**Quick Test/Heakin**

West Oaks Mall, Suite 547

1000 W. Oaks Blvd.

Houston, TX 77082

Ph. 281-531-5959

Fax 281-531-6233

E-mail: info@quicktest.com

www.quicktest.com

Location: Shopping mall

1/1, TK

Conference 20x13      Obs. Rm. Seats 8

**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. 195)

**Lubbock****United Marketing Research**

1516 53rd St.

Lubbock, TX 79412

Ph. 806-744-6740

Fax 806-744-0327

E-mail: umr220@door.net

www.umspromo.com

David McDonald

Location: Free standing 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

**Creative Consumer Research**

5300 Wurzbach Rd., Suite 400

San Antonio, TX 78238

Ph. 210-520-7025

Fax 210-680-9906

E-mail: ccrsanantonio@ccrsurveys.com

www.ccrsurveys.com

Miguel Pantoja, Manager

Location: Free standing facility

Distance from airport: 8 miles, 15 minutes

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

Conference 17x23      Obs. Rm. Seats 15

Conference 17x21      Obs. Rm. Seats 25

Conference 17x20      Obs. Rm. Seats 15

**Galloway Research Services**

4751 Hamilton Wolfe Rd., Suite 100

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: Free standing 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. 386-677-5644

Fax 386-677-5534

E-mail: SALT@cunninghamresearch.com

www.cunninghamresearch.com

Location: Shopping mall

Distance from airport: 25 miles, 40 minutes

1/1, 1/1OR, 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, 1/1OR

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

## Valley Research, Inc.

350 E. 500 S., Suite 102  
Salt Lake City, UT 84111-3351  
Ph. 801-907-2000  
Fax 801-907-2001  
E-mail: valley@valley-research.com  
www.valley-research.com  
Sheri Guiver, President  
Location: Free standing facility  
Distance from airport: 10 miles, 15 minutes  
CL, MP  
Multiple 18x15 Obs. Rm. Seats 8

## 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

#### ORC Macro

126 College St.  
Burlington, VT 05401  
Ph. 802-863-9600 or 800-639-1312  
Fax 802-863-8974  
E-mail: james.j.dayton@orcmacro.com  
www.www.macpoint.com  
Location: Office building  
Distance from airport: 3 miles, 5 minutes  
Conference 25x20 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, 1/1OR  
Conference 11x21 Obs. Rm. Seats 9

#### 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  
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 & Analysis

11833 Canon Blvd., Suite 100  
Newport News, VA 23606  
Ph. 800-868-0330 ext. 110 or 757-873-0900 ext. 110  
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: 5 miles, 10 minutes  
1/1, 1/1OR  
Conference 20x20 Obs. Rm. Seats 14

#### 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

#### Quick Test/Heakin

Norfolk Telephone & Focus  
825 Greenbrier Circle, Suite 200  
Chesapeake, VA 23320  
Ph. 757-523-2505  
Fax 757-523-0463  
E-mail: info@quicktest.com  
www.quicktest.com  
Gerri Kennedy, Manager  
Location: Office building  
Distance from airport: 10 miles, 15 minutes  
CL, 1/1, TK  
Conference 14x22 Obs. Rm. Seats 15

## 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. 804-649-6787  
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: tbrisbane@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.

## 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.

**Southeastern Institute of Research (SIR)**

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: Free standing facility  
Distance from airport: 12 miles, 25 minutes  
1/1, VC  
Conference 20x22 Obs. Rm. Seats 20  
Conference 15x15 Obs. Rm. Seats 10  
Conference 12x16

**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: Free standing 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, 1/1OR, TK  
Conference 13x12 Obs. Rm. Seats 4

**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: Free standing facility  
Distance from airport: 5 miles, 10 minutes  
TK, TKO  
Conference 15x20 Obs. Rm. Seats 10  
(See advertisements on pp. 182, 201)

**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 advertisements on pp. 182, 201)

**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, VE  
Conference 15x20 Obs. Rm. Seats 18  
Multiple 20x40 Obs. Rm. Seats 10  
(See advertisements on pp. 182, 201)

**Cunningham Field & Research Service**

Super Mall of the Great N.W.  
1101 Super Mall Way., Suite 1239  
Auburn, WA 98001  
Ph. 386-677-5644  
Fax 386-677-5534  
E-mail: SEAT@cunninghamresearch.com  
www.cunninghamresearch.com  
Location: Shopping mall  
Distance from airport: 20 miles, 35 minutes  
1/1, 1/1OR, TK, VC  
Conference 20x14 Obs. Rm. Seats 8

**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, VE  
Conference 21x18 Obs. Rm. Seats 14  
Conference 20x20 Obs. Rm. Seats 12  
(See advertisement on p. 155)

**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: 23 miles, 25 minutes  
CL, 1/1, 1/1OR, MP, VC, VE  
Conference 25x24 Obs. Rm. Seats 25  
Conference 20x20 Obs. Rm. Seats 15  
Conference 21x18 Obs. Rm. Seats 10  
Conference 16x16 Obs. Rm. Seats 8  
Conference 10x12 Obs. Rm. Seats 5  
(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: cpeda@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

**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 or 425-985-3567  
Fax 425-746-8138  
E-mail:mlink@hebertresearch.com  
www.hebertresearch.com  
Michael Link, V.P. Mktg. & Rsch.  
Location: Free standing facility  
Distance from airport: 10 miles, 18 minutes  
CL, 1/1, 1/1OR, TK, MP, VE  
Conference 30x18 Obs. Rm. Seats 10



## 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, 1/10R, TK, TKO, MP, VE  
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  
VE  
Conference 18x20 Obs. Rm. Seats 20  
Multiple 18x20 Obs. Rm. Seats 10

## North American Insights - Seattle

Kitsap Mall  
10315 Silverdale Way N.W., Suite E20  
Silverdale, WA 98383  
Ph. 708-747-1100 ext. 11  
Fax 708-747-4883  
E-mail: sandy@nainsights.com  
Sandy Lewis  
Location: Shopping mall  
Distance from airport: 61 miles, 60 minutes  
CL, 1/1, 1/10R, TK  
Conference 20x15 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@nwrg.com  
www.nwrg.com  
Jeff Etherton, Vice President  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL  
Conference 12x16 Obs. Rm. Seats 15

## Plaza Research-Seattle

(Opening 2003)  
Seattle, WA  
Ph. 201-265-7500 or 800-654-8002  
Fax 201-265-7269  
E-mail: pwozniak@plazaresearch.com  
www.plazaresearch.com  
Paula Wozniak or Jill Gottesman  
(See advertisement on p. 163)

## Spokane

### Consumer Opinion Services, Inc.

Northtown Mall  
4750 N. Division St.  
Spokane, WA 99207  
Ph. 509-487-6173 or 206-241-6050 for bids  
Fax 509-482-7205  
E-mail: northtown@cosvc.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 advertisements on pp. 182, 201)

### Robinson Research, Inc.

524 W. Indiana  
Spokane, WA 99205  
Ph. 509-325-8080  
Fax 509-325-8068  
E-mail: info@robinsonresearchinc.com  
www.robinsonresearchinc.com  
William D. Robinson, President  
Location: Free standing facility  
Distance from airport: 8 miles, 10 minutes  
CL, 1/1, 1/10R, 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: Free standing facility  
Distance from airport: 8 miles, 15 minutes  
Conference 24x24 Obs. Rm. Seats 10

Seattle ▼ Portland ▼ Spokane

# SAVE THIS AD

We don't necessarily mean for you to cut this book apart to turn this ad into bookmark for the latest novel you are reading...but you might.

That way when you need to remember how to call in **Seattle, Portland, or Spokane** for your next focus group assignment, the information will be right there.

And getting focus groups recruited and run flawlessly is what we are all about. That's worth remembering.

Call us or visit our website, [cosvc.com](http://cosvc.com).



## Consumer Opinion Services

12825 1st Ave. South  
Seattle, Wa. 98168  
[www.cosvc.com](http://www.cosvc.com)

Seattle Office 206-241-6050  
[info@cosvc.com](mailto:info@cosvc.com)  
Portland Office 503-493-2870  
[Jim@Portlandopinion.com](mailto:Jim@Portlandopinion.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.

## 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: tada@1st.net

Shawn Bishop

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@friedmanmktg.nopworld.com

www.friedmanmktg.com

Tammy Tomaloff, 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: Free standing facility

Distance from airport: 3 miles, 5 minutes

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

Conference 16x23      Obs. Rm. Seats 15

Conference 15x17      Obs. Rm. Seats 10

(See advertisement on p. 155)

**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

Location: Free standing facility

Distance from airport: 35 miles, 30 minutes

1/1, 1/1OR

Conference 21x19      Obs. Rm. Seats 10

**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

www.venturegb.com

Linda Segersin, General Manager

Location: Free standing facility

Distance from airport: 4 miles, 10 minutes

CL, TK, MP

Multiple 21x30      Obs. Rm. Seats 14

**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. 800-246-9779

Fax 877-549-5990

E-mail: quirks@crwcwis.com

www.crwcwis.com

Tyler Walker, Director of Field Service

Location: Free standing facility

Distance from airport: 10 miles, 15 minutes

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

Multiple 19x25      Obs. Rm. Seats 18

Multiple 21x25      Obs. Rm. Seats 12

Multiple 18x25      Obs. Rm. Seats 25

(See advertisement on p. 203)

**Cunningham Field & Research Service**

Cunningham Sensory Services

6333 Odana Rd.

Madison, WI 53719

Ph. 608-277-8770

Fax 608-277-8808

E-mail: MADI@cunninghamresearch.com

www.cunninghamresearch.com

Location: Office building

Distance from airport: 25 miles, 15 minutes

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

Conference 18x25      Obs. Rm. Seats 12

Conference 14x14      Obs. Rm. Seats 4

**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

CL, 1/1, 1/1OR

Conference 20x28      Obs. Rm. Seats 12

Quality recruiting of fresh respondents for focus groups, usability testing and one-on-ones. Moderators compliment us on our recruiting, comfortable facility, personal attention to their needs and professionalism. Top-rated facility in Madison area for recruiting, personnel and overall value. Consumer products, dairy, agriculture, high-tech and business services are our specialty. Safe, near-West location remodeled in 2002.

## 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: Free standing facility

Distance from airport: 25 miles, 30 minutes

CL

Conference 28x18      Obs. Rm. Seats 12

(See advertisement on p. 204)

**Car-Lene Research, Inc.**

Southridge Mall

5300 S. 76th St., Suite 1325

Greendale, WI 53129

Ph. 414-421-2865

Fax 414-421-2990

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

# SETTING THE STANDARD FOR WHAT YOU SHOULD EXPECT

## **State-of-the-Art Facility**

- ◆ Three fully equipped focus group suites
- ◆ Large, comfortable viewing rooms
- ◆ Multiple room setups available
- ◆ Commercial kitchen

## **Technological Advancements**

- ◆ Streaming video
- ◆ On-line focus groups
- ◆ Web-site usability labs

## **Superior Research Capabilities**

- ◆ Expert moderating services
- ◆ Over 90% show rate
- ◆ Experience with hard-to-reach audiences
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- ◆ One-on-ones/On-site interviewing/  
Mystery shopping/Mock juries
- ◆ Insightful analysis and actionable  
recommendations

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- ◆ Private lounges
- ◆ Gourmet meals prepared on-site
- ◆ PC's with high-speed Internet  
connections
- ◆ Phone & data ports in all rooms



# **CRC**

**CHAMBERLAIN RESEARCH CONSULTANTS  
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.

### 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

Daina Veidemanis, Director

Location: Shopping mall

Distance from airport: 12 miles, 15 minutes

1/1, 1/1OR, TK, TKO, VC

Conference 18x16      Obs. Rm. Seats 12

### 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: sales@thedrg.com

www.thedrg.com

Location: Office building

Distance from airport: 25 miles, 30 minutes

Conference 12x24      Obs. Rm. Seats 10



**Marketing & Sensory  
Research Services**

J. Reckner Associates, Inc.

### JRA, J. Reckner Associates, Inc.

9833 S. 13th St.

Oak Creek, WI 53154

Ph. 414-768-6040

Fax 414-768-6049

E-mail: info@reckner.com

www.reckner.com

Melissa Boysen, Facility Manager

Location: Office building

Distance from airport: 5 miles, 10 minutes

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

Conference 20x18      Obs. Rm. Seats 15

Multiple 38x22

(See advertisement on p. 3)

### 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: Free standing facility

Distance from airport: 18 miles, 30 minutes

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

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: mmmr@execpc.com

www.mmmrfocus.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

### Zigman Joseph Stephenson

735 W. Wisconsin Ave., Suite 1200

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

# Have You Lost Your Direction?



Let Advantage Research, Inc. guide you in the right direction for timely and accurate marketing research services.

### Our services include:

- Implementation of computer-aided telephone surveys
- Mail & internet-based surveys
- Focus group facilities & moderating

Call 1-877-477-7001  
for fast quotes and  
responsive customer service!



**ADVANTAGE  
RESEARCH  
INCORPORATED**

## Argentina

### IFOP-ASECOM Latin America

Av. Belgrano 1255  
1093 Buenos Aires  
Argentina  
Ph. 54-11-4381-1118  
Fax 54-11-4381-0234  
E-mail: research@asecom.com.ar  
www.ifop.com/latinamerica  
Location: Office building  
Distance from airport: 18 miles, 30 minutes  
CL, 1/1, MP, VC, VE  
Conference 23x16 Obs. Rm. Seats 15  
Conference 20x20 Obs. Rm. Seats 15

### INFOQUALITY MARKETING RESEARCH

Amenabar 1550 4toF, Apt. A  
1426 Buenos Aires  
Argentina  
Ph. 54-11-4781-4571 or 54-11-4787-6070  
Fax 54-11-4781-4571  
E-mail: estermartinez@arnet.com.ar  
www.infoqualityarg.com.ar  
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  
Distance from airport: 30 minutes  
TK, VC, VE  
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: jorgan@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: andrew@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: Free standing 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: Free standing 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 Group Rooms

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: Free standing 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: Free standing facility  
Distance from airport: 20 miles, 35 minutes  
CL, TK, MP, VC  
Multiple Obs. Rm. Seats 5

## CODES

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge      MP - Multipurpose Room  
 TK - Test Kitchen      TKO - Test Kitchen Obs. 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.

**Group Focus Pty Ltd**

Melbourne Focus Groups  
 140 Coppin Street  
 Richmond, VIC 3121  
 Australia  
 Ph. 61-3-9421-1827 or 61-3-9421-1836  
 Fax 61-3-9421-1837  
 E-mail: groups@groupfocus.com.au  
 www.groupfocus.com.au  
 Location: Free standing facility  
 Distance from airport: 15 miles, 20 minutes  
 CL, TK, MP  
 Multiple                      Obs. Rm. Seats 9  
 Multiple                      Obs. Rm. Seats 5

**Hambleton Consultancy Service**

50-52 Mills Street (Middle Park Border)  
 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  
 E-mail: jb.thevenue00@hotmail.com  
 Location: Free standing 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@senet.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. 61-7-3839-5500  
 Fax 61-7-3839-5505  
 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, Sydney, 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: field@marketequity.com.au  
 www.marketequity.com.au  
 Location: Office building  
 Distance from airport: 5 miles, 10 minutes  
 1/1  
 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 61-8-8364-1151  
 E-mail: marketequity@marketequity.com.au  
 www.marketequity.com.au

**Marketing & Research Associates**

Ground floor/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  
 Tracy Sheridan, Principal  
 Location: Office building  
 Distance from airport: 10 miles, 25 minutes  
 CL, 1/1, 1/1OR, MP, VC, VE  
 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  
 Location: Office building  
 Distance from airport: 10 miles, 30 minutes  
 CL, 1/1, 1/1OR, TK, 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/Suite B  
 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**

46 Dundas Place  
 Albert Park, VIC 3206  
 Australia  
 Ph. 61-3-9682-9115  
 Fax 61-3-9682-9112  
 E-mail: office@pmassociates.com.au  
 www.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: David@rightmarketing.com.au  
 www.rightmarketing.com.au

**RiverCity Research Pty. Ltd.**

Level 1, Holman House  
 Corner Holman & Main Streets  
 Kangaroo Point, QLD 4169  
 Australia  
 Ph. 61-7-3891-5230  
 Fax 61-7-3391-0233  
 E-mail: rivercity@gil.com.au  
 www.rivercityresearch.com  
 Sue Brown  
 Location: Office building  
 Distance from airport: 30 miles, 40 minutes  
 CL, 1/1, 1/1OR, TK, MP  
 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  
 Distance from airport: 30 minutes  
 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: enquiries@taylorresearch.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

**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: enquiries@taylorresearch.com.au  
 www.taylorresearch.com.au  
 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  
 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, MP, 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  
 Conference 25x19 Obs. Rm. Seats 16  
 Conference 16x11 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: keith@marketresearch.com.au  
 www.marketresearch.com.au  
 Keith Patterson, Managing Director  
 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

**Belgium**

**MARESCO**

Oogststraat 66  
 2600 Berchem  
 Belgium  
 Ph. 32-3-449-46-00  
 Fax 32-3-449-88-70  
 E-mail: maresco@skynet.be  
 Lieve Brauers, Managing Director  
 Location: Free standing facility  
 Distance from airport: 25 miles, 30 minutes  
 CL, 1/1, 1/1OR, TK, TKO  
 Conference 30x30 Obs. Rm. Seats 25  
 Conference 26x26 Obs. Rm. Seats 12  
 Living 20x13 Obs. Rm. Seats 10

**Bolivia**

**APOYO Opinion y Mercado Bolivia S.A.**

Av. Libertador No. 3000, San Jorge  
 La Paz  
 Bolivia  
 Ph. 591-2-243-02-68 or 591-2-243-41-68  
 Fax 591-2-243-02-68  
 E-mail: lgaray@apoyobolivia.com  
 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: Free standing facility  
 Distance from airport: 8 miles, 20 minutes  
 CL, 1/1, 1/1OR, TK, MP, VC  
 Conference 20x14 Obs. Rm. Seats 8

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 Fax 55-11-3256-3982  
 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  
 Rua Januario Miraglia 129  
 Vl. Nova Concricao  
 04507-020 Sao Paulo  
 Brazil  
 Ph. 55-11-3884-8404  
 Fax 55-11-3884-7034  
 E-mail: claim@claim.com.br  
 www.claim.com.br

**Demanda**

Rua Minas Gerais, 58  
 01244-010 Sao Paulo  
 Brazil  
 Ph. 55-11-3258-3444 or 55-11-3218-8000  
 Fax 55-11-3231-2093  
 E-mail: demanda@demanda.com.br  
 www.demanda.com.br  
 Silvio Pires de Paula, President  
 Location: Free standing 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: Free standing facility  
 Distance from airport: 32 miles, 40 minutes  
 CL, 1/1, MP, VC  
 Conference 16x22  
 Conference 13x19  
 Conference 13x26  
 Conference 11x08

**Instituto Ethos de Pesquisa Aplicada**

Rua Pasteur, 90 - Batel  
 80250-080 Curitiba, PR  
 Brazil  
 Ph. 55-41-323-1600  
 Fax 55-41-323-1600  
 E-mail: ethos@ethos.com.br  
 www.ethos.com.br

## 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.

### 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

### Vitoshka 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, Director

Location: Free standing facility

Distance from airport: 6 miles, 20 minutes

CL, 1/1, 1/1OR

Conference 32x16      Obs. Rm. Seats 50

Conference 16x13      Obs. Rm. Seats 12

## Canada

## Alberta

### Calgary

#### Call-Us Info, Inc.

1414 8th St. S.W., Suite 500

Calgary, AB T2R 1J6

Canada

Ph. 800-361-9430 or 403-299-7598

Fax 403-299-8973

E-mail: edoerksen@call-us-info.com

www.call-us-info.com

Elizabeth Doerksen, Manager

Location: Office building

Distance from airport: 10 miles, 20 minutes

1/1

Conference 23x17      Obs. Rm. Seats 8

### 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: adipaulla@cgt.net.com

www.cgt.net.com

Adam Di Paula

Location: Office building

Distance from airport: 12 miles, 25 minutes

Conference 18x14      Obs. Rm. Seats 6

#### Contemporary Research Centre - Vancouver

1398 W. 7th Ave.

Vancouver, BC V6H 3W5

Canada

Ph. 604-714-5900

Fax 604-714-5901

E-mail: ed@crccdata.com

www.crccdata.com

Lisa Osei, General Manager

Location: Office building

Distance from airport: 15 miles, 20 minutes

1/1, 1/1OR, VE

Conference 18x20      Obs. Rm. Seats 10

Conference 18x20      Obs. Rm. Seats 10

(See advertisement on p. 211)

#### POLLARA

601 W. Broadway, Suite 550

Vancouver, BC V5Z 4C2

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: focusgroups@sixthline.com

www.sixthline.com

Cynthia Langan, Operations Manager

Location: Free standing facility

Distance from airport: 11 miles, 25 minutes

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

Conference 21x17      Obs. Rm. Seats 13

Multiple 14x14      Obs. Rm. Seats 12

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### Winnipeg

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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: cadams@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, 1/1OR, MP  
Conference 20x15    Obs. Rm. Seats 10  
Conference 20x17    Obs. Rm. Seats 4

**Ontario**

**London**

**Acumen Research Group Inc.**

131 Wharnclyffe Road South, 2nd floor  
London, ON N6J 2K4  
Canada  
Ph. 519-433-8302 or 866-922-8636  
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  
E-mail: kathy@insights.on.ca  
Kathy Sorenson  
Location: Free standing facility  
Distance from airport: 2 miles, 10 minutes  
CL, TK, MP  
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**

100 Queen St., Suite 1300  
Ottawa, ON K1P 1J9  
Canada  
Ph. 613-238-2090  
Fax 613-238-9380  
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.**

160 Elgin St., Suite 1800  
Ottawa, ON K2P 2C4  
Canada  
Ph. 800-363-4229 or 613-230-9109  
Fax 613-230-3793  
E-mail: info@opinionsearch.com  
www.opinionsearch.com

Eric Turcotte, Qual. Rsch. Manager  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
MP  
Conference 30x20    Obs. Rm. Seats 20  
Conference 20x18    Obs. Rm. Seats 10

**Toronto**

**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: Free standing 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, VE  
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**

130 Bloor St. W., Suite 705  
Toronto, ON M5S 1N5  
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, VE  
Conference 19x26    Obs. Rm. Seats 8  
Conference 18x24    Obs. Rm. Seats 10  
(See advertisement on p. 211)

**Contract Testing, Inc.**

119 West Dr.  
Brampton, ON L6T 2J6  
Canada  
Ph. 905-456-0783  
Fax 905-456-1172  
E-mail: info@contracttesting.com  
www.contracttesting.com  
Lanny Scholes  
Location: Free standing 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  
Ph. 416-598-8002  
Fax 416-598-2543  
E-mail: toronto@ekos.com  
www.ekos.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.*

**Face To Face Qualitative Rsch. Svcs.**

A Div. of Karom Group of Companies  
 2323 Yonge St., Suite 808  
 Toronto, ON M4P 2C9  
 Canada  
 Ph. 416-488-8318 ext. 204  
 Fax 416-488-8052  
 E-mail: [facetoface@karomgroup.com](mailto:facetoface@karomgroup.com)  
[www.karomgroup.com](http://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

**Focus First Research**

(A division of Camelford Graham Research Group Inc.)

2300 Yonge St., Suite 1001  
 Toronto, ON M4P 1E4  
 Canada  
 Ph. 416-440-1450  
 Fax 416-440-1468  
 E-mail: [cg@camelfordgraham.on.ca](mailto:cg@camelfordgraham.on.ca)  
[www.camelfordgraham.on.ca](http://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

**Group Dynamics**

52 Village Centre Place  
 Mississauga, ON L4Z 1V9  
 Canada  
 Ph. 905-277-9606  
 Fax 905-277-5747  
 E-mail: [leanne@groupdynamics.ca](mailto:leanne@groupdynamics.ca)  
[www.groupdynamics.ca](http://www.groupdynamics.ca)

Leanne Fromhold-Treu, Facility Manager  
 Location: Free standing facility  
 Distance from airport: 6 miles, 10 minutes  
 CL, 1/1, 1/1OR, TK, MP, VE  
 Conference 14x20  
 Conference 12x12

**Market Facts of Canada**

77 Bloor St. W.  
 Toronto, ON M5S 3A4  
 Canada  
 Ph. 416-964-6262  
 Fax 416-964-5882  
 E-mail: [kwojewoda@marketfacts.com](mailto:kwojewoda@marketfacts.com)  
[www.marketfacts.com](http://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](mailto:info@metroline.ca)  
[www.metroline.ca](http://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.**

110 Eglinton Ave. E., Suite 704  
 Toronto, ON M4P 2Y1  
 Canada  
 Ph. 416-440-2885  
 Fax 416-440-2801  
 E-mail: [dave@metroline.ca](mailto:dave@metroline.ca)  
[www.metroline.ca](http://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

**Millward Brown Goldfarb**

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@ca.mbgoldfarb.com](mailto:info@ca.mbgoldfarb.com)  
[www.mbgoldfarb.com](http://www.mbgoldfarb.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

**POLLARA**

101 Yorkville Ave., Suite 301  
 Toronto, ON M5R 1C1  
 Canada  
 Ph. 416-921-0090  
 Fax 416-921-3903  
 E-mail: [info@pollara.ca](mailto:info@pollara.ca)  
[www.pollara.ca](http://www.pollara.ca)  
 Marie Larosa, Vice President  
 Location: Office building  
 Conference 12x20      Obs. Rm. Seats 8

**Research Dimensions, Ltd.**

30 Soudan Ave., 6th fl.  
 Toronto, ON M4S 1V6  
 Canada  
 Ph. 416-486-6161 or 800-663-2973  
 Fax 416-486-6162  
 E-mail: [info@researchdimensions.com](mailto:info@researchdimensions.com)  
[www.researchdimensions.com](http://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 or 800-701-3137  
 Fax 416-488-2368  
 E-mail: [info@research-house.ca](mailto:info@research-house.ca)  
[www.research-house.ca](http://www.research-house.ca)  
 Gini Smith, V.P. Qualitative Services  
 Location: Office building  
 Distance from airport: 20 miles, 30 minutes  
 CL, 1/1, 1/1OR, 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 K9H 7J6  
 Canada  
 Ph. 416-488-2328  
 Fax 416-488-2368  
 E-mail: [info@research-house.ca](mailto:info@research-house.ca)  
[www.research-house.ca](http://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

**Thompson Lightstone & Company**

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: [tlc@tlc.com](mailto:tlc@tlc.com)  
[www.maritzresearch.com](http://www.maritzresearch.com)  
 Colette Grant  
 Location: Office building  
 Distance from airport: 20 miles  
 CL, 1/1, 1/1OR, 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](mailto:info@torontofocus.net)  
[www.thefocusnetwork.com](http://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

## 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: inquires@oraclepoll.com  
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, #900  
Montreal, PQ H3H 2T4  
Canada  
Ph. 514-937-4040 ext. 117 or 888-42ADHOC  
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@crpdata.com  
www.crcpdata.com  
Christiane Ballant, Facility Manager  
Location: Office building  
Distance from airport: 12 miles, 20 minutes  
CL, 1/1, 1/1OR, VE  
Conference 17x22 Obs. Rm. Seats 10  
Conference 18x22 Obs. Rm. Seats 15  
Conference 18x22 Obs. Rm. Seats 10  
Conference 18x23 Obs. Rm. Seats 15  
(See advertisement on p. 211)

### Descarie & Complices

1440, St. Catherine W., Suite 555  
Montreal, PQ H3G 1R8  
Canada  
Ph. 514-861-8555  
Fax 514-861-8455  
E-mail: vmartin@descarie.com  
www.descarie.com  
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, #410/411  
Montreal, PQ H3H 2S2  
Canada  
Ph. 514-938-4323  
Fax 514-938-2055  
E-mail: adusseault@head.ca  
Anne Dusseault  
Location: Office building  
Distance from airport: 10 miles, 15 minutes  
CL, 1/1, 1/1OR, TK, MP, VE  
Conference 10x12 Obs. Rm. Seats 10  
Conference 10x12 Obs. Rm. Seats 10

### Legendre Lubawin Marketing, Inc.

1172 St. Mathieu  
Montreal, PQ H3H 2H5  
Canada  
Ph. 514-937-2079  
E-mail: lubawin@sympatico.ca  
Victoria Lubawin, Partner  
Location: Free standing 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.

630 Sherbrooke St. W., Suite 1101  
Montreal, PQ H3A 1E4  
Canada  
Ph. 866-288-0199 or 514-288-0199  
Fax 514-288-0131  
E-mail: info@opinionsearch.com  
www.opinionsearch.com  
Eric Turcotte, Qual. Rsch. Manager  
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  
E-mail: kwojewoda@marketfacts.com  
www.marketfacts.com  
Renee Mimeault  
Location: Office building  
Distance from airport: 25 miles, 45 minutes  
Conference 17x21 Obs. Rm. Seats 10



### CONTEMPORARY RESEARCH CENTRE

CRC is a Canada's Premier Data Collection Company with offices centrally located in Montreal, Toronto and Vancouver. In addition to our state-of-the-art facilities and professional staff, we offer bilingual recruiting & have experienced moderators on staff. Let us put our 30 years of experience behind your next data collection project.

Montreal  
1-800-932-7511

Toronto  
1-877-927-0458

Vancouver  
1-866-455-9311

## 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.

### 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: Free standing 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 Tuanjieshu 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. 57-1-339-4888  
Fax 57-1-287-2670  
E-mail: cnc@cable.net.co  
www.centronacionaldeconsultoria.com  
Julio Ponce De Leon  
Location: Free standing facility  
VC  
Conference 20x26 Obs. Rm. Seats 4

## Costa Rica

### CID/Gallup, S.A.

50e 150s Colegio Medicos  
Sabana Sur  
San Jose  
Costa Rica  
Ph. 506-220-4101  
Fax 506-231-2145  
E-mail: cid@cidgallup.com  
www.cidgallup.com  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL, 1/1, 1/1OR, MP  
Conference Obs. Rm. Seats 8  
Multiple Obs. Rm. Seats 6  
Conference Obs. Rm. Seats 4

## Czech Republic

### AMASIA s.r.o

Parikova 362/3  
190 00 Praha 93  
Czech Republic  
Ph. 42-2-2684-3571  
Fax 42-2-8389-0565  
E-mail: amasia@amasia.cz  
Location: Office building  
Distance from airport: 30 miles, 30 minutes  
CL, 1/1, TK  
Conference 21x12 Obs. Rm. Seats 12

## El Salvador

### CID/Gallup El Salvador S.A.

91 Av. Norte y 9na calle poniente #4630  
Colonia Escalon  
El Salvador  
Ph. 503-263-9834 or 503-263-9837  
Fax 503-263-9830  
E-mail: cid@cidgallup.com  
www.cidgallup.com  
Location: Office building  
Distance from airport: 20 miles, 30 minutes  
1/1, 1/1OR  
Conference Obs. Rm. Seats 6

## 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: 20 miles, 30 minutes  
CL, 1/1, 1/1OR, TK, MP, VC  
Multiple 10x09 Obs. Rm. Seats 8  
Multiple 10x09 Obs. Rm. Seats 8

### ADCE/ADC Logistic

16 Rue de Chateaudun  
75009 Paris  
France  
Ph. 33-1-53-21-90-00  
Fax 33-1-53-21-97-01  
E-mail: a.raczyn-adclog@wandadoo.fr  
Nathalie Cariou, Associate Manager  
Location: Office building  
1/1, 1/1OR, VC  
Conference 18x18 Obs. Rm. Seats 4

### Field Facts Worldwide

25 rue de Ponthieu  
75008 Paris  
France  
Ph. 33-1-53-96-02-10  
Fax 33-1-53-96-02-50  
E-mail: demanche@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. 225)

### 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: Free standing facility  
Distance from airport: 15 miles, 40 minutes  
CL, 1/1, 1/1OR, TK, MP, VC

### IPSOS FRANCE

99 rue de '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  
Distance from airport: 25 miles, 60 minutes  
1/1, 1/1OR, TK, VC  
Conference 18x15 Obs. Rm. Seats 6  
Conference 17x15 Obs. Rm. Seats 6  
Conference 23x15 Obs. Rm. Seats 6  
Conference 17x15 Obs. Rm. Seats 6  
Conference 18x15 Obs. Rm. Seats 6  
Conference 23x15 Obs. Rm. Seats 6

### MSM-Motivation Strategie Marketing

140 rue Victor Hugo  
92300 Levallois-Perret  
France  
Ph. 33-1-41-06-57-00  
Fax 33-1-41-06-57-10  
Marianne de Souza  
Location: Office building  
Distance from airport: 18 miles, 30 minutes  
CL, 1/1, 1/1OR, TK, MP, VC  
Conference 23x15 Obs. Rm. Seats 10  
Conference 12x15 Obs. Rm. Seats 10  
Conference 23x19 Obs. Rm. Seats 10

### NovaTest

104, rue Amelot  
75011 Paris  
France  
Ph. 33-1-43-55-29-29  
Fax 33-1-43-55-00-23  
E-mail: vtterradot@novatest.fr  
www.novatest.fr  
Location: Free standing 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

The Institute for Polling and Marketing  
8, Baratashvili Str.  
380005, Tbilisi  
Georgia  
Ph. 995-32-99-82-03  
Fax 995-32-99-85-06  
E-mail: ipm@ipm-georgia.com  
www.ipm-georgia.com  
Location: Office building  
Distance from airport: 15 miles, 30 minutes  
TK, TKO, MP  
Conference 20x16 Obs. Rm. Seats 10  
Conference 23x16 Obs. Rm. Seats 5

## 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  
Location: Shopping mall  
Distance from airport: 12 miles, 20 minutes  
CL, MP, VC  
Conference 15x15 Obs. Rm. Seats 6  
Conference 12x12 Obs. Rm. Seats 4  
15x15 Obs. Rm. Seats 10

### ASKI International Market Research

Moенckebergstr. 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

## 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.

**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. 49-611-999-600  
 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: swantje.warns@fieldfacts.de  
 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. 225)

**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-marketing.com  
 Pauline Georgiades  
 Location: Free standing 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

**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

**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: eva@insighteurope.de  
 www.insighteurope.de  
 Eva Caspary, Managing Director  
 Location: Free standing facility  
 Distance from airport: 12 miles, 30 minutes  
 CL, 1/1, 1/1OR, VC  
 Conference 21x14      Obs. Rm. Seats 10

**Institut fur Marktforschung GmbH**

Postfach 100 807  
 04109 Leipzig  
 Germany  
 Ph. 49-341-9950-0  
 Fax 49-341-9950-111  
 E-mail: info@imleipzig.de  
 www.imleipzig.de  
 Location: Shopping mall  
 1/1, 1/1OR, TK, VC  
 Conference 16x20      Obs. Rm. Seats 10

**INTERVIEW + EXPLORATION I+E Berlin**

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**

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**

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

**Kramer Marktforschung GmbH**

Ludgerstrabe 114  
48143 Muenster  
Germany  
Ph. 49-2518-5712-0  
Fax 49-2518-5712-22  
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

**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  
Wilmsdorfer 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  
Location: Office building  
Distance from airport: 10 miles, 15 minutes  
CL, 1/1, 1/1OR, TK, TKO, MP, VC, VE  
Conference 20x16 Obs. Rm. Seats 10  
Living 13x13 Obs. Rm. Seats 5  
Living 16x13 Obs. Rm. Seats 7

**MS Mott Schlebusch Marktforschung GmbH**

Buchel 20  
41460 Neuss bei Dusseldorf  
Germany  
Ph. 49-2131-26880  
Fax 49-2131-268877  
E-mail: ms-marktforschung@t-online.de  
Viv Mott or Dieler Schlebusch  
Location: Shopping mall  
Distance from airport: 30 miles, 60 minutes  
1/1, 1/1OR  
Conference 16x21 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.

**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**

Spitalerstrasse 9  
 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 12  
 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**

5 Konitsis Street & Kifissias Avenue  
 151 25 Maroussi, Athens  
 Greece  
 Ph. 30-10-612-8800-9  
 Fax 30-10-612-8810  
 E-mail: globlink@compulink.gr  
 www.globallink.gr  
 Location: Office building  
 Distance from airport: 20 miles, 30 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

**GLOBAL LINK International Marketing Research**

9, Klisouras Street  
 546 31 Thessaloniki  
 Greece  
 Ph. 302-310-223349  
 Fax 302-310-223349  
 E-mail: globlink@compulink.gr  
 www.globallink.gr  
 Location: Office building  
 Distance from airport: 15 miles, 20 minutes  
 CL, 1/1, 1/1OR  
 Conference 23x13      Obs. Rm. Seats 14  
 Conference 18x10      Obs. Rm. Seats 6  
 Conference 26x13      Obs. Rm. Seats 10

**Market Analysis Ltd.**

190 Hymettus Street  
 116 36 Athens  
 Greece  
 Ph. 30-10-757-2600  
 Fax 30-10-701-9355  
 E-mail: markanalysis@marketanalysis.gr  
 www.marketanalysis.gr  
 Eleni Zakythinou  
 Location: Office building  
 Distance from airport: 16 miles, 45 minutes  
 CL, 1/1, 1/1OR, TK, MP  
 Conference 23x15      Obs. Rm. Seats 18

**ORCO S.A. - Operational Research Consultants**

5 Venti Str.  
 115 28 Athens  
 Greece  
 Ph. 30-1-721-0069/71  
 Fax 30-1-729-9124  
 Location: Office building  
 1/1, 1/1OR, MP, VC  
 Conference 20x16      Obs. Rm. Seats 5

**Prisma Options Ltd.**

25 Alexandroupoleos, Ambelokipi  
 115 27 Athens  
 Greece  
 Ph. 30-10-748-2001  
 Fax 30-10-775-6227  
 E-mail: prismaop@hol.gr  
 Marita Sormunen  
 Location: Office building  
 Distance from airport: 15 miles, 30 minutes  
 1/1, 1/1OR, VC  
 Conference 16x13      Obs. Rm. Seats 6  
 Conference 20x16      Obs. Rm. Seats 12

**Research International Greece**

8-12 Chalkidonos Street  
 115 27 Athens  
 Greece  
 Ph. 30-1-772-8500  
 Fax 30-1-779-5886  
 E-mail: website@research-int.com  
 www.research-int.com  
 Dimitris Manoussakis, Managing Director  
 Location: Office building  
 Distance from airport: 25 miles, 45 minutes  
 CL, MP, VC, VE  
 Multiple 15x13      Obs. Rm. Seats 4  
 Conference 10x10      Obs. Rm. Seats 4  
 Conference 13x07      Obs. Rm. Seats 4  
 Conference 16x10      Obs. Rm. Seats 4

**STOHOS Ltd.**

7 Anastasiou St.  
 115 24 Athens  
 Greece  
 Ph. 30-1-69-8023-00  
 Fax 30-1-69-825-03  
 Location: Free standing facility  
 Distance from airport: 10 miles, 30 minutes  
 CL, 1/1, TK, TKO, VC  
 Conference 24x18      Obs. Rm. Seats 10  
 Conference 20x14      Obs. Rm. Seats 10  
 Multiple 18x18



## 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: Free standing facility  
Distance from airport: 3 miles, 5 minutes  
VC  
Conference 10x15      Obs. Rm. Seats 6

## Guatemala

### CID/Gallup Guatemala, S.A.

Zona 9, Edificio Aristos, oficina 608  
Avenida Reforma, 7-62  
Guatemala City  
Guatemala  
Ph. 502-362-9151  
Fax 502-362-9150  
E-mail: cid@cidgallup.com  
www.cidgallup.com  
Location: Office building  
Distance from airport: 5 miles, 15 minutes  
1/1, 1/1OR  
Conference                      Obs. Rm. Seats 6

## Honduras

### CID/Gallup Honduras

Colonia Palmira, calzada Cartagena #142  
Tegucigalpa  
Honduras  
Ph. 504-239-0993  
Fax 504-239-0990  
E-mail: cid@cidgallup.com  
www.cidgallup.com  
Location: Office building  
Distance from airport: 6 miles, 15 minutes  
1/1, 1/1OR  
Conference                      Obs. Rm. Seats 4

## Hong Kong

### The AMI Group of Companies

Now part of Synovate  
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.synovate.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

### 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, VE  
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: info@datasearchindia.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  
(Pandav Nagar)  
Delhi 110 091  
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 600 018  
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

**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 Nelson Sofres MODE (Pvt.) Ltd.**

C-1/53, Safdarjung Development Area, 1st floor  
 New Delhi 110 016

India

Ph. 91-11-685-6838

Fax 91-11-656-1270

E-mail: modedelc@del3.vsnl.net.in

www.moderresearch.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, Senapati Bapat Marg, Lower Parel

Mumbia (Bombay), Maharashtra 400 013

India

Ph. 91-22-460-8822

Fax 91-22-495-0432

E-mail: modebom@vsnl.com

www.moderresearch.com

Location: Office building

Conference 14x14      Obs. Rm. Seats 8

**Ireland**

**Fitzpatrick Marketing Research Ltd.**

Raheny SC, Howth Road

Dublin 5

Ireland

Ph. 353-1-832-9955

Fax 353-1-832-9977

E-mail: fmrl@eircom.net

www.kol.ie/FMRL

Location: Office building

Multiple 31x27      Obs. Rm. Seats 5

**Raheny Observatory**

Raheny Shopping Centre, Howth Road, Raheny

Dublin 5

Ireland

Ph. 353-1-832-9900

Fax 353-1-832-9901

E-mail: observatory@eircom.net

Mick Fitzpatrick, Managing Director

Location: Shopping mall

Distance from airport: 5 miles, 10 minutes

Conference      Obs. Rm. Seats 8

**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

**ART S.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

E-mail: giuseppe.meotti@egeri-italia.it

www.egeria-italia.it

Location: Free standing facility

1/1, 1/1OR, VC

Conference 27x18      Obs. Rm. Seats 7

**InraDemoskopea SpA - Milan**

Via Battistotti Sassi 13

20133 Milan

Italy

Ph. 39-2-70-12-59-41

Fax 39-2-70-12-50-59

E-mail: erminerio@demoskopea.it

Location: Office building

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

Conference 10x13      Obs. Rm. Seats 6

Conference 20x26      Obs. Rm. Seats 6

Living 07x13

Living 10x13

**InraDemoskopea SpA - Rome**

Via Salaria 195

Rome

Italy

Ph. 39-6-853-75-21

Fax 39-6-85-35-01-75

Location: Office building

Conference      Obs. Rm. Seats 8

**Inter@ctive Market Research srl**

Via Scarlatti 150

80127 Naples

Italy

Ph. 39-81-22-92-473

Fax 39-81-22-92-463

E-mail: m.pucci@imrgroup.com

www.imrgroup.com

**Italy Field Services**

**The Focus Network**

Plaza Borromeo 14

20123 Milano

Italy

Ph. 39-02-86-06-91

Fax 39-02-86-58-33

E-mail: info@italyfieldservices.net

www.thefocusnetwork.com

Manuela Lange

Location: Office building

Distance from airport: 4 miles, 15 minutes

CL, 1/1, TK, MP

Multiple 21x16      Obs. Rm. Seats 10

Multiple 20x17      Obs. Rm. Seats 10

Multiple 15x15      Obs. Rm. Seats 10

(See advertisement on p. 5)

**MARCAM Market Response S.r.l.**

Via Soperga N. 45

20127 Milan

Italy

Ph. 39-02-26-82-62-67

Fax 39-02-26-82-66-05

E-mail: marcammr@iol.it

Mario Stanga

Location: Office building

TK

Conference 23x16      Obs. Rm. Seats 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, 1/1OR

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, 1/1OR, TK, MP, VC, VE

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 152-154

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, 1/1OR, TK, MP, VC

Conference      Obs. Rm. Seats 4

**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: Free standing 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, 15  
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  
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  
E-mail: cbrinfo@cbr.co.jp  
www.cbr.co.jp  
Location: Free standing 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, Business Development  
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  
Location: Office building  
Distance from airport: 40 miles, 70 minutes  
CL, 1/1, 1/10R, MP, VC, VE  
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

**Latvia****Baltic Data House**

5/7 Akas Street  
Riga 1011  
Latvia  
Ph. 371-7-096-300  
Fax 371-7-096-314  
E-mail: bdh@bdh.lv  
www.bdh.lv  
Lelde 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/Damansara Heights  
Kuala Lumpur 50490  
Malaysia  
Ph. 60-3-2092-5411  
Fax 60-3-2093-5411  
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, 1/10R  
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, 1/10R, TK, MP, VC  
Multiple 20x18 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.

### 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

### Cynthia Zelinski Qualitative Research

Fuente de Emperatriz #6

Mexico City 52760

Mexico

Ph. 52-55-2511972

Fax 52-55-2511972

E-mail: czelinski@avantel.net

Cynthia Zelinski, Research Coordinator

Location: Free standing facility

Distance from airport: 45 minutes

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

Conference 18x13      Obs. Rm. Seats 10

Living 17x15      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 International

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: Free standing facility

Distance from airport: 10 miles, 20 minutes

CL, 1/1, 1/1OR, MP, VC, VE

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: teamvier@teamvier.nl

www.teamvier.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. 31-33-300-33-33

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

## New Zealand

### NFO CM Research New Zealand

602 Great South Rd., Ellerstie

Box 26-254

Auckland 1030

New Zealand

Ph. 64-9-525-0934

Fax 64-9-525-0876

E-mail: info@nfo.co.nz

www.nfo.co.nz

## Nicaragua

### CID/Gallup Nicaragua S.A.

Porton principal ENITEL Villa Fontana,

120 varas al lago, casa #268

Managua

Nicaragua

Ph. 505-278-3132

Fax 505-278-1066

E-mail: cid@cidgallup.com

www.cidgallup.com

Location: Office building

Distance from airport: 10 miles, 20 minutes

1/1, 1/1OR

Conference

Obs. Rm. Seats 4

## 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: Free standing facility  
Distance from airport: 5 miles, 20 minutes  
Multiple 22x17 Obs. Rm. Seats 6

## Panama

### CID/Gallup Panama, S.A.

Area Bancaria, calle Manuel Maria Icaza, frente a BellSouth  
Edificio PH Proconsa, Piso 9  
Panama City  
Panama  
Ph. 505-278-3132  
Fax 505-278-1066  
E-mail: cid@cidgallup.com  
www.cidgallup.com  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
1/1, 1/1OR  
Conference Obs. Rm. Seats 4

## Peru

### APOYO Opinión 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 Opinión 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 Opinión 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

### Estymator

Szpitalna 4/11  
00-031 Warsaw  
Poland  
Ph. 48-22-827-47-62  
Fax 48-22-826-30-67  
E-mail: office@estymator.com.pl  
www.estymator.com.pl

### 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

Pulawska 39/4  
02 508 Warsaw  
Poland  
Ph. 48-22-848-35-14 or 48-22-848-35-57  
Fax 48-22-848-35-97  
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. Konstruktorska 11 A  
02 673 Warszawa  
Poland  
Ph. 48-22-456-03-00 or 48-22-548-53-00  
Fax 48-22-456-03-02  
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  
E-mail: info@motivacao.com.pt  
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  
E-mail: info@motivacao.com.pt  
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. 351-22-600-07-80  
Fax 351-22-600-07-72  
E-mail: info@motivacao.com.pt  
Location: Office building  
Distance from airport: 20 miles, 40 minutes  
1/1, 1/1OR, MP  
Conference 20x16 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.

## 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](mailto:crc@caribe.net)  
<http://premium.caribe.net/~crc>  
Parimal Choudhury, President  
Location: Free standing 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

### 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@gaitherinternational.com](mailto:gaither@gaitherinternational.com)  
[www.gaitherinternational.com](http://www.gaitherinternational.com)  
Location: Office building  
Distance from airport: 5 miles, 10 minutes  
1/1, 1/1OR  
Conference 15x10 Obs. Rm. Seats 15  
Multiple 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](mailto:info@tmcgroup.net)  
[www.tmcgroup.net](http://www.tmcgroup.net)  
Location: Free standing 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., Suite 600  
San Juan, PR 00909  
Puerto Rico  
Ph. 787-721-1101  
Fax 787-725-1340  
E-mail: [data@ska-pr.com](mailto:data@ska-pr.com)  
[www.ska-pr.com](http://www.ska-pr.com)  
Stanford Klapper, President/COO  
Location: Office building  
Distance from airport: 5 miles, 10 minutes  
CL, 1/1, 1/1OR, TK, MP  
Conference 17x18 Obs. Rm. Seats 12  
Conference 15x10 Obs. Rm. Seats 5

## Romania

### MERCURY Research

95, Siret Street, 1st floor, District 1  
Bucharest 783082  
Romania  
Ph. 40-1-224-6600  
Fax 40-1-224-6611  
E-mail: [contact@mercury.ro](mailto:contact@mercury.ro)  
[www.mercury.ro](http://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

5 Nizhny Kislovsky Lane  
125 993 GSP-3 Moscow  
Russia  
Ph. 7-095-727-1311  
Fax 7-095-202-1517  
E-mail: [bma@bma.ru](mailto:bma@bma.ru)  
[www.bma.ru](http://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

### IMCA

10th floor, 53, Prospect Vernadskogo  
117806 Moscow  
Russia  
Ph. 7-095-785-0026  
Fax 7-095-785-0026  
E-mail: [research@imca.ru](mailto:research@imca.ru)  
[www.imca.ru](http://www.imca.ru)



### Ipsos-F.Squared

### IPSOS-F.Squared

16/23 Tverskaya-Yamskaya 1 Ul.  
125047 Moscow  
Russia  
Ph. 7-095-721-1850  
Fax 7-095-721-1848  
E-mail: [info@ipsos.ru](mailto:info@ipsos.ru)  
[www.ipsos.ru](http://www.ipsos.ru)  
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

### 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](mailto:info@qrc.ru)  
[www.qrc.ru](http://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

1 Maluy Tolmachevsky per  
109017 Moscow  
Russia  
Ph. 7-095-721-28-98  
Fax 7-095-721-2899  
E-mail: [office@validata.ru](mailto:office@validata.ru)  
[www.validata.ru](http://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](mailto:contact_us@asianinsight.com)  
[www.asianinsight.com](http://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. 65-6227-2728  
Fax 65-6333-5517  
E-mail: [joshuarc@singnet.com.sg](mailto:joshuarc@singnet.com.sg)  
[www.joshuaresearch.com](http://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. 386-1-472-0800  
Fax 386-1-472-0834  
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

### Research International South Africa (Pty.), Ltd.

4 Sunbury Crescent  
Sunbury Park, Lucia Ridge  
Durban 4051  
South Africa  
Ph. 27-31-560-0750  
Fax 27-31-560-0751  
E-mail: risa.headoffice@research-int.com  
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

Suite 601, Hyundai New Star Officet  
#121-107 Dansan Dong Youndeungpo-Ku  
Seoul  
South Korea  
Ph. 82-2263-23093  
E-mail: korea@respac.com  
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.tnsofres.com  
Location: Office building  
Distance from airport: 33 miles, 45 minutes  
CL, 1/1, 1/10R, MP  
Conference 15x18 Obs. Rm. Seats 10  
Conference 16x15 Obs. Rm. Seats 8  
Conference 18x18 Obs. Rm. Seats 20

## Spain

### ARPO Research Consultants

Caidos de la Division Azul, 1  
Portal Oficinas  
28016 Madrid  
Spain  
Ph. 34-91-350-52-32  
Fax 34-91-350-27-35  
E-mail: sartinano@arpo.es  
www.arpo.es  
Location: Office building  
Distance from airport: 10 miles, 15 minutes  
CL, TK, MP  
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, 10 minutes  
CL, 1/1, 1/10R, TK, TKO, VC, VE  
Conference 18x13 Obs. Rm. Seats 10  
Conference 20x12 Obs. Rm. Seats 10

### Fieldwork, S.L.

Pelayo, 44-4a  
08001 Barcelona  
Spain  
Ph. 34-93-412-09-42  
Fax 34-93-412-18-14  
E-mail: info@fdwww.com  
www.fdwww.com  
Location: Office building  
Living 12x14 Obs. Rm. Seats 8  
Conference 16x20 Obs. Rm. Seats 8

### INNER Strategic 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

### Intercampo-Investigacion y Tecnicas

de Campo S.A.  
Glorieta de Quevedo 6, 2 dcha  
28015 Madrid  
Spain  
Ph. 34-91-448-33-12  
Fax 34-91-445-80-96  
E-mail: luis@intercampo.es  
Luis Pamblanco  
Location: Office building  
Distance from airport: 6 miles, 40 minutes  
1/1, 1/10R, MP  
Living 13x10 Obs. Rm. Seats 5

### Millward Brown Alef, S.A.

Alcala, 474  
28027 Madrid  
Spain  
Ph. 34-91-325-41-00  
Fax 34-91-325-41-01  
E-mail: info@es.millwardbrown.com  
www.millwardbrown.com

## Sweden

### Borell Market Research AB

P.O. Box 55604  
102 14 Stockholm  
Sweden  
Ph. 46-8-24-35-30  
Fax 46-8-24-40-15  
E-mail: magnus.jaderlund@borell.se  
www.borell.se  
Magnus Jaderlund, Managing Director  
Location: Free standing facility  
Distance from airport: 65 miles, 30 minutes  
CL, 1/1, 1/10R, 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

## 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  
Distance from airport: 60 miles, 60 minutes  
1/1, 1/10R, TK, VC  
Conference 20x10 Obs. Rm. Seats 10  
Conference 10x07  
Living 26x16 Obs. Rm. Seats 10  
Living 23x16 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.*

**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

**Opinion Research Taiwan**

Kuang Hwa 1st Road #206, 10F-4  
 Kaohsiung  
 Taiwan  
 Ph. 886-2-2509-6438  
 E-mail: ort777@ms57.hinet.net  
 Location: Office building  
 Distance from airport: 10 miles, 20 minutes  
 Conference 25x25      Obs. Rm. Seats 6

**Viewpoint Research**

2/F No. 71 Sung Chiang Rd.  
 Taipei  
 Taiwan  
 Ph. 886-22-500-7111  
 Fax 886-22-507-5828  
 Location: Office building  
 Distance from airport: 50 miles, 40 minutes  
 1/1, 1/1OR, VC  
 Conference 30x15      Obs. Rm. Seats 15

**Turkey**

**IBS Marketing Research Services**

(A ProCon GfK Company)  
 Siracevizler Caddesi Esen Sok  
 Sisli Is Merkezi, No: 6 Kat: 5  
 Bomonti 34381 Sisli-Istanbul  
 Turkey  
 Ph. 90-212-368-0700  
 Fax 90-212-368-0799  
 E-mail: deniz.ozerdil@procongf.com  
 www.procongf.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

**Ukraine**

**F-Squared Market Research + Consulting Ukraine**

17 Reitarska Street, Office 5  
 01034 Kiev  
 Ukraine  
 Ph. 380-44-464-1283  
 Fax 380-44-464-1286  
 E-mail: info@fsquared.com.ua  
 www.fsquaredresearch.com

**United Kingdom**

**A One Opinions**

Stanmore Fieldwork Agency  
 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: Free standing 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

**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.cityfinancialfocus.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

**Esprit 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  
 Distance from airport: 12 miles, 20 minutes  
 1/1, TK, VC, VE  
 Multiple 22x14      Obs. Rm. Seats 12  
 Multiple 16x14      Obs. Rm. Seats 12

**Ethnic Focus/STRC**

Central Administration  
 P.O. Box 624  
 Harrow, Middlesex HA1 2GF  
 United Kingdom  
 Ph. 44-20-8863-5940  
 E-mail: research@ethnicfocus.com  
 www.ethnicfocus.com

**Field Facts Worldwide**

11 Weymouth St.  
 London W1W 6DD  
 United Kingdom  
 Ph. 44-20-7908-6600  
 Fax 44-20-7908-6666  
 E-mail: info@fieldfacts.com  
 www.fieldfacts.com  
 Douglas Fedele, General Manager  
 Location: Office building  
 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. 225)



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please visit [www.fieldfacts.com](http://www.fieldfacts.com) ◆ London +44(0) 20 7908 6600  
◆ US 1-508-872-8840 ◆ E-mail: [info@fieldfacts.com](mailto:info@fieldfacts.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.

### 1st Focus Ltd.

Stanmore Focus & Usability Studios  
Compass House, Pinnacles Close  
Stanmore, London HA7 4AF  
United Kingdom  
Ph. 44-20-8954-0055  
Fax 44-20-8954-9545  
E-mail: studio@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

### The Front Room - Central London

359 City Road  
London EC1V 1LR  
United Kingdom  
Ph. 44-20-7837-7700  
Fax 44-20-7837-7823  
E-mail: info@thefrontroom.uk.com  
www.thefrontroom.uk.com  
Location: Office building  
CL  
Conference 16x12 Obs. Rm. Seats 20

### The Front Room - Leeds City Centre

6 Butts Court  
Off the Headrow  
Leeds LS1 5JS  
United Kingdom  
Ph. 44-113-243-7944  
Fax 44-113-243-7940  
E-mail: info@thefrontroom.uk.com  
www.thefrontroom.uk.com  
Helen Clapham  
Location: Office building  
CL  
Conference 15x15 Obs. Rm. Seats 20

### The Front Room - North London

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  
Location: Office building  
CL  
Multiple 22x22 Obs. Rm. Seats 20

### 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: Free standing facility  
Distance from airport: 6 miles, 20 minutes  
CL, 1/1, 1/1OR, TK, TKO, VC  
Multiple 17x14 Obs. Rm. Seats 10

### Hallamview Leeds

Matrix House, Goodman Street  
Leeds LS10 1NZ  
United Kingdom  
Ph. 44-113-246-8321  
Fax 44-113-246-9798  
E-mail: matrix@hallamtechnic.co.uk  
www.hallamtechnic.co.uk/hallamview  
J. Clive Lunn, Managing Director  
Location: Office building  
CL  
Multiple 16x20 Obs. Rm. Seats 10

### Hallamview Sheffield

Waverley House, Effingham Road  
Sheffield S4 7YR  
United Kingdom  
Ph. 44-114-275-4546  
Fax 44-114-275-1918  
E-mail: hire@hallamtechnic.co.uk  
www.hallamtechnic.co.uk/hallamview  
J. Clive Lunn, Managing Director  
Location: Office building  
Distance from airport: 10 minutes  
CL  
Multiple 22x16 Obs. Rm. Seats 12

### Kadview Research Studio

6th floor, Carlton House  
Carlton Drive  
London SW15 2BS  
United Kingdom  
Ph. 44-20-8246-5400  
Fax 44-20-8246-5401  
E-mail: kadview@kadance.com  
www.kadance.com  
Tina Knott, Facility Manager  
Location: Office building  
Distance from airport: 45 minutes  
CL  
Conference 18x15 Obs. Rm. Seats 6

### Le Rendez Vous Studio

594 Whitton Ave West  
North Greenford  
Middlesex UB6 0EF  
United Kingdom  
Ph. 44-1895-254800  
Fax 44-1895-253030  
E-mail: belbest@aol.com  
Location: Free standing facility  
1/1, TK, TKO  
Multiple 24x15 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: Free standing facility  
Distance from airport: 5 miles, 20 minutes  
CL, 1/1, 1/1OR, TK, MP, VC, VE  
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: Free standing 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. 227)

### 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.thefocusnetwork.com  
Location: Free standing 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)

### London 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



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- Cable and terrestrial TV
- CCTV
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- Video conferencing
- VHS and Umatic playback
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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.

**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: Free standing facility  
 Distance from airport: 12 miles, 20 minutes  
 CL, 1/1, 1/1OR, MP, VC, VE  
 Conference 18x18      Obs. Rm. Seats 12  
 Conference 18x19      Obs. Rm. Seats 12  
 Conference 18x13      Obs. Rm. Seats 10

**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.co.uk  
 Warner Fox, Manager  
 Location: Office building  
 Distance from airport: 30 minutes  
 VC  
 Conference 23x17      Obs. Rm. Seats 11  
 (See advertisement on p. 151)

**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.profileinview.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

**Quest Viewing Facilities**

Mowbray House, 58-70 Edgeware Way  
 Edgeware, Middlesex HA8 8DN  
 United Kingdom  
 Ph. 44-20-8954-2704 or 44-20-8905-3052  
 Fax 44-20-8954-9460  
 E-mail: info@thequestsite.co.uk  
 www.thequestsite.co.uk

**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: Free standing 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

**Rosco Research**

8-10 Crown Hill, Church Street  
 Croydon, Surrey CR0 1RZ  
 United Kingdom  
 Ph. 44-20-8760-0488  
 Fax 44-20-8760-0744  
 E-mail: roscores@globalnet.co.uk  
 www.croydonfocus.co.uk

**Sadek Wynberg Research Ltd.**

Olympia Mews, Queensway  
 London W2 3SA  
 United Kingdom  
 Ph. 44-20-7243-2228  
 Fax 44-20-7243-3828  
 E-mail: andrea@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: wrightl@surveymarketing.co.uk  
 www.surveymarketing.co.uk  
 Katie Dodd  
 Location: Free standing 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: wrightl@surveymarketing.co.uk  
 www.surveymarketing.co.uk  
 Katie Dodd  
 Location: Free standing facility  
 1/1, 1/1OR, MP, VC  
 Conference 22x13      Obs. Rm. Seats 20

**Speak Easy Facilities Limited**

Templeton Lodge  
 114 High Street, Hampton Hill  
 Middlesex TW12 1NT  
 United Kingdom  
 Ph. 44-20-8943-4660  
 Fax 44-20-8943-3774  
 E-mail: info@speakeasystudio.co.uk  
 Location: Free standing 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

**The Studio in St Albans Ltd**

11 Holywell Hill,  
 St Albans, Hertfordshire AL1 1EZ  
 United Kingdom  
 Ph. 44-172-783-3344  
 Fax 44-172-785-9016  
 E-mail: studiostalban@compuserve.com

**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: info@summitstudios.co.uk  
 www.summitstudios.co.uk  
 Stephanie Phazey  
 Location: Free standing facility  
 Distance from airport: 6 miles, 15 minutes  
 CL, 1/1, 1/1OR, TK, MP  
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## Supplier Side

continued from p. 234

companies that do both computer-assisted interviewing and tabulation in-house should integrate those activities, so that one software system is used and, whenever possible, one individual handles both phases of each project.

Three developments in our industry make this increasingly important:

- Schedules are tighter. Years ago, projects could move step-by-step through the research machine, with each step being largely completed before the next starts. That's out of the question today — work must move ahead on many aspects of a study at once. When one person is handling both interviewing and tabs, he or she can begin the tab work even before the questionnaire is final because he or she knows which parts of the questionnaire are likely to change and which aren't. Those changes that most be made will be made with tabulation in mind.

- Questionnaires are more complicated. The power of computer-assisted methods combined with the complex modeling and methods (e.g., online conjoint) that some researchers now use have led to very complex questionnaires and large data files. As questionnaires are changed during the field period and from wave to wave, they become even more complicated. Communicating that complexity from a questionnaire programmer to a tab spec writer creates many opportunities for error. If one person handles both parts, that opportunity for miscommunication is removed.

- Budget pressures are greater. Reducing the number of people involved in a project reduces its cost. By having fewer people to brief, get changes to, monitor, and hand-hold, project management costs are reduced.


### Implications of integration

These benefits don't come without a few costs. First, the people doing the work need to have both the atten-

tion to detail of a good tab spec writer and the people skills of a CATI programmer. They need a more complete understanding of the whole research process. This may mean people with more education and higher pay.

Having one person handle most studies "from soup to nuts" places a premium on having one software system to handle both data collection and tabulation. This greatly reduces the amount of programming conventions that the person has to learn and (at least in theory) facilitates the movement of data and data definitions from interviewing to the tables. This trend works to the benefit of companies that have a full suite of products (SPSS, CfMC, and Pulse Train, to name a few) and against the firms that offer only data collection or tabulation software. Many of the data collection only products are new, Internet-based tools developed by people who are not familiar with the production DP needs of market research. Many of the tab-only products have been around since the minicomputer days and some are extremely outdated.

If you try to integrate separate computer-assisted interviewing and tab functions, it will not be easy. You will need a lot of cross-training and an extended transition period. Some staff members will strongly resist the change, for fear that they won't be able to master the "other" part of the work. If you persevere, in the end, most will master it — and they will gain the increased satisfaction that comes from seeing a job through from beginning to end and being a closer part of the project team. At the same time, not everyone has to be the best at everything. Some studies (e.g., mail surveys) won't have that real-time interviewing component and other ones (e.g., surveys for some government or academic users) don't require the research company to deliver tables.

As client needs change and the power of our technology grows, the trend will move away from a departmental, sequential focus and toward more simultaneous, coordinated work by a smaller group of well-trained professionals. 

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# Supplier Side

## Survey programming integration

By Michael Mitrano

*Editor's note: Michael Mitrano is a principal at Transition Strategies Corporation, a management consulting and mergers and acquisitions advisory firm serving the research industry. He can be reached at [mmitrano@transitionstrategies.com](mailto:mmitrano@transitionstrategies.com).*

**B**ack in the old days, when researchers specified questionnaire length in card and people wanted column binary files, survey research data processing equaled tabulation. This work was first outsourced. As technology grew less costly, companies began to bring it in-house to be done by a group of people often called spec writers. These people were typically neither researchers nor programmers by education or experience. Instead, they were specialists trained in the often-arcane software packages and analytic conventions of market research. They had almost no interaction with people involved data collection, taking their instructions instead from project managers and analysts.

**Along came CATI**

When computer-assisted interviewing first came on the scene, some companies brought in or developed technical staff to focus on it fully. Many others gave it to their DP department (or someone in the department) and said "This is the new thing — we need to make it work." Sometimes that was successful (after a while) but in other cases it ended in failure. The software sat there — untried or felt to be unworkable. Why? Every company situation is different, but I have seen some common themes.

While both CATI (or CAPI or Web data collection programming) and tabulation involve using computers to handle survey research data, they are very different in many respects. CATI involves capturing the sometimes-messy interaction of interviewer and respondent in a structured way, while tabulation starts with an already-structured file. Tab spec writers work largely by themselves with data files and tab plans, while CATI programmers interact constantly with phone center managers, sampling people and project man-

agers. Tab work is done after the fact, off-line, and can be done over and over until it is right. Computer-assisted data collection of any type occurs in real time, and a programming error creates bad or missing data that often cannot be recovered. CATI programming involves working late and being called at home at all hours. Very few tab spec writers get calls at midnight.

Because of these differences in work environment and required skills, many companies set up separate staffs to handle the questionnaire programming and the back-end tabulation. That was particularly common when companies used one software system for interviewing and a different one (by a different developer) for tabs. This looked like efficient division of labor. I thought so, too, at the time, but later I realized that it was bad for our business and our clients.

### **The case for integration**

These days, I think that almost all

continued on p. 233



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