

# QUIRK'S

MAY 2008

## Marketing Research Review

### Naming research

- > How to create a name that sells the product itself
- > Why the naming process should start with research

### Qualitative research

- > How technology is changing qualitative research
- > Inserting qualitative into the product development cycle



2008 Focus Group  
Moderator Directory

# WE DEFINE QUALITY

It could be a place or simply a moment in time.  
It's finding something special at no extra cost.  
You can feel it and sense it.  
And you'll know it when you see it.  
Our facilities have it.



**For more than 40 years**, we've been constantly perfecting the art and science of qualitative and quantitative data collection, building a reputation as one of the largest and most innovative research services companies in the world. Over that time, we have won many prestigious honors. But more importantly, we've won the trust and confidence of some of the most discriminating companies and research professionals in the world.

We'd like to help you build your business. With a lifetime of experience and a dedicated staff of research professionals, providing personalized service we are your global research partner.



Schlesinger Associates  
&  
The Research House

**US:** ATLANTA • BOSTON • CHICAGO • CHICAGO O'HARE • DALLAS • HOUSTON  
LOS ANGELES • NEW JERSEY • NEW YORK • ORLANDO • PHILADELPHIA  
PHILADELPHIA BALA CYNWYD • PHOENIX • SAN FRANCISCO

**UK:** CENTRAL LONDON • WIMBLEDON

**TOLL FREE:** (USA) 866-549-3500 • (UK) +44 (0) 207 935 4979 • [www.SchlesingerAssociates.com](http://www.SchlesingerAssociates.com)

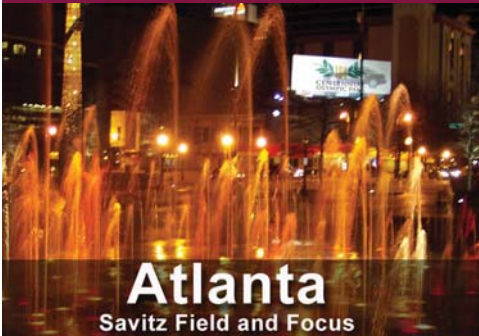
YOUR GLOBAL RESEARCH PARTNER, ANYWHERE, ANYTIME.

# FOCUS

COAST to COAST

For Quick Focus Group Estimates, Call  
**(972) 386-4500**

**BIGGER ROOMS - BETTER RECRUITING - BEST SERVICE**



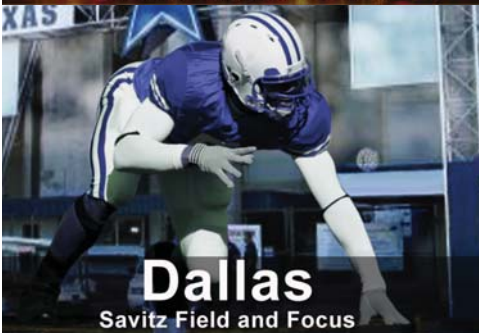
**Atlanta**  
Savitz Field and Focus



**Boston**  
Bernett Research



**Chicago**  
Savitz Field and Focus



**Dallas**  
Savitz Field and Focus



**Ft. Lauderdale**  
WAC of Ft. Lauderdale



**Houston**  
Savitz Field and Focus



**Los Angeles**  
Savitz Field and Focus



**Miami**  
WAC of Miami



**New York**  
Focus Suites of New York



**Philadelphia**  
Focus Suites of Philadelphia



**San Francisco**  
Ecker & Associates



**Tampa**  
Schwartz Research Services

**ASK ABOUT OUR  
HOTEL  
DISCOUNTS**



**Columbus**  
Columbus Research Connection

**IMPULSE GUIDE  
TOP RATED  
FACILITIES**

# contents

## techniques

- 30 **It sells the product by itself**  
*Insights into name research*  
By John Hoepfner
- 40 **What's in a name? Plenty.**  
*Would a Fartfull by any other name smell as sweet?*  
By Brett Miller and Oliver Pangborn
- 48 **Guidelines for success**  
*Tips on testing branding concepts, product names, slogans and ad copy*  
By James Murphy
- 56 **Old methods, new approaches**  
*Technology brings efficiency, opportunity to qualitative researchers and clients*  
By Steve Richardson
- 62 **Challenging the status quo**  
*Inserting qualitative research in the product development cycle*  
By Sheri Forzley

- 70 **Managing the satisfiers and dissatisfiers**  
*How market research vendors can maintain strong relationships with corporate clients*  
By Bonnie Eisenfeld
- 76 **How deep do you go?**  
*When presenting research results, use your skill set to find the right mix of detail and perspective*  
By Luke Williams and Timothy L. Keiningham

## columns

- 20 **Qualitatively Speaking**  
*Learning from the little ones*  
By Patt Karubus
- 24 **Data Use**  
*Knowing the score*  
By Michael Lieberman
- 182 **Trade Talk**  
*ARF sessions look at Web metrics and data quality*  
By Joseph Rydholm

## departments

- 8 In Case You Missed It...
- 10 Survey Monitor
- 12 Names of Note
- 14 Product and Service Update
- 18 Research Industry News
- 18 Calendar of Events
- 99 2008 Focus Group Moderator Directory
- 180 Index of Advertisers
- 181 Classified Ads

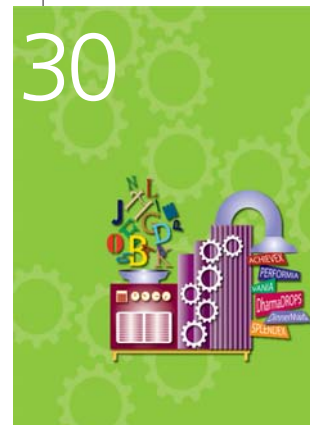


Illustration by Jennifer Coppersmith

**Publisher**  
Steve Quirk

**Editor**  
Joseph Rydholm

**Content Editor**  
Emily Cook

**Production Manager**  
James Quirk

**Directory Manager**  
Alice Davies

**Advertising Sales**  
Western, Eastern U.S. and International  
Evan Tweed, V.P. Sales  
651-379-6200

Central U.S. and Canada  
Lance Streff  
651-379-6200

# Marketing Research Seminars

We cordially invite you to experience our unequalled commitment to excellence.



## BURKE INSTITUTE

TO REGISTER

SEMINAR DATES, LOCATIONS AND FEES FOR NORTH AMERICA

BurkeInstitute.com

800-543-8635 or

513-684-4999

E-mail: register@BurkeInstitute.com

For additional information or details about our seminars please contact:

**Jim Berling | Managing Director** or visit our Web site at [BurkeInstitute.com](http://BurkeInstitute.com)



### 101 | Practical Marketing Research \$2,095

New York	Jan 8-10
Baltimore	Feb 4-6
Los Angeles	Mar 11-13
Chicago	Apr 21-23
Atlanta	May 20-22
Cincinnati	Jun 24-26
New York	Jul 28-30
Minneapolis	Aug 26-28
San Francisco	Sep 29-Oct 1
Chicago	Nov 4-6
Philadelphia	Dec 8-10

### 104 | Designing Effective Questionnaires: A Step by Step Workshop \$2,095

New York	Jan 15-17
Los Angeles	Feb 26-28
Chicago	Apr 29-May 1
Baltimore	Jul 8-10
San Francisco	Sep 9-11
Cincinnati	Oct 21-23
Philadelphia	Dec 2-4

### 106 | Online Research Best Practices & Innovations \$1,695

New York	Feb 13-14
Chicago	Aug 5-6
Baltimore	Nov 18-19

### 202 | Focus Group Moderator Training \$2,595

Cincinnati	Jan 29-Feb 1
Cincinnati	Mar 11-14
Cincinnati	Apr 29-May 2
Cincinnati	Jun 17-20
Cincinnati	Aug 5-8
Cincinnati	Sep 22-25
Cincinnati	Nov 4-7
Cincinnati	Dec 9-12

### 203 | Specialized Moderator Skills for Qualitative Research Applications \$2,595

Cincinnati	Apr 1-4
Cincinnati	Aug 11-14
Cincinnati	Nov 10-13

### 207 | Qualitative Technology Workshop: Recording, Reporting & Delivering \$1,695

New York	Feb 11-12
Chicago	May 29-30
Los Angeles	Nov 20-21

### 301 | Writing & Presenting Actionable Marketing Research Reports \$2,095

New York	Jan 30-Feb 1
Los Angeles	Apr 2-4
Chicago	Jun 18-20
Baltimore	Aug 5-7
Cincinnati	Oct 8-10
San Francisco	Dec 3-5

### 501 | Applications of Marketing Research \$1,695

Baltimore	Feb 7-8
Chicago	Apr 24-25
New York	Jul 31-Aug 1
San Francisco	Oct 2-3
Philadelphia	Dec 11-12

### 502 | New Product Research: Laying the Foundation for New Product Success \$1,695

New York	Mar 4-5
Los Angeles	Jun 24-25
Chicago	Oct 20-21

### 504 | Advertising Research \$1,695

New York	Mar 6-7
Los Angeles	Jun 26-27
Chicago	Oct 22-23

### 505 | Market Segmentation & Positioning Research \$2,095

New York	Feb 26-28
Chicago	Jul 15-17
Los Angeles	Nov 11-13

### 506 | Customer Satisfaction & Loyalty Research: Managing, Measuring, Analyzing & Interpreting \$2,095

New York	Mar 11-13
Los Angeles	Jun 2-4
Las Vegas	Aug 12-14
Chicago	Nov 17-19

### 601 | Data Analysis for Marketing Research: The Fundamentals \$1,695

New York	Jan 28-29
Los Angeles	Mar 31-Apr 1
Chicago	Jun 16-17
Cincinnati	Oct 6-7
San Francisco	Dec 1-2

### 602 | Tools & Techniques of Data Analysis \$2,495

Baltimore	Jan 29-Feb 1
Los Angeles	Apr 8-11
Cincinnati	Jun 10-13
New York	Aug 19-22
San Francisco	Oct 14-17
Chicago	Dec 9-12

### 603 | Practical Multivariate Analysis \$2,495

New York	Feb 5-8
Los Angeles	Apr 15-18
Chicago	Jul 8-11
Baltimore	Sep 16-19
San Francisco	Nov 18-21

### 605 | Practical Conjoint Analysis & Discrete Choice Modeling \$2,095

Chicago	Feb 26-28
New York	Jul 22-24
Los Angeles	Oct 14-16

### 607 | Forecasting Models for Customer Behavior and Lifetime Value \$1,695

New York	Feb 7-8
Atlanta	May 19-20
Chicago	Sep 4-5

### 802 | Linking Customer, Employee & Process Data to Drive Profitability \$1,695

New York	Apr 7-8
Los Angeles	Jun 5-6
Chicago	Nov 20-21

Please check our Web site or contact us about the following:

- Certificate Programs
- Pass Programs (with 3, 6, & 12 month options)
- In-house/onsite seminars
- Combination/team fees
- Recommended seminar combinations: 101 & 501, 202 & 203, 301 & 601, 506 & 802, 602 & 603



You put together a great focus group...

More people should see it.

Corporate Headquarters.



Anywhere he wants.



Regional Office.



**PRODUCTS & SERVICES**

- Live Video Transmission
- Collaboration & Storage
- Digital Video Recording
- Transcripts
- Online Focus Groups

FocusVision  
**VideoStreaming of Live Focus Groups**

With FocusVision VideoStreaming important team members everywhere will be able to view and participate in your focus groups from their office, home... anywhere. We'll transmit your project live, archive it for on-demand viewing and collaboration, and even send you a CD you can use to make video clips. Now more of your team can stay involved while saving time, money, and avoiding the uncertainties of travel. It's already great research. FocusVision just makes it better.

Great Research Made Better

To learn more call 203-961-1715 or +44 1892 521075 opt. 6, email [info@focusvision.com](mailto:info@focusvision.com) or visit [www.focusvision.com](http://www.focusvision.com)

STAMFORD ■ CHICAGO ■ LOS ANGELES ■ LONDON

# FocusVision™ Member Facilities

The largest network of top-rated facilities now equipped for videoconferencing and videostreaming service.

## ARIZONA

### Phoenix

Davis Marketing Research  
Delve - Phoenix  
Fieldwork Phoenix, Inc. - South Mountain  
Plaza Research - Phoenix  
Schlesinger Associates - Phoenix

### Scottsdale

Fieldwork Phoenix, Inc. - Scottsdale  
Focus Market Research, Inc. - GroupNet™

## CALIFORNIA (Northern)

### Fremont

Nichols Research, Inc. - GroupNet™ - Fremont

### Fresno

Nichols Research, Inc. - GroupNet™ - Fresno

### Sacramento

Elliott Benson

### San Francisco

Ecker and Associates (Downtown)  
Ecker and Associates (South San Francisco)  
Fieldwork San Francisco  
Fleischman Field Research - First Choice Facilities  
Focus Pointe Global - San Francisco  
Greenberg Studios  
Nichols Research, Inc. - GroupNet™ - Concord  
Nichols Research, Inc. - GroupNet™ - San Francisco  
Plaza Research - San Francisco  
Schlesinger Associates - San Francisco

### San Jose

Nichols Research, Inc. - GroupNet™ - Sunnyvale

## CALIFORNIA (Southern)

### L.A. Orange County

Adler Weiner Research Orange County  
Assistance in Marketing - Costa Mesa  
Fieldwork Los Angeles, Inc.  
Trota Associates Irvine - First Choice Facilities

### Los Angeles

Adept Consumer Testing - Encino GroupNet™  
Adept Consumer Testing - Beverly Hills GroupNet™  
Adler Weiner Research (Westwood)  
Advanced Marketing Perspectives  
ASI Entertainment  
Assistance in Marketing - Long Beach  
Assistance in Marketing - Los Angeles  
Assistance in Marketing - The AIM Forum  
ATKINS Research Group, Inc.  
Facts and Figures Inc.  
Focus Pointe Global - Los Angeles  
LW Research Group  
Meczka Marketing  
Murray Hill Center West  
Plaza Research - Los Angeles  
Qualitative Insights  
Savitz Field & Focus  
Schlesinger Associates - Los Angeles  
Trota Associates MDR - First Choice Facilities

### San Diego

Flagship Research  
Luth Research  
Plaza Research - San Diego  
Taylor Research, Inc. - GroupNet™

## COLORADO

### Denver

AccuData Market Research, Inc.  
Colorado Market Research  
Fieldwork Denver, Inc.  
Plaza Research - Denver  
TAI - Denver

## CONNECTICUT

### Danbury

MarketView - Danbury

### Norwalk

New England Marketing Research

### Stamford

Focus Room - Stamford  
FocusVision Worldwide, Inc.  
RazorFocus

## FLORIDA

### Fort Lauderdale

Plaza Research - Hollywood  
WAC of South Florida

### Jacksonville

Irwin Research Services

### Miami

20/20 Research - Miami  
Miami Market Research, Inc.  
National Opinion Research Services  
Rife Market Research, Inc.

### Orlando

AccuData Market Research  
Schlesinger Associates - Orlando

### Tampa

Herron Associates Inc., Tampa - GroupNet™  
Plaza Research - Tampa  
Superior Research - First Choice Facilities  
TAI - Tampa Bay

## GEORGIA

### Atlanta

Delve - Atlanta  
Fieldwork Atlanta, Inc.  
Focus Pointe Global - Atlanta  
Jackson Associates, Inc. - GroupNet™  
John Stolberg Market Research  
Murray Hill Center Southeast  
Plaza Research - Atlanta  
Schlesinger Associates - Atlanta  
Superior Research - First Choice Facilities

## ILLINOIS

### Chicago - Downtown

Adler Weiner Research (Chicago)  
Chicago Focus  
Fieldwork Chicago - Downtown  
Focus Centre of Chicago  
Focus Pointe Global - Chicago  
Focuscope, Inc. - Chicago - First Choice Facilities  
MedQuery  
Murray Hill Center  
National Data Research, Inc. - Downtown - GroupNet™  
National Qualitative Centers  
Plaza Research - Chicago  
Savitz Field and Focus  
Schlesinger Associates - Chicago  
Smith Research, Inc.  
The Energy Annex

### Chicago - Suburban

Adler Weiner Research - Lincolnwood  
Assistance In Marketing - Chicago, Inc.  
Delve - Oak Brook  
Fieldwork Chicago, Inc. - North  
Fieldwork Chicago, Inc. - O'Hare  
Fieldwork Chicago, Inc. - Schaumburg  
Focuscope, Inc. - Oak Park - First Choice Facilities  
National Data Research, Inc. - Northfield - GroupNet™  
Precision Research  
Schlesinger Associates - O'Hare  
Smith Research - Oakbrook  
Smith Research, Inc.

## INDIANA

### Indianapolis

Herron Associates/First Indiana Plaza - GroupNet™  
Herron Associates/The Idea Center - GroupNet™  
Walker Information

## KANSAS

### Kansas City

Delve - Kansas City  
The Field House

## MARYLAND

### Baltimore

Assistance in Marketing - Towson  
Baltimore Research Agency - GroupNet™  
House Market Research - First Choice Facilities  
Observation Baltimore

## MASSACHUSETTS

### Boston - Downtown

Bernett Research  
Boston Field & Focus Performance Plus - GroupNet™  
Copley Focus Centers  
Focus On Boston - First Choice Facilities  
Focus Pointe Global - Boston  
Schlesinger Associates - Boston

### Boston - Suburban

Boston Field & Focus Performance Plus - GroupNet™  
Fieldwork Boston, Inc.  
Focus On Boston - Braintree  
Focus On Boston - Waltham - First Choice Facilities  
National Field and Focus

## MICHIGAN

### Detroit

MORPACE International - GroupNet™  
Shifrin Hayworth

## MINNESOTA

### Minneapolis

Cook Research & Consulting  
Delve - Minneapolis  
Fieldwork Minneapolis, Inc.  
Focus Market Research, Inc. - GroupNet™  
Orman Guidance Research

## MISSOURI

### St. Louis

Delve - St. Louis  
Focus Pointe Global - St. Louis  
Lucas Market Research, LLC - GroupNet™  
Peters Marketing Research, Inc.  
Superior Surveys of St. Louis

## NEVADA

### Las Vegas

Las Vegas Field and Focus  
Plaza Research - Las Vegas

## NEW JERSEY

### New Jersey - Northern

Assistance in Marketing - Hackensack  
Assistance in Marketing - Morristown  
Decision Drivers - Montvale  
Fieldwork East, Inc. - Fort Lee  
Focus Pointe Global - North Jersey  
Meadowlands Consumer Center, Inc. - GroupNet™  
Plaza Research - Paramus  
PM&R Research, Inc.  
Schlesinger Associates - Edison  
TAI - New Jersey

### New Jersey - Southern

JRA, J. Reckner Associates - First Choice Facilities  
Plaza Research - Marlton

## NEW YORK

### New York - Suburban

Access Metro NY  
Fieldwork New York, Inc. - Westchester  
Focus Room  
JRA, J. Reckner Associates - First Choice Facilities  
MarketView - Tarrytown

### New York City

Advanced Focus  
Focus Plus Inc. - First Choice Facilities  
Focus Pointe Global - New York  
Focus Room - New York  
Focus Suites of New York  
Murray Hill Center  
New York Consumer Center - GroupNet™  
New York Focus  
Schlesinger Associates - New York  
SIS International Research 22nd Street

## NORTH CAROLINA

### Charlotte

20/20 Research  
Leibowitz Market Research Associates, Inc. - GroupNet™

### Raleigh

First in Focus Research, Inc.  
L & E Research

## OHIO

### Cincinnati

Assistance in Marketing - Cincinnati  
Market Inquiry  
MarketVision Research  
QFact Marketing Research, LLC  
Various Views Research

### Cleveland

Focus Groups of Cleveland Survey Center  
Pat Henry - Cleveland

### Columbus

Assistance in Marketing - Columbus  
Delve - Columbus

## OREGON

### Portland

Consumer Opinion Services, Inc. - GroupNet™  
Gillmore Research Group

## PENNSYLVANIA

### Philadelphia - Downtown

Focus Pointe Global 18th Street - Philadelphia  
JRA, J. Reckner Associates - First Choice Facilities  
Schlesinger Associates - Philadelphia

### Philadelphia - Suburban

Delve - Philadelphia  
Focus Pointe Global - Bala Cynwyd  
Focus Suites of Philadelphia  
GFK Strategic Marketing  
Group Dynamics in Focus, Inc. - GroupNet™  
Schlesinger Associates - Bala Cynwyd

### Pittsburgh

Focus Center of Pittsburgh

## RHODE ISLAND

### Providence

Boston Field & Focus Performance Plus - GroupNet™

## TENNESSEE

### Memphis

AccuData Market Research, Inc.

### Nashville

20/20 Research

## TEXAS

### Austin

Tammadge Market Research, Inc.

### Dallas

Delve - Dallas  
Fieldwork Dallas, Inc.  
Focus Pointe Global - Dallas  
Murray Hill Center  
Opinions Unlimited - Dallas - GroupNet™  
Plaza Research - Dallas  
Savitz Field and Focus  
Schlesinger Associates - Dallas

### Houston

CQS Research  
MRS  
Opinions Unlimited - Houston - GroupNet™  
Plaza Research - Houston  
Savitz Field and Focus  
Schlesinger Associates - Houston

### San Antonio

Galloway Research Service - GroupNet™

## VIRGINIA

### Alexandria

Martin Focus Group Services Inc. - Alexandria

### Fairfax

Metro Research Services, Inc.

### Richmond

Martin Focus Group Services Inc. - Richmond

## WASHINGTON

### Seattle

Consumer Opinion Services - GroupNet™ - North 34th Street  
Consumer Opinion Services - GroupNet™ - Downtown  
Fieldwork Seattle - Pike Street  
Fieldwork Seattle, Inc.  
Gillmore Research Group - First Choice Facilities

## WASHINGTON DC

### Washington DC

House Market Research - First Choice Facilities  
Shugoff Research, Inc. - GroupNet™

## WISCONSIN

### Appleton

Delve - Appleton

### Milwaukee

JRA, J. Reckner Associates - First Choice Facilities  
Lein/Spiegelhoff, Inc.

## CANADA

### BRITISH COLUMBIA

### Vancouver

Consumer Research - Vancouver

### ONTARIO

### Toronto

Consumer Vision  
Toronto Focus

### QUEBEC

### Montreal

Contemporary Research Centre

Plus Over 125 International Facilities

# in case you missed it...

## news and notes on marketing and research



### Frankly, my dear, the force is with them

Fad films will come and go, but the classics still dominate the top 10, according to a recent study conducted by Rochester, N.Y., research company Harris Interactive. In at No. 1 is the Civil War epic, *Gone with the Wind*. Number two is *Star Wars* and rounding out the top three is *Casablanca*. These are the results of a nationwide Harris Poll of 2,279 U.S. adults surveyed online.

Another fantasy film comes in at number four, *The Lord of the Rings*. Next the hills are alive as *The Sound of Music* is number five on the favorite movie list, and then we're following the yellow brick road on our way to see *The Wizard of Oz*. In at number seven is *The Notebook*, and number eight is *Forrest Gump*. Tied for number nine on the list of all-time favorite movies are two that at first blush are very different but are really about the same things: family, honor and action. Inigo Montoya and Michael Corleone attempt to avenge their fathers in *The Princess Bride* and *The Godfather*, respectively.



Different groups all have their favorite movies. Men say *Star Wars* is their favorite movie, followed by *Gone with the Wind*. Women, however, say *Gone with the Wind* is their favorite movie followed by *The Sound of Music*. Echo Boomers (those aged 18-31) and Generation X (those aged 32-43) favor *Star Wars* first but differ on the second favorite. The youngest age group goes for *The Notebook* while the Gen Xers cite *The Lord of the Rings*. Baby Boomers (those aged 44-62) and matures (those aged 63 and older) each cite *Gone with the Wind* as their favorites. For the second favorite, Baby Boomers go for *Casablanca* and matures for *The Sound of Music*. For whites, *Gone with the Wind* is their favorite movie while blacks cite *Casablanca*, and Hispanics say their favorite is *The Notebook*. In this election year, favorite movies seem to be the common ground as Democrats, Republicans and Independents say *Gone with the Wind* is their favorite.

### Customers weigh in on market research suppliers' service

As the adage goes: "Those who can, do. Those who can't, teach." So how do market research suppliers promising to deliver the in-depth insights into the consumer rate among their own customers for satisfaction? An online survey of market research professionals conducted by MarketResearchCareers.com reveals that among more than 40 leading market research suppliers spanning three categories, Forrester Research, e-Rewards and Decision Analyst have the most-satisfied customers.

To determine this year's rankings, the 2008 edition of MarketResearchCareers' Annual Survey of Market Research Professionals captured the satisfaction level of nearly 450 regular customers of 40+ market research suppliers. Below are the top three firms, ranked by customer satisfaction, within each market research supplier segment:

#### Syndicated research suppliers

1. Forrester
2. Gartner
3. Nielsen

#### Online sample providers

1. e-Rewards
2. Survey Sampling International
3. Greenfield Online

#### Full-service research suppliers

1. Decision Analyst
2. BASES
3. Lieberman

### Drinking with the stars: famous names boost wine and spirits sales

Celebrity culture and the U.S. fascination with it may be one of the few things immune to the current economic slowdown, as celebrity wines boasting the names of the well-known and well-loved are up nearly 19 percent in grocery store sales since last year and represent 0.9 percent (\$41.8 million) of total wine sales, according to a study conducted by New York researcher The Nielsen Company.

Celebrity-driven alcohol beverage products (those branded with the name of or directly associated with a famous individual) are gaining popularity in the U.S., and wine is emerging as the star of the show. Gaining marketing leverage from celebrities as diverse as film director Francis Ford Coppola, former NFL coach Mike Ditka, professional golfer Greg Norman and recent releases from Martha Stewart and Paul Newman, celebrity wines are all the rage.

"Celebrities are increasingly lending their names to wine and spirits for a variety of reasons," said Richard Hurst, senior vice president, beverage alcohol, The Nielsen Company. "While some celebrities have had a long-standing personal affinity for these product categories, others view these products as extensions of their established 'lifestyle brands' and have connected with willing supplier partners to produce and market them. Ideally, the celebrity's reputation also helps reinforce the company's image in the marketplace."

Celebrity spirits sales show the same growth rate (19 percent) in grocery stores and represent 0.3 percent (\$7.5 million) of the total spirits category. In liquor stores, celebrity spirits are growing at an even faster rate, showing a nearly 21 percent increase since last year, compared to celebrity wines' liquor store growth rate of 8 percent.

Nielsen's research shows that while promotions such as in-store advertising are driving incremental sales, celebrity wines do not necessarily receive much more retail paparazzi support.

Fifty percent of both celebrity wine and table wine volume is sold on promotion, but when it comes to pricing consumers are paying an average of \$8.50 per 750ml bottle of celebrity wine versus \$5.75 per bottle of table wine. Most celebrity wines are priced between \$12 and \$15.

"While a celebrity on the label is not a sure-fire recipe for success, marketers appear to be homing in on the kinds of celebrity products and positioning that make brands stick," said Hurst.



# The Focus Network, a wise decision



Wherever your research takes you, we'll make you feel right at home.

With focus group facilities in the US, Canada and the UK, we're where you want to be. We provide you and your clients with comprehensive, high-quality marketing research services in a comfortable environment:

- expert recruiting
- well-designed workspaces
- state-of-the-art technology
- wide array of catering options

Each facility is staffed by experienced and knowledgeable people providing the expertise, reliability and personal service that you demand.

To contact any of The Focus Network locations call **1-800-394-1348** or visit **[www.thefocusnetwork.com](http://www.thefocusnetwork.com)** for more information.



Chicago Focus  
London Focus  
New York Focus  
Toronto Focus

## High-end spirits, wine and beer survive in a stale alcohol industry

Trading up to higher-quality spirits, wine and beer continued to fuel beverage alcohol industry growth in 2007, but the rates of growth slowed compared to previous boom years. Wine consumption increased 4 percent while spirits grew 3.2 percent, and beer rose just 1.2 percent, according to the 2008 Handbook Ad-



vance published by The Beverage Information Group, Norwalk, Conn.

The weakening U.S. economy was a major contributor to the slowdown, especially at restaurants and bars, which are key to the decade-long expansion of spirits and wine. Still, the distilled spirits business was up (reaching 182.4 million nine-liter cases) for the tenth consecutive year, wine sales grew for the 14th consecutive year (hitting 294.4 million cases) and beer recovered for the second year in a row from a drop in 2005 (marking 2.93 billion cases).

Wine continued to find favor with new legal-age drinkers, American craft beers continued a run of double-digit growth and imported spirits showed great strength last year. High-end products across all categories continued to outperform the business as a whole.

Vodka, the single largest spirit category, grew 6.7 percent in 2007. The

category now accounts for 28.9 percent of the spirits business. Rum, the second-largest spirit category, also showed power, growing 5.1 percent. Tequila and Irish whiskey, both substantially smaller in volume than vodka and rum, posted impressive gains of 9.4 percent and 17.5 percent, respectively. Losing ground were

blended whiskey (down 1.9 percent), Canadian whiskey (down 0.6 percent) and prepared cocktails (down 5 percent).

Among table wines, which account for more than 91 percent of U.S. wine consumption, almost every country exporting to the U.S. showed growth

last year, with Italy (up 8.8 percent) and France (up 6.6 percent) leading the way. Australia stayed flat last year, perhaps partly due to the slower growth of Yellow Tail, the leading imported wine in the U.S. Imported table wines grew faster last year (+7.6 percent) versus domestics (+3.1 percent), though domestic wines still dominate the business, with 66.9 percent coming from the U.S.

Craft and light beers were the main bright spots among beers; though imports advanced, it was at a much slower pace than previous years. Among premium, popular, malt liquor, ice and flavored malt beverages, only ice beer grew in 2007. Total beer consumption rose 1.2 percent or 35.7 million cases to 2.93 billion 2.25 gallon cases. Light beers grew 2.5 percent and now represent 51.1 percent of the whole beer market.

Dollar sales outpaced volume sales across all segments in 2007, with on-premise sales up 8.3 percent, and off-premise sales up 5.0 percent. Total sales for 2007 reached \$188.7 billion. For more information visit [www.bevinfogroup.com](http://www.bevinfogroup.com).

## Pundits' politics polarize their likeability

Rush Limbaugh is one of the least-favorite news and current-affairs personalities, according to a Harris Interactive poll. Forty-two percent of respondents cited the conservative talk show host as someone they are not particularly fond of, while 23 percent say fellow right-wing bloviator Bill O'Reilly earns the same dubious honor. Results also find CNN's Larry King in the bottom three with 19 percent.

Research company Harris Interactive, Rochester, N.Y., conducted a nationwide Harris Poll between January 15 and 22, 2008, surveying online 2,302 U.S. adults aged 18 and over to learn which news and current-affairs personalities top lists of favorite and least-favorite.

Leading the list of favorites, just under one-quarter (23 percent) of Americans cite Fox News Channel's Bill O'Reilly as one of their three favorite news and current-affairs personalities, followed by host of ABC's *World News Tonight* Charles Gibson and CNN's Anderson Cooper (17 percent each).

Rounding out the top five favorite news and current affairs personalities is *NBC Nightly News* anchor Brian Williams (16 percent), and then with 13 percent each is *Meet the Press* host Tim Russert, *CBS Evening News* anchor Katie Couric and former *60 Minutes* correspondent Mike Wallace. On the other side, 17 percent say that Nancy Grace of *CNN Headline News* is one of their least favorites

continued on page 82

# Need Better Quality Online Data Collection?

## Talk to Research Now

Your Comprehensive Source for  
Quality Online Data Collection & Panels



### Unrivaled Panel Reach & Quality

- 28 Proprietary panels in North and Latin America, Europe and Australia Pacific
- Asian panels launching soon
- Research-only, multi-sourced, frequently refreshed and carefully managed panelists
- Extensively profiled panels for targeted, accurate sampling

### Unrivaled Service & Delivery

- Technical excellence with industry leading programming and hosting capabilities
- Highly experienced, research-literate, multi-lingual teams in all client service offices
- Delivery from San Francisco, Toronto, London and Sydney - all locations close to our clients and not off-shore
- Consultative and easy to work with team

**Contact us for further information on any aspect of Online Data Collection or Panels :**

[quirks@researchnow-usa.com](mailto:quirks@researchnow-usa.com) | [www.researchnow-usa.com](http://www.researchnow-usa.com)

T +1 415 392 4300 (San Francisco) | T +1 212 880 2944 (New York) | T +1 312 239 1349 (Chicago) | T +1 800 599 7938 (Toronto) | T +1 323 251 7898 (Los Angeles)

**RESEARCH NOW**

The Online Data Collection  
& Panel Specialists

San Francisco | New York | Chicago | Los Angeles | Toronto | London | Paris | Hamburg | Frankfurt | Sydney | Melbourne

# names of note

**Leonard Bayer**, executive vice president and co-founder of Rochester, N.Y., research company *Harris Interactive* has retired.

Germany-based research company *GfK Group* has extended **Gérard Hermet's** appointment on the management board by five years, until December 31, 2013.

**Jonathan Sheldrake** has joined research company *Pulse Group*, Kuala Lumpur, Malaysia, as associate director for Europe in the London office.



Sheldrake

Cusick

New York research company *Ziment* has promoted **Jade Cusick** to executive vice president, strategic relationships.

New York research company *Arbitron* has appointed **Taymoor Arshi** as senior vice president and CTO. Separately, vice president of national group services **Rich Tunkel's** responsibilities have been expanded to include radio station services regional manager.

**Barry Blyn** has been named vice president, consumer insights at *ESPN*, Bristol, Conn.

Stamford, Conn., research firm *Insight Express* has expanded its client service team with the promotions of **Michele McDonald** to director and **Ryan Price** to senior account executive. The company also appointed **Chris George** as director, **Kristen**

**Stonacek** as account manager and **Amy Covey** as director, digital media measurement group.

New York research company *Nielsen Online* has appointed **René Lamsfuss** as senior director of product and methodology for the EMEA region.

Atlanta research group *CMI* has added **Bronwen Clark** as a moderator and **Scott Taylor** as a qualitative field director.



Clark

Moore

*The Council for Marketing and Opinion Research (CMOR)*, Glastonbury, Conn., has elected **Jane Moore** as incoming co-chair of the CMOR government affairs committee and **Diane Kosobud** as incoming co-chair of the CMOR board of directors.

Port Washington, N.Y., research company *NPD Group* has named **Michel Maury** group president of *NPD Group's* European business.

London research company *Opinion Leader* has hired **Carolyn MacLeish** to manage its panel of opinion formers.

**Terri Bressi** has been named vice president for *Research International Canada*, Toronto.

Chicago research company *Information Resources Inc.* has hired **Thomas E. Peterson** as president of global retail.

**Joel Rubinson** has joined the *Advertising Research Foundation*, New York,

as chief research officer.

Dallas research company *e-Rewards* has appointed **David Clemm** to its board of directors.

*NWC Opinion Research*, the Asia-Pacific arm of *Opinion Research Corporation*, Princeton, N.J., has appointed **Joseph Chui** as senior research director.

**Eric Grosogeat** has been named CEO of Stamford, Conn., research company *FocusVision*.

Cincinnati research company *Burke Inc.* has promoted **Jim Berling** to senior vice president.

**Matt Kleinschmit** has joined Menlo Park, Calif., research company *Knowledge Networks* as vice president, client service. He will be based in the company's Chicago office.

Omaha, Neb., research firm *infoUSA* has hired **Andy Taylor** as head of marketing and product development of its new *infoUK.com* business.

Naperville, Ill., research company *Millward Brown* has made senior appointments to the management board of the newly-formed *Millward Brown India*: **Shiv Moulee** will lead the Mumbai office and regional marketing solutions for Africa Asia Pacific; **Ritesh Ghosal** will head-up the Delhi office; **Praveen Ramachandra** will oversee the South India operation from a base in Bangalore; and **Pranay Singhvi** will serve as finance director.

**Mark Kostelec** has joined New York-based research company *Ipsos's* U.S. media, content and technology division as senior vice president of sales and marketing.

continued on page 97



Does your marketing research support your strategy? **It should.**

Life is full of decisions. From naming our kids to naming a new brand, we're confronted with choices every step of the way. At Olson Research our goal is clear — to help our clients make smart marketing decisions today in order to win in the marketplace tomorrow.

48 Swan Way, Ste. 102  
Warminster, PA 18974  
267-487-5500

300 Phillips Blvd., Ste. 100  
Ewing, NJ 08618  
609-882-9888



o l s o n r e s e a r c h g r o u p . c o m

# product and service update

## Kinesis rolls out multimode, multilingual survey capabilities

Austin, Texas, research company Kinesis Survey Technologies' Kinesis Survey product now provides full support for multimode (Web/wireless) multilingual projects, including those requiring use of multibyte UTF-8 characters to present all common languages worldwide including Arabic, Korean, Vietnamese, Thai, Chinese and Japanese characters.

Among the new multilingual features are full multilingual support for both Web and wireless or dual-mode surveys; unicode (UTF-8) support; and translation via XML documents.

Translations utilize an XML document format, which is compatible with SDLX and similar translation software commonly used by translators. By maintaining an XML document format, the translation software utilizes translation memory and fully automates translations of similar sentences and phrases, therefore reducing the cost and time needed for translating similar surveys.

The XML document format contains all question texts, button labels, system error messages and other customizable text. The translation document also contains localizable data, such as date format and currency, allowing translations to be done independently from the programmed survey logic and without the need to understand the survey flow. For more information visit [www.kinesissurvey.com](http://www.kinesissurvey.com).

## Boston Analytics unveils quantitative marketing research services

Boston-based knowledge services company Boston Analytics has released its new Quantitative Marketing Research (QMR) service that is intended to provide companies

greater depth in sector, customer and industry knowledge. Researchers in the U.S. and India will collect, maintain and analyze data about values, demographics and locations of buyers and prospects to help determine optimum pricing, differentiate products from those of competitors and maximize the probability of new product success.

Boston Analytics' QMR service can assist clients in collecting data via the Internet (Web-based surveys, business or household panels), telephone or mail; maintain data using custom-built, time-series or cross-sectional repositories; and analyze the data to gain insights using standard reporting and statistical tools, including tabulation, crosstabs and correlation, as well as more analytical tools like linear and non-linear regression, cluster and latent-class analyses and classification methods.

The new practice will be spearheaded by Murli Rao. For more information visit [www.bostonanalytics.com](http://www.bostonanalytics.com).

## Northern Light launches revision of meaning extraction tool

Cambridge, Mass., research company Northern Light has launched its second major release of MI Analyst, an automated "meaning extraction" application designed specifically for market intelligence, market research and product research. By combining free-text searching with advanced text analytics, MI Analyst is intended to improve a researcher's ability to analyze reports from internal and external sources, identifying the strategy issues and suggesting the business implications of the analyzed content.

MI Analyst can be used to analyze news, published syndicated research and specialty databases of particular interest to pharmaceutical research, like patents. MI Analyst reads available news articles as well as all the

market intelligence and research reports that a company creates or licenses from third-party sources. The application tells the researcher what is in the documents that are returned by a search query, suggesting what business issues they address, and then directs the researcher to the documents that are most interesting based on their meaning rather than on their statistically-derived search relevance. In addition, MI Analyst can discern the tone of content - for example, assessing which market research reports and research analysts reflect a positive sentiment and which ones demonstrate a negative sentiment about a company and its competitors.

MI Analyst 2.0 adds new facets by which the software can analyze search results, extracting meaning from internal and research documents, licensed secondary research, news stories and Web sources. Joining the previously released facets (companies, venture-funded companies, IT technologies, IT markets), new and expanded facets include government agencies, industries, business issues and strategic scenarios.

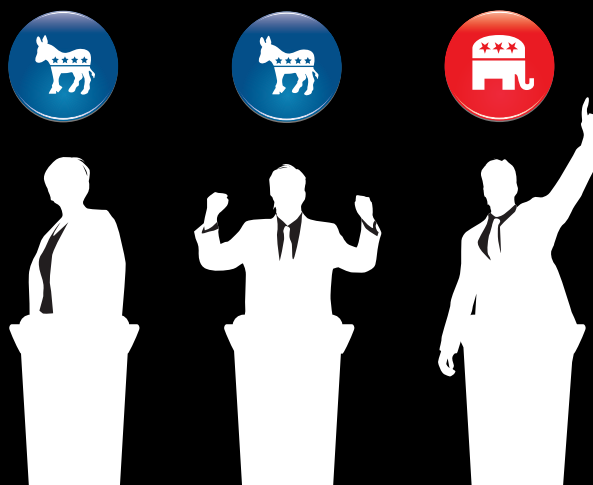
Also new in MI Analyst 2.0 is a facility intended to improve the value of search results based on the proximity of specified terms or phrases to each other, and more importantly, to any of the terms in any of the facets in MI Analyst.

MI Analyst expands beyond its roots in the IT sector to the pharmaceutical industry research. New facets relevant to pharmaceuticals include human anatomy, diseases, drugs, cells, cell receptors, proteins, genes, enzymes, pharmaceutical markets, life sciences scenarios and research strategies and therapeutic approaches.

MI Analyst is immediately available from Northern Light as an added-value option for SinglePoint enterprise

continued on page 88

# WE KNOW WHO WILL BE THE NEXT PRESIDENT OF THE UNITED STATES OF AMERICA



(and we'll tell you in November 2008)



*A Proud Member of GroupNet*

[www.baltimoreresearch.com](http://www.baltimoreresearch.com) | 410.583.9991

O.J. Simpson  
Lee Harvey Oswald  
Dr. Kovorkian

WERE THEY REALLY GUILTY?



**CRIME SCENE DO NOT CROSS**

Mock Trials From



*A Proud Member of GroupNet*

[www.baltimoreresearch.com](http://www.baltimoreresearch.com) | 410.583.9991



We know why some shows  
succeed and others DON'T



(do you?)

Entertainment Research From



*A Proud Member of GroupNet*

[www.baltimoreresearch.com](http://www.baltimoreresearch.com) | 410.583.9991

## News notes

U.S. authorities have charged Chadwick Wilson Young with wire fraud, as reported by the *Knoxville News Sentinel*. Young is accused of defrauding his employer, Knoxville, Tenn., marketing research firm **U30 Group Inc.**, of more than \$1.1 million in roughly four years. Young worked as the interactive Internet group manager for U30 and set out to bilk U30 using a series of e-mail accounts that were supposed to belong to customers but instead were his. "He would use his position as an employee for the U30 Group Inc. to fraudulently obtain Amazon.com gift cards at U30 Group Inc. expense and send them to several e-mail accounts that he exercised control over," according to Assistant U.S. Attorney Charles Atchley. "(Young) would then convert the gift cards to his own use by purchasing goods or convert them to cash by selling them to a third party."

Dulles, Va., research company **Vovici** has closed a \$10 million series B funding round. The round was led by Menlo Park, Calif., venture capital firm Mayfield Fund with participation from existing company investor Austin Ventures. The funding is intended to better Vovici's position in the enterprise feedback management market.

Waltham, Mass., research company **Invoke Solutions** has received \$7 million in funding led by Portland, Maine-based North Atlantic Capital and its existing investors Bain Capital and BEV Capital. The financing comes as Invoke launches its Engage Family of Research Solutions, and Invoke will use the funding to continue developing its enterprise feedback management platform and increase its delivery capabilities.

**Peanut Labs**, a San Francisco research firm, has received \$3.2 million

## Calendar of Events May-August

The Council of American Survey Research Organizations will hold a workshop designed for project directors and analysts on May 15-16 in New York. For more information visit [www.casro.org](http://www.casro.org).

The American Association for Public Opinion Research will hold its annual conference on May 15-18 at the Sheraton Hotel in New Orleans. For more information visit [www.aapor.org](http://www.aapor.org).

Canada's Marketing Research and Intelligence Association will hold its annual conference on May 25-28 in Winnipeg. For more information visit [www.mria-arim.ca](http://www.mria-arim.ca).

ESOMAR will hold WM3, a conference on worldwide multimedia measurement, on June 1-4 in Budapest. For more information visit [www.esomar.org](http://www.esomar.org).

ESOMAR will hold its world research conference in Copenhagen, Denmark, on June 16-18. For more information visit [www.esomar.org](http://www.esomar.org).

The Marketing Research Association will hold its annual conference on June 4-6 in New York. For more information visit [www.mra-net.org](http://www.mra-net.org).

IIR will hold its excellence in market research conference, themed "Best Practices for Execution," on June 9-11 at the Westin on Michigan Avenue in Chicago. For more information visit [www.iirusa.com](http://www.iirusa.com).

The Qualitative Research Consultants Association will hold its international seminar on computer-aided qualitative research on June 10-11 in Amsterdam, The Netherlands. For more information visit [www.qrca.org](http://www.qrca.org).

The American Marketing Association will hold its annual advanced research techniques forum on June 15-18 in Asheville, N.C. For more information visit [www.marketingpower.com](http://www.marketingpower.com).

LIMRA International Inc. will hold its marketing strategies conference on June 16-19 in Wellesley, Mass. For more information visit [www.limra.com](http://www.limra.com).

IIR will hold its return on marketing investment conference on June 23-25 at the Hyatt Regency Coconut Point Resort & Spa in Bonita Springs, Fla. For more information visit [www.iirusa.com](http://www.iirusa.com).

The Advertising Research Foundation will hold its Audience Measurement 3.0 conference on June 24-25 at the Millennium Broadway Hotel in New York. For more information visit [www.thearf.org](http://www.thearf.org).

The Conference Board will hold its marketing research conference, themed "Moving Market Research Beyond the Online Virtual World," on June 26-27 at the Hotel InterContinental in Chicago. For more information visit [www.conference-board.org](http://www.conference-board.org).

The Council of American Survey Research Organizations will hold its annual technology conference on June 26-27 in New York. For more information visit [www.casro.org](http://www.casro.org).

LIMRA International Inc. will hold its multicultural marketing strategies conference on July 8 in Toronto. For more information visit [www.limra.com](http://www.limra.com).

The American Marketing Association will hold its summer marketing educators' conference on August 8-11 at the Sheraton San Diego Hotel & Marina in San Diego. For more information visit [www.marketingpower.com/research](http://www.marketingpower.com/research).

*To submit information on your upcoming conference or event for possible inclusion in our print and online calendar, e-mail us at [editorial@quirks.com](mailto:editorial@quirks.com). For a more complete list of upcoming events visit [www.quirks.com/events](http://www.quirks.com/events).*

in a series A financing round. The funding is led by venture capital firms Leapfrog Ventures and BV Capital. The \$3.2 million cash infusion will be used for continued product development towards Peanut Labs' patent-pending market research sampling technology, which is designed to

reach the 13- to 25-year-old demographic, known as Gen Y. The funding will also be used to service Peanut Labs' list of market research clients and enhance the survey-taking experience.

continued on page 93



It's not the wood.



It's the carver.

Gathering raw data is one thing. But shaping it into insightful analysis and actionable results is quite another. DDW is a worldwide leader in customized market research, using cutting-edge approaches to reveal the diverse preferences of consumer and business targets. Top global companies put their critical marketing issues in our hands because of DDW's precision research skills combined with a keen marketing sense.



Data Development **Worldwide**

**Know More.** Are you saying the right things to the right people? Use DDW's Segmenter™ to identify and understand core, peripheral and opportunity targets. This holistic method provides the ability to craft more effective and efficient consumer approaches. Call DDW Managing Director Chip Lister at 212.633.1100 to know more.

[datadw.com](http://datadw.com) New York Albany Orlando Chicago Kansas City San Francisco Long Beach



# Learning from the little ones

One of my favorite aspects of qualitative research is conducting studies with kids. I suppose it appeals to the part of me that's never quite grown up. Their spontaneity and lightheartedness is refreshing and contagious, and often counters the hassles of travel delays and long days in the field.

Following is a look at each part of a qualitative study - from planning through execution - including tips designed to help you get the most out of your research with little ones.

## *Designing/scheduling the research*

It's generally better to plan for shortened sessions when involving children.

Most kids find it difficult to stay focused for longer than 90 minutes - even when the topic is engaging and there's lots of interaction.

Also, keep in mind it takes more time to explain instructions and offer directions than it does with adults.

Consider a living-room set-up versus a boardroom look and feel.

An informal setting makes for a

more comfortable and less intimidating environment. You're also able to observe rich nonverbal behaviors.

Consider providing kid-friendly furniture, such as beanbags. Remember there's a fine line between creating a warm, welcoming environment and one that's too comfortable. I've never had a child fall asleep during a group but I can imagine it happening!

Learn about school holidays by relying on your facility partners. They'll inform you of days off and norms related to how late you can involve children on school nights.

Plan to feed the kids. Usually we have snacks in the focus group room and offer items before getting started. This gets kids comfortable and wards off distracting hunger pains. Our facility partners know to serve healthy, easy-to-eat snacks - popcorn, pretzels, cheese sticks and apple slices are some favorites.

Food is served in bowls scattered around the room. Remember the spoons - to avoid a lot of little hands in the goodies - and do away

*Editor's note: Patt Karubus is vice president of Primary Insights Inc., a Lisle, Ill., research firm. She can be reached at 630-963-8700 or at [patt@primaryinsights.com](mailto:patt@primaryinsights.com).*

with loud plastic wrappers.

Generally no sweets are offered, especially chocolate. Water and juice are also preferred over soda. A sugar high can turn the most well-mannered child into a little monster.

## *Creating a screener*

I'm a believer in asking all terminating questions of moms or dads - allowing older children to simply make the decision to participate or not. During screener development, avoid putting children in the position of being terminated, which can be disappointing.

## *Recruiting*

I recommend recruiting the number of participants that allows taking all youngsters who show. Recently, I didn't follow this favored practice, resulting in a 10-year-old



## Turning Your Bright Ideas Into **RESULTS!**



### NOT **JUST** FOCUS GROUPS... BUT **“QUAL-QUANT”**™ INSIGHTS!

Our **signature** strategic **“Qual-Quant”**™ discussion sessions use the best of both worlds to achieve optimal learning, solutions and results. Our key ingredient is discovering critical **“UNAIDED view points”** in group dynamics that normally go uncovered in traditional focus groups.

How? .... by tapping into truly unique qualitative interactions combined with metric measurements of participants’ **“unaided”** attitudes, behaviors and perceptions. We capture unbiased perspectives prior to full group disclosure before and during our sessions.

Only JTF Research’s unique **“Qual-Quant”**™ approach takes qualitative research to an entirely new level of learning and knowledge. This means richer, honest group insights guiding your research to actionable results.

With our extensive brand marketing background, we clearly understand ***you can’t afford wasting time or budgets on non-productive research.*** Our highly skilled moderators have over 20+ years expertise in a wide range of Consumer, B2B, Services and Non-profits; with extensive experience in most categories.

If you’re seeking strategic, actionable results, contact Just The Facts, Inc® for your next qualitative assignment. **“Qual-Quant”**™ research... your pathway to sound, strategic insights for business growth and higher ROI.

Call us today for a no-cost evaluation of your strategic research needs... we guarantee you won’t be disappointed, or we’ll make it right!

### **TURNING YOUR BRIGHT IDEAS INTO **RESULTS!****

**PS... ask about our menu of strategic research capabilities from secondary, to in-depth interviews, surveys and competitive-business intelligence studies. Just The Facts, Inc®, your strategic, GLOBAL, full service research partner.**

Executive Headquarters | 116 W. Eastman | 1st Floor | Arlington Hts. (Chicago), Illinois | 60004 | USA

T 847.506.0033 | F 847.506.0018 | EMAIL: [info@jtfacts.com](mailto:info@jtfacts.com)

**[www.justthefacts.com](http://www.justthefacts.com)**

RECRUITING RESOURCES UNLIMITED

EXPERT  
QUALITATIVE  
RECRUITING  
TAILOR-MADE  
TO FIT  
YOUR PROJECT

WWW.RECRUITINGRESOURCESLLC.COM

+718.222.5600

Sometimes  
we all need  
a little help  
to get that  
edge

girl being brought to tears because she wasn't selected as a participant. Also, recruit kids based on their grade in school versus age. This better ensures children have comparable social skills and life experiences.

#### *At the facility*

I visit the reception area and introduce myself to kids and their parent(s) prior to the start of research. This begins the rapport-building with child respondents. Such a meet-and-greet also helps assure caregivers their youngsters will be safe and well taken care of - especially important when parents are not invited to participate.

Further, I begin to get a feel for the kids, learning about their social skills, ability to articulate and comfort level with strangers and unfamiliar surroundings.

Go into a session expecting nothing and prepared for everything, particularly when working with younger kids.

It's a good thing youngsters do not stifle or edit emotions. It's also a challenging thing. Because social skills are being refined and energy is hard to contain, youngsters do and say things you wouldn't expect to see and hear when conducting a group with socialized adults.

The unmonitored feelings and actions of kids have contributed to many of my fond memories and they've also created difficulties. For example, one youngster became enamored of his revolving chair, to the point it became a major distraction in the room and for clients viewing the session. Before I knew it, other children got into the act and everyone quickly lost focus. Needless to say, there are now no more spinning chairs available to kids in the room.

#### **Tone of respect**

Regardless of whether interacting with kids aged 7 or 17, I've learned it's important to set a tone of respect early on. I'll adjust my language, as appropriate, from adult-

to kid-friendly while avoiding talking down to them.

As with grown-ups, I involve kids in an environment of UPR - unconditional positive regard. Showing respect and caring helps me maintain control and meet client objectives without being autocratic. Further, voice inflection and tone allow me to gently manage dynamics in the room. My goal is to provide structure without imposing stifling rules.

I make a distinction between school and research when explaining logistics and my role. For example: *"In school, children are learners. Some of your answers are right and others are not. In research, I'm learning while you're teaching. And, everything you say is correct while we're together."*

For the past several years, whenever fitting, I've presented backroom attendees to research participants by reversing lights for a few seconds. When dealing with kid respondents, I also offer an opportunity to approach the mirror and take a peek by cupping their eyes with their hands. Most youngsters take me up on this because it's fun and they're intrigued by who's back there.

Often, I'll ask permission to take digital pictures during research. These images are included in my report to enrich discoveries and give readers a feel and flavor for these young consumers.

#### **Hearts, minds**

Qualitative research offers a window into the hearts, minds and souls of consumers. With this in mind - and at the core of all I do when planning children's research - I am reminded how kids are willing to open this window when feeling safe, secure and respected. I suppose it's no different than conducting research with adults. Still, such an emphasis seems even more important when dealing with little ones. By paying attention to the big and small details, your research projects should be successful, gratifying and energizing! | Q

# KNOW MORE. GO FAR.

**DO YOU HEAR THE BUZZ?** It's your customer community talking. About you. About your competitors. About what they want—and don't want. The real question is, are you listening? Vovici online communities and Enterprise Feedback Management solutions help you tap into that hive of information. Market insights. Customer opinions. *The next big idea.* At Vovici, we help you get the feedback you want, when you want it. And we do it better than anyone else. Are you ready to listen?



**vovici**<sup>™</sup>

1.800.787.8755 • [vovici.com](http://vovici.com)



# Knowing the score

The first point I make to apprehensive students at the initial lecture of my basic statistics course is that statistics, when you boil it down, is simply a numerical description of an event. The confusing and scary array of correlations, regressions, ANOVAs and null hypotheses is no more than a collection of techniques to get an idea of what is happening.

Good research is the same. Quality information, professionally gathered and well-presented, provides a clear story with actionable, marketable results that are easily understood by the supplier and the client.

In this article we explore the performance score, a technique that presents information in an easily understood format for use in executive decision-making. We compress data from complex mathematical analyses into one number that can be used to compare performance across an array of attributes. This technique has been applied in the fields of public relations, publishing, advertising, retail, restaurant chains and professional sports.

The performance score is created by a weighted measure of attributes

as they relate to a key attribute, such as overall satisfaction with a store or intent to purchase an item. The weights are created by measuring association to the key attribute - the dependent variable.

Let's use a restaurant chain as an example. This chain has regular visits from diners who rate the restaurant on, say, 10 attributes, as well as giving an overall rating. The attribute weights are derived using regression analysis to determine the importance of each attribute relative to overall rating. The importance - or weight - of each independent attribute is called a beta score.

Table 1 is the output from our restaurant chain's regression presenting data compiled from over 20,000 records.

Examining Table 1, we see that meal preparation and quality are the most highly-weighted attributes, which should not be a surprise. Now we want to synthesize these results into one score for the restaurant. We do this by multiplying each beta by the diners' combined overall rating and adding them up. We then combine the score of different restaurants

*Editor's note: Michael Lieberman is founder and president of Princeton, N.J., research firm Multivariate Solutions. He can be reached at 646-257-3794 or at michael@mvsolution.com.*

into a grand mean for the chain's restaurants as a whole.

We now have a score for each restaurant which can be directly compared to the chain's grand mean to easily see each restaurant's relative performance, resulting in a value called the index. This individual restaurant ratings performance index is calculated by dividing a restaurant's score by the grand mean and multi-

**Table 1  
Restaurant Regression Results**

	Beta
Meal Preparation	0.25
Meal Quality	0.22
Host Greeting	0.19
Wait Time Or Seating	0.14
Menu Variety and Interest	0.13
Meal Value	0.12
Rest Rooms Clean	0.12
Tables Clean and Organized	0.12
Appetizer Quality	0.11
Check Service	0.11



In the fine art of research,  
the shades of gray complete the masterpiece.

©2007 Burke Incorporated. All rights reserved.



While data gives answers in black and white, it's the subtleties of the gray areas that give you the big picture. Burke understands the nuances of research. Grounded in academic principles and guided by ongoing internal research, Burke helps you determine the best research method, gather the information, and develop the best strategy for actionable results. You will have confidence in your decisions because you have the experts at Burke to support you. Visit [Burke.com](http://Burke.com) or call 800.688.2674 to find out more.



*The Fine Art of Marketing Research*

Restaurant	Restaurant Score	Grand Mean	Index	Percentile
New Orleans	145.59	118.17	123	100
San Antonio	133.34	118.17	113	96
Atlanta	132.75	118.17	112	93
Key West	132.29	118.17	112	89
Miami	114.25	118.17	97	44
Denver	111.66	118.17	94	33
Memphis	102.01	118.17	86	11

plying it by 100.

In Table 2, a comparison of restaurant ratings performances, a look at Key West's index shows that it is doing better than average with an index of 112.

To then calculate percentiles, the restaurants in the sample are sorted highest to lowest, and the top restaurant is given 100 and the bottom one is given a 0; the percentiles are then calculated for the ones in between. The percentile shows, at a glance, the relative position of a given restaurant. The percentile is particularly useful if the sample has tightly bunched scores, producing indexes that are similar.

Interpreting the percentile is

straightforward. Miami has a percentile of 44, which means that 43 percent of the restaurants have lower scores, and 56 percent scored higher. I would say the manager of the Miami branch is not pleased.

This comparison system can be applied to any unit of choice such as market, state or region.

*Application: publishing*

There is a snap, crackle and pop formula to selling magazines. Cover choices are often determined by focus groups, though quantitative methods are becoming increasingly relevant. In fact, we have found that applying the performance score method gives a quick and easy win-

ner when an editor wants to know which of, say, four covers to go with.

As an example, the performance score can be determined through an online survey which shows a magazine cover, then asks the invited participant to rate each of the factors (shown in Table 3), then give an overall score. Or, consumer views can be gathered through mall intercepts, where individuals in the target groups (e.g., twentysomething professional women) are shown a magazine cover. While an eye-tracking device measures the respondent's eye movements, the participant is asked to rate each cover on a scale, say 1-to-7.

This technique is most effective when the results are applied to an analytical model derived from historical data - a publisher's database containing measurements from publications over a specified time period. The model can then be applied as needed.

Table 3 shows the regression results of the historical model. The model gives us both descriptive results - we know that the photo and article con-

	Beta
Photo	0.49
Article Content	0.37
Background Cover Color	0.25
Tagline	0.22
Print Size	0.14
Font	0.13

tent are the most persuasive - and the publisher now has the ability to easily analyze data comparing potential covers. Table 4 shows the index scores for several tested covers.

	Index
Lives of the Rich and Infamous - Photo 2	113
Red Shadows, Green Hearts - Photo 2	107
Lives of the Rich and Infamous - Photo 1	99
Back Roads - Chile - Photo 2	99
Back Roads - Chile - Photo 1	90
Red Shadows, Green Hearts - Photo 1	87

Which cover will the editor go with? Table 4 gives the answer: "Lives of the Rich and Infamous," using photo two.

*Application: retail*

A major national retailer has a database of millions of customer surveys. These are fairly extensive, ranging across different sections of the store. The retailer (we'll call it WorldMart) wants to benefit from this wealth of information.

Again the first step is the model. In this database WorldMart has cases where a given customer has rated cosmetics, another the pharmacy and others the menswear department. Within each category there is an overall score. Each respondent also rated their visit and the likelihood of returning to this store.

The regressions were run, accounting for the differences among the departments such as the greater frequency of visits to the pharmacy.

WorldMart requested modified output in order to assess units within its empire on different levels. It wanted a universal number that could be calculated as needed. We provided the ability to calculate a percentile for each filter, department and manager. The equation is:

$$\frac{[(\text{Tested Store Score} - \text{Minimum Store Score}) / (\text{Maximum Store Score} - \text{Minimum Store Score})] \text{ multiplied by } 100.$$

In this equation the maximum WorldMart score was 132, the minimum 88, and the store we are looking at 112.

$$((112-88)/(132-88))100=54.55, \text{ or } 55$$

Table 5 Georgia Cosmetics	
	Percentile
Athens West	87
Savannah Towne Center	82
Macon	75
Atlanta Airport	52
Waycross Junction	37
Sandy Springs	26

Table 6 Regional Pharmacy	
	Percentile
Upper Midwest	91
New England	76
Alaska and Hawaii	61
New York and New Jersey	52
Four Corners and Nevada	31
Detroit Metro	22

A Proud Member of  
**GroupM** Net  
THE ULTIMATE RESEARCH MACHINE!

# Two research facilities appealing to both sides of the mind...



## It'll make you think ... TWICE!

Nothing gets by. No detail is too small. No study too complex. It's our approach to everything we do—from our meticulous local and national recruiting to the hoops we jump through to make you comfortable in our spacious, first-class focus facilities. Just what you'd expect from a consistently "Top Rated" company!\*



HUB Certified

HOUSTON	DALLAS
Next to the Omni near The Galleria Three Riverway Suite 250 Houston, Texas 77056 tel 713.888.0202 fax 713.960.1160	Connected to the Hilton across from The Galleria One Lincoln Centre 5400 LBJ Freeway, Suite 400 Dallas, Texas 75240 tel 214.265.1700 fax 214.265.1835

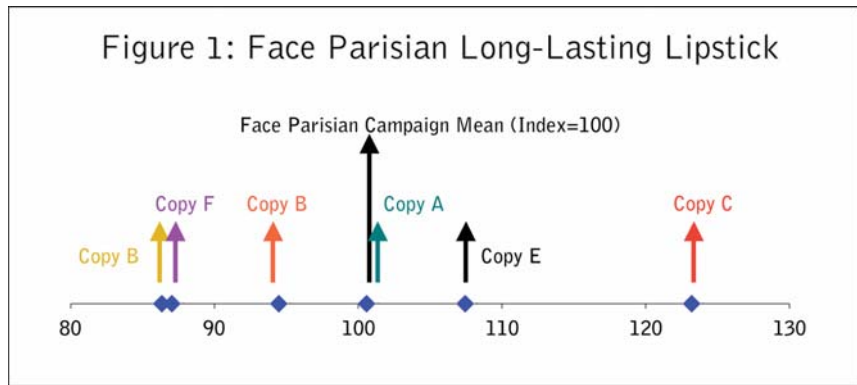
**Anndel Martin**, President  
**Krista Browning**, V.P. and Director of Houston Operations  
[www.opinions-unlimited.com](http://www.opinions-unlimited.com) • [ask@opinions-unlimited.com](mailto:ask@opinions-unlimited.com)

\* 2007 Impulse Survey released 4/08. We're consistently #1 in Houston (Overall Rating - 83) since opening in 1995 (and have been named "Top 10" worldwide more than any other facility). Dallas, opened in 3/06, garnered a high Overall Rating of 88.

	Percentile
Potter	55
Montgomery	51
Schwartz	44
Patton-Stein	40
Vase	20
Fleener	19

The benefit of this approach is that it allows WorldMart to shine a spotlight exactly where it wishes. Table 5 shows the output of a request for cosmetic store performance in one state. Table 6 shows pharmacy performance by region. And Table 7 shows performance by regional manager.

Overall, Smith is not doing too well. He is going to have to sit on some staff to improve customer service or his head might roll. Smith's best manager, Potter, is only just above average. Managers Vase and Fleener had better improve their numbers or update their resumes.



#### Application: advertising

The performance score can be further simplified by creating a visual presentation. This is effective when presenting performance score results to senior management or pitching to a potential client.

After a two-day mall intercept in Las Vegas, the McMann-Bronfman advertising agency is presenting the results to product managers at cosmetics firm Face Parisian. Rather than present detailed multivariate analysis, the ad agency is able to present a clear summary chart, as shown

in Figure 1. I think the Face Parisian team will go with Copy C.

#### See and compare

Decision-makers are interested in utilizing sophisticated data analysis to improve their market position. Our system gives managers with diverse backgrounds the ability to see and compare relevant information. It is cost-effective, has wide application and provides findings in a simple, graphical presentation, making it a valuable measurement tool. | Q

## What if you could tap into virtually any audience – any time, any place?

Introducing **IDetailing™**, a unique brainstorming and ideation process that allows access to unbiased, in-depth perspectives of desired audiences, free from geographic and time zone restrictions. By combining the benefits of traditional, in-depth qualitative research methods with online technology, **IDetailing™** gives you unparalleled levels of detailed insight into the attitudes of the audience you need to reach – at their convenience, 24 hours a day, 7 days a week.



#### IDetailing™ lets you:

- **Cross geographic boundaries:** Sessions can be conducted nationally or internationally, eliminating both the need to travel to multiple facilities and the bias of only reaching a limited number of typical major markets.
- **Get higher-quality responses:** Sensitive subject matter such as income, personal health, and employee satisfaction can be explored in depth without embarrassment or hesitation. Strong, outspoken personalities and quieter, more introspective types can also participate harmoniously.
- **Benefit from greater interaction:** IDetailing™'s format encourages both in-depth responses from each participant as well as discussion between participants.
- **Reach the top:** The convenience of IDetailing™ makes it easier to reach higher-level execs in the business community who may otherwise be unwilling to spend time participating in traditional qualitative sessions.
- **Save time & money getting actionable results:** High-velocity research results are available in as little as one week – for about half the cost of conducting multiple focus groups in one or more markets.



To learn more about the benefits of **IDetailing™**, contact us today.



225 North 9th Street, Suite 200  
Boise, ID 83702  
Phone (208) 364-0171

[www.opinionresearch.com/northwest](http://www.opinionresearch.com/northwest)  
[info@nwrq.com](mailto:info@nwrq.com)

810 Third Avenue, Suite 258  
Seattle, WA 98104  
Phone (206) 624-6465

**FOCUS can make you  
shine on your next qualitative project!**

**TWO GREAT MARKETS**  
*Minneapolis &  
Phoenix*

*Always Top Rated in IMPULSE*

Mock Juries ■ Taste Tests ■ Conscientious Staff  
Consistent Quality ■ Courteous Service ■ Commitment

 **FOCUS**

MINNEAPOLIS  
p: 612.869.8181  
Minneapolis@FocusMarketResearch.com

**Judy Opstad**  
Owner

 **FOCUS**

PHOENIX  
p: 480.874.2714  
Phoenix@FocusMarketResearch.com

[www.FocusMarketResearch.com](http://www.FocusMarketResearch.com)

Group  **NET**  
*rewards*

# It sells the product by itself

Samuel Clemens, aka Mark Twain, had a unique appreciation for the power and influence of language. He said, “The difference between the almost right word and the right word is the difference between the lightning bug and the lightning.” In today’s over-communicated global economy, effective verbal brand communication that is achieved through name research is not just important, it is critical.

Before market researchers assume responsibility for any U.S. or international name research initiative, they should have a clear understanding of

what name research can do for their organization. Because name research is a comparatively new category in marketing services, this science is still somewhat undefined and often misunderstood. Perhaps the definition of name research is some-

what fuzzy due to an individual’s perspective, position and frequency of use.

Name research is simply finding the best name for a specific product. At a speaking engagement for the International Trademark Association’s Strategy Forum in New York I explained the overall objective of name research to an audience of trademark attorneys this way: “The goal of effective name research is to choose a product name that reflects and fits the customer’s needs so precisely that the name sells the product.”

## Insights into name research

*Editor’s note: John Hoepfner is president and CEO of NameQuest Inc., a Carefree, Ariz., branding consulting firm. He can be reached at 480-488-9660 or at [jphoepfner@namequest.com](mailto:jphoepfner@namequest.com).*

This article will help you understand how to integrate name research into your organization's marketing strategy. To start with, name research may include parts of any one or all of the following functions:

- point-of-origin for name research project;
- the construction and coordination of a name research brief;
- directing activities for the verbal brand name development;
- foreign-language name research and analysis;
- trademark research coordination;
- marketing research and analysis.

There are three branding components that may be part of your marketing task. However, they are not part of the name research discipline and will only confuse, distract and dilute the name research part of your task. They are: 1) package or trade dress design; 2) logo design or type-

face; and 3) tagline or strapline. These visual branding components should be dealt with only after you select your verbal brand name. When completed in the correct sequence, visual branding will add value to your company's new product initiative.

### Begin with a need

All name research initiatives begin with a need. The need for name research may spring up in product development, brand management, market research, advertising, marketing management, legal or even in the executive suite. (A few years ago I was surprised early one Saturday morning when I was contacted at home by an executive from a leading automobile manufacturer, regarding an immediate need to rebrand a vehicle.) Each of these functions within an organization may have its own ideas about how to define name research.

In order to better grasp the meaning of name research, one must first comprehend the distinctions between brand, visual brand and verbal brand. Having a clear understanding of these distinctions will assist in delineating the scope of your name research work.

**Brand:** Simply, a brand dwells within the part of the human mind that perceives a product's intangible benefits differentiating an otherwise readily substitutable product in a highly customer-relevant way.

**Visual brand:** A visual brand includes trademarks, such as logos, packaging and trade dress.

**Verbal brand:** A verbal brand is the name, the language or words used to express your product idea to your customer.

It is important for companies and/or their consultants not to get too far out front in the process of



verbal brand name development and research. First, you need to consider whether your name research assignment requires a brand equity study, package optimization or verbal branding. Each of these missions requires specific expertise and experience. Matching your needs with the correct provider will go a long way towards assuring a timely and successful outcome.

A Google search of “branding company” nets 373,000 hits. Often,

consulting groups that refer to their organization as a branding company stretch the definition of name research to match their internal product offerings. Because of the relatively low frequency of branding projects in some companies and the expertise required, the majority of branding work is outsourced. It is important to understand your internal needs and match those needs with the specific expertise that’s required in the proper sequence.

### Clearly communicate

A key requirement for a name research brief is to clearly communicate the project’s scope, geography and scheduling objectives. These prerequisites return us to the meanings of brand, visual brand and verbal brand. Is the project a study of an existing brand? Is your company a multi-brand marketer that is consolidating, eliminating or optimizing an existing brand? Or is the task at hand to update the visual brand with a new logo, packaging or trade dress? Has your company innovated a new product that requires a new verbal brand or extended a product line that requires a new verbal sub-brand?

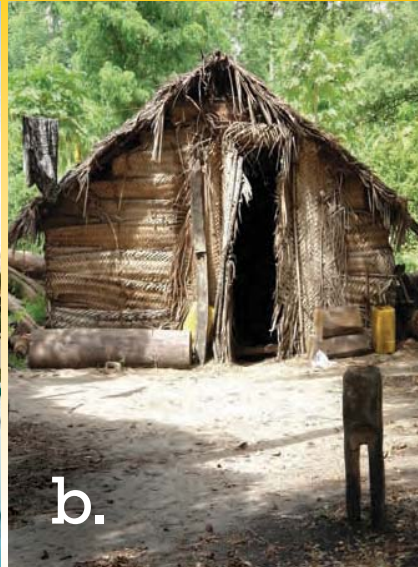
What is the realistic geographical marketing potential of your brand? The product brand team may have global aspirations; however, down-to-earth financial realities may suggest a more focused strategy. Setting geographic objectives will provide guidelines for name development, foreign-language interpretations, trademark ownership, market research and project scheduling.

Constructing a brief that precisely defines the project’s scope and geography will effectively lay the foundation for long-term success. Additionally, you must determine which parts of the project will be carried out internally and which tasks need to be performed by consultants. Budgeting and scheduling are integral to making a name research project run smoothly.

### Historical perspective

Assuming that directing a verbal brand naming project is a part of your name research project, it helps to understand verbal branding from a historical perspective. From the 1950s to the 1980s verbal branding was, more often than not, an afterthought. Advertising in the mass media, primarily on network television, was the driving brand-building strategy for the mass market. Product, service and company names typically originated within companies and were created by product developers, sales, marketing, executive management and even corporate founders.

## Your Summer Home

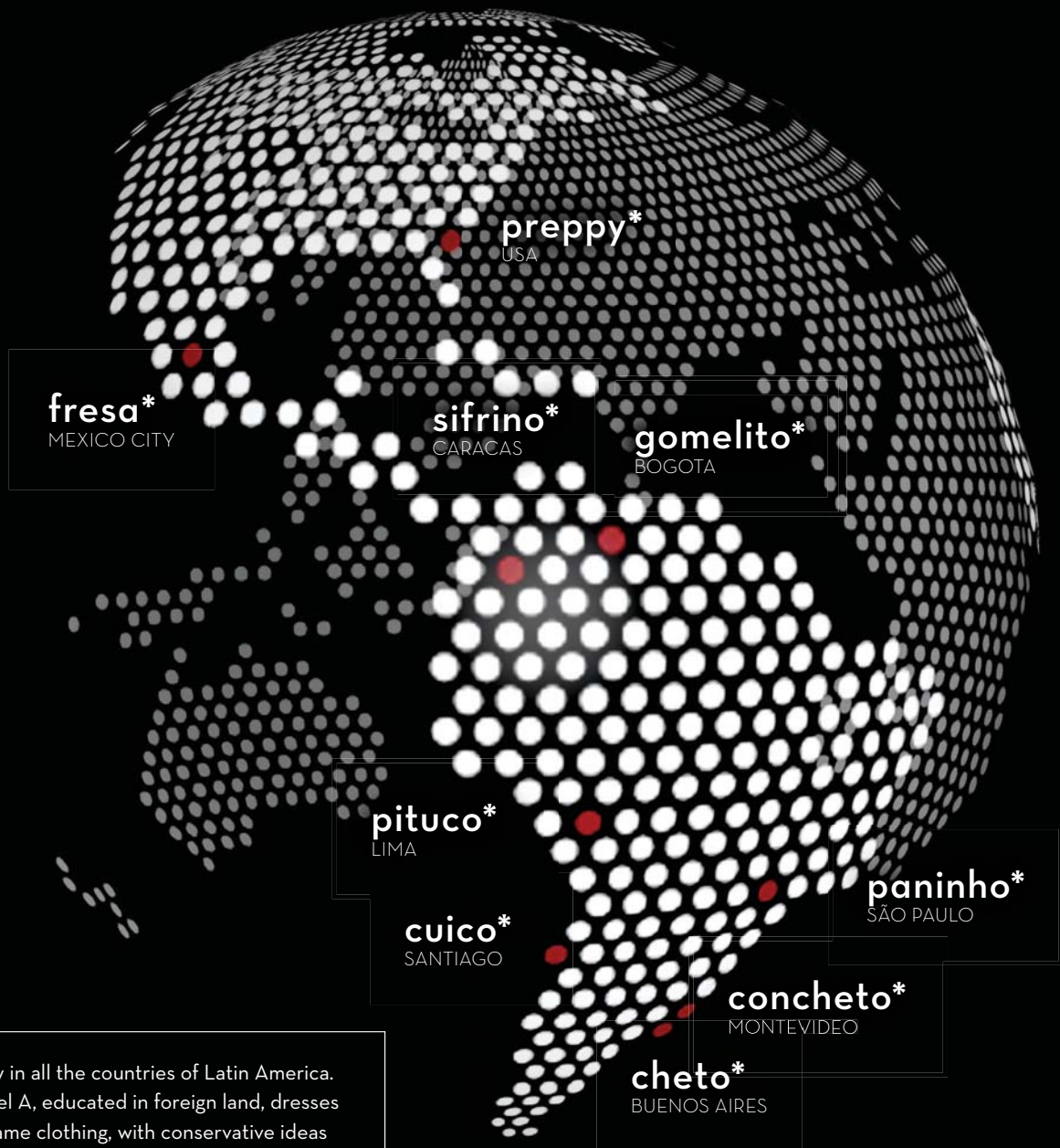


If only all choices were this easy! Luckily, choosing an online research partner really is. Infosurv provides clients with a combination of responsiveness, data quality, and analytical insight that is unrivaled in the industry. By conducting hundreds of online survey projects each year, we can do so for 30% less cost than other full-service firms and nearly twice as fast. It’s no wonder that dozens of Fortune 500 corporations have easily chosen Infosurv as their preferred online research partner.

Visit us at [www.infosurv.com](http://www.infosurv.com) to learn why 300+ loyal clients have made Infosurv “The Easy Choice for Online Research”™

**infosurv**  
The Easy Choice for Online Research





\* Preppy guy in all the countries of Latin America. Man of level A, educated in foreign land, dresses in brand name clothing, with conservative ideas and high level lifestyle, good taste, consumes art and culture.

EVEN THOUGH THE IDEA IS THE SAME, EACH CODE IS DIFFERENT. BECAUSE IN RESEARCH NO ONE KNOWS THE LATIN AMERICAN MIND BETTER THAN US.

THINK LATINAMERICA. THINK KITELAB.

Miami 305.265.1138  
galvarez@kite-lab.com  
www.kite-lab.com



Outside the corporate domain, advertising agencies may have direct input to the process. Just about any verbal brand name would have succeeded during this era. Remember Hydrox cookies?

Then something changed. It is what I have referred to in industry speeches as a “disruption in the traditional marketing four-Ps model.” From 1980 to the present day, the following four marketing disruptions have occurred.

**Product - choice explosion**

1980: The average store had 5,000 products.  
2008: A Wal-Mart SuperCenter has 150,000 products.

**Place - channel consolidation**

1980: There were hundreds of local and regional retailers.  
2008: Wal-Mart sells almost 25 percent of Procter & Gamble’s total volume. Others such as Kroger, Amazon, LensCrafters and Home Depot are consolidators in their respective markets.

**Promotion - media fragmentation**

1980: Three major television networks (ABC,

NBC and CBS) have the controlling market share. A frequency of three television commercials has an 80 percent reach. Today it takes a frequency of 100 commercials to reach the same audience.

2008: The Internet, hundreds of cable channels and interactive media dominate the shrinking audiences of network television and large city newspapers.

**Price - commodity/private-label**

1980: Pricing was a tactic, e.g., auto rebates.  
2008: Pricing is a strategy. The new Tata Nano automobile from India is three meters long, seats four comfortably, does 65 m.p.h., gets 50 miles per gallon and is the same price as the DVD player in a Lexus.

**TOTAL RECALL**  
**TELEPHONE INTERVIEWING WITH RESULTS!**

**PHONE SERVICES**

- Nationwide telephoning
- 30 line phone center
- CATI
- Interview programming
- CI3 software
- Tabulation
- Media research (TV/Radio/Newspaper)
- Children research
- Fully supervised

**HISPANIC SERVICES**

- Nationwide telephoning
- Translation
- Bilingual interviewing
- Bilingual supervision
- Se Habla Español
- Spanish questionnaire programming

**AIM CONTACTS**

Linda Adams, Owner & Director or  
Joy Gallegos, Associate Director  
(915) 591-4777 Fax (915) 595-6305

**AIM RESEARCH**  
Since 1969  
10456 Brian Mooney Avenue • El Paso, Texas 79935  
email: aimres@aol.com • internet: http://www.aimresearch.com

The disruption in the traditional marketing model has transformed the task of verbal brand naming from afterthought to forethought, increasing both its priority and difficulty.

If a verbal brand name is the foundation on which your brand’s business will be built, what are the communication building blocks that will provide support? Certainly, perceived differentiation, memorability and purchase intent should be mandatory. Additionally, salient product attributes should be included and later utilized as independent variables as a part of the market research analysis.

The verbal brand name is the only clear, identifiable aspect of the product that your customer uses in selection and purchase.

**All brands are global**

Today, all brands are global in the wired and wireless world of Internet communications. Your company’s branded products are easily accessible worldwide, even if your company is primarily a domestic marketer. Right now you can go to Amazon.com and order HobNobs, a popular milk chocolate candy from the U.K., or find Japanese Hello Panda biscuits for sale. Consider that an eBay shopper in Venice, Italy, sees basically the same screen as someone logging in from Venice, Calif. The verbal brand name is the same, only the language is different.

Remember that one of the key components of the brief is to define geography. If your marketing area is

# Some things change ... some things don't.

We've added many improvements to an already top-rated facility, giving us a bold new look.



**Great recruiting. Consistently. Since 1979.**



250 SUTTER STREET • SECOND FLOOR • SAN FRANCISCO CA 94108  
**(415) 398-4140 OR TOLL FREE (800) 277-3200**

VISIT [WWW.FFRSF.COM](http://WWW.FFRSF.COM) AND TAKE THE VIRTUAL TOUR OF OUR FACILITY.

MEMBER OF: AMA, MRA, AAPOR

**ACTIVE  
GROUP**



**FocusVision**  
WORLDWIDE

InterClipper

More, For Lots Less

## THE OTHER, SAMPLING COMPANY IN CONNECTICUT

Online Panels  
Sample Only

since  
1991

Phone & Online  
Consumer Panel  
Business Panel  
Exact Age  
Income  
Gender  
RDD Phone  
Low Incidence  
Children/Babies  
Ethnic  
Specialty Files  
Ailments  
Many More

Multi-Sourced, More Options  
More Responsive  
Dependable, Realistic  
The Better Alternative

**AFFORDABLE  
SAMPLES, INC.**™

Old Greenwich, CT

sales@affordablesamples.com  
www.affordablesamples.com  
800-784-8016

defined as the U.S., North America, Europe or Asia, foreign-language name research and analysis is critical. Misinterpretation or implied negativity can lead to an embarrassing failure and retreat from the marketplace.

A commonly-cited naming *faux pas* is the textbook case of Chevrolet's Nova introduction in South America. Although there is some controversy regarding the name's impact, if any, on Latin American sales, the name "no va," if pronounced as such, can mean "it won't go."

The Coca-Cola brand was introduced to China as Ke-ke-ken-la. Imagine the shocker when Coca-Cola's printed signs translated to "bite the wax tadpole" or "female horse stuffed with wax," depending on the dialect. After researching 40,000 Chinese characters that could be a phonetic equivalent, Coca-Cola brand managers settled on, "ko-kou-ko-le," which can be loosely translated as "happiness in the mouth."

Perhaps the most astonishing conversation I have had regarding foreign-language translations was with Sigvaid Baerentzen from the WaterPik-Neodent Company in Denmark. In the Danish language, the translation for "pik" is male genitals. "Water" translates to "vand." Thus the translation is "Vandpik" or Danish slang for morning erection. When I asked Baerentzen why they did not modify the name WaterPik for his country, he told me, "The greatest advantage is that dentists and consumers do not forget the name when they have heard it only one time."

Some of our firm's recent foreign-language name research and analysis has resulted in veering away from an array of names. Verbal brand names that were suitable for North American markets held the potential for global misfire. A few examples include a verbal brand name in Hebrew that sounded too similar to a baby food in Israel that had recently been linked to infant deaths and illnesses; a name for Arabic-speaking markets that sounded

too Jewish; another that translated in Hindi to "devil" or "demon;" one in French that had an association with "nudity" or "naked;" and a German name for a service-related product that translated to "complaint."

There are essentially five choices when considering your global linguistic strategy:

1. Enter the market with the country of origin verbal brand name.
2. Phonetically-translated verbal brand name.
3. Directly-translated verbal brand name.
4. Combination of original verbal brand name and phonetic translation.
5. Combination of original verbal brand name and direct translation.

From a cultural perspective, consumers by and large prefer "home-grown" or domestic verbal brand names. In major markets with large GDPs such as the U.S., U.K., Germany and Japan, the appeal of national verbal brands is exceptionally strong. However, global brands are very acceptable within certain categories of products.

Consumer electronics from Asia, including products marketed by Sony, Samsung and Panasonic, are flourishing globally. German performance auto brands Mercedes and BMW, and U.S. motorcycle marketer Harley-Davidson are strong global players. At the same time that Japan's Toyota has achieved market share in the U.S., Korean automakers Hyundai and Kia find the U.S. market difficult to penetrate. Name-Quest research indicates that Hyundai is perceived as too foreign and as having quality issues, and KIA is a U.S. military acronym for "killed in action." Because of the ongoing U.S. military presence in Korea and potential for a nuclear confrontation in the North, the Kia brand and potential "killed in action" negative associations may be problematic.

### Identify and distinguish

The term "trademark" is often used interchangeably to identify a trademark or service mark. A trademark



Pick our panel.

When it comes to picking the right panel for your research project, there are a lot of boogers out there. If you're looking for the one destination you can count on to deliver high quality panel at a price that won't leave a bad taste in your mouth, you've come to the right place. Our actively managed panel can help you lick any sized project faster than you can say, "mmmgood."

Pick a winner.

 **Opinion  
Outpost**

**(801)373-7735**

*Your destination for online panel*

a service of



Western Wats



[www.westernwats.com](http://www.westernwats.com)  
[e-mail:contact@westernwats.com](mailto:contact@westernwats.com)

is defined by the International Trademark Association as any word (Poison), name (Giorgio Armani), symbol or device (the Pillsbury Doughboy), slogan (“Got Milk?”), package design (Coca-Cola bottle) or combination of these that serves to identify and distinguish a specific product from others in the marketplace or in trade. Even a sound (NBC’s chimes), color combination, smell or hologram can be a trademark under some circumstances.

Each day in the U.S., the average consumer will come into contact with about 1,500 trademarked products. If that consumer goes to the supermarket, the trademark contacts increase to 35,000. A trademark as an intangible asset may have more intrinsic value than a company’s physical plant. What is more valuable: the ownership of the Coca-Cola trademark or the ownership of the bottling plants?

Five reasons why trademarks are important:

1. They add shareholder value.
2. They differentiate your product.
3. They define your territory.
4. They are your sign of continuity.
5. Patents expire, copyrights run their course, but trademarks last forever.

Because the ownership of a trademark creates value for your organization, it is vitally important that your legal team or trademark attorney be involved in the process. The verbal brand name development generally works within the realm of marketing terms. From a legal perspective, your trademark attorney will scrutinize your names with variations of what I refer to as the naming spectrum:

1. Fanciful/neologisms - “invented” names  
Advantage: strong legal protection  
Disadvantage: Cost of educating the public

2. Associative - indirect communication  
Advantage: communicates message plus legal protection  
Disadvantage: public needs some education - may confuse

3. Descriptive - communicates directly  
Advantage: immediate communication to the customer  
Disadvantage: may be less distinctive and less protectable

Because the Internet has attained a predominant place on the media landscape, securing a .com domain name plays a significant role as a part of your brand’s intellectual property portfolio. Trademarks provide a basis for businesses to effectively exploit the Internet as a communications tool. Your trademark can provide your customers with a top-of-mind Internet address as a means to research you company and its products and services.

The World Intellectual Property Organization in Geneva, Switzerland, provides annual reporting regarding the international trademark activities of the 81 Madrid Union member nations. Global trademark registrations were up 9.5 percent in 2007. Companies based in Germany, France and the U.S. were the leading nations in filing for registrations.

Today, consumers in developed countries everywhere are confused by the sheer number of product and service choices. Take an infrequently purchased service such as health care. If today you had to buy a new health insurance policy, what company would you choose? Therefore, your service or product name must communicate verbally. But how will you know if you made the right choice in selecting a verbal brand name? Ask your customer.

### **Somewhat risky**

One of the most astonishing discoveries I made in the early years at NameQuest was that nearly all of the Fortune 500 corporations I encountered did not conduct any validated market research on verbal brand names. Given that many of these organizations invested significant sums on new product launches, it seemed somewhat risky to me to move forward without testing the viability of the product’s name.

The primary objective of testing verbal brand name candidates is to determine the name(s) that will most effectively sell your product. For your name research to be unbiased and to provide reliable and actionable results, do not include a name test component with another research assignment. This is especially important in a focus group setting. For example, on one occasion I was behind the glass watching a client’s focus group in San Francisco. The group’s primary task was to evaluate a new food product. After a wide-ranging discussion and taste tests, near the end of session participants were asked to evaluate product names. After discussing a couple of name choices, the group became visibly enthusiastic about the third name. The contingent from the company and its advertising agency stood up, applauded, gave some high-fives and made a decision. The problem here was that this verbal brand naming decision was emotional not rational.

### **High priority**

As a market researcher, removing the internal emotional decision-making aspect should be a high priority. The best method of mitigating partiality is to look at a quantitative solution. Quantitative research that provides more than a visceral understanding of the verbal brand names will assist in making a rational determination. A research instrument designed to capture salient marketing intelligence such as memorability, fit-to-concept, pronounce-ability and purchase intent can provide management with actionable information.

The role of name research in the global economy will continue to grow in importance. The competition for your new products today may not be your true competition. The biggest challenge for your new product may be competing for the attention of your customer. Having an insight into name research will help. | Q

# The Industry's Client Experience Experts Reside At Delve!

## Your Delightful Experience... Our #1 Priority!

At Delve we are fiercely committed to delivering a Delightful & Amazing Research and On-site Experience to every client, moderator, and respondent we serve.

It all starts with people... People committed to you and your project's success.

We employ a thoroughly trained, experienced, and committed staff to ensure that your projects are worry-free, and your overall experience is second to none.

Our ten Field Office Managing Directors and their teams are on-site sharing every aspect of your project with you, from initiation to completion.

Pictured to the right are our Client Experience Leaders with over 100 years of combined industry and client service experience. They are relentless in their pursuit to consistently deliver a Delightful & Amazing client experience on each and every project we perform.

Delve exists to help our clients better understand tomorrow's markets. Our exceptional qualitative and quantitative data collection solutions provide dynamic environments for insightful dialogues between marketers and their customers.

## Delve... Creating Connections

800-325-3338  
helpinghand@delve.com  
www.delve.com

## Experience & Commitment!



**Judy Golas**  
Senior Vice President  
Field Operations  
& Client Experience



**Kim Reale**  
Vice President  
Field Operations  
& Client Experience



**Kay Savio**  
Executive Director  
Client Development



**Pam Clouse**  
Regional Managing  
Director Field Operations  
& Client Experience



**Marsha Fugitt**  
Regional Managing  
Director Field Operations  
& Client Experience



**Mary Lair**  
Managing Director  
Client Services



**Jessica Lynch**  
Account Executive



**Leslie Matlock**  
Managing Director  
Recruiting

## Ten Locations To Delight & Amaze You!

<b>Appleton</b> Esther Young	<b>Atlanta</b> Chinua Suma	<b>Chicago</b> Jill Karmann	<b>Columbus</b> Pam Clouse	<b>Dallas</b> Marsha Fugitt
<b>Kansas City</b> Jim Finke	<b>Minneapolis</b> Danelle Gorra	<b>Philadelphia</b> Megan Swan	<b>Phoenix</b> Donna Flynn	<b>Saint Louis</b> Jim Gobble



# What's in a name? Plenty.

A workbench. A desk. A sofa. On their merits alone, these three products have nothing inherently funny about them. Of course, when Ikea names them Fartfull, Jerker and Lessebo, respectively, you can expect your average third-grader (heck, maybe even your average CEO) to let out a few giggles. Needless to say, none of these products are sold under those names in the United States anymore.

Ikea is just one example in a long list of many companies that have neglected to use a formalized naming process. Marketing history is littered with thousands of similar naming blunders that have resulted from either running with one “creative” idea or not taking the consumer perspective into account. We might chuckle at a few of these stories from time to time, but of course, when it’s your product and reputation (as well as millions of dollars in R&D and marketing) at stake, it can quickly become a tragedy of Shakespearean proportions.

Bad names don’t just hurt. They downright kill. Drawing from our earlier example, Ikea maintains founder Ingvar Kamprad’s simple tradition of using Scandinavian names and words for its products. Unfortunately, Scandinavian words don’t always translate well into a foreign culture or language. The aforementioned Fartfull! (Swedish for “speedy”) workbench is just one example. Another more infamous Ikea blunder is the Gutvik. Named after a small Norwegian town, the Gutvik children’s bed was a little unsettling for German consumers and quickly pulled from the market, perhaps because in

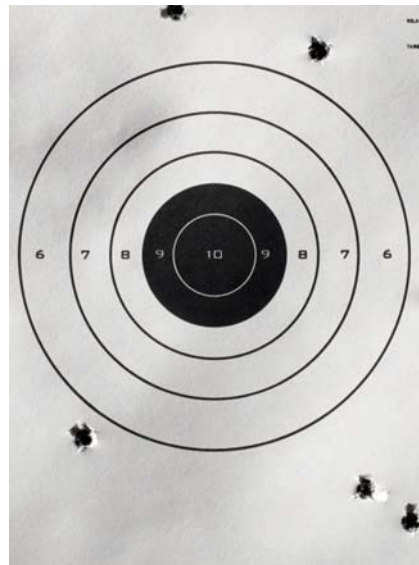
German, *gutvik* sounds awfully close to “good shag”?. (And that’s putting it politely, mind you.)

A good name doesn’t just talk the talk. It walks the walk. Look at the Motorola RAZR. Actually, better yet, don’t look at it. Listen to its name. Just from sounding out the word “razor,” the words “sleek,” “light” and “cutting-edge”

probably popped into your head right away without even thinking about cell phones. After all, those three qualities are intrinsic to the word itself. Perhaps that was what Motorola marketers were counting on when they introduced the phone in 2004 before it became one of the bestselling cell phones of all time<sup>3</sup>.

A good name does a lot of heavy lifting for your product, communicating to consumers on both a functional and emotional level. It also communicates on a constant basis; after all it’s the one thing that

Would a Fartfull by any other name smell as sweet?



By Brett Miller and Oliver Pangborn

*Editor's note: Brett Miller is vice president, idea architects, and Oliver Pangborn is senior marketing manager, at Research International, Chicago. They can be reached at 312-787-4060 or at [b.miller@research-int.com](mailto:b.miller@research-int.com) or [o.pangborn@research-int.com](mailto:o.pangborn@research-int.com).*



THE ULTIMATE **RESEARCH** MACHINE.



**It's GroupNet**, the country's largest network of independently owned and top rated focus group facilities. **It's powerful**, yet responsive to your every command. **Its style and performance are legendary.** It's the perfect reflection of your visionary thinking. And no matter which market your research takes you to, it's the vehicle you choose to get down to business.

**Want power?** One call pulls your entire project together—single market or across the country. **Want handling?** Our vast industry experience and commitment to quality ensures your project fires smoothly on all cylinders. **Want style?** Our facilities are among the finest in the industry and offer every type of room and amenity.

Group**NET**

**Experience a new level of exhilaration, speed and nimble handling:  
800-288-8226 or Group-Net.com.**

## Test drive GroupNet at these locations:

### Atlanta

Jackson Associates

### Baltimore

Baltimore Research

### Boston

Performance Plus/  
Boston Field & Focus

### Charlotte

Leibowitz Market Research  
Associates, Inc.

### Chicago

National Data Research, Inc.

### Dallas

Opinions Unlimited

### Detroit

MORPACE International, Inc.

### Houston

Opinions Unlimited

### Indianapolis

Herron Associates, Inc.

### Jacksonville

Concepts In Focus

### Los Angeles

Adept Consumer Testing

### Minneapolis

Focus Market Research, Inc.

### New York City

New York Consumer  
Center, LLC

### Northern New Jersey

Meadowlands Consumer  
Center, Inc.

### Philadelphia

Group Dynamics  
In Focus, Inc.

### Phoenix

Focus Market Research, Inc.

### San Antonio

Galloway Research Services

### San Diego

Taylor Research, Inc.

### San Francisco

Nichols Research, Inc.

### San Jose

Nichols Research, Inc.

### Seattle

Consumer Opinion  
Services, Inc.

### St. Louis

Lucas Market Research, LLC

### Tampa

Herron Associates, Inc.

### Washington, DC

Shugoll Research, Inc.

remains the same from launch to advertising to merchandising to purchase to word-of-mouth buzz. RAZR is memorable, ownable and descriptive. It struck a chord with consumers on both an emotional (feeling hip and cool) and functional (thin and portable) level, which is paramount to new product success.

Do you think the “Motorola R720 v3” would’ve had produced the same buzz? We didn’t think so.

### Formalized process

Names aren’t born. Names are made. Companies that are known as innovators often have a formalized stage-gate innovation process for developing new products. Unfortunately, name generation doesn’t always have its own stage within that process. Sometimes it’s mistakenly assumed to be part of one or more of the other stages (usually ideation or concept development), and the name is highlighted too late in the process when it needs to go to the

legal department. This can lead to a number of potential pitfalls:

1. No names with real potential are generated during the process with a “we’ll get to it later” mindset.
2. Concepts are tested with “working titles” that aren’t necessarily reflective of their attributes.
3. Legal deadlines start to approach and names are furiously generated internally or by an outside agency.

To avoid these pitfalls, give name generation its own stage in the process. This will eliminate any assumptions that are being made and will ensure that ample time, resources and energy are spent on developing the right name for the product or service.

### Be at the heart

Consumer insights should be at the heart of all innovation, especially naming. Without them you run the risk of having creativity for creativity’s sake and not creativity that

builds business. This mistake can often result in really “cool” names that don’t help drive consumer excitement and purchase, or worse, cool names that offend consumers.

Insights don’t just appear; they come as a result of careful observation collection. You need to watch, talk and listen to consumers, searching for even the most minute observations. There are many methodologies that can help you do this, including self-reported homework assignments, ethnographic approaches and traditional focus groups.

Your insights depend upon careful analysis of these inputs. Common themes are identified and are then used to create multiple insight statements. From this set of statements, the most promising ones are selected based on which discoveries are most likely to create growth. Their potential can be gauged based on expert opinion or can be qualitatively and/or quantitatively tested with consumers. Insights that emerge become the foundation for name generation.

Look back at the RAZR example. Without even knowing how they developed it, we can already get a sense for the consumer insights that were utilized to develop the name. Consumers need their phones to be as portable as possible because they are on the go. Consumers want their phones to look cool and be stylish because it makes them feel hip and up-to-date. Consumers like to talk about technology and like names that are catchy and can be used easily in conversation. Written language today contains a lot of abbreviated words because consumers need to communicate in a fast and efficient way. It becomes clear how insights like these can lead to that “aha” moment when you realize you have generated a great name.

### Many perspectives

It is important when generating names to include many perspectives. You should develop a cross-func-



**Don't gamble with your research.  
Trust the experts.**



- Trusting Itracks means trusting a company with over 10 years of experience in the Online Market Research industry.
- Itracks works with over 30 of the Top 50 US Market Research firms.
- Itracks is an expert in online data collection with experience in hosting thousands of online bulletin boards, focus groups and surveys.
- Visit [www.itracks.com](http://www.itracks.com) for more information.

1.888.525.5026 (North America) or +1.306.665.5026



## *Simplifying the Research Process*

*Videostreaming Products and Services  
for Marketing Researchers*



**Participate in your qualitative research  
online while collaborating with your colleagues.**

*w o r k   s m a r t e r   n o t   h a r d e r*

*Book your next project with ActiveGroup,  
the leader in videostreaming technology*

**ActiveGroup**  
3720 DaVinci Court Norcross, GA 30092  
800.793.3126  
[www.activegroup.net](http://www.activegroup.net)

tional team including as many facets of the business as possible, from brand management to marketing to R&D. It is tempting to think you can do it alone, but no matter how creative you are, what your title is or how many names you have developed in your career, you are risking a lot for simply being able to say, "I came up with that." In fact, you may end up with a name that you would rather not have associated with you.

Maybe additional perspectives during the Ikea naming process would've spared the company plenty, if not all, of the embarrassment endured during some of their aforementioned fiascos. Despite having over a dozen designers on staff and 80 freelancers, Ikea has only one person - the *sortimentssekreterare* ("secretary of the

product range")<sup>4</sup> - responsible for naming products. This person manages an entire database of all of the used and available names and product descriptions for Ikea's 28,500 products and product lines, with an additional 7,500 more handy<sup>5</sup>. Granted, hindsight is 20/20, but perhaps a quick check with other colleagues could've prevented the Fartfull and Gutvik incidents.

**Improve the chances**

Consumer involvement throughout the naming process will improve the chances of developing a great name to drive brands in the marketplace.

On the front end, consider having a panel of consumers involved in the naming process. There are many ways to do this, such as setting up a naming blog or having consumers

who are experienced in creative problem-solving and ideation help develop them in a facilitated session.

On the back end, test the names with consumers qualitatively and/or quantitatively. This will help narrow down the list of names to the ones that resonate best with consumers.

**Global perspective**

Wherever you are, don't forget about the rest of the world. From insight to name creation to evaluation, it is important to get a global perspective on the name if it will be marketed in multiple countries. For example, Honda suffered an Ikea-like embarrassment when it introduced the Honda Fitta to the European market. Previously known as the Fit in Asia and North America, the automaker rechristened it Fitta for the European market, painfully unaware that *fitta* was crude Scandinavian slang for the female anatomy<sup>6</sup>.

Even more painful was its accompanying tagline: "Small on the outside, but large on the inside."<sup>7</sup>

Honda immediately rebranded it the Jazz, sparing both itself from further marketing embarrassment and grateful Scandinavian car salesmen from awkward test-drive conversations ("So, um, how'd she handle?").

There are many ways to efficiently get a global view. It can be as simple as tapping into your own distribution network via e-mail. It can be utilizing one of your marketing, advertising or research agencies' global networks. You can also

**Opinions... of Sacramento**

**...ask anyone.**

Qualitative recruiting and facilities, usability labs, video conferencing, on-site intercepts...

2025 Hurley Way, Suite 110 Sacramento CA 95825  
 (916) 568-1226 fax (916) 568-6725 hugh or magda @opinionsofsac.com  
 member of active group internet video conferencing  
 website: www.opinionsofsac.com

**NEW! Introducing DVD Clipper**

Now you can mark and export video clips from focus group facility DVDs with DVD Clipper™.

*Facilities: Join the many leading facilities that are promoting DVD Clipper to their customers. Call today for more info.*

**Download DVD Clipper today.**  
 973-733-3434  
[www.interclipper.com](http://www.interclipper.com)

powered by **interclipper®**

**Mark video clips on facility DVDs for FREE.**

© 2006 InterClipper INC

**DVD Clipper is easy.**

- your DVD**  
GET FACILITY DVD  
Put the facility DVD of your session in your computer.
- DVD clipper**  
MARK CLIPS - FOR FREE  
Open facility DVD in DVD Clipper. Mark and review your clips for FREE.
- clip**  
DECIDE LATER WHAT TO BUY  
Pay to unlock just the DVDs that have the clips you need to edit & export.



# Raising the Bar for Online Research

***Common Knowledge delivers unrivalled data reliability and integrity.***

	Gold Standard for Online Research	Ordinary Online Research
No-Satisficers Guarantee™ ensures data integrity	✓	
500+ target selects allows precise targeting, leads to lower data collection costs and higher response rates	✓	
Scientific sampling ensures reliable, representative data	✓	
Multi-sourced recruiting provides a more balanced sample pool	✓	
Verification eliminates duplicate and fraudulent members	✓	
Category exclusions help keep responses fresh	✓	
Engaging surveys and reward systems keep respondents motivated	✓	Sometimes
Invitation and completion limits deter "professional" and fraudulent respondents	✓	Maybe



Whether you're aiming to get to the heart of healthcare research, target the real business decision-makers, or find true technology professionals, go with the gold standard for online research. Common

Knowledge is raising the bar with consumer and specialty panels that combine the best practices in panel management, recruitment and sampling science to deliver unparalleled reliability and integrity of sample for every study we do. Expert survey programming and well-designed rewards optimize the respondent experience and keep our average response rate at 20% or higher. Respondents can be delivered to your programming or ours.



**Expert Sampling, Programming, and Hosting**

*Go with the best for not a penny more.  
Call Common Knowledge today and let us show you why we're the gold standard for online research!*

**COMMON KNOWLEDGE**  
RESEARCH SERVICES

**your 2cents**  
online opinion panel

THE GOLD STANDARD FOR ONLINE RESEARCH™

develop formalized global research initiatives to achieve a more objective global view.

### Remember the Bard

Lastly, remember the Bard when creating a name. In his famous lines from *Romeo and Juliet*, Shakespeare was probably trying to tell us that a name shouldn't matter, but let's face

facts, *Romeo and Juliet* ended with both star-crossed lovers dead – a distinct possibility for any new product with a poorly-chosen name. So take Shakespeare's real marketing message to heart: pay great attention to the naming process or you may suffer like a Montague and a Capulet – or worse, a Fartfull and a Jerker. | Q

### References

- <sup>1</sup>[http://en.wikipedia.org/wiki/Ikea#Product\\_names](http://en.wikipedia.org/wiki/Ikea#Product_names)
- <sup>2</sup>[www.businessweek.com/magazine/content/05\\_46/b3959001.htm?chan=search](http://www.businessweek.com/magazine/content/05_46/b3959001.htm?chan=search)
- <sup>3</sup>[www.motorola.com/mediacenter/news/detail.jsp?globalObjectId=8153\\_8082\\_23](http://www.motorola.com/mediacenter/news/detail.jsp?globalObjectId=8153_8082_23)
- <sup>4</sup>[www.nordicreach.com/articles/people/22/](http://www.nordicreach.com/articles/people/22/)
- <sup>5</sup>Ibid.
- <sup>6</sup>"Manual or Automatic?", October 25, 2003. *Toronto Star*. P. L03
- <sup>7</sup>Ibid.

## Research Company Spotlight - Name Development

Below is a list of marketing research companies from our Researcher SourceBook™ that specialize in name development.

<b>Blackstone Group</b> 312-419-0400   <a href="http://www.bggglobal.com">www.bggglobal.com</a>	<b>The Livingston Group for Marketing, Inc.</b> 603-537-0775   <a href="http://www.tlgonline.com">www.tlgonline.com</a>
<b>C&amp;R Research Services, Inc.</b> (See advertisement on p. 105) 312-828-9200   <a href="http://www.crresearch.com">www.crresearch.com</a>	<b>NameLab, Inc.</b> (See advertisement on p. 74) 415-517-0803   <a href="http://www.namelab.com">www.namelab.com</a>
<b>Directions Research, Inc.</b> 513-651-2990   <a href="http://www.directionsresearch.com">www.directionsresearch.com</a>	<b>NameQuest, Inc.</b> (See advertisement on p. 80) 480-488-9660   <a href="http://www.namequest.com">www.namequest.com</a>
<b>Goldman &amp; Young Group</b> 212-223-1308   <a href="http://www.goldmanyong.com">www.goldmanyong.com</a>	<b>Peryam &amp; Kroll Research Corporation</b> 773-774-3100   <a href="http://www.pk-research.com">www.pk-research.com</a>
<b>Just The Facts, Inc.</b> (See advertisement on p. 21) 847-506-0033   <a href="http://www.justthefacts.com">www.justthefacts.com</a>	<b>Strategic Name Development</b> 952-830-4100   <a href="http://www.namedevelopment.com">www.namedevelopment.com</a>

## Research Company Spotlight - Name Research

Below is a list of marketing research companies from our Researcher SourceBook™ that specialize in name research.

<b>The Angell Research Group, Inc.</b> 847-940-8889 ext 18   <a href="http://www.angellrg.com">www.angellrg.com</a>	<b>MarketVibes, Inc.</b> 765-459-9440   <a href="http://www.market-vibes.com">www.market-vibes.com</a>
<b>Blackstone Group</b> 312-419-0400   <a href="http://www.bggglobal.com">www.bggglobal.com</a>	<b>NameLab, Inc.</b> (See advertisement on p. 74) 415-517-0803   <a href="http://www.namelab.com">www.namelab.com</a>
<b>C&amp;R Research Services, Inc.</b> (See advertisement on p. 105) 312-828-9200   <a href="http://www.crresearch.com">www.crresearch.com</a>	<b>NameQuest, Inc.</b> (See advertisement on p. 80) 480-488-9660   <a href="http://www.namequest.com">www.namequest.com</a>
<b>ChildResearch.com</b> 203-483-4301   <a href="http://www.childresearch.com">www.childresearch.com</a>	<b>Perception Research Services, Inc.</b> 201-346-1600   <a href="http://www.prsresearch.com">www.prsresearch.com</a>
<b>Directions Research, Inc.</b> 513-651-2990   <a href="http://www.directionsresearch.com">www.directionsresearch.com</a>	<b>Persuadable Research Corporation</b> 913-385-1700 ext. 302   <a href="http://www.persuadables.com">www.persuadables.com</a>
<b>Douglass Results</b> 415-377-3664   <a href="http://www.douglassresults.com">www.douglassresults.com</a>	<b>Peryam &amp; Kroll Research Corporation</b> 773-774-3100   <a href="http://www.pk-research.com">www.pk-research.com</a>
<b>Goldman &amp; Young Group</b> 212-223-1308   <a href="http://www.goldmanyong.com">www.goldmanyong.com</a>	<b>Rabin Research Co.</b> 312-482-8500   <a href="http://www.rabinresearch.com">www.rabinresearch.com</a>
<b>Greenfield Consulting Group (Br.)</b> 203-221-0411   <a href="http://www.greenfieldgroup.com">www.greenfieldgroup.com</a>	<b>RTi</b> 203-324-2420   <a href="http://www.rtiresearch.com">www.rtiresearch.com</a>
<b>Just The Facts, Inc.</b> (See advertisement on p. 21) 847-506-0033   <a href="http://www.justthefacts.com">www.justthefacts.com</a>	<b>Strategic Name Development</b> 952-830-4100   <a href="http://www.namedevelopment.com">www.namedevelopment.com</a>
<b>Market Insight, Inc.</b> 800-297-7710   <a href="http://www.mkt-insight.com">www.mkt-insight.com</a>	Need to locate a marketing research company for your next project? Visit <a href="http://www.quirks.com/directory">www.quirks.com/directory</a> .

WWW.  
WWW.  
WWW.  
WWW.  
WOW.  
WWW.  
WWW.

## The power to stand out online.

Searching for a proven partner to help with your online data collection? Let the experts at Online Survey Solution wow you with our client service and deliver an online study that achieves optimal results. We offer a full range of services including project consultation, questionnaire design review, panel partnerships, full-service programming, and more. Plus, it's all managed by an experienced team that brings an average of 20 years of market research experience to each project.

**Ready to learn more?** Contact Janet Savoie at 615-383-2502 or visit [www.OnlineSurveySolution.com/wow](http://www.OnlineSurveySolution.com/wow) to learn how we make online powerful.

Online Survey Solution is a division of M/A/R/C<sup>®</sup> Research



We Make Online Powerful

# Guidelines for success

New products, new advertising campaigns, new and relaunched brands, and new corporate and institutional entities require consumer research to support decisions affecting their marketing communications programs. Researchers play a vital role in this process through the design and implementation of studies yielding results that lead to effective communications strategies. What follows are guidelines for the design and conduct of such studies that this researcher feels are crucial to their success.

## 1. Understand the challenge.

What branding concepts, product names, slogans and ad copy have in common is they are not the physical product or service itself. It is easy to ask people if they prefer a four-ounce hamburger or a six-ounce one. They can answer from memory or we can give them samples. We can learn who prefers which and in what proportions. Consumers are comfortable telling us about their purchasing habits when the determinants are objective criteria, including convenience and value, that allow them to sound rational. Branding and similar strategic tasks for the marketer take the respondent into a different realm, however.

Our question is usually, “Would you buy this?” And it is asked after having presented a characterization of the product or service. The answers

that respondents give to our question are often affected by assumptions they make about the characterization. For example, is it: a quote from a reputable, objective, third party; a statement associated with the sponsor which itself has some level of credibility (high or low); or a claim lacking either of the above?

The more the characterization is viewed by respondents as “just advertising,” the more they will lower their reported likelihood of purchase

in order to avoid making themselves appear to be overly impressionable, credulous or naïve. The content validity (truthfulness) of advertising copy is discounted by consumers because in their eyes it’s “just advertising.” That’s why so much ad copy employs high-credibility endorsers, third-party endorsers or otherwise attempts to present its argument with enough factual backup that the reader can discount the claim only at the cost of living with awareness that he is now call-

**Tips on testing branding concepts, product names, slogans and ad copy**



By James Murphy

*Editor's note: James P. Murphy is an independent marketing and opinion research consultant based in Princeton, N.J. He can be reached at [jpmurphy@jpmurphy.com](mailto:jpmurphy@jpmurphy.com).*



## Is your presentation automation software making a monkey out of you?



So you're still creating your presentations the hard way. You know the drill: cutting and pasting data. Maybe you've heavily invested in "automation" software that works great for tracking studies if you put countless hours into the initial setup. Now you find you're still cutting and pasting because your "automation" software is useless for adhoc studies.

It's time to take a look at Rosetta Studio.

Rosetta Studio is the only true presentation automation software; the only software that allows you to automate both adhoc and tracking studies.

To arrange a demonstration of Rosetta Studio please call **Dave Homer at 905-868-8742**. Find out how our clients are saving hundreds of hours automating their presentations. It very well could be the most profitable phone call you make all year!

Visit us online at [www.rosetta-intl.com](http://www.rosetta-intl.com)  
to find out more.

**rosetta**studio  
INTERNATIONAL

A Division of ATP Canada

ing the advertiser a liar.

Any exercise in this area must be packaged in a manner that is realistic to respondents and therefore allows them to unselfconsciously reveal the expectations they would have about a product described this way or that way, along with the reasons for those expectations.

2. *Understand the roles of qualitative vs. quantitative methods.*

Qualitative studies - focus

groups and individual interviews - yield insights into the hows and whys of consumer behavior, and the likely consequences of alternative strategies. They are diagnostic and exploratory in nature. Quantitative studies (surveys) address the impact of strategies already in place or contemplated. Which execution is more persuasive? Which types of consumers prefer Logo A over Logo B? Important conclusions developed from numerical

results of qualitative research that is being used for marketing decisions may need confirmation in subsequent quantitative research using larger and demographically-projectable respondent samples. Conversely, qualitative research is often used to expand our understanding of factors responsible for a pattern of findings in a survey.

3. *Get buy-in from all stakeholders, including client, agency writers and designers, and agency account management.*

Agree on what kinds of learning can be expected from the effort as well as what kinds of conclusions are not realistic to expect.

4. *Encourage observation by those responsible for acting on the findings.*

Having observers at focus groups, for example, strengthens the credibility of conclusions presented to senior management and others who were not present. It gives everybody the same frame of reference. There is a better-informed and more challenging audience to whom the researcher must present and defend the conclusions.

5. *Test a control.*

New material is usually seen as unique and the impulse is to evaluate it on its own terms. When we learn that 60 percent said "definitely would buy," we feel good. But should we? The best way to answer that question - even in focus groups - is to replicate the procedure with existing material of known effectiveness. If the control scored 40 and we reach 60 with a new execution, we know we have a strong concept. Only this type of yardstick can tell us that. (Note: Test and control materials should be presented in equivalent formats and in some situations it may be necessary to adjust for the fact that respondents are already familiar with the control.)

6. *Use consumer language.*

An execution is presented and the moderator asks, "How do you feel



## Guaranteed Recruiting

# Be Choosy



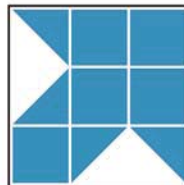
## Top Rated Qualitative Research Facilities

**Denver**  
800-808-3564

**Memphis**  
800-625-0405

**Orlando**  
800-831-7744

**Tampa**  
866-232-1438



ACCUDATA  
MARKET RESEARCH INC.  
[www.accudata.net](http://www.accudata.net)



# FOCUS POINTE GLOBAL

FOCUS GROUP RECRUITING & FACILITIES WORLDWIDE



## US FACILITIES

- Atlanta
- Bala Cynwyd
- Boston
- Chicago
- Dallas
- Los Angeles
- New Jersey
- New York
- Philadelphia
- St. Louis
- San Francisco



## EUROPEAN FACILITIES

- Frankfurt
- London
- Paris

## PLUS

- Fielding in
- 70+ Countries

## ONE WORLD. ONE CALL.

Worldwide eMail:  
[onecall@focuspointeglobal.com](mailto:onecall@focuspointeglobal.com)

Calls from the US:  
 888.873.6287

Calls from outside the US:  
 +44 (0) 20.7908.6600



[focuspointeglobal.com](http://focuspointeglobal.com)



about this?” Someone behind the mirror mutters, “Jim, I don’t care how she feels about it. I want to know if she will buy it!” What this observer fails to appreciate is that if the respondent had been asked that question, she would feel insulted. “I don’t spend my money on the basis of cartoons somebody shows me in a focus group!” Instead, oblique and non-specific queries will encourage respondents to reveal their true

feelings. Skillfully interpreted – with attention to tone, body language and facial expression, as well as the actual words – the answers to these types of probes will give us the most useful direction.

*7. Decompose copy into semantic vs. emotional components.*

This applies to testing names and slogans in particular. Although consumers respond to stimuli holistical-

ly, their reactions in most cases are a joint function of semantic (verbiage) and emotional (executional) dimensions. Thus we test the name or line in plain type first – before showing it in finished executions. If a word has negative or confusing connotations, those attributes will not be totally neutralized by an execution. If we are testing “verizon,” we are going to learn more about its similarity to “horizon” or “veracity,” its sensory connotation (“eyes”) or maybe even feelings people have about the letters “v” and “z,” by testing it in plain type. This learning will open doors to additional execution possibilities. If we present the stylized name first, we are less likely to uncover these fundamentals.

*8. Tolerate respondents who nit-pick.*

We know the difference between concept and execution. Most (but not all) of our testing is against concepts. Focus group observers are frustrated by respondents who ask, “Why is she wearing glasses?” or simply say, “I don’t care for this typestyle.” But consumers see our materials holistically – no matter how many times we ask them to concentrate on the concept. If we scold them, we impair their identification with the task and make them think we only want to manipulate them. We must tolerate a certain amount of this. The risk of having respondents lose rapport and task identification is too great.

*9. Use tangible individual props.*

Creatives sometimes feel that the large concept board or package design that worked well in client presentations will be effective in focus groups. Not true. Whenever possible, give respondents their own personal copies of materials, even if it means a reduction in production values. More generally, physical props produce associations and deeper insights. A well-chosen map, a collage of competitive ads, a sampling of category products – just to look at – will stimulate productive discussion.



## Mail Surveys...They Still Work

Remember running to the mailbox, anticipating what the day might bring? That sense of excitement and curiosity is still there. At home and at work, people still watch for the mail to arrive.

That's why mail surveys thrive! They get through the clutter and are opened. And when you work with someone who knows mail surveys like we do, they get response.

The next time you need a mail survey, or wonder if it might be a good method for your project, let us know. Readex Research and mail surveys. We work together.

Call **800.873.2339** or visit **[www.readexresearch.com](http://www.readexresearch.com)**



Experienced. Trusted. Insightful.

# No matter the project, at Research House we deliver.

*Online, Omnibus, Qualitative, Telephone,* no matter what your needs are, Research House is your best choice for data collection.

With a full array of capabilities and unsurpassed experience in facilitating studies both big and small, we make good on the promise to deliver on time and on budget. Client-centric and friendly, our exceptional team will make sure your project is completely worry-free.

For more information, please visit us online at [www.research-house.ca](http://www.research-house.ca) or call us toll-free at 1 800 701-3137.

Where  
Birds  
in the  
KNOW  
Go



*Online, Omnibus, Qualitative, Telephone*



1867 YONGE STREET, SUITE 200, TORONTO, ONTARIO M4S 1Y5

When presenting materials for discussion, show, don't tell.

10. *Don't ask unanswerable questions.*

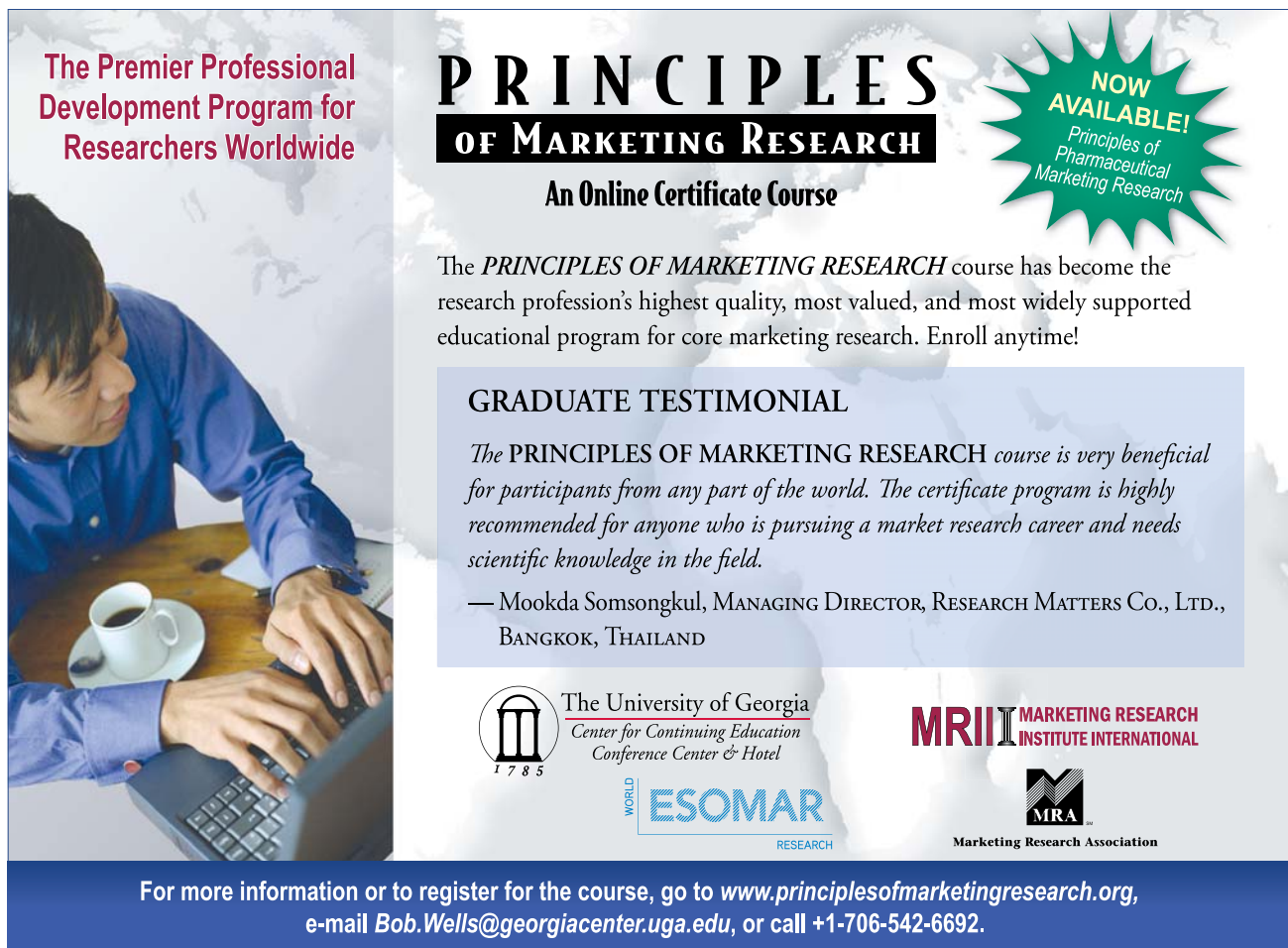
My favorite is: "Jim, just ask them what do we have to do to get their business." This sounds like a simple request, one that cuts through layers of probing and inquiry and gets right to the heart of the issue - for the marketing manager, that is. The problem is it is not a question consumers can answer or care to answer. Too many assumptions are required. Plus, it's offensive. It tells respondents we do not really care about them except as marketplace actors whose inner workings can be decoded and then exploited. And we actually ask them to help with the decoding! Knowing that the answer to a question will be helpful to decision makers is a necessary but not a sufficient factor in drafting the interview protocol. We must also know that a question is something respondents can address without offense to their dignity.

11. *Anticipate "opinion leader" respondents in focus groups.*

Although everyone in a focus group has the capacity for contribution, the discussions are often lopsided, with a small number of dominant participants. This is one of the main reasons for growth of individual depth interview studies over the past decade. If the potential for, and downsides of, opinion-leading are too high, one-on-one interviews may be a sound alternative. Another strategy in focus groups is having respondents answer key questions privately and in writing in advance of open discussion. This eliminates the potential for them to give conforming answers and it creates an opportunity for a "poll the group" procedure in which each person presents and explains his or her position. This lets commonalities of reactions surface objectively and it corrects any unbalanced "share of discussion" created by overly verbose panelists.

12. *Extend the study to reach redundancy. (This applies primarily to focus groups.)*

Research design balances what is needed for the decision vs. the investment in time and dollars, particularly the latter. Companies with larger research budgets do as many as eight to 10 focus groups in a single study. Others may go with only one or two. Upon finishing, say, two or three sessions, we know what we have but we struggle with whether it is valid or representative. In projects with more sessions we invariably reach a point in the second half when, upon concluding a session, we note: "We didn't need that. We already knew what they were going to say!" This happens again in the remaining sessions and we go home confident in our conclusions. Big decisions have large downsides. Only by investing in a study of sufficient scope will one obtain the learning adequate for correct and confident decisions. | Q



**The Premier Professional Development Program for Researchers Worldwide**

# PRINCIPLES OF MARKETING RESEARCH

**An Online Certificate Course**


**NOW AVAILABLE!**  
*Principles of Pharmaceutical Marketing Research*


The *PRINCIPLES OF MARKETING RESEARCH* course has become the research profession's highest quality, most valued, and most widely supported educational program for core marketing research. Enroll anytime!


### GRADUATE TESTIMONIAL


*The PRINCIPLES OF MARKETING RESEARCH course is very beneficial for participants from any part of the world. The certificate program is highly recommended for anyone who is pursuing a market research career and needs scientific knowledge in the field.*

— Mookda Somsongkul, MANAGING DIRECTOR, RESEARCH MATTERS CO., LTD., BANGKOK, THAILAND

 The University of Georgia  
Center for Continuing Education  
Conference Center & Hotel

 WORLD ESOMAR RESEARCH

 MRII MARKETING RESEARCH INSTITUTE INTERNATIONAL

 MRA  
Marketing Research Association

For more information or to register for the course, go to [www.principlesofmarketingresearch.org](http://www.principlesofmarketingresearch.org), e-mail [Bob.Wells@georgiacenter.uga.edu](mailto:Bob.Wells@georgiacenter.uga.edu), or call +1-706-542-6692.



Name: Kelly  
Age: 37  
Profession: Mother, Web Designer  
Earnings: \$38,000, part time  
Location: Park Slope, Brooklyn  
Reads: Architectural Digest  
Watches: Never Mind the Buzzcocks on BBC  
Listens to: Garrison Keillor, every Saturday  
Thinks: Her avatar's hair should be longer

Feels: Your client's brand...

“Gets me”  
*“Makes me feel good about myself. Reflects who I am and who I want to be.”*

As a marketing researcher, it's vital to understand Kelly. And to find others like her who are passionate about your client's brand. But people with eclectic interests can't always be found in homogeneous sampling sources. Just because they buy diapers or fly a particular airline doesn't mean they're right for your sample.

You need a sampling provider who understands and appreciates the complexity of people. And the complexity of sampling. A partner to consult with you on your questionnaire. To help refine issues with language, lifestyle, logic or length. Even let you pre-test questions or screen respondents in advance.

SSI has worked for 30 years to perfect sampling. While serving more than 1,800 clients and the best marketing research firms worldwide. In more than 50 countries and dozens of languages.

Quality research is based on superior sampling. And we get that more than anyone.

**Your trusted partner in sampling**

Call us on +1.203.255.4200  
or visit [www.surveysampling.com](http://www.surveysampling.com)



# Old methods, new approaches

The evidence of the positive impact of technology is all around us. Work is completed faster. Business processes are more efficient. Results are delivered more quickly. And for qualitative researchers, technology has opened the door for expanded business opportunities that in some cases didn't exist even five years ago.

As in many sectors of business, the adoption of technology in the qualitative research field varies by practitioner. Traditional methods of research and reporting are working just fine for some researchers and clients. For others, the exploration and use of new technologies is driving new methodologies. In some cases, emerging technology is changing what some clients expect from their qualitative research partner.

For example, last year a major cosmetics manufacturer was redesigning its Web site and the initial plan was to conduct in-person usability interviews in New York City. Participants would navigate and explore three different proposed Web site designs and offer input to the research team. The client partnered with Kristin Schwitzer, founder of Beacon Research, Severna Park, Md., and a member of the Qualitative Research Consultants Association (QRCA), to rethink the plan. They elected to first conduct concept research using online bulletin boards prior to performing usability research. But it was the methodology of the second phase of the research - a first of its kind for the brand - that got the team excited.

Schwitzer conducted online usability interviews - using Web cams, phones and screen-sharing technology - to conduct live research with participants located throughout the country. Both the researcher and the participant used Web cams and the phone simultaneously, which allowed Schwitzer to communicate live and "read" participants just as one would in an in-person focus group or usability interview. The screen-sharing technology - in which both participants see each other as well as the same images - allowed the participant to navigate through the prototype Web site and have cursor control,

which was visible to both the researcher and observers.

Online usability research allowed the project team to include participants from around the country without the expense of travel. In addition, respondents were able to test the new Web site in a natural setting, and

Technology brings efficiency, opportunity to qualitative researchers and clients



By Steve Richardson

*Editor's note: Steve Richardson is director of communications for the Qualitative Research Consultants Association. He can be reached at [steve.richardson@qrca.org](mailto:steve.richardson@qrca.org).*





**Owner-managed for quality**

## If you've ever had just one of us on your side, imagine having all of us.

First Choice Facilities has the most well equipped marketing research facilities available nationwide. One phone call books your entire project—just tell us what you need, who you need, and when and where you need it. First Choice Facilities will take care of the rest at any of our great locations.

For one-call-booking /project administration and to

learn about our generous, multi-city discount plan, call:

**888-323-2437**

### **Atlanta**

Superior Research, Inc.  
Atlanta, GA

### **Baltimore**

House Market Research  
Baltimore, MD

### **Boston**

Copley Focus Centers  
Boston, MA

### **Chicago Area**

Focuscope, Inc.  
Chicago, IL  
Oak Park, IL

### **Framingham, MA**

National Field & Focus  
Framingham, MA

### **Los Angeles Area**

Trotta Associates  
Marina del Rey, CA  
Irvine, CA

### **Milwaukee**

J. Reckner Associates, Inc.  
Milwaukee, WI

### **New York**

Focus Plus, Inc.  
New York, NY

### **Philadelphia**

J. Reckner Associates, Inc.  
Philadelphia, PA

### **Portland, OR**

The Gilmore  
Research Group  
Portland, OR

### **San Francisco**

Fleischman Field Research  
San Francisco, CA

### **Seattle**

The Gilmore  
Research Group  
Seattle, WA

### **Tampa**

Superior Research, Inc.  
Tampa, FL

### **Washington DC**

House Market Research  
Washington, DC

### **White Plains, NY**

J. Reckner Associates, Inc.  
White Plains, NY

[www.FirstChoiceFacilities.net](http://www.FirstChoiceFacilities.net)



the design unearthed very specific learning on respondent likes and dislikes regarding the three designs and on the prototype as it was developed.

### Increasing demand

This is just one example of the growing adoption of “collaborative software” – tools that enable people involved in a common task like qualitative research to achieve their objectives. And while it is just one example, it is indicative of an increasing demand by clients for their research partners to understand and use emerging technologies in their projects.

“My clients’ needs drive the platforms and technology I use,” says Matthew Towers, founder of Towers Research Group, Fairfax, Calif., and a former co-chair of the QRCA’s technology committee. Towers cites a current project in which the agency and the client use Adobe Connect or Basecamp to share communications, files and scheduling; as a result, he uses the technology as well.

Kevin Kimbell, a QRCA member

and founder of San Francisco-based TKG Consulting, takes it a step further. “I use technology know-how as a competitive advantage. The fact that I know and embrace technology puts me in a smaller group of researchers vying for the same work,” Kimbell says. But like most tech-aware qualitative researchers, Kimbell is quick to point out that the technology isn’t the driving force, but rather it’s the clients’ needs and outcomes that determine how he uses technology. “I don’t evangelize any particular technology – I use what the client needs to achieve their goals.”

### Tools have emerged

There are many technology-based tools that have emerged in the last five to 10 years. Some have become commonplace for marketers and qualitative researchers; some are so new that the technology to support them is in its infancy.

Online bulletin boards – also called online discussion groups – have become one of the most popular qualitative methodologies created by the advent of the Internet. Online bulletin

boards take many different forms, as dictated by the research needs, but they drive participants to a Web-based bulletin board where they can comment on and post stimuli, react to stimuli and react and respond to researcher prompts or to other study participants.

Some of the biggest advantages of online bulletin boards are that they eliminate geography and travel as potentially complicated and costly factors in research. Participants come and go when they want – over days or even months – and they participate at times that are most convenient to them. This opens the door to a volume and geographical spread of participants that would have been impossible to achieve pre-Internet. Further, online bulletin boards allow for activities that are difficult or impossible to do in an in-person group setting. For example, being able to get parents to ask their child about some stimuli in the middle of the discussion and having them report back to the group about their child’s reactions.

Online bulletin boards give the

*We Focus On The Fine Points So*

**YOU**



*Can Focus On Research*

#### **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 (T) • 708-386-1207 (F)

[www.focuscope.com](http://www.focuscope.com)

- Digital Audio
- DVD / CD Recording
- P.D.A. Research
- Mock Juries
- Focus Groups / One-On-One's
- Medical / Executive / B2B
- Field Management
- Usability Labs
- Video Conferencing / Web Conferencing
- Living Room Style Set-Up
- Wi-Fi & High Speed Internet Access



# The 'they' in what will they think of next?

## Greenfield Online goes beyond today's online sampling technology...

It's not enough to supply clients with the data they can use today. You must enable them to be at the forefront of tomorrow. At Greenfield Online, we're venturing into new territory and pioneering new methodologies with the launch of [www.text2express.com](http://www.text2express.com) and Real-Time Sampling™, as well as a number of new initiatives which let us deliver the highest quality survey respondents and data to our clients. At the same time, we are continuing to employ state-of-the-art panelist recruitment and management technology to fully engage and optimize our panels.

Learn more about our latest innovations and what we're doing to continue to evolve online survey solutions by visiting [www.greenfield.com/rcwhitepapers.htm](http://www.greenfield.com/rcwhitepapers.htm)

OFFICES WORLDWIDE

1 866 296 3049  
[www.greenfield.com](http://www.greenfield.com)



qualitative researcher many unique advantages, including the ability to decide if and when the participants will be able to see each other's posts, and the ability to link them directly to other Web sites or online stimuli. In addition, researchers have an immediate and exact record of the discussion that eliminates the cost and time of transcription.

"Every participant answers every question in as much depth as they want, so I am able to cover more ground at a deeper level as a result," says Dorrie Paynter, founder of San Francisco-based Leapfrog Marketing Research and co-chair of the QRCA's technology committee. "I've also noticed participants are more willing to express diverse opinions as they aren't worried about hurting the feelings of the person sitting across the table from them. The result is less group-think," she says.

Kimbell adds that he likes this technology for online journaling - either a series of one-on-one interviews taking place over a few days or a week, or simultaneous one-on-one interviews. The journaling concept allows him to ask questions, give assignments and ask for feedback in a more direct, one-on-one way that he says often garners some of his best findings.

In a recent project for Hawaiian

Airlines, Paynter was brought in to get a greater understanding of the full customer experience of flying with the airline. She considered traditional paper journals, video journals and focus groups, and settled on online interactive photo journals, a form of online immersive research, because of their ability to combine text and photo entries with ongoing, almost real-time interaction with the participants throughout their travels. "It was like we were living with their customers before, during and after their trip, and the ability to communicate with them while they were still traveling made the learning much more insightful and targeted," she says.

"The technology allowed an unlimited number of our internal stakeholders to follow the passengers' journeys as they unfolded, which allowed executives beyond the core research team to get engaged in the research," says Rick Peterson, vice president of sales and marketing at Honolulu-based Hawaiian Airlines.

#### Meet and collaborate

Webconferencing services like WebEx, Enunciate and Go2Meeting allow two or more users to interact, meet and collaborate in real time over the Internet. They have made research and reporting easier by eliminating geo-

graphic boundaries, and more clients are embracing the technology.

Paynter finds Webconferencing particularly useful in presenting findings to clients. Not only is geography not an issue, but Paynter says that this reporting method helps ensure that clients are truly understanding and processing her research results.

"Clients don't always have the time to read full reports, so this is a great way to emphasize key points and encourage discussion to help the team internalize what we've learned," she says.

Towers adds an important point for researchers. He says that when his clients - mostly technology-focused companies - want to use Webconferencing technology, he has no choice but to adopt it himself. "Their expectation is that I can use the same technology that they use in their own business," he says.

Internet streaming allows people - like client-company executives - to see focus groups live without having to be at the facility in person. A client team can sit in a conference room at their own headquarters and watch the focus group or they can watch from their home, office or any computer with a broadband Internet connection. In most cases, a smaller client team sits in the backroom at the research facility. In-person and remote viewers can chat and communicate live during the focus group session.

In addition to the obvious benefits to the client, Internet streaming technology helps the researcher with recording and reporting as well. Video of the session sits in a server for a period of time after the session, allowing the reporter or writer to view it at their convenience. The technology also allows reporters to search for certain words phonetically so they can, for example, easily find the point in the session where a brand name or company name was mentioned. Video highlights can easily be pulled out for reporting as well. "The technology is getting better and better," Kimbell says. "The storage and analysis tools in particular are really helping make qualitative researchers' jobs easier."

Eric Rasmussen, director of consumer insights for online photo serv-



- 22 Million Online Panelists (over 50 countries)
- Qualitative and Quantitative
- Consumers and B2B
- Physician and Patient Panels

Competitive and flexible pricing. When we give you our word that we can complete your projects, we take on the onus of responsibility for doing just that.



ice Shutterfly Inc., Redwood, Calif., recently traveled with a product manager to conduct focus groups in various parts of the country. Shutterfly used streaming software to allow team members at the home office to view the focus groups live without having to travel, communicating comments, questions or suggestions via online chat during the sessions. “The benefits were simple but important,” Rasmussen says. “The end result was a richer understanding and buy-in of the qualitative findings when we shared them with the larger organization.” He predicts an increased popularity for Internet streaming as clients see the many advantages of the technology.

Online survey software tools like Zoomerang and SurveyMonkey can be useful tools for pre-screening research participants before they get to the recruiter stage. Paynter says online survey software is simple and inexpensive to use and surveys can be developed quickly and sent to a large number of participants. This enables

researchers to weed out less-qualified participants in an efficient manner before the recruiter makes calls.

Paynter adds that online surveys are good for studies that are a hybrid of quantitative and qualitative research, and they can be useful before and/or after qualitative research. Paynter cites the launch of a new curriculum-based educational software product from the Learning Company, in which she used both qualitative and quantitative research to help guide development. The team found that conducting a series of online discussion board groups with parents and educators first helped the client better understand what issues to pursue in the quantitative survey, and how to word the questions to get at important information. “We even used some of our discussion board participants to conduct a trial run of our survey before we launched it. Online software makes this multi-step process much more efficient and cost-effective than it was in the past, and the end result is much clearer in-

sights,” says Bryan Rodrigues, director of consumer brands for the Learning Company, San Francisco.

### Exciting time

Embracing technology is important because efficiency and convenience are major drivers for both clients and researchers. Paynter says technology has expanded the number of tools in the researcher’s toolbox. “Technology has broadened the number of methodologies I can use to help clients achieve their research objectives, and my clients are appreciative of my ability to efficiently and, more importantly, effectively deliver their results.”

Towers adds that many technologies are still evolving, and many more are on their way. “In relatively short order, there will be more common platforms for collaboration. The big technology companies are continually developing platforms that will change the landscape for years to come,” he says. “It’s an exciting time to be a researcher.” | Q

## You asked for lab specialists.



### Experienced Recruiting Makes All the Difference.

300 West Pratt Street, Suite 250, Baltimore, MD 21201  
410-332-0400 [www.observationbaltimore.com](http://www.observationbaltimore.com)

## Baltimore's Recruiting Specialists.

- Two elegant, tech-friendly focus group suites
- Multiple-setting conference rooms
- Precise recruiting: 100,000+ database, fresh respondents
- Videoconferencing & Active Group, Focus Vision
- Walk to the Inner Harbor: hotels, restaurants, shopping & entertainment



Observation  
Baltimore

# Challenging the status quo

I'm sure you're familiar with the old adage, "Hearing is believing." No? Well, how about, "Seeing is believing."? I'm sure you all remember that one. The point of my asking is this: Why does it appear that during the critical stage of product development, development teams avoid "seeing" how key aspects of their new inventions have impacted the consumer?

To understand why let's take a look at a typical developmental cycle. Whether it's a simple ingredient change or a groundbreaking innovation, there are timelines and hurdles involved in moving prototypes through rounds of testing (the primary difference between simple and innovation projects has much to do with timelines, as the latter have the longer, more involved testing). Regardless of the type of project, they all generally start with an idea. Oftentimes these ideas are generated following more traditional qualitative lines of testing, including ethnography, observational approaches or even focus groups. This part of the development cycle - the "fuzzy front-end" - has traditionally been the stage for scoping out new ideas (e.g., identification of unique consumers, their mindsets and/or their unique behaviors/habits that will lead to unique market opportunities).

Once this broad concept or idea has been identified, the product developer is off and running, cranking out prototypes to be tested. During this time, the typical forms of testing rely heavily on quantitative

techniques and are iterative in nature. From in-home tests to trained panels to technical testing, the attempt here is to clearly understand how much the changes made to the product have impacted the final perception. The objectives of these tests revolve around more concrete and targeted attributes that are perceived and rated differently from some identified benchmark. Through this quantitative testing, some sort of statistical outcome is expected, thus

providing reassurance that a "real" difference will be delivered to the consumer.

At this stage, the product is typically turned over to the market research teams to deliver a compelling product/concept package that will ensure a win in the marketplace. The market researchers are most often looking for the emotional connections between the consumer, the



By Sheri Forzley

Inserting qualitative research into the product development cycle

*Editor's note: Sheri Forzley is director of consumer insights at Emerse Research and Development, Grand Rapids, Mich. She can be reached at 616-241-2056 or at [sforzley@observationalresearch.com](mailto:sforzley@observationalresearch.com).*

Reach.



**MindField**

internet panels

A McMILLION COMPANY

**LEADERS IN ONLINE PANEL RESEARCH**

mindfieldonline.com | jmace@mcmillionresearch.com | 800.969.9235

product and the brand. When all of this is deemed “just right,” the product is launched. Most of this final research involves a more qualitative testing approach which allows the researcher to delve more deeply into the psyche of respondents to ensure delivery of the best product and concept mix. While there are certainly quantitative tests (e.g., BASES, in-market tests, etc.) in play at this stage, due to resource constraints, these are

typically undertaken only after all team members are “sure” of the expected results. Nobody likes surprises!

#### **Functional and emotional needs**

So, what’s wrong with this picture? It has long been confirmed that consumers buy the products and services that best meet both their functional and emotional needs. Rare indeed would be the product or service that

doesn’t have some type of emotional connection. And yet, in the scenario above, the emotional or social contexts of an idea are pursued at the beginning and the end of the cycle where there is also likely to be little or no interaction with the actual product. During the critical time periods of product evaluation, the primary emphasis is clearly on the delivery of functional components, with the emotional or contextual connections mostly ignored. Even beyond that, consumer mindsets and circumstances and their contexts (being a dynamic process) have continued to evolve over the course of the project. Therefore, the consumer contexts upon which the idea was established could very well be different by the time the product and concept are united again at the end of the cycle.

Shouldn’t the primary reason for any research be to gain the deeper insights into how consumers conceptualize a product category, how they filter choices and how they are actually using a product, brand or service? If qualitative methods are inherently seen as a way to identify the emotional connections, to understand mindsets or to keep your finger on the pulse of consumer habits and attitudes, then why aren’t qualitative methods used more frequently? Skepticism, that’s why – particularly on the part of the highly-trained, technically-oriented scientists on the development team.

Qualitative research, because of its highly interpretative, creative, impressionistic and emotional characteristics, is often viewed as being in direct conflict with the more objective, measurable forms of research. Due to its subjective nature, qualitative research is not seen as being repeatable or predictable.

It should be recognized, however, that even in the realm of statistics, subjectivity is unavoidable. Whether in the interpretation of the final results or in the generation of the attribute list to be tested, subjective assumptions are being made around how consumers think about products and their interactions with them. In

The advertisement features a textured, reddish-brown background. At the top, the words "Experienced. Service-oriented. Innovative." are written in a gold, serif font. Below this is a large, circular gold emblem with a textured surface. Inside the emblem, the text "TAYLOR RESEARCH" is at the top, "50 YEARS" is in the center in a large, bold, sans-serif font, and "Still Going Strong" is at the bottom in a smaller, italicized, sans-serif font. Below the emblem, the text "Call us or visit our website to book your next project." is followed by "800-922-1545 • www.taylorresearch.com". At the bottom, the "TAYLOR RESEARCH • SAN DIEGO" logo is displayed in a white, sans-serif font, with "Member of GroupNet" written below it in a smaller, italicized font.





*You've seen your survey responses.  
...but have you seen your respondents?*

***Introducing the Martins —  
a real SurveySavvy™ family.***

At Luth Research, we know all about the importance of building and maintaining a quality online community of respondents. That's why we know all about our SurveySavvy panelists.

We capture information such as:

- Addresses
- Cable company and telecom providers
- Even visual data from our SurveySavvy members with digital cameras

Append this information to your studies. Enhance the value of your data. Know even more about your market.

**LUTH**  
research

*Intelligence from knowledge.™*

Visit [www.luthresearch.com](http://www.luthresearch.com)  
or call 800.465.5884.

my experience, the development team can often be blindly led by the numbers. If the qualitative and quantitative results conflict with one another, the fallback position almost always is the quantitative. However, it must be recognized that the consumers' experience is highly subjective. Their experience and perception represents a complex set of psychological constructs derived from previous experience with the product, current product features, brand image, changes in their life and product expectations.

When a consumer reveals his or her delight or frustration with a product, it is more often the result of the sum total of the product experience, not necessarily because of one specific perceivable and ratable benefit that was or was not delivered. Product evaluation via questionnaire often demands the recreation of a specific situation or certain circumstances that aren't easily recalled. As you move further away from the actual product experience, memories become clouded and therefore, difficult to reconstruct while rating the product.

### Has its place

I would certainly never advocate the exclusion or elimination of quantitative testing. It absolutely has its place in the mix. On the contrary, I would postulate that it is equally important to keep the consumers' contexts close to the research paradigm across the entire product development process. To understand how products fit within the consumer's context, you must be able to observe the environment into which the product category fits. More research designers need to take into account not only statistical evidence that a consumer perceives a difference in product performance but also why and how these things matter. In other words, the research needs to be designed to hear what consumers are saying and to see what they are doing.

I would advocate that all forms of qualitative research (ethnography, observational, and yes, even group discussions) should be incorporated across the entire product development cycle. These methods can bring an essential part of understanding to

the quantitative data. They can reveal how real people in the real social environment think and talk about your ideas or use your products.

Consumers are not that great at recalling what they do, where they do it or for how long they spend doing a task. Nor are they likely to remember the specific features that caused them to like or dislike a product. This is particularly evident with very routine behaviors (e.g., washing hair, brushing teeth, doing laundry, cooking, cleaning, etc.). If you employ a survey questionnaire to ask consumers to evaluate product performance, how the package opened, how much the product lathered or the various steps during use of the product, their recall can be quite vague. It is through the course of observation that you can witness the how, where, what, when and why.

### Observing patterns

Consumers are quite adept at altering their behavior when the product or packaging doesn't fit their current pattern. By observing patterns of usage, new opportunities can be revealed.

While companies may have clear intentions for product usage, consumers may or may not use it as intended (e.g., women using hair conditioner as a shaving lotion on their legs). Was there something inherent about women's perception of hair conditioner that suggested that it may also be good for hair on their legs or did they just forget to replace their shaving gel and this was the closest thing they could come up with? Could other personal-care products take advantage of this observation?

Along the same line, consumers will often report that they always do "X" while, in fact, you see no evidence of such behavior. For example, a woman claiming that she always wears gloves when scrubbing with cleansers was rarely witnessed wearing those gloves during the course of our observing her during normal cleaning events.

Sometimes consumers simply make mistakes or can't discern the manufacturer's intent. For example, have you ever struggled with the removal of the little tab insert in a new deodorant? Some people resort to pulling it out with their teeth - not a good example of a product's



( ) Good ( ) Better (X) Best



Superior In House Recruiting  
Experienced National and International Project Management



Susan Stanicek, Director  
ph. 312-321-8101 susans@scflc.com

Jodi Grosky  
ph. 312-321-8928 jodig@scflc.com

153 W. Ohio Street, 4th Floor  
Chicago, IL 60610

ph. 312-321-8100 fx. 312-321-8110

[www.scflc.com](http://www.scflc.com)

Take a look at our facility...it's like no other!

# WHEN WAS THE LAST TIME YOU SPOKE WITH A RESEARCHER ABOUT YOUR INTERNET INTERVIEWING?

Bias, response rates, professional respondents, representation, sample frame integrity: We hardly hear them discussed of late in some circles . . . and yet, like the laws of physics . . . these concerns are a permanent and undeniable part of every researcher's Universe.

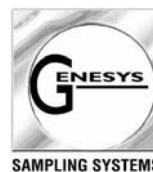
All too often, you are presented with a "solution" that has everything to do with a vendor's business model, and precious little with the integrity of *your* research project.

GENESYS, combining forces with the *SurveySavvy*™ Community, has established a wide range of innovative solutions drawing on multiple modes of respondent contact. Which one is right for *your* particular project? We think that should be up to *you*.

## MORE IMPORTANTLY: WOULDN'T YOU LIKE TO?

As the methodological leader in sampling with Government, Social Science, and University researchers, along with years of design expertise gained from working in and for research companies, we've developed a number of inventive multi-mode design solutions that can maximize rates of response and representation, while providing true respondent choice in data collection:

- ◆ RDD Samples
- ◆ Demographic Targeting
- ◆ Census Geographies
- ◆ Postal Geographies
- ◆ PRIZM Clustering
- ◆ Listed Households
- ◆ Full Geographic/Demographic Selections
- ◆ Targeted/Lifestyles
- ◆ Postal/DSF - 100% Address Coverage
- ◆ Internet Panels
- ◆ Hundreds of Panelist Attributes Profiled
- ◆ Internet/Telephone Calibration
- ◆ Mail Samples
- ◆ Data Append/Overlays/Modeling
- ◆ Area Probability Designs
- ◆ In-person Interviewing Samples
- ◆ Inbound/Outbound IVR Support



**SURVEY  
SAVVY™**  
intelligence adds up

**MARKETING | SYSTEMS | GROUP**  
Leadership Through Innovation

[WWW.GENESYS-SAMPLING.COM](http://WWW.GENESYS-SAMPLING.COM)

800.336.7674

*Ever wonder  
what happened  
to those kids  
who always  
asked "Why?"*

*You'll find them  
at IMAGES  
Market Research,  
still asking "Why?"*

**When you have questions, turn to  
IMAGES Market Research for:**

- Full service research design and analysis
- Multilingual interviewing and moderating
- Quality focus group recruiting
- Proven success with a qualitative show rate nearing 90%
- New state of the art facility in the heart of Midtown Atlanta

**IMAGES MARKET RESEARCH –**  
Market research above the market standard.

**I M A G E S**  
M A R K E T R E S E A R C H

1320 Ellsworth Industrial Blvd.  
Building C  
Atlanta, GA 30318  
PHONE: 404.892.2931  
FAX: 404.875.1052

www.ImagesMarketResearch.net  
research@imagesusa.net  
Juan Quevedo, Dir. Market Research or  
Marianne Anderson, Senior Project Manager



package working effectively. When asked how easy the deodorant pack was to open on a questionnaire, consumers may never mention (or even recall) this actual removal approach and alternative packaging might never be considered. At other times consumers are just being inventive by combining multiple products to achieve a singular benefit (e.g., combining gels, mousses, rinse-off conditioners and hair sprays all on wet hair to achieve specific hair benefits or styles), thus highlighting problems for existing product forms (i.e., mousses being too drying to the hair or gels leaving the hair feeling too stiff) or even identify previously unrevealed advantages (i.e., controlling frizziness with conditioner on dry hair).

If you weren't observing usage behaviors, you might never know they were using all these other options during the course of the evaluation of your specific product.

Consumers can also respond with subtle behaviors that they aren't able to articulate and of which they may not even be conscious (e.g., wrinkling their noses, shrugging their shoulders, fondly stroking a preferred package or absentmindedly playing with an inventive new "fun-to-use" package). Consumers are sometimes aware of these things but feel their reactions are too personal or even socially undesirable and will choose not to evaluate products using such descriptives. They may perceive a product in a particular way but not even bother to mention this, because in their view, it is not a logical or rational reason for liking or disliking the product. All of these possibilities should be examined in more detail, as they could potentially reveal hidden consumer insights and new opportunities.

While qualitative research has for years been a critical market research tool for exploring marketing ideas, I would recommend that qualitative research techniques become critical tools during product evaluation. If used throughout the development process, you could expose potential flaws and even

discover unanticipated advantages earlier in the process and be able to suggest alternative ways to design a product, package or process.

### **Navigated carefully**

The most currently popular forms of qualitative research – ethnography and observational research – allow a deeper understanding of what's behind the quantitative details. By merely looking at numbers, you will never really see the response with which a concept or product is greeted. Granted, qualitative research findings must be navigated carefully, but the attentiveness to all subtle details will lead to true consumer insights.

It is important to remember that data are only one piece of the puzzle, and their significance (what it means to the business) is quite another. Consumer research can only have an impact when it incorporates an interpretative component. The responses or actions recorded from any type of research, qualitative or quantitative, will only reveal the surface of what is really going on with product evaluation. Video-capture allows for realistic observation of consumers acting naturally within their environments. Video also allows for the cataloguing of all activities, objects, spaces and moments of interactions. This documentation further aids in preventing information from being overlooked or misinterpreted.

All too often the executive stakeholders are those who remain most skeptical of our observational consumer insight methods and findings and may never change their perceptions or convictions until they see examples of these findings with their own eyes. Industry needs the richness of new observations and insights that take place when you actually observe people and then go on to dissect and discuss their actions, steps or processes that have taken place. You need to be there to actually see that consumer roll his or her eyes just before you hear them say, "What a grand idea!" | Q

Anyway you slice it, our data is always right on the mark.



Focus Groups • Test Kitchen • Door-to-Door Interviewing • Executive Interviewing  
Medical Interviews • Mystery Shopping • Store Intercepts • Auditing



Kathryn Blackburn, PRC - President    [kblackburn@irwin-jx.com](mailto:kblackburn@irwin-jx.com)  
9250 Baymeadows Road, Suite 350 | Jacksonville, FL 32256  
904.731.1811 F. 904.731.1225 | [www.irwin-jx.com](http://www.irwin-jx.com)

# Managing the satisfiers and dissatisfiers

If you're a market research vendor and you've never worked on the client side, you probably know an awful lot about how to run a research project but maybe not so much about the client's internal headaches. In this article, to help you create long-lasting client relationships, I will give you a glimpse of the client's-eye view of research vendor relationships.

First off, I cannot emphasize enough how important the vendor's project director is to the success of the research project and to the long-term relationship. To the client the project director *is* the market research vendor. The best project director helps the client define the research objectives and research design, executes the project flawlessly, monitors the project closely, delivers beyond expectations and provides insight about the findings.

The project directors that a client wants to use over and over again are those who the client doesn't have to worry about. This type of project director understands all aspects of the research process, understands the project's objectives and ensures that the outcome will be above expectations. The client may find out about problems that arise during the project but knows the project director will fix them. The project director provides a safety net; the client knows that at the end of the project there will not be a disaster, there will be excellence.

Project directors of this caliber raise the bar for other market research vendors. They are teachers, helping the research buyers and users to understand the research process better and how it can help them succeed.

**How market research vendors can maintain strong relationships with corporate clients**

## Drivers of dissatisfaction

In some ways, the drivers of dissatisfaction are even more important in the market research vendor selection process than drivers of satisfaction because the dissatisfiers are the reasons clients stop using particular vendors. Dissatisfiers are often the key differentiators between vendors. Dissatisfiers can exist at a relationship level or a project level.

A few examples of relationship-level dissatisfiers are:

- The project director is never around to take calls; he or she delegates everything to a junior person who can't answer questions or solve problems.
- The project director does not report problems that occur during the



By Bonnie Eisenfeld

*Editor's note: Bonnie Eisenfeld is a Philadelphia-based independent marketing research consultant. She can be reached at 215-567-1635 or at [bwehrl@earthlink.net](mailto:bwehrl@earthlink.net).*

# Worldwide Online Qualitative

We can conduct online qualitative research in multiple languages simultaneously across multiple countries. Our Internet-adapted techniques include:

- Time-Extended™ Online Focus Groups
- Time-Extended™ Online Depth Interviews
- Online Pseudo-Depth Interviews
- Online Ethnography
- Online Word/Image Association
- Online Hypothesis Quantification

We have over 7,000,000 consumers in our suite of worldwide Internet panels ready to participate in your next qualitative research project.

***Let us help you improve your online qualitative research.***

Call 1-817-640-6166 or visit  
[www.decisionanalyst.com](http://www.decisionanalyst.com)

FREE STATSM™ statistical software,  
[www.decisionanalyst.com/download.dai](http://www.decisionanalyst.com/download.dai)



*The global leader in analytical research systems*

604 Avenue H East ■ Arlington, TX 76011-3100

© 2008, Decision Analyst, Inc.

project and client is surprised when they finally erupt at the end.

- Projects consistently come in late or over budget with no advance notice.

A few examples of project-level dissatisfiers are:

- The field service recruits unqualified respondents.
- Underqualified interviewers are used for special target populations.
- The moderator cannot keep up with changes that were made in the discussion guide.
- The report lacks depth, interpretation or insight.
- The presentation or report is disorganized and confusing.

Here is a case I heard recently. The vendor's project report was due to the client on a Friday. The project director was leaving for vacation that day and arranged for someone else in the firm to send the report to the client. However, the project director neglected to tell the client that she was going on vacation and did not give the client the name and phone number of the alternate contact person. The day the report was due, the client called the project director and got a message that she was on vacation. Naturally, the client panicked and called the senior executives at the firm: "Where's my report?" The client

got the report that day as expected, but the relationship suffered severe damage.

Dissatisfaction with the first project with a new vendor is probably going to eliminate that vendor from future bids. In a long and satisfying relationship, dissatisfaction with only one project will not usually be fatal unless there is a serious, unresolved problem with that project. In all cases the vendor's method of solving problems can actually be a driver of satisfaction for the client. The best vendors deal with problems by reporting them promptly, fixing them and finding a way to deliver something extra to make up for the problem.

Clients naturally have a hard time continuing to use a vendor who has disappointed them. Disappointment with a project is often visible to a lot of people within the company, especially the users of the research data but also other managers who hear about the problem. The research buyer then has to explain how the problem happened and what was done to try to fix it. In extreme cases, an incomplete project is terminated with one vendor and given to another vendor to complete. When a research vendor underdelivers, the research buyer takes a hit on his or her reputation within the company. It can affect

his or her ability to operate effectively and could even impact his or her performance rating. Next time a project comes up for vendor selection, this buyer is going to have a reason not to choose the vendor who messed up.

### Provide quality information

The corporate buyer of market research, often a research director, has his or her own professional standards and has to satisfy other managers in the company who are the users of the research data. He or she needs to provide quality information, on-time and on-budget, to help develop business, product or communications strategies, or measure effectiveness, or feed information into other needs of the company.

The users of research in the company give their research objectives to the research buyer, who reviews and consults on the objectives, outlines the research design, requests proposals and selects the appropriate research vendor for a project. The research buyer tries to manage users' expectations regarding what data they can get, how soon and what the estimated cost will be. Once all objectives and expectations are set and the vendor agrees, it is important for the vendor to meet the expectations.

When I was head of corporate marketing research at a large multinational corporation and responsible for selecting market research vendors, I considered the top selection variables to be helpfulness and responsiveness of the project director, quality of the research and timeliness of delivery. Price was a factor to some extent but it wasn't the No. 1 factor. If the budget was small, research requirements were limited without sacrificing quality. However, because of budget constraints, I considered it very important that vendors make accurate estimates and meet their estimates rather than bidding low and then going over budget.

In some companies, there is another pressure point added to the mix and driving the selection process: purchasing departments are increasing the pressure for a lower price. As a vendor you may find a conflict be-



Picture Perfect.

Focus Groups • Rentals • Taste Tests • IDIs • Ethnos

**ABOUT ORLANDO**  
M A R K E T R E S E A R C H

Suzanne S. Cattell, President  
407.671.3344  
info@AboutOrlandoResearch.com





What we offer:

Unparalleled recruiting and the most comfortable, luxurious facilities in the country.

How we do it:

A management team with more than 100 years of combined experience in the field...a fully integrated network sharing resources, technology, and information...Cutting edge, Proprietary Computer Aided Telephone Interviewing systems which enable us to access large consumer and professional databases easily, efficiently, and with the tightest security controls...Beautifully appointed facilities specifically engineered for qualitative research.

Metro Markets  
Nationwide

New York  
Los Angeles  
Chicago  
San Francisco  
Dallas  
Houston  
Atlanta  
Denver  
Philadelphia  
Ft. Lauderdale  
Phoenix  
Tampa  
San Diego  
Las Vegas

- Ask about our nationwide quantitative and qualitative recruiting capabilities
- Ask about our online survey capabilities

**Toll free for all locations:  
1-800-654-8002**

**[www.plazaresearch.com](http://www.plazaresearch.com)**



tween the need to deliver quality work and the pressure to lower price. If you can't deliver quality within the budget restraints, it is better not to bid on those projects. Ultimately, the client will not be satisfied with your work and your reputation will suffer.

### Referrals and recommendations

Market research vendors' reputations are driven by client satisfaction. Some companies maintain internal databases on their vendors to share satisfaction ratings and comments. Research buyers also contact colleagues to get referrals and recommendations. When a vendor supplies references, many buyers will actually contact the references and get their opinions. Some surprises will occur during these conversations. Sometimes a reference given by a vendor will not be totally satisfied with that vendor and will report problems that occurred. The vendor should have found out about those problems and worked to correct them before giving out that name as a reference.

If you are excellent at one methodology, subject area or target population and you consistently keep up the level of excellence, you should have no problem retaining clients who want that specialization. Some satisfied clients may ask you to do other types of research. Your dilemma then is to decide whether you will be able to maintain your level of excellence in an expanded role. If you're sure the answer is yes, you should go ahead. There have been success stories about vendors who learned new areas to satisfy client demand and delivered

excellence in all of them. However, when a vendor does not devote enough resources to develop a new area, it may fail. The client will then be dissatisfied, and then the whole relationship is at risk.

### Measure satisfaction

Market research vendors often do not take the time to measure their clients' satisfaction. I personally can remember only one time in my entire career when I was asked to participate in a vendor's client satisfaction survey.

If you are a vendor and over time you find you are getting fewer RFPs from some clients or experiencing a decline in winning proposals, you would benefit by conducting a client satisfaction study to find out the reasons for the decline. Some clients may be choosing competitors for certain projects and may say price is their reason. In many cases, however, price is not the sole reason. The problem may be a decline in client satisfaction relative to competitors or changes in the buyers' decision process or needs.

For such a study, you need to obtain information on who are the participants in the vendor selection process, their needs and preferences, how they rate vendors, their perceptions of vendors, their preferred vendors and any changes in corporate structure that may affect the selection process.

Create a special quota of clients who received proposals submitted within the past three to six months and ask them their opinions about the elements of your proposal process.

For those where you lost to a competitor, you need to find out which competitor got the business and why.

The client satisfaction study should use a combination of quantitative and qualitative methodologies. I recommend that you have interviews with clients conducted by an experienced executive interviewer who does not have prior relationships with those clients. The interviewer needs to be someone to whom the buyer will speak openly and honestly. Buyers are often reluctant to give specific negative feedback directly to the project director they have to deal with. It's an unpleasant task, like giving a negative performance review to an employee. Ideally, the best interviewer is an outside independent executive interviewer, who will bring no bias or defensive posture to the interview.

Once you determine the basis on which vendors are rated, your next step is to measure satisfaction with your company and competitors. Rating scales are useful as a starting point, but it is most important to ask the reasons for the rating. Any rating less than the highest on the scale should trigger a question about what could be improved. The comments then become the basis for your diagnostics and corrective actions.

As for rating scales, I prefer a 10-point scale, where 10 means exceeded expectations and 1 means below expectations. When I interpret the results, I consider 7 to be an average rating, 8 above-average, and 9 or 10 a top rating. I base this opinion on the fact that, in school, most of us were told that 70 was a C or passing, 80 was a B and 90 or more was an A. I believe that responders consciously or unconsciously use those guidelines.

If you get ratings of 9 or 10 on any item, it is still useful to ask for comments about what the reasons are behind the rating. These comments may help you find out what actions you are doing right and develop intentional strategies that include those actions.

### List of factors

You will end up with a list of factors ranked by high to low importance to

## MAKING NAMES

A leading name development firm since 1981, NameLab has created brand and company names like Acura, Acuvue, Aeron, American Century, Compaq, CompUSA, Luxor, Olive Garden, Renova, Simplehuman, Slice and Viactiv. We quote costs accurately in advance and complete most projects within 4 weeks.

# NAMELAB®

San Francisco, CA

415-517-0803 [www.namelab.com](http://www.namelab.com) [info@namelab.com](mailto:info@namelab.com)

clients and ratings of your firm and competitors on each factor. Since you probably did this study because your company was losing business, you need to look first at the high-importance factors on which you received low ratings, particularly those on which competitors were rated high. Those gaps are the areas that need improvement.

Diagnostics should lead to identification of specific areas or processes to improve. Maybe you need to create a higher-level project director position or improve training in client management for project directors or you might need to review your respondent recruiting standards, your reporting process or your proposal-writing process.

If it turns out that your competitors have a major offering that is much better than yours, then it is time to revise your business strategy. For example, if your clients are demanding online research and you don't offer that methodology, you need to offer it or get different clients.

If your findings show that your prices are higher than competitors but no additional value is perceived, these are your strategic options: You can find a way to add perceived value or you can target a segment that is not price-sensitive. Lowering your prices should be a last resort or you risk turning your services into a commodity.

If there are factors of high importance on which you received a high rating and competitors a low rating, you can feel confident communicating those strengths in your sales materials and presentations.

Last but not least, if you do not promise anonymity and confidentiality to the clients who are interviewed, their responses can be reported individually by client name. (Clients usually will cooperate because they know it is going to benefit them.) Individual company reporting is recommended for large clients especially those with multiple buyers within a company. Based on the findings, you may want to create specific strategies for specific


clients. Your most frequent user and most satisfied buyer within the company is your ally for cross-selling within that company and may suggest ways in which you can do a better job for that client. At minimum, a satisfied buyer may give you other names of prospective buyers within that company.

#### Take action

Subsequent to measurement and diagnostics, you need to take prompt

corrective action and communicate those actions to your clients. You may need to revitalize your communication program. If you've made the right improvements and the message about your improvements is received and perceived, you should start to experience improvements in number of RFPs offered and number of proposals accepted. To ensure that you do not fall behind again, an annual tracking study is recommended. The world changes and so do your clients! | Q


## The Ultimate FOCUS & TESTING Facility




- 10,000 sq. ft. facility
- Five spacious focus/observation rooms
- One-on-one to fifty respondents
- Field management
- Ethnic recruiting
- Mock Jury
- Medical/Technology
- Tobacco
- Entertainment
- Children/Teens
- Car clinics on site

and our facilities include...

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





FOCUS & TESTING, INC.

LOS ANGELES, CA

20847 Ventura Boulevard, Woodland Hills, CA 91364

818-347-7077 • fax 818-347-7073

e-mail: info@focusandtesting.com • website: focusandtesting.com

# How deep do you go?

The curse of the market researcher is that we work in an industry that is reliant upon a specialized skill set that involves complex knowledge and often a particular education. These skill sets are not easily understood by people outside of the research field. Such specialization curses the mechanic, the electrician, the doctor, the physicist and the academic in general because at some point they are all left having to explain the intricate workings of their particular knowledge in over-simplified terms. But rarely does a mechanic have to explain to you how he fixed your car. Because of his training, he almost intuitively knows what's broken and why. All you ask is: "How much will that cost?" He quotes you a price and you tell him to fix it.

Client relationships in the field of market research are rarely as simple as the one we share with a mechanic. In research, we cannot easily identify "broken" parts that can be simply swapped out for new ones, and fixing what is "broken" almost never a linear process. Even in trusting, long-standing client relationships, researchers are typically asked to explain their methodology. Research, though, is complex; we require expertise in quantitative and qualitative research methods, social and economic theory, as well as proficiency in statistics to support our methodological claims. This tends to make it somewhat difficult to explain what we intuitively know to be true.

But researchers' abilities to explain and express themselves clearly are critical, as we typically find ourselves in the role of a management consultant (minus the paycheck).

Our charge as researchers is to offer deliberate and accurate research that can be thoughtfully presented so that managers may act upon it. We develop models and action plans that are reliant upon the observations we make. While some managers are still satisfied by data dumps, it is increasingly the case that a company's research

plans are integrated into a management's strategic plans, and well they should be. If great research tells an illustrative and cohesive story, then all sound decisions are based on a solid and accurate view of the field. But the research picture is only as accurate and focused as

**When presenting research results, use your skill set to find the right mix of detail and perspective**



By Luke Williams  
and Timothy L. Keiningham

*Editor's note: Luke Williams is senior analyst, and Timothy L. Keiningham is global chief strategy officer and executive vice president, at Ipsos Loyalty, Parsippany, N.J. They can be reached at [luke.williams@ipsos-na.com](mailto:luke.williams@ipsos-na.com) or at [tim.keiningham@ipsos-na.com](mailto:tim.keiningham@ipsos-na.com).*



We go to great lengths to validate panelist integrity.

**Are you concerned about respondent validity?**

Many online sample providers don't use adequate validity measures to ensure panelist integrity – a huge problem for researchers. If your panel provider isn't using an arsenal of modern tools and best-practice techniques to prevent and identify "survey cheaters," invalid data could pollute survey results. Fortunately, e-Rewards® Market Research is a step ahead of potential survey cheaters. From "double-blind" screening techniques to postal address verification to veracity scoring, e-Rewards employs the most advanced sample validity techniques. Because quality research requires valid respondents, choose e-Rewards Market Research – the online sample quality leader.

To find out more about e-Rewards' panelist validity, or for a custom quote, contact us at [ask@e-rewards.com](mailto:ask@e-rewards.com) or **1-888-20-EMAIL** (1-888-203-6245) today.

  
**e-Rewards™**  
MARKET RESEARCH  
[www.e-rewards.com/researchers](http://www.e-rewards.com/researchers)

the methods that are used to paint it.

The trouble is that the research itself is often cumbersome; it can be a fairly daunting task to perform robust analyses that are accurate, insightful and actionable all at the same time. In painting this picture for clients, we bear in mind that our research is heard only as loudly as it speaks. To ensure that our research is heard, it is often necessary to target our presentations and research models with marketing in mind. Are we confident that our research will hold up to analytical scrutiny? Can we make it understandable for managers? Will they be able to use our research to drive change? Compelling research secures a resounding “yes” for each of these questions.

### Fundamental challenges

Successful market researchers produce compelling research by conquering the effects of two fundamental challenges: 1) communicating a practical view of the world accord-

ing to their research, and 2) pinpointing the appropriate level of analytics for a client.

The first fundamental challenge is embodied in a commonly-made mistake: the reduction of complex, dynamic and multidimensional research matters to topical, one- or two-dimensional analyses. The targets of marketing plans are real people and you should always keep this in mind when trying to bring your research to life. Research shouldn't exist in a vacuum and it shouldn't exist in one or two dimensions. Some researchers look at how consumers think and then analyze that against profits, while others look at how people spend their money and then study what sort of demographic splits occur in that spending analysis. Sure, those are important figures to understand, but why does research and analysis stop there? How can we possibly think this alone gets at the heart of what is really going on in a consumer's head?

Specific behaviors are not often the product of one or two emergent details in a consumer population, and stuffing people into some flattened view of the world ultimately defeats any effort to better understand the marketplace. And it is doubtful that a seasoned researcher will consider a two-dimensional profile to be a sufficient mechanism for fully understanding consumer behavior.

To address the first fundamental challenge - communicating a practical view of the world - we need to reset our brains. We must remind ourselves that research needs to accurately reflect the world around us if it is to be worthwhile. We must make every effort to view our world in three dimensions - or more! Let's think for a moment - very simply - about all the different types of consumers in the world. Lots of people have very similar behaviors; they buy similar sorts of things. Perhaps it is because they tend to think in a similar way or are



Quality, Service, Experience...  
(Since 1981)

# Above & Beyond

PREMIER QUALITATIVE RECRUITING | PROFESSIONAL PROJECT STAFF | PROUD MEMBER OF GROUP NET | PRIZE-WINNING FOCUS GROUP FACILITY

*Consistently providing our clients  
with the highest caliber service.*

Top-rated in the Philadelphia Market (again)  
by *Impulse Directory*



GROUP DYNAMICS IN FOCUS, INC.  
555 City Ave, 6th Floor, Bala Cynwyd, PA 19004

4 Luxury Suites  
1000 sq.ft. Multi-Use Space  
Commercial Test Kitchen  
Family Owned and Operated  
Complimentary Limo & Concierge Service

www.groupdynamics.com | 866-221-2038

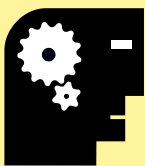


## Meet Your Focus Group Online

i.think\_inc.

Whether your respondents are across cities, across the country or across the globe, let i.think inc. recruit and host your discussion in our secure online focus group room. You'll get their candid thoughts on anything including visuals, audio or video — all without leaving your home or office.

- > Eliminates the time and expense of travel.
- > Allows respondents the comfort and security of logging-in from home. You get more candid input than traditional face-to-face groups.
- > Harnesses the current consumer communication trend of instant text messaging.
- > Split screen interface allows moderator to interact simultaneously with front-room respondents and back-room clients.
- > Immediate availability of session transcripts.
- > Variable group size from intimate triads to large communities according to project needs. All recruited from the i.think inc. online research panel.



**[i.think\_inc.]**

attracted to similar things. Perhaps it is because they share similar personality quirks or because they have similar needs.

But simplistic thinking like this doesn't tell us all that much. Not everyone who considers themselves to be tech-savvy will buy the same gadgets. Not all newlyweds will shop the same stores. There is nothing specific enough about these attributes that clients can really market to (without leaving most of the

marketing plan to chance). Two-dimensional thinking, while simple to grasp, can hide the real pockets of potential in any marketplace.

The potential that managers are seeking lies in profitability. This seems like a fairly pedestrian idea, but it is the foundation of every business model. Beyond profitability, managers want satisfied customers and they want loyal customers. Of course managers want to identify profitable customers

who are both satisfied and loyal, as this is where the greatest market potential lies. Marketers, in turn, focus on segmentation as a means of identifying potential profitability. But segmentation schemes are prone to falter because the segments that are developed - often based on a reliance upon individual demographic characteristics - do not accurately reflect the consumer landscape.

An accurate description of any potential customer can go so much further beyond the one or two dimensions that we might commonly think of first. Every client benefits from a better-developed understanding of who their most profitable or loyal customers are, as well as which segments are not making returns on a client's investment (not every customer is a profitable one, not even if they are loyal!).

Segmentation should be incorporated to define the people who actually comprise the groups whose behaviors and attributes you discover within your research results to indicate loyalty, satisfaction or whatever it is that the client seeks to achieve. But this does not mean that sweeping segments solely account for consumer behaviors. The characteristics by which you measure your respondents should be expanded to include as many dimensions as you think exist in the real world, or at least as many as are pertinent. And you should always seek to execute research that falls in line with that wider picture of the world we live (and conduct research) in.

#### More tangible

The second fundamental challenge - determining the appropriate level of analytics - is more tangible than the difficulties associated with effectively articulating the parameters in which research ought to exist. The trouble with choosing the level of analytics is that depth of research analysis varies directly with the ease of understanding a researcher's sta-



**NameQuest is the first and most experienced company dedicated solely to verbal brand name development and research. Est. 1984**

**Name Quest®**  
**The Science of Verbal Branding™**  
© 2007 - NameQuest, Inc.

www.NameQuest.com  
Voice: 480.488.9660  
JPHoepfner@namequest.com  
Affiliate Offices Worldwide

## **FOCUS GROUPS/ CLEVELAND SURVEY CENTER**

**Established in 1962**

**Three Large Suites Multi-Purpose Room  
Multiple T1 Lines in all Suites  
Litigation Research, Medical, Consumer,  
Product Placement, Taste Tests,  
Pre-Recruits, Videoconferencing, On-Site  
Excellent Recruiting - Project Management  
We are the only centrally located facility serving all  
parts of greater Cleveland/Akron & vicinity**

**Call: 800-950-9010 or 216-901-8075  
Fax: 216-901-8085 or 216-642-8876  
Web: www.focusgroupsofcleveland.com**



tistical evidence. In other words, the deeper and more “small-frame” the analytics go, the more blurry the big picture (the broader context of your research analysis) becomes. Choosing an inappropriate level of statistical complexity can be a professional pitfall because your research becomes separated from the greater context in which your research exists. Certainly, research results must not be statistically unstable, but they don’t need to prove the theory of relativity either! So the question remains: how intricate should your statistics and research analysis be?

Some researchers will try to explain the research landscape in terms more accessible to their clients by watering down the mathematics, thereby making it easier to follow and easier to swallow. And some folks even claim that a single question can offer a simple solution to complex research questions. But

these researchers suffer from what we call “analytical plague”- dumbing-down complex ideas simply to avoid the heavy lifting required to understand and address complex issues. This does nothing but put the client at jeopardy; they might actually rely on that flimsy analysis!

On the other hand, we do not serve our clients by spewing gibberish, either. Jargon-filled, obtuse reports that seem encrypted with statistical terms usually elicit well-justified yawns from the corporate executives that our research endeavors to enlighten.

The end-goal is to have a level of analytics that is balanced somewhere between these two extremes. You must be able to execute statistical analyses that are accurate, but you must also be able to explain these analyses to your client without their eyes glazing over. Ultimately, the solution to this second challenge is heavily dependent

upon your client, and what it is that they feel they need and what they are willing to pay for. But if you share a healthy relationship with a client - and you have the analytical capability to do so - it is often best to offer deeper analyses. Not because you stand to make yourself more profitable by doing so, but because accurate research and robust segmentation stands to make them more profitable.

#### **Illuminates the world**

As Albert Einstein famously said, “Make everything as simple as possible, but not simpler.” Don’t be afraid to use your specialized skill set. It’s why your client hired you! Improve your clients’ profitability by making sure you that your research illuminates the world that they compete (and we live) in - with all its complexities - and be sure that your analyses have the potency to make an action plan stick! | Q



## **Creating Satisfied Customers For Over 25 Years.**

At I/H/R Research Group, customer satisfaction isn't just a goal - it's a reality. That's why our customers return again and again. Our intensive interviewer hiring and training process yields superior interviewers. Superior interviewers means superior results, with a higher level of productivity. Plus, our state-of-the-art systems combined with innovative phone center management software, such as CATIHelp and Collective InfoSystems, make the I/H/R experience second to none.

Let I/H/R Research Group make customer satisfaction a reality for you on your next project, with top quality data collection at the lowest prices, on-time results, and the attention to detail you deserve.

### **I/H/R Research Group**

**(800) 254-0076 • (702) 734-0757**

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

## Survey Monitor

continued from page 10

and 16 percent cite Katie Couric. In looking at the two lists, there are a number of the same people who are in the top 10 on both. Bill O'Reilly, Katie Couric, Barbara Walters, Rush Limbaugh and Sean Hannity of *Fox News* all are in the top half of the favorites and the least favorites list.

For Republicans, the top three favorites are Bill O'Reilly (42 percent), Rush Limbaugh (28 percent) and Sean Hannity (27 percent). Democrats chose Anderson Cooper (22 percent), Brian Williams (20 percent) and Charles Gibson (19 percent) as favorites. One thing to note is that Republicans are more united behind their favorites while the Democrats are a bit more fragmented.

Democrats show stronger support in the list of their least favorites as three in five Democrats (60 percent) say it's Rush Limbaugh, followed by one-third (34 percent) who say Bill O'Reilly and 17 percent who say Nancy Grace. For Republicans, just over a quarter (26 percent) each says Larry King and Katie Couric are their least favorites. Rush Limbaugh inspires mixed emotions for Republicans as 24 percent say he is one of their least favorites. For more information visit [www.harrisinteractive.com](http://www.harrisinteractive.com).

### For many, "green" trumps convenience in packaging

More than half of U.S. consumers would give up all forms of packaging provided for convenience purposes if it would benefit the environment, in-

cluding packaging designed for easy stacking/storing at home (58 percent); packaging that can be used for cooking or doubling as a re-sealable container (55 percent); and packaging designed for easy transport (53 percent). According to New York researcher The Nielsen Company, U.S. consumers are slightly more likely to give up packaging for convenience purposes than the average global consumer.

At the other end of the scale, Nielsen finds that U.S. consumers are least willing to give up packaging designed to keep products clean and untouched by other shoppers (26 percent); packaging designed to keep products in good condition (31 percent); packaging that preserves products to make them last longer and stay fresher (31 percent); and packaging information, including food labeling, cooking and usage instructions (33 percent). One in 10 U.S. consumers is not prepared to give up any aspect of packaging for the benefit of the environment.

Nielsen's research uncovers some differences regarding attitudes toward packaging between different regions of the world. Generally, Europeans and North Americans agree on types of packaging they are willing to forego to help the environment, with nearly 60 percent willing to give up packaging designed for stacking and storing at home. By comparison, only 42 percent of Asians would be willing to give up these types of convenience packaging, likely because Asian homes tend to be smaller and have limited storage space, so "stack and store" options are more practical and

preferable.

Environmentally-aware New Zealanders top global rankings as the most prepared to give up all packaging aspects for the sake of the environment. This may be due to high levels of eco-consciousness, including in-store reminders and recyclable bag merchandising by supermarkets.

"Factors influencing packaging preferences across cultures include whether consumers drive themselves to stores or if they rely on public transportation; the size of their homes and storage space in their kitchens," says Shuchi Sethi, vice president, Nielsen customized research. "We see cultural food and shopping habits also influencing packaging choice."

According to studies conducted using packs@work, Nielsen's proprietary pack research system, food retailers and manufacturers are continuously striving to meet consumer demand for more eco-friendly packaging solutions that minimize impact on the environment.

"In more eco-aware markets, including the U.S., there is an increasing expectation of packaging with minimal environmental impact, although for most consumers, this doesn't necessarily translate into a willingness to pay more," says Sethi. "What most consumers expect is packaging that provides an added 'feel eco-good factor' by minimizing environmental impacts."

In more eco-conscious countries, Nielsen's packs@work studies show consumer preference for packaging that is recyclable, biodegradable and safe for disposal, using materials such

## It's about time...transcripts in 24-48\* hours!

- Quality transcription **exclusively** to the **market research industry**.
- Proofreading department **ensures accuracy** and **uniformity** throughout your project.
- Choose from our **specialty transcripts**—designed to fit any project and any budget.
- All current file formats including: WAV, MP3, CD, DVD, audio, video, streaming media and **FTP upload**



**(770) 554-6775 or 888-MRT-SRVC [www.mrtservices.com](http://www.mrtservices.com)**

\* (when available/with notice)

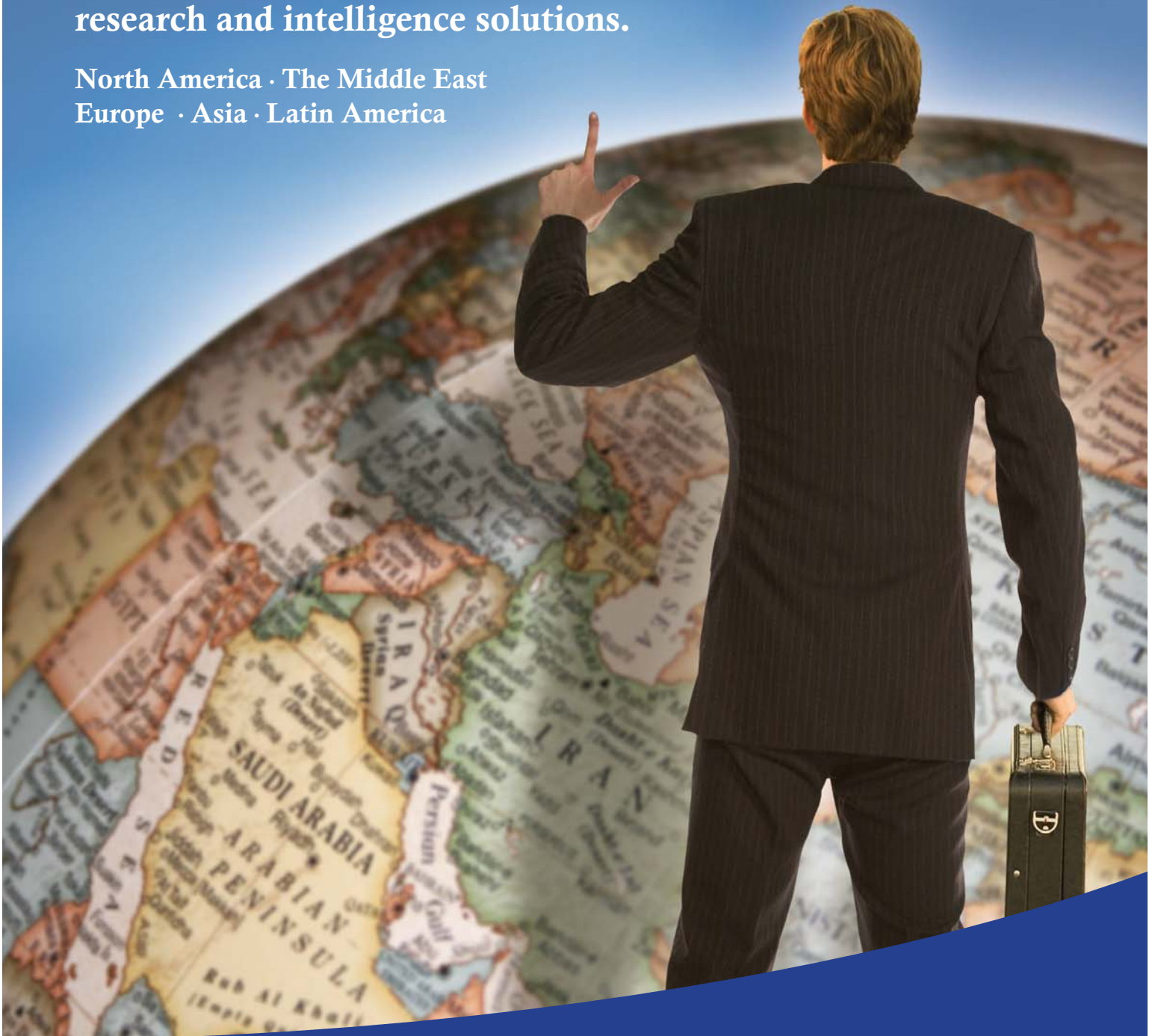


**SIS International Research, Inc.**  
11 E 22 Street Floor 2, New York, NY 10010  
T: +1.212.505.6805 Fax: +1.212.505.0284  
research@sisinternational.com  
www.sisinternational.com

**Understanding the global market  
requires insight beyond the data.**

**Navigate emerging markets with powerful  
research and intelligence solutions.**

**North America · The Middle East  
Europe · Asia · Latin America**



*Navigate the Global Economy™*

as paper, cardboard and/or glass rather than plastic and polystyrene. Glass packaging, for example, is considered to be hygienic, inert, recyclable, tamper-proof and potentially able to extend product life. Its aesthetic appeal provides positive cues about product authenticity, quality and efficiency. For more information visit [www.nielsen.com](http://www.nielsen.com).

### High quality and low cost drive consumers to private-label products

Nearly 75 percent of all U.S. consumers rate private-label offerings as excellent in overall quality, with older and lower-income shoppers leading the way, according to a study from Chicago research firm Information Resources Inc. (IRI). The report also reveals that, despite generally flat sales during the past few years, store brands are gaining favorability in key CPG categories, offering the potential of sizeable market share gains among lower-income shoppers.

The study, *The 2008 Private-label Report: Understanding Emerging Trends and Key Success Factors in Private-label*, provides information for retailers and manufacturers through additional research components.

It's an emerging fact of life for retailers: the quality gap is closing and new consumer attitudes are changing the center-store landscape. Price alone is no longer the make-or-break proposition for customer selection of private-label items that it once was. Quality, variety, packaging and the store's reputation itself are now important contributing factors that determine the selection of a private-label product.

IRI findings show that several categories of CPG private-label products are ripe for market share gains. Commodity-driven categories that are not dominated by a national brand and possess little need for innovation are showing increased favorability. These include staples, such as butter, pasta, milk and creamers and paperware products.

Joining these are a variety of new private-label entries demonstrating the consumer's willingness to choose items that maintain or exceed quality expectations, regardless of the label. Among these developing growth categories are refrigerated entrees, skin care products, baby formula, tissue items and laundry detergent.

With price still a dominating factor, the target audience for private-label CPG products remains lower-income shoppers. Compared with other consumers, lower-income shoppers rely considerably more on private-label items across all 295 analyzed food, beverage and non-food categories. In 2007, lower-income shoppers spent 17 percent of their overall CPG dollars on private-label products, as compared to 15.7 percent and 13.7 percent for middle-income and higher-income, respectively. Yet, IRI analysis shows that despite the larger stake that lower-income shoppers have in store brand items, retailers are missing opportunities to tap into the growth potential of this market.

"There's a huge opportunity for retailers who understand the power of private-label offerings," says Thom Blischok, president of IRI consulting and innovation. "Our analysis of lower-income shoppers shows plenty of room for product expansion and a greater chance to gain market share across many key categories. By responding to consumer needs, especially young families who are looking for both quality and value, smart retailers can develop a whole new segment of brand-loyal consumers who look for the private-label first." For more information visit [www.infores.com](http://www.infores.com).

### Roadside billboards merge successfully into the digital age

Viewers feel that digital billboards provide helpful information about their community and drive traffic to local businesses, and more than 80 percent of viewers recalled at least one ad, according to New York research company Arbitron Inc.'s study

Arbitron Digital Billboard Report: Cleveland Case Study. Digital billboards are increasingly being used to deliver news and advertising, as well as public notices such as AMBER Alerts.

Nine out of 10 motorists notice digital billboard advertising messages at least some of the time. More than four out of five surveyed said digital billboards display timely news, traffic, weather and emergency information important to the public.

Of the nine advertisements that ran on the digital billboards, 83 percent of commuters were able to recall at least one ad, and 65 percent could recall at least two.

After seeing a business' ad on the digital displays, nearly one in five viewers were motivated to visit the featured store, and 15 percent later visited a featured restaurant. Thirty-nine percent of travelers who noticed the billboards learned about an event that they were interested in attending.

Local media gained the most recognition from brand-aided recall with local radio stations reaching 50 percent of travelers. The local Fox TV affiliate ads reached 41 percent of commuters. In addition to recall, digital ads help to generate audiences for other media. Thirty-five percent noted a radio station to listen to, and 28 percent noted a television program to watch. For more information visit [www.arbitron.com](http://www.arbitron.com).

### Banking and buying on-the-go seen as a safe bet

A study from Rochester, N.Y., research company Harris Interactive finds 16 percent of mobile phone subscribers already use mobile banking services, with 60 percent of these people using the services at least once a week. Many others presently not banking and buying on-the-go expressed interest in mobile banking, with 35 percent open to checking bank account balances and transferring funds via their mobile devices. A third of those surveyed (33 percent) also said they would like to receive text message alerts from their finan-

**When only the best will do...**



**AdvancedFocus**  
MARKET RESEARCH SERVICES

Executive /National Headquarters | 44 East 32nd Street | 4th Floor | New York, NY 10016 | T 212.217.2000 | F 212.217.2007  
The Facility | 373 Park Avenue South | 8th Floor | New York, NY 10016 | T 212.684.2000 | F 212.684.2677

**WWW.ADVANCEDFOCUS.COM**

cial institutions.

The survey finds that on-the-go mobile purchases are on the rise. About 25 percent of mobile phone users with mobile access to the Internet now use their devices to buy goods and services online via a credit card. One in five respondents (20 percent) said they would like to someday use their phones like a mobile wallet, where charges would be billed directly to their mobile accounts. In addition, 10 percent of the survey participants said they would consider wire transfers and stock trading via their mobile phones.

Among those surveyed, the biggest barrier affecting consumer acceptance of mobile banking and commerce is security concerns over personal data. Two-thirds (66 percent) of those interviewed express apprehension about using their mobile phone to transmit sensitive financial information. Nearly the same percentage, (63 percent) report fears about this medium exposing them to potential fraud and financial scams. Sixty-one percent also worry about losing a mobile phone containing personal financial information. Other consumer concerns with mobile commerce include questions about usability (43 percent), reliability (37 percent) and the speed of the wireless network (23 percent). For more information visit [www.harrisinteractive.com](http://www.harrisinteractive.com).

### Price and convenience draw women and men to their grocers, respectively

A study conducted by Baltimore marketing company Vertis Communications, Vertis Customer Focus 2008: Grocery, revealed that almost half of chief female shoppers said price-related offerings, such as lowest everyday prices, best advertised specials and store coupons, were most important in deciding where to spend their grocery dollars. Forty-eight percent of women age 35-49 who do more than 60 percent of the grocery shopping value

these offerings, as do 47 percent of chief female shoppers age 50 and older and 46 percent of chief women shoppers age 18-34.

While the study shows price-related offerings are important to approximately 30 percent of chief male shoppers, 41 percent of male shoppers age 18-34 value convenience, such as proximity to home and work, more than any other supermarket factor.

Other key findings include: 23 percent of men ages 18-34 are most likely to shop at grocery stores close to home, compared to 17 percent of women the same age; best quality food overall was important to only 1 percent of total adults; selection and quality ranked third behind price and convenience for almost all age groups. For more information visit [www.vertisinc.com](http://www.vertisinc.com).

### Moms worry about marketers targeting kids but take some responsibility

Overwhelmingly, mothers believe that there is too much marketing aimed at children (89 percent), and over half are extremely or very concerned about the situation (57 percent). Mothers fear that marketers will have a negative impact on a range of issues with the biggest being materialism (82 percent), body image (72 percent), childhood obesity (69 percent) and low self-esteem (65 percent), according to a research session conducted by Waltham, Mass., research company Invoke Solutions. The research session produced quantitative and qualitative data on how mothers feel about marketing to children, what is appropriate and where the responsibility in protecting their children lies.

Mothers are very aware of marketing that is targeted directly to their children (66 percent very or extremely aware) and are concerned about its impact, especially with unhealthy food items and inappropriate toys and games. Fast food and carbonated beverages were considered the least appropri-

ate product categories to be marketing to children (70 percent of mothers labeled each of them inappropriate). Still, not all marketers were labeled as bad. Some of the brands that came up as most admirable were Toys "R" Us, Kellogg's and Mattel. Also, brands that were considered to be selling healthy products or encouraging reading were seen in a favorable light.

More and more children have access to their own technology, which allows them to be exposed to marketers without supervision. Still, 83 percent of mothers claim to monitor their activity frequently or all the time.

In terms of television viewing, 40 percent of mothers watch with their children most of the time, with only 17 percent giving their children the ability to watch whatever they want, when they want. Instead, children are given approved shows or time slots for their viewing. Even with television clearly having the largest impact on children of all media, 69 percent of mothers feel that their TV choices are age-appropriate.

Ninety-two percent of mothers state that their children ask for specific products and brands when taken on shopping trips, especially in the toy, food, snack, game and entertainment categories. While the impact of those suggestions varies across categories, most mothers give in at least some of the time, saying they try to balance saying yes and no (66 percent) or say yes as much as they can afford to (17 percent).

Even with all of the negativity felt toward marketers and specifically those targeting children with unhealthy snacks and games, mothers still feel strongly that it is the parents' job to protect their children (89 percent agree) and that the media should play a more proactive role in limiting marketing to children (83 percent agree), more than they feel that schools and the government need to play a bigger part. For more information visit [www.invoke.com](http://www.invoke.com).

**FOCUS can make you  
shine on your next qualitative project!**

**TWO GREAT MARKETS**  
*Minneapolis &  
Phoenix*

**Always Top Rated in IMPULSE**

Mock Juries ■ Taste Tests ■ Conscientious Staff  
Consistent Quality ■ Courteous Service ■ Commitment

 **FOCUS**

MINNEAPOLIS  
p: 612.869.8181  
Minneapolis@FocusMarketResearch.com

**Judy Opstad**  
Owner

 **FOCUS**

PHOENIX  
p: 480.874.2714  
Phoenix@FocusMarketResearch.com

[www.FocusMarketResearch.com](http://www.FocusMarketResearch.com)

Group  **NET**  
*rewards*

## Product and Service Update

continued from page 14

market research portals and as an integrated capability within Analyst Direct, Northern Light's subscription-based market research search engine. For more information visit [www.northernlight.com](http://www.northernlight.com).

### IRI debuts two new products

Chicago researcher Information Resources Inc. (IRI), has unveiled two new solutions in automated and predictive analysis capabilities: IRI Price Promotion Simulator and IRI Assortment Drivers. These offerings are intended to provide manufacturers and retailers with the capacity to refine their decision-making, as well as advance their understanding of the CPG retail marketplace.

IRI Price Promotion Simulator offers a Web-based software solution that can provide CPG and retail industry decision makers with time-sensitive comparative analysis of price promotion plans through the use of predictive market simulations. Allowing users to create multiple price and promotion plans on the fly, Price Promotion Simulator helps industry executives determine which event approach provides the best ROI and compares the plan post-promotion with actual execution.

IRI Assortment Drivers offers a Web-based capability that simultaneously evaluates the impact of marketing options for every stock-keeping unit (SKU) against every other SKU among competing products within a determined category. Through a

process that evaluates shifting marketing support behind a given product, assesses marketing changes of other products and stores in the marketplace and uses third-party survey research to simulate new marketing concepts, IRI Assortment Drivers is intended to allow CPG retailers and manufacturers to assess market opportunities and design targeted product strategy plans.

Price Promotion Simulator and Assortment Drivers join both IRI Drivers on Demand, a model-informed Web application reporting key drivers of period-to-period sales, and Demand Forecaster, a turnkey forecasting, marketing planning and tracking solution, as the core of IRI's Automated Analytics set of solutions. For more information visit [www.infores.com](http://www.infores.com).

Separately, IRI is integrating Umbria's social media research capabilities into the IRI New Product Innovation and Launch Solutions suite of services. Umbria is designed to assess both what is being said and who is doing the speaking in the online world, enabling the company to classify posts and estimate gender and age of the speaker, as well as identify and eliminate bogus spam posts. Umbria analyzes voices of the online community by using proprietary Natural Language Processing and machine-learning algorithms to dissect the who, what and why of online opinion.

With this integration, IRI customers can glean product and industry intelligence by "listening" to un-

filtered conversations taking place on social networking sites, blogs, chat-rooms, message boards and other consumer-generated media. Customers can then integrate this research data with other research to develop products more in tune with consumer interests, as well as launch and promote them more effectively.

IRI's New Product Innovation and Launch Solutions helps CPG and retail companies gain product insights, such as what people are saying - unprompted - about a brand, market opportunities for new products, new product ideas and customer information to identify both existing and new market segments.

IRI's New Product Innovation and Launch Solutions suite includes additional solutions, including IRI Behavior Scan, IntroSource, AttitudeLink, IntroCast, Product Locator and New Product Profiler. For more information visit [www.umbrialistens.com](http://www.umbrialistens.com).

### illumin8 brightens language search technology for Elsevier

Amsterdam-based information company Elsevier has released illumin8, a Web-based research tool that integrates natural language search technology with content from Elsevier's full-text scientific articles, scientific abstracts, patents and Web sources to provide users solutions for research initiatives.

illumin8 combines search and semantic indexing technologies to gather meaning, purpose and insight. The research tool extracts and

**ONLINESAMPLE. ONLINEPANELS. ONLINERESEARCH.**



**Since 1995, researchers have called on Esearch.com for their online panel needs**  
Esearch.com, Inc. online fielding support for research [www.esearch.com](http://www.esearch.com) [esearch@esearch.com](mailto:esearch@esearch.com) 310.265.4608





# ***Sampling That's Smart***

Scientific Telephone Samples (STS) offers a comprehensive array of random digit (RDD), listed, and business samples for marketing research. Since 1988, our commitment to quality, outstanding customer service, and the lowest prices has made STS the smart choice for accurate, timely, and productive sampling. Smart - because you'll always have the most

current data, on time, every time. Smart - because each sample is 100% guaranteed for quality. Smart - because you're saving money. Smart - because you can rest assured that our added dimension of broad-based research knowledge will help guarantee every sample developed by STS will be the finest available anywhere.



***RDD samples from 2¢ to 5¢ per number.  
Listed samples from 6¢ to 12¢ per number.***

***(800) 944-4-STIS • (949) 461-5400 • [www.stssamples.com](http://www.stssamples.com) • [info@stssamples.com](mailto:info@stssamples.com)***

**STS**  
SCIENTIFIC  
TELEPHONE  
SAMPLES

analyzes solutions, which are then categorized under organizations, products, technologies, approaches and experts. Illumin8 is designed to go beyond simple keyword search, finding and extracting summarized answers and interrelationships that are semantically related to the context of the search query. Illumin8 users will also be able to access the full text of Elsevier journals if they have an online subscription to the journal through ScienceDirect.

To build illumin8, Elsevier has partnered with Manassas, Va., research software company NetBase. For more information visit [www.illumin8.com](http://www.illumin8.com).

### **New research practice for automotive sector**

Rochester, N.Y., research company Valient Solutions has created Valient Automotive, a new practice intended to serve the automotive sector. Valient Automotive's online focus group solution can provide an alternative to traditional focus groups for advertising and product testing. Consumers and clients can participate in focus groups from home and potentially provide three to four times more feedback than traditional focus groups. Any type of visual or audio stimuli can be tested, including static images, print and radio advertisements, television commercials or product demonstration videos. For more information visit [www.valientsolutions.com/automotive.html](http://www.valientsolutions.com/automotive.html).

### **Seg-men-tos first to target Hispanic consumers**

Rockville, Md., research firm EurekaFacts has released Seg-men-tos, a demographic segmentation system created with the goal of allowing users to know Hispanic consumer markets in detail. Hispanic demographic data sets that are loaded to a workbook, customer profiling services, direct marketing lists, market reports and custom surveys are some of the forms in which the Seg-men-tos system is delivered.

Developed from a sample of 150,000 Hispanic households, Seg-

men-tos provides demographic and lifestyle information on the more than 12 million households that make this segment. The segmentation system features nine segment groups. Each segment ranges from two to five million people with similar characteristics, such as language preferences, affluence, geographic region, cultural heritage and life stage.

Seg-men-tos is modeled after popular segment-clustering systems such as Claritas' PRIZM and ESRI's Community Tapestry. It provides reports, charts and maps using the effective who, what, where and how sequence to analyze behavioral profiles, lifestyle correlations, market potential, target concentration and media preferences. Redlands, Calif., geographic mapping software company ESRI has agreed to provide population projections to make the segmentation system more effective. For more information visit [www.hispanicsegmentos.com](http://www.hispanicsegmentos.com).

### **E-Rewards and iModerate offer real-time online qualitative probing**

Dallas research firm e-Rewards Inc. has launched a new service to enable real-time qualitative probing of online survey respondents. The service, Hybrid Interviewing, is designed to allow researchers to gain insights by engaging individual respondents in real-time, professionally-moderated, online interview sessions powered by Denver research company iModerate.

These sessions occur at a pre-determined point in the survey in an instant messenger-type environment and help clients complete the research story by adding qualitative insight to quantitative data. For more information visit [www.e-rewards.com](http://www.e-rewards.com).

### **Mintel Oxygen breathes new life into understanding market trends**

Chicago research company Mintel has debuted Mintel Oxygen, a new online platform for its market research reports which is designed to give clients in-depth market analysis and forward-looking predictions.

Based on market data, analysis and consumer research and focusing on trends, consumer attitudes and business opportunities, it covers everything from food and drink to personal care to financial services. Beyond this, Mintel Oxygen offers features such as What's Hot and Fast Forward Trends. These highlight the most pressing issues in a category, offering opinions on what the future holds and how businesses can succeed. For more information visit <http://oxygen.mintel.com>.

### **BrandIndex Service enters U.S market**

Palo Alto, Calif., research company YouGovPolimetrix has launched the commercial brand reputation monitoring service BrandIndex in the U.S. The service is a daily measure of public perception of more than 1,000 consumer brands across 41 industry sectors, measured on a seven-point profile: general impression, buzz, quality, value, corporate reputation, customer satisfaction and whether respondents would recommend the brand to a friend. The average of these scores, excluding buzz, is what makes up the total BrandIndex score, while individually they are each an underlying indicator of a key component of a brand's health.

BrandIndex can be used to identify emerging trends, enhance customer loyalty and quality improvements, and monitor the impact of news events, communications and marketing campaigns, new product launches and price changes on any given brand (and how a consumer will feel about it). For more information visit [www.polimetrix.com](http://www.polimetrix.com).

### **Ipsos Canada strengthens Producers' Perspectives panels**

Winnipeg research company Ipsos Canada has unveiled Producers' Perspectives – The Ipsos Canadian AgriForum, a new proprietary online panel currently consisting of over 1,500 Canadian farmers. This new market research tool is intended to help organizations in both the private

# LOOKING FOR THE MOST ADVANCED TABULATION SOFTWARE?

## TAG, WinCross® is it!



Total Support for the Researcher

#### Scottsdale

16638 North 90th Street  
Scottsdale, AZ 85260 USA

#### Chicago

1701 East Lake Avenue  
Glenview, IL 60025 USA

[www.AnalyticalGroup.com](http://www.AnalyticalGroup.com)  
[Info@AnalyticalGroup.com](mailto:Info@AnalyticalGroup.com)  
800.280.7200

**WinCross** is the most widely used tabulation software. WinCross is powerful, easy to use, and will ensure success for your team.

**WinCross** includes all the features you would expect in a quality software tabulation product, and more . . .

- Segmentation
- Sample Balancing
- Seamless link to other data types
- ASCII, Web, XML, Excel, Word report formatting
- Advanced Sort/Match Merge
- Data Entry/Data Verification

Visit the TAG Team online for a **WinCross** trial version or contact us today. TAG partners receive the technical excellence and unsurpassed service only the TAG Team can deliver.

or public sectors gather the opinions of Canada's agricultural producers quicker and in a more cost-effective way.

Producers' Perspectives members have been recruited by Ipsos and have agreed to participate in ongoing research on a variety of topics. All farm operation types found in Canada are represented within the membership of the Producers' Perspectives AgriForum.

Producers' Perspectives - The Ipsos Canadian AgriForum is an online community that uses Ipsos' custom and proprietary Interactive Forum software.

The Producers' Perspectives AgriForum is the second online panel initiative undertaken by the Ipsos Agribusiness, Food and Animal Health practice. The practice has also developed a new proprietary panel consisting of over 1,700 veterinarians in North America. For more information visit [www.ipsos.ca/reid/agrifood/](http://www.ipsos.ca/reid/agrifood/).

## Kantar Media Research debuts BrandVibe, adds to IntelliQuest

Kantar Media Research (KMR), Austin, Texas, has introduced BrandVibe, a new syndicated study for business-to-business (B2B) technology marketers. It is designed so that technology marketers can use the tool to measure their brand's relative vitality among product category competitors in the B2B marketplace. BrandVibe is fielded biannually within the IntelliQuest Business Study. It measures over 60 technology brands across eight categories that include desktop PCs, notebook PCs, handhelds, servers, operating systems, printers, networking products and telecommunication products. The product is intended to provide insight into the purchase intentions and media preferences among technology buyers in U.S.

Within each technology category, the BrandVibe methodology classifies each potential customer's relationship with the brand. The four classifications are awareness (buyers who are aware the brand exists and that the manufacturer makes the product),

suitability (buyers who are aware of the brand and do not automatically exclude it), acceptance (buyers who indicate that they plan to buy the product in the next year) and connected (buyers who fall into highest level of brand affinity). Each brand is then assigned a V-Score, which reflects a relative measure of the brand's vitality among all brands measured in that technology category. The brand's V-Score reveals the extent to which a brand converts potential customers to ever higher levels of brand affinity, uncovering the strengths of emerging brands and the weaknesses of market leaders within the category.

Additionally, marketers who subscribe to BrandVibe can see how their brand's V-Score and classification levels stack up against the competition across over 100 pre-selected targets encompassing key demographics, business types and media behavior. For more information visit [www.kmr-group.com/brandvibe](http://www.kmr-group.com/brandvibe).

## Briefly

New York-based The Nielsen Company has launched Nielsen PreView, a business-to-business research service providing its members with business and marketing insights. Nielsen PreView will draw upon Nielsen's marketing and media information sources to create original, multidisciplinary studies that address research interests and concerns voiced by members on PreView's Web site. For more information visit [www.nielsenpreview.com](http://www.nielsenpreview.com).

Separately, Nielsen Online, a service of The Nielsen Company, has announced the full release of Video-Census, a syndicated online video measurement service that combines patented panel and server research methodologies. For more information visit [www.nielsen-online.com](http://www.nielsen-online.com).

Redlands, Calif., geographic mapping software company ESRI has added new datasets to Business Analyst Online, ESRI's Web-based business analysis tool, designed to enable professionals in commercial real estate, retail, economic development, urban planning and public safety or-

ganizations to conduct comprehensive market analyses with data reports and imagery. For more information visit [www.esri.com](http://www.esri.com).

The American Rental Association (ARA), Moline, Ill., has released the 2007 State of the Equipment Rental Industry market research report on the North American rental industry. ARA teamed with Lexington, Mass., consulting firm Global Insight Inc. for the third time to produce the report. For more information visit [www.ararental.org](http://www.ararental.org).

New York research company Arbitron Inc. has implemented diary enhancements that are intended to improve response rates for hard-to-reach demographics. In all continuously-measured markets, Arbitron will offer a second chance to respondents in households who initially agree to participate but fail to return any diaries for the week they were selected. The second-chance diary system will include only those households that return no diaries. For more information visit [www.arbitron.com](http://www.arbitron.com).

Denver-based ingather research has opened a new "reality" focus group research facility designed to offer clients a more natural and realistic environment to conduct research. Reality focus group facilities are each configured differently to meet client needs. Some rooms include a living room, conference room, full kitchen, contemporary and library offices, dining room, wet bar and youth features. The new Denver facility is equipped with Wi-Fi; DirectTV; HDTVs for playback; DVD, digital audio, cassette and VHS recordings; and videoconferencing. For more information visit [www.ingatherresearch.com](http://www.ingatherresearch.com).

Mondo Research, Los Angeles, has opened a new focus group facility in downtown Los Angeles, in the South Park area. The facility features an urban loft environment and is located near the Staples Center and Nokia Theater. For more information visit [www.mondoresearch.com](http://www.mondoresearch.com).

## Research Industry News

continued from page 18

New York research companies **Arbitron Inc.** and **The Nielsen Company** have terminated the development of Project Apollo, the proposed single-source, national research service based on Nielsen's Homescan technology for measuring consumer purchase behavior, combined with Arbitron's Portable People Meter system, measuring electronic media exposure. The two companies had been working on the pilot project since early in 2005. Susan D. Whiting, executive vice president of The Nielsen Company, and Steve Morris, chairman, and Steve Morris, president and CEO of Arbitron Inc., made the statement: "Despite a promising level of interest, we did not secure sufficient client commitments to make Project Apollo a sustainable venture for our two companies."

**The Media Rating Council** (MRC), New York, has voted not to grant accreditation to New York research company **Arbitron's** Philadelphia and New York Portable People Meter Services (PPM) and has voted to conclude the 2007 independent external audits. A new audit will be required in 2008 for further consideration for accreditation. Arbitron has indicated that it plans to continue to participate in the MRC process, including completing for the 2008 audit efforts at the earliest possible time.

U.K. marketing services group **Creston** has closed its New York office at a cost of around £600,000, forcing U.S. CEO Steve Blamer to step down because of uncertain economic conditions. Creston has decided to transfer to its London head office the task of promoting its offering to American clients.

**Kinesis Survey Technologies**, Austin, Texas, has been awarded the U.S. trademark for CAMI in support of branding for its survey solution for computer-assisted mobile interviewing (CAMI). The Kinesis Survey CAMI survey solution combines an

SMS Messenger with support for mobile browsers, allowing respondents to access and take surveys over the wireless Web. The Kinesis CAMI solution utilizes a worldwide device library for proper rendering of browser pages to ensure a satisfactory mobile browsing experience.

**The Marketing Research Association**, Glastonbury, Conn., has reported in its Research Industry Index that the domestic market research industry enjoyed a modest increase in the fourth quarter, according to December 2007 figures. The number of RFPs and proposals increased by 5 percent. The number of booked projects and revenue increased by 3 percent. Staffing levels increased by 2 percent. Operating margins remained stable. Distribution of business across companies shifted, as 45 percent saw an increase, 36 percent remained flat and 19 percent saw a decrease.

### Acquisitions/transactions

**Research Now**, Toronto, has acquired Canadian data collection company **OpenVenue**. OpenVenue is now officially traded as Research Now. Service will be led by the same Toronto team.

London research company **Synovate** has acquired **Peter Seagroatt & Associates** (PS&A), a U.K. retail data analysis firm. PS&A will be integrated into Synovate Aztec, the company's international retail information business.

**Smith Travel Research** (STR), Hendersonville, Tenn., and Boulder,

Colo., research company **RRC Associates** have joined forces. STR's acquisition of RRC extends the range of professional and strategic services it can offer. Both companies will continue to operate under their individual corporate identities and out of their respective locations. RRC is anticipated to gradually increase staffing within the Boulder office. Terms of the transaction were not disclosed.

Redmond, Wash., software company **Microsoft** has acquired Tel Aviv, Israel, marketing company **YaData Ltd.** The company will provide Microsoft with technologies for the online advertising market. YaData's technology will enable Microsoft to provide its advertisers with targeting capabilities so they can connect with their audience and provide its customers more relevant and focused ads. The YaData team will join Microsoft's Israel R&D center in Herzliya. YaData's solutions will be deployed through Microsoft's Advertiser and Publisher Solutions group.

Cambridge, England, advising firm for the telecommunications and digital media industry **Analysys Mason Group** has acquired **Redbox Consulting Services Limited**, an England-based consultancy firm. The acquisition aids Analysys Mason in strengthening its position as strategic and operational adviser to its industry.

London research company **TNS** has acquired **Compete Inc.**, a Boston digital intelligence company, for an initial cash consideration of \$75 million. Dependent on the

With Experience Comes  
Great Wisdom

*Put our experience to work for you*

**Experienced Market Research**

- field data collection • focus groups
- online research • telemarketing
- analysis

since 1959  
**B&B RESEARCH**  
A wholly owned subsidiary of FocusMark Group, LLC

513.241.3900 • [www.focusfgw.com](http://www.focusfgw.com)



achievement of demanding revenue performance targets, deferred cash payments will be payable in 2008-2010, up to a maximum of \$75 million. TNS will apply Compete's ability to profile, measure and segment the online behavior of consumers to its own 6th dimension access panels; this will start in the U.S.

U.K. research firm **BSRIA** has acquired **Proplan**, a U.K.-based research company that specializes in the building environmental controls, fire protection and security sector. All reports written by the Proplan team are still available and may be obtained from BSRIA, under the BSRIA Proplan brand, and new reports will be developed by the new, larger team of market researchers.

**Decision Resources Inc.**, a Waltham, Mass., pharmaceutical research company, has acquired **Fingertip Formulary**, a Glen Rock, N.J., data firm. The acquisition is part of a growth strategy by Decision Resources Inc. that will allow for cross-business unit opportunities. Its current business units include HealthLeaders-InterStudy, Millennium Research Group, Decision Resources and Arlington Medical Resources. Fingertip Formulary will remain headquartered in Glen Rock, N.J.

Paris research company **Ipsos** has acquired New York research company **Monroe Mendelsohn Research Inc.**, New York, and **Forward Research**, St. Louis.

## Alliances/strategic partnerships

Chicago research company **SPSS Inc.** and Burlington, Mass., business intelligence and performance management company **Cognos** have partnered to provide integration between IBM Cognos 8 BI and SPSS predictive analytics technology. As part of the agreement, SPSS and Cognos will undertake joint go-to-market plans with special emphasis on driving predictive analytics in industry areas such as risk management for

financial services and insurance, campaign effectiveness and product placement in retail and manufacturing, and sales effectiveness for life sciences.

New York research company **The Nielsen Company** has partnered with St. Louis communications company **Charter Communications Inc.** to commercialize the use of anonymous digital set top box (STB) data for analytical and potential audience measurement purposes for television. Charter is providing Nielsen with anonymous STB viewing data from almost 330,000 households in the Los Angeles area, which Nielsen plans to develop into commercially-available analyses and reports of digital television viewership. Charter will only provide data in an anonymous form to prevent Nielsen from identifying the personal information or identity of any individual Charter customer. Similarly, all Nielsen reports will contain only anonymous and aggregated data.

Separately, The Nielsen Company has signed an agreement with the **Natural Marketing Institute** (NMI), Harleysville, Pa., to provide insights into NMI's Lifestyles Of Health And Sustainability (LOHAS) consumer segmentation model.

Orem, Utah, software firm **Omni-ture Inc.** and Beijing Internet search provider **Baidu.com Inc.** have formed a strategic alliance designed to give online marketers direct access to the Chinese online market. As marketers incorporate China into their online search campaigns, Omniture and Baidu.com plan to be ready with the technology integration to manage the metrics from those campaigns.

**Voxco**, a Montreal software company, has reached a partnership agreement with Paris mobile application company **Prylos**. The partnership will allow Voxco to offer its clients the ability to conduct surveys using mobile phones (CAMI technology) through the Y-Study application from Prylos.

Chicago research company **Information Resources Inc.** (IRI) and

Port Washington, N.Y., research company **The NPD Group Inc.** have partnered to launch the Beauty Cross Channel Monitor, a cross-channel, retail tracking product for the U.S. beauty industry. The Beauty Cross Channel Monitor is designed provide insights for a range of beauty categories, including fragrance, cosmetics and skincare, from U.S. department stores, food, drug and mass outlets, excluding Wal-Mart.

## Association/organization news

The New York-based **Advertising Research Foundation** (ARF) has created a new council named the Engagement Council. The council's first step will be to publish a report cataloging the key insights mined from the past four years of disparate engagement research studies catalogued by the ARF and turn the information into specific action points that can be applied by marketers. The Engagement Council, meanwhile, will focus on next-generation projects, including collaboration with the Direct Marketing Association to learn how engagement relates to and influences direct marketing.

## Awards/rankings

J.D. Power III, founder of Westlake Village, Calif., automotive research company **J.D. Power and Associates**, presented the Founder's Award to Dick Colliver of American Honda Motor Co. Inc. for his outstanding commitment to customer service in the automotive industry.

## New accounts/projects

San Diego media corporation **More Enterprise Communications** has signed a multi-year contract for New York research company **Arbitron Inc.**'s Portable People Meter (PPM) radio ratings services for XMOR-FM and XSPN-AM, both based in San Diego with transmission from Tijuana, Mexico. The agreement will take effect as and when Arbitron commercializes the new audience ratings technology in San Diego.

Separately, **Mega Media Group Inc.**, New York, has signed a multi-

year contract with Arbitron for station-specific custom Portable People Meter listening estimates for “Pulse 87 FM” (WNYZ-LP). In addition, Arbitron has signed an agreement to license the standard, syndicated PPM radio ratings services for the New York Metro, which does not include estimates for low-power television stations broadcasting as radio stations. Only AM and FM radio stations are currently eligible to be reported in Arbitron syndicated services. These agreements will take effect as and when Arbitron commercializes the new audience ratings technology in New York. The agreement allows Mega Media Group to use both the monthly WNYZ-LP station-specific custom PPM listening estimates as well as the standard, syndicated New York Metro PPM radio ratings.

**The Council for Research Excellence**, an independent forum of media industry research experts created by New York research company **The Nielsen Company**, will commission a year-long study by Ball State University’s Center for Media Design (CMD) to observe how individuals consume traditional and emerging video platforms inside and outside the home. The video consumer mapping study, to be conducted jointly by CMD and Sequent Partners LLC, a New York brand and media metrics consultancy, is intended to establish how media is consumed across multiple platforms, in order to develop best practices in the area of video media measurement.

**Lincoln Financial Distributors Inc.**, the wholesale distribution and marketing arm of Lincoln Financial Group, Philadelphia, has selected predictive analytics software from Chicago research company **SPSS Inc.** to help gain a deeper understanding of its financial intermediary customer base.

Great Falls, Va., research firm **Rockbridge Associates Inc.** has expanded its use of products from **Confirmit**, an Oslo, Norway, research

software company, to carry out market research projects, including surveys for national e-commerce providers.

U.K. research company **YouGov**, which specializes in opinion polling, is making a push into the qualitative research space and has appointed Andy Barker to develop its qualitative offer, which will encompass both online and offline approaches.

### New companies/new divisions/relocations/expansions

Kuala Lumpur, Malaysia, research company **Pulse Group** has opened its London office. The London office will act as a client development hub for Europe, while continuing to provide data collection services throughout Asia-Pacific.

In addition, Pulse Group has opened an office in New Delhi, India.

**WebSurveyResearch (WSR)**, New York, and London-based health care data collection company **All Global** have expanded their capabilities by merging their research and operations teams across their U.S. and U.K. offices following the WSR acquisition of All Global last year. Moving forward, the integrated company will operate as All Global.

London research company **TNS** has merged its North American and Latin American custom businesses to create one region called The Americas, with planning to happen in 2008 and implementation in 2009.

In addition, TNS has created another new entity called TNS media. The move combines the North American operating units TNS media intelligence and TNS media research along with newly-acquired companies Compete and Cymfony under one business unit.

Dallas retail promotions agency **TPN** has expanded and launched a new unit dedicated to identifying shopper trends and insights around the mealtime occasion and their im-

act on marketing strategies at retail. The goal is to help marketers uncover opportunities to build brand equity and drive transactions in store.

Framingham, Mass., research firm **IDC** is opening an office in Canberra, Australia, to coincide with the launch of Government Insights, its new market advisory program.

### Company earnings reports

Germany-based research company the **GfK Group** achieved a marked rise in sales and income for the financial year 2007. A successful fourth quarter contributed to these developments. In the fourth quarter, GfK achieved organic sales growth totaling 6.5 percent and a margin of 16.8 percent. Based on the preliminary key figures, GfK achieved an organic sales increase of 5.8 percent to EUR 1,162 million in financial year 2007. This means that sector growth, which experts estimate at around 5.0 percent, was substantially exceeded. Adjusted for acquisitions and currency effects, sales were up by 4.5 percent. Adjusted operating income rose by 4.3 percent year-on-year to EUR 157 million. The margin stood at 13.6 percent after 13.5 percent in the prior year. The target growth in sales published by GfK of more than 5.0 percent before currency effects and the target margin of up to 13.5 percent were both surpassed.

London research company **TNS**’s full-year results for 2007 show adjusted operating profit up 12.3 percent to £111.7 million, and adjusted operating margin up 60 base points to 10.5 percent. Adjusted EPS was £15.4, up from £12.7 the previous year. Reported operating profit increased by 38.0 percent to £102.7 million.

Also in 2007, TNS built on existing retail and shopper services with the acquisition of three specialist consultancies, two in the U.S. and one in the U.K.; and combined its Media Intelligence and iTRAM businesses in order to exploit opportunities provided by media fragmentation.

Europe achieved underlying growth

of 5.8 percent, with revenue of £687.9 million, with the U.K. performing ahead of the market (revenue £161.9 million). France grew well in custom business and benefited from additional polling work for the French presidential elections (£145.8 million). There were other strong advances in the rest of Europe (£380.2 million), especially Germany, Spain, Russia and Eastern Europe.

Underlying growth in the North America region overall was 2.4 percent (2007 revenue £205.2 million), described as “a year of rebuilding” and “ahead of expectations at the start of the year.”

In Asia-Pacific, Latin America and the Middle East and Africa (ALM), positive market conditions and the firm’s regional network contributed to overall regional growth of 8.0 percent, led by China, Korea, Australia and Hong Kong. Overall revenue for 2007 was £174.3 million.

Revenue from the consumer division rose 3.5 percent (underlying) to £327.3 million with strong performance internationally (and especially in Asia) by Worldpanel. Media had a good year (up 7.5 percent underlying to £226.2 million).

Business services (up 4.6 percent to £141.1 million) saw good growth in financial services, particularly in Europe and Asia. Technology (up 7.1 percent to £117.9 million) saw good underlying growth, driven by Asia and North America. Health care performed well in Europe and overall was up 7.7 percent to £102.4 million. Other sectors rose 4.6 percent to £152.8 million, with strong growth in automotive, political and social.

**WPP Group PLC** (WPP), London, has announced its unaudited preliminary results for the year ended December 31, 2007. Billings were up 5.1 percent at £31.7 billion, around \$63.5 billion. Reportable revenue was up 4.7 percent to £6.186 billion. Revenue, including 100 percent of associates, is estimated to total over £7.3 billion. On a constant currency basis, revenue was

up 8.2 percent, chiefly due to the 8.6 percent decline in the U.S. dollar against the pound sterling. Like-for-like revenues, excluding the impact of acquisitions and on a constant currency basis, were up 5.0 percent. On the same basis, gross margin was up 5.1 percent. Like-for-like revenues were up 5.3 percent in the first half of 2007 and up 4.8 percent in the second half, continuing the strong organic growth of 5.4 percent in 2006. Fourth-quarter revenues were up 4.9 percent.

Headline EBITDA rose 7.1 percent to £1.072 billion and 9.2 percent in constant currencies. Headline operating profit was up 8.0 percent to £928 million and up 10.1 percent in constant currencies.

Reported operating costs together with direct costs (but excluding goodwill impairment, amortization of acquired intangibles and profits on disposal of fixed-asset investments), rose by 4.2 percent and by 7.9 percent in constant currency. Like-for-like total operating and direct costs rose 4.6 percent. Reported staff costs, excluding incentives (which includes the cost of share-based compensation), were up 4.6 percent. Incentive payments (including the cost of share-based compensation) totaled £230.7 million (£246.9 million in 2006), down 6.6 percent, which represents 20.6 percent (23.1 percent in 2006) of headline operating profit before bonuses and income from associates. Before these incentive payments, operating margins remain strong at 18.7 percent. On a reported basis, WPP’s staff cost-to-revenue ratio improved 0.5 margin points to 58.3 percent compared with 58.8 percent in 2006.

Headline operating profit or profit pre-goodwill impairment, amortization of acquired intangibles, interest, tax and investment gains and write-downs was up 8.0 percent to £928 million from £859 million and up 10.1 percent in constant currencies. Reported profit before interest and tax was up 8.1 percent to £846 million from £783 million and up 10.0 percent in constant currencies. Headline profit before tax or profit

pre-goodwill impairment, amortization of acquired intangibles, investment gains and write-downs, revaluation of financial instruments and tax was up 6.7 percent to £817 million from £766 million and up 8.8 percent in constant currencies. Reported headline operating margin (including income from associates) increased 0.5 margin points to a record 15.0 percent from 14.5 percent, in line with the revised target set in February 2007.

Net finance costs (excluding the revaluation of financial instruments) were £110.7 million up from £92.7 million last year, largely reflecting higher interest rates, the impact of the cash cost of the acquisition of 24/7 Real Media Inc. in July 2007, partly offset by improved liquidity as a result of a reduction in average working capital.

Reported profit before tax rose by 5.5 percent to £719 million, and by 7.4 percent in constant currencies. WPP’s tax rate on headline profits was 25.0 percent, a reduction of one percentage point over 2006. This reflects the continuing positive impact of the Group’s tax planning initiatives.

Diluted headline earnings per share were up 9.5 percent at 46.0p. In constant currency, earnings per share on the same basis were up 13.6 percent. Diluted earnings per share rose by 8.0 percent to 38.0p and by 12.0 percent in constant currencies.

**BrainJuicer Group PLC**, a London research agency, has announced its final results for the year ended December 31, 2007. The agency reported significant organic growth with revenue up by 42 percent to £6.566 million. Operating profit grew by 77 percent to £844,000. Profit after tax increased by 127 percent to £660,000. Earnings per share (diluted and adjusted) increased by 79 percent to 5.0 pence. Cash increased by £642,000 to £1,875,000 (no borrowings). All offices performed well, growing 63 percent in Holland, 38 percent in the U.K. and 14 percent in the U.S.



## Names of Note

continued from page 12

Westlake Village, Calif., research company *J.D. Power and Associates* has named **Finbarr O'Neill** senior vice president and general manager of international operations.

San Francisco research company *Ab-solutData* has added to its U.S. executive team, naming **JR Bult** senior vice president, analytics, and **Jim Huttenberger** and **Todd Milligan** director, client development.

*David Sparks and Associates Marketing Research*, Clemson, S.C., has promoted **Richard H. Groom**, senior vice president, client development; **Leanna Garrison**, senior vice president, client experience; and **Kevin Bray**, senior vice president of the company.

**Linda Tholstrup-Smith** has

joined *Bellomy Research Inc.*, Winston-Salem, N.C., as a senior research manager.

**Michael Kim** has been named head of the technical support division at Redlands, Calif., research company *ESRI*.

Schenectady, N.Y.-based grocery chain *Golub Corp./Price Chopper Supermarkets* has hired **Peter Cobuzzi** as vice president of marketing to oversee brand management, marketing, advertising, market research, business intelligence and consumer services.

**Ted D'Amico** has joined *Monroe Mendelsohn Research Inc.*, New York, as senior vice president.

Fenton, Mo., research company *Maritz* has hired **Tom Krause** as director of strategic consulting for the retail research group.

*Gas Station TV*, an Oak Park, Mich., company that provides television viewing at the gas pump, has appointed **Rita Proctor** as a research specialist.

Dulles, Va., research company *Vovici* has appointed **Rajeev Batra** to its board of directors.

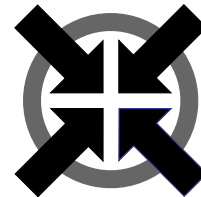
**Helge Bastian** has joined life science and high-technology company *Sigma-Aldrich* as vice president of global marketing for the research biotech business unit.

*G & S Research*, Indianapolis, recently restructured its West Coast business unit, naming **Debbie Proudfoot** vice president, business unit leader; **Wendy Martin** manager of client services; **Karin Gray** analytics manager; **Jon Ditmer** analytics manager; **Elizabeth Woerly** analyst; **Merih Bennett** analyst; **Chad Moore** project manager/analyst; and **Laura Aspling** project manager.

## Chicago. Dallas. Two great cities. One great choice.



COMMERCIAL KITCHEN • TASTE TESTING • DATABASE OVER 100,000  
FOCUS GROUPS • IN-HOME PRODUCT PLACEMENT • MOCK JURIES  
ETHNIC RECRUITING • TELEPHONE INTERVIEWING • ONE-ON-ONE'S



Q & M Research Services, Inc.

Don Tucker | Vice President

19211 Henry Drive | Mokena, IL 60448

1600 Corporate Ct. Suite 100 | Irving TX 75038

Phone: (708) 479-3200 | Fax: (708) 479-4038

Email: dtucker@qandm.com | www.qandm.com

Se Habla Español

Top Rated by *Impulse Survey*



One of  
the region's  
largest market  
research firms.



Committed to excellence in market research.

## selecting a moderator

**1 >** **Can you help me pick the right methodology?**  
*Your researcher should consult with you to determine the best qualitative methodology for your project. While well-executed focus groups are enormously valuable, each product, client and research outcome is different, and therefore the research methodologies should be customized to the desired outcomes. Many factors go into determining the best methodology to achieve the project goals, including cost, time, convenience and available technology.*

**2 >** **After the project is completed, what are your deliverables?**  
*Most qualitative researchers offer a variety of reporting approaches ranging from written report (toplines, executive summaries, full reports, etc.) to in-person presentations. The type of reporting will vary depending on your needs and pricing considerations. At the end of the project your organization should have learned more about how your customers feel in a way that aligns your marketing efforts with the needs of your customers.*

**3 >** **Can you help me determine where should we hold our focus groups?**  
*A skilled qualitative researcher should be able to help you choose which market or markets to visit. Obviously, you should interview people in the markets where you have customers. If you are in many markets, you should pick representative markets, but also consider a good spread by geography and size of market. As the economy grows ever more global, regional differences in many product categories have been evaporating. However, with some categories regionality is still important.*

**4 >** **What is your philosophy of moderating?**  
*The answer should be in line with the client's general approach to marketing research and also align with the client's corporate culture and with the type of product or service being researched. For example, if the client firm is a staid, no-nonsense company, its in-house researchers may not be comfortable with a moderator who uses a variety of exploratory projective techniques.*

**5 >** **How do you prepare for a study?**  
*A good moderator learns about the client's product/service and its major competition by, for example, reviewing one year's issues of an industry magazine, looking at industry Web sites, examining products in stores or using the products.*

**6 >** **Here are my project objectives - what would be the best qualitative approach to accomplish them?**  
*Keep an open mind as to which is the best methodology: online or offline, focus groups or in-depth interviews, ethnography or in a facility. Think about your customers - how they can be reached best and how well would they respond to each methodology? A strong qualitative researcher should be able to consult with you and help you identify the best methodologies for your project.*

**7 >** **How do you handle the interview/focus group if the materials you are exploring draw highly negative reactions?**  
*A good moderator explores respondents' reactions in an open-ended manner, then, as needed, offers respondents more information, explains other ways of looking at the concept and probes for possible positive points - all in a non-leading way.*

Special thanks to Steve Richardson, director of communications for the Qualitative Research Consultants Association, and Judy Langer, president of New York-based Langer Qualitative, for providing input on the questions and responses.

# 2008

## Focus Group Moderator Directory



This directory was compiled by mailing, e-mailing and faxing listing forms to companies that we identified as having on-staff focus group moderators. Each firm was given a free basic listing including one on-staff moderator and also had the option to purchase a write-up, company logo insertion and industry and market cross-reference categories.

We list 1,200+ moderators at over 1,000 firms.

The directory has four sections. The first section lists all the firms alphabetically and includes their contact information along with the names of the moderators they have on staff. The second section cross-references firms by the industries and markets they specialize in. The third section is a personnel cross-reference of the moderators and the fourth is a cross-reference by geographic location (metropolitan area). For your convenience, this directory is also available online at [www.quirks.com](http://www.quirks.com)

### **Focus Group Moderator Directory Table of Contents**

Company Alphabetic (main directory) p. 100

Industries & Markets Cross-Reference p. 151

Personnel Cross-Reference p. 164

Geographic Cross-Reference p. 172

Copyright 2008 Quirk's Marketing Research Review

**A & K Research, Inc.**

22312 Garrison St., Suite 3  
Dearborn, MI 48124  
Ph. 313-406-2590  
abenedict@ankresearch.com  
www.ankresearch.com

**Allan Benedict**

1200+ sessions since 1984

Relying on three decades of research experience, Allan's moderating dives below the service to uncover findings needed for strategic planning. Important to your study's success is his commitment to you, with an emphasis on responsiveness. You will appreciate having one senior level contact - and partner - for your entire project.

**A Z G Research**

325 E. Wooster St.  
Bowling Green, OH 43402  
Ph. 800-837-4300 or 419-724-3000  
sgries@azgresearch.com  
www.azgresearch.com

**Jonathan A. Augustine**

475 sessions since 1986

**Stephanie Gries**

140 sessions since 1991

AZG Research offers moderation services by our experienced professional moderators for advertising agencies: advertising concept, message evaluation; health care industry: hospitals, patient satisfaction, health care advertising concept, message evaluation using our health care consumer database for participant recruitment; higher education; and secondary education: community needs, image and levy qualitative research.

**Abbott Research & Consulting**

18 Banff Road  
Toronto, ON M4S 2V5  
Canada  
Ph. 888-244-0285 or 416-481-7409  
susan@abbottresearch.com  
www.abbottresearch.com

**Susan Abbott**

500+ sessions since 2001

Specialists in customer experience and service industries. Categories include financial, insurance, software, publishing, retail, business services and employment branding. Methodologies include traditional groups and interviews, online methods, on-site projects, and innovation workshops. Susan Abbott is skilled at designing creative custom research that delivers strategic, actionable insights. Her background includes an MBA and CMRP designation, as well as executive-level industry experience. She is author of The Innovative Organization (2008) and publishes the Customer Crossroads blog.

**Able Associates Research Group**

21021 Devonshire St., Suite 206  
Chatsworth, CA 91311  
Ph. 818-998-0255  
tbreslin@aaresearchgroup.com  
www.aaresearchgroup.com

**Carole Bowers**

100+ sessions since 1989

**ABM Research Ltd.**

2 Bloor St. E., Suite 2222  
Toronto, ON M4W 1A8  
Canada  
Ph. 416-961-5511  
charles@abm-research.com  
www.abm-research.com

**Dr. Charles Leech**

2500+ sessions since 2000

**Accurus Research Systems**

226 Waverly Way  
Burlington, NC 27215  
Ph. 336-226-2385  
dcox@accurusresearch.com  
www.accurusresearch.com

**Douglas Cox**

250 sessions since 1988

**Acertiva**

Av. Insurgentes Sur 800 Piso 8  
Col. Del Valle  
Mexico City, DF 03100  
Mexico  
Ph. 52-55-3300-5645  
contact@acertiva.com  
www.acertiva.com

**Victor Manuel Solis, Ph.D.**

100+ sessions since 1999

**ActiveFOCUS**

3549 McClure Ave.  
Pittsburgh, PA 15212  
Ph. 412-414-1103  
research@activefocus.com  
www.activefocus.com

**Carole J. Robbins**

Sessions since 1990

**AD consulting**

33, Fluierului Street, Sector 2  
Bucharest 21432  
Romania  
Ph. 40-21-252-1863  
dana.levitchi@adconsulting.ro  
www.adconsulting.ro

**Dana Ciobotaru Levitchi**

1000+ sessions since 1998

**Ad Hoc Research**

1250 Guy, 9th Floor  
Montreal, PQ H3H 2T4  
Canada  
Ph. 514-937-4040 ext. 175 or 877-937-4040  
reservation@adhoc-research.com  
www.adhoc-research.com

**Michel Berne**

2040 sessions since 1984

**Adrian Information Strategies (AIS)**

15305 Dallas Parkway, Suite 300  
Addison, TX 75001  
Ph. 972-862-2582  
AISstrategies@aol.com  
www.adrianreyesconsulting.com

**Adrian Reyes**

250 sessions since 1992

**Advance Insight, LLC**

6406 Yaupon Dr.  
Austin, TX 78759  
Ph. 512-340-0123 or 888-633-0123  
olivia@advanceinsight.com  
www.advanceinsight.com

**Olivia Wakeman****ADVANTIS Research & Consulting, Inc.**

2600 Eagan Woods Dr., Suite 130  
St. Paul, MN 55121  
Ph. 651-452-8632  
marketing@advantisresearch.com  
www.advantisresearch.com

**Paul Habegger**

300+ sessions since 1983

**Agency 128**

(formerly Meyer Marketing, Ltd.)  
14 N. Seventh Ave.  
St. Cloud, MN 56303  
Ph. 320-656-4173 or 800-754-8250  
murdoch@agency128.com  
www.agency128.com

**Murdoch Johnson**

1000+ sessions since 1986

**Akerson Marketing Research, Inc.**

9641 W. 170th St.  
Lakeville, MN 55044  
Ph. 612-599-6946  
sakerson@charter.net

**Steven D. Akerson**

500 sessions since 1984

## ALTERNATE ROUTES

**Alternate Routes, Inc.**

531 Main St., #100  
El Segundo, CA 90245-3060  
Ph. 310-333-0800 or 310-938-5035  
lance@alt-routes.com  
www.alt-routes.com

**Lance Bustrum**

1500+ sessions since 1992

**Mike Zarneke**

1500+ sessions since 1992

Use Alternate Routes to get more out of your qualitative research. Traditional qualitative research doesn't go deep enough. It is often just a question-and-answer session with respondents, ultimately yielding little more than surface reactions. We conduct qualitative research differently, engaging consumers in new ways to get deeper insight and understanding that goes beyond what typical qualitative methods yield. You'll see a difference in our analysis as well. As a research and strategy company, we are skilled in making research meaningful and actionable. Get off the beaten path, take Alternate Routes instead.

**American Language Services**

1950 Sawtelle Blvd., Suite 325  
Los Angeles, CA 90025  
Ph. 800-951-5020  
alan@alsglobal.net  
www.alsglobal.net

**Alan Weiss****Analytic Insight, Inc.**

903 E. Brookwood Dr.  
Arlington Heights, IL 60004  
Ph. 847-255-5511  
g.thrane@analyticinsightinc.com

**Gary Thrane**

1000+ sessions since 1982

**Anderson Analytics, LLC**

154 Cold Spring Rd., Suite 80  
Stamford, CT 06905  
Ph. 888-891-3115 or 203-912-7175  
inquiries@andersonanalytics.com  
www.andersonanalytics.com

**Dr. Anna Song, Ph.D.**

50 sessions since 2002

**Jeff Anderson Consulting, Inc.**  
P.O. Box 1744  
La Jolla, CA 92038-1744  
Ph. 858-794-9596  
jeff@jeffandersonconsulting.com  
www.jeffandersonconsulting.com  
**Jeff Anderson**  
3580 sessions since 1987

**Anderson Marketing Research**  
3412 Irving Ave. S.  
Minneapolis, MN 55408  
Ph. 612-822-1822  
amrsurvey@aol.com  
**Al Anderson**  
1500 sessions since 1976

**Anderson Qualitative Research, Inc.**  
812 Carlston Ave  
Oakland, CA 94610  
Ph. 510-663-5311  
katie@andersonqualitative.com  
**Katie Anderson**  
1000+ sessions since 1998

**The Angell Research Group, Inc.**  
130 N. Waukegan  
Deerfield, IL 60015  
Ph. 847-940-8889 ext 18  
joeadler@angellrg.com  
www.angellrg.com  
**Joseph S. Adler**  
1000+ sessions since 1968

**AnswerSearch, Inc.**  
8745 Belter Dr.  
Orlando, FL 32817  
Ph. 407-677-5939  
answersearch@earthlink.net  
www.answersearchinc.com  
**Catherine Giordano**  
400 sessions since 1990

**AnswersInc.**  
109 Eighth St.  
Augusta, GA 30901  
Ph. 706-724-2679  
info@answersincresearch.com  
www.answersincresearch.com  
**Mark Alison**  
150 sessions since 1990

**Any Small Town Market Research**  
(Formerly Klein Market Test)  
12726 Overbrook Rd.  
Leawood, KS 66209  
Ph. 913-338-3001  
kleinmarkttest@aol.com  
**Ann Klein**  
2000+ sessions since 1980

Any Small Town Market Research specializes in setting up focus groups in "small towns" where there is no local field facility. Services: professional recruitment, two hotel meeting rooms connected with closed-circuit TV and hostess - just like a one-way mirror facility. Will cover any state. Mystery shops. Telephone surveys. One-on-ones.

**Appel Research, LLC**  
Marketing & Public Opinion Survey  
2452 Hilltop Rd.  
Niskayuna, NY 12309  
Ph. 518-372-3200  
steve@appelresearch.com  
www.appelresearch.com  
**Steve Appel, PRC**  
500 sessions since 1983

Experienced moderator with arsenal of investigative tools for in-depth strategy uncovering insights and usable analysis - beyond merely surface-scratching. Focus groups; IDIs; Perception Analyzer™ dial panels for video testing, mock trials and trade-off decision-making; Web site usability studies. Categories include health and public policy. QRCA member and workshop presenter.

**Applied Behavioral Dynamics**  
1118 Leonard Rd.  
Point Pleasant, NJ 08742  
Ph. 732-903-6262  
mymoderator@hotmail.com  
www.AppliedBehavioralDynamics.com  
**Hal Sokolow**  
1600+ sessions since 1984

**Applied Marketing Science, Inc.**  
303 Wyman St.  
Waltham, MA 02451  
Ph. 781-250-6300  
inquiry@ams-inc.com  
www.ams-inc.com  
**Gerry Katz**  
400+ sessions since 1975

**ARPO Research Consultants**  
Caidos de la Division Azul, 1  
Portal Oficinas  
28016 Madrid  
Spain  
Ph. 34-91-350-52-32  
sartinano@arpo.es  
www.arpo.es  
**Silvia Artinano**  
2000 sessions since 1990

**Arundel Street Consulting, Inc.**  
175 Arundel St.  
St. Paul, MN 55102  
Ph. 800-750-4077 or 651-222-6782  
info@arundelstreet.com  
www.arundelstreet.com  
**Tom Eckstein**  
1000+ sessions since 1985

**ase**  
26 Upper Pembroke Street  
Dublin 0002  
Ireland  
Ph. 353-1-678-5000  
mailbox@aseresearch.com  
www.aseresearch.com  
**Anne Hastings**

**Asia Link Consulting Group**  
10 W. 66th St.  
New York, NY 10023  
Ph. 212-721-5825  
www.asialinkny.com  
**Wanla Cheng**  
800+ sessions since 1992

**Ask For Research**  
4 Sweet Apple Tree  
Wistanswick  
Market Drayton, Shropshire TF9 2AY  
United Kingdom  
Ph. 44-1630-639759  
info@askforresearch.co.uk  
www.askforresearch.co.uk  
**Angie Lowe**  
120 sessions since 1993

**Ask Miami Research**  
2121 Ponce De Leon Blvd., Suite 250  
Miami, FL 33134  
Ph. 800-282-2771 or 305-448-7769  
info@askmiami.com  
www.askmiami.com  
**Robert Ladner**  
900+ sessions since 1980

**Athena Research Group**  
6700 Indiana Ave., Suite 270  
Riverside, CA 92506  
Ph. 951-369-0800  
lynn@athenamarketresearch.com  
www.athenamarketresearch.com  
**Lynn Diamantopoulos**  
200+ sessions since 1994  
(See advertisement on this page)

**Best Test Market  
for all of  
California**

**ARG-Riverside**



A Division of Athena Research Group Inc  
**Rated One of  
World's Best Focus Group Facilities**  
Riverside is at the center of the pulse of California

Election after Election  
Study after Study  
has proven that  
the way Riverside thinks  
is the way  
California votes!

Qualitative & Quantitative  
Research Facilities  
Featuring Focus Group Suites  
and 1200 Sq.Ft. Auditorium



Located in Riverside, CA  
**(951) 369-0800**  
www.athenamarketresearch.com

**Atkins Research Group, Inc.**

4929 Wilshire Blvd., Suite 102  
Los Angeles, CA 90010  
Ph. 323-933-3816  
atkins@atkinsresearchinc.com  
www.atkinsresearchinc.com

**David Atkins**

60 sessions since 2002  
(See advertisement opposite page)

**ATO Inc.**

1415 Bayside Lane  
Wheeling, IL 60090  
Ph. 847-253-3135  
kbatomktresearch@sbcglobal.net  
www.atoincreasearch.com

**Karen Burger****Audience Impact Research**

8323 Woodbridge Lane  
Cincinnati, OH 45039-9536  
Ph. 513-583-5704  
brugen@audienceimpact.com  
www.audienceimpact.com

**Barbara Rugen, Ph.D.**

1000+ sessions since 1996

**Automotive Insight, Inc.**

Sports Insight, Inc.  
27761 Marina Pointe  
Bonita Springs, FL 34134  
Ph. 239-949-5950  
abrunner@automotiveinsightinc.com  
www.automotiveinsightinc.com

**Arlene Brunner**

300 sessions since 1986

**AutoPacific, Inc.**

2991 Dow Ave.  
Tustin, CA 92780-7219  
Ph. 714-838-4234  
dhall@autopacific.com  
www.autopacific.com

**George Peterson**

3000 sessions since 1985

**Avista Consulting Ltd.**

Derwent House, 91 Byng Road  
Barnet, Hertfordshire, North London EN5 4NP  
United Kingdom  
Ph. 44-20-8364-9291  
info@avistaconsulting.co.uk  
www.avistaconsulting.co.uk

**Charles Jennings**

500 sessions since 1990

**Myril Axelrod Marketing Directions Ascts., Inc.**

Marketing Directions Ascts., Inc.  
85B Seminary Ave., Suite 243  
Newton, MA 02466  
Ph. 617-332-3046  
myrilax@aol.com

**Myril Axelrod**

1000+ sessions since 1970

**The Axiom Group, Inc.**

10156 Gristmill Rd.  
Eden Prairie, MN 55347  
Ph. 952-941-8101  
markn@axiom-group.com  
www.axiom-group.com

**Mark Niederluecke**

750+ sessions since 1989

**B & B Research Services, Inc.**

8833 Chapel Square Lane  
Cincinnati, OH 45249  
Ph. 513-583-4660  
focusmark@fuse.net

**Maureen Godshall**

800+ sessions since 1989  
(See advertisement on p. 93)

**B. Champion Associates, Ltd.**

210 E. Pearson St., #8-d  
Chicago, IL 60611  
Ph. 312-951-9630  
champbarb@aol.com

**Barbara Champion**

2000+ sessions since 1985

**Baen Marketing Associates**

835 Le Carpe Lane  
The Villages, FL 32162  
Ph. 352-391-9393  
jackbaen@comcast.net

**Jack Baen**

50 sessions since 1970

**William M. Bailey, Ph.D.**

WMB & Associates, Statistical Services  
4310 Citrus Blvd., Suite 100  
Cocoa, FL 32926-2822  
Ph. 321-637-0777  
info.statman@earthlink.net  
www.home.earthlink.net/~statman

**William M. Bailey**

400+ sessions since 1990

**Vincent Bailey Consumer Research**

233 11th Ave. S.  
Safety Harbor, FL 34695  
Ph. 727-642-8665  
vbailey@vincentbailey.com  
www.vincentbailey.com

**Vince Bailey**

100 sessions since 1994

**Cris Bain-Borrego Bilingual Consultant**

5248 Nagle Ave.  
Sherman Oaks, CA 91401  
Ph. 818-784-7235 or 818-486-3505  
cris@cbbresearch.com

**Cris A. Bain-Borrego**

600 sessions since 1997

**Gemma C. Baker Research**

45 Bushy Hill Rd.  
Granby, CT 06035-2903  
Ph. 860-653-5241  
gemmacbaker@sbcglobal.com

**Gemma C. Baker**

150 sessions since 1994

**Balaban Market Research Consulting (BMRC)**

3133 E. Calaveros Dr.  
Phoenix, AZ 85028  
Ph. 602-765-2172  
caryn@bmr-research.com  
www.bmr-research.com

**Caryn Balaban**

1500+ sessions since 1999

BMRC is a qualitative market research company specializing in health care. Led by industry veteran Caryn Balaban, a Yale University educated market research consultant and moderator with more than twenty years of experience, BMRC's superior research results will take your company to the next level.

**Balboa Consulting**

4018 W. 175th St.  
Torrance, CA 90504  
Ph. 310-542-5191  
isabel\_balboa@hotmail.com

**Isabel C. Balboa**

2000+ sessions since 1992

**BALCH ASSOCIATES**

635 S. Kenilworth Ave.  
Oak Park, IL 60304-1129  
Ph. 708-383-5570  
gibalch@gmail.com

**George I. Balch, Ph.D.**

1500+ sessions since 1980

**Phil Balducci & Associates, Inc.**

918 River Basin Court, Suite 202  
Bradenton, FL 34212  
Ph. 941-748-5053  
phil@pbaresearch.com  
www.pbaresearch.com

**Phil Balducci**

2000+ sessions since 1988

**The Ball Group**

307 Harvest Dr.  
Lititz, PA 17543-9278  
Ph. 717-627-0405  
w.ball@ballgroup.com  
www.ballgroup.com

**Wes Ball**

1500+ sessions since 1985

**Baltimore Research**

GroupNet Baltimore  
8320 Bellona Ave., Suite 220  
Baltimore, MD 21204  
Ph. 410-583-9991  
info@baltimoreresearch.com  
www.baltimoreresearch.com

**Ted Donnelly, Ph.D.**

200+ sessions since 2000  
(See advertisement on pp. 15-17)

**Barbuto & Associates**

16 Carol Dr.  
Englewood Cliffs, NJ 07632  
Ph. 201-871-2075  
lbarbuto@nj.rr.com

**Lorraine Barbuto**

2000+ sessions since 1986

**Rosalia Barnes Associates**

23 Manor Rd.  
Old Greenwich, CT 06870  
Ph. 203-637-7388  
rosalia@rosaliabarnes.com  
www.rosaliabarnes.com

**Rosalia A. Barnes**

2000 sessions since 1990

**The Bartlett Group, Inc.**

3690 Vartan Way  
Harrisburg, PA 17110  
Ph. 717-540-9900 or 800-555-9590  
jbartlett53@aol.com  
www.bartlettresearch.com

**Jeff Bartlett**

200 sessions since 1986

**Bate Facilitation Services**

38 Gilman Lane  
North Andover, MA 01845  
Ph. 978-689-4349  
jdbate@aol.com

**Doug Bate**

500+ sessions since 1987

**Baxter Strategies**

26 Fairbanks Blvd.  
Woodbury, NY 11797  
Ph. 516-367-1783  
skane@baxterstrategies.com  
www.baxterstrategies.com

**Steven Kane**

557 sessions since 1988

**Beale Consulting, Inc.**

One Belmont Ave., Suite 625  
Bala Cynwyd, PA 19004  
Ph. 610-664-1637  
bealeconsulting@yahoo.com

**Caroline Beale**

1000+ sessions since 1980

**Stephanie L. Becker Consulting**

444 E. 86th St., Suite 30H  
New York, NY 10028  
Ph. 212-744-4429  
sbecker444@aol.com

**Stephanie Becker**

300 sessions since 1997

**Behavioristics, Inc.**

520 Washington Blvd., #179  
Marina Del Rey, CA 90292  
Ph. 310-823-6543  
heather@gte.net  
www.behavioristics.com

**Heather Desurvie**

1500 sessions since 1989

**Bell Associates Marketing Rsch. & Consulting**

P.O. Box 9504  
The Woodlands, TX 77387-9504  
Ph. 936-321-6269  
dbell7246@aol.com

**Darla Bell**

2000 sessions since 1986

**Berenhaus Research Solutions, LLC**

37 Jamie Court, 2nd Floor  
Bloomfield, NJ 07003  
Ph. 973-566-0095 or 973-495-9411  
iberenhaus@comcast.net  
www.berenhaus.com

**Ira Berenhaus**

75 sessions since 2001

**BERENT Deutschland GmbH**

Carl-Ludwig-Str 10  
37213 Witzzenhausen  
Germany  
Ph. 49-5542-911-901  
info@berent.de  
www.berent.de

**Markus Fiebelkorn**

50 sessions since 2005

**C. Berger Group, Inc.**

327 E. Gundersen Dr.  
Carol Stream, IL 60188-2402  
Ph. 630-653-1115  
jberger@cberger.com  
www.cberger.com

**Joel Patrick Berger**

Sessions since 2006

**Bernstein Research Group, Inc.**

4 Old Woods Dr.  
Harrison, NY 10528  
Ph. 914-698-5141

**Betsy Bernstein**

4500 sessions since 1982

**Berry Marketing Research**

4871 Vista Dr., #3  
Huntington Beach, CA 92649  
Ph. 714-849-1981  
info@berrymarketingresearch.com  
www.berrymarketingresearch.com

**Doris Berry**

1000+ sessions since 1987

**Ken Berwitz Marketing Research**

P.O. Box 464  
Marlboro, NJ 07746  
Ph. 732-536-4346  
kbmr@optonline.net

**Ken Berwitz**

100+ sessions since 1970

**Bethart Bilingual Research**

7600 S.W. 117 St.  
Miami, FL 33156  
Ph. 305-255-2170 or 305-588-9007  
mbethart@yahoo.com

**Marta Bethart**

3000+ sessions since 1981

One of the leading U.S. Hispanic moderators. Establishes excellent rapport with both respondents and clients. Excellent ability to make respondents feel comfortable. Responsive to client needs. Strategic thinker with excellent writing skills. Fully bilingual. Experienced in a vast array of product categories and age groups including children and teens.

**Beyond, Inc.**

2934 W. Whitman Court  
Anthem, AZ 85086  
Ph. 623-551-1235  
mschaefer@beyondmarketresearch.com

**Marjorie Schaefer**

3000 sessions since 1977

**Bierer Research Group**

7226 Jardiniere Court  
Charlotte, NC 28226  
Ph. 704-575-1990  
jeff.bierer@bierergroup.com

**Jeffrey Bierer**

625 sessions since 1981

**David Binder Research**

44 Page St., #404  
San Francisco, CA 94102  
Ph. 415-621-7655  
will@db-research.com  
www.db-research.com

**David Binder**

Sessions since 1987

**Will Gudelunas**

Sessions since 1998

David Binder Research has been a source of innovative research for over 23 years. We develop a customized research strategy for each project using unique, often proprietary, methodologies based on traditional research techniques. We provide clear insights to the data and work as a strategic partner to help implement action.

**Bingle Research Group, Inc.**

4721 N. Pennsylvania St.  
Indianapolis, IN 46205  
Ph. 317-927-7004 or 317-925-0010  
fbingle@binglegroup.com  
www.binglegroup.com

**Fred Bingle**

400 sessions since 1989

**BioVid**

5 Vaughn Dr., Suite 111  
Princeton, NJ 08540  
Ph. 609-750-1400  
sdzurko@biovid.com  
www.biovid.com

**Eric Cohen****Blackstone Group**

360 N. Michigan Ave., Suite 1500  
Chicago, IL 60601  
Ph. 312-419-0400 or 800-666-9847  
info@bgglobal.com  
www.bgglobal.com

**Kathi Rose**

325 sessions since 1992

**K.C. Blair Associates, Inc.**

1912 Dexter Ave., Apt. 1  
Ann Arbor, MI 48103-4079  
Ph. 609-802-1024  
kcblairassoc@comcast.net

**K.C. Blair**

1000 sessions since 1973

**Blake Qualitative Research Services**

3697 River Rd.  
Lumberville, PA 18933  
Ph. 215-297-8225  
pblake@blakeresearch.com

**Pamela J. Blake**

4000+ sessions since 1994

**Blass Communications**

17 Drowne Road  
Old Chatam, NY 12136  
Ph. 518-766-2222  
kweiss@blasscommunications.com  
www.blass.com

**Kathy Weiss**

700 sessions since 1996



**ATKINS  
RESEARCH GROUP, INC.**

[www.atkinsresearchinc.com](http://www.atkinsresearchinc.com)

Ph 323.933.3816 Fx 323.933.3916

We bring the  
**world**  
to you

Ideal central Los Angeles location—  
between Beverly Hills & downtown LA  
for effective medical, business  
& consumer recruiting, yet uniquely  
near the heart of our diverse  
ethnic research specialties:

**African American**

**Hispanic**

**South & East Asian**

**General Consumer**

**Medical**

**Mock Juries**



**Blue Sky Strategies**

902 Grove Dr.  
Louisville, CO 80027  
Ph. 303-666-1360  
blueskysteve@comcast.net

**Steve Costello**

2500+ sessions since 1988

**Blumenthal Qualitative Research**

8828 Oakham St.  
Huntersville, NC 28078  
Ph. 704-947-5490  
michelle@bqresearch.com  
www.bqresearch.com

**Michelle Blumenthal**

500+ sessions since 1992

**B-more Informed, LLC**

Inner Harbor Center  
400 E. Pratt St., 5th Fl.  
Baltimore, MD 21202  
Ph. 410-244-1400  
Sandytomak@b-moreinformed.com  
www.b-moreinformed.com

**Sandy Tomak**

100 sessions since 2002

**bob's your uncle**

35 Leinster Square  
London W2 4NQ  
United Kingdom  
Ph. 44-20-7286-9980  
mattkirby@bobsyouruncleresearch.com  
www.bobsyouruncleresearch.com

**Matt Kirby**

1500+ sessions since 1992

**Boomer Groups**

(a Division of Ray Research, Inc.)  
975 Vernon Ave  
Winnetka, IL 60093  
Ph. 847-501-5665  
sharon@boomergroups.com  
www.boomergroups.com

**Sharon Ray Alt**

3000+ sessions since 1979

**Booth Research Services, Inc.**

1120 Hope Rd., Suite 200  
Atlanta, GA 30350  
Ph. 770-992-2200 or 800-727-2577  
brs@boothresearch.com  
www.boothresearch.com

**Peter Booth**

12 sessions since 1984

**Boston Innovation Group (B.I.G.)**

96 Julian Rd.  
Harwich Port, MA 02646  
Ph. 508-430-1244  
big@capecod.net  
www.bostoninnovationgroup.com

**Jim Ferry**

Sessions since 1988

**Boulder Focus Center**

RRC Associates, Inc.  
4940 Pearl East Cir, #103  
Boulder, CO 80301  
Ph. 303-449-6558  
liz@boulderfocuscenter.com  
www.boulderfocuscenter.com

**Chris Cares**

530 sessions since 1980

**Bowe Marketing Research Consultants**

P.O. Box 42  
San Dimas, CA 91773  
Ph. 909-592-5776  
bmrc@bmrc-usa.com  
www.bmrc-usa.com

**Mike Bowe**

500+ sessions since 1974

**Bowen Marketing Consultants**

53 Hillcrest Rd.  
Concord, MA 01742  
Ph. 978-369-6267  
info@bowenmarketing.com  
www.bowenmarketing.com

**Carol Bowen**

100+ sessions since 1985

**Boyut Marketing Research & Consultancy Ltd.**

Buyukdere cad.  
Emlak bank Bloklayi C1/7 1.Levent  
Istanbul 80620  
Turkey  
Ph. 90-212-282-80-82  
boyutresearch@superonline.com

**Petek Dalyan**

2898 sessions since 1987

**BR Consulting & Associates, LLC**

P.O. Box 611353  
North Miami, FL 33261  
Ph. 305-898-8003  
brodrgz@yahoo.com

**Brendaly Rodriguez**

500 sessions since 1992

**Brain - Brand Investigation S.A. de C.V.**

Ejercito Nacional #436, 8th Floor  
Col. Chapultepec Morales  
Mexico City, DF 11570  
Mexico  
Ph. 52-55-3098-4800 or 52-55-3098-4831  
samirk@brain-research.com  
www.brain-research.com

**Luisa Zocchi Pozzi****Brand-Aid Consulting**

89 Williams St.  
Wrentham, MA 02093  
Ph. 508-384-2075

**Allan Hoffenberg**

200+ sessions since 1986

**Brandman Institute**

57 Igal Alon St.  
Tel Aviv 67891  
Israel  
Ph. 972-3-689-8100  
brandman@inter.net.il  
www.brandman.co.il

**Dafna Raviv Carmi**

100+ sessions since 2000

**Bravo Bi-lingual Services**

P.O. Box 221013  
Charlotte, NC 28222  
Ph. 704-365-2685  
bravo.mail@att.net  
www.cross-cultural.net

**Ahmad Daniels**

34 sessions since 2001

**BRC Field & Focus Services**

45 E. Monterey, Suite 100  
P.O. Box 13178  
Phoenix, AZ 85002-3178  
Ph. 602-258-4554 or 800-279-1212  
info@brc-field.com  
www.brc-field.com

**Jim Haynes**

250+ sessions since 1995

**Laura Torres**

45+ sessions since 2003

Our focus and moderating services include: ethical recruiting, difficult recruits, centrally-located facility. Specialties: Hispanic - complete bilingual services including hosting and moderators; other - executive B2B, medically at-risk populations, Native Americans, low-incidence groups; national project coordination. Skilled moderators with experience handling highly sensitive topics or general consumer issues.

**Bread & Butter Research & Planning**

2 Ridge Street  
North Sydney, NSW 2060  
Australia  
Ph. 61-2-9963-4600  
info@bread-and-butter.com.au  
www.bread-and-butter.com.au

**Rob Mason**

1500+ sessions since 1985

**Brennan Consultants, Inc.**

3529 Hanover Court  
South Bend, IN 46614-2331  
Ph. 574-299-1700  
brennen930@comcast.net

**William E. Brennen**

120+ sessions since 1985

**Bressan Research Associates, Inc.**

30514 Forest Dr.  
Burlington, WI 53105  
Ph. 262-763-8980  
lbressan@wi.rr.com  
www.bressanresearch.com

**Louis P Bressan**

300 sessions since 1985

**Bridges Consulting**

1050 Sorrento Road  
Jacksonville, FL 32207  
Ph. 904-399-2122  
cindy@bridges-consulting.com  
www.bridges-consulting.com

**Cynthia Anderson**

Sessions since 1980

**Bright Cactus**

4312 Narbeth  
Plano, TX 75024  
Ph. 214-886-7799  
jill.matthews@brightcactus.com

**Jill Matthews**

50+ sessions since 2001

**Brooks Adams Research**

207 W. Franklin St.  
Richmond, VA 23220  
Ph. 866-680-3704 or 804-649-3731  
info@researching.com  
www.researching.com

**Robert T. Adams**

100+ sessions since 1990

**Brooks Rose Marketing Research, Inc.**

515 Madison Ave., 40th Floor  
New York, NY 10022  
Ph. 212-829-0888  
brooksrosemr@att.net  
www.brooks-rose.com

**Mitchell Brooks**

1500 sessions since 1994

**Jerome Brown Communications**

Convention Research Studies  
1333A North Ave., #702  
New Rochelle, NY 10804  
Ph. 914-525-8251

jeromebrowncomm@yahoo.com

www.jeromebrowncomm.com

**Jerome Brown**

1000+ sessions since 1968

**Nancy S. Brown Marketing Research**

2625 Salem Ave. S.  
Minneapolis, MN 55416  
Ph. 952-922-5947  
nbrownmpls@aol.com

**Nancy Brown**

1000 sessions since 1982



Get  
More



Talented Moderators.  
Provocative Insights.

**Address**

C&R Research  
500 North Michigan Avenue  
Chicago, IL 60611

**Internet/Phone**

[www.crrresearch.com](http://www.crrresearch.com)  
[info@crrresearch.com](mailto:info@crrresearch.com)  
800.621.5022



A division of C&R Research.

**Brugaletta & Associates**

1430 N. Astor St., Suite 7B  
Chicago, IL 60610  
Ph. 312-943-9666  
ybruga@att.net

**Yolanda Brugaletta**

2000 sessions since 1970

**BRX Global Research Services**

110 Marina Dr.  
Rochester, NY 14626  
Ph. 585-453-8388  
jguttenberg@catdir.com  
www.brxresearch.com

**Jeff Gutenberg**

100+ sessions since 1999

**Buffalo Qualitative Research, LLC**

11005 Riverview Rd.  
Fort Washington, MD 20744-5832  
Ph. 301-292-3275  
donitabuff@aol.com

**Donita Buffalo**

300+ sessions since 1995

**Buffalo Survey & Research, Inc.**

1249 Eggert Rd.  
Buffalo, NY 14226  
Ph. 716-833-6639  
buffalosur@aol.com

**Lee Grunert**

5000+ sessions since 1975

**Bunofsky Research Group, Inc.**

43 N. Gannon Ave.  
Staten Island, NY 10314  
Ph. 718-477-0425  
terrib@bunofskyresearchgroup.com  
www.bunofskyresearchgroup.com

**Terri Bunofsky**

1000+ sessions since 1995

**Burke, Incorporated**

805 Central Ave.  
Cincinnati, OH 45202  
Ph. 800-688-2674  
info@burke.com  
www.burke.com

**Trenton Haack**

2000 sessions since 1995  
(See advertisement on p. 25)

**Burr Research**

1130 40th St.  
Bellingham, WA 98229-3118  
Ph. 360-671-7813  
BURRRESEAR@aol.com

**Robert Burr**

4100 sessions since 1966

**Business Research Group**

1030 Stratford Place  
Bloomfield Hills, MI 48304  
Ph. 248-642-6400  
jsaquet@businessresearchgroup.net

**Dr. Jeannette Saquet**

3200 sessions since 1980

**Business Research Group**

University of Dayton  
300 College Park  
Dayton, OH 45469-2110  
Ph. 937-229-2453 or 888-483-2237  
richard.stock@notes.udayton.edu  
www.businessresearchgroup.udayton.edu

**Richard Stock**

105 sessions since 1993

**Business Research Services, Inc.**

26600 Renaissance Parkway, Suite 150  
Cleveland, OH 44128  
Ph. 216-831-5200 or 888-831-5200  
info@MarketingResearch.com  
www.MarketingResearch.com

**Ron Mayher**

200 sessions since 1990

**C R Market Surveys, Inc.**

2255 S. Michigan Ave., Suite 2W  
Chicago, IL 60616-1200  
Ph. 312-376-1250 x1 or 800-882-1983  
bids@crmarketsurveys.com  
www.crmarketsurveys.com

**Cherlyn Robinson**

76 sessions since 1997

**C&R Research Services, Inc.**

Creative & Response Research Services, Inc.  
500 N. Michigan Ave., Suite 1200  
Chicago, IL 60611  
Ph. 312-828-9200  
info@crresearch.com  
www.crresearch.com

**Sharon Seidler**

3000+ sessions since 1974

**Robert J. Relihan**

3000+ sessions since 1982

**Mary McIlrath**

750 sessions since 2001

**Christine Holt**

500 sessions since 2003

**Liria Barbosa**

1100+ sessions since 1998

**Raluca Usery**

1100+ sessions since 1997

**Casey Sloan**

700 sessions since 1999

C&R Research is a full-service market research company specializing in qualitative and quantitative research. Widely recognized for their expertise in a broad range of methods, C&R offers customized qualitative B2B and B2C services, including focus groups, ethnography, immersions, online boards and blogs, and guided concept development. C&R has eight highly trained and experienced moderators with diverse backgrounds and specialties. C&R also offers quantitative and hybrid research methods, as well as online panels and omnibus services. And their specialty divisions - KidzEyes®, TeensEyes®, MomsEyes®, LatinoEyes®, BoomerEyes® and ShopperEyes® - provide clients with targeted results, offering expert insights into specific demographics. (See advertisement on p. 105)

**C.A. Walker Research Solutions, Inc.**

155 North Lake Ave. Suite 1000  
Pasadena, CA 91101  
Ph. 626-584-8180  
info@cawalker.com  
www.cawalker.com

**Temra Wald**

100+ sessions since 1990

**C.H. Souweine Associates**

8630 S. Fairway Point, Suite 127  
Victoria, MN 55386  
Ph. 952-443-2323 or 612-308-3080  
souweine@aol.com

**Candace H. Souweine**

750+ sessions since 1995

**C.L. Gailey Research**

347 La Mesa Ave.  
Encinitas, CA 92024  
Ph. 760-436-1462  
clgailey@cox.net  
www.clgaileyresearch.com

**Carol Gailey**

1000+ sessions since 1980

C.L. Gailey Research is a full-service marketing research company specializing in custom research solutions. Our solid marketing research expertise in combination with strategic marketing experience enables us to produce actionable information so that our clients can make the best business decisions possible.

**Cambridge Associates, Ltd.**

4104 Mojave Dr.  
Granbury, TX 76049  
Ph. 800-934-8125  
walt@postslot.com  
www.focusgroupguru.com

**Walter Kendall**

1000+ sessions since 1976

**Lynn Kendall**

200+ sessions since 2000

Telephone, online and traditional focus groups; con-joint analysis; in-depth interviews (telephone/in-per-son); surveys. Call to discover the difference.

**Cambridge Research, Inc.**

3521 W. 24th St.  
Minneapolis, MN 55416  
Ph. 612-929-8450  
dale@cambridgeresearch.com  
www.cambridgeresearch.com

**Dale Longfellow**

3500+ sessions since 1969

**Campbell Rinker**

25600 Rye Canyon Rd., Suite 202  
Valencia, CA 91355  
Ph. 888-722-6723 or 661-775-5925  
info@campbellrinker.com  
www.campbellrinker.com

**C. Dirk Rinker**

40 sessions since 1999

**Campbell-Communications, Inc.**

140 Debs Place, 17th Floor  
New York, NY 10475  
Ph. 718-671-6989  
ron@campbell-communications.com  
www.campbell-communications.com

**Ron Campbell****Campos Market Research, Inc.**

D/B/A Campos Inc  
216 Boulevard of the Allies  
Pittsburgh, PA 15222-1619  
Ph. 412-471-8484 ext. 309  
info@campos.com  
www.campos.com

**Yvonne Campos**

2900 sessions since 1986

**Campos Research & Analysis**

6921 E. Nichols Pl.  
Centennial, CO 80112-3131  
Ph. 303-220-0835  
campos@cr-a.com  
www.cr-a.com

**Rusty Campos**

400 sessions since 1978

**The Caney Group LLC**

731 Main St.  
 Monroe, CT 06468  
 Ph. 800-666-9550 or 203-445-1880  
 info@caneygroup.com  
 www.caneygroup.com  
**Philip Harriau**  
 300+ sessions since 1994

**Rebeca Cantu Helmstetler**

Qualitative Research Consultant (Bilingual)  
 P.O. Box 760  
 South Fork, CO 81154  
 Ph. 719-873-5240 or 719-850-8996  
 rc@helmstetler.com

**Rebeca Cantu Helmstetler**

700+ sessions since 1998

Bilingual (Spanish) qualitative research consultant. Of Mexican heritage. Experienced in Hispanic culture. Conducted numerous groups, depth interviews and ethnographic research in English and Spanish. Clients in health care, pharmaceutical, financial services, communications and more. Skilled facilitator, evocative communicator, empathetic interviewer, insightful researcher, conscientious project manager, experienced traveler, straight shooter, marathon runner.

**Capitol Research Services, Inc.**

2940 Lake Lansing Rd.  
 East Lansing, MI 48823  
 Ph. 517-333-3388  
 crs@capitolresearchservices.com  
 www.capitolresearchservices.com

**Rachelle S. Neal**

1100 sessions since 1986

**C.A. Cappel Associates**

5081 Rollman Estates Dr.  
 Cincinnati, OH 45236  
 Ph. 513-793-4167  
 ccappel@fuse.net  
 www.wacappel.com

**Catherine Cappel**

5700 sessions since 1986

**Capture Research, LLC**

73 Whitcomb Ave.  
 Boston, MA 02130  
 Ph. 617-522-5410  
 jmbleyaert@captureresearch.com  
 www.captureresearch.com

**Jan Blevaert**

400 sessions since 1986

**Camille Carlin Qualitative Research, Inc.**

36 Palmer Ave.  
 Sleepy Hollow, NY 10591-1614  
 Ph. 914-332-8647  
 c.carlin@att.net

**Camille Carlin**

5000 sessions since 1987

Highly-experienced moderator who has conducted thousands of focus groups and in-depth interviews. Extremely skilled at uncovering insights that will impact your business. Extensive qualitative experience with physicians, dentists, children, teens and consumers for projects in the pharmaceutical, health care products, health care, medical and food and beverage industries.

**Susan Carter Focus Research**

P.O. Box 2218  
 Westport, CT 06880  
 Ph. 203-853-7949  
 susanhcarter@aol.com

**Susan Carter**

10000+ sessions since 1981

**Carter Market Research Services**

3907 Jenica Way  
 Louisville, KY 40241-1530  
 Ph. 502-339-8735  
 lcarter1@bellsouth.net

**Linda Carter**

40 sessions since 2002

**Cascade Strategies, Inc.**

6049 167th Ave., S.E.  
 Bellevue, WA 98006  
 Ph. 425-643-9789  
 jerry@cascadestrategies.com  
 www.cascadestrategies.com

**Jerry Johnson**

2000 sessions since 1984

**Castillo & Associates, Inc.**

2400 Fifth Ave., Suite 128  
 San Diego, CA 92101  
 Ph. 619-683-3898  
 info@c-asoc.com  
 www.c-asoc.com

**Enrique F. Castillo**

1000+ sessions since 1998

**Catalyst Group Design**

345 Seventh Ave., 11th Fl.  
 New York, NY 10001  
 Ph. 212-243-7777  
 info@catalystgroupdesign.com  
 www.catalystgroupdesign.com

**Peter Hughes**

2500 sessions since 1998

**CBA**

59 Club House Lane  
 Scarsdale, NY 10583  
 Ph. 914-478-9355  
 info@cba-link.com

**Judy Bernstein**

1000 sessions since 1997

**Jennifer Destin**

750 sessions since 1999

**Carol Bernstein**

4000+ sessions since 1970

CBA Qualitative. Asking the right questions is just the beginning. The CBA approach links clients to rich, actionable insights through customized qualitative research that is creative, disciplined and rigorous. Be it boomers, moms, docs, patients, parents, Gen Xers, Ys or Zs, CBA's moderating and analysis is the link to the: Insight that resonates / headline that motivates / image that compels / phrase that telegraphs the benefit / positioning that transforms the product's relevance.

**Centrac DC, LLC**

1355 Piccard Drive, Suite 230  
 Rockville, MD 20850  
 Ph. 301-840-3850 or 877-399-4004  
 DC@centracDC.com  
 www.centracDC.com

**Shannon Ely**

250+ sessions since 2001

**Central Focus**

819 Washington St.  
 Wilmington, DE 19801  
 Ph. 302-655-3665  
 dickdahn@abcfocus.com  
 www.abcfocus.com

**Dick Dahn**

400 sessions since 1998

**CentralFocus**

180 W. Airport Rd.  
 Lititz, PA 17606-5423  
 Ph. 717-560-1333  
 london@centralfocus.net

**Dan F. Duda**

100+ sessions since 1986

**Chadwick Martin Bailey, Inc.**

179 South St.  
 Boston, MA 02111  
 Ph. 617-350-8922  
 info@cmbinfo.com  
 www.ChadwickMartinBailey.com  
**Mark Doherty**  
 750+ sessions since 1994



**Ideas. Energy. Direction.**

**Chamberlain Research Consultants, Inc.**

660 John Nolen Dr.  
 Madison, WI 53713  
 Ph. 608-246-3010  
 quirks@chamberlainresearch.com  
 www.chamberlainresearch.com

**Sharon Chamberlain**

1550 sessions since 1988

**Laura Ehmann**

250 sessions since 1986

**Jon Harrington**

300 sessions since 1991

At Chamberlain we specialize in getting past casual responses through a mix of scientific techniques and years of experience. Our innovative approaches get participants to brainstorm productively and reveal their true views and opinions, while simultaneously exploring alternatives, expectations and unconscious motivators. As a full-service marketing research firm, our moderators come from a variety of backgrounds and bring specific industry knowledge to the table, so you can be sure that you'll always be working with someone who speaks your "language."

**CharColn Consulting Co., Ltd.**

2018, Hai Bo Building, No. 101 South Ma Tou Rd.  
 Shanghai 200125  
 China  
 Ph. 86-21-6100-9400  
 info@charcoln.com  
 www.charcoln.com

**Vivian Lee**

300 sessions since 2001

**CIBA Research & Consulting, LLC**

4610 Tiger Lily Way  
 Marietta, GA 30067  
 Ph. 770-565-0882 or 678-463-4289  
 egibson@gociba.com  
 www.gociba.com

**Elvenya Gibson**

500+ sessions since 1999

**Dorene Ciletti**

Marketing Consultant  
 Duquesne University  
 458 Rockwell Hall  
 Pittsburgh, PA 15282  
 Ph. 412-396-4875  
 ciletti@duq.edu  
 www.bus.duq.edu/faculty/ciletti

**Dorene Ciletti**

10 sessions since 2004

**Clarion Research**

1776 Broadway, Suite 1000  
 New York, NY 10019-2002  
 Ph. 212-664-1100  
 diane.traiger@clarionresearch.com  
 www.clarionresearch.com

**Steve Crane**

500+ sessions since 1994

**Clayton Reed Associates**

72B Elmore St.  
London N1 3AL  
United Kingdom  
Ph. 44-20-7405-7445  
cra.quirks@clayreed.co.uk  
www.clayreed.co.uk

**Martin Clayton**

400 sessions since 1989

**Clearview Market Strategies**

1701 Builders Ct.  
Herndon, VA 20170  
Ph. 703-437-8566  
joanwirth@verizon.net

**Joan Wirth**

300+ sessions since 1990

**Close Connection to Consumers**

22 Pham Ngoc Thach St., District 3  
Ho Chi Minh City  
Vietnam  
Ph. 84-8-221886  
nguyenvan@ccc.biz.vn

**Thanh Van Nguyen**

1000 sessions since 1995

**The Clowes Partnership**

373 Saybrook Rd.  
Higganum, CT 06441-4110  
Ph. 860-345-4570  
clowesline@sbcglobal.net

**Rusty Clowes**

1000+ sessions since 1989

**Cluff, Inc. Market Research**

Strategic Market Research  
1634 S. Rock Hill Rd.  
St. Louis, MO 63119  
Ph. 314-961-5211  
ccluff@aol.com  
www.cluff-inc.com

**Cynthia Cluff**

Sessions since 1990

**CMI**

2299 Perimeter Park Drive  
Atlanta, GA 30341  
Ph. 678-805-4000 or 888-311-0936  
info@cmiresearch.com  
www.cmiresearch.com

**Laura Johnson**

350+ sessions since 2000

**Hannah BakerHitzhusen**

350+ sessions since 2000

**Ellen Cabacungan**

350+ sessions since 2002

**Bronwen Clark**

350+ sessions since 2000

CMI offers qualitative research as a stand-alone tool or in conjunction with quantitative methods in both the consumer and B2B segments. With their broad experience base, CMI's moderators are expert advisors, skilled in a variety of techniques (e.g., voice of the customer, laddering, small groups, ice breakers, pre-group tasks, projective) and methodologies (e.g. observational, in-person and telephone focus groups, dyads/triads, IDIs, case studies). Other expertise includes facilitation, Web usability and ethnographic research.

**Cobbey & Associates Marketing Research**

P.O. Box 12  
Carson City, NV 89440  
Ph. 877-433-3242  
cobbey@cobbey.com  
www.cobbey.com

**Robin Cobbey**

200 sessions since 1985

**Saul Cohen & Associates, Inc.**

500 Summer St., Suite 205  
Stamford, CT 06901  
Ph. 203-363-0112 or 877-363-0112  
research@saulcohenassociates.com  
www.saulcohenassociates.com

**Saul Cohen**

4000+ sessions since 1982

**Colburn & Associates, Ltd.**

Research Triangle Park  
1908 Mountain High Rd.  
Wake Forest, NC 27587  
Ph. 919-570-7900  
paul@colburnresearch.com  
www.colburnresearch.com

**Paul L. Colburn**

500+ sessions since 1986

**COMPASS Consulting Group, Inc.**

38 Transit St.  
Providence, RI 02903  
Ph. 401-521-9050  
rpowers@compasscg.com  
www.compasscg.com

**Bob Powers**

100 sessions since 1986

**Compass Qualitative Research, Inc.**

#7 Waterbury Court  
Little Rock, AR 72223  
Ph. 501-367-0003  
info@compassqualitativeresearch.com  
www.compassqualitativeresearch.com

**Christy Olson**

100+ sessions since 1994

**Competitive Edge**

309 Calle Neblina  
San Clemente, CA 92672  
Ph. 949-498-0122  
skessler@competitiveedge.com  
www.CompetitiveEdge.com

**Sheila Kessler, Ph.D.**

1000+ sessions since 1987

**Concept Catalysts, Inc.**

1655 Spinnaker Dr., Suite 42  
Alpharetta, GA 30005  
Ph. 404-432-6605  
info@conceptcats.com  
www.mycustomerinsights.com

**Karen Falkenberg**

Sessions since 2001

**Concepts In Focus**

GroupNet Jacksonville  
1329 Kingsley Ave., Suite A  
Jacksonville, FL 32073  
Ph. 904-264-5578  
kathy@ulrichresearch.com  
www.conceptsinfocus.com

**Nancy Ulrich**

1000+ sessions since 1982

**Connected Inc.**

12 Old Post Rd. #6  
Cos Cob, CT 06807  
Ph. 203-661-0629  
davidglenn@connectedincorporated.com  
www.connectedincorporated.com

**Laura Pinsky**

300+ sessions since 1987

**ConStat, Inc.**

2001 Addison St., Suite 240  
Berkeley, CA 94704  
Ph. 510-486-1900  
info@constat.com  
www.constat.com

**William Deaton, Ph.D.**

2500 sessions since 1986

**Consumer and Professional Research, Inc. (CPR)**

435 N. LaSalle St., Suite 210  
Chicago, IL 60610-0884  
Ph. 312-832-7744  
pmorich@cprchicago.com  
www.cprchicago.com

**Don Morich**

100 sessions since 1978

**Consumer Connection, Inc.**

9055 S.W. 166 Ave.  
Miami, FL 33196  
Ph. 786-522-3534  
info@consconnect.com  
www.consumerconnectionresearch.com

**Elba Valle**

500+ sessions since 1993

**Nury Lavandier**

50+ sessions since 2003

Consumer Connection is a marketing research and consulting company that specializes in diversity segments. We provide services that help businesses and brands connect to diversity in the marketplace: qualitative, quantitative, ethnography, online, brand-building workshops, marketing opportunity analyses and market immersion tours.

**Consumer Focus LLC**

6505 W. Park Blvd., Suite 306 - 368  
Plano, TX 75093  
Ph. 972-378-9697 or 214-542-8787  
sstewart@consumerfocusco.com  
www.consumerfocusco.com

**Sue Stewart**

75+ sessions since 2001

Providing qualitative and quantitative services, with each project customized to the client's needs. Over 15 years of experience in: marketing research, marketing strategy, marketing communications, customer relationship management and product development. Qualitative experience includes focus groups, in-depth interviews, brainstorming and ideation sessions with consumers, business owners and managers. Specialties include: customer relationship management, direct marketing, financial services and insurance.

**Consumer Link**

12405 Venice Blvd. #117  
Los Angeles, CA 90066  
Ph. 310-313-3004  
louisa@consumer-link.net  
www.consumer-link.net

**Louisa Link**

2400 sessions since 1996

**Francesca Runza**

2400 sessions since 1996

**The Consumer Network, Inc.**

2401 Pennsylvania Ave., Suite 2A4  
Philadelphia, PA 19130  
Ph. 215-235-2400  
mona@consumernetwork.org  
www.consumernetwork.org

**Mona Doyle**

255 sessions since 1980

**Consumer Opinion Services, Inc.**

GroupNet Seattle  
12825 First Ave. S.  
Seattle, WA 98168  
Ph. 206-241-6050  
info@cosvc.com  
www.cosvc.com

**Greg Carter**

300 sessions since 1995  
(See advertisement on this page)

**Consumer Opinion Services, Inc. (Br.)**

7530 W. Sahara, Suite 107  
Las Vegas, NV 89117  
Ph. 702-644-9330  
info@cosvc.com  
www.cosvc.com

**Greg Carter**

300 sessions since 1995  
(See advertisement on this page)

**Consumer Opinion Services, Inc. (Br.)**

Lloyd Focus & Videoconference Center  
2225 Lloyd Center  
Portland, OR 97232  
Ph. 503-493-2870 or 206-241-6050 for bids  
jim@portlandopin.com  
www.cosvc.com

**Jim Weaver**

300 sessions since 2003  
(See advertisement on this page)

**Consumer Opinion Services, Inc. (Br.)**

City Focus/GroupNet Seattle  
2101 North 34th St.  
Northpoint Offices, Suite 110  
Seattle, WA 98103  
Ph. 206-632-7859 or 206-241-6050 for bids  
info@cosvc.com  
www.cosvc.com

**Greg Carter**

300 sessions since 1995  
(See advertisement on this page)

**Consumer Power**

11 Warwick Pl.  
Cincinnati, OH 45246  
Ph. 513-771-1223  
bpowers@c-power.com

**Beth Powers**

4000 sessions since 1988

**Consumer Research Centre Ltd.**

1398 West 7th Avenue  
Vancouver, BC V6H 3W5  
Canada  
Ph. 604-714-5900 or 866-455-9311  
info@consumerresearch.ca  
www.consumerresearch.ca

**Ed Gibson**

1000+ sessions since 1994

**Jessica Gibson**

1000+ sessions since 1994

Father-daughter team Ed and Jessica Gibson are specialized pharmaceutical moderators who have conducted extensive research across Canada, US and Europe. Covering a wide range of therapeutic areas, both have a reputation for relating to physicians by developing relationships, securing respect and demonstrating an intensive interest in the subject discussed.

**Consumer Studio**

9 Washington Ave.  
Pleasantville, NY 10570  
Ph. 914-747-8581  
andrew@consumerstudio.com  
www.consumerstudio.com

**Andrew Mockler**

600+ sessions since 2000

**Consumer Truth® Ltd**

802 Bittersweet Lane  
Hinsdale, IL 60521  
Ph. 630-325-4660 or 630-325-6902  
isabelle@consumertruth.com  
www.consumertruth.com

**Isabelle Albanese**

1200+ sessions since 1997

**Consumer Voice**

9 Story Book Lane  
Lincolnshire, IL 60069  
Ph. 847-405-0808  
laurie@consumervoice.biz  
www.consumervoice.biz

**Laurie Richter**

1000 sessions since 1993

**ConsumerSpeak**

4565 Lanercost Way  
Columbus, OH 43220  
Ph. 614-326-2107  
kpopp@columbus.rr.com  
www.consumerSpeak.net

**Kathy Popp**

1000+ sessions since 1998

**Contemporary Research Centre**

1250 Guy St., Suite 802  
Montreal, PQ H3H 2T4  
Canada  
Ph. 800-932-7511  
info@crcdata.com  
www.crcdata.com

**Kathleen Deslauriers**

2000+ sessions since 1990

**Aline Gabriel**

500+ sessions since 2000

CRC is the only facility in Montreal to have been "Top-Rated" in the 2006 and 2007 editions of the Impulse Survey of Focus Group Facilities, denoting the excellence of our service as rated by moderators. We are the exclusive provider of FocusVision and VideoMarker in Montreal. Our roster of qualitative research services also includes recruiting, written and simultaneous translation and moderating. Our highly experienced French-speaking moderators handle individual interviews and focus groups with consumers, healthcare professionals and business people on a wide range of topics.

**Continental Research Associates, Inc.**

4500 Colley Ave.  
Norfolk, VA 23508  
Ph. 757-489-4887  
continentalresearch@verizon.net  
www.continentalresearch.biz

**Nanci A. Glassman**

1500 sessions since 1974

*New Downtown Seattle Office Now Open*

# Things To Do In Downtown Seattle

Not necessarily in this order

Visit the Space Needle  
Go to Pike Place Market  
Eat lunch or dinner at the Palamino  
Conduct a focus group at our Downtown office

## Consumer Opinion Services

12825 1st Avenue South, Seattle Washington 98168 206-241-6050

GroupNET Questions? info@cosvc.com www.cosvc.com FOCUSVISION WORLDWIDE

**Conundrum Qualitative Research**

7422 Rosewood Circle  
Prairie Village, KS 66208  
Ph. 816-729-7858  
conundrumresearch@msn.com  
www.conundrumresearch.com

**Teresa Nichols**

100+ sessions since 1994

**Cooper Research, Inc.**

9825 Kenwood Rd., Suite 102  
Cincinnati, OH 45242  
Ph. 513-489-8838  
info@cooper-research.com  
www.cooper-research.com

**Robert Miller**

2000 sessions since 1984

**Copley Focus Centers**

20 Park Plaza  
Boston, MA 02116  
Ph. 617-421-4444  
frank@copleyfocuscenters.com  
www.copleyfocuscenters.com

**Ron Kornokovich**

600 sessions since 1975

**Core Research**

2161 N.W. Military Hwy., Suite 202  
San Antonio, TX 78213  
Ph. 210-366-4210  
coreresearch@sbcglobal.net  
www.coreresearch.biz

**Dr. Susan Korbel**

75 sessions since 1987

**Corey, Canapary & Galanis**

447 Sutter St., Penthouse N.  
San Francisco, CA 94108  
Ph. 415-397-1200  
info@ccgresearch.com  
www.ccgresearch.com

**Jon Canapary**

500+ sessions since 1996

**Cornerstone Research & Marketing, Inc.**

Gateway Harbor  
84 Sweeney St.  
N. Tonawanda, NY 14120  
Ph. 716-743-1988  
rhonda@cornerstoneresearch.net  
www.cornerstoneresearch.net

**Rhonda Ried**

500+ sessions since 1983

**Corporate Research Center, Inc.**

106 Fairidge Court  
Jamestown, NC 27282  
Ph. 336-812-3500  
jack@deutermanmarketingresearch.com  
www.deutermanmarketingresearch.com

**John Deuterman**

300 sessions since 1984

**CPResearch Baltimore (Br.)**

1232 Race Rd.  
Baltimore, MD 21237  
Ph. 800-336-0159 or 410-687-3400  
baltimore@cpresearchgroup.com  
www.cpresearchgroup.com

**Richard Miller**

500+ sessions since 1972

**CPResearch Chicago (Br.)**

Stratford Square Mall #F1  
601 Stratford Square  
Bloomington, IL 60108  
Ph. 800-336-0159 or 630-894-9103  
chicago@cpresearchgroup.com  
www.cpresearchgroup.com

**Richard Miller**

500+ sessions since 1972

**CPResearch Detroit (Br.)**

725 S. Adams Rd., Suite 205  
Birmingham, MI 48009  
Ph. 800-336-0159 or 248-540-5330  
detroitwats@cpresearchgroup.com  
www.cpresearchgroup.com

**Richard Miller**

500+ sessions since 1972

**CPResearch Group, Inc.**

725 S. Adams Rd., Suite 205  
Birmingham, MI 48009  
Ph. 800-336-0159 or 248-540-5330  
quotes@cpresearchgroup.com  
www.cpresearchgroup.com

**Richard Miller**

500+ sessions since 1972

**CPResearch Los Angeles (Br.)**

South Bay Galleria, #269  
1815 Hawthorne Blvd.  
Redondo Beach, CA 90278  
Ph. 800-336-0159 or 310-371-5578  
losangeles@cpresearchgroup.com  
www.cpresearchgroup.com

**Richard Miller**

500+ sessions since 1972

**CPResearch of New York (Br.)**

Garden State Plaza, #1170  
Paramus, NJ 07652  
Ph. 800-336-0159 or 201-909-0144  
newyork@cpresearchgroup.com  
www.cpresearchgroup.com

**Richard Miller**

500+ sessions since 1972

**Craciun Research Group, Inc.**

DBA CRG Research  
1334 K. St., Suite B  
Anchorage, AK 99501  
Ph. 907-279-3982  
jcraciun@crgresearch.com  
www.crgresearch.com

**Jean Craciun**

5000+ sessions since 1980

**Craciun Research Group, Inc. (Br.)**

600 Stewart St., Suite 1300  
Seattle, WA 98101  
Ph. 206-443-8346 or 907-279-3982  
jcraciun@crgresearch.com  
www.crgresearch.com

**Jean Craciun**

5000+ sessions since 1980

**Craciun Research Group, Inc. (Br.)**

DBA CRG Research  
1730 Rhode Island Ave., N.W., Suite 715  
Washington, DC 20036  
Ph. 202-862-5566  
jcraciun@crgresearch.com  
www.crgresearch.com

**Jean Craciun**

5000+ sessions since 1980

**Crawford Research**

423 Hemlock Court  
Pittsburgh, PA 15237-2619  
Ph. 412-366-7934  
kerrycrawford1@verizon.net

**Kerry Crawford**

1000+ sessions since 1987

**Creative Consumer Research**

3945 Greenbriar  
Stafford, TX 77477  
Ph. 281-240-9646  
ppratt@ccrsurveys.com  
www.ccrsurveys.com

**Arthur Pratt**

1000+ sessions since 1978

**Joyce Walter**

400+ sessions since 1986

**Miguel Pantoja**

50+ sessions since 1996

With offices located in Houston, San Antonio and Phoenix, CCR offers complete field service covering Texas, Phoenix and the surrounding areas. Large conference-style focus group rooms with one-way mirrors and large client viewing rooms. Taste tests, telephone interviewing, executive surveys, mall intercepts, door-to-door interviewing, mystery shops, store audits and computer capabilities available. Bilingual interviewing, moderators and translators available. CCR also offers project management for multiple city projects.

**Creative Focus, Inc.**

1120 Hope Rd., Suite 150  
Atlanta, GA 30350  
Ph. 404-256-7000  
vardis@mindspring.com  
www.creativefocus.net

**Harry Vardis**

1000+ sessions since 1980

**Creative Marketing Solutions, Inc.**

P.O. Box 487  
Lahaska, PA 18931  
Ph. 215-794-9277  
creativemktsol@aol.com

**Larry Schwarz**

1000 sessions since 1986

**Creative Research Services, Inc.**

4725 Peachtree Corners Circle, Suite 210  
Norcross, GA 30092  
Ph. 770-246-0298  
ken.pia@creativeresearch.com  
www.creativeresearch.com

**Frank McGinn**

1000+ sessions since 1993

**Creative Research Services, Inc. (Br.)**

9518 Brentgate Dr.  
Dallas, TX 75238  
Ph. 214-340-3725  
frank.mcginnc@creativeresearch.com  
www.creativeresearch.com

**Frank McGinn**

1000+ sessions since 1984

**Creative Waves**

Innovations in Qualitative Research  
20 Wilton Rd.  
Pleasantville, NY 10570  
Ph. 914-747-8086  
creativewaves@att.net  
www.creativewavesresearch.com

**Mary Beth Keller**

500+ sessions since 1987

**Crescent Research, Inc.**

12700 Hillcrest Rd., Suite 241  
Dallas, TX 75230  
Ph. 972-774-2100 or 877-209-1464  
donw@crescentresearch.com  
www.crescentresearch.com

**Donald Winspear**

250 sessions since 1993

**Cross Financial Group**  
6940 "0" St., Suite 310  
Lincoln, NE 68510  
Ph. 800-566-3491  
solutions@crossfinancial.com  
www.crossfinancial.com  
**Tom Hershberger**  
75 sessions since 1987

**Cross-Tab Marketing Services**  
468, Koramangala, 6th Block  
80 Feet Road, Opp. Koramangala Bus Depot  
Bangalore 560 095  
India  
Ph. 91-80-41785800 or 91-22-41785814  
sales@cross-tab.com  
www.cross-tab.com

**Bharati Eligar**  
300+ sessions since 1998

**CSK Marketing Inc.**  
5620 River Hills Rd.  
Racine, WI 53402  
Ph. 262-681-7355  
chris@cskmarketing.com  
www.cskmarketing.com  
**Christine Shields Kann**  
Sessions since 1997

**Cue Brand Consulting**  
2100 N. Lincoln Park West, 3AN  
Chicago, IL 60614  
Ph. 773-857-3355  
www.GloriaQuigley.com  
**Gloria Quigley**  
100+ sessions since 1995

**Cultural Horizons Inc.**  
11824 Central St.  
Kansas City, MO 64114-5536  
Ph. 816-941-7000  
culturalhorizons@aol.com  
www.cultural-horizons.com  
**Nancy Huaco Lang**  
100+ sessions since 1994

**Cunningham Research Associates**  
500 Ashwood Lane  
Fairview, TX 75069  
Ph. 972-529-4965  
markc@craresearch.com  
www.craresearch.com

**Mark Cunningham**  
1500 sessions since 1986

**Customer Connections**  
59 Gulfwinds Dr.  
Palm Harbor, FL 34683  
Ph. 727-944-4401  
craith@custconnections.net  
www.custconnections.net

**Cheryl Raith**  
2000 sessions since 1980

**Customer Insights Research, Inc.**  
515A Fitzsimmons St.  
Hendersonville, NC 28792  
Ph. 828-692-3763  
bob@customerinsightsresearch.com  
www.customerinsightsresearch.com  
**Robert S. Rutter, Ph.D.**  
500 sessions since 1995

**Customer Strategy Consulting**  
P.O. Box 10178  
Beverly Hills, CA 90213  
Ph. 310-659-8536  
info@yourcustomer.com  
www.yourcustomer.com  
**George Sloan**  
3000+ sessions since 1984

**D/R Added Value**  
7474 N. Figueroa St.  
Los Angeles, CA 90041  
Ph. 323-254-4326  
maggie.taylor@dr-added-value.com  
www.dr-added-value.com  
**Eric Villain**  
1000+ sessions since 1984

**D/R/S HealthCare Consultants**  
121 Greenwich Rd., Suite 209  
Charlotte, NC 28211  
Ph. 704-362-5211  
drsimon@mindspring.com  
www.drmsimon.com

**Dr. Murray Simon**  
7500+ sessions since 1982

D/R/S HealthCare Consultants specializes in qualitative market research with health care professionals, patients and administrators. The company was established in 1982 by Dr. Murray Simon, a former health care provider who believes that research with health care professionals is more comprehensive and productive when personally conducted by someone who understands the complex patient/provider interaction through having experienced it.

**Daniel & Kehr Consulting**  
4831 Edinburgh Drive  
Smyrna, GA 30082  
Ph. 770-375-7808  
danielkehr@gmail.com

**Joe Daniel**  
50 sessions since 2001  
**Kathleen Kehr**  
115 sessions since 1997

## Daniel Research Group



**Daniel Research Group**  
49 Hill Rd., Suite 4  
Belmont, MA 02478  
Ph. 617-484-6225  
sdaniel@earthlink.net

**Steve Daniel**  
1000 sessions since 1985

Daniel Research Group, a full-service market research firm designing and executing studies among users and buyers of information technology products and services worldwide. Focus groups studies employ our FOCUS/IT methodology based on 20 years of experience in designing and conducting high-technology focus group in technical, commercial and consumer segments. Our model enabled consulting services apply sophisticated quantitative forecasting methodologies to aid in making strategic and tactical design, development, marketing and sales decisions.

**Frances Darpino Consulting**  
23731 Eddystone Unit 103  
Bonita Springs, FL 34135  
Ph. 310-585-0344  
fjdarpino@comcast.net  
**Frances Darpino**  
1000+ sessions since 1982

**Data & Management Counsel, Inc.**  
428 Exton Commons  
Exton, PA 19341  
Ph. 610-524-7900  
datamngt@aol.com  
**Bill Ziff-Levine**  
1000 sessions since 1985

**DataProbe Research**  
297 St. Mary's Rd.  
Winnipeg, MB R2H 1J5  
Canada  
Ph. 204-953-4444  
lauren@dataprobe.ca  
www.dataprobe.ca  
**Lauren Gervais**  
200 sessions since 1985

## Dave Disher

dave@disher.com  
25+ years qual & quant experience

**Dave Disher, Qualitative Research**  
873 Fenchurch Court  
Cincinnati, OH 45230  
Ph. 513-226-4385  
davedisher@gmail.com  
www.disher.com

**Dave Disher**  
650 sessions since 1999

Coupling 25+ years quantitative experience, Dave Disher has provided qualitative services for the past 10 years - using consumer/user/member (and disassociated population) insights to provide critical direction for services, manufacturers and marketers. Innovation products/services a specialty. Focus groups, individual, dyadic, triadic depth interviews.

**Davidson-Peterson Associates**  
A Division of Digital Research, Inc.  
201 Lafayette Center  
Kennebunk, ME 04043-1853  
Ph. 207-985-1790  
karen.peterson@digitalresearch.com  
www.dpaonline.com  
**Karen Peterson**  
1000 sessions since 1974

**M Davis & Co., Inc.**  
1520 Locust St., 3rd Floor  
Philadelphia, PA 19102-4403  
Ph. 215-790-8900 or 800-842-4836  
info@mdavisco.com  
www.mdavisco.com  
**Ron Campbell**  
300+ sessions since 1989

**Davis, Hibbitts & Midghall, Inc.**  
203 SW Pine St.  
Portland, OR 97204  
Ph. 503-220-0575  
dhm@dhmresearch.com  
www.dhmresearch.com  
**Adam Davis**  
500 sessions since 1982

**Decision Analysis**  
12400 Wilshire Blvd., Suite 1455  
Los Angeles, CA 90025  
Ph. 310-979-0999  
info@decisionanalysisinc.com  
www.decisionanalysisinc.com  
**Richard Gabriel**  
502 sessions since 1988



## Decision Analyst, Inc.

**Decision Analyst, Inc.**  
604 Avenue H East  
Arlington, TX 76011-3100  
Ph. 817-640-6166 or 800-262-5974  
jthomas@decisionanalyst.com  
www.decisionanalyst.com

**Jerry W. Thomas**  
5000 sessions since 1969

**Melanie Lobo**  
450 sessions since 1998

**Roger Wallace**  
50+ sessions since 2001

From in-person focus groups and depth interviews to ethnography and laddering techniques, Decision Analyst delivers highly analytical and decision-oriented insights. Decision Analyst offers both in-person and online qualitative research services. In-person services include: focus groups, sensitized groups, dyadic and triadic interviews and depth motivational studies. Decision Analyst is a world leader in online qualitative research: time-extended online focus groups, time-extended depth interviews, online ethnography and online pseudo-depth interviews. (See advertisement on p. 71)

**Decision Drivers**  
197 Macy Rd.  
Briarcliff, NY 10510-1017  
Ph. 914-923-0266  
decisiondrivers@aol.com

**William Driver**  
3500 sessions since 1994

**Decision Information Resources**  
2600 Southwest Fwy., Suite 900  
Houston, TX 77098-4600  
Ph. 713-650-1425 ext. 104  
mdixon@dir-online.com  
www.dir-online.com

**Carla T. Prince**  
200 sessions since 1987

**Decision Makers, Ltd.**  
4901 South Lake Drive  
Boynton Beach, FL 33436  
Ph. 401-683-3100 or 561-364-3727  
decisionmakersri@aol.com

**Polly Harrington**  
2500+ sessions since 1986

**DecisionTrack**  
5 Penny Lane  
Lititz, PA 17543  
Ph. 717-625-3632  
dctrack@ptd.net  
www.decisiontrack.net

**Dan F. Duda**  
100+ sessions since 1986

**DeLevie Group Research**  
41 Amherst Dr.  
Hastings-on-Hudson, NY 10706  
Ph. 914-478-5126  
DGRCO@aol.com

**Sharon DeLevie**  
1000+ sessions since 1987

**Delta Media Inc.**  
350 Sparks Street, Suite 405  
Ottawa, ON K1R 7S8  
Canada  
Ph. 613-233-9191 or 888-473-3582  
info@deltamedia.ca  
www.visionresearch.ca

**Candace Fedoruk**  
100+ sessions since 1990

**DeNance & Associates**  
625 N. 137th St.  
Seattle, WA 98133  
Ph. 206-417-1538  
acdenance@msn.com  
**Andrew DeNance**  
1000+ sessions since 1995

**Development II, Inc.**  
107 Middle Quarter Mall  
P.O. Box 992  
Woodbury, CT 06798  
Ph. 203-263-0580 or 888-227-3244  
info@development2.com  
www.development2.com

**Steve Lewis**  
500+ sessions since 1980

**Diagnostics Plus, Inc.**  
1333 S. Allen St.  
State College, PA 16801  
Ph. 814-238-7936 or 814-234-2344  
jfong@diagnosticsplus.com  
www.diagnosticsplus.com

**Jim Fong**

**Dialogue Resource, Inc.**  
212 S. Tryon St., Suite 1370  
Charlotte, NC 28281  
Ph. 704-405-5611  
pam.shue@dialogueresource.com  
www.dialogueresource.com

**Nino DeNicola**  
10000 sessions since 1982

**Ruth Diamond Market Research**  
a Cornerstone Research Company  
Boulevard Mall  
770 Alberta Dr.  
Buffalo, NY 14226  
Ph. 716-836-1110 or 716-836-1111  
info@ruthdiamond.com  
www.ruthdiamond.com

**Rhonda Ried**  
500+ sessions since 1982

**The Dieringer Research Group, Inc.**  
200 Bishops Way  
Brookfield, WI 53005  
Ph. 262-432-5200 or 888-432-5220  
sales@thedrg.com  
www.thedrg.com

**Robert Fichtner**  
200 sessions since 1991

**Digital Research, Inc.**  
201 Lafayette Center  
Kennebunk, ME 04043-1853  
Ph. 207-985-7660  
jane.mount@digitalresearch.com  
www.digitalresearch.com

**Karen Peterson**  
1000 sessions since 1974

**Direct Dialogue**  
Willow House  
Fressingfield Eye, Suffolk IP21 5PE  
United Kingdom  
Ph. 44-137-958-6850  
david@directdialogue.net  
www.directdialogue.net

**David Spenser**  
3000+ sessions since 1980

**Direct Feedback, Inc.**  
225 W. Station Square Dr. Suite 545  
Pittsburgh, PA 15219  
Ph. 412-394-3676 or 800-519-2739  
kevin.edwards@dfresearch.com  
www.dfresearch.com

**Tara Conroy**  
824 sessions since 1990

**Directions Research Corp.**  
2009 4th St., S.W.  
Mason City, IA 50401  
Ph. 641-423-0275  
thultc@willowtree.com  
**Tom Thul**  
1500 sessions since 1980

**Discovery - National Qualitative Network**  
Corporate Office  
1061 E. Indiantown Rd., Suite 204  
Jupiter, FL 33477  
Ph. 561-748-0931 or 888-331-7779  
info@discoverynqn.com  
www.discoverynqn.com  
**Shannon Kannenberg**  
20 sessions since 1995

**Discovery Research**  
726 Las Trampas Rd.  
Lafayette, CA 94549  
Ph. 925-283-8216  
judithcohen10S@comcast.net  
**Judith Coleman Cohen**  
400 sessions since 1985

**Discovery Works, Inc.**  
12025 Paul Meadows Dr.  
Cincinnati, OH 45249  
Ph. 513-489-1887  
jhriester@discoveryworks.net  
www.discoveryworks.net  
**John Riester**  
1500+ sessions since 1991

**Distinctive Marketing, Inc.**  
516 Bloomfield Ave.  
Montclair, NJ 07042  
Ph. 973-746-9114  
info@distinctivemktg.com  
www.distinctivemktg.com  
**Diane Spencer**  
100+ sessions since 1990

**DLG Research & Marketing Solutions**  
4515 Briar Hollow Place, Suite 207  
Houston, TX 77027  
Ph. 713-795-5503 or 713-623-0820  
info@dlgresearch.com  
www.dlgresearch.com  
**Edgardo de la Garza**  
300+ sessions since 1997  
**Elvia de la Garza**  
300+ sessions since 2000

Bilingual and bicultural moderators whose professional backgrounds encompass experience from all sides of the business: agency, client and supplier. This grants a richer understanding of the client's position - strengthening the approach to each project, identifying and tending opportunities and intuiting and delivering against client's stated and unstated needs.

**DMCotter Research & Strategy, Inc.**  
95 Eastern Ave.  
Dedham, MA 02026  
Ph. 781-956-8171  
questions@dmcotter.com  
www.dmcotter.com  
**Dan Cotter**  
300+ sessions since 1978

For 30 years, Dan Cotter has conducted focus group research for media companies throughout North America. He also owns Suburban Focus Group, his state-of-the-art facility in Boston, where he moderates groups for companies in a range of industries. He's widely recognized as one of the very best in the business.



**dmr kynetec**

1807 Park 270 Dr., Suite 300  
P.O. Box 46904  
St. Louis, MO 63146  
Ph. 314-878-7667  
vicki.thies@dmrkynetec.com  
www.dmrkynetec.com

**Louis Chavez**

40 sessions since 2002

**DMRA**

1731 Embarcadero Rd., Suite 200  
Palo Alto, CA 94303  
Ph. 650-856-9988  
mikeg@dmrainc.com  
www.dmrainc.com

**Michael Green**

1000+ sessions since 1982

**DMS Research**

840 Larrabee St., Suite 4209  
Los Angeles, CA 90069  
Ph. 310-659-8732  
jdraper@dmsresearch.com  
www.dmsresearch.com

**John Draper**

300+ sessions since 2000

**DO Research**

505 E. 79th St.  
New York, NY 10075  
Ph. 212-734-4544  
dokrent@aol.com

**Diane Okrent**

1500+ sessions since 1976

**Dodge Business Research Consulting**

3109 W. 50th St., #311  
Minneapolis, MN 55410  
Ph. 800-685-7934  
tony@dodgeresearch.com  
www.dodgeresearch.com

**Tony Dodge**

1000+ sessions since 1983

**Dolobowsky Qualitative Services, Inc.**

94 Lincoln St.  
Waltham, MA 02451  
Ph. 781-647-0872  
reva@doloqual.com  
www.doloqual.com

**Reva Dolobowsky**

2000+ sessions since 1975

**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  
bana@dominionfocusgroup.com  
www.dominionfocusgroup.com

**Bana Bhagchandani**

80 sessions since 1998

**Jack R. Doub Co.**

3512 Honeybrook Ave.  
Dayton, OH 45415-1545  
Ph. 937-898-0128  
JackDoub@aol.com

**Jack Doub**

30 sessions since 1974

**Douglass Results**

99 Mountain Spring Ave.  
San Francisco, CA 94114  
Ph. 415-377-3664  
lisa@douglassresults.com  
www.douglassresults.com

**Lisa Douglass Pearlmutter**

600+ sessions since 1997

**Melanie Dowe Marketing Group, LLC**

145 Tye Dr., #1129  
Point Roberts, WA 98281  
Ph. 360-945-3693  
mdowe@dowemarketing.com  
www.dowemarketing.com

**Melanie Dowe**

1000 sessions since 1987

**Doyle Research Associates, Inc.**

400 N. Michigan Ave, Suite 800  
Chicago, IL 60611-4148  
Ph. 312-863-7600  
info@doyleresearch.com  
www.doyleresearch.com

**Susan Sweet**

500+ sessions since 1995

**Jo-Ann Goodchild**

750+ sessions since 1989

**Carole Schmidt**

750+ sessions since 1990

**Christine Efken**

750+ sessions since 1990

**Nan Burgess-Whitman**

500+ sessions since 1997

Doyle Research Associates is an innovative qualitative research firm specializing in focus groups, in-depth interviews, observational research, and online research with both the general population and Hispanic markets. We also provide ideation services among consumers (kids, teens and adults), professionals and internal teams. Category experience includes food and beverage, food service, personal and home care, pharmaceutical, telecommunications, toys and games, publishing, non-profit/social issues, media and entertainment, and durable goods. (See advertisement on this page)

**DRW Research**

26968 N. Monroe Drive  
Southfield, MI 48034  
Ph. 248-350-0056  
darlenerw@sbcglobal.net

**Dr. Darlene Williamson**

1000+ sessions since 1987

Dr. Darlene Williamson is a psychologist with over 18 years of experience conducting research with consumers of different demographic profiles, business owners, executives, managers, and employees. Dr. Darlene Williamson has personally directed and implemented qualitative and quantitative studies with multicultural segments across industries. Topics: corporate and brand image, ad-concept testing, product development, taste tests, car clinics, sponsorship evaluation, ethnographies.

**Ebel Marketing Group**

6039 Beverly Hills Rd.  
Coopersburg, PA 18036-1827  
Ph. 610-282-9978  
cebel@epix.net  
www.ebelmarketing.com

**Christopher J. Ebel**

150 sessions since 1986

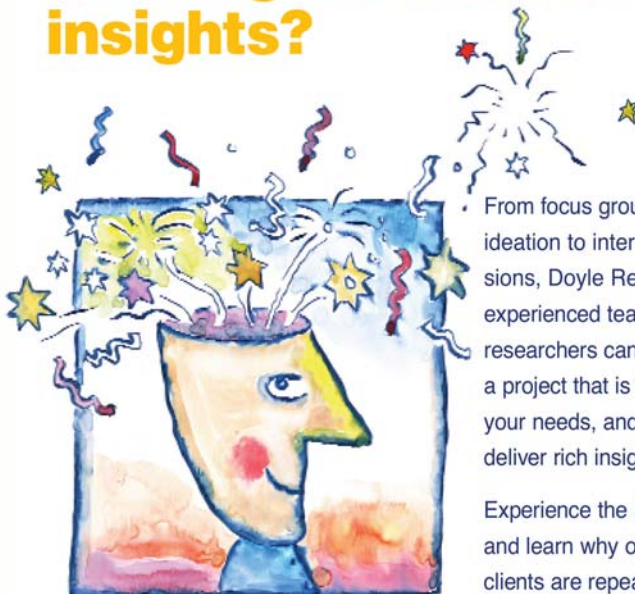
**Bonnie W. Eisenfeld**

2031 Locust St., #402  
Philadelphia, PA 19103  
Ph. 215-567-1635  
bwehrl@yahoo.com

**Bonnie Eisenfeld**

Sessions since 1980

## Looking for mind-blowing insights?



From focus groups to ethnography, ideation to internal strategy sessions, Doyle Research Associates' experienced team of qualitative researchers can help you design a project that is tailored to meet your needs, and guaranteed to deliver rich insights. ★

Experience the Doyle difference, and learn why over 90% of our clients are repeat customers.



Thoughtful design. Richer insights. Smarter business decisions.

400 N. MICHIGAN AVE., ST 800, CHICAGO, IL 60611 T 312.863.7600 WWW.DOYLERESEARCH.COM

**The Elliott Group Ltd,**  
1207 S. Tamiami Trail  
Sarasota, FL 34239  
Ph. 941-365-1284  
info@theelliottgroup.com  
www.theelliottgroup.com  
**Brandon Elliott**  
1000+ sessions since 1984

**Ellison Research**  
14804 N. Cave Creek Rd.  
Phoenix, AZ 85032  
Ph. 602-493-3500 ext. 8130  
ronsellars@ellisonresearch.com  
www.ellisonresearch.com

**Ron Sellers**  
1000 sessions since 1988

**Abby Ellison Research**  
Div. Of EQR, Inc.  
936 Fifth Ave., Suite 7-A  
New York, NY 10021  
Ph. 212-452-2938 or 917-576-2458  
EQR2@aol.com

**Abby Ellison Kanarek**  
3800 sessions since 1969

**EMC Research**  
811 1st Ave. Suite 451  
Seattle, WA 98104  
Ph. 206-652-2454  
andrew@evansmcdonough.com  
www.evansmcdonough.com

**Andrew Thibault**  
200 sessions since 1993

**ENERGISTICS**  
109 Sonoma Way  
Chapel Hill, NC 27516  
Ph. 919-933-0614  
susannassar@energistics.com  
www.energistics.com

**Susan Nassar**  
3000 sessions since 1987

**Energy Annex**  
1123 W. Washington  
Chicago, IL 60607  
Ph. 312-733-2639  
jessica@energyannex.com  
www.energyannex.com

**Kay Allison**  
1200 sessions since 1999

**Envision Marketing Research**  
31 Honey Line, R.R. #5  
Warkworth, ON K0K 3K0  
Canada  
Ph. 705-924-1570 or 888-815-4371  
envision@trytel.net

**Elizabeth HÄ@n**  
1000+ sessions since 1979

**Envision Research, Inc.**  
2802 Glenlocke Way  
Atlanta, GA 30318  
Ph. 404-587-1001  
bill@envision-research.com  
www.envision-research.com

**Bill Douglas**

Experience: 13+ years in a wide variety of qualitative and quantitative research projects with Coca-Cola, Nestle, McDonald's, Kellogg's, Reynolds Wrap, and other global brands. Education: MBA University of Virginia (Darden); RIVA Training Institute Fundamentals of Moderating. Associations: AMA, MRA, QRCA, MROI. Experienced presenter, instructor and moderator.

**Epp Consulting**  
2 Candle Terrace S.W.  
Calgary, AB T2W 6G7  
Canada  
Ph. 403-201-2583  
lhepp@shaw.ca  
**Lois Epp**  
Sessions since 1989

**eQualitativeResearch.com**  
5499 N. Federal Highway, Suite P  
Boca Raton, FL 33487  
Ph. 561-988-7099  
info@eqrinc.com  
www.eqrinc.com

**Renee H. Frengut, Ph.D.**  
2500+ sessions since 1978

**EquiBrand Consulting**  
1100 Moraga Way, 1st fl  
Moraga, CA 94556  
Ph. 925-247-1400  
tim@equibranding.com  
www.equibrandconsulting.com

**Tim Koelzer**  
100+ sessions since 1990

**Eshelman & Townsend, Ltd.**  
313 Maple Ave.  
Wyncote, PA 19095  
Ph. 215-884-9060  
info@aol.com

**MaryAnne Eshelman, Ph.D.**  
2500 sessions since 1980

**Essential Resources, LLC**  
45 Park Place S., Suite 330  
Morristown, NJ 07960  
Ph. 888-326-7250  
tim.friel@essential-resources.com  
www.ersurveycenter.com

**Lucy Mundo**  
100 sessions since 1996

**Essman/Research**  
100 E. Grand Ave., Suite 340  
Des Moines, IA 50309-1800  
Ph. 515-282-7145  
mail@essmanresearch.com  
www.essmanresearch.com

**Denise Essman**  
300+ sessions since 1981

**eStyle Marketing Services, Inc.**  
eStyle Studios  
1011 - 1st St., S.W., Suite 520  
Calgary, AB T2R 1J2  
Canada  
Ph. 403-685-2239 ext.222  
info@estyle-group.com  
www.estyle-group.com

**Almin Kassamali**  
150 sessions since 2004

**Eureka Facts, LLC**  
451 Hungerford Drive  
Rockville, MD 20850-4201  
Ph. 866-693-2287 or 301-610-0590  
restrepoj@eurekafacts.com  
www.eurekafacts.com

**Jorge Restrepo**  
100 sessions since 1994

**Evolve Research**  
3820 N. Pennsylvania  
Oklahoma City, OK 73112  
Ph. 405-602-8029  
kevin@evolve-research.com  
www.evolve-research.com

**Kevin Mark Jessop**  
20+ sessions since 1999

**Executive Marketing Information (EMI)**  
P.O. Box 6994  
Edmond, OK 73083  
Ph. 405-748-5835  
bsmith@emiresearch.com  
**Dr. Burt Smith**  
Sessions since 1989

**Explorations**  
2401 Jackson Ave.  
Evanston, IL 60201  
Ph. 847-424-9078  
sue@explorations-qrc.com  
**Sue Gartzman**  
350+ sessions since 1994

**Exposition Research**  
EvaluativeResearch, Inc.  
1 Strawberry Hill Ave., Suite 11F  
Stamford, CT 06902  
Ph. 203-348-5100 or 203-524-4351  
jgls@expoguide.com  
**Jaqueline Labatt Simon**  
1500 sessions since 1967

**EyeTracking, Inc.**  
6475 Alvarado Rd., Suite 132  
San Diego, CA 92120  
Ph. 619-265-1840  
info@eyetracking.com  
www.eyetracking.com  
**Sylvia Knust**  
700+ sessions since 1999

**FacFind, Inc.**  
6230 Fairview Rd., Suite 108  
Charlotte, NC 28210-3253  
Ph. 704-365-8474 or 888-590-8073  
FacFind@aol.com  
www.facfindresearch.com  
**Sandra Bariat**  
1000+ sessions since 1985

**Facts 'n Figures**  
15301 Ventura Blvd.  
Garden Office Bldg. B, Suite 500  
Sherman Oaks, CA 91403  
Ph. 818-986-6600  
steve\_escoc@factsnfiguresinc.com  
www.factsnfiguresinc.com  
**Bonnie Ponaman**  
500+ sessions since 1998

**Fader & Associates**  
372 Central Park W., Suite 7N  
New York, NY 10025  
Ph. 212-749-3986  
jenniferlarsen@faderfocus.com  
www.faderfocus.com  
**Susan Fader**  
2500+ sessions since 1988

**Falk Research Associates, Inc.**  
PO Box 2250  
Winter Park, FL 32790-2250  
Ph. 407-647-3333  
thor@falkresearch.com  
www.falkresearch.com

**Thor Falk**  
1000+ sessions since 1989

**Fearless Branding**  
2677 Larkin St., Suite 301  
San Francisco, CA 94109  
Ph. 415-292-5100  
robert@fearlessbranding.com  
www.fearlessbranding.com  
**Robert Friedman**  
25 sessions since 2004

**Feldman Research Lab**  
 119 Cherry Lane  
 Teaneck, NJ 07666  
 Ph. 201-833-9607  
 rich@researchlab.tv  
 www.researchlab.tv  
**Richard Feldman**  
 250 sessions since 1985



**Fieldwork**  
 848 San Pascual Ave., #3  
 Los Angeles, CA 90042  
 Ph. 949-322-5044  
 contact@fieldwork.tv  
 www.fieldwork.tv  
**Joanna Morehead**  
 500+ sessions since 2000

Fieldwork Ethnography takes qualitative research into the real world where your consumer lives, works, shops and socializes. With combined experience in both traditional moderating and progressive ethnographic techniques, we specialize in videotaped in-home interviews, shop-alongs, friendship groups, intercepts, in-depth interviews and, of course, focus groups. We can also assist you with recruiting, re-screening, reporting/analysis, videography and finding the perfect location for your research.



**50Plus Market Research**  
 2090 Vistazo East  
 Tiburon, CA 94920  
 Ph. 415-366-7270  
 jacob@50plusresearch.com  
 www.50plusresearch.com  
**Jacob Brown**  
 2000+ sessions since 1990

50Plus Research provides insights into the Baby Boomer and senior market. Everywhere you look there is information on Baby Boomers and seniors. But statistics aren't the same as insights. We use market research and strategic planning to help our clients understand their target, develop new products and answer the marketing questions at the core of the purchase decision. Offering focus groups, in-depth interviews, online surveys, Web site usabilityes with full international capabilities. We understand Baby Boomers and seniors. We speak their language. We can help you listen in on the conversation.

**Fine Research S.R.L.**  
 Olazabal 1334  
 Ciudad De Buenos Aires  
 Argentina  
 Ph. 54-11-4896-4180  
 field-la@fine-research.com  
 www.fine-research.com  
**Marisa Greco**  
 100+ sessions since 1994

**Fine Research S.R.L.**  
 Rua Marques de Au, 867  
 Sao Paulo 1223000  
 Brazil  
 Ph. 54-11-4785-6993  
 field-la@fine-research.com  
 www.fine-research.com  
**Cozette**  
 Sessions since 2001

**Fine Research The LatAm Field Company**  
 Allende #157  
 Mexico D.F. 04100  
 Mexico  
 Ph. 54-11-4896-4180  
 field-la@fine-research.com  
 www.fine-research.com  
**Graciela Braniff**  
 1000+ sessions since 1976



**First Insights**  
 90 Broad St., Suite 1503  
 New York, NY 10004  
 Ph. 212-926-3700  
 info@firstinsights.com  
 www.firstinsights.com

**Lon Taylor**  
 500+ sessions since 1999

**Julie Rabin**  
 300+ sessions since 2000

First Insights specializes in usability testing, ethnographic studies, contextual interviews, focus groups and heuristic analysis. We've conducted research projects in a variety of industries and can offer complete project management to include: facility selection, screener development, creation of a moderator's guide and moderation in one-on-one, group, phone or online settings. Our team pays careful attention to understanding your business, marketing or IT objectives and we always deliver an easy-to-understand summary report.

**First Research**  
 7 Corporate Center Court, Suite B  
 Greensboro, NC 27408  
 Ph. 336-691-8100 (east coast) or 989-941-0147 (mid west)  
 gwfirstsh@aol.com  
 www.firstsh.com  
**Gratia Wright**  
 2500+ sessions since 1987

**Fischer Research Assoc. Inc.**  
 6100 Hidden Valley Dr.  
 Doylestown, PA 18901-9473  
 Ph. 215-794-2665  
 klfischer@comcast.net  
 www.FischerResearch.com  
**Karen I. Fischer, Ph.D.**  
 2000 sessions since 1982

**Linda Fitzpatrick Research Svcs. Corp.**  
 102 Foxwood Rd.  
 West Nyack, NY 10994  
 Ph. 845-353-4470  
 linda.fitzpatrick@disabilitytietraining.com  
 www.forum-builders.com

**Linda Fitzpatrick**  
 1000+ sessions since 1973

**Anne Flanz Custom Marketing Research**  
 343 Maple Ave.  
 Glen Ellyn, IL 60137  
 Ph. 630-469-1092  
 aflanz-cmr@sprynet.com

**Anne Flanz**  
 10000+ sessions since 1978

**Fleming Communications**  
 formerly Business Performance Company  
 835 E. Lamar Blvd. Suite 103  
 Arlington, TX 76011  
 Ph. 817-745-4510  
 info@businessperformancecompany.com  
 www.businessperformancecompany.com  
**Fay Fleming**  
 2000 sessions since 1994  
**Bea Bourne**  
 750 sessions since 2000

From technology to tourism, consumers to corporate employees, we have delivered solid strategy and targeted results to Fortune 500s, regional companies and non-profits nationwide. For 13 years, our success in diverse industries/categories and formats (focus groups, IDIs, surveys, etc.) have guaranteed organizations the expertise critical to accomplishing their objectives.

**Andrew Fletcher Consulting Ltd.**  
 PO Box 29035  
 Wellington 06443  
 New Zealand  
 Ph. 64-4-479-3783  
 andrew@fletcher.co.nz  
 www.fletcher.co.nz  
**Andrew Fletcher**  
 600 sessions since 1994

**Lisa Flowers M.Ed. Market Research**  
 432 Queensboro Lane  
 Haddonfield, NJ 08033  
 Ph. 856-429-4145  
 lisaflowers1@comcast.net  
**Lisa Flowers**  
 300+ sessions since 1993

**Flynn Consulting**  
 322 Longview Blvd.  
 St. Louis, MO 63122  
 Ph. 314-822-4634  
 flynnconsult@worldnet.att.net  
**Mike Flynn**  
 2500 sessions since 1980

**Focal Research Consultants Ltd.**  
 7071 Bayers Rd., Suite 326  
 Halifax, NS B3L 2C2  
 Canada  
 Ph. 902-454-8856  
 focal@focalresearch.com  
 www.focalresearch.com  
**Tracy Schrans**  
 100+ sessions since 1990

**Focus Inn™**  
 1093 Greenwood Lake Turnpike  
 Ringwood, NJ 07456  
 Ph. 973-728-0643  
 info@focusinn.com  
 www.focusinn.com  
**Adele Schwartz**  
 100 sessions since 1994

# FOCUS LATINO

## Focus Latino

720 Barton Creek Blvd  
Austin, TX 78746  
Ph. 512-306-7393  
gcafocuslatino@austin.rr.com  
www.focuslatinomarketresearch.com

### Guy C. Antonioli

1500 sessions since 1996

### Beatriz Noriega

1700 sessions since 1978

### Guy C. Antonioli II

200 sessions since 2002

Established 1996. Hispanic and general-market qualitative consumer research and ethnography. Bilingual and bicultural, we moderate in Spanish or English. Beatriz - a psychologist; Guy - a seasoned marketing, advertising and research professional, both have extensive experience working in the US, Mexico and Latin America; and Guy II - a 2002 communications graduate from the University of Texas, has proven most valuable conducting projects with younger target audiences. Our combined areas of expertise and option of female or male moderators enable us to better uncover consumer insights and provide value-added recommendations; and offer clients cost and time efficiencies when conducting projects among various ethnic segments.

## Focus On Miami

8603 S. Dixie Hwy., Suite 218  
Miami, FL 33143  
Ph. 305-661-8332  
focusom@bellsouth.net  
www.focusonmiami.com

### Shirley Marte

1100 sessions since 2000

## Focus Probe, Inc.

21 Lake Point Dr.  
New Milford, CT 06776  
Ph. 860-350-5678  
focusprobe@aol.com  
www.focusprobe.com

### Michael Anastas

1000+ sessions since 1980

## Focus Research

31662 W. Nine Dr.  
Laguna Niguel, CA 92677-2955  
Ph. 949-369-0226  
Focusjh@aol.com

### Jeanne Harris

1000+ sessions since 1985

## Focus Research & Marketing

P.O. Box 356  
Boys Town, NE 68010  
Ph. 402-491-0408  
focusjohn@aol.com

### John Lee

1000+ sessions since 1990

## Focus Research Now, LLC

81 Barnes Hill Rd.  
Burlington, CT 06013  
Ph. 860-808-4172  
focus\_research\_now@yahoo.com

### Leigh Smith

Sessions since 1990

Moderator with over 15 years of combined client and supply-sided market research experience. Topics covered include: financial services, insurance, teens, Baby Boomers, aviation and online consumers. Well-versed in a variety of research methodologies including focus groups, segmentation, branding, statistical analysis and database management. Informative presentations with actionable results.

## Focus Research, Inc.

5001 E. Hwy. 190 Service Rd., Suite B-5  
Covington, LA 70433  
Ph. 985-867-9494  
info@focusresearchinc.com  
www.focusresearchinc.com

### Kirsty D. Nunez

1750+ sessions since 1990

## Focus Suites of Philadelphia

Member of Focus Coast to Coast  
One Bala Plaza, Suite 622  
Bala Cynwyd, PA 19004  
Ph. 610-667-1110  
julia.rhines@focussuites.com  
www.focussuites.com

### Ellen Kozac

500+ sessions since 1997

## Focused Marketing

3159 Cedar Ravine  
Placerville, CA 95667  
Ph. 530-626-5527  
chuckwhiteinfocus@sbcglobal.net

### Chuck White

1000+ sessions since 1970

## FOCUSED Marketing Research, Inc.

P.O. Box 290  
Bedminster, PA 18910  
Ph. 215-795-0900  
infor@focusedmr.com  
www.focusedmr.com

### Vern Dougherty

1000+ sessions since 1999

## FOCUSED Marketing Research, Inc. (Br.)

P.O. Box 70  
Wales, WI 53183  
Ph. 215-795-0900  
web@focusedmr.com  
www.focusedmr.com

### Vern Dougherty

1000+ sessions since 1999

## Foley Research, Inc.

8535 S.E. Willock Rd.  
Olalla, WA 98359  
Ph. 253-858-8074  
cdfoley@centurytel.net  
www.foleyresearch.com

### Carol D. Foley, Ph.D.

475 sessions since 1999

## Sally Ford Hutchinson: The Thinking Shop

9 Kenneth Crescent  
London NW2 4PS  
United Kingdom  
Ph. 44-20-8450-8135  
sally@ford-h.fsnet.co.uk  
www.thethinkingshop.com

### Sally Ford-Hutchinson

100+ sessions since 1980

## Foresight Research

640 W. University Dr.  
Rochester, MI 48307  
Ph. 248-608-1870  
cstommel@foresightresearch.com  
www.foresightresearch.com

### Steven Bruyn

200 sessions since 1983

## 4C Research & Consulting

55 Freshet Rd.  
Madbury, NH 03823  
Ph. 603-740-0077  
ahooper@fourcresearch.com  
www.fourcresearch.com

### Anne R. Hooper

1000+ sessions since 1995

## Fox Management

21107 Jonathan Dr.  
Strongsville, OH 44149  
Ph. 440-572-1334  
JillJB@stratos.net

### Jill Bernaciak

100 sessions since 1983

## John Fox Marketing Consulting

800 Compton Rd., Unit 37A  
Cincinnati, OH 45231  
Ph. 513-771-3699  
JohnFoxMktg@aol.com  
www.johnfoxmktg.com

### John Fox

300 sessions since 1984

## D.S. Fraley Associates

1205 E. Madison Park  
Chicago, IL 60615-2956  
Ph. 773-536-2670  
dsfraley@dsfraley.com  
www.dsfraley.com

### Diane S. Fraley

600+ sessions since 1982

## Franklin Communications

53 Stickle Ave  
Rockaway, NJ 07866  
Ph. 973-625-8811  
mfranklin@fc4research.com  
www.fc4research.com

### Michael Franklin

1000+ sessions since 1982

Full-service specialists in health care market research, online, face-to-face, phone and mail. Clients include major pharmaceutical and equipment manufacturers, advertising agencies, professional medical, nursing and pharmacy publications, medical and nursing societies. Rx, OTC and DTC experience.

## JD Franz Research, Inc.

1900 Point W. Way, Suite 276  
Sacramento, CA 95815  
Ph. 916-440-8777  
jdf Franz@jdf Franz.com  
www.jdf Franz.com

### Jennifer Franz

200+ sessions since 1985

## The Freed Vance Research Group, LLC

43813 Goshen Farm Court  
Leesburg, VA 20176  
Ph. 571-333-0608  
stacey.vance@fvrgroup.com  
http://fvrgroup.com

### Stacey Vance

2000+ sessions since 1997

### Becky Freed

500+ sessions since 2000

## FRIEDEN QUALITATIVE SERVICES

Gary Frieden, Ph.D.

### Frieden Qualitative Services

14802 Addison St.  
Sherman Oaks, CA 91403  
Ph. 818-789-6894  
garytheg@aol.com  
www.garyfrieden.com

### Gary Frieden, Ph.D.

15000+ sessions since 1984

Experience insightful focus groups from a style I've developed over 20 years! With a Ph.D. in psychology, I uncover underlying motivational reactions and "get the 'real' stuff." Respondents and clients enjoy my high-energy sessions, creating involvement. Specialties: packaged goods, advertising, new concept development, positioning. Seniors are a strong specialty! Medical, general consumers, Web sites, banking, wireless, automotive, beverages, fast-food, customer service, and more. I've been the invited speaker at many qualitative conferences. QRCA and MRA member, and Certified (PRC), presenting my unique approach to focus group moderating. Benefit from our collaboration! Contact Gary Frieden.

### Mara Friedman Strategic Rsch. & Planning

2127 Parnell Ave.  
Los Angeles, CA 90025-6317  
Ph. 310-470-8815  
mara@mararesearch.com  
www.mararesearch.com

### Mara Friedman

1000 sessions since 1994

Conduct focus groups/IDIs. Provide reports with strategic analysis and insights. Use exploratory approaches and in-depth probing to develop intimate understanding of consumer and uncover motivating hot buttons. Advertising and product development, communication and Web evaluation, in-home and shop-along ethnographies and customer satisfaction represent key specialties offered.

### Full Measure Research, Inc.

413 Cottage Ave.  
Glen Ellyn, IL 60137  
Ph. 630-858-2309  
admin@fullmeasureresearch.com  
www.fullmeasureresearch.com

### William Dawe

Sessions since 2003

### Fundamental Research Group, Inc.

720 Second St. Pike, Suite 201  
Southampton, PA 18966  
Ph. 866-953-7655  
donna.siegfried@funresearch.com  
www.funresearch.com

### Donna Siegfried

2500+ sessions since 1977

### Fundamental Research Group, Inc. (Br.)

799 Hammond Drive, N.E., Suite 103  
Atlanta, GA 30328  
Ph. 866-953-7655  
donna.siegfried@funresearch.com  
www.funresearch.com

### Donna Siegfried

2500 sessions since 1977

### Furmansky Associates

3200 Madison Ave., Suite B36  
Bridgeport, CT 06606  
Ph. 203-374-3720  
hfurmansky@sbcglobal.net

### Howard Furmansky

300 sessions since 1993

### Furst Analytic Center, Inc.

3 Washington Square Village  
New York, NY 10012  
Ph. 212-228-1388 or 212-674-1072  
ryphor@aol.com

### Sidney C. Furst

14000+ sessions since 1962

### Fyffe and Co.

P.O. Box 6380  
Napa, CA 94581  
Ph. 707-864-9550 or 415-378-7980  
pfyffe@concentric.net

### Pamela Fyffe

500 sessions since 1985

### G2 Marketing

3270 Cold Spring Rd.  
Charlottesville, VA 22903  
Ph. 434-293-5544  
gg@g2marketing.net  
www.g2marketing.net

### Gretchen Gehrett

350+ sessions since 1995

### Harris Gabel Associates, Inc.

578 Washington Blvd., #412  
Marina del Rey, CA 90292  
Ph. 310-477-7330  
martha@harrisgabel.com  
www.harrisgabel.com

### Martha Baker

300+ sessions since 1991

### Gadbois Research

1013 Floral Ave. S.E.  
Grand Rapids, MI 49506-3432  
Ph. 616-243-2737  
mary@gadboisresearch.com  
www.gadboisresearch.com

### Mary Gadbois

1000 sessions since 1998

### Galli Research Services

3742 Bernard St.  
Chicago, IL 60618  
Ph. 773-4-SURVEY  
galliinc@aol.com

### Joan Marks

2000+ sessions since 1980

### Galloway Research Services

GroupNet San Antonio  
4751 Hamilton Wolfe Rd., Suite 100  
San Antonio, TX 78229  
Ph. 210-734-4346  
info@gallowayresearch.com  
www.gallowayresearch.com

### J. Patrick Galloway

350+ sessions since 1998

### Garcia Fontana Research

Bilingual Qualitative Research  
36 Ventura St.  
Half Moon Bay, CA 94019  
Ph. 415-516-4528 or 650-726-3327  
rmgfontana@yahoo.com  
www.garciafontanaresearch.com

### Rose Marie Garcia Fontana, Ph.D.

700 sessions since 1992

### Garner Insight

3107 E. Colfax Ave.  
Denver, CO 80206  
Ph. 303-321-7636  
jen@garnerinsight.com  
www.garnerinsight.com

### Jennifer Garner

300+ sessions since 1998

### The Gediman Research Group, Inc.

1 Valley View Dr.  
Stamford, CT 06903  
Ph. 203-321-1913  
gedimanresearch@att.net

### Lewis M. Gediman

3000+ sessions since 1975

### Gendel Marketing Research Co.

14 Clinton Lane  
Jericho, NY 11753  
Ph. 516-938-2695  
hmgendel@att.net

### Dr. Howard Gendel

5000 sessions since 1970

### Genesis Marketing & Research of Des Moines

2538 73rd St.  
Urbandale, IA 50322  
Ph. 515-457-7484 x2001  
dale.engelken@genesismr.com  
www.genesismr.com

### Dale W. Engelken

275 sessions since 1990

### Genesis Research Associates

10190 Oak Grove Dr.  
Descanso, CA 91916  
Ph. 619-659-1177  
jeni@genesisresearch.net  
www.genesisresearch.net

### Jeni Sall

2000+ sessions since 1978

### Gentleman Associates

8141 Sycamore Rd.  
Indianapolis, IN 46240  
Ph. 317-251-3453  
karen@gentlemanassociates.com

### Karen Gentleman

800 sessions since 1978

### Geo Strategy Partners

7840 Roswell Rd.  
Bldg. 300 Suite 350  
Atlanta, GA 30350  
Ph. 770-650-8495  
inquiries@geostrategypartners.com  
www.geostrategypartners.com

### Mark Towery

50 sessions since 1992

### GfK Turkey

Siracevizler Cad. Esen Sok., Saruhan Plaza  
No:6 Kat:5 34381, Bomonti  
Sisli, Istanbul  
Turkey  
Ph. 90-212-368-0700  
esradalgic@gfkturkiye.com  
www.gfkturkiye.com

### Burcak Gokbayrak

650+ sessions since 1999

### D.L. Gigler Marketing Research

955 Heberton St.  
Pittsburgh, PA 15206  
Ph. 412-361-3694  
dig@andrew.cmu.edu

### Dianne L. Gigler

25 sessions since 1990

### Gingold Research

253 Willoughby Way West  
Minnetonka, MN 55305  
Ph. 952-544-6693  
elgingold@aol.com

### Elaine Gingold

1000+ sessions since 1990

**GKS Consulting LLC**

900 Chicago Ave. #313  
Evanston, IL 60202  
Ph. 847-491-1479  
gail@gksconsulting.net

**Gail Strau**

50 sessions since 1995

With more than 30 years of institution- and agency-based experience, GKS Consulting offers specialized market research serving non-profit institutions. Effective marketing strategy management begins by listening. We work closely with clients to understand objectives, challenges and opportunities and then listen carefully to find the insight and perspective that takes strategy to the next level.

**GMA Research Corp.**

11808 Northrup Way, Suite 270  
Bellevue, WA 98005  
Ph. 425-827-1251  
donmgma@aol.com  
www.gmaresearch.com

**Don Morgan**

2000+ sessions since 1975

**Mindy Goldberg Associates, Inc.**

13 Hidden Acres Dr.  
Voorhees, NJ 08043  
Ph. 856-772-9005  
mgamindy@aol.com

**Mindy Goldberg, Ph.D.**

6000 sessions since 1980

**Michael Goldberg Research Consultant**

172 Mills Street  
Morristown, NJ 07960  
Ph. 973-656-9541  
mikegoldberg@optonline.net

**Michael Goldberg**

350 sessions since 1983

**The Golden Door**

200 W. 20th St., #1208  
New York, NY 10011  
Ph. 212-647-9181  
eleanorew@goldendoor.net  
www.goldendoor.net

**Eleanore Wells**

100+ sessions since 1990

**Goldfarb Consultants Mexico**

Bosque de Duraznos 75-205  
Bosques de las Lomas  
Mexico City, DF 11700  
Mexico  
Ph. 52-55-55964040  
goldfarbmexico@goldfarbconsultants.com  
www.goldfarbmexico.com

**Mario Martinez Azuara**

1100 sessions since 1995

**Warren Goldman Associates, Inc.**

804 Arcadia Place  
River Vale, NJ 07675-6103  
Ph. 201-391-0988 or 201-723-0379  
WG4081@aol.com

**Warren Goldman**

1000+ sessions since 1972

**Goldstein/Krall Marketing Resources, Inc.**

P.O. Box 3321, Ridgeway Station  
25 Third St.  
Stamford, CT 06905  
Ph. 203-359-2820  
info@goldkrall.com  
www.goldkrall.com

**Fred Goldstein**

5500 sessions since 1975

**Good Karma Consulting, Inc.**

116 Forest Knoll Dr.  
Elkton, MD 21921  
Ph. 410-441-4956  
carey@goodkarmaconsulting.com  
www.goodkarmaconsulting.com

**Carey Rellis**

1000 sessions since 1998

**Gorelick & Associates, Inc.**

845 W. Chester Pike  
West Chester, PA 19382  
Ph. 610-436-9778  
info@gorelickandassociates.com

**Dick Gorelick**

150 sessions since 1980

**Graff Group**

10178 Phaeton Dr.  
Eden Prairie, MN 55347  
Ph. 952-829-4640  
carol@graffgroup.com  
www.graffgroup.com

**Carol Graff**

200+ sessions since 1992

**Graham & Associates, Inc.**

3000 Riverchase Galleria, Suite 310  
Birmingham, AL 35244  
Ph. 205-443-5399  
ceanes@grahammktres.com  
www.grahammktres.com

**Jim Jager**

1000 sessions since 1997

**Grant & Associates, Inc.**

4100 Todd Blvd.  
Mobile, AL 36619  
Ph. 251-443-5879 or 877-879-5879  
GrantJury@aol.com

**Bernadette Grant, Ph.D.**

400 sessions since 1983

**Great Lakes Marketing Associates**

3103 Executive Pkwy., Suite 106  
Toledo, OH 43606  
Ph. 419-534-4700  
info@greatlakesmarketing.com  
www.greatlakesmarketing.com

**Lori M. Dixon, Ph.D.**

600 sessions since 1990

**Lynn Greenberg Associates**

32 Berrybush Lane  
Hastings-on-Hudson, NY 10706  
Ph. 914-478-1296  
lgaresearch@cs.com  
www.lynngreenberg.com

**Lynn Greenberg**

5000+ sessions since 1979

**Greenfield Consulting Group (Br.)**

A Millward Brown Company  
274 Riverside Ave.  
Westport, CT 06880-4807  
Ph. 203-221-0411  
information@greenfieldgroup.com  
www.greenfieldgroup.com

**Andrew Greenfield**

1000+ sessions since 1983

**Greenleaf Associates, Inc.**

PO Box 628  
Weston, MA 02493  
Ph. 781-899-0003  
GreenleafR@aol.com  
www.greenleafr.com

**Dr. Marcia Nichols Trook**

2000+ sessions since 1986

**GRF Marketing, Ltd.**

680 N. Lake Shore Dr.  
Chicago, IL 60611-4402  
Ph. 312-915-0095  
grfmarketing@ameritech.net  
www.grfmarketingltd.com

**Gail Fudenberg**

1000 sessions since 1985

**GRFI, Ltd.**

400 E. Randolph Dr., Suite 700  
Chicago, IL 60601  
Ph. 312-856-1444  
hgordon@grfild.com  
www.grfild.com

**Howard L. Gordon**

875+ sessions since 1980

**Grieco Research Group, Inc.**

7462 N. Figueroa St., #200  
Los Angeles, CA 90041  
Ph. 323-254-1991  
GRGINC@aol.com  
www.griecoresearch.com

**Joe Grieco**

7000+ sessions since 1970

**Group EFO Limited**

8324 Midnight Pass  
Sarasota, FL 34242  
Ph. 941-349-7774  
ed@groupefo.com  
www.groupefo.com

**Edward F. Ogiba**

1000+ sessions since 1990

**Group Works**

861 San Ramon Way  
Sacramento, CA 95864  
Ph. 916-974-0555  
ellen@groupworksonline.com  
www.groupworksonline.com

**Ellen V. Schaefer**

1000+ sessions since 1988

**GSO Research**

The Gary Siegel Organization, Inc.  
6232 W. Pulaski Rd., Suite 301  
Chicago, IL 60646  
Ph. 773-286-6500  
info@gsoresearch.com  
www.gsoresearch.com

**Gary Siegel**

120 sessions since 1981

**GTR Consulting**

30 Liberty Ship Way, Suite 3320  
Sausalito, CA 94965  
Ph. 415-713-7852  
gary@gtrconsulting.com  
www.gtrconsulting.com

**Gary Rudman**

1000+ sessions since 1991

Gary Rudman is founder and President of GTR Consulting, specializing in qualitative market research and strategic planning targeting kids, teens and young adults. Since 1991, Rudman has focused on the youth market, working as a planner for FCB and JWT and as director of qualitative research with Teenage Research Unlimited.

**Guideline Boston**

90 Canal St., Suite 600  
Boston, MA 02114  
Ph. 617-720-0174  
info@guideline.com  
www.guideline.com

**Peter Hooper**

200 sessions since 1978

**The Guild Group, Inc.**

8015 Shoal Blvd., Suite 122  
Austin, TX 78757  
Ph. 512-328-6492 or 888-225-2399  
wguild@gldgrp.com  
www.gldgrp.com

**William Guild**

1000+ sessions since 1982

**Gulf View Research, LLC**

4426 Veterans Blvd.  
New Orleans, LA 70006  
Ph. 800-357-8842 or 504-454-1737  
gulviewresearch@aol.com  
www.gulfviewres.com

**Timothy Villar**

581 sessions since 1996

**Gulf View Research, LLC**

7090 Cypress Gardens Blvd.  
Winter Haven, FL 33884  
Ph. 863-326-6510 or 800-357-8842  
gulviewresearch@aol.com  
www.gulfviewres.com

**Timothy Villar**

581 sessions since 1996

**Gundabluey Research**

21 Boyd St.  
North Warrandyte, VIC 3113  
Australia  
Ph. 61-3-9844-2678  
sarahw@gundabluey.com  
www.gundabluey.com

**Sarah Wrigley**

500+ sessions since 1989

**Dr. Audrey Guskey, Research Consultant**

Duquesne University, 600 Forbes Ave.  
School of Business Administration  
Pittsburgh, PA 15282  
Ph. 412-396-5842  
guskey@duq.edu  
www.bus.duq.edu/faculty/guskey

**Dr. Audrey Guskey**

30 sessions since 1982

**Robert Hale & Associates**

5405 Morehouse Dr., Suite 327  
San Diego, CA 92121  
Ph. 858-404-0200  
info@roberthaleassociates.com  
www.roberthaleassociates.com

**Robert Hale**

100+ sessions since 1995

**Hardwick Research**

8720 S.E. 45th St.  
Mercer Island, WA 98040  
Ph. 206-232-9400  
nancy@hardwickresearch.com  
www.hardwickresearch.com

**Nancy Hardwick**

400+ sessions since 1990

**Harker Research**

1616 E. Millbrook Rd., Suite 230  
Raleigh, NC 27609  
Ph. 919-954-8300  
info@harkerresearch.com  
www.harkerresearch.com

**Glenda Shrader Bos**

500+ sessions since 1992

**HARPER**

9880 Westpoint Dr., Suite 100  
Indianapolis, IN 46256-3360  
Ph. 317-594-1500  
jay@morefromus.com  
www.morefromus.com

**Nicky Halverson**

1000+ sessions since 2000

**D.M. Harris Associates**

384 New Castle Road  
Butler, PA 16001-1744  
Ph. 724-283-6080  
dmharris@zoominternet.net  
www.dmharrisassociates.com

**Diane M. Harris**

4000+ sessions since 1976

**Harris Gabel Associates, Inc. (Br.)**

1760 Nelson Ave.  
Manhattan Beach, CA 90266  
Ph. 310-937-4553  
mlichteinstein@verizon.net  
www.harrisgabel.com

**Meryl Lichtenstein, Ph.D.**

500+ sessions since 1995

**Harris Marketing & Opinion Research**

32 W. Cushing St.  
Providence, RI 02906  
Ph. 401-421-8008  
riharris@earthlink.net

**Robert Harris**

1000+ sessions since 1980

**Harwood-Qualitative, LLC**

869 Seafarer Way  
Charleston, SC 29412  
Ph. 843-795-8423  
harwoodqual@gmail.com

**Kay Harwood**

500+ sessions since 1996

**Hase/Schannen Research Associates, Inc. (HSR)**

200 American Metro Blvd.  
Suite 122  
Hamilton, NJ 08619  
Ph. 609-799-3939  
hsr@hsra.com  
www.hsra.com

**Elliot Schwartz**

450 sessions since 1988

**Hawkins & Associates**

1234 Hudson Ave.  
St. Helena, CA 94574  
Ph. 707-968-9712  
hawkman2213@comcast.net

**John C. Hawkins**

120+ sessions since 1999

**Haysmar, Inc.**

157 Apollo Cir.  
Jupiter, FL 33477  
Ph. 561-747-9915  
bobhays@haysmar.com

**Robert D. Hays, Ph.D.**

160 sessions since 1990

**HDR Group**

635 Mallard Rd.  
Wayne, PA 19087-2346  
Ph. 610-964-8555  
hdrassbach@hdrgroup.com

**Herb Rassbach**

400 sessions since 1988

**Head Research, Inc.**

1610 Sainte-Catherine W., Suite 410  
Montreal, PQ H3H 2S2  
Canada  
Ph. 514-938-4323  
mvendramin@head.ca  
www.head.ca

**Mirella Vendramin**

1000+ sessions since 2003

**Health Care Testing, Inc.**

15301 Ventura Blvd.  
Garden Office Bldg. B, Suite 500  
Sherman Oaks, CA 91403  
Ph. 818-986-9640  
bonnieponaman@factsnfiguresinc.com  
www.factsnfiguresinc.com

**Bonnie Ponaman**

500+ sessions since 1998

**Health Centric Marketing Services**

3622 Lyckan Pkwy., Suite 6007  
Durham, NC 27707  
Ph. 919-403-1996  
info@healthcentricmarketing.com  
www.healthcentricmarketing.com

**Bob Stevens**

50 sessions since 1996

**Healthcare Performance Consulting, Inc.**

2321 Stockton Dr.  
Green Cove Springs, FL 32043  
Ph. 904-529-6571  
consulting@changingperformance.com  
www.changingperformance.com

**Tom Mckeithen**

300+ sessions since 1995

**HealthStream Research**

7710 Montpelier Rd.  
Laurel, MD 20723  
Ph. 301-575-9300  
researchinfo@healthstream.com  
www.healthstreamresearch.com

**Nicole Caruso**

50+ sessions since 1997

**Hebert Research, Inc.**

13629 N.E. Bellevue-Redmond Rd.  
Bellevue, WA 98005  
Ph. 425-643-1337  
tfisher@hebertresearch.com  
www.hebertresearch.com

**Jim Hebert**

2240 sessions since 1978

**Norman Hecht Research, Inc.**

33 Queens St.  
Syosset, NY 11791  
Ph. 516-496-8866  
nhr@normanhechtresearch.com  
www.normanhechtresearch.com

**Dan Greenberg**

15 sessions since 2003

**The Henne Group**

116 New Montgomery Street Suite 640  
San Francisco, CA 94105  
Ph. 415-348-1700  
jhenne@thehennegroup.com  
www.thehennegroup.com

**Jeff Henne**

1000+ sessions since 1986

THG is a full-service research firm. Clients include government agencies, universities, pharmaceutical companies, and other businesses. We provide recruiting through our CATI lab and have moderators who travel anywhere. We specialize in hard-to-reach populations and business recruiting/interviewing. We conduct quantitative studies in multiple languages/multiple modes.

**The Henne Group (Br.)**

529 West 42nd Street, #9X  
New York, NY 10036  
Ph. 212-239-1521  
jhenne@thehennegroup.com  
www.thehennegroup.com

**Jeff Henne**

1000+ sessions since 1986

THG is a full-service research firm. Clients include government agencies, universities, pharmaceutical companies, and other businesses. We provide recruiting through our CATI lab and have moderators who travel anywhere. We specialize in hard-to-reach populations and business recruiting/interviewing. We conduct quantitative studies in multiple languages/multiple modes.

**Herrera Communications**

28751 Rancho California Rd., Suite 201  
Temecula, CA 92590  
Ph. 951-676-2088 or 877-676-2088  
eherrera@herrera-communications.com  
www.herrera-communications.com

**Enrique Herrera**

250+ sessions since 1984

Proven achievement in educational and marketing research based on quantitative and qualitative assessment methodologies. Major focus on cross-cultural communication with emphasis on - but not limited to - the Hispanic population in the United States, Latin America and the Caribbean. The methodologies we apply include focus groups, opinion surveys and in-depth interviews.

**Heskes & Partners Qualitative Research**

Wittgensteinlaan 109  
1062 KC Amsterdam  
Netherlands  
Ph. 31-20-617-90-97  
info@heskesresearch.com  
www.heskesresearch.com

**Sjoerd Heskes**

Sessions since 1985

**The Hiebing Group**

315 Wisconsin Ave.  
Madison, WI 53703  
Ph. 608-256-6357  
mpratzel@hiebing.com  
www.hiebing.com

**Mike Pratzel**

300 sessions since 1994

**Hilker Research & Consulting, Inc.**

395 Providence Oaks Circle  
Alpharetta, GA 30004  
Ph. 678-339-0440  
whilker@bellsouth.net  
www.hilkerresearch.com

**Walt Hilker**

4000 sessions since 1987

**Hispanic Focus Unlimited**

303 W. Park Ave.  
Pharr, TX 78577  
Ph. 956-797-4211  
hispanicfocus@aol.com  
www.hispanicfocusunltd.com

**Ruben Cuellar**

1000+ sessions since 1998

**Hispanic Marketing Insights, LLC**

8241 Ascot Glen Court, Suite 100  
Liberty Township, OH 45044  
Ph. 513-777-0289  
rhernandez@hispanicinsights.com  
www.hispanicinsights.com

**Rafael Hernandez**

500+ sessions since 1996

As moderator, Rafael brings strong marketing and research experience. Marketing expertise includes strategy development; brand management; market segmentation; advertising concept development and testing. Formally trained at the Burke Institute, Rafael's background enhances the value of his moderation skills. Experience includes: one-on-one interviews, triads, in-home studies, focus groups and B2B.

**Hispanic Perspectives**

A division of Q & A Research, Inc.  
64 Digital Dr.  
Novato, CA 94949  
Ph. 415-883-1188  
info@qar.com  
www.qar.com

**Warren Pino**

200 sessions since 1990

**Charlotte Jensen**

50 sessions since 1999

**Emily Tobler**

25 sessions since 2005

**Allison Morris**

10 sessions since 2006

When choosing a supplier to handle your Hispanic Research needs, qualitative or quantitative, it's essential to have someone who understands and appreciates that the market consists of many subcultures. The U.S. Hispanic market is growing rapidly. By the year 2010, Hispanics will be the largest minority group in the country, comprising approximately 16 percent of the population. Marketers will find value in a researcher who understands the significance of the findings from an Hispanic perspective.

**Hispanic Research Inc.**

1 Springfield Rd.  
East Brunswick, NJ 08816  
Ph. 732-613-0060  
info@hispanic-research.com  
www.hispanic-research.com

**Ricardo A. Lopez**

2000+ sessions since 1986

**Otto J. Rodriguez**

500 sessions since 1999

Hispanic Research Inc. is a marketing consulting firm that specializes in the U.S. Hispanic market. It provides consulting services to businesses that intend to market their products and/or services to the U.S. Latino community. The company specializes in providing actionable research information and marketing guidance.

**Hollander Cohen & McBride**

22 West Rd., Suite 301  
Baltimore, MD 21204  
Ph. 410-337-2121  
khofmeister@hcmresearch.com  
www.hcmresearch.com

**Scott McBride**

500+ sessions since 1985

**Betty Sherbs**

300+ sessions since 1990

Multiple highly-experienced moderators on staff with expertise in many diverse industries including telecommunications, financial services, health care, real estate development, malls and shopping centers and on many diverse topics including branding, product development, logo development, product potential and advertising effectiveness using in-person focus groups, telephone/Internet focus groups and IDIs.

**Holleran Consulting**

3710 Hempland Rd., Suite 3  
Mountville, PA 17554  
Ph. 866-736-0474  
holleran@holleranconsult.com  
www.holleranconsult.com

**Lisa Lehman**

300+ sessions since 1998

**Leonard M. Homer, Ph.D.**

5449 Fairway Ct.  
West Bloomfield, MI 48323  
Ph. 336-253-4668  
lenhomer@sbcglobal.net

**Leonard M. Homer, Ph.D.**

2000+ sessions since 1980

**Horowitz Associates, Inc.**

1771 Palmer Ave.  
Larchmont, NY 10538-2439  
Ph. 914-834-5999  
info@horowitzassociates.com  
www.horowitzassociates.com

**Howard Horowitz**

1000 sessions since 1983

**Adriana Waterston**

200 sessions since 2001

**Nuria Riera**

75 sessions since 1999

HAI delivers turnkey qualitative projects with 20+ years of experience. Our sophisticated approach ensures you get not only answers to questions, but analysis that contextualizes findings to inform strategic decisions. Our moderators develop great rapport with consumers on a range of topics, with expertise in television, Internet and new technology and among Hispanic (Spanish/English; bilingual-bicultural moderators), multicultural and international consumers. Other services include ethnography, one-on-ones, telephone surveys, online surveys and panels and B2B.

**Housecalls, Inc.**

200 E. 84th St., Suite 12-F  
New York, NY 10028-2906  
Ph. 212-517-9039  
info@housecallsobserve.com  
www.housecallsobserve.com

**Patricia Kirmayer**

2000+ sessions since 1975

**Kathryn Barash**

80+ sessions since 1996

**Bill Abrams**

Housecalls moderators are skilled, highly-experienced ethnographers who perform videotaped, on-site observation and depth interviews to develop actionable marketing, advertising and strategic insights. Findings, recommendations presented in documentary format. Clients include many Fortune 500 companies. Housecalls has been dedicated to ethnography/observational research since 1983. President, Bill Abrams, is the author of The Observational Research Handbook.



**Wayne Howard & Associates**

415 W. Foothill Blvd., Suite 115  
Claremont, CA 91711  
Ph. 909-624-5713 or 800-803-7296  
info@waynehoward.com  
www.waynehoward.com

**Wayne Howard**

300 sessions since 1984

More than 20 years of experience in qualitative research and specialization in the health care industry enables Wayne Howard and Associates to provide the highest quality focus group moderating and IDI research for hospitals, health plans, pharmaceutical firms, medical device suppliers and ad agencies/public relations firms serving the health care industry. Respondent categories include physicians, medical directors, pharmacists, nurses, other health care professionals and various categories of consumers and employer decision-makers.

**The Howell Research Group**

1758 Blake St.  
Denver, CO 80202  
Ph. 303-296-8000  
howellresearch@aol.com

**David Howell**

1000 sessions since 1982

**The HSM Group, Ltd.**

8777 E. Via de Ventura, Suite 188  
Scottsdale, AZ 85258  
Ph. 480-947-8078  
bronkesh@hsmgroup.com  
www.hsmgroup.com

**Sheryl Bronkesh**

2000+ sessions since 1984

**Dawn Hunter**

150+ sessions since 2000

Known for thoughtful design, insightful analysis, and outstanding reports. HSM is focused on the health care industry; extensive experience with focus groups and IDIs of physicians, MCO executives, audiologists, dentists, hospital execs, brokers, employers, and consumers. We use innovative tools and proven qualitative and quantitative techniques to produce actionable results.

**Huberty Marketing Research**

1924 Jefferson Ave.  
St. Paul, MN 55105  
Ph. 651-698-9395 or 612-590-0756  
thuberty9395@comcast.net

**Tim Huberty**

1000+ sessions since 1985

**The Hunter-Miller Group, Inc.**

1525 E. 53rd St., Suite 605  
Chicago, IL 60615  
Ph. 773-363-7420  
pmiller@huntermillergroup.com  
www.huntermillergroup.com

**Pepper Miller**

2000+ sessions since 1985

**Hygeia Marketing Associates, Inc.**

18 First St.  
Florham Park, NJ 07932  
Ph. 973-410-1076  
mbange@hygeiamarketing.com  
www.hygeiamarketing.com

**Marianne Bange**

500+ sessions since 1987



**INA Research**

13 Wilderness Way  
Chadds Ford, PA 19317  
Ph. 610-459-5681 or 201-452-1613  
ina@inaresearch.com

**Ina Mier y Teran Sheppard**

1750+ sessions since 1992

Qualitative analyst/moderator from Mexico. Over 16 years of experience and more than 1,750 groups conducted, covering a wide array of industries with the U.S. Hispanic and general market segments. Well-versed in a variety of projective techniques and research methodologies: focus groups, in-depth interviews, ethnography, kids and teens, consumers, and business-to-business.

**ICM Inc. - Intercontinental Mktg. Investigations**

P.O. Box 2147  
Rancho Santa Fe, CA 92067  
Ph. 858-756-1765  
buncher@imiresearch.com  
www.imiresearch.com

**Dr. Martin Buncher**

6000 sessions since 1964

**Ideas in Focus**

8290 Lucerne Drive  
Chagrin Falls, OH 44023  
Ph. 440-287-6844  
jhyde@ideasinfocus.com  
http://www.ideasinfocus.com

**Jeff Hyde**

100 sessions since 2000

**Scott Morrissey**

20 sessions since 2006

At Ideas in Focus, our moderators have practical marketing experience. Our years working on the "other side of the glass" provide us with insight and perspective. We are trained and experienced focus group moderators who do far more than lead a discussion. We understand the critical nature of research for sales, advertising, brand positioning, and the bottom line.

**IFOP-North America**

2 Bloor St. W., Suite 401  
Toronto, ON M4W 3E2  
Canada  
Ph. 416-964-9222  
solutions@ifopna.com  
www.ifop.com

**Katrina Andrews**

1000 sessions since 2003

**Marianne Fillion**

1000 sessions since 2004

**Marjut Huotari**

700 sessions since 2006

IFOP North America is a full service ad hoc qualitative and quantitative research consultancy that has been servicing North American business and globally for over 30 years. Our current team strengths align particularly well with Health care, B2B, financial and consumer packaged goods research solutions. We operate seven state-of-the-art focus group facilities and our own in-house recruiting. We're located in the heart of downtown Toronto, with easy access to the finest hotels, restaurants and transportation.

**IKM**

Ludwig - Ganghofer Str. 33  
85551 Kirchheim/Munich  
Germany  
Ph. 49-89-9046-8300  
ilka.kuhagen@ikmarketing.de  
www.ikmarketing.de

**Ilka Kuhagen**

1000+ sessions since 1986

**Improdir Marketing Research & Consulting**

100 Congress Ave., Suite 2000  
Austin, TX 78701  
Ph. 512-261-0234  
cristian@improdir.com  
www.improdir.com

**Cristian Mendez-Sabre**

500+ sessions since 1998

**IMR Research Group, Inc.**

2108 South Blvd., Suite 201  
Charlotte, NC 28203  
Ph. 704-374-1333  
info@imrgruoinc.com  
www.imrgruoinc.com

**Riley Kirby**

200+ sessions since 1980

**Sarah Monks**

75+ sessions since 2002

**Erin Gallagher**

100+ sessions since 1991

IMR's team of focus group moderators and ideation facilitators use traditional and cutting-edge techniques to unearth innovative solutions to business challenges. Areas of expertise include branding and advertising and product concepting. IMR utilizes methods proven to encourage participation and achieve breakthrough thinking. Whether you want traditional focus groups or innovative ideas, IMR will design a compelling session for you.



**In-Depth Research**

2090 Vistazo East  
Tiburon, CA 94920  
Ph. 415-789-1042  
jacob@in-depthresearch.com  
www.in-depthresearch.com

**Jacob Brown**

2000+ sessions since 1990

In-Depth Research specializes in technology market research. We understand technology, whether it's talking with IT managers about application servers, doctors about diagnostic equipment or consumers about buying online. We use market research and strategic planning to help our clients understand their target, develop new products and answer the marketing questions at the core of the technology purchase decision. Offering focus groups, in-depth interviews, online surveys, Web site usability with full international capabilities.

**Indiana Research Service, Inc.**

5130 Potomac Dr.  
Fort Wayne, IN 46835  
Ph. 260-485-2442  
ccage@indianaresearch.com  
www.indianaresearch.com

**Chris Cage**

92 sessions since 1998

**Industrial Research Center**

628 Brooke Lane, Suite 201  
Glen Mills, PA 19342  
Ph. 610-459-4707  
donheilala@aol.com  
www.industrialresearchcenter.com

**Don Heilala**

900 sessions since 1984

**InFocus Strategic Research Qualitative**

438 The North Chace  
Sandy Springs, GA 30328  
Ph. 404-943-0262  
drenerg@bellsouth.net

**Gary A. Dreyer**

4000 sessions since 1985

**InfoManiacs**

2227 South 12th Ave.  
North Riverside, IL 60546  
Ph. 708-447-6771  
lkippen@imaniacs.com  
www.imaniacs.com

**Laura Kippen, Ph.D.**

200 sessions since 1990

**Informa Research Services, Inc. - Calabasas office**

26565 Agoura Rd., Suite 300  
Calabasas, CA 91302  
Ph. 800-848-0218  
inquiries@informars.com  
www.informars.com

**Paul Lubin****Information & Strategy**

125 Second St., Suite 711  
Oakland, CA 94607  
Ph. 510-238-8244  
judith-herman@att.net

**Judith Herman**

2500 sessions since 1987

**Information Innovations**

5414 NW 60th Terrace  
Kansas City, MO 64151  
Ph. 816-746-7446 or 816-694-5934  
kcard@i24u.com  
www.i24u.com

**Kavita Card**

100+ sessions since 1990

**Information Matters, LLC**

17 Chalstrom Dr.  
New Orleans, LA 70123  
Ph. 504-738-0070  
pam@info-matters.com  
www.info-matters.com

**Pamela A. Wegman**

33 sessions since 1997

**InforMedix Marketing Research, Inc.**

477 E. Butterfield Rd., Suite LL-007  
Lombard, IL 60148  
Ph. 630-241-2200  
info@informedixmr.com  
www.InforMedixMR.com

**Steven J. Fuller**

500+ sessions since 1990

**InfoTek Research Group, Inc.**

811 Summitview Ave., Suite 2  
Yakima, WA 98902  
Ph. 509-248-8219  
tregg@infotekresearch.com  
www.infotekresearch.com

**Tregg Farmer**

1100+ sessions since 1991

**Steve Boespflug**

210 sessions since 1993

InfoTek Research has been providing qualitative services around the globe since 1991. To date, we have worked in over 23 countries including many in South America, Europe, Asia, and Africa. Our experience of researching businesses and consumers across many cultures gives us valuable insight into how best to design and execute qualitative studies. Besides traditional focus groups, we also specialize in individual executive-style interviews, dyads, triads and many other methods required in the U.S. and abroad.

**Innovation Focus**

111 E. Chestnut St.  
Lancaster, PA 17602  
Ph. 717-394-2500  
Innovation@innovationfocus.com  
www.innovationfocus.com

**Bonnie Bergey****innovation Management**

125 Timberhill Place  
Chapel Hill, NC 27514  
Ph. 919-933-4676  
info@innovationmanagement.com  
www.innovationmanagement.com

**Kevin Leibel**

1000+ sessions since 1992

**Inquire Market Research, Inc.**

1801 E. Edinger Ave., Suite 205  
Santa Ana, CA 92705-4734  
Ph. 800-995-8020  
don.minchow@inquireresearch.com  
www.inquireresearch.com

**Don Minchow**

350 sessions since 1985

**Insight Casino Research, LLC**

(formerly Fine Insight)  
60 Wilder's Pass  
Canton, CT 06019  
Ph. 860-693-0578  
finej@insightcasinoresearch.com  
www.insightcasinoresearch.com

**Jeff Fine**

600+ sessions since 1986

Jeff Fine, principal moderator for Insight Casino Research, has over 10 years experience moderating focus groups for casinos, racinos and state lotteries. His familiarity with the gaming mindset as well as casino promotions and marketing tactics allow him to connect with players of all types, including your high-value customers.

**Insight Counts**

136 Walton Ferry Rd., Suite 4  
Hendersonville, TN 37075  
Ph. 615-822-5860  
darlahall@insightcounts.com  
www.insightcounts.com

**Darla Hall**

1500+ sessions since 1986

**The Insight Group Inc.**

2105 E. Vaughn St.  
Tempe, AZ 85283-3343  
Ph. 480-491-9900  
research.ranch@gmail.com  
www.focusedthinking.com

**Christopher J. Herbert**

2000+ sessions since 1985

**Insight Research & Training**

87 Francis St., #6  
Brookline, MA 02446  
Ph. 617-566-6725  
wendydodek@insightrt.com  
www.insightrt.com

**Wendy Dodek**

400 sessions since 1991

**The Insight Works, Inc.**

1123 Broadway  
Suite 1007, The Townsend Bldg.  
New York, NY 10010  
Ph. 212-929-9072 or 212-929-5115  
mark@theinsightworks.net  
www.theinsightworks.net

**Hannes Krurup**

50 sessions since 2003

**InSighting Ideas**

966 San Simeon Dr., Suite 100  
Concord, CA 94518  
Ph. 925-270-9400 or 925-288-9293  
wayne@insighting-ideas.com  
www.insighting-ideas.com

**Wayne Cerullo**

200+ sessions since 1979

**Insights & Innovations, LLC**

P.O. Box 232  
West Chester, OH 45071-0232  
Ph. 513-315-0339  
cdgardner@cinci.rr.com

**Claire Gardner**

125 sessions since 1995

**Insights Marketing Group, Inc.**

2665 South Bayshore Dr., Suite 615  
Miami, FL 33133  
Ph. 305-854-2121  
belkist@insights-marketing.com  
www.insights-marketing.com

**Belkist E. Padilla**

1500 sessions since 1990

**Insights Worldwide Research**

25341 Commcentre Dr., Suite 150  
Lake Forest, CA 92630  
Ph. 949-833-9337 or 877-544-4672  
info@insightsworldwide.com  
www.insightsworldwide.com

**Barbara Foster**

1250 sessions since 1993

**Insights, Inc.**

546 Adelaide St. N.  
London, ON N6B 3J5  
Canada  
Ph. 519-679-0110  
kathy@insights.on.ca

**Terry Green**

1500+ sessions since 1982

**Insite Media Research**

31510 Anacapa View Dr.  
Malibu, CA 90265  
Ph. 310-589-0223  
scott@tvsurveys.com  
www.tvsurveys.com

**Scott Tallal**

500+ sessions since 1980

**Intelligent Horizons, Inc.**  
1523 Horseshoe Trail  
Chester Springs, PA 19425  
Ph. 610-827-1233  
tomlutz@intelligenthorizons.com  
www.intelligenthorizons.com  
**Thomas Lutz**  
1000+ sessions since 1988

**InterActive Solutions**  
2153 Wealthy St. S.E., #340  
Grand Rapids, MI 49506  
Ph. 616-241-2056  
rvanderlaan@observationalresearch.com  
www.observationalresearch.com

**Dr. Sheri Forzley**  
200+ sessions since 1992

**Inter-National Consulting Group, LLC**  
31 Berkeley Square  
Berkeley Heights, NJ 07922-2473  
Ph. 908-322-9726  
contactfacilities@gmail.com  
**Hal Daume, Ph.D.**  
6000 sessions since 1980

**Internet Business Solutions**  
120 W. LaSalle, Suite 605  
South Bend, IN 46601  
Ph. 574-233-1272  
sales@ibsinternet.com  
www.benchmarking.com

**Wayne A. Kramer**  
250+ sessions since 1990

**InTouch Resource Group, Inc.**  
Six Blossom Rd.  
Airmont, NY 10901  
Ph. 845-357-5205  
ELZ@Intouchrg.com  
www.InTouchresourcegroup.com  
**Eve Zukergood**  
1800+ sessions since 1986

**Inward Strategic Consulting**  
120 Wells Ave.  
Newton, MA 02459  
Ph. 617-558-9770  
asteinmetz@inwardconsulting.com  
www.inwardconsulting.com  
**Allan Steinmetz**  
1500+ sessions since 1978

**Irvine Consulting, Inc.**  
655 Deerfield Rd., #100  
Deerfield, IL 60015  
Ph. 847-615-0040  
ronald\_irvine@comcast.net  
www.irvineconsultinginc.com  
**Ronald Irvine**  
500+ sessions since 1980

**Irwin Broh Research**  
1011 E. Touhy Ave., Suite 450  
Des Plaines, IL 60018  
Ph. 847-297-7515  
mdeluca@irwinbroh.com  
www.irwinbroh.com  
**Melissa DeLuca**  
190 sessions since 1996

## Diane Iseman & Associates

### The Magic Wand Approach

**Diane Iseman & Associates**  
1118 Pendleton St., Suite 400  
Cincinnati, OH 45202  
Ph. 513-421-2333  
dianeiseman@sprintmail.com  
www.dianeiseman.com

**Diane Iseman**  
5000+ sessions since 1991

Diane Iseman & Associates has been providing qualitative research insights and new product ideation for over 15 years, partnering with major corporations, advertising agencies and the premier consulting firms in the country. Our unique Magic Wand Approach™ sets consumers at ease, gets their creative juices flowing and gets them talking! Our toolbox of proprietary techniques delivers insights that are guaranteed to be rich and deep like you've never heard before. Focus groups, ethnographic studies, in-depth interviews, new product ideation, concept writing...every project is customized to client needs and research objectives. Diane Iseman & Associates...actionable consumer insights, innovative solutions and business-building new ideas.

**ISM Global Dynamics**  
Frankfurter Strasse 21/23  
61476 Kronberg/im Taunus  
Germany  
Ph. 49-6173-92480  
info@globdyn.com  
www.globdyn.com

**Peter Riedl**  
1200 sessions since 1995

## ISSUES ANSWERS

### Issues and Answers Network, Inc.

Global Marketing Research  
5151 Bonney Rd., Suite 100  
Virginia Beach, VA 23462  
Ph. 757-456-1100 or 800-23-ISSUE  
clindemann@issans.com  
www.issans.com

**Peter McGuinness**  
500 sessions since 1990  
**Carla Lindemann**  
300 sessions since 2000

Issues and Answers Network, Inc., is a global marketing research firm providing cutting-edge quantitative, qualitative and hybrid methodologies - everything from survey and sampling design, in-house data collection and project management to data analysis, if needed. Two professionally-certified moderators will manage all aspects of qualitative projects - a sampling of experience includes focus groups, one-on-one interviews, dyads, triads and mini-groups - all conducted in multiple industries including alcoholic beverages, apparel, consumer durables, food, pharmaceuticals and telecommunications, just to name a few.

**Isurus Market Research**  
38 Cameron Ave., Suite 250  
Cambridge, MA 02140  
Ph. 617-547-2400  
jmcneil@isurumrc.com  
www.isurumrc.com

**John M. Cole**  
800 sessions since 1993

**Itracks**  
150 - 820 51st Street E.  
Saskatoon, SK S7K 0X8  
Canada  
Ph. 306-665-5026 or 888-525-5026  
info@itracks.com  
www.itracks.com

**Jim Longo**  
400+ sessions since 1995  
(See advertisement on p. 42)

**J Arnold & Associates**  
3266 Yonge St., Suite 1716  
Toronto, ON M4N 3P6  
Canada  
Ph. 416-907-8659  
jon@jarnoldassociates.com  
www.jarnoldassociates.com

**Jon Arnold**  
100 sessions since 1995

**J Jones Marketing Research**  
222 Ridgewood Dr.  
San Rafael, CA 94901  
Ph. 415-453-9123  
info@jjonesresearch.com  
www.jjonesresearch.com

**Judi Jones**  
2000 sessions since 1990

**J.L. ROTH**  
& ASSOCIATES

### J.L. Roth & Associates, Inc.

3395 Pinnacle Court South  
Palm Harbor, FL 34684  
Ph. 727-772-0100  
jay@jlrothassoc.com  
www.jlrothassoc.com

**Jay Roth**  
500+ sessions since 1996

Our expertise helps you succeed in the competitive marketplace. 25+ years of marketing and research experience helping leading consumer and b2b companies make strategic and tactical decisions. A moderating "natural," Jay helps people feel comfortable openly discussing opinions, behaviors and feelings. You will receive superb group facilitation and in-depth interviewing plus expert guidance through insightful, actionable reports and consultations. We deliver what we promise. You will enjoy peace of mind knowing your project will be completed on schedule, while getting the information you need to succeed. Visit our Web site or call us, so you make better decisions through top-quality research.

**Jacobs Jenner & Kent**  
Harborplace Tower  
111 South Calvert St. Suite 2700  
Baltimore, MD 21202  
Ph. 410-256-2206 or 410-256-5297  
waynejacobs@jjkresearch.com  
www.jjkresearch.com

**Wayne Jacobs**  
4000 sessions since 1980

Wayne Jacobs is the CEO and director of research for Jacobs, Jenner & Kent, an international marketing research company. Jacobs has industry expertise in high technology, trade shows, hospitality, advertising/public relations, association management, real estate, health care and new product development. Jacobs moderates approximately 200 focus groups per year.

**Jane M. Pepe Research**  
1467 Oak Ave.  
St. Helena, CA 94574  
Ph. 707-968-0822  
janepupe@napanet.net  
**Jane Pepe**

**JCA Research**

201 S. Biscayne Blvd., 24th Fl.  
Miami, FL 33131  
Ph. 305-420-5154  
jca@jcaresearch.com  
www.jcaresearch.com  
**Juan Carlos Arriola G.**  
1200 sessions since 1991

**Jefferson & Associates, Inc.**

2000 Sycamore Street, 4th Floor  
Cleveland, OH 44113  
Ph. 216-589-0991  
adman@jjefferson.com  
www.jjefferson.com

**John Jefferson**

100 sessions since 1971

**Jefferson Davis Associates, Inc.**

425 Second St. S.E., Suite 340  
Cedar Rapids, IA 52401  
Ph. 319-364-4460  
info@jeffersondavis.com  
www.jeffersondavis.com

**Joseph Gross**

125 sessions since 1987

**Jerry Hardwich & Associates, Inc.**

15827 Acorn Circle  
Tavares, FL 32778-9448  
Ph. 352-343-9200  
jerryhardwich@aol.com  
www.jerryhardwich.com

**Jerry Hardwich**

800 sessions since 1979

**JFK Market Research**

6705 Halstead Ave.  
Mound, MN 55364  
Ph. 952-472-3036  
jean@jfkmarketresearch.com  
www.jfkmarketresearch.com

**Jean Fasching**

200 sessions since 1990

**jgmr Ltd.**

79 Coldharbour Road  
Westbury Park, Bristol BS6 7LU  
United Kingdom  
Ph. 44-117-914-4921  
jguyjgmr@blueyonder.co.uk

**Janice Guy**

100+ sessions since 1988

**JL Market Research**

P.O. Box 80845  
Billings, MT 59108  
Ph. 406-670-5090  
jlmarketresearch@msn.com  
www.jlmarketresearch.com

**Jo Lamey**

300 sessions since 1992

**Johanek & Associates**

62 Morwood Lane  
St. Louis, MO 63141  
Ph. 314-567-7968  
johassoc@aol.com

**Carol Johanek****B. W. Johnson Marketing Research, Inc.**

471 S. 1840 W.  
Cedar City, UT 84720  
Ph. 435-586-8177  
bwjohnson@bresnan.net  
www.bwjmarketingresearch.com

**Bruce W. Johnson**

1000 sessions since 1986

## Dan Jones & ASSOCIATES

**Dan Jones & Associates, Inc.**

515 S. 700 E., Suite 3H  
Salt Lake City, UT 84102  
Ph. 801-322-5722  
info@djasurvey.com  
www.djasurvey.com

**Patricia Jones**

2500 sessions since 1980

25 years as a full-service research leader in Utah and the Intermountain West. Specializing in telephone interviews, focus groups, face-to-face interviewing, intercepts, product feasibility testing, mock juries, longitudinal studies, accurate reporting, statistical analysis, and more. Close to the airport, downtown, hotels, and freeways. Professional office building with free covered parking. On-site CATI data collection center. Full-service focus group facility including: separate client and respondent entrances, skilled recruiting, and an experienced moderator. Facility rental available.

**Doug Jones Research**

2363 Wilderness Way, Suite 100  
Marietta, GA 30066-5753  
Ph. 770-977-7531  
Doug@DJResearch.org  
www.djresearch.org

**Doug Jones**

1500 sessions since 1977

**JPK Research, Inc.**

1761 22nd St. N.  
Arlington, VA 22209  
Ph. 703-516-4447  
jpkatosh@jpkresearch.com  
www.jpkresearch.com

**John P. Katosh**

1500 sessions since 1990



**J. RECKNER ASSOCIATES, INC.**  
Marketing & Sensory Research

**JRA: Custom Research**

587 Bethlehem Pike, Suite 800  
Montgomeryville, PA 18936-9742  
Ph. 215-822-6220  
customresearch01@reckner.com  
www.reckner.com

**Kristen Robeson**

500 sessions since 2002

**Melissa Oakes**

450 sessions since 2004

**Michael Skinner**

100 sessions since 207

Our consultants help you strategically apply consumer insights to guide successful marketing and product development decisions. Each is an active QRCA member with RIVA training and expertise in both marketing research and product testing. Using a wide variety of creative and projective techniques they can elicit deep insights and emotions or help consumers articulate sensory attributes of products. Expertise in all standard and advanced qualitative methods. Audience expertise includes consumers, B2B, employees, children.

**JRH Marketing Services, Inc.**

29-27 41st Ave., Penthouse  
New York, NY 11101  
Ph. 718-786-9640  
jrobharris@cs.com  
www.jrhmarketingservices.com

**J. Robert Harris**

3500+ sessions since 1975

**Lloyd J. Harris**

2500+ sessions since 1980

Our firm has been providing high-quality qualitative and quantitative research and consulting services since 1975. We are reliable, experienced, active in industry associations and nice people to work with. Our experience is both of domestic and international. Whether it's focus groups, IDIs, or any other qualitative service, you can rely on us. Check out the rest but use the best!

**JRS Consulting, Inc.**

1316 Gregory Ave.  
Wilmette, IL 60091-3234  
Ph. 847-920-1701  
jenny.schade@jrsc consulting.net  
www.jrsc consulting.net

**Jenny Schade**

3000 sessions since 1990

## JUST THE FACTS<sup>®</sup>

KNOWLEDGE IS YOUR COMPETITIVE EDGE

**Just The Facts, Inc.**

P.O. Box 365  
Mt. Prospect, IL 60056  
Ph. 847-506-0033  
info@jtfacts.com  
www.justthefacts.com

**Bruce Tinknell**

Sessions since 1984

Just The Facts Research Inc. is a marketing-focused, qualitative specialist, highly experienced in a range of industries, topics and subject matters. Our unique Qual-Quant™ methodology yields keen insights through specialized "unaided" techniques. Our senior moderator has 20+ years of experience leading well-organized group sessions, in-depth interviews, and Web site testing. Our extensive cross exposure means unparalleled levels of richness obtained from respondents' attitudes, perceptions and behaviors. A diverse client base praises our abilities in consumer, B2B, industrial services, healthcare, non-profit and other arenas. Customers praise our ability to bring out the best in group-subject dynamics, uncovering unique business opportunities with significant growth potential.

(See advertisement on p. 21)

**Kaagan Research Associates, Inc.**

850 7th Avenue  
New York, NY 10019  
Ph. 212-246-3551  
kaaganinc@aol.com  
www.kaagan.com

**Lawrence Kaagan**

400+ sessions since 1985

**Kahle Research Solutions Inc.**

15025 First Rd.  
P.O. Box 129  
Lakeside, MI 49116  
Ph. 269-469-0110  
rwkahle@kahleresearch.com  
www.kahleresearch.com

**Bob Kahle, Ph.D.**

2000+ sessions since 1983

**Kangs & Associates (Asia Pacific) Ltd.**  
Unit 2001, 23rd Floor, Asia Pacific Centre  
No. 8 Wyndham Street  
Central Hong Kong  
Hong Kong  
Ph. 852-2174-0790  
info@kangs.com  
www.kangs.com  
**Andrew Hung**  
150+ sessions since 2002

**Kangs & Associates (Korea) Ltd.**  
Market Research and Consultancy  
3rd, Hanil Building, 547-7  
Sinsa Dong, Kangnam Gu  
Seoul  
South Korea  
Ph. 852-2174-0790  
info@kangs.com  
www.kangs.com  
**Hazel Park**  
900+ sessions since 1990



**Karchner Marketing Research, LLC**  
202 Paperbirch Drive  
Collegeville, PA 19426  
Ph. 610-489-0509  
mike@kmrinsights.com  
www.kmrinsights.com  
**Mike Karchner**  
2500 sessions since 1998  
**Helen Karchner**  
500 sessions since 2000

KMR delivers qualitative marketing research that is on target, on budget, and on time with an anticipative, contributory, thinking partner who understands the challenges facing marketers today. We guarantee your satisfaction by optimizing study design and execution to ensure the greatest possible contribution to learning, and the highest and best use of your marketing research dollar. KMR strives for a seamless experience by maintaining flexibility and adapting to the pace of your world.

**Karlamar Associates, LLC**  
P.O. Box 458  
Mendon, NY 14506  
Ph. 585-582-1929  
info@karlamar.com  
www.karlamar.com  
**Karla Kuzawinski**  
100+ sessions since 1988

**R.H. Katz Consulting**  
94 Tara Dr.  
East Hills, NY 11576-2724  
Ph. 516-626-3790  
RHKCONS@aol.com  
**Rita Katz**  
Sessions since 1987

**KCI Partners**  
2662 Oakmont  
Weston, FL 33332  
Ph. 954-659-8353  
rklass@kcipartners.com  
www.kcipartners.com  
**Richard Klass**  
30 sessions since 2001



**Kendall Gay Consulting**  
245 N. Tamiami Trail, Suite B  
Venice, FL 34285  
Ph. 800-861-7261 or 941-480-0918  
info@kgc-qualitative.com  
www.kgc-qualitative.com  
**Kendall Gay**  
1439 sessions since 1992  
**Eric Swatek**  
468 sessions since 1999  
**Deanna Novak**  
100 sessions since 2007

Kendall Gay Consulting is a U.S.-based global qualitative marketing research firm specializing in health care. Our mission is to provide insights to help clients make more informed marketing decisions. We conduct qualitative research with exceptional skill based upon years of experience. We blend creativity, practicality and market knowledge for vision into the minds, habits and values of your customers. We are involved from the project's start to provide your team an effective, appropriate methodological design and actionable results.

**The Kensington Group, Inc.**  
911 E. 86th St., Suite 55  
Indianapolis, IN 46240  
Ph. 317-252-5744  
**Chris Everett**  
2500 sessions since 1975

**Kerr & Downs Research**  
2992 Habersham Dr.  
Tallahassee, FL 32309  
Ph. 800-564-3182 or 850-906-3111  
pd@kerr-downs.com  
www.kerr-downs.com  
**Phillip Downs, Ph.D**  
1000+ sessions since 1983

**Kerr Marketing Consulting**  
1032 Arden Dr.  
Villa Hills, KY 41017  
Ph. 859-341-3984  
ckerr@fuse.net  
**Carol D. Kerr**  
2100 sessions since 1990

**The Kiemle Company**  
P.O. Box 25814  
Greenville, SC 29616  
Ph. 864-877-5119  
**Fred W. Kiemle**  
150+ sessions since 1980

Broad marketing research experience helps us choose the best approach for all qualitative and quantitative assignments. Our clients tell us we are skilled at asking the right questions and guiding them in what to do with the information. Ask us for a proposal. Clients choose us 85 percent of the time after reviewing our proposals.



**Kinzey & Day Qual. Market Research**  
1610 Pope Ave.  
Richmond, VA 23227  
Ph. 804-339-2748 or 804-339-3528  
Reynkinzey@aol.com  
www.kinzeyandday.com  
**Reyn Kinzey**  
1500 sessions since 1990  
**Rebecca Day**  
3000 sessions since 1980

Kinzey & Day is a proven qualitative research firm. The two principals have over 40 years of combined experience in all aspects of qualitative market research. They have conducted thousands of focus groups, triads, dyads, one-on-one interviews and ethnographic studies throughout the country. The principals personally design, manage and conduct all phases of each project, from research design through the final presentation of findings, conclusions, and recommendations.

**Kirk Research Services, Inc.**  
9550 Regency Square Blvd., Suite 906  
Jacksonville, FL 32225  
Ph. 904-858-3200  
kirkresh@bellsouth.net  
www.kirkresearch.com  
**Paul A. Warner**  
2625 sessions since 1970

**kisquared**  
Rm. 226, 388 Donald St.  
Winnipeg, MB R3B 2J4  
Canada  
Ph. 204-989-8002  
ki2@kisquared.com  
www.kisquared.com  
**Katherine Devine**  
Sessions since 1987

**Kiyomura-Ishimoto Associates**  
1906 18th Ave.  
San Francisco, CA 94116-1246  
Ph. 415-566-3603 or 415-984-5880  
norm@kiassociates.com  
www.kiassociates.com  
**Norman P. Ishimoto**  
200 sessions since 1986

**KL Communications, Inc.**  
46 English Plaza, Suite 6  
Red Bank, NJ 07701  
Ph. 732-224-9991  
info@klcom.com  
www.klcommunications.com  
**Allyssa Gresser**  
250 sessions since 1998  
**Sean Holbert**  
75 sessions since 1999

KL Communications provides professional moderating for both online and in-person focus groups. We are a full-service firm that can coordinate and moderate groups, as well as provide complete written transcripts with a full report and analysis. In addition, we can enhance the findings with a DVD or CD report, adding the voice of the customer to your presentation.

**Kohlman Atlee**  
6830 Elm St., Suite 201  
McLean, VA 22101  
Ph. 703-917-4040  
kkohlman@kohlmanatlee.com  
www.kohlmanatlee.com  
**Kristine Kohlman**  
100+ sessions since 1995

**Kollman Research Services**

1116 Ferdon  
Ann Arbor, MI 48104  
Ph. 734-994-0898  
Colleenkollman@aol.com

**Colleen Dowd Kollman**

100 sessions since 1994

**Felipe Korzenny Research & Consulting****Felipe Korzenny Research & Consulting**

424 Hunters Trace  
Crawfordville, FL 32327  
Ph. 850-925-7977 or 650-274-3700  
felipe@korzenny.com  
www.korzenny.com

**Felipe Korzenny**

4500+ sessions since 1984

Market research and consulting in Spanish/English. Focus groups, ethnographies, in-depth interviews, account planning and strategy in the U.S./Latin America. We provide high-level insights and reporting. See the book *Hispanic Marketing: A Cultural Perspective* for more information about our work and our thinking. We have helped most major U.S. companies find elusive kernels of cultural knowledge that help establish a durable bond between brands and consumers. Brands can own a niche in the subjective culture that consumers carry as part of their identities. Our philosophy of action is that the discovery of non-obvious emotional triggers is the key to marketing success.

**Kramer Research, LLC**

68 Southgate Rd.  
Mount Laurel, NJ 08054  
Ph. 856-722-1942  
dale@dalekramer.com  
www.dalekramer.com

**Dale A. Kramer**

400+ sessions since 1980

**Kress & Associates**

129 Randlett Park  
West Newton, MA 02465  
Ph. 617-558-1959  
ckress@ckressresearch.com

**Charleen E. Kress**

450 sessions since 1991

**Louise Kroot Associates**

4219 Matilija Ave.  
Sherman Oaks, CA 91423  
Ph. 818-788-8383  
louisek@sbcglobal.net

**Louise Kroot**

3000+ sessions since 1975

**Gene Kroupa & Associates, Inc.**

P.O. Box 5258  
222 N. Midvale Blvd.  
Madison, WI 53705  
Ph. 608-231-2250  
gene@genekroupa.com  
www.genekroupa.com

**Gene Kroupa**

1100 sessions since 1979

**Ellyn Sistrunk**

300 sessions since 1990

Clients frequently tell us that we "bring a lot to the table." They value our comfortable, intelligent moderating style that reveals true feelings and behaviors. Many of our referrals come from other moderators who have used our recruiting and hosting services for their B2B and B2C projects.

**Kubba Consultants, Inc.**

801 Glendale Rd.  
Glenview, IL 60025  
Ph. 847-729-0051  
EdKubba@aol.com  
www.kubbainc.com

**Ed Kubba**

200+ sessions since 1990

**Richard Kurtz & Associates**

116 W. 23rd St., Suite 500  
New York, NY 10011  
Ph. 212-386-7615 or 917-301-8387  
kurtz@ziplink.net  
www.ifm-network.com

**Richard Kurtz**

1000+ sessions since 1985

Research and consulting services with emphasis on qualitative research and international research assignments. Skilled in creative and strategy development. Also offer telephone in-depth interviewing, ethnographic studies and project coordination for all types of research. Now offering video streaming of all research activities from any location through Focusstream.

**L & J Research**

6656 Dume Dr.  
Malibu, CA 91741  
Ph. 310-968-4806  
ljresearchinc@aol.com

**Lou Jacobs**

225 sessions since 1982

**Ladd Research Group**

6950 Turpin View Dr.  
Cincinnati, OH 45244  
Ph. 513-233-9780  
cheryl@laddresearchgroup.com  
www.laddresearchgroup.com

**Cheryl Ladd**

4000 sessions since 1998

**Lamberts Consulting GmbH**

Leopoldstr. 58  
80802 Munich  
Germany  
Ph. 49-89-3886-9337  
elizabeth@lamberts-consulting.com  
www.lamberts-consulting.com

**Elizabeth Lamberts**

750 sessions since 2001

**Henning Christiansen**

Canadian-born, living and working in Germany for over 10 years, Elizabeth moderates in English, German and French. She brings North American cultural understanding to single or multi-country European studies; discover the difference working with one moderator across countries can bring! Wide experience across industries, especially pharmaceutical, IT, business-to-business.

**Lana Porter Group**

#500 - 1080 Mainland St.  
Vancouver, BC V6B 2T4  
Canada  
Ph. 604-637-9000 or 888-637-5262  
lana@lanaportergroup.com  
www.lanaportergroup.com

**Dr. Lana E. Porter**

2000+ sessions since 1995

**Lancaster Market Intelligence**

3521 Central Park Blvd., 2nd Floor  
Louisville, TN 37777  
Ph. 865-379-7650 or 800-758-8071  
lancon@ix.netcom.com

**Christopher Wise**

1000+ sessions since 1991

**Carol Landers, LLC**

11602 Manor House Lane  
Houston, TX 77082  
Ph. 281-759-4104  
clanders2@houston.rr.com

**Carol Landers**

Sessions since 1989

**Langer Qualitative LLC**

525 E. 86th St., 18H  
New York, NY 10028  
Ph. 347-684-9073  
judy@langerqual.com  
www.langerqual.com

**Judy Langer**

6000+ sessions since 1971

Offering a variety of qualitative research methods, working with you to choose the best for your needs: focus groups, depth interviews by phone or in person, team projects for larger samples, online bulletin boards, in-home interviews. Extensive experience in consumer research, media, trends.

**Langhorne Group, Inc.**

4241 Saratoga Rd.  
Richmond, VA 23235-1251  
Ph. 804-677-9556  
greatgroups@aol.com

**Deirdre Langhorne**

3000 sessions since 1995

**Las Vegas Field and Focus, LLC**

3909 S. Maryland Parkway, 4th Floor  
Las Vegas, NV 89119  
Ph. 800-797-9877 or 702-650-5500  
info@lasvegasfieldandfocus.com  
www.lasvegasfieldandfocus.com

**Lisabeth Clawson-Couturier**

550 sessions since 1999

**LaScola Qualitative Research**

3900 Connecticut Ave. N.W., #101F  
Washington, DC 20008  
Ph. 202-363-9367  
linda@lascola.com

**Linda LaScola****Lauer Johnson Research, Inc.**

1436 Florida Ave. N.W., #2  
Washington, DC 20009  
Ph. 202-387-3494  
jim@lauerjohnson.com  
www.lauerjohnson.com

**Jennifer Johnson**

45 sessions since 1998

**LaVERDAD Marketing & Media**

7817 Cooper Rd., 2nd Floor  
Cincinnati, OH 45242  
Ph. 513-891-1430  
rob.hanson@laverdadmarketing.com  
www.laverdadmarketing.com

**Rob Hanson****Tandi De Poz**

100+ sessions since 1998

**Lawrence Research Associates**

P.O. Box 3681  
South Pasadena, CA 91031-6681  
Ph. 626-441-2777  
larry@lawrencera.com

**Larry Riesenbach**

400 sessions since 1996

**Lawrence Rubin Associates, Inc.**

9800D Topanga Canyon Blvd. #337  
Chatsworth, CA 91311  
Ph. 818-592-6256  
larryrubin@earthlink.com

**Larry Rubin**

1000+ sessions since 1988

**The Lazar Group**

660 La Salle Place, Suite 203  
Highland Park, IL 60035-3505  
Ph. 847-926-9000  
slazar@lazargroup.com  
www.lazargroup.com

**Susan Lazar**

1700 sessions since 1985

**Leap**

(Formerly The Results Network, Inc.)  
5321D Jaycee Ave.  
Harrisburg, PA 17112  
Ph. 717-652-2455  
info@leapresearch.com  
www.leapresearch.com

**Lori T. Aulenbach**

475 sessions since 1993

**Leduc Marketing, Strategy & Research Inc.**

26 Avenue Dobie  
Mont-Royal, PQ H3P 1R8  
Canada  
Ph. 514-342-1113  
louise.leduc@leduc-marketing.com  
www.leduc-marketing.com

**Louise Leduc**

2000+ sessions since 1980

**Leferman Associates, Inc.**

143 Hoyt St., #7N  
Stamford, CT 06905  
Ph. 203-327-1128 or 203-253-1584  
norm@lefermanassociates.com  
www.lefermanassociates.com

**Norm Leferman**

2000+ sessions since 1970

**LeFevre Trial Consulting**

901 Hartfield Dr.  
N. Aurora, IL 60542  
Ph. 630-406-8206  
alefevre@lefevretc.com  
www.lefevretc.com

**Adrienne LeFevre**

100+ sessions since 1998

**Hal Lefkowitz & Company**

606 Solana Glen Court  
Solana Beach, CA 92075-1420  
Ph. 858-259-2800  
hlefkowitz@ucsd.edu

**Hal Lefowitz**

125+ sessions since 1980

**Legendre Lubawin Marketing, Inc.**

1172 St. Mathieu  
Montreal, PQ H3H 2H5  
Canada  
Ph. 514-937-2079  
victoria@legendrelubawin.com

**Pierre Legendre**

3600 sessions since 1974

**Leger Marketing**

507 Place D'Armes, Suite 700  
Montreal, PQ H2Y 2W8  
Canada  
Ph. 514-982-2464  
jmleger@legermarketing.com  
www.legermarketing.com

**Daniel Meloche**

250 sessions since 2002

**LEICHLITER ASSOCIATES, LLC**  
MARKET RESEARCH // IDEA DEVELOPMENT**Leichliter Associates, LLC**

Market Research/Idea Development  
P.O. Box 788 FDR Station  
New York, NY 10150-0788  
Ph. 212-753-2099  
betsy@leichliter.com  
www.leichliter.com

**Betsy Leichliter**

5000+ sessions since 1990

Custom qualitative and interactive research for new products, services, environments and experiences. All methods: face-to-face, phone, online, Webcam. Offices in NYC and Chicago. National and global capabilities. "Open Minds Open Minds."

**Judith Lerner, Ph.D., Consumer Insights for Mktg.**

365 W. 25th St., Suite 5F  
New York, NY 10001  
Ph. 212-989-8912  
judith.lerner@post.harvard.edu

**Judith Lerner, Ph.D.**

3000+ sessions since 1981

**Maya Levinson, Ph.D.**

3219 Coolidge Ave.  
Los Angeles, CA 90066  
Ph. 310-398-6344 or 310-890-2356  
mayasi@aol.com

**Maya Levinson**

150 sessions since 2000

Independent moderator, specializing in kid research. I conduct focus groups and in-home observations and interviews. Clients include Mattel, MGA, DIC, Konami, Upper Deck, Taco Bell, Ohio Art, Nickelodeon, KCET, Jim Henson Group and others. I have worked in-house at a toy company and ad agency, and am familiar with their needs.

**Lewis Consulting Inc.**

P.O. Box 91211  
Raleigh, NC 27675  
Ph. 919-518-0549  
jamesdewis@mindspring.com

**James Lewis**

1500 sessions since 1979

**LexPark Studio**

873 Broadway, #408  
New York, NY 10003  
Ph. 212-529-7570  
info@lexparkstudio.com  
www.lexparkstudio.com

**Lawrence Tobias**

550 sessions since 1992

**LG Research, LLC**

6 Rickland Dr.  
Randolph, NJ 07869  
Ph. 973-361-4382  
lgresearch@optonline.net

**Lila Goldstein**

50 sessions since 2000

**Liebling Associates Corp.**

225 E. 57th St.  
New York, NY 10022  
Ph. 212-688-1981  
BALiebling@aol.com  
www.lieblingassociates.com

**Barry A. Liebling**

1000+ sessions since 1974

**Lighthouse Research and Development**

1292 W. 12700 South  
Salt Lake City, UT 84065  
Ph. 801-446-4000 or 801-244-8987  
janderson@go-lighthouse.com  
www.go-lighthouse.com

**Shannon Fletcher**

801 sessions since 2002

**Lightshed Group**

4037 24th St., Suite A  
San Francisco, CA 94114  
Ph. 415-640-7795  
info@lightshedgroup.com  
www.lightshedgroup.com

**Roberto Lartigue**

800 sessions since 1996

**LIMRA International**

300 Day Hill Rd.  
Windsor, CT 06095  
Ph. 860-285-7849  
LFerris@limra.com

**Rick Hekeler**

Sessions since 1984

**Gerald Linda & Associates**

2100 Fir St., Suite 3000  
Glenview, IL 60025  
Ph. 847-729-3403  
glinda@gla-mktg.com  
www.gla-mktg.com

**Gerry Linda**

500+ sessions since 1978

**LinguiSearch, Inc.**

315 New Street, Suite 301  
Philadelphia, PA 19106  
Ph. 215-923-5287  
david.schellenberg@linguisearch.com  
www.linguisearch.com

**David Schellenberg**

2000 sessions since 1984

**Susan Denton**

1000 sessions since 1990

**Amy Nelson**

1000 sessions since 1995

Qualitative experts specializing in pharmaceutical, health care, financial, and consumer industries. Skilled in semiotic and linguistic analysis of language. Superior moderating and listening techniques. Extensive experience in traditional and innovative project design and qualitative research methodologies. Actionable recommendations. Expertise includes decision-making, positioning, messaging, wargaming, sales-force research, as well as concept, journal-ad testing, and sales-aid testing and refinement.

**Joel W. Lipson, Ph.D.**

3264 11th Ave. W.  
Seattle, WA 98119  
Ph. 206-283-8561  
joel@jlipson.com

**Joel Lipson, Ph.D.**

1000+ sessions since 1977

**Listen Research, Inc.**

10 Santa Gustavo  
Rancho Santa Margarita, CA 92688  
Ph. 949-216-9161  
kim@listenresearch.com  
www.listenresearch.com

**Kimberlie Harmon**

1000+ sessions since 1997

**Anne Knight**

600+ sessions since 1999

Listen Research is a boutique, full-service market research supplier with a mission of creating exceptional value for our clients. Our moderators have experience leading discussions with consumers from all walks of life concerning a vast array of topics and industries. We've developed a particular niche working with kids, teens/tweens, and young adults. We pride ourselves on providing truly exceptional analysis with results-oriented implications - enabling our clients to make smarter marketing, advertising, and product development decisions.

**LitBrains - Igniting Ideas**

3 Francis Avenue  
Nyack, NY 10960-1903  
Ph. 845-358-2321 or 612-723-0523  
pam@litbrains.com  
www.litbrains.com

**Pam Goldfarb Liss**

300+ sessions since 2001

**The Livingston Group for Marketing, Inc.**

2 Young Road  
Londonderry, NH 03053  
Ph. 603-537-0775  
sharonl@tlgonline.com  
www.tlgonline.com

**Dr. Sharon Livingston**

10000+ sessions since 1984

**Eileen Doyle**

8000 sessions since 1987

**Joel Raphael**

3000 sessions since 1998

**Nicole Nehring**

1500 sessions since 2002

**Betsy Lytle**

800 sessions since 2005

The Livingston Group offers a broad range of marketing and research services, from conception to rebirth. From hemisphere to hemisphere; global and cerebral. Time tested techniques bring insight and creativity to your business. Insight Mining™ - proven psychological techniques for unearthing consumer motivation and imagery like SnapShots™, Scentsations™, MindWalk™, Marketplays™, Timescape™, Tellepathy™ and The Looking Glass Technique™ guided imagery that gets beyond the obvious in understanding brand personality.

**LK Research, Inc.**

4920 Lincoln Ave.  
Evansville, IN 47715  
Ph. 812-485-2160  
jknauff@lkresearch.net  
www.lkresearch.net

**James Knauff**

100+ sessions since 1981

**Lohs Research Group**

2170 W. Freeman Rd.  
Palatine, IL 60067-4518  
Ph. 847-359-0606  
jan@lohsresearch.com  
www.lohsresearch.com

**Jan Lohs**

Sessions since 1987

Lohs Research specializes in qualitative research, including ethnographic research. With over 20 years of experience and industry leadership, Jan Lohs is known for especially deep, rich insights. Insights that provide a more comprehensive view of consumers and their worlds — and sometimes epiphanies that lead to true breakthroughs. Let's talk!

**Lollipop Research**

P.O. Box 28  
Schooley's Mountain, NJ 07870  
Ph. 908-850-9057 or 908-510-1540  
murphy@eclipse.net  
www.lollipopresearch.com

**Keith Murphy**

500+ sessions since 1983

**The Looking Glass Group**

1111 N. Northshore Dr., Suite N-400  
Knoxville, TN 37919  
Ph. 865-558-9400  
dick@lookingglassgroup.net  
www.lookingglassgroup.net

**Dick Nye**

1000+ sessions since 1990

**Loran Marketing Group**

505 N. LaSalle, Suite 575  
Chicago, IL 60610  
Ph. 312-464-6996  
rvanek@loran.net  
www.loran.net

**Robyn Vanek**

1000 sessions since 1997

**Mark R.C. Lovell Research Consultant**

1303 Greene Ave., Suite 100  
Westmount, Montreal, PQ H3Z 2A7  
Canada  
Ph. 514-937-8786  
lovellgroup@aei.ca

**Mark Lovell**

9000 sessions since 1976

**LPM - Levantamentos e Pesquisas de Marketing**

Rua Dr. Candido Espinheira 396  
11/12 ands  
05004-000 Sao Paulo, SP  
Brazil  
Ph. 55-11-3879-2222  
lpmbrazil@lpm-research.com.br  
www.lpm-research.com

**Augusto de Almeida**

300+ sessions since 1978

**LT Inc.**

610 Garland Place  
St. Louis, MO 63122  
Ph. 314-994-0777  
sharonltinc@aol.com  
www.ltconsultants.com

**Sharon Tettenhorst**

1000 sessions since 1983

**Lugojuan Integrated Communications**

100 Grand Blvd. Paseos, Suite 112-362  
San Juan, PR 00926  
Puerto Rico  
Ph. 787-603-6800  
marisol@lugojuan.com  
www.lugojuan.com

**Marisol Lugo-Juan**

250+ sessions since 2001

**Edna Luther & Associates, Inc.**

P.O. Box 285  
Lexington, MA 02420-0003  
Ph. 781-861-2011  
ednaluther@worldnet.att.net

**Edna Luther**

50+ sessions since 1979

**Frank Lynn & Associates, Inc.**

150 S. Wacker Dr., Suite 1700  
Chicago, IL 60606  
Ph. 312-558-4866  
info@franklynn.com  
www.franklynn.com

**Roxanne Lenny**

100+ sessions since 1990

**Joy Lynn Inc.**

1685 Misty River Run  
Roswell, GA 30076-4475  
Ph. 770-998-9771  
jfields@joylynn.com  
www.joylynn.com

**Joy Lynn Fields**

3500+ sessions since 1989

**M G Z Research**

5715 Silent Brook Lane  
Rolling Meadows, IL 60008  
Ph. 847-397-1513  
MGZipper@aol.com

**Martha Garna Zipper**

2300+ sessions since 1983

**MacLeod Research Ltd.**

1a Station Road  
Dunure, South Ayrshire KA7 4LL  
United Kingdom  
Ph. 44-1292-550-311  
enquires@macleodresearch.com  
www.macleodresearch.com

**Julie MacLeod**

50+ sessions since 1986

**Grace E. Maddox Associates Inc.**

62 Douglas Ave.  
Toronto, ON M5M 1G5  
Canada  
Ph. 416-482-8645  
gmaddoxinc@sympatico.ca

**Grace Maddox**

2000+ sessions since 1992

**Maestra Executive Research Services**

5828 Forestway Lane  
Cincinnati, OH 45230  
Ph. 513-484-0746  
shari@maestraservices.com  
www.maestraservices.com

**Shari Lauter, M.Ed.**

350+ sessions since 2000

**MAFOS GmbH**

Institut fuer Systemische Marktforschung  
Waehringer Strasse 18/Berggasse 1  
1090 Vienna  
Austria  
Ph. 43-1-4790-2110  
office@mafos.net  
www.mafos.at

**Werner Weissmann, MBA**

400 sessions since 1995

**Frank N. Magid Associates, Inc.**

One Research Center  
Marion, IA 52302  
Ph. 319-377-7345  
jcook@magid.com  
www.magid.com

**Bo Brock**

100 sessions since 2000



**Maitland Goodman Consultancy Ltd.**

43-45 High St.  
Weybridge KT13 8BB  
United Kingdom  
Ph. 44-33-5-34-52-0394  
jenniemail@aol.com

**Jennie Maitland**

3500+ sessions since 1984

**Majestic Market Research Support Services Ltd.**

Raghuvanshi Mills Compound SB Marg,  
Lower Parel (WEST)  
Mumbai, Maharashtra 400 013  
India  
Ph. 91-22-2490-3101 or 91-22-65216392  
info@mrrss.com  
www.mrrss.com

**Raj Sharma**

500+ sessions since 2000

**Management Insight Technologies, Inc.**

118 Turnpike Rd., Suite 325  
Southborough, MA 01772  
Ph. 508-485-2100 or 877-875-0500  
jack@mgtinsight.com  
www.mgtinsight.com

**Jack Mandelbaum**

1000+ sessions since 1979

**MAP Associates, Inc.**

145 Witherspoon St.  
Princeton, NJ 08542  
Ph. 609-924-5454  
kate.holly@marketasap.com

**Kate Holly**

500+ sessions since 1992

**Marcom-China.com**

Rm. 13C, Xin Mei Building  
No. 585 Tian Mu Zhong Road  
Shanghai 200070  
China  
Ph. 86-21-5100-3580  
info@marcom-china.com  
www.marcom-china.com

**Jenny Zhang**

Sessions since 2001

**Marcy & Partners**

695 11th St.  
Boulder, CO 80302-7511  
Ph. 303-443-1489 or 303-731-9190  
cindym@marcyandpartners.com  
www.marcyandpartners.com

**Cindy Marcy**

3000+ sessions since 1990

**MARDEC, Inc. Medical Marketing Research**

2430 Rim Drive  
Broomfield, CO 80020  
Ph. 303-444-1525  
vickeys@mardec.com  
www.mardec.com

**Vickey Swenson**

150+ sessions since 1979

**Margaret Ann's Research**

4521 Reva Crt.  
Marietta, GA 30066  
Ph. 770-516-9960  
MASRESCH@bellsouth.net

**J. Scott Rogers**

564 sessions since 2004

**Mari Hispanic Research & Field Services**

2030 E. Fourth St., Suite 202  
Santa Ana, CA 92705  
Ph. 714-667-8282  
mari.h@ix.netcom.com  
www.marihispanic.com

**Mari Lindeman**

300 sessions since 1989

**Market Analysis Brasil**

R. Felix Kleis 23, Santa Monica  
88035-330 Florianopolis, Santa Cata - SC  
Brazil  
Ph. 55-48-3234-5853  
info@marketanalysis.com.br  
www.marketanalysis.com.br

**Biana Fermio Aline Hagggers**

200+ sessions since 2004

**Market Connections, Inc.**

14555 Avion Parkway, Suite 125  
Chantilly, VA 20151  
Ph. 703-378-2025  
info@marketconnectionsinc.com  
www.marketconnectionsinc.com

**Lisa Dezzutti**

500+ sessions since 1990

**Market Decisions Corporation**

8959 S.W. Barbur Blvd., Suite 204  
Portland, OR 97219  
Ph. 800-344-8725  
info@mdcresearch.com  
www.mdcresearch.com

**Mike Oilar**

1000+ sessions since 1990

**Lester Harman**

250+ sessions since 1994

**Doug Verigin**

200+ sessions since 1992

**Bert Lybrand**

250+ sessions since 2002

Founded in 1978, Market Decisions™ clients include: Starbucks, HP, Microsoft, Cisco, Nautilus, HSBC, and State Farm Insurance. With 150+ employees, we conduct full-service qualitative and quantitative research, both nationally and internationally. Our focus is on project integrity, meeting tight deadlines, and creative approaches that deliver value. Experience? We've completed over 10,000 custom projects. Learn more about MDC's High Touch Solutions: [www.mdcresearch.com](http://www.mdcresearch.com).

**Market Decisions, LLC**

75 Washington Ave., Suite 206  
Portland, ME 04101  
Ph. 207-767-6440 or 800-293-1538  
research@marketdecisions.com  
www.marketdecisions.com

**Curtis Mildner**

200+ sessions since 1998

**Market Dynamics Research Group, Inc.**

3112 Canal St.  
New Orleans, LA 70119  
Ph. 504-821-1910  
info@mdrginc.com  
www.mdrinc.com

**Sondra Brown**

1100 sessions since 1989

**Market Inquiry LLC**

5825 Creek Rd.  
Cincinnati, OH 45242  
Ph. 513-794-1088  
cathy@marketinquiry.com  
www.marketinquiry.com

**Amy Burbrink**

2100+ sessions since 1991

**Market Insight**

4370 S. Tamiami Trail, Suite 301  
Sarasota, FL 34231  
Ph. 941-924-5414  
kathyjh@marketinsightresearch.com  
www.marketinsightresearch.com

**Kathy Jacobs-Houk**

1500+ sessions since 1980

**Market Insight, Inc.**

Eastside Professional Court  
4501 Old Spartanburg Rd.  
Taylors, SC 29687  
Ph. 864-292-5187 or 800-493-8037  
mktinsight@aol.com  
www.marketinsightinc.com

**Lynn M. Mayberry**

134 sessions since 1988

**Market Insights**

218 Old Sudbury Rd.  
Sudbury, MA 01776-1843  
Ph. 978-443-5255  
cmandel@mkt-insights.com  
www.mkt-insights.com

**Candace Mandel**

2000+ sessions since 1991

**Market Perceptions, Inc.**

Health Care Research, Inc.  
733 E. 8th Ave.  
Denver, CO 80203  
Ph. 303-323-1900  
kweiss@marketperceptions.com  
www.marketperceptions.com

**Karl W. Weiss**

500 sessions since 1990

**Market Probe International, Inc.**

122 East 42nd St., 41st Floor  
New York, NY 10168  
Ph. 212-725-7676  
alan@marketprobeint.com  
www.marketprobeint.com

**Alan Appelbaum**

100+ sessions since 1990

**Market Quest Research Group Inc.**

3 Job Street  
P.O. Box 13305  
St. John's, NF A1B 4B7  
Canada  
Ph. 709-753-5172 or 709-753-1251  
carolyn@marketquest.ca  
www.marketquest.ca

**Carolyn O'Keefe**

300 sessions since 2002

**Market Research Bureau, LLC**

1831 Monroe St. N.W.  
Washington, DC 20010  
Ph. 202-789-2110  
mivancin@sprintmail.com

**Maria Ivancin**

1000+ sessions since 1984

**Market Research Dallas**

2723 Valley View Lane, Suite 100  
Dallas, TX 75234  
Ph. 972-239-5382 or 866-830-5382  
mail@marketresearchdallas.com  
www.marketresearchdallas.com

**Bill Sharp**

100+ sessions since 1982

**Market Research Unlimited, Inc.**

40 Atlantic Place  
South Portland, ME 04106  
Ph. 207-775-3684  
rmarket1@maine.rr.com

**Ron Bognore**

1000+ sessions since 1985


**Market Resource Associates**
**Market Resource Associates, Inc.**

15 S. Fifth St., 8th Floor  
Minneapolis, MN 55402  
Ph. 800-795-3056 or 612-334-3056  
john.cashmore@mraonline.com  
www.mraonline.com

**John Cashmore**

950 sessions since 1994

Recognized building materials, lawn and garden expert with consumers and professionals. All qualitative methods including ethnographies, one-on-ones, focus groups. Assists clients with new product development and feasibility, brand and/or product positioning, competitive assessment, packaging and more. From project design and management, moderating/observing/interviewing through conclusions and recommendations, MRA is full-service, including next-stage quantitative projects. Call 800-795-3056 for your next qualitative, quantitative or secondary research project. Member QRCA, MRA.

**Market Segment Research**

Colonnade Corporate Center  
2332 Galiano St.  
Coral Gables, FL 33134  
Ph. 305-669-3900  
vberman@marketsegment.com  
www.marketsegment.com

**Valerie S. Berman**

Market Segment Research (MSR), a multicultural market research leader, offers full-service qualitative capabilities. Our moderator team is comprised of bilingual native Spanish speakers with advanced degrees in research, marketing and social sciences. We offer depth of Hispanic research experience in categories such as health care and pharmaceutical, apparel, retail, food and beverage, automotive, and advertising. MSR utilizes culturally relevant approaches and tools to elicit rich, actionable insight, combined with expert recruiting and pre-screening to ensure high-quality results. Clients include Fortune 500 companies and top tier advertising agencies.

**Market Strategies International**

formerly Doxus LLC  
Rm 3, 8th Flr, Blk G  
66 Chung Hau Street  
Ho Man Tin, Kowloon  
Hong Kong  
Ph. 852-9423-6370 or 404-521-9955 (U.S.)  
david.ho@marketstrategies.com  
www.marketstrategies.com

**David Ying Hon Ho**

600 sessions since 1993

**Market Strategies International (Br.)**

formerly Flake-Wilkerson Market Insights  
333 Executive Court, Suite 100  
Little Rock, AR 72205  
Ph. 501-221-3303 or 800-327-8831  
info@marketstrategies.com  
www.marketstrategies.com

**Karen Flake**

95 sessions since 1988

**Market Trends Pacific, Inc.**

1136 Union Mall, Suite 405  
Honolulu, HI 96813  
Ph. 808-532-0733  
wanda@markettrendspacific.com  
www.markettrendspacific.com

**Wanda Kakugawa**

Sessions since 1992

**Market Trends Research, Inc.**

138 Stone Canyon Dr.  
Lyons, CO 80540  
Ph. 727-421-6214  
info@MarketTrendsResearch.com  
www.markettrendsresearch.com

**Peter Dominowski**

500+ sessions since 1985

**Market Voice Consulting**

445 N. Pennsylvania St., Suite 900  
Indianapolis, IN 46204  
Ph. 317-635-9640 or 877-635-9640  
adavidoff@market-voice.com  
www.market-voice.com

**Amy Curtiss-Davidoff**

250 sessions since 1991

**MARKET[SOURCE] Research & Consulting**

743 W. Battlefield Rd.  
Springfield, MO 65807  
Ph. 417-877-7808 ext. 211  
mbemarkt@msresearchinc.com  
www.msresearchinc.com

**Jan Bemark**

200+ sessions since 1988

**MarkeTec**

P.O. Box 9058  
Reno, NV 89507  
Ph. 775-333-1221  
marketcreno@sbcglobal.net  
www.marketcreno.com

**Katherine Cole**

100+ sessions since 1972

**Marketecture**

PMB 359  
12460 Crabapple Rd., Suite 202  
Alpharetta, GA 30004  
Ph. 770-740-0807  
marketure2@comcast.net

**Greg Rathjen**

3500 sessions since 1982

**Marketing & Research Counsel**

1960 N. Parkway, Suite 1206  
Memphis, TN 38112  
Ph. 901-725-1728  
nerrenj@bellsouth.net

**Jackie Nerren**

1200 sessions since 1980

**Marketing Endeavors**

620 S. Third St., Suite 200  
Louisville, KY 40202  
Ph. 866-445-9117  
info@marketingendeavors.biz  
www.marketingendeavors.biz

**Jessica Zubric**

75+ sessions since 2000

**Marketing Intelligence, LLC**

1636 N. Swan Rd., Suite 102  
Tucson, AZ 85712  
Ph. 520-321-0110  
chris@mktg-intelligence.com  
www.mktg-intelligence.com

**Chris Baker**

45 sessions since 2003

**Marketing Leverage, Inc.**

2022 Laurel Oak  
Palm City, FL 34990  
Ph. 800-633-1422  
lkelly@marketingleverage.com  
www.marketingleverage.com

**Lynn C. Kelly**

1000+ sessions since 1988

**Dan Avery**

1000+ sessions since 1994

Qualitative market insight by business-savvy research professionals. Focus groups, in-depth interviews - in person, by telephone, and on the Web. B2B top executive interviews a specialty. Known for thoughtful design, insightful analysis, and good communication throughout a project. QRCA member.

**Marketing Matrix International, Inc.**

2612 S. Sepulveda Blvd.  
Los Angeles, CA 90064  
Ph. 310-312-1717  
research@markmatrix.com  
www.markmatrix.com

**Marcia Selz, Ph.D.**

6200 sessions since 1975

Marcia Selz is an expert in financial services: banking, investments (mutual funds, 529, annuities, retirement, 401K, institutional and more). Marketing Matrix has worked with over 60 financial firms, domestic and international; regarding sales literature, product, service, advertising, branding, positioning, Web sites and more.

**Marketing Mechanics**

5 Cobblers Lane  
Armonk, NY 10504  
Ph. 914-273-5007  
rtobias@marketingmechanics.com

**Ron Tobias**

2300+ sessions since 1976

**Marketing Professionals, Inc.**

2842 N.W. 28th Pl.  
Gainesville, FL 32605  
Ph. 352-372-6249  
rldegner@ufl.edu

**Robert L. Degner**

20+ sessions since 1985

**Marketing Solutions Corporation**

175 W. Butternut Rd.  
Hellertown, PA 18055  
Ph. 800-326-3565  
MarketingSolutions@attglobal.net  
www.marketingsolutionscorp.com

**Diane Surovcik**

1000+ sessions since 1990

**Marketing Solutions Corporation**

2 Ridgedale Ave., Suite 216  
Cedar Knolls, NJ 07927  
Ph. 973-540-9133 or 800-326-3565  
marketingsolutions@attglobal.net  
www.marketingsolutionscorp.com

**Jean Kelly**

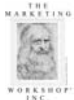
2000+ sessions since 1985

**THE MARKETING WORKS**

55 Murray St., Suite 108  
Ottawa, ON K1N 5M3  
Canada  
Ph. 613-241-4167  
robw@the-marketing-works.com  
www.the-marketing-works.com

**Robert Woyzbun**

40 sessions since 1995



**The Marketing Workshop, Inc.**  
3725 Da Vinci Court  
Norcross, GA 30092  
Ph. 770-449-5193 or 770-449-6197  
mmichelson@mwshop.com  
www.mwshop.com

**Mark Michelson**  
2500+ sessions since 1984

**Janelle Polito**  
1150+ sessions since 1995

**Peggy Sheehan**  
500+ sessions since 1993

The Marketing Workshop has experienced moderators in both business-to-consumer as well as business-to-business qualitative research. They design and conduct studies on numerous products and services within many industries. They also employ a variety of qualitative research methodologies - in-person, telephone and online focus group and one-on-one in-depth interviews; ideation sessions; ethnographic studies; and usability labs - as well as a wide range of qualitative techniques.

**MarketLink, Inc.**  
P.O. Box 2534  
Thomasville, GA 31799  
Ph. 229-228-1224  
mbixler@rose.net  
www.marketlinkresearch.com

**Michael Bixler**  
1000+ sessions since 1989

**Marketrends, Inc.**  
103 Charles River Landing Rd.  
Williamsburg, VA 23185-5001  
Ph. 757-229-3065 or 800-296-4447  
nfuller@marketrends.com  
www.marketrends.com

**Nancy Fuller**  
50 sessions since 1989

**Marketry, Inc.**  
1630 29th Court South  
Birmingham, AL 35209  
Ph. 205-802-7252  
info@marketryinc.com  
www.marketryinc.com

**Mary Ann Smith**  
480+ sessions since 1992

**Markets in Motion**  
215 Eagles Circle  
Alpharetta, GA 30004  
Ph. 678-908-1913  
marketsinmotion@comcast.net  
www.marketsinmotion.net

**Sally Markham**  
150+ sessions since 1989

**Marketscape Research & Consulting**  
4605 Niagara Ave.  
San Diego, CA 92107  
Ph. 619-299-4028  
bnagle@mrktscp.com

**Barb Nagle**  
2000+ sessions since 1987



**MarketVibes, Inc.**  
3000 West Blvd.  
Kokomo, IN 46902  
Ph. 765-459-9440  
lisa@market-vibes.com  
www.market-vibes.com

**Lisa Pflueger**  
200+ sessions since 1994

We connect internal strategy to market interests and needs. Our qualitative research has uncovered and refined new concepts, products and markets for clients. We are passionate in discovering what lies beyond surface-level thinking via focus groups, in-depth interviews, and online qualitative techniques. Industry experiences - automotive, consumer durables, electronics, financial services, home furniture, home health care, office equipment/furniture, telecommunications, etc. We've conducted B2C (parents, teachers, students, employees, etc.) and B2B research, domestically and internationally.

**MarketVision Research® (Br.)**  
30405 Solon Rd.  
Cleveland, OH 44139  
Ph. 440-542-2453  
jknaus@mv-research.com  
www.mv-research.com

**Kurt Steigerwald**  
300+ sessions since 1998

**MarketWise, Inc.**  
11422 S. Kingston Ave.  
Tulsa, OK 74137  
Ph. 918-855-1178  
janice@marketwiseinfo.com  
www.marketwiseinfo.com

**Janice Ruh**  
100+ sessions since 2001

**MarketWise, Inc.**  
831 E. Morehead St., Suite 150  
Charlotte, NC 28202  
Ph. 704-332-8433 or 800-849-5924  
jnash@marketwise-usa.com  
www.marketwise-usa.com

**Beverly B. Kothe**  
1500+ sessions since 1980

**Markinetics Inc**  
A Great Reward Company  
P.O. Box 302  
Swanton, OH 43558  
Ph. 419-344-5844  
david.kaiser@markinetics.com  
www.markinetics.com

**Dr. Mike Weissbuch**  
5000+ sessions since 1982

**Marquest Research**  
314 Orange St.  
Beaufort, NC 28516  
Ph. 252-728-4047  
paul.rule@marquest.net  
www.marquest.net

**Paul Rule**  
60 sessions since 1984

**Mar-Quest Research, Inc.**  
1315 Evamar Dr.  
Midland, MI 48640  
Ph. 989-631-3900  
rhjennings@aol.com  
www.marquestresearch.com

**Roger Jennings**  
2000 sessions since 1983

**Mars Research**  
6365 N.W. 6th Way, Suite 150  
Ft. Lauderdale, FL 33309  
Ph. 954-771-7725  
joyceg@marsresearch.com  
www.marsresearch.com

**Ilana Drucker**  
350+ sessions since 2000

**The Martec Group - Green Bay**  
1445 North Rd., Suite 1  
Green Bay, WI 54313  
Ph. 920-494-1812 or 888-811-5755  
linda.segersin@martecgroup.com  
www.martecgreenbay.com

**Linda Segersin**  
60 sessions since 1999

**Martin + Stowe, Inc.**  
P.O. Box 25391  
San Mateo, CA 94402-5391  
Ph. 650-342-8875  
info@martin-stowe.com  
www.martin-stowe.com

**Marshall Stowe**  
1000+ sessions since 1991

**Maryland Marketing Source, Inc.**  
Bay Area Research LLC  
9936 Liberty Road  
Randallstown, MD 21133  
Ph. 410-922-6600  
mfinzel@mdmarketingsource.com  
www.mdmarketingsource.com

**Michelle Finzel**  
100 sessions since 2004

**Michelle Massie Marketing, Inc.**  
1830 Chemin des Eaux Paisibles  
L'Orignal, ON K0B 1K0  
Canada  
Ph. 647-998-5613  
michelle@mmissie.com  
www.mmissie.com

**Michelle Massie**  
1658 sessions since 1983

**Matousek & Associates, Inc.**  
(formerly Wisconsin Research, Inc.)  
1270 Main St.  
Green Bay, WI 54302  
Ph. 920-436-4647  
tamatousek@aol.com  
www.matousekandassociates.com

**Terri Matousek**  
2500 sessions since 1980

**The Matrix Group, Inc.**  
501 Darby Creek Rd., #25  
Lexington, KY 40509  
Ph. 859-263-8177 or 800-558-6941  
matre@tmgresearch.com  
www.tmgresearch.com

**Martha L. DeReamer**  
630 sessions since 1987

**Matrix Research, Inc.**  
5639 N. Kolmar Ave  
Chicago, IL 60646  
Ph. 312-224-8492  
info@matrixresearchrecruiting.com  
www.matrixresearchrecruiting.com

**Robert Brown**  
2500+ sessions since 1995

**Anne Matthews Market Research**  
256 Sportsmans Dr.  
West Lakes, SA 5021  
Australia  
Ph. 61-8-8353-2322  
ammr@senet.com.au

**Anne Elizabeth Matthews**  
1000+ sessions since 1984

**Mature Marketing & Research**

232 Cedarhurst Ave., Suite 27B  
Cedarhurst, NY 11516  
Ph. 516-569-5904  
howard@mnrny.com  
www.mnrny.com

**Howard Willens**

800 sessions since 1978

**Mature Marketing & Research, L.L.C.**

1009 Garrison Ave.  
Teaneck, NJ 07666  
Ph. 201-836-7486  
mmrharris@aol.com  
www.maturemarketing.com

**Dr. Leslie M. Harris**

100 sessions since 2001

Dr. Harris specializes in conducting research studies with the 40+ market in the fields of banking, travel and leisure, health care and retirement planning. His publications include "After Fifty: How the Baby Boomers Will Redefine the Mature Market" and "After Sixty: Marketing to Baby Boomers Reaching their Big Transition Years."

**Marcia Mazanec Consulting**

14385 N. Oldfield Rd.  
Stillwater, MN 55082  
Ph. 651-439-9439  
mmazanec@aol.com

**Marcia Mazanec**

500+ sessions since 1990

**MBC Research Center**

270 Madison Ave., 18th Floor  
New York, NY 10016  
Ph. 212-679-4100  
info@mbcresearch.com  
www.mbcresearch.com

**Mary Baroutakis**

3000+ sessions since 1990

**Diane Foley**

1000+ sessions since 1998

**Mila Plesser**

800+ sessions since 2000

**Emma Cai**

1200+ sessions since 1999

MBC has 25+ on-staff moderators specializing in specific targets, categories and cultures/languages. With us, you will never have to worry about getting "the right moderator" because they are all experts in their field with unsurpassed knowledge of interviewing techniques and research methodologies. In addition, all of our moderators have advertising and/or corporate experience. Mary Baroutakis is Director of Qualitative Services and lead moderator at MBC. She has an MBA, speaks five languages, and works in the general, Hispanic, and international markets.

**MCC Qualitative Consulting**

Div. of Meadowlands/New York Consumer Center  
100 Plaza Dr., Suite 100  
Secaucus, NJ 07094  
Ph. 201-865-4900 or 800-998-4777  
info@ConsumerCenters.com  
www.ConsumerCenters.com

**Andrea Schragar**

2500+ sessions since 1984

**Manny Schragar**

2500+ sessions since 1985

Unlocking the inner voice of the customer takes innovative techniques, skill, experience and keen attention to detail producing truly actionable results. MCC is a dynamic qualitative research company that customizes each study to unlock that inner voice, using the right combination of focus groups, IDIs and ethnography. Expertise includes B2B/B2C, financial, communications, emerging technologies, retail, new products/services, travel, pharma, advertising, strategy.

**Media-Screen, LLC**

322 Cortland Ave.  
San Francisco, CA 94110  
Ph. 415-647-1007  
info@media-screen.com  
www.media-screen.com

**Cate Riegner**

100+ sessions since 1991

**Medical Marketing Research, Inc.**

1201 Melton Court  
Raleigh, NC 27615  
Ph. 919-870-6550 or 800-866-6550  
info@mrx.com  
www.mrx.com

**George Matijow**

3000+ sessions since 1988

**MedProbe Inc.**

3650 Casco Ave  
Orono, MN 55391  
Ph. 952-471-8285  
info@medproberesearch.com  
www.medproberesearch.com

**Asta Gersovitz, Pharm. D.**

Sessions since 1986

**MedQuery Research & Recruiting**

850 W. Jackson Blvd., Suite 430  
Chicago, IL 60607  
Ph. 312-666-8863  
info@medquest-chicago.com  
www.medquest-chicago.com

**Chris Lee**

345 sessions since 1999

**MEH Market Research**

2340 N. 81st St.  
Scottsdale, AZ 85257-2312  
Ph. 480-946-0870  
MarHamRes@cox.net

**Marcia Hamilton**

200+ sessions since 1990

**The Mellman Group**

1023 31st N.W., 5th Floor  
Washington, DC 20007-3835  
Ph. 202-625-0370  
info@mellmangroup.com  
www.mellmangroup.com

**Michael Bloomfield**

100+ sessions since 1999

**Meneses Research & Associates**

1996 Frankfort St.  
San Diego, CA 92110  
Ph. 619-276-5335  
info@menesesresearch.com  
www.menesesresearch.com

**Walter E. Meneses**

500+ sessions since 1988

**Message Science Inc.**

336 Meadowlark Dr.  
Ballston Spa, NY 12020  
Ph. 518-258-7848  
estark@messagescience.com  
www.messagescience.com

**Dr. Evan Stark, Ph.D.**

50+ sessions since 1997

**Metro Research Ltd.**

50 Westminster Br. Rd.  
London SE1 7QY  
United Kingdom  
Ph. 44-870-241-2401 or 44-870-241-2431  
jrix@metroresearch.com  
www.metroresearch.com

**Jeremy Rix**

Sessions since 1995

**Metroline Research Group, Inc.**

110 Eglinton Ave. E., Suite 704  
Toronto, ON M4P 2Y1  
Canada  
Ph. 416-440-2885  
dave@metroline.ca  
www.metroline.ca

**Dave kains**

700 sessions since 1990

**Metroline Research Group, Inc.**

7 Duke St. W., Suite 301  
Kitchener, ON N2H 6N7  
Canada  
Ph. 800-827-0676 or 519-584-7700  
info@metroline.ca  
www.metroline.ca

**Dave Kains**

700 sessions since 1990

**MG Business Research Solutions**

Corcega 366 Principal 1  
08037 Barcelona  
Spain  
Ph. 34-93-459-24-69  
info@mgsolutions.es  
www.mgsolutions.es

**Anibal Marron Menendez**

600+ sessions since 1995

**Michelson Marketing Solutions**

5232 Forest Brook Parkway  
Marietta, GA 30068  
Ph. 770-642-2223  
mark@michelson.com  
www.michelson.com

**Mark L. Michelson**

2000+ sessions since 1984

**Mid-America Research**

Administrative Offices  
999 N. Elmhurst Rd., Suite 17  
Mt. Prospect, IL 60056  
Ph. 847-392-0800 or 847-870-6262  
randhurst@midamr.com  
www.midamr.com

**Marshall Ottenfeld**

4000+ sessions since 1962

**Mid-America Research (Br.)**

Randhurst Center  
999 N. Elmhurst Rd., Suite 210  
Mt. Prospect, IL 60056  
Ph. 847-392-9770 or 847-392-0800  
david@midamr.com  
www.midamr.com

**Dr. Donald Bernstein, Ph.D.**

3700+ sessions since 1970

**Midwest Marketing Research**

108 N. Main St., Suite 720  
South Bend, IN 46601-1617  
Ph. 574-287-2700  
acanola@sbcglobal.net

**Alan L. Kniola**

175 sessions since 2000

**Milestone**

P.O. Box 630  
Dedham, MA 02027  
Ph. 781-467-1200 or 212-227-0220  
bob@milestoneideas.com  
www.milestoneideas.com

**Bob Taraschi**

Sessions since 1980

**Millennium Research, Inc.**

7493 W. 147th St., Suite 201  
Apple Valley, MN 55124  
Ph. 952-431-6320 or 952-431-6764  
jjohnson@millenniumresearchinc.com  
www.millenniumresearchinc.com

**Jan Johnson**

600 sessions since 1994

Respondents tell us more than they knew they had to say. Experts in new product concept development, communications testing, product positioning and segmentation research. Specialists in hard-to-reach audiences, with tele-group capabilities, executive in-depth interviews, mini and full focus groups. Fast turnaround, excellent insight, complete analysis and reporting. Complete project capabilities, international network.

**Mindscape**

1011 W. Main St.  
Lake Geneva, WI 53147  
Ph. 262-248-7666  
gsmath@mindscape.com  
www.mindscape.com

**G. Stewart Mathison**

50 sessions since 1983

**MindSearch**

272 Whipple Rd.  
Tewksbury, MA 01876-3540  
Ph. 978-640-9607  
julie@mind-search.com  
www.mind-search.com

**Julie Shaylor**

100+ sessions since 1990

**Mindset Creative Planning, Inc.**

319 Merton Street, Suite PH09  
Toronto, ON M4S 1A5  
Canada  
Ph. 416-590-0471  
dbruce@mindsetcreative.com  
www.mindsetcreative.com

**Dennis Bruce**

1800+ sessions since 1985

**Mindseye Consultative Services, LLC**

19130 N. 91st. St.  
Scottsdale, AZ 85255  
Ph. 480-563-8169  
mindy@intothemindseye.com  
www.intothemindseye.com

**Mindy Miraglia**

500 sessions since 1998

**MindWave Research, Inc.**

511 W. 7th St.  
Austin, TX 78701  
Ph. 512-469-7998  
jholland@mindwaveresearch.com  
www.mindwaveresearch.com

**Jonathan Hilland**

800+ sessions since 1998

**Minkus & Associates**

100 Chetwynd Dr., Suite 200  
Rosemont, PA 19010  
Ph. 610-525-6769  
kakmtwo@aol.com  
www.brandcatalysts.com

**Karen King**

2000+ sessions since 1991

**Minnesota Opinion Research**

Three Paramount Plaza  
7831 Glenroy Rd., Suite 450  
Minneapolis, MN 55439  
Ph. 952-835-3050  
ron\_mulder@moriresearch.com  
www.moriresearch.com

**Ronald Mulder**

100+ sessions since 1982

**Minter & Reid**

7172 S. Robb St.  
Littleton, CO 80127  
Ph. 303-904-0120  
info@minterandreid.com  
www.minterandreid.com

**Michael Reid****Mirador Research, LLC**

10803 Wadsworth Rd., #110  
Woodstock, MD 21163-1412  
Ph. 410-313-8848  
mirador.research@comcast.net

**Jenna Wexler**

Sessions since 1994

**Miriam Alexander Marketing Research**

11129 Ophir Drive  
Los Angeles, CA 90024  
Ph. 310-472-9364  
miriam@miriamalexander.com  
www.miriamalexander.com

**Miriam Alexander**

1000+ sessions since 1983

**Miskovic Research & Consulting**

522 Bonnie Brae  
River Forest, IL 60305  
Ph. 708-771-8969  
dkmrescon@aol.com

**Darlene K. Miskovic**

5000+ sessions since 1978

**MJD Qualitative Research**

19 Taunton Court  
Princeton Jct., NJ 08550  
Ph. 609-799-3210  
mjdsciu9@aol.com

**Mary Jo DiSciullo**

1500+ sessions since 1995

**MLN Research Ltd.**

10632 Tredwood Dr.  
Raleigh, NC 27614  
Ph. 919-870-8500  
dnerz@mlnresearch.com

**David Nerz**

2000 sessions since 1988

**Moder Research & Communications, Inc.**

3105 Freeman St.  
San Diego, CA 92106-1408  
Ph. 619-523-2006  
michael@moderresearch.com  
www.moderresearch.com

**Michael J. Moder**

1000+ sessions since 1987

**Moderator Solutions, LLC**

13570 Grove Dr., #422  
Maple Grove, MN 55311  
Ph. 763-300-0104  
projects@moderatorsolutions.com  
www.moderatorsolutions.com

**Gary Curtis**

100+ sessions since 1990

**Moderators Etc.**

601 Cheetah Lane  
Kissimmee, FL 34759  
Ph. 407-922-1164  
arivera@moderatorsetc.com  
www.moderatorsetc.com

**Ana Riveria**

2000 sessions since 1987

**Molloy Marketing Services**

8601 Castlebar Way  
Montgomery Village, MD 20886  
Ph. 301-926-4103  
peggymolloy@comcast.net

**Peggy Molloy**

65 sessions since 1996

**Momentum Market Intelligence**

220 N.W. 2nd Ave., #600  
Portland, OR 97209  
Ph. 503-241-9199 or 503-445-4839  
information@mointel.com  
www.mointel.com

**John Jessen**

500+ sessions since 1982

**Monalco, Inc.**

P.O. Box 427  
Port Washington, WI 53074  
Ph. 414-273-0180  
bill@monalcoinc.com  
www.monalcoinc.com

**Alan Balkema**

25 sessions since 2001

**Moore & Associates, Inc.**

21701 W. 11 Mile Rd., Suite 9  
Southfield, MI 48076  
Ph. 248-353-1717  
moore@jpmoore.net  
www.jpmoore.net

**Jack Moore**

Sessions since 1979

**Moore & Symons, Inc.**

114 Sloan St.  
Roswell, GA 30075  
Ph. 404-266-8396  
survey@mooresymons.com  
www.mooresymons.com

**Ginger Strong-Tidman**

100+ sessions since 1977

**Moore Research Services, Inc.**

2675 West 12th St.  
Erie, PA 16505  
Ph. 814-835-4100  
colleen@moore-research.com  
www.moore-research.com

**Colleen Mezler**

300 sessions since 1990

**Moosbrugger Marketing Research**

Corporate Headquarters  
632 N. Flagship Dr.  
Salem, SC 29676  
Ph. 888-354-5090 or 864-944-7700  
mmr77@aol.com  
www.moosbruggerinc.org

**Mary C. Moosbrugger**

2500 sessions since 1973

**Alice Morgan Research**

558 Glenmoore Dr.  
Ann Arbor, MI 48103  
Ph. 734-996-2744  
amorganresearch@yahoo.com

**Alice Morgan**

500 sessions since 1996

**Morpace Inc.**

GroupNet Detroit Field Services  
31700 Middlebelt Rd.  
Farmington Hills, MI 48334  
Ph. 248-737-5300 or 800-878-7223  
dtaglione@morpace.com  
www.morpace.com

**Jim Leiman**

500+ sessions since 1986

**Michael Dawkins**

3000+ sessions since 1987

**Donna Taglione**

800+ sessions since 1989

**Duncan Lawrence**

600+ sessions since 1990

**Tim Taylor**

700+ sessions since 1990

**Jack McDonald**

1000+ sessions since 1982

**Karen Gaule**

300+ sessions since 1990

**Susan Semack**

100+ sessions since 1995

**Kara Moylan**

200+ sessions since 2003

Morpace provides three focus group rooms, a large CLT room with enhanced lighting and flexible floor plan (seats 55 classroom, 75 theater), and a one-on-one interviewing room (accommodates dyads and triads). Full-service kitchen with 220V/230V outlets and commercial refrigerator. Client meeting rooms with closed-circuit capabilities. Separate fully-secured group suite with additional conference room for total confidentiality. Viewing rooms combine tiered seating and writing tables with living room comfort; floor-to-ceiling observation mirrors, wet bar, refrigerator, private office. Cable TV, T-1 wireless Internet, LCD data projectors, Perception Analyzers<sup>®</sup> provided. Member FocusVision<sup>™</sup>, Active Group<sup>™</sup>, and GroupNet<sup>™</sup> providing Videoconferencing, Videostreaming, VideoMarker<sup>™</sup>, VIC CD. Quality awards include ISO 9001:2000 Certification, Q1 Award, Impulse Top /Rated Facility.

**Daniel Jay Morrison & Associates, Inc.**

11 Maple Ave.  
Demarest, NJ 07627  
Ph. 201-784-8486  
dan@djmconsult.com  
www.senior-consulting.com

**Dan Morrison**

2000+ sessions since 1980

**Morrison & Morrison, Ltd.**

116 Tanglewood Trail  
Louisville, KY 40223  
Ph. 502-426-9600  
morrisonresearch@att.net

**Richena Morrison**

5000+ sessions since 1980

**MotorBrains, Inc.**

920 W. Sheridan Rd.  
Chicago, IL 60613  
Ph. 773-883-0884 or 773-467-1804  
jim@motorbrains.com  
www.motorbrains.com

**Jim Fischer**

1500 sessions since 1990

**Mountain Insight, Inc.**

8185A Summerset Dr.  
Colorado Springs, CO 80920  
Ph. 719-522-0323  
info@mountaininsight.com  
www.mountaininsight.com

**Eulee Motz**

1000+ sessions since 1984

**MRK Research**

Mid City Mall  
1250 Bardstown Rd.  
Louisville, KY 40204  
Ph. 502-753-5007  
marylea@mrkresearch.com  
www.mrkresearch.com

**Mary Lea Quick**

100+ sessions since 1995

**MRSI (Marketing Research Services, Inc.)**

720 East Pete Rose Way, Suite 200  
Cincinnati, OH 45202  
Ph. 513-579-1555 or 800-SAY-MRSI  
info@mrsi.com  
www.mrsi.com

**Miguel Martinez-Baco**

1500 sessions since 1994

MRSI's skilled Hispanic and general-market moderators conduct research across the United States through arrangements with focus group facilities nationwide. We utilize a variety of methodologies and specialized techniques to gain insightful results. Experienced in categories such as apparel, automotive, B2B, beverage, consumer packaged goods, electronics, financial services, food, insurance, and telecommunications.

**Mueller Market Insight**

Grosse Elbstrasse 135  
22767 Hamburg  
Germany  
Ph. 49-40-306888-0  
mail@marketinsight.de  
www.marketinsight.de

**Frank Mueller**

1000 sessions since 1985

**Multi Reso**

630 Sherbrooke W. Bur., #220  
Montreal, PQ H3A 1E4  
Canada  
Ph. 514-285-6446  
info@multireso.com  
www.multireso.com

**Francois Gohier**

1500 sessions since 1988

**Multicultural Insights, Inc.**

4130 Aurora St., Suite F  
Coral Gables, FL 33146  
Ph. 305-445-2211  
info@multicultural-insights.com  
www.multicultural-insights.com

**Jacqueline Sanchez-Volny**

100+ sessions since 1986

**Multicultural Solutions, Inc.**

22902 Adolph Ave.  
Torrance, CA 90505  
Ph. 310-378-2388  
huafu@multicultural-solutions.com  
www.multicultural-solutions.com

**Huafu Jiang**

500 sessions since 1993

Huafu Jiang is one of the most experienced Asian moderators in the United States. He started to moderate in 1993. He received formal fundamental and advanced moderator training at RIVA Moderator Training School and took the marketing research course at UCLA. He is a member of QRCA.

**J.P. Murphy & Company**

P.O. Box 150  
Princeton, NJ 08542  
Ph. 610-408-8800  
jpmurphy@jpmurphy.com  
www.jpmurphy.com

**James P. Murphy, Ph.D.**

1000+ sessions since 1980

**Murphy Moderating, LLC**

321 Stanaford Rd.  
Winston-Salem, NC 27104  
Ph. 336-765-8884  
info@murphymoderating.com  
www.murphymoderating.com

**Bernadette Murphy**

70 sessions since 2003

We facilitate dialogue by utilizing quantitative and qualitative communication research techniques to solicit communications from potential customers, potential jurors, or employees so that our marketer, lawyer, or employer clients understand how to optimize their communication efforts with their target audiences. The result is a win for our clients in increased sales, more successful cases or more productivity/lower turnover in their workforce. Our motto: When you want to know what people really think contact Murphy Moderating, LLC

**Murphy Research Services**

4018 Zenith Ave. S.  
Minneapolis, MN 55410  
Ph. 612-871-2597  
tgmurphy@qwest.com

**Tom Murphy**

500+ sessions since 1984

**Muse Consulting, Inc.**

310 N. Pacific Coast Highway  
Redondo Beach, CA 90277  
Ph. 310-406-3366  
musecnst@aol.com  
www.museconsultinginc.com

**Laurie Maguire**

200+ sessions since 1983

**Music Test America**

8119 W. Eastman Place, Suite 6-205  
Denver, CO 80227  
Ph. 303-763-4949  
info@musictestamerica.com  
www.musictestamerica.com

**Matt Hudson**

400+ sessions since 1993

**MWM Marketing Research and Consulting**

711 Nichols Road  
Arlington Heights, IL 60004  
Ph. 847-259-6096 or 847-489-2754  
maxine@mwmresearch.com  
www.mwmresearch.com

**Maxine Marder**

1000+ sessions since 1977

**N2 Qualitative Marketing Research**

119 MacIntyre Lane  
Allendale, NJ 07401  
Ph. 201-934-0074  
info@n2qualitative.com  
www.n2qualitative.com

**Nancy Norton**

10000 sessions since 1980

**NAHB Research Center**

400 Prince George's Blvd.  
Upper Marlboro, MD 20774  
Ph. 800-638-8556 or 301-430-6297  
kflament@nahbrc.org  
www.nahbrc.org

**Kathy Flament**

1000 sessions since 1989

**National Marketing Research of California**

12942 Lemay St.  
North Hollywood, CA 91606  
Ph. 818-763-5430  
caroleatnrmrc@aol.com

**Carole Lazarus**

100+ sessions since 1980

**National Service Research**

2601 Ridgmar Plaza, Suite 9  
Fort Worth, TX 76116-2685  
Ph. 817-731-3493  
nsr@airmail.net  
www.nsr.cc

**Andrea Thomas**

200+ sessions since 1987

**Nelson Research, Inc.**

427 Bedford Rd., Suite 210  
Pleasantville, NY 10570  
Ph. 914-741-0301  
ron@nelsonresearch.com  
www.nelsonresearch.com

**Ronald G. Nelson**

100+ sessions since 1970

**New Directions Consulting, Inc.**

27 Twin Pond Lane  
White Plains, NY 10607  
Ph. 914-347-6672  
jane@new-directions-inc.com  
www.new-directions-inc.com

**Jane Goldwasser**

Sessions since 1969

**New England Trial Consulting**

86 Locust Street  
Dover, NH 03820  
Ph. 603-781-5839  
juryhelp@metrocast.net  
www.juryhelp.com

**Diane Y. Levesque**

100+ sessions since 1986

**New South Research**

3000 Riverchase Galleria, Suite 630  
Birmingham, AL 35244  
Ph. 205-443-5350 or 800-289-7335  
spearce@newsouthresearch.com  
www.newsouthresearch.com

**Jim Jager**

1000+ sessions since 1997

Mr. Jager has a depth of experience in a wide range of industries. His strength is the ability to build a rapport with almost any audience and then delve into the topic to provide insight, depth and build to a level of understanding that aids in strategic decision making.

**New World Hispanic Research**

2000 S. Dixie Highway, Suite 110  
Miami, FL 33133  
Ph. 305-860-0122  
nwhr@nwhr.net  
www.nwhr.net

**Adrian Lechter Rey**

1000 sessions since 1992

**Alida Lechter Botero**

900 sessions since 1995

Qualitative and ethnographic studies using innovative techniques. Specialized in the U.S. Hispanic market. Connect naturally with Hispanics from different origins and backgrounds. Frequently moderate in Latin America; we are continuously updated in mind-frames and trends. Some clients: Chevrolet, Honda, Georgia-Pacific, JCPenney, 7Up, Hallmark, Subway, Citibank, Pillsbury, Kraft, Discovery Channel, Sprint.

**The Newman Group, Ltd.**

916 Jackling Dr.  
Burlingame, CA 94010  
Ph. 650-579-5590  
newgrp@aol.com  
www.newmangroupltd.com

**Jan Newman**

3000 sessions since 1977

**Newman Marketing Research**

135 Overlook Dr.  
Media, PA 19063  
Ph. 610-574-6609  
info@newmanmarketingresearch.com  
www.newmanmarketingresearch.com

**Felicia Newman**

1000+ sessions since 1992

**Next Level Research**

P.O. Box 888625  
Atlanta, GA 30356  
Ph. 770-609-5500  
joel@NextLevelResearch.com  
www.NextLevelResearch.com

**Joel Reish**

2500+ sessions since 1984

**Next Step Consulting**

9307 21st Ave. N.W., Suite 444  
Seattle, WA 98117-2708  
Ph. 206-782-6002  
2dave@nextstepconsult.com  
www.nextstepconsult.com

**Dave Kreimer**

3000 sessions since 1996

**Nichols Research - Concord**

GroupNet Northern California  
2300 Clayton Rd., Suite 1370  
Concord, CA 94520  
Ph. 925-687-9755  
info@nicholsresearch.com  
www.nicholsresearch.com

**Aaron Nichols**

100+ sessions since 2004

**Nichols Research - Fremont**

GroupNet Northern California  
39141 Civic Center Dr., Suite 425  
Fremont, CA 94538  
Ph. 510-794-2990  
info@nicholsresearch.com  
www.nicholsresearch.com

**Aaron Nichols**

100+ sessions since 2004

**Nichols Research - Fresno**

GroupNet Central California  
600 W. Shaw Ave., Suite 350  
Fresno, CA 93704  
Ph. 559-226-3100  
info@nicholsresearch.com  
www.nicholsresearch.com

**Amy Shields**

100+ sessions since 2007

**Nichols Research - San Francisco**

GroupNet Northern California  
44 Montgomery St., Suite 1550  
San Francisco, CA 94104  
Ph. 415-986-0500  
info@nicholsresearch.com  
www.nicholsresearch.com

**Aaron Nichols**

100+ sessions since 2004

**Mimi Nichols**

200+ sessions since 1998

PRC certified at the expert level, Aaron is a seasoned research professional and RIVA-trained moderator who consults to Fortune 500, small business, and start-up companies providing research design and analysis services at all phases of the research process. Specializations in qualitative methodologies include ethnographies, online research and focus groups.

**Nichols Research - Sunnyvale**

GroupNet Northern California  
333 W. El Camino Real, Suite 270  
Sunnyvale, CA 94087  
Ph. 408-773-8200  
info@nicholsresearch.com  
www.nicholsresearch.com

**Aaron Nichols**

100+ sessions since 2004

**Nick Marketing Research**

3326 Glenhurst Ave. S.,  
Minneapolis, MN 55416  
Ph. 952-920-8812 or 612-385-5166  
maryheinznick@msn.com

**Mary Nick**

Sessions since 1990

**NMA Research Inc.**

1911 Sheridan Dr.  
Buffalo, NY 14223  
Ph. 800-243-4256  
sadelman@nmaresearch.com  
www.nmaresearch.com

**Susan R. Adelman**

1500 sessions since 1980

**James R. Bachwitz**

500 sessions since 1990

NMA Research has 35+ years experience providing insight, direction, consultation, design and analysis of qualitative research. Specializing in concept and copy testing, brand image, new product development, business-to-business, industrial, and consumer research with unique experience in automotive aftermarket, healthcare, durable and consumer goods. Extensive training in group dynamics and creative problem solving. Expertise in in-person focus groups, IDIs, online focus groups, bulletin boards. We explore the mind of the market. QRCA, MRA, AMA members.

**Noble Insight, Inc.**

525 Medlock Rd.  
Decatur, GA 30030  
Ph. 770-309-2395 or 770-239-1655  
ladetra@nobleinsight.com  
www.nobleinsight.com

**La Detra White**

200+ sessions since 2000

**NODO**

Homero 229 - 9 Piso  
Col. Polanco  
Mexico City DF 11560  
Mexico  
Ph. 52-55-5254-4242 or 52-55-5254-4010  
astrid@nodo-research.com  
www.nodo-research.com

**Astrid Velasquez**

1000+ sessions since 1996

**Noedel Marketing Research**

8452 Hansen Rd. N.E.  
Bainbridge Island, WA 98110  
Ph. 206-842-0965  
larrynoedel@comcast.net

**Larry Noedel**

500+ sessions since 1965

**Noetix Group**

1625 Glen Valley  
Irving, TX 75061-2311  
Ph. 972-554-8898 or 817-395-3245  
research@noetixgroup.com  
www.noetixgroup.com

**Francesca Funk**

1000+ sessions since 1994

**Norris Consulting**

17111 161st Ave. N.E.  
Woodinville, WA 98072  
Ph. 425-486-1924  
peter@norrisc consulting.net

**Peter Norris**

1500+ sessions since 1985

**North Coast Behavioral Research Group**

(Wyse Research)  
25 Prospect Ave. W., Suite 1700  
Cleveland, OH 44115  
Ph. 216-696-2424  
cwargo@wyseadv.com  
www.ncbrg.com

**Cindy Wargo**

100+ sessions since 2000

**The NorthMark Group**

214 S. Main St.  
Concord, NH 03301  
Ph. 603-226-2260 or 800-639-7803  
sthurston@northmarkgroup.com  
www.northmarkgroup.com

**Stephen Thurston**

100+ sessions since 1986

**The NorthStar Group**

P.O. Box 720202  
Oklahoma City, OK 73172  
Ph. 405-773-8008  
dan@nsgresearch.com  
www.nsgresearch.com

**Dan Lee**

1600 sessions since 1992

**Northstar Medical Consultants, Inc.**

12003 S. 89th Ct.  
Palos Park, IL 60464  
Ph. 708-704-4136  
donna@northstarmedical.net

**Donna Higginbotham**

1000+ sessions since 2002

**Northstar Research Partners**

One Penn Plaza, Suite 1630  
New York, NY 10119  
Ph. 212-986-4077 x232  
jneuwirth@nsresearch-usa.com  
www.nsresearch.com

**Scott Fiaschetti**

500+ sessions since 1995

**Northstar Research Partners U.S.A., LLC**

183 State Street Suite 4A  
Boston, MA 02109  
Ph. 617-854-8995 x101  
pstaman@nsresearch-usa.com  
www.nsresearch.com

**Jaime Stein**

100+ sessions since 2002

**Northwest Research Associates**

1208 W. 4th Street  
New Richmond, WI 54017  
Ph. 715-246-4668  
nwresearch@aol.com

**William Hannaford**

50 sessions since 1980

**Novak Marketing Inc.**

29 Brandon Dr.  
Mt. Kisco, NY 10549  
Ph. 914-241-1900  
greg@novakmarketing.com  
www.novakmarketing.com

**Greg Novak**

150+ sessions since 1979

**NRG Research Group**

1380 - 1100 Melville St.  
Vancouver, BC V6E 4A6  
Canada  
Ph. 604-681-0381 or 800-301-7655  
nrg\_van@nrgresearchgroup.com  
www.nrgresearchgroup.com

**Adam Di Paula**

120 sessions since 2004

**NRG Research Group**

502 - 1300 8th St., S.W.  
Calgary, AB T2R 1B2  
Canada  
Ph. 403-209-4111  
info@nrgresearchgroup.com  
www.nrgresearchgroup.com

**Brian E. Owen**

300+ sessions since 1984

**NRG Research Group**

Suite 1910-360 Main St.  
Winnipeg, MB R3C 3Z3  
Canada  
Ph. 204-989-8999 or 800-301-7655  
nrg\_wpg@nrgresearchgroup.com  
www.nrgresearchgroup.com

**Andrew Enns**

Sessions since 2000

**NuStats**

206 Wild Basin Road  
Building A, Suite 300  
Austin, TX 78746  
Ph. 512-306-9065  
jzmud@nustats.com  
www.nustats.com

**Carlos Arce, Ph.D.**

1000+ sessions since 1975

**Observant, LLC**

800 South St., Suite 170  
Waltham, MA 02453  
Ph. 781-642-0644  
mfeehan@observant.biz  
www.observant.biz

**Mike Feehan, Ph.D.**

100+ sessions since 1987

**O'Connor Research**

25 Boyden Rd.  
Medfield, MA 02052  
Ph. 508-359-4452  
mediapa@aol.com

**Barbara Duperreault O'Connor**

1350 sessions since 1996

**Stanford H. Odesky and Associates**

6833 Ridgewood Trail  
Toledo, OH 43617  
Ph. 419-841-5923

**Stan Odesky**

50+ sessions since 1990

**O'Donnell Consulting**

649 S. Henderson Rd. Suite C-103  
King of Prussia, PA 19406  
Ph. 610-410-8979  
wodonnell37@comcast.net

**William J. O'Donnell Psy.D.**

1500+ sessions since 2000

Bill spent seven years as a cell biologist and team facilitator/trainer at SmithKline Beecham and four years at pharmaceutical market research firms Curtis Analytic Partners and V2 GfK before establishing O'Donnell Consulting in 2004. He has extensive new product and in-line domestic and international medical market research experience with both professionals and consumers across a broad variety of therapeutic areas. He has conducted professional seminars/workshops in the U.S. and U.K., and is a licensed psychologist.

**Oklahoma Market Research**

4900 N. Portland Ave., Suite 150  
Oklahoma City, OK 73112  
Ph. 405-525-3412  
mail@datanet-research.com

**Clyde Nitta**

1000 sessions since 1990

**M.Q. Olsen Marketing Research**

180 Grandview Ave.  
Glen Ellyn, IL 60137-5812  
Ph. 630-469-4420  
mqolsen@aol.com

**Maureen Quinn Olsen**

3000 sessions since 1979

**O'Neil Associates, Inc.**

412 E. Southern Ave.  
Tempe, AZ 85282  
Ph. 888-967-4441 or 480-967-4441  
oneil@oneilresearch.com  
www.oneilresearch.com

**Michael J. O'Neil, Ph.D.**

1000+ sessions since 1980

**O'Neil Marketing Insights**

8 Bridge Lane  
Minneapolis, MN 55424  
Ph. 952-239-6817  
pattymoneil@aol.com

**Patty O'Neil**

100 sessions since 1987

**O'Neill & Associates**

4132 Thornhill Lane  
Vadnais Heights, MN 55127  
Ph. 651-762-8899  
oneillmkt@aol.com  
www.oneillmarketresearch.com

**Patrick O'Neill**

600 sessions since 1980

**Opinion Research Associates**

1501 N. University, Suite 769  
Little Rock, AR 72207  
Ph. 501-663-2414  
oakleaves@aol.com

**Ernest Oakleaf, Ph.D.**

100+ sessions since 1997

**Opinion Research Northwest**

(Formerly Northwest Research Group)

810 Third Ave., Suite 258  
Seattle WA 98104  
Ph. 206-624-6465

www.nwrg.com

**Rebecca Valch****Kris Lau****Tomomi Watanabe**

Opinion Research Northwest (formerly Northwest Research Group), part of Opinion Research Corporation, is a leading full-service market research and consulting firm with trained moderators on staff. We provide fact-based, action-focused intelligence and advice to help our client partners achieve success with their markets, customers, employees and stakeholders. Our expertise is focused in the areas of customer strategies, corporate branding and reputation, market planning and development, employee engagement and public policy research. We are one of the few companies to combine qualitative and quantitative techniques to deliver greater insights into the design and analysis of key research issues.

(See advertisement on p. 28)

**Opinion Research Northwest**

(Formerly Northwest Research Group)

225 N. 9th St., Suite 200  
Boise, ID 83702  
Ph. 208-364-0171

www.nwrg.com

**Rebecca Valch****Kris Lau****Tomomi Watanabe**

(See advertisement on p. 28)



**Opinion Research of California**

PO Box 7149  
Big Bear Lake, CA 92315  
Ph. 909-730-4625  
wtreadwell@openpoll.com  
www.openpoll.com

**Bill Treadwell, Ph.D.**

30+ sessions since 1985

**Opinion Research Taiwan**

Minsheng East Road, Section 2, #149, 11F  
Taipei  
Taiwan  
Ph. 886-2-2509-6438  
kevinmeyer@ort.com.tw  
www.opinionresearchtaiwan.com

**Daphne Hsieh**

150 sessions since 2003

**Opinion Studies**

784 Greystone Place  
San Luis Obispo, CA 93401  
Ph. 805-549-0367  
rletters@opinionstudies.com  
www.opinionstudies.com

**Robyn Letters**

1500 sessions since 1970

**OPINIONation**

4301 Ridge Rd.  
Cleveland, OH 44144  
Ph. 216-351-4644  
ron@opinionation.com  
www.opinionation.com

**Ron Kornokovich**

600 sessions since 1975

**Oppenheim Research**

1640 Metropolitan Circle  
Tallahassee, FL 32308  
Ph. 850-201-0480  
aro@oppenheimresearch.com  
www.oppenheimresearch.com

**Anneliese Oppenheim**

75+ sessions since 1990

**Opus Moderandi**

Viktor Maier-Str. 8  
63768 Hosbach  
Germany  
Ph. 49-0-6021-582141  
clientservice@opus-moderandi.com  
www.opus-moderandi.com

**Dr. Christian Rossnagel**

520 sessions since 2000

**Orion Marketing Research**

Box 3181, Stn. B  
Fredericton, NB E3B 5G9  
Canada  
Ph. 506-450-6000 or 506-451-8701  
orionmr@nb.aibn.com

**Margaret Wicken**

1000+ sessions since 1998

**Orman Guidance Research®, Inc.**

5001 W. American Blvd, Suite 715  
Bloomington, MN 55437-1106  
Ph. 800-605-7313 or 952-831-4911  
rsundin@ormanguidance.com  
www.ormanguidance.com

**Rosemary Sundin**

490 sessions since 1990

**Orsino Marketing Research**

2902 Calle Grande Vista  
San Clemente, CA 92672  
Ph. 949-201-5320  
donorsino@orsino.net  
www.orsino.net

**Don Orsino**

6000 sessions since 1970

**Otivo, Inc.**

1168 Folsom St., #102  
San Francisco, CA 94103  
Ph. 415-626-2604 or 415-626-9939  
lwaldal@otivo.com

**Leanne Waldal**

1800 sessions since 1996

**Elizabeth McLachlan**

1500 sessions since 1998

Founded in 1997, OTIVO is a business-to-business services company that provides QA testing, accessibility audits, usability testing and usability research for Web sites, software, prototypes, Web-based applications, handheld devices, gaming devices, and other high-tech gadgets and applications.

**OTX (Online Testing Exchange)**

10567 Jefferson Blvd.  
Culver City, CA 90232  
Ph. 310-736-3412  
kgoetz@otxresearch.com  
www.otxresearch.com

**Kevin Goetz**

2500+ sessions since 1988

**Outside In Strategies, Inc.**

1641 3rd Ave., Suite 15A  
New York, NY 10128  
Ph. 212-828-8899  
katie@outsideinstrategies.com  
www.outsideinstrategies.com

**Katie Sweeney**

1000+ sessions since 2000

**Outsmart Marketing**

2840 Xenwood Ave.  
Minneapolis, MN 55416  
Ph. 952-924-0053  
ptuch@aol.com

**Paul Tuchman**

2000+ sessions since 1990

Since 1990, full-service qualitative consulting and moderating. Broad experience across categories, segments, demographics; concepts, positioning, product, packaging, advertising; clear, concise, readable reports; seamless, single point of contact.

**Outsource Research Consulting**

6110 Sheraton Place  
Aptos, CA 95003  
Ph. 877-672-8100  
contactus@orconsulting.com  
www.orconsulting.com

**Nico Peruzzi, Ph.D.**

100+ sessions since 1999

Outsource Research uses new technologies to make focus groups more accessible, engaging and valuable. We offer live, chat-based focus groups, multi-day threaded discussion groups (bulletin boards) and live Web meetings with audio conferencing. Each format has a particular value in meeting your business objectives; contact us to discuss your needs.

**P & L Research, Inc.**

8622 E. Grand Ave.  
Denver, CO 80237-2921  
Ph. 303-770-1589 or 303-941-9605  
philip.pres@att.net  
www.plresearch.net

**Philip Jolas**

Sessions since 1984

MBA with 25 years of client and supplier side experience doing B2B and consumer research (both focus groups and executive interviews) with automotive, financial, construction, retailing, small business, distributors, etc. Uses in-depth business knowledge and projective techniques for new products, competition, usability testing, voice of the customer, etc.

**Palma Companies**

2310 Ponderosa Dr., Suite 2  
Camarillo, CA 93010  
Ph. 805-484-9090  
tpalma@palmaco.com  
www.palmaco.com

**Terri Palma**

1000+ sessions since 1978

**Pamela Rogers Research**

2759 Fourth St.  
Boulder, CO 80304  
Ph. 303-443-3435  
pamelarogers@aol.com

**Pamela Rogers**

3000+ sessions since 1985

**Pan Atlantic SMS Group**

5 Milk St.  
Portland, ME 04101  
Ph. 207-871-8622  
pmurphy@panatlanticsmsgroup.com  
www.panatlanticsmsgroup.com

**Patrick O. Murphy**

1000+ sessions since 1985

**Panel Opinions**

24 Ray Ave.  
Burlington, MA 01803  
Ph. 781-229-6226  
doyle@panelopinions.com  
www.panelopinions.com

**Eileen Doyle**

100+ sessions since 1992

**Paragon Research LLC**

1950 Composite Dr.  
Mail Stop W6  
Dayton, OH 45420-1475  
Ph. 937-294-9004  
wlewis@paragonresearchllc.com  
www.paragonresearchllc.com

**William F. Lewis, Ph.D.**

52 sessions since 1980

**Parker Marketing Research, LLC**

5405 DuPont Circle  
Cincinnati, OH 45150  
Ph. 513-248-8100  
tnapier@parkerresearch.com  
www.parkerresearch.com

**Todd Napier**

1000+ sessions since 1995

**Passenger & Shipping Institute**

7734 S.W. 146th Court  
Miami, FL 33183  
Ph. 305-385-1542  
mktscope@bellsouth.net

**J.J. Lewis**

330 sessions since 1976

**Patricia M. Kirmayer Qualitative Market Research**

116 Fairfield Beach Rd.  
Fairfield, CT 06824  
Ph. 203-259-6403 or 203-209-8806  
patkrm@aol.com

**Patricia M. Kirmayer**

2500+ sessions since 1975

**Pearson Research Associates**

P.O. Box 1778  
Santa Cruz, CA 95061  
Ph. 831-429-9797  
info@pearsonresearch.com  
www.pearsonresearch.com

**Adrian Pearson**

100+ sessions since 1980

**PeopleTalk Qualitative Research**

20 Parson's Hill Road  
Wenham, MA 01984  
Ph. 978-927-2610  
alllison@peopletalkresearch.com  
www.peopletalkresearch.com

**Allison Cohen**

2000+ sessions since 1992

**Perception Research Services, Inc.**

One Executive Drive  
Fort Lee, NJ 07024  
Ph. 201-346-1600  
info@prsresearch.com  
www.prsresearch.com

**Joseph Schurtz**

1000+ sessions since 1990

**Perceptions...and Realities®, Inc.**

70 W. Red Oak Lane  
White Plains, NY 10604  
Ph. 914-697-4949  
inquire@perceptionsrealities.com

**Mike Bass**

200 sessions since 1993

**Perceptive Market Research, Inc.**

3615 S.W. 13th St., Suite 6  
Gainesville, FL 32608-3540  
Ph. 800-749-6760 ext. 4012 or 352-336-6760  
surveys@pmrresearch.com  
www.pmrresearch.com

**Elaine M. Lyons, Ph.D.**

300+ sessions since 1980

Perceptive Market Research (PMR) has a new professional focus group facility covering Gainesville/Ocala/North Central Florida and has a staff of female and male moderators (bilingual and multicultural) that can travel. Focus groups can also be arranged, set-up, recruited, coordinated, monitored and moderated anywhere in the U.S. in areas (set-up professionally with closed-circuit TV for on-site observation, and beaming of groups to off-site computers). Additional services include note taking, transcriptions, audio taping, video (VCR tape or DVD) and translations into English from any language. Check Web site ([www.pmrresearch.com](http://www.pmrresearch.com)) for online quote request form and immediate response.

**Percy & Company Research**

7384 Highland Rd., Suite A  
Baton Rouge, LA 70808  
Ph. 225-346-0115  
info@percyandcompany.com  
www.percyandcompany.com

**Adrian E. Percy**

275 sessions since 1982

**PereaSearch**

450 Edge Hill Dr.  
Canyon Lake, TX 78133  
Ph. 830-899-4108

**Patricia Perea**

1000+ sessions since 1992

**Performance Focus**

P.O. Box 2613  
Boca Raton, FL 33427-2613  
Ph. 561-638-4565 or 561-573-8317  
judi@performancefocus.com  
www.performancefocus.com

**Judith Levy, CPT, PMP**

100+ sessions since 1989

**Personal Opinion, Inc.**

999 Breckenridge Lane  
Louisville, KY 40207  
Ph. 502-899-2400  
rebecca@personalopinion.com  
www.personalopinion.com

**Rebecca Davis**

100 sessions since 1994

**Perspectives**

2662 N. Burling, Suite 103  
Chicago, IL 60614-5622  
Ph. 773-525-1282  
lbperspectives@msn.com

**Lynn Bivins**

Sessions since 1989

**Persuadable Research Corporation**

Corporate Woods 6  
8900 Indian Creek Parkway, Suite 220  
Overland Park, KS 66210  
Ph. 913-385-1700 ext. 302  
cmiller@persuadables.com  
www.persuadables.com

**Missy Welch**

14 sessions since 2006

**The Petruccio Consultants**

9817 Countryside Pl.  
St. Louis, MO 63141-7913  
Ph. 314-991-2264  
jpconsultants@aol.com

**JoAnn Petruccio**

2500+ sessions since 1986

**PharmaNexus, Inc.**

5 Ridge Drive  
Montville, NJ 07045-9469  
Ph. 862-812-0698 or 973-334-3223  
tobias@optonline.net  
www.pharmanexus.net

**Lawrence D. Tobias**

500 sessions since 1997

**Phoenix Marketing International**

Travel, Leisure and Entertainment Research Group  
100 Davidson Ave., Suite 108  
Somerset, NJ 08873  
Ph. 732-563-8503  
scott.ludwigsen@phoenixmi.com  
www.phoenixmi.com/travel

**Scott Ludwigsen**

1500+ sessions since 1988

**Phoenix Multicultural**

445 South Figueroa St., Suite 2350  
Los Angeles, CA 90071  
Ph. 213-228-0300  
multicultural@phoenixmi.com  
www.phoenixmi.com

**Iris Yim**

62 sessions since 2003

**Pioneer Marketing Research**

3323 Chamblee - Dunwoody Rd.  
Atlanta, GA 30341  
Ph. 770-455-0114  
btyner@pioneermarketingresearch.com  
www.pioneermarketingresearch.com

**Charles L. Montgomery, Ph.D.**

500+ sessions since 1980

**Planet Latino Market Intelligence, Inc.**

2020 N.E. 135th St., Suite 806  
North Miami, FL 33181  
Ph. 305-940-0930  
latinoplanet@aol.com  
www.marketplanetlatino.com

**Horacio Segal**

2400 sessions since 1994

At Planet Latino Market Intelligence, all we do is qualitative research; listening and learning from consumers face-to-face, while surpassing cultural barriers. We have years of experience conducting focus groups, one-on-one interviews, and ethnographic studies with consumers of all ages and various ethnic backgrounds. We are bilingual and bicultural moderators with experience in all categories, industries and markets, specializing in the Hispanic experience in the U.S. and Latin America, as well as the general market. At Planet Latino Market Intelligence, Inc., we offer strategic consulting, delivering actionable results from multicultural insights.

**PM Market Research LLC**

202 Brookwood Dr.  
Hortonville, WI 54944  
Ph. 920-779-0083  
pam.mullock@pmmarketresearch.com  
www.pmmarketresearch.com

**Pam Mullock**

80 sessions since 2001

**Pope Qualitative Research, Inc.**

2407 W. 21st St.  
Minneapolis, MN 55405  
Ph. 612-623-7972  
poperesear@aol.com  
www.poperesearch.com

**Louise O. Pope**

6000+ sessions since 1984

**The Portnoy Group**

P.O. Box 1005  
Windermere, FL 34786  
Ph. 407-876-7900  
contact@theportnoygroup.com  
www.theportnoygroup.com

**Eli Portnoy**

300+ sessions since 1993

**Power Marketing**

540 Avis Dr., Suite C  
Ann Arbor, MI 48108  
Ph. 734-741-1134  
contact@getmarketingpower.com  
www.getmarketingpower.com

**Debra Power**

100+ sessions since 1999



**Practica Group, LLC**  
207 E. Ohio, #370  
Chicago, IL 60611  
Ph. 219-922-9560  
rdenny@practicagroup.com  
www.practicagroup.com

**Rita Denny, Ph.D.**  
2500 sessions since 1990

**Ed Bovich, Ph.D.**  
3000 sessions since 1990

**Patti Sunderland, Ph.D.**  
1200 sessions since 1990

**George Hunt, Ph.D.**  
2000 sessions since 1997

**Mike Donovan, Ph.D.**  
1000 sessions since 1997

Every project is custom-designed to meet your business/research needs. Our specialties include branding and communications, anthropology, cultural analysis and ethnography, technology markets, business-to-business/executive interviewing, worldwide research, corporate culture, semiotic analysis. Our methods include: small to full-sized groups, ethnographies, in-person and phone interviews. Direct interviewing and projective techniques, homework assignments, tape diaries, observation and Web-assisted interviews. Quick, high-quality reports, including custom-edited video reports, as needed.



**Practical Imagination Enterprises**  
18 Losey Road  
Ringoes, NJ 08551  
Ph. 908-237-2246  
laurie@practical-imagination.com  
www.practical-imagination.com

**Laurie Tema-Lyn**  
1700+ sessions since 1986

Laurie Tema-Lyn, founder of Practical Imagination Enterprises, helps clients create consumer-compelling "ideas with muscle, wing and heart."® She has 25 years of experience designing and applying innovative tools to grapple with tough business challenges and uncover breakthrough opportunities. Laurie and her colleagues guide client/consumer teams on qualitative explorations to develop robust consumer insights, product ideas and strategies in diverse industries including: foods, financial services, consumer products, pharmaceuticals, and others.

**Pragmatic Research, Inc.**  
200 S. Hanley, Suite 420  
St. Louis, MO 63105  
Ph. 314-863-2800  
ph@pragmatic-research.com  
www.pragmatic-research.com

**Chris Sinnard**  
10 sessions since 2004

**Pranses Research Services**  
730 Park Ave.  
Hoboken, NJ 07030-4006  
Ph. 201-659-2475  
info@pransesresearch.com  
www.pransesresearch.com

**Terrence J. Pranses**  
400 sessions since 1992

Bringing over 25 years of marketing and communications insights. Our custom programs include focus groups, in-depth interviews and quantitative surveys. Primary areas of involvement: B2B (manufacturing and services), food and beverage, health care institutions, non-profits (fundraising and membership). We apply research within the larger cycle of product development, positioning and communications.

**Precision Research, Inc.**  
999 E. Touhy Ave., Suite 100  
Des Plaines, IL 60018  
Ph. 847-390-8666  
saa@preres.com  
www.preres.com

**Scott Adleman**  
200+ sessions since 1998

With a background in both qualitative and quantitative Scott is able to bridge the gap offering mixed-modal approaches when objectives dictate. Scott's experience is broad based working in both B2B and consumer categories. However, durable goods and technology are his passion. Experience: Web site usability, concept and product optimization research.



**Primary Insights, Inc.**  
650 Warrenville Rd., Suite 301  
Lisle, IL 60532  
Ph. 630-963-8700  
info@primaryinsights.com  
www.primaryinsights.com

**Elaine Parkerson**  
4000 sessions since 1985

**Julie Draho**  
300 sessions since 1988

**Patt Karubus**  
2000 sessions since 1996

**Barbara Egel**  
40 sessions since 2007

Primary Insights®, Inc. specializes in qualitative marketing research connecting clients and consumers face-to-face, eye-to-eye, heart-to-heart. Our directConnect Focus Groups™ dissolve the mirror so you interact with consumers in person. Your experiences in these facilitated sessions yield true understanding of consumers' needs that builds clarity and confidence - giving you a competitive edge within your organization and in the marketplace. Accelerate decision-making and eliminate unnecessary research. You'll know what your consumers want because you truly know your consumers.

**Prince Market Research**  
200 31st Ave. N., Suite 200  
Nashville, TN 37203  
Ph. 615-292-4860 or 800-788-7728  
kstone@PMResearch.com  
www.PMResearch.com

**Dan Prince**  
500 sessions since 1989

**Probe Market Research, Inc.**  
122 East 42nd St., Suite 1004  
New York, NY 10168  
Ph. 212-922-9777  
lynette@probemarket.com  
www.probemarket.com

**Lynette Eberhart**  
200 sessions since 2001

**Product Acceptance & Research (PAR)**  
9845 Hedden Rd.  
Evansville, IN 47725-8905  
Ph. 812-867-8600  
michael.lloyd@par-research.com  
www.par-research.com

**Forrest A. (Woody) Youngs**  
375 sessions since 1980

**Product Evaluations, Inc.**  
19 S. La Grange Rd., Suite 200  
La Grange, IL 60525  
Ph. 708-482-7750  
customer@productevaluations.com  
www.productevaluations.com

**Sara Tucker**  
125 sessions since 1998

**Profile Marketing Research, Inc.**  
4020 S. 57th Ave., Suite 101  
Lake Worth, FL 33463  
Ph. 561-965-8300  
profile@profile-mktg-res.com  
www.profile-mktg-res.com

**Judy Hoffman**  
1000+ sessions since 1983

**Bari Weinhausen**  
100+ sessions since 1995

Full-service. Qualitative focus groups, ethnographic studies and quantitative survey research (phone, personal interviews, mail, online surveys, panels). Consumer and business-to-business segments. Local, regional, national, international. Hands-on approach, emphasis on quality.

**Project Essentials, Inc.**  
P.O. Box 25938  
Colorado Springs, CO 80936  
Ph. 719-651-7731 or 719-684-9257  
lizahaight@aol.com

**Louisa Young Borgen**  
250+ sessions since 1986

**Project X New York**  
36 Hamilton Ave, Suite 6J  
Staten Island, NY 10301  
Ph. 212-217-0596  
lizdipilli@earthlink.net

**Elizabeth DiPilli**  
1500 sessions since 1991

**PS:Research!**  
100 S. Sunrise Way, Suite 448  
Palm Springs, CA 92262  
Ph. 888-400-7344  
info@ps-research.com  
www.ps-research.com

**Kirk Bridgman**  
500+ sessions since 1991

**PSD Marketing Services**  
10226 Democracy Lane  
Potomac, MD 20854  
Ph. 301-365-2308  
Lpdreyfuss@psdsc.net

**Phyllis Dreyfuss**  
200 sessions since 1996

**PSY:COM**  
Schaumburger Strasse 2a  
65936 Frankfurt  
Germany  
Ph. 49-69-133-78-170  
psycom@t-online.de  
www.psycom.biz

**Peter W. Wrobel**  
2000 sessions since 1990

**Q & A Research, Inc.**

64 Digital Dr.  
Novato, CA 94949  
Ph. 415-883-1188  
focusinfo@qar.com  
www.qar.com

**Warren Pino**

220 sessions since 1990

**Charlotte Jensen**

40 sessions since 1999

**Emily Tobler**

20 sessions since 2005

Q & A Research has several moderators available to assist you: male and female, and of different ages and ethnicities. Our collective experience is across a broad array of industries including, but not limited to: health care, insurance, financial services, foods, and video gaming. Our Hispanic Perspectives division is proud to have one of the top bilingual moderators in the country.

**Q2 Market Research**

484 Franklin Circle  
Yardley, PA 19067  
Ph. 215-750-0802  
Q2CC@verizon.net

**Carole Couzens**

800 sessions since 1985

**Q2 Marketing Research, LLC**

621 Wooster Pike  
Terrace Park, OH 45174  
Ph. 513-576-1892  
q2@q2mr.com  
www.q2mr.com

**Bruce Ferguson**

1000+ sessions since 1992

**Qessential Medical Market Research, LLC**

24 Front Street  
Exeter, NH 03833  
Ph. 800-932-4249 or 603-775-9200  
phil@qmmr.net  
www.qmmr.net

**Philip Dean**

350 sessions since 1997

**QMark Research & Polling**

American Savings Bank Tower, 19th  
1001 Bishop St.  
Honolulu, HI 96813  
Ph. 808-524-5194 or 808-544-3020  
bankersmit@starrtech.com  
www.starrseigle.com

**Barbara Ankersmit**

1000+ sessions since 1972

**QMark Research & Polling (Br.)**

626 Pale San Vitores Road  
Royal Orchid Hotel-Suite 4A  
Tamuning 96913  
Guam  
Ph. 671-649-7629 or 671-649-7231  
blee@starrtech.com  
www.starrseigle.com/guam

**Bonnie Lee**

50 sessions since 1999

**QRC Inc.**

10940 Wishire Blvd., #1600  
Los Angeles, CA 90024  
Ph. 310-443-4187  
lisa@qrconline.com  
www.qrconline.com

**Lisa Gray**

100+ sessions since 1985

**QSA Integrated Research Solutions**

4920 John Ticer Dr.  
Alexandria, VA 22304  
Ph. 703-567-7655  
bquarles@qsaresearch.com  
www.qsaresearch.com

**Rebecca Quarles, Ph.D.**

1000+ sessions since 1982

**QualCore.com Inc.**

17 Washburn Ave. S.  
Minneapolis, MN 55405  
Ph. 612-377-3439  
jeff.walkowski@qualcore.com  
www.qualcore.com

**Jeff Walkowski**

1500+ sessions since 1989

Seasoned research consultant. Enjoys all qualitative research methods: in-person, phone, and online - IDIs and groups. Offers creative yet practical research designs and flexible reporting options. Pioneer and recognized expert in the use of online qualitative methods. Trains traditional moderators to adapt their skills to the online environment (www.OnlineModerator.com). Member QRCA, MRA, and AMA.

**QualiData Research Inc.**

170 Garfield Pl., Suite 250  
Brooklyn, NY 11215-2106  
Ph. 917-705-5252 or 718-499-4690  
sharon@qualidataresearch.com  
www.qualidataresearch.com

**Sharon Wolf**

1000+ sessions since 1990

**The Qualis Company**

4400 Linden Blvd. #7A  
St. Louis, MO 63108  
Ph. 314-535-2447

**Joseph A Koerner**

800+ sessions since 1980

**Qualitative & Quantitative Research**

3056-D Via Serena South  
Laguna Woods, CA 92637  
Ph. 800-646-4041 or 949-770-2900  
hgqandqres@aol.com  
www.hypnosisfocusgroups.com

**Hal Goldberg**

1000+ sessions since 1963

**The Qualitative Difference Inc**

2131 E. Broadway Rd. Suite 28  
Tempe, AZ 85282  
Ph. 303-448-9100 or 602-663-8808  
daniel@qualitivedifference.com  
www.qualitivedifference.com

**Daniel Oromaner**

1000 sessions since 1982

**Qualitative Insights**

15060 Ventura Blvd., Suite 125  
Sherman Oaks, CA 91403  
Ph. 818-988-5411  
lginiewicz@q-insights.com  
www.q-insights.com

**Linda Giniewicz**

100 sessions since 1998

**Qualitative Intelligence**

16011 4th St. E.  
Redington Beach, FL 33708  
Ph. 727-393-7991  
qitina@verizon.net  
www.qualitativeintelligence.com

**Tina Brogdon**

500+ sessions since 1992

**Qualitative Research Services**

12531 Cottage Hill Dr. N.  
Jacksonville, FL 32225  
Ph. 904-220-0746  
elaine@qualitative-researchservices.com  
www.qualitative-researchservices.com

**Elaine K. Anwander**

300+ sessions since 1990

**Qualitative Solutions, Inc.**

Soluciones Cualitativas, S.C.  
Homero 1425 Desp. 901Y 902  
Mexico City, DF 11510  
Mexico  
Ph. 52-55-5395-6050 or 52-55-5395-8838  
info@solucionesq.com.mx  
www.solucionesq.com.mx

**Ellen Lerek**

3600 sessions since 1993

**Qualitest AG**

Institut für Marketing-und Sozialforschung  
Industriestrasse 31  
6300 Zug  
Switzerland  
Ph. 41-41-712-1221  
qualitest@qualitestag.ch  
www.qualitestag.ch

**Dr. Alexander Lorenz**

1000+ sessions since 1993

**QualiVision, Inc.**

1415 W. Roscoe, Suite 2  
Chicago, IL 60657  
Ph. 773-330-8675  
nicole@qualivisioninc.com

**Nicole Ferrin Cox**

150+ sessions since 2002

**Quesst Qualitative Research**

425 Washington Blvd., PH2-02  
Jersey City, NJ 07310  
Ph. 201-222-6760  
casey@caseysweet.com  
www.focusgroupsonline.net

**Casey Sweet**

1500+ sessions since 1993

**Quixote Group**

3107 Brassfield Road  
Greensboro, NC 27410  
Ph. 336-544-2402  
cmattina@quixotegroup.com  
www.quixotegroup.com

**Chuck Mattina**

300+ sessions since 1995

Quixote Group uses unique tools to uncover the emotional connections between brands and consumers, including visual explorer, a product of the Center for Creative Leadership. Chuck brings 11 years of brand management and six years of ad agency experience to moderating to create actionable insights and recommendations.

**R T S Marketing & Research Services**

1 Union Square W., Suite 511  
New York, NY 10003  
Ph. 917-606-0740  
srhodes@rts-research.com

**Stephen Rhodes**

1000+ sessions since 1985

**R&M Matrix B.V.**

Gebr. Hermansstraat 2  
6221 XM Maastricht  
Netherlands  
Ph. 31-43-350-80-00  
management@randm.nl  
www.randm.nl

**Margriet van der Valk**

Sessions since 2000

**Rabid Research & Strategic Planning**

160 Oak St., Suite G-1  
Glastonbury, CT 06033  
Ph. 860-657-9827  
fetch@rabidresearch.com  
www.rabidresearch.com

**Lili Rodriguez**

2000 sessions since 1985

**Radley Resources, Inc.**

1600 Parker Ave., Suite 22B  
Fort Lee, NJ 07024  
Ph. 212-750-3366  
azimmerman@nj.rr.com  
www.radleyresources.com

**Alan Zimmerman**

1000+ sessions since 1982

**Rand Research Corporation**

77 Elm Ridge Dr.  
Toronto, ON M6B 1A2  
Canada  
Ph. 416-250-9616 ext.1  
lee@randmarketresearch.com  
www.randresearch.ca

**Lee Rand****Rapsessions, Inc.**

1558 Country Lane  
Deerfield, IL 60015  
Ph. 847-914-0250 or 847-714-0260  
info@rapsessionsinc.com  
www.rapsessionsinc.com

**Gail Rapoport**

3000 sessions since 1984

**REALeResearch**

Oakland, CA 94607  
Ph. 510-832-6484  
susan@realersearch.com  
www.realersearch.com

**Susan Reale**

2000+ sessions since 1985

REALeResearch offers you expertise in designing and conducting successful qualitative and usability research programs that deliver valuable insights about your customers - and future customers. 20+ years conducting qualitative marketing research studies for a breadth of industries, with a focus on the "customer experience." REALeResearch offers cost-effective, yet high-quality, research services.

**Redmond Browne Research Group**

225 Crossroads Blvd., Suite 225  
Carmel, CA 93923  
Ph. 831-659-3001  
sbrowne@redmondbrowne.com  
www.redmondbrowne.com

**Sarah Browne**

1000+ sessions since 1984

**Reilly Group**

15 Old Beach Rd.  
Newport, RI 02840  
Ph. 401-841-8889  
sreilly@reillygroup.com  
www.reillygroup.com

**Sheila Reilly**

1000+ sessions since 1995

**Reiman O'Donnell Limited**

3rd Fl. The Heals Building  
196-199 Tottenham Court Rd.  
London W1T 7PJ  
United Kingdom  
Ph. 44-20-631-0604  
reimanodonnell@yahoo.com

**Tom O'Donnell**

1200 sessions since 1986

**The Research & Planning Group**

1750 S. Brentwood Blvd., Suite 306  
St. Louis, MO 63144  
Ph. 314-962-0083

**David Rich**

2000 sessions since 1981

**Research & Polling, Inc.**

5140 San Francisco Rd. N.E.  
Albuquerque, NM 87109  
Ph. 505-821-5454 or 866-821-5454  
rppmail@rpinc.com  
www.rpinc.com

**Marie Mound**

1000 sessions since 1991

**Research Boston Corp.**

24 Smith St.  
Newburyport, MA 01950  
Ph. 978-225-8030  
info@researchboston.com  
www.researchboston.com

**Paul Teplitz**

30 sessions since 1988

**Research by Design**

4121 Wolf Berry Court  
Lake Oswego, OR 97035  
Ph. 503-675-8113  
jjohnson@research-by-design.com  
www.research-by-design.com

**Julie M. Johnson**

100+ sessions since 1985

**Research Consulting Group, LLC**

416 Landon Drive  
Nashville, TN 37220  
Ph. 615-469-7429  
greg.fuson@comcast.net  
www.researchconsultinggroup.com

**Greg Fuson**

200 sessions since 2001

**Research Data Services, Inc.**

3825 Henderson Blvd, Suite 300  
Tampa, FL 33629  
Ph. 813-254-2975  
research@klagesgroup.com  
www.klagesgroup.com

**Claire Klages**

500 sessions since 1987

**The Research Department**

220 E. 73rd St., Suite 7D  
New York, NY 10021  
Ph. 212-717-6087  
alexsmith@earthlink.net

**Alexa Smith**

3000 sessions since 1978

**The Research Edge, LLC**

1821 University Ave. W., Suite N177  
St. Paul, MN 55104  
Ph. 651-644-6006

info@theresearchedge.com  
www.theresearchedge.com

**Cheryl Powers**

Sessions since 1993

**Research Explorers, Inc.**

1111 New Trier Court  
Wilmette, IL 60091  
Ph. 847-853-0237  
lisa@researchexplorers.com  
www.researchexplorers.com

**Lisa McDonald**

1200 sessions since 1994

Research Explorers™ conducts qualitative research (focus groups, in-depth interviews, ethnographies) that revives, redefines or repositions products, services or communication. Lisa McDonald has over 25 years of research, marketing and strategic planning experience working on the African-American, women and teen markets: consumer goods, durables, health care, automotive and social issues.

**Research For Management, Inc.**

1138 Collegeville Rd  
P.O. Box 375  
Skippack Village, PA 19474  
Ph. 610-213-9569  
res4mgmt@aol.com  
www.jamespartner.us

**James Partner**

1000+ sessions since 1990

**The Research Group**

300 W. Pratt St., Suite 250  
Baltimore, MD 21201  
Ph. 410-332-0400  
bg@obaltimore.com  
www.the-research-group.com

**Barbara Gassaway**

1000+ sessions since 1986

RIVA Certified Master Moderator. Consulting, study design, moderating, report, presentation and strategy implementation.

**the research house**

7430 Old Mill Road  
Bloomfield, MI 48301  
Ph. 248-341-3805  
frances@theresearchhouse.com  
www.theresearchhouse.com

**frances hammond**

750+ sessions since 2003

With a background in economics and sociology and 20 years of industry experience, frances is well qualified to provide thought leadership for businesses: creative framing; strong presentations; focused discussions; research that generates new and relevant insight; reports that bring findings to life. Trained as a moderator by The Burke Institute, frances holds a Ph.D. from UCLA. She has extensive experience with brands and on social and public policy issues, lifestyle choices and decision tools.

**Research In Marketing, Inc.**

124 Glenwood  
Winnetka, IL 60093  
Ph. 847-433-8383  
ruthcampbell@riminc.com  
www.riminc.com

**Ruth Campbell**

700+ sessions since 1970

**Research Inc.**

211 Century Dr., Suite 102-D  
Greenville, SC 29607  
Ph. 864-232-2314 or 770-619-9837 (Hq.)  
info@researchincorporated.com  
www.researchincorporated.com

**Debbie McNamara**

100 sessions since 1995

**Research Inc.**

3050 Royal Blvd., S., Suite 120  
Alpharetta, GA 30022  
Ph. 770-619-9837  
info@researchincorporated.com  
www.researchincorporated.com

**Debbie McNamara**

100 sessions since 1995

**Research International Canada**

789 Don Mills Rd., Suite 614  
Toronto, ON M3C 1T5  
Canada  
Ph. 416-467-7101  
solutions@research-int.com  
www.research-int.com

**Jim King**

100+ sessions since 1975

**Research Options, Inc.**

167 Washington St.  
Norwell, MA 02061  
Ph. 781-826-7511 or 800-201-2297  
info@researchoptions.com  
www.researchoptions.com

**Daniel Hoyle**

400+ sessions since 1982

**Research Plus, Inc.**

18-2 E. Dundee Rd., Suite 101  
Barrington, IL 60010  
Ph. 847-381-5655  
cahplus@aol.com  
www.researchplusinc.com

**Carolyn Heimbach**

400+ sessions since 1989

**Research Solutions, Inc.**

13720 Acre View Dr.  
Brookfield, WI 53005  
Ph. 262-790-6737  
karen@research-solutions.net  
www.research-solutions.net

**Karen Munson**

300+ sessions since 1997

**Research Strategies, Inc.**

P.O. Box 190666  
Mobile, AL 36619-0666  
Ph. 251-660-2910 or 504-522-2115  
rsincorp@bellsouth.net  
www.researchstrategiesinc.com

**Gene Talbott**

200+ sessions since 1986

**Research Strategy Group Inc.**

250 Bloor St. E., Suite 1530  
Toronto, ON M4W 1E6  
Canada  
Ph. 416-928-0678  
thegroup@rsginc.net  
www.rsginc.ca

**Liz Jaye**

1000+ sessions since 1995

**Research Technika, LLC**

1350 Beverly Rd., Suite 115-143  
McLean, VA 22101  
Ph. 703-485-9480  
rchander@researchtechnika.com  
www.researchtechnika.com

**Renuka Chandler**

1000+ sessions since 1965

**Reyes Research**

5744 Valentine Rd. #305  
Ventura, CA 93003  
Ph. 805-278-1444  
arvind@reyesresearch.com  
www.reyesresearch.com

**Richard Barth**

30 sessions since 1995

**Rickman Research & Communications**

2403 Hayden Dr.  
Silver Spring, MD 20902  
Ph. 301-649-7073  
lrickman@lcomcast.net

**Leonard Rickman**

1000 sessions since 1991

**Rieger Research Inc.**

885 Rosecrans St.  
San Diego, CA 92106-3014  
Ph. 619-225-0030  
lcrieger@riegerresearch.com

**Liliana C. Rieger**

3500 sessions since 1992

Full-service qualitative/quantitative research company specializing in the U.S. Hispanic market. For over 12 years we have focused on gathering Hispanic market intelligence for our clients. We execute traditional methodologies as well as completely custom-tailored ones. We help our clients design their research projects to meet and exceed their goals for each project. Our experts in the Hispanic market help clients understand the Hispanic consumer so that they can focus on growing their business and profits.

**Right Hand Research**

13 Autumn Rd.  
Medway, MA 02053  
Ph. 508-533-9186  
suanne@speakeasy.net

**Suanne Zakarin**

100 sessions since 1998

**Rigney & Associates**

2795 Clay St.  
San Francisco, CA 94115-1711  
Ph. 415-771-9357  
jrigney@rigneyassoc.com  
www.rigneyassoc.com

**John Rigney**

1000+ sessions since 1974

**Riley Research Associates**

9900 S.W. Wilshire, Suite 250  
Portland, OR 97225  
Ph. 503-222-4179 or 877-527-4179  
quirks@rileyresearch.com  
www.rileyresearch.com

**Mike Riley**

500+ sessions since 1980

**Rincon & Associates**

6500 Greenville Ave., Suite 510  
Dallas, TX 75206  
Ph. 214-750-0102  
info@rinconassoc.com  
www.rinconassoc.com

**Dr. Edward T. Rincon**

800 sessions since 1984

**Sally Ringo Research**

15 Hunt Cliff Ridge  
Cleveland, GA 30528  
Ph. 706-865-0705 or 404-660-4049  
saringo@mindspring.com

**Sally Ringo**

1500 sessions since 1982

**The Rite Concept**

36 Coventry Lane  
Avon, CT 06001  
Ph. 860-675-5522  
martha@theriteconcept.com  
www.theriteconcept.com

**Martha Guidry**

3000 sessions since 1997

Stop wasting money on "bad" concepts! Get your concepts right the first time. Strategic business thinking, purposeful ideation, and insight mining with your target audience will reflect the voice of your consumer. We train your team to write winning concepts with a proven framework. Martha, a Harvard MBA, serves on the QRCA Board, has been a featured speaker at our conferences, and has published on concept development topics. Watch for our upcoming book. Our blog: [www.ConceptTalk.com](http://www.ConceptTalk.com).

**RIVA Market Research**

Qualitative Research Services  
1700 Rockville Pike, Suite 260  
Rockville, MD 20852  
Ph. 301-770-6456  
Research@RIVAinc.com  
www.RIVAinc.com

**Naomi R. Henderson**

5000 sessions since 1978

**RIVA Training Institute**

1700 Rockville Pike, Suite 260  
Rockville, MD 20852  
Ph. 301-770-6456 ext. 106  
Training@RIVAinc.com  
www.RIVAinc.com

**Naomi Henderson**

5000 sessions since 1978

**RJ Research**

6948 Eagle Ridge Rd.  
Penngrove, CA 94951  
Ph. 707-795-3780  
rjr@sonic.net  
www.sonic.net/rjresearch

**Bob Pellegrini**

2000+ sessions since 1981

**RKM Research and Communications, Inc.**

1039 Islington Street, Third Floor  
Portsmouth, NH 03801  
Ph. 603-433-3982  
kmyers@rkm-research.com  
www.rkm-research.com

**R. Kelly Myers**

100 sessions since 1994

**RMS Communications and Research Inc.**

12229 Crewe St.  
North Hollywood, CA 91605  
Ph. 818-503-7721  
rhndascott@earthlink.net

**Rhonda Scott**

650 sessions since 1992

Specializing in qualitative research, Rhonda Scott has moderated, coordinated and managed general, multi-ethnic, and African-American marketing research projects from inception to final presentation. A highly respected focus group moderator, Rhonda has worked with topics ranging from communications and product concept testing to health care to public policy issues.

**Roadmap Market Research**

3200 Greenfield Rd., Suite 280  
Dearborn, MI 48120  
Ph. 313-203-7234  
info@roadmapresearch.com  
www.roadmapresearch.com

**Greg Pawlowski**

Sessions since 2006

**Roberts & Kay, Inc.**

250 Campsie Place  
Lexington, KY 40508  
Ph. 859-231-8308  
rona@robertsandkay.com  
www.robertsandkay.com

**Rona Roberts**

189 sessions since 1985

**Roberts Communications**

111 Barbie Court  
Austin, TX 78734  
Ph. 512-261-9520  
dave@robertsresearch.com  
www.robertsresearch.com

**Dave Roberts, Ph.D.**

3000+ sessions since 1979

**Robinson Research**

920 N. Washington St., Suite 100  
Spokane, WA 99201  
Ph. 509-489-4361  
mail@robinson-research.com  
www.robinson-research.com

**Bill Robinson**

Sessions since 1979

**Rockbridge Associates, Inc.**

10130 G Colvin Run Rd.  
Great Falls, VA 22066-1839  
Ph. 703-757-5213  
rockinfo@rockresearch.com  
www.rockresearch.com

**Dave Glantz**

250+ sessions since 1997

**Joe Bates**

50 sessions since 2000

**Gina Woodall**

100 sessions since 1998

For more than 15 years, Rockbridge Associates, Inc. has provided valuable insights to Fortune 500 companies, associations and government. We are a full-service custom market research firm that conducts qualitative and quantitative studies with consumers and businesses in the services, information and entertainment sectors. Our on-staff moderators are senior industry experts seasoned in online, in-person and telephone methods. With insightful analysis and actionable reporting, we provide the way forward to meet your research objectives.

**Roller Marketing Research**

P.O. Drawer 2436  
Gloucester, VA 23061  
Ph. 804-693-3208  
rnr@rollerresearch.com  
www.rollerresearch.com

**Margaret R. Roller**

1800 sessions since 1976

Ms. Roller's 30 years of professional interviewing, focused attention to each study, and graduate training in psychological methods are at the core of RMR. The emphasis is on client-researcher interaction leading to meaningful design, skilled execution, in-depth analysis, and actionable results. No junior researchers, no ghost writers. U.S. and international.

**Rosenthal Qualitative Research**

2945 38th St. N.W.  
Washington, DC 20016  
Ph. 202-333-0855  
RosenQual@earthlink.net

**Barbara Rosenthal**

5000+ sessions since 1978

**Elissa Rosenthal**

Marketing Research and Strategy Consultant  
19 Winchester St., Suite 901  
Brookline, MA 02446  
Ph. 617-734-1129  
erosent900@aol.com

**Elissa Rosenthal**

200 sessions since 1985

**Round Table Research BV**

Herengracht 122  
1015 BT Amsterdam  
Netherlands  
Ph. 31-20-626-2813  
hugo@roundtable-research.nl  
www.roundtable-research.nl

**Hugo van Veen**

500+ sessions since 1997

**RPM Consulting**

(Retail Profit Management)  
17130 Devonshire St., Suite 205  
Northridge, CA 91325  
Ph. 818-831-7607  
slackow@rpmconsulting.com  
www.rpmconsulting.com

**Steve Lackow**

1000+ sessions since 1980

**RQ - Ricerche Qualitative**

Piazza Cola Di Rienzo, 80  
00192 Rome  
Italy  
Ph. 39-6-360-94-61  
rq@rqresearchgroup.it  
www.rqresearchgroup.it

**Ms. Federica Santucci**

1000 sessions since 1996

**RS Richmark Research Services**

39 S. LaSalle, 5th Floor  
Chicago, IL 60603  
Ph. 312-368-0800  
dkerndt@richmark.com  
www.richmark.com

**Dick Kerndt**

150 sessions since 1999

**RULLI RESEARCH, LLC**

6815 Beechlands Dr.  
Cincinnati, OH 45237  
Ph. 513-396-6139  
jrulli@cinci.rr.com

**James P. Rulli**

1000+ sessions since 1990

**Russell Marketing Research, Inc.**

1775 Broadway, Suite 630  
New York, NY 10019  
Ph. 212-246-4343  
alan.russell@russellresearch.com  
www.russellresearch.com

**Eric Hunter**

600 sessions since 1991

**S F I, Ltd.**

80 Sequoia  
Deerfield, IL 60015  
Ph. 847-374-0108  
ECHARDELL@sfi-research.com

**Emily Chardell**

1000 sessions since 1990

**S I S International Research, Inc.**

Global Headquarters  
11 E. 22nd St., 2nd Floor  
New York, NY 10010  
Ph. 212-505-6805  
research@sisinternational.com  
www.sisinternational.com

**Ruth Stanat**

3500 sessions since 1984

**Sam Perkins**

1800 sessions since 1998

**Brea Angelo**

35 sessions since 2007

**Neal Sandin**

50 sessions since 2007

Ruth Stanat, president and CEO, SIS International Research, is one of the most experienced moderators in the world. She moderates medical and pharmaceutical, B2B, consumer and industrial and technical groups. SIS International is building a staff of five experienced moderators who have trained under Ruth Stanat.  
(See advertisement on p. 83)

**Sabena Qualitative Research Services**

11 Bradley St.  
Westport, CT 06880  
Ph. 203-454-1225  
psabena@qual.com  
www.qual.com

**Patricia Sabena**

7500 sessions since 1965

**Nicole Sabena Feagin**

600 sessions since 2000

We gather and interpret strategic insights from physicians, executives, patients and consumers. Our methods include focus groups, IDIs, teledepths, and online bulletin boards. We have pioneered qualitative research techniques involving insight mining, psychographics, joint-decision making, contemporizing brand equity, archetype storytelling, psychodrawings, perceptual mapping, team collage and category management. Pat teaches qualitative research workshops worldwide. Nicole and Pat are leading speakers at ESOMAR, PMRG and QRCA conferences. Pat is past president of QRCA (1995-1998).

**Sachs Insights**

200 Varick St., Suite 500  
New York, NY 10014  
Ph. 212-924-1600 ext. 105  
rminer@sachsinsights.com  
www.sachsinsights.com

**Tammy Sachs**

100+ sessions since 1987

**Paris Patton**

100+ sessions since 1999

**Emily Paxhia****Mardi Rose****Jessica Jaffe****Vincent Goldberg****Jean Beier**

An industry leader in ethnography, usability and creative engagement groups, Sachs Insights custom designs studies to engage your target audience in the process of discovery. We present clear findings and actionable recommendations in compelling video presentations to energize key stakeholders. We serve a client base that spans an eclectic mix of verticals (automotive, food, fashion, finance, health, media, entertainment and technology).

**Sandia Market Research**

2201 San Pedro N.E., Bldg. 1, Suite 230  
Albuquerque, NM 87110  
Ph. 800-950-4148 or 505-883-5512  
edbergo@nmia.com  
www.sandiamarketresearch.com

**Ed Bergo**

110 sessions since 1980

**Sando and Associates**

2122 California St. N.W., Suite 353  
Washington, DC 20008  
Ph. 202-232-7801  
rsando@sando-associates.com  
www.sando-associates.com

**Ruth Sando**

100+ sessions since 2003

Ruth Sando, Ph.D., of Sando and Associates, specializes in ethnography (in-home and in-depth interviews) and focus groups for a wide variety of clients across many industries, particularly financial services. Dr. Sando has a Ph.D. in anthropology, and is a member of the AMA, QRCA and the Society for Applied Anthropology.

**Saperstein Associates, Inc.**  
4555 N. High St.  
Columbus, OH 43214  
Ph. 614-261-0065  
dwolfe@sapersteinassociates.com  
www.sapersteinassociates.com  
**Martin D. Saperstein, Ph.D.**  
2000+ sessions since 1980

**Saurage Research, Inc.**  
5090 Richmond Ave., #144  
Houston, TX 77056  
Ph. 800-828-2943  
info@SaurageResearch.com  
www.SaurageResearch.com

**Susan Saurage-Altenloh**  
1476 sessions since 1987

Susan Saurage-Altenloh's 20+ years of research experience includes facilitating more than 1,400 focus groups and conducting hundreds of in-depth interviews. Her firm, Saurage Research Inc., has won several national and regional awards for its creative research approaches. Her diverse experience includes advertising, health care, industrial/manufacturing, B2B, C-level executives and sensitive issues.

**Paul Schneller Qualitative LLC**  
300 Bleecker St.  
New York, NY 10014  
Ph. 212-675-1631  
**Paul Schneller**  
1000+ sessions since 1992

**Scholl Market Research, Inc.**  
816 Pulaski Dr.  
Lansdale, PA 19446  
Ph. 610-584-0521  
richard@universalpartners.com  
www.universalpartners.com  
**Richard Scholl**  
Sessions since 1989

**Schorr Creative Solutions, Inc.**  
4738 Noble Ave.  
Sherman Oaks, CA 91403  
Ph. 818-981-6972 or 818-515-5087  
doug@schorrsolutions.com  
www.schorrsolutions.com  
**Doug Schorr**  
1000 sessions since 1998



**Schwartz Consulting Partners, Inc.**  
Laurel Oaks  
5027 W. Laurel St.  
Tampa, FL 33607  
Ph. 813-207-0332  
rod@schwartzconsulting.com  
www.schwartzconsulting.com  
**Rodney Kayton**  
700 sessions since 1998  
**Rob Iles**  
2300 sessions since 1991  
**Shirley Marte**  
450 sessions since 1995

Schwartz Consulting Partners Inc. is targeting change and setting a higher standard for what you expect from your research partner. We understand your changing needs require higher levels of insight, accountability and innovation. Schwartz Consulting Partners Inc. possesses a unique combination of market research expertise and technical prowess to meet your changing needs. Over 30 years of experience and the ability to recognize and implement change has positioned Schwartz Consulting Partners Inc. as a trusted research firm. Our objective is to provide real value, justifying your research invest-

ment. With this, we deliver insights, solutions and tools to turn your business challenges into opportunities. Building upon our foundation of superior service, innovative techniques, quality execution, and unparalleled honesty and integrity, Schwartz Consulting Partners Inc. continuously evolves our research capabilities and the value provided to meet our clients' needs.

**Seal Rock Research**  
3755 Balboa St., Suite 201  
San Francisco, CA 94121-2628  
Ph. 415-666-3060  
info@sealrock.com  
www.sealrock.com

**Julie Burns**  
1500+ sessions since 1994

**James M. Sears Associates**  
Carolina House #315  
100 Lanaris Rd.  
Chapel Hill, NC 27514  
Ph. 919-923-5542  
jssears01@airimbamail.com  
**James M. Sears**  
25 sessions since 1986

**SEEK, Inc.**  
503 W. 6th St.  
Covington, KY 41011  
Ph. 513-521-1111 or 513-290-5197  
info@seekresearch.com  
www.seekresearch.com

**Jackie Lake**  
300 sessions since 1988

**Seiler Associates**  
225 E. 57th St.  
New York, NY 10022  
Ph. 212-753-0018  
mnseiler@aol.com  
**Marilyn Seiler, Ph.D.**  
1000 sessions since 1985

**Selya Associates**  
306 Spruce Rd.  
Flourtown, PA 19031  
Ph. 215-836-2312 or 215-233-3055  
**Paul S. Selya**  
350+ sessions since 1985

**Sensus Research, Inc.**  
Suite 400 - 220 Cambie St.  
Vancouver, BC V6B 2M0  
Canada  
Ph. 866-878-7839  
info@sensusresearch.com  
www.sensusresearch.com  
**Peter Reek**  
15+ sessions since 2003

**Sentient Services**  
2110 South Lamar Blvd. Suite 1  
Austin, TX 78704  
Ph. 512-288-1706  
info@sentientservices.com  
www.sentientservices.com

**Paul Janowitz**  
Sessions since 2000

**Seratti Group**  
172 Dorchester Way  
San Francisco, CA 94127  
Ph. 415-681-5802  
karen@serattigroup.com  
www.serattigroup.com  
**Karen Seratti, Ph.D.**  
100+ sessions since 1995

**Shapard Research**  
820 N.E. 63rd St.  
Oklahoma City, OK 73105  
Ph. 405-607-4664  
bill@shapard.com  
www.soonerpoll.com  
**Bill Shapard**

**Irwin P. Sharpe & Associates**  
50 Greenwood Ave.  
West Orange, NJ 07052  
Ph. 973-731-7800  
info@sharpeassociates.com  
www.sharpeassociates.com  
**Irwin P. Sharpe**  
100 sessions since 1985  
**Peter A. Sharpe**  
120 sessions since 1985

Moderating for industrial, business-to-business (B2B) and high-tech products and services - including new product, services and ad evaluations, customer satisfaction and corporate image studies. Clients include manufacturing, commercial, financial, R & D and service organizations, professional and industry associations, universities, advertising and PR agencies.

**Shaw Marketing Partners, Inc.**  
1033 Third Ave. S.W., Suite 103  
Carmel, IN 46032  
Ph. 317-818-0400  
ron@shawmarketing.com  
www.shawmarketing.com  
**Ron Shaw**  
1700 sessions since 1991

**Shen Research Organization**  
205 Athens St., #3  
South Boston, MA 02127  
Ph. 617-268-4500  
BowTy@aol.com  
**Ty Shen**  
500 sessions since 1975



**Shugoll Research**  
GroupNet DC  
7475 Wisconsin Ave., Suite 200  
Bethesda, MD 20814  
Ph. 301-656-0310  
info@ShugollResearch.com  
www.ShugollResearch.com  
**Merrill Shugoll**  
2000 sessions since 1977  
**Mark Shugoll**  
1000 sessions since 1990  
**Susan Lambert**  
500 sessions since 1990  
**Amy O'Connell**  
2000 sessions since 1985

Shugoll Research is a national full-service market research firm founded in 1957. It is ranked as one of the top 100 U.S. market research firms (by Advertising Age). The company provides study design services, qualitative research recruiting, moderating, analysis and report writing services. Our qualitative research division includes four on-staff, professional moderators who are nationally-known focus group moderators. We operate state-of-the-art focus group facilities at our Bethesda, Md. headquarters.



**SIGMA: Research Management Group**

2651 Observatory Ave.  
Cincinnati, OH 45208  
Ph. 513-979-2160  
info@sigmaresearch.com  
www.sigmaresearch.com

**Foster Winter**

2000+ sessions since 1981

**Joe Kiefer**

500 sessions since 1993

Celebrating our 27th anniversary, Sigma brings a breadth of cross-industry experience to each qualitative project. Based in Cincinnati we serve clients locally as well as internationally. In addition to innovative face-to-face techniques, Sigma has unique expertise in the use of online qualitative methodologies, having entered the field in 1998. We maintain affiliations with QRCA, MRA, ESOMAR and AMA.

**SIL Group**

1045 E. Atlantic Ave., Suite 206  
Delray Beach, FL 33483  
Ph. 561-274-7580  
sil@silgroup.com  
www.silgroup.net

**Timm Sweeney**

1000 sessions since 1983

**Silver Strategies**

853 Coalport  
St. Louis, MO 63141-6040  
Ph. 314-991-1253  
bobs@silver-strategies.net  
www.silver-strategies.net

**Robert M. Silver**

1000 sessions since 1978

**Diane Sims Page, Leapfrog Associates**

1732 Knox Ave. S.  
Minneapolis, MN 55403  
Ph. 612-377-4048  
www.leapfrogassociates.com

**Diane Sims Page**

Sessions since 1975

**Sion Research Assoc. Inc.**

7019 Trask Ave  
Playa Del Rey, CA 90293  
Ph. 310-827-8656  
cherie@sionresearch.com  
www.sionresearch.com

**Cherie Sion**

1000+ sessions since 1978

**Small Insights, Inc.**

35 S. Salem Ave.  
Arlington Heights, IL 60005  
Ph. 847-253-8195  
liz@smallinsights.net  
www.smallinsights.net

**Liz Small**

1000+ sessions since 1992

**Small Planet Research**

P.O. Box 638  
Goldens Bridge, NY 10526  
Ph. 914-232-8732  
spresearch@optonline.net

**Lowell Drutman**

1000 sessions since 1983

**Smarty Pants®**

14 Dove Tree Lane  
Jonesborough, TN 37659  
Ph. 203-847-5766  
info@asksmartypants.com  
www.asksmartypants.com

**Stephanie Ritblatt**

Sessions since 1998

**Smith Market Research**

200 S. Hanover  
Lexington, KY 40502  
Ph. 859-269-9224  
ltsmith77@insightbb.com

**Larry Smith**

150+ sessions since 1987

**Smith-Dahmer Associates**

116 N. State St.  
St. Joseph, MI 49085  
Ph. 369-982-3753  
sda@smithdahmer.com  
www.smithdahmer.com

**Joan Smith**

500 sessions since 1991

**Snell Associates, Inc.**

5601 Inverness Ave.  
Santa Rosa, CA 95404  
Ph. 707-585-6333  
snell@pacbell.net

**Joyce Snell**

1000+ sessions since 1982

**SNG Research Corporation**

6301 Bandel Rd. N.W., Suite 101  
Rochester, MN 55901  
Ph. 507-285-1026  
hhess@sngresearch.com  
www.sngresearch.com

**Holly Hess**

50 sessions since 1998

**SofoS Market Research Consulting**

663 N. 75th St.  
Milwaukee, WI 53213  
Ph. 414-258-7601  
sofos.consulting@mac.com  
www.sofosmarketresearch.com

**Lisa Hermanson**

2000+ sessions since 1993

**Kelly Wahl**

300+ sessions since 2005

Don't be fooled by gimmicks! You need someone who applies innovative techniques customized to your business needs, getting consumers to open up, then interpreting and filtering responses into key insights. Someone with passion, strategic power, and a broad base of experience. With analysis and reports focused on implications and next steps. When you want solid, engaging, creative qualitative, and a partner that passionately cares as much about your project as you do, call SofoS.

**Solomon Solutions**

100 Christopher Columbus Drive  
Apt 2220  
Jersey City, NJ 07302  
Ph. 201-434-0404  
marybeth@solomon-solutions.com  
www.solomon-solutions.com

**Mary Beth Solomon**

1600+ sessions since 1994

Experienced qualitative research consultant. Solomon Solutions is a market research business offering online and in-person services. Full-service provider of over 1,600 focus groups and one-on-one interviews since 1994, helping companies understand customer behavior, brand preferences, and technology adoption. Methods include focus groups, in-depth interviews, online and ethnography research, and usability. Specialize in business professionals and consumers of all ages.

**Solutions In Focus®**

4528 Ewing Ave. S.  
Minneapolis, MN 55410  
Ph. 612-925-3007  
kkarges@solutionsinfocus.com

**Karen Karges**

2200 sessions since 1997

**SOM, inc.**

2136, Sainte-Foy Rd., #200  
Ste.-Foy, PQ G1V 1R8  
Canada  
Ph. 418-687-8025  
jgavuin@som.ca  
www.som.ca

**Vincent Bouchard**

350 sessions since 1995

**Sophisticated Market Research**

10 Hilltop Dr.  
North Salem, NY 10560  
Ph. 914-669-6705  
alan@sophisticatedmarketresearch.com  
www.sophisticatedmarketresearch.com

**Alan Kornheiser**

100+ sessions since 1990

**Southeast Research, Inc.**

P.O. Box 241271  
Montgomery, AL 36124  
Ph. 334-260-9124 or 800-546-2969  
info@southeastresearch.com  
www.southeastresearch.com

**Jerry Ingram**

155 sessions since 1975

**Southern Solutions**

10608 Flickenger Lane, Suite 102  
Knoxville, TN 37922  
Ph. 865-392-5047 or 866-764-7342  
jjones@southernstn.com  
www.southernstn.com

**Jenny Jones**

100+ sessions since 1979

Make those important decisions based on clear, concise customer input. Over 25 years of experience in all phases of research.

**Southwest Planning & Marketing**

3600 Cerrillos Rd., Suite 107  
Santa Fe, NM 87507  
Ph. 505-989-8500 or 800-989-9275  
info@swpm.biz  
www.swpm.biz

**Bruce Poster**

425 sessions since 1989

**Gail Hulslander**

200 sessions since 1988

**Rosemary Romero**

600 sessions since 1987

**Philip Crump**

450 sessions since 1992

Southwest Planning & Marketing is a full-service marketing research and strategic consulting company. Bruce Poster, President, has over 30 years of experience in strategic planning and research, including moderation of over 400 focus group sessions. Areas of special expertise include tourism, Native American issues, casinos, real estate development, education, arts and culture, seniors, transportation, financial institutions, non-profit organizations and community planning.

**Sovereign Marketing Research**

205 Fresh Ponds Rd.  
East Brunswick, NJ 08816  
Ph. 732-951-0229  
db@sovereignmarketing.com  
www.sovereignmarketing.com

**Douglas Brautigam**

100+ sessions since 1986

**James Spanier Research**  
120 E. 75th St.  
New York, NY 10021  
Ph. 212-472-3766  
spanier.research@earthlink.net  
**Jim Spanier**  
1000+ sessions since 1981

**Spaulding & Associates**  
30724 Mainmast Dr.  
Agoura Hills, CA 91301  
Ph. 818-540-2950  
greg@marketing-methodology.com  
www.marketing-methodology.com/biography.html

**Greg Spaulding**  
975 sessions since 1995

**Spectrum Discovery Center**  
554 Central Ave.  
New Providence, NJ 07974  
Ph. 908-376-7050  
mrudolph@sensorspectrum.com  
www.sensorspectrum.com  
**Marie Rudolph**

**Spectrum Research**  
5000 Boardwalk, #602  
Ventor City, NJ 08406-2918  
Ph. 609-822-0056  
peter@spectrumresearch.com  
www.spectrumresearch.com

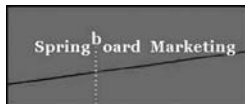
**Peter Mokover**  
1500 sessions since 1982

**Spectrum Solutions Inc.**  
d/b/a DataProbe International, Inc.  
4848 Lemmon Ave, Suite 100-519  
Dallas, TX 75219  
Ph. 214-233-9404  
info@dprobe.com  
www.dprobe.com

**Lynn Dagar**  
600 sessions since 1989

**Spier Research Group**  
1 Lookout Circle  
Larchmont, NY 10538  
Ph. 914-834-3972  
spierres@aol.com

**Daisy Spier**  
1800 sessions since 1988



**Springboard Marketing Research & Consulting**  
848 Radcliffe Ave.  
Pacific Palisades, CA 90272  
Ph. 310-454-6842  
joyceng.springboard@verizon.net  
www.springboardmr.com

**Joyce Ng**  
1000 sessions since 1990

Springboard was established in 1990 by Joyce Ng (pronounced, "Ing"), a qualitative research specialist. Joyce previously worked in marketing and product development for Quaker Oats, Mattel, and Reebok International. In addition to conducting general-market studies spanning many industries (see Web site), Joyce has a special interest in education, health and fitness, public policy, and other not-for-profit endeavors. Joyce has a special expertise in working with children, teens and young adults; Asian-Americans; and professionals/business executives. Joyce is noted for her creativity in research design and presentation; collaborative skills, and keen insights that help transform research into positive results.

**Square One Research**  
8050 Village Square Crossing, Suite 214  
Palm Beach, FL 33410  
Ph. 404-660-9400  
info@squareoneresearch.com  
www.squareoneresearch.com  
**Jonathan Schneider**  
500+ sessions since 2000

**SRH Group**  
3650 Los Feliz Blvd. #51  
Los Angeles, CA 90027  
Ph. 323-644-1527  
susan@srhgroup.net  
www.srhgroup.net

**Susan Hill**  
200+ sessions since 1999

**Stackpole & Associates Inc.**  
One Harvard St.  
Brookline, MA 02445  
Ph. 617-739-5900  
istackpole@stackpoleassociates.com  
www.stackpoleassociates.com

**Irving Stackpole**  
100+ sessions since 1985

**Stancombe Research & Planning**  
18 Glenmore Road  
Paddington, NSW 2021  
Australia  
Ph. 61-2-9331-1044  
office@stancombe.com.au  
www.stancombe.com.au

**Michael Combley**  
100+ sessions since 1995

**Stander Research Associates, Inc.**  
26701 Harper Ave.  
St. Clair Shores, MI 48081  
Ph. 586-778-8910  
STANDERC0@aol.com  
www.standerrresearch.com

**David Stander**  
6000+ sessions since 1970

**StarWorks, Inc.**  
3980 E. Loch Alpine  
Ann Arbor, MI 48103  
Ph. 734-426-9270  
stars@netrek.net

**Marty Mayo**  
125+ sessions since 1999

**Stat One Research**  
2285 Peachtree Rd. NE, #1003  
Atlanta, GA 30309-1142  
Ph. 404-350-7200 or 678-775-0630  
tom@svys.com  
www.svys.com

**Tom Beggs**  
200+ sessions since 1995

Stat One Research (SOR) has conducted thousands of focus groups, IDIs, usability sessions, etc. for research companies, ad agencies, PR firms, publishers and end-users of all sizes. SOR has published and presented on best practices and maximizing ROI in research. Include SOR in all your RFPs for preferable deliverables and rates.

**Stellar Strategic Services, Inc.**  
522 Pottawatomie Trail  
Batavia, IL 60510  
Ph. 630-482-3944  
cdstellar@comcast.net

**Cheryl A. Dalisay**  
1000+ sessions since 1989

**Sterling Communications**  
1427 Margaret Close  
Murfreesboro, TN 37130  
Ph. 615-848-6852  
terristerling@comcast.net  
**Terri H. Sterling, APR**  
2500 sessions since 1996

**Sterling Research Group, Inc.**  
111 Second Ave N.E., Suite 800  
St. Petersburg, FL 33701  
Ph. 727-866-2400 or 888-774-8267  
lrohrrer@sterlingresearchgroup.com  
www.sterlingresearchgroup.com

**Leslie Martin**  
20+ sessions since 1995

**Stonybrook Research Support**  
1746 E. McMillan St.  
Cincinnati, OH 45206-2131  
Ph. 513-961-3404  
stonybrook@fuse.net  
www.stonybrookresearch.com

**Lauren Woodiwiss**  
1000+ sessions since 1991

**Storybrand Consulting**  
P.O. Box 1917  
Santa Monica, CA 90406-1917  
Ph. 310-395-2324  
tom@storybrandconsulting.com  
www.storybrandconsulting.com

**Tom Neveril**  
500 sessions since 1995

**Strata Research**  
7676 Hazard Ctr. Dr., Suite 1300  
San Diego, CA 92108  
Ph. 800-797-5507 or 619-299-5888  
info@strataresearch.com  
www.strataresearch.com

**Gretchen Potts**  
350 sessions since 2001

**Strategic Advantage**  
1418 Gray Bluff Trl.  
Chapel Hill, NC 27517  
Ph. 919-969-1112 or 919-969-1101  
stratadvan@aol.com

**Frank McBride**  
100+ sessions since 1997

**Strategic Business Research, Inc.**  
420 Dresher Road  
Horsham, PA 19044  
Ph. 267-781-7444  
greg.johnson@sbr-inc.com  
www.sbr-inc.com

**Greg Johnson**  
1000+ sessions since 1992

**Strategic Business Solutions, Inc.**  
804 Lochty Ridge  
Wales, WI 53183  
Ph. 262-968-2070  
strat1@execpc.com  
www.myresearchpartner.com

**Brian Klink**  
100 sessions since 1985



**Strategic Directions Group, Inc.**  
**Strategic Directions Group, Inc.**  
 66 E. Ninth St., Suite 1407  
 St. Paul, MN 55101  
 Ph. 651-228-7250  
 dlevy@strategicdirectionsgroup.com  
 www.strategicdirectionsgroup.com  
**Doran J. Levy, Ph.D.**  
 650 sessions since 1979

Doran J. Levy, Ph.D., combines considerable experience, a commitment to quality, and a strategic marketing mindset to consumer and business-to-business focus groups. Using proprietary techniques from his extensive background in segmentation and motivational research to prioritize responses, he makes it easy for everyone to see which issues surface as being of critical importance. By embedding actual audio clips from focus groups into reports and presentations, his reports come to life.

**Strategic Eye, Inc.**  
 1709 Tenby Dr.  
 Hershey, PA 17033  
 Ph. 717-520-9013 or 610-491-9663  
 christy@strategieye.com  
**Christy M. Stover**  
 Sessions since 1991

**Strategic Focus Consulting, Inc.**  
 103 Drayton Dr.  
 Summerville, SC 29483  
 Ph. 843-875-0779  
 strategicfocus@sc.rr.com

**Elizabeth M. Berry**  
 1400+ sessions since 1990

**Strategic Focus, Inc.**  
 6456 N. Magnolia Ave.  
 Chicago, IL 60626  
 Ph. 773-973-7573  
 sfchicago@rcn.com  
**Dona Vitale**  
 2000 sessions since 1987

**Strategic Initiatives Inc.**  
 305-5332 Sayward Hill  
 Victoria, BC V8W 3H8  
 Canada  
 Ph. 250-381-3376  
 info@strategicinitiatives.ca  
 www.strategicinitiatives.ca  
**Cathy McIntyre**  
 1000+ sessions since 1997

**Strategic Intelligence, Inc.**  
 3956 E. Aspen Hill Court  
 Boise, ID 83706-5780  
 Ph. 208-343-0629  
 vsteffen@strategic-iq.com  
 www.strategic-iq.com  
**Valerie J. Steffen, Ph.D.**  
 800 sessions since 1993

**Strategic Learning & Knowledge, Inc.**  
 637 Wyckoff Ave., Suite 207  
 Wyckoff, NJ 07481  
 Ph. 201-493-8851  
 sandra@slkfocus.com  
 www.slkfocus.com  
**Sandra L. Kluttz**  
 2000+ sessions since 1988

**Strategic Performance Group, LLC**  
 11120 Eagle Ridge Court  
 Chisago City, MN 55013-7342  
 Ph. 866-599-0663 or 651-257-2130  
 info@spg-consulting.com  
 www.spg-consulting.com  
**Jim Sauer**  
 1250 sessions since 1979

**Strategic Research Associates**  
 25 W. Cataldo, Suite D  
 Spokane, WA 99201  
 Ph. 509-324-6960 or 888-554-6960  
 deanm@strategicresearch.net  
 www.strategicresearch.net  
**Dean Moorehouse**  
 Sessions since 1997

**Strategic Solutions**  
 425 Mechem Dr.  
 Ruidoso, NM 88345  
 Ph. 505-336-7084  
 stratsoltn@aol.com  
**Kati Hanna**  
 325 sessions since 1993

**Roger A. Straus**  
 202 Parkside Ct.  
 West Linn, OR 97068  
 Ph. 503-974-9922  
 drogerstraus@yahoo.com  
 www.rogerstraus.com  
**Roger A. Straus**  
 1000+ sessions since 1986

**Suburban Focus Group - Boston**  
 95 Eastern Ave.  
 Dedham, MA 02026  
 Ph. 781-956-8171  
 questions@dmcotter.com  
 www.suburbanfocusgroup.com  
**Dan Cotter**  
 300+ sessions since 1978

**Suburban Marketing Research**  
 140 Route 17 North, Suite 202  
 Paramus, NJ 07652  
 Ph. 201-261-0101  
 billb@suburbanmr.com  
 www.subassoc.com  
**Bill Bartlett**  
 500 sessions since 1985

**Sundberg-Ferar, Inc.**  
 4359 Pineview Dr.  
 Walled Lake, MI 48390-4129  
 Ph. 248-360-3800  
 sdickerson@shapetomorrow.com  
 www.shapetomorrow.com  
**Sara Dickerson**  
 300+ sessions since 1988

**Sundel Research, Inc.**  
 1616 Glen Bar Dr.  
 Lakewood, CO 80215  
 Ph. 303-232-8475  
 hsundel@msn.com  
**Harvey H. Sundel, Ph.D.**  
 200+ sessions since 1984

**SunResearch**  
 34 Cranbury Rd.  
 Westport, CT 06880  
 Ph. 203-454-9939  
 sunresearchcorp@earthlink.net  
 www.suninsights.com  
**Ava Lindberg**  
 6000+ sessions since 1978

**Survey Center Focus, LLC**  
 153 W. Ohio St., Suite 400  
 Chicago, IL 60610  
 Ph. 312-321-8100  
 susans@scflc.com  
 www.scflc.com  
**Daryl Gilbert**  
 3000 sessions since 1977  
**Theresa Schreiber**  
 2000 sessions since 1985  
**Matthew Smith**  
 1000 sessions since 1977  
**Jodi Grosky**  
 100 sessions since 1986

Survey Center Focus includes a staff of experienced qualitative research professionals prepared to meet clients' needs on national and international projects. Extensive work has been conducted with consumers and professionals utilizing a broad spectrum of methods including focus groups, shopping audits team shops, home or office observations, one-on-ones -two or -three interviews, new product and concept development, usability testing, advertising effectiveness and mock juries and trials.  
 (See advertisement on p. 66)

**Survey Communications, Inc./S.C.I. Research**  
 4511 Jamestown Ave.  
 Baton Rouge, LA 70808  
 Ph. 800-695-0221  
 jsb@sciresearch.com  
 www.sciresearch.com  
**John S. Boston**  
 1004 sessions since 1987

**Surveys & Forecasts, LLC**  
 2323 North St.  
 Fairfield, CT 06824-1732  
 Ph. 203-255-0505  
 info@safllc.com  
 www.safllc.com  
**Robert Walker**  
 100+ sessions since 1994

**Synovate**  
 1090 W. Georgia St., Suite 1550  
 Vancouver, BC V6E 3V7  
 Canada  
 Ph. 604-664-2400  
 manpreet.guttman@synovate.com  
 www.synovate.com  
**Manpreet Guttman**

**Synovate**  
 1200 McGill College, Suite 1660  
 Montreal, PQ H3B 4G7  
 Canada  
 Ph. 514-875-7570  
 may.tse@synovate.com  
 www.synovate.com  
**May Tse**

**Synovate New Zealand-Auckland**  
 P.O. Box 82081  
 Highland Park  
 Auckland  
 New Zealand  
 Ph. 64-9-538-0500  
 newzealand@synovate.com  
 www.synovate.com/newzealand  
**Grant Story**

**Synovate Qualitative**  
 360 Park Ave. S., 5th Floor  
 New York, NY 10010  
 Ph. 212-293-6100  
 steve.wolf@synovate.com  
 www.synovate.com  
**Steve Wolf**

**Systems Research Corp.**

151 W. Passaic St.  
Rochelle Park, NJ 07662  
Ph. 201-909-3755  
dan@systemsresearch.com  
www.systemsresearch.com

**Dan Sklaire**

1900 sessions since 1991

**T.I.P Research, Inc.**

P.O. Box 14127  
Kansas City, MO 64152  
Ph. 816-891-8240  
letstalk@tipresearch.com  
www.tipresearch.com

**Gerry Cain**

360 sessions since 1994

**Talking Business**

620 Newport Center Dr., Suite 1100  
Newport Beach, CA 92660  
Ph. 949-721-4160  
holly@talkingbusiness.net  
www.talkingbusiness.net

**Holly M. O'Neill**

600+ sessions since 1997

Talking Business delivers the truth behind brands and what motivates purchase behavior - vital insights decision makers need to drive competitive marketing solutions. Offering more than focus group moderating, we specialize in innovative research and strategic brand development. Our category expertise includes consumer, financial, pharmaceuticals, technology and hospitality with clients such as GlaxoSmithKline, Princess Cruises and Experian. Exceeding client expectations for 11 years, Talking Business connects with target audiences to better understand brands, loud and clear.

**Talley Research Group**

277 Cascade Dr.  
Mill Valley, CA 94941  
Ph. 415-383-2209 or 415-389-9945  
Rick@TalleyResearch.com  
www.TalleyResearch.com

**Rick Talley**

3000 sessions since 1975

**The TCI Group**

4301 Lyndale Ave. S.  
Minneapolis, MN 55409  
Ph. 612-823-6214  
beth@theTCIGroup.com  
www.theTCIGroup.com

**Beth Fischer**

100+ sessions since 1982

**Ten People Talking**

P.O. Box 99388  
Seattle, WA 98139-0388  
Ph. 800-916-0775  
regina@tenpeopletalking.com  
www.tenpeopletalking.com

**Regina Szyzkiewicz**

1000+ sessions since 1992

It begins with "ten people talking." Through focus groups and other qualitative research methods, Ten People Talking delivers insights for better decision-making. Ten People Talking customizes project design for each client's unique needs, and uses proven and creative qualitative research approaches to maximize insights. Plus, Ten People Talking offers a full range of qualitative methods and services to address your research objectives. Contact Ten People Talking today to get the insights your business needs.

**TerraNova Market Strategies, Inc.**

2323 Yonge St., Suite 301  
Toronto, ON M4P 2C9  
Canada  
Ph. 416-489-6282 ext. 230  
ldoucet@terranova-msi.com  
www.terranova-msi.com

**Louise Doucet**

1000+ sessions since 1988

**Thistle Research Consulting**

307 Worth Boulevard  
Thornhill, ON L4J 7V9  
Canada  
Ph. 905-709-1176  
flore@thistleresearch.com

**Floree Thistle**

500+ sessions since 2000

**H.I. Thomas Consulting Group**

2831 Stonefence Drive  
Perrysburg, OH 43551  
Ph. 419-931-4406  
hithomas@aol.com  
www.hitcg.com

**Helen I. Thomas**

1000+ sessions since 1983

**Thompson Information Services**

12408 Braxted Dr.  
Orlando, FL 32837  
Ph. 407-438-0103  
terry@thompsoninfo.com  
www.thompsoninfo.com

**Terrence N. Thompson**

2000+ sessions since 1972

**Thornhill Associates**

824 First St.  
Hermosa Beach, CA 90254  
Ph. 310-318-2600  
susan@thornhill-associates.com  
www.thornhill-associates.com

**Susan J. Thornhill**

300+ sessions since 1999

**361 Degrees Consulting, Inc.**

8902 Greenwood Ave.  
San Gabriel, CA 91775  
Ph. 626-309-0532 or 626-274-6002  
ly@361degrees.net  
www.361degrees.net

**Lawrence Yeung**

350 sessions since 2002

Full-service marketing research and strategic consulting company that specializes in understanding and reaching multicultural segments, especially the Asian-Indian, African-American, Caucasian, Filipino, Hispanic, Japanese, Korean and Vietnamese segments. Services include design and development of qualitative and quantitative research, recruitment, moderation, interpretation, and strategic analysis.

**TKG Consulting**

One Maritime Plaza, Suite 1600  
San Francisco, CA 94111  
Ph. 415-362-0450  
kevin@tkgconsulting.com  
www.tkgconsulting.com

**Kevin Kimbell**

500+ sessions since 1997

**Tooley Communications**

2822 Third Ave. N., Suite 211  
Billings, MT 59101  
Ph. (406) 248-4404  
cft@chucktooley.com

**Chuck Tooley**

85 sessions since 1992

**Toppmeyer Research, Inc.**

373 Old Courthouse Road  
New Hyde Park, NY 11040  
Ph. 516-869-3122  
info@toppmeyerresearch.com

**Mary Toppmeyer**

100+ sessions since 1983

**Tracy & Co Market Research & Idea Generation**

931 N. Marion St.  
Oak Park, IL 60302  
Ph. 708-386-8447  
tracy@tracy-and-co.com  
www.tracy-and-co.com

**Tracy Teweles**

500+ sessions since 1988

**Travel and Tourism Research**

Peter Hodgson & Associates  
5 Park Vista  
London SE10 9LZ  
United Kingdom  
Ph. 44-20-8853-1903  
pb.hodgson@virgin.net

**Peter Hodgson**

1000 sessions since 1978

**Trenholm Research**

6400 Williams Ridge  
Austin, TX 78731  
Ph. 512-346-1981  
trenholm@austin.rr.com

**Linda Trenholm**

Sessions since 1982

**Trial Behavior Consulting**

Two Transamerica Center  
505 Sansome St., Suite 1700  
San Francisco, CA 94111  
Ph. 415-781-5879  
dgraeven@trialbehavior.com  
www.trialbehavior.com

**David Graeven****Trilogy Associates**

P.O. Box 471  
Medfield, MA 02052  
Ph. 508-359-7806  
jk@trilogypassociates.com  
www.trilogypassociates.com

**Joseph J. Kalinowski**

**Trotta Associates / Trotta-Hansen**

A First Choice Facility  
13160 Mindanao Way, Suite 100  
Marina del Rey, CA 90292  
Ph. 310-306-6866  
marina@trotta.net  
www.trotta.net

**Diane Trotta**

8000 sessions since 1975

**Turner Research Network**

4060 Peachtree Rd. NE, Suite D430  
Atlanta, GA 30319-3020  
Ph. 770-604-9980 or 866-216-4TRN  
jtturner@turnerresearch.com  
www.turnerresearch.com

**John W. Turner**

600 sessions since 1988

**Turtle Bay Institute, Inc.**

195 Nassau St.  
Princeton, NJ 08542  
Ph. 609-688-9640  
turtle.bay@verizon.net

**Kathleen Murphy**

5000 sessions since 1985

**TWENTYSOMETHING INC.**

630 Freedom Business Center Dr., Suite 300  
Philadelphia, PA 19406-1331  
Ph. 610-940-5860  
info@twentysomething.com  
www.twentysomething.com

**David A. Morrison**

3000 sessions since 1987

TWENTYSOMETHING Inc. is a global pioneer in young-adult research and consulting (15-34-year-olds). Surveys, focus groups, ethnographic, panels, diaries, online. Blending innovative and traditional techniques for maximum ROI. Gain a competitive advantage by leveraging our firm's unparalleled experience, credentials, innovation, and market insights. Celebrating our 18th year!

**Ulrich Research Services**

1329 Kingsley Ave., Suite A  
Orange Park, FL 32073  
Ph. 904-264-3282 or 904-264-5578  
nancy@ulrichresearch.com  
www.ulrichresearch.com

**Nancy Ulrich**

1800+ sessions since 1982

**Uncommon Insights, LLC**

4201 Wilson Blvd. #110-101  
Arlington, VA 22203  
Ph. 703-254-6515  
info@uncommoninsights.com  
www.uncommoninsights.com

**Christine Brittle**

30 sessions since 2003

**Unisearch Partners**

37193 Turnbury Dr.  
Livonia, MI 48152  
Ph. 734-464-9800  
scottrozek@aol.com

**Greg Snyder**

2000 sessions since 1993

**Utilis Hispanic Research**

1001 Avenue of the Americas, 12th Floor  
New York, NY 10018  
Ph. 212-939-0077  
info@utilis-research.com  
www.utilis-research.com

**Raul Perez, Ph.D.**

700 sessions since 2000

**V & L Research & Consulting, Inc.**

8075 Mall Parkway  
Suite 101-102  
Atlanta, GA 30038  
Ph. 770-908-0003  
vlresearch@mindspring.com  
www.vlresearch.com

**Delphyne Lomax**

1000+ sessions since 1991

**Vedanta Research**

23 Tanyard Court  
Chapel Hill, NC 27517  
Ph. 919-933-9217  
mlreed@vedantaresearch.com  
www.vedantaresearch.com

**Michael L. Reed, Ph.D.**

300 sessions since 1998

**Timothy Pluta, MD.**

650 sessions since 1995

Dr. Michael Reed founded Vedanta Research in 2000 following 20+ years of research and health care consulting work. Experience includes graduate studies in psychology and statistics, teaching, research, 12 years at major pharmaceutical companies. He has several publications and moderating experience in many therapeutic areas addressing a variety of business/marketing issues.

**View-Finders Market Research, Inc.**

11 Sandra Lane  
Pearl River, NY 10965  
Ph. 845-735-7022 ext. 10  
jgaines@view-finders.com  
www.view-finders.com

**Janet Gaines**

100+ sessions since 1995

**Viewpower, Inc.**

P.O. Box 20941  
Columbus Circle  
New York, NY 10023  
Ph. 212-581-8113  
jraphael@att.net  
www.viewpower.net

**Joel Raphael**

500+ sessions since 1993

**Vincent McCabe, Inc.**

P.O. Box 150  
7 Fennell St.  
Skaneateles, NY 13152  
Ph. 315-685-7227  
vincentj@vincentmccabe.com  
www.vincentmccabe.com

**Jean G. Vincent**

350 sessions since 1985

**Walker Information FG Facility**

6910 N. Shadeland; Suite 210  
Indianapolis, IN 46220  
Ph. 800-334-3939 or 317-570-8071  
bmiller@walkerinfo.com  
www.walkerinfo.com

**Barb Miller**

200 sessions since 1998

**Ward Research, Inc.**

828 Fort Street Mall, Suite 210  
Honolulu, HI 96813  
Ph. 808-522-5123  
wrstaff@wardresearch.com  
www.wardresearch.com

**Rebecca S. Ward**

3650 sessions since 1978

**Way To Goal!, LLC**

P.O. Box 1  
Summit, NJ 07902  
Ph. 908-782-0262  
doreen@waytogoal.com  
www.waytogoal.com

**Doreen Amatelli****WB&A Market Research**

2191 Defense Hwy., Suite 401  
Crofton, MD 21114  
Ph. 410-721-0500  
info@WBandA.com  
www.WBandA.com

**Steve Markenson**

1000+ sessions since 1992

**Katrina Weagant**

506 Throckmorton Ave  
Mill Valley, CA 94941  
Ph. 415-306-6599  
katrinaweagant@gmail.com

**Katrina Weagant**

150+ sessions since 2003

**Weaver Marketing Research**

1500 - 14th Street SW  
Suite 268  
Calgary, AB T3C 1C9  
Canada  
Ph. 403-244-2410  
sheila@weavermarketresearch.com  
www.weavermarketingresearch.com

**Sheila Weaver**

200+ sessions since 1995

**The Wedewer Group**

P.O. Box 1651  
Prince Frederick, MD 20678  
Ph. 410-414-5718  
robinw@wedewergroup.com  
www.wedewergroup.com

**Robin Wedewer**

200 sessions since 1998

**Weinman/Schnee, Inc.**

1775 Broadway, Suite 419  
New York, NY 10019  
Ph. 212-906-1900  
rschnee@weinmanschnee.com  
www.weinmanschnee.com

**Abbe Fabian**

500+ sessions since 1995

**Werhoff + Company**

Palo Alto, CA 94301  
Ph. 650-325-9050  
awerhoff@earthlink.net

**Andrea Werhoff**

Sessions since 1990

**West Consulting Services, Inc.**

12450 Woodhall Way  
Tustin, CA 92782  
Ph. 714-731-0766  
dawn@westconsultingservices.com  
www.westconsultingservices.com

**Dawn West**

500+ sessions since 1982

**Whyze Group, Inc.**

2250 Par Lane, Suite PH6  
Willoughby, OH 44094  
Ph. 440-785-0547 or 516-987-0252  
jason@whyzegroup.com  
www.whyzegroup.com

**Jason Sherman**

900 sessions since 1991

**Dan Wiese Marketing Research**

2108 Greenwood Dr. S.E.  
Cedar Rapids, IA 52403  
Ph. 319-364-2866 or 319-389-5436  
danwiese@mchsi.com  
http://home.mchsi.com/~danwiese

**Dan Wiese**

120 sessions since 1986

**Wiese Research Associates, Inc.**

9375 Burt St., Suite 100  
Omaha, NE 68114  
Ph. 402-391-7734  
mary\_arkfeld@wraresearch.com  
www.wraresearch.com

**Tom Wiese**

200+ sessions since 1975

**William & Kaye, Inc**

1771 Green Crest Drive  
Victoria, MN 55386  
Ph. 952-484-5995  
harold\_judy.cook@mchsi.com

**Harold W. Cook**

2000+ sessions since 1975

**L.C. Williams & Associates, Inc.**

150 N. Michigan Ave., Suite 3800  
Chicago, IL 60601  
Ph. 800-837-7123  
info@lcwa.com  
www.lcwa.com

**Gregory L. Gordon**

200+ sessions since 1994

**Williams Research**

P.O. Box 50444  
Eugene, OR 97405  
Ph. 541-343-6027  
jwilliams@continent.com

**Jane E. Williams**

500 sessions since 1985

**Wilson & Associates**

6490 Ellenview Ave.  
West Hills, CA 91307  
Ph. 818-340-6201  
ewilsonresearch@yahoo.com

**Earl Wilson**

3000 sessions since 1960

**Wilson Qualitative Research Cnsts. (WQRC)**

Siege Social  
8 rue de l'Isly  
75008 Paris  
France  
Ph. 33-1-39-16-94-26  
jon.wilson@wqrc.eu

**Jonathan Wilson**

Sessions since 1990

**Wimmer & Associates**

30 Main St., Suite 12E  
Brooklyn, NY 11201  
Ph. 212-989-6535  
krwimmer@aol.com

**Karen R. Wimmer**

1500+ sessions since 1996

**Windy City**

Rua Sabara, 402/Cj. 92  
Sao Paulo, SP 01239-010  
Brazil  
Ph. 55-11-3255-7702  
windy@amcham.com.br

**Jack Steven Kravitz**

3000 sessions since 1987

**Frank Winter Associates**

Ravensway, White Rose Lane  
Woking, Surrey GU22 7JY  
United Kingdom  
Ph. 44-1483-831331  
frankwinter@iname.com

**Frank Winter**

500 sessions since 1970

**The Winters Group, Inc.**

10214 Marlboro Woods Dr.  
Cheltenham, MD 20623  
Ph. 301-336-0400 or 877-546-8944  
maryfwin@aol.com  
www.wintersgroup.com

**Mary-Frances Winters**

Sessions since 1984

**WIT Consulting, LLC**

4750 41st St., N.W., Suite 401  
Washington, DC 20016  
Ph. 202-244-0453  
ccroman@witconsulting.net  
www.witconsulting.net

**Cindy Cox Roman**

1000+ sessions since

**WJ Schroer Company**

Two W. Michigan Ave.  
Battle Creek, MI 49017  
Ph. 269-963-4874 or 269-963-4844  
bschroer@socialmarketing.org  
www.socialmarketing.org

**William J. Schroer**

200+ sessions since 1987

**WMSH Marketing Communications, Inc.**

19 Chestnut St.  
Haddonfield, NJ 08033  
Ph. 856-616-2886  
michaelwillmann@wmsh.com  
www.wmsh.com

**Michael Willmann**

200+ sessions since 1985

**Wooldridge Associates, Inc.**

1717 W. Rascher Ave.  
Chicago, IL 60640  
Ph. 773-769-0993  
patrice@wastrategy.com  
www.wastrategy.com

**Patrice Wooldridge**

100+ sessions since 1978

**Wortham Research**

P.O. Box 840  
Franklin, KY 42135-0840  
Ph. 270-598-0237  
chazworth@yahoo.com

**Charles Wortham**

1150 sessions since 1972

**YanHaas**

Avenida 39 #14-92  
Bogota  
Colombia  
Ph. 57-1-232-8666 or 57-1-288-7027  
contacto@yanhaas.com  
www.yanhaas.com

**Andrea Jimenez**

1000+ sessions since 2004

**Youthography Inc.**

590 King St. W., Suite 201  
Toronto, ON M5V 1M3  
Canada

Ph. 416-204-1256

lori@youthography.com  
www.youthography.com

**Mike Farrell**

100+ sessions since 1994

**Z. Research Services**

P.O. Box 83162  
San Diego, CA 92138  
Ph. 619-223-4107  
monica@zresearchservices.com  
www.zresearchservices.com

**Monica Zinchiak**

600+ sessions since 1995

Thirteen years successfully conducting qualitative market research studies for Fortune 1000 companies, notable market research firms and remarkable start-ups. Assisting clients in understanding their target customers by conducting focus group research, individual depth interviewing, telephone interviews, online qualitative and ethno-observational research. Delivering objective analysis with insightful implications and recommendations.

**Zebra Strategies**

2565 Broadway, #393  
New York, NY 10025  
Ph. 212-244-3960  
denene@zstrategies.net  
www.zstrategies.net

**Denene Joniell**

822 sessions since 1992

**Carlos Vargas-Ramos, Ph.D.****Tonya Pope**

350+ sessions since 2001

Zebra Strategies; full-service marketing research firm. Featuring multicultural moderators and staff. Hispanic research consulting available. Detailed research development and reporting. Cutting-edge moderating techniques and special focus on customer service to our clients. Full-service or a la carte, we work with our clients' needs and budget. Nationwide recruiting and field management available.

**D.A. Zeskind & Associates**

160 Hanscom Dr., Suite 1  
P.O. Box 890  
Bedford, MA 01730-0890  
Ph. 781-274-9940  
dazeskind@zeskind.com  
www.zeskind.com

**Dale Zeskind**

900 sessions since 1980

**Zimmerman Associates**

903 Hagsford Rd.  
Penn Valley, PA 19072-1419  
Ph. 610-668-8160  
kzresearch@aol.com  
www.ZimmermanAssociates.com

**Karen Zimmerman**

Sessions since 1976

**ZINC Research**

Suite 100, 1443 19th Ave. SW  
Calgary, AB T2T 0J1  
Canada  
Ph. 403-269-7526  
brian@zincresearch.com  
www.zincresearch.com

**Brian F. Singh**

200+ sessions since 2000

ZINC Research specializes in on-site and traditional research services. For on-site research, ZINC offers full turnkey services that give clients the opportunity to capture insights at the point-of-experience via our handheld platform, with integrity and speed. Our traditional services include the breadth of quantitative and qualitative research methods.

**Paul Zuckerman & Associates**

46 W. 96th St., #4W  
New York, NY 10025-6524  
Ph. 212-749-8855  
paulzuck@gmail.com  
www.paulzuckerman.com

**Paul Zuckerman**

5000+ sessions since 1980

**Zwillinger Research**

4414 Petit Ave.  
Encino, CA 91436-3212  
Ph. 818-906-7562  
mz@zrglobal.com  
www.zrglobal.com

**Michele Zwillinger**

1000+ sessions since 1982

**Stephanie Burke**

We provide marketing research to reduce financial risk and enhance business profitability, based on our expertise, versatility, and over 20 years of experience. Known for cost-effective quantitative and qualitative research to aid in the development and marketing of new products and services, our strengths extend beyond that, as we identify successful solutions to a variety of business challenges.

## Advertising Agencies

---

A Z G Research (OH) p. 100  
 Alternate Routes, Inc. (CA) p. 100  
 Bethart Bilingual Research (FL) p. 103  
 David Binder Research (CA) p. 103  
 Cambridge Associates, Ltd. (TX) p. 106  
 CMI (GA) p. 108  
 Consumer Link (CA) p. 108  
 Creative Consumer Research (TX) p. 110  
 Dave Disher, Qualitative Research (OH) p. 111  
**Decision Analyst, Inc. (TX) p. 112**  
 DLG Research & Marketing Solutions (TX) p. 112  
 DRW Research (MI) p. 113  
 Fieldwork (CA) p. 115  
 Hispanic Marketing Insights, LLC (OH) p. 120  
 Hispanic Perspectives (CA) p. 120  
 Horowitz Associates, Inc. (NY) p. 120  
 Wayne Howard & Associates (CA) p. 121  
 Ideas in Focus (OH) p. 121  
 IMR Research Group, Inc. (NC) p. 121  
 InfoTek Research Group, Inc. (WA) p. 122  
 Insight Casino Research, LLC (CT) p. 122  
 Diane Iseman & Associates (OH) p. 123  
 J.L. Roth & Associates, Inc. (FL) p. 123  
 Dan Jones & Associates, Inc. (UT) p. 124  
**Just The Facts, Inc. (IL) p. 124**  
 Karchner Marketing Research, LLC (PA) p. 125  
 Kinzey & Day Qual. Market Research (VA) p. 125  
 Felipe Korzenny Research & Consulting (FL) p. 126  
 Richard Kurtz & Associates (NY) p. 126  
 Maya Levinson, Ph.D. (CA) p. 127  
 Listen Research, Inc. (CA) p. 128  
 The Livingston Group for Marketing, Inc. (NH) p. 128  
 Market Decisions Corporation (OR) p. 129  
 Market Segment Research (FL) p. 130  
 The Marketing Workshop, Inc. (GA) p. 131  
 Mature Marketing & Research, L.L.C. (NJ) p. 132  
 Morpace Inc. (MI) p. 134  
 Murphy Moderating, LLC (NC) p. 134  
 New South Research (AL) p. 135  
 NMA Research Inc. (NY) p. 135  
 Opinion Research Northwest (WA) p. 136  
 Perceptive Market Research, Inc. (FL) p. 138  
 Planet Latino Market Intelligence, Inc. (FL) p. 138  
 Practica Group, LLC (IL) p. 139  
 Practical Imagination Enterprises (NJ) p. 139  
 The Research Group (MD) p. 141  
 the research house (MI) p. 141  
 The Rite Concept (CT) p. 142  
 Saurage Research, Inc. (TX) p. 144  
 Shugoll Research (MD) p. 144  
 SofoS Market Research Consulting (WI) p. 145  
 Talking Business (CA) p. 148  
 Ten People Talking (WA) p. 148  
 361 Degrees Consulting, Inc. (CA) p. 148  
 Tracy & Co Market Research & Idea Generation (IL) p. 148  
 Z. Research Services (CA) p. 150  
 Zebra Strategies (NY) p. 150

## Aerospace

---

Focus Research Now, LLC (CT) p. 116

## Affluent/Wealthy

---

Alternate Routes, Inc. (CA) p. 100  
 First Insights (NY) p. 115  
 Focus Latino (TX) p. 116  
 Diane Iseman & Associates (OH) p. 123  
**Just The Facts, Inc. (IL) p. 124**  
 Felipe Korzenny Research & Consulting (FL) p. 126  
 Leichliter Associates, LLC (NY) p. 127  
 Springboard Marketing Research & Consulting (CA) p. 146  
 Strategic Directions Group, Inc. (MN) p. 147

## African-American

---

Creative Consumer Research (TX) p. 110  
 DRW Research (MI) p. 113  
 Fleming Communications (TX) p. 115

JRH Marketing Services, Inc. (NY) p. 124  
 MBC Research Center (NY) p. 132  
 Murphy Moderating, LLC (NC) p. 134  
 Perceptive Market Research, Inc. (FL) p. 138  
 Research Explorers, Inc. (IL) p. 141  
 RMS Communications and Research Inc. (CA) p. 142  
 Shugoll Research (MD) p. 144  
 361 Degrees Consulting, Inc. (CA) p. 148  
 Zebra Strategies (NY) p. 150

## Agriculture/Agribusiness

---

Any Small Town Market Research (KS) p. 101  
 Cambridge Associates, Ltd. (TX) p. 106  
**Just The Facts, Inc. (IL) p. 124**  
 Millennium Research, Inc. (MN) p. 133

## Air Travelers

---

Frieden Qualitative Services (CA) p. 117  
**Just The Facts, Inc. (IL) p. 124**  
 Felipe Korzenny Research & Consulting (FL) p. 126

## Airlines

---

Consumer Link (CA) p. 108  
 First Insights (NY) p. 115  
 Frieden Qualitative Services (CA) p. 117  
 I N A Research (PA) p. 121  
 Dan Jones & Associates, Inc. (UT) p. 124  
 Felipe Korzenny Research & Consulting (FL) p. 126

## Apparel/Accessories/Textiles

---

Fieldwork (CA) p. 115  
 Focus Latino (TX) p. 116  
 Diane Iseman & Associates (OH) p. 123  
 Issues and Answers Network, Inc. (VA) p. 123  
 Dan Jones & Associates, Inc. (UT) p. 124  
 Leichliter Associates, LLC (NY) p. 127  
 The Livingston Group for Marketing, Inc. (NH) p. 128  
 Market Segment Research (FL) p. 130  
 Morpace Inc. (MI) p. 134  
 Planet Latino Market Intelligence, Inc. (FL) p. 138  
 Practica Group, LLC (IL) p. 139  
 Quixote Group (NC) p. 140  
 Sachs Insights (NY) p. 143  
 Springboard Marketing Research & Consulting (CA) p. 146

## Arts and Culture

---

BRC Field & Focus Services (AZ) p. 104  
 Consumer Link (CA) p. 108  
 Leichliter Associates, LLC (NY) p. 127  
 Practical Imagination Enterprises (NJ) p. 139  
 the research house (MI) p. 141  
 Sachs Insights (NY) p. 143  
 Shugoll Research (MD) p. 144  
 SofoS Market Research Consulting (WI) p. 145  
 Southwest Planning & Marketing (NM) p. 145  
 Springboard Marketing Research & Consulting (CA) p. 146

## Asians

---

MBC Research Center (NY) p. 132  
 Multicultural Solutions, Inc. (CA) p. 134  
 Opinion Research Northwest (WA) p. 136  
 Perceptive Market Research, Inc. (FL) p. 138  
 Springboard Marketing Research & Consulting (CA) p. 146  
 361 Degrees Consulting, Inc. (CA) p. 148

## Associations

---

Creative Consumer Research (TX) p. 110  
 Dave Disher, Qualitative Research (OH) p. 111  
 J.L. Roth & Associates, Inc. (FL) p. 123  
 Jacobs Jenner & Kent (MD) p. 123  
**Just The Facts, Inc. (IL) p. 124**  
 Kinzey & Day Qual. Market Research (VA) p. 125  
 Langer Qualitative LLC (NY) p. 126

Murphy Moderating, LLC (NC) p. 134  
 the research house (MI) p. 141  
 Rockbridge Associates, Inc. (VA) p. 143  
 Schwartz Consulting Partners, Inc. (FL) p. 144  
 Irwin P. Sharpe & Associates (NJ) p. 144  
 Shugoll Research (MD) p. 144

## Automotive

Alternate Routes, Inc. (CA) p. 100  
 Consumer Link (CA) p. 108  
 Contemporary Research Centre (PQ) p. 109  
**Doyle Research Associates, Inc. (IL) p. 113**  
 DRW Research (MI) p. 113  
 First Insights (NY) p. 115  
 Focus Latino (TX) p. 116  
 Frieden Qualitative Services (CA) p. 117  
 Mara Friedman Strategic Rsch. & Planning (CA) p. 117  
 Dan Jones & Associates, Inc. (UT) p. 124  
 Felipe Korzenny Research & Consulting (FL) p. 126  
 Listen Research, Inc. (CA) p. 128  
 Market Decisions Corporation (OR) p. 129  
 MarketVibes, Inc. (IN) p. 131  
 Morpace Inc. (MI) p. 134  
 P & L Research, Inc. (CO) p. 137  
 Planet Latino Market Intelligence, Inc. (FL) p. 138  
 Practica Group, LLC (IL) p. 139  
 Practical Imagination Enterprises (NJ) p. 139  
 the research house (MI) p. 141  
 SIGMA: Research Management Group (OH) p. 145  
 361 Degrees Consulting, Inc. (CA) p. 148  
 Tracy & Co Market Research & Idea Generation (IL) p. 148  
 Zwillinger Research (CA) p. 150

## Automotive Aftermarket

Alternate Routes, Inc. (CA) p. 100  
 First Insights (NY) p. 115  
 Focus Latino (TX) p. 116  
 Karchner Marketing Research, LLC (PA) p. 125  
 Morpace Inc. (MI) p. 134  
 NMA Research Inc. (NY) p. 135

## Beverage

Alternate Routes, Inc. (CA) p. 100  
**C&R Research Services, Inc. (IL) p. 106**  
 Cambridge Associates, Ltd. (TX) p. 106  
 Camille Carlin Qualitative Research, Inc. (NY) p. 107  
 Consumer Connection, Inc. (FL) p. 108  
 Consumer Link (CA) p. 108  
**Decision Analyst, Inc. (TX) p. 112**  
 Envision Research, Inc. (GA) p. 114  
 Fieldwork (CA) p. 115  
 Focus Latino (TX) p. 116  
 Frieden Qualitative Services (CA) p. 117  
 Hispanic Research Inc. (NJ) p. 120  
 Housecalls, Inc. (NY) p. 120  
 IFOP-North America (ON) p. 121  
 Diane Iseman & Associates (OH) p. 123  
 Issues and Answers Network, Inc. (VA) p. 123  
 J.L. Roth & Associates, Inc. (FL) p. 123  
 JRA: Custom Research (PA) p. 124  
**Just The Facts, Inc. (IL) p. 124**  
 Felipe Korzenny Research & Consulting (FL) p. 126  
 The Livingston Group for Marketing, Inc. (NH) p. 128  
 Planet Latino Market Intelligence, Inc. (FL) p. 138  
 Practical Imagination Enterprises (NJ) p. 139  
 Pranses Research Services (NJ) p. 139  
 Schwartz Consulting Partners, Inc. (FL) p. 144  
 SofoS Market Research Consulting (WI) p. 145

## Bio-Technology

Daniel Research Group (MA) p. 111  
 In-Depth Research (CA) p. 121  
 InfoTek Research Group, Inc. (WA) p. 122  
 Karchner Marketing Research, LLC (PA) p. 125  
 Kendall Gay Consulting (FL) p. 125  
 LinguiSearch, Inc. (PA) p. 127  
 Millennium Research, Inc. (MN) p. 133  
 O'Donnell Consulting (PA) p. 136  
 Shugoll Research (MD) p. 144

## Building Materials/Products

The Kiemle Company (SC) p. 125  
 Felipe Korzenny Research & Consulting (FL) p. 126  
 Market Resource Associates, Inc. (MN) p. 130  
 Morpace Inc. (MI) p. 134

## Business-To-Business

Abbott Research & Consulting (ON) p. 100  
 Alternate Routes, Inc. (CA) p. 100  
**C&R Research Services, Inc. (IL) p. 106**  
 Cambridge Associates, Ltd. (TX) p. 106  
 Chamberlain Research Consultants, Inc. (WI) p. 107  
 CMI (GA) p. 108  
 Creative Consumer Research (TX) p. 110  
 Daniel Research Group (MA) p. 111  
 Dave Disher, Qualitative Research (OH) p. 111  
 First Insights (NY) p. 115  
 Horowitz Associates, Inc. (NY) p. 120  
 IFOP-North America (ON) p. 121  
 IMR Research Group, Inc. (NC) p. 121  
 InfoTek Research Group, Inc. (WA) p. 122  
 J.L. Roth & Associates, Inc. (FL) p. 123  
 JRA: Custom Research (PA) p. 124  
**Just The Facts, Inc. (IL) p. 124**  
 Karchner Marketing Research, LLC (PA) p. 125  
 KL Communications, Inc. (NJ) p. 125  
 Felipe Korzenny Research & Consulting (FL) p. 126  
 Gene Kroupa & Associates, Inc. (WI) p. 126  
 Richard Kurtz & Associates (NY) p. 126  
 Listen Research, Inc. (CA) p. 128  
 Market Resource Associates, Inc. (MN) p. 130  
 MCC Qualitative Consulting (NJ) p. 132  
 Millennium Research, Inc. (MN) p. 133  
 NMA Research Inc. (NY) p. 135  
 P & L Research, Inc. (CO) p. 137  
 Perceptive Market Research, Inc. (FL) p. 138  
 Practica Group, LLC (IL) p. 139  
 Pranses Research Services (NJ) p. 139  
 Precision Research, Inc. (IL) p. 139  
 Primary Insights, Inc. (IL) p. 139  
 Profile Marketing Research, Inc. (FL) p. 139  
 QualCore.com Inc. (MN) p. 140  
 the research house (MI) p. 141  
 Roller Marketing Research (VA) p. 143  
**S I S International Research, Inc. (NY) p. 143**  
 Saurage Research, Inc. (TX) p. 144  
 Schwartz Consulting Partners, Inc. (FL) p. 144  
 Irwin P. Sharpe & Associates (NJ) p. 144  
 SIGMA: Research Management Group (OH) p. 145  
 Stat One Research (GA) p. 146  
 Talking Business (CA) p. 148  
 Ten People Talking (WA) p. 148  
 Tracy & Co Market Research & Idea Generation (IL) p. 148

## Cable Television

**C&R Research Services, Inc. (IL) p. 106**  
 Consumer Link (CA) p. 108  
 Creative Consumer Research (TX) p. 110  
 Focus Latino (TX) p. 116  
 Frieden Qualitative Services (CA) p. 117  
 Horowitz Associates, Inc. (NY) p. 120  
 J.L. Roth & Associates, Inc. (FL) p. 123  
 Planet Latino Market Intelligence, Inc. (FL) p. 138  
 Rieger Research Inc. (CA) p. 142  
 Sachs Insights (NY) p. 143  
 Schwartz Consulting Partners, Inc. (FL) p. 144  
 SIGMA: Research Management Group (OH) p. 145

## Candy/Confectionery

**C&R Research Services, Inc. (IL) p. 106**  
**Decision Analyst, Inc. (TX) p. 112**  
**Doyle Research Associates, Inc. (IL) p. 113**  
**Just The Facts, Inc. (IL) p. 124**  
 The Livingston Group for Marketing, Inc. (NH) p. 128  
 Planet Latino Market Intelligence, Inc. (FL) p. 138  
 Practica Group, LLC (IL) p. 139  
 Practical Imagination Enterprises (NJ) p. 139  
 SofoS Market Research Consulting (WI) p. 145



## Cereals

---

### C&R Research Services, Inc. (IL) p. 106

Consumer Link (CA) p. 108  
 Focus Latino (TX) p. 116  
 Frieden Qualitative Services (CA) p. 117  
 Housecalls, Inc. (NY) p. 120  
 I N A Research (PA) p. 121

### Just The Facts, Inc. (IL) p. 124

Felipe Korzenny Research & Consulting (FL) p. 126  
 The Livingston Group for Marketing, Inc. (NH) p. 128  
 Morpace Inc. (MI) p. 134  
 Practical Imagination Enterprises (NJ) p. 139  
 Rieger Research Inc. (CA) p. 142  
 SofoS Market Research Consulting (WI) p. 145

## Chemical Industry

---

Karchner Marketing Research, LLC (PA) p. 125

## Children

---

### C&R Research Services, Inc. (IL) p. 106

Camille Carlin Qualitative Research, Inc. (NY) p. 107  
 Consumer Link (CA) p. 108  
 Creative Consumer Research (TX) p. 110

### Doyle Research Associates, Inc. (IL) p. 113

Focus Latino (TX) p. 116  
 GTR Consulting (CA) p. 118

### Just The Facts, Inc. (IL) p. 124

Maya Levinson, Ph.D. (CA) p. 127  
 Listen Research, Inc. (CA) p. 128  
 Morpace Inc. (MI) p. 134  
 Perceptive Market Research, Inc. (FL) p. 138  
 Primary Insights, Inc. (IL) p. 139  
 Schwartz Consulting Partners, Inc. (FL) p. 144  
 SofoS Market Research Consulting (WI) p. 145  
 Southern Solutions (TN) p. 145  
 Springboard Marketing Research & Consulting (CA) p. 146

## College Students

---

Abbott Research & Consulting (ON) p. 100  
 Alternate Routes, Inc. (CA) p. 100  
 Fieldwork (CA) p. 115  
 Focus Latino (TX) p. 116  
 GTR Consulting (CA) p. 118  
 Diane Iseman & Associates (OH) p. 123  
**Just The Facts, Inc. (IL) p. 124**  
 Kinzey & Day Qual. Market Research (VA) p. 125  
 Felipe Korzenny Research & Consulting (FL) p. 126  
 MarketVibes, Inc. (IN) p. 131  
 Perceptive Market Research, Inc. (FL) p. 138  
 Schwartz Consulting Partners, Inc. (FL) p. 144  
 SofoS Market Research Consulting (WI) p. 145  
 Springboard Marketing Research & Consulting (CA) p. 146  
 TWENTYSOMETHING INC. (PA) p. 149

## Communications

---

Alternate Routes, Inc. (CA) p. 100  
 David Binder Research (CA) p. 103  
 Cambridge Associates, Ltd. (TX) p. 106  
 CBA (NY) p. 107  
 CMI (GA) p. 108  
 Consumer Focus LLC (TX) p. 108  
 Consumer Link (CA) p. 108  
 Daniel Research Group (MA) p. 111  
 Fieldwork (CA) p. 115  
 Frieden Qualitative Services (CA) p. 117  
 InfoTek Research Group, Inc. (WA) p. 122  
 Diane Iseman & Associates (OH) p. 123  
 Issues and Answers Network, Inc. (VA) p. 123  
 J.L. Roth & Associates, Inc. (FL) p. 123  
 Dan Jones & Associates, Inc. (UT) p. 124  
 Karchner Marketing Research, LLC (PA) p. 125  
 Kinzey & Day Qual. Market Research (VA) p. 125  
 Felipe Korzenny Research & Consulting (FL) p. 126  
 The Marketing Workshop, Inc. (GA) p. 131  
 Opinion Research Northwest (WA) p. 136  
 Planet Latino Market Intelligence, Inc. (FL) p. 138

the research house (MI) p. 141  
 RMS Communications and Research Inc. (CA) p. 142  
 Schwartz Consulting Partners, Inc. (FL) p. 144  
 Springboard Marketing Research & Consulting (CA) p. 146  
**Survey Center Focus, LLC (IL) p. 147**

## Computer-Hardware

---

Daniel Research Group (MA) p. 111  
**Decision Analyst, Inc. (TX) p. 112**  
 Frieden Qualitative Services (CA) p. 117  
 In-Depth Research (CA) p. 121  
 InfoTek Research Group, Inc. (WA) p. 122  
 QualCore.com Inc. (MN) p. 140

## Computers

---

Alternate Routes, Inc. (CA) p. 100  
 Daniel Research Group (MA) p. 111  
 In-Depth Research (CA) p. 121  
 InfoTek Research Group, Inc. (WA) p. 122  
 Diane Iseman & Associates (OH) p. 123  
 J.L. Roth & Associates, Inc. (FL) p. 123  
 Felipe Korzenny Research & Consulting (FL) p. 126  
 Market Decisions Corporation (OR) p. 129  
 MarketVibes, Inc. (IN) p. 131  
 Planet Latino Market Intelligence, Inc. (FL) p. 138  
 QualCore.com Inc. (MN) p. 140  
 REALeResearch (CA) p. 141  
 SIGMA: Research Management Group (OH) p. 145

## Computer-Software

---

Daniel Research Group (MA) p. 111  
**Decision Analyst, Inc. (TX) p. 112**  
**Doyle Research Associates, Inc. (IL) p. 113**  
 In-Depth Research (CA) p. 121  
 InfoTek Research Group, Inc. (WA) p. 122  
 J.L. Roth & Associates, Inc. (FL) p. 123  
 Listen Research, Inc. (CA) p. 128  
 Market Decisions Corporation (OR) p. 129  
 Otivo, Inc. (CA) p. 137  
 QualCore.com Inc. (MN) p. 140  
 Schwartz Consulting Partners, Inc. (FL) p. 144

## Construction Industry

---

Creative Consumer Research (TX) p. 110  
 Focus Latino (TX) p. 116  
 J.L. Roth & Associates, Inc. (FL) p. 123  
**Just The Facts, Inc. (IL) p. 124**  
 Market Resource Associates, Inc. (MN) p. 130  
 Millennium Research, Inc. (MN) p. 133  
 Morpace Inc. (MI) p. 134  
 Schwartz Consulting Partners, Inc. (FL) p. 144

## Construction-Residential

---

Abbott Research & Consulting (ON) p. 100  
 Creative Consumer Research (TX) p. 110  
**Just The Facts, Inc. (IL) p. 124**  
 The Kiemle Company (SC) p. 125  
 Market Resource Associates, Inc. (MN) p. 130

## Consumer Durables

---

Abbott Research & Consulting (ON) p. 100  
**C&R Research Services, Inc. (IL) p. 106**  
 Consumer Connection, Inc. (FL) p. 108  
**Doyle Research Associates, Inc. (IL) p. 113**  
 Frieden Qualitative Services (CA) p. 117  
 IMR Research Group, Inc. (NC) p. 121  
 Diane Iseman & Associates (OH) p. 123  
 Issues and Answers Network, Inc. (VA) p. 123  
 JRA: Custom Research (PA) p. 124  
**Just The Facts, Inc. (IL) p. 124**  
 Market Resource Associates, Inc. (MN) p. 130  
 MarketVibes, Inc. (IN) p. 131  
 Precision Research, Inc. (IL) p. 139  
 Primary Insights, Inc. (IL) p. 139  
 SofoS Market Research Consulting (WI) p. 145

## Consumer Services

---

Abbott Research & Consulting (ON) p. 100  
**C&R Research Services, Inc. (IL) p. 106**  
 Rebeca Cantu Helmstetler (CO) p. 107  
 CMI (GA) p. 108  
 Consumer Focus LLC (TX) p. 108  
 Creative Consumer Research (TX) p. 110  
 Daniel Research Group (MA) p. 111  
 Frieden Qualitative Services (CA) p. 117  
 Hispanic Perspectives (CA) p. 120  
 IMR Research Group, Inc. (NC) p. 121  
 Diane Iseman & Associates (OH) p. 123  
 Dan Jones & Associates, Inc. (UT) p. 124  
 JRA: Custom Research (PA) p. 124  
 Karchner Marketing Research, LLC (PA) p. 125  
 Market Resource Associates, Inc. (MN) p. 130  
 Perceptive Market Research, Inc. (FL) p. 138  
 Practical Imagination Enterprises (NJ) p. 139  
 Profile Marketing Research, Inc. (FL) p. 139  
 Q & A Research, Inc. (CA) p. 140  
 Schwartz Consulting Partners, Inc. (FL) p. 144  
 Springboard Marketing Research & Consulting (CA) p. 146  
 Ten People Talking (WA) p. 148  
 Zwillinger Research (CA) p. 150

## Consumers

---

Alternate Routes, Inc. (CA) p. 100  
 Bethart Bilingual Research (FL) p. 103  
**C&R Research Services, Inc. (IL) p. 106**  
 C.L. Gailey Research (CA) p. 106  
 CBA (NY) p. 107  
 Chamberlain Research Consultants, Inc. (WI) p. 107  
 CMI (GA) p. 108  
 Consumer Focus LLC (TX) p. 108  
 Consumer Link (CA) p. 108  
 Daniel Research Group (MA) p. 111  
 Dave Disher, Qualitative Research (OH) p. 111  
 DLG Research & Marketing Solutions (TX) p. 112  
 DMCotter Research & Strategy, Inc. (MA) p. 112  
 Fleming Communications (TX) p. 115  
 Frieden Qualitative Services (CA) p. 117  
 Horowitz Associates, Inc. (NY) p. 120  
 Housecalls, Inc. (NY) p. 120  
 Wayne Howard & Associates (CA) p. 121  
 IFOP-North America (ON) p.121  
 InfoTek Research Group, Inc. (WA) p. 122  
 Diane Iseman & Associates (OH) p. 123  
 Issues and Answers Network, Inc. (VA) p. 123  
 J.L. Roth & Associates, Inc. (FL) p. 123  
 JRH Marketing Services, Inc. (NY) p. 124  
**Just The Facts, Inc. (IL) p. 124**  
 Karchner Marketing Research, LLC (PA) p. 125  
 Felipe Korzenny Research & Consulting (FL) p. 126  
 Langer Qualitative LLC (NY) p. 126  
 LinguiSearch, Inc. (PA) p. 127  
 The Livingston Group for Marketing, Inc. (NH) p. 128  
 Market Resource Associates, Inc. (MN) p. 130  
 Morpace Inc. (MI) p. 134  
 MRSI (Marketing Research Services, Inc.) (OH) p. 134  
 Nichols Research - San Francisco (CA) p. 135  
 O'Donnell Consulting (PA) p. 136  
 Perceptive Market Research, Inc. (FL) p. 138  
 Planet Latino Market Intelligence, Inc. (FL) p. 138  
 Primary Insights, Inc. (IL) p. 139  
 Profile Marketing Research, Inc. (FL) p. 139  
 QualCore.com Inc. (MN) p. 140  
 Research Explorers, Inc. (IL) p. 141  
 The Research Group (MD) p. 141  
 the research house (MI) p. 141  
**S I S International Research, Inc. (NY) p. 143**  
 Sabena Qualitative Research Services (CT) p. 143  
 Sachs Insights (NY) p. 143  
 Sando and Associates (DC) p. 143  
 SofoS Market Research Consulting (WI) p. 145  
 Springboard Marketing Research & Consulting (CA) p. 146  
 Strategic Directions Group, Inc. (MN) p. 147  
**Survey Center Focus, LLC (IL) p. 147**  
 Talking Business (CA) p. 148  
 Ten People Talking (WA) p. 148  
 Zebra Strategies (NY) p. 150

## Cosmetics

---

**C&R Research Services, Inc. (IL) p. 106**  
**Decision Analyst, Inc. (TX) p. 112**  
 Fieldwork (CA) p. 115  
 Focus Latino (TX) p. 116  
 JRA: Custom Research (PA) p. 124  
 Felipe Korzenny Research & Consulting (FL) p. 126  
 The Livingston Group for Marketing, Inc. (NH) p. 128  
 NMA Research Inc. (NY) p. 135  
 Sabena Qualitative Research Services (CT) p. 143  
 SofoS Market Research Consulting (WI) p. 145  
 Solomon Solutions (NJ) p. 145

## CPA's/Financial Advisors

---

Abbott Research & Consulting (ON) p. 100  
 J.L. Roth & Associates, Inc. (FL) p. 123  
 Leichliter Associates, LLC (NY) p. 127  
 Marketing Matrix International, Inc. (CA) p. 130

## Dentists

---

Camille Carlin Qualitative Research, Inc. (NY) p. 107  
**Just The Facts, Inc. (IL) p. 124**  
 Kendall Gay Consulting (FL) p. 125  
 Morpace Inc. (MI) p. 134  
 Opinion Research Northwest (WA) p. 136  
 Sabena Qualitative Research Services (CT) p. 143

## Direct Marketing/Direct Response

---

**C&R Research Services, Inc. (IL) p. 106**  
 Consumer Focus LLC (TX) p. 108  
 Consumer Link (CA) p. 108  
 Dave Disher, Qualitative Research (OH) p. 111  
 Frieden Qualitative Services (CA) p. 117  
 J.L. Roth & Associates, Inc. (FL) p. 123  
 Dan Jones & Associates, Inc. (UT) p. 124  
 Karchner Marketing Research, LLC (PA) p. 125  
 MCC Qualitative Consulting (NJ) p. 132  
 NMA Research Inc. (NY) p. 135  
 Opinion Research Northwest (WA) p. 136

## Education

---

Chamberlain Research Consultants, Inc. (WI) p. 107  
 Creative Consumer Research (TX) p. 110  
 Focus Latino (TX) p. 116  
 GKS Consulting LLC (IL) p. 118  
 Dan Jones & Associates, Inc. (UT) p. 124  
 JRA: Custom Research (PA) p. 124  
**Just The Facts, Inc. (IL) p. 124**  
 Kinzey & Day Qual. Market Research (VA) p. 125  
 KL Communications, Inc. (NJ) p. 125  
 Felipe Korzenny Research & Consulting (FL) p. 126  
 Listen Research, Inc. (CA) p. 128  
 MarketVibes, Inc. (IN) p. 131  
 Morpace Inc. (MI) p. 134  
 Opinion Research Northwest (WA) p. 136  
 Perceptive Market Research, Inc. (FL) p. 138  
 QualCore.com Inc. (MN) p. 140  
 The Rite Concept (CT) p. 142  
 SofoS Market Research Consulting (WI) p. 145  
 Southwest Planning & Marketing (NM) p. 145  
 Springboard Marketing Research & Consulting (CA) p. 146

## Educators (Schools/Teachers)

---

Creative Consumer Research (TX) p. 110  
**Just The Facts, Inc. (IL) p. 124**  
 Morpace Inc. (MI) p. 134  
 Perceptive Market Research, Inc. (FL) p. 138  
 Sabena Qualitative Research Services (CT) p. 143  
 Springboard Marketing Research & Consulting (CA) p. 146

## Electronics

Alternate Routes, Inc. (CA) p. 100  
 Daniel Research Group (MA) p. 111  
 Fieldwork (CA) p. 115  
 Hispanic Perspectives (CA) p. 120  
 Horowitz Associates, Inc. (NY) p. 120  
 In-Depth Research (CA) p. 121  
 Karchner Marketing Research, LLC (PA) p. 125  
 KL Communications, Inc. (NJ) p. 125  
 Felipe Korzenny Research & Consulting (FL) p. 126  
 MarketVibes, Inc. (IN) p. 131  
 Q & A Research, Inc. (CA) p. 140  
 QualCore.com Inc. (MN) p. 140  
 the research house (MI) p. 141  
 Rockbridge Associates, Inc. (VA) p. 143

## Employees

Abbott Research & Consulting (ON) p. 100  
 Chamberlain Research Consultants, Inc. (WI) p. 107  
 CMI (GA) p. 108  
 Consumer Focus LLC (TX) p. 108  
 Creative Consumer Research (TX) p. 110  
 Dave Disher, Qualitative Research (OH) p. 111  
 Frieden Qualitative Services (CA) p. 117  
 Wayne Howard & Associates (CA) p. 121  
 J.L. Roth & Associates, Inc. (FL) p. 123  
**Just The Facts, Inc. (IL) p. 124**  
 LIMRA International (CT) p. 127  
 Lohs Research Group (IL) p. 128  
 Opinion Research Northwest (WA) p. 136  
 Roller Marketing Research (VA) p. 143  
 Schwartz Consulting Partners, Inc. (FL) p. 144  
 Springboard Marketing Research & Consulting (CA) p. 146

## Entertainment

Consumer Link (CA) p. 108  
 Frieden Qualitative Services (CA) p. 117  
 Hispanic Perspectives (CA) p. 120  
 Horowitz Associates, Inc. (NY) p. 120  
**Just The Facts, Inc. (IL) p. 124**  
 KL Communications, Inc. (NJ) p. 125  
 Listen Research, Inc. (CA) p. 128  
 Q & A Research, Inc. (CA) p. 140  
 Sachs Insights (NY) p. 143  
 Springboard Marketing Research & Consulting (CA) p. 146

## Entrepreneurs/Small Business

Alternate Routes, Inc. (CA) p. 100  
 Consumer Link (CA) p. 108  
 Creative Consumer Research (TX) p. 110  
 Dave Disher, Qualitative Research (OH) p. 111  
 J.L. Roth & Associates, Inc. (FL) p. 123  
 Karchner Marketing Research, LLC (PA) p. 125  
 Opinion Research Northwest (WA) p. 136  
 Schwartz Consulting Partners, Inc. (FL) p. 144  
 Solomon Solutions (NJ) p. 145  
 Springboard Marketing Research & Consulting (CA) p. 146  
**Survey Center Focus, LLC (IL) p. 147**

## Environmental

Diane Iseman & Associates (OH) p. 123  
 O'Donnell Consulting (PA) p. 136  
 Opinion Research Northwest (WA) p. 136  
 SofoS Market Research Consulting (WI) p. 145

## Executives/Management

Alternate Routes, Inc. (CA) p. 100  
 Chamberlain Research Consultants, Inc. (WI) p. 107  
 Consumer Focus LLC (TX) p. 108  
 Creative Consumer Research (TX) p. 110  
 Daniel Research Group (MA) p. 111  
 Horowitz Associates, Inc. (NY) p. 120  
 InfoTek Research Group, Inc. (WA) p. 122  
 J.L. Roth & Associates, Inc. (FL) p. 123

## Just The Facts, Inc. (IL) p. 124

Karchner Marketing Research, LLC (PA) p. 125  
 Market Resource Associates, Inc. (MN) p. 130  
 Marketing Leverage, Inc. (FL) p. 130  
 The Marketing Workshop, Inc. (GA) p. 131  
 MBC Research Center (NY) p. 132  
 Opinion Research Northwest (WA) p. 136  
 Perceptive Market Research, Inc. (FL) p. 138  
 Practica Group, LLC (IL) p. 139  
 Practical Imagination Enterprises (NJ) p. 139  
 Primary Insights, Inc. (IL) p. 139  
 QualCore.com Inc. (MN) p. 140  
 the research house (MI) p. 141  
 Schwartz Consulting Partners, Inc. (FL) p. 144  
 Springboard Marketing Research & Consulting (CA) p. 146  
 Strategic Directions Group, Inc. (MN) p. 147  
**Survey Center Focus, LLC (IL) p. 147**  
 ZINC Research (AB) p. 150

## Fast-Food Industry

Alternate Routes, Inc. (CA) p. 100  
**C&R Research Services, Inc. (IL) p. 106**  
 Consumer Link (CA) p. 108  
 Creative Consumer Research (TX) p. 110  
 Dave Disher, Qualitative Research (OH) p. 111  
**Decision Analyst, Inc. (TX) p. 112**  
 Focus Latino (TX) p. 116  
 Frieden Qualitative Services (CA) p. 117  
 Mara Friedman Strategic Rsch. & Planning (CA) p. 117  
 I N A Research (PA) p. 121  
 Ideas in Focus (OH) p. 121  
 Diane Iseman & Associates (OH) p. 123  
 J.L. Roth & Associates, Inc. (FL) p. 123  
 Dan Jones & Associates, Inc. (UT) p. 124  
**Just The Facts, Inc. (IL) p. 124**  
 Felipe Korzenny Research & Consulting (FL) p. 126  
 Listen Research, Inc. (CA) p. 128  
 Morpace Inc. (MI) p. 134  
 Planet Latino Market Intelligence, Inc. (FL) p. 138  
 Practica Group, LLC (IL) p. 139  
 Practical Imagination Enterprises (NJ) p. 139  
 The Rite Concept (CT) p. 142  
 Schwartz Consulting Partners, Inc. (FL) p. 144  
 SofoS Market Research Consulting (WI) p. 145  
 Southern Solutions (TN) p. 145

## Financial/Investment/Banks

Abbott Research & Consulting (ON) p.100  
 Alternate Routes, Inc. (CA) p. 100  
 Cambridge Associates, Ltd. (TX) p. 106  
 Chamberlain Research Consultants, Inc. (WI) p. 107  
 CMI (GA) p. 108  
 Consumer Focus LLC (TX) p. 108  
 Consumer Link (CA) p. 108  
 Contemporary Research Centre (PQ) p. 109  
 Creative Consumer Research (TX) p. 110  
 First Insights (NY) p. 115  
 Focus Latino (TX) p. 116  
 Focus Research Now, LLC (CT) p. 116  
 Frieden Qualitative Services (CA) p. 117  
 Hispanic Perspectives (CA) p. 120  
 Hollander Cohen & McBride (MD) p. 120  
 Housecalls, Inc. (NY) p. 120  
 I N A Research (PA) p. 121  
 IFOP-North America (ON) p. 121  
 IMR Research Group, Inc. (NC) p. 121  
 Diane Iseman & Associates (OH) p. 123  
 J.L. Roth & Associates, Inc. (FL) p. 123  
 JRA: Custom Research (PA) p. 124  
**Just The Facts, Inc. (IL) p. 124**  
 Karchner Marketing Research, LLC (PA) p. 125  
 Felipe Korzenny Research & Consulting (FL) p. 126  
 Gene Kroupa & Associates, Inc. (WI) p. 126  
 Leichter Associates, LLC (NY) p. 127  
 LIMRA International (CT) p. 127  
 LinguSearch, Inc. (PA) p. 127  
 Marketing Matrix International, Inc. (CA) p. 130  
 The Marketing Workshop, Inc. (GA) p. 131  
 MarketVibes, Inc. (IN) p. 131  
 Mature Marketing & Research, L.L.C. (NJ) p. 132  
 MCC Qualitative Consulting (NJ) p. 132

Morpace Inc. (MI) p. 134  
 Nichols Research - San Francisco (CA) p. 135  
 Opinion Research Northwest (WA) p. 136  
 P & L Research, Inc. (CO) p. 137  
 Practica Group, LLC (IL) p. 139  
 the research house (MI) p. 141  
 Rieger Research Inc. (CA) p. 142  
 The Rite Concept (CT) p. 142  
 Rockbridge Associates, Inc. (VA) p. 143  
 Sachs Insights (NY) p. 143  
 Sando and Associates (DC) p. 143  
 Schwartz Consulting Partners, Inc. (FL) p. 144  
 Shugoll Research (MD) p. 144  
 SIGMA: Research Management Group (OH) p. 145  
 Strategic Directions Group, Inc. (MN) p. 147  
**Survey Center Focus, LLC (IL) p. 147**  
 Talking Business (CA) p. 148  
 361 Degrees Consulting, Inc. (CA) p. 148  
 Tracy & Co Market Research & Idea Generation (IL) p. 148

## Food Chains/Supermarkets

**C&R Research Services, Inc. (IL) p. 106**  
 Consumer Link (CA) p. 108  
 Focus Latino (TX) p. 116  
 I N A Research (PA) p. 121  
 Diane Iseman & Associates (OH) p. 123  
**Just The Facts, Inc. (IL) p. 124**  
 Karchner Marketing Research, LLC (PA) p. 125  
 Felipe Korzenny Research & Consulting (FL) p. 126  
 New South Research (AL) p. 135  
 Perceptive Market Research, Inc. (FL) p. 138  
 Planet Latino Market Intelligence, Inc. (FL) p. 138  
 The Rite Concept (CT) p. 142  
 Schwartz Consulting Partners, Inc. (FL) p. 144  
 Shugoll Research (MD) p. 144  
 SofoS Market Research Consulting (WI) p. 145  
 Springboard Marketing Research & Consulting (CA) p. 146

## Foods/Nutrition

Alternate Routes, Inc. (CA) p. 100  
**C&R Research Services, Inc. (IL) p. 106**  
 Cambridge Associates, Ltd. (TX) p. 106  
 Camille Carlin Qualitative Research, Inc. (NY) p. 107  
 Consumer Link (CA) p. 108  
 Contemporary Research Centre (PQ) p. 109  
 Creative Consumer Research (TX) p. 110  
**Decision Analyst, Inc. (TX) p. 112**  
 Envision Research, Inc. (GA) p. 114  
 Frieden Qualitative Services (CA) p. 117  
 Ideas in Focus (OH) p. 121  
 Diane Iseman & Associates (OH) p. 123  
 J.L. Roth & Associates, Inc. (FL) p. 123  
 Dan Jones & Associates, Inc. (UT) p. 124  
**Just The Facts, Inc. (IL) p. 124**  
 Felipe Korzenny Research & Consulting (FL) p. 126  
 Listen Research, Inc. (CA) p. 128  
 The Livingston Group for Marketing, Inc. (NH) p. 128  
 Market Segment Research (FL) p. 130  
 O'Donnell Consulting (PA) p. 136  
 Outsmart Marketing (MN) p. 137  
 Practica Group, LLC (IL) p. 139  
 Practical Imagination Enterprises (NJ) p. 139  
 Pranses Research Services (NJ) p. 139  
 the research house (MI) p. 141  
 Rieger Research Inc. (CA) p. 142  
 Sachs Insights (NY) p. 143  
 Schwartz Consulting Partners, Inc. (FL) p. 144  
 Shugoll Research (MD) p. 144  
 SofoS Market Research Consulting (WI) p. 145  
 Springboard Marketing Research & Consulting (CA) p. 146  
 Strategic Directions Group, Inc. (MN) p. 147  
**Survey Center Focus, LLC (IL) p. 147**  
 Talking Business (CA) p. 148

## Forest Industries

Market Resource Associates, Inc. (MN) p. 130

## Gaming/Casinos

Alternate Routes, Inc. (CA) p. 100  
**C&R Research Services, Inc. (IL) p. 106**  
 Chamberlain Research Consultants, Inc. (WI) p. 107  
 Daniel Research Group (MA) p. 111  
 DRW Research (MI) p. 113  
 InfoTek Research Group, Inc. (WA) p. 122  
 Insight Casino Research, LLC (CT) p. 122  
 Dan Jones & Associates, Inc. (UT) p. 124  
 Listen Research, Inc. (CA) p. 128  
 Morpace Inc. (MI) p. 134  
 Southwest Planning & Marketing (NM) p. 145

## Gay & Lesbian

Creative Consumer Research (TX) p. 110  
 The Henne Group (CA) p. 119  
 The Henne Group (Br.) (NY) p. 120  
 JRH Marketing Services, Inc. (NY) p. 124  
 Outsmart Marketing (MN) p. 137  
 QualCore.com Inc. (MN) p. 140  
 SofoS Market Research Consulting (WI) p. 145

## Generation X

Alternate Routes, Inc. (CA) p. 100  
 Fieldwork (CA) p. 115  
 Focus Latino (TX) p. 116  
 Diane Iseman & Associates (OH) p. 123  
 Nichols Research - San Francisco (CA) p. 135  
 Practical Imagination Enterprises (NJ) p. 139  
 Sachs Insights (NY) p. 143  
 SofoS Market Research Consulting (WI) p. 145  
 Talking Business (CA) p. 148  
 TWENTYSOMETHING INC. (PA) p. 149

## Government

Appel Research, LLC (NY) p. 101  
 Creative Consumer Research (TX) p. 110  
 Dan Jones & Associates, Inc. (UT) p. 124  
 JRH Marketing Services, Inc. (NY) p. 124  
 Felipe Korzenny Research & Consulting (FL) p. 126  
 Marketing Matrix International, Inc. (CA) p. 130  
 Morpace Inc. (MI) p. 134  
 Opinion Research Northwest (WA) p. 136  
 Perceptive Market Research, Inc. (FL) p. 138  
 Shugoll Research (MD) p. 144  
 Springboard Marketing Research & Consulting (CA) p. 146

## Health & Beauty Aids

**C&R Research Services, Inc. (IL) p. 106**  
 Camille Carlin Qualitative Research, Inc. (NY) p. 107  
 CBA (NY) p. 107  
 Consumer Link (CA) p. 108  
**Decision Analyst, Inc. (TX) p. 112**  
**Doyle Research Associates, Inc. (IL) p. 113**  
 Focus Latino (TX) p. 116  
 Housecalls, Inc. (NY) p. 120  
 Diane Iseman & Associates (OH) p. 123  
 Dan Jones & Associates, Inc. (UT) p. 124  
**Just The Facts, Inc. (IL) p. 124**  
 The Livingston Group for Marketing, Inc. (NH) p. 128  
 O'Donnell Consulting (PA) p. 136  
 Practical Imagination Enterprises (NJ) p. 139  
 Primary Insights, Inc. (IL) p. 139  
 Quixote Group (NC) p. 140  
 The Rite Concept (CT) p. 142  
 Sabena Qualitative Research Services (CT) p. 143  
 Schwartz Consulting Partners, Inc. (FL) p. 144  
 SofoS Market Research Consulting (WI) p. 145  
 Solomon Solutions (NJ) p. 145  
 Springboard Marketing Research & Consulting (CA) p. 146  
 Talking Business (CA) p. 148  
 Ten People Talking (WA) p. 148

## Health Care

A Z G Research (OH) p. 100  
 Alternate Routes, Inc. (CA) p. 100  
 Any Small Town Market Research (KS) p. 101  
 Appel Research, LLC (NY) p. 101  
 BRC Field & Focus Services (AZ) p. 104  
**C&R Research Services, Inc. (IL) p. 106**  
 C.L. Gailey Research (CA) p. 106  
 Cambridge Associates, Ltd. (TX) p. 106  
 CBA (NY) p. 107  
 Chamberlain Research Consultants, Inc. (WI) p. 107  
 CMI (GA) p. 108  
 Consumer Link (CA) p. 108  
 Consumer Research Centre Ltd. (BC) p. 109  
 Contemporary Research Centre (PQ) p. 109  
 Creative Consumer Research (TX) p. 110  
 D/R/S HealthCare Consultants (NC) p. 111  
 Dave Disher, Qualitative Research (OH) p. 111  
 DRW Research (MI) p. 113  
 Fleming Communications (TX) p. 115  
 Focus Latino (TX) p. 116  
 Frieden Qualitative Services (CA) p. 117  
 The Henne Group (CA) p. 119  
 The Henne Group (Br.) (NY) p. 120  
 Herrera Communications (CA) p. 120  
 Hispanic Research Inc. (NJ) p. 120  
 Wayne Howard & Associates (CA) p. 121  
 The HSM Group, Ltd. (AZ) p. 121  
 Ideas in Focus (OH) p. 121  
 IFOP-North America (ON) p. 121  
 IMR Research Group, Inc. (NC) p. 121  
 In-Depth Research (CA) p. 121  
 Diane Iseman & Associates (OH) p. 123  
 Issues and Answers Network, Inc. (VA) p. 123  
 JRA: Custom Research (PA) p. 124  
 JRH Marketing Services, Inc. (NY) p. 124  
**Just The Facts, Inc. (IL) p. 124**  
 Karchner Marketing Research, LLC (PA) p. 125  
 Kendall Gay Consulting (FL) p. 125  
 Kinzey & Day Qual. Market Research (VA) p. 125  
 Felipe Korzenny Research & Consulting (FL) p. 126  
 Lohs Research Group (IL) p. 128  
 Market Segment Research (FL) p. 130  
 The Marketing Workshop, Inc. (GA) p. 131  
 MCC Qualitative Consulting (NJ) p. 132  
 Morpace Inc. (MI) p. 134  
 New South Research (AL) p. 135  
 NMA Research Inc. (NY) p. 135  
 O'Donnell Consulting (PA) p. 136  
 Opinion Research Northwest (WA) p. 136  
 Outsmart Marketing (MN) p. 137  
 Perceptive Market Research, Inc. (FL) p. 138  
 Planet Latino Market Intelligence, Inc. (FL) p. 138  
 Practica Group, LLC (IL) p. 139  
 Practical Imagination Enterprises (NJ) p. 139  
 Pranses Research Services (NJ) p. 139  
 Research Explorers, Inc. (IL) p. 141  
 The Research Group (MD) p. 141  
 Rieger Research Inc. (CA) p. 142  
 The Rite Concept (CT) p. 142  
 RMS Communications and Research Inc. (CA) p. 142  
 Sabena Qualitative Research Services (CT) p. 143  
 Saurage Research, Inc. (TX) p. 144  
 Schwartz Consulting Partners, Inc. (FL) p. 144  
 Shugoll Research (MD) p. 144  
 SIGMA: Research Management Group (OH) p. 145  
 SofoS Market Research Consulting (WI) p. 145  
 Solomon Solutions (NJ) p. 145  
 Strategic Directions Group, Inc. (MN) p. 147  
**Survey Center Focus, LLC (IL) p. 147**  
 Ten People Talking (WA) p. 148  
 Vedanta Research (NC) p. 149

## Health Care Products-Natural

Alternate Routes, Inc. (CA) p. 100  
**C&R Research Services, Inc. (IL) p. 106**  
 Wayne Howard & Associates (CA) p. 121  
 Kendall Gay Consulting (FL) p. 125  
 O'Donnell Consulting (PA) p. 136  
 SofoS Market Research Consulting (WI) p. 145  
 Springboard Marketing Research & Consulting (CA) p. 146  
 Talking Business (CA) p. 148  
 Ten People Talking (WA) p. 148

## Higher Education

A Z G Research (OH) p. 100  
 Creative Consumer Research (TX) p. 110  
 GKS Consulting LLC (IL) p. 118  
 Dan Jones & Associates, Inc. (UT) p. 124  
**Just The Facts, Inc. (IL) p. 124**  
 Kinzey & Day Qual. Market Research (VA) p. 125  
 Opinion Research Northwest (WA) p. 136  
 Perceptive Market Research, Inc. (FL) p. 138  
 Rockbridge Associates, Inc. (VA) p. 143  
 Springboard Marketing Research & Consulting (CA) p. 146

## High-Tech

Daniel Research Group (MA) p. 111  
 First Insights (NY) p. 115  
 In-Depth Research (CA) p. 121  
 InfoTek Research Group, Inc. (WA) p. 122  
 J.L. Roth & Associates, Inc. (FL) p. 123  
 Listen Research, Inc. (CA) p. 128  
 MarketVibes, Inc. (IN) p. 131  
 Opinion Research Northwest (WA) p. 136  
 Otivo, Inc. (CA) p. 137  
 Practica Group, LLC (IL) p. 139  
 Precision Research, Inc. (IL) p. 139  
 QualCore.com Inc. (MN) p. 140  
 Rockbridge Associates, Inc. (VA) p. 143  
 Irwin P. Sharpe & Associates (NJ) p. 144  
 Shugoll Research (MD) p. 144

## Hispanic

Bethart Bilingual Research (FL) p. 103  
 BRC Field & Focus Services (AZ) p. 104  
**C&R Research Services, Inc. (IL) p. 106**  
 Rebeca Cantu Helmstetler (CO) p. 107  
 Consumer Connection, Inc. (FL) p. 108  
 Creative Consumer Research (TX) p. 110  
 DLG Research & Marketing Solutions (TX) p. 112  
**Doyle Research Associates, Inc. (IL) p. 113**  
 Fieldwork (CA) p. 115  
 Focus Latino (TX) p. 116  
 Herrera Communications (CA) p. 120  
 Hispanic Marketing Insights, LLC (OH) p. 120  
 Hispanic Research Inc. (NJ) p. 120  
 Horowitz Associates, Inc. (NY) p. 120  
 I N A Research (PA) p. 121  
 Karchner Marketing Research, LLC (PA) p. 125  
 Felipe Korzenny Research & Consulting (FL) p. 126  
 Market Decisions Corporation (OR) p. 129  
 Market Segment Research (FL) p. 130  
 MarketVibes, Inc. (IN) p. 131  
 MBC Research Center (NY) p. 132  
 MRSI (Marketing Research Services, Inc.) (OH) p. 134  
 New World Hispanic Research (FL) p. 135  
 Perceptive Market Research, Inc. (FL) p. 138  
 Planet Latino Market Intelligence, Inc. (FL) p. 138  
 Opinion Research Northwest (WA) p. 136  
 Q & A Research, Inc. (CA) p. 140  
 Rieger Research Inc. (CA) p. 142  
 Schwartz Consulting Partners, Inc. (FL) p. 144  
 361 Degrees Consulting, Inc. (CA) p. 148  
 Zebra Strategies (NY) p. 150

## Home Improvement/DIY

Fieldwork (CA) p. 115  
 Focus Latino (TX) p. 116  
**Just The Facts, Inc. (IL) p. 124**  
 The Kiemle Company (SC) p. 125  
 Felipe Korzenny Research & Consulting (FL) p. 126  
 Market Resource Associates, Inc. (MN) p. 130  
 MarketVibes, Inc. (IN) p. 131  
 Morpace Inc. (MI) p. 134  
 Planet Latino Market Intelligence, Inc. (FL) p. 138  
 Practica Group, LLC (IL) p. 139  
 Sabena Qualitative Research Services (CT) p. 143

## Hospitality Industry

### C&R Research Services, Inc. (IL) p. 106

Cambridge Associates, Ltd. (TX) p. 106  
CMI (GA) p. 108  
Insight Casino Research, LLC (CT) p. 122  
J.L. Roth & Associates, Inc. (FL) p. 123  
Jacobs Jenner & Kent (MD) p. 123  
Dan Jones & Associates, Inc. (UT) p. 124  
Kinzey & Day Qual. Market Research (VA) p. 125  
Felipe Korzenny Research & Consulting (FL) p. 126  
The Marketing Workshop, Inc. (GA) p. 131  
Schwartz Consulting Partners, Inc. (FL) p. 144  
Southwest Planning & Marketing (NM) p. 145

## Hospitals

Creative Consumer Research (TX) p. 110  
D/R/S HealthCare Consultants (NC) p. 111  
Wayne Howard & Associates (CA) p. 121  
The HSM Group, Ltd. (AZ) p. 121  
**Just The Facts, Inc. (IL) p. 124**  
Karchner Marketing Research, LLC (PA) p. 125  
Kendall Gay Consulting (FL) p. 125  
Kinzey & Day Qual. Market Research (VA) p. 125  
Market Decisions Corporation (OR) p. 129  
O'Donnell Consulting (PA) p. 136  
Opinion Research Northwest (WA) p. 136  
Perceptive Market Research, Inc. (FL) p. 138  
Schwartz Consulting Partners, Inc. (FL) p. 144  
Ten People Talking (WA) p. 148

## Household Products/Services

### C&R Research Services, Inc. (IL) p. 106

CBA (NY) p. 107  
**Doyle Research Associates, Inc. (IL) p. 113**  
Focus Latino (TX) p. 116  
Housecalls, Inc. (NY) p. 120  
Ideas in Focus (OH) p. 121  
Diane Iseman & Associates (OH) p. 123  
Issues and Answers Network, Inc. (VA) p. 123  
J.L. Roth & Associates, Inc. (FL) p. 123  
Dan Jones & Associates, Inc. (UT) p. 124  
JRA: Custom Research (PA) p. 124  
JRH Marketing Services, Inc. (NY) p. 124  
The Livingston Group for Marketing, Inc. (NH) p. 128  
Market Resource Associates, Inc. (MN) p. 130  
Morpac Inc. (MI) p. 134  
Planet Latino Market Intelligence, Inc. (FL) p. 138  
Primary Insights, Inc. (IL) p. 139  
The Rite Concept (CT) p. 142  
Sando and Associates (DC) p. 143  
SofoS Market Research Consulting (WI) p. 145  
Strategic Directions Group, Inc. (MN) p. 147  
Talking Business (CA) p. 148

## Housing

### Just The Facts, Inc. (IL) p. 124

Market Resource Associates, Inc. (MN) p. 130  
Schwartz Consulting Partners, Inc. (FL) p. 144  
Springboard Marketing Research & Consulting (CA) p. 146

## Human Resources/Organizational Dev.

Abbott Research & Consulting (ON) p. 100  
**C&R Research Services, Inc. (IL) p. 106**  
Creative Consumer Research (TX) p. 110  
Frieden Qualitative Services (CA) p. 117  
J.L. Roth & Associates, Inc. (FL) p. 123  
Karchner Marketing Research, LLC (PA) p. 125  
Leichliter Associates, LLC (NY) p. 127  
LIMRA International (CT) p. 127  
Lohs Research Group (IL) p. 128  
MarketVibes, Inc. (IN) p. 131  
Opinion Research Northwest (WA) p. 136  
Primary Insights, Inc. (IL) p. 139  
Schwartz Consulting Partners, Inc. (FL) p. 144

## Information Technology (IT)

Alternate Routes, Inc. (CA) p. 100  
CMI (GA) p. 108  
Daniel Research Group (MA) p. 111  
In-Depth Research (CA) p. 121  
InfoTek Research Group, Inc. (WA) p. 122  
J.L. Roth & Associates, Inc. (FL) p. 123  
Karchner Marketing Research, LLC (PA) p. 125  
Lamberts Consulting GmbH (Germany) p. 126  
Leichliter Associates, LLC (NY) p. 127  
The Marketing Workshop, Inc. (GA) p. 131  
Morpac Inc. (MI) p. 134  
Opinion Research Northwest (WA) p. 136  
Practica Group, LLC (IL) p. 139  
QualCore.com Inc. (MN) p. 140  
Shugoll Research (MD) p. 144  
SIGMA: Research Management Group (OH) p. 145  
Talking Business (CA) p. 148

## Insurance

Abbott Research & Consulting (ON) p. 100  
Alternate Routes, Inc. (CA) p. 100  
Balaban Market Research Consulting (BMRC) (AZ) p. 102  
Chamberlain Research Consultants, Inc. (WI) p. 107  
CMI (GA) p. 108  
Consumer Focus LLC (TX) p. 108  
DRW Research (MI) p. 113  
First Insights (NY) p. 115  
Wayne Howard & Associates (CA) p. 121  
Diane Iseman & Associates (OH) p. 123  
**Just The Facts, Inc. (IL) p. 124**  
Karchner Marketing Research, LLC (PA) p. 125  
Gene Kroupa & Associates, Inc. (WI) p. 126  
Leichliter Associates, LLC (NY) p. 127  
LIMRA International (CT) p. 127  
Marketing Leverage, Inc. (FL) p. 130  
The Marketing Workshop, Inc. (GA) p. 131  
MCC Qualitative Consulting (NJ) p. 132  
Morpac Inc. (MI) p. 134  
Opinion Research Northwest (WA) p. 136  
Planet Latino Market Intelligence, Inc. (FL) p. 138  
Q & A Research, Inc. (CA) p. 140  
The Rite Concept (CT) p. 142  
Sachs Insights (NY) p. 143  
Ten People Talking (WA) p. 148

## International Firms

Horowitz Associates, Inc. (NY) p. 120  
**Just The Facts, Inc. (IL) p. 124**  
Richard Kurtz & Associates (NY) p. 126  
MBC Research Center (NY) p. 132  
Millennium Research, Inc. (MN) p. 133  
the research house (MI) p. 141

## Internet/Web

Alternate Routes, Inc. (CA) p. 100  
**C&R Research Services, Inc. (IL) p. 106**  
Consumer Link (CA) p. 108  
Daniel Research Group (MA) p. 111  
First Insights (NY) p. 115  
Frieden Qualitative Services (CA) p. 117  
Horowitz Associates, Inc. (NY) p. 120  
In-Depth Research (CA) p. 121  
J.L. Roth & Associates, Inc. (FL) p. 123  
Felipe Korzenny Research & Consulting (FL) p. 126  
Lamberts Consulting GmbH (Germany) p. 126  
Leichliter Associates, LLC (NY) p. 127  
MCC Qualitative Consulting (NJ) p. 132  
Opinion Research Northwest (WA) p. 136  
Otivo, Inc. (CA) p. 137  
QualCore.com Inc. (MN) p. 140  
REALeResearch (CA) p. 141  
Rockbridge Associates, Inc. (VA) p. 143  
Sachs Insights (NY) p. 143  
Schwartz Consulting Partners, Inc. (FL) p. 144  
Solomon Solutions (NJ) p. 145  
Stat One Research (GA) p. 146  
Talking Business (CA) p. 148

## Lawn & Garden

---

Diane Iseman & Associates (OH) p. 123  
 JRA: Custom Research (PA) p. 124  
**Just The Facts, Inc. (IL) p. 124**  
 Market Resource Associates, Inc. (MN) p. 130  
 Millennium Research, Inc. (MN) p. 133  
 Schwartz Consulting Partners, Inc. (FL) p. 144  
 SofoS Market Research Consulting (WI) p. 145

## Lawyers

---

Creative Consumer Research (TX) p. 110  
 Strategic Directions Group, Inc. (MN) p. 147

## Legal

---

Market Decisions Corporation (OR) p. 129  
 Morpace Inc. (MI) p. 134  
 Opinion Research Northwest (WA) p. 136

## Leisure

---

Consumer Link (CA) p. 108  
 Dan Jones & Associates, Inc. (UT) p. 124  
**Just The Facts, Inc. (IL) p. 124**  
 SofoS Market Research Consulting (WI) p. 145  
 Springboard Marketing Research & Consulting (CA) p. 146

## Managed Care

---

Consumer Link (CA) p. 108  
 Frieden Qualitative Services (CA) p. 117  
 Wayne Howard & Associates (CA) p. 121  
 Issues and Answers Network, Inc. (VA) p. 123  
 Karchner Marketing Research, LLC (PA) p. 125  
 Kendall Gay Consulting (FL) p. 125  
 Marketing Leverage, Inc. (FL) p. 130  
 Opinion Research Northwest (WA) p. 136  
 Ten People Talking (WA) p. 148

## Manufacturing

---

Chamberlain Research Consultants, Inc. (WI) p. 107  
 Dave Disher, Qualitative Research (OH) p. 111  
 IMR Research Group, Inc. (NC) p. 121  
**Just The Facts, Inc. (IL) p. 124**  
 Market Resource Associates, Inc. (MN) p. 130  
 Morpace Inc. (MI) p. 134  
 Schwartz Consulting Partners, Inc. (FL) p. 144

## Mass Merchandisers

---

Focus Latino (TX) p. 116  
**Just The Facts, Inc. (IL) p. 124**

## Meat Industry

---

Perceptive Market Research, Inc. (FL) p. 138  
 SofoS Market Research Consulting (WI) p. 145

## Media

---

Alternate Routes, Inc. (CA) p. 100  
 Consumer Link (CA) p. 108  
 DM/Cotter Research & Strategy, Inc. (MA) p. 112  
 Herrera Communications (CA) p. 120  
 Horowitz Associates, Inc. (NY) p. 120  
 I N A Research (PA) p. 121  
 Issues and Answers Network, Inc. (VA) p. 123  
 J.L. Roth & Associates, Inc. (FL) p. 123  
 Felipe Korzenny Research & Consulting (FL) p. 126  
 Langer Qualitative LLC (NY) p. 126  
 Leichter Associates, LLC (NY) p. 127  
 Sachs Insights (NY) p. 143

## Medical

---

Balaban Market Research Consulting (BMRC) (AZ) p. 102  
 Cambridge Associates, Ltd. (TX) p. 106  
 Camille Carlin Qualitative Research, Inc. (NY) p. 107  
 CBA (NY) p. 107  
 Creative Consumer Research (TX) p. 110  
 D/R/S HealthCare Consultants (NC) p. 111  
 Fieldwork (CA) p. 115  
 Franklin Communications (NJ) p. 116  
 Frieden Qualitative Services (CA) p. 117  
 Hispanic Perspectives (CA) p. 120  
 Wayne Howard & Associates (CA) p. 121  
 IFOP-North America (ON) p. 121  
 Diane Iseman & Associates (OH) p. 123  
 Issues and Answers Network, Inc. (VA) p. 123  
**Just The Facts, Inc. (IL) p. 124**  
 Karchner Marketing Research, LLC (PA) p. 125  
 Kendall Gay Consulting (FL) p. 125  
 Kinzey & Day Qual. Market Research (VA) p. 125  
 LinguiSearch, Inc. (PA) p. 127  
 The Marketing Workshop, Inc. (GA) p. 131  
 Morpace Inc. (MI) p. 134  
 O'Donnell Consulting (PA) p. 136  
 Opinion Research Northwest (WA) p. 136  
 Perceptive Market Research, Inc. (FL) p. 138  
 Q & A Research, Inc. (CA) p. 140  
 Sachs Insights (NY) p. 143  
 Shugoll Research (MD) p. 144  
 Ten People Talking (WA) p. 148  
 Vedanta Research (NC) p. 149  
 ZINC Research (AB) p. 150

## Medical/Surgical Products

---

D/R/S HealthCare Consultants (NC) p. 111  
**Decision Analyst, Inc. (TX) p. 112**  
 Frieden Qualitative Services (CA) p. 117  
 Wayne Howard & Associates (CA) p. 121  
 The HSM Group, Ltd. (AZ) p. 121  
 Issues and Answers Network, Inc. (VA) p. 123  
 Dan Jones & Associates, Inc. (UT) p. 124  
**Just The Facts, Inc. (IL) p. 124**  
 Karchner Marketing Research, LLC (PA) p. 125  
 Kendall Gay Consulting (FL) p. 125  
 LinguiSearch, Inc. (PA) p. 127  
 O'Donnell Consulting (PA) p. 136  
 Schwartz Consulting Partners, Inc. (FL) p. 144

## Middle-Eastern

---

MBC Research Center (NY) p. 132

## Military

---

Focus Latino (TX) p. 116

## Mothers

---

Alternate Routes, Inc. (CA) p. 100  
**C&R Research Services, Inc. (IL) p. 106**  
 Chamberlain Research Consultants, Inc. (WI) p. 107  
 Consumer Link (CA) p. 108  
 Dave Disher, Qualitative Research (OH) p. 111  
 Focus Latino (TX) p. 116  
 Diane Iseman & Associates (OH) p. 123  
 Dan Jones & Associates, Inc. (UT) p. 124  
**Just The Facts, Inc. (IL) p. 124**  
 Primary Insights, Inc. (IL) p. 139  
 SofoS Market Research Consulting (WI) p. 145  
 Springboard Marketing Research & Consulting (CA) p. 146

## Mothers-Expectant

---

### **C&R Research Services, Inc. (IL) p. 106**

Primary Insights, Inc. (IL) p. 139  
SofoS Market Research Consulting (WI) p. 145  
Springboard Marketing Research & Consulting (CA) p. 146

## Native American

---

MBC Research Center (NY) p. 132  
Southwest Planning & Marketing (NM) p. 145

## Newspapers/Magazines

---

DMCotter Research & Strategy, Inc. (MA) p. 112  
**Doyle Research Associates, Inc. (IL) p. 113**  
Felipe Korzenny Research & Consulting (FL) p. 126  
Langer Qualitative LLC (NY) p. 126  
Planet Latino Market Intelligence, Inc. (FL) p. 138  
the research house (MI) p. 141  
Sabena Qualitative Research Services (CT) p. 143  
Springboard Marketing Research & Consulting (CA) p. 146

## Non-Profit/Fund Raising

---

Alternate Routes, Inc. (CA) p. 100  
Chamberlain Research Consultants, Inc. (WI) p. 107  
GKS Consulting LLC (IL) p. 118  
J.L. Roth & Associates, Inc. (FL) p. 123  
JRA: Custom Research (PA) p. 124  
Opinion Research Northwest (WA) p. 136  
Perceptive Market Research, Inc. (FL) p. 138  
Pranses Research Services (NJ) p. 139  
Roller Marketing Research (VA) p. 143  
SofoS Market Research Consulting (WI) p. 145  
Springboard Marketing Research & Consulting (CA) p. 146

## Nurses

---

D/R/S HealthCare Consultants (NC) p. 111  
Frieden Qualitative Services (CA) p. 117  
**Just The Facts, Inc. (IL) p. 124**  
Karchner Marketing Research, LLC (PA) p. 125  
Kendall Gay Consulting (FL) p. 125  
Morpac Inc. (MI) p. 134  
O'Donnell Consulting (PA) p. 136  
Perceptive Market Research, Inc. (FL) p. 138

## Nursing Homes

---

Frieden Qualitative Services (CA) p. 117  
Pranses Research Services (NJ) p. 139

## Office Products

---

Abbott Research & Consulting (ON) p. 100  
First Insights (NY) p. 115  
InfoTek Research Group, Inc. (WA) p. 122  
J.L. Roth & Associates, Inc. (FL) p. 123  
**Just The Facts, Inc. (IL) p. 124**  
Karchner Marketing Research, LLC (PA) p. 125  
Langer Qualitative LLC (NY) p. 126  
MarketVibes, Inc. (IN) p. 131  
Planet Latino Market Intelligence, Inc. (FL) p. 138

## Packaged Goods

---

Alternate Routes, Inc. (CA) p. 100  
Any Small Town Market Research (KS) p. 101  
**C&R Research Services, Inc. (IL) p. 106**  
Consumer Link (CA) p. 108  
Contemporary Research Centre (PQ) p. 109  
Creative Consumer Research (TX) p. 110  
Dave Disher, Qualitative Research (OH) p. 111  
**Decision Analyst, Inc. (TX) p. 112**  
**Doyle Research Associates, Inc. (IL) p. 113**  
DRW Research (MI) p. 113  
First Insights (NY) p. 115

Focus Latino (TX) p. 116  
Frieden Qualitative Services (CA) p. 117  
Mara Friedman Strategic Rsch. & Planning (CA) p. 117  
Housecalls, Inc. (NY) p. 120  
I N A Research (PA) p. 121  
Ideas in Focus (OH) p. 121  
IFOP-North America (ON) p. 121  
Diane Iseman & Associates (OH) p. 123  
J.L. Roth & Associates, Inc. (FL) p. 123  
Dan Jones & Associates, Inc. (UT) p. 124  
JRA: Custom Research (PA) p. 124  
JRH Marketing Services, Inc. (NY) p. 124

### **Just The Facts, Inc. (IL) p. 124**

Karchner Marketing Research, LLC (PA) p. 125  
Felipe Korzenny Research & Consulting (FL) p. 126  
Listen Research, Inc. (CA) p. 128  
The Livingston Group for Marketing, Inc. (NH) p. 128  
Market Decisions Corporation (OR) p. 129  
Market Segment Research (FL) p. 130  
The Marketing Workshop, Inc. (GA) p. 131  
Morpac Inc. (MI) p. 134  
MRSI (Marketing Research Services, Inc.) (OH) p. 134  
NMA Research Inc. (NY) p. 135  
Planet Latino Market Intelligence, Inc. (FL) p. 138  
Primary Insights, Inc. (IL) p. 139  
QualCore.com Inc. (MN) p. 140  
Quixote Group (NC) p. 140  
The Rite Concept (CT) p. 142  
SofoS Market Research Consulting (WI) p. 145  
Talking Business (CA) p. 148  
Tracy & Co Market Research & Idea Generation (IL) p. 148  
Z. Research Services (CA) p. 150  
Zebra Strategies (NY) p. 150  
Zwillinger Research (CA) p. 150

## Paper & Related Products

---

Focus Latino (TX) p. 116  
Ideas in Focus (OH) p. 121  
Diane Iseman & Associates (OH) p. 123  
JRA: Custom Research (PA) p. 124  
NMA Research Inc. (NY) p. 135

## Parents

---

Alternate Routes, Inc. (CA) p. 100  
**C&R Research Services, Inc. (IL) p. 106**  
Consumer Link (CA) p. 108  
Creative Consumer Research (TX) p. 110  
Diane Iseman & Associates (OH) p. 123  
Dan Jones & Associates, Inc. (UT) p. 124  
**Just The Facts, Inc. (IL) p. 124**  
Perceptive Market Research, Inc. (FL) p. 138  
Planet Latino Market Intelligence, Inc. (FL) p. 138  
Primary Insights, Inc. (IL) p. 139  
SofoS Market Research Consulting (WI) p. 145  
Springboard Marketing Research & Consulting (CA) p. 146

## Pet Foods/Supplies

---

Alternate Routes, Inc. (CA) p. 100  
Consumer Link (CA) p. 108  
**Decision Analyst, Inc. (TX) p. 112**  
Housecalls, Inc. (NY) p. 120  
Ideas in Focus (OH) p. 121  
Diane Iseman & Associates (OH) p. 123  
The Livingston Group for Marketing, Inc. (NH) p. 128  
Millennium Research, Inc. (MN) p. 133  
Morpac Inc. (MI) p. 134  
Practica Group, LLC (IL) p. 139  
Springboard Marketing Research & Consulting (CA) p. 146  
Talking Business (CA) p. 148  
Ten People Talking (WA) p. 148

## Petroleum Products

---

Focus Latino (TX) p. 116  
Karchner Marketing Research, LLC (PA) p. 125  
Perceptive Market Research, Inc. (FL) p. 138



## Pharmaceutical Products

---

Balaban Market Research Consulting (BMRC) (AZ) p. 102  
 Cambridge Associates, Ltd. (TX) p. 106  
 Rebeca Cantu Helmstetler (CO) p. 107  
 Camille Carlin Qualitative Research, Inc. (NY) p. 107  
 CBA (NY) p. 107  
 CMI (GA) p. 108  
 Consumer Research Centre Ltd. (BC) p. 109  
 Contemporary Research Centre (PQ) p. 109  
 D/R/S HealthCare Consultants (NC) p. 111  
**Decision Analyst, Inc. (TX) p. 112**  
**Doyle Research Associates, Inc. (IL) p. 113**  
 DRW Research (MI) p. 113  
 Fieldwork (CA) p. 115  
 First Insights (NY) p. 115  
 Focus Latino (TX) p. 116  
 Franklin Communications (NJ) p. 116  
 Frieden Qualitative Services (CA) p. 117  
 Wayne Howard & Associates (CA) p. 121  
 Diane Iseman & Associates (OH) p. 123  
 Issues and Answers Network, Inc. (VA) p. 123  
 Karchner Marketing Research, LLC (PA) p. 125  
 Kendall Gay Consulting (FL) p. 125  
 Kinzey & Day Qual. Market Research (VA) p. 125  
 Lamberts Consulting GmbH (Germany) p. 126  
 LinguSearch, Inc. (PA) p. 127  
 The Livingston Group for Marketing, Inc. (NH) p. 128  
 Market Segment Research (FL) p. 130  
 MCC Qualitative Consulting (NJ) p. 132  
 O'Donnell Consulting (PA) p. 136  
 Opinion Research Northwest (WA) p. 136  
 Practica Group, LLC (IL) p. 139  
 Practical Imagination Enterprises (NJ) p. 139  
 Rieger Research Inc. (CA) p. 142  
**S I S International Research, Inc. (NY) p. 143**  
 Sabena Qualitative Research Services (CT) p. 143  
 Sachs Insights (NY) p. 143  
 Schwartz Consulting Partners, Inc. (FL) p. 144  
 Shugoll Research (MD) p. 144  
 Strategic Directions Group, Inc. (MN) p. 147  
 Talking Business (CA) p. 148  
 Ten People Talking (WA) p. 148  
 361 Degrees Consulting, Inc. (CA) p. 148  
 Tracy & Co Market Research & Idea Generation (IL) p. 148  
 Vedanta Research (NC) p. 149  
 Z. Research Services (CA) p. 150  
 Zebra Strategies (NY) p. 150

## Pharmacies/Drug Stores

---

Focus Latino (TX) p. 116  
 Karchner Marketing Research, LLC (PA) p. 125  
 Kendall Gay Consulting (FL) p. 125

## Pharmacists

---

D/R/S HealthCare Consultants (NC) p. 111  
 Wayne Howard & Associates (CA) p. 121  
 Karchner Marketing Research, LLC (PA) p. 125  
 Kendall Gay Consulting (FL) p. 125  
 LinguSearch, Inc. (PA) p. 127  
 Morpace Inc. (MI) p. 134  
 O'Donnell Consulting (PA) p. 136  
 Perceptive Market Research, Inc. (FL) p. 138  
 Sabena Qualitative Research Services (CT) p. 143

## Physicians

---

Cambridge Associates, Ltd. (TX) p. 106  
 Camille Carlin Qualitative Research, Inc. (NY) p. 107  
 CBA (NY) p. 107  
 Consumer Research Centre Ltd. (BC) p. 109  
 Contemporary Research Centre (PQ) p. 109  
 D/R/S HealthCare Consultants (NC) p. 111

## Decision Analyst, Inc. (TX) p. 112 Doyle Research Associates, Inc. (IL) p. 113

First Insights (NY) p. 115  
 Franklin Communications (NJ) p. 116  
 Frieden Qualitative Services (CA) p. 117  
 Wayne Howard & Associates (CA) p. 121  
 The HSM Group, Ltd. (AZ) p. 121  
 IFOP-North America (ON) p. 121  
 Diane Iseman & Associates (OH) p. 123  
 Issues and Answers Network, Inc. (VA) p. 123  
**Just The Facts, Inc. (IL) p. 124**  
 Karchner Marketing Research, LLC (PA) p. 125  
 Kendall Gay Consulting (FL) p. 125  
 Kinzey & Day Qual. Market Research (VA) p. 125  
 LinguSearch, Inc. (PA) p. 127  
 MBC Research Center (NY) p. 132  
 Morpace Inc. (MI) p. 134  
 O'Donnell Consulting (PA) p. 136  
 Opinion Research Northwest (WA) p. 136  
 Perceptive Market Research, Inc. (FL) p. 138  
 Planet Latino Market Intelligence, Inc. (FL) p. 138  
 the research house (MI) p. 141  
 Sabena Qualitative Research Services (CT) p. 143  
 Sachs Insights (NY) p. 143  
 Strategic Directions Group, Inc. (MN) p. 147  
 Ten People Talking (WA) p. 148

## Printing

---

InfoTek Research Group, Inc. (WA) p. 122

## Public Affairs

---

Appel Research, LLC (NY) p. 101  
 David Binder Research (CA) p. 103  
 The Henne Group (CA) p. 119  
 The Henne Group (Br.) (NY) p. 120  
 Langer Qualitative LLC (NY) p. 126  
 Opinion Research Northwest (WA) p. 136  
 the research house (MI) p. 141  
 Springboard Marketing Research & Consulting (CA) p. 146

## Public Relations

---

Kinzey & Day Qual. Market Research (VA) p. 125  
 MarketVibes, Inc. (IN) p. 131  
 Opinion Research Northwest (WA) p. 136  
 Perceptive Market Research, Inc. (FL) p. 138

## Publishing

---

Abbott Research & Consulting (ON) p. 100  
 J.L. Roth & Associates, Inc. (FL) p. 123  
 KL Communications, Inc. (NJ) p. 125  
 Langer Qualitative LLC (NY) p. 126  
 Rieger Research Inc. (CA) p. 142  
 The Rite Concept (CT) p. 142  
 Sabena Qualitative Research Services (CT) p. 143

## Real Estate/Development

---

Creative Consumer Research (TX) p. 110  
 Frieden Qualitative Services (CA) p. 117  
 Kinzey & Day Qual. Market Research (VA) p. 125  
 Perceptive Market Research, Inc. (FL) p. 138  
 Schwartz Consulting Partners, Inc. (FL) p. 144  
 Southwest Planning & Marketing (NM) p. 145  
 Springboard Marketing Research & Consulting (CA) p. 146  
 Strategic Directions Group, Inc. (MN) p. 147

## Religion/Churches

---

**Just The Facts, Inc. (IL) p. 124**  
 The Rite Concept (CT) p. 142

## Restaurants/Food Service

---

Alternate Routes, Inc. (CA) p. 100  
**C&R Research Services, Inc. (IL) p. 106**  
 C.L. Gailey Research (CA) p. 106  
 Cambridge Associates, Ltd. (TX) p. 106  
 CMI (GA) p. 108  
 Consumer Link (CA) p. 108  
 Creative Consumer Research (TX) p. 110  
**Decision Analyst, Inc. (TX) p. 112**  
**Doyle Research Associates, Inc. (IL) p. 113**  
 Envision Research, Inc. (GA) p. 114  
 Fieldwork (CA) p. 115  
 Frieden Qualitative Services (CA) p. 117  
 Diane Iseman & Associates (OH) p. 123  
 Issues and Answers Network, Inc. (VA) p. 123  
 J.L. Roth & Associates, Inc. (FL) p. 123  
 Dan Jones & Associates, Inc. (UT) p. 124  
**Just The Facts, Inc. (IL) p. 124**  
 Kinzey & Day Qual. Market Research (VA) p. 125  
 Felipe Korzenny Research & Consulting (FL) p. 126  
 The Marketing Workshop, Inc. (GA) p. 131  
 Perceptive Market Research, Inc. (FL) p. 138  
 Pranses Research Services (NJ) p. 139  
 The Rite Concept (CT) p. 142  
 Schwartz Consulting Partners, Inc. (FL) p. 144  
 SofoS Market Research Consulting (WI) p. 145  
 Talking Business (CA) p. 148

## Retailing

---

Alternate Routes, Inc. (CA) p. 100  
**C&R Research Services, Inc. (IL) p. 106**  
 Chamberlain Research Consultants, Inc. (WI) p. 107  
 Fieldwork (CA) p. 115  
 Focus Latino (TX) p. 116  
 Hispanic Marketing Insights, LLC (OH) p. 120  
 IMR Research Group, Inc. (NC) p. 121  
 Diane Iseman & Associates (OH) p. 123  
 Dan Jones & Associates, Inc. (UT) p. 124  
 Karchner Marketing Research, LLC (PA) p. 125  
 Felipe Korzenny Research & Consulting (FL) p. 126  
 The Livingston Group for Marketing, Inc. (NH) p. 128  
 The Marketing Workshop, Inc. (GA) p. 131  
 Morpace Inc. (MI) p. 134  
 Perceptive Market Research, Inc. (FL) p. 138  
 Primary Insights, Inc. (IL) p. 139  
**Survey Center Focus, LLC (IL) p. 147**

## Seniors/Mature

---

A & K Research, Inc. (MI) p. 100  
**C&R Research Services, Inc. (IL) p. 106**  
 Consumer Link (CA) p. 108  
 Creative Consumer Research (TX) p. 110  
 Dave Disher, Qualitative Research (OH) p. 111  
 50Plus Market Research (CA) p. 115  
 Focus Latino (TX) p. 116  
 Focus Research Now, LLC (CT) p. 116  
 Frieden Qualitative Services (CA) p. 117  
 Hispanic Perspectives (CA) p. 120  
 Diane Iseman & Associates (OH) p. 123  
 J.L. Roth & Associates, Inc. (FL) p. 123  
 Dan Jones & Associates, Inc. (UT) p. 124  
 JRH Marketing Services, Inc. (NY) p. 124  
**Just The Facts, Inc. (IL) p. 124**  
 Felipe Korzenny Research & Consulting (FL) p. 126  
 Langer Qualitative LLC (NY) p. 126  
 Mature Marketing & Research, L.L.C. (NJ) p. 132  
 Perceptive Market Research, Inc. (FL) p. 138  
 Primary Insights, Inc. (IL) p. 139  
 Sabena Qualitative Research Services (CT) p. 143  
 Schwartz Consulting Partners, Inc. (FL) p. 144  
 SIGMA: Research Management Group (OH) p. 145  
 SofoS Market Research Consulting (WI) p. 145  
 Strategic Directions Group, Inc. (MN) p. 147  
 Ten People Talking (WA) p. 148

## Shopping Centers

---

Alternate Routes, Inc. (CA) p. 100  
 Hollander Cohen & McBride (MD) p. 120  
 Dan Jones & Associates, Inc. (UT) p. 124

## Sporting Goods

---

Alternate Routes, Inc. (CA) p. 100  
 Diane Iseman & Associates (OH) p. 123  
 Dan Jones & Associates, Inc. (UT) p. 124  
 MarketVibes, Inc. (IN) p. 131  
 Morpace Inc. (MI) p. 134  
 Planet Latino Market Intelligence, Inc. (FL) p. 138  
 SofoS Market Research Consulting (WI) p. 145  
 Springboard Marketing Research & Consulting (CA) p. 146

## Sports

---

Horowitz Associates, Inc. (NY) p. 120  
 KL Communications, Inc. (NJ) p. 125  
 MarketVibes, Inc. (IN) p. 131  
 Planet Latino Market Intelligence, Inc. (FL) p. 138  
 Springboard Marketing Research & Consulting (CA) p. 146

## Teens

---

Abbott Research & Consulting (ON) p. 100  
 Alternate Routes, Inc. (CA) p. 100  
**C&R Research Services, Inc. (IL) p. 106**  
 Consumer Link (CA) p. 108  
 Creative Consumer Research (TX) p. 110  
 Fieldwork (CA) p. 115  
 Focus Latino (TX) p. 116  
 GTR Consulting (CA) p. 118  
 Diane Iseman & Associates (OH) p. 123  
**Just The Facts, Inc. (IL) p. 124**  
 Listen Research, Inc. (CA) p. 128  
 Perceptive Market Research, Inc. (FL) p. 138  
 Planet Latino Market Intelligence, Inc. (FL) p. 138  
 Primary Insights, Inc. (IL) p. 139  
 REALeResearch (CA) p. 141  
 Sachs Insights (NY) p. 143  
 SofoS Market Research Consulting (WI) p. 145  
 Solomon Solutions (NJ) p. 145  
 Springboard Marketing Research & Consulting (CA) p. 146  
 Tracy & Co Market Research & Idea Generation (IL) p. 148  
 TWENTYSOMETHING INC. (PA) p. 149

## Telecommunications

---

Alternate Routes, Inc. (CA) p. 100  
 CMI (GA) p. 108  
 Contemporary Research Centre (PQ) p. 109  
 Daniel Research Group (MA) p. 111  
**Doyle Research Associates, Inc. (IL) p. 113**  
 First Insights (NY) p. 115  
 Focus Latino (TX) p. 116  
 Hollander Cohen & McBride (MD) p. 120  
 Horowitz Associates, Inc. (NY) p. 120  
 In-Depth Research (CA) p. 121  
 InfoTek Research Group, Inc. (WA) p. 122  
 J.L. Roth & Associates, Inc. (FL) p. 123  
 Karchner Marketing Research, LLC (PA) p. 125  
 KL Communications, Inc. (NJ) p. 125  
 Felipe Korzenny Research & Consulting (FL) p. 126  
 Market Decisions Corporation (OR) p. 129  
 The Marketing Workshop, Inc. (GA) p. 131  
 MCC Qualitative Consulting (NJ) p. 132  
 Morpace Inc. (MI) p. 134  
 Opinion Research Northwest (WA) p. 136  
 Perceptive Market Research, Inc. (FL) p. 138  
 Practical Imagination Enterprises (NJ) p. 139  
 Rockbridge Associates, Inc. (VA) p. 143  
 Schwartz Consulting Partners, Inc. (FL) p. 144  
 Shugoll Research (MD) p. 144  
 361 Degrees Consulting, Inc. (CA) p. 148

## Television

---

### **C&R Research Services, Inc. (IL) p. 106**

Consumer Link (CA) p. 108  
 Frieden Qualitative Services (CA) p. 117  
 Horowitz Associates, Inc. (NY) p. 120  
 J.L. Roth & Associates, Inc. (FL) p. 123  
 Felipe Korzenny Research & Consulting (FL) p. 126  
 Planet Latino Market Intelligence, Inc. (FL) p. 138

## Theme Parks

---

### **C&R Research Services, Inc. (IL) p. 106**

#### **Just The Facts, Inc. (IL) p. 124**

## Tourism

---

A & K Research, Inc. (MI) p. 100

### **C&R Research Services, Inc. (IL) p. 106**

Chamberlain Research Consultants, Inc. (WI) p. 107  
 Consumer Link (CA) p. 108  
 Dave Disher, Qualitative Research (OH) p. 111  
 Frieden Qualitative Services (CA) p. 117  
 Dan Jones & Associates, Inc. (UT) p. 124  
**Just The Facts, Inc. (IL) p. 124**  
 The Marketing Workshop, Inc. (GA) p. 131  
 Opinion Research Northwest (WA) p. 136  
 Planet Latino Market Intelligence, Inc. (FL) p. 138  
 Schwartz Consulting Partners, Inc. (FL) p. 144  
 Southern Solutions (TN) p. 145  
 Southwest Planning & Marketing (NM) p. 145  
 Strategic Directions Group, Inc. (MN) p. 147  
 ZINC Research (AB) p. 150

## Toys

---

### **C&R Research Services, Inc. (IL) p. 106**

Consumer Link (CA) p. 108

### **Doyle Research Associates, Inc. (IL) p. 113**

Hispanic Perspectives (CA) p. 120

### **Just The Facts, Inc. (IL) p. 124**

Maya Levinson, Ph.D. (CA) p. 127  
 Listen Research, Inc. (CA) p. 128  
 Q & A Research, Inc. (CA) p. 140  
 Springboard Marketing Research & Consulting (CA) p. 146

## Trade Show/Conventions

---

Abbott Research & Consulting (ON) p. 100  
 J.L. Roth & Associates, Inc. (FL) p. 123  
 Jacobs Jenner & Kent (MD) p. 123  
 Kendall Gay Consulting (FL) p. 125  
 KL Communications, Inc. (NJ) p. 125  
 Market Resource Associates, Inc. (MN) p. 130  
 The Marketing Workshop, Inc. (GA) p. 131  
 Rockbridge Associates, Inc. (VA) p. 143  
 Stat One Research (GA) p. 146

## Transportation

---

Cambridge Associates, Ltd. (TX) p. 106  
 Creative Consumer Research (TX) p. 110  
 Focus Latino (TX) p. 116  
 Frieden Qualitative Services (CA) p. 117  
 Dan Jones & Associates, Inc. (UT) p. 124  
**Just The Facts, Inc. (IL) p. 124**  
 Morpace Inc. (MI) p. 134  
 Opinion Research Northwest (WA) p. 136  
 Perceptive Market Research, Inc. (FL) p. 138  
 Planet Latino Market Intelligence, Inc. (FL) p. 138  
 Southwest Planning & Marketing (NM) p. 145

## Travel

---

### **C&R Research Services, Inc. (IL) p. 106**

Consumer Link (CA) p. 108  
 Dave Disher, Qualitative Research (OH) p. 111  
 First Insights (NY) p. 115  
 Frieden Qualitative Services (CA) p. 117  
 Horowitz Associates, Inc. (NY) p. 120  
 Issues and Answers Network, Inc. (VA) p. 123  
 Dan Jones & Associates, Inc. (UT) p. 124  
 JRA: Custom Research (PA) p. 124  
**Just The Facts, Inc. (IL) p. 124**  
 Felipe Korzenny Research & Consulting (FL) p. 126  
 Morpace Inc. (MI) p. 134  
 Opinion Research Northwest (WA) p. 136  
 Perceptive Market Research, Inc. (FL) p. 138  
 Planet Latino Market Intelligence, Inc. (FL) p. 138  
 Pranses Research Services (NJ) p. 139  
 Sabena Qualitative Research Services (CT) p. 143  
 Schwartz Consulting Partners, Inc. (FL) p. 144  
 SofoS Market Research Consulting (WI) p. 145  
 Solomon Solutions (NJ) p. 145  
 Strategic Directions Group, Inc. (MN) p. 147

## Utilities/Energy

---

A & K Research, Inc. (MI) p. 100  
 Cambridge Associates, Ltd. (TX) p. 106  
 Chamberlain Research Consultants, Inc. (WI) p. 107  
 CMI (GA) p. 108  
 Creative Consumer Research (TX) p. 110  
 Focus Latino (TX) p. 116  
 Diane Iseman & Associates (OH) p. 123  
 J.L. Roth & Associates, Inc. (FL) p. 123  
 Dan Jones & Associates, Inc. (UT) p. 124  
**Just The Facts, Inc. (IL) p. 124**  
 Karchner Marketing Research, LLC (PA) p. 125  
 The Livingston Group for Marketing, Inc. (NH) p. 128  
 Market Decisions Corporation (OR) p. 129  
 Morpace Inc. (MI) p. 134  
 Opinion Research Northwest (WA) p. 136  
 Perceptive Market Research, Inc. (FL) p. 138  
 Strategic Directions Group, Inc. (MN) p. 147  
 Tracy & Co Market Research & Idea Generation (IL) p. 148

## Veterinary Medicine

---

Karchner Marketing Research, LLC (PA) p. 125  
 Kendall Gay Consulting (FL) p. 125  
 Millennium Research, Inc. (MN) p. 133  
 Sabena Qualitative Research Services (CT) p. 143

## Yellow Pages

---

Abbott Research & Consulting (ON) p. 100  
 Consumer Link (CA) p. 108  
 Planet Latino Market Intelligence, Inc. (FL) p. 138

## A

Abbott, Susan, Abbott Research & Consulting, (ON) p. 100  
 Abrams, Bill, Housecalls, Inc., (NY) p. 120  
 Adams, Robert T., Brooks Adams Research, (VA) p. 104  
 Adelman, Susan R., NMA Research Inc., (NY) p. 135  
 Adleman, Scott, Precision Research, Inc., (IL) p. 139  
 Adler, Joseph S., The Angell Research Group, Inc., (IL) p. 101  
 Akerson, Steven D., Akerson Marketing Research, Inc., (MN) p. 100  
 Albanese, Isabelle, Consumer Truth® Ltd, (IL) p. 109  
 Alexander, Miriam, Miriam Alexander Marketing Research, (CA) p. 133  
 Aline Hagggers, Biana Fermino, Market Analysis Brasil, (Brazil) p. 129  
 Alison, Mark, AnswersInc., (GA) p. 101  
 Allison, Kay, Energy Annex, (IL) p. 114  
 Amatelli, Doreen, Way To Goal!, LLC, (NJ) p. 149  
 Anastas, Michael, Focus Probe, Inc., (CT) p. 116  
 Anderson, Al, Anderson Marketing Research, (MN) p. 101  
 Anderson, Cynthia, Bridges Consulting, (FL) p. 104  
 Anderson, Jeff, Jeff Anderson Consulting, Inc., (CA) p. 101  
 Anderson, Katie, Anderson Qualitative Research, Inc., (CA) p. 101  
 Andrews, Katrina, IFOP-North America, (ON) p. 121  
 Angelo, Brea, S I S International Research, Inc., (NY) p. 143  
 Ankersmit, Barbara, QMark Research & Polling, (HI) p. 140  
 Antonioli, Guy C., Focus Latino, (TX) p. 116  
 Antonioli II, Guy C., Focus Latino, (TX) p. 116  
 Anwander, Elaine K., Qualitative Research Services, (FL) p. 140  
 Appel, PRC, Steve, Appel Research, LLC, (NY) p. 101  
 Appelbaum, Alan, Market Probe International, Inc., (NY) p. 129  
 Arce, Ph.D., Carlos, NuStats, (TX) p. 136  
 Arnold, Jon, J Arnold & Associates, (ON) p. 123  
 Arriola G., Juan Carlos, JCA Research, (FL) p. 124  
 Artinano, Silvia, ARPO Research Consultants, (Spain) p. 101  
 Atkins, David, Atkins Research Group, Inc., (CA) p. 102  
 Augustine, Jonathan A., A Z G Research, (OH) p. 100  
 Aulenbach, Lori T., Leap, (PA) p. 127  
 Avery, Dan, Marketing Leverage, Inc., (FL) p. 130  
 Axelrod, Myril, Myril Axelrod Marketing Directions Acsts., Inc., (MA) p. 102  
 Azuara, Mario Martinez, Goldfarb Consultants Mexico, (Mexico) p. 118

## B

Bachwitz, James R., NMA Research Inc., (NY) p. 135  
 Baen, Jack, Baen Marketing Associates, (FL) p. 102  
 Bailey, Vince, Vincent Bailey Consumer Research, (FL) p. 102  
 Bailey, William M., William M. Bailey, Ph.D., (FL) p. 102  
 Bain-Borrego, Cris A., Cris Bain-Borrego Bilingual Consultant, (CA) p. 102  
 Baker, Chris, Marketing Intelligence, LLC, (AZ) p. 130  
 Baker, Gemma C., Gemma C. Baker Research, (CT) p. 102  
 Baker, Martha, Harris Gabel Associates, Inc., (CA) p. 117  
 BakerHitzhusen, Hannah, CMI, (GA) p. 108  
 Balaban, Caryn, Balaban Market Research Consulting, (AZ) p. 102  
 Balboa, Isabel C., Balboa Consulting, (CA) p. 102  
 Balch, Ph.D., George I., BALCH ASSOCIATES, (IL) p. 102  
 Balducci, Phil, Phil Balducci & Associates, Inc., (FL) p. 102  
 Balkema, Alan, Monalco, Inc., (WI) p. 133  
 Ball, Wes, The Ball Group, (PA) p. 102  
 Bange, Marianne, Hygeia Marketing Associates, Inc., (NJ) p. 121  
 Barash, Kathryn, Housecalls, Inc., (NY) p. 120  
 Barbosa, Liria, C&R Research Services, Inc., (IL) p. 106  
 Barbuto, Lorraine, Barbuto & Associates, (NJ) p. 102  
 Barnes, Rosalia A., Rosalia Barnes Associates, (CT) p. 102  
 Baroutakis, Mary, MBC Research Center, (NY) p. 132  
 Barritt, Sandra, FacFind, Inc., (NC) p. 114  
 Barth, Richard, Reyes Research, (CA) p. 142  
 Bartlett, Bill, Suburban Marketing Research, (NJ) p. 147  
 Bartlett, Jeff, The Bartlett Group, Inc., (PA) p. 102  
 Bass, Mike, Perceptions...and Realities®, Inc., (NY) p. 138  
 Bate, Doug, Bate Facilitation Services, (MA) p. 102  
 Bates, Joe, Rockbridge Associates, Inc., (VA) p. 143  
 Beale, Caroline, Beale Consulting, Inc., (PA) p. 102  
 Becker, Stephanie, Stephanie L. Becker Consulting, (NY) p. 103  
 Beggs, Tom, Stat One Research, (GA) p. 146  
 Beier, Jean, Sachs Insights, (NY) p. 143  
 Bell, Darla, Bell Associates Marketing Rsch. & Consulting, (TX) p. 103  
 Bemarkt, Jan, MARKETSOURCE] Rsch & Consulting, (MO) p. 130  
 Benedict, Allan, A & K Research, Inc., (MI) p. 100  
 Berenhaus, Ira, Berenhaus Research Solutions, LLC, (NJ) p. 103  
 Berger, Joel Patrick, C. Berger Group, Inc., (IL) p. 103  
 Bergey, Bonnie, Innovation Focus, (PA) p. 122  
 Bergo, Ed, Sandia Market Research, (NM) p. 143

Berman, Valerie S., Market Segment Research, (FL) p. 130  
 Bernaciak, Jill, Fox Management, (OH) p. 116  
 Berne, Michel, Ad Hoc Research, (PQ) p. 100  
 Bernstein, Betsy, Bernstein Research Group, Inc., (NY) p. 103  
 Bernstein, Carol, CBA, (NY) p. 107  
 Bernstein, Judy, CBA, (NY) p. 107  
 Bernstein, Ph.D., Dr. Donald, Mid-America Research (Br.), (IL) p. 132  
 Berry, Doris, Berry Marketing Research, (CA) p. 103  
 Bierer, Elizabeth M., Strategic Focus Consulting, Inc., (SC) p. 147  
 Berwitz, Ken, Ken Berwitz Marketing Research, (NJ) p. 103  
 Bethart, Marta, Bethart Bilingual Research, (FL) p. 103  
 Bhagchandani, Bana, Dominion Focus Group, Inc., (VA) p. 113  
 Bierer, Jeffrey, Bierer Research Group, (NC) p. 103  
 Binder, David, David Binder Research, (CA) p. 103  
 Bingle, Fred, Bingle Research Group, Inc., (IN) p. 103  
 Bivins, Lynn, Perspectives, (IL) p. 138  
 Bixler, Michael, MarketLink, Inc., (GA) p. 131  
 Blair, K.C., K.C. Blair Associates, Inc., (MI) p. 103  
 Blake, Pamela J., Blake Qualitative Research Services, (PA) p. 103  
 Blevaert, Jan, Capture Research, LLC, (MA) p. 107  
 Bloomfield, Michael, The Mellman Group, (DC) p. 132  
 Blumenthal, Michelle, Blumenthal Qualitative Research, (NC) p. 104  
 Boespflug, Steve, InfoTek Research Group, Inc., (WA) p. 122  
 Bognore, Ron, Market Research Unlimited, Inc., (ME) p. 129  
 Booth, Peter, Booth Research Services, Inc., (GA) p. 104  
 Boston, John S., Survey Communications, Inc./S.C.I. Rsch, (LA) p. 147  
 Bouchard, Vincent, SOM, inc., (PQ) p. 145  
 Bourne, Bea, Fleming Communications, (TX) p. 115  
 Bovich, Ph.D., Ed, Practica Group, LLC, (IL) p. 139  
 Bowe, Mike, Bowe Marketing Research Consultants, (CA) p. 104  
 Bowen, Carol, Bowen Marketing Consultants, (MA) p. 104  
 Bowers, Carole, Able Associates Research Group, (CA) p. 100  
 Braniff, Graciela, Fine Research The LatAm Field Co., (Mexico) p. 115  
 Brautigam, Douglas, Sovereign Marketing Research, (NJ) p. 145  
 Brennan, William E., Brennan Consultants, Inc., (IN) p. 104  
 Bressan, Louis P., Bressan Research Associates, Inc., (WI) p. 104  
 Bridgman, Kirk, PS:Research!, (CA) p. 139  
 Brittle, Christine, Uncommon Insights, LLC, (VA) p. 149  
 Brock, Bo, Frank N. Magid Associates, Inc., (IA) p. 128  
 Brogdon, Tina, Qualitative Intelligence, (FL) p. 140  
 Bronkesh, Sheryl, The HSM Group, Ltd., (AZ) p. 121  
 Brooks, Mitchell, Brooks Rose Marketing Research, Inc., (NY) p. 104  
 Brown, Jacob, 50Plus Market Research, (CA) p. 115  
 Brown, Jacob, In-Depth Research, (CA) p. 121  
 Brown, Jerome, Jerome Brown Communications, (NY) p. 104  
 Brown, Nancy, Nancy S. Brown Marketing Research, (MN) p. 104  
 Brown, Robert, Matrix Research, Inc., (IL) p. 131  
 Brown, Sondra, Market Dynamics Research Group, Inc., (LA) p. 129  
 Browne, Sarah, Redmond Browne Research Group, (CA) p. 141  
 Bruce, Dennis, Mindset Creative Planning, Inc., (ON) p. 133  
 Brugaletta, Yolanda, Brugaletta & Associates, (IL) p. 106  
 Brunner, Arlene, Automotive Insight, Inc., (FL) p. 102  
 Bruyn, Steven, Foresight Research, (MI) p. 116  
 Buffalo, Donita, Buffalo Qualitative Research, LLC, (MD) p. 106  
 Buncher, Dr. Martin, ICM Inc.-Intercontinental Mktg. Invest., (CA) p. 121  
 Bunofsky, Terri, Bunofsky Research Group, Inc., (NY) p. 106  
 Burbrink, Amy, Market Inquiry LLC, (OH) p. 129  
 Burger, Karen, ATO Inc., (IL) p. 102  
 Burgess-Whitman, Nan, Doyle Research Associates, Inc., (IL) p. 113  
 Burke, Stephanie, Zwilling Research, (CA) p. 150  
 Burns, Julie, Seal Rock Research, (CA) p. 144  
 Burr, Robert, Burr Research, (WA) p. 106  
 Bustrum, Lance, Alternate Routes, Inc., (CA) p. 100

## C

Cabacungan, Ellen, CMI, (GA) p. 108  
 Cage, Chris, Indiana Research Service, Inc., (IN) p. 121  
 Cai, Emma, MBC Research Center, (NY) p. 132  
 Cain, Gerry, T.I.P. Research, Inc., (MO) p. 148  
 Campbell, Rom, Campbell-Communications, Inc., (NY) p. 106  
 Campbell, Ron, M Davis & Co., Inc., (PA) p. 111  
 Campbell, Ruth, Research In Marketing, Inc., (IL) p. 141  
 Campos, Rusty, Campos Research & Analysis, (CO) p. 106  
 Campos, Yvonne, Campos Market Research, Inc., (PA) p. 106  
 Canapary, Jon, Corey, Canapary & Galanis, (CA) p. 110  
 Cantu Helmstetler, Rebeca, Rebeca Cantu Helmstetler, (CO) p. 107  
 Cappel, Catherine, C.A. Cappel Associates, (OH) p. 107  
 Card, Kavita, Information Innovations, (MO) p. 122  
 Cares, Chris, Boulder Focus Center, (CO) p. 104

Carlin, Camille, Camille Carlin Qualitative Research, Inc., (NY) p. 107  
 Carter, Greg, Consumer Opinion Services, Inc. (Br.), (NV) p. 109  
 Carter, Greg, Consumer Opinion Services, Inc., (WA) p. 109  
 Carter, Greg, Consumer Opinion Services, Inc. (Br.), (WA) p. 109  
 Carter, Linda, Carter Market Research Services, (KY) p. 107  
 Carter, Susan, Susan Carter Focus Research, (CT) p. 107  
 Caruso, Nicole, HealthStream Research, (MD) p. 119  
 Cashmore, John, Market Resource Associates, Inc., (MN) p. 130  
 Castillo, Enrique F, Castillo & Associates, Inc., (CA) p. 107  
 Cerullo, Wayne, InSighting Ideas, (CA) p. 122  
 Chamberlain, Sharon, Chamberlain Rsrch Consultants, Inc., (WI) p. 107  
 Champion, Barbara, B. Champion Associates, Ltd., (IL) p. 102  
 Chander, Renuka, Research Technika, LLC, (VA) p. 142  
 Chardell, Emily, S F I, Ltd., (IL) p. 143  
 Chavez, Louis, dmr kyntec, (MO) p. 113  
 Cheng, Wanla, Asia Link Consulting Group, (NY) p. 101  
 Christiansen, Henning, Lamberts Cnslting GmbH, (Germany) p. 126  
 Ciletti, Dorene, Dorene Ciletti, (PA) p. 107  
 Ciobotaru Levitchi, Dana, AD Consulting, (Romania) p. 100  
 Clark, Bronwen, CMI, (GA) p. 108  
 Clawson-Couturier, Lisabeth, Las Vegas Field and Focus, (NV) p. 126  
 Clayton, Martin, Clayton Reed Associates, (UK) p. 108  
 Clowes, Rusty, The Clowes Partnership, (CT) p. 108  
 Cluff, Cynthia, Cluff, Inc. Market Research, (MO) p. 108  
 Cobbey, Robin, Cobbey & Associates Marketing Research, (NV) p. 108  
 Cohen, Allison, PeopleTalk Qualitative Research, (MA) p. 138  
 Cohen, Eric, BioVid, (NJ) p. 103  
 Cohen, Saul, Saul Cohen & Associates, Inc., (CT) p. 108  
 Colburn, Paul L., Colburn & Associates, Ltd., (NC) p. 108  
 Cole, John M., Isurus Market Research, (MA) p. 123  
 Cole, Katherine, MarkeTec, (NV) p. 130  
 Coleman Cohen, Judith, Discovery Research, (CA) p. 112  
 Combley, Michael, Stancombe Research & Planning, (Australia) p. 146  
 Conroy, Tara, Direct Feedback, Inc., (PA) p. 112  
 Cook, Harold W., William & Kaye, Inc, (MN) p. 150  
 Costello, Steve, Blue Sky Strategies, (CO) p. 104  
 Cotter, Dan, DMCCotter Research & Strategy, Inc., (MA) p. 112  
 Cotter, Dan, Suburban Focus Group - Boston, (MA) p. 147  
 Couzens, Carole, Q2 Market Research, (PA) p. 140  
 Cox, Douglas, Accurus Research Systems, (NC) p. 100  
 Cox, Nicole Ferrin, QualiVision, Inc., (IL) p. 140  
 Cox Roman, Cindy, WIT Consulting, LLC, (DC) p. 150  
 Cracium, Jean, Cracium Research Group, Inc., (AK) p. 110  
 Cracium, Jean, Cracium Research Group, Inc. (Br.), (WA) p. 110  
 Cracium, Jean, Cracium Research Group, Inc. (Br.), (DC) p. 110  
 Crane, Steve, Clarion Research, (NY) p. 107  
 Crawford, Kerry, Crawford Research, (PA) p. 110  
 Crump, Philip, Southwest Planning & Marketing, (NM) p. 145  
 Cuellar, Ruben, Hispanic Focus Unlimited, (TX) p. 120  
 Cunningham, Mark, Cunningham Research Associates, (TX) p. 111  
 Curtis, Gary, Moderator Solutions, LLC, (MN) p. 133  
 Curtiss-Davidoff, Amy, Market Voice Consulting, (IN) p. 130

---

## D

Dagar, Lynn, Spectrum Solutions Inc., (TX) p. 146  
 Dahn, Dick, Central Focus, (DE) p. 107  
 Dalisay, Cheryl A., Stellar Strategic Services, Inc., (IL) p. 146  
 Dalyan, Petek, Boyut Marketing Rsch & Consultancy, (Turkey) p. 104  
 Daniel, Joe, Daniel & Kehr Consulting, (GA) p. 111  
 Daniel, Steve, Daniel Research Group, (MA) p. 111  
 Daniels, Ahmad, Bravo Bi-lingual Services, (NC) p. 104  
 Darpino, Frances, Frances Darpino Consulting, (FL) p. 111  
 Daume, Ph.D., Hal, Inter-National Consulting Group, LLC, (NJ) p. 123  
 Davis, Adam, Davis, Hibbitts & Midghall, Inc., (OR) p. 111  
 Davis, Rebecca, Personal Opinion, Inc., (KY) p. 138  
 Dawe, William, Full Measure Research, Inc., (IL) p. 117  
 Dawkins, Michael, Morpace Inc., (MI) p. 134  
 Day, Rebecca, Kinzey & Day Qual. Market Research, (VA) p. 125  
 de Almeida, Augusto, LPM, (Brazil) p. 128  
 de la Garza, Edgardo, DLG Research & Marketing Solutions, (TX) p. 112  
 de la Garza, Elvia, DLG Research & Marketing Solutions, (TX) p. 112  
 De Poz, Tandi, LaVERDAD Marketing & Media, (OH) p. 126  
 Dean, Philip, Qessential Medical Market Research, LLC, (NH) p. 140  
 Deaton, Ph.D., William, ConStat, Inc., (CA) p. 108  
 Degner, Robert L., Marketing Professionals, Inc., (FL) p. 130  
 DeLevie, Sharon, DeLevie Group Research, (NY) p. 112  
 DeLuca, Melissa, Irwin Broh Research, (IL) p. 123  
 DeNance, Andrew, DeNance & Associates, (WA) p. 112  
 DeNicola, Nino, Dialogue Resource, Inc., (NC) p. 112

Denny, Ph.D., Rita, Practica Group, LLC, (IL) p. 139  
 Denton, Susan, LinguSearch, Inc., (PA) p. 127  
 DeReamer, Martha L., The Matrix Group, Inc., (KY) p. 131  
 Deslauriers, Kathleen, Contemporary Research Centre, (PQ) p. 109  
 Destin, Jennifer, CBA, (NY) p. 107  
 Desurvire, Heather, Behavioristics, Inc., (CA) p. 103  
 Deuterman, John, Corporate Research Center, Inc., (NC) p. 110  
 Devine, Katherine, kiskared, (MB) p. 125  
 Dezzutti, Lisa, Market Connections, Inc., (VA) p. 129  
 Di Paula, Adam, NRG Research Group, (BC) p. 136  
 Diamantopoulos, Lynn, Athena Research Group, (CA) p. 101  
 Dickerson, Sara, Sundberg-Ferar, Inc., (MI) p. 147  
 DiPilli, Elizabeth, Project X New York, (NY) p. 139  
 DiSciullo, Mary Jo, MJD Qualitative Research, (NJ) p. 133  
 Disher, Dave, Dave Disher, Qualitative Research, (OH) p. 111  
 Dixon, Ph.D., Lori M., Great Lakes Marketing Associates, (OH) p. 118  
 Dodek, Wendy, Insight Research & Training, (MA) p. 122  
 Dodge, Tony, Dodge Business Research Consulting, (MN) p. 113  
 Doherty, Mark, Chadwick Martin Bailey, Inc., (MA) p. 107  
 Dolobowsky, Reva, Dolobowsky Qualitative Services, Inc., (MA) p. 113  
 Dominowski, Peter, Market Trends Research, Inc., (CO) p. 130  
 Donnelly, Ph.D., Ted, Baltimore Research, (MD) p. 102  
 Donovan, Ph.D., Mike, Practica Group, LLC, (IL) p. 139  
 Doub, Jack, Jack R. Doub Co., (OH) p. 113  
 Doucet, Louise, TerraNova Market Strategies, Inc., (ON) p. 148  
 Dougherty, Vern, FOCUSED Marketing Research, Inc., (PA) p. 116  
 Dougherty, Vern, FOCUSED Marketing Research, Inc. (Br.), (WI) p. 116  
 Douglas, Bill, Envision Research, Inc., (GA) p. 114  
 Dowd Kollman, Colleen, Kollman Research Services, (MI) p. 126  
 Dowe, Melanie, Melanie Dowe Marketing Group, LLC, (WA) p. 113  
 Downs, Ph.D, Phillip, Kerr & Downs Research, (FL) p. 125  
 Doyle, Eileen, The Livingston Group for Marketing, Inc., (NH) p. 128  
 Doyle, Eileen, Panel Opinions, (MA) p. 137  
 Doyle, Mona, The Consumer Network, Inc., (PA) p. 108  
 Draho, Julie, Primary Insights, Inc., (IL) p. 139  
 Draper, John, DMS Research, (CA) p. 113  
 Dreyer, Gary A., InFocus Strategic Research Qualitative, (GA) p. 122  
 Dreyfuss, Phyllis, PSD Marketing Services, (MD) p. 139  
 Driver, William, Decision Drivers, (NY) p. 112  
 Drucker, Ilana, Mars Research, (FL) p. 131  
 Drutman, Lowell, Small Planet Research, (NY) p. 145  
 Duda, Dan F., CentralFocus, (PA) p. 107  
 Duda, Dan F., DecisionTrack, (PA) p. 112  
 Duperreault O'Connor, Barbara, O'Connor Research, (MA) p. 136

---

## E

Ebel, Christopher J., Ebel Marketing Group, (PA) p. 113  
 Eberhart, Lynette, Probe Market Research, Inc., (NY) p. 139  
 Eckstein, Tom, Arundel Street Consulting, Inc., (MN) p. 101  
 Efken, Christine, Doyle Research Associates, Inc., (IL) p. 113  
 Egel, Barbara, Primary Insights, Inc., (IL) p. 139  
 Ehmann, Laura, Chamberlain Research Consultants, Inc., (WI) p. 107  
 Eisenfeld, Bonnie, Bonnie W. Eisenfeld, (PA) p. 113  
 Eligar, Bharati, Cross-Tab Marketing Services, (India) p. 111  
 Elliott, Brandon, The Elliott Group Ltd., (FL) p. 114  
 Ely, Shannon, Centrac DC, LLC, (MD) p. 107  
 Engelken, Dale W., Genesis Marketing & Rsch of Des Moines, (IA) p. 117  
 Enns, Andrew, NRG Research Group, (MB) p. 136  
 Epp, Lois, Epp Consulting, (AB) p. 114  
 Eshelman, Ph.D., MaryAnne, Eshelman & Townsend, Ltd., (PA) p. 114  
 Essman, Denise, Essman/Research, (IA) p. 114  
 Everett, Chris, The Kensington Group, Inc., (IN) p. 125

---

## F

Fabian, Abbe, Weinman/Schnee, Inc., (NY) p. 149  
 Fader, Susan, Fader & Associates, (NY) p. 114  
 Falk, Thor, Falk Research Associates, Inc., (FL) p. 114  
 Falkenberg, Karen, Concept Catalysts, Inc., (GA) p. 108  
 Farmer, Tregg, InfoTek Research Group, Inc., (WA) p. 122  
 Farrell, Mike, Youthography Inc., (ON) p. 150  
 Fasching, Jean, JFK Market Research, (MN) p. 124  
 Fedoruk, Candace, Delta Media Inc., (ON) p. 112  
 Feehan, Ph.D., Mike, Observant, LLC, (MA) p. 136  
 Feldman, Richard, Feldman Research Lab, (NJ) p. 115  
 Ferguson, Bruce, Q2 Marketing Research, LLC, (OH) p. 140  
 Ferry, Jim, Boston Innovation Group (B.I.G.), (MA) p. 104  
 Fiaschetti, Scott, Northstar Research Partners, (NY) p. 136

Fichtner, Robert, The Dieringer Research Group, Inc., (WI) p. 112  
 Fiebelkorn, Markus, BERENT Deutschland GmbH, (Germany) p. 103  
 Fields, Joy Lynn, Joy Lynn Inc., (GA) p. 128  
 Fillion, Marianne, IFOP-North America, (ON) p. 121  
 Fine, Jeff, Insight Casino Research, LLC, (CT) p. 122  
 Finzel, Michelle, Maryland Marketing Source, Inc., (MD) p. 131  
 Fischer, Beth, The TCI Group, (MN) p. 148  
 Fischer, Jim, MotorBrains, Inc., (IL) p. 134  
 Fischer, Ph.D., Karen I., Fischer Research Assoc. Inc., (PA) p. 115  
 Fitzpatrick, Linda, Linda Fitzpatrick Research Svcs. Corp., (NY) p. 115  
 Flake, Karen, Market Strategies International (Br.), (AR) p. 130  
 Flament, Kathy, NAHB Research Center, (MD) p. 134  
 Flanz, Anne, Anne Flanz Custom Marketing Research, (IL) p. 115  
 Fleming, Fay, Fleming Communications, (TX) p. 115  
 Fletcher, Andrew, Andrew Fletcher Consulting Ltd., (New Zealand) p. 115  
 Fletcher, Shannon, Lighthouse Research and Development, (UT) p. 127  
 Flowers, Lisa, Lisa Flowers M.Ed. Market Research, (NJ) p. 115  
 Flynn, Mike, Flynn Consulting, (MO) p. 115  
 Foley, Diane, MBC Research Center, (NY) p. 132  
 Foley, Ph.D., Carol D., Foley Research, Inc., (WA) p. 116  
 Fong, Jim, Diagnostics Plus, Inc., (PA) p. 112  
 Ford-Hutchinson, Sally, S. Ford-Hutchinson: The Thinking Shop, (UK) p. 116  
 Forzley, Dr. Sheri, InterActive Solutions, (MI) p. 123  
 Foster, Barbara, Insights Worldwide Research, (CA) p. 122  
 Fox, John, John Fox Marketing Consulting, (OH) p. 116  
 Fraley, Diane S., D.S. Fraley Associates, (IL) p. 116  
 Franklin, Michael, Franklin Communications, (NJ) p. 116  
 Franz, Jennifer, JD Franz Research, Inc., (CA) p. 116  
 Freed, Becky, The Freed Vance Research Group, LLC, (VA) p. 116  
 Frengut, Ph.D., Renee H., eQualitativeResearch.com, (FL) p. 114  
 Frieden, Ph.D., Gary, Frieden Qualitative Services, (CA) p. 117  
 Friedman, Mara, Mara Friedman Strategic Rsch. & Planning, (CA) p. 117  
 Friedman, Robert, Fearless Branding, (CA) p. 114  
 Fudenberg, Gail, GRF Marketing, Ltd., (IL) p. 118  
 Fuller, Nancy, Marketrends, Inc., (VA) p. 131  
 Fuller, Steven J., InforMedix Marketing Research, Inc., (IL) p. 122  
 Funk, Francesca, Noetix Group, (TX) p. 135  
 Furmansky, Howard, Furmansky Associates, (CT) p. 117  
 Furst, Sidney C., Furst Analytic Center, Inc., (NY) p. 117  
 Fuson, Greg, Research Consulting Group, LLC, (TN) p. 141  
 Fyffe, Pamela, Fyffe and Co., (CA) p. 117

## G

Gabriel, Aline, Contemporary Research Centre, (PQ) p. 109  
 Gabriel, Richard, Decision Analysis, (CA) p. 111  
 Gadbois, Mary, Gadbois Research, (MI) p. 117  
 Gailey, Carol, C.L. Gailey Research, (CA) p. 106  
 Gaines, Janet, View-Finders Market Research, Inc., (NY) p. 149  
 Gallagher, Erin, IMR Research Group, Inc., (NC) p. 121  
 Galloway, J. Patrick, Galloway Research Services, (TX) p. 117  
 Garcia Fontana, Ph.D., Rose Marie, Garcia Fontana Research, (CA) p. 117  
 Gardner, Claire, Insights & Innovations, LLC, (OH) p. 122  
 Garma Zipper, Martha, M G Z Research, (IL) p. 128  
 Garner, Jennifer, Garner Insight, (CO) p. 117  
 Gartzman, Sue, Explorations, (IL) p. 114  
 Gassaway, Barbara, The Research Group, (MD) p. 141  
 Gaule, Karen, Morpace Inc., (MI) p. 134  
 Gay, Kendall, Kendall Gay Consulting, (FL) p. 125  
 Gediman, Lewis M., The Gediman Research Group, Inc., (CT) p. 117  
 Gehrett, Gretchen, G2 Marketing, (VA) p. 117  
 Gendel, Dr. Howard, Gendel Marketing Research Co., (NY) p. 117  
 Gentleman, Karen, Gentleman Associates, (IN) p. 117  
 Gersovitz, Pharm. D., Asta, MedProbe Inc., (MN) p. 132  
 Gervais, Lauren, DataProbe Research, (MB) p. 111  
 Gibson, Ed, Consumer Research Centre Ltd., (BC) p. 109  
 Gibson, Elvenya, CIBA Research & Consulting, LLC, (GA) p. 107  
 Gibson, Jessica, Consumer Research Centre Ltd., (BC) p. 109  
 Giggler, Dianne L., D.L. Giggler Marketing Research, (PA) p. 117  
 Gilbert, Daryl, Survey Center Focus, LLC, (IL) p. 147  
 Gingold, Elaine, Gingold Research, (MN) p. 117  
 Giniewicz, Linda, Qualitative Insights, (CA) p. 140  
 Giordano, Catherine, AnswerSearch, Inc., (FL) p. 101  
 Glantz, Dave, Rockbridge Associates, Inc., (VA) p. 143  
 Glassman, Nanci A., Continental Research Associates, Inc., (VA) p. 109  
 Godshall, Maureen, B & B Research Services, Inc., (OH) p. 102  
 Goetz, Kevin, OTX (Online Testing Exchange), (CA) p. 137  
 Gohier, Francois, Multi Reso, (PQ) p. 134  
 Gokbayrak, Burcak, GfK Turkey, (Turkey) p. 117  
 Goldberg, Hal, Qualitative & Quantitative Research, (CA) p. 140

Goldberg, Michael, Michael Goldberg Research Consultant, (NJ) p. 118  
 Goldberg, Vincent, Sachs Insights, (NY) p. 143  
 Goldberg, Ph.D., Mindy, Mindy Goldberg Associates, Inc., (NJ) p. 118  
 Goldfarb Liss, Pam, LitBrains - Igniting Ideas, (NY) p. 128  
 Goldman, Warren, Warren Goldman Associates, Inc., (NJ) p. 118  
 Goldstein, Fred, Goldstein/Krall Marketing Resources, Inc., (CT) p. 118  
 Goldstein, Lila, LG Research, LLC, (NJ) p. 127  
 Goldwasser, Jane, New Directions Consulting, Inc., (NY) p. 135  
 Goodchild, Jo-Ann, Doyle Research Associates, Inc., (IL) p. 113  
 Gordon, Gregory L., L.C. Williams & Associates, Inc., (IL) p. 150  
 Gordon, Howard L., GRFI, Ltd., (IL) p. 118  
 Gorelick, Dick, Gorelick & Associates, Inc., (PA) p. 118  
 Graeven, David, Trial Behavior Consulting, (CA) p. 148  
 Graff, Carol, Graff Group, (MN) p. 118  
 Grant, Ph.D., Bernadette, Grant & Associates, Inc., (AL) p. 118  
 Gray, Lisa, QRC Inc., (CA) p. 140  
 Greco, Marisa, Fine Research S.R.L., (Argentina) p. 115  
 Green, Michael, DMRA, (CA) p. 113  
 Green, Terry, Insights, Inc., (ON) p. 122  
 Greenberg, Dan, Norman Hecht Research, Inc., (NY) p. 119  
 Greenberg, Lynn, Lynn Greenberg Associates, (NY) p. 118  
 Greenfield, Andrew, Greenfield Consulting Group (Br.), (CT) p. 118  
 Gresser, Allyssa, KL Communications, Inc., (NJ) p. 125  
 Grieco, Joe, Grieco Research Group, Inc., (CA) p. 118  
 Gries, Stephanie, A Z G Research, (OH) p. 100  
 Grosky, Jodi, Survey Center Focus, LLC, (IL) p. 147  
 Gross, Joseph, Jefferson Davis Associates, Inc., (IA) p. 124  
 Grunert, Lee, Buffalo Survey & Research, Inc., (NY) p. 106  
 Gudelunas, Will, David Binder Research, (CA) p. 103  
 Guidry, Martha, The Rite Concept, (CT) p. 142  
 Guild, William, The Guild Group, Inc., (TX) p. 119  
 Guskey, Dr. Audrey, Dr. Audrey Guskey, Rsch. Consultant, (PA) p. 119  
 Gutenberg, Jeff, BRX Global Research Services, (NY) p. 106  
 Guttman, Manpreet, Synovate, (BC) p. 147  
 Guy, Janice, jgmrc Ltd., (UK) p. 124

## H

Haack, Trenton, Burke, Incorporated, (OH) p. 106  
 Habegger, Paul, ADVANTIS Research & Consulting, Inc., (MN) p. 100  
 Hale, Robert, Robert Hale & Associates, (CA) p. 119  
 Hall, Darla, Insight Counts, (TN) p. 122  
 Halverson, Nicky, HARPER, (IN) p. 119  
 Hamilton, Marcia, MEH Market Research, (AZ) p. 132  
 hammond, frances, the research house, (MI) p. 141  
 Hanna, Kati, Strategic Solutions, (NM) p. 147  
 Hannaford, William, Northwest Research Associates, (WI) p. 136  
 Hanson, Rob, LaVERDAD Marketing & Media, (OH) p. 126  
 Hardwich, Jerry, Jerry Hardwich & Associates, Inc., (FL) p. 124  
 Hardwick, Nancy, Hardwick Research, (WA) p. 119  
 Harman, Lester, Market Decisions Corporation, (OR) p. 129  
 Harmon, Kimberlie, Listen Research, Inc., (CA) p. 128  
 Harriau, Philip, The Caney Group LLC, (CT) p. 107  
 Harrington, Jon, Chamberlain Research Consultants, Inc., (WI) p. 107  
 Harrington, Polly, Decision Makers, Ltd., (FL) p. 112  
 Harris, Diane M., D.M. Harris Associates, (PA) p. 119  
 Harris, Dr. Leslie M., Mature Marketing & Research, L.L.C., (NJ) p. 132  
 Harris, J. Robert, JRH Marketing Services, Inc., (NY) p. 124  
 Harris, Jeanne, Focus Research, (CA) p. 116  
 Harris, Lloyd J., JRH Marketing Services, Inc., (NY) p. 124  
 Harris, Robert, Harris Marketing & Opinion Research, (RI) p. 119  
 Harwood, Kay, Harwood-Qualitative, LLC, (SC) p. 119  
 Hastings, Anne, ase, (Ireland) p. 101  
 Hawkins, John C., Hawkins & Associates, (CA) p. 119  
 Haynes, Jim, BRC Field & Focus Services, (AZ) p. 104  
 Hays, Ph.D., Robert D., Haysmar, Inc., (FL) p. 119  
 Hebert, Jim, Hebert Research, Inc., (WA) p. 119  
 Heilala, Don, Industrial Research Center, (PA) p. 122  
 Heimbach, Carolyn, Research Plus, Inc., (IL) p. 142  
 Hekeler, Rick, LIMRA International, (CT) p. 127  
 Henderson, Naomi, RIVA Training Institute, (MD) p. 142  
 Henderson, Naomi R., RIVA Market Research, (MD) p. 142  
 Henne, Jeff, The Henne Group, (CA) p. 119  
 Henne, Jeff, The Henne Group (Br.), (NY) p. 120  
 Héon, Elizabeth, Envision Marketing Research, (ON) p. 114  
 Herbert, Christopher J., The Insight Group Inc., (AZ) p. 122  
 Herman, Judith, Information & Strategy, (CA) p. 122  
 Hermanson, Lisa, SofoS Market Research Consulting, (WI) p. 145  
 Hernandez, Rafael, Hispanic Marketing Insights, LLC, (OH) p. 120  
 Herrera, Enrique, Herrera Communications, (CA) p. 120

## K

Hershberger, Tom, Cross Financial Group, (NE) p. 111  
 Heskes, Sjoerd, Heskes & Partners Qualitative Rsch., (Netherlands) p. 120  
 Hess, Holly, SNG Research Corporation, (MN) p. 145  
 Higginbotham, Donna, Northstar Medical Consultants, Inc., (IL) p. 136  
 Hilker, Walt, Hilker Research & Consulting, Inc., (GA) p. 120  
 Hill, Susan, SRH Group, (CA) p. 146  
 Hilland, Jonathan, MindWave Research, Inc., (TX) p. 133  
 Hodgson, Peter, Travel and Tourism Research, (UK) p. 148  
 Hoffenberg, Allan, Brand-Aid Consulting, (MA) p. 104  
 Hoffman, Judy, Profile Marketing Research, Inc., (FL) p. 139  
 Holbert, Sean, KL Communications, Inc., (NJ) p. 125  
 Holly, Kate, MAP Associates, Inc., (NJ) p. 129  
 Holt, Christine, C&R Research Services, Inc., (IL) p. 106  
 Homer, Ph.D., Leonard M., Leonard M. Homer, Ph.D., (MI) p. 120  
 Hon Ho, David Ying, Market Strategies Internationa, (Hong Kong) p. 130  
 Hooper, Anne R., 4C Research & Consulting, (NH) p. 116  
 Hooper, Peter, Guideline Boston, (MA) p. 118  
 Horowitz, Howard, Horowitz Associates, Inc., (NY) p. 120  
 Howard, Wayne, Wayne Howard & Associates, (CA) p. 121  
 Howell, David, The Howell Research Group, (CO) p. 121  
 Hoyle, Daniel, Research Options, Inc., (MA) p. 142  
 Hsieh, Daphne, Opinion Research Taiwan, (Taiwan) p. 137  
 Huaco Lang, Nancy, Cultural Horizons Inc., (MO) p. 111  
 Huberty, Tim, Huberty Marketing Research, (MN) p. 121  
 Hudson, Matt, Music Test America, (CO) p. 134  
 Hughes, Peter, Catalyst Group Design, (NY) p. 107  
 Hulslander, Gail, Southwest Planning & Marketing, (NM) p. 145  
 Hung, Andrew, Kangs & Associates (Asia Pacific), (Hong Kong) p. 125  
 Hunt, Ph.D., George, Practica Group, LLC, (IL) p. 139  
 Hunter, Dawn, The HSM Group, Ltd., (AZ) p. 121  
 Hunter, Eric, Russell Marketing Research, Inc., (NY) p. 143  
 Huotari, Marjut, IFOP-North America, (ON) p. 121  
 Hyde, Jeff, Ideas in Focus, (OH) p. 121

## I

Iles, Rob, Schwartz Consulting Partners, Inc., (FL) p. 144  
 Ingram, Jerry, Southeast Research, Inc., (AL) p. 145  
 Irvine, Ronald, Irvine Consulting, Inc., (IL) p. 123  
 Iseman, Diane, Diane Iseman & Associates, (OH) p. 123  
 Ishimoto, Norman P., Kiyomura-Ishimoto Associates, (CA) p. 125  
 Ivancin, Maria, Market Research Bureau, LLC, (DC) p. 129

## J

Jacobs, Lou, L & J Research, (CA) p. 126  
 Jacobs, Wayne, Jacobs Jenner & Kent, (MD) p. 123  
 Jacobs-Houk, Kathy, Market Insight, (FL) p. 129  
 Jaffe, Jessica, Sachs Insights, (NY) p. 143  
 Jager, Jim, Graham & Associates, Inc., (AL) p. 118  
 Jager, Jim, New South Research, (AL) p. 135  
 Janowitz, Paul, Sentient Services, (TX) p. 144  
 Jaye, Liz, Research Strategy Group Inc., (ON) p. 142  
 Jefferson, John, Jefferson & Associates, Inc., (OH) p. 124  
 Jennings, Charles, Avista Consulting Ltd., (UK) p. 102  
 Jennings, Roger, Mar-Quest Research, Inc., (MI) p. 131  
 Jensen, Charlotte, Hispanic Perspectives, (CA) p. 120  
 Jensen, Charlotte, Q & A Research, Inc., (CA) p. 140  
 Jessen, John, Momentum Market Intelligence, (OR) p. 133  
 Jiang, Huafu, Multicultural Solutions, Inc., (CA) p. 134  
 Jimenez, Andrea, YanHaas, (Colombia) p. 150  
 Johaneck, Carol, Johaneck & Associates, (MO) p. 124  
 Johnson, Bruce W., B. W. Johnson Marketing Research (UT) p. 124  
 Johnson, Greg, Strategic Business Research, Inc., (PA) p. 146  
 Johnson, Jan, Millennium Research, Inc., (MN) p. 133  
 Johnson, Jennifer, Lauer Johnson Research, Inc., (DC) p. 126  
 Johnson, Jerry, Cascade Strategies, Inc., (WA) p. 107  
 Johnson, Julie M., Research by Design, (OR) p. 141  
 Johnson, Laura, CMI, (GA) p. 108  
 Johnson, Murdoch, Agency 128, (MN) p. 100  
 Jolas, Philip, P & L Research, Inc., (CO) p. 137  
 Jones, Doug, Doug Jones Research, (GA) p. 124  
 Jones, Jenny, Southern Solutions, (TN) p. 145  
 Jones, Judi, J Jones Marketing Research, (CA) p. 123  
 Jones, Patricia, Dan Jones & Associates, Inc., (UT) p. 124  
 Jonielle, Denene, Zebra Strategies, (NY) p. 150

## L

Kaagan, Lawrence, Kaagan Research Associates, Inc., (NY) p. 124  
 Kahle, Ph.D., Bob, Kahle Research Solutions Inc., (MI) p. 124  
 Kains, Dave, Metroline Research Group, Inc., (ON) p. 132  
 Kains, Dave, Metroline Research Group, Inc., (ON) p. 132  
 Kakugawa, Wanda, Market Trends Pacific, Inc., (HI) p. 130  
 Kalinowski, Joseph J., Trilogy Associates, (MA) p. 148  
 Kanarek, Abby Ellison, Abby Ellison Research, (NY) p. 114  
 Kane, Steven, Baxter Strategies, (NY) p. 102  
 Kannenberg, Shannon, Discovery - National Qual. Network, (FL) p. 112  
 Karchner, Helen, Karchner Marketing Research, LLC, (PA) p. 125  
 Karchner, Mike, Karchner Marketing Research, LLC, (PA) p. 125  
 Karges, Karen, Solutions In Focus®, (MN) p. 145  
 Karubus, Patt, Primary Insights, Inc., (IL) p. 139  
 Kassamali, Almin, eStyle Marketing Services, Inc., (AB) p. 114  
 Katosh, John P., JPK Research, Inc., (VA) p. 124  
 Katz, Gerry, Applied Marketing Science, Inc., (MA) p. 101  
 Katz, Rita, R.H. Katz Consulting, (NY) p. 125  
 Kayton, Rodney, Schwartz Consulting Partners, Inc., (FL) p. 144  
 Kehr, Kathleen, Daniel & Kehr Consulting, (GA) p. 111  
 Keller, Mary Beth, Creative Waves, (NY) p. 110  
 Kelly, Jean, Marketing Solutions Corporation, (NJ) p. 130  
 Kelly, Lynn C., Marketing Leverage, Inc., (FL) p. 130  
 Kendall, Lynn, Cambridge Associates, Ltd., (TX) p. 106  
 Kendall, Walter, Cambridge Associates, Ltd., (TX) p. 106  
 Kerndt, Dick, RS Richmark Research Services, (IL) p. 143  
 Kerr, Carol D., Kerr Marketing Consulting, (KY) p. 125  
 Kessler, Ph.D., Sheila, Competitive Edge, (CA) p. 108  
 Kiefer, Joe, SIGMA: Research Management Group, (OH) p. 145  
 Kiemle, Fred W., The Kiemle Company, (SC) p. 125  
 Kimbell, Kevin, TKG Consulting, (CA) p. 148  
 King, Jim, Research International Canada, (ON) p. 141  
 King, Karen, Minkus & Associates, (PA) p. 133  
 Kinzey, Reyn, Kinzey & Day Qual. Market Research, (VA) p. 125  
 Kippen, Ph.D., Laura, InfoManiacs, (IL) p. 122  
 Kirby, Matt, bob's your uncle, (UK) p. 104  
 Kirby, Riley, IMR Research Group, Inc., (NC) p. 121  
 Kirmayer, Patricia, Housecalls, Inc., (NY) p. 120  
 Kirmayer, Patricia M., Patricia M. Kirmayer Qual. Market Rsch., (CT) p. 137  
 Klages, Claire, Research Data Services, Inc., (FL) p. 141  
 Klass, Richard, KCI Partners, (FL) p. 125  
 Klein, Ann, Any Small Town Market Research, (KS) p. 101  
 Klink, Brian, Strategic Business Solutions, Inc., (WI) p. 146  
 Kluttz, Sandra L., Strategic Learning & Knowledge, Inc., (NJ) p. 147  
 Knauff, James, LK Research, Inc., (IN) p. 128  
 Knight, Anne, Listen Research, Inc., (CA) p. 128  
 Kniola, Alan L., Midwest Marketing Research, (IN) p. 132  
 Knust, Sylvia, EyeTracking, Inc., (CA) p. 114  
 Koelzer, Tim, EquiBrand Consulting, (CA) p. 114  
 Koerner, Joseph A, The Qualis Company, (MO) p. 140  
 Kohlman, Kristine, Kohlman Atlee, (VA) p. 125  
 Korbelt, Dr. Susan, Core Research, (TX) p. 110  
 Kornheiser, Alan, Sophisticated Market Research, (NY) p. 145  
 Kornokovich, Ron, Copley Focus Centers, (MA) p. 110  
 Kornokovich, Ron, OPINIONation, (OH) p. 137  
 Korzeny, Felipe, Felipe Korzeny Research & Consulting, (FL) p. 126  
 Kothe, Beverly B., MarketWise, Inc., (NC) p. 131  
 Kozac, Ellen, Focus Suites of Philadelphia, (PA) p. 116  
 Kramer, Dale A., Kramer Research, LLC, (NJ) p. 126  
 Kramer, Wayne A., Internet Business Solutions, (IN) p. 123  
 Krarup, Hannes, The Insight Works, Inc., (NY) p. 122  
 Kravitz, Jack Steven, Windy City, (Brazil) p. 150  
 Kreimer, Dave, Next Step Consulting, (WA) p. 135  
 Kress, Charleen E., Kress & Associates, (MA) p. 126  
 Kroot, Louise, Louise Kroot Associates, (CA) p. 126  
 Kroupa, Gene, Gene Kroupa & Associates, Inc., (WI) p. 126  
 Kubba, Ed, Kubba Consultants, Inc., (IL) p. 126  
 Kuhagen, Ilka, IKM, (Germany) p. 121  
 Kurtz, Richard, Richard Kurtz & Associates, (NY) p. 126  
 Kuzawinski, Karla, Karlamar Associates, LLC, (NY) p. 125

Labatt Simon, Jaqueline, Exposition Research, (CT) p. 114  
 Lackow, Steve, RPM Consulting, (CA) p. 143  
 Ladd, Cheryl, Ladd Research Group, (OH) p. 126  
 Ladner, Robert, Ask Miami Research, (FL) p. 101  
 Lake, Jackie, SEEK, Inc., (KY) p. 144  
 Lambert, Susan, Shugoll Research, (MD) p. 144

Lamberts, Elizabeth, Lamberts Consulting GmbH, (Germany) p. 126  
 Lamey, Jo, JL Market Research, (MT) p. 124  
 Landers, Carol, Carol Landers, LLC, (TX) p. 126  
 Langer, Judy, Langer Qualitative LLC, (NY) p. 126  
 Langhorne, Deirdre, Langhorne Group, Inc., (VA) p. 126  
 Lartigue, Roberto, Lightshed Group, (CA) p. 127  
 LaScola, Linda, LaScola Qualitative Research, (DC) p. 126  
 Lau, Kris, Opinion Research Northwest, (WA) p. 136  
 Lau, Kris, Opinion Research Northwest, (ID) p. 136  
 Lauter, M.Ed., Shari, Maestra Executive Research Services, (OH) p. 128  
 Lavandier, Nury, Consumer Connection, Inc., (FL) p. 108  
 Lawrence, Duncan, Morpace Inc., (MI) p. 134  
 Lazar, Susan, The Lazar Group, (IL) p. 127  
 Lazarus, Carole, National Marketing Research of California, (CA) p. 135  
 Lechter Botero, Alida, New World Hispanic Research, (FL) p. 135  
 Lechter Rey, Adrian, New World Hispanic Research, (FL) p. 135  
 Leduc, Louise, Leduc Marketing, Strategy & Research Inc., (PQ) p. 127  
 Lee, Bonnie, QMark Research & Polling (Br.), (Guam) p. 140  
 Lee, Chris, MedQuery Research & Recruiting, (IL) p. 132  
 Lee, Dan, The NorthStar Group, (OK) p. 136  
 Lee, John, Focus Research & Marketing, (NE) p. 116  
 Lee, Vivian, CharColn Consulting Co., Ltd., (China) p. 107  
 Leech, Dr. Charles, ABM Research Ltd., (ON) p. 100  
 Leferman, Norm, Leferman Associates, Inc., (CT) p. 127  
 LeFevre, Adrienne, LeFevre Trial Consulting, (IL) p. 127  
 Lefowitz, Hal, Hal Lefkowitz & Company, (CA) p. 127  
 Legendre, Pierre, Legendre Lubawin Marketing, Inc., (PQ) p. 127  
 Lehman, Lisa, Holleran Consulting, (PA) p. 120  
 Leibel, Kevin, innovation Management, (NC) p. 122  
 Leichliter, Betsy, Leichliter Associates, LLC, (NY) p. 127  
 Leiman, Jim, Morpace Inc., (MI) p. 134  
 Lenny, Roxanne, Frank Lynn & Associates, Inc., (IL) p. 128  
 Lerek, Ellen, Qualitative Solutions, Inc., (Mexico) p. 140  
 Lerner, Ph.D., Judith, Judith Lerner, Consumer Insights for Mktg., (NY) p. 127  
 Letters, Robyn, Opinion Studies, (CA) p. 137  
 Levesque, Diane Y., New England Trial Consulting, (NH) p. 135  
 Levinson, Maya, Maya Levinson, Ph.D., (CA) p. 127  
 Levy, CPT, PMP, Judith, Performance Focus, (FL) p. 138  
 Levy, Ph.D., Doran J., Strategic Directions Group, Inc., (MN) p. 147  
 Lewis, J.J., Passenger & Shipping Institute, (FL) p. 137  
 Lewis, James, Lewis Consulting Inc., (NC) p. 127  
 Lewis, Steve, Development II, Inc., (CT) p. 112  
 Lewis, Ph.D., William F., Paragon Research LLC, (OH) p. 137  
 Lichtenstein, Ph.D., Meryl, Harris Gabel Associates, Inc. (Br.), (CA) p. 119  
 Liebling, Barry A., Liebling Associates Corp., (NY) p. 127  
 Linda, Gerry, Gerald Linda & Associates, (IL) p. 127  
 Lindberg, Ava, SunResearch, (CT) p. 147  
 Lindeman, Mari, Mari Hispanic Research & Field Services, (CA) p. 129  
 Lindemann, Carla, Issues and Answers Network, Inc., (VA) p. 123  
 Link, Louisa, Consumer Link, (CA) p. 108  
 Lipson, Ph.D., Joel, Joel W. Lipson, Ph.D., (WA) p. 127  
 Livingston, Dr. Sharon, The Livingston Group for Marketing, Inc., (NH) p. 128  
 Lobo, Melanie, Decision Analyst, Inc., (TX) p. 112  
 Lohs, Jan, Lohs Research Group, (IL) p. 128  
 Lomax, Delphyne, V & L Research & Consulting, Inc., (GA) p. 149  
 Longfellow, Dale, Cambridge Research, Inc., (MN) p. 106  
 Longo, Jim, Itracks, (SK) p. 123  
 Lopez, Ricardo A., Hispanic Research Inc., (NJ) p. 120  
 Lorenz, Dr. Alexander, Qualitest AG, (Switzerland) p. 140  
 Lovell, Mark, Mark R.C. Lovell Research Consultant, (PQ) p. 128  
 Lowe, Angie, Ask For Research, (UK) p. 101  
 Lubin, Paul, Informa Research Services, Inc. - Calabasas office, (CA) p. 122  
 Ludwigsen, Scott, Phoenix Marketing International, (NJ) p. 138  
 Lugo-Juan, Marisol, Lugojuan Integrated Communications, (PR) p. 128  
 Luther, Edna, Edna Luther & Associates, Inc., (MA) p. 128  
 Lutz, Thomas, Intelligent Horizons, Inc., (PA) p. 123  
 Lybrand, Bert, Market Decisions Corporation, (OR) p. 129  
 Lyons, Ph.D., Elaine M., Perceptive Market Research, Inc., (FL) p. 138  
 Lytle, Betsy, The Livingston Group for Marketing, Inc., (NH) p. 128

---

**M**

MacLeod, Julie, MacLeod Research Ltd., (UK) p. 128  
 Maddox, Grace, Grace E. Maddox Associates Inc., (ON) p. 128  
 Maguire, Laurie, Muse Consulting, Inc., (CA) p. 134  
 Maitland, Jennie, Maitland Goodman Consultancy Ltd., (UK) p. 129  
 Mandel, Candace, Market Insights, (MA) p. 129  
 Mandelbaum, Jack, Management Insight Technologies, Inc., (MA) p. 129  
 Manuel Solis, Ph.D., Victor, Acertiva, (Mexico) p. 100  
 Marcy, Cindy, Marcy & Partners, (CO) p. 129

Marder, Maxine, MWM Marketing Research and Consulting, (IL) p. 134  
 Mark Jessop, Kevin, Evolve Research, (OK) p. 114  
 Markenson, Steve, WB&A Market Research, (MD) p. 149  
 Markham, Sally, Markets in Motion, (GA) p. 131  
 Marks, Joan, Galli Research Services, (IL) p. 117  
 Marron Menendez, Anibal, MG Business Research Solutions, (Spain) p. 132  
 Marte, Shirley, Focus On Miami, (FL) p. 116  
 Marte, Shirley, Schwartz Consulting Partners, Inc., (FL) p. 144  
 Martin, Leslie, Sterling Research Group, Inc., (FL) p. 146  
 Martinez-Baco, Miguel, MRSI (Marketing Research Services, Inc.), (OH) p. 134  
 Mason, Rob, Bread & Butter Research & Planning, (Australia) p. 104  
 Massie, Michelle, Michelle Massie Marketing, Inc., (ON) p. 131  
 Mathison, G. Stewart, Mindscape, (WI) p. 133  
 Matijow, George, Medical Marketing Research, Inc., (NC) p. 132  
 Matousek, Terri, Matousek & Associates, Inc., (WI) p. 131  
 Matthews, Anne Elizabeth, Anne Matthews Market Research, (Australia) p. 131  
 Matthews, Jill, Bright Cactus, (TX) p. 104  
 Mattina, Chuck, Quixote Group, (NC) p. 140  
 Mayberry, Lynn M., Market Insight, Inc., (SC) p. 129  
 Mayher, Ron, Business Research Services, Inc., (OH) p. 106  
 Mayo, Marty, StarWorks, Inc., (MI) p. 146  
 Mazanec, Marcia, Marcia Mazanec Consulting, (MN) p. 132  
 McBride, Frank, Strategic Advantage, (NC) p. 146  
 McBride, Scott, Hollander Cohen & McBride, (MD) p. 120  
 McDonald, Jack, Morpace Inc., (MI) p. 134  
 McDonald, Lisa, Research Explorers, Inc., (IL) p. 141  
 McGinn, Frank, Creative Research Services, Inc., (GA) p. 110  
 McGinn, Frank, Creative Research Services, Inc. (Br.), (TX) p. 110  
 McGuinness, Peter, Issues and Answers Network, Inc., (VA) p. 123  
 McIlrath, Mary, C&R Research Services, Inc., (IL) p. 106  
 McIntyre, Cathy, Strategic Initiatives Inc., (BC) p. 147  
 Mckeithen, Tom, Healthcare Performance Consulting, Inc., (FL) p. 119  
 McLachlan, Elizabeth, Otivo, Inc., (CA) p. 137  
 McNamara, Debbie, Research Inc., (GA) p. 141  
 McNamara, Debbie, Research Inc., (SC) p. 141  
 Meloche, Daniel, Leger Marketing, (PQ) p. 127  
 Mendez-Sabre, Cristian, Improdir Marketing Rsch & Cnsltng, (TX) p. 121  
 Meneses, Walter E., Meneses Research & Associates, (CA) p. 132  
 Mezler, Colleen, Moore Research Services, Inc., (PA) p. 133  
 Michelson, Mark, The Marketing Workshop, Inc., (GA) p. 131  
 Michelson, Mark L., Michelson Marketing Solutions, (GA) p. 132  
 Mier y Teran Sheppard, Ina, I N A Research, (PA) p. 121  
 Mildner, Curtis, Market Decisions, LLC, (ME) p. 129  
 Miller, Barb, Walker Information FG Facility, (IN) p. 149  
 Miller, Pepper, The Hunter-Miller Group, Inc., (IL) p. 121  
 Miller, Richard, CPRResearch Baltimore (Br.), (MD) p. 110  
 Miller, Richard, CPRResearch of New York (Br.), (NJ) p. 110  
 Miller, Richard, CPRResearch Group, Inc., (MI) p. 110  
 Miller, Richard, CPRResearch Los Angeles (Br.), (CA) p. 110  
 Miller, Richard, CPRResearch Chicago (Br.), (IL) p. 110  
 Miller, Richard, CPRResearch Detroit (Br.), (MI) p. 110  
 Miller, Robert, Cooper Research, Inc., (OH) p. 110  
 Minchow, Don, Inquire Market Research, Inc., (CA) p. 122  
 Miraglia, Mindy, Mindseye Consultative Services, LLC, (AZ) p. 133  
 Miskovic, Darlene K., Miskovic Research & Consulting, (IL) p. 133  
 Mockler, Andrew, Consumer Studio, (NY) p. 109  
 Moder, Michael J., Moder Research & Communications, Inc., (CA) p. 133  
 Mokofer, Peter, Spectrum Research, (NJ) p. 146  
 Molloy, Peggy, Molloy Marketing Services, (MD) p. 133  
 Monks, Sarah, IMR Research Group, Inc., (NC) p. 121  
 Montgomery, Ph.D., Charles L., Pioneer Marketing Research, (GA) p. 138  
 Moore, Jack, Moore & Associates, Inc., (MI) p. 133  
 Moorehouse, Dean, Strategic Research Associates, (WA) p. 147  
 Moosbrugger, Mary C., Moosbrugger Marketing Research, (SC) p. 133  
 Morehead, Joanna, Fieldwork, (CA) p. 115  
 Morgan, Alice, Alice Morgan Research, (MI) p. 133  
 Morgan, Don, GMA Research Corp., (WA) p. 118  
 Morich, Don, Consumer and Professional Research, Inc. (CPR), (IL) p. 108  
 Morris, Allison, Hispanic Perspectives, (CA) p. 120  
 Morrison, Dan, Daniel Jay Morrison & Associates, Inc., (NJ) p. 134  
 Morrison, David A., TWENTYSOMETHING INC., (PA) p. 149  
 Morrison, Richena, Morrison & Morrison, Ltd., (KY) p. 134  
 Morrissey, Scott, Ideas in Focus, (OH) p. 121  
 Motz, Eulee, Mountain Insight, Inc., (CO) p. 134  
 Mound, Marie, Research & Polling, Inc., (NM) p. 141  
 Moylan, Kara, Morpace Inc., (MI) p. 134  
 Mueller, Frank, Mueller Market Insight, (Germany) p. 134  
 Mulder, Ronald, Minnesota Opinion Research, (MN) p. 133  
 Mullock, Pam, PM Market Research LLC, (WI) p. 138  
 Mundo, Lucy, Essential Resources, LLC, (NJ) p. 114



Munson, Karen, Research Solutions, Inc., (WI) p. 142  
 Murphy, Bernadette, Murphy Moderating, LLC, (NC) p. 134  
 Murphy, Kathleen, Turtle Bay Institute, Inc., (NJ) p. 149  
 Murphy, Keith, Lollipop Research, (NJ) p. 128  
 Murphy, Patrick O., Pan Atlantic SMS Group, (ME) p. 137  
 Murphy, Tom, Murphy Research Services, (MN) p. 134  
 Murphy, Ph.D., James P., J.P. Murphy & Company, (NJ) p. 134  
 Myers, R. Kelly, RKM Research and Communications, Inc., (NH) p. 142

---

## N

Nagle, Barb, Marketscape Research & Consulting, (CA) p. 131  
 Napier, Todd, Parker Marketing Research, LLC, (OH) p. 137  
 Nassar, Susan, ENERGIISTICS, (NC) p. 114  
 Neal, Rachelle S., Capitol Research Services, Inc., (MI) p. 107  
 Nehring, Nicole, The Livingston Group for Marketing, Inc., (NH) p. 128  
 Nelson, Amy, LinguiSearch, Inc., (PA) p. 127  
 Nelson, Ronald G., Nelson Research, Inc., (NY) p. 135  
 Nerren, Jackie, Marketing & Research Counsel, (TN) p. 130  
 Nerz, David, MLN Research Ltd., (NC) p. 133  
 Neveril, Tom, Storybrand Consulting, (CA) p. 146  
 Newman, Felicia, Newman Marketing Research, (PA) p. 135  
 Newman, Jan, The Newman Group, Ltd., (CA) p. 135  
 Ng, Joyce, Springboard Marketing Research & Consulting, (CA) p. 146  
 Nguyen, Thanh Van, Close Connection to Consumers, (Vietnam) p. 108  
 Nichols, Aaron, Nichols Research - Fremont, (CA) p. 135  
 Nichols, Aaron, Nichols Research - Concord, (CA) p. 135  
 Nichols, Aaron, Nichols Research - San Francisco, (CA) p. 135  
 Nichols, Aaron, Nichols Research - Sunnysvale, (CA) p. 135  
 Nichols, Mimi, Nichols Research - San Francisco, (CA) p. 135  
 Nichols, Teresa, Conundrum Qualitative Research, (KS) p. 110  
 Nick, Mary, Nick Marketing Research, (MN) p. 135  
 Niederluecke, Mark, The Axiom Group, Inc., (MN) p. 102  
 Nitta, Clyde, Oklahoma Market Research, (OK) p. 136  
 Noedel, Larry, Noedel Marketing Research, (WA) p. 135  
 Noriega, Beatriz, Focus Latino, (TX) p. 116  
 Norris, Peter, Norris Consulting, (WA) p. 135  
 Norton, Nancy, N2 Qualitative Marketing Research, (NJ) p. 134  
 Novak, Deanna, Kendall Gay Consulting, (FL) p. 125  
 Novak, Greg, Novak Marketing Inc., (NY) p. 136  
 Nunez, Kirsty D., Focus Research, Inc., (LA) p. 116  
 Nye, Dick, The Looking Glass Group, (TN) p. 128

---

## O

Oakes, Melissa, JRA: Custom Research, (PA) p. 124  
 Oakleaf, Ph.D., Ernest, Opinion Research Associates, (AR) p. 136  
 O'Connell, Amy, Shugoll Research, (MD) p. 144  
 Odesky, Stan, Stanford H. Odesky and Associates, (OH) p. 136  
 O'Donnell, Tom, Reiman O'Donnell Limited, (UK) p. 141  
 O'Donnell Psy.D., William J., O'Donnell Consulting, (PA) p. 136  
 Ogiba, Edward F., Group EFO Limited, (FL) p. 118  
 Oilar, Mike, Market Decisions Corporation, (OR) p. 129  
 O'Keefe, Carolyn, Market Quest Research Group Inc., (NF) p. 129  
 Okrent, Diane, DO Research, (NY) p. 113  
 Olson, Christy, Compass Qualitative Research, Inc., (AR) p. 108  
 O'Neil, Patty, O'Neil Marketing Insights, (MN) p. 136  
 O'Neil, Ph.D., Michael J., O'Neil Associates, Inc., (AZ) p. 136  
 O'Neill, Holly M., Talking Business, (CA) p. 148  
 O'Neill, Patrick, O'Neill & Associates, (MN) p. 136  
 Oppenheim, Anneliese, Oppenheim Research, (FL) p. 137  
 Oromaner, Daniel, The Qualitative Difference Inc, (AZ) p. 140  
 Orsino, Don, Orsino Marketing Research, (CA) p. 137  
 Ottenfeld, Marshall, Mid-America Research, (IL) p. 132  
 Owen, Brian E., NRG Research Group, (AB) p. 136

---

## P

Padilla, Belkist E., Insights Marketing Group, Inc., (FL) p. 122  
 Palma, Terri, Palma Companies, (CA) p. 137  
 Pantoja, Miguel, Creative Consumer Research, (TX) p. 110  
 Park, Hazel, Kangs & Associates (Korea) Ltd., (South Korea) p. 125  
 Parkerson, Elaine, Primary Insights, Inc., (IL) p. 139  
 Partner, James, Research For Management, Inc., (PA) p. 141  
 Patton, Paris, Sachs Insights, (NY) p. 143  
 Pawlowski, Greg, Roadmap Market Research, (MI) p. 142  
 Paxhia, Emily, Sachs Insights, (NY) p. 143  
 Pearlmuter, Lisa Douglass, Douglass Results, (CA) p. 113  
 Pearson, Adrian, Pearson Research Associates, (CA) p. 137

Pellegrini, Bob, RJ Research, (CA) p. 142  
 Pepe, Jane, Jane M. Pepe Research, (CA) p. 123  
 Percy, Adrian E., Percy & Company Research, (LA) p. 138  
 Perea, Patricia, PereaSearch, (TX) p. 138  
 Perez, Ph.D., Raul, Utilis Hispanic Research, (NY) p. 149  
 Perkins, Sam, S I S International Research, Inc., (NY) p. 143  
 Peruzzi, Ph.D., Nico, Outsource Research Consulting, (CA) p. 137  
 Peterson, George, AutoPacific, Inc., (CA) p. 102  
 Peterson, Karen, Davidson-Peterson Associates, (ME) p. 111  
 Peterson, Karen, Digital Research, Inc., (ME) p. 112  
 Petruccio, JoAnn, The Petruccio Consultants, (MO) p. 138  
 Pflueger, Lisa, MarketVibes, Inc., (IN) p. 131  
 Pino, Warren, Hispanic Perspectives, (CA) p. 120  
 Pino, Warren, Q & A Research, Inc., (CA) p. 140  
 Pinsky, Laura, Connected Inc., (CT) p. 108  
 Plessner, Mila, MBC Research Center, (NY) p. 132  
 Pluta, MD., Timothy, Vedanta Research, (NC) p. 149  
 Polito, Janelle, The Marketing Workshop, Inc., (GA) p. 131  
 Ponaman, Bonnie, Facts 'n Figures, (CA) p. 114  
 Ponaman, Bonnie, Health Care Testing, Inc., (CA) p. 119  
 Pons, Gretchen, Strata Research, (CA) p. 146  
 Pope, Louise O., Pope Qualitative Research, Inc., (MN) p. 138  
 Pope, Tonya, Zebra Strategies, (NY) p. 150  
 Popp, Kathy, ConsumerSpeak, (OH) p. 109  
 Porter, Dr. Lana E., Lana Porter Group, (BC) p. 126  
 Portnoy, Eli, The Portnoy Group, (FL) p. 138  
 Poster, Bruce, Southwest Planning & Marketing, (NM) p. 145  
 Power, Debra, Power Marketing, (MI) p. 138  
 Powers, Beth, Consumer Power, (OH) p. 109  
 Powers, Bob, COMPASS Consulting Group, Inc., (RI) p. 108  
 Powers, Cheryl, The Research Edge, LLC, (MN) p. 141  
 Pranses, Terrence J., Pranses Research Services, (NJ) p. 139  
 Pratt, Arthur, Creative Consumer Research, (TX) p. 110  
 Pratzel, Mike, The Hiebing Group, (WI) p. 120  
 Prince, Carla T., Decision Information Resources, (TX) p. 112  
 Prince, Dan, Prince Market Research, (TN) p. 139

---

## Q

Quarles, Ph.D., Rebecca, QSA Integrated Research Solutions, (VA) p. 140  
 Quick, Mary Lea, MRK Research, (KY) p. 134  
 Quigley, Gloria, Cue Brand Consulting, (IL) p. 111  
 Quinn Olsen, Maureen, M.Q. Olsen Marketing Research, (IL) p. 136

---

## R

Rabin, Julie, First Insights, (NY) p. 115  
 Raith, Cheryl, Customer Connections, (FL) p. 111  
 Rand, Lee, Rand Research Corporation, (ON) p. 141  
 Raphael, Joel, The Livingston Group for Marketing, Inc., (NH) p. 128  
 Raphael, Joel, Viewpower, Inc., (NY) p. 149  
 Rapoport, Gail, Rapsessions, Inc., (IL) p. 141  
 Rassbach, Herb, HDR Group, (PA) p. 119  
 Rathjen, Greg, Marketecture, (GA) p. 130  
 Raviv Carmi, Dafna, Brandman Institute, (Israel) p. 104  
 Ray Alt, Sharon, Boomer Groups, (IL) p. 104  
 Reale, Susan, REALeResearch, (CA) p. 141  
 Reed, Ph.D., Michael L., Vedanta Research, (NC) p. 149  
 Reek, Peter, Sensus Research, Inc., (BC) p. 144  
 Reid, Michael, Minter & Reid, (CO) p. 133  
 Reilly, Sheila, Reilly Group, (RI) p. 141  
 Reish, Joel, Next Level Research, (GA) p. 135  
 Relihan, Robert J., C&R Research Services, Inc., (IL) p. 106  
 Rellis, Carey, Good Karma Consulting, Inc., (MD) p. 118  
 Restrepo, Jorge, Eureka Facts, LLC, (MD) p. 114  
 Reyes, Adrian, Adrian Information Strategies (AIS), (TX) p. 100  
 Rhodes, Stephen, R T S Marketing & Research Services, (NY) p. 140  
 Rich, David, The Research & Planning Group, (MO) p. 141  
 Richter, Laurie, Consumer Voice, (IL) p. 109  
 Rickman, Leonard, Rickman Research & Communications, (MD) p. 142  
 Ried, Rhonda, Cornerstone Research & Marketing, Inc., (NY) p. 110  
 Ried, Rhonda, Ruth Diamond Market Research, (NY) p. 112  
 Riedl, Peter, ISM Global Dynamics, (Germany) p. 123  
 Rieger, Liliiana C., Rieger Research Inc., (CA) p. 142  
 Riegner, Cate, Media-Screen, LLC, (CA) p. 132  
 Riera, Nuria, Horowitz Associates, Inc., (NY) p. 120  
 Riesenbach, Larry, Lawrence Research Associates, (CA) p. 126  
 Riester, John, Discovery Works, Inc., (OH) p. 112  
 Rigney, John, Rigney & Associates, (CA) p. 142

Riley, Mike, Riley Research Associates, (OR) p. 142  
 Rincon, Dr. Edward T., Rincon & Associates, (TX) p. 142  
 Ringo, Sally, Sally Ringo Research, (GA) p. 142  
 Rinker, C. Dirk, Campbell Rinker, (CA) p. 106  
 Ritblatt, Stephanie, Smarty Pants®, (TN) p. 145  
 Riveria, Ana, Moderators Etc., (FL) p. 133  
 Rix, Jeremy, Metro Research Ltd., (UK) p. 132  
 Robbins, Carole J., ActiveFOCUS, (PA) p. 100  
 Roberts, Rona, Roberts & Kay, Inc., (KY) p. 142  
 Roberts, Ph.D., Dave, Roberts Communications, (TX) p. 142  
 Robeson, Kristen, JRA: Custom Research, (PA) p. 124  
 Robinson, Bill, Robinson Research, (WA) p. 143  
 Robinson, Cherlyn, C R Market Surveys, Inc., (IL) p. 106  
 Rodriguez, Brendaly, BR Consulting & Associates, LLC, (FL) p. 104  
 Rodriguez, Lili, Rabid Research & Strategic Planning, (CT) p. 141  
 Rodriguez, Otto J., Hispanic Research Inc., (NJ) p. 120  
 Rogers, J. Scott, Margaret Ann's Research, (GA) p. 129  
 Rogers, Pamela, Pamela Rogers Research, (CO) p. 137  
 Roller, Margaret R., Roller Marketing Research, (VA) p. 143  
 Romero, Rosemary, Southwest Planning & Marketing, (NM) p. 145  
 Rose, Kathi, Blackstone Group, (IL) p. 103  
 Rose, Mardi, Sachs Insights, (NY) p. 143  
 Rosenthal, Barbara, Rosenthal Qualitative Research, (DC) p. 143  
 Rosenthal, Elissa, Elissa Rosenthal, (MA) p. 143  
 Rossnagel, Dr. Christian, Opus Moderandi, (Germany) p. 137  
 Roth, Jay, J.L. Roth & Associates, Inc., (FL) p. 123  
 Rubin, Larry, Lawrence Rubin Associates, Inc., (CA) p. 126  
 Rudman, Gary, GTR Consulting, (CA) p. 118  
 Rudolph, Marie, Spectrum Discovery Center, (NJ) p. 146  
 Rugen, Ph.D., Barbara, Audience Impact Research, (OH) p. 102  
 Ruh, Janice, MarketWise, Inc., (OK) p. 131  
 Rule, Paul, Marquest Research, (NC) p. 131  
 Rulli, James P., RULLI RESEARCH, LLC, (OH) p. 143  
 Runza, Francesca, Consumer Link, (CA) p. 108  
 Rutter, Ph.D., Robert S., Customer Insights Research, Inc., (NC) p. 111

## S

Sabena, Patricia, Sabena Qualitative Research Services, (CT) p. 143  
 Sabena Feagin, Nicole, Sabena Qualitative Research Services, (CT) p. 143  
 Sachs, Tammy, Sachs Insights, (NY) p. 143  
 Sall, Jeni, Genesis Research Associates, (CA) p. 117  
 Sanchez-Volny, Jacqueline, Multicultural Insights, Inc., (FL) p. 134  
 Sandin, Neal, S I S International Research, Inc., (NY) p. 143  
 Sando, Ruth, Sando and Associates, (DC) p. 143  
 Santucci, Ms. Federica, RQ - Ricerche Qualitative, (Italy) p. 143  
 Saperstein, Ph.D., Martin D., Saperstein Associates, Inc., (OH) p. 144  
 Saquet, Dr. Jeannette, Business Research Group, (MI) p. 106  
 Sauer, Jim, Strategic Performance Group, LLC, (MN) p. 147  
 Saurage-Altenloh, Susan, Saurage Research, Inc., (TX) p. 144  
 Schade, Jenny, JRS Consulting, Inc., (IL) p. 124  
 Schaefer, Ellen V., Group Works, (CA) p. 118  
 Schaeter, Marjorie, Beyond, Inc., (AZ) p. 103  
 Schellenberg, David, LinguiSearch, Inc., (PA) p. 127  
 Schmidt, Carole, Doyle Research Associates, Inc., (IL) p. 113  
 Schneider, Jonathan, Square One Research, (FL) p. 146  
 Schneller, Paul, Paul Schneller Qualitative LLC, (NY) p. 144  
 Scholl, Richard, Scholl Market Research, Inc., (PA) p. 144  
 Schorr, Doug, Schorr Creative Solutions, Inc., (CA) p. 144  
 Schrage, Andrea, MCC Qualitative Consulting, (NJ) p. 132  
 Schrage, Manny, MCC Qualitative Consulting, (NJ) p. 132  
 Schrans, Tracy, Focal Research Consultants Ltd., (NS) p. 115  
 Schreiber, Theresa, Survey Center Focus, LLC, (IL) p. 147  
 Schroer, William J., WJ Schroer Company, (MI) p. 150  
 Schurtz, Joseph, Perception Research Services, Inc., (NJ) p. 138  
 Schwartz, Adele, Focus Inn™, (NJ) p. 115  
 Schwartz, Elliot, Hase/Schannen Rsch Associates, Inc. (HSR), (NJ) p. 119  
 Schwarz, Larry, Creative Marketing Solutions, Inc., (PA) p. 110  
 Scott, Rhonda, RMS Communications and Research Inc., (CA) p. 142  
 Sears, James M., James M. Sears Associates, (NC) p. 144  
 Segal, Horacio, Planet Latino Market Intelligence, Inc., (FL) p. 138  
 Segersin, Linda, The Martec Group - Green Bay, (WI) p. 131  
 Seidler, Sharon, C&R Research Services, Inc., (IL) p. 106  
 Seiler, Ph.D., Marilyn, Seiler Associates, (NY) p. 144  
 Sellers, Ron, Ellison Research, (AZ) p. 114  
 Selya, Paul S., Selya Associates, (PA) p. 144  
 Selz, Ph.D., Marcia, Marketing Matrix International, Inc., (CA) p. 130  
 Semack, Susan, Morpace Inc., (MI) p. 134  
 Seratti, Ph.D., Karen, Seratti Group, (CA) p. 144  
 Shapard, Bill, Shapard Research, (OK) p. 144

Sharma, Raj, Majestic Market Rsch Support Services Ltd., (India) p. 129  
 Sharp, Bill, Market Research Dallas, (TX) p. 129  
 Sharpe, Irwin P., Irwin P. Sharpe & Associates, (NJ) p. 144  
 Sharpe, Peter A., Irwin P. Sharpe & Associates, (NJ) p. 144  
 Shaw, Ron, Shaw Marketing Partners, Inc., (IN) p. 144  
 Shaylor, Julie, MindSearch, (MA) p. 133  
 Sheehan, Peggy, The Marketing Workshop, Inc., (GA) p. 131  
 Shen, Ty, Shen Research Organization, (MA) p. 144  
 Sherbs, Betty, Hollander Cohen & McBride, (MD) p. 120  
 Sherman, Jason, Whyze Group, Inc., (OH) p. 149  
 Shields, Amy, Nichols Research - Fresno, (CA) p. 135  
 Shields Kann, Christine, CSK Marketing Inc., (WI) p. 111  
 Shrader Bos, Glenda, Harker Research, (NC) p. 119  
 Shugoll, Mark, Shugoll Research, (MD) p. 144  
 Shugoll, Merrill, Shugoll Research, (MD) p. 144  
 Siegel, Gary, GSO Research, (IL) p. 118  
 Siegfried, Donna, Fundamental Research Group, Inc., (PA) p. 117  
 Siegfried, Donna, Fundamental Research Group, Inc. (Br.), (GA) p. 117  
 Silver, Robert M., Silver Strategies, (MO) p. 145  
 Simon, Dr. Murray, D/R/S HealthCare Consultants, (NC) p. 111  
 Sims Page, Diane, Diane Sims Page, Leapfrog Associates, (MN) p. 145  
 Singth, Brian F., ZINC Research, (AB) p. 150  
 Sinnard, Chris, Pragmatic Research, Inc., (MO) p. 139  
 Sion, Cherie, Sion Research Assoc. Inc., (CA) p. 145  
 Sistrunk, Ellyn, Gene Kroupa & Associates, Inc., (WI) p. 126  
 Skinner, Michael, JRA: Custom Research, (PA) p. 124  
 Sklaire, Dan, Systems Research Corp., (NJ) p. 148  
 Sloan, Casey, C&R Research Services, Inc., (IL) p. 106  
 Sloan, George, Customer Strategy Consulting, (CA) p. 111  
 Small, Liz, Small Insights, Inc., (IL) p. 145  
 Smith, Alexa, The Research Department, (NY) p. 141  
 Smith, Dr. Burt, Executive Marketing Information (EMI), (OK) p. 114  
 Smith, Joan, Smith-Dahmer Associates, (MI) p. 145  
 Smith, Larry, Smith Market Research, (KY) p. 145  
 Smith, Leigh, Focus Research Now, LLC, (CT) p. 116  
 Smith, Mary Ann, Marketry, Inc., (AL) p. 131  
 Smith, Matthew, Survey Center Focus, LLC, (IL) p. 147  
 Snell, Joyce, Snell Associates, Inc., (CA) p. 145  
 Snyder, Greg, Unisearch Partners, (MI) p. 149  
 Sokolow, Hal, Applied Behavioral Dynamics, (NJ) p. 101  
 Solomon, Mary Beth, Solomon Solutions, (NJ) p. 145  
 Song, Ph.D., Dr. Anna, Anderson Analytics, LLC, (CT) p. 100  
 Souweine, Candace H., C.H. Souweine Associates, (MN) p. 106  
 Spanier, Jim, James Spanier Research, (NY) p. 146  
 Spaulding, Greg, Spaulding & Associates, (CA) p. 146  
 Spencer, Diane, Distinctive Marketing, Inc., (NJ) p. 112  
 Spenser, David, Direct Dialogue, (UK) p. 112  
 Spier, Daisy, Spier Research Group, (NY) p. 146  
 Stackpole, Irving, Stackpole & Associates Inc., (MA) p. 146  
 Stanat, Ruth, S I S International Research, Inc., (NY) p. 143  
 Stander, David, Stander Research Associates, Inc., (MI) p. 146  
 Stark, Ph.D., Dr. Evan, Message Science Inc., (NY) p. 132  
 Steffen, Ph.D., Valerie J., Strategic Intelligence, Inc., (ID) p. 147  
 Steigerwald, Kurt, MarketVision Research® (Br.), (OH) p. 131  
 Stein, Jaime, Northstar Research Partners U.S.A., LLC, (MA) p. 136  
 Steinmetz, Allan, Inward Strategic Consulting, (MA) p. 123  
 Sterling, APR, Terri H., Sterling Communications, (TN) p. 146  
 Stevens, Bob, Health Centric Marketing Services, (NC) p. 119  
 Stewart, Sue, Consumer Focus LLC, (TX) p. 108  
 Stock, Richard, Business Research Group, (OH) p. 106  
 Storry, Grant, Synovate New Zealand-Auckland, (New Zealand) p. 147  
 Stover, Christy M., Strategic Eye, Inc., (PA) p. 147  
 Stowe, Marshall, Martin + Stowe, Inc., (CA) p. 131  
 Strau, Gail, GKS Consulting LLC, (IL) p. 118  
 Straus, Roger A., Roger A. Straus, (OR) p. 147  
 Strong-Tidman, Ginger, Moore & Symons, Inc., (GA) p. 133  
 Sundel, Ph.D., Harvey H., Sundel Research, Inc., (CO) p. 147  
 Sunderland, Ph.D., Patti, Practica Group, LLC, (IL) p. 139  
 Sundin, Rosemary, Orman Guidance Research®, Inc., (MN) p. 137  
 Surovcik, Diane, Marketing Solutions Corporation, (PA) p. 130  
 Swatek, Eric, Kendall Gay Consulting, (FL) p. 125  
 Sweeney, Katie, Outside In Strategies, Inc., (NY) p. 137  
 Sweeney, Timm, SIL Group, (FL) p. 145  
 Sweet, Casey, Quesst Qualitative Research, (NJ) p. 140  
 Sweet, Susan, Doyle Research Associates, Inc., (IL) p. 113  
 Swenson, Vickey, MARDEC, Inc. Medical Marketing Rsch, (CO) p. 129  
 Szyzkiewicz, Regina, Ten People Talking, (WA) p. 148

## T

Taglione, Donna, Morpace Inc., (MI) p. 134  
 Talbott, Gene, Research Strategies, Inc., (AL) p. 142  
 Tallal, Scott, Insite Media Research, (CA) p. 122  
 Talley, Rick, Talley Research Group, (CA) p. 148  
 Taraschi, Bob, Milestone, (MA) p. 132  
 Taylor, Lon, First Insights, (NY) p. 115  
 Taylor, Tim, Morpace Inc., (MI) p. 134  
 Tema-Lyn, Laurie, Practical Imagination Enterprises, (NJ) p. 139  
 Teplitz, Paul, Research Boston Corp., (MA) p. 141  
 Tettenhorst, Sharon, LT Inc., (MO) p. 128  
 Teweles, Tracy, Tracy & Co Market Rsch & Idea Generation, (IL) p. 148  
 Thibault, Andrew, EMC Research, (WA) p. 114  
 Thistle, Floree, Thistle Research Consulting, (ON) p. 148  
 Thomas, Andrea, National Service Research, (TX) p. 135  
 Thomas, Helen I., H.I. Thomas Consulting Group, (OH) p. 148  
 Thomas, Jerry W., Decision Analyst, Inc., (TX) p. 112  
 Thompson, Terrence N., Thompson Information Services, (FL) p. 148  
 Thornhill, Susan J., Thornhill Associates, (CA) p. 148  
 Thrane, Gary, Analytic Insight, Inc., (IL) p. 100  
 Thul, Tom, Directions Research Corp., (IA) p. 112  
 Thurston, Stephen, The NorthMark Group, (NH) p. 136  
 Tincknell, Bruce, Just The Facts, Inc., (IL) p. 124  
 Tobias, Lawrence, LexPark Studio, (NY) p. 127  
 Tobias, Lawrence D., PharmaNexus, Inc., (NJ) p. 138  
 Tobias, Ron, Marketing Mechanics, (NY) p. 130  
 Tobler, Emily, Hispanic Perspectives, (CA) p. 120  
 Tobler, Emily, Q & A Research, Inc., (CA) p. 140  
 Tomak, Sandy, B-more Informed, LLC, (MD) p. 104  
 Tooley, Chuck, Tooley Communications, (MT) p. 148  
 Toppmeyer, Mary, Toppmeyer Research, Inc., (NY) p. 148  
 Torres, Laura, BRC Field & Focus Services, (AZ) p. 104  
 Towery, Mark, Geo Strategy Partners, (GA) p. 117  
 Treadwell, Ph.D., Bill, Opinion Research of California, (CA) p. 137  
 Trenholm, Linda, Trenholm Research, (TX) p. 148  
 Trook, Dr. Marcia Nichols, Greenleaf Associates, Inc., (MA) p. 118  
 Trotta, Diane, Trotta Associates / Trotta-Hansen, (CA) p. 149  
 Tse, May, Synovate, (PQ) p. 147  
 Tuchman, Paul, Outsmart Marketing, (MN) p. 137  
 Tucker, Sara, Product Evaluations, Inc., (IL) p. 139  
 Turner, John W., Turner Research Network, (GA) p. 149

## U

Ulrich, Nancy, Concepts In Focus, (FL) p. 108  
 Ulrich, Nancy, Ulrich Research Services, (FL) p. 149  
 Usery, Raluca, C&R Research Services, Inc., (IL) p. 106

## V

Valle, Elba, Consumer Connection, Inc., (FL) p. 108  
 van der Valk, Margriet, R&M Matrix B.V., (Netherlands) p. 140  
 van Veen, Hugo, Round Table Research BV, (Netherlands) p. 143  
 Vance, Stacey, The Freed Vance Research Group, LLC, (VA) p. 116  
 Vanek, Robyn, Loran Marketing Group, (IL) p. 128  
 Vardis, Harry, Creative Focus, Inc., (GA) p. 110  
 Vargas-Ramos, Ph.D., Carlos, Zebra Strategies, (NY) p. 150  
 Velasquez, Astrid, NODO, (Mexico) p. 135  
 Vendramin, Mirella, Head Research, Inc., (PQ) p. 119  
 Verigin, Doug, Market Decisions Corporation, (OR) p. 129  
 Villain, Eric, D/R Added Value, (CA) p. 111  
 Villar, Timothy, Gulf View Research, LLC, (FL) p. 119  
 Villar, Timothy, Gulf View Research, LLC, (LA) p. 119  
 Vincent, Jean G., Vincent McCabe, Inc., (NY) p. 149  
 Vitale, Dona, Strategic Focus, Inc., (IL) p. 147

## W

Wahl, Kelly, SofoS Market Research Consulting, (WI) p. 145  
 Wakeman, Olivia, Advance Insight, LLC, (TX) p. 100  
 Wald, Temra, C.A. Walker Research Solutions, Inc., (CA) p. 106  
 Waldal, Leanne, Otivo, Inc., (CA) p. 137  
 Walker, Robert, Surveys & Forecasts, LLC, (CT) p. 147  
 Walkowski, Jeff, QualCore.com Inc., (MN) p. 140  
 Wallace, Roger, Decision Analyst, Inc., (TX) p. 112  
 Walter, Joyce, Creative Consumer Research, (TX) p. 110  
 Ward, Rebecca S., Ward Research, Inc., (HI) p. 149

Wargo, Cindy, North Coast Behavioral Research Group, (OH) p. 136  
 Warner, Paul A., Kirk Research Services, Inc., (FL) p. 125  
 Watanabe, Tomomi, Opinion Research Northwest, (ID) p. 136  
 Watanabe, Tomomi, Opinion Research Northwest, (WA) p. 136  
 Waterston, Adriana, Horowitz Associates, Inc., (NY) p. 120  
 Weagant, Katrina, Katrina Weagant, (CA) p. 149  
 Weaver, Jim, Consumer Opinion Services, Inc. (Br.), (OR) p. 109  
 Weaver, Sheila, Weaver Marketing Research, (AB) p. 149  
 Wedewer, Robin, The Wedewer Group, (MD) p. 149  
 Wegman, Pamela A., Information Matters, LLC, (LA) p. 122  
 Weinhausen, Bari, Profile Marketing Research, Inc., (FL) p. 139  
 Weiss, Alan, American Language Services, (CA) p. 100  
 Weiss, Karl W., Market Perceptions, Inc., (CO) p. 129  
 Weiss, Kathy, Blass Communications, (NY) p. 103  
 Weissbuch, Dr. Mike, Markinetics Inc, (OH) p. 131  
 Weissmann, MBA Dr., Werner, MAFOS GmbH, (Austria) p. 128  
 Welch, Missy, Persuadable Research Corporation, (KS) p. 138  
 Wells, Eleanore, The Golden Door, (NY) p. 118  
 Werboff, Andrea, Werboff + Company, (CA) p. 149  
 West, Dawn, West Consulting Services, Inc., (CA) p. 149  
 Wexler, Jenna, Mirador Research, LLC, (MD) p. 133  
 White, Chuck, Focused Marketing, (CA) p. 116  
 White, La Detra, Noble Insight, Inc., (GA) p. 135  
 Wicken, Margaret, Orion Marketing Research, (NB) p. 137  
 Wiese, Dan, Dan Wiese Marketing Research, (IA) p. 149  
 Wiese, Tom, Wiese Research Associates, Inc., (NE) p. 150  
 Willens, Howard, Mature Marketing & Research, (NY) p. 132  
 Williams, Jane E., Williams Research, (OR) p. 150  
 Williamson, Dr. Darlene, DRW Research, (MI) p. 113  
 Willmann, Michael, WMSH Marketing Communications, Inc., (NJ) p. 150  
 Wilson, Earl, Wilson & Associates, (CA) p. 150  
 Wilson, Jonathan, Wilson Qualitative Rsch Cnslts. (WQRC), (France) p. 150  
 Wimmer, Karen R., Wimmer & Associates, (NY) p. 150  
 Winspear, Donald, Crescent Research, Inc., (TX) p. 110  
 Winter, Foster, SIGMA: Research Management Group, (OH) p. 145  
 Winter, Frank, Frank Winter Associates, (UK) p. 150  
 Winters, Mary-Frances, The Winters Group, Inc., (MD) p. 150  
 Wirth, Joan, Clearview Market Strategies, (VA) p. 108  
 Wise, Christopher, Lancaster Market Intelligence, (TN) p. 126  
 Wolf, Sharon, QualiData Research Inc., (NY) p. 140  
 Wolf, Steve, Synovate Qualitative, (NY) p. 147  
 Woodall, Gina, Rockbridge Associates, Inc., (VA) p. 143  
 Woodiwiss, Lauren, Stonybrook Research Support, (OH) p. 146  
 Wooldridge, Patrice, Wooldridge Associates, Inc., (IL) p. 150  
 Wortham, Charles, Wortham Research, (KY) p. 150  
 Woyzbun, Robert, THE MARKETING WORKS, (ON) p. 130  
 Wright, Gratia, First Research, (NC) p. 115  
 Wrigley, Sarah, Gundabluey Research, (Australia) p. 119  
 Wrobel, Peter W., PSY:COM, (Germany) p. 139

## Y

Yalch, Rebecca, Opinion Research Northwest, (ID) p. 136  
 Yalch, Rebecca, Opinion Research Northwest, (WA) p. 136  
 Yeung, Lawrence, 361 Degrees Consulting, Inc., (CA) p. 148  
 Yim, Iris, Phoenix Multicultural, (CA) p. 138  
 Young Borgen, Louisa, Project Essentials, Inc., (CO) p. 139  
 Youngs, Forrest A. (Woody), Product Acceptance & Rsch (PAR), (IN) p. 139

## Z

Zakarín, Suanne, Right Hand Research, (MA) p. 142  
 Zarneke, Mike, Alternate Routes, Inc., (CA) p. 100  
 Zeskind, Dale, D.A. Zeskind & Associates, (MA) p. 150  
 Zhang, Jenny, Marcom-China.com, (China) p. 129  
 Ziff-Levine, Bill, Data & Management Counsel, Inc., (PA) p. 111  
 Zimmerman, Alan, Radley Resources, Inc., (NJ) p. 141  
 Zimmerman, Karen, Zimmerman Associates, (PA) p. 150  
 Zinchiak, Monica, Z. Research Services, (CA) p. 150  
 Zocchi Pozzi, Luisa, Brain - Brand Investigation S.A. de C.V., (Mexico) p. 104  
 Zubric, Jessica, Marketing Endeavors, (KY) p. 130  
 Zuckerman, Paul, Paul Zuckerman & Associates, (NY) p. 150  
 Zukergood, Eve, InTouch Resource Group, Inc., (NY) p. 123  
 Zwilling, Michele, Zwilling Research, (CA) p. 150

## Alabama

---

### Birmingham

Graham & Associates, Inc., p. 118  
Marketry, Inc., p. 131  
New South Research, p. 135

### Mobile

Grant & Associates, Inc., p. 118  
Research Strategies, Inc., p. 142

### Montgomery

Southeast Research, Inc., p. 145

## Alaska

---

### Anchorage

Craciun Research Group, Inc., p. 110

## Arizona

---

### Phoenix

Balaban Market Research Consulting (BMRC), p. 102  
Beyond, Inc., p. 103  
BRC Field & Focus Services, p. 104  
Ellison Research, p. 114  
The HSM Group, Ltd., p. 121  
The Insight Group Inc., p. 122  
MEH Market Research, p. 132  
Mindseye Consultative Services, LLC, p. 133  
O'Neil Associates, Inc., p. 136  
The Qualitative Difference Inc, p. 140

### Tucson

Marketing Intelligence, LLC, p. 130

## Arkansas

---

### Little Rock

Compass Qualitative Research, Inc., p. 108  
Market Strategies International (Br.), p. 130  
Opinion Research Associates, p. 136

## California

---

### Fresno

Nichols Research - Fresno, p. 135

### Los Angeles

Able Associates Research Group, p. 100  
Alternate Routes, Inc., p. 100  
American Language Services, p. 100  
**Atkins Research Group, Inc., p. 102**  
Cris Bain-Borrego Bilingual Consultant, p. 102  
Balboa Consulting, p. 102  
Behavioristics, Inc., p. 103  
Berry Marketing Research, p. 103  
C.A. Walker Research Solutions, Inc., p. 106  
Campbell Rinker, p. 106  
Consumer Link, p. 108  
CPRResearch Los Angeles (Br.), p. 110  
Customer Strategy Consulting, p. 111  
D/R Added Value, p. 111  
Decision Analysis, p. 111  
DMS Research, p. 113  
Facts 'n Figures, p. 114  
Fieldwork, p. 115  
Frieden Qualitative Services, p. 117  
Mara Friedman Strategic Rsch. & Planning, p. 117  
Harris Gabel Associates, Inc., p. 117  
Grieco Research Group, Inc., p. 118  
Harris Gabel Associates, Inc. (Br.), p. 119  
Health Care Testing, Inc., p. 119  
Wayne Howard & Associates, p. 121  
Informa Research Services, Inc. - Calabasas, p. 122  
Insite Media Research, p. 122  
Louise Kroot Associates, p. 126  
L & J Research, p. 126  
Lawrence Research Associates, p. 126  
Lawrence Rubin Associates, Inc., p. 126

Maya Levinson, Ph.D., p. 127  
Marketing Matrix International, Inc., p. 130  
Miriam Alexander Marketing Research, p. 133  
Multicultural Solutions, Inc., p. 134  
Muse Consulting, Inc., p. 134  
National Marketing Research of California, p. 135  
Opinion Research of California, p. 137  
OTX (Online Testing Exchange), p. 137  
Palma Companies, p. 137  
Phoenix Multicultural, p. 138  
QRC Inc., p. 140  
Qualitative Insights, p. 140  
RMS Communications and Research Inc., p. 142  
RPM Consulting, p. 143  
Schorr Creative Solutions, Inc., p. 144  
Sion Research Assoc. Inc., p. 145  
Spaulding & Associates, p. 146  
Springboard Marketing Research & Consulting, p. 146  
SRH Group, p. 146  
Storybrand Consulting, p. 146  
Thornhill Associates, p. 148  
361 Degrees Consulting, Inc., p. 148  
Trotta Associates / Trotta-Hansen, p. 149  
Wilson & Associates, p. 150  
Zwillinger Research, p. 150

### Orange County

AutoPacific, Inc., p. 102  
Competitive Edge, p. 108  
Focus Research, p. 116  
Inquire Market Research, Inc., p. 122  
Insights Worldwide Research, p. 122  
Listen Research, Inc., p. 128  
Mari Hispanic Research & Field Services, p. 129  
Orsino Marketing Research, p. 137  
Qualitative & Quantitative Research, p. 140  
Talking Business, p. 148  
West Consulting Services, Inc., p. 149

### Palm Springs

PS:Research!, p. 139

### Sacramento

Focused Marketing, p. 116  
JD Franz Research, Inc., p. 116  
Group Works, p. 118

### San Bernardino/Riverside

**Athena Research Group, p. 101**  
Bowe Marketing Research Consultants, p. 104  
Herrera Communications, p. 120

### San Diego

Jeff Anderson Consulting, Inc., p. 101  
C.L. Gailey Research, p. 106  
Castillo & Associates, Inc., p. 107  
EyeTracking, Inc., p. 114  
Genesis Research Associates, p. 117  
Robert Hale & Associates, p. 119  
ICM Inc. - Intercontinental Mktg. Investigations, p. 121  
Hal Lefkowitz & Company, p. 127  
Marketscape Research & Consulting, p. 131  
Meneses Research & Associates, p. 132  
Moder Research & Communications, Inc., p. 133  
Rieger Research Inc., p. 142  
Strata Research, p. 146  
Z. Research Services, p. 150

### San Francisco Bay/San Jose

Anderson Qualitative Research, Inc., p. 101  
David Binder Research, p. 103  
ConStat, Inc., p. 108  
Corey, Canapary & Galanis, p. 110  
Discovery Research, p. 112  
DMRA, p. 113  
Douglass Results, p. 113  
EquiBrand Consulting, p. 114  
Fearless Branding, p. 114  
50Plus Market Research, p. 115  
Fyffe and Co., p. 117  
Garcia Fontana Research, p. 117  
GTR Consulting, p. 118

Hawkins & Associates, p. 119  
The Henne Group, p. 119  
Hispanic Perspectives, p. 120  
In-Depth Research, p. 121  
Information & Strategy, p. 122  
InSighting Ideas, p. 122  
J Jones Marketing Research, p. 123  
Jane M. Pepe Research, p. 123  
Kiyomura-Ishimoto Associates, p. 125  
Lightshed Group, p. 127  
Martin + Stowe, Inc., p. 131  
Media-Screen, LLC, p. 132  
The Newman Group, Ltd., p. 135  
Nichols Research - Concord, p. 135  
Nichols Research - Fremont, p. 135  
Nichols Research - San Francisco, p. 135  
Nichols Research - Sunnyvale, p. 135  
Otivo, Inc., p. 137  
Outsource Research Consulting, p. 137  
Pearson Research Associates, p. 137  
Q & A Research, Inc., p. 140  
REALeResearch, p. 141  
Redmond Browne Research Group, p. 141  
Rigney & Associates, p. 142  
RJ Research, p. 142  
Seal Rock Research, p. 144  
Seratti Group, p. 144  
Snell Associates, Inc., p. 145  
Talley Research Group, p. 148  
TKG Consulting, p. 148  
Trial Behavior Consulting, p. 148  
Katrina Weagant, p. 149  
Werboff + Company, p. 149

### San Luis Obispo

Opinion Studies, p. 137

### Ventura/Santa Barbara

Reyes Research, p. 142

## Colorado

---

### Boulder

Boulder Focus Center, p. 104  
Marcy & Partners, p. 129  
Market Trends Research, Inc., p. 130  
Pamela Rogers Research, p. 137

### Colorado Springs

Rebeca Cantu Helmstetler, p. 107  
Mountain Insight, Inc., p. 134  
Project Essentials, Inc., p. 139

### Denver

Blue Sky Strategies, p. 104  
Campos Research & Analysis, p. 106  
Garner Insight, p. 117  
The Howell Research Group, p. 121  
MARDEC, Inc. Medical Marketing Research, p. 129  
Market Perceptions, Inc., p. 129  
Minter & Reid, p. 133  
Music Test America, p. 134  
P & L Research, Inc., p. 137  
Sundel Research, Inc., p. 147

## Connecticut

---

### Bridgeport

The Caney Group LLC, p. 107  
Furmansky Associates, p. 117  
Patricia M. Kirmayer Qualitative Market Research, p. 137  
Surveys & Forecasts, LLC, p. 147

### Hartford

Gemma C. Baker Research, p. 102  
Focus Probe, Inc., p. 116  
Focus Research Now, LLC, p. 116  
Insight Casino Research, LLC, p. 122  
LIMRA International, p. 127  
Rabid Research & Strategic Planning, p. 141  
The Rite Concept, p. 142

**New Haven**

The Clowes Partnership, p. 108

**Stamford**

Anderson Analytics, LLC, p. 100  
 Rosalia Barnes Associates, p. 102  
 Susan Carter Focus Research, p. 107  
 Saul Cohen & Associates, Inc., p. 108  
 Connected Inc., p. 108  
 Exposition Research, p. 114  
 The Gediman Research Group, Inc., p. 117  
 Goldstein/Krall Marketing Resources, Inc., p. 118  
 Greenfield Consulting Group (Br.), p. 118  
 Leferman Associates, Inc., p. 127  
 Sabena Qualitative Research Services, p. 143  
 SunResearch, p. 147

**Waterbury**

Development II, Inc., p. 112

**Delaware**

**Wilmington**

Central Focus, p. 107

**District Of Columbia**

Buffalo Qualitative Research, LLC, p. 106  
 Centrac DC, LLC, p. 107  
 Clearview Market Strategies, p. 108  
 Craciun Research Group, Inc. (Br.), p. 110  
 Eureka Facts, LLC, p. 114  
 The Freed Vance Research Group, LLC, p. 116  
 G2 Marketing, p. 117  
 HealthStream Research, p. 119  
 JPK Research, Inc., p. 124  
 Kohlman Atlee, p. 125

LaScola Qualitative Research, p. 126  
 Lauer Johnson Research, Inc., p. 126  
 Market Connections, Inc., p. 129  
 Market Research Bureau, LLC, p. 129  
 The Mellman Group, p. 132  
 Molloy Marketing Services, p. 133  
 NAHB Research Center, p. 134  
 PSD Marketing Services, p. 139  
 QSA Integrated Research Solutions, p. 140  
 Research Technika, LLC, p. 142  
 Rickman Research & Communications, p. 142  
 RIVA Market Research, p. 142  
 RIVA Training Institute, p. 142  
 Rockbridge Associates, Inc., p. 143  
 Rosenthal Qualitative Research, p. 143  
 Sando and Associates, p. 143  
 Shugoll Research, p. 144  
 Uncommon Insights, LLC, p. 149  
 WB&A Market Research, p. 149  
 The Winters Group, Inc., p. 150  
 WIT Consulting, LLC, p. 150

**Florida**

**Fort Lauderdale**

KCI Partners, p. 125  
 Mars Research, p. 131

**Fort Myers**

Automotive Insight, Inc., p. 102  
 Frances Darpino Consulting, p. 111

**Gainesville**

Marketing Professionals, Inc., p. 130  
 Perceptive Market Research, Inc., p. 138

**Jacksonville**

Bridges Consulting, p. 104  
 Concepts In Focus, p. 108  
 Healthcare Performance Consulting, Inc., p. 119  
 Kirk Research Services, Inc., p. 125  
 Qualitative Research Services, p. 140  
 Ulrich Research Services, p. 149

**Melbourne**

William M. Bailey, Ph.D., p. 102

**Miami**

Ask Miami Research, p. 101  
 Bethart Bilingual Research, p. 103  
 BR Consulting & Associates, LLC, p. 104  
 Consumer Connection, Inc., p. 108  
 Focus On Miami, p. 116  
 Insights Marketing Group, Inc., p. 122  
 JCA Research, p. 124  
 Market Segment Research, p. 130  
 Multicultural Insights, Inc., p. 134  
 New World Hispanic Research, p. 135  
 Passenger & Shipping Institute, p. 137  
 Planet Latino Market Intelligence, Inc., p. 138

**Orlando**

AnswerSearch, Inc., p. 101  
 Falk Research Associates, Inc., p. 114  
 Jerry Hardwich & Associates, Inc., p. 124  
 Moderators Etc., p. 133  
 The Portnoy Group, p. 138  
 Thompson Information Services, p. 148

**Sarasota**

Phil Balducci & Associates, Inc., p. 102  
 The Elliott Group Ltd., p. 114  
 Group EFO Limited, p. 118  
 Kendall Gay Consulting, p. 125  
 Market Insight, p. 129

# Searching for a research company?

Use our online directories at [www.quirks.com](http://www.quirks.com) for instant access to information on thousands of research firms.



Submit Search



**Tallahassee**

Kerr & Downs Research, p. 125  
Felipe Korzenny Research & Consulting, p. 126  
Oppenheim Research, p. 137

**Tampa/St. Petersburg**

Baen Marketing Associates, p. 102  
Vincent Bailey Consumer Research, p. 102  
Customer Connections, p. 111  
Gulf View Research, LLC, p. 119  
J.L. Roth & Associates, Inc., p. 123  
Qualitative Intelligence, p. 140  
Research Data Services, Inc., p. 141  
Schwartz Consulting Partners, Inc., p. 144  
Sterling Research Group, Inc., p. 146

**West Palm Beach/Boca Raton**

Decision Makers, Ltd., p. 112  
Discovery - National Qualitative Network, p. 112  
eQualitativeResearch.com, p. 114  
Haysmar, Inc., p. 119  
Marketing Leverage, Inc., p. 130  
Performance Focus, p. 138  
Profile Marketing Research, Inc., p. 139  
SIL Group, p. 145  
Square One Research, p. 146

**Georgia****Albany**

MarketLink, Inc., p. 131

**Atlanta**

Booth Research Services, Inc., p. 104  
CIBA Research & Consulting, LLC, p. 107  
CMI, p. 108  
Concept Catalysts, Inc., p. 108  
Creative Focus, Inc., p. 110  
Creative Research Services, Inc., p. 110  
Daniel & Kehr Consulting, p. 111  
Envision Research, Inc., p. 114  
Fundamental Research Group, Inc. (Br.), p. 117  
Geo Strategy Partners, p. 117  
Hilker Research & Consulting, Inc., p. 120  
InFocus Strategic Research Qualitative, p. 122  
Doug Jones Research, p. 124  
Joy Lynn Inc., p. 128  
Margaret Ann's Research, p. 129  
Marketecture, p. 130  
The Marketing Workshop, Inc., p. 131  
Markets in Motion, p. 131  
Michelson Marketing Solutions, p. 132  
Moore & Symons, Inc., p. 133  
Moosbrugger Marketing Research, p. 133  
Next Level Research, p. 135  
Noble Insight, Inc., p. 135  
Pioneer Marketing Research, p. 138  
Research Inc., p. 141  
Sally Ringo Research, p. 142  
Stat One Research, p. 146  
Turner Research Network, p. 149  
V & L Research & Consulting, Inc., p. 149

**Augusta**

AnswersInc., p. 101

**Hawaii****Honolulu**

Market Trends Pacific, Inc., p. 130  
QMark Research & Polling, p. 140  
Ward Research, Inc., p. 149

**Idaho****Boise**

**Opinion Research Northwest, p. 136**  
Strategic Intelligence, Inc., p. 147

**Illinois****Chicago**

Analytic Insight, Inc., p. 100  
The Angell Research Group, Inc., p. 101  
ATO Inc., p. 102  
B. Champion Associates, Ltd., p. 102  
BALCH ASSOCIATES, p. 102  
C. Berger Group, Inc., p. 103  
Blackstone Group, p. 103  
Boomer Groups, p. 104  
Brugaletta & Associates, p. 106  
C R Market Surveys, Inc., p. 106  
**C&R Research Services, Inc., p. 106**  
Consumer and Professional Research, Inc. (CPR), p. 108  
Consumer Truth® Ltd, p. 109  
Consumer Voice, p. 109  
CPResearch Chicago (Br.), p. 110  
Cue Brand Consulting, p. 111  
**Doyle Research Associates, Inc., p. 113**  
Energy Annex, p. 114  
Explorations, p. 114  
Anne Flanz Custom Marketing Research, p. 115  
D.S. Fraley Associates, p. 116  
Full Measure Research, Inc., p. 117  
Galli Research Services, p. 117  
GKS Consulting LLC, p. 118  
GRF Marketing, Ltd., p. 118  
GRFI, Ltd., p. 118  
GSO Research, p. 118  
The Hunter-Miller Group, Inc., p. 121  
InfoManiacs, p. 122  
InforMedix Marketing Research, Inc., p. 122  
Irvine Consulting, Inc., p. 123  
Irwin Broh Research, p. 123  
JRS Consulting, Inc., p. 124  
**Just The Facts, Inc., p. 124**  
Kubba Consultants, Inc., p. 126  
The Lazar Group, p. 127  
LeFevre Trial Consulting, p. 127  
Gerald Linda & Associates, p. 127  
Lohs Research Group, p. 128  
Loran Marketing Group, p. 128  
Frank Lynn & Associates, Inc., p. 128  
M G Z Research, p. 128  
Matrix Research, Inc., p. 131  
MedQuery Research & Recruiting, p. 132  
Mid-America Research, p. 132  
Mid-America Research (Br.), p. 132  
Miskovic Research & Consulting, p. 133  
MotorBrains, Inc., p. 134  
MWM Marketing Research and Consulting, p. 134  
Northstar Medical Consultants, Inc., p. 136  
M.Q. Olsen Marketing Research, p. 136  
Perspectives, p. 138  
Practica Group, LLC, p. 139  
Precision Research, Inc., p. 139  
Primary Insights, Inc., p. 139  
Product Evaluations, Inc., p. 139  
QualiVision, Inc., p. 140  
Rapsessions, Inc., p. 141  
Research Explorers, Inc., p. 141  
Research In Marketing, Inc., p. 141  
Research Plus, Inc., p. 142  
RS Richmark Research Services, p. 143  
S F I, Ltd., p. 143  
Small Insights, Inc., p. 145  
Stellar Strategic Services, Inc., p. 146  
Strategic Focus, Inc., p. 147  
**Survey Center Focus, LLC, p. 147**  
Tracy & Co Market Research & Idea Generation, p. 148  
L.C. Williams & Associates, Inc., p. 150  
Wooldridge Associates, Inc., p. 150

**Indiana****Evansville**

LK Research, Inc., p. 128  
Product Acceptance & Research (PAR), p. 139

**Fort Wayne**

Indiana Research Service, Inc., p. 121

**Indianapolis**

Bingle Research Group, Inc., p. 103  
Gentleman Associates, p. 117  
HARPER, p. 119  
The Kensington Group, Inc., p. 125  
Market Voice Consulting, p. 130  
MarketVibes, Inc., p. 131  
Shaw Marketing Partners, Inc., p. 144  
Walker Information FG Facility, p. 149

**South Bend**

Brennan Consultants, Inc., p. 104  
Internet Business Solutions, p. 123  
Midwest Marketing Research, p. 132

**Iowa****Cedar Rapids**

Jefferson Davis Associates, Inc., p. 124  
Frank N. Magid Associates, Inc., p. 128  
Dan Wiese Marketing Research, p. 149

**Des Moines**

Essman/Research, p. 114  
Genesis Marketing & Research of Des Moines, p. 117

**Mason City**

Directions Research Corp., p. 112

**Kentucky****Bowling Green**

Wortham Research, p. 150

**Lexington**

The Matrix Group, Inc., p. 131  
Roberts & Kay, Inc., p. 142  
Smith Market Research, p. 145

**Louisville**

Carter Market Research Services, p. 107  
Marketing Endeavors, p. 130  
Morrison & Morrison, Ltd., p. 134  
MRK Research, p. 134  
Personal Opinion, Inc., p. 138

**Louisiana****Baton Rouge**

Percy & Company Research, p. 138  
Survey Communications, Inc./S.C.I. Research, p. 147

**New Orleans**

Focus Research, Inc., p. 116  
Gulf View Research, LLC, p. 119  
Information Matters, LLC, p. 122  
Market Dynamics Research Group, Inc., p. 129

**Maine****Portland**

Davidson-Peterson Associates, p. 111  
Digital Research, Inc., p. 112  
Market Decisions, LLC, p. 129  
Market Research Unlimited, Inc., p. 129  
Pan Atlantic SMS Group, p. 137

## Maryland

### Annapolis

The Wedewer Group, p. 149

### Baltimore

#### Baltimore Research, p. 102

B-more Informed, LLC, p. 104  
 CPResearch Baltimore (Br.), p. 110  
 Good Karma Consulting, Inc., p. 118  
 Hollander Cohen & McBride, p. 120  
 Jacobs Jenner & Kent, p. 123  
 Maryland Marketing Source, Inc., p. 131  
 Mirador Research, LLC, p. 133  
 The Research Group, p. 141

## Massachusetts

### Boston

Applied Marketing Science, Inc., p. 101  
 Bate Facilitation Services, p. 102  
 Boston Innovation Group (B.I.G.), p. 104  
 Bowen Marketing Consultants, p. 104  
 Brand-Aid Consulting, p. 104  
 Capture Research, LLC, p. 107  
 Chadwick Martin Bailey, Inc., p. 107  
 Copley Focus Centers, p. 110  
 Daniel Research Group, p. 111  
 DMcotter Research & Strategy, Inc., p. 112  
 Dolobowsky Qualitative Services, Inc., p. 113  
 Greenleaf Associates, Inc., p. 118  
 Guideline Boston, p. 118  
 Insight Research & Training, p. 122  
 Inward Strategic Consulting, p. 123  
 Isurus Market Research, p. 123  
 Kress & Associates, p. 126  
 Edna Luther & Associates, Inc., p. 128  
 Management Insight Technologies, Inc., p. 129  
 Market Insights, p. 129  
 MindSearch, p. 133  
 Northstar Research Partners U.S.A., LLC, p. 136  
 Observant, LLC, p. 136  
 Panel Opinions, p. 137  
 PeopleTalk Qualitative Research, p. 138  
 Research Boston Corp., p. 141  
 Research Options, Inc., p. 142  
 Right Hand Research, p. 142  
 Elissa Rosenthal, p. 143  
 Shen Research Organization, p. 144  
 Stackpole & Associates Inc., p. 146  
 Suburban Focus Group - Boston, p. 147  
 Trilogy Associates, p. 148  
 D.A. Zeskind & Associates, p. 150

## Michigan

### Battle Creek

WJ Schroer Company, p. 150

### Detroit

A & K Research, Inc., p. 100  
 K.C. Blair Associates, Inc., p. 103  
 Business Research Group, p. 106  
 CPResearch Detroit (Br.), p. 110  
 CPResearch Group, Inc., p. 110  
 DRW Research, p. 113  
 Foresight Research, p. 116  
 Leonard M. Homer, Ph.D., p. 120  
 Kollman Research Services, p. 126  
 Moore & Associates, Inc., p. 133  
 Alice Morgan Research, p. 133  
 Morpace Inc., p. 134  
 Power Marketing, p. 138  
 the research house, p. 141  
 Roadmap Market Research, p. 142  
 Stander Research Associates, Inc., p. 146  
 StarWorks, Inc., p. 146  
 Sundberg-Ferar, Inc., p. 147  
 Unisearch Partners, p. 149

## Grand Rapids

Gadbois Research, p. 117  
 InterActive Solutions, p. 123

## Lansing

Capitol Research Services, Inc., p. 107

## Saginaw/Midland

Mar-Quest Research, Inc., p. 131

## St. Joseph

Kahle Research Solutions Inc., p. 124  
 Smith-Dahmer Associates, p. 145

## Minnesota

### Minneapolis/St. Paul

ADVANTIS Research & Consulting, Inc., p. 100  
 Akerson Marketing Research, Inc., p. 100  
 Anderson Marketing Research, p. 101  
 Arundel Street Consulting, Inc., p. 101  
 The Axiom Group, Inc., p. 102  
 Nancy S. Brown Marketing Research, p. 104  
 C.H. Souweine Associates, p. 106  
 Cambridge Research, Inc., p. 106  
 Dodge Business Research Consulting, p. 113  
 Gingold Research, p. 117  
 Graff Group, p. 118  
 Huberty Marketing Research, p. 121  
 JFK Market Research, p. 124  
 Market Resource Associates, Inc., p. 130  
 Marcia Mazanec Consulting, p. 132  
 MedProbe Inc., p. 132  
 Millennium Research, Inc., p. 133  
 Minnesota Opinion Research, p. 133  
 Moderator Solutions, LLC, p. 133  
 Murphy Research Services, p. 134  
 Nick Marketing Research, p. 135  
 O'Neil Marketing Insights, p. 136  
 O'Neill & Associates, p. 136  
 Orman Guidance Research®, Inc., p. 137  
 Outsmart Marketing, p. 137  
 Pope Qualitative Research, Inc., p. 138  
 QualCore.com Inc., p. 140  
 The Research Edge, LLC, p. 141  
 Diane Sims Page, Leapfrog Associates, p. 145  
 Solutions In Focus®, p. 145  
 Strategic Directions Group, Inc., p. 147  
 Strategic Performance Group, LLC, p. 147  
 The TCI Group, p. 148  
 William & Kaye, Inc, p. 150

### Rochester

SNG Research Corporation, p. 145

### St. Cloud

Agency 128, p. 100

## Missouri

### Kansas City

Any Small Town Market Research, p. 101  
 Conundrum Qualitative Research, p. 110  
 Cultural Horizons Inc., p. 111  
 Information Innovations, p. 122  
 Persuadable Research Corporation, p. 138  
 T.I.P. Research, Inc., p. 148

### Springfield

MARKET[SOURCE] Research & Consulting, p. 130

### St. Louis

Cluff, Inc. Market Research, p. 108  
 dnr kynetec, p. 113  
 Flynn Consulting, p. 115  
 Johaneck & Associates, p. 124  
 LT Inc., p. 128  
 The Petruccio Consultants, p. 138  
 Pragmatic Research, Inc., p. 139

The Qualis Company, p. 140  
 The Research & Planning Group, p. 141  
 Silver Strategies, p. 145

## Montana

### Billings

JL Market Research, p. 124  
 Tooley Communications, p. 148

## Nebraska

### Lincoln

Cross Financial Group, p. 111

### Omaha

Focus Research & Marketing, p. 116  
 Wiese Research Associates, Inc., p. 150

## Nevada

### Las Vegas

Cobbey & Associates Marketing Research, p. 108  
**Consumer Opinion Services, Inc. (Br.), p. 109**  
 Las Vegas Field and Focus, LLC, p. 126

### Reno

MarkeTec, p. 130

## New Hampshire

### Concord

The NorthMark Group, p. 136

### Manchester/Nashua

4C Research & Consulting, p. 116  
 The Livingston Group for Marketing, Inc., p. 128  
 New England Trial Consulting, p. 135

### Portsmouth

Qessential Medical Market Research, LLC, p. 140  
 RKM Research and Communications, Inc., p. 142

## New Jersey

### Atlantic City

Spectrum Research, p. 146

### Northern New Jersey

Applied Behavioral Dynamics, p. 101  
 Barbuto & Associates, p. 102  
 Berenhaus Research Solutions, LLC, p. 103  
 Ken Berwitz Marketing Research, p. 103  
 CPResearch of New York (Br.), p. 110  
 Distinctive Marketing, Inc., p. 112  
 Essential Resources, LLC, p. 114  
 Feldman Research Lab, p. 115  
 Focus Inn™, p. 115  
 Franklin Communications, p. 116  
 Michael Goldberg Research Consultant, p. 118  
 Warren Goldman Associates, Inc., p. 118  
 Hispanic Research Inc., p. 120  
 Hygeia Marketing Associates, Inc., p. 121  
 Inter-National Consulting Group, LLC, p. 123  
 KL Communications, Inc., p. 125  
 LG Research, LLC, p. 127  
 Lollipop Research, p. 128  
 Marketing Solutions Corporation, p. 130  
 Mature Marketing & Research, L.L.C., p. 132  
 MCC Qualitative Consulting, p. 132  
 Daniel Jay Morrison & Associates, Inc., p. 134  
 N2 Qualitative Marketing Research, p. 134  
 Perception Research Services, Inc., p. 138  
 PharmaNexus, Inc., p. 138  
 Phoenix Marketing International, p. 138  
 Practical Imagination Enterprises, p. 139  
 Pranses Research Services, p. 139  
 Irwin P. Sharpe & Associates, p. 144  
 Sovereign Marketing Research, p. 145

Spectrum Discovery Center, p. 146  
 Strategic Learning & Knowledge, Inc., p. 147  
 Suburban Marketing Research, p. 147  
 Systems Research Corp., p. 148  
 Way To Goal!, LLC, p. 149

## Princeton

BioVid, p. 103  
 MAP Associates, Inc., p. 129  
 MJD Qualitative Research, p. 133  
 J.P. Murphy & Company, p. 134  
 Turtle Bay Institute, Inc., p. 149

## Trenton

Hase/Schannen Research Associates, Inc. (HSR), p. 119

## New Mexico

### Albuquerque

Research & Polling, Inc., p. 141  
 Sandia Market Research, p. 143  
 Strategic Solutions, p. 147

### Santa Fe

Southwest Planning & Marketing, p. 145

## New York

### Albany

Appel Research, LLC, p. 101

### Buffalo

Buffalo Survey & Research, Inc., p. 106  
 Cornerstone Research & Marketing, Inc., p. 110  
 Ruth Diamond Market Research, p. 112  
 NMA Research Inc., p. 135

### New York City

Asia Link Consulting Group, p. 101  
 Myril Axelrod Marketing Directions Ascts., Inc., p. 102  
 Baxter Strategies, p. 102  
 Stephanie L. Becker Consulting, p. 103  
 Bernstein Research Group, Inc., p. 103  
 Blass Communications, p. 103  
 Brooks Rose Marketing Research, Inc., p. 104  
 Jerome Brown Communications, p. 104  
 Bunofsky Research Group, Inc., p. 106  
 Campbell-Communications, Inc., p. 106  
 Camille Carlin Qualitative Research, Inc., p. 107  
 Catalyst Group Design, p. 107  
 CBA, p. 107  
 Clarion Research, p. 107  
 Consumer Studio, p. 109  
 Creative Waves, p. 110  
 Decision Drivers, p. 112  
 DeLevie Group Research, p. 112  
 DO Research, p. 113  
 Abby Ellison Research, p. 114  
 Fader & Associates, p. 114  
 First Insights, p. 115  
 Linda Fitzpatrick Research Svcs. Corp., p. 115  
 Furst Analytic Center, Inc., p. 117  
 Gendel Marketing Research Co., p. 117  
 The Golden Door, p. 118  
 Lynn Greenberg Associates, p. 118  
 Norman Hecht Research, Inc., p. 119  
 The Henne Group (Br.), p. 120  
 Horowitz Associates, Inc., p. 120  
 Housecalls, Inc., p. 120  
 The Insight Works, Inc., p. 122  
 InTouch Resource Group, Inc., p. 123  
 JRH Marketing Services, Inc., p. 124  
 Kaagan Research Associates, Inc., p. 124  
 R.H. Katz Consulting, p. 125  
 Richard Kurtz & Associates, p. 126  
 Langer Qualitative LLC, p. 126  
 Leichter Associates, LLC, p. 127  
 Judith Lerner, Ph.D., Consumer Insights for Mktg., p. 127  
 LexPark Studio, p. 127  
 Liebling Associates Corp., p. 127

LitBrains - Igniting Ideas, p. 128  
 Market Probe International, Inc., p. 129  
 Marketing Mechanics, p. 130  
 Mature Marketing & Research, p. 132  
 MBC Research Center, p. 132  
 Message Science Inc., p. 132  
 Milestone, p. 132  
 Nelson Research, Inc., p. 135  
 New Directions Consulting, Inc., p. 135  
 Northstar Research Partners, p. 136  
 Novak Marketing Inc., p. 136  
 Outside In Strategies, Inc., p. 137  
 Perceptions...and Realities®, Inc., p. 138  
 Probe Market Research, Inc., p. 139  
 Project X New York, p. 139  
 QualiData Research Inc., p. 140  
 Quesst Qualitative Research, p. 140  
 R T S Marketing & Research Services, p. 140  
 Radley Resources, Inc., p. 141  
 The Research Department, p. 141  
 Russell Marketing Research, Inc., p. 143  
**S I S International Research, Inc., p. 143**  
 Sachs Insights, p. 143  
 Paul Schneller Qualitative LLC, p. 144  
 Seiler Associates, p. 144  
 Small Planet Research, p. 145  
 Solomon Solutions, p. 145  
 Sophisticated Market Research, p. 145  
 James Spanier Research, p. 146  
 Spier Research Group, p. 146  
 Synovate Qualitative, p. 147  
 Toppmeyer Research, Inc., p. 148  
 Utilis Hispanic Research, p. 149  
 View-Finders Market Research, Inc., p. 149  
 Viewpower, Inc., p. 149  
 Weinman/Schnee, Inc., p. 149  
 Wimmer & Associates, p. 150  
 Zebra Strategies, p. 150  
 Paul Zuckerman & Associates, p. 150

## Rochester

BRX Global Research Services, p. 106  
 Karlamar Associates, LLC, p. 125

## Syracuse

Vincent McCabe, Inc., p. 149

## North Carolina

### Asheville

Customer Insights Research, Inc., p. 111

### Charlotte

Bierer Research Group, p. 103  
 Blumenthal Qualitative Research, p. 104  
 Bravo Bi-lingual Services, p. 104  
 D/R/S HealthCare Consultants, p. 111  
 Dialogue Resource, Inc., p. 112  
 FacFind, Inc., p. 114  
 IMR Research Group, Inc., p. 121  
 MarketWise, Inc., p. 131

### Greensboro/Winston-Salem

Accurus Research Systems, p. 100  
 Corporate Research Center, Inc., p. 110  
 First Research, p. 115  
 Murphy Moderating, LLC, p. 134  
 Quixote Group, p. 140

### Raleigh/Durham

Colburn & Associates, Ltd., p. 108  
 ENERGISTICS, p. 114  
 Harker Research, p. 119  
 Health Centric Marketing Services, p. 119  
 innovation Management, p. 122  
 Lewis Consulting Inc., p. 127  
 Medical Marketing Research, Inc., p. 132  
 MLN Research Ltd., p. 133  
 James M. Sears Associates, p. 144  
 Strategic Advantage, p. 146  
 Vedanta Research, p. 149

## Rocky Mount/Greenville

Marquest Research, p. 131

## Ohio

### Cincinnati

Audience Impact Research, p. 102  
**B & B Research Services, Inc., p. 102**  
**Burke, Incorporated, p. 106**  
 C.A. Cappel Associates, p. 107  
 Consumer Power, p. 109  
 Cooper Research, Inc., p. 110  
 Dave Disher, Qualitative Research, p. 111  
 Discovery Works, Inc., p. 112  
 John Fox Marketing Consulting, p. 116  
 Hispanic Marketing Insights, LLC, p. 120  
 Insights & Innovations, LLC, p. 122  
 Diane Iseman & Associates, p. 123  
 Kerr Marketing Consulting, p. 125  
 Ladd Research Group, p. 126  
 LaVERDAD Marketing & Media, p. 126  
 Maestra Executive Research Services, p. 128  
 Market Inquiry LLC, p. 129  
 MRSI (Marketing Research Services, Inc.), p. 134  
 Parker Marketing Research, LLC, p. 137  
 Q2 Marketing Research, LLC, p. 140  
 RULLI RESEARCH, LLC, p. 143  
 SEEK, Inc., p. 144  
 SIGMA: Research Management Group, p. 145  
 Stonybrook Research Support, p. 146

### Cleveland

Business Research Services, Inc., p. 106  
 Fox Management, p. 116  
 Ideas in Focus, p. 121  
 Jefferson & Associates, Inc., p. 124  
 MarketVision Research® (Br.), p. 131  
 North Coast Behavioral Research Group, p. 136  
 OPINIONation, p. 137  
 Whyze Group, Inc., p. 149

### Columbus

ConsumerSpeak, p. 109  
 Saperstein Associates, Inc., p. 144

### Dayton

Business Research Group, p. 106  
 Jack R. Doub Co., p. 113  
 Paragon Research LLC, p. 137

### Marietta

Markinetics Inc, p. 131

### Toledo

A Z G Research, p. 100  
 Great Lakes Marketing Associates, p. 118  
 Stanford H. Odesky and Associates, p. 136  
 H.I. Thomas Consulting Group, p. 148

## Oklahoma

### Oklahoma City

Evolve Research, p. 114  
 Executive Marketing Information (EMI), p. 114  
 The NorthStar Group, p. 136  
 Oklahoma Market Research, p. 136  
 Shapard Research, p. 144

### Tulsa

MarketWise, Inc., p. 131

## Oregon

### Eugene

Williams Research, p. 150



**Portland****Consumer Opinion Services, Inc. (Br.), p. 109**

Davis, Hibbitts & Midghall, Inc., p. 111  
 Market Decisions Corporation, p. 129  
 Momentum Market Intelligence, p. 133  
 Research by Design, p. 141  
 Riley Research Associates, p. 142  
 Roger A. Straus, p. 147

**Pennsylvania****Allentown/Bethlehem**

Ebel Marketing Group, p. 113  
 Marketing Solutions Corporation, p. 130

**Erie**

Moore Research Services, Inc., p. 133

**Harrisburg**

The Bartlett Group, Inc., p. 102  
 Leap, p. 127  
 Strategic Eye, Inc., p. 147

**Lancaster**

The Ball Group, p. 102  
 CentralFocus, p. 107  
 DecisionTrack, p. 112  
 Holleran Consulting, p. 120  
 Innovation Focus, p. 122

**Philadelphia/Southern NJ**

Beale Consulting, Inc., p. 102  
 Blake Qualitative Research Services, p. 103  
 The Consumer Network, Inc., p. 108  
 Creative Marketing Solutions, Inc., p. 110  
 Data & Management Counsel, Inc., p. 111  
 M Davis & Co., Inc., p. 111  
 Bonnie W. Eisenfeld, p. 113  
 Eshelman & Townsend, Ltd., p. 114  
 Fischer Research Assoc. Inc., p. 115  
 Lisa Flowers M.Ed. Market Research, p. 115  
 Focus Suites of Philadelphia, p. 116  
 FOCUSED Marketing Research, Inc., p. 116  
 Fundamental Research Group, Inc., p. 117  
 Mindy Goldberg Associates, Inc., p. 118  
 Gorelick & Associates, Inc., p. 118  
 HDR Group, p. 119  
 I N A Research, p. 121  
 Industrial Research Center, p. 122  
 Intelligent Horizons, Inc., p. 123  
 JRA: Custom Research, p. 124  
 Karchner Marketing Research, LLC, p. 125  
 Kramer Research, LLC, p. 126  
 LinguSearch, Inc., p. 127  
 Minkus & Associates, p. 133  
 Newman Marketing Research, p. 135  
 O'Connor Research, p. 136  
 O'Donnell Consulting, p. 136  
 Q2 Market Research, p. 140  
 Research For Management, Inc., p. 141  
 Scholl Market Research, Inc., p. 144  
 Selya Associates, p. 144  
 Strategic Business Research, Inc., p. 146  
 TWENTYSOMETHING INC., p. 149  
 WMSH Marketing Communications, Inc., p. 150  
 Zimmerman Associates, p. 150

**Pittsburgh**

ActiveFOCUS, p. 100  
 Campos Market Research, Inc., p. 106  
 Dorene Ciletti, p. 107  
 Crawford Research, p. 110  
 Direct Feedback, Inc., p. 112  
 D.L. Gigler Marketing Research, p. 117  
 Dr. Audrey Guskey, Research Consultant, p. 119  
 D.M. Harris Associates, p. 119

**State College**

Diagnostics Plus, Inc., p. 112

**Rhode Island****Newport**

Reilly Group, p. 141

**Providence**

COMPASS Consulting Group, Inc., p. 108  
 Harris Marketing & Opinion Research, p. 119

**South Carolina****Charleston**

Harwood-Qualitative, LLC, p. 119  
 Strategic Focus Consulting, Inc., p. 147

**Greenville/Spartanburg**

The Kiemle Company, p. 125  
 Market Insight, Inc., p. 129  
 Research Inc., p. 141

**Tennessee****Knoxville**

Lancaster Market Intelligence, p. 126  
 The Looking Glass Group, p. 128  
 Smarty Pants®, p. 145  
 Southern Solutions, p. 145

**Memphis**

Marketing & Research Counsel, p. 130

**Nashville**

Insight Counts, p. 122  
 Prince Market Research, p. 139  
 Research Consulting Group, LLC, p. 141  
 Sterling Communications, p. 146

**Texas****Austin**

Advance Insight, LLC, p. 100  
 Focus Latino, p. 116  
 The Guild Group, Inc., p. 119  
 Improdir Marketing Research & Consulting, p. 121  
 MindWave Research, Inc., p. 133  
 NuStats, p. 136  
 Roberts Communications, p. 142  
 Sentient Services, p. 144  
 Trenholm Research, p. 148

**Brownsville**

Hispanic Focus Unlimited, p. 120

**Dallas/Fort Worth**

Adrian Information Strategies (AIS), p. 100  
 Bright Cactus, p. 104  
 Cambridge Associates, Ltd., p. 106  
 Consumer Focus LLC, p. 108  
 Creative Research Services, Inc. (Br.), p. 110  
 Crescent Research, Inc., p. 110  
 Cunningham Research Associates, p. 111  
**Decision Analyst, Inc., p. 112**  
 Fleming Communications, p. 115  
 Market Research Dallas, p. 129  
 National Service Research, p. 135  
 Noetix Group, p. 135  
 Rincon & Associates, p. 142  
 Spectrum Solutions Inc., p. 146

**Houston**

Bell Associates Marketing Rsch. & Consulting, p. 103  
 Creative Consumer Research, p. 110  
 Decision Information Resources, p. 112  
 DLG Research & Marketing Solutions, p. 112  
 Carol Landers, LLC, p. 126  
 Saurage Research, Inc., p. 144

**San Antonio**

Core Research, p. 110  
 Galloway Research Services, p. 117  
 PereaSearch, p. 138

**Utah****Cedar City**

B. W. Johnson Marketing Research, Inc., p. 124

**Salt Lake City**

Dan Jones & Associates, Inc., p. 124  
 Lighthouse Research and Development, p. 127

**Virginia****Newport News/Norfolk/Virginia Beach**

Continental Research Associates, Inc., p. 109  
 Issues and Answers Network, Inc., p. 123  
 Marketrends, Inc., p. 131

**Richmond**

Brooks Adams Research, p. 104  
 Dominion Focus Group, Inc., p. 113  
 Kinzey & Day Qual. Market Research, p. 125  
 Langhorne Group, Inc., p. 126  
 Roller Marketing Research, p. 143

**Washington****Bellingham**

Burr Research, p. 106

**Seattle/Tacoma**

Cascade Strategies, Inc., p. 107  
**Consumer Opinion Services, Inc., p. 109**  
**Consumer Opinion Services, Inc. (Br.), p. 109**  
 Craciun Research Group, Inc. (Br.), p. 110  
 DeNance & Associates, p. 112  
 Melanie Dowe Marketing Group, LLC, p. 113  
 EMC Research, p. 114  
 Foley Research, Inc., p. 116  
 GMA Research Corp., p. 118  
 Hardwick Research, p. 119  
 Hebert Research, Inc., p. 119  
 InfoTek Research Group, Inc., p. 122  
 Joel W. Lipson, Ph.D., p. 127  
 Next Step Consulting, p. 135  
 Noedel Marketing Research, p. 135  
 Norris Consulting, p. 135  
**Opinion Research Northwest, p. 136**  
 Ten People Talking, p. 148

**Spokane**

Robinson Research, p. 143  
 Strategic Research Associates, p. 147

**Wisconsin****Eau Claire**

Northwest Research Associates, p. 136

**Green Bay/Appleton**

The Martec Group - Green Bay, p. 131  
 Matousek & Associates, Inc., p. 131  
 PM Market Research LLC, p. 138

**Madison**

Chamberlain Research Consultants, Inc., p. 107  
 The Hiebing Group, p. 120  
 Gene Kroupa & Associates, Inc., p. 126

**Milwaukee**

Bressan Research Associates, Inc., p. 104  
 CSK Marketing Inc., p. 111  
 The Dieringer Research Group, Inc., p. 112  
 FOCUSED Marketing Research, Inc. (Br.), p. 116

Mindscape, p. 133  
 Monalco, Inc., p. 133  
 Research Solutions, Inc., p. 142  
 SofoS Market Research Consulting, p. 145  
 Strategic Business Solutions, Inc., p. 146

## International

### Argentina

Fine Research S.R.L., p. 115

### Australia

Bread & Butter Research & Planning, p. 104  
 Gundabluey Research, p. 119  
 Anne Matthews Market Research, p. 131  
 Stancombe Research & Planning, p. 146

### Austria

MAFOS GmbH, p. 128

### Brazil

Fine Research S.R.L., p. 115  
 LPM - Levantamentos e Pesquisas de Marketing, p. 128  
 Market Analysis Brasil, p. 129  
 Windy City, p. 150

### Canada

#### Alberta

##### Calgary

Epp Consulting, p. 114  
 eStyle Marketing Services, Inc., p. 114  
 NRG Research Group, p. 136  
 Weaver Marketing Research, p. 149  
 ZINC Research, p. 150

#### British Columbia

##### Vancouver

Consumer Research Centre Ltd., p. 109  
 Lana Porter Group, p. 126  
 NRG Research Group, p. 136  
 Sensus Research, Inc., p. 144  
 Synovate, p. 147

##### Victoria

Strategic Initiatives Inc., p. 147

#### Manitoba

##### Winnipeg

DataProbe Research, p. 111  
 kಿಸquared, p. 125  
 NRG Research Group, p. 136

#### New Brunswick

##### Fredericton

Orion Marketing Research, p. 137

#### Newfoundland

##### St. John's

Market Quest Research Group Inc., p. 129

#### Nova Scotia

##### Halifax

Focal Research Consultants Ltd., p. 115

## Ontario

### London

Insights, Inc., p. 122

### Ottawa

Delta Media Inc., p. 112  
 Envision Marketing Research, p. 114  
 THE MARKETING WORKS, p. 130

### Toronto

Abbott Research & Consulting, p. 100  
 ABM Research Ltd., p. 100  
 IFOP-North America, p. 121  
 J Arnold & Associates, p. 123  
 Grace E. Maddox Associates Inc., p. 128  
 Metroline Research Group, Inc., p. 132  
 Mindset Creative Planning, Inc., p. 133  
 Rand Research Corporation, p. 141  
 Research International Canada, p. 141  
 Research Strategy Group Inc., p. 142  
 TerraNova Market Strategies, Inc., p. 148  
 Thistle Research Consulting, p. 148  
 Youthography Inc., p. 150

### Quebec

#### Montreal

Ad Hoc Research, p. 100  
 Contemporary Research Centre, p. 109  
 Head Research, Inc., p. 119  
 Leduc Marketing, Strategy & Research Inc., p. 127  
 Legendre Lubawin Marketing, Inc., p. 127  
 Leger Marketing, p. 127  
 Mark R.C. Lovell Research Consultant, p. 128  
 Michelle Massie Marketing, Inc., p. 131  
 Multi Reso, p. 134  
 Synovate, p. 147

#### Quebec

SOM, inc., p. 145

### Saskatchewan

#### Saskatoon

Itracks, p. 123

### China

CharColn Consulting Co., Ltd., p. 107  
 Marcom-China.com, p. 129

### Colombia

YanHaas, p. 150

### France

Wilson Qualitative Research Cnslts. (WQRC), p. 150

### Germany

BERENT Deutschland GmbH, p. 103  
 IKM, p. 121  
 ISM Global Dynamics, p. 123  
 Lamberts Consulting GmbH, p. 126  
 Mueller Market Insight, p. 134  
 Opus Moderandi, p. 137  
 PSY:COM, p. 139

### Guam

QMark Research & Polling (Br.), p. 140

### Hong Kong

Kangs & Associates (Asia Pacific)Ltd., p. 125  
 Market Strategies Internationa, p. 130

### India

Cross-Tab Marketing Services, p. 111  
 Majestic Market Research Support Services Ltd., p. 129

## Ireland

ase, p. 101

## Israel

Brandman Institute, p. 104

## Italy

RQ - Ricerche Qualitative, p. 143

## Mexico

Acertiva, p. 100  
 Brain - Brand Investigation S.A. de C.V., p. 104  
 Fine Research The LatAm Field Company, p. 115  
 Goldfarb Consultants Mexico, p. 118  
 NODO, p. 135  
 Qualitative Solutions, Inc., p. 140

## Netherlands

Heskes & Partners Qualitative Research, p. 120  
 R&M Matrix B.V., p. 140  
 Round Table Research BV, p. 143

## New Zealand

Andrew Fletcher Consulting Ltd., p. 115  
 Synovate New Zealand-Auckland, p. 147

## Puerto Rico

Lugojuan Integrated Communications, p. 128

## Romania

AD consulting, p. 100

## South Korea

Kangs & Associates (Korea) Ltd., p. 125

## Spain

ARPO Research Consultants, p. 101  
 MG Business Research Solutions, p. 132

## Switzerland

Qualitest AG, p. 140

## Taiwan

Opinion Research Taiwan, p. 137

## Turkey

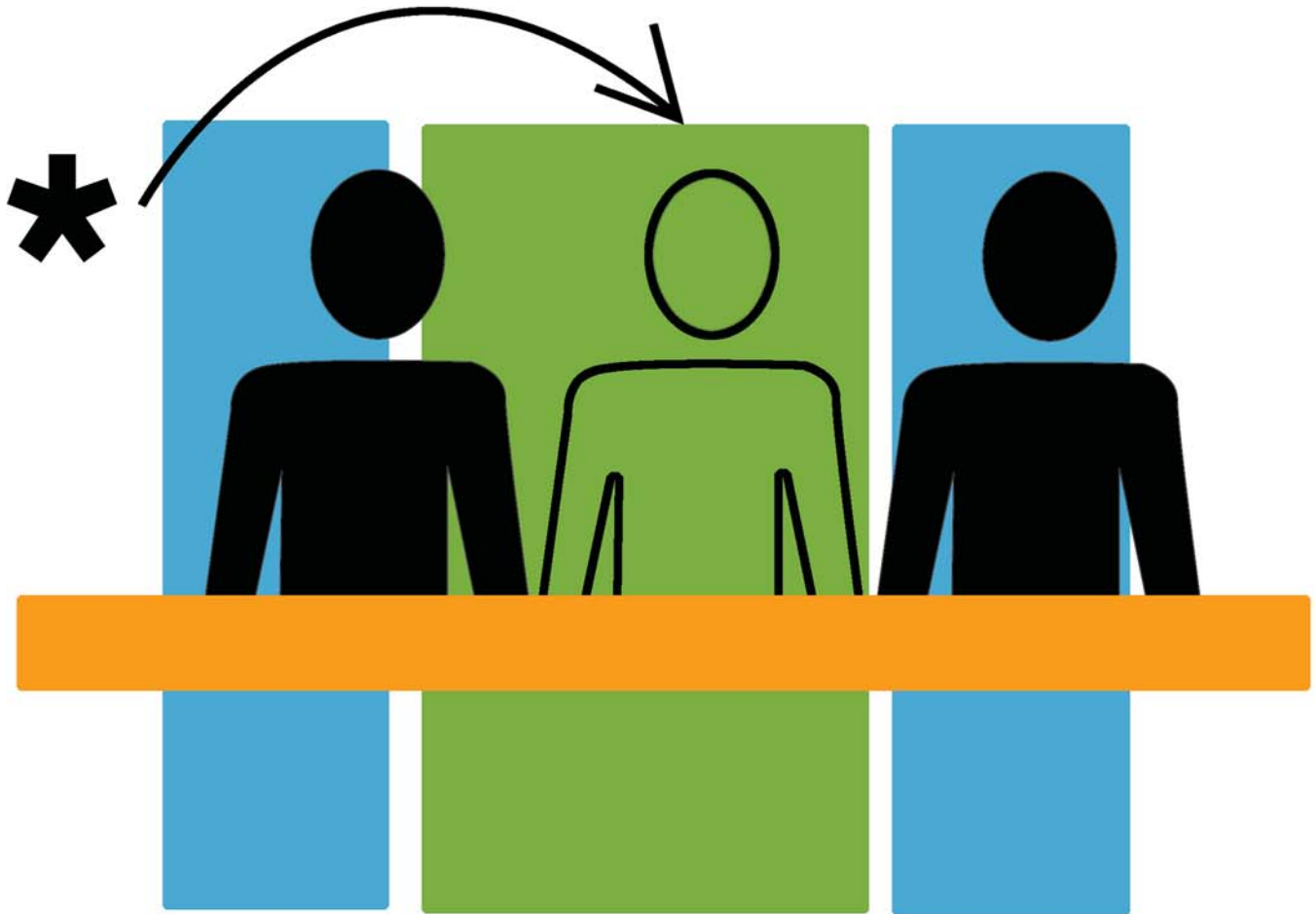
Boyut Marketing Research & Consultancy Ltd., p. 104  
 GfK Turkey, p. 117

## United Kingdom

Ask For Research, p. 101  
 Avista Consulting Ltd., p. 102  
 bob's your uncle, p. 104  
 Clayton Reed Associates, p. 108  
 Direct Dialogue, p. 112  
 Sally Ford Hutchinson: The Thinking Shop, p. 116  
 jgmrcltd., p. 124  
 MacLeod Research Ltd., p. 128  
 Maitland Goodman Consultancy Ltd., p. 129  
 Metro Research Ltd., p. 132  
 Reiman O'Donnell Limited, p. 141  
 Travel and Tourism Research, p. 148  
 Frank Winter Associates, p. 150

## Vietnam

Close Connection to Consumers, p. 108



## \* What's a Focus Group Without a Moderator?

Our annual May directory of focus group moderators lists more than 1,000 moderators at over 900 firms.

Don't have your printed copy handy? No problem! A fully searchable version is available at [www.quirks.com](http://www.quirks.com).

**QUIRK'S**  
Marketing Research Review  
[www.quirks.com](http://www.quirks.com)

# index of advertisers

<b>20/20 Research - Online</b> .....26 800-737-2020   www.2020research.com	<b>Fleischman Field Research</b> .....35 800-277-3200   www.ffrsf.com	<b>NameQuest, Inc.</b> .....80 480-488-9660   www.namequest.com
<b>About Orlando Market Research</b> .....72 407-671-3344   www.aboutorlandoresearch.com	<b>Focus &amp; Testing, Inc.</b> .....75 818-347-7077   www.focusandtesting.com	<b>Observation Baltimore</b> .....61 410-332-0400   www.observationbaltimore.com
<b>AccuData Market Research, Inc.</b> .....50 800-831-7744   www.accudata.net	<b>Focus Groups of Cleveland</b> .....80 800-950-9010   www.focusgroupsofcleveland.com	<b>Olson Research Group, Inc.</b> .....13 609-882-9888   www.olsonresearchgroup.com
<b>ActiveGroup</b> .....43 800-793-3126   www.activegroup.net	<b>Focus Market Research</b> .....29, 87 480-874-2714   www.focusmarketresearch.com	<b>Online Survey Solution</b> .....47 615-383-2502   www.onlinesurveysolution.com
<b>Advanced Focus</b> .....85 212-217-2000   www.advancedfocus.com	<b>Focus Network</b> .....9 800-394-1348   www.thefocusnetwork.com	<b>Opinion Research Corporation</b> .....28 800-444-4672   www.opinionresearch.com
<b>Affordable Samples, Inc.</b> .....36 800-784-8016   www.affordablesamples.com	<b>Focus Pointe Global</b> .....51 888-873-6287   www.focuspointeglobal.com	<b>Opinion Search Inc.</b> ..... <b>Inside Back Cover</b> 800-363-4229   www.opinionsearch.com
<b>AIM Research</b> .....34 915-591-4777   www.aimresearch.com	<b>Focusscope, Inc.</b> .....58 708-386-5086   www.focusscope.com	<b>Opinions of Sacramento</b> .....44 916-568-1226   www.opinionsofsac.com
<b>Analytical Group, Inc.</b> .....91 800-280-7200   www.analyticalgroup.com	<b>FocusVision Worldwide</b> .....6-7 203-961-1715 opt. 6   www.focusvision.com	<b>Opinions Unlimited</b> .....27 800-604-4247   www.opinions-unlimited.com
<b>Athena Research Group</b> .....101 951-369-0800   www.athenamarketresearch.com	<b>Greenfield Online</b> .....59 866-899-1013   www.greenfield.com	<b>Plaza Research</b> .....73 800-654-8002   www.plazaresearch.com
<b>Atkins Research Group, Inc.</b> .....103 323-933-3816   www.atkinsresearchinc.com	<b>Group Dynamics in Focus, Inc.</b> .....78 866-221-2038   www.groupdynamics.com	<b>Principles of Marketing Research</b> .....54 800-325-2090   www.principlesofmarketingresearch.org
<b>ATP Canada</b> .....49 905-889-8783   www.rosetta-intl.com	<b>GroupNet</b> .....41 800-288-8226   www.group-net.com	<b>Q&amp;M Research, Inc.</b> .....97 708-479-3200   www.qandm.com
<b>B &amp; B Research Services, Inc.</b> .....93 513-583-4660   www.focusmark.net	<b>i.think inc.</b> .....79 214-855-3777   www.ithinkinc.com	<b>Readex Research - Outsourcing Services</b> .....52 800-873-2339   www.readexresearch.com
<b>Baltimore Research</b> .....15-17 410-583-9991   www.baltimoreresearch.com	<b>I/H/R Research Group</b> .....81 800-254-0076   www.ihr-research.com	<b>Recruiting Resources Unlimited, LLC</b> .....22 718-222-5600   www.recruitingresourcesllc.com
<b>Burke Institute</b> .....5 800-543-8635   www.BurkeInstitute.com	<b>IMAGES Market Research</b> .....68 404-892-2931   www.imagesmarketresearch.net	<b>ReRez</b> .....60 214-239-3939   www.rerez.com
<b>Burke, Incorporated</b> .....25 800-688-2674   www.burke.com	<b>Infosurv, Inc.</b> .....32 888-262-3186   www.infosurv.com	<b>Research House, Inc.</b> .....53 800-701-3137   www.research-house.ca
<b>C&amp;R Research Services, Inc.</b> .....105 312-828-9200   www.crrresearch.com	<b>InterClipper</b> .....44 973-733-3434   www.interclipper.com	<b>Research Now</b> .....11 212-880-2944   www.researchnow-usa.com
<b>Common Knowledge Research Services</b> .....45 800-710-9147   www.commonknowledge.com	<b>Irwin</b> .....69 904-731-1811   www.irwin-jx.com	<b>S I S International Research, Inc.</b> .....83 212-505-6805   www.sisinternational.com
<b>Consumer Opinion Services, Inc.</b> .....109 206-241-6050   www.cosvc.com	<b>Itracks</b> .....42 888-525-5026   www.itracks.com	<b>Savitz Field and Focus</b> .....3 972-386-4050   www.savitzfieldandfocus.com
<b>Data Development Worldwide</b> .....19 212-633-1100   www.datadv.com	<b>Just The Facts, Inc.</b> .....21 847-506-0033   www.justthefacts.com	<b>Schlesinger Associates, Inc.</b> ..... <b>Inside Front Cover</b> 866-549-3500   www.schlesingerassociates.com
<b>Decision Analyst, Inc.</b> .....71 800-262-5974   www.decisionanalyst.com	<b>KITE LAB GROUP</b> .....33 305-265-1138   www.kite-lab.com	<b>Scientific Telephone Samples</b> .....89 800-944-4STS   www.stssamples.com
<b>Delve</b> .....39 800-325-3338   www.delve.com	<b>Luth Research</b> .....65 800-465-5884   www.luthresearch.com	<b>Survey Center Focus, LLC</b> .....66 312-321-8100   www.scflc.com
<b>Doyle Research Associates, Inc.</b> .....113 312-863-7600   www.doyleresearch.com	<b>Marketing Systems Group</b> .....67 800-336-7674   www.m-s-g.com	<b>Survey Sampling International</b> .....55 203-255-4200   www.surveysampling.com
<b>e-Rewards Market Research</b> .....77 888-203-6245   www.e-rewards.com/researchers	<b>McMillion Research Service</b> .....63 800-969-9235   www.mcmillionresearch.com	<b>Taylor Research, Inc.</b> .....64 800-922-1545   www.taylorresearch.com
<b>Esearch.com, Inc.</b> .....88 310-265-4608   www.esearch.com	<b>MRT Services, Inc.</b> .....82 888-MRT-SRVC   www.mrtservices.com	<b>Vovici Corporation</b> .....23 800-941-0904   www.vovici.com
<b>Fieldwork Network</b> ..... <b>Back Cover</b> 800-TO-FIELD   www.fieldworknetwork.com	<b>NameLab Inc.</b> .....74 415-517-0803   www.namelab.com	<b>Western Wats</b> .....37 877-254-1234   www.westernwats.com
<b>First Choice Facilities</b> .....57 888-FCF-BIDS   www.FirstChoiceFacilities.net		

## Trade Talk

continued from page 182

companies. While acknowledging that researchers in client firms, like those on the vendor side, face pressure to keep costs down, Salama said that if clients truly support the idea of quality data, they must vote with their dollars. "A lot of work has been done in the past year on how we can raise data quality standards. But if you don't allocate money to the things you think are important, things won't change. You have to use your financial clout. Clients have a responsibility to make sure that good quality is rewarded and bad quality isn't," he said.

Ron Gailey, senior vice president, director of research and customer insight at Washington Mutual, said his firm is paying extra for quality and has internal programs in place to track and validate data and evaluate data quality, which has led him to desire more partnerships with research suppliers, under which both sides can battle data quality problems. The stakes are huge, he said. "I work at a company that loves research. If I get it wrong, they won't use me anymore. If I get it right, millions of dollars can be made," Gailey said.

Jim Nyce, senior vice president, consumer insight and strategy, Kraft Foods, referenced his early days at Quaker Oats and mentioned that Quaker Oats had an internal vendor who validated research interviews. But those types of practices are now less common, as more and more interviewing has been outsourced and procurement departments have shifted the focus to cost. As a result, some researchers have taken their eye off the ball in terms of data quality. "Data quality isn't an enormous issue but it is an issue," Nyce said. "Our ability to provide knowledge and our credibility rest on the quality of the data we provide. If we don't have quality data, our work won't have impact. Ensuring quality data is everyone's job."

### Work together

Both talks ended up echoing similar themes. On Web metrics and research data quality, identifying the problems and agreeing to work together on solutions seemed to be the order of the day.

Some fresh perspectives and a holistic view of Web advertising's role in selling products and building brands are needed to help marketers get a full and accurate picture of what online ads can and can't do.

And with research data quality, it seems that enough discussion has occurred to confirm that quality is something worth fighting - and paying - for. It comes down to research vendors and clients really determining what is important to them.

A long-term view is required. There are dollars to be saved here and there in the short term but the damaging impact of decisions based on poor-quality data can have far-reaching and long-lasting repercussions.

## classified ads



LEXPARKSTUDIO

**LexPark Studio** "creative research space"™ in NYC provokes innovation and promotes open communication with clients, supporting them to engage their markets. We create opportunities for you to enjoy, savor and truly experience your concept. Whatever your research project requirements, LexPark ensures specialized attention and flexibility for a singular solution to meet your needs.

**Ph. 212.529.7570**

**info@lexparkstudio.com www.lexparkstudio.com**

## THE QUESTION SHOP, inc.

*A Marketing Research Firm  
Focus Groups and All  
Types of Surveys*

**RYAN REASOR**  
President

2860 N. Santiago Blvd.  
Suite 100  
Orange, CA 92667  
(714) 974-8020  
FAX: (714) 974-6968

### Can't Find the Right Market Research Professional for Your Open Position?



**Scientific Search specializes in finding the talent you need to move your organization forward:**

- Primary & Secondary Research
- Qualitative & Quantitative
- Technical, Sales & Executive Levels
- Pharmaceutical, CPG and Other Verticals
- Retained & Contingency Search
- Contract Staffing

**SCIENTIFIC SEARCH**

Technology Recruiting and Staffing  
101 East Gate Drive, Cherry Hill, NJ 08034

Exceeding expectations since 1983.

Recently recognized by Inc. Magazine as one of the fastest growing private companies in America.

Contact P. James Jenkins to discuss your staffing & hiring needs.

**(856) 761-0900 • pjj@scientificsearch.com • www.scientificsearch.com**

**Quirk's Marketing Research Review**, (ISSN 08937451) is issued 12 times per year — Jan., Feb., Mar., Apr., May, June, July, Aug., Sep., Oct., Nov., Dec. — by Quirk Enterprises, Inc., 4662 Slater Road, Eagan, MN 55122. Mailing address: P.O. Box 22268, Saint Paul, MN 55122. Tel.: 651-379-6200; Fax: 651-379-6205; E-mail: info@quirks.com; Web address: www.quirks.com. Periodicals postage paid at Saint Paul, MN and additional mailing offices.

**Subscription Information:** U.S. annual rate (12 issues) \$70; Canada and Mexico rate \$120 (U.S. funds); international rate \$120 (U.S. funds). U.S. single copy price \$10. Change of address notices should be sent promptly; provide old mailing label as well as new address; include ZIP code or postal code. Allow 4-6 weeks for change.

**POSTMASTER:** Please send change of address to QMRR, P.O. Box 22268, Saint Paul, MN 55122.

*Quirk's Marketing Research Review is not responsible for claims made in advertisements.*



# ARF sessions look at Web metrics and MR data quality

Two oft-debated issues – Web advertising metrics and research data quality – got a lot of air time at the annual Advertising Research Foundation Re:think conference in New York last month.

ComScore Chairman Gian Fulgoni moderated a panel on the growing importance of the Internet as an advertising medium. He opened the proceedings with a brief overview of the Web and its role as an ad vehicle. Despite a 25.6 percent growth rate in spending for online ads in 2007 over 2006, online still only accounts for 7 percent of total ad spending, lagging behind direct mail (21 percent), broadcast TV (15 percent) and even the supposedly near-dead newspaper (14 percent).

Once the panelists were brought into the conversation, the focus naturally turned to the problem of metrics for measuring an online ad's effectiveness. Some argued that

clicks are a misleading measurement and may not be the best indication of an ad's effectiveness. But, in the minds of many, clicks are all we have. As one panelist mentioned, marketers and advertisers must measure what they should not just what they can. Therefore, it seems clear that new metrics are needed, but no one can seem to agree on what those metrics should be. As Lee Doyle, CEO of ad agency Mediaedge:cia North America put it: "Are clicks and conversions really the right things to measure? You need to measure what's relevant to each client."

And, rather than viewing the Web and its metrics in a vacuum, consideration should be given to online advertising's role as part of an entire marketing campaign. "We have to understand how the media work together. We should all push for that approach as researchers," said Yahoo!'s Chief of Insights Peter Daboll.

Those sentiments were echoed by Stephen Kim, global marketing director, Microsoft Digital Advertising Solutions. Arguments about which metrics are most valid certainly have a place but they have at times become too much of the focus. "It's not black and white. We all understand the caveats. The finger-pointing is counterproductive. We need to move to a place of looking at how data fit together," Kim said.

## Direct request

The following day, Stan Sthanunathan, vice president, marketing and strategy and insights at The Coca-Cola Company, moderated a discussion on data quality that included four research company CEOs and four high-level client-company researchers. Eric Salama, CEO of The Kantar Group, made the most direct request to client

continued on page 181



# comfort

New spacious facilities, health-conscious catering options, internet video streaming & enough technology to make your neighbor jealous.

Facilities available in: Toronto, Montreal and Ottawa

For Canadian qualitative research, we provide in-house recruiting from our panel, your lists or directories. Each of our offices host spacious modern rooms with *ActiveGroup* internet video streaming, so your clients can view the groups from the comfort of their own office or home —wherever there is an internet connection.

Let us handle the arrangements for all your Canadian qualitative projects. Visit our website, or call us today to book:

**1-800-363-4229**

**new**

Use our in-house Internet video streaming system free of charge. Reserve with your room booking.

[opinionsearch.com](http://opinionsearch.com)

 **OPINION SEARCH**  
*responsive service, reliable results*

kissable.



Inside even the homeliest focus-group project, something beautiful waits to emerge: the truth. But drawing it out takes a special touch—top recruiting, world-class facilities, attentive service, welcoming ambience. We call it the fieldwork kiss. And while it's definitely science, it can work wonders. Field your next study with us, and see for yourself.



[www.fieldwork.com](http://www.fieldwork.com)

atlanta: 770.988.0330  
boston-waltham: 781.899.3660  
chicago-downtown: 312.565.1866  
chicago-north: 847.583.2911  
chicago-o'hare: 773.714.8700

chicago-schaumburg: 847.413.9040  
dallas: 972.866.5800  
denver: 303.825.7788  
east-fort lee, nj: 201.585.8200

L.A.-orange county: 949.252.8180  
minneapolis: 952.837.8300  
new york-westchester: 914.347.2145  
phoenix-scottsdale: 480.443.8883

phoenix-south mountain: 602.438.2800  
san francisco: 415.268.8686  
seattle: 425.822.8900  
seattle-downtown: 206.943.3300  
multi-location projects: 1.800.TO.FIELD