

# QUIRK'S

DECEMBER 2008

## Marketing Research Review

### Observe your focus groups with care

Also...

- > Pros and cons of sampling modes
- > Handling difficult one-on-one respondents
- > Researching online communities
- > Is ethnography worth the money?
- > Six segmentation hazards



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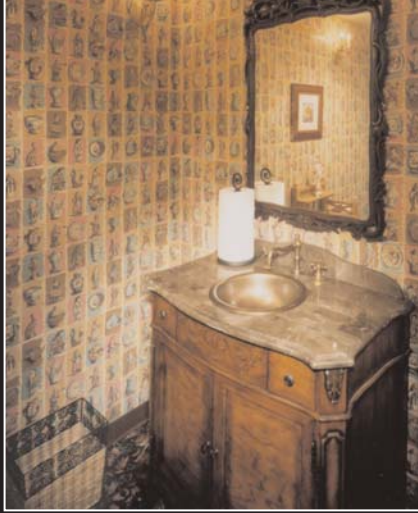
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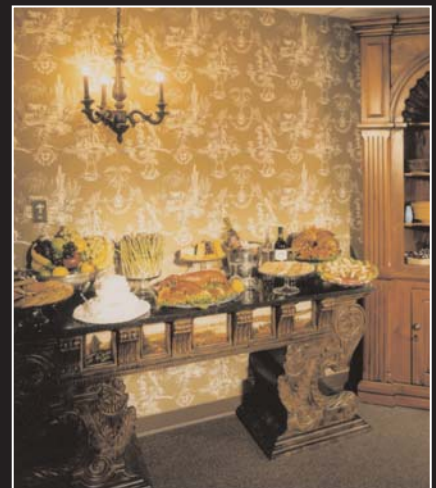


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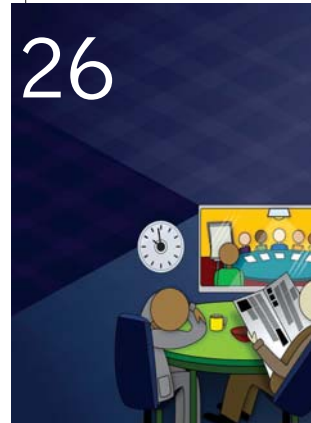


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# in case you missed it...

news and notes on marketing and research



## With retail vacancies climbing, developers must reinvent the mall

The \$55 million makeover that brought a movie theater and two stories of upscale shops and restaurants to Rosedale Center two years ago has turned out to be a well-timed hedge for the Roseville, Minn., regional mall, according to Susan Feyder's September 8, 2008, article "Malls that risked makeovers better off," in the *StarTribune*.

Store closings and reduced expansion plans by retailers are taking a toll on regional malls in the Twin Cities and elsewhere. The International Council of Shopping Centers released a report that said it expects 144,000 stores to close in 2008. That's up 7 percent from 2007 - the largest increase in 14 years, the New York-based trade group said.



The vacancy rate at Twin Cities-area regional malls, which had started falling in 2004, has edged up recently to about 6.3 percent, according to NorthMarq, a Bloomington, Minn., real estate services firm. Higher vacancies can have financial consequences that go beyond the loss of rent from a departing tenant. It may cost more for a mall to attract new tenants to a center that's perceived to be struggling, said Tricia Pitchford, vice president, retail brokerage services, NorthMarq.

So-called club stores like Costco and Sam's Club have begun showing up in vacant anchor space in regional malls on the West Coast, and it's possible that

trend could eventually begin cropping up in other areas of the country, including the Midwest. "There used to be the idea that you didn't see a shopping cart at a regional mall, but that's starting to change," said Richard Grones, founder of Cambridge Commercial Realty, an Edina, Minn., firm that specializes in the retail market. "People are becoming less resistant to the notion of shopping at a mall for perishables."

Two Twin Cities malls, Southdale and Brookdale, are examples of malls that put off redevelopment and now find themselves struggling. Paula Mueller, general manager at Northtown Mall in Blaine, Minn., said malls must keep reinventing themselves to remain viable. "We can't predict or control what a retailer's plans might be, but you're in a better position if you keep moving ahead on improvements," she said.

In the last couple of years Northtown has attracted a Best Buy, Burlington Coat Factory and a Steve & Barry's to space vacated by Kohl's and Homeplace. In August, an LA Fitness sports club opened in a spot once occupied by Montgomery Ward. In September 2008, a Herberger's department store opened at Northtown, formerly a Mervyn's location. Mueller said the latest changes will boost the mall's occupancy to 99 percent.

The Northtown Steve & Barry's recently survived a round of closings announced by the new owners of the chain. Mueller said that might not have been the case if Northtown had forgone redevelopment.

## More online shoppers picking in-store pickup

This holiday season, the desire to avoid the mad dashes through the aisles and the high shipping prices that accompany shopping online are driving more and more consumers to opt for online ordering and in-store pickup, and likewise driving retailers to improve their online ordering and in-store pickup processes. According to research from Chicago research company the e-tailing group, a primary appeal is free shipping to the store, which 96 percent of all merchants surveyed now offer, as compared to 92 percent last year.

Efficiencies within the store, like the pickup location more frequently being at the customer service area and more related in-store signage, are further evidence of the feature's integration within the brick-and-mortar environment. The overall wait time is also improving for store pickup - down to an average of 2.58 minutes versus 3.21 minutes last year and 3.64 the year prior. Products were ready and waiting when the customer arrived at the store 94 percent of the time, up from 83 percent in 2007.

## Thanks for the pre-paid gas card, Santa

U.S. consumers may not be feeling particularly jolly heading into the holiday shopping season this year, with more than one-third of consumers across all income levels expecting to spend less, according to research from New York researcher The Nielsen Company. Only 6 percent expect to spend more, and 50 percent of consumers surveyed expect to spend the same amount as last year during the holiday shopping season, historically defined as Thanksgiving week through the last week of December.

It seems all shoppers want for Christmas is value. Of those consumers who report they'll spend about the same, about half report they will spend the same amount this year in grocery stores, supercenters and mass merchandisers. The holiday season may prove to be a bigger challenge for department and electronic stores, with almost one-third of consumers expecting to spend less in these stores this year. Convenience and gas retailers may come out ahead this year, with 12 percent of consumers expecting to spend more in these locations, likely related to a rise in pre-paid gas cards as gifts this holiday season.

Of those consumers surveyed who entertain at home, 29 percent plan to spend less this holiday season, including 26 percent of high-income consumers. For those entertaining away from home, 33 percent expect to spend less, including 31 percent of affluent consumers.

Nielsen forecasts 4.7 percent growth in dollar sales, or \$98 billion, across grocery stores, drug stores, mass merchandisers and convenience stores, for the holiday shopping season. The growth forecast, slightly higher than last year's 4.5 percent gain, is in large part due to higher commodity prices. Nielsen projects unit sales, however, to be flat or down 0.8 percent versus a year ago.

Necessities, rather than novelties and luxuries, are expected to drive holiday sales this year. Toiletries, baby-care products, food items and gift cards for groceries, gasoline, telephone and car maintenance are expected to see strong sales. Practical, cold-weather apparel (i.e., socks, fleece jackets and undergarments) and household goods (i.e., cookbooks, bed and bath linens and kitchen supplies) are also expected to sell well.





## Airlines struggle pleasing all finicky fliers

Put 300+ people in a really small space for a number of hours; expect many of them to sleep upright; feed them en masse (or not at all); subject them to each other's snores, coughs, laughter, slurps and worse – and you're going to have a hard time keeping everyone happy. Sounds quite tough when you put it like that. Indeed, airlines face a considerable customer service challenge. Sometimes the difference can be a smile, sometimes it takes a lot more than that to



create loyalty. Airlines with strong brands are invariably forgiven more, but do passengers even care about branding when all they want to do is get from point A to point B?

Chicago research company Synovate spoke with more than 10,000 respondents in 13 markets across the world to find out whether air travel was a pleasure or a pain, the impact of fuel costs and surcharges, the frustrations of sitting near other people's children and chatty fellow passengers. What became fairly clear, fairly quickly, was that for most people travel is all about getting where you need to go, and the pleasure-to-pain

ratio is determined by your seat.

Much of what the survey highlighted was that the seat of all power for airlines is, well, the seat. Two-thirds of all respondents who had traveled by air disagreed with the statement "I have no preference when it comes to seating" – the least fussy were the Filipinos (64 percent agreed) and the most particular were the Thais (89 percent disagreed). Forty-one percent say they are "really fussy about my seat and a bad one can ruin my flight experience." Three-quarters say "I would like to have an option which allowed me to change seats if I was unhappy." A massive 89 percent of Taiwanese, 87 percent of Americans, 84 percent of Thais and 83 percent of U.K. travelers agreed they would appreciate a seat swap if they were less-than-thrilled with where they were asked to park their posteriors.

Very much related to the seat issue is who you sit next to. The study asked people to agree or disagree with a series of statements, one of which was "I prefer sitting next to someone of my own sex." Overall, a little over one-third of respondents agreed with this (34 percent). The highest "agrees" were from Hong Kong (65 percent), Malaysia (57 percent) and Thailand (53 percent). Women are far more likely to answer in the affirmative than men. Forty-four percent of all women travelers say they want to sit next to someone of their own gender, while only 24 percent of men do. In Hong Kong, 78 percent of women want to sit next to another woman. The study also asked whether respondents agreed with the statement "I enjoy making conversation with the people sitting next to me," and, overall, 57 percent agree. People from Malaysia and the Philippines most like to chat (77 percent and 74 percent, respectively) and those from Thailand (60 percent disagreed), Taiwan (58 percent) and Hong Kong (57 percent) do not.

Two-thirds disagreed with the

statement "I get frustrated when sitting next to or near children." Britons were found to be most intolerant of children on planes, with 55 percent agreeing they find sitting near the smallest travelers to be frustrating. They were closely followed by Hong Kongers (52 percent agreed). Least likely to get frustrated were German travelers, with only 15 percent agreeing. Looking at the results by gender, women are far more tolerant of airborne kids. However, in the United Arab Emirates, 48 percent of women agreed they find sitting near children frustrating, and only 24 percent of men did.

Synovate also quizzed people about the one thing they best liked about being on a plane. Fifty-six percent chose "It's fast and it gets me where I need to be quickly" as the thing they most like about air travel.

But will people even get on planes in the current economic environment? Across the markets surveyed, Synovate asked air travelers to choose one answer that best summed up the effect of fuel surcharges and increased costs of air travel for their situation. The study was conducted in July 2008 and, in cautiously good news for airlines, the highest overall answer was 39 percent who said "I would consider looking for airlines offering cheaper flights." This was the highest in Brazil at 62 percent, followed by Canada and the U.K. at 48 percent. Eighteen percent of Thais, 17 percent of Germans and 16 percent of Britons and Americans said they would now consider alternative modes of transport for their travel. For more information visit [www.synovate.com](http://www.synovate.com).

## Stress-reducing services find success in economic slump

As stress rates increase, more people are turning to massage therapy for relaxation, according to the 12th annual consumer survey conducted by the American Massage Therapy Association, Evanston, Ill. The survey

continued on p. 72



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## names of note

**Clive Gibbins**, a 19-year veteran of London research company *GfK NOP*, died of cancer at age 49 in September.

Montgomeryville, Pa., research company *J. Reckner Associates Inc.*'s board of directors has chosen **Steven Aukers**, currently senior vice president, to replace **Frances Grubb** as president and CEO when Grubb steps down as president and joins the board of directors on January 1, 2009.

New York research company *Advanced Focus* has named **Amy Shields** executive vice president.

**Kim L. Feil** has joined *Walgreens*, Deerfield, Ill., as vice president and CMO.

**Brad Jakeman** has been hired as chief creative officer of *Activision*, a Santa Monica, Calif., video game developer and publisher. Research will be among his responsibilities.

**Kimberly Till** has been appointed president and CEO of *Harris Interactive*, a Rochester, N.Y., research company. Additionally, **Steve Evans** has returned to Harris Interactive as a research director after a two-year absence. Evans will be based in Brentford, Middlesex, Harris Interactive's U.K. headquarters.

*The Advertising Research Foundation*, New York, has appointed **Raymond Pettit** as senior vice president, research and standards.

London research firm *Populus* has hired **James Turner** as client development director and **Kevin Evans** as an associate director.

Vancouver research company *Angus Reid Strategies* has appointed **Tim Olafson** as executive vice president, in charge of its national public affairs group.

*Confermit*, an Oslo, Norway, research software company, has announced its new advisory board members for 2008-2009: **Bruno Colin**, global managing director operations and IT, *GfK Custom Research Worldwide*; **Pete Comley**, chairman, *Virtual Surveys*; **Tony Cowling**, president, *TNS*; **Roy Kimura**, director of marketing research, U.S., China and Hong Kong, *AIP Corporation*; **David Pinsley**, vice president, panel and research and development, *The NPD Group*; **Rich Ratcliff**, executive vice president, *Carbonview*; and **Vaughn Ravenscroft**, global chief information and development officer, *Ipsos*.

**Brian Lunde** has been hired as executive vice president, business development, and CMO of Portland, Ore., research company *Hansa | GCR*.



Lunde

Takacs

London research company *Illuminas* has named **Bob Takacs** managing director in its New York office.

Ludinghauser, Germany, research company *Kleffmann Group* has named **Thomas Klobucar** managing director with its global management team. Klobucar will be based in the company's Iowa City, Iowa, location.

**Tammy Peterson** has been named director, advanced analytics, of Port Washington, N.Y., research company *The NPD Group*.

*Synovate*, a Chicago research company, has promoted **Julie Beeck** to managing director of Australia and **Dean Harris** to client services director.

*Synovate* has also appointed **Lindsay Main** as associate director, marketing communications, based in Hong Kong.

*Ipsos Loyalty*, a New York division of Paris-based research company *Ipsos*, has hired **Jeff Repace** as senior vice president. **Tony Cosentino** has also joined *Ipsos Loyalty* as vice president. Cosentino will be based in the firm's Portland, Ore., office.

**David J. McGuire** has joined *Abt Associates*, a Cambridge, Mass., research company, as division vice president, international health.

*Research Now*, London, has hired **Adam Portner** as senior vice president in San Francisco and **David Bilicic** as senior vice president in New York.

*Marketing Research Services Inc.*, Cincinnati, has hired **Brad Buher** as an account executive; **Jack Korte** as vice president, client services; and **Amy Collis** as an account manager.

*IQ Research*, London, has appointed **Matt King** as research director.

*Forrester Research Inc.*, Boston, has appointed **Dwight Griesman** as CMO and added him to its executive team.

*International Communications Research*, Media, Pa., has hired **Neil Modi** and **Karin A. Ferez** as senior vice president; and **Lloyd R. Wohlner**, **Melody A. Matthews** and **Nancy B. Salk** as vice president.

*Hotsplex Inc.*, a Toronto research company, has hired **Kevin Caine** as vice president, research.

**James A. Prasad** has been named president and CEO of San Francisco research software company *Computers for Marketing Corporation*.

continued on p. 78

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# product and service update

## MediaAnalyzer tool tracks emotional response to TV ads

MediaAnalyzer, a New York research company, has globally launched EmotionTracking, a new technology designed to allow advertisers to measure consumers' emotional responses to TV advertisements.

Research participants using EmotionTracking have access to an online slider designed to enable them to give feedback based on how they are feeling while watching the ads on their computers.

EmotionTracking differs from other testing technologies in that, prior to this technology, online sliders forced respondents to avert their attention away from the ad so that they could properly use the slider to input their feedback, plus post-hoc research measured overall emotional impression and not the emotional process.

Compared to traditional lab-based slider methods, the problem is that geographical diversity in sample testing is limited, while the laboratory environment is time-consuming and costly. MediaAnalyzer aimed to address these shortcomings by implementing an online slider that only needs to be moved back and forth to measure emotion, thereby allowing respondents around the country to test commercials on their PCs. For more information visit [www.mediaanalyzer.com](http://www.mediaanalyzer.com).

## Firms partner to create specialist B2B panels

Research Now, London, and Reed Business Information U.K. (RBI), a Surrey, U.K., business-to-business publisher, have joined forces to create online panels for the business-to-business research sector. Research Now and RBI intend to build, operate and sell specialist co-branded online panels of business professionals utilizing RBI's client base, namely its Web site users and magazine readers.

The first of these panels will comprise IT decision makers, using

RBI's Web products and publications including *Computer Weekly* and *ComputerWeekly.com*. Further panels using RBI's business-to-business products in vertical markets are expected as the partnership develops.

Each specialist panel will be by invitation only, stand-alone and research-only, designed to provide access to respondents working in market research. The panels will be profiled using over 70 different parameters with a series of tailored incentives and respondent-specific content to encourage active participation and engagement. For more information visit [www.reedbusiness.co.uk](http://www.reedbusiness.co.uk).

## OTX launches ad effectiveness measurement tool

Los Angeles research company OTX (Online Testing Exchange) has launched MediaCEP, a research solution developed to measure ad effectiveness and aid channel planning for integrated multimedia advertising campaigns. This methodology is designed to bridge the gap between creative ad testing and the media planning process.

MediaCEP is part of OTX's ad testing product line and a further step in OTX's AdCEP product that tests individual ads across a variety of media including online, TV, print and in-store. MediaCEP includes key brand metrics including the CEPTest measures, which are proprietary measures of cognitive and emotional power developed for OTX. MediaCEP is designed to expand the capabilities into a planning tool for advertisers using multimedia campaigns. For more information visit [www.otxresearch.com](http://www.otxresearch.com).

## A new Revelation for qualitative research

Revelation, a Portland, Ore., research tool developer, has ventured into Web 2.0 with Revelation Project v2, designed to allow researchers to see through customers' eyes and gain a deeper understanding of how, when,

why and where they use today's products and services by allowing customers to provide instant feedback via different online mediums.

In addition to blog-like or journal postings, respondents are able to upload photos or respond to images posted by the researcher from the privacy of their computers. On the researchers' side, Revelation Project v2 is designed to provide tools to analyze, filter, categorize and organize the collected data into a manageable format. Revelation Project v2 is available now. For more information visit [www.revelationglobal.com](http://www.revelationglobal.com).

## Representative mobile sampling now a SNAP; SSI reveals Verify for respondent validation

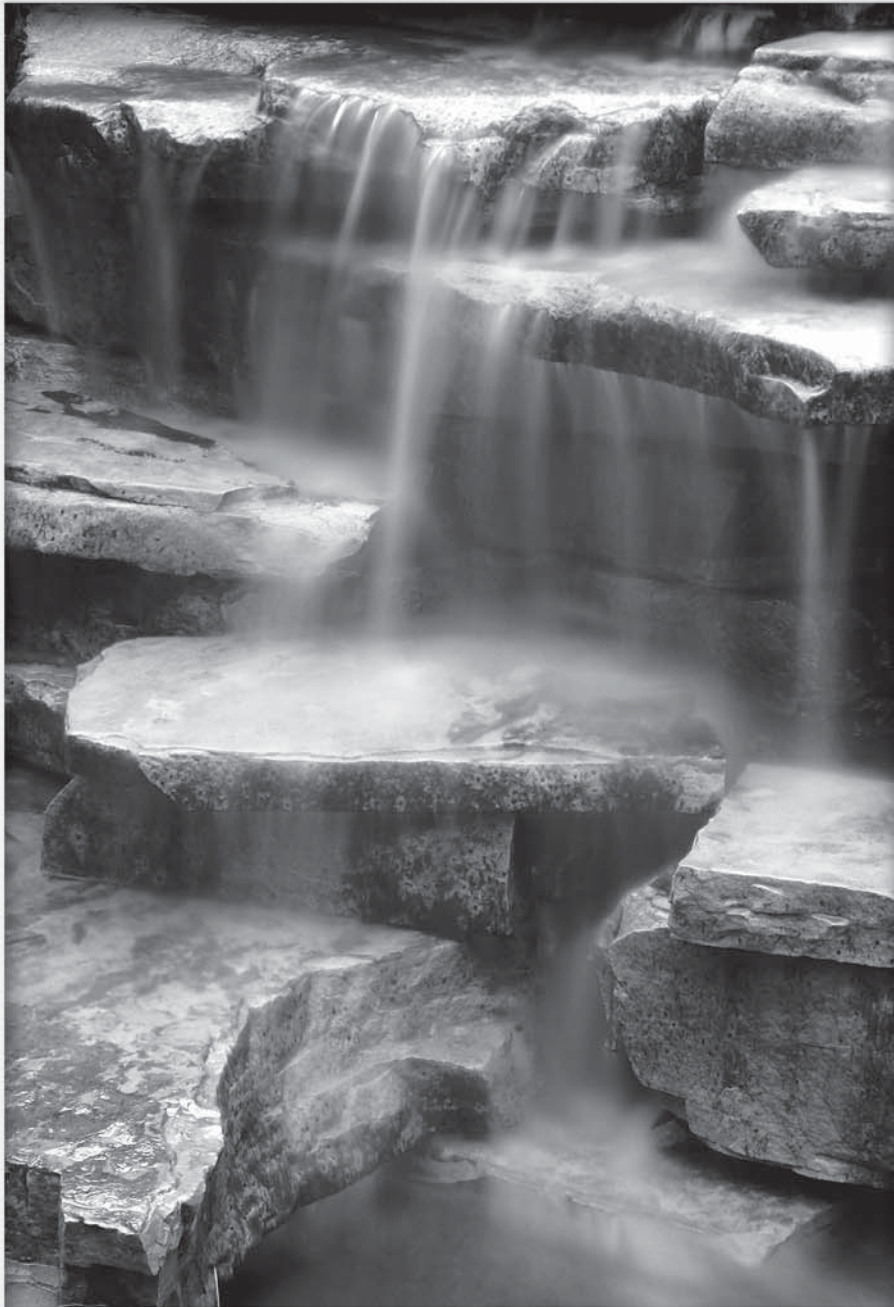
Survey Sampling International (SSI), Shelton, Conn., has launched wireless sampling capability through SSI-SNAP. SSI-SNAP offers continuous access to SSI telephone sample by providing clients with direct access to SSI's production system. SSI now has mobile sampling available in nine countries (Canada, France, Germany, Ireland, Italy, Netherlands, Spain, the U.K. and the U.S.) with plans to expand this service into additional markets.

Separately, SSI has released SSI Verify, a technology-based system designed to enable higher quality standards in online survey research. SSI Verify comprises a digital fingerprinting capability from RelevantView called RelevantID and a set of quality processes that SSI has deployed for years. Together, these components are aimed to provide researchers with solutions for ensuring the reliability of online sample. SSI Verify addresses the issue of respondent authentication to avoid duplicates and misrepresentation in the online survey research process.

The RelevantID digital fingerprinting capability of SSI Verify works by gathering approximately 60 data points about a participant's computer such as

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*The Fine Art of Marketing Research*

## News notes

New York researcher **The Nielsen Company's** entertainment-focused online community, Hey! Nielsen, has been closed down after just over a year. Site organizers said a new consumer site is in the works, though no further details about the site were given.

## Acquisitions/transactions

Paris research company **Ipsos** has acquired Shanghai, China-based automotive research company **B-Thinking**. The business will be integrated into Ipsos' existing business in China.

**In-Touch Survey Systems Ltd.**, Ottawa, Canada, has acquired **NCI Mobility LLP**, a Chicago data capture and mobile market-

ing firm. The acquisition of NCI is intended to aid In-Touch's growth strategy of investing in technology.

## Alliances/strategic partnerships

Ludinghauser, Germany, research agency **Kleffmann Group** has named **Independent Business Resources (IBR)**, a Wiltshire, U.K., research company, as a U.K. partner. IBR has been given an exclusive license to offer U.K. clients access to Kleffmann's panel of farmers, called the Agricultural Marketing Information System. The deal will also involve IBR carrying out ad hoc research and data analysis for Kleffmann in the U.K.

**Research International (RI)**, Chicago, has entered into

an alliance with **STAT'COM**, a Paris sales forecasting company, to launch a simulated test market product named MicroTest Nouveau. The partnership is intended to enable RI to integrate modeling that reflects changing market conditions using a database of over 40,000 records to put results into context. The launch of the MicroTest Nouveau is expected on January 2nd, 2009.

**Data Development Worldwide**, a New York research company, and **Marketing Analysts Incorporated**, Charleston, S.C., have merged. Both organizations will maintain their respective brands and facilities. Financial details of the transaction were not disclosed.

**Visible Measures**, a Boston data collection company, has partnered with **MTV Networks (MTVN)**, a division of New York media conglomerate Viacom. MTV Networks will use Visible Measures' Internet video metrics media platform across MTV Network's 340+ destination Internet video sites. As part of the multi-year agreement, MTVN Global Digital Media and MTVN Digital Media Research will use Visible Measures to build online video performance metrics.

**Ipsos Mori**, a London division of Paris research company Ipsos, has formed a partnership with Hampshire, U.K., information management firm **The Logic Group** to optimize customer relationship programs and loyalty schemes.

## Association/organization news

**The Qualitative Research Consultants Association**

## Calendar of Events January-May

The AMA will hold its Mplanet 2009 event, themed "Navigating the New Marketsphere," on January 26-28 at the Rosen Shingle Creek Resort in Orlando, Fla. For more information visit [www.mplanet2009.com](http://www.mplanet2009.com).

The Council of American Survey Research Organizations will host a conference related to panel research on February 2-3 at the InterContinental in New Orleans. For more information visit [www.casro.org](http://www.casro.org).

ESOMAR will host its 2009 consumer insights conference, themed "The Pragmatic Approach," on February 9-11 in Dubai. For more information visit [www.esomar.org](http://www.esomar.org).

CMOR will host its annual respondent cooperation workshop on March 2-4 at the Miami Beach Resort and Spa in Miami Beach, Fla. For more information visit [www.cmor.org](http://www.cmor.org).

The Pharmaceutical Marketing Research Group will hold its annual national conference on March 8-10 at the Wynn Hotel in Las Vegas. For more information visit [www.pmrg.org](http://www.pmrg.org).

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

The ARF will hold its annual RE:THINK! convention and expo on March 30-April 1 at the New York Marriott Marquis in Times Square, New York. For more information visit [www.thearf.org](http://www.thearf.org).

The ARF will host the 2009 David Ogilvy awards on March 31 at the Marriott Marquis in New York. For more information visit [www.thearf.org](http://www.thearf.org).

Photizo Group will hold its annual managed print services conference on April 26-28 at the Omni La Mansion del Rio in San Antonio. For more information visit [www.managed-print-services.com/conference.htm](http://www.managed-print-services.com/conference.htm).

The Business Intelligence Group will host its annual BIG Conference 2009, themed "B2B Research: New Dimensions," on May 13-15 at the Marriott St. Pierre in Chepstow, Wales. For more information visit [www.bigconference.com](http://www.bigconference.com).

The AAPOR will host its 64th annual conference on May 14-17 at the Westin Diplomat Resort and Spa in Hollywood, Fla. For more information visit [www.aapor.org](http://www.aapor.org).

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# The pros and cons of sampling modes

Marketing researchers have a variety of sampling methodologies to consider with each research project they initiate. Representation, cost, time in the field and efficiency are relevant issues that can vary mode-to-mode. Knowing the advantages and disadvantages of each sampling methodology helps researchers choose the most appropriate mode for a successful project.

A sample – a subset of a given population of interest – is used to make inferences about that population. Samples are used when a census or complete enumeration of the population is impractical. One potential source of sampling error is frame coverage error. If the frame from which a sample is selected is not representative of the population of interest, then the estimates may be biased, particularly if those groups omitted or under-represented are different in terms of unobserved characteristics that can't be offset with sample balancing.

For example, the demographic biases associated with unlisted households, cell phone-only households and households without Internet

access have been well-documented and their exclusion might lead to bias. Therefore, it is crucial to select an appropriate sampling frame and mode to match the research objective. A look at sampling modes typically used in the U.S. helps to illustrate this learning.

## Face-to-face

Face-to-face sampling is based on an area probability sample and offers full coverage. Face-to-face sampling is conducted for many U.S. government studies and some private-sector studies. Expensive to implement, this mode is considered extremely representative as every household has a known non-zero probability of selection.

## Address-based

Address-based sampling relies on deliverable addresses from the U.S. Postal Service's Delivery Sequence File. Address-based files can be merged with consumer databases of names and/or addresses and telephone numbers, where available. This allows for multimode sampling, combining telephone with mail and

*Editor's note: Linda Piekarski is vice president, database and research at Survey Sampling International, Shelton, Conn. She can be reached at 203-567-7236 or at [info@surveysampling.com](mailto:info@surveysampling.com).*

even face-to-face. Less expensive to implement than face-to-face alone, address-based sampling provides excellent household coverage.

## RDD telephone

Random-digit dialing (RDD) telephone samples historically covered 95 percent of U.S. households. Today, with approximately 16 percent of telephone households cell phone-only, list-assisted RDD sampling frames represent only 83 percent of all U.S. households. Despite the declining coverage, list-assisted RDD sampling remains the mode of choice for many research projects.

The inclusion of samples drawn from wireless telephone RDD frames will enhance the coverage of list-assisted frames. Although cell phone surveys present many challenges in the field for researchers, sampling from the combined frames will pro-

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Sometimes  
we all need  
a little help  
to get that  
edge

Figure 1: Coverage Data for Telephone Frames

		% HH	% Telephone HH	% Landline HH
Total U.S. Households	113,136,926			
Est. Non-Telephone Households	2,602,149	2.3%		
Est. Telephone Households	110,534,777	97.7%		
Est. Cell-Only Households	17,353,960	15.4%	15.7%	
Est. Landline Households	93,180,817	82.5%	84.3%	
Directory-Listed Households	67,704,642	59.8%	61.2%	72.5%

Sources:  
Households - Scan/U.S. 2007  
Estimated telephone households - SSI 2007  
Listed households - SSI 2007  
Cell-only households - Mediamark Research & Intelligence, LLC 2007

vide 97 percent coverage of U.S. households.

**Directory-listed telephone**

Directory-listed telephone samples are limited to landline households listed in a directory. On average, this mode covers 60 percent of U.S. households and will vary by geography.

Advantages of directory-listed samples include a higher working phone rate when compared to RDD samples. Directory-listed samples are considered for projects that require names and addresses on every record, geographic integrity or targeted demography.

**Low-incidence targeted**

Low-incidence targeted samples are ideal for connecting with hard-to-reach populations easily and efficiently. These databases contain primarily self-reported demographic and behavioral information, blended from multiple sources and available at both the household and individual levels.

Using this mode, the coverage of the household or the population is unknown. However, self-reported information provides the opportunity for researchers to locate that “needle in a haystack” lifestyle or demographic in a more efficient manner than screening an RDD sample.

**Internet**

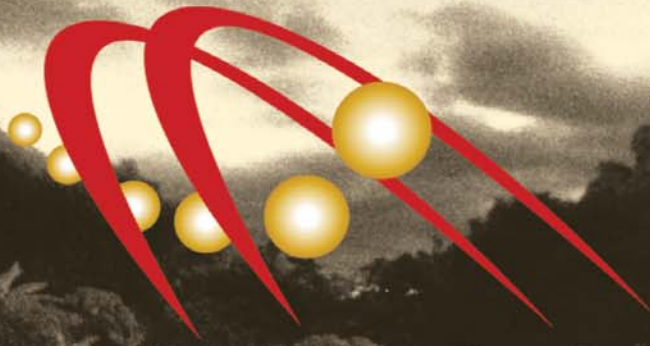
According to the Pew Internet & American Life Project, 75 percent of adults use the Internet. Internet

sampling offers researchers many advantages over other modes, such as increased speed from launch to data results, lower costs, and opportunities to incorporate audio/visual technologies. Internet samples also offer researchers a variety of demographic and lifestyle targeting options similar to those available in other modes. Disadvantages are that Internet sampling is only representative of people who are online or who can afford to be online. In some countries where Internet penetration is low, certain demographic groups are significantly underrepresented (e.g., older people in China).

**Quite valuable**

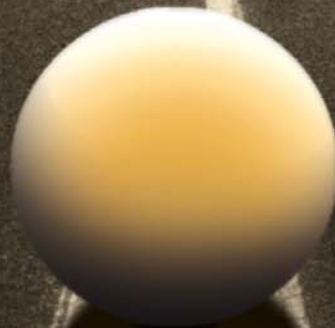
Combining methodologies can be quite valuable. In one instance, one of our clients was in the practice of acquiring mail-study participants by telephone, an effort the client found arduous. Online recruitment - accomplished in two days instead of a week by telephone - was more efficient and less costly. With panel quality of the utmost importance, the client did some comparisons of study data from surveys recruited online and those recruited by telephone, and found the results comparable.

A multimode approach can be beneficial in other research designs as well. These include online B2B studies recruited by telephone and a combination of RDD telephone, wireless RDD telephone and online sampling frames to ensure coverage of selected demographic groups. | Q



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# In defense of qualitative participants

I will be one of the first people to admit that the field of qualitative research is not without justified criticisms. Having spent part of my career on the client and agency sides of the marketing business, there have been times when qualitative research has fallen short of meeting the objectives of a particular project.

Looking back on projects that didn't provide meaningful insight into a research problem, there can be a variety of reasons for failure. At one end of the spectrum, a qualitative approach may not have been appropriate given project objectives. At the other end, a project may have been mismanaged and simply blew up. One explanation though, which I am unwilling to accept, is that the participants themselves are part of the problem.

Those of us directly involved in qualitative research are sensitive to the ways in which others outside our field speak about qualitative participants. During the course of my career I have heard qualitative participants described as:

"Eight people in a room lying to each other."

"People who are only there for the money."

"Consumers who tell you what they think you want to hear."

I am sure that you could add to this list. These characterizations of qualitative participants are not only wrong but just plain ignorant. While it is true that people are paid to participate in qualitative research, I have yet to see a shred of evidence that suggests that participants are incented to lie during a group discussion (why would it be in their best interest to do so?). While participants know that others are observing them behind a mirror, and while some dominant individuals in a group may influence others, a well-trained moderator can prevent such dynamics from negatively influencing a group.

## Are unwarranted

I would like to share with you a specific example of why I feel negative views about qualitative participants are unwarranted.

I was recently conducting an online focus group with mothers around the topic of shopping behavior. The group was going great until a technical error on the hosting site kicked out the modera-

*Editor's note: Michael Carlon is a moderator with Cincinnati-based MarketVision Research. Working out of the Stamford, Conn., office, he can be reached at 203-561-8843 or at mcarlon@mv-research.com.*

tor and all observers; the participants themselves were not affected. The problem was resolved 15 minutes later and I rejoined the discussion, fully expecting a majority of participants to have left the session (kind of like when a professor is late to class). To my surprise, we did not lose a single participant.

Their willingness to stay online even though I was unable to continue the interview affirmed my faith that participants are not just there to answer questions and that they actually enjoy the social aspects that qualitative research provides. However, I was even more surprised when I read the transcripts of the discussion that occurred between the time I was kicked out of the group and the time I was let back in. These women bonded together about being moms. In addition, they served as a

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support group for one woman who opened up about the anxiety she has been experiencing over her husband's deployment to Iraq and their failed attempt to adopt a child.

Such examples of empathy are not only evident in online qualitative research; in the offline world I have seen participants make themselves completely vulnerable to strangers. I have seen Kleenex pass between two crying mothers. I have heard women talk about the challenges of sharing sexual intimacy with their husbands. I have had people admit to me how they felt after the sudden death of a child as well as the challenges of post-divorce dating in your 40s and 50s. The list goes on. I bring these up not to showcase my abilities as a moderator but to affirm that qualitative participants are more complex than certain criticisms suggest.

### Safe and conducive

The key to success in having participants share highly emotional experiences with each other is in setting up an environment that is

hola, bonjour, алло, hallå, zdravo, heilsa, hej, terve



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safe and conducive to sharing emotions. My ability to do this in a group is centered on a simple but powerful moderating philosophy: participants are people.

We often refer to participants as consumers, customers or segments. What we need to remember though, is that the people sitting on the other side of the glass (or computer screen, as the case may be) are fellow human beings who have been invited to join a discussion with strangers about topics that are not necessarily always top-of-mind. I find the following helpful to set a safe environment in each session:

- Don't wait for the group to start to introduce yourself to participants. In traditional groups, oftentimes the moderator walks between the back room and the participant waiting room to check with the receptionist to see if everyone is present. In the online world, the moderator may be in a virtual viewing room while participants are in a virtual

- waiting room. Instead of being a mysterious figure, introduce yourself prior to the discussion and reassure participants that you will be starting shortly. This helps to put people at ease – especially if you are running a little late.
- Remember that the purpose of the first five to 10 minutes of a group is to help you establish rapport with everyone in the room. While it is tempting to jump right into the meat of the discussion, you must spend some time getting to know who is in the room before doing so. During this part of the discussion, share some personal things about yourself to remind participants that you are like them. I usually drop the fact that I have been married for nine years and have triplets. This helps me to connect with participants on a personal level and helps them to open up to me, and each other, on a personal level.
  - In traditional groups, use body language to your advantage by maintaining eye contact with

whoever is speaking. Also, don't be afraid to lean toward whoever is talking as another way to show you are interested.

- Never underestimate the value of humor. Getting people to laugh helps bring defenses down and gets them to open up. I am not suggesting that you use the group to try out new material for amateur night at the Laugh Factory. Rather, use humor wisely and benefits will follow.

### Refuse to accept

Sometimes qualitative research fails because it was not the right approach in the first place. Other times, failure could be the result of a poor moderator, incorrect screening criteria, poor screening on behalf of recruiters, going in with a poor guide, etc. All of these reasons can be prevented. The one reason that I refuse to accept, though, is that qualitative research itself is flawed because of our fellow human beings' motivations for participating in research. | Q



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By Lisa Hermanson and Kelly Wahl

qualitative research

# Observe your groups with care

**W**hen focus groups are criticized, it's usually because they were used when another method was called for or because they were executed poorly. And that's a shame, because these are avoidable situations which end up reflecting poorly on all qualitative research.

If you find yourself bored in some dark, back room, mindlessly munching snacks, watching the clock and wondering what's in it for you, chances are you've fallen prey to one or more of the following six pitfalls. By understanding these common mistakes, and with a bit of careful planning, you can avoid problems and end up with results worthy of attention and respect.

## Don't fall prey to these qualitative pitfalls

### **Pitfall #1: Relying only on focus groups**

Traditional focus groups are often an excellent qualitative tool, namely when a conversation among respondents may spark ideas, reactions or insights that might otherwise remain hidden. Focus groups

should be all about the build – when one person takes what another said and expands on that thought. Focus groups are especially useful when investigating an area that people don't often think about consciously or where their thoughts and opinions aren't easily articulated.

But, because focus groups are discussions among strangers, the tendency is to go fairly broad and not very deep. If you need to go deeper or broader or more subconscious or less subconscious (see how intricate it can get?), focus groups can lead you astray.

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*Instead: Have more qualitative arrows in your quiver*

Myriad other methodologies await you! Established interviewing techniques range from in-depth one-on-ones to buddy groups in dyads and triads to super-sized multi-focus groups with breakout sessions. Additionally, there's an entire spectrum of purely-observational research to explore behaviors and attitudes that respondents can't (or won't) describe. These can be two-day team blitzes or honest-to-goodness ethnographic inquiries lasting six months or more.

In-situ research techniques, including home visits, shop-alongs and real-world usage studies, often combine pure observation with direct consumer interaction. Each methodology serves a specific purpose, and they're rarely, if ever, interchangeable. Get to know them - how they're used, their strengths

and their weaknesses. Employing the appropriate methodology is the first step to great results.

**Pitfall #2: Ignoring the details (“It’s not a representative sample anyway”)**

In any research, it's easy to get a false read by talking to the wrong people. In qualitative, the “who” and “where” are especially important because you don't have the security that statistical sampling gives you.

Years ago we knew a marketing director who insisted on optimizing brand positionings in his company's home city, for the sole reason that the team wouldn't have to travel for the research. Their brand development index was sky-high in this market, and the local respondents thought that the brand could “go anywhere” and “do anything,” which is not surprising for a default brand.

Only the brand wasn't the default anywhere else in the country, so the feedback was meaningless outside of that one market.

*Instead: Be rigorous in selecting who/what/where*

When selecting locations, always consider brand development index/category development index, trend-adoption patterns, media usage and general regional distinctions (i.e., social values, flavor palates, lifestyle choices, homo- or heterogeneity of the population and so on). And try not to bend to the pressure of doing groups in some locale solely because the marketing manager wants to add on a ski weekend. Don't laugh - it happens.

When developing screening criteria, take a systematic approach that considers usage frequency, rejection tendencies and any other demographic and psychographic



details important to your category or project. Make sure your criteria are truly relevant to the subject at hand. Don't blow off the articulation screen; done well, it can ensure that you won't get duds - respondents who just sit there, mute, waiting for their incentives. The right screener can prevent the dreaded lament: "What's THAT person doing in my group?"

On the flip side, remember that you'll never have a representative sample with the small numbers used in qualitative, so don't try. Just because your product is consumed or your advertisements are seen by a diverse population doesn't mean that you should have one white man, one white woman, one Hispanic man, one Hispanic woman and so on. Choose people or groups for your research who you think will be most representative or most insightful, and save delving into each segment's details for later quantitative studies.

**Pitfall #3: Treating the discussion guide like a questionnaire**

Qualitative is most useful when you need the color and texture that quantitative can't provide, such as the language surrounding your product, category or idea; subconscious barriers to adoption; or unconscious consumer behavior. Establishing hard parameters for where the research goes and giving specifically-worded questions limits your ability to discover these colors and textures.

In focus groups, the more explicit the questions in your discussion guide, the less free-flowing the conversation will be and, most likely, the fewer aha moments you'll have. Lists of questions invite your moderator to engage in serial interviewing, going around the table, asking everyone the same question, recording the answers and moving on to the next question on the list, without encouraging real interaction and conversation among respondents.

Another danger of the

questionnaire approach is the all-too-common "horse-race" phenomenon, where your team becomes interested only in which advertising copy/prototype/positioning/new-product idea does the best, when they should be trying to understand why and how each one works (or doesn't work) in order to improve them. Deeper learning comes to an immediate halt when someone in the back room counts the number of respondents who like one option over another and declares, "Six out of eight - we have a winner!"

*Instead: Be "qualitative" in your guide design*

Approach qualitative with general areas that you want to learn about, not a laundry list of specific questions. And make the discussion guide just that - a guide that the entire team uses to help concentrate the research in specific areas. If your moderators/interviewers/observers are good at their jobs, this will allow them to explore, discover, challenge and corroborate, ultimately yielding richer insights.

To make sure that your qualitative is centered around refining, clarifying and improving, communicate this approach to your team before the research begins and reiterate it whenever anyone goes astray. That way you'll keep the emphasis off which one of two (or three or eight) is the winner and on how the initial options can be improved.

**Pitfall #4: Treating attendance as optional (and extending invitations to "drop by")**

For core team members, there's no substitute for physical attendance at qualitative research. Qualitative is not just about what's said, it's about how it's said. From voice inflection, volume and tempo to pauses, facial expressions and body language, these nuances are all but impossible to catch without witnessing things live and in-person.

According to Albert Mehrabian's groundbreaking and oft-quoted study on the communication of feelings and attitudes, 93

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percent of such communication is non-verbal, either in tone, volume and inflection (38 percent) or facial cues (55 percent). Mehrabian's study is especially relevant to qualitative research because it involved inconsistencies between words and non-verbal signals when discussing likes and dislikes.

A team member who's getting only the spoken words (e.g., from reading a written transcript) is getting only a small fraction of the communication, and the fraction that's least likely to be spontaneous and honest. Another, who's getting only the words and vocal inflections (e.g., from listening to tapes or watching a low-res video), is still getting less than half of what you're paying good money to learn. As a result, these team members' ability to help you interpret what you're seeing and hearing will be severely impaired, and they can easily take you off track when they honestly (but completely) misunderstand what a particular respondent meant.

For example, when a consumer says "It's OK," it may be a non-committal approval of your product or idea. But a slight change of tone or a quick glance at the ceiling changes it entirely; it becomes a clear, but guarded, condemnation, with a subtext of "I don't like it at all, but I don't want to be disagreeable" or "I hate it, but if someone else likes it, fine for them." An involuntary chuckle, grimace, eye-roll or smile will almost always tell you more than words, and those indicators will always be absolutely essential when interpreting a respondent's words.

*Instead: Make sure the core team attends the research (all of it!)*

Everybody is busy, but if your project is worth the time, effort and money you're putting into it, it's worth your core team's full attention for the brief duration of the actual consumer or respondent contact.

Attendance means really being there - paying attention, listening for nuances and watching for body language. During focus groups some years ago, a colleague who

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was checking e-mail half-heard a respondent say, mockingly, about some ad copy, “Oh, your product saves the day!” But, because he was only half paying attention, all he caught were the words themselves. He left thinking it was a positive reaction and returned to management saying, “Consumers think our product saves the day!” It would be easy to laugh at him, were the mistake not so common.

Attendance also means being there for all of the research. “In the group I saw ...” is something you never want to hear. After all, if seeing one qualitative session were as good as seeing all of the project’s sessions then you would only need one session. In qualitative, part of the challenge is interpreting what everyone has seen and heard within the context of the entire project.

We all have a tendency to generalize, and the fewer respondents/subjects one sees, the more likely those generalizations are to be off-base.

It’s important to remember that

we’re only talking about attendance for your core team - those who are highly vested in how the research will be interpreted (and who will be part of that interpretation). Attendance by non-core members should be avoided as much as possible; their peripheral involvement can translate into lazy viewing and misinterpretation. Besides, the larger the group, the more unwieldy and less productive your final debrief will be.

**Pitfall #5: Just watching and listening**

Some marketers and research managers think that once the guide is approved, it’s the supplier’s gig. The client watches the proceedings, maybe sending in a question or two along the way. But doing this is, again, treating qualitative like quantitative: a static test where the answers will emerge.

This is dangerous not only because the answers in qualitative are rarely obvious at first blush, but also because qualitative is meant

to be a dynamic tool, one that is adapted as you learn and progress. With each insight you gain, another road of investigation opens up. It’s when you don’t take those roads that you find the final day of the project boring, because you’ve “learned all there is to learn.”

*Instead: Treat your research as a living organism*

In fact, one of the beauties of qualitative is that it is flexible. This is very different from quantitative, where you need carefully-standardized stimuli and questionnaire structure. If a qualitative stimulus can be improved during or between sessions, make that change to improve your research in turn. If you observe certain behavior over and over again, look deeper to understand its intricacies, how it changes, how it affects other behaviors and how other behaviors affect it.

When well-constructed, almost all qualitative can be iterative in some way or other, meaning that

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you use the results of one round to create new stimuli or direction for the next. If you haven't changed at least one element (e.g., one stimulus, one area of inquiry, one focus of observation) from the first session to the last, then you haven't optimized the process and haven't learned all you can.

### **Pitfall #6: Downplaying the debrief**

You're tired. It's been a long day, and everybody wants to get back to their hotel rooms. Can't the debrief wait until tomorrow? Or next week, when you're back in the office?

The short answer is no. Good interpretation is essential to good qualitative, and your debrief, with everybody processing - as a group - what they've just experienced, is a crucial element. It's crucial after each session (or day) because that's when you decide how to adapt the research to maximize continued learning. And it's crucial at the end of the project to gather everyone's individual perspectives on the research and mold the information into a unified group of insights.

The timing of the debrief is crucial, as well. To be effective, it should be held immediately after the respondent discussions or observations end. Next week, or even tomorrow, things will be forgotten and details confused. One team member will remember one thing, while another remembers just the opposite. Add to that the 15 other projects each team member is juggling and you have a recipe for disaster.

*Instead: Include a formal debrief as part of the research schedule and make it compulsory*

It should be structured, to-the-point and with the entire core team. Have a debrief outline or guide prepared in advance so that you're efficient and focused on key objectives and insights. Have your supplier lead the debrief, much as they would a focus group. Formally record the learnings you agree upon as well as those that you don't, along with implications

and next steps. This will ensure that you have the critical knowledge needed to make decisions and move forward.

### **Not easy**

Despite what many people believe, qualitative is not easy, but doing it poorly is. Think of all that goes into designing and executing a good qualitative study: choosing the right methodology; screening for the right people; crafting your guide; adroit management of the

interaction with your subjects; and culling relevant insights and then consolidating, filtering and applying them to your specific business-decision needs.

Work with your qualitative supplier to incorporate these approaches into each phase of your project planning. You'll find that your project will run more smoothly and productively and, in turn, will generate more insightful and rewarding results for you and your team. | Q



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# Dealing with the Digresser

One-on-one interviews, most qualitative research practitioners will probably tell you, are a rewarding but often treacherous endeavor – one fraught with pitfalls that every new entrant into the field should be aware of. Armed with the knowledge of potential respondent types, however, a novice moderator will be better-equipped to deal with the challenges that inevitably arise during the course of an interview.

## The Digresser

*Problem:* The Digresser could not stay on-topic if his or her life depended on it. One moment the Digresser will be talking about the challenges he faces in taking his asthma medication and the next moment he will start talking about Aunt Betsy and how she has difficulties remembering to brush her teeth in the morning. It takes enormous patience on the part of the moderator to keep these respondents on-topic.

*Solution:* As soon as you sense that you may have a Digresser on your hands, try to nip the problem in the bud. But do so in a diplomatic way! Say, “Herbert, I appreciate your willingness to talk with us today, but I have to say that we have a very limited amount of time here, and I’ll need you to keep your answers as brief and to-the-point as possible.” This will probably keep Herbert’s next answer under five minutes, but

chances are he will start veering off course again before you know it. In that case, the wise moderator will reiterate the warning, again politely, but this time more firmly.

In addition, it may be a good idea to explain to such respondents that they will benefit from keeping their responses brief: “Herbert, I don’t want to keep you longer than necessary, and if you can try and limit your answers to 30 seconds or less, I’ll be able to let you out of here

pretty quick.” This strategy, however, may prove ineffective with participants who enjoy being interviewed so much that they would be quite happy to continue talking with you until the middle of next week.

## The Withholder

*Problem:* The Withholder is at the opposite end of the spectrum from the Digresser. Rather than talking too much, this respondent will provide one- or two-word answers whenever possible. The interviewer might



By Andrew D. Cutler

How to handle difficult respondent types in one-on-one interviews

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say, “Please tell me your thoughts about the advertisement you see in front of you,” and the Withholder will say, “It’s fine.” As with the Digresser, much patience is required from the interviewer with this type of respondent.

*Solution:* Probing, probing and more probing! This is where the good interviewer gets to show off his or her probing prowess. Rather than letting the respondent off the hook, the moderator needs to seize the opportunity to follow up and probe as much as possible. Examples might be, “Lori, what leads you to say this advertisement is ‘fine?’” ... “What elements of this ad do you like?” ... “Why do you like those elements?” ... “What else, if anything, do you like in this advertisement?”

It is important to recognize that the Withholder is probably not trying to make your life difficult by providing very short answers. Instead, this respondent may be nervous or shy, or unsure of how much information to provide or unable to articulate effectively. Eventually, it is hoped that such a participant will recognize that you (the interviewer) are seeking candid, detailed answers to your questions, and, in the spirit of cooperation, he or she will begin to respond accordingly. Don’t count on this, however. Do your job. Probe!

### **The Ruminator**

*Problem:* The Ruminator takes every question that you ask and spends several minutes digesting it and coming up with a response. This can try the patience of even the most tolerant moderator, particularly when the discussion guide is over five pages long and the interviewer has barely an hour in which to cover everything.

*Solution:* First, even though you may be feeling exceedingly frustrated, recognize that this interviewee is not trying to provoke you into a violent, psychopathic rage. Rather, chances are that the respondent is just a slow, methodical thinker who is not accustomed to answering questions in rapid-fire succession. He or she is almost always well-intentioned and attempting to

provide you the most accurate or useful information possible. In fact, this type of person is generally going to give you helpful responses; it’s just that these responses take forever and a day to be formulated.

To alleviate this, use an approach similar to that taken with the Digresser. Explain to the respondent, as early as possible in the interview, that time is limited and that you have a lot of questions to be covered. (In some cases it can be helpful to quickly show the respondent all of the pages of questions in the discussion guide or to point out the large stack of materials that they will need to provide feedback on. This can provide the interviewee with a sobering perspective on how much ground needs to be covered in one hour’s time.) In addition, reinforce your plea by asking your questions in a quick and terse fashion. Don’t dawdle between questions. This will signal the respondent about the expected pace of the interview.

### **The Non-Native-Speaker**

*Problem:* Inevitably, some interviewees that you talk with will not speak English as their first language and therefore will have difficulty expressing their thoughts. On top of this, some of these individuals will speak in heavy accents that make it more difficult for the interviewer to understand the respondent.

*Solution:* Patience! (Are you starting to see a pattern here?) Try to put yourself in the respondent’s shoes. Imagine you are doing market research in some far-off land – which we’ll call Grabonia – where the native language bears no relation to the language you were exposed to growing up. Although you have tried to learn the native language in Grabonia, you are still not proficient at it, and you are trying to do your best to become more fluent in Grabonian. You become flustered when the native Grabonians become impatient with your clumsy attempts to speak the language, and this just makes it more difficult for you.

However, you are talking today with a Grabonian moderator who seems understanding of your situation,

and this makes you feel better about yourself and your ability to speak the language. As a result, you are able to articulate your thoughts in clearer and more intelligible Grabonian than you otherwise would have been.

Note to the moderator: If all this seems like more effort than it is worth, remember that the participant is an invited guest. If you don’t have this kind of patience, make sure in the future to create a screener that unambiguously eliminates anyone who has trouble speaking English clearly. While this may seem unfair to non-native speakers, such a requirement is common and can save a lot of aggravation and wasted time.

### **The Latecomer**

*Problem:* High-quality recruiting agencies will double-confirm appointments and ensure that participants have clear directions to the research facility. However, even with these safeguards, there will always be a participant or two who shows up late, either by a few minutes or (less frequently) by 15 minutes or more.

*Solution:* As with the other types of respondents described in this article, the Latecomer requires the moderator to exercise patience. Latecomers can be subclassified into two subgroups: those who arrive out-of-breath and apologetic, and those who saunter in casually and offer no apologies. In both cases (but particularly the latter), it is tempting to become angry with such a respondent, as he or she has kept everyone waiting – you, the client and the facility personnel. What’s more, when your day consists of a series of in-depth interviews, a Latecomer may force you to compress the interview if you are to finish up in time to begin the next interview on schedule. (In that case, hopefully you don’t have a Latecomer-Ruminator hybrid on your hands!)

The best solution is to be proactive – decide with the client ahead of time how late you are willing to accept a Latecomer and then tell the facility personnel. (Generally, 15 minutes is the rule of thumb.) This gives the personnel a chance to warn the participant by phone and thus reduces the likelihood of a scenario in which

he/she arrives at the facility and is then told to go home.

Additionally, always schedule at least a 15-minute buffer zone between interviews. If you decide to accept a respondent who is more than 15 minutes late, ask the personnel to tap on your door when the next participant arrives. That way, you may be able to complete a larger portion of the interview. In no instance, however, should you display anger toward a Latecomer. Instead, always remain calm and professional.

### The Difficult Respondent

**Problem:** Occasionally, one will encounter a respondent who does not want to cooperate or take the interview seriously. Such a participant may be overtly hostile or may treat each question as an opportunity to crack a joke or may blatantly flirt with the moderator or may attempt to turn the tables and conduct the interview. These types of participants, thankfully, are quite uncommon. But when they do appear, appropriate tactics are needed to avoid making a bad situation worse.

**Solution:** Once again, patience is called for. By remaining unflappable, the moderator signals to such respondents that they are not going to be successful in any attempts to get under the moderator's skin. At the same time, however, it is important to communicate to the participant that inappropriate behavior will not be tolerated.

As a first step, it is recommended that you remind the respondent of the value they can potentially bring to the interview. For example, you might say, "Dr. Jones, I have a feeling you have some very interesting perspectives to share and I am really hoping to learn from you." If this doesn't work, a firmer approach may be necessary, one in which you attempt to enlist the respondent's support in what should be a common endeavor: namely, to have a rich, rewarding discussion. For example, you could say, "Dr. Jones, I need to ask for your help in keeping this interview on track and productive."

If none of these measures proves to be effective, the wise moderator

will excuse himself or herself, partly to take a deep breath and partly to consult with the client about whether the interview should continue. If the participant is deliberately being unhelpful or even seeking to sabotage the interview, there is a good chance the client will recommend that the session be terminated.

### Better prepared

While a substantial proportion of interviewees are cooperative and articulate, certain types of respondents can definitely make the interview process more difficult. By identifying these respondent types and understanding how to handle them, the savvy moderator will be better prepared to interview the Ruminator, the Digresser or any of the other species described above. This will, in turn, help transform lemons into lemonade - that is, to permit rich and meaningful insights to emerge, even from a difficult interviewee, and thereby contribute to a successful project outcome. | Q



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# Engage and analyze

Today's consumers live in a highly interconnected and networked world. Social communities such as Facebook, MySpace and Second Life have come a long way from being the exclusive domain of students and are now drawing tens of millions of users globally across multiple demographics. This new all-ages-inclusive Web 2.0 environment has created an opportunity for marketers to gain insight not only into what their customers are saying about products but also their attitudes, preferences, lives and ambitions.

Innovative companies have been quick to harness the power of social conversations. They understand the value of collective wisdom and collaboration to address a variety of business problems ranging from increasing the quantity and quality of idea generation to improving the quality of customer service. Businesses are learning to align commercial strategies and practices based on new methods of peer-to-peer interaction and sharing of information. Companies such as Dell, Procter & Gamble, Unilever India and others are all practicing and benefiting from this new way of thinking.

Online communities can be categorized as open or closed. Where closed communities are invitation-only, open communities are just that - they are open to anyone and include mass social sites such as Facebook or MySpace. Once in, individuals can join with smaller groups of friends, family and other like-minded people to create their

own inner circles. These groupings are flexible, overlapping and ever-changing, much like in-person communities. The community becomes a filtered supply of insight and direction due to the exchange of information relevant to that particular target group.

There are several different types of online communities. Company-sponsored communities including Procter & Gamble's beinggirl.com and those of M&M Mars are open communities. These are branded marketing tools allowing companies to create an environment for their customers and potential customers to get information, interact with the brand through games, contests and e-mail alerts, and to engage in discussion about the product as well as a broad range of topics. These sites build brand loyalty, extend the brand's influence and give the consumer more touchpoints for interacting with the brand. Companies benefit from sustainable access to consumers who seek them out for brand-level engagement.

Starbucks had a shaky start with its initial online branded community. Tightly controlled and delivering no discernable payback, it caused



By Susan Roth  
and Deanna Lawrence

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## Researching online communities

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members to disengage. The new My Starbucks Idea is an open and interactive site which directly involves consumers in the development of Starbucks products and services. Starbucks representatives openly drop into discussion threads and give updates on community-driven product initiatives – their tone less Big Brother and more a cheery affirmation of consumer-barista cooperation.

Jones Soda offers consumers an experience that captivates and inspires by promoting creativity and personalization. Consumers assist in shaping the product by sending in images for the label, thus encouraging them to share the brand message. Influencers and advocates propel direction, often establishing new brand positioning and setting the pace for expansion.

### Distinctly different

Online social community research is carried out in both open and closed communities developed on behalf of companies wanting to research a particular demographic or interest group. The process for researching open versus

closed communities is distinctly different.

In open communities, it is possible to broadly scan the topics of discussion within a category or age group. Companies such as Cymfony collect discussions and articles from millions of online and traditional media sources and provide analysis of social media conversations. Cymfony works with Web-traffic monitor Compete to provide clickstream-based “behavior mining” to analyze social media content by behavioral segments and determine how specific audiences feel about a brand. By correlating social media discussion within the purchase funnel they can identify which sites drive purchase and which do not. By analyzing discussion on these sites it is possible to improve understanding of consumer attitudes, to help spot and define emerging trends and to gauge reaction to disruption in the marketplace.

These open-community research techniques can be followed with more in-depth qualitative analysis of particular subgroups or topics to provide insights to drive product enhancements, communication strategies or to

address brand imagery issues.

Sponsored, or closed, communities that are created for the purpose of market research allow end-user companies to explore customer involvement, usage habits, issues, values, lifestyles and preferences with a group that wouldn't likely form on its own, such as the water filtration community discussed later in this article. By staying non-branded they can observe a more open flow of information including information about competitive brands.

Sponsored communities can be stand-alone communities created for understanding a particular category or target group or part of a proprietary panel. In this case, a subset of the panel is able to interact in the community while others participate in separate ad hoc online qualitative or quantitative research. Most communities run for six to 12 months or longer if the need persists and there is value in continuing.

### New game

So what does this mean from a marketing research perspective? It's an entirely new game. Just as Web 1.0 did with the introduction of online surveys, online focus groups and discussion boards, this new way of engaging the consumer is radically different. Online community research within sponsored communities is about creating an environment which allows authentic engagement in a trusted setting. It is the opposite of research in which questions are “pushed” at the respondent. In this methodology, we are the ones who are responding – researchers are the new respondents! The course of the discussion is primarily user-driven and it is the challenge of the researcher to follow the discussion and interject when appropriate but mostly to observe where the participants' interactions lead and record related insights.

Collaboration is a key element of community engagement and in providing value for the client. Collaboration leads to co-creation and in this case, is between and among members of the community and importantly includes the researchers and clients as well. Because of this ability to cycle



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through member responses and client responses rather quickly, real-time development is possible.

### Intrigues and engages

The key to success for research communities is creating an environment that intrigues and engages participants on many levels and allows them to feel at home in that space. It involves facilitating engagement, evaluating influence and observing the nature, quality and quantity of the interactions and responding (or not responding) as necessary.

This is challenging for researchers, as we are loaded with carefully-crafted, well-tested questions, specialized tools and techniques and qualitative and quantitative expertise to attain and analyze data and deliver findings and recommendations related to specific research objectives. In this environment, the researcher's task is to create an engagement plan and platform which allows for multiple points of participation but also progresses over time in a way that follows avenues of interest for the participants while meeting the client objectives. This is a juncture where art and science meet.

Moderating online communities is vastly different than traditional qualitative moderating and encompasses both observation and enabled engagement. An engagement plan is one of the most crucial elements of the research design. It is the community version of a discussion guide and encompasses all engagement elements including discussion forums, polls, profiles, activities, games and more. However, it's not wholly accurate to compare it to a discussion guide. While a discussion guide could be likened to a set of linear directions with a beginning and end point and with the occasional detour along the way, an engagement plan is closer to a complex map indicating various potential destinations. At each of those destinations, there are discussion questions, polls and events which can be dropped in as the discussion warrants. Flexibility is paramount here because this discussion needs to have time and space to evolve naturally so that the members feel that they are creating the community and driving the dialogue.

Allowing members to take ownership of the content encourages more thoughtful discussion and thus provides deeper context within those discussions. This becomes a naturally reinforcing phenomenon; as they see the dialogue develop in ways that are particularly meaningful to them, they in turn provide greater context and richness in their own responses.

As researchers, we insert breaches at strategic points but with discretion so as not to disrupt the flow too

often. We're trying to attain a depth of engagement that is not currently being attained with other methods. The richness of the interaction is driven by the variety of potential touchpoints as well as the fact that this is user-driven and thus members respond with authenticity. The sharing that occurs allows for influencers to emerge as happens in face-to-face communities but we can watch these, track them and test their impact. This peer-to-peer interaction provides a



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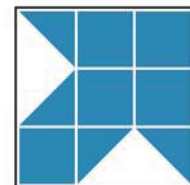
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way of listening in that is unobtrusive and highly revealing and provides a holistic understanding of the consumer in context.

Once a community is established, clients can use it as a sounding board for new research questions that arise during the course of the year. The participants are at the ready for quick polls and targeted dialogues as well as the longer-term engagement plan. The range of insight spans broad topical issues to very specific research objectives. In comparison to traditional methods, communities provide sustained interaction and economies of scale for gaining consumer closeness. Because communities evolve over an extended period of time we can see how the dynamics of the community change as the market shifts.

### New techniques

TNS created a community called Waterways for the purposes of illustrating a sponsored community and experimenting with a variety of new research techniques. This community consisted of respondents recruited from the TNS

6th Dimension panel who owned water filters. Only half of them had previously participated in social networking.

We started by creating an engagement plan that was based on a series of topics and issues related to health, environmentalism, conservation and filtration, presented to us by a client who agreed to participate and wanted to gauge the effectiveness of this new methodology. The outline included initial topics for discussion which would launch the community and provide some basis for understanding the members and each other. A series of additional lines of questioning and associated polls and activities were created to follow.

Like any moderated group, we laid out appropriate instructions including video introduction by the moderator, instructions on how the community would operate, FAQs, tech support info, etc.

We monitored participation throughout the study and at points when the conversation waned we interjected creative activities such as a collage contest and letter-writ-

ing exercise. Both were effective in boosting participation. More members participated in the letter-writing exercise, perhaps because it was easier and didn't require any skill related to digital media, but the collage exercise still boosted participation as many members checked out the collages of others and posted comments. Note: Participants were given the option to create a digital or paper collage and mail, e-mail or scan/e-mail it in as they chose.

### Stretches beyond

Analysis of online communities also stretches well beyond traditional qualitative analysis. Goals of analysis are to understand the content in terms of:

- consistency and interconnectedness;
- patterned or arbitrary dialogue;
- topics, subjects, themes;
- pace, tempo, pulse;
- starts and stops;
- etiquette (conformation to norms or rebellious behavior);
- conventional versus quirky or activist thinking;



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Quantitative analysis is provided in terms of the health of the community, which involves participation rates, average time spent on the site, number and length of responses per person, top topics in terms of votes as well as participation and other diagnostic elements but also identifying important phrases and measuring co-occurrences.

In addition, quantitative analysis can address other areas, including:

- Estimate critical properties of the community such as degrees of separation between members, time needed for messages to spread through the whole community, key sub-communities (to understand the substructure of the community or to identify areas where deeper qualitative analysis will yield the most value) and so on.
- Identify important relationships between members, between members and discussion threads, between discussion threads and key concepts and any other subset of the entities that make up a community.
- Build predictive models of certain outcome measures predicated on relationships and typical behaviors observed within the community.
- Data can easily be integrated with other multi-data sources to deepen research findings.

### Broad objectives

So when is it appropriate to create a community? Generally speaking, a community is best for meeting fairly broad objectives such as understanding consumer experiences and hearing their stories. It is also excellent for new product development, ideation and co-creation as well as creating a consumer-centric strategy and developing loyalty and engagement.

Communities can be used in brand and communications programs to inform communications strategies. They help marketers understand how messaging is being received in context of their target group, especially when the medium is Web-based.

Communities can also be used to identify trends and create ongoing value by allowing marketers insight into these trends as they develop. Investigation into retail shopping behavior and consumption along with understanding business processes are other uses for communities.

This is a fast-moving area and we are seeing the rapid convergence of media channels, as the Internet, television and mobile applications become more integrated. At the same

time, they are becoming location-aware, making them more targeted and allowing them to combine news, entertainment, shopping and business as never before. To fully leverage the new interactions, flexibility in design and business practices will become the standard as companies need to stay in the discussion to be successful. Collaborative interactions with consumers will enable genuine innovation and transformative competitive advantages. | Q

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# Paying more to get more

**F**ocus groups are cheaper. Online chat groups are faster. Online bulletin boards can be done without travel. Why then are marketers and research directors willing to spend the extra money and time to study their consumers through ethnography? Are ethnographic findings deeper and more actionable – and do the efforts justify the extra time, cost and miles?

Here are a few reasons many clients and research practitioners find that they do:

- Ethnography is reality-based. It can show you exactly how consumers live with your product, not just what they say about it or how they remember using it.
- It can reveal unexpressed needs and wants.
- It can discover unexploited consumer benefits.
- It can reveal product problems not even your R&D department knew about.
- It can show you how, when, why and where people shop for your brands – and how they perceive it compared to competitive products.
- It can show you who in the family actually uses your product and uncover a whole new potential demographic target.
- It takes advantage of consumers' experience with the category and their hands-on creativity as they demonstrate their ideas for new products and product improvements.
  - It can test new products in a real context.
  - It can reveal advertising execution ideas that derive directly from consumer experience.
  - It can help you form a better relationship with your consumers, based on an intimate knowledge of their lifestyles.

Is ethnography worth the higher cost?

## Selective memory

Ethnography works differently from other forms of qualitative research. It doesn't depend on the consumer's selective memory of the product experience. Ethnography is where the action takes place, on-site, watching, recording and probing while consumers actually use and react to your product. Nothing is missed. Not the special ways your product is used, nor the mistakes consumers make with it. The real relationship between your consumer, your product and the competitive sort that exists uniquely in each home is right there, before your eyes.

Ethnographers can be there at the time your product is customarily



By Bill Abrams

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used. At 6 a.m. to watch consumers floss and brush their teeth. In the afternoon when kids come home and reach for a snack. In the evening to see how family members use their free time. At bedtime to observe a woman applying a night cream. Ethnography is right there to record the crucial moment or moments of the product experience.

Moreover, ethnography explores the whole product experience – how brands fit in and relate to the consumer's life. What place does your product have in the kitchen, the bathroom, the home office or the car? What hidden clues does it convey about itself? How does your product impact family life, day-to-day routines, consumers' sense of who they are?

Because ethnography takes place on familiar ground – the consumer's own turf: their home, their car, their office – responses can be more spontaneous and less guarded than in an unfamiliar facility. They have no sense of being on stage or being judged by their peers.

Ethnographers work differently than moderators. While leadership and control are necessary in other forms of qualitative research, ethnographers are chosen for their ability to enter easily into the lives of the people they interview, to encourage intimate personal revelations. They become the consumer's instant best friend. Often, consumers will take the lead in an interview, leading the ethnographer into unexpected insights.

### Everyday lives

Some examples are in order, culled from our firm's experience videotaping and interviewing consumers as they use products and services in their everyday lives:

### A product problem discovered and fixed

During a study of users of hearing-aid batteries, we visited an older woman in her home and asked her to show us how she inserted a new battery into her hearing aid. She had no trouble inserting it, but the short paper tab on the battery had to be removed completely before

the battery could work. She tried to pull off the tab for 10 minutes, and then ended up with half of it still on the battery. "It won't go if you leave any of it on," she said. Noticing that this happened to a few other people we interviewed, we made a simple suggestion to the battery maker: extend the tab. It did, and the battery is now demonstrably easier to insert.

### A new positioning discovered at the dinner table

A new line extension of a familiar packaged side dish wasn't doing too well in the marketplace. We visited home of consumers who had bought the line extension and watched while they served it at dinnertime. A funny thing happened on the way to the mouth. We noticed that while the adults were eating the new product as a side dish along with the meat, the teens ate the line extension first, and then went back for seconds before they even touched their meat. A typical aha moment!

We suggested the client should consider positioning the product to families with teenagers as a main course. After digging back into a quantitative study that showed the line extension did better with families with teens, the company tested the new positioning and went on to reintroduce the product as a main course to these families – and gained an almost immediate sales uptick.

### An advertising execution right out of consumer experience

A study of young people's use of disposable cameras (before the days of the cell phone camera) revealed that many shared the camera among a small group of friends. Among the group-camera users we videotaped, we recorded college girls shooting a sleeping student in the dorm. Our research became the basis for a highly successful TV campaign in which young camera users passed along their camera from one student to the other. Each commercial ended with someone taking an embarrassing photo of a sleeping person.

### **A shopper who couldn't find the product**

During in-store ethnography for a toothbrush manufacturer, with our hidden camera opposite the toothbrush shelves, we watched shoppers spend more time there than at most other shelves in the store. One woman spent seven minutes looking for a brush she never found. We watched on our monitor as she walked away empty-handed - in fact clutching her hands in frustration. The problem was clear. Our client's product needed bigger, bolder visibility and a better-organized rack system to display the various toothbrush offerings.

### **A market differentiated**

A food manufacturer wanted to know how the lifestyles in the Northeast and the Northwest impacted the perception of its product. We explored the habitats and prejudices of consumers in the Seattle and Boston areas. Our ethnographies discovered that many Seattle-area consumers were highly

cognizant of organic foods and could define organic accurately. They bought organic foods whenever possible. It was an ingrained part of their lifestyles. Many Boston-area consumers, on the other hand, were confused about the difference between organic and natural, and some tended to think that organic foods might be a little dangerous to buy and eat. The client was able to segment its product line accordingly.

### **Wrinkled noses and a small formula change**

Videotapes of consumers using a bathroom cleanser showed them wrinkling their noses when they opened the bottle and used the product. Later they were questioned about this reaction. Consumers explained that the product's harsh, acidic smell when they opened it made them think the cleanser would be unsafe to use in a bathroom frequented by children. Because the product truly was safe, it was a simple matter to add a pleasing aroma that modified the harshness.

### **A new use for a hand and body lotion**

Traditionally, women use body lotion either to prevent skin damage or to repair it. We found another use. Watching them apply the product in their homes, many women seemed unwilling to stop rubbing it into their hands and legs. When we probed to find out why, they told us they use the lotion to relax. Something they did for themselves, away from others and their obligations. It was the emotional benefit usually offered in connection with bath salts - translated by our respondents to a hand-and-body lotion.

### **Be verified**

As these examples have shown, ethnography can give marketers a depth of understanding that is often representative of a consumer segment. While these insights are indeed valuable and useful, we always counsel clients to verify any findings using quantitative research before acting on them. | Q

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# The survey savior?

In an article in last month's *Quirk's* ("The survey killer"), we went to the roots of respondent boredom and highlighted the consequences resulting from online survey respondents losing interest. This follow-up article reveals how technology that provides new question and response mechanisms can help researchers overcome this recurring challenge while making online surveys more interesting and easier to take for respondents. It presents the findings of the next phase of our research project, which compares the results gathered from regular online surveys with the ones from surveys using alternative question formats and interactive Flash elements.

Having identified some of the problematic effects of respondent boredom, the research explored a variety of ways to overcome the following issues:

- the general decay in engagement levels when completing surveys as respondents become bored;
- long grid and check-box questions causing dropouts and answer decay;
- repetitive questions causing dropouts;
- the sensitivity of open-ended responses to respondent engagement levels;
- respondents skipping past instructions and not reading them properly.

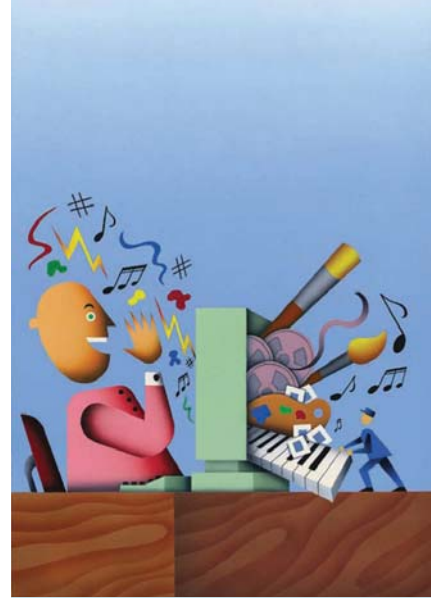
## Accepted practice

The use of visuals and animation techniques is an accepted practice in most other forms of passive communication as a means of engaging consumers. Think of TV without it. Or imagine delivering a PowerPoint presentation to 50 people without adding in a few visuals or animating some of the bullet points. This begs the question: Why are these techniques so rarely used in surveys, where you may be communicating to upwards of 10 times this number of people?

Our belief was that adding animated elements and visuals into surveys could:

- trigger greater respondent interest in answering the questions;
- help communicate questions more effectively; and
- encourage respondents to spend more time thinking about the questions they were being asked.

Does interactivity hold the key to respondent engagement?



By Deborah Sleep  
and Jon Puleston

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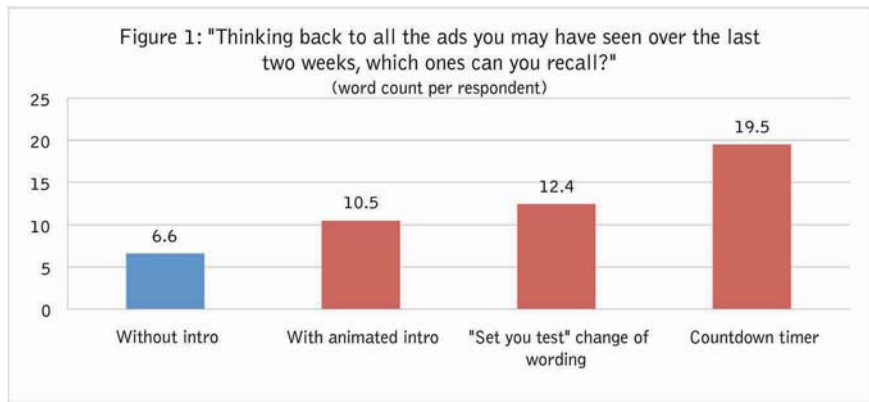
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To test this out, we conducted a series of experiments where we integrated visuals and animation into a variety of different question scenarios and measured the benefits they may have on enhancing the overall respondent experience.

A pool of 20 typical long survey questions were gathered, as well as a range of questions typically available in a new product evaluation survey conducted within the fast-moving consumer goods industry. A 20-minute test survey was designed, which from desk research was observed to be at the limits of the average respondent tolerance for completion. A series of 15 test surveys were conducted, made up from different sets of pool questions in different positions, using different question formats to explore various order and creative effects, with a minimum sample of 200 responses per sub-cell variants. In total, 3,300 respondents were surveyed as part of this research exercise, and 12 different question types and nine different question formats were tested.

The first test we carried out was the Shine experiment, where we explored using animation to stimulate interest in a new product development task. A concept for a new imaginary drink called Shine was created, together with a series of typical concept test questions. Over 1,400 respondents were surveyed, with different cells of respondents being exposed to the concept in different ways and at different points within a wider survey to measure the impact of boredom factors.



The project tested and compared: a plain-text introduction vs. static mood board introduction vs. Flash-animated introduction; and asking the same questions at the start vs. in the middle of a survey.

Then we evaluated the completion times for the questions, the character of the data collected and the volume of open-ends provided – key measures of respondent engagement. We discovered that the introduction of an animated introduction led to respondents spending nearly 80 percent more time answering the follow-on questions, generating 50 percent more open-ended comments and thus getting more considered and complete responses.

### Very effective technique

The Shine experiment showed the animated introduction to be a very effective technique for stimulating open-ended comments. This technique was then tested with three other open-ended question formats. Simple tests were conducted with split cells of 100 respondents, one half being asked the question with an animated intro-

duction and the other half without.

**Spontaneous ad-recall question:** A standard spontaneous ad-recall question, “What ads do you recall seeing in the last two weeks?” was placed halfway through a survey. Prior to this, one cell of respondents saw a short animated sequence with a visual of a TV, poster, newspaper and Web page. This was set so that respondents could not press the [Next] button until the 15-second animation had finished. This very simple technique increased the average respondent word count by nearly 60 percent.

**Respondent imagination question:** More common to qualitative research, but indicative of the sort of question researchers might need respondents to really think about, a projective question was used, asking respondents what type of animal a product might be. Faced with this question halfway through a standard survey, nearly half the respondents skipped past it, probably because it required an oblique level of thinking that they thought would be too much trouble. The same question was then tried preceded by a visual animation showing a variety of animals that the product might be. An [I don’t know] button was included as a way of quantifying the interest level in answering such a question. The inclusion of the animation increased response levels by 25 percent.

**Thinking question:** Finally, another thinking-style question was tested, this time asking respondents to list the foods they don’t like to eat. To stimulate a response, an animation sequence showing a woman expressing disgust at eating something was added. This helped increase the word count by 90 percent.

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## Impact of wording

We demonstrated the value of stimulating respondents when capturing open-ended data, but other techniques might be used to the same effect.

The research continued to examine the impact of wording on stimulating responses. For the ad-recall question, we tried a different wording approach. The question “Please list all the ads you recall ...” was modified by adding the phrase “We would like to set you a test: please list all the ads you recall ...” Testing on two cells of 100 respondents, this small change in wording generated a staggering 88 percent increase in the number of ads recalled, indicating that this could be an effective technique.

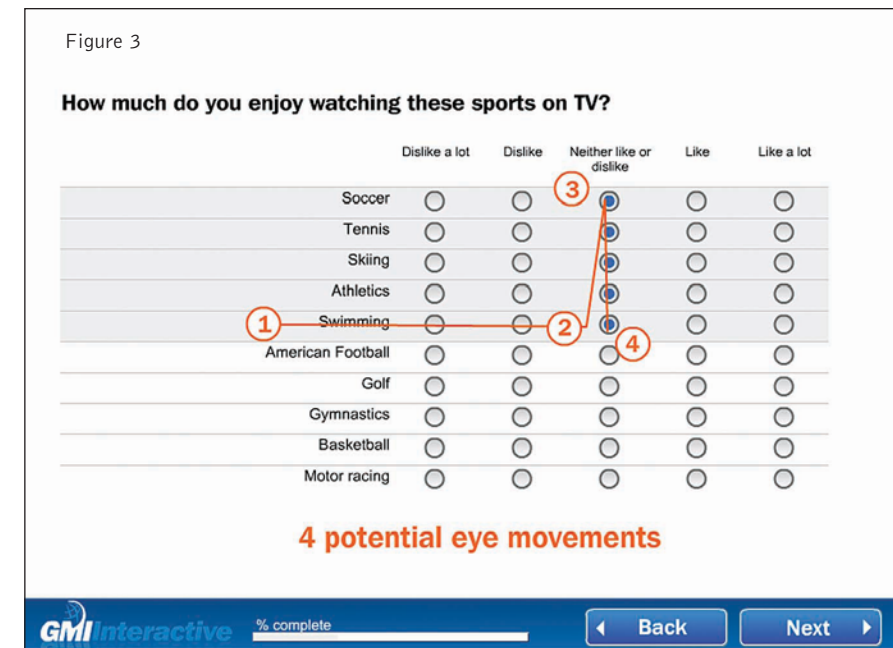
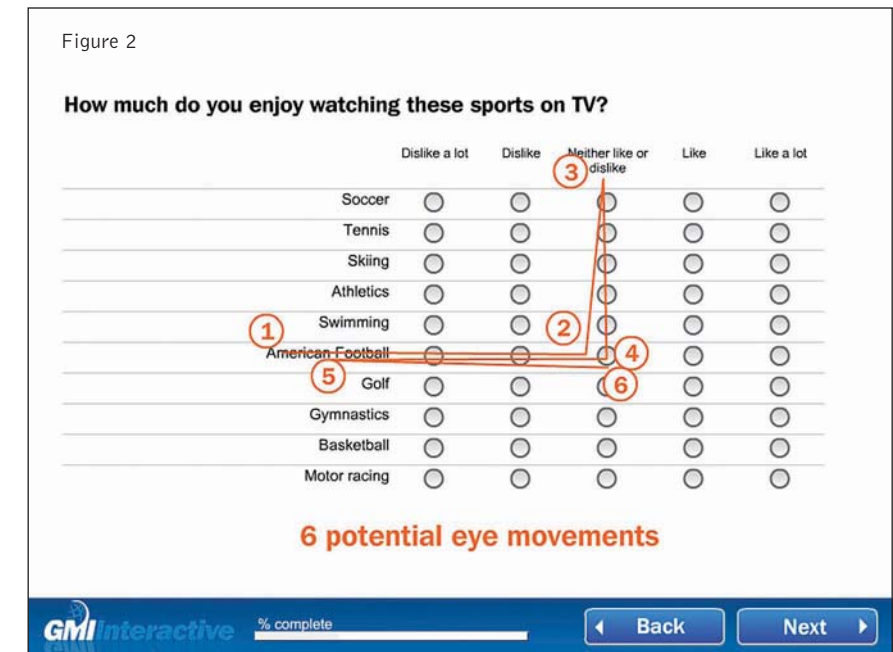
Respondents were told they had three minutes to recall as many ads as they could. A counting-down clock increased the volume of responses by a factor of three (see Figure 1). While this is clearly a powerful technique for stimulating respondents, there are some issues to consider. The animation can impact the evaluation process, and the nature of the stimulus affected the nature of the responses. In the Shine experiment, for example, the way in which the concept was introduced had an impact on the way consumers rated it. The animations made respondents feel more positively about the product. So using these techniques would require some care and calibration, especially for judgment-style tasks. More research is needed to understand the nature of this halo effect and how to account for it.

## Attempted to redesign

The next area we explored attempted to redesign some of the traditional question formats that respondents were getting bored with, to see if there were more effective solutions.

The common grid (matrix) question which dominates so many surveys has been a standard question format in online research since its inception. We conducted a poll in which answering long question grids was cited as one of the most frustrating things about completing online surveys. In the 550 surveys we analyzed, 80 percent contained a grid question and an average of three grid questions per survey.

Grids are widely used as an easy



way to ask a bank of similar questions, and the nature of the data collected can be very valuable. The rationale for their being grouped in a grid, rather than being asked one by one as a set of radio or check-box questions, is that the respondent does not have to continually click the [Next] button to advance. However, interactive technology allows grid questions to be asked in many different ways.

We designed some new grid format questions from scratch to see if these could help improve the overall user experience and the quality of the data. From a respondent’s point-of-view, a matrix question is a very difficult format to read. Up to six eye

movements are required to answer a question, as shown in Figure 2.

1. The question is read
2. The eye scans across to select the option
3. The eye scans up to check the column is right
4. The eye scans back down to select the option
5. The eye sweeps back to check the correct row
6. The eye moves to the answer

It is easy for respondents to make mistakes and, when a mistake results in an annoying error message, the sheer number of options presented

Figure 4: Horizontal Scrolling Matrix

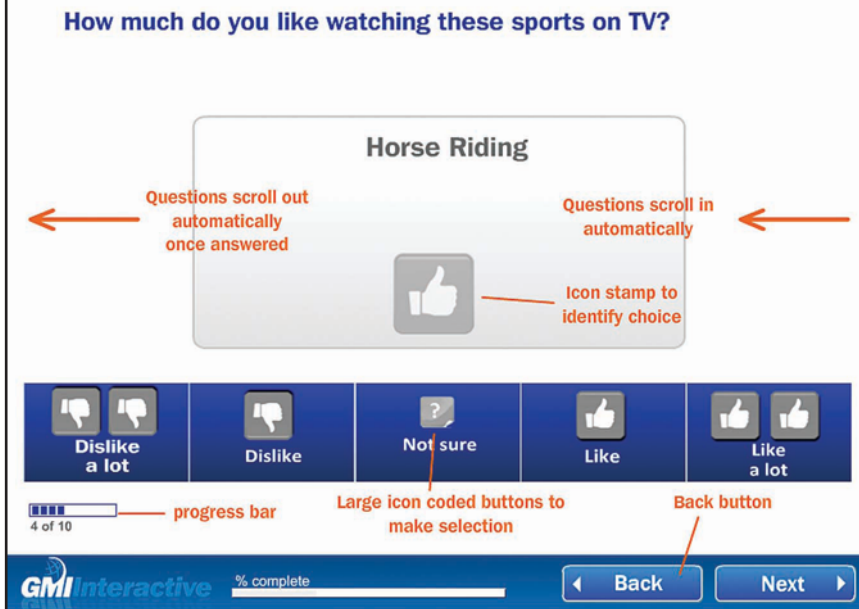
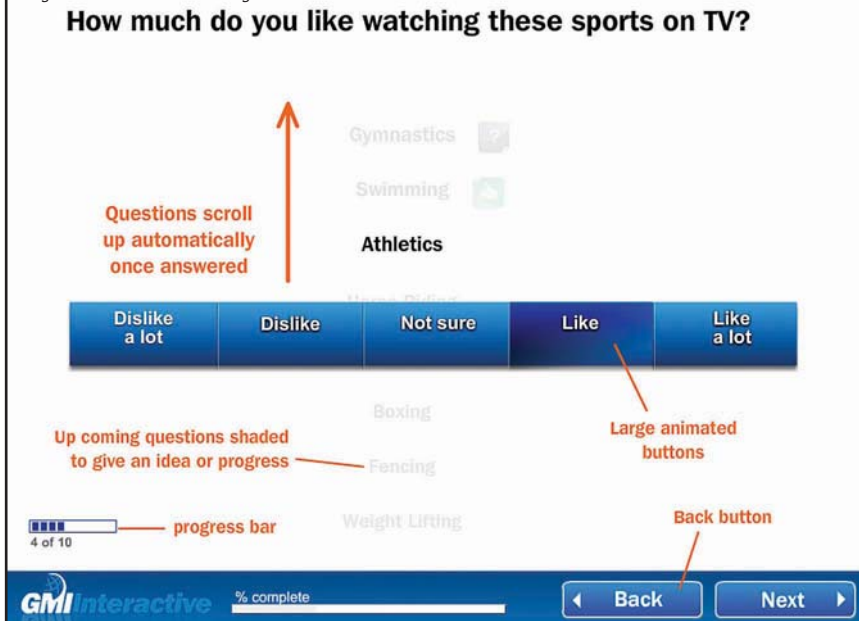


Figure 5: Vertical Sliding Matrix



to respondents all at once can have a psychological impact on how the question is answered.

By simply highlighting the rows that have been selected, two of the eye movements are eliminated, reducing the number of respondents who miss answering some rows. Introducing this measure reduced the frequency of respondents not answering the question properly, and then getting an error message, by more than half (Figure 3).

Even with highlighting, four eye movements are still required, so some interactive variants of these long question formats were tested further, starting with scrolling

matrices. In the horizontal scrolling matrix, the options scroll in one by one, and scroll out as soon as the question has been answered (Figure 4). We also tested a vertical scrolling matrix, where the answers scrolled up the page (Figure 5).

Both of these new approaches require just two eye movements: one to read the question and the next to select the answer. [Back] buttons and a progress counter were added to allow respondents to review their answers and understand how many more options there were to answer.

We examined two other alternative approaches already in use as common alternatives to grid ques-

tions: sliders and drag-and-drop option selection (Figure 6). The research tested each of these different formats, with long sets of questions ranging between 30 and 45 options, against the traditional grid-question format, using split cells of at least 200 respondents answering the same question presented in different formats and placed at different points in the survey. The following factors were measured: the time spent answering these questions compared to standard grid questions; how the character of the data differed; how respondents reacted to these different questions at the start vs. the end of the survey; and the granularity of data from these different questions compared to conventional grid format questions.

### Reacted positively

In a follow-up survey, respondents were polled about these different question formats and asked to rate each one in order to ascertain which they most liked answering. Figure 7 shows a summary of our findings by format. In all cases, respondents reacted more positively to questions asked in these alternative ways than they did to grids, especially the drag-and-drop and two scrolling matrix designs, which consistently delivered improvements in the time spent answering.

The analysis looked for respondents who had a tendency to give pattern answers of more than five options in a row, and compared the tendency to do this by question format, as well as looked at the average standard deviation of respondent-level data.

The drag-and-drop question format and the two scrolling matrix designs all showed significantly lower levels of pattern answering in controlled tests against standard matrix questions. Sliders, however, led to slightly higher levels of pattern answering. This does raise questions over the effectiveness of using sliders for long banks of question sets.

The answer patterns from these new question formats appear to be very similar to those of grid questions, with the exception of the slider format, which can give a distinctly different bell curve of responses.

Figure 6: Sliders and Drag-And-Drop Options

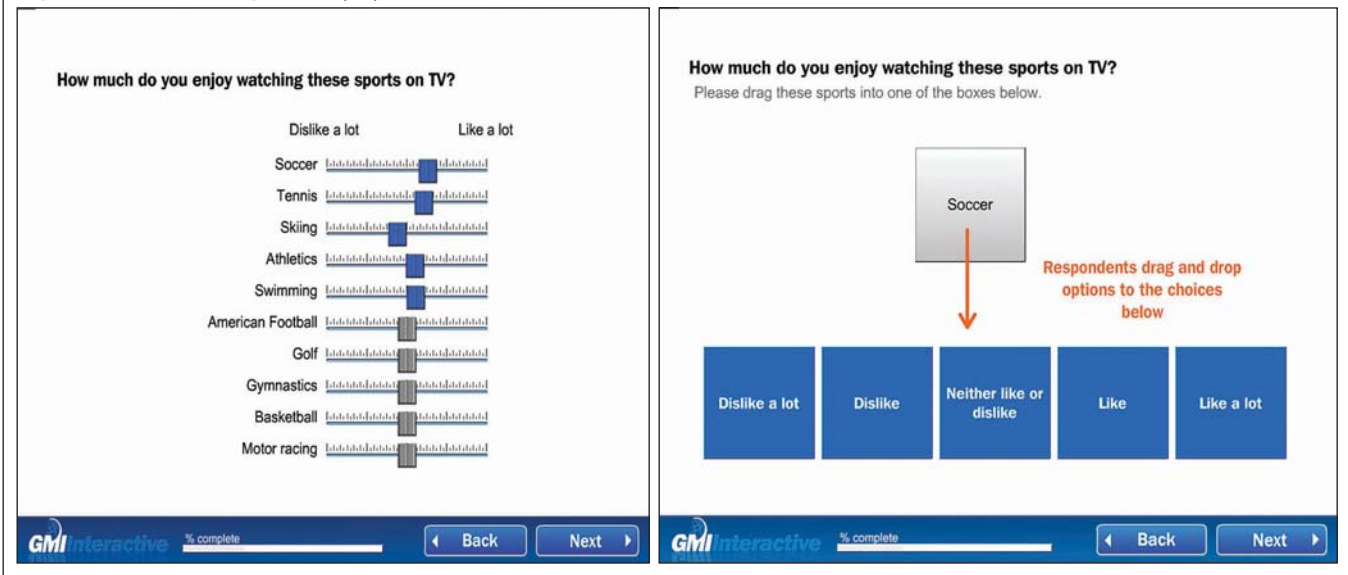


Figure 7: Respondent Reactions

	Difference in answer time vs. grid control	Change in answer times - start vs. end	Change in neutral responses - start vs. end	Standard deviation	Difference in pattern answering vs. grid control*	Rating of format percent of respondents who like
Standard grid (matrix)	0%	-11%	15%	0.80	0%	36%
Slider	23%	-7%	17%	0.86	+5%	56%
Drag-and-drop	27%	-6%	9%	0.89	-80%	80%
Vertical scrolling matrix	11%	-9%	9%	0.86	-33%	78%
Horizontal scrolling matrix	33%	-5%	7%	0.88	-27%	87%

\* # of times respondents answered five questions in a row

In Figure 8 you can see a close match between the standard grid and custom vertical sliding matrix question. Slight differences are in line with differences seen due to engagement factors.

In this second example (Figure 9), the responses to matrix and drag-and-drop are similar. However, there are significantly higher neutral scores from the slider format question. This is likely due to the fact that, with sliders,

respondents can make very small positive and negative movements that are grouped as neutral scores.

The best-performing of the two newly-created scrolling matrix designs appears to be the horizontal scrolling matrix, providing consistent answers with low levels of pattern activity and higher standard deviation, backed up with the highest respondent rating - nearly 90 percent said that they liked this question format.

### Finite number

The research project also examined the question of how to improve responses to check-box questions. The key issue identified here is that with long sets of check-box options, there is a finite number of selections that respondents are prepared to make.

The possible solutions involved breaking the question into two parts, translating the question into binary selection choices, and using a custom question approach with visuals to make the question more interesting to answer.

This experiment used a standard prompted ad recall question, asking respondents to select the brands for which they recalled seeing advertising on TV, using a list of the top 30 TV U.K. advertisers.

When respondents were presented with the list on one page, with two columns of options,

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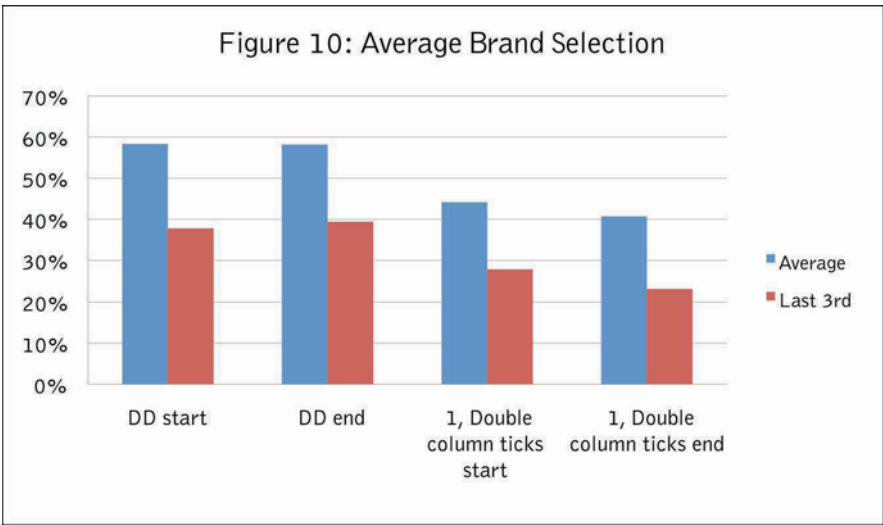
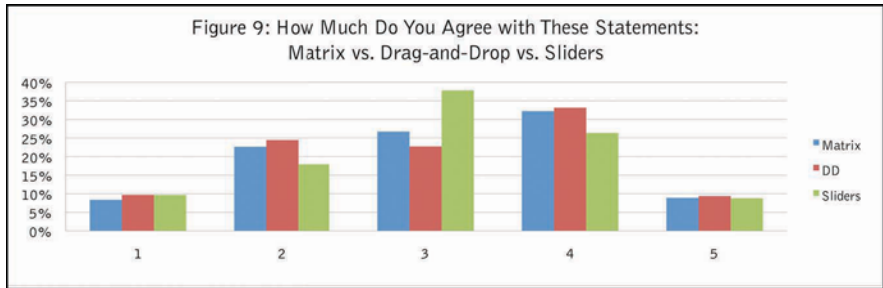
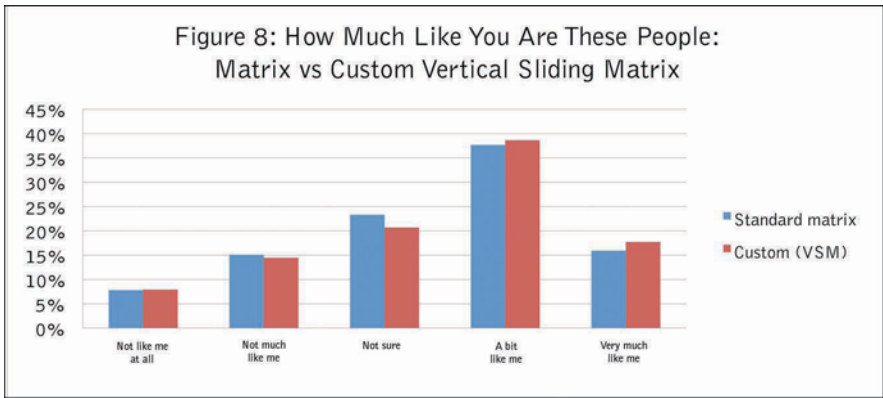
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the average selection rate was 44 percent. However, when the question was broken out into two pages, each page presenting the respondent with 15 options, the average recall increased to 52 percent, representing an 18 percent improvement.

The next approach involved two different uses of a conditional yes/no question: a drag-and-drop format question and a custom format designed to make it easy for respondents to run through a long list of options very quickly, using brand logos to make the question more appealing. The average number of responses was measured, as well as the time taken to complete these two-question formats, then compared that to when the same question was asked as a multichoice check-box

selection format, using split cells of 100 respondents.

The drag-and-drop yes/no option generated a 58 percent average recall, a 30 percent improvement. The custom-designed question format generated a 64 percent average recall, a 45 percent improvement. However, this increase in response has to be weighed against the extra time these questions took respondents to answer. The single multichoice question took respondents an average of 40 seconds to answer, while the two-page multichoice question took 48 seconds, and the custom question format 64 seconds – so 20 percent and 60 percent longer, respectively.

We only had a full set of data comparing selection rates at the start of the survey vs. the end for the standard

multichoice and the drag-and-drop question formats. The average scores for the drag-and-drop question remained static while there was a 10 percent drop in the multichoice selection, and a 17 percent drop for the last third of the brands (Figure 10).

**Got bored**

At the end of each survey, we asked respondents if they got bored answering any specific questions, and prompted them specifically about these questions. An average of 7 percent identified the multichoice question as being boring to answer, increasing to 9 percent for the drag-and-drop format question, and dropping to 5 percent for the custom question approach.

We can conclude that, while respondents add a few more seconds to the process of completing a survey, these different approaches do not appear to make the survey process significantly more boring, and represent a good alternative approach for questions where it is important to secure an answer.

Respondents most commonly identify repetitive question sets as the most frustrating aspect of participating in online surveys, so this is another area we explored with a view to finding better solutions. We took a standard repetitive brand evaluation question set and reengineered it into an animated version with paired options. While this custom approach does appear to improve the granularity of the data, 30 percent of respondents singled this question out as being boring to answer when asked in the custom format style vs. 19 percent for the standard question approach. So this attempt to improve on the question format didn't work, and further research and experimentation is required.

**Combined improvements**

Finally, we examined the combined improvements in survey content with regard to overall dropout rates and looked generally to the respondent experience of taking surveys in different formats. We tested the dropout rate with matched cells of respondents reach, using the same survey, but with different styles of content. We compared completion rates for a basic

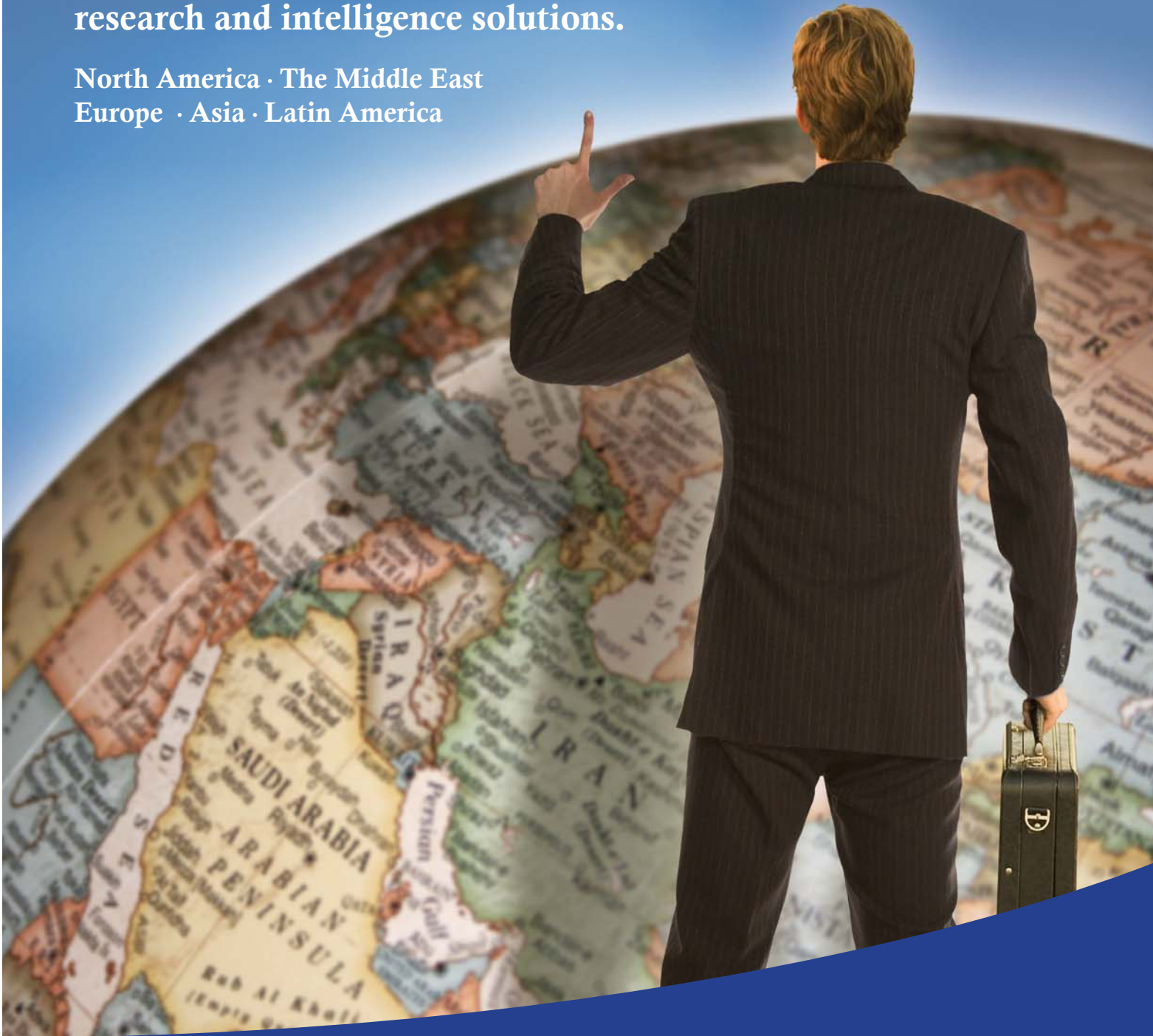


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Figure 11: Average Completion Rates

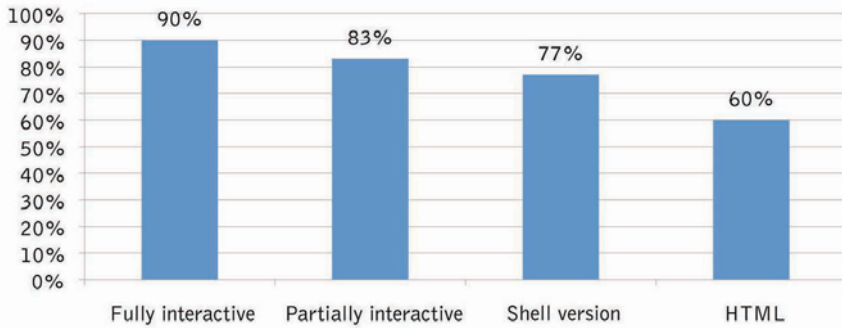
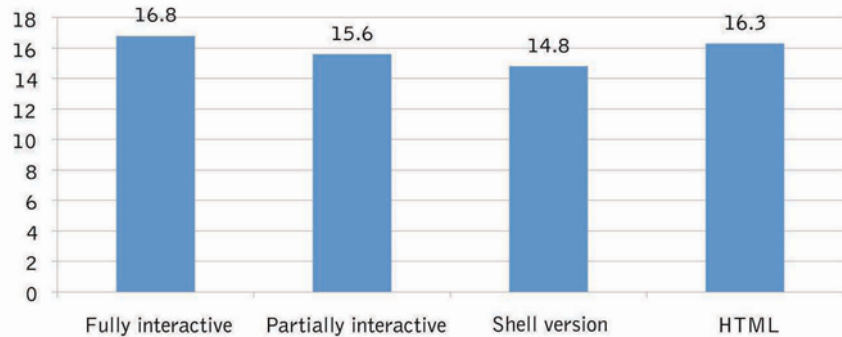


Figure 12: Average Completion Times (minutes)



HTML version, a Flash shell version with only grid-format questions, a partially interactive version with a mix of question formats and a fully animated Flash version with the new custom question formats we had designed. Note also that respondents were given the same incentive to take part in these surveys, but this was slightly lower than for a normal survey of this length. This was a 16-minute survey, and respondents were given a standard 10-minute survey incentive.

Drawn as it is from only one survey, this evidence has to be described as anecdotal. However, the

difference between dropout levels was measurable. In the fully interactive study, dropout rates were less than 10 percent, against 17 percent for the partially interactive, 23 percent for the shell version and 40 percent for the HTML variant (Figure 11).

We also measured the completion time for each survey variant. We found that respondents spent on average two minutes more to complete the fully interactive version of the survey compared to the shell version (16.8 vs. 14.8 minutes), which as we have seen is a measure of increased engagement (Figure 12). Note the slightly higher

completion times for the HTML version, where we need to take into account extra question loading times (roughly three seconds per question). There is no waiting time for question loading in the Flash version.

### Adding fun

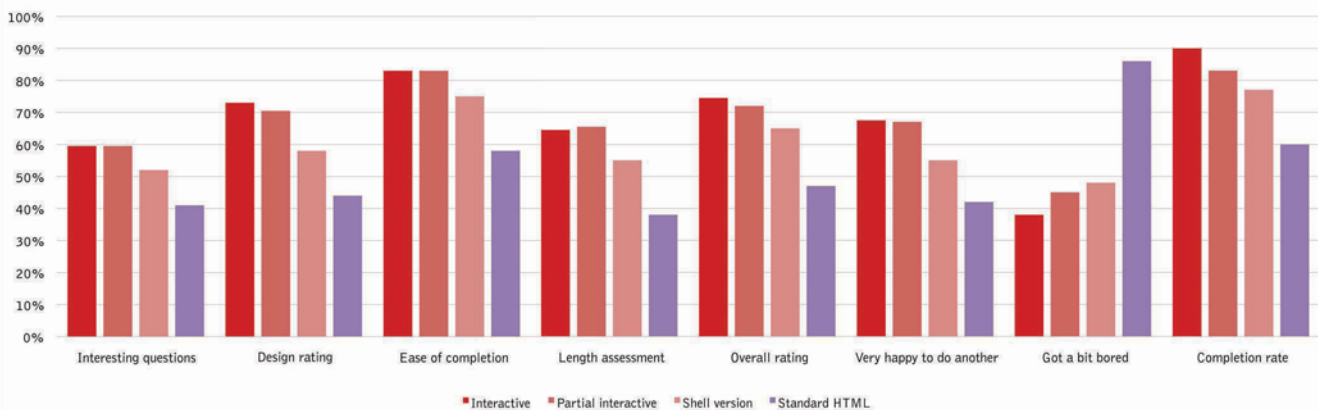
So overall, what is this research telling us? Is interactivity the be-all and end-all of respondent boredom remedies? Hardly, but it certainly demonstrates that leveraging visual stimuli is one way of adding fun to online surveys to keep respondents engaged until the end, with the goal of getting more thoughtful responses and better data while providing a great survey experience.

Most of all, it demonstrates that the mindset of our industry needs to change, that it is time for us to address this critical issue holistically, and that we need to look at our respondents in a different light. Right now, we are taking our respondents for granted. Respondent engagement today is hanging by a fragile thread: their goodwill. Incentives are all very well, but they are not the only motivator. We need to think beyond compensation and consider the survey-taking experience - an enjoyable one being an integral part of the panelist reward process. Our respondents deserve surveys that are empowering and entertaining. Time to challenge traditional approaches and put our thinking caps on! | Q

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Figure 13: Rating by Format





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# The courage to change

Market segmentation benefits are pretty obvious. Most marketing professionals appreciate that it is better to divide your target market into logical groups rather than try to conquer it as a generic whole. Products, messages, channels and pricing can be optimized to each group's needs through segmentation. Rather than advertise products broadly to a generic customer group, seasoned marketers seek to focus their marketing budget on a) the most attractive groups with b) messages/products/channels/pricing that are most likely to optimize success.

OK, so that part is easy.

Here's the not-so-easy part. Creating an actionable segmentation scheme that is truly embraced throughout a company is often a costly, time-consuming task - one that has a high risk of failing. However, with careful attention to six of the most common hazards, I have seen clients create market segmentation models that do work, are embraced, and yield improved marketing ROI.

## Hazard 1: Unwavering dedication to a single approach

In the world of segmentation, we often talk about specific segmentation approaches. Most commonly:

*Needs-based* segments are created by grouping members based on similar needs and attitudes. I tend to see this approach with larger companies seeking a model that will inform long-term strategic planning in addition to shorter-term sales/marketing improvements.

*Product-based* segments are created based on use of or likelihood to purchase a specific product. I see this approach with a lot of technology companies - and for good reason. Very often, they simply want to divide a broad market into subgroups based on likelihood to buy their products. They may end up with a five-group model - of which two

groups are attractive but need to be targeted differently.

*Attitudinal-based* segments are based on members having similar attitudes. These attitudes can be quite diverse. For example, maybe it is a combination of attitudes about television viewing, teenage fashion and automobile brand preferences. Or as a B2B case, a combination of attitudes about employee productivity, time-to-market and regulatory compliance.

Creating new market segmentations is difficult but worthwhile



By Kathryn Korostoff

*Editor's note: Kathryn Korostoff is an independent marketing research consultant based in Boston. She can be reached at [k.korostoff@yahoo.com](mailto:k.korostoff@yahoo.com).*



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*Firmographics/vertical-based* (for B2B) segments are a very practical, a priori approach.

*Demographics-based* (B2C) segments are, again, a very practical approach. For some clients, it does make sense to simply divide a broad market into groups based on combinations of household income and, say, number of family members.

Even from these descriptions we can see that different approaches have their pros and cons. So why not combine them?

In one recent case, a client used a single market segmentation study of 600 target customers to create two models. First, a needs-based model that identified naturally-occurring groups of needs – this really paints an actionable landscape relevant to emerging customer needs and likely combinations of needs. Second, the client used the same data set to create a firmographics-based model that could be used for direct mail and other highly-precise applications. For example, direct mail campaigns were customized to each of the segments and sent to lists selected using the precise firmographics-based profiling criteria.

### **Hazard 2: Failing to get executive-level participation from day one**

You've spent a lot of money and time creating a gorgeous segmentation scheme that will clearly improve marketing ROI. But did all of the relevant leaders have an

opportunity to offer their ideas before the questionnaire was designed? Were relevant executives asked for their hypotheses about what type of model would be most actionable for their needs? Was any creative brainstorming done such that existing knowledge about market realities could inform the questionnaire design? If the answer to any of these questions is no, I guarantee you that when the time comes to roll out the model, you will encounter resistance if not absolute roadblocks.

Getting executives in a room is never easy. Still, in my experience, a group discussion to share existing knowledge and generate hypotheses is best. But one-on-one interactions are certainly better than nothing. Getting early-stage participation is an obvious, but often poorly-executed, phase to any segmentation study.

### **Hazard 3: Overreliance on statistics**

Statistics are great. And powerful. And useful. But we can't blindly allow one analytic approach to dictate "the" best model. Nor should we limit ourselves to what the math tells us. If we do, we risk creating a model that is academically interesting but impractical.

One problem I have seen is when a model emerges that looks great, but only from a math point of view. Survey respondents are grouped into buckets based on similar behaviors and needs and distributed well in terms of size. But is it actionable? Very often,

especially in B2B studies, a model results in profiling information that is not distinct. That is, you have segments, but you have no way to find them. In terms of needs, the segments are distinct. But in terms of firmographics, they are muddy. This is a classic problem and is a great example of why you can't let the statistics dictate. It's imperative that the team conducting the analysis understand what is required to make the model actionable for real-world marketing applications.

In other cases, some market researchers become accustomed to a given tool and it becomes a crutch for them. I once hired a reasonably seasoned project manager. On his very first project, he came to me with a segmentation result that he put forth as the best model for our client. However, I could quickly see that the model didn't jibe with my experience segmenting similar markets. Upon questioning, I found out he had used only one technique and didn't think there was any value in looking at the data set in different ways. He didn't last long.

If you do consider engaging a market research firm to conduct a segmentation study, make sure they are well-versed in various techniques. An agency that relies solely on cluster analysis, for example, simply isn't going to uncover a deep enough view into recurring themes in the data. The market segmentation statistical tool chest should include multiple options, including latent class anal-

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ysis, CHAID, and, perhaps, more traditional cluster analyses.

#### Hazard 4: Creating an overly complex model

I once had a client come to me for a refresh on an existing model. The existing model had 23 segments. Twenty-three! Who could remember them all, let alone evaluate or use that many? When my team completed the refresh, we had eight segments - of varying degrees of attractiveness for the client.

Now, can there be cases where a 23-group model works? Maybe, but in my experience, not many.

Segmentation models can be overly complex in other ways, too. I have seen models that required insanely difficult combinations of variables to assign people to segments. I have also seen models that can't be communicated easily due to their many nuances.

Personally, I am a big fan of simplicity. If you have a segmentation model that cannot be clearly explained and easily retained, it probably isn't going to get used.

#### Hazard 5: Stumbling when developing a global model

Planning for global studies requires a whole set of planning considerations and questionnaire design sensitivities. For example: Are we looking for a single model that works well globally, or does each region want a highly-optimized, region-specific model? Will the segmentation model be used for different purposes around the world? For example, in Latin America is it more for strategic planning, while the focus in the rest of the world is on direct mail efforts?

#### Hazard 6: Fear of change

From the research agency perspective, the most frustrating situation is an all-too-common one: A well-planned, comprehensive methodology is executed - and yields a fresh, actionable model. The final presentation goes well, the model is well-received by the client's management team. And then, a few weeks go by and the

client gets cold feet.

Yes, new segmentation models can be scary. Clients in both the B2C and B2B worlds have historically entrenched ways of looking at their markets. Changing that is a huge task. Sometimes we end up spending as much time helping the client apply the model as we did in developing it in the first place!


Let me share a recent example. Working with a technology company that sells to consumers, we created a needs-based segmentation model. Management was behind the effort from day one. The model we delivered had seven segments, which were different in terms of attractiveness, fit, messaging opportunities and channel preferences. Sounds good, right? Well, it was. But the client's product development team was under so much pressure to react to competitors' moves that it was unable to take swift action. The segmentation model gave them the potential for a huge competitive advantage - insight into how they could meet the needs of the most attractive customer segments - but the firm couldn't fully capitalize.

One exercise I did with the client to help them tweak their brains was as follows. At a re-representation of the model, I

had the audience focus on one of the attractive segments. And then I said, "If I gave you \$100 million to start a company aimed at this segment, what would you do?" This helped them take off the common filters of "But what about our current customers?" and "But our sales people say we need to respond to competitor X." Look, of course those things are considerations, but they often get in the way of leapfrog potential. And after all, we can't leapfrog the competition if we are following them.

#### Fantastic tool

Market segmentation is a fantastic tool for optimizing marketing success. But it takes time to do it right. It takes money to create the model. It takes planning to avoid common pitfalls. And it takes a good dose of courage to actually apply it. But for companies unafraid of change, it can provide the fuel needed to not just jump ahead of, but to soar above, the competition. | Q

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# Quality qualifications

The selection of the right marketing research vendor is critical to the success of your project, and the decision process for organizations that outsource marketing research services can be complex. I will argue in this article that organizations should seek out vendors who adopt a SAFER yet QUIRKY persona. Such providers are more likely to develop into collaborative partners, rather than simply fill a need for resources.

**S**table organization  
**A**chievements documented  
**F**it strategically and culturally  
**E**xperience and expertise  
**R**esources accessible

**Q**uality-focused  
**U**nderstands outsourcing  
**I**ndividualizes attention  
**R**eceptive to feedback  
**K**eeps evolving  
**Y**eans to be the best

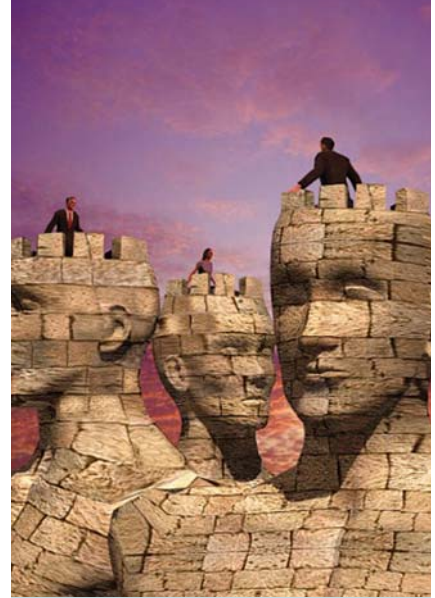
## Clearly evident

Organizations contract with marketing research vendors for various reasons. The most common reasons cited for awarding projects to individual vendors include acquiring specific capabilities and expertise, satisfying individual client preferences and achieving responsiveness and the highest quality of service for the most economical price. Oftentimes, the initial emphasis of the decision-making process for vendor selection is on objective measures that are clearly evident through interaction with the vendor or can be easily researched.

Based on my own inquiries and discussions with clients over the past few years, I've found organizations that outsource gravitate to marketing research vendors who possess tangible evidence for being SAFER. SAFER vendors objectively demonstrate five qualities:

### Stable organization

- solid, organized infrastructure
- well-defined processes



By Matthew E. Singer

Clients should seek a SAFER and QUIRKY research vendor

*Editors note: Matthew E. Singer is director of Decision Development Inc., an Evanston, Ill., research firm. He can be reached at 847-441-0777 or at [msinger@decisiondevelopment.com](mailto:msinger@decisiondevelopment.com).*

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- customer service-oriented/client focused
- evidence of senior leadership
- retains well-trained/well-seasoned project managers
- empowered project managers
- on firm financial footing

Evidence of a solid infrastructure is typically evident in promotional information published by the vendor (e.g., company Web site, company brochure), intermittent communication from upper management (e.g., press releases, newsletters) and independent reviews (e.g., reports in trade publications, industry news). Look for data regarding number of years in business, annual revenue, organizational charts, professional biographies of principal members and number of years with the company, a clear mission statement, etc.

#### **Achievements documented**

- high quality of services/high levels of client satisfaction
- proven track record/positive word of mouth
- reliably manages critical projects
- on-time delivery of services
- excellent value for price
- adheres to project budget
- complies with industry best practices
- develops research methodologies that others mirror
- respected among competitors in the industry

Evidence that a vendor succeeds in areas that drive satisfaction is typically found in client testimonials (e.g., quotations from clients, recordings/videos documenting impressions, feedback from references). Specifically, look for comments pertaining to consistency in meeting timelines for milestones and deliverables (without deviation from proposed budget), meeting or exceeding expectations, as well as a client's willingness to engage the vendor for future projects. Also, consider any notable achievement awards (e.g., from professional associations, trade journals).

#### **Fit strategically and culturally**

- understands client's unique needs
- shares outlook with client regarding approaches to marketing research and strategy development
- internal processes blend well with those of the client
- relates to client/personality and approach of team members
- has prior experience with client/team members
- demonstrates flexibility/has ability to customize approach when appropriate
- provides a single point of contact/has logical contact points with organizational structure
- exhibits honesty in communication and business practices

*Highly successful marketing research vendors consistently prove to clients that choosing their firm provides benefits that extend beyond the life of a single project.*

Evidence that a vendor will be a good fit strategically and culturally is typically evident in the type, frequency, depth and tone of communication that takes place when a vendor is being formally evaluated in a competitive bidding situation or during informal discussions

regarding potential projects (e.g., in conversation, vendor communicates accurate understanding of client needs; in written communication, vendor presents a research plan customized to meet specific client objectives versus an off-the-shelf solution; project manager can be easily reached and has a successful track record with the company).

#### **Experience and expertise**

- demonstrates proficiency in working with complex products and highly competitive marketplaces
- has previous category experience, including prior experience with the client's product and prior experience with the competitive set
- exhibits depth of technical expertise: competencies in qualitative and/or quantitative research; experienced in primary and/or secondary research methodologies; utilizes a broad range of measurement instruments and analytic tools; has specialized expertise/offers proprietary research design
- proposals and discussions showcase purposeful thinking and include insightful recommendations that demonstrate a profound understanding of the industry and marketing challenges facing the client

Evidence that a vendor has breadth of expertise can be found in years of experience in a particular industry segment, volume of work completed and type of work a vendor has been engaged in or is actively seeking. Depth of expertise is signaled by its members speaking/leading workshops at regional meetings and national conventions (e.g., American Marketing Association, Qualitative Research Consultants Association, Pharmaceutical Marketing Research Group), serving on executive/steering committees for professional organizations, as well as having a history of publication in peer-reviewed journals (e.g., *Journal of Marketing Research*) or well-known industry trade magazines (e.g., *Quirk's*, *Marketing Research*). Additionally, tutorials about research methods published on a company Web site or in white papers, proposal supplements that highlight



approaches for questionnaire/survey design, methods for data collection and analysis, or mocked-up reports go a long way to demonstrate capabilities.

**Resources accessible**

- has adequate staffing
- provides transparency regarding firm resources, the composition of project teams and the background of key team members
- does not outsource critical project elements
- able to field more than one project simultaneously
- able to field multistage projects
- able to handle high volumes of work, even in condensed time frames
- able to respond to rapidly-changing market dynamics by executing research on demand
- able to accommodate changing client needs
- able to reply to all inquiries in timely manner
- able to recruit respondents, even difficult to reach professionals and/or consumers

- able to execute anywhere in the U.S. and/or globally

Evidence that a vendor has sufficient resources to accomplish marketing research objectives is typically found in proposed strategies for research design and execution – most notably timeline/ milestones and identification of team members responsible for specific project-related tasks (e.g., number of different team members, location of critical team members, role of each individual). Also, the availability of tools, such as individual client portals on a company Web site where clients can track current progress and access project-related materials in real time, proves successful integration of technology and provides tangible assets for clients beyond human capital. Finally, flexibility and responsiveness also signal that a firm has adequate resources and is capable of adapting.

**Watch for signs**

Assuming you perceive multiple research vendors are equally talented

based on objective measures, it is then helpful to consider business development activities which may explicitly or implicitly demonstrate that a vendor’s reputation is justified. Watch for signs that a vendor is willing to strategically align itself with both short- and long-term objectives of your organization, and that it is responsive, cares about quality and seeks to continuously improve performance and client satisfaction.

Again, based on my own inquiries and discussions with clients, I’ve found organizations that outsource gravitate to marketing research vendors who display a knack for being QUIRKY. These vendors subjectively demonstrate six qualities:

**Quality-focused**

- trains personnel to ensure skill sets meet project requirements
- seeks and hires individuals with relevant expertise
- proactively identifies problem areas and offers potential solutions
- is forthcoming about any unresolvable situations

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- avoids making the same mistakes
- if a non-performer is ever identified on a project team, the individual is quickly replaced
- provides a means for renewable terms of service (based on continuing satisfaction)
- establishes relationships/contracts with a support network to ensure services unavailable in-house are seamlessly provided

### Understands outsourcing

- Conducts ongoing inquiries to evaluate changing and emerging needs of the client: locates and develops deep dialogue with key decision makers; listens for and documents unmet needs; identifies factors that most frequently compel the decision to outsource; offers the type of marketing research projects/services most frequently outsourced; satisfies important selection criteria that influence the outcome of the outsourcing decision; understands internal operations/requirements related to the sourcing process

### Individualizes attention

- recognizes uniqueness of culture and acknowledges preferences
- commits personnel to projects full-time/ensures consistency in point of contact
- provides higher levels of management involvement/priority over key resources
- offers competitive pricing/consistent rates
- actively monitors the marketplace and regularly updates clients on pertinent industry developments that may impact their business

### Receptive to feedback

- creates measures to test for consistency of performance and satisfaction
- solicits feedback from clients to monitor progress
- assesses opinions to determine: which strengths/capabilities are of greatest importance to the client; which weaknesses, if any, could present a barrier to future business

### Keeps evolving

- utilizes feedback to improve product and service offerings

- carefully and adequately responds to all questions, concerns or suggestions in a timely fashion
- willing to compromise
- develops operations in areas of strategic importance to the client
- creates tangible synergies from project inception through completion that: decrease the learning curve required to acclimate new project teams/team members to specific client needs and/or staff; shorten timelines; reduce transaction costs; create a more predictable workflow that conforms to internal operations of the client

### Yeans to be the best

- enjoys the work and is enthusiastic about every project – a vendor’s enthusiasm should show
- firm immerses itself in the industry and seeks ways to engage the client in interesting and relevant conversations
- serves as resource where the client can turn with questions, when advice is needed or just to talk through an idea
- provides case studies that represent actual engagements/precise examples of ways unique information needs can be efficiently and effectively addressed
- embraces continuing education, not only as a way to benchmark best practices but to ensure its ability to successfully adapt to changing industry dynamics
- vendor’s own marketing efforts effectively convey its value proposition
- in areas of operation where the vendor surpasses the competition, communications highlight strengths/capabilities most important to the client
- in critical areas of operation where the vendor may not currently stack up to the competition, communications highlight efforts to improve expertise and product/service offerings

### Frequently change

Marketing research needs frequently change based on the evolution of product lifecycles, new team member preferences and revisions to corporate initiatives. Also, the specific characteristics that outsourcing organizations

consider most important in choosing a vendor may vary somewhat from company to company – and even among different team members from the same company. Therefore, it is important to seek a vendor that engages your organization in ongoing dialogue and uses feedback to remain cognizant of continually-changing needs and to determine where to focus its business development efforts.

If a vendor strives to understand important capabilities your organization is seeking now, this likely means the firm’s future product and service offerings will better correspond with your individualized marketing research needs.

### Extend beyond

Highly successful marketing research vendors consistently prove to clients that choosing their firm provides benefits that extend beyond the life of a single project. Therefore, when your firm is trying to decide on a marketing research provider keep the following in mind:

1. Objective measures exist that can be used to identify SAFER marketing research vendors. A review of objective measures will ensure that potential vendors stack up favorably on key measures that influence your organization’s outsourcing decision.
2. Subjective feelings you have about a firm can considerably influence your outlook and perspective regarding its qualifications and suitability as a vendor. Client-focused activities and communication are excellent metrics for assessing subjective qualities and identifying vendors with QUIRKY personas.
3. You should use both objective and subjective measures to seek out and partner with vendors who have expertise/capabilities in areas most important to your current business and who are best suited to address the marketing research and strategy development needs of your future business. | Q

### Establish a working partnership

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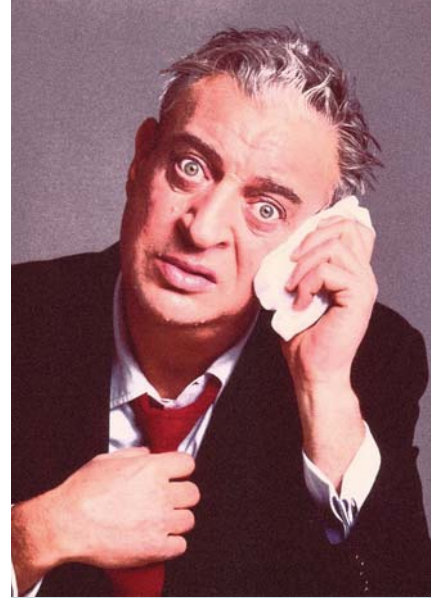
# No more begging for a seat at the table

In the March 2008 issue of *Quirk's*, Kieron Mathews wrote a challenging article (“Going beyond the numbers”) which called upon marketing researchers to dig beneath the data in the research they conduct to find and effectively deliver marketing insights. He argues that delivery of value-added insights is no longer an extra, but is now part of the “category dues” that any research provider must deliver to compete. Indeed, in today’s market, value-added insight “is the reason that research is commissioned.”

Mathews goes on to aver that delivering insights is not easy and that large, data-focused research firms might find doing so a challenge. The data themselves are complex and the process of discovery requires the luxury of time to explore the dead ends as well as data artists to find them – a luxury he admits many on the management side don’t understand or seem open to allowing. Even if the luxury is afforded the research, Mathews argues that the insights discovered demand even further refinements – they need to be distilled and translated so they are easily understood with “easy-to-implement actions” for those on the management side to embrace. Presentations have to be short, redundant slides have to be cut and entertainment value boosted, all in an effort to engage those in management and create the possibility that the insights will be acknowledged and appreciated, much less acted upon.

When I first read the piece I didn’t really see much to disagree with. Who doesn’t want insights and who doesn’t believe that researchers need to deliver them and deliver them well? I was a little disconcerted by his implication that every research enterprise can be fodder for a “market insight.” Sometimes a cigar and a data file are just what they are. I also kept wondering about how we are always encouraged to provide

insights but rarely given much insight, to coin a phrase, on what an insight is and how to go about finding one. Mathews is right in insisting that an insight be something discovered underneath what the findings show in the data. A true insight, as a colleague of mine notes, can take many forms, from changing the marketer’s conception of the phenomena at hand to discovering how far off track the brand has gone to language that reframes how a product or service is used. Any one of these insights is a tall order and unfortunately is



By Greg Rathjen

When do we stop identifying with Rodney Dangerfield?

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why their discovery is rather infrequent. And probably explains why we are always being exhorted to find them more often.

But more than this issue of what is an insight and its frequency of occurrence/ease of discovery, I kept having a nagging sense that Mathews' points emanate from the Rodney Dangerfield side of our research psyches. For years virtually every conference on research I've attended (or whose brochure I have read to inspire my attending) has some kind of session about how researchers can "earn a seat at the table" and what researchers must do to get some "respect" from the really important players on the first string.

These sessions and the underlying dynamics of Mathews' offering always seem so one-sided: focused on the failure of the researcher and research as a discipline. The burden is on the researcher to find the needs and unspoken wants of management, to collect the information cost-effectively, and deliver it in sound bites that the manager can easily and – one senses from these researcher self-improvement polemics – uncritically rely on to make decisions. They seem like a dated Dear Abby recommendation that the wife must do everything to make the husband happy and

that there are few, if any, roles and responsibilities that the husband/partner is expected to bring to the relationship.

### Reverse polemic

I suppose what I am building up to is my own reverse polemic: that it is time to stop being Rodney Dangerfield, time to stop being the downtrodden, overworked partner and insist that both parties respect one another and deliver a more mutually-satisfying process of collecting, disseminating and using information. Marketing research has to be "at the table" not hoping to be; marketing research needs to be on the first string; marketing research needs to be more than the "little woman" who keeps the house clean and the beds made.

Some of that requires living up to one of the assumptions Mathews has about why research is commissioned. He argues that management wants to secure value-added insights from the research it commissions. Would that that were true. It does occur, usually when management is going into a new line of business or an area that stretches their personal experience. (In this context management has no pre-existing expectations to challenge – everything is an insight.)

Often, though, research is commissioned to confirm the known or to support a decision already made or as a tool to convince others in the corporate hierarchy to follow. Others use research to prove how misguided a corporate nemesis is. Others begrudgingly pay for research like they pay for accounting services – a cost of doing business that might occasionally come in handy. More often than not true hunger for value-added insights from research is the exception not the rule.

This is evidenced in the ways some management behave when called to a meeting to hear the results of a research project. Often too little time is allotted, so the presenter is rushed just to cover the basics with little time left for Q&A. Precious time is lost waiting for the heavy hitter to show up. Some come in late, some leave early. Some encourage administrative assistants to interrupt them. Some attend only to make an appearance. Some, addicted to their BlackBerry, barely look up from their mini screens. Multitasking is common. Some are simply rude and shouldn't be there. Once the presentation is completed, the report rarely remains part of the decision process, save for a pie chart or table or two selectively available to address a limited set of issues. Rarely is the researcher brought back in to participate in deeper inquiry.

This is also evidenced in the ways some management behave when viewing focus groups. Rather than be mesmerized by the chance to see their consumers and prospects share their thoughts and feelings about their product, management too often sees being behind the focus group mirror as a time to check out, answer e-mails, surf the Web, converse with colleagues and enjoy time away from the office. They often pay attention only when their pet concept or advertising vehicle is discussed and only look for confirmation of their wisdom and not "insight" about what is driving the comments or feelings.

In both the focus group setting

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and in the chaotic, unfocused presentation environment, a common management complaint is “I didn’t learn anything new.” It may be true that heavy-duty bar chart PowerPoint slides might not invite new learnings. It strikes me that there is always a nugget of newness in any research presentation if paid attention to. There is danger in making the presentation too much of an entertainment, shifting the message to the messenger rather than the information at hand, or letting the entertainment give the illusion of insight when none is really there.

### Do the hard work

What I sense is lacking is the commitment on management’s part to engage with the research and the researcher in an effort to critically understand and to do the hard work necessary to get to those rare gems. There seems to be an inordinate desire to get to the conclusion, to get the sound-bite takeaway that nails it. In our attention-deficit, 24-hour news world, I can understand this impulse, particularly when it applies to things on the periphery of decisions needing to be made. But if management responsible for making decisions in the very arena the research is focused on insist on bypassing the detail and only want the sound bites, it isn’t surprising that the “I didn’t learn anything new” refrain is heard as often as it is.

If you are not a literature major I can understand the desire to read the CliffsNotes. If you plan to write literature or teach it, the CliffsNotes approach won’t cut it. Somehow that principle escapes some management folks as they CliffsNote their way through research in order to (mis)manage the brands and products under their care.

All of this is to underscore the need for the research client to be as committed as the researcher to the discovery of value-added insights. Frankly, I don’t think the researcher can really deliver “value-added” on his/her own. News and insights come in the interaction between researcher

and research client, like the moment of true learning that comes when a dedicated teacher works with and inspires a dedicated and engaged student.

### Dedicate their energies

I wholeheartedly agree with Mathews that researchers need to dedicate their energies beyond the numbers. But I don’t think researchers should judge their contributions, though, by how well-communicated our numbers and insights are. I think our focus should be on how well we can improve the power of management to make judgments about the relevance of and importance of facts under study and to use those facts wisely in making sound judgments. That calls for research clients who bring critical thinking to the research enterprise and bring that same critical thinking to the decision-making responsibilities that the research enterprise is aimed at informing. So instead of the research industry

flagellating itself over not being insightful enough, it is justified, I think, to ask that clients rise to the demands of insight discovery by being as curious, interested and engaged as the researcher.

Mathews concludes by claiming that “insight is no longer an added-value offering but a researcher’s core product.” I agree. But those new core-product insights won’t be of much value if clients aren’t as forward-thinking and as vested in the insight discovery process as their research providers. We need a client-side Mathews to argue for a renewed client commitment to briefing the researcher better, to investing time and thought into the way the research is conducted, to challenging and questioning claims, to asking for deeper dives, to being attuned at meetings and serving as champions of respect for the researcher. If most or all of those things happened, maybe, in due course, the Rodney Dangerfield side of our psyches will disappear.

Okay, so I can dream. | Q



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## Survey Monitor

continued from page 10

found that 59 percent of Americans are more stressed this year than last year, and stress and relaxation are the top reasons Americans received their last massage.

Thirty-six percent of Americans received massage for stress reduction and relaxation in the last five years, compared with just 22 percent last year. Additionally, 38 percent of Americans say they have considered regular massage to manage stress.

The state of the economy has been a major stress trigger for Americans this past year. Forty-five percent of Americans say they are greatly stressed by the current economic situation or other factors. Younger Americans and women have felt particularly affected by the economy. Fifty-five percent of those age 25-34 say they are greatly stressed by the economic situation, and 51 percent of females agree.

Young Americans and those in lower income groups are the most likely to consider massage for stress. Fifty percent of 18-24-year-olds and 46 percent of those making less than \$25,000 a year say they would consider massage to manage stress.

While lower-income and young Americans are more likely to seek massage for stress, people with higher incomes are more likely to discuss massage therapy with their doctors. This year, 16 percent of those making \$50,000 a year or more discussed massage with their physicians, which is nearly twice as many as those making \$25,000-\$35,000. And more than half (57 percent) of those who talked to their doctor about massage reported that their doctor strongly recommended or encouraged them to get a massage. For more information visit [www.amtamassage.org](http://www.amtamassage.org).

### "Power moms" look to Web for sharing tips

Women online age 25-54 with at least one child are nearly twice as likely as the average Web user to provide frequent advice about parenting/family, non-food household products and beauty/cosmetics. Other topics these women frequently provide advice

about include clothes/fashion, food and beverages, home decorating/interior design and health/dieting/exercising, according to Nielsen Online, a service of New York researcher The Nielsen Company.

"We're seeing women using online avenues like e-mail, online forums and social networking Web sites to extend a role they've long held as information seekers and relationship builders. Moms, in particular, look to the Web to connect with other parents for tips and support, and they aren't afraid of new technologies - this group is nearly 25 percent more likely than average to author a blog," says Chuck Schilling, research director, agency and media analytics, Nielsen Online.

Scholastic.com and BirthdayExpress.com tied for the No. 1 Web site among this target group, with a composition index of 366, more than 3.5 times the average index. General Mills and The Gap ranked No. 2 and 3, respectively. FamilyFun.com rounded out the top five sites. For more information visit [www.nielsen-online.com](http://www.nielsen-online.com).

### Makeup marketers go natural

Today's latest beauty products are less concerned with masking the truth than those of yesteryear. Over one in seven (16 percent) global beauty product launches this year have either been organic, ethical or all-natural. In 2007, just one in nine (11 percent) new products fit these criteria, according to research from Mintel Beauty Innovation, a service from Chicago research company Mintel that monitors beauty and personal-care launches globally.

In the U.S., manufacturers are moving even faster. Nearly 30 percent of U.S. beauty products launched this year were organic, ethical or all-natural, up from 23 percent in 2007.

"Beauty companies increasingly take a more honest approach to personal care," says Nica Lewis, head consultant, Beauty Innovation. "As people tire of insincere celebrity culture, we see more manufacturers using pure, natural elements in their products."

In recent months, Lewis has seen the honest trend go even further. "Some of the latest beauty products incorporate ingredients from Indian

Ayurveda or traditional Chinese medicine," she says. "These ancient remedies have antioxidant or whitening properties that are being used to enhance contemporary natural and organic formulas." For more information visit [www.mintel.com](http://www.mintel.com).

### Cleanliness is next to customer retention

Eighteen percent of shoppers would discontinue shopping at a particular store if they believe the store is not clean, and 46 percent of consumers consider shopping in a clean environment to be extremely important, according to a study conducted by M/A/R/C Research, Dallas. Grocery stores could see the largest impact on sales, where 18 percent of shoppers will stop shopping at a particular store if they feel it is unclean. Drug stores and department stores could also see an impact, where customers provided a 17 percent and 11 percent response, respectively, about no longer shopping in unclean stores.

M/A/R/C surveyed over 30,000 shoppers nationwide via an online survey to learn about the impact a store's appearance had on their most recent shopping outings. The study included shoppers at stores in eight categories: club, consumer electronics, department, drug, grocery, home improvement, mass merchandisers and office supply stores. For more information visit [www.marcresearch.com](http://www.marcresearch.com).

### The charm of simple toys not lost on tech-flooded youth

Girls age 2-14 are spending more time this year on entertainment-related activities than they did in 2007, with more than half saying they spend more time using electronic devices and playing computer games and video games, according to Girl Power: Understanding This Important Consumer Segment, a report from Port Washington, N.Y., research company The NPD Group.

Pre-schoolers age 2-5 are highly engaged with toys including plush/stuffed toys, dolls, fashion role-play, puzzles and educational toys. First readers (age 6-8) are more inclined to play with board games, arts and crafts and virtual-world games.

For pre-teen girls age 9-12, playing



with traditional toys is still the activity of choice. Despite the natural progression away from traditional toys to games and electronics, many older girls report they are spending more time this year playing with traditional toys compared to last year.

Tweens (age 9-12) are migrating to computer and video games, especially virtual-world online games. Socialization is gearing up among the pre-teens, and the advent of interactive gaming really hits home with these girls, who are looking for friends from the confines of their homes. Young teens (age 13-14) are also gamers, but many girls this age are also now listening to music on portable digital music players and talking/texting on their mobile phones.

“Girls, in general, are famously social creatures,” says Anita Frazier, industry analyst, The NPD Group. “The growth in use of social networking and virtual-world Web sites by girls is a natural extension of this core value which needs to be recognized by manufacturers who count girls as primary market for their goods and services.”

But not all activities are as age-specific as consumer electronics and video games. When looking at spending penetration, fashion apparel/accessories and books, music and videos are the top two categories that maintain a high level of popularity across all age groups, and appear to be insulated from the age-factor. In terms of favorite gifts, gift cards are the top choice for most girls, with gift cards being purchased 50 percent of the time, though toys are often given to younger girls and apparel to older girls.

Harris Interactive, a Rochester, N.Y., research company, also studied the continued popularity of non-tech toys in children, including boys. Over three-fifths of tweens agree that toys are necessary to have fun (62 percent). When naming their favorite toys, an actual brand/toy name is mentioned nearly two-thirds of the time (67 percent), with tweens more likely than teens to mention a brand/toy name (74 percent tweens versus 65 percent teens). When specific brands are looked at, the top two favorite brand mentions are toys with no batteries or electronic technology.

Probably not surprising, imagination, challenge and ease-of-use outweigh the desire for social and learning aspects of toys. For tween girls it is important that toys are fun (88 percent), easy to use (78 percent) and make them use their imagination (69 percent). For tween boys it is extremely/very important that toys are fun (93 percent), make them use their imagination (66 percent) and are challenging (61 percent).

Boys and girls differ in what they value in play experiences. Tween boys like the challenge of playing with their favorite toy (tween boys 21 percent versus tween girls 11 percent). Tween girls like the ability to play with their favorite toy in different ways (tween girls 22 percent versus tween boys 16 percent). When asked what they enjoyed most about playing with their favorite toy, the top five responses reported were fun (22 percent), variety of ways to play (22 percent), pretend role-play (20 percent), creativity and building (16 percent) and imagination (13 percent). For more information visit [www.thenpdgroup.com](http://www.thenpdgroup.com) or [www.harrisinteractive.com](http://www.harrisinteractive.com).

### **Blogs, online communities exert powerful influence on shoppers**

Nearly one in five adults (19 percent) are in the habit of visiting blogs, communities or social networks on a daily basis. The results differ significantly, however, based on generation and gender. For example, 33 percent of Generation Y respondents (people mostly in their 20s) visit these sites every day, according to a study from MarketTools, a San Francisco research company. In contrast, 17 percent of Generation X (mostly in their 30s and early 40s), 11 percent of Baby Boomers (in their mid-40s to early 60s) and only 8 percent of seniors visit daily. In addition, more women (22 percent) than men (16 percent) visit blogs, communities or social networks on a daily basis.

There is a clear connection between online activity and purchasing decisions. Many Americans visit blogs, communities and social networks with the specific intent of researching products. In fact, 33 percent of visitors say they visit these sites to engage in product research before making a

purchasing decision. In particular, affluent visitors (with annual incomes of \$75,000+) are most likely to research products online before buying (43 percent). MarketTools' research also found that the Baby Boomer visitors are significantly more likely than other groups to read or post comments about products and services on these sites (37 percent). In addition, Baby Boomers, along with Generation X, are significantly more likely than other groups to visit the corporate Web sites of product or service providers (63 percent and 59 percent, respectively).

Blogs, communities and social networks have a direct impact on people's purchasing decisions. For example, nearly half of all respondents (47 percent) say that these sites have influenced their decision to purchase particular brands or services to at least some extent - from a little to a lot of influence. The powerful impact of what they read on these sites is demonstrated by the fact that 26 percent of all respondents actually changed their minds about buying a product or service because of what they read on a blog, community or social network.

Women are significantly more likely (29 percent) than men (22 percent) to change their minds about a purchase because of these sites. In addition, those in middle-income households (\$35,000 to \$75,000), at 30 percent, and those from Generation Y and Generation X, at 35 percent and 30 percent respectively, are the most likely to change their minds because of the information they read on these sites.

Other key findings include: 51 percent of visitors say “to have fun” is a reason for their visits to social networking sites, communities and blogs; other popular reasons for visiting these sites include reading/posting about current events (42 percent), social networking to meet/date (40 percent) and to educate themselves (38 percent); and the most popular types of “regular” Web sites visited include company Web sites (56 percent), news (56 percent), search (50 percent), weather (50 percent), entertainment (45 percent) and health/medical (41 percent). For more information visit [www.markettools.com](http://www.markettools.com).

## Product and Service Update

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IP address, Mac address and more. Data that might personally identify respondents is not collected. These data points are then encrypted to ensure the participant's privacy and saved as a single ID code on secure servers. No information on the survey participant's PC is changed, and nothing is added. When a person logs in to take a survey, their ID code (generated in real time) is screened against the millions on file and those being simultaneously created. In the few instances where duplicates exist, the participants are politely screened out from the possibility of completing the survey. This process is fully compliant with the standards of conduct issued by major marketing research associations.

SSI Verify includes other aspects of respondent authentication. These can include geo-IP violation trapping, address matching in some countries, profile-specific queries that only a legitimate participant should know, and a brief series of short questions designed to catch straightlining, hyperactivity or other patterned responses. For more information visit [www.surveysampling.com](http://www.surveysampling.com).

### ESRI offers two updates

Redlands, Calif., geographic mapping software company ESRI has launched BusinessMAP 5, the latest version of ESRI's database mapping solution. Maps created with BusinessMAP are designed to allow users to make business decisions for territory design, demographic analysis, customer prospecting, route planning and more.

In addition to BusinessMAP 5 being Windows Vista-compatible, new features include: up-to-date map data, connection to contact management software, enhanced spider diagrams, creation of smart polygons, ability to edit data and include latitude and longitude in database, ability to add photos to maps and enhancement to Google Earth and Google Maps. For more information visit [www.esri.com/businessmap](http://www.esri.com/businessmap).

Additionally, ESRI has updated

its GIS Portal Toolkit for ArcGIS. GIS Portal Toolkit is a free technology and services solution for implementing local, regional, national and global spatial data infrastructure (SDI) portals. The toolkit is designed to give users a Web site starter and all the functional capabilities needed to deploy a GIS portal for an organization's SDI.

GIS Portal Toolkit is now based on ESRI's ArcGIS Server technology and includes the following enhancements: support for finalized Open Geospatial Consortium Inc., specification standards; a REST-style interface for searching and supporting OpenSearch, GeoRSS and KML; LDAP authentication support for improved security; configurable support for ISO 19139 metadata profiles, Federal Geographic Data Committee metadata and Dublin Core metadata; integrated clip-shipment function for data download; and improved context-sensitive help and product documentation. For more information visit [www.esri.com/gisportaltoolkit](http://www.esri.com/gisportaltoolkit).

### Vovici releases CRM 2.0 Connector for Oracle CRM On Demand

Vovici, a Dulles, Va., research company, has unveiled the Vovici CRM 2.0 Connector for Oracle CRM On Demand. Operating as an add-on module to the Vovici enterprise feedback management platform, the Vovici CRM 2.0 Connector has been designed to accelerate the integration of feedback data into San Francisco research institute Oracle's CRM solution. The product is designed to allow customers to view customer attitudes, transactional experiences and overall history.

Through the Connector, customers are expected to benefit from automatic scans of Oracle CRM On Demand for standard and custom information, the ability to link an event to a survey and the ability to set sampling rates for surveys in order to control survey fatigue. The Oracle CRM On Demand connector is designed to enable Vovici customers to push contact and lead opportunities, among other pieces of data, from their solutions into

the Vovici platform, as well as to incorporate feedback data into their CRM records.

Vovici has also been selected as an Oracle CRM On Demand Inner Circle partner as a result of direct collaboration with the Oracle CRM On Demand product strategy, product management, engineering, QA and Global Alliance ISV organizations. For more information visit [www.vovici.com](http://www.vovici.com).

### ConsumerView offers up-close look, remotely

Gongos Research, Auburn Hills, Mich., has introduced a product designed to allow qualitative researchers to go face-to-face with consumers from multiple markets using ConsumerView, an online method for conducting in-depth, interactive focus groups. By integrating Webcam technology, ConsumerView is designed to offer the same insights gathered in traditional focus groups while reducing travel and time constraints associated with conducting research in multiple markets.

ConsumerView offers an approach to qualitative research that includes technical management, moderators and documentation of typed, verbal and video responses. A chat feature also allows for offline correspondence between clients and moderator. For more information visit [www.gongos.com](http://www.gongos.com).

### Briefly

Data Development Worldwide, a New York market research company, has launched LineDeveloper, a tool designed to help marketers achieve an optimal lineup of product or services. LineDeveloper is designed to provide an accurate simulation of market conditions, including competitive landscapes, allowing marketers to fine-tune offerings before they go to market. For more information visit [www.datadw.com](http://www.datadw.com).

The Marketing Research Association (MRA), Glastonbury, Conn., has launched the Virtual Business Guide, a resource for managing day-to-day business objectives, as a membership benefit. Found on

the MRA Web site, members can use the guide to access tools for human resources, finance, sample contracts and agreements, business management or careers. Periodically new resources will be added, including a blog to create space for members to act as a collective brain trust. For more information visit [www.mra-net.org](http://www.mra-net.org).

Eaagle Software, a Chicago research software company, has released Full Text Mapper (FTM), a desktop software program that provides analysis of unstructured data. Full Text Mapper is designed to read and map unstructured data residing in Excel, Word, PowerPoint, text, HTML and PDF files. FTM is designed for knowledge workers dealing with large volumes of text in their daily work. For more information visit [www.eaagle.com](http://www.eaagle.com).

MRSI (Marketing Research Services Inc.), a Cincinnati research company, has launched an online shelf-testing tool designed to pro-

vide respondents a virtual shopping experience simulating a store shelf. Offering results about product demand, packaging, pricing, features and labeling, the tool is designed to allow respondents to select among competing products, view product details more closely (including price) and place products in a shopping cart for purchase. For more information visit [www.mrsi.com/onlineshelftesting.html](http://www.mrsi.com/onlineshelftesting.html).

Eularis, a London/New York research company, has released a study on the ROI of named patient programs (NPP), also known as compassionate use programs. The paper aims to provide pharmaceutical companies with insight and mathematical justification into the cash market share and revenue impact of pre-launch NPPs on brands, while outlining the benefits and challenges that they create. For more information visit [www.palgrave-journals.com/jmm/](http://www.palgrave-journals.com/jmm/).

Angus Reid Strategies, a Vancouver, B.C., research com-

pany, has launched its Excel Program, a year-long paid internship program intended to train new graduates in the marketing research field. Excel will couple curriculum with mentorship to assist participants in their careers. The program is open to new graduates from a variety of disciplines who have interest in market research. The first Excel session will commence January 2009 with participants across North America. The program will evolve to include curriculum for Angus Reid's sister company Vision Critical and its European operations. For more information visit [www.angusreidstrategies.com/excel](http://www.angusreidstrategies.com/excel).

All Global, a New York data collection company, has introduced its Palliative Care Panel for marketing research, which is designed to provide access to 18,000+ physicians, nurses, pharmacists and health care professionals in 39 countries who specialize in palliative care. For more information visit [www.allglobaltd.com](http://www.allglobaltd.com).

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(QRCA), St. Paul, Minn., has formed a political special interest group (SIG) that is designed to give both researchers and buyers of political-oriented qualitative research access to experts and best practices. The political SIG is made up of a group of QRCA members/researchers who are experts in the field, and it will address qualitative research issues and opportunities in politics, public policy, social policy and public affairs.

### Awards/rankings

**Vision Critical**, a Vancouver, B.C., research company, has been ranked fifth among the annual Deloitte Technology Fast 50, a ranking of the 50 fastest-growing technology companies in Canada, based on the percentage of revenue growth over five years. Vision Critical's increase in revenues of 5,298 percent from 2003-2007 resulted in its fifth-place ranking.

Additionally, Seattle research company **Global Market Insite Inc.** (GMI) has been ranked 13th among the Deloitte Technology Fast 50 for the 50 fastest-growing technology companies in Washington State. GMI's five-year revenue growth by 1,096 percent from 2003-2007 resulted in its 13th-place ranking.

*Inc.* has named **Observant LLC**, a Waltham, Mass., research company, in its annual Inc. 5000 ranking of the fastest-growing private companies in the U.S. Observant was ranked in the top-22 percent. Observant also ranked 40th in Inc.'s Top 100 Businesses in Boston-Cambridge-Quincy, Mass.-N.H. and ranked 95th in Inc.'s Top 100 Advertising and Marketing Companies.

**SPSS Inc.**, a Chicago research company, has been recognized for its data mining software Predictive Analytics. Predictive Analytics has been ranked as the No. 1 choice of data mining professionals worldwide according to the 2008

Data Mining Survey, published by Rexer Analytics, a Boston data mining consulting company.

Redlands, Calif., geographic mapping software company **ESRI** has been awarded the 2008 Geography Excellence in Media award, given by the National Council for Geographic Education. The award has been given to the authors of *Our World GIS Education*, a book series that teaches students how to think spatially and use geographic information system technology to study the world around them.

Reston, Va., research company **comScore Inc.** was recognized as the fastest-growing global market research firm in an *Inside Research* report on growth rates of the world's largest market research firms. With \$87 million in revenues in 2007, comScore posted a five-year revenue growth rate of 463 percent, triple that of the second fastest-growing company on the list.

**Hotspex**, Toronto, has been named Canada's fastest-growing marketing research company on Profit's 20th annual Profit 100 ranking of Canada's fastest-growing companies. Hotspex's growth of 1,614 percent over the past five years placed the company 38th on the list and made Hotspex the only market research company to appear.

### New accounts/projects

**TNS US**, a New York research company, has adopted Dulles, Va., research company **Vovici's** enterprise feedback management platform and Vovici's Community Builder Module as its standard platform for building custom online panels and communities for its customers.

**Pacific Coast Companies Inc.**, a Rancho Cordova, Calif., development company, has adopted Chicago research company **SPSS Inc.**'s enterprise feedback management platform Predictive

Analytics. Pacific Coast Companies will use Predictive Analytics to identify internal fraud, forecast sales and analyze vendor and product supply for the company.

**Navteq**, a Chicago digital mapping company, has chosen Redlands, Calif., geographic mapping software company **ESRI's** ArcGIS suite of software products as its platform to build products beyond the core map database.

New York research company **Arbitron Inc.** has commercialized its Portable People Meter radio ratings services in eight new markets: New York, Los Angeles, Chicago, San Francisco, Nassau-Suffolk, Middlesex-Somerset-Union, Riverside-San Bernardino and San Jose.

Additionally, **Everwell TV**, an Atlanta-based media network that provides health- and wellness-based television services for patients in physicians' waiting rooms, has signed an agreement for Arbitron custom research studies to measure awareness of digital televisions in doctors' offices. Arbitron will provide on-site surveys in doctors' offices across multiple markets.

Finally, Arbitron has brought forward the introduction of cell phone-only households to its diary-based ratings panels, as part of improvements to sampling. Arbitron had planned to introduce cell-only sampling to diary panels in 50 markets in the fall of 2009 but was persuaded by broadcasters and advertisers to bring this forward by six months. The total will then be increased to 125 markets in the fall of 2009. Sample sizes will be kept above 80 percent of targets for the 18-54 age range.

**RTi Research**, Research Triangle Park, N.C., and **Sample Czar**, a Los Angeles research company, have selected San Francisco research company **Peanut Labs'** Optimus digital fingerprinting technology to help improve the quality of online sample data.

### **British Airways,**

Harmondsworth, England, has invited members from its executive club to enroll in the e-Rewards Opinion Panel, a panel developed and managed by Dallas research company **e-Rewards**. Invitees who join the panel will be able to earn British Airway miles by completing online market research surveys.

**Experian**, a New York research company, has selected Hampshire, U.K., mobile tracking company **Path Intelligence**'s FootPath system to integrate with Experian's own FootFall measurement practice. With Path Intelligence's FootPath and FootFall, Experian plans to study the movements of shoppers by tracking their mobile phones. Experian intends to market the technology to U.K. shopping centers.

### **New companies/new divisions/relocations/expansions**

**Common Knowledge/Toluna**, a Dallas/London research company, has opened an office in Sydney, Australia. Mike Billingsley will head up the office in Sydney.

**Authentic Response**, a New York research company, has opened an office in Toledo, Ohio. Paul Hudson, the company's new vice president of technology, will manage the office.

**Quick Test/Heakin Research Inc.**, Jupiter, Fla., has opened an office, QuickView Los Angeles, located in Puente Hills Mall, City of Industry, Calif. Scott Gonzalez has been named facility manager.

**Lux Research**, New York, has expanded with an office in Dubai. Matthew Silvester will serve as director, Middle East.

Fresno, Calif., research company **Decipher Inc.** has opened an office in Portland, Ore. The Portland office is led by Jayme Plunkett, Decipher's co-founder and co-CEO.

### **Research company earnings/financial news**

**IMS Health**, a Norwalk, Conn., research company, has announced third-quarter 2008 revenue of \$573.7 million, up 6 percent. Net income and earnings per share grew 33 percent and 41 percent, respectively, in the quarter. After adjusting for certain items, net income rose 11 percent, and earnings per share were up 19 percent.

Operating income in the third quarter of 2008 was \$124 million, up 6 percent, and includes a charge related to the company's government solutions subsidiary. When adjusted for this item, operating income on a non-GAAP basis for this year's third quarter would have been \$127.7 million, up 9 percent.

Net income on a GAAP basis was \$75.9 million, an increase of 33 percent, compared with \$57.1 million in the year-earlier quarter. When adjusted for the items above, net income on a non-GAAP basis for the 2008 third quarter would have been \$79.4 million, compared with \$71.6 million in the year-earlier quarter.

New York research company **Arbitron Inc.** has announced results for the third quarter ended September 30, 2008. Net income for the quarter was \$17 million, or \$0.63 per share (diluted), compared with \$17.2 million, or \$0.58 per share (diluted), for the third quarter of 2007.

For the third quarter of 2008, Arbitron reported revenue of \$102.5 million, an increase of 9.9 percent over revenue of \$93.3 million during the third quarter of 2007.

Costs and expenses for the third quarter increased by 14.5 percent, from \$63 million in 2007 to \$72.1 million in 2008, due primarily to planned expenditures for the commercialization of the Portable People Meter ratings service. In the third quarter of 2008, share-based compensation amounted to \$2.1 million, up from \$1.6 million in the third quarter of 2007.

Earnings before interest and

income tax expense (EBIT) for the quarter were \$28.2 million, compared with EBIT of \$27.1 million for the third quarter of 2007.

Income from continuing operations for the quarter was \$16.9 million or \$0.63 per share (diluted), compared with \$17.1 million, or \$0.57 per share (diluted), in the third quarter of 2007.

**YouGov**, a London research company, has announced results for the year ended July 31, 2008. Revenues almost tripled to £40.4 million, and normalized operating profit rose 55 percent to £8.7 million, although reported profit is down 29 percent to £4.0 million.

The firm's revenues rose 183 percent from £14.3 million in the previous year, with organic revenue growth of 38 percent in the U.K. and Middle Eastern businesses. The firm reported pro forma organic revenue growth of 28 percent overall in the acquired businesses in the U.S. (89 percent), Germany (13 percent) and Scandinavia (44 percent). The revenue of £20.8 million from the newly-acquired businesses contributed 145 percent to the revenue growth.

Normalized earnings per share rose 30 percent to 8.3 pence, and the firm reports a strong cash balance of £13.4 million at July 31, 2008, more than tripled from £4.1 million a year earlier.

U.K. revenues grew by 52 percent to £12.6 million, and operating profit increased by 11 percent to £3.9 million. In the Middle East, revenues grew 18 percent to £7.7 million and operating profit increased by 6 percent to £3.8 million with strong expansion of panels and of the firm's reach across the region, notably in Saudi Arabia. It also has new international partnerships in Turkey and Greece.

**TA Associates**, a Boston-based private equity and buyout firm, has completed a \$60 million minority investment in Dallas research company **e-Rewards Inc.**

## Names of Note

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Denver research company *iModerate* has appointed **David Knight** as vice president, client development.

*Ipsos Healthcare*, a New York division of Paris-based research company Ipsos, has hired **Paul Snyderman** as a research officer with its health research team.

**Sam Thayer** has been named president, client services, of New York research company *TNS US Custom*.

*Ingather Research*, Denver, has hired **Amy Romero** as office manager. **Susan Morris** has also joined Ingather Research to help build the company's panels of paid study participants as well as client sales.

*Research International*, Chicago, has named **Brian Singer**

senior vice president and general manager of the Stamford office. Additionally, **Kathy Jeffery** has been named vice president, human resources. *Arbitron Inc.*, a New York research company, has named **John Stavropoulos** vice president of the company's technology group.

*InsightExpress*, a Stamford, Conn., research company, has appointed **Keith Camoosa** as director, cross media research.

*ESRI*, a Redlands, Calif., geographic mapping software company, has hired **Robin D. Smith** as an environmental industry manager.

*Authentic Response*, a New York research company, has hired **Paul Hudson** as vice president, technology.

*NODE Research*, Philadelphia, has hired **Mike Fassino** as CRO.

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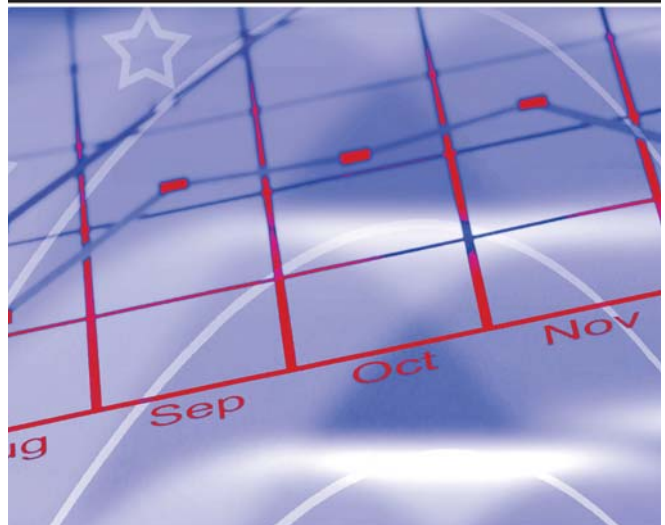
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Schlesinger Associates  
 Schlesinger Associates  
 (O'Hare)  
 Smith Research  
 (Downtown)  
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 AIM  
 AIM (Long Beach)  
 Fieldwork Los Angeles  
 (Irvine)  
 Focus Pointe Research  
 House of Marketing  
 Research (Pasadena)  
 LW Research (Encino)  
 Meczka Marketing  
 Research  
 Murray Hill Center  
 Plaza Research  
 AIM (Costa Mesa)  
 Schlesinger Associates

### MINNESOTA

Ascendancy Research  
 (Minnetonka)  
 Delve (Minneapolis)  
 Fieldwork Minneapolis  
 (Edina)

### MISSOURI

Delve (Kansas City)  
 Delve (St. Louis)  
 Focus Pointe (St. Louis)

### NEW YORK

Focus Pointe Research  
 Fieldwork New York  
 (Westchester)  
 Innovative Concepts  
 (Long Island)  
 Murray Hill Center  
 New York Consumer  
 Center  
 Schlesinger Associates

### NEW JERSEY/ NEW YORK (metro area)

AIM (Hackensack)  
 AIM (Morristown)  
 Fieldwork East  
 (Fort Lee, NJ)  
 Focus Pointe Research  
 (Teaneck, NJ)  
 Meadowlands Consumer  
 Center (Secaucus, NJ)  
 Plaza Research  
 (Paramus, NJ)  
 Schlesinger Associates  
 (Edison, NJ)  
 TAI (Teaneck)

### OHIO

AIM (Cincinnati)  
 AIM (Columbus)  
 Delve (Columbus)

### PHILADELPHIA

Delve  
 Focus Pointe Research  
 Focus Pointe  
 (Bala Cynwyd)  
 Focus Suites  
 (Bala Cynwyd)  
 Schlesinger Associates  
 (Bala Cynwyd & Center)

### PHILADELPHIA (metro area)

Plaza Research  
 (Marlton, NJ)

### PHOENIX

Delve (Tempe)  
 Fieldwork Phoenix  
 (Scottsdale)  
 Fieldwork Phoenix  
 (South Mountain)  
 Plaza Research  
 Schlesinger Associates

### RHODE ISLAND

Performance Plus  
 (Providence)

### SAN DIEGO

Plaza Research

### SAN FRANCISCO

Fieldwork  
 Focus Pointe Research  
 Greenberg Studios  
 Plaza Research  
 Schlesinger Associates

### SEATTLE

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stands in stark contrast to the 9 percent growth seen in 2006 and the 6.5 percent growth seen in 2007.

Turning to 2009, luxury faces its first recession in six years, as exchange-rate fluctuations and economic turbulence eat into the confidence of many luxury consumers in mature markets. The study predicts as much as a 7 percent decline in global luxury sales for 2009, using constant exchange rates, in contrast to a possible 2 percent decline when using current exchange rates.

However, the study's authors cite an increase in spending on luxury goods over the next five years by high net-worth individuals in emerging markets such as Brazil, Russia, India and China, ranging between 20 percent and 35 percent, as cause for optimism.

### Continue holiday rituals

Bucking the trend of bad news, Chicago researcher IRI issued a press release claiming that consumers will still be opening their wallets quite a bit this holiday season. It'll just take a good deal to get them to do so. "We expect a consumer backlash this holiday season and a reverse of the misery effect consumers have felt this year," said IRI Consulting and Innovation President Thom Blischok in a press release on the firm's Rethinking Retail: Holiday Shopper Insights and Recommendations study. "Shoppers have affirmed loud and clear they will continue their holiday rituals, but will temper their spending through increased use of merchandising and promotions. Santa's sleigh will be full, but functional and affordable gifts will win out over discretionary items."

Gifts and gadgets will no doubt continue to rule this season, but consumers are also placing increased value on time at home with their family and friends, both as a way to save money and as a defense against the gloom of the outside world. Ninety-four percent of respondents said that spending time with family is more important than last year; 80 percent plan a greater emphasis on holiday meals and entertaining over last year; 65 percent will focus more on religious celebrations.

In an attempt to keep family traditions alive while watching expenses, 74 percent of shoppers will take more advantage of in-store promotions this year over last year. Fifty-six percent will take advantage of sales or promotions seen on TV or heard on the radio. Fifty-three percent will use coupons in newspapers more, and 43 percent will seek out more two-for-one and similar promotions.

"Shoppers are looking for ways to save money while they preserve their holiday experience," said Blischok. "They are spreading out their spending to better fit their budget as well as taking advantage of early sales. They will be very creative in finding ways to save money. In addition to promotions, consumers will make better use of credit card- or store-reward points and utilize Web sites, blogs and social networking media to find deals."

More than two-thirds (69 percent) of shoppers will spend the same on holiday meals this year. They will turn to coupons and in-store promotions to extend their budgets, with

58 percent stating they will use newspaper coupons more and the same number stating they will take more advantage of in-store promotions.

### Private-label rules the table

And when it's time to sit down for those holiday meals, private-label seems set to rule the table: 91 percent will use at least some private-label products to prepare their holiday meals. Seventy-nine percent of those who will use private-label products state they will do so to help them extend their budgets; 51 percent will use private-label products "whenever possible."

"The consumer's focus on private-label this season both reflects their desire to keep up appearances on the holiday table and represents a significant opportunity for CPG manufacturers and retailers," said Blischok. "If positioned correctly, superstores and club outlets have the potential to use promotions to dominate this holiday season. Manufacturers and retailers must communicate effectively the new affordability equation: affordability = satisfaction + usage + savings."

IRI recommends the following four strategies for CPG manufacturers and retailers this holiday season:

- Identify and align on the most-important shopper groups. Manufacturers and retailers should focus 80 percent of their resources on these primary targets and just 20 percent on other groups.
- Ensure that market messaging is driven by telling a story about affordability as well as functionality. Deliver unique experiences to make targeted shoppers feel like manufacturers and retailers know their changing needs.
- Make promotions compelling. Develop imaginative ways to promote products and experiences - motivate vs. manipulate. Initiate merchandising and promotions now to attract those shopping early.
- Collaborate to maximize shopper share-of-wallet. Manufacturers and retailers should work together as never before and remember that "winning" is a function of the offering, timing, relevance and value to the shopper. | Q

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# Looking for bright spots among the gloom

**W**ith the media full of bad news and dour forecasts for this holiday season (store closings, layoffs and cutbacks – oh my!) I went in search of some happier, or at least less-depressing, holiday-related news. A quick Web search netted several interesting nuggets.

## Give to charity

While we all know there is often a disconnect between what consumers say they are going to do and what they actually do, PayPal's 2008 Holiday Survey, conducted by Ipsos, found that nearly three-quarters (73 percent) of online shoppers intend to give to charity this season, compared to 60 percent in 2007. The survey was conducted in October, when our economy was in full-scale meltdown, so it's admirable that so many people plan to give to the less-fortunate, even as they themselves teeter on the brink of that status.

While 71 percent plan to give the same amount to charity again this year, 10 percent actually plan to increase their giving. Charitable giving is strongest among older online

holiday shoppers (those 45 and above, at 83 percent) and among the most affluent (with salaries of \$100,000 or more per year, at 85 percent).

## Least-wanted gifts

Planning on giving a loved one a new tie? You may want to reconsider. According to a survey conducted by Opinion Research Corporation on behalf of eBay Inc., neckties are the gift people most dread this holiday season, with 24 percent of respondents ranking them as their least-wanted holiday gift.

And save the flowers and candles for Valentine's Day: after neckties, these gifts ended up on the least-wanted list for both sexes, at 12 percent and 8 percent, respectively.

Who is usually the bearer of these unwanted gifts? It's not a friend or co-worker. Thirty-two percent of all respondents reported that an immediate family member (spouse/significant other, sibling, parent or child) is most likely to give them the gift they least want this year.

The most-desired gift this holiday season is the one people choose themselves. More than two-thirds

of respondents (64 percent) ranked gift cards at the top of their wish list, followed by clothes, shoes and personal electronics as the most-wanted types of gifts. Nearly half (48 percent) of respondents said they would most like to receive apparel, with jeans and a blouse/shirt at the very top of fashion fans' holiday lists. Additionally, of those respondents who indicated they most wanted personal electronics this year, 26 percent said they pined for a laptop.

## Luxury goods sales slow

Alas, even those for whom economic woes are no cause for worry appear to be cutting back. Results from a Bain & Company study show that the luxury goods market, once thought immune to the ebbs and flows of economic fluctuations, has begun to feel the effects of the worldwide economic slowdown and will likely enter a recession in 2009.

The study found that the growth of global luxury goods sales will slow to 3 percent in 2008, reaching EUR 175 billion. The slower growth rate

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ycave@ccsurveys.com  
www.ccsurveys.com  
Yvette Cave, Manager  
Location: Free standing facility  
Distance from airport: 6 miles, 10 minutes  
CL, 1/1, TK  
Conference 26x17 Obs. Rm. Seats 15  
Conference 26x16 Obs. Rm. Seats 15  
(See advertisement on p. D92)



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Group  **NET**  
*rewards*

Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge  
1/1 - One-on-One Room  
1/1OR - One-on-One Obs.  
TK - Test Kitchen  
TKO - Test Kitchen Obs.

CUL - Computer Usability Lab  
PUL - Product Usability Lab  
VC - Videoconferencing  
WC - Webconferencing  
AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

**Delve Phoenix**

1225 W. Washington  
Suite 113  
Phoenix, AZ 85281  
Ph. 800-647-4217 or 602-914-1950  
helpinghand@delve.com  
www.delve.com  
Donna Flynn, Managing Director  
Location: Office building  
Distance from airport: 7 miles, 5 minutes  
CL, TK, AU, CUL, VC, WC  
Conference 21x18 Obs. Rm. Seats 12  
Conference 18x22 Obs. Rm. Seats 12  
Conference 22x17 Obs. Rm. Seats 14  
(See advertisement on p. D61)



**Fieldwork Phoenix at Scottsdale, Inc.**

6263 N. Scottsdale Rd.  
Suite 380  
Scottsdale, AZ 85250  
Ph. 480-443-8883  
info@phoenix.fieldwork.com  
www.fieldwork.com  
Clay Turner, Facility Director  
Location: Office building  
Distance from airport: 15 miles, 20 minutes  
CL, CUL, VC, WC  
Conference 15x15 Obs. Rm. Seats 15  
Conference 19x20 Obs. Rm. Seats 20  
Conference 19x17 Obs. Rm. Seats 20

Fieldwork Scottsdale is located in the heart of a renowned resort area and offers three conference rooms with state-of-the-art viewing and service kitchens. With quick airport access, efficiency and incomparable Southwestern hospitality, we are ready to help you make your next study a success. We offer the finest integrated state-of-the-art technology including: digital audio recording, DVD recording, VideoMarker (CD recording), FocusVision, ActiveGroup and computer usability labs.  
(See advertisement on directory back cover)



**Fieldwork Phoenix, Inc.**

7776 Pointe Pkwy. W.  
Suite 290  
Phoenix, AZ 85044  
Ph. 602-438-2800  
info@phoenix.fieldwork.com  
www.fieldwork.com  
Vicki Knoell, President  
Location: Office building  
Distance from airport: 5 miles, 10 minutes  
CL, 1/1, 1/1OR, CUL, VC, WC  
Conference 19x23 Obs. Rm. Seats 14  
Conference 22x24 Obs. Rm. Seats 20  
Conference 22x25 Obs. Rm. Seats 15  
Conference 23x25 Obs. Rm. Seats 28  
Conference 11x16 Obs. Rm. Seats 10

Our new facility has over 9,000-sq.-ft. of efficiency and comfort coupled with decades of the fieldwork experience you trust. Located on the beautifully landscaped grounds of a major resort, we offer four spacious conference rooms and a one-on-one room. Have a free minute? Step out on our balcony and enjoy the weather. We offer the state-of-the-art technology including: complimentary digital audio recording, DVD recording, VideoMarker (CD recording), FocusVision, ActiveGroup and computer usability labs.  
(See advertisement on directory back cover)



**Focus Market Research - GroupNet Phoenix**

GroupNet Phoenix  
Camelback Executive Park  
6991 E. Camelback Rd., Suite D118  
Phoenix, AZ 85251  
Ph. 480-874-2714  
phoenix@focusmarketresearch.com  
www.focusmarketresearch.com  
Judy Opstad  
Location: Office building  
Distance from airport: 9 miles, 15 minutes  
CL, TK, VC, WC  
Multiple 20x23 Obs. Rm. Seats 18  
Conference 20x21 Obs. Rm. Seats 15  
Conference 20x21 Obs. Rm. Seats 15

Focus Market Research offers you a spacious qualitative center with client amenities and trained, hospitable staff. Comfortable, well-appointed rooms, convenient to fine hotels, restaurants, major mall and art galleries. This premier facility provides high standards in client services and recruitment policies. Our highly-visible location in downtown Scottsdale recruits from a wide geographic area for consumer, business and medical studies. 34+ years of successful qualitative research in Minneapolis and our 12th year in Scottsdale. Videoconferencing, streaming and video streaming. Always Top Rated in the Impulse Survey!  
(See advertisement on p. D9, p. D59)

**Ruth Nelson Research Services - Arizona**

10220 N. 31st Ave., Suite 122  
Phoenix, AZ 85051-9562  
Ph. 602-944-8001 or 303-758-6424  
azmktres@att.net  
www.ruthnelsonresearch.com  
Lincoln Anderson, Manager  
Location: Office building  
Distance from airport: 15 miles, 25 minutes  
1/1, 1/1OR, TK, CUL  
Conference 20x24 Obs. Rm. Seats 25  
Conference 09x24 Obs. Rm. Seats 4  
(See advertisement on p. D25)

**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 O'Neil, Ph.D.  
Location: Free standing facility  
Distance from airport: 6 miles, 8 minutes  
1/1, 1/1OR, TK  
Conference 18x23 Obs. Rm. Seats 18



**Plaza Research-Phoenix**

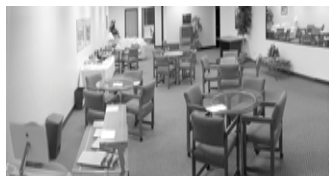
2575 E. Camelback Rd.  
Phoenix, AZ 85016  
Ph. 602-381-6900 or 800-654-8002  
dmestas@plazaresearch.com  
www.plazaresearch.com  
Denise Mestas  
Location: Office building  
Distance from airport: 10 minutes  
CL, 1/1, 1/1OR, TK, TKO, CUL, WC  
Conference 15x20 Obs. Rm. Seats 20  
Conference 15x20 Obs. Rm. Seats 20  
Multiple 16x22 Obs. Rm. Seats 20  
(See advertisement on p. D65)

**Designed by professionals for professionals.**

At WestGroup, our focus group facilities were designed with moderators and clients in mind. Our Alpha suite features a fixed trapezoidal table for optimum viewing of traditional groups, and the Omega suite offers flexibility of seating for full-sized groups, triads, or even "living room" style configurations. Each suite has comfortable tiered viewing for 10-12 clients, and its own lounge with a business center and a large-screen closed-circuit feed. Finally, our reception area doubles as a "mega room" for up to 75 participants. Visit our website for more photos or to learn more about WestGroup.



Viewing Room



Reception/Mega Room

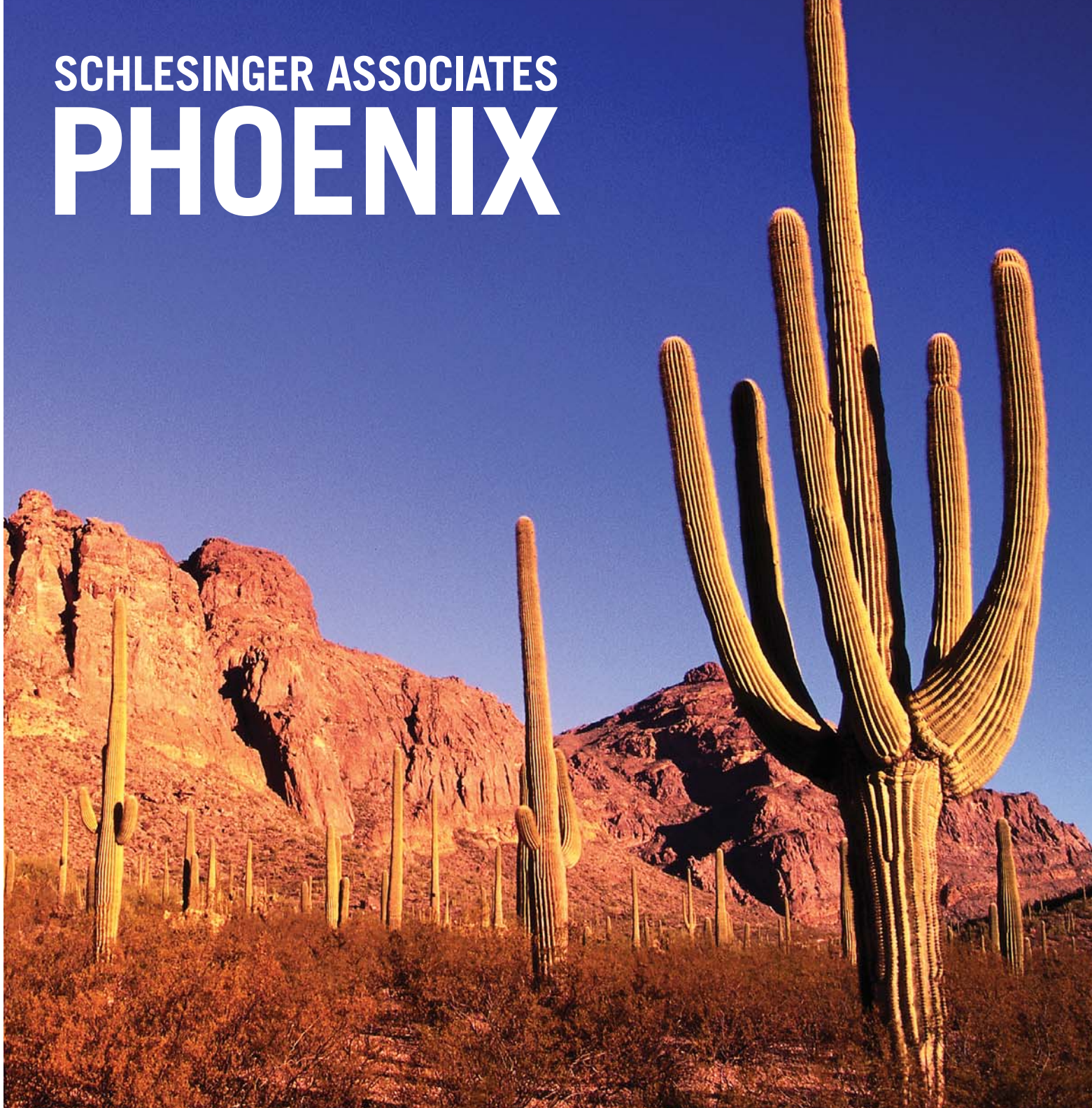


Client Lounge



2702 North 44th Street,  
Suite 100-A  
Phoenix, Arizona 85008  
602.707.0050  
800.999.1200  
Or visit our website at:  
www.westgroupresearch.com

# SCHLESINGER ASSOCIATES PHOENIX



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2355 CAMELBACK ROAD  
PHOENIX, AZ 85016



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&  
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## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge  
1/1 - One-on-One Room  
1/1OR - One-on-One Obs.  
TK - Test Kitchen  
TKO - Test Kitchen Obs.

CUL - Computer Usability Lab  
PUL - Product Usability Lab  
VC - Videoconferencing  
WC - Webconferencing  
AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

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New York, NY  
(metro area)  
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Salina, KS  
Atlanta, GA  
St. Louis, MS  
Dallas, TX  
Fort Smith, AR  
Houston, TX  
(metro area)  
Texarkana, TX  
Los Angeles, CA  
(metro area)  
Phoenix, AZ  
Philadelphia, PA  
(metro area)

Market

C&amp;C

Research

p: 877 530 9688 f: 479 785 5645

**Schlesinger Associates Phoenix**

2355 E. Camelback Rd., Suite 800  
Phoenix, AZ 85016  
Ph. 602-366-1100  
phoenix@schlesingerassociates.com  
www.schlesingerassociates.com  
Trina Costello, Facility Director  
Location: Office building  
Distance from airport: 5 miles, 10 minutes  
CL, 1/1, 1/1OR, TK, AU, CUL, VC, WC  
Multiple 15x20 Obs. Rm. Seats 12  
Multiple 24x17 Obs. Rm. Seats 10  
Multiple 22x17 Obs. Rm. Seats 16  
Multiple 25x16 Obs. Rm. Seats 16

Schlesinger Associates is the leading full-service data collection company with 16 high-specification focus group facilities across the U.S. and the U.K. Our Global Management Solutions services support your international research needs to the highest standards in any language and in any culture. Qualitative: focus groups; in-depth interviews; virtual focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries; convention research studies. Quantitative: online health care surveys; telephone interviews; face-to-face interviewing; mystery shopping; merchandising programs; intercept interviewing; data processing, coding and tabulation; product placements; CLT taste tests; store audits; market sectors: medical; consumer; business-to-business; IT. (See advertisement on p. D11)

**WestGroup Research**

2702 N. 44th St.  
Suite 100-A  
Phoenix, AZ 85008  
Ph. 602-707-0050 or 800-999-1200  
answers@westgroupresearch.com  
www.westgroupresearch.com  
Beth Aguirre-Smith  
Location: Free standing facility  
Distance from airport: 5 miles, 10 minutes  
CL, 1/1, 1/1OR, AU, WC  
Conference 20x17 Obs. Rm. Seats 12  
Multiple 20x17 Obs. Rm. Seats 15  
Multiple 24x44 Obs. Rm. Seats 20

Arizona's premier full-service research firm established in 1959. Our facility offers two focus suites and one mega-group room (24x45), convenient to Sky Harbor Airport, Phoenix, Scottsdale and Tempe. On-site moderators and analysts, strong bilingual recruiting, hosting and translation services available. Our Omni Multi-Purpose room is suitable for large groups (75+) participants, mock juries or those needing extra space for products, displays or other materials. WestGroup also offers ActiveGroup, Perception Analyzer, and other alternative services. (See advertisement on p. D10)

**Tucson****FMR Associates, Inc.**

6045 E. Grant Rd.  
Tucson, AZ 85712  
Ph. 520-886-5548  
ashton@fmrassociates.com  
www.fmrassociates.com  
Ashton McMillan, Field Director  
Location: Free standing facility  
Distance from airport: 13 miles, 25 minutes  
CL, 1/1, 1/1OR, TK  
Multiple 13x15 Obs. Rm. Seats 15

Completely remodeled facility including expanded conference (multiple-style) meeting and observation rooms, as well as reception area. On-site, separate digital audio and video recording/monitoring room; with enhanced Internet client access and lounge. Centrally located, convenient free parking; private client entrance. Additional services, including bilingual moderators available.

**Strategy Research and Consulting, LLC**

3710 S. Park Ave.  
Suite 706  
Tucson, AZ 85713  
Ph. 520-623-9442  
strategyrsch@aol.com  
Location: Office building  
Distance from airport: 5 miles, 10 minutes  
1/1, 1/1OR, TK  
Conference 12x15 Obs. Rm. Seats 10

## Arkansas

**Fort Smith****C & C Market Research, Inc.**

1200 S. Waldron Rd.  
Suite 138  
Fort Smith, AR 72903  
Ph. 479-785-5637  
craig@ccmarketresearch.com  
www.ccmarketresearch.com  
Cindy Cunningham, Vice President  
Location: Free standing facility  
Distance from airport: 5 miles, 10 minutes  
CL, 1/1, TK, TKO, VC, WC  
Conference 16x20 Obs. Rm. Seats 12  
(See advertisement on this page)

**C&C Market Research, Northern Arkansas**

4201 N. Shiloh Drive  
#1810 Northwest Arkansas Mall  
Fayetteville, AR 72703  
Ph. 479-785-5637  
craig@ccmarketresearch.com  
www.ccmarketresearch.com  
Craig Cunningham, President  
Location: Shopping mall  
Distance from airport: 30 miles, 40 minutes  
CL, 1/1, 1/1OR, TK, TKO, CUL  
Conference 14x19 Obs. Rm. Seats 8  
(See advertisement on this page)

**Little Rock****Field Management Specialists**

1501 N. University  
Suite 768  
Little Rock, AR 72207  
Ph. 501-666-2281 or 501-666-9466  
lsmith2070@aol.com  
Lou Smith, Owner  
Location: Office building  
Distance from airport: 12 miles, 20 minutes  
CL, 1/1  
Conference 20x24 Obs. Rm. Seats 12

**Market Strategies International**

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  
Location: Office building  
Distance from airport: 15 miles, 20 minutes  
1/1, 1/1OR, AU  
Conference 17x27 Obs. Rm. Seats 12





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House Market Research  
Baltimore, MD

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Copley Focus Centers  
Boston, MA

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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)



## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/1OR - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

## California

## Bakersfield

## Reyes Research

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

## Fresno

## AIS Market Research

1320 E. Shaw  
Suite 155  
Fresno, CA 93710  
Ph. 800-627-8334 or 559-252-2727  
jdawson@aismarketres.com  
www.aismarketres.com  
Jennifer Dawson, V.P. Operations  
Location: Office building  
Distance from airport: 5 miles, 10 minutes  
1/1, TK  
Conference 19x18      Obs. Rm. Seats 15

## Bartels Research Corp.

145 Shaw Ave.  
Bldg. C  
Clovis, CA 93612  
Ph. 559-298-7557 or 800-677-5883  
bartels1@compuserve.com  
www.bartelsresearch.com  
Patrick Bartels, Vice President  
Location: Office building  
Distance from airport: 8 miles, 15 minutes  
1/1, 1/1OR, TK  
Conference 12x25      Obs. Rm. Seats 12  
Multiple 12x14      Obs. Rm. Seats 12

## 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  
Sami Biggs  
Location: Office building  
Distance from airport: 6 miles, 10 minutes  
1/1, TK, VC, WC  
Conference 19x21      Obs. Rm. Seats 15

## Los Angeles

(See also Orange County)

## Accent on Research, Inc.

21021 Devonshire St., #202  
Chatsworth, CA 91311  
Ph. 866-882-8351 (toll free)  
susanp@accentonresearch.com  
www.accentonresearch.com  
Susan Perl, President  
Location: Office building  
Distance from airport: 15 miles, 20 minutes  
1/1, AU  
Conference 19x15      Obs. Rm. Seats 10

ADEPT  
CONSUMER  
TESTING

## Adept Consumer Testing/Beverly Hills

GroupNet Los Angeles  
345 N. Maple Dr., Suite 325  
Beverly Hills, CA 90210  
Ph. 818-905-1525  
info@adeptconsumer.com  
www.adeptconsumer.com  
Mark Tobias, Pres. or Scott Baker, Exec. VP  
Location: Office building  
Distance from airport: 13 miles, 25 minutes  
CL, 1/1, 1/1OR, TK, VC, WC  
Conference 18x17      Obs. Rm. Seats 15  
Conference 19x15      Obs. Rm. Seats 13  
Conference 22x21      Obs. Rm. Seats 25  
Conference 21x14      Obs. Rm. Seats 13  
Conference 21x16      Obs. Rm. Seats 13  
Conference 22x21      Obs. Rm. Seats 13  
Conference 19x16      Obs. Rm. Seats 13

The Los Angeles facilities of Adept Consumer Testing have been built to answer the needs of their clients - in front of and behind the mirror. Both our Beverly Hills and Encino facilities are committed to creating facilities that are considered to be among the finest in the country. Adept has combined timeless architectural features and sophisticated style to produce a truly versatile business environment. Thermostatically-controlled conference suites, flexible seating and digital audio/visual systems provide an unparalleled level of versatility.

ADEPT  
CONSUMER  
TESTING

## Adept Consumer Testing/Encino

GroupNet Los Angeles  
16130 Ventura Blvd.  
Suite 200  
Encino, CA 91436  
Ph. 818-905-1525  
info@adeptconsumer.com  
www.adeptconsumer.com/indexframe.html  
Mark Tobias, Pres. or Scott Baker, Exec. VP  
Location: Office building  
Distance from airport: 11 miles, 20 minutes  
CL, 1/1, 1/1OR, TK, VC, WC  
Conference 34x32      Obs. Rm. Seats 25  
Conference 21x20      Obs. Rm. Seats 20  
Conference 20x16      Obs. Rm. Seats 18  
Conference 20x16      Obs. Rm. Seats 12

## Adler-Weiner Research/L.A.

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

## Advanced Marketing Perspectives, Inc.

14144 Ventura Blvd.  
Sherman Oaks, CA 91423  
Ph. 818-933-8400  
ampinfo@ampincww.com  
www.ampincww.com  
Location: Office building  
Distance from airport: 8 miles, 15 minutes  
CL, 1/1, 1/1OR, TK, AU, CUL, PUL, VC, WC  
Multiple 16x20      Obs. Rm. Seats 12  
Multiple 19x11      Obs. Rm. Seats 8



## The AIM Forum

3760 Kilroy Airport Way, Suite 130  
Long Beach, CA 90806  
Ph. 562-981-2700  
mmolinas@aimla.com  
www.theaimforum.com  
Marilou Molinas, Manager  
Location: Office building  
Distance from airport: 20 miles, 20 minutes  
CL, TK, AU, VC, WC  
Multiple 55 X 80      Obs. Rm. Seats 24  
Conference 20 X 22      Obs. Rm. Seats 24

3,000-sq.-ft. ground-floor display with viewing area accommodates up to four full-size vehicles. Three focus group suites. State-of-the-art technology.

## AIM/LA

11175 Santa Monica Blvd., Suite 700  
Los Angeles, CA 90025  
Ph. 310-943-4070  
dweinberg@aimla.com  
www.aimresearchnetwork.com  
Susan Ludwig, Manager  
Location: Office building  
Distance from airport: 10 miles, 15 minutes  
CL, 1/1, 1/1OR, VC, WC  
Conference 24x22      Obs. Rm. Seats 20  
Conference 19x21      Obs. Rm. Seats 16  
Conference 20x17      Obs. Rm. Seats 14  
Living 14x17      Obs. Rm. Seats 8

## AIM/LA

3760 Kilroy Airport Way  
#100  
Long Beach, CA 90806  
Ph. 562-981-2700  
dweinberg@aimla.com  
www.aimresearchnetwork.com  
Location: Office building  
Distance from airport: 15 miles, 25 minutes  
CL, 1/1, 1/1OR, TK, TKO, VC  
Conference 20x28      Obs. Rm. Seats 20  
Conference 22x14      Obs. Rm. Seats 12  
Conference 21x14      Obs. Rm. Seats 6

## Atkins Research Group, Inc.

4929 Wilshire Blvd., Suite 102  
Los Angeles, CA 90010  
Ph. 323-933-3816  
atkins@atkinsresearchinc.com  
www.atkinsresearchinc.com  
Kim Atkins, Owner  
Location: Office building  
Distance from airport: 10 miles, 25 minutes  
CL, 1/1, 1/1OR, WC  
Multiple 29x15      Obs. Rm. Seats 16  
Conference 20x14      Obs. Rm. Seats 12  
Multiple 32x20      Obs. Rm. Seats 25  
Multiple 18x17      Obs. Rm. Seats 16  
Living 17x14      Obs. Rm. Seats 12

**C & C Market Research, Inc.**

Antelope Valley Mall  
1233 Rancho Vista Blvd., #701  
Palmdale, CA 93551  
Ph. 479-785-5637  
craig@ccmarketresearch.com  
www.ccmarketresearch.com  
Craig Cunningham, President  
Location: Shopping mall  
Distance from airport: 60 miles, 40 minutes  
CL, 1/1, 1/1OR, TK, CUL  
Conference 12x14 Obs. Rm. Seats 4  
(See advertisement on p. D12)

**CPResearch Los Angeles**

1815 Hawthorne Blvd.  
South Bay Galleria, #269  
Redondo Beach, CA 90278  
Ph. 800-336-0159 or 310-371-5578  
losangeles@cpresearchgroup.com  
www.cpresearchgroup.com  
Becky Hanner, Director  
Location: Shopping mall  
Distance from airport: 6 miles, 10 minutes  
1/1, 1/1OR, TK, TKO, VC  
Conference 20x30 Obs. Rm. Seats 12  
Conference 10x20 Obs. Rm. Seats 2

**CRG GLOBAL, INC.**

9301 Tampa Ave., Northridge Fashion Center  
Suite 169A  
Northridge, CA 91324  
Ph. 386-677-5644  
crgsales@crgglobalinc.com  
www.crgglobalinc.com  
Location: Shopping mall  
Distance from airport: 29 miles, 36 minutes  
1/1, 1/1OR, TK, VC, WC  
Multiple 13x18 Obs. Rm. Seats 12

**Davis Research, LLC**

23801 Calabasas Rd.  
Suite 1036  
Calabasas, CA 91302  
Ph. 818-591-2408  
bill@davisresearch.com  
www.davisresearch.com  
Bill Davis, Partner  
Location: Office building  
Distance from airport: 20 miles, 25 minutes  
CL, 1/1, 1/1OR, TK, CUL  
Multiple 20x24 Obs. Rm. Seats 15  
Conference 14x20 Obs. Rm. Seats 10

**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  
Steve Escoc, Vice President  
Location: Office building  
Distance from airport: 15 miles, 20 minutes  
CL, 1/1, 1/1OR, TK, AU, VC, WC  
Conference 18x20 Obs. Rm. Seats 13  
Conference 18x20 Obs. Rm. Seats 14  
Conference 26x29 Obs. Rm. Seats 19  
Conference 11x14 Obs. Rm. Seats 6

**Field Dynamics Marketing Research**

16055 Ventura Blvd  
Suite 900  
Encino, CA 91436  
Ph. 818-783-2502 or 800-434-3537  
field@fielddynamics.com  
www.fielddynamics.com  
Location: Office building  
Distance from airport: 15 minutes  
CL, TK, CUL  
Multiple 21x17 Obs. Rm. Seats 20  
Multiple 22x24 Obs. Rm. Seats 20  
Multiple 21x15 Obs. Rm. Seats 15

**Field Management Associates-Los Angeles**

10800 W. Pico Blvd.  
Suite #207  
Los Angeles, CA 90064  
Ph. 310-234-3410  
thomasFMA@aol.com  
www.fmaresearch.com  
Kat Chitica  
Location: Shopping mall  
1/1, TK  
Conference 16x18 Obs. Rm. Seats 10

**Focus & Testing, Inc.**

20847 Ventura Blvd.  
Woodland Hills, CA 91364  
Ph. 818-347-7077  
spence@focusandtesting.com  
www.focusandtesting.com  
Spence Bilkiss, President  
Location: Free standing facility  
Distance from airport: 15 miles, 20 minutes  
CL, 1/1, 1/1OR, TK, VC, WC  
Conference 37x28 Obs. Rm. Seats 10  
Multiple 24x20 Obs. Rm. Seats 25  
Multiple 20x16 Obs. Rm. Seats 25  
Multiple 18x15 Obs. Rm. Seats 12  
Conference 10x10 Obs. Rm. Seats 6  
(See advertisement on this page)

# 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

**Codes**

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/1OR - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

Conference - Conference-Style Room  
 Living - Living Room-Style Room  
 Multiple - Both Styles  
 Room dimensions, when stated, are shown in feet.



**Focus Pointe Global - Los Angeles**

1417 6th St.  
 2nd Floor  
 Santa Monica, CA 90401  
 Ph. 888-873-6287 or 310-260-8889  
 la@focuspointeglobal.com  
 www.focuspointeglobal.com  
 Bridgid Delgado, V.P. Western Region U.S.  
 Location: Office building  
 Distance from airport: 8 miles, 25 minutes  
 CL, 1/1, 1/1OR, TK, CUL, VC, WC  
 Multiple 22x24 Obs. Rm. Seats 20  
 Multiple 20x22 Obs. Rm. Seats 20  
 Multiple 20x22 Obs. Rm. Seats 20

The focus group facility and recruiting leader. Expert recruiting for medical, business, consumer and mock jury research. Our remodeled Los Angeles facility features three spacious conference rooms with oversized client viewing rooms. Universal client access to high-speed and wireless Internet. Near the beach, Santa Monica Pier and 3rd St. Promenade. Worldwide fielding: field your projects worldwide through our network of affiliates in 70+ countries. (See advertisement on p. D5)

**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  
 Location: Office building  
 CL, VC  
 Conference 18x20 Obs. Rm. Seats 13  
 Conference 18x20 Obs. Rm. Seats 14  
 Conference 26x29 Obs. Rm. Seats 19  
 Conference 11x14 Obs. Rm. Seats 6



**House of Marketing Research**

2555 E. Colorado Blvd.  
 Suite 205  
 Pasadena, CA 91107  
 Ph. 626-486-1400  
 amy@hmr-research.com  
 www.hmr-research.com  
 Amy Siadak, President  
 Location: Office building  
 Distance from airport: 20 miles, 30 minutes  
 CL, 1/1, CUL, VC, WC  
 Multiple 20x20 Obs. Rm. Seats 25  
 Conference 13x12 Obs. Rm. Seats 7

Where do you go when you're looking for a leading focus group facility in Los Angeles? House of Marketing Research is LA's premiere focus group facility. Our multifarious database, recruiting staff and expert moderators bridge a wide range of "languages" to effectively communicate with your target market. From Cantonese to consumer products - Hispanic to high-tech - Mandarin to medical - we talk your customer's language. HMR's superlative facility combines modern with comfort. We are your research partner not just a supplier. Begin your research at www.hmr-research.com.

**InterfaceAsia**

Interface In Design (IID) Inc.  
 21221 S. Western Ave.  
 Suite #170  
 Torrance, CA 90501  
 Ph. 310-212-7555  
 kojima@iid-usa.com  
 www.interfaceasia.com  
 Location: Office building  
 Conference 34x34 Obs. Rm. Seats 25  
 Conference 20x20 Obs. Rm. Seats 25  
 Conference 12x12 Obs. Rm. Seats 15

**Juarez & Associates**

12139 National Blvd.  
 Los Angeles, CA 90064  
 Ph. 310-478-0826  
 juarezla@gte.net  
 www.juarezassociates.com  
 Nicandro Juarez, President  
 Location: Free standing facility  
 Distance from airport: 8 miles, 15 minutes  
 1/1, 1/1OR  
 Conference 10x25 Obs. Rm. Seats 7

**L.A. Research, Inc.**

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

**Latin Facts Research, Inc.**

14550 Chase St., Suite 78B  
 Panorama City, CA 91402  
 Ph. 818-986-4820  
 steve\_escoc@latinfactsresearch.com  
 www.latinfactsresearch.com  
 Location: Shopping mall  
 1/1, 1/1OR, TK  
 Conference 18x20 Obs. Rm. Seats 13  
 Conference 18x20 Obs. Rm. Seats 14  
 Conference 26x29 Obs. Rm. Seats 19  
 Conference 11x14 Obs. Rm. Seats 6



**LW Research Group**

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

Specialize in large-scale automotive clinics and drive tests. We work directly with clients, planning off-site special research events throughout the country, with a staff in most major cities. Recruiting includes: consumers, automotive, children, business, medical, ethnic. Projects include: large-scale recruiting, ethnographies, in-store experiences, usability, real-people testimonials, real-people casting. Three spacious group rooms, FocusVision, wireless Internet access. Recognized as one of the world's best facilities in the 2008 edition of the Impulse Survey. Affiliated with Focus Centre of Chicago, phone 312-628-7171.

**Meczka Marketing/Research/Consulting, Inc.**

5757 W. Century Blvd.  
 Suite 120  
 Los Angeles, CA 90045  
 Ph. 310-670-4824  
 dbrowne@mmercinc.com  
 www.mmercinc.com  
 Isabel Correa, Qualitative Director  
 Location: Office building  
 Distance from airport: 1 miles, 5 minutes  
 CL, TK, VC, WC  
 Conference 20x22 Obs. Rm. Seats 18  
 Conference 18x18 Obs. Rm. Seats 12  
 Conference 20x17 Obs. Rm. Seats 12  
 Conference 18x18 Obs. Rm. Seats 12

**Mid-America Research**

Santa Monica Place  
 11628 Santa Monica Blvd. W., #811  
 Los Angeles, CA 90025  
 Ph. 310-820-1202 or 847-392-0800  
 santamonica@midamr.com  
 www.midamr.com  
 Vita Olds, Manager  
 Location: Shopping mall  
 Distance from airport: 10 miles, 30 minutes  
 1/1, 1/1OR, TK  
 Conference 10x12 Obs. Rm. Seats 12



**Mondo Research**

1130 S. Flower St. #203  
 Los Angeles, CA 90015  
 Ph. 213-765-3302  
 info@mondoresearch.com  
 www.mondoresearch.com  
 Jeanne Talbot, Owner  
 Location: Free standing facility  
 Distance from airport: 15 miles, 20 minutes  
 CL, 1/1, 1/1OR, VC, WC  
 Multiple 14 x 28 Obs. Rm. Seats 10

Imagine a new experience in a boutique market research facility ... a bright, colorful, spacious and unique urban loft environment in LA's exciting new downtown. Our state-of-the-arts facility features an interchangeable focus room, top-notch recruiting, in-house gourmet chef, WiFi, FocusVision and DVD recording.

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10880 WILSHIRE BLVD.  
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LOS ANGELES, CA 90024



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The Research House

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## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/1OR - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

Conference - Conference-Style Room  
 Living - Living Room-Style Room  
 Multiple - Both Styles  
 Room dimensions, when stated, are shown in feet.

**Murray Hill Center, Inc. Los Angeles**

6080 Center Dr., Suite 950

Los Angeles, CA 90045

Ph. 424-702-1900

kerry@murrayhillcenter.com

www.murrayhillcenter.com

Kerry Hecht, Director

Location: Office building

Distance from airport: 3 miles, 7 minutes

CL, 1/1, 1/1OR, CUL, VC, WC

Conference	20x16	Obs. Rm. Seats 20
Conference	20x16	Obs. Rm. Seats 20
Conference	19x20	Obs. Rm. Seats 20
Conference	19x20	Obs. Rm. Seats 20
Conference	11x09	Obs. Rm. Seats 4



Los Angeles & Orange  
 County, California

310 306-6866

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

**Open House Lofts**

546 Rose Ave., #3

Venice, CA 90291

Ph. 310-396-2111

kerry@why-q.com

www.openhouselofts.com

Kerry Hecht, Director

Location: Free standing facility

Distance from airport: 7 miles, 17 minutes

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

Multiple 29x24 Obs. Rm. Seats 30

High quality, in-house recruiting and uniquely designed, non-traditional, creative spaces available for focus groups, IDIs, creative workshops, meetings and other private events. Loft spaces include living room, dining area, full-service kitchen, client room with close circuit viewing, office amenities and outdoor area. Open House Lofts is a division of why-Q Inc., a full-service market research supplier.

**Pacific Research, Inc.**

725 Arizona Ave.

Suite 304

Santa Monica, CA 90401

Ph. 310-899-0770

jendean@pacificla.com

www.pacificla.com

Jennifer Dean, Manager

Location: Office building

1/1, 1/1OR, CUL

Conference	15x12	Obs. Rm. Seats 10
Multiple	17x15	Obs. Rm. Seats 15

**Palma Companies**

2310 Ponderosa Dr.

Suite 2

Camarillo, CA 93010

Ph. 805-484-9090

tpalma@palmaco.com

www.palmaco.com

Terri Palma

Location: Office building

Distance from airport: 50 miles, 60 minutes

CL, 1/1, 1/1OR

Conference	19x23	Obs. Rm. Seats 14
Multiple	16x15	Obs. Rm. Seats 10

## PLAZA RESEARCH

**Plaza Research-Los Angeles**

6053 W. Century Blvd.

Suite 100

Los Angeles, CA 90045

Ph. 310-645-1700 or 800-654-8002

ahaley@plazaresearch.com

www.plazaresearch.com

Amy Haley or Maria Debboli, Directors

Location: Office building

Distance from airport: 1 minute

CL, 1/1, 1/1OR, TK, TKO, CUL, VC, WC

Conference 16x22 Obs. Rm. Seats 20

Conference 16x22 Obs. Rm. Seats 20

Conference 16x20 Obs. Rm. Seats 20

(See advertisement on p. D65)

**A Point of View Research Services**

7755 Center Ave, Suite 600

Huntington Beach, CA 92647

Ph. 714-793-1650 or 714-394-2889

eguinn@APointOfViewResearch.com

www.APointOfViewResearch.com

Location: Office building

Distance from airport: 10 minutes

TK, CUL, VC

Conference 22 x 18 Obs. Rm. Seats 15

**Qualitative Insights**

100 Universal City Plaza

Building 4525 - 2A

Universal City, CA 91608

Ph. 818-622-4007

lginiewicz@q-insights.com

www.q-insights.com

Linda Giniewicz, Vice-President

CL, TK

Multiple Obs. Rm. Seats 10

Multiple Obs. Rm. Seats 10

Multiple Obs. Rm. Seats 10

**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, Vice President

Location: Office building

Distance from airport: 20 miles, 40 minutes

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

Conference 20x16 Obs. Rm. Seats 12

Conference 20x16 Obs. Rm. Seats 12

Multiple 34x19 Obs. Rm. Seats 30

**Savitz Field and Focus - Los Angeles**

Member of Focus Coast to Coast

5757 W. Century Blvd., Suite 360

Los Angeles, CA 90045

Ph. 310-642-4799

information@savitzfieldandfocus.com

www.savitzfieldandfocus.com

Lynn W. Moran

Location: Office building

Distance from airport: 1 miles, 10 minutes

CL, 1/1, 1/1OR, AU, CUL, VC, WC

Conference 34x21 Obs. Rm. Seats 25

Conference 20x21 Obs. Rm. Seats 20

Conference 20x20 Obs. Rm. Seats 20

Conference 20x19 Obs. Rm. Seats 20

Conference 10x09 Obs. Rm. Seats 5

Focus group facilities: Four focus group suites including spacious viewing (up to 25 clients) and separate client lounges including one extra-large multipurpose room. State-of-the-art AV, videoconferencing and videostreaming. Hotel discounts. Recruiting services: consumer, business, adolescents, Hispanics, other minorities. Other services: mock juries, taste tests, product trial tests, dial tests, simulated store tests, usability tests, ethnographic studies. Other facilities: Atlanta, Boston, Chicago, Columbus, Dallas, Ft. Lauderdale, Hartford, Houston, Miami, New York City, Philadelphia, San Francisco, Tampa and Washington D.C.

**Schlesinger Associates Los Angeles**

10880 Wilshire Blvd.

Los Angeles, CA 90024

Ph. 323-876-9909

LA@schlesingerassociates.com

www.schlesingerassociates.com

Debra Schlesinger Hellman, Exec. Vice President

Location: Office building

Distance from airport: 25 miles, 30 minutes

CL, 1/1, 1/1OR, TK, AU, CUL, VC, WC

Multiple 22x16 Obs. Rm. Seats 15

Multiple 24x16 Obs. Rm. Seats 15

Multiple 20x16 Obs. Rm. Seats 16

Multiple 12x12 Obs. Rm. Seats 6

Schlesinger Associates is the leading full-service data collection company with 16 high-specification focus group facilities across the U.S. and the U.K. Our Global Management Solutions services support your international research needs to the highest standards in any language and in any culture. Qualitative: focus groups; in-depth interviews; virtual focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries; convention research studies. Quantitative: online health

care surveys; telephone interviews; face-to-face interviewing; mystery shopping; merchandising programs; intercept interviewing; data processing, coding and tabulation; product placements; CLT taste tests; store audits; market sectors: medical; consumer; business-to-business; IT.  
(See advertisement on p. D17)



**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  
Allyce Chappell, Sr. Project Director  
Location: Office building  
Distance from airport: 3 miles, 15 minutes  
CL, 1/1, 1/1OR, TK, AU, CUL, PUL, VC, WC  
Multiple 22x24 Obs. Rm. Seats 20  
Multiple 20x18 Obs. Rm. Seats 20  
Conference 20x18 Obs. Rm. Seats 16  
Conference 20x18 Obs. Rm. Seats 16  
Multiple 14x12 Obs. Rm. Seats 8  
(See advertisement on p. D18)

**Orange County**

*(See also Los Angeles)*

**Adler-Weiner Research/Orange County**

3121 Michelson Dr.  
Suite 100  
Irvine, CA 92612  
Ph. 949-870-4200  
info@awr-oc.com  
www.awr-oc.com  
Kristen Kenehan, Facility Director  
Location: Office building  
Distance from airport: 2 miles, 10 minutes  
CL, 1/1, 1/1OR, CUL, WC  
Multiple 17x19 Obs. Rm. Seats 15  
Multiple 17x21 Obs. Rm. Seats 15  
Multiple 17x21 Obs. Rm. Seats 15  
Multiple 17x15 Obs. Rm. Seats 10

**AIM/LA**

949 S. Coast Dr., Suite 525  
Costa Mesa, CA 92626  
Ph. 714-755-3900  
dweinberg@aimla.com  
www.aimresearchnetwork.com  
Location: Office building  
Distance from airport: 7 miles, 15 minutes  
CL, 1/1, 1/1OR, TK, TKO, VC  
Conference 12x14 Obs. Rm. Seats 6  
Conference 18x24 Obs. Rm. Seats 20  
Conference 18x30 Obs. Rm. Seats 20  
Conference 18x16 Obs. Rm. Seats 12

**Ask Southern California, Inc.**

City View Office Plaza  
12437 Lewis St., Suite 100  
Garden Grove, CA 92840  
Ph. 714-750-7566 or 800-644-4ASK  
Jennifer@asksocal.com  
www.asksocal.com  
Jennifer Kerstner, President  
Location: Free standing facility  
Distance from airport: 9 miles, 20 minutes  
CL, 1/1, 1/1OR, TK  
Conference 27x28 Obs. Rm. Seats 20  
Conference 20x16 Obs. Rm. Seats 12  
Conference 15x12 Obs. Rm. Seats 12

**AutoPacific®**

**AutoPacific, Inc.**

2991 Dow Ave.  
Tustin, CA 92780-7219  
Ph. 714-838-4234  
dhall@autopacific.com  
www.autopacific.com  
Dan Hall  
Location: Free standing facility  
Distance from airport: 5 miles, 15 minutes  
1/1, 1/1OR, PUL  
Conference 24x16 Obs. Rm. Seats 12

Avoid the hotel hassle and expense. The newly-expanded, one-of-a-kind Automotive Futures Center (AFC) is specifically designed for your custom automotive research. Featuring a showroom with turntable, inside space for up to eight full-size vehicles in one showroom, a dedicated focus group room, adjacent viewing room and an outside secure courtyard for viewing up to eight vehicles in natural light. No other facility offers this level of comfort and security for your proprietary automotive research.  
(See advertisement on p. 30)

**Discovery - National Qualitative Network**

17815 SkyPark Circle, Suite K  
Irvine, CA 92614  
Ph. 800-523-1288  
irisb@discoverynqn.com  
www.discoverynqn.com  
Ted Cooley  
Location: Free standing facility  
Distance from airport: 1 miles, 5 minutes  
CL, 1/1, TK, VC  
Conference 20x28 Obs. Rm. Seats 20  
Conference 19x15 Obs. Rm. Seats 20



**Fieldwork Los Angeles, Inc.**

In Orange County  
2030 Main St.  
Suite 300  
Irvine, CA 92614  
Ph. 949-252-8180  
info@losangeles.fieldwork.com  
www.fieldwork.com  
Kami Celano, President  
Location: Office building  
Distance from airport: 1 miles, 5 minutes  
CL, 1/1, 1/1OR, TK, CUL, VC, WC  
Conference 13x15 Obs. Rm. Seats 6  
Conference 22x22 Obs. Rm. Seats 30  
Conference 19x21 Obs. Rm. Seats 12  
Conference 22x20 Obs. Rm. Seats 18  
13x08 Obs. Rm. Seats 6

Fieldwork Los Angeles is located in Orange County, Calif., only five minutes from John Wayne/Orange County airport. The staff at fieldwork Los Angeles is experienced, friendly and will do what it takes to make your focus groups a success. Our state-of-the-art facility offers three large conference rooms with viewing rooms that comfortably accommodate 20 clients. E-mail us your research requirements today. Integrated state-of-the-art technology including: complimentary digital audio recording, DVD recording, VideoMarker (CD recording), FocusVision, ActiveGroup and computer usability labs.  
(See advertisement on directory back cover)

**Jury Impact Orange County**

3525 Hyland Ave., Suite 240  
Costa Mesa, CA 92626  
Ph. 714-754-1010  
jharrelson@impactjuries.com  
www.impactjuries.com  
Location: Office building  
Distance from airport: 5 miles, 15 minutes  
CL, 1/1, 1/1OR, VC, WC  
Conference 20x16 Obs. Rm. Seats 5

**Opinions...  
of Sacramento**

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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

## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge  
1/1 - One-on-One Room  
1/1OR - One-on-One Obs.  
TK - Test Kitchen  
TKO - Test Kitchen Obs.

CUL - Computer Usability Lab  
PUL - Product Usability Lab  
VC - Videoconferencing  
WC - Webconferencing  
AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

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for all of

California

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www.athenamarketresearch.com

### Peryam & Kroll Research Corporation

2535 N. Grand Ave.  
Santa Ana, CA 92705  
Ph. 714-543-0888 or 888-470-6781  
info@pk-research.com  
www.pk-research.com

Tom Dutt  
Location: Free standing facility  
Distance from airport: 15 miles, 20 minutes  
CL, 1/1, 1/1OR, TK  
Conference 22x24 Obs. Rm. Seats 8  
Conference 22x26 Obs. Rm. Seats 8

### The Question Shop, Inc.

2860 N. Santiago Blvd.  
Suite 100  
Orange, CA 92867  
Ph. 714-974-8020 or 800-411-7550  
info@thequestionshop.com  
www.thequestionshop.com

Ryan Reasor, President  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL, 1/1, 1/1OR, TK, CUL, PUL  
Conference 17x23 Obs. Rm. Seats 18  
Conference 14x18 Obs. Rm. Seats 18  
Conference 14x17 Obs. Rm. Seats 7

### Quick Test/Heakin

Santa Ana/Mainplace  
2800 N. Main St., Suite 2088  
Santa Ana, CA 92705  
Ph. 714-547-8300  
bid@quicktest.com  
www.quicktest.com  
Location: Shopping mall  
1/1, TK  
Multiple 14x22 Obs. Rm. Seats 6



### Trota Associates

5 Park Plaza  
Suite 200  
Irvine, CA 92614  
Ph. 949-251-1122  
irvine@trota.net  
www.trota.net  
Ingrid Robertson, Facility Manager  
Location: Office building  
Distance from airport: 2 miles, 15 minutes  
CL, 1/1, 1/1OR, TK, AU, CUL, VC, WC  
Multiple 25x20 Obs. Rm. Seats 25  
Multiple 18x19 Obs. Rm. Seats 16  
Conference 19x22 Obs. Rm. Seats 20  
(See advertisement on p. D18)

## Palm Springs

### North American Insights - Los Angeles

Westfield Shoppingtown Palm Desert  
72840 Hwy 111, Suite D165  
Palm Desert, CA 92260  
Ph. 708-747-1100 ext. 11  
denisek@nainsights.com  
Denise Kraft, VP of Operations  
Location: Shopping mall  
Distance from airport: 15 miles, 15 minutes  
CL, 1/1, 1/1OR, TK  
Conference 20x14 Obs. Rm. Seats 10

## Sacramento

### California Focus & Field

1600 Sacramento Inn Way, #225  
Sacramento, CA 95815  
Ph. 916-925-4237  
cfsacramento@aol.com  
www.cffsacramento.com  
Nancy Stephens, Manager  
Location: Office building  
Distance from airport: 15 miles, 25 minutes  
CL, 1/1, 1/1OR, TK  
Conference 12x24 Obs. Rm. Seats 12  
Conference 12x24 Obs. Rm. Seats 12



Marketing, Public Policy  
& Opinion Research

### Elliott Benson Research

1226 H St.  
Sacramento, CA 95814  
Ph. 916-325-1670  
ebinfo@elliottbenson.com  
www.elliottbenson.com  
Jaclyn Benson, Owner/Manager  
Location: Free standing facility  
Distance from airport: 10 miles, 10 minutes  
CL, 1/1, 1/1OR, TK, TKO, AU, CUL, PUL, VC, WC  
Multiple 32x21 Obs. Rm. Seats 20  
Multiple 23x21 Obs. Rm. Seats 25  
Multiple 22x14 Obs. Rm. Seats 14



### Opinions of Sacramento

2025 Hurlley Way  
Suite 110  
Sacramento, CA 95825  
Ph. 916-568-1226  
hugh@opinionsofsac.com  
www.opinionsofsac.com  
Hugh Miller, Co-owner  
Location: Free standing facility  
Distance from airport: 15 miles, 25 minutes  
CL, TK, AU, CUL, PUL, WC  
Multiple 20x16 Obs. Rm. Seats 12  
Multiple 20x16 Obs. Rm. Seats 12  
Multiple 28x16 Obs. Rm. Seats 16

Facility completely remodeled in 2006. We took our previous four-room facility and made it into three more-spacious, state-of-the art rooms. Changeable conference room set-ups: traditional, living room, kitchen table. Streaming video, DVD, digital audio, usability labs. Located at Sacramento's geographic center, in a safe and well-lit area with front-door parking. However, recruiting is our specialty - consumers, B2B, IT, Spanish. Excellent service. Visa/MasterCard accepted.

(See advertisement on p. D19)

## San Bernardino/Riverside

### Athena Research Group, Inc.

3600 Lime Street, Suite 512  
Riverside, CA 92501  
Ph. 951-369-0800  
lynn@athenamarketresearch.com  
www.athenamarketresearch.com  
Lynn Diamantopoulos, President/CEO  
Location: Office building  
Distance from airport: 18 miles, 20 minutes  
CL, 1/1, 1/1OR, AU, WC  
Multiple 19x14 Obs. Rm. Seats 16  
Conference 14x14 Obs. Rm. Seats 12  
42x28 Obs. Rm. Seats 12  
(See advertisement on this page)



**Car-Lene Research, Inc.**  
 The Promenade Mall  
 40820 Winchester Rd., Suite 2292  
 Temecula, CA 92591  
 Ph. 951-296-0606  
 sandiego@carleneresearch.com  
 www.carleneresearch.com  
 Christie Thompson  
 Location: Shopping mall  
 Distance from airport: 40 miles  
 1/1, 1/10R, TK  
 Conference 14x12 Obs. Rm. Seats 5

**National Research Network - San Bernadino**  
 Galleria at Tyler  
 1299 Galleria at Tyler  
 Riverside, CA 92503  
 Ph. 312-960-5158  
 rick.kronenburger@ggp.com  
 www.nationalresearchnetwork.com  
 Location: Shopping mall  
 1/1, TK  
 Conference 13x20 Obs. Rm. Seats 5

**Quick Test/Heakin**  
 Moreno Valley Mall  
 22500 Towne Circle, #1105  
 Moreno Valley, CA 92553  
 Ph. 951-653-3200  
 bid@quicktest.com  
 www.quicktest.com  
 Location: Shopping mall  
 1/1, TK  
 Multiple 20x20 Obs. Rm. Seats 6

**San Diego**

**Flagship Research**  
 2840 5th Ave  
 Suite #200  
 San Diego, CA 92103  
 Ph. 888-849-4827  
 bridge@flagshipresearch.com  
 www.flagshipresearch.com  
 Location: Office building  
 Distance from airport: 1 miles, 5 minutes  
 CL, VC, WC  
 Multiple 20x16 Obs. Rm. Seats 12  
 Conference 19x17 Obs. Rm. Seats 16  
 Conference 18x16 Obs. Rm. Seats 20

**Luth Research**  
 1365 Fourth Ave.  
 San Diego, CA 92101  
 Ph. 619-234-5884  
 mdevaney@luthresearch.com  
 www.luthresearch.com  
 Roseanne Luth, President  
 Distance from airport: 3 miles, 10 minutes  
 CL, 1/1, TK  
 Multiple 22x23 Obs. Rm. Seats 20  
 Multiple 20x19 Obs. Rm. Seats 12  
 Multiple 23x23 Obs. Rm. Seats 15

**MSI International, Inc.**  
 4370 La Jolla Village Dr., Suite 220  
 San Diego, CA 92122  
 Ph. 858-552-6888 or 800-859-5222  
 mca@n2net.com  
 www.msiinternational.com  
 Location: Office building  
 Distance from airport: 15 miles, 20 minutes  
 CL, 1/1, 1/10R, TK, VC, WC  
 Conference 12x18 Obs. Rm. Seats 16  
 Conference 23x18 Obs. Rm. Seats 16

**PLAZA  
 RESEARCH**

**Plaza Research-San Diego**  
 9339 Genesee Ave.  
 Suite 100  
 San Diego, CA 92121  
 Ph. 858-200-3000 or 800-654-8002  
 sllamas@plazaresearch.com  
 www.plazaresearch.com  
 Sasha Llamas, Director  
 Location: Office building  
 Distance from airport: 11 miles, 15 minutes  
 CL, 1/1, 1/10R, TK, TKO, CUL, WC  
 Conference 15x20 Obs. Rm. Seats 20  
 Conference 15x20 Obs. Rm. Seats 20  
 Multiple 16x22 Obs. Rm. Seats 20  
 (See advertisement on p. D65)

**Quick Test/Heakin**  
 Parkway Plaza  
 415 Parkway Plaza, Suite 304  
 El Cajon, CA 92020  
 Ph. 619-444-7700  
 bid@quicktest.com  
 www.quicktest.com  
 Location: Shopping mall  
 1/1, 1/10R, TK  
 Multiple 20x11 Obs. Rm. Seats 6

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**TAYLOR**  
 RESEARCH • SAN DIEGO  
 A MEMBER OF GROUPNET

**800-922-1545**  
*Bid your next project online!*  
**taylorresearch.com**

## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/1OR - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

## TAYLOR

RESEARCH • SAN DIEGO

### Taylor Research, Inc.

GroupNet San Diego  
1545 Hotel Circle S.  
Suite 350  
San Diego, CA 92108  
Ph. 800-922-1545 or 619-299-6368  
taylor@taylorresearch.com  
www.taylorresearch.com

Patsy Trice, President or James Arcediano, VP of Operations  
Location: Free standing facility

Distance from airport: 10 miles, 10 minutes

CL, 1/1, 1/1OR, CUL, VC, WC	
Living 20x17	Obs. Rm. Seats 12
Conference 18x14	Obs. Rm. Seats 12
Conference 18x14	Obs. Rm. Seats 12
Multiple 31x24	Obs. Rm. Seats 20
Conference 18x14	Obs. Rm. Seats 8
Multiple 24x16	Obs. Rm. Seats 12

(See advertisement on p. D21)

## San Francisco Bay/San Jose

### Corey, Canapary & Galanis

447 Sutter St., Penthouse N.  
San Francisco, CA 94108  
Ph. 415-397-1200  
info@ccgresearch.com  
www.ccgresearch.com  
Jon Canapary, Exec. Vice President  
Location: Office building  
Distance from airport: 20 miles, 30 minutes  
Conference 18x22 Obs. Rm. Seats 8

### Cunningham/Test America

925 Blossom Hill Road  
Westfield Shopping Oakridge Mall, Suite 1391  
San Jose, CA 95123-1294  
Ph. 386-677-5644  
crgsales@crgglobalinc.com  
www.crgglobalinc.com  
Bid Department  
Location: Shopping mall  
Distance from airport: 10 miles, 12 minutes  
1/1, 1/1OR, TK, TKO, AU, CUL, PUL, VC, WC  
Multiple 18x24 Obs. Rm. Seats 12

### ECHO Research Group

1485 Park Ave.  
Suite 200  
Emeryville, CA 94608  
Ph. 510-654-5400  
info@echoresearchgroup.com  
www.echoresearchgroup.com  
David Bruck, Partner  
Location: Office building  
Distance from airport: 11 miles, 20 minutes  
CL, 1/1, 1/1OR, TK, TKO, VC  
Conference 20x13 Obs. Rm. Seats 10  
Multiple 17x22 Obs. Rm. Seats 15

### Ecker & Associates

220 S. Spruce Ave.  
Suite 100  
S. San Francisco, CA 94080-4404  
Ph. 650-871-6800 or 800-4-ECKER-1  
ecker@eckersf.com  
www.eckersf.com  
Bette Rosenthal  
Location: Office building  
Distance from airport: 5 miles, 10 minutes  
CL, 1/1, 1/1OR, TK, AU, CUL, VC, WC  
Conference 24x16 Obs. Rm. Seats 15  
Multiple 13x14 Obs. Rm. Seats 10  
Conference 16x18 Obs. Rm. Seats 15  
Multiple 22x27 Obs. Rm. Seats 25

### Ecker & Associates

222 Front St., 3rd Floor  
San Francisco, CA 94111  
Ph. 650-871-6800 or 800-4-ECKER-1  
ecker@eckersf.com  
www.eckersf.com  
Bette Rosenthal  
Location: Office building  
Distance from airport: 15 miles, 30 minutes  
CL, 1/1, 1/1OR, TK, CUL, VC, WC  
Conference 19x20 Obs. Rm. Seats 10  
Conference 18x23 Obs. Rm. Seats 15

### Field Management Associates-San Francisco

308 Great Mall Dr.  
Milpitas, CA 95035  
Ph. 408-719-9800  
berkefma@aol.com  
www.fmaresearch.com  
Hal Berke, Manager  
Location: Shopping mall  
1/1, TK  
Conference 14x16 Obs. Rm. Seats 12



### Fieldwork San Francisco, Inc.

201 3rd St., Suite 1000  
San Francisco, CA 94103  
Ph. 415-268-8686  
info@sanfran.fieldwork.com  
www.fieldwork.com  
Loretta Direizo, President  
Location: Office building  
Distance from airport: 13 miles, 20 minutes  
CL, 1/1, 1/1OR, CUL, VC, WC  
Multiple 19x21 Obs. Rm. Seats 20  
Multiple 18x21 Obs. Rm. Seats 11  
Multiple 20x22 Obs. Rm. Seats 20  
Multiple 20x21 Obs. Rm. Seats 9  
Multiple 08x06 Obs. Rm. Seats 5

Fieldwork San Francisco is ideally located in the vibrant South of Market (SOMA) district, in the center of the city's cultural arts neighborhood. We are an easy 20-minute drive from San Francisco International Airport. The facility is comprised of four spacious and thoughtfully-designed focus group suites - featuring tiered viewing rooms, bistro-style lounges. We offer the finest integrated state-of-the-art technology including: complimentary digital audio, DVD recording, VideoMarker (CD recording), FocusVision, ActiveGroup and computer usability labs.  
(See advertisement on directory back cover)



### Fleischman Field Research

250 Sutter St.  
Suite 200  
San Francisco, CA 94108-4403  
Ph. 800-277-3200 or 415-398-4140  
ffr@ffrsf.com  
www.ffrsf.com  
Lisa Chiappetta, Vice President  
Location: Free standing facility  
Distance from airport: 14 miles, 30 minutes  
CL, 1/1, 1/1OR, CUL, VC, WC  
Multiple 25x19 Obs. Rm. Seats 20  
Multiple 25x19 Obs. Rm. Seats 20  
Multiple 21x18 Obs. Rm. Seats 20  
Multiple 16x15 Obs. Rm. Seats 10

Newly-remodeled, conveniently-located focus facility featuring flexible creative studios including home living room, kitchen, retail store, game room settings and new Techsploration Lab, fully-loaded for usability and video games. Downtown, Union Square location. Extremely knowledgeable staff. Outstanding on-site recruiting, project and field management and data collection - telephone and online. On-site tech support, digital recording, fast Internet connections, computers/printers in each suite, installed translation equipment, two usability labs. Specialties: medical, business, executive, IT, Web-site usability, video games, upscale consumer, financial, jury/litigation research. Spanish/Asian language capabilities. Videoconferencing/-streaming: FocusVision, ActiveGroup, Video InterClipper. Member: First Choice Facilities, MRA, AMA.



### Focus Pointe Global - San Francisco

450 Sansome St.  
8th Floor  
San Francisco, CA 94111  
Ph. 888-873-6287 or 415-392-6000  
sf@focuspointeglobal.com  
www.focuspointeglobal.com  
Venetia Kourakos, Facility Director  
Location: Office building  
Distance from airport: 15 miles, 35 minutes  
1/1, 1/1OR, TK, AU, CUL, VC, WC  
Multiple 18x18 Obs. Rm. Seats 12  
Multiple 19x20 Obs. Rm. Seats 15  
Multiple 17x21 Obs. Rm. Seats 6  
Multiple 17x21 Obs. Rm. Seats 6  
Multiple 19x20 Obs. Rm. Seats 12

The focus group facility and recruiting leader. Expert recruiting for medical, business, consumer, and mock jury research. Our San Francisco facility features five spacious focus group suites, floor-to-ceiling wraparound viewing and private work areas. Universal client access to high-speed and wireless Internet. Centralized Financial District location, and conveniently adjacent to the Park Hyatt Hotel. Worldwide fielding: field your projects worldwide through our network of affiliates in 70+ countries.  
(See advertisement on p. D5)

### Greenberg Studios

201 Post Street, 6th Floor  
San Francisco, CA 94108  
Ph. 415-956-2302 or 866-EARFULL  
info@greenbergstudios.com  
www.greenbergstudios.com  
Jerrica Cu, Director  
Location: Office building  
Distance from airport: 20 minutes  
CL  
Living 23x16 Obs. Rm. Seats 10  
Living 23x16 Obs. Rm. Seats 12  
Conference 23x16 Obs. Rm. Seats 12

SCHLESINGER ASSOCIATES

# SAN FRANCISCO



## SAN FRANCISCO

150 CALIFORNIA STREET  
SUITE 800  
SAN FRANCISCO, CA 94105



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&  
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## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge  
1/1 - One-on-One Room  
1/1OR - One-on-One Obs.  
TK - Test Kitchen  
TKO - Test Kitchen Obs.

CUL - Computer Usability Lab  
PUL - Product Usability Lab  
VC - Videoconferencing  
WC - Webconferencing  
AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

**Greenberg Studios**

918 Parker St., Suite A22  
Berkeley, CA 94710  
Ph. 510-845-1380 or 866-EARFULL  
info@greenbergstudios.com  
www.greenbergstudios.com  
Jerrica Cu, Director  
Location: Free standing facility  
Distance from airport: 20 minutes  
CL  
Living 23x16 Obs. Rm. Seats 10

**The National Food Laboratory, Inc.**

365 North Canyons Parkway  
Suite 101  
Livermore, CA 94551  
Ph. 925-551-4262  
hoyerc@theNFL.com  
www.theNFL.com  
Christie Hoyer  
Location: Office building  
Distance from airport: 25 miles, 30 minutes  
CL, 1/1, 1/1OR, TK, TKO, AU, PUL  
Conference 21x20 Obs. Rm. Seats 15

**National Research Network - San Francisco**

Stonestown Mall  
3251 20th Ave.  
San Francisco, CA 94132  
Ph. 312-960-5158  
rick.kronenburger@ggp.com  
www.nationalresearchnetwork.com  
Location: Shopping mall  
Distance from airport: 10 miles  
1/1, 1/1OR, TK  
Conference 16x14 Obs. Rm. Seats 8

**Nichols Research - Concord**

GroupNet Northern California  
2300 Clayton Rd.  
Suite 1370  
Concord, CA 94520  
Ph. 925-687-9755  
info@nicholsresearch.com  
www.nicholsresearch.com  
Brett Hermantoler  
Location: Office building  
Distance from airport: 31 miles, 42 minutes  
CL, 1/1, 1/1OR, TK, CUL, VC, WC  
Conference 24x18 Obs. Rm. Seats 20  
Conference 20x17 Obs. Rm. Seats 10  
Conference 18x14 Obs. Rm. Seats 10

**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  
Location: Office building  
Distance from airport: 25 miles, 35 minutes  
CUL, VC, WC  
Conference 20x16 Obs. Rm. Seats 12

**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  
Paul Valdez  
Location: Office building  
Distance from airport: 13 miles, 21 minutes  
CL, 1/1, 1/1OR, TK, CUL, VC, WC  
Conference 20x18 Obs. Rm. Seats 15  
Conference 20x18 Obs. Rm. Seats 15  
Conference 19x15 Obs. Rm. Seats 10  
Conference 20x17 Obs. Rm. Seats 15

**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  
Theresa Milam  
Location: Office building  
Distance from airport: 6 miles, 15 minutes  
CL, 1/1, 1/1OR, TK, CUL, VC, WC  
Conference 20x15 Obs. Rm. Seats 12  
Conference 20x15 Obs. Rm. Seats 10  
Conference 16x14 Obs. Rm. Seats 8  
Conference 24x18 Obs. Rm. Seats 20  
Conference 24x18 Obs. Rm. Seats 12  
Multiple 36x24 Obs. Rm. Seats 20

**North American Insights - San Francisco**

Westfield Shoppingtown Solano  
1350 Travis Blvd., Suite 1352B  
Fairfield, CA 94533  
Ph. 708-747-1100 ext. 11  
denisek@nainsights.com  
Denise Kraft, VP of Operations  
Location: Shopping mall  
Distance from airport: 42 miles, 45 minutes  
CL, 1/1, 1/1OR, TK  
Conference 20x12 Obs. Rm. Seats 8

## PLAZA RESEARCH

**Plaza Research-San Francisco**

55 Stockton St.  
Suite 400  
San Francisco, CA 94108  
Ph. 415-984-0400 or 800-654-8002  
gguerette@plazarresearch.com  
www.plazarresearch.com  
Genevieve Guerette, Director  
Location: Office building  
Distance from airport: 25 minutes  
CL, 1/1, 1/1OR, TK, TKO, CUL, WC  
Conference 15x20 Obs. Rm. Seats 20  
Conference 15x20 Obs. Rm. Seats 20  
Multiple 16x22 Obs. Rm. Seats 20  
(See advertisement on p. D65)

**Proview**

577 Airport Blvd.  
Suite 130  
Burlingame, CA 94010  
Ph. 650-344-6383  
awalter@promedicainc.com  
www.proviewsf.com  
Ann Walter, Project Manager  
Location: Office building  
Distance from airport: 3 miles, 10 minutes  
WC  
Conference 15x23 Obs. Rm. Seats 12

**Q & A Research, Inc.**

64 Digital Dr.  
Novato, CA 94949  
Ph. 415-883-1188  
info@qar.com  
www.qar.com  
Warren Pino, President  
Location: Free standing facility  
Distance from airport: 35 miles, 35 minutes  
CL, 1/1, 1/1OR, WC  
Conference 28x16 Obs. Rm. Seats 16

**Q & A Research, Inc.**

925 Ygnacio Valley Rd., #201  
Walnut Creek, CA 94596  
Ph. 925-210-1525  
focusinfo@qar.com  
www.qar.com  
Michaelyn Johnson, V.P., Qualitative Services  
Location: Office building  
Distance from airport: 25 miles, 30 minutes  
CL, CUL, WC  
Multiple 24x18 Obs. Rm. Seats 25  
Multiple 20x18 Obs. Rm. Seats 25  
Multiple 24x30 Obs. Rm. Seats 25

**Quantum Market Research**

1000 Broadway, Suite 292  
Oakland, CA 94607  
Ph. 510-238-9010  
vraymonda@qresearch.us  
www.qresearch.us  
Veronica Raymonda, Director  
Location: Office building  
Distance from airport: 4 miles, 15 minutes  
CL, 1/1, TKO, CUL, PUL, VC  
Conference 17x21 Obs. Rm. Seats 20  
Conference 15x20 Obs. Rm. Seats 16

**Quick Test/Heakin**

Southland Mall  
688 Southland Mall  
Hayward, CA 94545  
Ph. 510-785-4650  
info@quicktest.com  
www.quicktest.com  
Location: Shopping mall  
1/1, 1/1OR  
Multiple 10x10 Obs. Rm. Seats 6

**Quick Test/Heakin**

West Valley Mall  
3200 Naglee Rd., Suite 406  
Tracy, CA 95376  
Ph. 209-839-0532  
bid@quicktest.com  
www.quicktest.com  
Location: Shopping mall  
1/1, 1/1OR  
Conference 12x13 Obs. Rm. Seats 5

**Schlesinger Associates San Francisco**

150 California St., Suite 800  
San Francisco, CA 94111  
Ph. 415-781-2600  
sf@schlesingerassociates.com  
www.schlesingerassociates.com  
Pam Lintner, Facility Director  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL, 1/1, TK, AU, CUL, VC, WC  
Multiple 15x20 Obs. Rm. Seats 12  
Multiple 17x24 Obs. Rm. Seats 10  
Multiple 17x22 Obs. Rm. Seats 16  
Multiple 16x20 Obs. Rm. Seats 16

Schlesinger Associates is the leading full-service data collection company with 16 high-specification focus group facilities across the U.S. and the U.K. Our Global Management Solutions services support your international research needs to the highest standards in any language and in any culture. Qualitative: focus groups; in-depth interviews; virtual focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries;

convention research studies. Quantitative: online health care surveys; telephone interviews; face-to-face interviewing; mystery shopping; merchandising programs; intercept interviewing; data processing, coding and tabulation; product placements; CLT taste tests; store audits; market sectors: medical; consumer; business-to-business; IT. (See advertisement on p. D23)

#### Star/Intrinsic Research

7440 San Ramon Rd.  
Dublin, CA 94568  
Ph. 925-833-8276  
showe@intrinsicgroup.com  
www.stargrp.com  
Location: Office building  
Distance from airport: 13 miles, 20 minutes  
CL, 1/1, 1/10R, TK, TKO  
Conference 24x12 Obs. Rm. Seats 10  
Multiple 30x12 Obs. Rm. Seats 12  
Multiple 20x12 Obs. Rm. Seats 8

#### Tragon

350 Bridge Parkway  
Redwood Shores, CA 94065  
Ph. 650-412-2100  
info@tragon.com  
www.tragon.com  
Brian McDermott, VP-Business Development  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL, 1/1, 1/10R, TK, PUL  
Conference 20x20 Obs. Rm. Seats 12

### Ventura/Santa Barbara

#### Reyes Research

5755 Valentine Rd., Suite 305  
Ventura, CA 93003  
Ph. 805-289-1555 or 805-278-1444  
arvind@reyesresearch.com  
www.reyesresearch.com  
Arvind Datta  
Location: Office building  
Distance from airport: 4 miles, 10 minutes  
CL, 1/1, 1/10R  
Conference 13x15 Obs. Rm. Seats 8

## Colorado

### Boulder

#### Boulder Focus Center

RRC Associates, Inc.  
4940 Pearl East Cir., #103  
Boulder, CO 80301  
Ph. 303-449-6558  
freya@boulderfocuscenter.com  
www.boulderfocuscenter.com  
Freya Gaertner, Focus Center Manager  
Location: Office building  
Distance from airport: 45 miles, 50 minutes  
CL, 1/1, CUL  
Conference 16x24 Obs. Rm. Seats 12  
Multiple 15x11 Obs. Rm. Seats 12

### Colorado Springs

#### CPRResearch Colorado Springs / Denver

The Citadel Mall, #1084  
750 Citadel Dr. East  
Colorado Springs, CO 80909  
Ph. 719-596-6933 or 800-336-0159  
coloradosprings@cpresearchgroup.com  
www.cpresearchgroup.com  
Cindy Robinett, Director  
Location: Shopping mall  
Distance from airport: 3 miles, 10 minutes  
CL, 1/10R, TK, CUL  
Conference 17 x 10 Obs. Rm. Seats 6

#### Research Recruiters

7150 Cotton Dr.  
Colorado Springs, CO 80923  
Ph. 719-597-9869  
researchrecruiters@researchcolorado.com  
www.researchcolorado.com  
Location: Shopping mall  
Distance from airport: 5 miles, 15 minutes  
1/1, 1/10R, TK, TKO  
Conference 18x12 Obs. Rm. Seats 8

### Denver

#### AccuData Market Research, Inc.

14221 E. 4th Ave.  
Suite 126  
Denver, CO 80011-8701  
Ph. 800-808-3564 or 303-344-4625  
denver@accudata.net  
www.accudata.net  
Shannon Hendon  
Location: Office building  
Distance from airport: 13 miles, 20 minutes  
CL, 1/1, 1/10R, TK, VC, WC  
Conference 21x15 Obs. Rm. Seats 15  
Conference 19x14 Obs. Rm. Seats 15

Once again rated "One of the World's Top Facilities of 2007" by Impulse Survey as are all Accudata facilities (Denver, Memphis, Orlando and Tampa). Two state-of-the-art focus group suites, close to the airport in the fast-growing suburb of Aurora, plus guaranteed recruiting, top-quality staff and management make us the premier facility in the Denver area. We offer videoconferencing, videostreaming and DVD/CD and MP3 recording. (See advertisement on p. D35)

#### Colorado Market Research Services

Div. of Ruth Nelson Research Services  
2149 S. Grape St.  
Denver, CO 80222-5203  
Ph. 303-758-6424  
rncmrs@aol.com  
www.ruthnelsonresearch.com  
Ruth Nelson, President  
Location: Free standing facility  
Distance from airport: 22 miles, 35 minutes  
CL, 1/1, TK, CUL, PUL, VC, WC  
Conference 14x25 Obs. Rm. Seats 20  
Conference 14x25 Obs. Rm. Seats 20  
(See advertisement on this page)

#### CRG GLOBAL, INC.

One W. Flatiron Circle  
Flatiron Crossing, #2128  
Broomfield, CO 80021  
Ph. 386-677-5644  
crgsales@crgglobalinc.com  
www.crgglobalinc.com  
Location: Shopping mall  
Distance from airport: 35 miles, 35 minutes  
1/1, TK, VC, WC  
Conference 10x15 Obs. Rm. Seats 10



**Ruth Nelson Research Services™**

Qualitative – Quantitative – Multicultural – Bilingual  
Consumers – Business – Medical – Professional  
Market Research Data Collection

**Celebrating  
45 Years in the West!**

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**Colorado • Arizona  
Market Research Services**  
(Grand Junction • Western Slope • Eastern Utah)

Phone: 303.758.6424  
Fax: 303.756.6467  
E: rncmrs@aol.com

**Check out our new website:  
ruthnelsonresearch.com**

## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge  
1/1 - One-on-One Room  
1/1OR - One-on-One Obs.  
TK - Test Kitchen  
TKO - Test Kitchen Obs.

CUL - Computer Usability Lab  
PUL - Product Usability Lab  
VC - Videoconferencing  
WC - Webconferencing  
AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

**Fieldwork Denver, Inc.**

Wells Fargo Center  
1700 Lincoln St., Suite 2650  
Denver, CO 80203  
Ph. 303-825-7788  
info@denver.fieldwork.com  
www.fieldwork.com

Nikki Darre, President  
Location: Office building

Distance from airport: 20 miles, 30 minutes

CL, 1/1, 1/1OR, TK, TKO, AU, CUL, VC, WC  
Conference 13x09 Obs. Rm. Seats 6  
Conference 24x19 Obs. Rm. Seats 25  
Conference 23x20 Obs. Rm. Seats 12  
Conference 20x17 Obs. Rm. Seats 15  
Conference 24x20 Obs. Rm. Seats 25

Fieldwork Denver is a beautiful 9,500-sq.-ft. facility and is conveniently located for clients and respondents, in the "Cash Register" building in downtown Denver. Five of our versatile conference rooms have generous, well-planned viewing rooms and attached lounges with closed-circuit television for remote viewing. This facility also comes equipped with a one-on-one room and a viewable kitchen. Thousands of fresh respondents with diverse lifestyles and backgrounds. We offer the finest integrated state-of-the-art technology including: complimentary digital audio recording, DVD recording, VideoMarker (CD recording), FocusVision, ActiveGroup and computer usability labs. (See advertisement on directory back cover)

**INGATHER RESEARCH**

475 S. Youngfield Ct.  
Lakewood, CO 80228  
Ph. 303-988-6808 or 303-717-8579  
christinec@ingatherresearch.com  
www.ingatherresearch.com

Christine Cook, President or Julia Asp, Dir. of, Operations  
Location: Free standing facility

Distance from airport: 30 miles, 30 minutes

CL, 1/1, 1/1OR, TK, TKO, AU, CUL, PUL, VC, WC  
Conference 15x13 Obs. Rm. Seats 30  
Conference 15x13 Obs. Rm. Seats 30  
Conference 20x16 Obs. Rm. Seats 30  
Conference 20x16 Obs. Rm. Seats 30  
Conference 35x15 Obs. Rm. Seats 30  
Conference 45x45 Obs. Rm. Seats na  
Conference 30x18 Obs. Rm. Seats na

INGATHER RESEARCH is the industry's new "reality" focus group facility offering clients a more natural and realistic environment to conduct their research. With everything a traditional facility has and more, some room configurations include a living room, dining room, wet bar, conference room, full kitchen for taste tests, library office and youth room. Call for a competitive bid. You will find that conducting research at the new INGATHER is often less expensive than other facilities with no parking fees.

**J/T Marketing Research Services**

Aurora Mall  
14200 E. Alemeda, Suite 1041  
Aurora, CO 80012  
Ph. 303-343-1309  
denver@jtmktgresearch.com  
www.jtmktgresearch.com  
Brent Johnson  
Location: Shopping mall  
Distance from airport: 25 miles, 35 minutes  
1/1, 1/1OR, TK, PUL, VC  
Multiple 20x25 Obs. Rm. Seats 10

**Market Perceptions, Inc.**

Health Care Research, Inc.  
733 E. 8th Ave.  
Denver, CO 80203  
Ph. 303-323-1900  
kweiss@marketperceptions.com  
www.marketperceptions.com  
Location: Office building  
Distance from airport: 18 miles, 30 minutes  
CL, 1/1, 1/1OR, VC  
Conference 26x18 Obs. Rm. Seats 20

**Ruth Nelson Research Services-Colorado**

2149 S. Grape St.  
Denver, CO 80222-5203  
Ph. 303-758-6424  
rnmcmrs@aol.com  
www.ruthnelsonresearch.com  
Location: Free standing facility  
Distance from airport: 22 miles, 35 minutes  
CL, 1/1, TK, CUL, PUL, VC, WC  
Conference 14x25 Obs. Rm. Seats 20  
Conference 14x25 Obs. Rm. Seats 20  
(See advertisement on p. D25)

**Plaza Research-Denver**

1200 17th St.  
Suite 800  
Denver, CO 80202  
Ph. 303-572-6900 or 800-654-8002  
jmiller@plazaresearch.com  
www.plazaresearch.com  
Jennifer Webb Miller, Director  
Location: Office building  
Distance from airport: 45 minutes  
CL, 1/1, 1/1OR, TK, TKO, CUL, VC, WC  
Conference 15x20 Obs. Rm. Seats 20  
Conference 15x20 Obs. Rm. Seats 20  
Multiple 15x20 Obs. Rm. Seats 20  
Conference 15x20 Obs. Rm. Seats 20  
(See advertisement on p. D65)

**TAI - Denver, Inc.**

370 17th St., Suite 3170  
Denver, CO 80202  
Ph. 888-USE-TAIs or 303-592-5060  
denver@taicompanies.com  
www.taicompanies.com  
Tiffany Taylor, Operations Manager  
Location: Office building  
Distance from airport: 25 miles, 35 minutes  
CL, TK, AU, VC, WC  
Conference 18x16 Obs. Rm. Seats 16  
Conference 32x18 Obs. Rm. Seats 10  
Living 18x18 Obs. Rm. Seats 16  
Multiple 28x28 Obs. Rm. Seats 50

TAI-Denver offers over 9,000-sq.ft. and four big suites on the 31st floor of the landmark Republic Plaza Building on the popular 16th Street Pedestrian Mall. FocusVision services. Biggest room holds up to 50 respondents and 20+ observers, enough for any legal or dial device study. Largest database in city. Permanent staff for on-site studies. CD and DVD recording.

## Connecticut

**Bridgeport****Firm Facts Interviewing**

307 Kenyon St.  
Stratford, CT 06614  
Ph. 203-375-4666  
firmfacts@aol.com  
Harriet Quint, Owner  
Location: Shopping mall  
Distance from airport: 6 miles, 10 minutes  
1/1, 1/1OR, TK  
Multiple 15x20 Obs. Rm. Seats 10

**Danbury****MarketView, Inc.**

26 Mill Plain Rd.  
Danbury, CT 06811  
Ph. 203-791-1644  
info@marketview-research.com  
www.marketview-research.com  
Gail Friedman, President  
Location: Office building  
Distance from airport: 25 miles, 30 minutes  
CL, TK, VC, WC  
Multiple 20x22 Obs. Rm. Seats 15  
Multiple 28x25 Obs. Rm. Seats 20

**Hartford****Hartford  
New Haven  
Research Center****Connecticut Connection - Farmington**

Hartford Research Center  
17 Talcott Notch Rd.  
Farmington, CT 06032  
Ph. 860-677-2877  
nancy@ctconnection.com  
www.ctconnection.com  
Nancy Newmann, Senior Director  
Location: Office building  
Distance from airport: 15 miles, 25 minutes  
CL, 1/1, 1/1OR, TK, TKO, AU, CUL, WC  
Conference 21x21 Obs. Rm. Seats 30  
Conference 16x19 Obs. Rm. Seats 20  
Conference 14x18 Obs. Rm. Seats 15

Extraordinary 50-seat amphitheater, three luxurious focus group rooms, mirrored kitchen and a 5,000-sq.-ft. exhibition hall. Live videostreaming in all rooms for those clients who can't make session. Our staff eagerly provides all research and client comfort services. Database of over 40,000 respondents, including medical, executive, high-income and Hispanic respondents. High-performance recruiting and field service throughout the state of Connecticut. Moderators give our three facilities top-rating in national survey. (Focus group facilities also in North Haven and Wethersfield.)



**Hartford  
New Haven  
Research Center**

**Connecticut Connection - Wethersfield**

Hartford Research Center  
530 Silas Deane Hwy.  
Wethersfield, CT 06109  
Ph. 860-529-8006  
nancy@ctconnection.com  
www.ctconnection.com  
Nancy Neumann, Sr. Director  
Location: Office building  
Distance from airport: 15 miles, 25 minutes  
CL, 1/1, 1/1OR, TK, CUL, VC, WC  
Conference 18x21 Obs. Rm. Seats 25  
Conference 18x25 Obs. Rm. Seats 15

Two exceptional multi-mirrored focus group rooms for 25 clients in one room and 15 clients in the other. Live video-streaming in both rooms for those clients who can't make session. Our staff eagerly provides all research and client comfort services. Database of over 40,000 respondents, including medical, executive, high-income and Hispanic respondents. High-performance recruiting and field service throughout the state of Connecticut. Moderators give our three facilities top-rating in national survey. (Focus group facilities also in North Haven and Farmington.)

**Connecticut InFocus**

76 Eastern Blvd.  
Hartford-Glastonbury, CT 06033  
Ph. 860-652-0300  
jonik@ctinfocus.com  
www.ctinfocus.com  
Joni Krasusky, Director  
Location: Free standing facility  
Distance from airport: 18 miles, 20 minutes  
CL, 1/1, 1/1OR, TK, AU, CUL, PUL, VC  
Conference 20x20 Obs. Rm. Seats 15

Connecticut InFocus: Greater Hartford's premier marketing research facility. Tiered viewing area with wraparound mirrors. Client office with phone, fax, copy machine, laptop computer and modem. Adjacent board room for pre-/post-session meetings. Separate entrances for clients and respondents. State-of-the-art recording equipment. Quality recruiting with in-house validation. Ideal for: focus groups, concept/product/taste testing, one-on-one interviewing, pre-recruited studies, mock juries and ideation. New - videoconferencing.  
(See advertisement on this page)

**Performance Plus**

Westfield Shopping Town Enfield  
90 Elm St.  
Enfield, CT 06082  
Ph. 508-872-1287  
info@performanceplusboston.com  
www.bostonfieldfocus.com  
Shirley Shames, President  
Location: Shopping mall  
Distance from airport: 12 miles, 15 minutes  
CL, 1/1, TK, WC  
Conference 13x20 Obs. Rm. Seats 15

**New Haven**

**C & C Market Research, Inc.**

Westfield Shopping Town Trumbull  
5065 Main St., #1138  
Trumbull, CT 06611  
Ph. 479-785-5637  
craig@ccmarketresearch.com  
www.ccmarketresearch.com  
Craig Cunningham, President  
Location: Shopping mall  
Distance from airport: 60 miles, 60 minutes  
CL, 1/1, TK  
Conference 12x17 Obs. Rm. Seats 8  
(See advertisement on p. D12)



**Hartford  
New Haven  
Research Center**

**Connecticut Connection - North Haven**

New Haven Research Center  
140 Washington Ave.  
North Haven, CT 06473  
Ph. 203-234-9988  
risa@ctconnection.com  
www.ctconnection.com  
Risa Berens, Director  
Location: Office building  
Distance from airport: 35 miles, 45 minutes  
CL, 1/1, 1/1OR, AU, CUL, WC  
Conference 15x20 Obs. Rm. Seats 25

Comfortable and spacious multi-mirrored focus group room for 25 clients and an adjacent audience seating room for 36 respondents. Live videostreaming for those clients who can't make session. Our staff eagerly provides all research and client comfort services. Database of over 40,000 respondents, including medical, executive, high-income and Hispanic respondents. High-performance recruiting and field service throughout Connecticut. Moderators give our three facilities top-rating in national survey. (Focus group facilities also in Wethersfield and Farmington.)



**Attaining marketing knowledge is a journey. Be sure to travel first class.**

- Focus Groups
- Pre-recruited Studies
- Ideation
- Large Auditorium Studies
- Taste Tests
- Mock Juries
- Ethnographic Studies
- IDI's
- Computer Usability Studies
- Product/Concept Testing

For more information, please contact us at 860.652.0307 or visit our website at [www.ctinfocus.com](http://www.ctinfocus.com).



GREATER HARTFORD'S PREMIER MARKETING RESEARCH FACILITY

## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge  
1/1 - One-on-One Room  
1/1OR - One-on-One Obs.  
TK - Test Kitchen  
TKO - Test Kitchen Obs.

CUL - Computer Usability Lab  
PUL - Product Usability Lab  
VC - Videoconferencing  
WC - Webconferencing  
AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

## Stamford

## BlueSky Room

55 Walls Drive  
Fairfield, CT 06824  
Ph. 203-319-5915  
info@blueskyroom.net  
www.blueskyroom.net  
Location: Office building  
Distance from airport: 50 miles, 60 minutes  
1/1, 1/1OR, VC, WC  
Multiple 16x25 Obs. Rm. Seats 14

BlueSky Room is Connecticut's newest research facility and meeting place. Located in the N.Y. metro area amid a diverse population, the adaptable respondent room can support various consumer environments for focus groups, brainstorming sessions, meetings, etc. The observation room has seating for 14 and ample pin-up space. Technical capabilities include Wi-Fi, audioconferencing, videoconferencing, multiple joystick-controllable digital video cameras and digital audio and video recording with on-site technical support staff.

## The Focus Room, Inc. - Stamford

Market Research & Video Conference Center  
1011 High Ridge Rd.  
Stamford, CT 06905  
Ph. 203-322-5996  
rachel@focusroom.com  
www.focusroom.com  
Cindy Solores  
Location: Office building  
Distance from airport: 40 minutes  
CL, 1/1, 1/1OR, VC  
Conference 14x20 Obs. Rm. Seats 11  
Conference 15x16 Obs. Rm. Seats 10  
Conference 16x20 Obs. Rm. Seats 14  
Conference 12x16 Obs. Rm. Seats 10

## New England Marketing Research, Inc.

200 Connecticut Ave., 4th Floor  
Norwalk, CT 06854  
Ph. 203-855-5500 or 877-604-5500  
brianbarton@nemr.com  
www.nemr.com  
Location: Office building  
Distance from airport: 25 miles, 45 minutes  
CL, 1/1, 1/1OR, VC, WC  
Conference 20x20 Obs. Rm. Seats 20  
Conference 20x20 Obs. Rm. Seats 20  
Multiple 15x15 Obs. Rm. Seats 12

## RazorFocus

1351 Washington Blvd., Suite 600  
Stamford, CT 06902  
Ph. 203-504-3241 or 203-504-3240  
Ken@RazorFocus.net  
www.RazorFocus.net  
Ken Gilbert, Owner  
Location: Office building  
Distance from airport: 32 miles, 40 minutes  
CL, 1/1, 1/1OR, CUL, VC, WC  
Multiple 18x16 Obs. Rm. Seats 10  
Multiple 18x21 Obs. Rm. Seats 10  
Multiple 23x14 Obs. Rm. Seats 16  
Conference 14x10 Obs. Rm. Seats 6

## Delaware

## Wilmington

## Central Focus

819 Washington St.  
Wilmington, DE 19801  
Ph. 302-655-3665  
dickdahn@abcfocus.com  
www.abcfocus.com  
Dick Dahn  
Location: Office building  
Distance from airport: 20 miles, 35 minutes  
CL, 1/1, 1/1OR  
Conference 14x20 Obs. Rm. Seats 8

## District of Columbia

## Area Wide Market Research, Inc.

16017 Comprint Circle  
Gaithersburg, MD 20877  
Ph. 301-590-1160  
amktres@aol.com  
www.areawidemarketresearch.com  
Ann Weinstein, President  
Location: Office building  
Distance from airport: 20 miles, 35 minutes  
CL, 1/1, 1/1OR, TK, TKO  
Conference 14x17 Obs. Rm. Seats 10  
Conference 14x17 Obs. Rm. Seats 10

## Car-Lene Research, Inc.

Potomac Mills Mall  
2700 Potomac Mills Cir.  
Woodbridge, VA 22192  
Ph. 703-497-4444  
dc@carleneresearch.com  
www.carleneresearch.com  
Location: Shopping mall  
Distance from airport: 40 miles  
1/1, 1/1OR, TK  
Conference 12x10 Obs. Rm. Seats 6

## Cunningham/Test America

Lakeforest Mall, 701 Russell Ave.,  
Suite H116  
Gaithersburg, MD 20877  
Ph. 386-677-5644  
crgsales@crgglobalinc.com  
www.crgglobalinc.com  
Bid Department  
Location: Shopping mall  
Distance from airport: 33 miles, 42 minutes  
1/1, 1/1OR, TK, VC, WC  
20x20 Obs. Rm. Seats 8

## Ebony Marketing Research, Inc.

666 11th St. N.W.  
Suite 730  
Washington, DC 20001-4500  
Ph. 202-628-4640  
ebonymktg\_dc@yahoo.com  
www.ebonymktg.com/  
Location: Office building  
Distance from airport: 10 miles, 17 minutes  
CL, 1/1, 1/1OR, TK, PUL, VC, WC  
Conference 24x36 Obs. Rm. Seats 20  
(See advertisement on p. D71)

## House Market Research, Inc.

2301 Research Blvd.  
Suite 310  
Rockville, MD 20850  
Ph. 301-948-8800 or 800-773-5516  
rockville@housemarketresearch.com  
www.housemarketresearch.com  
Elaine House or Lisa Marshall  
Location: Office building  
Distance from airport: 25 miles, 30 minutes  
CL, 1/1, 1/1OR, TK, CUL, VC, WC  
Conference 25x20 Obs. Rm. Seats 15  
Conference 25x20 Obs. Rm. Seats 20  
Conference 26x24 Obs. Rm. Seats 28  
Conference 26x22 Obs. Rm. Seats 30  
Conference 22x16 Obs. Rm. Seats 12

## Martin Focus Group Services, Inc.

1199 N. Fairfax St., Suite 150  
Alexandria, VA 22314  
Ph. 703-519-5800  
alexandria@martinfocus.com  
www.martinfocus.com  
Location: Office building  
Distance from airport: 3 miles, 10 minutes  
CL, 1/1, 1/1OR  
Conference 17x24 Obs. Rm. Seats 25  
Conference 16x16 Obs. Rm. Seats 15

## The Media Network, Inc.

8720 Georgia Ave., Suite 606  
Silver Spring, MD 20910  
Ph. 301-565-0770  
nbmurphy@themedianetwork.com  
www.themedianetwork.com  
Nhora B. Murphy, President  
Location: Office building  
Distance from airport: 15 miles, 30 minutes  
CL, 1/1  
Conference 15x18 Obs. Rm. Seats 10

## Metro Research Services, Inc.

9990 Lee Highway/Fairfax Blvd.  
Suite 110  
Fairfax, VA 22030  
Ph. 703-385-1108  
alorinchak@metroresearchservices.com  
www.metroresearchservices.com  
Angela Lorinchak, President  
Location: Office building  
Distance from airport: 15 miles, 25 minutes  
CL, 1/1, 1/1OR, CUL, VC, WC  
Conference 15x20 Obs. Rm. Seats 18  
Conference 08x10 Obs. Rm. Seats 6  
Conference 16x20 Obs. Rm. Seats 18  
Conference 10x10 Obs. Rm. Seats 6

Two state-of-the-art facilities in executive office buildings. All phases of market research covering the Washington, D.C. metropolitan area. High-speed and wireless networks, videostreaming, CD, MP3 and DVD recordings. Ten station computer lab. CLTs, mock trials, usability studies. Modular tables and tiered viewing rooms. Online surveys and groups. Alexandria office-hotel connected to building/three miles from national airport. Fairfax close to Dulles Airport. Impeccable recruiting. Top rated.



**Metro Research Services, Inc.**

1729 King St.  
Suite 302  
Alexandria, VA 22314  
Ph. 703-385-1108  
info@metroresearchservices.com  
www.metroresearchservices.com  
Angela Lorinchak, President  
Location: Office building  
Distance from airport: 3 miles, 10 minutes  
CL, 1/1, 1/1OR, WC  
Conference 15x20 Obs. Rm. Seats 18  
Conference 08x10 Obs. Rm. Seats 6

Two state-of-the-art facilities in executive office buildings. All phases of market research covering the Washington, D.C. metropolitan area. High-speed and wireless networks, video-streaming, CD, MP3 and DVD recordings. Online surveys and groups. CLTs, mock trials, usability studies. Modular tables and tiered viewing rooms. Alexandria office-hotel connected to building/three miles from national airport. Fairfax close to Dulles Airport. Impeccable recruiting. Top rated.

**OMR (Olchak Market Research)**

7253-C Hanover Pkwy.  
Greenbelt, MD 20770  
Ph. 301-441-4660  
info@OMRdc.com  
www.OMRdc.com  
Jill Siegel, President  
Location: Free standing facility  
Distance from airport: 18 miles, 25 minutes  
CL, 1/1, 1/1OR, TK, CUL, VC, WC  
Conference 20x14 Obs. Rm. Seats 12

**OMR (Olchak Market Research)**

900 17th St. N.W., Suite 650  
Washington, DC 20006  
Ph. 202-822-8590  
info@OMRdc.com  
www.OMRdc.com  
Jill Siegel, President  
Location: Office building  
Distance from airport: 4 miles, 12 minutes  
CL, 1/1, 1/1OR, TK, CUL, VC, WC  
Conference 20x14 Obs. Rm. Seats 12  
Conference 09x08 Obs. Rm. Seats 5

**the polling company™, inc.****the polling company™, inc.**

1220 Connecticut Av. N.W.  
Washington, DC 20036  
Ph. 202-667-6557  
dking@pollingcompany.com  
www.pollingcompany.com  
Danielle King, Operations Manager  
Location: Free standing facility  
Distance from airport: 10 miles, 15 minutes  
CL, 1/1, 1/1OR, CUL, WC  
Conference 19x17 Obs. Rm. Seats 10

Full-service research firm with state-of-the-art focus group facility, located in downtown Washington, D.C. Designs and conducts quantitative and qualitative research, with advanced expertise in women, small-business owners and consumers. Offers any combination for focus group research-facility rental/recruiting/research design/moderation/analysis.

**Shugoll Research**

GroupNet DC  
7475 Wisconsin Ave., Suite 200  
Bethesda, MD 20814  
Ph. 301-656-0310  
info@ShugollResearch.com  
www.ShugollResearch.com  
Rick Seale, V.P. Field Operations  
Location: Office building  
Distance from airport: 12 miles, 35 minutes  
CL, 1/1, 1/1OR, CUL, VC, WC  
Conference 16x20 Obs. Rm. Seats 12  
Conference 16x21 Obs. Rm. Seats 10  
Conference 19x20 Obs. Rm. Seats 10  
Conference 16x26 Obs. Rm. Seats 22  
Conference 16x21 Obs. Rm. Seats 10  
Conference 10x13 Obs. Rm. Seats 8  
Conference 11x16 Obs. Rm. Seats 5

**Florida****Daytona Beach****CRG GLOBAL, INC.**

Administrative/Focus Facility  
3 Signal Ave.  
Ormond Beach, FL 32174  
Ph. 386-677-5644  
crgsales@crgglobalinc.com  
www.crgglobalinc.com  
Location: Free standing facility  
Distance from airport: 14 miles, 15 minutes  
CL, 1/1, 1/1OR, TK, TKO, AU, CUL, PUL, VC, WC  
Conference 16x30 Obs. Rm. Seats 15

**CRG GLOBAL, INC.**

1700 W. International Speedway Blvd.  
Volusia Mall, Suite 386  
Daytona Beach, FL 32114  
Ph. 386-677-5644  
crgsales@crgglobalinc.com  
www.crgglobalinc.com  
Location: Shopping mall  
Distance from airport: 2 miles, 4 minutes  
1/1, 1/1OR, TK, VC, WC  
Multiple 14x18 Obs. Rm. Seats 5

**Fort Lauderdale****Car-Lene Research, Inc.**

Broward Mall  
8000 Broward Blvd., Suite 124  
Plantation, FL 33388  
Ph. 954-476-6840  
ftlauderdale@carleneresearch.com  
www.carleneresearch.com  
Location: Shopping mall  
Distance from airport: 8 miles  
1/1, 1/1OR, TK  
Conference 10x08 Obs. Rm. Seats 3

**Mars Research**

6365 N.W. 6th Way  
Suite 150  
Ft. Lauderdale, FL 33309  
Ph. 954-771-7725  
joyceg@marsresearch.com  
www.marsresearch.com  
Joyce Gutfreund, Executive VP  
Location: Office building  
Distance from airport: 11 miles, 18 minutes  
CL, 1/1, 1/1OR, TK, CUL, WC  
Conference 16x24 Obs. Rm. Seats 15  
Conference 16x16 Obs. Rm. Seats 5

**PLAZA RESEARCH****Plaza Research-Fort Lauderdale**

4000 Hollywood Blvd.  
Hollywood, FL 33021  
Ph. 954-963-7600 or 800-654-8002  
mstein@plazaresearch.com  
www.plazaresearch.com  
Meredith Stein, Director  
Location: Office building  
Distance from airport: 15 minutes  
CL, 1/1, 1/1OR, TK, TKO, CUL, VC, WC  
Conference 15x20 Obs. Rm. Seats 20  
Conference 15x20 Obs. Rm. Seats 20  
Multiple 16x22 Obs. Rm. Seats 20  
Conference 16x21 Obs. Rm. Seats 20  
(See advertisement on p. D65)

**WAC of Fort Lauderdale**

Member of Focus Coast to Coast  
1415 W. Cypress Creek Rd.  
Ft. Lauderdale, FL 33309  
Ph. 954-772-5101  
wacFlorida@aol.com  
www.wacresearch.com  
Gary Altschul or Phil Kiernan  
Location: Office building  
Distance from airport: 12 miles, 15 minutes  
CL, 1/1, 1/1OR, TK, VC, WC  
Conference 25x25 Obs. Rm. Seats 25  
Conference 20x20 Obs. Rm. Seats 18  
Conference 20x20 Obs. Rm. Seats 18  
Conference 14x16 Obs. Rm. Seats 8

**Gainesville****Perceptive Market Research, Inc.**

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  
Ken Lyons, Vice President  
Location: Office building  
Distance from airport: 7 miles, 12 minutes  
CL, 1/1, 1/1OR, AU, CUL  
Conference 18x30 Obs. Rm. Seats 15  
Conference 24x14 Obs. Rm. Seats 12  
Living 14x24 Obs. Rm. Seats 6  
Conference 30x50 Obs. Rm. Seats 20

Professional focus group facilities and databases covering Gainesville and Ocala, Florida. Nationwide professional environment focus groups (closed-circuit TV in adjoining observation rooms) arranged, set-up, recruited and coordinated in areas (rural/urban/small cities) where no facilities are located. Fixed or scanning camera (videotape/ DVD), audio, wireless Internet, computer rooms, projection equipment and written transcriptions available. Nationwide CATI Telephone Survey and Recruitment Center, includes Hispanic and other bilingual research. Team of multicultural female/ male moderators and in-depth interviewers.

Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge  
1/1 - One-on-One Room  
1/1OR - One-on-One Obs.  
TK - Test Kitchen  
TKO - Test Kitchen Obs.

CUL - Computer Usability Lab  
PUL - Product Usability Lab  
VC - Videoconferencing  
WC - Webconferencing  
AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

Jacksonville



Concepts In Focus

GroupNet Jacksonville  
1329 Kingsley Ave., Suite A  
Jacksonville, FL 32073  
Ph. 904-264-5578

kathy@ulrichresearch.com  
www.conceptsinfocus.com  
Kathy Hayman, Dir. of Qualitative

Location: Free standing facility  
Distance from airport: 30 miles, 35 minutes  
CL, 1/1, 1/1OR, TK, CUL, WC  
Conference 22x16 Obs. Rm. Seats 6  
Conference 20x20 Obs. Rm. Seats 12

Jacksonville's Top Rated facility by Impulse and member of GroupNet! Located in northeast Florida, we feature two fully-equipped focus group suites. Outstanding recruiting. Complimentary videotaping, high-speed wireless Internet, large kitchen for taste tests. Privately-owned and operated. Designed by moderators for moderators. Attention to detail with an emphasis on quality - every step of the way.



Irwin

9250 Baymeadows Rd., Suite 350  
Jacksonville, FL 32256  
Ph. 904-731-1811

kblackburn@irwin-jx.com  
www.irwin-jx.com  
Kathryn Blackburn, President

Location: Office building  
Distance from airport: 25 miles, 35 minutes  
CL, 1/1, 1/1OR, TK, VC  
Conference 22x18 Obs. Rm. Seats 15  
Conference 16x18 Obs. Rm. Seats 10

Irwin...an Impulse Top Rated Facility founded on the precepts of excellence in service and quality of delivered product, Irwin has a proven 35-year record of meeting your focus group, data collection and testing needs. We offer two modern, oversized luxurious focus suites, all amenities, advanced computer system and on-site kitchen. 10 minutes away is our 2,500-sq.-ft. fully-equipped CLT with Internet access and seating 25 comfortably for taste, product and simulated store tests. Irwin - qualified, experienced professionals.  
(See advertisement on p. D31)

Kirk Research Services, Inc.

9550 Regency Square Blvd.  
Suite 906  
Jacksonville, FL 32225  
Ph. 904-858-3200  
kirkresh@bellsouth.net  
www.kirkresearch.com  
John Byington, Manager  
Location: Office building  
Distance from airport: 14 miles, 25 minutes  
1/1, 1/1OR, CUL  
Conference 15x16 Obs. Rm. Seats 15

Miami

Advanced Market Research, Inc.

formerly Rife Market Research  
1111 Parkcentre Blvd.  
Suite 111  
Miami, FL 33169  
Ph. 305-620-4244  
ruth@rifemarketresearch.com  
www.rifemarketresearch.com  
Ruth Prado, Facility Manager  
Location: Office building  
Distance from airport: 8 miles, 20 minutes  
CL, 1/1, 1/1OR, TK, CUL, PUL, VC, WC  
Multiple 17x14 Obs. Rm. Seats 12  
Multiple 18x16 Obs. Rm. Seats 9  
Multiple 15x12 Obs. Rm. Seats 15  
Multiple 15x12 Obs. Rm. Seats 9



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  
Adrian Ladner, President  
Location: Office building  
Distance from airport: 3 miles, 10 minutes  
CL, 1/1, 1/1OR, TK, CUL, VC, WC  
Multiple 22x18 Obs. Rm. Seats 12  
Multiple 18x15 Obs. Rm. Seats 8

Two brand-new focus group suites each with high-speed Internet, videoconference, Webstreaming, DVD recording, client business center and simultaneous translation. Located in the heart of Miami, minutes from Miami International Airport and within walking distance of fine hotels and restaurants. For the finest focus group facility in Miami, Ask Miami!

CRG GLOBAL, INC.

11401 Pines Blvd., Pembroke Lakes Mall  
Suite 702  
Pembroke Pines, FL 33026  
Ph. 386-677-5644  
crgsales@crgglobalinc.com  
www.crgglobalinc.com  
Location: Shopping mall  
Distance from airport: 24 miles, 29 minutes  
1/1, 1/1OR, TK, VC, WC  
Multiple 13x18 Obs. Rm. Seats 6

Ebony Marketing Research, Inc.

100 N. Biscayne Blvd.  
Suite 2906  
Miami, FL 33131  
Ph. 305-416-0200  
emr@interport.net  
www.ebonymktg.com  
Location: Office building  
Distance from airport: 12 miles, 20 minutes  
CL, 1/1, 1/1OR, TK, CUL, VC, WC  
Conference 28x32 Obs. Rm. Seats 15  
Conference 24x26 Obs. Rm. Seats 8  
(See advertisement on p. D71)

The Focus Group Room

2000 S. Dixie Hwy., Suite 110  
Miami, FL 33133  
Ph. 305-860-2499  
info@thefocusgrouproom.com  
www.thefocusgrouproom.com  
Sandra Tartonne, Director  
Location: Office building  
Distance from airport: 5 miles, 10 minutes  
CL, 1/1, 1/1OR, PUL, VC, WC  
Conference 15x25 Obs. Rm. Seats 10

Focus On Miami

8603 S. Dixie Hwy., Suite 218  
Miami, FL 33143  
Ph. 305-661-8332  
focusom@bellsouth.net  
www.focusonmiami.com  
Lisa Switkes, President  
Location: Office building  
Distance from airport: 10 miles, 15 minutes  
CL, 1/1, 1/1OR, TK, VC, WC  
Conference 18x16 Obs. Rm. Seats 15  
Conference 22x18 Obs. Rm. Seats 15

Miami Market Research, Inc.

6840 S.W. 40 St., Suite 201A  
Miami, FL 33155  
Ph. 305-666-7010  
info@miamimarketresearch.com  
www.miamimarketresearch.com  
Luis Padron, President  
Location: Shopping mall  
Distance from airport: 7 miles, 15 minutes  
CL, 1/1, 1/1OR, TK, VC, WC  
Conference 20x14 Obs. Rm. Seats 15  
Conference 14x22 Obs. Rm. Seats 10  
Conference 22x24 Obs. Rm. Seats 20



National Opinion Research Services

790 N.W. 107th Ave.  
Suite 110  
Miami, FL 33172  
Ph. 800-940-9410  
quality@nors.com  
www.nors.com  
Daniel Clapp, President  
Location: Office building  
Distance from airport: 6 miles, 15 minutes  
CL, 1/1, 1/1OR, CUL, VC, WC  
Conference 26x18 Obs. Rm. Seats 20  
Conference 22x16 Obs. Rm. Seats 10  
Conference 12x11 Obs. Rm. Seats 4

NORS, a 2006, 2007 Impulse Top Rated Facility, takes a proactive role in our clients' qualitative needs. We deliver what we promise. Miami's finest group/usability testing suites, mini-conference room, professional translations, simultaneous interpretations, precise recruitment, qualified respondents. No recruitment project is too little or too big. 85,000 database. All services available in English, Spanish, Haitian-Creole and Portuguese. Miami International Airport - seven minutes. Service+Quality+Integrity. Rated one of the world's best facilities in the 2006 and 2007 Impulse Survey.

Any way 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)

Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL-Computer Usability Lab
1/1 - One-on-One Room	PUL-Product Usability Lab
1/1OR - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

Conference - Conference-Style Room  
 Living - Living Room-Style Room  
 Multiple - Both Styles  
 Room dimensions, when stated, are shown in feet.

20/20

RESEARCH  
INCORPORATED

**20/20 Research - Miami**  
 8350 N.W. 52nd Terrace, Suite 420  
 Miami, FL 33166  
 Ph. 877-965-2020 or 786-594-3740  
 anacarfac@2020research.com  
 www.2020research.com

Anacarla Castrillo-Baquero, Facility Director  
 Location: Office building  
 Distance from airport: 10 miles, 20 minutes  
 CL, VC, WC  
 Conference 19x20 Obs. Rm. Seats 15  
 Conference 22x28 Obs. Rm. Seats 15  
 Conference 20x20 Obs. Rm. Seats 15  
 Conference 19x20 Obs. Rm. Seats 15

**WAC of Miami**  
 Member of Focus Coast to Coast  
 8300 N.W. 53rd St., Suite 403  
 Doral, FL 33166  
 Ph. 786-364-2272  
 dinalazos@wacresearch.com  
 www.wacresearch.com  
 Gary Altschul or Dina Lazos  
 Location: Office building  
 Distance from airport: 5 miles, 10 minutes  
 CL, 1/1, 1/1OR, TK, CUL, PUL, VC, WC  
 Conference 26x27 Obs. Rm. Seats 25  
 Conference 20x20 Obs. Rm. Seats 18  
 Conference 20x20 Obs. Rm. Seats 18  
 Conference 15x16 Obs. Rm. Seats 8

Orlando



**About Orlando Market Research**  
 5450 Lake Howell Rd.  
 Winter Park, FL 32792  
 Ph. 407-671-3344  
 info@aboutorlandoresearch.com  
 www.aboutorlandoresearch.com  
 Suzanne S. Cattell, President  
 Location: Office building  
 Distance from airport: 14 miles, 20 minutes  
 CL, 1/1, 1/1OR, TK, AU, VC, WC  
 Multiple 23x22 Obs. Rm. Seats 20  
 Multiple 18x26 Obs. Rm. Seats 20

Experience, integrity, quality. A mid-size recruiting specialist. Consistently top rated by moderators for quality, value, facility, personnel. Oversized multi-use conference and viewing rooms. Living room, conference or auditorium style. Seats 50 auditorium-style. High-speed wireless in all client areas. Private moderator's lounge. Consistent quality for focus groups, idea generation, mock jury, taste test, IDI, ethnography recruiting and rentals. Everything to make your job easier. Owner on-site. ActiveGroup.  
 (See advertisement on this page)



**AccuData Market Research, Inc.**  
 520 N. Semoran Blvd.  
 Suite 100  
 Orlando, FL 32807  
 Ph. 800-831-7744 or 407-282-3770  
 orlando@accudata.net  
 www.accudata.net  
 Shannon Hendon  
 Location: Office building  
 Distance from airport: 7 miles, 15 minutes  
 CL, 1/1, 1/1OR, TK, VC, WC  
 Conference 29x25 Obs. Rm. Seats 20  
 Conference 19x16 Obs. Rm. Seats 15  
 Conference 19x16 Obs. Rm. Seats 15  
 Multiple 21x15 Obs. Rm. Seats 30

Once again rated "One of the World's Top Facilities of 2007" by Impulse Survey as are all Accudata Facilities (Denver, Memphis, Orlando and Tampa). Four spacious focus room suites carefully designed to meet your requirements with guaranteed recruiting and experienced top-quality staff. Just seven miles from the airport and the closest facility to downtown plus the fastest access to the attractions. We offer videoconferencing, videostreaming, videomarking, DVD/CD and MP3 recording.  
 (See advertisement on p. D35)

**Ideas to Go, Inc.**  
 200 E. Robinson St., Suite 1250  
 Eola Park Centre 1  
 Orlando, FL 32801  
 Ph. 407-367-2655  
 jstewart@ideastogo.com  
 www.ideastogo.com  
 Becky McCrone  
 Location: Office building  
 Distance from airport: 12 miles  
 CL, 1/1, TK, TKO, VC  
 Multiple 38x22 Obs. Rm. Seats 15  
 Multiple 18x22 Obs. Rm. Seats 10

**Product Insights, Inc.**  
 195 Wekiva Springs Rd., Suite 340  
 Longwood, FL 32779  
 Ph. 407-774-6165  
 sclear@productinsights.com  
 www.productinsights.com  
 Sandra Clear, President  
 Location: Office building  
 Distance from airport: 22 miles, 40 minutes  
 1/1, 1/1OR  
 Multiple 16x16 Obs. Rm. Seats 7

Comfortable facility, highly-qualified personnel. All aspects of qualitative research - focus groups, one-on-ones, home use tests, intercepts, etc. Committed to delivering cost-effective and actionable results. Specializing in research design and idea generation. Consultants, moderators, interviewers, data processors, and recruiters on-site. Precision recruiting across all demographics. ActiveGroup. Whatever you need - from a facility for your focus group to help with developing and executing a research plan - let Product Insights be your development partner!

Focus Groups • Rentals • Taste Tests • IDIs • Ethnos

**ABOUT ORLANDO**  
MARKET RESEARCH

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

# SCHLESINGER ASSOCIATES ORLANDO



## ORLANDO

MAITLAND GREEN II, SUITE 180  
2290 LUCIEN WAY  
MAITLAND, FL 32751



Schlesinger Associates  
&  
The Research House

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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.

Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/1OR - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

Conference - Conference-Style Room  
 Living - Living Room-Style Room  
 Multiple - Both Styles  
 Room dimensions, when stated, are shown in feet.

**Schlesinger Associates Orlando**

Maitland Green II  
 2290 Lucien Way, Suite 180  
 Maitland, FL 32751  
 Ph. 407-660-1808  
 orlando@schlesingerassociates.com  
 www.schlesingerassociates.com  
 Stephenie Gordon, Managing Director  
 Location: Office building

Distance from airport: 20 miles, 30 minutes  
 CL, CUL, VC, WC  
 Multiple 24x16 Obs. Rm. Seats 16  
 Multiple 24x16 Obs. Rm. Seats 16

Schlesinger Associates is the leading full-service data collection company with 16 high-specification focus group facilities across the U.S. and the U.K. Our Global Management Solutions services support your international research needs to the highest standards in any language and in any culture. Qualitative: focus groups; in-depth interviews; virtual focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries; convention research studies. Quantitative: online health care surveys; telephone interviews; face-to-face interviewing; mystery shopping; merchandising programs; intercept interviewing; data processing, coding and tabulation; product placements; CLT taste tests; store audits; market sectors: medical; consumer; business-to-business; IT. (See advertisement on p. D33)

**Sarasota**

**Mid-America Research**

De Soto Square  
 303 U.S. 301 Blvd. W., Suite 811  
 Bradenton, FL 34205  
 Ph. 941-746-1849 or 847-392-0800  
 desoto@midamr.com  
 www.midamr.com

Camille Moore, Manager  
 Location: Shopping mall  
 Distance from airport: 5 miles, 5 minutes  
 1/1, 1/1OR, TK  
 Conference 10x16 Obs. Rm. Seats 4

**Tallahassee**

**Friedman Marketing Services**

Consumer Opinion Center  
 Tallahassee Mall  
 2415 N. Monroe St.  
 Tallahassee, FL 32303  
 Ph. 850-385-4399 or 914-698-9591  
 paula.wynne@friedmanmktg.com  
 www.friedmanmktg.com

Liz Cox, Manager  
 Location: Shopping mall  
 Distance from airport: 10 miles, 20 minutes  
 TK  
 Conference 10x18

**Kerr & Downs Research**

2992 Habersham Dr.  
 Tallahassee, FL 32309  
 Ph. 800-564-3182 or 850-906-3111  
 pd@kerr-downs.com  
 www.kerr-downs.com  
 Phillip E. Downs, Senior Partner  
 Location: Free standing facility  
 Distance from airport: 16 miles, 20 minutes  
 1/1  
 Conference 21x17 Obs. Rm. Seats 5

**Marketing for Change, Inc.**

117 S. Gadsden St.  
 Tallahassee, FL 32301  
 Ph. 850-205-0026  
 tmartin@m4change.com  
 www.m4change.com  
 Tait Martin, Research Director  
 Location: Office building  
 Distance from airport: 7 miles, 15 minutes  
 Multiple Obs. Rm. Seats 6

**Tampa/St. Petersburg**



**AccuData Market Research, Inc.**

3815 W. Humphrey St.  
 Suite 105  
 Tampa, FL 33614  
 Ph. 866-232-1438 or 813-935-2151  
 tampa@accudata.net  
 www.accudata.net  
 Shannon Hendon  
 Location: Office building  
 Distance from airport: 2 miles, 5 minutes  
 CL, 1/1, 1/1OR, TK, VC, WC  
 Conference 25x15 Obs. Rm. Seats 18  
 Conference 15x12 Obs. Rm. Seats 16

Once again rated "One of the World's Top Facilities of 2007" by Impulse Survey, this brand-new facility, only a mile from the airport, between two prime shopping malls, and next to two four-star hotels has two large focus group suites custom designed to meet the next decade's qualitative research needs. Top-quality service, guaranteed recruiting and attention to every detail ensures that clients complete their projects on time and on budget, in an atmosphere of attentive professionalism. Latest technologies ready for you. Very competitive pricing because we need you to try us out now! (See advertisement on p. D35)

**Adam Market Research, Inc.**

2246-C University Mall  
 Tampa, FL 33612  
 Ph. 813-875-4005  
 adam.market.research@worldnet.att.net  
 Mark Siegel, President  
 Location: Shopping mall  
 Distance from airport: 12 miles, 20 minutes  
 1/1, 1/1OR, TK  
 Conference 20x12 Obs. Rm. Seats 5

**The Consumer Center of Mid-Florida**

101 Philippe Pkwy.  
 Suite A  
 Safety Harbor, FL 34695  
 Ph. 727-726-0844 or 888-253-0400  
 ann@theconsumercenter.com  
 www.theconsumercenter.com  
 Ann Hudson, President  
 Location: Office building  
 Distance from airport: 10 miles, 15 minutes  
 CL, 1/1, 1/1OR, TK, TKO, VC  
 Multiple 27x19 Obs. Rm. Seats 15  
 Multiple 17x22 Obs. Rm. Seats 8



**Herron Associates, Inc.**

GroupNet Tampa  
 600 N. Westshore Blvd., Suite 702  
 Tampa, FL 33609  
 Ph. 800-392-3828 or 317-882-3800  
 tampa@herron-research.com  
 www.herron-research.com  
 Sue McAdams, President  
 Location: Office building  
 Distance from airport: 3 miles, 5 minutes  
 CL, 1/1, 1/1OR, TK, CUL, VC, WC  
 Multiple 15x20 Obs. Rm. Seats 15  
 Multiple 15x20 Obs. Rm. Seats 15  
 Multiple 24x28 Obs. Rm. Seats 15  
 Multiple 18x19 Obs. Rm. Seats 15  
 Multiple 10x13 Obs. Rm. Seats 2

Once again under original ownership and management of Indianapolis. Experience a world of difference with Tampa's most convenient research facility. Located five minutes from the airport in the business district, Herron Associates brings to Tampa an established reputation of offering enhanced service and facilities. Four focus suites, test kitchen with one CLT suite. Member of GroupNet - largest network of independently-owned, top-rated facilities.

**Klages Market Research Group**

3825 Henderson Blvd.  
 Tampa, FL 33629  
 Ph. 813-254-2975  
 research@klagesgroup.com  
 www.klagesgroup.com  
 Claire Klages, President  
 Location: Office building  
 Conference 22x12 Obs. Rm. Seats 10



**Plaza Research-Tampa**

4301 Anchor Plaza Pkwy.  
 Tampa, FL 33634  
 Ph. 813-769-2900 or 800-654-8002  
 abrantly@plazaresearch.com  
 www.plazaresearch.com  
 Amy Brantly, Director  
 Location: Office building  
 Distance from airport: 5 minutes  
 CL, 1/1, 1/1OR, TK, TKO, CUL, VC, WC  
 Conference 15x20 Obs. Rm. Seats 20  
 Conference 15x20 Obs. Rm. Seats 20  
 Multiple 16x22 Obs. Rm. Seats 20  
 (See advertisement on p. D65)

**Quick Test/Heakin**

Westfield Shopping Town @ Citrus Park  
 7852 Westfield Shopping Town @ Citrus Park  
 Tampa, FL 33625  
 Ph. 813-926-3222  
 bid@quicktest.com  
 www.quicktest.com  
 Location: Shopping mall  
 1/1, TK  
 Multiple 20x12 Obs. Rm. Seats 7

**Schwartz Research Services, Inc.**

Member of Focus Coast to Coast  
 5027 W. Laurel St.  
 Tampa, FL 33607  
 Ph. 813-207-0332  
 randy@schwartzresearch.com  
 www.schwartzresearch.com  
 Rodney Kayton and Randy Carson, Facility Managers  
 Location: Free standing facility  
 Distance from airport: 3 miles, 10 minutes  
 CL, 1/1, 1/10R, AU, CUL, VC, WC  
 Conference 16x18 Obs. Rm. Seats 10  
 Conference 16x19 Obs. Rm. Seats 12  
 Multiple 18x24 Obs. Rm. Seats 10

World-class qualitative facility, minutes from the Tampa airport. Rated No. 1, recognized nationally, over 25 years providing quality market research. Member of Focus Coast to Coast. New building, three focus suites - all wireless technology, Internet videostreaming/videoconferencing/ Webconferencing/DVD/CD video/audio recording/extensive database, JettSurvey online research tool. Hispanic populations...Hablamos Espanol!

**Superior Research**

5401 W. Kennedy Blvd.  
 Suite 820  
 Tampa, FL 33609  
 Ph. 813-282-1660  
 shari@superiorresearch.net  
 www.superiorresearch.net  
 Shari Davis-Gonzales, Director  
 Location: Office building  
 Distance from airport: 5 miles, 5 minutes  
 CL, 1/1, 1/10R, TK, TKO, VC  
 Conference 26x14 Obs. Rm. Seats 18  
 Conference 15x21 Obs. Rm. Seats 18  
 Conference 15x25 Obs. Rm. Seats 20  
 Conference 14x15 Obs. Rm. Seats 8

**Tai - Tampa Bay, Inc.**

100 N. Tampa St., Suite 3700  
 Tampa, FL 33602  
 Ph. 888-USE-TAIs or 813-226-1820  
 tampa@taicompanies.com  
 www.taicompanies.com  
 John Tomczak, Operations Manger  
 Location: Office building  
 Distance from airport: 6 miles, 15 minutes  
 CL, 1/1, 1/10R, TK, AU, VC, WC  
 Conference 20x20 Obs. Rm. Seats 15  
 Conference 22x26 Obs. Rm. Seats 20  
 Multiple 30x28 Obs. Rm. Seats 20  
 Living 18x25 Obs. Rm. Seats 10

Tai - Tampa Bay offers big, beautiful focus suites in 10,600-sq.-ft. with breathtaking views of the harbor, bay and river. In-house recruiting, FocusVision and ActiveGroup services. Conference room holds up to 50 classroom-style. On-site interviewing with large staff for stores, restaurants, etc. CD and DVD recording.

**West Palm Beach/Boca Raton**

**Field & Focus, Inc.**

4020 S. 57th Ave.  
 Suite 103  
 Lake Worth, FL 33463  
 Ph. 561-965-4720  
 fieldfocus@field-n-focus.com  
 www.field-n-focus.com  
 Location: Free standing facility  
 Distance from airport: 15 minutes  
 CL, WC  
 Conference 14x18 Obs. Rm. Seats 18

**Insights Research - Florida**

3701 FAU Blvd., Suite 210  
 Boca Raton, FL 33431  
 Ph. 561-544-2888 or 877-922-5557  
 judy.patton@insightsresearch-florida.com  
 www.insightsresearch-florida.com  
 Distance from airport: 25 miles, 25 minutes  
 CL, TK, AU  
 Multiple 22x33 Obs. Rm. Seats 20  
 Multiple 22x33 Obs. Rm. Seats 20  
 Multiple 22x33 Obs. Rm. Seats 20  
 Multiple 66x78 Obs. Rm. Seats 20

**Palm Beach Focus**

1655 Palm Beach Lakes Blvd.  
 Suite 203  
 West Palm Beach, FL 33401-2203  
 Ph. 561-640-3242  
 PBFocus@aol.com  
 www.palmbeachfocus.com  
 Jackie Iannucci, President  
 Location: Office building  
 Distance from airport: 3 miles, 8 minutes  
 CL, 1/1, 1/10R  
 Conference 17x17 Obs. Rm. Seats 10  
 Conference 12x14 Obs. Rm. Seats 5  
 Multiple 31x25 Obs. Rm. Seats na



**Guaranteed Recruiting**

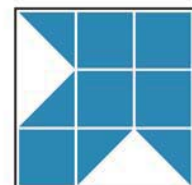
Be Choosy



**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

## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL-Computer Usability Lab
1/1 - One-on-One Room	PUL-Product Usability Lab
1/1OR - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

Conference - Conference-Style Room  
 Living - Living Room-Style Room  
 Multiple - Both Styles  
 Room dimensions, when stated, are shown in feet.

## Georgia

## Atlanta



## Atlanta Out Loud

Druid Chase Office Park  
 2801 Buford Highway N.E., Suite 250  
 Atlanta, GA 30329  
 Ph. 404-636-9054  
 info@atlantaoutloud.net  
 www.atlantaoutloud.net  
 Marianne Polk, President  
 Location: Office building  
 Distance from airport: 19 miles, 20 minutes  
 CL, 1/1, 1/1OR, WC  

Conference	15x20	Obs. Rm. Seats	15
Conference	15x20	Obs. Rm. Seats	15
Conference	15x25	Obs. Rm. Seats	15
Conference	11x14	Obs. Rm. Seats	8

Atlanta Out Loud Inc. is now independently-owned and operated. We have stepped away from the generic "chain" type research facility. We are right here, on site, in this office, in Atlanta. At Atlanta Out Loud Inc. it is all about your research, your needs and your comfort. We don't want more locations, more offices and more space. All we want is for your one Atlanta project to be a perfect experience from start to finish.

## Compass Marketing Research

3725 DaVinci Court  
 Suite 100  
 Norcross, GA 30092  
 Ph. 770-448-0754  
 info@cmrcompass.com  
 www.cmrcompass.com  
 Andrea Cartier  
 Location: Free standing facility  
 Distance from airport: 30 miles, 45 minutes  
 CL, 1/1, 1/1OR, TK, VC, WC  

Conference	16x24	Obs. Rm. Seats	12
Conference	16x20	Obs. Rm. Seats	12

## Consumer Search

3918 N. Druid Hill Rd.  
 Decatur, GA 30033  
 Ph. 404-321-1770  
 Scott Tannenbaum  
 Location: Shopping mall  
 TK  

Conference	20x20	Obs. Rm. Seats	25
Conference	20x20	Obs. Rm. Seats	25

## Delve Atlanta

2970 Clairmont Rd.  
 Suite 500  
 Atlanta, GA 30329  
 Ph. 800-227-2974 or 404-321-0468  
 helpinghand@delve.com  
 www.delve.com  
 Chinua Suma, Managing Director  
 Location: Office building  
 Distance from airport: 20 miles, 25 minutes  
 CL, TK, AU, CUL, VC, WC  

Conference	22x18	Obs. Rm. Seats	25
Conference	21x17	Obs. Rm. Seats	25
Multiple	16x24	Obs. Rm. Seats	25

 (See advertisement on p. D61)

## Discovery - National Qualitative Network

5505 Roswell Rd.  
 Atlanta, GA 30342  
 Ph. 800-523-1288  
 irisb@discoverynqn.com  
 www.discoverynqn.com  
 Iris Blaine  
 Location: Office building  
 Distance from airport: 18 miles, 40 minutes  
 CL, 1/1, 1/1OR, TK, VC  

Conference	24x19	Obs. Rm. Seats	18
Conference	19x19	Obs. Rm. Seats	18
Conference	17x13	Obs. Rm. Seats	10



## Fieldwork Atlanta, Inc.

200 Galleria Pkwy.  
 Suite 1600  
 Atlanta, GA 30339  
 Ph. 770-988-0330  
 info@atlanta.fieldwork.com  
 www.fieldwork.com  
 Bette Hayden, Project Director  
 Location: Office building  
 Distance from airport: 20 miles, 25 minutes  
 CL, 1/1, 1/1OR, TK, CUL, VC, WC  

Conference	35x20	Obs. Rm. Seats	20
Conference	22x25	Obs. Rm. Seats	20
Conference	20x24	Obs. Rm. Seats	20
Conference	19x22	Obs. Rm. Seats	25
Conference	09x10	Obs. Rm. Seats	6

Atlanta is host to many world-class businesses and attractions. fieldwork Atlanta follows suit with four spacious conference rooms and climate-controlled viewing rooms. We offer the finest integrated state-of-the-art technology including: complimentary digital audio, DVD recording, VideoMarker (CD recording), FocusVision, ActiveGroup and computer usability labs. Our unique balance of "Southern hospitality" and friendly efficiency is what makes fieldwork Atlanta an excellent choice for your next study. (See advertisement on directory back cover)



Culinary Innovation Center

## Focus on Food

6679 Peachtree Industrial Blvd.  
 Suite M  
 Norcross, GA 30092  
 Ph. 770-300-0168 or 888-300-0467  
 cari@focusonfood.com  
 www.focusonfood.com  
 Ron Marks, President  
 Location: Office building  
 Distance from airport: 40 minutes  
 CL, 1/1, 1/1OR, TK, PUL, WC  

Conference	12x20	Obs. Rm. Seats	13
Multiple	25x20	Obs. Rm. Seats	13

One of the nation's only food and beverage-devoted research and development facilities with experts in research, product development, and marketing serving the restaurant and food and beverage manufacturing industries. Fully-equipped commercial and residential kitchens. Full-service multi-market project management as needed, including project design, protocol development, moderation, execution, data tab and analysis. Or, component services of facility rental, recruiting and staffing for all manner of qualitative and quantitative consumer research projects, product/menu development, positioning, marketing, packaging.



## Focus Pointe Global - Atlanta

Monarch Plaza, 3414 Peachtree Rd., N.E.  
 Suite 800  
 Atlanta, GA 30326  
 Ph. 888-873-6287 or 678-296-9222  
 atlanta@focuspointeglobal.com  
 www.focuspointeglobal.com  
 Steven Wyatt, Facility Director  
 Location: Office building  
 Distance from airport: 18 miles, 23 minutes  
 CL, 1/1, 1/1OR, TK, CUL, VC, WC  

Multiple	24x16	Obs. Rm. Seats	18
Multiple	24x16	Obs. Rm. Seats	18
Multiple	14x16	Obs. Rm. Seats	21
Multiple	33x19	Obs. Rm. Seats	25

The focus group facility and recruiting leader. Expert recruiting for medical, business, consumer and mock jury research. Our Atlanta facility features four spacious conference rooms, including an oversized room perfect for mock juries, tiered client viewing rooms and private lounges. Universal Wi-Fi access. Convenient to airport, adjacent to Ritz Carlton. Worldwide fielding: field your projects worldwide through our network of affiliates in 70+ countries. (See advertisement on p. D5)

## IMAGES Market Research

1320 Ellsworth Industrial Blvd.  
 Building C  
 Atlanta, GA 30318  
 Ph. 404-892-2931  
 research@imagesusa.net  
 www.imagesusa.net  
 Juan Quevedo or Marianne Anderson  
 Location: Free standing facility  
 Distance from airport: 10 miles, 15 minutes  
 CL, WC  

Conference	20x18	Obs. Rm. Seats	12
Conference	19x18	Obs. Rm. Seats	10

An Atlanta-based full-service market research firm providing cost-effective nationwide research services. We offer multilingual moderation and recruiting with on-site focus group facilities. Our comfortable client lounge and viewing rooms coupled with our Southern hospitality provides a relaxing environment while you're with us. Come and visit our new state-of-the-art facility in the heart of midtown Atlanta. (See advertisement on p. D37)



# JACKSON RESEARCH, SIMPLIFIED

## Jackson Associates, Inc.

GroupNet/Atlanta  
1140 Hammond Dr., Bldg. H  
Atlanta, GA 30328  
Ph. 770-394-8700  
mpope@jacksonassociates.com  
www.jacksonassociates.com  
Marisa L. Pope, President  
Location: Free standing facility  
Distance from airport: 20 miles, 30 minutes  
CL, 1/1, 1/10R, TK, AU, CUL, VC, WC  
Conference 25x16 Obs. Rm. Seats 15  
Conference 22x22 Obs. Rm. Seats 12  
Conference 22x22 Obs. Rm. Seats 12  
Conference 22x54 Obs. Rm. Seats 24  
Conference 14x15 Obs. Rm. Seats 10  
Conference 16x18 Obs. Rm. Seats 12  
Conference 12x15 Obs. Rm. Seats 6

Five focus suites including 1,200-sq.-ft. auditorium with viewing, outside ramp which provides access for vehicles, large displays. Usability lab, IDI room with VirtualViewing and private 2<sup>nd</sup>-floor access. Commercial kitchen with adjacent secured tasting room. 100,000+ consumer, medical, executive database. Viewing rooms seat 12-15 comfortably, tiered and wraparound seating available. Client lounges with complimentary internet access, DirectTV, work stations, conference tables, multiple ports for Internet access and Wi-Fi throughout. Relaxation stations throughout. Onsite IT and AV technicians. Streaming available internally and externally. PRC certified personnel.

# JACKSON RESEARCH, SIMPLIFIED

## Jackson Associates Research

GroupNet/Atlanta  
1180 Peachtree St.  
2nd Floor  
Atlanta, GA 30309  
Ph. 770-394-8700  
mpope@jacksonassociates.com  
www.jacksonassociates.com  
Marisa Pope, President  
Location: Office building  
Distance from airport: 12 miles, 15 minutes  
CL, 1/1, 1/10R, VC, WC  
Multiple 20x20 Obs. Rm. Seats 10  
Multiple 17x19 Obs. Rm. Seats 8  
Multiple 17x19 Obs. Rm. Seats 8

## Joyner Hutcheson Research, Inc.

2236 Tristan Circle  
Atlanta, GA 30345-4302  
Ph. 404-321-0953  
joyhutatl@aol.com  
Wanda L. Hutcheson, President  
Location: Office building  
Distance from airport: 18 miles, 30 minutes  
CL, 1/1, TK, AU  
Conference 15x20 Obs. Rm. Seats 12  
Conference 16x20 Obs. Rm. Seats 8  
Conference 16x16 Obs. Rm. Seats 8

## Mid-America Research

Lenox Square Mall  
3393 Peachtree Rd. N.E.  
Atlanta, GA 30326  
Ph. 404-261-8011 or 847-392-0800  
lenox@midamr.com  
www.midamr.com  
Carrie Skinner, Manager  
Location: Shopping mall  
Distance from airport: 10 miles, 30 minutes  
1/1, 1/10R, TK  
Conference 19x12 Obs. Rm. Seats 12

## Murray Hill Center Southeast, LLC, Atlanta

3475 Piedmont Rd. N.E., Suite 560  
Atlanta, GA 30305  
Ph. 404-495-1400  
tracey@murrayhillcenter.com  
www.murrayhillcenter.com  
Tracey Howard, Director  
Location: Office building  
Distance from airport: 18 miles, 20 minutes  
CL, 1/1, 1/10R, VC, WC  
Conference 20x15 Obs. Rm. Seats 10  
Conference 20x17 Obs. Rm. Seats 12  
Living 20x16 Obs. Rm. Seats 10  
Conference 20x22 Obs. Rm. Seats 10  
Multiple 20x16 Obs. Rm. Seats 10  
Conference 40x16 Obs. Rm. Seats 20



## P V R, Inc.

11445 Johns Creek Pkwy.  
Duluth, GA 30097  
Ph. 770-813-4902  
donna.pickert@PVR-Research.com  
www.pvr-research.com  
Donna Pickert, President  
Location: Office building  
Distance from airport: 40 miles, 45 minutes  
CL, 1/1, 1/10R, TK, TKO, AU, CUL, PUL, VC, WC  
Conference 20x22 Obs. Rm. Seats 18  
Multiple 16x22 Obs. Rm. Seats 15  
Multiple 38x24 Obs. Rm. Seats 8  
Multiple 35x30

PVR offers three state-of-the-art focus suites, high-speed Internet, commercial test kitchen with viewing, full-service support including recruiting and staffing. Fully experienced in qualitative and quantitative studies over a 30-year history. Our large flexible room designs configured for living room, board rooms, mock juries and theater style seating for up to 100 respondents allow for flexible room choice for your clients. We provide ActiveGroup.

# PLAZA RESEARCH

## Plaza Research-Atlanta

950 E. Paces Ferry Road NE  
Suite 800 One Atlanta Plaza  
Atlanta, GA 30326  
Ph. 770-432-1400 or 800-654-8002  
rjadusinh@plazaresearch.com  
www.plazaresearch.com  
Renee Jadusinh  
Location: Office building  
Distance from airport: 25 minutes  
CL, 1/1, 1/10R, TK, TKO, AU, CUL, VC, WC  
Conference 15x20 Obs. Rm. Seats 20  
Conference 15x20 Obs. Rm. Seats 20  
Conference 15x20 Obs. Rm. Seats 20  
Multiple 15x20 Obs. Rm. Seats 20  
Conference 20x30 Obs. Rm. Seats 25  
(See advertisement on p. D65)

## Quick Test/Heakin

Gwinnett Place Mall  
2100 Pleasant Hill Rd.  
Duluth, GA 30096  
Ph. 770-476-0714  
bid@quicktest.com  
www.quicktest.com  
Location: Shopping mall  
1/1, TK  
Multiple 20x18 Obs. Rm. Seats 12

*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
- Multiple focus group set ups available from traditional, living room, to classroom style

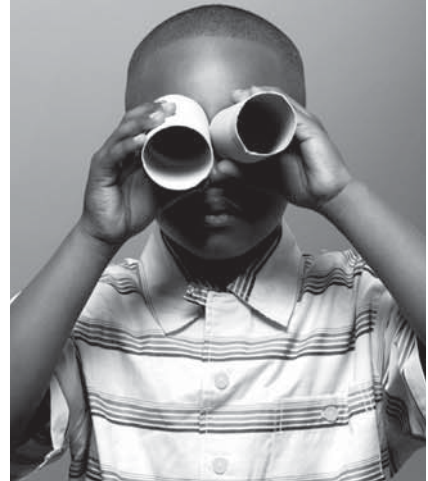
**IMAGES MARKET RESEARCH –**  
Market research above the market standard.

# IMAGES MARKET RESEARCH

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



## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL-Computer Usability Lab
1/1 - One-on-One Room	PUL-Product Usability Lab
1/1OR - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

Conference - Conference-Style Room  
 Living - Living Room-Style Room  
 Multiple - Both Styles  
 Room dimensions, when stated, are shown in feet.

**Quick Test/Heakin**

Mall of Georgia  
 3333 Buford Dr., Suite 1098  
 Buford, GA 30519  
 Ph. 770-831-5099  
 bid@quicktest.com  
 www.quicktest.com

Location: Shopping mall  
 1/1, TK  
 Multiple 13x07 Obs. Rm. Seats 5

**Rare Medium**

1145 Sanctuary Pkwy.  
 Alpharetta, GA 30004  
 Ph. 770-576-4377  
 dan.clark@raremedium.net  
 www.raremedium.net

Dan Clark, Vice President  
 Location: Office building  
 Distance from airport: 30 miles, 30 minutes  
 CL, TK, CUL, WC  
 Multiple 15x10 Obs. Rm. Seats 4

**Savitz Field and Focus - Atlanta**

Member of Focus Coast to Coast  
 3405 Piedmont Rd. N.E.  
 Suite 550  
 Atlanta, GA 30305  
 Ph. 404-760-7900

information@savitzfieldandfocus.com  
 www.savitzfieldandfocus.com  
 Marguerite Pina, Branch Manager  
 Location: Office building  
 Distance from airport: 18 miles, 30 minutes  
 CL, 1/1, 1/1OR, CUL, VC, WC  

Conference	35x28	Obs. Rm. Seats 25
Conference	16x22	Obs. Rm. Seats 20
Conference	16x22	Obs. Rm. Seats 20
Conference	16x22	Obs. Rm. Seats 20
Conference	10x09	Obs. Rm. Seats 6

Focus group facilities: Four focus group suites including spacious viewing (up to 25 clients) and separate client lounges including one extra-large multipurpose room. State-of-the-art A/V, videoconferencing and videostreaming. Hotel discounts. Recruiting services: consumer, business, adolescents, Hispanics, other minorities. Other services: mock juries, taste tests, product trial tests, dial tests, simulated store tests, usability tests, ethnographic studies. Other facilities: Boston, Chicago, Columbus, Dallas, Ft. Lauderdale, Hartford, Houston, Los Angeles, Miami, New York City, Philadelphia, San Francisco, Tampa and Washington, D.C.

**Schlesinger Associates Atlanta**

The Palisades Building, Suite 950  
 5909 Peachtree Dunwoody  
 Atlanta, GA 30328  
 Ph. 770-396-8700  
 atlanta@schlesingerassociates.com

www.schlesingerassociates.com  
 Stephanie Gordon, Vice-President  
 Location: Office building  
 Distance from airport: 25 miles, 30 minutes  
 CL, TK, AU, CUL, VC, WC  

Multiple	15x20	Obs. Rm. Seats 16
Multiple	15x20	Obs. Rm. Seats 16
Multiple	15x20	Obs. Rm. Seats 16
Multiple	20x18	Obs. Rm. Seats 20
Multiple	16x25	Obs. Rm. Seats 12
Multiple	15x24	Obs. Rm. Seats 16

Schlesinger Associates is the leading full-service data collection company with 16 high-specification focus group facilities across the U.S. and the U.K. Our Global Management Solutions services support your international research needs to the highest standards in any language and in any culture. Qualitative: focus groups; in-depth interviews; virtual focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries; convention research studies. Quantitative: online health care surveys; telephone interviews; face-to-face interviewing; mystery shopping; merchandising programs; intercept interviewing; data processing, coding and tabulation; product placements; CLT taste tests; store audits; market sectors: medical; consumer; business-to-business; IT. (See advertisement on p. D39)

**John Stolzberg Market Research/Dynamic Research**

1800 Century Blvd.  
 Suite 1000  
 Atlanta, GA 30345  
 Ph. 404-329-0954  
 sharon@dynamicresearchinc.com  
 www.johnstolzbergmarketresearch.com

Sharon O'Connor, President  
 Location: Office building  
 Distance from airport: 14 miles, 30 minutes  
 CL, 1/1, TK, CUL, VC, WC  

Conference	21x18	Obs. Rm. Seats 15
Conference	19x17	Obs. Rm. Seats 15
Conference	20x12	Obs. Rm. Seats 10

**Superior Research**

1155 Hammond Dr.  
 Suite 5090-E  
 Atlanta, GA 30328  
 Ph. 770-394-4400  
 jay@superiorresearch.net  
 www.superiorresearch.net

Rhoda Davis  
 Location: Office building  
 Distance from airport: 20 miles, 30 minutes  
 CL, 1/1, 1/1OR, TK, TKO, VC, WC  

Conference	14x23	Obs. Rm. Seats 12
Conference	14x20	Obs. Rm. Seats 12
Conference	14x20	Obs. Rm. Seats 12
Conference	13x09	Obs. Rm. Seats 4
Living	15x19	Obs. Rm. Seats 12

## UserInsight

**User Insight**

115 Perimeter Center Place N.E. Suite 440  
 Atlanta, GA 30346  
 Ph. 770-391-1099

contact@userinsight.com  
 www.userinsight.com  
 Sam McKeveny, Sales  
 Location: Office building  
 Distance from airport: 25 miles, 33 minutes  
 CL, 1/1, 1/1OR, CUL, PUL, VC, WC  

Conference	25x12	Obs. Rm. Seats 20
Conference	20x12	Obs. Rm. Seats 15
Multiple	13x14	Obs. Rm. Seats 10
Living	30x21	Obs. Rm. Seats 15

User Insight is the largest full-service user experience research firm in the Southeast. We dedicate a full team of on-staff resources to every project, which is essential to turning projects quickly and maintaining high-quality deliverables. Our methodology was established in 1980 and has been refined over time, incorporating technology that allows us to tie user feedback directly to our final deliverables. We work with Fortune 500 to mid-size organizations on small, one-day studies to multi-state and multi-country large-scale projects. Call us for a free quote. We provide the missing piece...your user!

**V & L Research & Consulting, Inc.**

8075 Mall Parkway  
 Suite 101-102  
 Atlanta, GA 30038  
 Ph. 770-908-0003  
 vlresearch@mindspring.com  
 www.vlresearch.com

Dydra Virgil, Principal  
 Location: Office building  
 Distance from airport: 16 miles, 20 minutes  
 CL, 1/1, 1/1OR, TK  

Multiple	17x14	Obs. Rm. Seats 16
Multiple	12x12	Obs. Rm. Seats 10

## Augusta

**AnswersInc.**

2743 Perimeter Parkway  
 Bldg. 200, Suite 220  
 Augusta, GA 30909  
 Ph. 706-724-2679  
 info@answersinresearch.com  
 www.answersinresearch.com  
 Mark Alison

Location: Office building  
 Distance from airport: 10 miles  
 CL, TK, AU  

Multiple	20x40	Obs. Rm. Seats 25
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## Hawaii

## Honolulu

**Market Trends Pacific, Inc.**

1136 Union Mall  
 Suite 405  
 Honolulu, HI 96813  
 Ph. 808-532-0733  
 wanda@markettrendspacific.com  
 www.markettrendspacific.com  
 Wanda L. Kakugawa, President

Location: Office building  
 Distance from airport: 6 miles, 15 minutes  
 1/1, 1/1OR  

Conference	20x11	Obs. Rm. Seats 10
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# SCHLESINGER ASSOCIATES ATLANTA



## ATLANTA

THE PALISADES BUILDING, SUITE 950  
5909 PEACHTREE DUNWOODY ROAD NE  
ATLANTA, GA 30328



Schlesinger Associates  
&  
The Research House

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YOUR GLOBAL RESEARCH PARTNER, ANYWHERE, ANYTIME.

## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge  
1/1 - One-on-One Room  
1/1OR - One-on-One Obs.  
TK - Test Kitchen  
TKO - Test Kitchen Obs.

CUL - Computer Usability Lab  
PUL - Product Usability Lab  
VC - Videoconferencing  
WC - Webconferencing  
AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

**OmniTrak Group, Inc.**

1250 Davies Pacific Center  
841 Bishop Street  
Honolulu, HI 96813  
Ph. 808-528-4050  
aellis@omnitrakgroup.com  
www.omnitrakgroup.com  
Alan Ellis, Vice President  
Location: Office building  
Distance from airport: 4 miles, 20 minutes  
1/1, 1/1OR, TK  
Conference 14x16 Obs. Rm. Seats 9

**QMark Research & Polling**

1003 Bishop St.  
Pauahi Tower, 9th floor  
Honolulu, HI 96813  
Ph. 808-524-5194 or 808-544-3020  
bankersmit@starttech.com  
www.starttech.com  
Location: Office building  
Distance from airport: 8 miles, 15 minutes  
CL, VC  
Conference 16x20 Obs. Rm. Seats 10

**Ward Research, Inc.**

828 Fort Street Mall  
Suite 210  
Honolulu, HI 96813  
Ph. 808-522-5123  
wrstaff@wardresearch.com  
www.wardresearch.com  
Denise Charles, Vice President - Admin.  
Location: Office building  
Distance from airport: 5 miles, 15 minutes  
1/1, 1/1OR  
Conference 14x24 Obs. Rm. Seats 15

With nearly 30 years of experience in the Hawaii market, a database of over 10,000 respondents statewide, and our reputation for quality recruiting and top-notch customer service, we will work closely with you to recruit the respondents you need. We also have one of Hawaii's premier moderators on staff and offer one of the most spacious facilities in Hawaii.

## Idaho

## Boise

**Clearwater Research, Inc.**

1845 S. Federal Way  
Boise, ID 83705  
Ph. 208-376-3376 or 800-727-5016  
jmitten@clearwater-research.com  
www.clearwater-research.com  
Joanne Mitten, Director of Research  
Location: Free standing facility  
Distance from airport: 3 miles, 10 minutes  
1/1, 1/1OR  
Conference 30x24 Obs. Rm. Seats 10

## Illinois

## Chicago

**AAR/All About Research**

2255 Enterprise Dr.  
Suite 5502  
Westchester, IL 60154  
Ph. 708-562-9500  
aarinfos@aol.com  
www.marketresearchaar.com  
Sandy Shapin, President  
Location: Office building  
Distance from airport: 15 miles, 15 minutes  
CL, 1/1, 1/1OR, TK, TKO, CUL, PUL  
Multiple 25x20 Obs. Rm. Seats 18  
Multiple 20x19 Obs. Rm. Seats 12  
Multiple 16x16

**Accurate Data Marketing, Inc.**

1247 Milwaukee Ave.  
Suite 200  
Glenview, IL 60025  
Ph. 847-390-7777 or 800-390-7780  
info@accurdata.com  
www.accurdata.com  
Barbara Dorfman, President  
Location: Office building  
Distance from airport: 25 minutes  
CL, 1/1, 1/1OR, TK, WC  
Conference 19x21 Obs. Rm. Seats 24  
Conference 16x25 Obs. Rm. Seats 24  
Conference 17x19 Obs. Rm. Seats 15  
Conference Obs. Rm. Seats 14

**Adler-Weiner Research/Chicago, Inc.**

6500 N. Lincoln Ave.  
Lincolnwood, IL 60712  
Ph. 847-675-5011  
andi@awres.com  
www.awres.com  
Andi Weiner  
Location: Free standing facility  
Distance from airport: 15 miles, 30 minutes  
CL, CUL, VC, WC  
Conference 24x23 Obs. Rm. Seats 25  
Conference 21x23 Obs. Rm. Seats 25

**Adler-Weiner Research/Chicago, Inc.**

875 N. Michigan Ave.  
John Hancock Center, Suite 3260  
Chicago, IL 60611  
Ph. 312-944-2555  
awreschg@sbcglobal.net  
www.awres.com  
Andi Weiner  
Location: Office building  
Distance from airport: 15 miles, 45 minutes  
CL, CUL, VC, WC  
Conference 17x15 Obs. Rm. Seats 15  
Conference 24x16 Obs. Rm. Seats 15  
Conference 19x17 Obs. Rm. Seats 12  
Conference 20x17 Obs. Rm. Seats 15  
Conference 19x17 Obs. Rm. Seats 12

**Assistance In Marketing/Chicago**

900 National Pkwy.  
Suite 150  
Schaumburg, IL 60173  
Ph. 888-827-1932 or 847-481-0400  
bids@aim-chicago.com  
www.aimresearchnetwork.com  
Laura Shulman  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL, TK, CUL, VC, WC  
Multiple 30x20 Obs. Rm. Seats 20  
Multiple 20x20 Obs. Rm. Seats 15  
Multiple 20x19 Obs. Rm. Seats 10

**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  
Ashref Hashim or Ron Pocs  
Location: Office building  
Distance from airport: 12 miles, 21 minutes  
1/1, 1/1OR, CUL  
Multiple 30x20 Obs. Rm. Seats 15  
Conference 15x20 Obs. Rm. Seats 6

**Bryles Research, Inc.**

9405 Enterprise Dr.  
Mokena, IL 60448  
Ph. 708-478-3333  
Jeff.Bryles@brylesresearch.com  
www.brylesresearch.com  
Jeff Bryles, Dir. of Operations  
Location: Free standing facility  
Distance from airport: 12 miles, 35 minutes  
CL, 1/1, 1/1OR, TK  
Conference 15x18 Obs. Rm. Seats 15  
Multiple 30x34 Obs. Rm. Seats 15  
Conference 18x12 Obs. Rm. Seats 8

**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  
Location: Office building  
Distance from airport: 10 miles, 30 minutes  
CL, 1/1, TK, AU, CUL, VC  
Conference 11x15 Obs. Rm. Seats 12  
Conference 11x15 Obs. Rm. Seats 15

**Car-Lene Research, Inc.**

Lincolnwood Town Center  
3333 W. Touhy Ave.  
Lincolnwood, IL 60712  
Ph. 847-679-4470  
chicago@carleneresearch.com  
www.carleneresearch.com  
Location: Shopping mall  
Distance from airport: 14 miles  
1/1, 1/1OR, TK  
Conference 17x12 Obs. Rm. Seats 3

**Chicago Focus**

The Focus Network  
222 Merchandise Mart Plaza, #240  
Chicago, IL 60654  
Ph. 312-755-0720  
info@chicagofocus.net  
www.thefocusnetwork.com  
Karey Stiefer, Managing Director  
Location: Office building  
Distance from airport: 30 miles, 40 minutes  
CL, 1/1, VC, WC  
Multiple 40x30 Obs. Rm. Seats 13  
Conference 20x20 Obs. Rm. Seats 13  
Conference 20x20 Obs. Rm. Seats 13  
Conference 20x20 Obs. Rm. Seats 13

Wherever your research takes you, we'll make you feel right at home. Chicago Focus is downtown Chicago's most convenient market research facility, located at the historic Merchandise Mart in the trendy River North area, within a few blocks from the Magnificent Mile. Our job - our professional commitment - is to take excellent care of all the details so you can concentrate on what you're here to accomplish. Call us and we'll personally show you how comfortable and rewarding your next research project can be when you come to Chicago Focus.  
(See advertisement on directory inside front cover)

**ClearView Research, Inc.**

10600 W. Higgins  
Suite 100  
Rosemont, IL 60018  
Ph. 847-827-9840 or 877-286-8439  
mary@clearviewresearch.com  
www.clearviewresearch.com  
Mary or Betty  
Location: Office building  
Distance from airport: 3 miles, 5 minutes  
CL, CUL, VC, WC  
Multiple 15x16 Obs. Rm. Seats 10  
Multiple 19x16 Obs. Rm. Seats 15  
Multiple 18x26 Obs. Rm. Seats 20

**Consumer Surveys Co.**

Northpoint Shopping Center  
304 E. Rand Rd.  
Arlington Heights, IL 60004  
Ph. 847-394-9411  
info@consumer-surveys.net  
www.consumer-surveys.net  
Deanna Kohn, National Field Director  
Location: Office building  
Distance from airport: 25 miles, 25 minutes  
CL, 1/1, 1/1OR, TK  
Conference 15x20 Obs. Rm. Seats 15

**CPResearch Chicago**

Stratford Square Mall #F1  
601 Stratford Square  
Bloomington, IL 60108  
Ph. 800-336-0159 or 630-894-9103  
chicago@cpresearchgroup.com  
www.cpresearchgroup.com  
Walt Nakatsuka, Director  
Location: Shopping mall  
Distance from airport: 20 miles, 15 minutes  
1/1, 1/1OR, TK, VC  
Conference 25x30 Obs. Rm. Seats 20

**Cunningham/Test America**

Woodfield Shopping Center  
Golf Rd at Route 53, Suite D-128  
Schaumburg, IL 60173  
Ph. 386-677-5644  
crgsales@crgglobalinc.com  
www.crgglobalinc.com  
Bid Department  
Location: Shopping mall  
Distance from airport: 33 miles, 43 minutes  
CL, 1/1, 1/1OR, TK, TKO, AU, CUL, PUL, VC, WC  
Multiple 20x24 Obs. Rm. Seats 18

**DataPrompt International**

360 N. Michigan Ave.  
Suite 1610  
Chicago, IL 60601  
Ph. 312-423-4100 or 800-468-0419  
info@datapromptintl.com  
www.datapromptintl.com  
Peter Rindskopf, VP, Field Operations Director  
Location: Office building  
Distance from airport: 12 miles, 21 minutes  
1/1, 1/1OR, CUL  
Multiple 30x20 Obs. Rm. Seats 15  
Conference 15x20 Obs. Rm. Seats 6

DataPrompt International is a marketing research outsourcing company with 21 years of experience offering comprehensive services: field project management; Web surveys; telephone interviewing and data collection, entry and processing using state-of-the-art resources, including 200+ CATI/CAWI stations, Interactive Voice Response and predictive dialing. We also offer qualitative services, including focus groups and in-depth interviewing with dual-language taping. Experienced managers oversee each project, ensuring accurate, efficient completion according to our rigorous standards.

**Delve Chicago**

2311 W. 22nd St.  
Suite 100  
Oak Brook, IL 60523  
Ph. 800-322-2376 or 630-990-8300  
helpinghand@delve.com  
www.delve.com  
Jill Karmann, Managing Director  
Location: Office building  
Distance from airport: 15 miles, 25 minutes  
CL, 1/1, 1/1OR, TK, AU, CUL, VC, WC  
Conference 18x25 Obs. Rm. Seats 15  
Conference 20x18 Obs. Rm. Seats 12  
(See advertisement on p. D61)

**Discovery - National Qualitative Network**

3615 Park Dr.  
Suite 101  
Olympia Fields, IL 60461  
Ph. 800-523-1288  
irisb@discoverynqn.com  
www.discoverynqn.com  
Ted Cooley  
Location: Office building  
Distance from airport: 38 miles, 45 minutes  
TK, VC  
Conference 20x15 Obs. Rm. Seats 10  
Conference 20x15 Obs. Rm. Seats 10

**Energy Annex**

1123 W. Washington  
Chicago, IL 60607  
Ph. 312-733-2639  
jessica@energyannex.com  
www.energyannex.com  
Jessica Valdez, Day Manager  
Location: Free standing facility  
Distance from airport: 16 miles, 30 minutes  
1/1, 1/1OR, VC  
Multiple 16x12 Obs. Rm. Seats 12  
Multiple 16x30 Obs. Rm. Seats 25  
Multiple 15x12 Obs. Rm. Seats 12

**FACT FLOW RESEARCH****Fact Flow Research**

111 S. Wacker Dr.  
Suite 4710  
Chicago, IL 60606  
Ph. 312-341-8117  
dmanos@ffresearch.com  
www.ffresearch.com  
Diana Manos, Mgr. Research Operations  
Location: Office building  
Distance from airport: 20 miles, 30 minutes  
CL, 1/1, 1/1OR  
Conference 20x20 Obs. Rm. Seats 12

Fact Flow Research is the sole focus group facility in Chicago's South Loop, next to the famous Sears Tower, at 111 S. Wacker Dr. Our location on the 47th floor of this state-of-the-art, Class-A building, provides breathtaking views of the city. Our gorgeous focus suite offers a spacious conference room with seating for 15, along with a tiered observation room for 12, a private client lounge with closed-circuit viewing and wireless Internet access throughout. Our prestigious South Wacker Drive address offers easy access from all forms of transportation.

**Fieldwork Chicago-Downtown, Inc.**

111 E. Wacker Dr., Suite 200  
Chicago, IL 60601  
Ph. 312-565-1866  
info@chicagodowntown.fieldwork.com  
www.fieldwork.com  
Stacey Zontini, President  
Location: Office building  
Distance from airport: 18 miles, 30 minutes  
CL, TK, TKO, CUL, VC, WC  
Conference 21x24 Obs. Rm. Seats 15  
Conference 21x29 Obs. Rm. Seats 20  
Conference 23x25 Obs. Rm. Seats 18  
Conference 20x27 Obs. Rm. Seats 25  
Conference 14x15 Obs. Rm. Seats 10

Conveniently located in the heart of downtown Chicago, Fieldwork Chicago offers an ideal location with spectacular views of the city as well as quality consumer and professional respondents from all local areas. We offer the finest integrated state-of-the-art technology including: digital audio recording (complimentary), DVD recording, VideoMarker (CD Recording), FocusVision, ActiveGroup and computer usability labs. Fieldwork Chicago Downtown also offers a unique feature: the latest laptop usability technology which allows interviewing up to five users simultaneously. (See advertisement on directory back cover)

**Fieldwork Chicago-North at Harmswood**

5750 Old Orchard Rd.  
Suite 500  
Skokie, IL 60077  
Ph. 847-583-2911  
www.fieldwork.com  
Pam Kleinmann, President  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL, 1/1, 1/1OR, TK, TKO, CUL, VC, WC  
Conference 20x22 Obs. Rm. Seats 25  
Conference 21x25 Obs. Rm. Seats 25  
Conference 20x22 Obs. Rm. Seats 25  
Conference 23x28 Obs. Rm. Seats 25  
Conference 11x09 Obs. Rm. Seats 6  
Conference 10x10 Obs. Rm. Seats 6

Fieldwork Chicago North has four large state-of-the-art conference rooms and a one-on-one room boasting spacious viewing rooms and client lounges. Whether your study involves children, parents, physicians, B2B or other consumer groups, we provide the quality in-house recruiting and services to make your study a total success. We offer the finest integrated state-of-the-art technology including: digital audio recording, DVD recording, VideoMarker (CD recording), FocusVision, ActiveGroup and computer usability labs. (See advertisement on directory back cover)

Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge  
1/1 - One-on-One Room  
1/1OR - One-on-One Obs.  
TK - Test Kitchen  
TKO - Test Kitchen Obs.

CUL - Computer Usability Lab  
PUL - Product Usability Lab  
VC - Videoconferencing  
WC - Webconferencing  
AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.



**Fieldwork Chicago-O'Hare**

8420 W. Bryn Mawr Ave.  
Suite 650  
Chicago, IL 60631  
Ph. 773-714-8700

info@ohare.fieldwork.com  
www.fieldwork.com

Kate Albert, President  
Location: Office building

Distance from airport: 3 miles, 5 minutes  
CL, TK, CUL, VC, WC

Conference	20x25	Obs. Rm. Seats 20
Conference	21x21	Obs. Rm. Seats 20
Conference	21x15	Obs. Rm. Seats 15
Conference	20x20	Obs. Rm. Seats 15

Fieldwork Chicago at O'Hare is ideally located to provide the best of both worlds - easy access to O'Hare Airport (by car or train), and a huge population base from four adjacent counties. Take some time and enjoy the fabulous shopping, theater and restaurants in Chicago. We have four large rooms for groups, all with comfortable viewing capabilities, and a dedicated and experienced staff. Integrated state-of-the-art technology including complimentary digital audio recording, DVD recording, VideoMarker (CD Recording), FocusVision, ActiveGroup and computer usability labs. (See advertisement on directory back cover)



**Fieldwork Chicago-Schaumburg**

425 N. Martingale Rd.  
Suite 2000  
Schaumburg, IL 60173

Ph. 847-413-9040  
info@schaumburg.fieldwork.com  
www.fieldwork.com

Karyn Picchiotti, President  
Location: Office building

Distance from airport: 10 miles, 20 minutes  
CL, 1/1, 1/1OR, TK, CUL, VC, WC

Conference	20x20	Obs. Rm. Seats 12
Conference	22x23	Obs. Rm. Seats 10
Conference	20x19	Obs. Rm. Seats 15
Conference	25x20	Obs. Rm. Seats 12
Conference	17x20	Obs. Rm. Seats 15
Conference	20x20	Obs. Rm. Seats 15

Fieldwork Chicago-Schaumburg offers six spectacular conference rooms seating 12-50 respondents and viewing rooms for up to 20 with amazing views of the Chicago skyline, lakes and woods. Our database boasts over 90,000 respondents allowing us to provide outstanding recruiting for consumer, medical and B2B research. A management team with over 50 years of combined experience that is actively involved in the MRA is always available for assistance. Integrated state-of-the-art technology including complimentary digital audio recording, DVD recording, VideoMarker (CD recording), FocusVision, ActiveGroup and computer usability labs. (See advertisement on directory back cover)



**Focus Centre of Chicago, Inc.**

211 E. Ontario, Suite 400  
Chicago, IL 60611

Ph. 312-628-7171  
info@focuscentre-chicago.com

www.focuscentre-chicago.com/temp.php  
Lynn Rissman, President

Location: Office building  
Distance from airport: 25 miles, 45 minutes

CL, VC, WC		
Multiple	23x30	Obs. Rm. Seats 15
Multiple	18x30	Obs. Rm. Seats 15
Multiple	18x30	Obs. Rm. Seats 15
Multiple	18x15	Obs. Rm. Seats 10

Brand new prestigious facility in downtown Chicago just steps from North Michigan Avenue. Four luxurious suites with spacious group rooms, tiered observation rooms with floor-to-ceiling mirrors, client lounges with PC work stations, massage chairs, zoned temperature/volume controls and closed-circuit viewing. Large all-purpose room for audience and classroom needs. Expert recruiting for business, medical and consumer studies. Experienced project management to meet all your research needs. Affiliated with LW Research Group, Los Angeles, phone 818-501-4794.



**Focus Pointe Global - Chicago**

645 N. Michigan Ave.  
Suite 600

Chicago, IL 60611  
Ph. 888-873-6287 or 312-924-0114

chicago@focuspointeglobal.com  
www.focuspointeglobal.com

Shannon Crocker, Facility Manager  
Location: Office building

Distance from airport: 10 miles, 30 minutes  
CL, 1/1, 1/1OR, TK, CUL, VC, WC

Multiple	16x22	Obs. Rm. Seats 15
Multiple	18x22	Obs. Rm. Seats 15
Multiple	16x22	Obs. Rm. Seats 15
Multiple	16x21	Obs. Rm. Seats 15
Multiple	20x28	Obs. Rm. Seats 15

The focus group facility and recruiting leader. Expert recruiting for medical, business, consumer and mock jury research. Our Chicago facility features five spacious conference rooms, including an oversized room perfect for mock juries, tiered client viewing rooms and private lounges. Universal client access to high-speed and wireless Internet. Minutes from O'Hare. Magnificent Mile location. Worldwide fielding: field your projects worldwide through our network of affiliates in 70+ countries. (See advertisement on p. D5)

**Focuscope, Inc.**

1100 Lake St.  
Suite 60

Oak Park, IL 60301  
Ph. 708-386-5086

krooney@focuscope.com  
www.focuscope.com

Kevin Rooney, President  
Location: Office building

Distance from airport: 10 miles, 30 minutes  
CL, 1/1, 1/1OR, TK, CUL, VC, WC

Multiple	22x15	Obs. Rm. Seats 12
Multiple	22x15	Obs. Rm. Seats 12
Multiple	22x13	Obs. Rm. Seats 12

Chicago's preeminent field service, founded in 1980; perennially Top Rated by Impulse Survey. Featuring the industry's most comprehensive database, with virtually all population segments, and an experienced, well-supervised staff; emphasizing stringent quality control, attentive service and superb urban cuisines; all enhanced by 3 magnificent facilities: one in downtown Chicago and two in major Chicago suburbs. Project management, usability labs, video- and Webconferencing, Wi-Fi, videostreaming, Vic CD, digital audio, DVD-CD recording. Member First Choice Facilities. (See advertisement on p. D43)

**Focuscope, Inc.**

515 N. State St.  
Suite 1920

Chicago, IL 60654  
Ph. 708-386-5086

krooney@focuscope.com  
www.focuscope.com

Kevin Rooney, President  
Location: Office building

Distance from airport: 15 miles, 35 minutes  
CL, 1/1, 1/1OR, CUL, VC, WC

Multiple	22x20	Obs. Rm. Seats 16
Multiple	24x19	Obs. Rm. Seats 12
Multiple	30x20	Obs. Rm. Seats 20

(See advertisement on p. D43)

**Focuscope, Inc.**

One Oakbrook Terrace  
Suite 320

Oakbrook Terrace, IL 60181  
Ph. 708-386-5086

krooney@focuscope.com  
www.focuscope.com

Kevin Rooney, President  
Distance from airport: 13 miles, 30 minutes

CL, 1/1, 1/1OR, CUL, VC, WC		
Multiple	30x15	Obs. Rm. Seats 16
Multiple	22x24	Obs. Rm. Seats 12
Multiple	22x24	Obs. Rm. Seats 16

(See advertisement on p. D43)

**Home Arts Guild Research Center**

now Savitz Field and Focus - Chicago  
444 N. Michigan Ave.

Suite 500  
Chicago, IL 60611

Ph. 312-377-1200  
information@savitzfieldandfocus.com

www.savitzfieldandfocus.com  
Roy Roberts, Sr. Account Director

Location: Office building  
Distance from airport: 12 miles, 20 minutes

CL, 1/1, 1/1OR, TK, TKO, AU, CUL, PUL, VC, WC		
Multiple	14x30	Obs. Rm. Seats 20
Conference	15x20	Obs. Rm. Seats 12
Conference	13x19	Obs. Rm. Seats 15
Multiple	14x19	Obs. Rm. Seats 11
Multiple	14x14	Obs. Rm. Seats 15

**Market Ease Multicultural Quantitative Connections**

7501 W Cermak Rd.  
North Riverside, IL 60546

Ph. 312-654-9910 or 866-399-EASE  
marketneas@aol.com

www.market-ease.net  
Iliana Moran, President

Location: Shopping mall  
Distance from airport: 5 miles, 15 minutes

Conference	Obs. Rm. Seats 8
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**Market Ease Urban Focus**

1 East Erie, Suite 600  
Chicago, IL 60611  
Ph. 312-654-9910 or 866-399-EASE  
marketeas@aol.com  
www.market-ease.net  
Iliana Ruiz Moran, President  
Location: Office building  
Distance from airport: 15 miles, 30 minutes  
CL, 1/1, CUL  
Conference Obs. Rm. Seats 12  
Conference Obs. Rm. Seats 15

**Matrix Research, Inc.**

5639 N. Kolmar Ave  
Chicago, IL 60646  
Ph. 312-224-8492  
info@matrixresearchrecruiting.com  
www.matrix-r.com  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL  
Conference 20x20 Obs. Rm. Seats 25  
Living 20x16 Obs. Rm. Seats 16  
Conference 17x15 Obs. Rm. Seats 28

**MedQuery Research & Recruiting**

850 W. Jackson Blvd., Suite 430  
Chicago, IL 60607  
Ph. 312-666-8863  
info@medquest-chicago.com  
www.medquest-chicago.com  
Location: Office building  
Distance from airport: 10 miles, 35 minutes  
CL, VC, WC  
Conference 19x15 Obs. Rm. Seats 14  
Conference 18x14 Obs. Rm. Seats 11

**Mid-America Research**

Harris Bank Building  
800 E. Northwest Highway, Suite 1010  
Mt. Prospect, IL 60056  
Ph. 847-392-9770 or 847-392-0800  
david@midamr.com  
www.midamr.com  
Location: Shopping mall  
Distance from airport: 10 miles, 10 minutes  
1/1, 1/1OR, TK  
Conference 15x23 Obs. Rm. Seats 10

**Mid-America Research**

Orland Square Mall  
2800 Orlando Square  
Orland Park, IL 60462  
Ph. 708-349-0888 or 847-392-0800  
orland@midamr.com  
www.midamr.com  
Joan Rogers, Manager  
Location: Shopping mall  
Distance from airport: 30 miles, 60 minutes  
1/1, TK  
Conference 20x14 Obs. Rm. Seats 10

**Murray Hill Center Central, Inc., Chicago**

444 N. Michigan Ave.  
Suite 700  
Chicago, IL 60611-4006  
Ph. 312-803-4455  
maggie@murrayhillcenter.com  
www.murrayhillcenter.com  
Maggie Kins, Director  
Location: Office building  
Distance from airport: 20 miles, 40 minutes  
CL, 1/1, 1/1OR, CUL, VC, WC  
Conference 22x16 Obs. Rm. Seats 15  
Conference 20x16 Obs. Rm. Seats 15  
Conference 20x16 Obs. Rm. Seats 15  
Conference 20x16 Obs. Rm. Seats 15  
Conference 20x16 Obs. Rm. Seats 15  
Conference 16x16 Obs. Rm. Seats 10



National Data Research, Inc.

**National Data Research, Inc.**

GroupNet Chicago  
4711 Golf Rd., Ste 310  
Skokie, IL 60076  
Ph. 847-501-3200  
mary.borre@national-data.net  
www.national-data.net  
Mary Borre, Vice President  
Location: Office building  
Distance from airport: 15 miles, 30 minutes  
CL, CUL, VC, WC  
Multiple 32x18 Obs. Rm. Seats 18  
Multiple 28x18 Obs. Rm. Seats 18  
Multiple 28x18 Obs. Rm. Seats 18  
Multiple 23x12 Obs. Rm. Seats 12



National Data Research, Inc.

**National Data Research, Inc.**

GroupNet Chicago  
737 N. Michigan Ave.  
Suite 1310  
Chicago, IL 60611  
Ph. 847-501-3200  
mary.borre@national-data.net  
www.national-data.net  
Mary Borre, Vice President  
Location: Office building  
Distance from airport: 18 miles, 40 minutes  
CL, 1/1, 1/1OR, VC, WC  
Multiple 19x17 Obs. Rm. Seats 20  
Multiple 19x17 Obs. Rm. Seats 15  
Multiple 24x17 Obs. Rm. Seats 20  
Multiple 26x16 Obs. Rm. Seats 15  
Living 12x17 Obs. Rm. Seats 5

We Focus On The Fine Points So

YOU



**focuscope – Oak Park**  
1100 Lake Street, Suite 60  
Oak Park, IL 60301

**focuscope – Chicago**  
515 N. State Street, Suite 1920  
Chicago, IL 60654

**focuscope – Oak Brook**  
One Oakbrook Terrace, Suite 320  
Oakbrook Terrace, IL 60181

708-386-5086 (T) • 708-386-1207 (F)  
**www.focuscope.com**

Can Focus On Research

- 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



Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL-Computer Usability Lab
1/1 - One-on-One Room	PUL-Product Usability Lab
1/1OR - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

Conference - Conference-Style Room  
 Living - Living Room-Style Room  
 Multiple - Both Styles  
 Room dimensions, when stated, are shown in feet.

**National Qualitative Centers, Inc.**

625 N. Michigan Ave., 4th Fl.  
 Chicago, IL 60611  
 Ph. 800-335-1222  
 chicago@nqcchicago.com  
 www.nqcchicago.com  
 Ilyse Levy, Administrative Director  
 Location: Office building  
 Distance from airport: 20 miles, 35 minutes  
 CL, 1/1, 1/1OR, TK, AU, VC, WC  

Conference	24x23	Obs. Rm. Seats 12
Conference	23x20	Obs. Rm. Seats 8
Conference	23x20	
Multiple	24x19	Obs. Rm. Seats 15
Conference	23x14	Obs. Rm. Seats 12
Multiple	34x20	Obs. Rm. Seats 15

**North American Insights - Chicago**

Westfield Shoppingtown Fox Valley  
 2086 Fox Valley Center  
 Aurora, IL 60504  
 Ph. 708-474-1100 ext. 11  
 denisek@nainsights.com  
 Denise Kraft, VP of Operations  
 Distance from airport: 25 miles, 30 minutes  
 CL, 1/1, 1/1OR, TK  

Conference	20x13	Obs. Rm. Seats 10
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**Oakbrook Interviewing Center, Inc.**

1415 W. 22nd St.  
 Suite 220  
 Oak Brook, IL 60523  
 Ph. 630-574-0330  
 jan@oakbrookinterviewing.com  
 www.oakbrookinterviewing.com  
 Liz Turnbaugh, Co-Facility Manager  
 Location: Office building  
 Distance from airport: 16 miles, 25 minutes  
 1/1, 1/1OR, VC, WC  

Conference	22x15	Obs. Rm. Seats 12
Conference	14x16	Obs. Rm. Seats 10
Conference	17x17	Obs. Rm. Seats 10
Conference	17x26	Obs. Rm. Seats 20

**O'Hare in Focus**

Div. of Irwin Broh & Associates, Inc.  
 1011 E. Touhy Ave.  
 Des Plaines, IL 60018  
 Ph. 847-299-6636  
 kradek@ohareinfocus.com  
 www.ohareinfocus.com  
 Distance from airport: 8 minutes  
 CL, TK, VC, WC  

Conference	20x18	Obs. Rm. Seats 20
Conference	19x17	Obs. Rm. Seats 20
Conference	19x15	Obs. Rm. Seats 20

**Peryam & Kroll Research Corporation**

6323 N. Avondale Ave.  
 Chicago, IL 60631  
 Ph. 773-774-3100 or 800-747-5522  
 info@pk-research.com  
 www.pk-research.com  
 Tom Dutt  
 Location: Office building  
 Distance from airport: 10 miles, 15 minutes  
 CL, 1/1, 1/1OR, TK, TKO, AU, VC, WC  

Conference	21x20	Obs. Rm. Seats 22
Conference	21x32	Obs. Rm. Seats 14



**Plaza Research-Chicago**

8725 W. Higgins Rd.  
 Chicago, IL 60631  
 Ph. 773-714-9600 or 800-654-8002  
 hepstein@plazaresearch.com  
 www.plazaresearch.com  
 Holli Epstein, Director  
 Location: Office building  
 Distance from airport: 5 minutes  
 CL, 1/1, 1/1OR, TK, TKO, AU, CUL, VC, WC  

Multiple	18x33	Obs. Rm. Seats 20
Conference	16x24	Obs. Rm. Seats 20
Multiple	16x22	Obs. Rm. Seats 20
Multiple	17x24	Obs. Rm. Seats 25

 (See advertisement on p. D65)



**Precision Research, Inc.**

999 E. Touhy Ave.  
 Suite 100  
 Des Plaines, IL 60018  
 Ph. 847-390-8666  
 saa@preres.com  
 www.preres.com  
 Scott Adelman, President  
 Location: Office building  
 Distance from airport: 2 miles, 10 minutes  
 CL, 1/1, 1/1OR, TK, TKO, CUL, PUL, VC, WC  

Conference	26x29	Obs. Rm. Seats 25
Conference	15x26	Obs. Rm. Seats 16
Conference	15x26	Obs. Rm. Seats 16
Conference	17x24	Obs. Rm. Seats 12

Impulse Survey Top Rated past three years. Providing free digital audio delivered on flash drive and downloadable. Recruiting is audio recorded and 100% audited to ensure accuracy. Nationwide recruiting from our central phone bank via proprietary panel or client list. Focus suites are independently climate-controlled for ultimate comfort and include a food service lounge with closed-circuit TV. Commercial kitchen features walk-in cooler, commercial hood, 400-amp electric service. Central location room seats 60, perfect for audience, appliance and taste tests. Near O'Hare airport.

**Q&M Research, Inc.**

19211 Henry Dr.  
 Mokena, IL 60448  
 Ph. 708-479-3200  
 dtucker@qandm.com  
 www.qandm.com  
 Don Tucker, Vice President  
 Location: Free standing facility  
 Distance from airport: 30 miles, 30 minutes  
 CL, 1/1, 1/1OR, TK, TKO  

Conference	14x21	Obs. Rm. Seats 15
Multiple	14x21	Obs. Rm. Seats 15
Multiple	28x41	Obs. Rm. Seats 15

**Quick Test/Heakin**

Louis Joliet Mall  
 1166 Louis Joliet Mall  
 Joliet, IL 60431  
 Ph. 815-439-2053  
 bid@quicktest.com  
 www.quicktest.com  
 Location: Shopping mall  
 Multiple 17x12 Obs. Rm. Seats 5



**Savitz Field and Focus - Chicago**

Member of Focus Coast to Coast  
 444 N. Michigan Ave., Suite 500  
 Chicago, IL 60611  
 Ph. 312-377-1200  
 information@savitzfieldandfocus.com  
 www.savitzfieldandfocus.com  
 Sandra Lewis, Vice President of Operations  
 Location: Office building  
 Distance from airport: 15 miles, 20 minutes  
 CL, AU, CUL, VC, WC  

Conference	30x25	Obs. Rm. Seats 25
Conference	24x18	Obs. Rm. Seats 18
Conference	24x18	Obs. Rm. Seats 18
Conference	22x18	Obs. Rm. Seats 18

Focus group facilities: Four focus group suites including spacious viewing (up to 25 clients) and separate client lounges including one extra-large multipurpose room. State-of-the-art A/V, videoconferencing and videostreaming. Hotel discounts. Recruiting services: consumer, business, adolescents, Hispanics, other minorities. Other services: mock juries, taste tests, product trial tests, dial tests, simulated store tests, usability tests, ethnographic studies. Other facilities: Atlanta, Boston, Columbus, Dallas, Ft. Lauderdale, Hartford, Houston, Los Angeles, Miami, New York City, Philadelphia, San Francisco, Tampa and Washington, D.C.

**Schlesinger Associates Chicago**

625 N. Michigan Ave., Suite 1500  
 Chicago, IL 60611  
 Ph. 312-587-8100  
 chicago@schlesingerassociates.com  
 www.schlesingerassociates.com  
 Tiffany Peterson, Facility Director  
 Location: Office building  
 Distance from airport: 20 miles, 30 minutes  
 CL, 1/1, 1/1OR, TK, AU, CUL, VC, WC  

Multiple	17x14	Obs. Rm. Seats 16
Multiple	20x16	Obs. Rm. Seats 16
Multiple	20x16	Obs. Rm. Seats 16
Multiple	20x16	Obs. Rm. Seats 16
Multiple	25x15	Obs. Rm. Seats 16
Multiple	20x15	Obs. Rm. Seats 16
Multiple	20x15	Obs. Rm. Seats 16

Schlesinger Associates is the leading full-service data collection company with 16 high-specification focus group facilities across the U.S. and the U.K. Our Global Management Solutions services support your international research needs to the highest standards in any language and in any culture. Qualitative: focus groups; in-depth interviews; virtual focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries; convention research studies. Quantitative: online health care surveys; telephone interviews; face-to-face interviewing; mystery shopping; merchandising programs; intercept interviewing; data processing, coding and tabulation; product placements; CLT taste tests; store audits; market sectors: medical; consumer; business-to-business; IT. (See advertisement on p. D45)



SCHLESINGER ASSOCIATES

# CHICAGO AND O'HARE

## CHICAGO

625 N. MICHIGAN AVENUE  
SUITE 1500  
CHICAGO, IL 60611

## O'HARE

9550 HIGGINS ROAD  
SUITE 1150  
ROSEMONT, IL 60018



Schlesinger Associates  
&  
The Research House

US: ATLANTA • BOSTON • CHICAGO • CHICAGO O'HARE • DALLAS • HOUSTON • LOS ANGELES • NEW JERSEY • NEW YORK  
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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.

## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL-Computer Usability Lab
1/1 - One-on-One Room	PUL-Product Usability Lab
1/1OR - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

Conference - Conference-Style Room  
 Living - Living Room-Style Room  
 Multiple - Both Styles  
 Room dimensions, when stated, are shown in feet.

**Schlesinger Associates Chicago O'Hare**

9550 W. Higgins Rd., Suite 1150

Rosemont, IL 60018

Ph. 847-720-2660

ohare@schlesingerassociates.com

www.schlesingerassociates.com

Tiffany Peterson, Managing Director

Location: Office building

Distance from airport: 5 miles, 10 minutes

CL, 1/1, 1/1OR, TK, AU, PUL, VC, WC

Multiple	22x17	Obs. Rm. Seats 16
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Multiple	22x17	Obs. Rm. Seats 16
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Multiple	22x17	Obs. Rm. Seats 16
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Schlesinger Associates is the leading full-service data collection company with 16 high-specification focus group facilities across the U.S. and the U.K. Our Global Management Solutions services support your international research needs to the highest standards in any language and in any culture. Qualitative: focus groups; in-depth interviews; virtual focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries; convention research studies. Quantitative: online health care surveys; telephone interviews; face-to-face interviewing; mystery shopping; merchandising programs; intercept interviewing; data processing, coding and tabulation; product placements; CLT taste tests; store audits; market sectors: medical; consumer; business-to-business; IT. (See advertisement on p. D45)

**Smith Research, Inc.**

710 Estate Dr.

Deerfield, IL 60015

Ph. 847-948-0440

ksmith@smithresearch.com

www.smithresearch.com

Kevin Smith, President

Location: Free standing facility

Distance from airport: 15 miles, 20 minutes

CL, 1/1, 1/1OR, TK, AU, CUL, VC, WC

Conference	26x18	Obs. Rm. Seats 20
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Conference	26x16	Obs. Rm. Seats 15
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Living	26x16	Obs. Rm. Seats 15
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Conference	19x17	Obs. Rm. Seats 20
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Multiple	30x75	
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**Smith Research, Inc.**

150 E. Huron, Suite 1010

Chicago, IL 60611

Ph. 847-948-0440

ksmith@smithresearch.com

www.smithresearch.com

Kevin Smith, President

Location: Office building

Distance from airport: 15 miles, 45 minutes

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

Conference	20x24	Obs. Rm. Seats 20
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Conference	21x21	Obs. Rm. Seats 20
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Living	20x16	Obs. Rm. Seats 20
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Conference	24x18	Obs. Rm. Seats 15
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Conference	24x18	Obs. Rm. Seats 20
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**Survey Center Focus****Survey Center Focus, LLC**

153 W. Ohio St.

Suite 400

Chicago, IL 60654

Ph. 312-321-8100

susans@scflc.com

www.scflc.com

Susan Stanicek

Location: Free standing facility

Distance from airport: 15 miles, 35 minutes

CL, 1/1, 1/1OR, TK, AU, CUL, PUL, VC, WC

Multiple	25x19	Obs. Rm. Seats 12
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Multiple	23x15	Obs. Rm. Seats 12
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Multiple	21x18	Obs. Rm. Seats 0
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Top Rated focus group facility housed in loft location, steps from Michigan Avenue. New beautiful home-like facilities with complete state-of-the-art audio/video technology including oversized plasma monitors. Full qualitative research capabilities including in-house recruiting of consumers, professionals, B2B and medical/technical personnel. National/international project management and affiliations with top-quality facilities around the world. On-staff moderators are experienced with ethnography, team shopping, home or office observations, usability testing, mock juries and other in-depth qualitative methods.

**Tragon**

1400 E. Lake Cook Rd., Suite 105

Buffalo Grove, IL 60089-1865

Ph. 847-808-2080 or 800-841-1177

info@tragon.com

www.tragon.com

Jill Heidrich, Project Manager

Location: Office building

Distance from airport: 15 miles, 30 minutes

1/1, 1/1OR, TK, TKO, PUL

Conference	15x20	Obs. Rm. Seats 10
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**User Centric, Inc.**

500 N. Michigan Ave., Suite 1610

Chicago, IL 60611

Ph. 630-376-1188

chwang@usercentric.com

www.usercentric.com

Catherine Hwang, Office Manager

Location: Office building

Distance from airport: 18 miles, 30 minutes

1/1, 1/1OR, CUL, PUL, VC, WC

Multiple	08x12	Obs. Rm. Seats 12
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Multiple	08x12	Obs. Rm. Seats 12
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Multiple	08x12	Obs. Rm. Seats 12
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Multiple	08x07	Obs. Rm. Seats 12
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Multiple	10X06	Obs. Rm. Seats 12
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Multiple	08X09	Obs. Rm. Seats 12
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Multiple	12X09	Obs. Rm. Seats 6
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**Peoria****Scotti Research, Inc.**

1118 N. Sheridan Rd.

Peoria, IL 61606

Ph. 309-673-6194

scotti@a5.com

www.scottiresearch.com

Nancy Matheis, President

Location: Free standing facility

Distance from airport: 20 miles, 20 minutes

1/1, 1/1OR, TK, TKO

Conference	20x30	Obs. Rm. Seats 14
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## Indiana

**Evansville****LK Research, Inc.**

4920 Lincoln Ave.

Evansville, IN 47715

Ph. 812-485-2160

jknauff@lkresearch.net

www.lkresearch.net

Location: Office building

Distance from airport: 5 miles, 10 minutes

CL, TK

Conference	16x14	Obs. Rm. Seats 8
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**Product Acceptance & Research (PAR)**

9845 Hedden Rd.

Evansville, IN 47725-8905

Ph. 812-867-8600

michael.lloyd@par-research.com

www.par-research.com

Michael Lloyd, Director Mktg. Rsch.

Location: Free standing facility

Distance from airport: 1 miles, 5 minutes

CL, 1/1, TK

Conference	30x28	Obs. Rm. Seats 20
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**Fort Wayne****Advantage Research of Northern Indiana**

1910 St. Joe Center Rd., Unit 31

Fort Wayne, IN 46825

Ph. 260-471-6880 or 734-261-8377 (Hq.)

davids@advantageresearch.net

www.advantageresearch.net

Darla Kellermeier, Director of Research

Location: Free standing facility

Distance from airport: 15 miles, 20 minutes

CL, 1/1, 1/1OR

Conference	15x20	Obs. Rm. Seats 10
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**Indiana Research Service, Inc.**

5130 Potomac Dr.

Fort Wayne, IN 46835

Ph. 260-485-2442

ccage@indianaresearch.com

www.indianaresearch.com

Chris Cage, General Manager

Location: Office building

Distance from airport: 7 miles, 20 minutes

1/1, 1/1OR, VC

Conference	28x25	Obs. Rm. Seats 8
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**Gary****JEM Research, Inc.**

3205 Cascade Dr.

Valparaiso, IN 46383

Ph. 800-568-4668

kathleen.dewitt@jemresearch.com

Jessica E. Mullen, President

Location: Office building

Distance from airport: 80 miles, 90 minutes

1/1

Conference	18x13	Obs. Rm. Seats 4
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## Indianapolis



### Herron Associates, Inc.

GroupNet Indianapolis  
Downtown Indianapolis  
135 N. Pennsylvania Ave., Suite 1550  
Indianapolis, IN 46204  
Ph. 317-882-3800 or 800-392-3828  
indy@herron-research.com  
www.herron-research.com  
Sue McAdams, President  
Location: Office building  
Distance from airport: 8 miles, 15 minutes  
CL, 1/1, 1/10R, VC, WC  
Conference 16x25      Obs. Rm. Seats 18  
Conference 16x23      Obs. Rm. Seats 12  
Conference 16x19      Obs. Rm. Seats 8

A preferred research firm, this office is located in the heart of downtown Indianapolis with an adjacent office in the northwest suburbs. This location specializes in client list recruits and projects requiring city-wide representation to include business and consumer projects. High-rise office building with convenient access to upscale hotel and restaurant amenities. Top Rated in the Impulse Survey since inception. Member of GroupNet - largest network of independently-owned, top-rated facilities.



### Herron Associates, Inc.

GroupNet Indianapolis  
The Idea Center®  
6049 Lakeside Blvd.  
Indianapolis, IN 46278  
Ph. 317-882-3800 or 800-392-3828  
indy@herron-research.com  
www.herron-research.com  
Sue McAdams, President  
Location: Office building  
Distance from airport: 8 miles, 15 minutes  
CL, 1/1, 1/10R, TK, TKO, CUL, PUL, VC, WC  
Multiple 21x24      Obs. Rm. Seats 15  
Multiple 20x23      Obs. Rm. Seats 15  
Multiple 16x20      Obs. Rm. Seats 8  
Multiple 34x39      Obs. Rm. Seats 14

A preferred research firm, this office is located in the northwest suburbs with an adjacent office in downtown Indianapolis. The Idea Center® is a specially-designed and equipped state-of-the-art facility for research and innovation. Specialty: big spaces and accommodating staff. Offering oversized suites, large viewable CLT and full commercial test kitchen. A favorite among repeat clients. Top Rated in the Impulse book since inception. Member of GroupNet - largest network of independently-owned top-rated facilities.



### IndyFocus, Inc.

1314 N. Meridian St.  
Suite 100  
Indianapolis, IN 46202  
Ph. 317-644-5300  
quotes@indyfocus.com  
www.indyfocus.com  
Ashley Evans, President or Kristin Alles, Facility Director  
Location: Office building  
Distance from airport: 12 miles, 20 minutes  
CL, VC  
Multiple 23x21      Obs. Rm. Seats 12  
Multiple 17x17      Obs. Rm. Seats 12  
Multiple 11x11      Obs. Rm. Seats 12

Full-service, qualitative facility located 20 minutes from the new Indianapolis Airport in historic downtown, provid-

ing state-of-the-art technology services including digital recording and videoconferencing, remote internet viewing and ModeratorPROMPT, a confidential digital communication with moderator during session. Multiple-sized suites available with tiered seating in large client viewing rooms. Seven trained and experienced moderators on-staff bring extensive category knowledge to your project. Experienced in-house recruitment center with proven success in providing qualified participants, for your complex, tight-timeline projects. Woman owner on-site. Special discount on first project. (See advertisement on this page)

## Cosmopolitan

with Midwestern appeal...

### Why Indianapolis?

The 12th largest city in the nation and the capital of Indiana, the *Circle City* is the center of America's heartland. More than 65% of the U.S. population lives within a 700 mile radius of Indianapolis; one of American's most accessible cities, named "Crossroads of America."

- Indianapolis Chamber of Commerce



"Indianapolis is fast becoming one of America's favorite Cities"  
- Northwest Airlines WorldTraveler, May 2008

### Why IndyFocus?

IndyFocus offers you and your clients a fresh perspective.

- Multiple focus group suites with large viewing rooms
- **ModeratorPROMPT™**
- Quick and Accurate **Recruiting**
- Free on-site parking in **Downtown Indianapolis**
- Just 20 minutes from the **Indianapolis International Airport**
- Internet remote viewing by **ActiveGroup®**



(Toll-Free) 866.478.6111 • (Web) www.indyfocus.com

## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge  
1/1 - One-on-One Room  
1/1OR - One-on-One Obs.  
TK - Test Kitchen  
TKO - Test Kitchen Obs.

CUL - Computer Usability Lab  
PUL - Product Usability Lab  
VC - Videoconferencing  
WC - Webconferencing  
AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

**North American Insights - Indianapolis**

Castleton Square  
6020 E. 82nd St., Suite 304  
Indianapolis, IN 46236  
Ph. 708-747-1100 ext. 11  
denisek@nainsights.com  
Denise Kraft, V.P. of Operations  
Location: Shopping mall  
Distance from airport: 20 miles, 30 minutes  
CL, 1/1, 1/1OR, TK  
Conference 20x15 Obs. Rm. Seats 10

**Walker Information Focus Group Facility**

6910 N. Shadeland  
Suite 210  
Indianapolis, IN 46220  
Ph. 317-570-8072 or 317-570-8071  
bmiller@walkerinfo.com  
www.walkerinfo.com  
Barbara Miller, Vice President  
Location: Office building  
Distance from airport: 20 miles, 20 minutes  
CL, 1/1, 1/1OR  
Conference 17x21 Obs. Rm. Seats 12  
Multiple 30x30 Obs. Rm. Seats 50  
Conference 17x21 Obs. Rm. Seats 12

**South Bend****Indiana Research Service, Inc.**

913 Bellevue Ave.  
South Bend, IN 46615  
Ph. 866-600-2442  
drs01@earthlink.net  
www.indianaresearch.com  
Location: Office building  
Distance from airport: 7 miles, 15 minutes  
CL  
Conference 30x16 Obs. Rm. Seats 6

## Iowa

**Cedar Rapids****Vernon Research Group**

1962 1st Ave. N.E., Suite 2  
Cedar Rapids, IA 52402  
Ph. 319-364-7278 ext. 108 or 888-710-7278  
clogue@vernonresearch.com  
www.vernonresearch.com  
Cyndy Logue, Manager Data Collection  
Location: Office building  
Distance from airport: 10 miles, 15 minutes  
CL, 1/1, TK, VC, WC  
Multiple 18x18 Obs. Rm. Seats 10

Cedar Rapids-based Vernon Research Group is a full-service firm, recruiting and hosting focus groups, in-homes, intercepts, shop-alongs, placement recall and one-on-ones. We are a well-known, mid-sized test/media market isolated from other Midwest markets. We own Iowa's Opinion Panel™, the largest and most sophisticated panel of its type in the state. Our 18x18 focus group room has complete AV

recording and Webstreaming capabilities. Our spacious double-tiered viewing room is complete with one-way mirror, wireless Internet and separate client entrance.

**Davenport****PMR-Personal Marketing Research, Inc.**

322 Brady St.  
Davenport, IA 52801  
Ph. 563-322-1960  
bhoward@personalmarketingresearch.com  
www.e-pmr.com  
Bonnie Howard, Vice President  
Location: Free standing facility  
Distance from airport: 10 miles, 20 minutes  
1/1, TK, CUL, PUL  
Conference 16x18 Obs. Rm. Seats 12

**Des Moines****Essman/Research**

100 E. Grand Ave., Suite 340  
Des Moines, IA 50309-1800  
Ph. 515-282-7145  
mail@essmanresearch.com  
www.essmanresearch.com  
Deb Stearns, PRC  
Location: Office building  
Distance from airport: 6 miles, 12 minutes  
1/1  
Conference 25x19 Obs. Rm. Seats 20

**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 Engelken  
Location: Office building  
Distance from airport: 10 minutes  
CL, 1/1, 1/1OR, TK, CUL  
Multiple 19x13 Obs. Rm. Seats 12

Our company offers both quantitative and qualitative research expertise. Genesis specializes in customer satisfaction, new product and service development and media research. We are experts at research design, gathering data (focus groups, phone, online, mail, in-person) analyzing data and reporting information. Genesis has a new focus group facility located in a western suburb of Des Moines which is easily accessible and safe. Our experienced recruiters will find the people you want.

**Harvest Research Center**

501 S.W. 7th Street  
Suite M  
Des Moines, IA 50309  
Ph. 515-243-0785 or 877-800-0785  
tgrantham@harvestresearchcenter.com  
www.harvestresearchcenter.com  
Teresa Grantham  
Location: Office building  
Distance from airport: 4 miles, 10 minutes  
CL, 1/1, 1/1OR, TK, TKO, AU, CUL, PUL, VC  
Conference 28x18 Obs. Rm. Seats 12  
Multiple 28x18 Obs. Rm. Seats 12

Full-service marketing research facility offering quantitative and qualitative research expertise. Harvest is the Midwest's premier research facility for on-site and Web-based focus group interviewing and research design. Harvest offers two state-of-the-art focus group suites, with floor-to-ceiling glass, three cameras, client lounges, in-depth interviewing facilities, videostreaming and a state-of-the-art test kitchen. Harvest also offers a full complement of quantitative analysis, offering survey and research design and development, advanced statistical techniques, analysis and online surveying.

**Mid-Iowa Interviewing, Inc.**

1239 73rd St.  
Suite B  
West Des Moines, IA 50311  
Ph. 515-225-6232 or 888-425-6232  
MID225@aol.com  
www.midiowainterviewing.com  
Doug Brown  
Location: Office building  
Distance from airport: 9 miles, 15 minutes  
1/1, 1/1OR  
Conference 20x13 Obs. Rm. Seats 7

Mid-Iowa Interviewing is a locally-owned and -managed field service, providing data gathering services since 1971. Services include focus facility, access to malls, field management, recruiting, one-on-one interviewing, CAPI, store audits, promotions, mystery shopping, on-site interviewing and project setup and management throughout the state. (Will travel to non-facility locations.)

**Sioux City****Dakota - Iowa Focus**

725 South Main  
Sioux Center, IA 51250  
Ph. 712-722-3999  
zfirlm@hotmail.com  
Dave Brennan, President  
Location: Office building  
Distance from airport: 1 miles, 15 minutes  
1/1, 1/1OR, VC  
Multiple 10x10 Obs. Rm. Seats 8

## Kansas

**Salina****C & C Market Research, Inc.**

Central Mall  
2259 South 9th, #103  
Salina, KS 67401  
Ph. 479-785-5637  
craig@ccmarketresearch.com  
www.ccmarketresearch.com  
Craig Cunningham, President  
Location: Shopping mall  
Distance from airport: 2 miles, 5 minutes  
1/1, TK  
Conference 15x11 Obs. Rm. Seats 8  
(See advertisement on p. D12)

**Wichita****The Research Partnership, Inc.**

125 N. Market  
Suite 1810  
Wichita, KS 67202  
Ph. 316-263-6433  
leah@trp-ict.com  
www.trp-ict.com  
Leah Holmes  
Distance from airport: 10 miles, 15 minutes  
CL, 1/1  
Conference 22x30 Obs. Rm. Seats 20  
Conference 17x21 Obs. Rm. Seats 8

## Kentucky

**Lexington****Lexington Opinion Research, Inc.**

3150 Custer Drive, #200  
Lexington, KY 40517  
Ph. 859-543-8731 or 877-271-8241  
info@lexopinion.com  
Bart Borkosky, Owner  
Location: Office building  
Distance from airport: 15 miles, 25 minutes  
Conference 12x17 Obs. Rm. Seats 8

**The Matrix Group, Inc.**

501 Darby Creek Rd., #25  
Lexington, KY 40509  
Ph. 859-263-8177 or 800-558-6941  
martha@tmgresearch.com  
www.tmgresearch.com  
Martha L. DeReamer  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL  
Multiple 35x15 Obs. Rm. Seats 18

The quality source for market research in the Bluegrass since 1987. Focus group suite including versatile meeting/conference center for groups up to 35. Experienced in-house recruiting staff. Consumer database. Excellent location near I-75 and I-64, just minutes away from Central Kentucky's largest shopping center, restaurants and lodging. Professional and accommodating staff.

**Louisville****HORIZONINFOCUS****Horizon InFocus**

100 Mallard Creek Rd.  
Suite 200  
Louisville, KY 40207  
Ph. 502-454-0771  
afangman@horizoninfocus.com  
www.horizoninfocus.com  
Allen Fangman, Project Director  
Location: Office building  
Distance from airport: 5 miles, 10 minutes  
CL, TK, AU, CUL, PUL, WC  
Conference 20x18 Obs. Rm. Seats 16  
Multiple 20x24 Obs. Rm. Seats 20

Newly-remodeled qualitative facility has on-site recruitment, two focus group suites with large three-tiered viewing rooms, ActiveGroup, high-speed wireless Internet and the latest in audio videorecording technology. Chameleon Room offers a living-room setting, classroom-style seating for 30 and even a children's research environment. (See advertisement on this page)

**Marketing Endeavors**

620 S. Third St., Suite 200  
Louisville, KY 40202  
Ph. 866-445-9117  
info@marketingendeavors.biz  
www.marketingendeavors.biz  
Jessica Zubric or Ziggy Zubric  
Location: Office building  
Distance from airport: 6 miles, 9 minutes  
CL, WC  
Conference 21x17 Obs. Rm. Seats 10

It all comes down  
to the right people in  
the right room.



The size and features of a qualitative research facility must of course, meet your requirements. But the heart and soul of effective qualitative research are the people – both inside the room and out.

You want quality respondents who will provide real insight into your product. You want a staff that “gets it” and makes your job easier. You want a facility that’s convenient and flexible. **Louisville, Kentucky is the city. Horizon InFocus is the place.**



Phone: (502) 454-0771

For a full tour of our facilities please visit our website at [www.horizoninfocus.com](http://www.horizoninfocus.com)

## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/1OR - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

**MRK Research**

Mid City Mall  
1250 Bardstown Rd.  
Louisville, KY 40204  
Ph. 502-458-4159  
marylea@mrkresearch.com  
www.mrkresearch.com  
Mary Lea Quick, President  
Location: Shopping mall  
Distance from airport: 5 miles, 10 minutes  
1/1, 1/1OR, TK  
Conference 15x18 Obs. Rm. Seats 6

**Personal Opinion, Inc.**

999 Breckenridge Lane  
Louisville, KY 40207  
Ph. 502-899-2400  
rebecca@personalopinion.com  
www.personalopinion.com  
Location: Free standing facility  
Distance from airport: 4 miles, 10 minutes  
CL, 1/1, TK, WC  
Multiple 24x19 Obs. Rm. Seats 30  
Conference 20x17 Obs. Rm. Seats 15  
Conference 21x20 Obs. Rm. Seats 21

**Southern Surveys, Inc.**

1519 Gagel Ave.  
Louisville, KY 40216  
Ph. 502-367-7199  
s1surveys@aol.com  
www.southern-surveys.com  
Doris or Robert Kaberle, Owners  
Location: Free standing facility  
Distance from airport: 5 miles, 15 minutes  
CL, 1/1, 1/1OR, TK, PUL  
Conference 12x15 Obs. Rm. Seats 12

## Louisiana

**Baton Rouge****Percy & Company Research**

7384 Highland Rd., Suite A  
Baton Rouge, LA 70808  
Ph. 225-346-0115  
info@percyandcompany.com  
www.percyandcompany.com  
Adrian Percy  
Location: Office building  
Distance from airport: 8 miles, 15 minutes  
CL, 1/1  
Conference 13x18 Obs. Rm. Seats 8

**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, President  
Location: Free standing facility  
Distance from airport: 5 miles, 10 minutes  
CL, 1/1, TK, WC  
Conference 14x23 Obs. Rm. Seats 19  
Multiple 16x26 Obs. Rm. Seats 19

**New Orleans****Analytical Studies, Inc.**

708 Rosa Ave.  
Metairie, LA 70005  
Ph. 504-835-3508  
Catherine Fontenot, V.P. Field Ops.  
Location: Office building  
Distance from airport: 15 miles, 30 minutes  
Conference 16x16 Obs. Rm. Seats 10

**Gulf View Research, LLC**

4426 Veterans Blvd.  
New Orleans, LA 70006  
Ph. 800-357-8842 or 504-454-1737  
gulfviewresearch@aol.com  
www.gulfviewres.com  
Tim Villar  
Location: Free standing facility  
Distance from airport: 5 miles, 10 minutes  
CL, 1/1, 1/1OR, TK, AU, CUL, PUL, WC  
Conference 28x24 Obs. Rm. Seats 15  
Conference 18x16 Obs. Rm. Seats 15

**New Orleans Field Services Associates**

257 Bonnabel Blvd.  
Metairie, LA 70005-3738  
Ph. 504-833-0641  
nofsa@bellsouth.net  
Peggy Gereighty  
Location: Free standing facility  
Distance from airport: 6 miles, 15 minutes  
1/1, 1/1OR  
Conference 18x18 Obs. Rm. Seats 8

## Maine

**Portland****Critical Insights, Inc.**

120 Exchange St.  
Portland, ME 04101  
Ph. 207-772-4011  
insights@criticalinsights.com  
www.criticalinsights.com/  
Location: Office building  
Distance from airport: 8 miles, 15 minutes  
1/1  
Conference 14x25 Obs. Rm. Seats 10

**Market Research Unlimited, Inc.**

40 Atlantic Place  
South Portland, ME 04106  
Ph. 207-775-3684  
rmarket1@maine.rr.com  
Fran Mavodones, President  
Location: Office building  
Distance from airport: 1 miles, 5 minutes  
CL, 1/1, 1/1OR, TK, TKO  
Conference 22x15 Obs. Rm. Seats 10

**Pan Atlantic SMS Group**

5 Milk St.  
Portland, ME 04101  
Ph. 207-871-8622  
pmurphy@panatlanticsmsgroup.com  
www.panatlanticsmsgroup.com  
Patrick O. Murphy, President  
Location: Office building  
Distance from airport: 5 miles, 10 minutes  
CL, 1/1, 1/1OR, TK  
Conference 20x25 Obs. Rm. Seats 10

## Maryland

**Baltimore****Assistance In Marketing/Baltimore**

101 E. Chesapeake Ave.  
Suite 102  
Towson, MD 21286  
Ph. 410-337-5000  
kskopins@aimbalt.com  
www.aimresearchnetwork.com  
Kathy Skopinski, V.P. Operations  
Location: Office building  
Distance from airport: 27 miles, 35 minutes  
CL, TK, CUL, WC  
Multiple 20x28 Obs. Rm. Seats 15  
Conference 16x20 Obs. Rm. Seats 15

At AIM our objective is to exceed client expectations in every phase of our work. Quality-controlled recruiting from our extensive database; large, comfortable group rooms, client viewing and lounges and staff that anticipate your every need are the reasons why AIM consistently attains Top Rated status in the Impulse Survey of Focus Facilities. At AIM, we aim to please!  
(See advertisement on p. D77)

**Baltimore Research**

GroupNet Baltimore  
8320 Bellona Ave.  
Suite 220  
Baltimore, MD 21204  
Ph. 410-583-9991  
info@baltimoreresearch.com  
www.baltimoreresearch.com  
Jay S. White, CEO  
Location: Office building  
Distance from airport: 21 miles, 30 minutes  
CL, 1/1, 1/1OR, AU, CUL, PUL, VC, WC  
Conference 14x22 Obs. Rm. Seats 14  
Multiple 23x16 Obs. Rm. Seats 11  
Multiple 26x30 Obs. Rm. Seats 8  
Conference 15x21 Obs. Rm. Seats 15  
Conference 11x14 Obs. Rm. Seats 9  
Multiple 20x40 Obs. Rm. Seats 16  
Multiple 20x40 Obs. Rm. Seats 12  
(See advertisement on p. D3)

**Columbia Focus LLC**

3300 North Ridge Rd., Suite 280  
Howard County Executive Center  
Ellicott City, MD 21043  
Ph. 410-480-9700  
columbia\_focus@juno.com  
www.columbia-focus.com  
Location: Office building  
Distance from airport: 18 miles, 25 minutes  
CL, 1/1, 1/1OR  
Conference 12x20 Obs. Rm. Seats 9

**Friedman Marketing Services**  
 Consumer Opinion Center  
 Arundel Mills Center  
 7000 Arundel Mills Circle, #324  
 Hanover, MD 21076  
 Ph. 410-379-5858 or 914-698-9591  
 paula.wynne@friedmanmktg.com  
 www.friedmanmktg.com  
 Yvonne Fayson, Manager  
 Location: Shopping mall  
 Distance from airport: 15 miles, 30 minutes  
 1/1  
 Conference 10x12 Obs. Rm. Seats 4

**Hollander Cohen & McBride**  
 22 West Rd.  
 Suite 301  
 Baltimore, MD 21204  
 Ph. 410-337-2121  
 khofmeister@hcmresearch.com  
 www.hcmresearch.com  
 Kimberly Hofmeister, Focus Group/Project Dir.  
 Location: Office building  
 Distance from airport: 20 miles, 35 minutes  
 CL, 1/1, 1/1OR  
 Conference 13x20 Obs. Rm. Seats 22

**House Market Research, Inc.**  
 1829 Reisterstown Rd.  
 Suite 200  
 Baltimore, MD 21208  
 Ph. 410-602-2800  
 baltimore@housemarketresearch.com  
 www.housemarketresearch.com  
 Phyllis Halter or Elaine House Custead  
 Location: Office building  
 Distance from airport: 10 miles, 15 minutes  
 CL, 1/1, TK, CUL, VC, WC  
 Conference 26x22 Obs. Rm. Seats 26  
 Conference 24x22 Obs. Rm. Seats 15  
 Conference 24x20 Obs. Rm. Seats 12  
 Conference 26x24 Obs. Rm. Seats 20  
 Conference 24x22 Obs. Rm. Seats 15

**Maryland Marketing Source, Inc.**  
 Bay Area Research LLC  
 9936 Liberty Road  
 Randallstown, MD 21133  
 Ph. 410-922-6600  
 cspara@mdmarketingsource.com  
 www.mdmarketingsource.com  
 Barbara Bridge  
 Location: Office building  
 Distance from airport: 9 miles, 12 minutes  
 CL, VC  
 Conference 12x18 Obs. Rm. Seats 14



**Observation Baltimore**  
 A Div. of The Research Group, Inc.  
 300 W. Pratt St., Suite 250  
 Baltimore, MD 21201  
 Ph. 410-332-0400  
 ar@obaltimore.com  
 www.observationbaltimore.com  
 Allisa Rhodes, Operations Manager  
 Location: Office building  
 Distance from airport: 10 miles, 15 minutes  
 CL, 1/1, 1/1OR, VC, WC  
 Conference 15x20 Obs. Rm. Seats 12  
 Multiple 18x15 Obs. Rm. Seats 12

Experienced recruiting makes all the difference! Downtown Baltimore's premier focus group facility. Precise recruiting of consumers, physicians, health care or business-to-business populations. Conveniently located 5 minutes from Amtrak and 15 minutes from Baltimore-Washington International Airport. Within walking distance to Baltimore's finest restaurants, hotels, attractions, convention center and Oriole Park at Camden Yards.  
 (See advertisement on this page)

**Quick Test/Heakin**  
 White Marsh Mall  
 8200 Perry Hall Blvd., Suite 1045  
 Baltimore, MD 21236  
 Ph. 410-933-9400  
 bid@quicktest.com  
 www.quicktest.com  
 Location: Shopping mall  
 1/1, TK  
 Multiple 18x14 Obs. Rm. Seats 5

## Massachusetts

### Boston

**Bernett Research Services, Inc.**  
 World Trade Center East  
 Two Seaport Lane  
 Boston, MA 02210  
 Ph. 617-746-2705  
 info@bernett.com  
 www.bernett.com  
 Andrew or Matt Hayes, Managing Directors  
 Location: Office building  
 Distance from airport: 2 miles, 5 minutes  
 CL, 1/1, 1/1OR, TK, TKO, VC, WC  
 Conference 20x17 Obs. Rm. Seats 15  
 Multiple 20x17 Obs. Rm. Seats 15  
 Conference 20x17 Obs. Rm. Seats 14  
 Conference 25x25 Obs. Rm. Seats 20  
 (See advertisement on p. D53)

# You asked for working women.



**Experienced Recruiting Makes All the Difference.**

300 West Pratt Street, Suite 250, Baltimore, MD 21201  
 410-332-0400 www.observationbaltimore.com



Focused on Research

Surrounded by Fun



**Observation  
 Baltimore**

Baltimore's Only Full-service Marketing  
 Research Firm and Focus Group Suite

Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/1OR - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

Conference - Conference-Style Room  
 Living - Living Room-Style Room  
 Multiple - Both Styles  
 Room dimensions, when stated, are shown in feet.

**NATIONAL**  
**Field & Focus**  
 Boston's Complete Data Collection Service

**OUR SHOW RATES REALLY STAND OUT**

**So Do The RESULTS WE DELIVER**

- Focus Group Facilities
- Recruitment Services
- Ethnographic Research
- Field Management
- Sink & Mirror Research
- Taste Tests
- Mock Jury Panels
- Screener Development

**BOSTON AND NATIONWIDE**

**National Field & Focus**  
 205 Newbury Street  
 Framingham, MA 01701  
 Tel: 508-370-7788  
 Fax: 508-370-7744  
 Email: info@nff-inc.com  
 www.nff-inc.com

**Boston Field & Focus**  
 D/B/A Performance Plus - GroupNet Boston  
 4 Faneuil Hall Marketplace  
 S. Bldg., 3rd Floor  
 Boston, MA 02109  
 Ph. 508-872-1287  
 info@performanceplusboston.com  
 www.performanceplusboston.com  
 Shirley Shames, President  
 Location: Office building  
 Distance from airport: 2 miles, 5 minutes  
 CL, 1/1, 1/1OR, TK, VC, WC  
 Conference 12x27 Obs. Rm. Seats 15  
 Conference 12x27 Obs. Rm. Seats 15



**Cambridge Focus**  
 Administrative Headquarters  
 Two Clock Tower Place  
 Maynard, MA 01754-2595  
 Ph. 617-494-0310  
 details@cambridgefocus.com  
 www.cambridgefocus.com  
 Lloyd Simon, Director  
 Location: Office building  
 Distance from airport: 5 miles, 20 minutes  
 1/1, 1/1OR, AU, CUL, VC, WC  
 Conference 19x14 Obs. Rm. Seats 12  
 Conference 19x14 Obs. Rm. Seats 12  
 Multiple 20x14 Obs. Rm. Seats 12

Rated number one by Impulse for on- and off-site recruiting. Ethnographic studies, shop-alongs, telephone appointments, conferences, usability labs, auditorium tests, juries, etc. Local and national. All recruiting fully validated. Field service management and screener preparation available. Facility overlooking Charles River and Boston skyline.

**Car-Lene Research, Inc.**  
 Silver City Galleria  
 2 Galleria Mall Dr.  
 Taunton, MA 02780  
 Ph. 508-880-0087  
 boston@carleneresearch.com  
 www.carleneresearch.com  
 Location: Shopping mall  
 Distance from airport: 40 miles  
 1/1, 1/1OR, TK  
 Conference 08x06 Obs. Rm. Seats 2

**Copley Focus Centers**  
 20 Park Plaza  
 Boston, MA 02116  
 Ph. 617-421-4444  
 frank@copleyfocuscenters.com  
 www.copleyfocuscenters.com  
 Frank Amelia, Vice President  
 Location: Office building  
 Distance from airport: 4 miles, 10 minutes  
 CL, 1/1, 1/1OR, AU, CUL, VC  
 Conference 16x24 Obs. Rm. Seats 13  
 Conference 12x16 Obs. Rm. Seats 8  
 Conference 15x17 Obs. Rm. Seats 12  
 Conference 15x18 Obs. Rm. Seats 12

**Discovery - National Qualitative Network**  
 1 Apple Hill Plaza  
 600 Worcester Rd.  
 Natick, MA 01760  
 Ph. 800-523-1288  
 irisb@discoverynqn.com  
 www.discoverynqn.com  
 Iris Blaine  
 Location: Office building  
 Distance from airport: 22 miles, 40 minutes  
 CL, 1/1, TK, VC  
 Conference 18x22 Obs. Rm. Seats 15  
 Conference 17x22 Obs. Rm. Seats 12

**DMCotter**

RESEARCH & STRATEGY  
**DMCotter Research & Strategy, Inc.**  
 95 Eastern Ave.  
 Dedham, MA 02026  
 Ph. 781-956-8171  
 questions@dmcotter.com  
 www.dmcotter.com  
 Location: Free standing facility  
 Distance from airport: 20 miles, 20 minutes  
 CL, 1/1, 1/1OR, WC  
 Multiple 20x20 Obs. Rm. Seats 15  
 Conference 20x18 Obs. Rm. Seats 10

DMCotter Research & Strategy offers a beautiful, state-of-the-art fieldwork facility that's ideally situated in the heart of the Boston metro's finest communities - providing convenient access to the region's residents. We have two fully-outfitted conference rooms with deluxe viewing theaters and the latest technology, two IDI rooms and the highest-quality respondent recruiting. SFG is Boston's low-cost/best-value facility - you'll be amazed at the amount of value you'll receive for your research dollar!



**Fieldwork Boston, Inc.**  
 800 South St.  
 Suite 105  
 Waltham, MA 02453  
 Ph. 781-899-3660  
 info@boston.fieldwork.com  
 www.fieldwork.com  
 Maria Kuschel, President  
 Location: Office building  
 Distance from airport: 15 miles, 20 minutes  
 CL, 1/1, 1/1OR, CUL, VC, WC  
 Conference 17x16 Obs. Rm. Seats 20  
 Conference 19x17 Obs. Rm. Seats 15  
 Conference 19x19 Obs. Rm. Seats 18  
 Conference 26x24 Obs. Rm. Seats 20

At fieldwork Boston our philosophy is simple: you come first. Precise recruiting is our No. 1 priority. We offer spacious conference rooms, client lounge, one-on-one rooms and convenient phone booths. We are staffed with fully-trained professionals who handle all your project needs courteously and efficiently. We believe our facility sets the standard in the Metro Boston area. We offer the finest integrated state-of-the-art technology including: complimentary digital audio recording, DVD recording, VideoMarker (CD recording), FocusVision, ActiveGroup and computer usability labs. (See advertisement on directory back cover)

**Focus On Boston Waterfront**  
 30 Rowes Wharf  
 (Adjacent to Boston Harbor Hotel)  
 Boston, MA 02110  
 Ph. 781-246-0250 or 617-946-0755  
 joe@focusonboston.com  
 www.focusonboston.com  
 Al Minahan, Owner/Chairman  
 Location: Office building  
 Distance from airport: 5 miles, 10 minutes  
 CL, 1/1, 1/1OR, TK, AU, VC, WC  
 Conference 20x20 Obs. Rm. Seats 14  
 Conference 20x22 Obs. Rm. Seats 15  
 Conference 20x20 Obs. Rm. Seats 20  
 Conference 12x08 Obs. Rm. Seats 8





# Boston's Newest Facility is right on the Waterfront.



Coming to  
our building in  
October 2007



- Boston Seaport location
- Four modular suites: board room, living room, auditorium, mock jury
- Large 30' x 24' room
- One exit (two miles) from Logan Airport
- Centrally located to major highways
- Front door valet parking
- Airport water taxi
- Hotel, health club and spa on premises
- Great restaurants and hotels nearby
- Plenty of underground parking
- Digital everything...DVD, CD
- Large flat panel televisions



617-746-2600    [focus@bernett.com](mailto:focus@bernett.com)

Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge  
 1/1 - One-on-One Room  
 1/1OR - One-on-One Obs.  
 TK - Test Kitchen  
 TKO - Test Kitchen Obs.

CUL - Computer Usability Lab  
 PUL - Product Usability Lab  
 VC - Videoconferencing  
 WC - Webconferencing  
 AU - Auditorium

Conference - Conference-Style Room  
 Living - Living Room-Style Room  
 Multiple - Both Styles  
 Room dimensions, when stated, are shown in feet.



**Focus Pointe Global - Boston**

18 Tremont St.  
 11th Floor  
 Boston, MA 02108  
 Ph. 888-873-6287 or 617-573-0808  
 boston@focuspointeglobal.com

www.focuspointeglobal.com  
 Aurora Choi, Facility Director  
 Location: Office building  
 Distance from airport: 2 miles, 15 minutes  
 CL, 1/1, 1/1OR, TK, CUL, VC, WC  
 Multiple 20x16 Obs. Rm. Seats 18  
 Multiple 20x15 Obs. Rm. Seats 18  
 Multiple 21x16 Obs. Rm. Seats 18  
 Multiple 15x19 Obs. Rm. Seats 18

The focus group facility and recruiting leader. Expert recruiting for medical, business, consume, and mock jury research. Our Boston facility features four spacious conference rooms, tiered client viewing rooms and private lounges. Universal client access to high-speed and wireless Internet. Minutes from Logan Airport. Conveniently located near Faneuil Hall Marketplace. Worldwide fielding: field your projects worldwide through our network of affiliates in 70+ countries. (See advertisement on p. D5)

**Friedman Marketing Services**

Silver City Galleria  
 2 Galleria Mall Dr., Suite 120  
 Taunton, MA 02780  
 Ph. 508-821-1510 or 914-698-9591  
 paula.wynne@friedmanmktg.com  
 www.friedmanmktg.com  
 Yolanda Robustelli, Manager  
 Location: Shopping mall  
 Distance from airport: 25 miles  
 1/1, TK  
 Conference 12x15 Obs. Rm. Seats 7

**National Field & Focus, Inc.**

205 Newbury St.  
 Suite 301  
 Framingham, MA 01701  
 Ph. 508-370-7788  
 info@nff-inc.com  
 www.nff-inc.com  
 Location: Office building  
 Distance from airport: 18 miles, 35 minutes  
 CL, 1/1, 1/1OR, TK, VC  
 Conference 22x27 Obs. Rm. Seats 20  
 Conference 22x22 Obs. Rm. Seats 12

Rated a World's Best facility by Impulse Survey, we offer clients high-quality recruiting, project management and facility services. Great location to tap urban and suburban respondents. Focus groups, jury panels, taste tests, product placements; our experienced team will make your next project a success. (See advertisement on p. D52)

**Pathfinder Innovation**

30 Monument Square  
 Suite 235  
 Concord, MA 01742  
 Ph. 978-318-0650  
 kstahl@pathfinderinnovation.com  
 www.pathfinderinnovation.com  
 Karen Daily Stahl, President  
 Location: Office building  
 Distance from airport: 21 miles, 25 minutes  
 CL, 1/1, 1/1OR  
 Conference 18x13 Obs. Rm. Seats 18

**Performance Plus**

GroupNet Boston  
 111 Speen St.  
 Suite 105  
 Framingham, MA 01701  
 Ph. 508-872-1287  
 info@performanceplusboston.com  
 www.bostonfieldfocus.com  
 Shirley Shames, President  
 Location: Office building  
 Distance from airport: 17 miles, 25 minutes  
 CL, 1/1, 1/1OR, TK, VC, WC  
 Conference 15x20 Obs. Rm. Seats 15  
 Conference 15x20 Obs. Rm. Seats 15  
 Conference 10x10 Obs. Rm. Seats 12

**Schlesinger Associates Boston, Inc.**

31 Saint James Ave., Suite 930  
 Boston, MA 02116  
 Ph. 617-542-5500  
 boston@schlesingerassociates.com  
 www.schlesingerassociates.com  
 Teri Lyn Hawley, Managing Director  
 Location: Office building  
 Distance from airport: 8 miles, 15 minutes  
 CL, 1/1, 1/1OR, TK, AU, CUL, VC, WC  
 Multiple 21x16 Obs. Rm. Seats 16  
 Multiple 22x16 Obs. Rm. Seats 16  
 Multiple 22x16 Obs. Rm. Seats 16  
 Multiple 14x16 Obs. Rm. Seats 16

Schlesinger Associates is the leading full-service data collection company with 16 high-specification focus group facilities across the U.S. and the U.K. Our Global Management Solutions services support your international research needs to the highest standards in any language and in any culture. Qualitative: focus groups; in-depth interviews; virtual focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries; convention research studies. Quantitative: online health care surveys; telephone interviews; face-to-face interviewing; mystery shopping; merchandising programs; intercept interviewing; data processing, coding and tabulation; product placements; CLT taste tests; store audits; market sectors: medical; consumer; business-to-business; IT. (See advertisement on p. D55)



**Suburban Focus Group - Boston**

95 Eastern Ave.  
 Dedham, MA 02026  
 Ph. 781-956-8171  
 questions@suburbanfocusgroup.com  
 www.suburbanfocusgroup.com  
 Dan Cotter, President  
 Location: Free standing facility  
 Distance from airport: 20 miles, 20 minutes  
 CL, 1/1, 1/1OR, WC  
 Multiple 20x20 Obs. Rm. Seats 15  
 Conference 20x18 Obs. Rm. Seats 10

Suburban Focus Group is a beautiful fieldwork facility that's ideally situated in the heart of greater Boston's finest communities - providing you with convenient access to the best cross-section of the region's residents. We offer two fully-outfitted conference rooms with deluxe viewing theaters and elegant client lounges, state-of-the-art A/V and projection technology, two IDI rooms and extraordinary participant recruiting. Plus, our prices are 20% less than other facilities - we're Boston's low-cost/best-value facility.

Michigan

**Battle Creek**

**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  
 Bill Schroer, Principal  
 Location: Office building  
 Distance from airport: 20 miles, 30 minutes  
 Conference 11x18 Obs. Rm. Seats 7

**Detroit**

**Advantage Research Services, Inc.**

5900 Lilley Road, Suite 107  
 Canton, MI 48187  
 Ph. 734-979-0900  
 davids@advantageresearch.net  
 www.advantageresearch.net  
 David Sokolowski, President/CEO  
 Location: Free standing facility  
 Distance from airport: 10 miles, 20 minutes  
 CL, 1/1, 1/1OR, TK  
 Multiple 20x30 Obs. Rm. Seats 20  
 Multiple 19x25 Obs. Rm. Seats 20

**Consumer Insights, Inc.**

5455 Corporate Dr., Suite 120  
 Troy, MI 48098  
 Ph. 866-952-1600  
 quotes@consumerinsightsinc.com  
 www.consumerinsightsinc.com  
 Melanie Sorlien, Project Manager  
 Location: Office building  
 Distance from airport: 40 miles, 45 minutes  
 CL  
 Conference 20x14 Obs. Rm. Seats 10

**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  
 Nicole McKoy, Director  
 Location: Office building  
 Distance from airport: 35 miles, 40 minutes  
 1/1, 1/1OR, TK, TKO, VC  
 Conference 20 x 18 Obs. Rm. Seats 15

**Crimmins & Forman Market Research**

23800 West Ten Mile Rd.  
 Suite 190  
 Southfield, MI 48033  
 Ph. 248-569-7095  
 info@crimminsandforman.com  
 www.crimminsandforman.com  
 Paula Crimmins, Partner  
 Location: Free standing facility  
 Distance from airport: 30 miles, 30 minutes  
 CL, 1/1, 1/1OR, TK, VC  
 Conference 27x24 Obs. Rm. Seats 15  
 Conference 16x15  
 Conference 15x15 Obs. Rm. Seats 8

# SCHLESINGER ASSOCIATES BOSTON



## BOSTON

31 SAINT JAMES AVENUE  
SUITE 930  
BOSTON, MA 02116



Schlesinger Associates  
&  
The Research House

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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.

## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge  
1/1 - One-on-One Room  
1/1OR - One-on-One Obs.  
TK - Test Kitchen  
TKO - Test Kitchen Obs.

CUL-Computer Usability Lab  
PUL-Product Usability Lab  
VC - Videoconferencing  
WC - Webconferencing  
AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

**Cypher Research**

2365 S. Haggerty Rd.  
Suite 300  
Canton, MI 48188  
Ph. 734-397-3400  
robert@cypherresearch.com  
www.cypherresearch.com  
Robert Sullivan, President/CEO  
Location: Free standing facility  
Distance from airport: 8 miles, 10 minutes  
CL, 1/1, 1/1OR, TK, CUL, WC  
Multiple 15x25 Obs. Rm. Seats 10  
Multiple 15x25 Obs. Rm. Seats 10

Newly-built facility November 2007. Two large focus rooms, private client offices, five minutes from airport. Wi-Fi, free DVD/CD recording, tech-friendly staff. All forms of data collection and field management. Legal, political, consumer, business-to-business, medical, ethnic. Best demographic representation in Metro Detroit. 26+ years of experience.

**Friedman Marketing Services**

Consumer Testing Center  
Oakland Mall  
350-B. W. 14 Mile Rd.  
Troy, MI 48083  
Ph. 248-589-0950 or 914-698-9591  
paula.wynne@friedmanmktg.com  
www.friedmanmktg.com  
Terry Wood, Manager  
Location: Shopping mall  
Distance from airport: 25 miles  
1/1, 1/1OR, TK  
Conference 20x40 Obs. Rm. Seats 5

**Gongos Research**

2365 Pontiac Road  
Auburn Hills, MI 48326  
Ph. 248-239-2300 or 800-899-9590  
firststep@gongos.com  
www.gongos.com  
Karen Lindley, Focus Group Director  
Location: Free standing facility  
Distance from airport: 30 miles, 45 minutes  
CL, 1/1, CUL, VC, WC  
Multiple 28x24 Obs. Rm. Seats 20  
Multiple 44x24 Obs. Rm. Seats 20

Newly built in July 2006, Gongos' state-of-the-art focus group facility and client lounge hosts a broad range of services, including recruiting for on- and off-site studies; videostreaming and teleconferencing; usability studies; and all-format videotaping and documentation. Superior client comfort - observation room up to 14 - and newly-instated Focus Concierge(sm), which includes on- and off-site amenities: client green room, private office with flat-screen monitor and wireless Internet; custom catering, hotels and bed-and-breakfast.

**Morpace Inc. / GroupNet Detroit**

31700 Middlebelt Rd.  
Farmington Hills, MI 48334  
Ph. 248-737-5300  
information@morpace.com  
www.morpace.com  
Amie Saltzman or Linda Gondek  
Location: Office building  
Distance from airport: 25 miles, 40 minutes  
CL, 1/1, 1/1OR, TK, CUL, VC, WC  
Multiple 18x22 Obs. Rm. Seats 12  
Multiple 21x28 Obs. Rm. Seats 20  
Multiple 28x38 Obs. Rm. Seats 14  
Multiple 18x19 Obs. Rm. Seats 18  
Multiple 10x18 Obs. Rm. Seats 6  
Conference 10x17  
Conference 15x23

Facility offers three focus group rooms, large CLT room with enhanced lighting and flexible floor plan (seats 55 classroom, 75 theatre), one-on-one 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 suite with conference room for total confidentiality. Other features: Cable TV, T-1 wireless Internet, LCD data projectors, Perception Analyzers®. Quality awards include ISO 9001:2000 certification, Q1 Award, Impulse Top Rated facility. For a quality project, please call Linda Gondek or Amie Saltzman at 248-737-5300.

(See advertisement on this page)

## Specialty Recruiting? We've got our ducks in a row!



### Morpace...Focused on Service...Focused on YOU!

No project is too difficult for our exceptional project team. You're our priority. Your success is our business!

Impulse top-rated facility, recruiting and personnel.

To learn more about our 10,000 square foot South-eastern Michigan facility and services, please call 248.737.5300 or visit us at [www.morpace.com](http://www.morpace.com)



31700 Middlebelt Road, Farmington Hills, MI 48334

proud member of  
**GroupNET**

### NewProductWorks

680 State Circle  
Ann Arbor, MI 48108  
Ph. 734-332-9200  
plw@newproductworks.com  
www.newproductworks.com  
Penny Wambach, Operations Manager  
Location: Free standing facility  
Distance from airport: 20 miles, 20 minutes  
CL  
Multiple 20x18 Obs. Rm. Seats 20

### Opinion Search

21800 Melrose  
Suite 12  
Southfield, MI 48075  
Ph. 248-358-9922 or 800-358-9919  
info@opinionsearchusa.com  
www.opinionsearchusa.com  
Joanne Levin, President  
Location: Office building  
Distance from airport: 20 miles, 25 minutes  
CL, 1/1, 1/1OR, TK  
Multiple 16x18 Obs. Rm. Seats 20  
Conference 12x18 Obs. Rm. Seats 12

### Quick Test/Heakin

Southland Center Mall  
2300 Eureka Rd., Suite G7  
Taylor, MI 48180  
Ph. 734-287-3600  
info@quicktest.com  
www.quicktest.com  
Location: Shopping mall  
1/1, TK  
Multiple 15x19 Obs. Rm. Seats 6

### RDA Group

450 Enterprise Court  
Bloomfield Hills, MI 48302  
Ph. 248-332-5000  
remmert@rdagroup.com  
www.rdagroup.com  
Lisa Gould, Vice President  
Location: Free standing facility  
Distance from airport: 30 miles, 30 minutes  
CL, 1/1, 1/1OR, CUL, VC, WC  
Conference 18x18 Obs. Rm. Seats 18  
Conference 18x18 Obs. Rm. Seats 18



### Shifrin-Hayworth

20300 Civic Center Dr., Suite 207  
Southfield, MI 48076  
Ph. 248-223-0020 or 800-559-5954  
research@shifrin-hayworth.com  
www.shifrin-hayworth.com  
Arlene Hayworth Speiser, Vice President  
Location: Office building  
Distance from airport: 22 miles, 25 minutes  
CL, 1/1, 1/1OR, TK, CUL, PUL, VC, WC  
Conference 26x16 Obs. Rm. Seats 20  
Conference 25x16 Obs. Rm. Seats 15  
Conference 27x27 Obs. Rm. Seats 15

Experienced focus group facility updated in 2007. Two standard and one extra-large (seats 50) focus group rooms with large viewing rooms and attached client lounges. Private client offices with computers, printers, and high-speed Internet access. Perfectly located to reach every demographic the Detroit metro area offers. Consumer, professional, medical recruiting with accurate results performed by experienced, well-trained interviewers. High-speed Internet throughout the entire facility, FocusVision and ActiveGroup, usability testing, DVD, CD, VHS recording.

### Stander Research Associates, Inc.

26701 Harper Ave.  
St. Clair Shores, MI 48081  
Ph. 586-778-8910  
Standarco@aol.com  
www.standerresearch.com  
David Stander, President  
Location: Office building  
Distance from airport: 30 miles, 35 minutes  
1/1, TK, VC, WC  
Conference 14x27 Obs. Rm. Seats 15

### Grand Rapids

### Advantage Western Michigan Research, Inc.

6095 28th St. S.E., Suite 110  
Grand Rapids, MI 49546  
Ph. 616-949-8724 or 734-261-8377 (Hq.)  
davids@advantageresearch.net  
www.advantageresearch.net  
Vinnie Bumgarner or Michael Heisler, Directors  
Location: Office building  
Distance from airport: 3 miles, 5 minutes  
CL, 1/1, 1/1OR, TK, AU  
Multiple 30x30 Obs. Rm. Seats 25  
Multiple 20x28 Obs. Rm. Seats 14  
Multiple 12x12 Obs. Rm. Seats 10

### Lansing

### Capitol Research Services, Inc.

2940 Lake Lansing Rd.  
East Lansing, MI 48823  
Ph. 517-333-3388  
crs@capitolresearchservices.com  
www.capitolresearchservices.com  
Rachelle Souser Neal, President  
Location: Free standing facility  
Distance from airport: 8 miles, 20 minutes  
1/1, 1/1OR, TK, CUL  
Conference 18x20 Obs. Rm. Seats 14  
Conference 13x10 Obs. Rm. Seats 4  
Multiple 28x17 Obs. Rm. Seats 4

### Usability & Accessibility Center

at Michigan State University  
94 Kellogg Center  
East Lansing, MI 48824  
Ph. 517-353-8977  
uac@msu.edu  
www.usability.msu.edu  
JoDee Fortino, Lab Manager  
Location: Other  
Distance from airport: 10 miles, 10 minutes  
CL, 1/1, 1/1OR, CUL, PUL, VC  
Multiple 20x20 Obs. Rm. Seats 10

## Minnesota

### Minneapolis/St. Paul



### Ascendancy Research

2000 S. Plymouth Road.  
Suite 120  
Minneapolis, MN 55305  
Ph. 952-544-6334  
LWinninger@ascendresearch.com  
www.ascendresearch.com  
LynMarie Winninger, President  
Location: Office building  
Distance from airport: 25 miles, 30 minutes  
CL, 1/1, 1/1OR, TK, TKO, VC, WC  
Conference 22x17 Obs. Rm. Seats 16  
Conference 21x14 Obs. Rm. Seats 12  
Living 16x12 Obs. Rm. Seats 6  
Living 14x11 Obs. Rm. Seats 6

Ascendancy Research continues its 30-year tradition of providing outstanding value in recruiting and client services in Minneapolis. Our recruiting is fresh, fast and on the mark. The facility includes: two spacious conference rooms with tiered viewing rooms, client lounges, two viewable living room settings and a fully-equipped viewable residential test kitchen ideal for taste tests and food-related focus groups. We provide ActiveGroup, MobiLab, DVD Clipper, high-speed wireless Internet access and free DVD and audio recordings. Our superior client attention and over-the-top food service is par excellence. On-site owners are present during your project to assure your every need is met. (See advertisement on this page)



Proud member of TQA, Total Qualitative Alliance.

- \* Prime location with 1st class client services
- \* Usability & eye tracking labs with technicians
- \* Complimentary DVD & audio recording
- \* ActiveGroup video streaming
- \* High speed wireless internet
- \* In-house recruiting
- \* Ethnographies/Intercepts
- \* Hispanic moderator

**TOP RATED**  
by Impulse  
Survey 2008

2000 S. Plymouth Road  
Minneapolis, MN 55305  
P: 952.544.6334  
F: 952.544.6764



www.ascendresearch.com

## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/1OR - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

**Car-Lene Research, Inc.**

Southdale Mall  
940 Southdale Center  
Edina, MN 55435  
Ph. 952-922-1444  
minsouthdale@carleneresearch.com  
www.carleneresearch.com  
Location: Shopping mall  
Distance from airport: 10 miles  
1/1, 1/1OR, TK  
Conference 10x08 Obs. Rm. Seats 2

**CJ Olson Market Research, Inc.**

901 N. 3rd St., Suite 218  
Minneapolis, MN 55401-1141  
Ph. 612-378-5040 or 800-788-0085  
tramaker@cjolson.com  
www.cjolson.com  
Tianna Ramaker, Executive Vice President  
Location: Office building  
Distance from airport: 15 miles, 15 minutes  
CL, 1/1, CUL  
Conference 18x23 Obs. Rm. Seats 15

**Comprehensive Research**

3055 Old Highway 8  
Suite 160  
St. Anthony, MN 55418  
Ph. 612-781-3400  
craig@crginc.com  
www.crginc.org  
Craig A. Swager, President  
Location: Office building  
Distance from airport: 12 miles, 15 minutes  
1/1, 1/1OR  
Multiple 34x17 Obs. Rm. Seats 10  
Multiple 16x16 Obs. Rm. Seats 12

**Delve Minneapolis**

2051 Killebrew Dr., Suite 680  
Minneapolis, MN 55425  
Ph. 800-526-5718 or 952-858-1550  
helpinghand@delve.com  
www.delve.com  
Danelle Gorra, Managing Director  
Location: Office building  
Distance from airport: 3 miles, 3 minutes  
CL, 1/1, 1/1OR, TK, AU, CUL, VC, WC  
Conference 20x20 Obs. Rm. Seats 15  
Conference 18x20 Obs. Rm. Seats 12  
(See advertisement on p. D61)

**Field Research Services**

842 Raymond Ave., #105  
St. Paul, MN 55114  
Ph. 651-644-3150  
bonnie@fieldresearchservices.com  
www.fieldresearchservices.com  
Location: Office building  
Distance from airport: 10 miles, 15 minutes  
1/1, 1/1OR, TK, VC  
Multiple 15x25 Obs. Rm. Seats 10

**Fieldwork Minneapolis, Inc.**

7650 Edinborough Way, Suite 700  
Edina, MN 55435  
Ph. 952-837-8300  
info@minneapolis.fieldwork.com  
www.fieldwork.com  
Denice Duncan, President  
Location: Office building  
Distance from airport: 7 miles, 15 minutes  
CL, 1/1, 1/1OR, TK, TKO, CUL, VC, WC  
Conference 29x25 Obs. Rm. Seats 20  
Conference 18x22 Obs. Rm. Seats 25  
Conference 25x20 Obs. Rm. Seats 25  
Conference 23x21 Obs. Rm. Seats 25  
Conference 22x19 Obs. Rm. Seats 10  
Conference 17x12 Obs. Rm. Seats 15

Fieldwork Minneapolis is the product of clients' requests and years of fieldwork experience. Our beautiful 10,000-sq.-ft. facility is located seven short freeway miles from the airport - convenient for clients and for respondents from all over the Twin Cities. Our five generous conference and viewing rooms and test kitchen will accommodate all of your research and business needs. State-of-the-art technology including: digital audio recording (complimentary), DVD recording, VideoMarker (CD recording), FocusVision, ActiveGroup and computer usability labs.  
(See advertisement on directory back cover)

**Focus Market Research - GroupNet Minneapolis**

GroupNet Minneapolis  
Two Meridian Crossings  
Suite 160  
Minneapolis, MN 55423  
Ph. 612-869-8181  
minneapolis@focusmarketresearch.com  
www.focusmarketresearch.com  
Judy Opstad  
Location: Office building  
Distance from airport: 8 miles, 15 minutes  
CL, TK, VC, WC  
Multiple 21x22 Obs. Rm. Seats 16  
Conference 21x22 Obs. Rm. Seats 16  
Conference 21x22 Obs. Rm. Seats 16

Three spacious state-of-the-art qualitative suites located near the airport and better hotels. Focus offers you the best geographic and demographic representation with two locations and five focus rooms to serve you. Our Edina office continues to serve the western suburbs. Celebrating 35+ years of successful qualitative research. Videoconferencing, streaming and videostreaming. Always Top Rated in the Impulse Survey!  
(See advertisement on p. D9, p. D59)

**Focus Market Research, Inc.**

4958 Lincoln Dr.  
Minneapolis, MN 55436  
Ph. 612-869-8181  
minneapolis@focusmarketresearch.com  
www.focusmarketresearch.com  
Judy Opstad  
Location: Office building  
Distance from airport: 12 miles, 20 minutes  
CL, TK, TKO  
Multiple 19x15 Obs. Rm. Seats 14  
Conference 15x15 Obs. Rm. Seats 14

Focus Market Research of Edina serves the western suburbs with two focus rooms and a test kitchen with viewing. All phases of consumer, medical and business recruiting. Convenient to the airport and better hotels. Focus is the only agency in the Twin Cities that offers the best geographic and demographic representation with two locations and five focus rooms to serve you. Celebrating 35+ years of successful qualitative research. Videoconferencing, streaming and videostreaming, GroupNet, VIC-CD VideoClipper. Always Top Rated in the Impulse Survey!  
(See advertisement on p. D9, p. D59)

**Food Perspectives, Inc.**

2880 Vicksburg Lane N.  
Plymouth, MN 55447  
Ph. 763-553-7787  
info@foodperspectives.com  
www.foodperspectives.com  
Nancy Eicher, Vice President  
Location: Office building  
Distance from airport: 25 miles, 35 minutes  
1/1, 1/1OR, TK, PUL  
Conference 12x09 Obs. Rm. Seats 8

**Ideas To Go, Inc.**

1 Main St. S.E.  
5th Floor  
Minneapolis, MN 55414  
Ph. 612-331-1570  
mduncan@ideastogo.com  
www.ideastogo.com  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL, 1/1, 1/1OR, TK, VC  
Multiple 29x22 Obs. Rm. Seats 20  
Multiple 28x28 Obs. Rm. Seats 15

**The Insight Café**

Russell Herder  
100 South Fifth St., Suite 2200  
Minneapolis, MN 55402  
Ph. 612-455-2360 or 800-450-3055  
carol@russellherder.com  
www.theinsightcafe.com  
Carol Russell, CEO  
Location: Office building  
Distance from airport: 12 miles, 17 minutes  
CL, 1/1, 1/1OR, PUL, VC, WC  
Multiple 20x15 Obs. Rm. Seats 12

The Insight Café is conveniently located in downtown Minneapolis and designed to provide a welcoming atmosphere that encourages open conversation. Features include a fireplace, flat-panel television, several furniture configurations (café, conference, fireside) and more. Our viewing room features amenities for comfort and innovative technology, including participant check-in monitoring software.



**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*

## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/1OR - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

**IW Research**

1600 Gervais Ave., Suite 5  
Maplewood, MN 55109  
Ph. 651-704-0295  
info@iw-research.com  
www.iw-research.com  
Liz Diedrich, President  
Location: Office building  
Distance from airport: 10 miles, 15 minutes  
CL, 1/1, 1/1OR, CUL, PUL  
Multiple 25x17 Obs. Rm. Seats 12

Our end-to-end approach enables us to understand your objectives while providing insights and recommendations that will help you achieve your research goals. We work with you to manage and execute each step of your project, ensuring the best outcome possible at optimal savings. A few services we provide: questionnaire development; screening and list management; discussion guide development; professional facilitation; data analysis; research reports; recommendations, Metrics for Success.

**The Leede Group LLC**

10,000 Hwy. 55  
Minneapolis, MN 55441  
Ph. 763-595-5824 or 763-595-5870  
dfriese@leedere.com  
www.leede.com  
Deborah Seim, Vice President  
Location: Office building  
Distance from airport: 20 miles, 25 minutes  
CL, 1/1, 1/1OR, TK, TKO, CUL, PUL, WC  
Conference 15x26 Obs. Rm. Seats 14  
Conference 12x15 Obs. Rm. Seats 14

**Market Resource Associates****Market Resource Associates, Inc.**

15 S. Fifth St.  
8th Floor  
Minneapolis, MN 55402  
Ph. 800-795-3056 or 612-334-3056  
Joel.Schneider@mraonline.com  
www.mraonline.com/facility.html  
John Cashmore, CEO  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL, 1/1, 1/1OR, AU, WC  
Conference 28x22 Obs. Rm. Seats 22  
Living 22x20 Obs. Rm. Seats 16  
Multiple 12x08 Obs. Rm. Seats 4

Top Rated 2007 Impulse Survey. Central location draws the entire metro area including St. Paul and fast-growing northern suburbs. Whisk from plane to train to our front door in 20 minutes. Spacious focus group rooms ideal for product/prototype display. Full A/V capability plus ActiveGroup. Expert in-house recruiting. Consumer, professional, ethnic, skilled trades.

**National Research Network - Minneapolis/St. Paul**

Ridgedale Mall  
12745 Wayzata Blvd.  
Minnetonka, MN 55305  
Ph. 312-960-5158  
rick.kronenburger@ggg.com  
www.nationalresearchnetwork.com  
Location: Shopping mall  
1/1, TK  
Conference 13x20 Obs. Rm. Seats 32

**Orman Guidance Research®, Inc.**

5001 W. American Blvd, Suite 715  
Bloomington, MN 55437-1106  
Ph. 800-605-7313 or 952-831-4911  
rsundin@ormguidance.com  
www.ormguidance.com  
Rosemary Sundin or Anne Golden  
Location: Office building  
Distance from airport: 9 miles, 15 minutes  
CL, TK, TKO, VC, WC  
Conference 17x16 Obs. Rm. Seats 10  
Conference 17x16 Obs. Rm. Seats 10  
Multiple 30x24 Obs. Rm. Seats 20

**Quick Test/Heakin**

Ridgedale Mall  
12745 Wayzata Blvd.  
Minnetonka, MN 55305  
Ph. 952-512-3838  
info@quicktest.com  
www.quicktest.com  
Location: Shopping mall  
1/1, TK  
Conference 19x14 Obs. Rm. Seats 6

**William & Kaye, Inc**

1771 Green Crest Drive  
Victoria, MN 55386  
Ph. 952-484-5995  
LWininger@ascendresearch.com  
Location: Office building  
Distance from airport: 7 miles, 12 minutes  
CL, TK, CUL, VC, WC  
Conference 17x18 Obs. Rm. Seats 15

**Rochester****SNG Research Corporation**

6301 Bandel Rd. N.W., Suite 101  
Rochester, MN 55901  
Ph. 507-285-1026  
hness@sngresearch.com  
www.sngresearch.com  
Jana Wohler, Research Assistant  
Location: Office building  
Distance from airport: 14 miles, 15 minutes  
1/1, 1/1OR  
Conference 14x19 Obs. Rm. Seats 8

**Mississippi****Jackson****Focus Center**

460 Briarwood Dr., Suite 407  
Jackson, MS 39206  
Ph. 601-977-5375 or 866-94FOCUS  
info@focuscenter.net  
www.southernresearchgroup.com  
Jeff Kilgore  
Location: Office building  
CL  
Conference 26x16 Obs. Rm. Seats 12

**Friedman Marketing Services**

Jackson Opinion Center  
Metrocenter Mall, 1275 Metrocenter  
Highway 80 and Robinson Rd.  
Jackson, MS 39209  
Ph. 601-352-9340 or 914-698-9591  
paula.wynne@friedmanmktg.com  
www.friedmanmktg.com  
Ruth Davis, Manager  
Location: Shopping mall  
Distance from airport: 15 miles  
TK  
Conference 10x15 Obs. Rm. Seats 6

**Missouri****Columbia****Horizon Research Services**

2415 Carter Lane  
Suite 4  
Columbia, MO 65201  
Ph. 573-874-1333 or 800-529-6841  
info@horizonresearch.com  
www.horizonresearch.com  
Location: Office building  
Distance from airport: 15 miles, 15 minutes  
CL, 1/1, 1/1OR  
Conference 12x22 Obs. Rm. Seats 8

**Kansas City****Delve Kansas City**

9233 Ward Pkwy.  
Suite 150  
Kansas City, MO 64114  
Ph. 800-628-3428 or 816-361-0345  
helpinghand@delve.com  
www.delve.com  
Jim Finke, Managing Director  
Location: Office building  
Distance from airport: 30 miles, 40 minutes  
CL, 1/1, 1/1OR, TK, AU, CUL, VC, WC  
Conference 20x19 Obs. Rm. Seats 18  
Conference 21x21 Obs. Rm. Seats 10  
(See advertisement on p. D61)

**Essential Market Research**

8080 Ward Pkwy., Suite 201  
Kansas City, MO 64114  
Ph. 816-333-2344  
andersonemr@sbcglobal.net  
www.emr-kc.com  
Cheryl Anderson, Project Manager  
Location: Office building  
Distance from airport: 30 miles, 60 minutes  
CL, 1/1, 1/1OR  
Conference 24x16 Obs. Rm. Seats 12  
Conference 12x14 Obs. Rm. Seats 4

**Q & A Research, Inc.**

7220 W. 98th Terrace  
Overland Park, KS 66212  
Ph. 913-341-4245  
info@QAR.com  
www.QAR.com  
Location: Free standing facility  
Distance from airport: 35 miles, 45 minutes  
CL, 1/1, 1/1OR, TK, TKO, AU, CUL, VC, WC  
Multiple 16x20 Obs. Rm. Seats 16  
Multiple 16x20 Obs. Rm. Seats 10  
Multiple 18x20 Obs. Rm. Seats 18



# Creating Connections

In this high-tech world, it's easy to forget that face-to-face interaction is still one of the best ways to learn about people's experiences and impressions. Even though technology is playing an increasing role in data collection, we know it will never replace direct conversations with customers in a focus group setting.

At Delve, we help you find creative ways to connect with your customers. Whether it's a traditional group or one that requires a more adventurous approach, we are experts in recruiting the right respondents to ensure your feedback is reliable and insightful.

Delve creates and fosters environments for dynamic dialogues between marketers and customers. Whether they be face-to-face, voice-to-voice, or technology-based settings like the Web, we are committed to providing the best in the business.

Count on our experts to bring you and your customers closer together. Connect with your Delve sales representative today!

**Focus Groups**

**Pre-Recruits**

**Web Surveys**

**Telephone Interviews**

**Central Location Testing**

**Taste Tests**

**Interactive Voice Response**

**Multi-Market Project Management**

**Mixed Methodology Project Management**

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

[helpinghand@delve.com](mailto:helpinghand@delve.com)

800-325-3338



**Delve®**

## Ten Locations To Delight & Amaze You!

**Appleton**

Bonnie Smerda

**Atlanta**

Chinua Suma

**Chicago**

Jill Karmann

**Columbus**

Pam Clouse

**Dallas**

Marsha Fugitt

**Kansas City**

Jim Finke

**Minneapolis**

Danelle Gorra

**Philadelphia**

Lynne Doyle

**Phoenix**

Donna Flynn

**Saint Louis**

Jim Gobbie

## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/1OR - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

**Quick Test/Heakin**

Independence Center  
1026 Independence Center  
Independence, MO 64057  
Ph. 816-795-0706  
bid@quicktest.com  
www.quicktest.com  
Location: Shopping mall  
1/1, TK  
Multiple 14x20 Obs. Rm. Seats 6

**Springfield****Bryles Research, Inc.**

1525 E. Republic Rd.  
Suite 130  
Springfield, MO 65804  
Ph. 417-887-1035  
Scott.Tennison@brylesresearch.com  
www.brylesresearch.com  
Scott Tennison  
Location: Free standing facility  
Distance from airport: 8 miles, 20 minutes  
CL, 1/1, 1/1OR, TK  
Conference 28x25 Obs. Rm. Seats 12  
18x17 Obs. Rm. Seats 12  
17x14 Obs. Rm. Seats 12

**St. Louis****C & C Market Research, Inc.**

St. Louis Mills  
5555 St. Louis Mills Blvd., #105  
Hazelwood, MO 63042  
Ph. 479-785-5637  
craig@ccmarketresearch.com  
www.ccmarketresearch.com  
Craig Cunningham, President  
Location: Shopping mall  
Distance from airport: 45 miles, 45 minutes  
1/1, 1/1OR, TK  
Conference 16x11 Obs. Rm. Seats 6  
(See advertisement on p. D12)

**Consumer Opinion**

10403 Clayton Rd.  
St. Louis, MO 63131  
Ph. 314-692-2686  
surveys4u@aol.com  
www.superiorsurveysstl.com  
Kathleen Meyer  
Location: Office building  
Distance from airport: 8 miles, 20 minutes  
1/1, 1/1OR, TK, AU, CUL, VC, WC  
Conference 21x26 Obs. Rm. Seats 20  
Conference 16x20 Obs. Rm. Seats 10  
Conference 15x15 Obs. Rm. Seats 6

**Delve Saint Louis**

1650 Des Peres Rd., Suite 110  
St. Louis, MO 63131  
Ph. 800-992-2139 or 314-966-6595  
helpinghand@delve.com  
www.delve.com  
Jim Gobble, Managing Director  
Location: Office building  
Distance from airport: 15 miles, 20 minutes  
CL, 1/1, 1/1OR, TK, AU, CUL, VC, WC  
Conference 18x22 Obs. Rm. Seats 14  
Conference 19x22 Obs. Rm. Seats 14  
Conference 20x23 Obs. Rm. Seats 23  
(See advertisement on p. D61)

**Fact Finders, Inc.**

1852 Craig Park Court  
St. Louis, MO 63146  
Ph. 314-469-7373  
factfinder@primary.net  
www.ffinet.com  
Timothy Caplinger, President  
Location: Free standing facility  
Distance from airport: 10 miles, 15 minutes  
CL, 1/1  
Conference 20x22 Obs. Rm. Seats 20

**Focus Pointe Global - St. Louis**

7305 Marietta Ave.  
St. Louis, MO 63143  
Ph. 888-873-6287 or 314-768-2110  
stl@focuspointeglobal.com  
www.focuspointeglobal.com  
Joe Kromer, Facility Director  
Location: Free standing facility  
Distance from airport: 17 miles, 20 minutes  
CL, 1/1, TK, VC, WC  
Multiple 20x21 Obs. Rm. Seats 14  
Multiple 20x25 Obs. Rm. Seats 25

Located in the center of everything. Focus Pointe's newest facility features two oversized focus group and viewing areas adorned with plush clients suites and private restrooms. Focus Pointe St. Louis has an industrial kitchen, two large brainstorm/CLT rooms and one grand meeting/multipurpose room for seating up to 120. Our three-story, stand-alone building has secured wireless Internet unique to each room, overhead projectors and on-site audience response systems. (See advertisement on p. D5)

**Lucas Market Research, LLC**

4101 Rider Trail N.  
Suite 100  
St. Louis, MO 63045  
Ph. 314-344-0803  
sechelmeyer@lucasresearch.net  
www.lucasresearch.net  
Suzanne Echelmeyer, V.P. Operations  
Location: Free standing facility  
Distance from airport: 7 miles, 15 minutes  
CL, 1/1, 1/1OR, TK, AU, VC, WC  
Conference 23x18 Obs. Rm. Seats 12  
Conference 22x15 Obs. Rm. Seats 10  
Multiple 40x24 Obs. Rm. Seats 0

Family-owned – client-focused – service-driven. St. Louis' most complete focus facility is a member of GroupNet, the largest network of independently-owned and Top Rated facilities. Facility offerings include two spacious focus suites with elegantly appointed client lounges. Private entry, restroom, tiered viewing, closed-circuit, multipurpose room, facility-wide high-speed wired and wireless access, video-streaming, videoconferencing, test kitchen, IDI room. Partner with "research professionals" and experience paramount recruiting and service. FocusVision and ActiveGroup access throughout facility.

**Peters Marketing Research, Inc.**

12400 Olive Blvd.  
Suite 225  
St. Louis, MO 63141-5437  
Ph. 314-469-9022  
katie@petersmktg.com  
www.petersmktg.com  
Katie Peters Miller  
Location: Office building  
Distance from airport: 9 miles, 15 minutes  
CL, 1/1, VC, WC  
Conference 12x22 Obs. Rm. Seats 8

**Pragmatic Research, Inc.**

200 S. Hanley, Suite 420  
St. Louis, MO 63105  
Ph. 314-863-2800  
ds@pragmatic-research.com  
www.pragmatic-research.com  
Paul Hagelestein  
Location: Office building  
Distance from airport: 8 miles, 10 minutes  
CL, 1/1, CUL, WC  
Conference 22x16 Obs. Rm. Seats 11

Pragmatic Research Inc. provides professional recruiting, using only our experienced and trained staff. Precise, quality local and national recruiting is conducted in-house, under supervision, using our own consumer and professional databases as well as targeted lists. We have 48 CATI-equipped phones, with monitoring capability to ensure quotes are met and all other quality controls are adhered to. We take the extra measures necessary to ensure excellent show rates.

**Superior Surveys of St. Louis, Inc.**

10403 Clayton Rd.  
St. Louis, MO 63131  
Ph. 800-325-4982 or 314-692-2699  
surveys4u@aol.com  
www.superiorsurveysstl.com  
Kathleen Meyer, Director of Operations  
Location: Office building  
Distance from airport: 8 miles, 20 minutes  
CL, 1/1, 1/1OR, TK, AU, CUL, VC, WC  
Conference 21x18 Obs. Rm. Seats 20  
Conference 18x18 Obs. Rm. Seats 8  
Conference 15x15 Obs. Rm. Seats 6

## Montana

**Bozeman****M+M Research**

347 Ferguson Ave.  
Bozeman, MT 59718  
Ph. 406-586-9654  
info@mandmresearch.com  
www.mandmresearch.com  
Murray Steinman, President  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL, 1/1, 1/1OR, VC, WC  
Conference 19x18 Obs. Rm. Seats 8

M+M Research is a market research facility in beautiful Bozeman, Mont., offering a variety of research services. Our brand new facility, built in 2008, gives researchers a comfortable and professional setting to gain valuable insight into their target audiences. If you're looking for fresh perspectives from the Rocky Mountains, consider the highly-educated, young, affluent and outdoor-oriented college town of Bozeman and look to M+M Research for your market research needs in the region.

Nebraska

**Lincoln**

**Snitily Carr**  
 300 S. 68th St. Place  
 Lincoln, NE 68510  
 Ph. 402-489-2121  
 kandersen@snitilycarr.com  
 www.snitilycarr.com  
 Kelly Anderson, Director of Strategic Planning  
 Distance from airport: 9 miles, 15 minutes  
 CL, 1/1, WC  
 Conference 25x15      Obs. Rm. Seats 8

**Omaha**

**The MSR Group**  
 1121 N. 102nd Court  
 Suite 100, Westroads Office Park  
 Omaha, NE 68114-1947  
 Ph. 402-392-0755  
 logara@themsrgroup.com  
 www.themsrgroup.com  
 Tonya Masters, Project Manager  
 Location: Office building  
 Distance from airport: 15 miles, 30 minutes  
 CL, 1/1, 1/10R, TK, WC  
 Multiple 26x16      Obs. Rm. Seats 20  
 Conference 14x10      Obs. Rm. Seats 20

Nevada

**Las Vegas**

**C & C Market Research, Inc.**  
 Galleria Mall  
 1300 W. Sunset Rd., #1324  
 Henderson, NV 89014  
 Ph. 479-785-5637  
 craig@ccmarketresearch.com  
 www.ccmarketresearch.com  
 Craig Cunningham, President  
 Location: Shopping mall  
 Distance from airport: 10 miles, 15 minutes  
 CL, 1/1, 1/10R, TK, CUL  
 Conference 15x11      Obs. Rm. Seats 4  
 (See advertisement on p. D12)

**Consumer Opinion Services, Inc.**  
 GroupNet Las Vegas  
 1860 Pama Lane  
 Las Vegas, NV 89119  
 Ph. 702-644-9330  
 greg@cosvc.com  
 www.cosvc.com  
 Greg Carter  
 Location: Free standing facility  
 Distance from airport: 2 miles, 5 minutes  
 CL, TK, AU, CUL, PUL, VC, WC  
 Multiple 18x20      Obs. Rm. Seats 12  
 Multiple 22x25      Obs. Rm. Seats 15  
 Multiple 22x25      Obs. Rm. Seats 15  
 Multiple 45x25      Obs. Rm. Seats 30  
 (See advertisement on this page)

**Cunningham/Test America**  
 3663 Las Vegas Blvd., S., Miracle Mile Shops@ Planet  
 Hollywood  
 Suite 185  
 Las Vegas, NV 89109  
 Ph. 386-677-5644  
 crgsales@crgglobalinc.com  
 www.crgglobalinc.com  
 Bid Department  
 Location: Free standing facility  
 Distance from airport: 4 miles, 7 minutes  
 CL, 1/1, 1/10R, TK, TKO, AU, CUL, PUL, VC, WC  
 Multiple 20x40      Obs. Rm. Seats 20  
 Conference 20x10  
 Living 10x15  
 Multiple 20x20      Obs. Rm. Seats 20

**Gaming Market Advisors Research Center**  
 3167 E. Warm Springs Road  
 Suite 100  
 Las Vegas, NV 89120  
 Ph. 702-549-2225  
 Andrew@GamingMarketAdvisors.com  
 www.GamingMarketAdvisors.com  
 Andrew Klebanow, Principal  
 Location: Office building  
 Distance from airport: 4 miles, 5 minutes  
 1/1, PUL  
 Multiple 20x19      Obs. Rm. Seats 8

The Gaming Market Advisors Research Center is a state-of-the-art focus group facility. Comfortably accommodating consumer focus groups for any market industry, the Research Center is operated by Gaming Market Advisors. Though specifically-designed for gaming research, the focus group room and accompanying observation room can accommodate qualitative research projects for a wide variety of industries. The Research Center has plenty of free parking and ground-floor access. Professional moderators and recruiting services are available.



**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  
 Eric Souza or Lisabeth Clawson  
 Location: Office building  
 Distance from airport: 5 miles, 10 minutes  
 CL, 1/1, 1/10R, AU, CUL, PUL, VC, WC  
 Multiple 40x30      Obs. Rm. Seats 20  
 Conference 15x21      Obs. Rm. Seats 20  
 Conference 15x21      Obs. Rm. Seats 15

Cutting-edge research center located in the heart of Las Vegas features state-of-the-art equipment, highly-supervised recruiting with uncompromising integrity, professional field work and over 14,000-sq.-ft. of facility space. We offer three luxurious focus group suites served with broadband and wireless Internet access and relaxed client lounges. Now offering full-service design and analysis with the addition of a highly-experienced moderator. We pride ourselves on strong, long-term client relationships.

*New Focus facility  
Now Open*

# No Gambling in Vegas

- 3 Focus group rooms including one classroom size
- Minutes from the airport and the strip
- Our legendary recruiting
- Working with the best is no gamble. It's how you win.

## Consumer Opinion Services

Market Research Since 1960

12825 1st Avenue South, Seattle Washington 98168      206-241-6050

Group**NET** Questions? info@cosvc.com      www.cosvc.com      Focus**VISION**  
RESEARCH & CONSULTING

## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/1OR - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

## PLAZA RESEARCH

### Plaza Research-Las Vegas

861 Coronado Center Dr.  
Henderson, NV 89052  
Ph. 702-688-5500 or 800-654-8002  
mwyrick@plazaresearch.com  
www.plazaresearch.com

Megan Wyrick

Location: Office building  
Distance from airport: 7 miles, 10 minutes  
CL, 1/1, 1/1OR, TK, TKO, CUL, VC, WC  
Conference 20x22 Obs. Rm. Seats 20  
Conference 20x22 Obs. Rm. Seats 20  
Multiple 18x22 Obs. Rm. Seats 20  
(See advertisement on p. D65)

## New Hampshire

### Manchester/Nashua

#### Granite State Marketing Research, Inc.

13 Orchard View Dr., Suite 3  
Londonderry, NH 03053  
Ph. 603-434-9141  
dot@gsmrinc.com  
www.gsmrinc.com  
Dorothy Bacon, President  
Location: Office building  
Distance from airport: 10 miles, 15 minutes  
1/1, 1/1OR, CUL  
Conference 15x13 Obs. Rm. Seats 10

#### New England Interviewing

337 Amherst St.  
Nashua, NH 03063-1723  
Ph. 603-889-8222  
kim@neinterviewing.com  
www.neinterviewing.com  
Kim Adams, President  
Location: Office building  
Distance from airport: 15 miles, 20 minutes  
1/1, 1/1OR, TK  
Conference 19x17 Obs. Rm. Seats 14

#### New England Interviewing

Qualitative Center  
124 S. River Rd.  
Bedford, NH 03110  
Ph. 603-641-1222  
kim@neinterviewing.com  
www.neinterviewing.com  
Kim Adams  
Location: Office building  
Distance from airport: 8 miles, 15 minutes  
1/1, 1/1OR, TK  
Conference 26x16 Obs. Rm. Seats 20  
Conference 12x14 Obs. Rm. Seats 6

## New Jersey

### Atlantic City

#### Survey Central

503 Mill Rd.  
Northfield, NJ 08225  
Ph. 609-383-1700  
jdavis@surveycentralinc.com  
www.surveycentralinc.com  
Jody Davis  
Location: Free standing facility  
Distance from airport: 7 miles, 12 minutes  
Conference 15x15 Obs. Rm. Seats 10

### Northern New Jersey

#### Assistance In Marketing/New Jersey

Continental Plaza  
433 Hackensack Ave.  
Hackensack, NJ 07601  
Ph. 201-488-5888  
dweinberg@aimnj.com  
www.aimresearchnetwork.com  
Nella Shalhoub, Facility Manager  
Location: Office building  
Distance from airport: 15 miles, 25 minutes  
CL, 1/1, 1/1OR, TK, VC, WC  
Conference 20x20 Obs. Rm. Seats 20  
Conference 19x17 Obs. Rm. Seats 15  
Multiple 16x20 Obs. Rm. Seats 30  
Conference 18x18 Obs. Rm. Seats 15

#### Assistance In Marketing/New Jersey

Patriots Plaza, Bldg. B  
60 Columbia Turnpike  
Morristown, NJ 07960  
Ph. 973-267-7060  
dweinberg@aimnj.com  
www.aimresearchnetwork.com  
Irene Bing, Managing Director  
Location: Office building  
Distance from airport: 15 miles, 25 minutes  
CL, 1/1, 1/1OR, TK, AU, VC  
Multiple 26x22 Obs. Rm. Seats 22  
Conference 19x20 Obs. Rm. Seats 15  
Conference 17x17 Obs. Rm. Seats 15

#### Car-Lene Research, Inc.

Moorestown Mall  
Rte. 38 & Lenola  
Moorestown, NJ 08057  
Ph. 856-231-0600  
philm@carleneresearch.com  
www.carleneresearch.com  
Location: Shopping mall  
Distance from airport: 10 miles  
1/1, 1/1OR, TK, TKO  
Conference 15x16 Obs. Rm. Seats 12

#### CPResearch New York

Garden State Plaza  
#1170  
Paramus, NJ 07652  
Ph. 800-336-0159 or 201-909-0144  
newyork@cpresearchgroup.com  
www.cpresearchgroup.com  
Liz Ellingsen, Director  
Location: Shopping mall  
Distance from airport: 15 miles, 20 minutes  
1/1, 1/1OR, TK, VC  
Conference 12x15 Obs. Rm. Seats 5



#### Fieldwork East, Inc.

2 Executive Dr., Suite 800  
Fort Lee, NJ 07024  
Ph. 201-585-8200 or 877-993-4353  
info@ftlee.fieldwork.com  
www.fieldwork.com  
Sandy Starr or Barbara Meeks  
Location: Office building  
Distance from airport: 15 miles, 35 minutes  
CL, 1/1, 1/1OR, TK, AU, CUL, VC, WC  
Conference 23x21 Obs. Rm. Seats 30  
Conference 20x20 Obs. Rm. Seats 30  
Conference 20x21 Obs. Rm. Seats 30  
Conference 24x22 Obs. Rm. Seats 30  
Conference 16x14 Obs. Rm. Seats 10

Fieldwork East-Metro NY offers recruiting and resources to help you take full advantage of the diverse lifestyles and cultures of Metro New York. Backed with world-class service and amenities, Fieldwork East offers contemporary viewing rooms and client lounges. Recruiting is done in-house and our location lets you combine your research with many other endeavors in the commercial and entertainment capital of the world. Offering the finest integrated state-of-the-art technology: digital audio (complimentary), DVD recording, VideoMarker (CD recording), FocusVision, ActiveGroup and computer usability labs.  
(See advertisement on directory back cover)

#### Focus Inn™

1093 Greenwood Lake Turnpike  
Ringwood, NJ 07456  
Ph. 973-728-0643  
info@focusinn.com  
www.focusinn.com  
Kelly Dale, Facility Manager  
Location: Free standing facility  
Distance from airport: 48 miles, 45 minutes  
CL, 1/1, 1/1OR, TK, VC, WC  
Multiple 15x14 Obs. Rm. Seats 10  
Multiple 27x16 Obs. Rm. Seats 6



#### Focus Pointe Global - New Jersey

20 E. Puffin Way  
Teaneck, NJ 07666  
Ph. 888-873-6287 or 201-928-1888  
nj@focuspointeglobal.com  
www.focuspointeglobal.com  
Janis Wagman-Fallows, V.P. NJ & Nat'l. Acct. Dev.  
Location: Office building  
Distance from airport: 15 miles, 30 minutes  
CL, 1/1, 1/1OR, TK, CUL, VC, WC  
Multiple 18x18 Obs. Rm. Seats 25  
Multiple 18x20 Obs. Rm. Seats 18  
Multiple 16x25 Obs. Rm. Seats 18

The focus group facility and recruiting leader. Expert recruiting for medical, business, consumer and mock jury research. Our New Jersey facility features three spacious conference rooms and private parking. Universal client access to high-speed and wireless Internet. Located minutes from New York City via the George Washington Bridge. Worldwide fielding: field your projects worldwide through our network of affiliates in 70+ countries.  
(See advertisement on p. D5)

#### Focus World International, Inc.

146 Hwy. 34  
Suite 100  
Holmdel, NJ 07733  
Ph. 732-946-0100  
gary@focusworldint.com  
www.focusworldinternational.com  
Gary Eichenholtz, CEO/CFO  
Location: Free standing facility  
Distance from airport: 20 miles, 35 minutes  
CL, 1/1, 1/1OR, TK, TKO, AU, CUL, VC  
Conference 18x24 Obs. Rm. Seats 18  
Conference 16x18 Obs. Rm. Seats 10



What we offer:

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

How we do it:

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

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

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

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

**Metro Markets  
Nationwide**

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



## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/1OR - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

**Ideas to Go, Inc.**

10 N. Park Place  
Suite 520  
Morristown, NJ 07960  
Ph. 973-267-7670  
tvatrano@ideastogo.com  
www.ideastogo.com  
Location: Office building  
Distance from airport: 20 miles  
CL, 1/1, 1/1OR, TK, WC

**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  
Location: Office building  
Distance from airport: 15 miles, 30 minutes  
CL, 1/1, 1/1OR  
Multiple 18x21 Obs. Rm. Seats 15  
Multiple 18x21 Obs. Rm. Seats 15  
Multiple 18x21 Obs. Rm. Seats 15  
Multiple 18x21 Obs. Rm. Seats 15

**MarketView, Inc., Westchester**

520 White Plains Rd.  
Tarrytown, NY 10591  
Ph. 914-631-0796  
meredith@marketview-research.com  
www.marketview-research.com  
Meredith Falvo, Managing Director  
Location: Office building  
Distance from airport: 15 miles, 20 minutes  
CL, 1/1, 1/1OR, CUL, VC, WC  
Conference 17x25 Obs. Rm. Seats 25  
Multiple 19x14 Obs. Rm. Seats 15  
Multiple 18x15 Obs. Rm. Seats 15

**Meadowlands Consumer Center**

GroupNet New Jersey  
100 Plaza Dr., Suite 100  
Secaucus, NJ 07094  
Ph. 201-865-4900 or 800-998-4777  
info@ConsumerCenters.com  
www.ConsumerCenters.com  
Lauren A. Heger, V.P. of Operations  
Location: Office building  
Distance from airport: 8 miles, 15 minutes  
CL, 1/1, 1/1OR, TK, TKO, AU, VC, WC  
Multiple 24x18 Obs. Rm. Seats 25  
Conference 24x18 Obs. Rm. Seats 20  
Multiple 28x26 Obs. Rm. Seats 25  
Conference 12x12 Obs. Rm. Seats 8

Top Rated NJ/NY metro-area facility (Impulse 2008). We understand your needs and create the environment you're looking for – living room to boardroom, mock juries to kid-friendly, usability lab to audience response. Our experienced on-premises recruiting, client-focused service team, combined with unsurpassed technology, all guarantee your project's success. Nationwide recruiting available. Visit our trend-setting NYC location-New York Consumer Center, 28 West 44th Street. MCC - proud member of GroupNet.

**Mid-America Research**

Livingston Mall  
131 Livingston Mall  
Livingston, NJ 07039  
Ph. 973-740-1566 or 847-392-0800  
livingston@midamr.com  
www.midamr.com  
Marc Brandon, Manager  
Location: Shopping mall  
Distance from airport: 25 miles, 30 minutes  
1/1, 1/1OR, TK  
Conference 17x11 Obs. Rm. Seats 12

**Morristown Market Research**

80 Washington St.  
Morristown, NJ 07960  
Ph. 973-326-9461  
melodysix@aol.com  
Melody McGinley Whitelaw, President  
Location: Free standing facility  
Distance from airport: 25 miles, 30 minutes  
CL, 1/1, 1/1OR, TK, TKO  
Multiple 22x14 Obs. Rm. Seats 8

**Partners In Research, Inc.**

1452 Hamburg Turnpike  
Wayne, NJ 07470  
Ph. 973-686-1300  
partnersir@optonline.net  
www.pirnj.com  
Martha Baer, Principal  
Location: Free standing facility  
Distance from airport: 30 miles, 35 minutes  
CL, 1/1, 1/1OR, TK, TKO  
Conference 15x20 Obs. Rm. Seats 16  
Conference 25x27 Obs. Rm. Seats 14  
Conference 19x45 Obs. Rm. Seats 6  
Conference 12x20 Obs. Rm. Seats 10

## PLAZA RESEARCH

**Plaza Research-New York**

120 Rte. 17 N.  
Paramus, NJ 07652  
Ph. 201-265-7500 or 800-654-8002  
klin@plazaresearch.com  
www.plazaresearch.com  
Kristine Lin, Director  
Location: Office building  
Distance from airport: 30 minutes  
CL, 1/1, 1/1OR, TK, TKO, CUL, WC  
Conference 16x26 Obs. Rm. Seats 20  
Conference 16x26 Obs. Rm. Seats 20  
Conference 15x20 Obs. Rm. Seats 20  
Conference 15x20 Obs. Rm. Seats 20  
Multiple 15x20 Obs. Rm. Seats 20  
(See advertisement on p. D65)

**Q Research Solutions, Inc.**

3548 Rte. 9 S., 2nd Floor  
Old Bridge, NJ 08857  
Ph. 732-952-0000  
MaryanaK@whoisq.com  
www.qresearchsolutions.com  
Nikki Feldhan  
Location: Office building  
Distance from airport: 30 miles, 35 minutes  
CL, 1/1, 1/1OR, TK, TKO, AU, CUL, PUL, VC, WC  
Conference 22x14 Obs. Rm. Seats 12

## Q10 Marketing

**Q10 Marketing**  
285 Grand Ave.  
Historic Patriot Centre, Bldg. 5, Floor 2  
Englewood, NJ 07631  
Ph. 201-541-1144  
info@q10marketing.com  
www.q10marketing.com  
Jill Lipton, Owner  
Location: Free standing facility  
Distance from airport: 20 miles, 30 minutes  
1/1, 1/1OR, WC  
Multiple 17x13 Obs. Rm. Seats 8  
Multiple 18x13 Obs. Rm. Seats 12

Top-Rated, owner-operated Q10 Marketing delivers exceptional quality and service. Our dedicated recruiters maintain a large, up-to-date database of diverse, articulate individuals, enabling us to meet a wide range of recruiting needs. Located just over the George Washington Bridge in a beautiful historic setting, we are minutes from Manhattan and easily accessible from all major metro airports. We provide broadband, wireless Internet and Internet videostreaming. Q10 offers competitive pricing, fast bid turnaround and complimentary audio and DVD recording.

**Quick Test/Heakin**

Woodbridge Center  
195 Woodbridge Center Dr., Suite 195  
Woodbridge, NJ 07095  
Ph. 732-326-9779  
bid@quicktest.com  
www.quicktest.com  
Location: Shopping mall  
1/1, TK  
Conference 14x09 Obs. Rm. Seats 6  
Conference 14x09 Obs. Rm. Seats 6

**Schlesinger Associates New Jersey**

Executive Plaza, Suite 400  
10 Parsonage Rd.  
Edison, NJ 08837  
Ph. 732-906-1122  
info@schlesingerassociates.com  
www.schlesingerassociates.com  
Chuck Hollander, Vice-President  
Location: Office building  
Distance from airport: 15 miles, 20 minutes  
CL, 1/1, 1/1OR, TK, AU, CUL, VC, WC  
Multiple 16x20 Obs. Rm. Seats 16  
Multiple 16x22 Obs. Rm. Seats 16  
Multiple 16x24 Obs. Rm. Seats 16  
Multiple 16x24 Obs. Rm. Seats 16  
Multiple 16x24 Obs. Rm. Seats 16  
Multiple 16x22 Obs. Rm. Seats 16

Schlesinger Associates is the leading full-service data collection company with 16 high-specification focus group facilities across the U.S. and the U.K. Our Global Management Solutions services support your international research needs to the highest standards in any language and in any culture. Qualitative: focus groups; in-depth interviews; virtual focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries; convention research studies. Quantitative: online health care surveys; telephone interviews; face-to-face interviewing; mystery shopping; merchandising programs; intercept interviewing; data processing, coding and tabulation; product placements; CLT taste tests; store audits; market sectors: medical; consumer; business-to-business; IT.  
(See advertisement on p. D67)

SCHLESINGER ASSOCIATES

# NEW JERSEY



## NEW JERSEY

EXECUTIVE PLAZA, SUITE 400  
10 PARSONAGE ROAD  
EDISON, NJ 08837



Schlesinger Associates  
&  
The Research House

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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.

## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge  
1/1 - One-on-One Room  
1/1OR - One-on-One Obs.  
TK - Test Kitchen  
TKO - Test Kitchen Obs.

CUL - Computer Usability Lab  
PUL - Product Usability Lab  
VC - Videoconferencing  
WC - Webconferencing  
AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

**Spectrum Discovery Center**

554 Central Ave.  
New Providence, NJ 07974  
Ph. 908-376-7050  
mrudolph@sensorspectrum.com  
www.spectrumdiscoverycenter.com

Marie Rudolph, Director  
Location: Office building  
Distance from airport: 15 miles, 20 minutes  
CL, 1/1, 1/1OR, TK, TKO, PUL, VC  
Multiple 17x21 Obs. Rm. Seats 8  
Multiple 14x21 Obs. Rm. Seats 8

**Suburban Associates**

Willowbrook Mall  
1402 Willowbrook Mall - Rte. 46  
Wayne, NJ 07470  
Ph. 973-785-0770  
Cindyc@suburbanmr.com  
www.subassoc.com  
Cindy Conklin, Manager  
Location: Shopping mall  
Distance from airport: 20 miles, 45 minutes  
1/1, TK, WC  
Conference 12x16 Obs. Rm. Seats 8

**TAi - New Jersey**

Technical Analysis, Inc.  
400 Frank Burr Blvd.  
Teaneck, NJ 07666  
Ph. 888-USE-TAIs or 201-836-1420  
newjersey@taicompanies.com  
www.taicompanies.com  
Colleen Garofalo, Operations Manager  
Location: Office building  
Distance from airport: 18 miles, 20 minutes  
TK, VC, WC  
Conference 19x20 Obs. Rm. Seats 15  
Multiple 17x20 Obs. Rm. Seats 10  
Conference 20x20 Obs. Rm. Seats 15

TAi - New Jersey shares corporate ambiance at the Glenpointe office complex in Teaneck. Clients may stay at the adjoining Marriott Hotel and walk through a climate-controlled area to our newly redecorated and enlarged facility. Great recruiting in-house, FocusVision and ActiveGroup services. CD and DVD recording. T1 Internet connections, on-site interviewing. Four miles from the GW Bridge.

**Taurus Marketing Research Field & Focus Svc.**

1810 Englishtown Rd.  
Old Bridge, NJ 08857  
Ph. 732-251-7772 ext. 4  
ilene@taurusresearch.com  
www.taurusresearch.com  
Ilene Kaplan, Vice-President  
Location: Free standing facility  
Distance from airport: 30 miles, 40 minutes  
CL, 1/1, 1/1OR, VC  
Multiple 15x16 Obs. Rm. Seats 20  
Conference 16x18 Obs. Rm. Seats 12  
Conference 12x09 Obs. Rm. Seats 8

**Trenton / So. New Jersey**

(See also Philadelphia)

**JRA: Mt. Laurel, N.J.**

J. Reckner Associates, Inc. (Philadelphia MSA)  
523 Fellowship Rd.  
Gateway Business Park, Suite 245  
Mount Laurel, NJ 08054  
Ph. 215-822-6220 or 856-235-3345  
sschoeffling@reckner.com  
www.reckner.com  
Sandy Schoeffling, Manager  
Location: Office building  
Distance from airport: 18 miles, 30 minutes  
CL, TK, CUL, PUL, VC, WC  
Multiple 17x20 Obs. Rm. Seats 15  
Multiple 24x40 Obs. Rm. Seats 0

**New Mexico****Albuquerque****Research & Polling, Inc.**

5140 San Francisco Rd. N.E.  
Albuquerque, NM 87109  
Ph. 505-821-5454 or 866-821-5454  
rmail@rpinc.com  
www.rpinc.com  
Brian Sanderoff, President  
Location: Free standing facility  
Distance from airport: 11 miles, 15 minutes

**Sandia Market Research**

2201 San Pedro N.E., Bldg. 1, Suite 230  
Albuquerque, NM 87110  
Ph. 800-950-4148 or 505-883-5512  
janinev@nmia.com  
www.sandiamarketresearch.com  
Janine Vita  
Location: Office building  
Distance from airport: 6 miles, 12 minutes  
CL, 1/1, 1/1OR, WC  
Multiple 15x17 Obs. Rm. Seats 15

**New York****Albany****J.L. Whalen Markette Research, Inc.**

The Medical & Executive Center  
1023 Rte. 146  
Clifton Park, NY 12065  
Ph. 518-383-1661  
albanyinfo@marketteresearch.com  
www.marketteresearch.com  
Patrick Whalen  
Location: Free standing facility  
Distance from airport: 12 miles, 20 minutes  
CL, 1/1, 1/1OR, TK, CUL, PUL, WC  
Conference 20x20 Obs. Rm. Seats 10  
Conference 18x20 Obs. Rm. Seats 7

**Buffalo****Buffalo Survey & Research, Inc.**

1249 Eggert Rd.  
Buffalo, NY 14226  
Ph. 716-833-6639  
buffalosur@aol.com  
David Levin, Vice-President  
Location: Free standing facility  
Distance from airport: 8 miles, 15 minutes  
1/1, 1/1OR, TK  
Conference 21x15 Obs. Rm. Seats 15

**Ruth Diamond Market Research**

a Cornerstone Research Company  
Boulevard Mall  
770 Alberta Dr.  
Buffalo, NY 14226  
Ph. 716-836-1110 or 716-836-1111  
rhonda@ruthdiamond.com  
www.ruthdiamond.com  
Rhonda Ried, President  
Location: Shopping mall  
Distance from airport: 8 miles, 20 minutes  
CL, 1/1, 1/1OR, TK, TKO  
Multiple 20x21 Obs. Rm. Seats 16  
Conference 20x12 Obs. Rm. Seats 8

**Goldhaber Research Associates, LLC**

1525 Amherst Manor Dr.  
Suite 907  
Amherst, NY 14221  
Ph. 716-689-3311  
geraldgoldhaber@yahoo.com  
www.goldhaber.com  
Arun Vishwanath, Director of Research  
Location: Office building  
Distance from airport: 15 miles, 20 minutes  
TK  
Conference 30x20 Obs. Rm. Seats 10

**Marketing Decisions Group, Inc.**

9141 Main St.  
Buffalo, NY 14031  
Ph. 716-634-2045  
mdgarup@aol.com  
www.marketing-decisions.com  
Arup K. Sen, President  
Location: Free standing facility  
Distance from airport: 4 miles, 5 minutes  
1/1, 1/1OR, TK, TKO  
Conference 40x20 Obs. Rm. Seats 15

**Survey Service, Inc.**

1911 Sheridan Dr.  
Buffalo, NY 14223  
Ph. 800-507-7969 or 716-876-6450  
sadelman@surveyservice.com  
www.surveyservice.com  
Susan Adelman, President  
Location: Free standing facility  
Distance from airport: 5 miles, 10 minutes  
CL, 1/1, 1/1OR, TK, TKO, PUL, VC, WC  
Multiple 14x27 Obs. Rm. Seats 12

Survey Service provides qualitative and quantitative research services for clients who expect high standards of excellence. Our staff is proficient in assuring that your study will be conducted exactly according to your specifications with exceptional service and attention to detail. Our facility includes a test kitchen, wireless Internet access, DVD recording and can accommodate large display and equipment and be set up conference, living room or theater style for taste tests and IDIs. We provide local and national recruiting and multi-site field management for on-site and online qualitative research.

**New York City****Access Metro New York**

1 Radisson Plaza, 7th Floor  
New Rochelle, NY 10801  
Ph. 914-235-2323  
infor@access-metro.com  
www.access-metro.com  
Maryann Rotundo, Co-director  
Distance from airport: 20 minutes



**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**

## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/1OR - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

## AdvancedFocus

MARKET RESEARCH SERVICES

### Advanced Focus - The Facility

373 Park Ave. S.  
New York, NY 10016  
Ph. 212-684-2000  
toddb@advancedfocus.com  
www.advancedfocus.com  
Todd Biederman, President & CEO

Location: Office building  
Distance from airport: 20 miles, 30 minutes  
CL, 1/1, 1/1OR, AU, CUL, VC, WC  
Multiple 28x22 Obs. Rm. Seats 24  
Multiple 19x15 Obs. Rm. Seats 15  
Multiple 20x17 Obs. Rm. Seats 16  
Multiple 21x18 Obs. Rm. Seats 18

Advanced Focus New York is centrally located in Midtown Manhattan. The facility boasts four state-of-the-art focus group suites, each equipped with top of the line A/V equipment. Studios offer surround sound and two large LCD TVs for video playback. Comfortable viewing rooms have indi-

vidual A/C control (separate from respondent room controls) tiered seating, wireless Internet throughout and an attached client lounge equipped with closed-circuit television, a computer and printer. If our clients need more privacy, we also have three private client work stations.  
(See advertisement on p. D69)

### C & C Market Research, Inc.

Palisades Center  
1000 Palisades Center Dr., #C402, 4th Fl.  
West Nyack, NY 10994  
Ph. 479-785-5637  
craig@ccmarketresearch.com  
www.ccmarketresearch.com  
Craig Cunningham, President  
Location: Shopping mall  
Distance from airport: 40 minutes  
CL, 1/1, 1/1OR, TK, CUL  
(See advertisement on p. D12)

## CHARNEY RESEARCH

### Charney Research

1133 Broadway, Suite 1321  
New York, NY 10010  
Ph. 212-929-6933  
justin@charneyresearch.com  
www.charneyresearch.com  
Justin Gale, Program Manager  
Location: Office building  
Distance from airport: 9 miles, 30 minutes  
1/1, 1/1OR, CUL  
Conference 14x11 Obs. Rm. Seats 4

Conveniently sited near Midtown Manhattan's Penn Station, we offer New York City's most affordable focus group and usability test facility, highly-reliable recruiters and the country's most diverse set of moderators, including African-Americans and Arabic, Spanish, Chinese, Russian and Hindi

speakers. Our experience includes work with low-incidence, urban and ethnic markets, Web users, mothers and parents, health care/insurance studie, and public affairs and non-profits. Clients rate our professionalism, responsiveness, research designs and results as tops.

### City Focus

7 W. 36th St.  
New York, NY 10018  
Ph. 212-239-2186  
info@cityfocusny.com  
www.cityfocusny.com  
Faye Wilson, Director  
Location: Free standing facility  
Distance from airport: 15 miles, 40 minutes  
CL, 1/1OR, CUL, VC, WC  
Multiple Obs. Rm. Seats 8

### Cunningham/Test America

650 Lee Blvd., Jefferson Valley Mall  
Suite K13  
Yorktown Heights, NY 10598  
Ph. 386-677-5644  
crgsales@crgglobalinc.com  
www.crgglobalinc.com  
Bid Department  
Location: Shopping mall  
Distance from airport: 30 miles, 40 minutes  
1/1, 1/1OR, TK, TKO, AU, CUL, PUL, VC, WC  
Multiple 18x24 Obs. Rm. Seats 10

### Ebony Marketing Research, Inc.

2100 Bartow Ave.  
Suite 243  
Bronx, NY 10475  
Ph. 718-320-3220  
ebony@ebonymktg.com  
www.ebonymktg.com  
Bruce Kirkland, Vice President  
Location: Office building  
Distance from airport: 17 miles, 20 minutes  
CL, 1/1, 1/1OR, TK, VC, WC  
Conference 13x17 Obs. Rm. Seats 10  
(See advertisement on p. D71)

## Room to breathe

*It's hard to balance a plate of food while taking notes in a small, dark viewing room. It's harder still to have a side-conversation without disturbing other viewers. And hardest of all to squeeze 14 viewers into a room built for six.*

*Comfort is very important. We designed Focus Suites to give our clients an intimate, yet spacious place in which to conduct their business. Our new multi-purpose room in New York City was designed primarily for large groups and can accommodate 60 people comfortably.*

*Focus Suites has been rated one of the World's "Top Rated" Focus Group Facilities by the 2004 Impulse Surveys.*

*For more information contact  
Bill Falvo in New York at 212-867-7373  
Ellen Kozac in Philadelphia at 610-667-1110*



FOCUS Suites  
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[www.focussuites.com](http://www.focussuites.com)

# now in manhattan

## full-scale multicultural market research

Every year, minorities like Hispanics, African Americans and Asians are becoming more prominent. In fact, marketing professionals are also viewing the gay and lesbian market as a significant market sector.

In order to target your market you need know everything about them – their buying habits and perceptions on business, sports and the media.

At Ebony Marketing Research, we put you in touch with key ethnic populations. Our leading-edge multilingual research facilities in Manhattan offer you much more than just focus groups.

- Focus Groups
- Multi-Cultural Recruiting
- Central Location Intercepting
- Taste-Testing
- Medical Research
- Ethnographics
- In-Depth Interviewing
- Product Placement
- International Research
- Data Tabulation/Processing
- Quantitative Research
- Mobile Research™



ebony  
marketing  
research, inc.

KNOW YOUR MARKET

Manhattan • Bronx • Queens • Jersey City  
Washington DC • Atlanta • Miami

Tel: 877.501.3220  
info@ebonymktg.com  
www.ebonymktg.com

## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge  
1/1 - One-on-One Room  
1/1OR - One-on-One Obs.  
TK - Test Kitchen  
TKO - Test Kitchen Obs.

CUL - Computer Usability Lab  
PUL - Product Usability Lab  
VC - Videoconferencing  
WC - Webconferencing  
AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

**Ebony Marketing Research, Inc.**

14 Penn Plaza  
New York, NY 10018  
Ph. 212-868-1017  
ebony@ebonymktg.com  
www.ebonymktg.com  
Distance from airport: 14 miles, 25 minutes  
PUL, VC, WC  
Conference 24x26 Obs. Rm. Seats 8  
(See advertisement on p. D71)

**Ebony Marketing Research, Inc.**

173-14 Warwick Crescent  
Jamaica, NY 11432  
Ph. 718-526-3204  
ebonymktg@yahoo.com  
www.ebonymktg.com  
Location: Free standing facility  
Distance from airport: 18 miles, 30 minutes  
TK  
Conference 18x15 Obs. Rm. Seats 13  
(See advertisement on p. D71)

**Fieldwork New York at Westchester**

555 Taxter Rd., Suite 390  
Elmsford, NY 10523  
Ph. 914-347-2145  
info@westchester.fieldwork.com  
www.fieldwork.com

Tamara Curtis, President  
Location: Office building  
Distance from airport: 26 miles, 45 minutes  
CL, TK, TKO, CUL, VC, WC  
Conference 19x22 Obs. Rm. Seats 15  
Conference 23x16 Obs. Rm. Seats 10  
Conference 18x20 Obs. Rm. Seats 20  
Conference 20x20 Obs. Rm. Seats 20

The northern suburbs of metro New York blend urban and suburban lifestyles and offer a wide range of cultural, social, occupational and educational characteristics - a great mix for every type of research. Fieldwork NY at Westchester is located in a beautiful high-rise corporate center. We offer the finest integrated state-of-the-art technology including complimentary digital audio recording, DVD recording, VideoMarker (CD recording), FocusVision, Active Group and computer usability labs.  
(See advertisement on directory back cover)

**Focus Plus, Inc.**

100 Fifth Ave, 2nd Floor  
New York, NY 10011  
Ph. 212-675-0142 or 800-340-8846  
info@focusplusny.com  
www.focusplusny.com  
John Markham or Elizabeth Markham  
Location: Office building  
Distance from airport: 10 miles, 30 minutes  
CL, 1/1, 1/1OR, TK, AU, CUL, VC, WC  
Multiple 18x26 Obs. Rm. Seats 17  
Multiple 15x18 Obs. Rm. Seats 11  
Multiple 16x18 Obs. Rm. Seats 12  
Multiple 18x40 Obs. Rm. Seats 28  
Multiple 10x08 Obs. Rm. Seats 8

**Focus Pointe Global - New York**

240 Madison Ave., 5th Floor  
New York, NY 10016  
Ph. 888-873-6287 or 212-682-0220  
ny@focuspointeglobal.com  
www.focuspointeglobal.com  
Ellen Klein, V.P. NY & Nat'l. Acct. Dev.  
Location: Office building  
Distance from airport: 9 miles, 20 minutes  
CL, 1/1, 1/1OR, TK, CUL, VC, WC  
Multiple 17x16 Obs. Rm. Seats 12  
Multiple 19x12 Obs. Rm. Seats 12  
Multiple 21x14 Obs. Rm. Seats 12  
Multiple 25x22 Obs. Rm. Seats 18

The focus group facility and recruiting leader. Expert recruiting for medical, business, consumer and mock jury research. Our midtown Manhattan facility features four spacious conference rooms, including an oversized room perfect for mock juries, tiered client viewing rooms and private lounges. Universal client access to high-speed and wireless Internet. Blocks from Grand Central, Penn Station. Worldwide fielding: field your projects worldwide through our network of affiliates in 70+ countries.  
(See advertisement on p. D5)

**The Focus Room on Fifth, LLC**

Market Research & Video Conference Center - NYC  
693 Fifth Ave., 13th Floor, 10th Floor  
Between 54th & 55th St.  
New York, NY 10022  
Ph. 212-935-6820  
brent@focusroom.com  
www.focusroom.com  
Brent Sonnek-Schemelz  
Location: Office building  
Distance from airport: 25 minutes  
CL, 1/1, 1/1OR, AU, VC  
Conference 15x22 Obs. Rm. Seats 20  
Multiple 15x22 Obs. Rm. Seats 20  
Conference 10x14 Obs. Rm. Seats 12  
Conference 15x22 Obs. Rm. Seats 20  
Conference 15x22 Obs. Rm. Seats 20  
Conference 12x16 Obs. Rm. Seats 12

**The Focus Room, Inc. - White Plains**

Market Research & Video Conference Center  
500 Mamaroneck Ave.  
Harrison, NY 10528  
Ph. 914-682-8404  
CFlores@focusroom.com  
www.focusroom.com  
Location: Office building  
Distance from airport: 20 minutes  
CL, 1/1, 1/1OR, TK, VC  
Conference 14x19 Obs. Rm. Seats 25  
Conference 14x19 Obs. Rm. Seats 25  
Conference 14x16 Obs. Rm. Seats 15

**Focus Suites of New York**

Member of Focus Coast to Coast  
355 Lexington Ave.  
(40th & Lexington)  
New York, NY 10017  
Ph. 212-867-7373  
bill.falvo@focussuites.com  
www.focussuites.com  
Bill Falvo, Director  
Location: Office building  
Distance from airport: 30 minutes  
CL, 1/1OR, CUL, VC, WC  
Multiple 18x37 Obs. Rm. Seats 20  
Conference 19x19 Obs. Rm. Seats 15  
Conference 19x19 Obs. Rm. Seats 15  
Conference 19x19 Obs. Rm. Seats 15  
Conference 16x18 Obs. Rm. Seats 15  
Conference 18x37 Obs. Rm. Seats 20  
(See advertisement on p. D70)

**Friedman Marketing Services**

Consumer Opinion Center  
The Galleria at White Plains  
100 Main St., Fashion Level 1, Suite 301  
White Plains, NY 10601  
Ph. 914-328-2447 or 914-698-9591  
paula.wynne@friedmanmktg.com  
www.friedmanmktg.com  
Jon Erickson, Manager  
Location: Shopping mall  
Distance from airport: 25 miles  
1/1  
Conference 08x12 Obs. Rm. Seats 5

**Innovative Concepts Marketing Research**

200 Stonehenge Lane  
Carle Place, NY 11514  
Ph. 516-479-2200 or 800-631-0209  
scottsycoff@ic-mr.com  
www.ic-mr.com  
Scott Sycoff, Exec. Vice President  
Location: Free standing facility  
Distance from airport: 15 miles, 20 minutes  
CL, 1/1, 1/1OR, WC  
Conference 23x18 Obs. Rm. Seats 14

**Ipsos MediaCT**

1700 Broadway, 15th Floor  
New York, NY 10019  
Ph. 212-265-3200  
info@ipsos-na.com  
www.ipsosinsight.com/knowledge/techcomm  
Veronique Martin  
Location: Office building  
Distance from airport: 12 miles, 20 minutes  
TK  
Conference 30x24 Obs. Rm. Seats 17

**JRA: White Plains, NY**

J. Reckner Associates, Inc.  
(New York Metro/Westchester County)  
3 Gannett Dr.  
Suite G-9  
White Plains, NY 10604  
Ph. 215-822-6220 or 914-696-5150  
pgrubb@reckner.com  
www.reckner.com  
Peter Grubb, Director  
Location: Office building  
Distance from airport: 25 miles, 31 minutes  
CL, 1/1, TK, CUL, PUL, VC, WC  
Multiple 20x18 Obs. Rm. Seats 15  
Multiple 36x26 Obs. Rm. Seats na  
Conference 20x14 Obs. Rm. Seats na

**Long Island Focus Room**

2174 Hewlett Ave., Suite 108  
Merrick, NY 11566  
Ph. 516-771-1400  
info@greatopinions.com  
www.longislandfocusroom.com  
Location: Office building  
Distance from airport: 15 miles, 25 minutes  
CL  
Conference 18x14 Obs. Rm. Seats 12

# SCHLESINGER ASSOCIATES NEW YORK

## NEW YORK

500 FIFTH AVENUE  
SUITE 1030  
NEW YORK, NY 10110



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&  
The Research House

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YOUR GLOBAL RESEARCH PARTNER, ANYWHERE, ANYTIME.

## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge  
1/1 - One-on-One Room  
1/1OR - One-on-One Obs.  
TK - Test Kitchen  
TKO - Test Kitchen Obs.

CUL - Computer Usability Lab  
PUL - Product Usability Lab  
VC - Videoconferencing  
WC - Webconferencing  
AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

**MBC Research Center**

270 Madison Ave., 18th Floor  
New York, NY 10016  
Ph. 212-679-4100  
info@mbcresearch.com  
www.mbcresearch.com

Maritza Geng

Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL, 1/1, 1/1OR, CUL, VC, WC  
Conference 20x14 Obs. Rm. Seats 12

The most beautiful facility in New York with the latest technology. Meticulous recruiting for the general market among all types of consumers and professionals (business, medical, etc.). Our premier multicultural division provides recruiting, moderation and interpretation for virtually all ethnicities: Hispanics, Chinese, Filipino, Korean, African-American, Russian, etc. Only facility in the U.S. with an interpreter's booth for foreign language studies. Specialize in low-incidence, last-minute projects. Other services: intercepts, panels, online, taste tests, etc. Contact us for multi-city and international projects. Free videostreaming for first-time clients.

**Metropolitan Focus LLC**

308 Lenox Ave.  
3rd Floor  
New York, NY 10027  
Ph. 212-792-5106  
elliott@bill-lynn.com  
Location: Free standing facility  
Distance from airport: 7 miles, 14 minutes  
CL, 1/1, 1/1OR, CUL, VC, WC  
Conference 11x20 Obs. Rm. Seats 10  
Living 14x10

**Murray Hill Center, Inc. New York**

373 Park Ave. S., 10th Floor  
New York, NY 10016  
Ph. 212-889-4777  
suew@murrayhillcenter.com  
www.murrayhillcenter.com  
Sue Winer, Director  
Location: Office building  
Distance from airport: 15 miles, 40 minutes  
CL, CUL, VC, WC  
Conference 19x15 Obs. Rm. Seats 15  
Conference 20x16 Obs. Rm. Seats 15  
Conference 20x16 Obs. Rm. Seats 15  
Conference 20x15 Obs. Rm. Seats 10  
Living 16x15 Obs. Rm. Seats 8

**New York Consumer Center**

GroupNet New York  
28 West 44th Street, Suite 500  
New York, NY 10036  
Ph. 212-302-9393 or 800-998-4777  
info@ConsumerCenters.com  
www.ConsumerCenters.com

Adam Schragger, Vice President  
Location: Office building  
Distance from airport: 9 miles, 25 minutes  
CL, 1/1, 1/1OR, CUL, VC, WC  
Multiple 30x28 Obs. Rm. Seats 30  
Conference 24x20 Obs. Rm. Seats 20  
Conference 24x20 Obs. Rm. Seats 18  
Conference 24x20 Obs. Rm. Seats 25  
Living 16x14 Obs. Rm. Seats 10

Ultimate qualitative experience in the heart of Midtown Manhattan! We pride ourselves on surpassing your expectations - from our experienced recruiting and client service teams to our spacious and trendsetting environments, including living room, boardroom and classroom configurations. The ideal location for any project, from large jury studies to intimate one-on-ones. Nationwide recruiting available. Visit our totally-remodeled N.J. location, Meadowlands Consumer Center, 100 Plaza Drive, Secaucus, N.J. NYCC is proud Member of GroupNet.

**New York Focus**

The Focus Network  
317 Madison Ave., 20th Floor  
New York, NY 10017  
Ph. 212-867-6700  
info@newyorkfocus.net  
www.thefocusnetwork.com  
Nancy Opoczynski, President  
Location: Office building  
Distance from airport: 10 miles, 25 minutes  
CL, VC, WC  
Conference 16x22 Obs. Rm. Seats 18  
Conference 15x20 Obs. Rm. Seats 15  
Conference 15x21 Obs. Rm. Seats 18  
Conference 15x22 Obs. Rm. Seats 20  
Conference 16x19 Obs. Rm. Seats 18

Wherever your research takes you, we'll make you feel right at home. New York Focus is Manhattan's most convenient market research facility, located just one block from Grand Central Station and easily accessible from all points in the New York metro area. Our job - our professional commitment - is to take excellent care of all the details so you can concentrate on what you're here to accomplish. Call us and we'll personally show you how comfortable and rewarding your next research project can be when you come to New York Focus.

(See advertisement on directory inside front cover)

**Open House Lofts**

177 Prince St., 6th Floor  
New York, NY 10012  
Ph. 212-473-6000  
teddy@why-q.com  
www.openhouselofts.com  
Teddy Liouliakis, Director  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL, TK, TKO, VC, WC  
Multiple 64x22 Obs. Rm. Seats 8

High quality, in-house recruiting and uniquely designed, non-traditional, creative spaces available for focus groups, IDIs, creative workshops, meetings and other private events. Loft spaces include living room, dining area, full-service kitchen, client room with close circuit viewing, office amenities and outdoor area. Open House Lofts is a division of why-Q Inc., a full-service market research supplier.

**Peryam & Kroll Research Corporation**

1025 Westchester Ave.  
White Plains, NY 10604  
Ph. 914-220-0166 or 800-278-2790  
info@pk-research.com  
www.pk-research.com

Tom Dutt  
Location: Office building  
Distance from airport: 30 miles, 45 minutes  
CL, 1/1, 1/1OR, TK, TKO  
Conference 14x22 Obs. Rm. Seats 15  
Conference 14x22 Obs. Rm. Seats 15

**Quick Test/Heakin**

Sunrise Mall  
855 Sunrise Mall  
Massapequa, NY 11758  
Ph. 516-541-5100  
bid@quicktest.com  
www.quicktest.com  
Location: Shopping mall  
1/1, TK  
Multiple 13x16 Obs. Rm. Seats 5

**Recruiting Resources Unlimited, LLC**

480 Court St.  
Brooklyn, NY 11231  
Ph. 718-222-5600  
mlivia@recruitingresourcesllc.com  
www.recruitingresourcesllc.com  
Maryanne Livia, President  
Location: Free standing facility  
Distance from airport: 20 miles, 30 minutes  
1/1, 1/1OR, VC  
Conference 14x22 Obs. Rm. Seats 10  
Conference 16x20 Obs. Rm. Seats 8  
(See advertisement on p. 20)

**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, President  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
1/1, 1/1OR, TK, VC, WC  
Conference 25x35 Obs. Rm. Seats 20  
Conference 15x20 Obs. Rm. Seats 12  
(See advertisement on p. 55)

**Sachs Insights**

200 Varick St., Suite 500  
New York, NY 10014  
Ph. 212-924-1600 x105  
info@sachsinsights.com  
www.sachsinsights.com  
Location: Office building  
Distance from airport: 8 miles, 45 minutes  
CL, 1/1, 1/1OR, WC  
Multiple 17x17 Obs. Rm. Seats 15  
Multiple 12x13 Obs. Rm. Seats 10  
Conference 15x08 Obs. Rm. Seats 6

**Audrey Schiller Market Research**

385 Spruce Lane  
East Meadow, NY 11554  
Ph. 516-489-7431  
aschiller1@aol.com  
Audrey Schiller  
Location: Shopping mall  
Distance from airport: 22 miles  
1/1, 1/1OR, TK  
Conference 17x20 Obs. Rm. Seats 15  
Conference 10x11 Obs. Rm. Seats 6

## Schlesinger Associates NYC New York

500 Fifth Ave., Suite 1030  
New York, NY 10110  
Ph. 212-730-6400  
liz@schlesingerassociates.com  
www.schlesingerassociates.com  
Bj Kirschner, Managing Director  
Location: Office building  
Distance from airport: 10 miles, 25 minutes  
CL, 1/1, 1/1OR, TK, AU, CUL, VC, WC  
Multiple 20x19 Obs. Rm. Seats 16  
Multiple 20x15 Obs. Rm. Seats 16  
Multiple 20x15 Obs. Rm. Seats 16  
Multiple 14x12 Obs. Rm. Seats 12  
Multiple 24x22 Obs. Rm. Seats 20  
Multiple 24x18 Obs. Rm. Seats 16  
Multiple 12x18 Obs. Rm. Seats 12  
Multiple 20x15 Obs. Rm. Seats 16  
Multiple 20x15 Obs. Rm. Seats 16

Schlesinger Associates is the leading full-service data collection company with 16 high-specification focus group facilities across the U.S. and the U.K. Our Global Management Solutions services support your international research needs to the highest standards in any language and in any culture. Qualitative: focus groups; in-depth interviews; virtual focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries; convention research studies. Quantitative: online health care surveys; telephone interviews; face-to-face interviewing; mystery shopping; merchandising programs; intercept interviewing; data processing, coding and tabulation; product placements; CLT taste tests; store audits; market sectors: medical; consumer; business-to-business; IT. (See advertisement on p. D73)

## Seaport Surveys

Financial Focus, Inc.  
181 Broadway, Fifth Floor  
New York, NY 10007  
Ph. 212-608-3100 or 800-347-2662  
awaller@seaportsurveys.com  
www.seaportsurveys.com  
Andrea Waller, President  
Location: Office building  
Distance from airport: 20 miles, 30 minutes  
1/1, 1/1OR, TK  
Conference 18x20 Obs. Rm. Seats 10

**SOHO** research centre at  
the michael cohen group

## SOHO Research Centre

375 W. Broadway, Suite 502  
New York, NY 10012  
Ph. 212-431-0462  
mbialokur@mcgrc.com  
www.sohoresearchcentre.com  
Monika Bialokur, Sales, or Kimberly Martin, Operations Manager  
Location: Office building  
Distance from airport: 9 miles, 30 minutes  
1/1, 1/1OR, CUL  
Conference 20x13 Obs. Rm. Seats 8

The SOHO Research Centre is a boutique, well-equipped facility in the heart of one of Manhattan's most dynamic downtown neighborhoods. The SOHO Research Centre is the only facility in SOHO to provide exclusive use of its focus group suites to one client at a time. We pride ourselves on providing exceptional quality and personalized service for you and your clients.

## Rochester

### Car-Lene Research, Inc.

Market Place Mall  
301- Miracle Mile Dr.  
Rochester, NY 14623  
Ph. 585-424-3203  
rochmarket@carleneresearch.com  
www.carleneresearch.com  
Location: Shopping mall  
Distance from airport: 10 miles  
1/1, 1/1OR, TK  
Conference 20x12 Obs. Rm. Seats 8

## Syracuse

### KS&R's INSITE

5792 Widewaters Pkwy.  
Dewitt, NY 13214  
Ph. 800-645-5469 or 315-446-3403  
insite@ksrinc.com  
www.ksrinc.com  
Joseph W. Snyder, Dir. of Operations  
Location: Office building  
Distance from airport: 12 miles, 15 minutes  
1/1  
Conference 15x18 Obs. Rm. Seats 20

## North Carolina

## Charlotte



### AOC Marketing Research

10100 Park Cedar Dr., Suite 100  
Charlotte, NC 28210  
Ph. 704-341-0232  
bcollins@aocresearch.com  
www.aocresearch.com  
Betty Collins, Owner  
Location: Free standing facility  
Distance from airport: 15 miles, 20 minutes  
CL, 1/1, 1/1OR, TK, WC  
Multiple 30x29 Obs. Rm. Seats 20

In secluded office park; private client entry and suite. Specialties include recruiting and implementation of focus groups, taste tests, music groups, IDIs, ethnographies, consumer health condition studies and low-incidence studies. Wireless Internet and videostreaming available. Comprehensive database provides access to thousands of consumers, business and medical professionals. Experienced staff, quality recruiting. Versatile multipurpose room.



### Leibowitz Market Research Associates, Inc.

GroupNet Charlotte  
3120 Whitehall Park Dr.  
Charlotte, NC 28273-3335  
Ph. 704-357-1961  
info@leibowitz-research.com  
www.leibowitz-research.com  
Karen Johnson, Sr. Project Director  
Location: Free standing facility  
Distance from airport: 6 miles, 10 minutes  
CL, 1/1, 1/1OR, TK, AU, CUL, VC, WC  
Conference 18x24 Obs. Rm. Seats 15  
Multiple 30x35 Obs. Rm. Seats 15  
Conference 18x24 Obs. Rm. Seats 25  
Multiple 23x26 Obs. Rm. Seats 25

Leading the market research industry in quality, integrity and service - our premier research facility, four "Super Suites," large multipurpose rooms, usability labs, wireless DSL, ISDN, videoconferencing, videostreaming, CD-ROM and DVD, MP3 (memory stick) audio and video recording, client business centers, all combined with extraordinary personalized service and recruiting qualified, articulate respondents, in a comfortable, conducive environment. "Doing things right is just our way of doing business." Member of GroupNet, FocusVision. ActiveGroup. New 24-hour audio and and video backup system.

### MarketWise, Inc.

831 E. Morehead St., Suite 150  
Charlotte, NC 28202  
Ph. 704-332-8433 or 800-849-5924  
mrambo@marketwise-usa.com  
www.marketwise-usa.com  
Mimi Parker Rambo, Focus Group Coord.  
Location: Office building  
Distance from airport: 7 miles, 12 minutes  
CL, 1/1, CUL, WC  
Conference 24x20 Obs. Rm. Seats 15

As a full-service, owner-operated marketing research firm, we understand the importance of recruiting and service. The Focus Group Manager is your contact throughout the project and you receive our undivided attention from start to finish. Projects are recruited to exact specifications. Fully-equipped usability lab that can be set up to fit your specific needs and an in-house technician for total flexibility. Top Rated in Impulse Survey every year. Member ActiveGroup.



### 20/20 Research - Charlotte

2102 Cambridge Beltway Dr., Suite B  
Charlotte, NC 28273  
Ph. 877-713-2020 or 704-587-0028  
susanb@2020research.com  
www.2020research.com  
Susan Brelewski, Facility Director  
Location: Office building  
Distance from airport: 10 miles, 15 minutes  
CL, VC, WC  
Conference 20x20 Obs. Rm. Seats 15  
Conference 20x19 Obs. Rm. Seats 15  
Conference 20x19 Obs. Rm. Seats 15  
Conference 30x20 Obs. Rm. Seats 15

## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/1OR - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

## Greensboro/Winston-Salem

**Bellomy Research, Inc.**

175 Sunnynoll Court  
Winston-Salem, NC 27106  
Ph. 800-443-7344 or 336-721-1140  
slayne@bellomyresearch.com  
www.bellomyresearch.com  
Scott Layne, President  
Location: Office building  
Distance from airport: 25 miles, 30 minutes  
CL, 1/1, 1/1OR  
Conference 26x20 Obs. Rm. Seats 12

## Raleigh/Durham

**Carolina Focus**

4700 Homewood Court  
Suite 320  
Raleigh, NC 27609  
Ph. 888-221-6477 or 919-788-1628  
joe@carolinafocus.com  
www.carolinafocus.com  
Joe Matijow, Senior Project Director  
Location: Office building  
Distance from airport: 15 miles, 20 minutes  
CL, 1/1, 1/1OR, VC, WC  
Conference 25x14 Obs. Rm. Seats 12

**First In Focus Research**

4009 Barrett Dr., Suite 101  
Raleigh, NC 27609  
Ph. 919-510-0445  
info@firstinfocus.com  
www.firstinfocus.com  
Karan Bunn, President  
Location: Office building  
Distance from airport: 15 miles, 15 minutes  
CL, 1/1, 1/1OR, TK, AU, VC  
Multiple 18x18 Obs. Rm. Seats 12  
Multiple 18x18 Obs. Rm. Seats 12  
Multiple 27x30 Obs. Rm. Seats 0  
Multiple 12x15 Obs. Rm. Seats 0  
Multiple 12x15 Obs. Rm. Seats 0  
Multiple 12x15 Obs. Rm. Seats 0

Focus group facility with qualitative and quantitative research support staff. Trustworthy and targeted recruiting for focus groups, one-on-ones, usability studies, jury research, kitchen testing, etc. Database includes metro and smaller town residents. State-of-the-art technology - videoconferencing, videostreaming and high-speed Internet access.

**Harker Research**

1616 E. Millbrook Rd., Suite 230  
Raleigh, NC 27609  
Ph. 919-954-8300  
info@harkerresearch.com  
www.harkerresearch.com  
Meghan O'Neill, V.P. Operations  
Location: Office building  
Distance from airport: 12 miles, 20 minutes  
CL, 1/1, 1/1OR, VC, WC  
Conference 24x15 Obs. Rm. Seats 12

**JZM/RTP Focus**

Headquarters Park, 2222 E. Highway 54  
Chapel Hill-Nelson Hwy., 300  
Durham, NC 27713  
Ph. 919-544-5448  
sales@jzm.com  
www.jzm.com  
Location: Office building  
Distance from airport: 8 miles, 15 minutes  
CL, 1/1, 1/1OR, TK, TKO  
Multiple 21x19 Obs. Rm. Seats 12

**L & E Research**

5505 Creedmoor Rd., Suite 200  
Raleigh, NC 27612  
Ph. 919-782-3860  
bidrequest@leresearch.com  
www.leresearch.com  
Renee Wyckoff, Project Manager  
Location: Office building  
Distance from airport: 10 miles, 15 minutes  
CL, 1/1, 1/1OR, TK, AU, CUL, PUL, VC, WC  
Conference 17x21 Obs. Rm. Seats 15  
Conference 16x20 Obs. Rm. Seats 8  
Conference 15x19 Obs. Rm. Seats 10  
Conference 28x23 Obs. Rm. Seats 15

Celebrating 25 years, L&E Research is a Top Rated Impulse Survey facility with a database of nearly 60,000 respondents, including expanded medical and Hispanic recruiting to compliment our consumer, children, teacher and B2B recruiting capabilities. New large multipurpose room, free ground transportation from the airport, visit www.leresearch.com to tour our facilities, learn about the emerging Raleigh/Durham market and why L&E Research should be your southeastern research destination. Great recruiting and great service equals great results!

**North American Insights - Raleigh/Durham**

The Streets at Southpoint  
6910 Fayetteville Rd., Suite 101  
Durham, NC 27713  
Ph. 708-747-1100 ext. 11  
denisek@nainsights.com  
Denise Kraft, VP of Operations  
Location: Shopping mall  
Distance from airport: 10 miles, 10 minutes  
CL, 1/1, 1/1OR, TK  
Conference 20x14 Obs. Rm. Seats 10

## Rocky Mount/Greenville

**Intandem**

1302 E. Firetower Rd.  
Greenville, NC 27858  
Ph. 252-321-1111  
marketing@intandeminc.net  
www.intandeminc.net  
Georgina Quinn  
Location: Free standing facility  
Distance from airport: 90 minutes  
CL, 1/1, TK, CUL, VC, WC  
Conference 22x15 Obs. Rm. Seats 8

## North Dakota

## Bismarck

**D H Research**

Odney Advertising Agency  
1400 W. Century Ave.  
Bismarck, ND 58501  
Ph. 701-235-2303  
results@dhresearch.com  
www.dhresearch.com  
Leslie A. Bertsch  
Location: Office building  
Distance from airport: 5 miles, 15 minutes  
1/1  
Conference 15x20 Obs. Rm. Seats 4

## Fargo

**D H Research**

1121 Westrac Dr.  
Suite 202  
Fargo, ND 58103  
Ph. 701-235-2303  
results@dhresearch.com  
www.dhresearch.com  
Gregory Wald  
Location: Office building  
Distance from airport: 5 miles, 10 minutes  
CL, 1/1  
Conference 16x19 Obs. Rm. Seats 5

## Ohio

## Akron

**Innis Maggiore**

4715 Whipple Ave. N.W.  
Canton, OH 44718  
Ph. 330-492-5500  
doug@innismaggiore.com  
www.innismaggiore.com  
Doug Bennett, Research Director  
Location: Free standing facility  
Distance from airport: 5 miles, 10 minutes  
CL, 1/1  
Conference 20x20 Obs. Rm. Seats 20

**Synergy Marketing and Research**

3634 W. Market St., Suite 104  
Akron, OH 44333  
Ph. 216-431-0008  
chaffar@synergycem.com  
www.synergycem.com  
Carrie Haffar  
Location: Office building  
Distance from airport: 20 miles, 25 minutes  
CL, 1/1, 1/1OR, TK, VC  
Conference 15x17 Obs. Rm. Seats 12

At Synergy Marketing and Research, we focus on providing excellent qualitative research services in our beautiful Fairlawn facility. We have a luxurious client viewing area and two discussion rooms. Our areas of expertise include: strategic marketing and research solutions with a holistic approach. We also provide: brand awareness/assessment/development, attitude/lifestyle assessment, brand equity/loyalty, competitive analysis, concept, message, copy/product testing, customer satisfaction/employee engagement, retail assessments, employee/internal assessments, market segmentation, motivational assessments, product feasibility, psychographic/demographic, Web usability.



## Cincinnati

### Assistance In Marketing, Inc.

11890 Montgomery Rd.  
Cincinnati, OH 45249  
Ph. 513-683-6600 or 888-4AIMFIRE  
barbara@AIM-Cincinnati.com  
www.aimresearchnetwork.com  
Irwin Weinberg, Vice President  
Location: Free standing facility  
Distance from airport: 35 miles, 45 minutes  
1/1, 1/10R, TK, TKO, VC, WC  
Conference 12x18 Obs. Rm. Seats 2  
Conference 12x18 Obs. Rm. Seats 12  
Conference 35x21 Obs. Rm. Seats 12  
Conference 18x18 Obs. Rm. Seats 20

### Blue Ocean Facilities

10250 Alliance Road  
Suite 226  
Cincinnati, OH 45242  
Ph. 513-842-6305  
info@blueoceanfacilities.com  
www.blueoceanfacilities.com  
Lisa Sainato, Manager  
Location: Office building  
1/1  
Multiple 40x40  
Multiple 35x25

Blue Ocean Facilities is a not your traditional research facility. It is a creative, casual space designed to inspire participants. The environment is appropriate for consumer research, customer research, brainstorming, client debriefing, ideation and other innovative or creative meetings. An open plan with various settings in which to work with consumers, a flexible design with movable work walls for interactive consumer work and windows for natural light. Centrally located in Blue Ash. Accepts credit cards.

### Car-Lene Research, Inc.

514 Cincinnati Mills Dr.  
Cincinnati Mills Mall, Space 2043  
Cincinnati, OH 45240  
Ph. 513-671-0696  
carlenbrook2@yahoo.com  
www.carleneresearch.com  
Location: Shopping mall  
Distance from airport: 40 miles  
1/1, 1/10R, TK  
Conference 11x7



### Fields Research, Inc.

3814 West St.  
Suite 110  
Cincinnati, OH 45227  
Ph. 513-821-6266  
ken@fieldsresearch.com  
www.fieldsresearch.com  
Ken Fields, President  
Location: Office building  
Distance from airport: 20 miles, 30 minutes  
CL, 1/1, 1/10R, WC  
Conference 23x19 Obs. Rm. Seats 14

To know Fields Research is to gain a unique resource for focus groups, recruiting, Web and telephone surveys. Our defining strength is an invaluable grasp of the technologies available to enhance market research. We bring efficiency, flexibility and control to your project. You want the best Cincinnati has to offer - a well-established data collection company with technology on its side. Welcome.

### Market Inquiry LLC

5825 Creek Rd.  
Cincinnati, OH 45242  
Ph. 513-794-1088  
cathy@marketinquiry.com  
www.marketinquiry.com  
Cathy Noyes, Owner  
Location: Office building  
Distance from airport: 25 miles, 30 minutes  
CL, 1/1, 1/10R, TK, VC, WC  
Conference 14x16 Obs. Rm. Seats 10  
Conference 20x30 Obs. Rm. Seats 20

### MarketVision Research®

10300 Alliance Rd.  
Cincinnati, OH 45242  
Ph. 513-791-3100  
tmcmullen@mv-research.com  
www.mv-research.com  
Tina Rucker  
Location: Office building  
Distance from airport: 25 miles, 35 minutes  
CL, 1/1, 1/10R, VC, WC  
Conference 16x24 Obs. Rm. Seats 24  
Conference 15x22 Obs. Rm. Seats 14



*It's Paris for fine cuisine,  
Tokyo for a relaxing massage,  
But for Top-Rated\* Marketing Research,  
Quality Recruiting,  
and Exceptional Client Service,*

**You'll Always Come Back to AIM  
Baltimore and Columbus.**

*-\*Impulse Survey  
2004 - 2008*

Here's why our clients say they'll keep coming back to AIM:

"AIM's project managers get the right recruits in the room quickly, easily and accurately. They not only keep us informed, but they also always keep our best interests in mind."

"AIM's state of the art facility and experienced project managers make my job easier. They're accessible, responsive and most importantly...their recruiting is second to none!"

For information and a competitive bid, contact:

**Baltimore** 410-337-5000  
**Columbus** 614-583-2100



[www.aimresearchnetwork.com/b1facmain.htm](http://www.aimresearchnetwork.com/b1facmain.htm)

## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge  
1/1 - One-on-One Room  
1/1OR - One-on-One Obs.  
TK - Test Kitchen  
TKO - Test Kitchen Obs.

CUL - Computer Usability Lab  
PUL - Product Usability Lab  
VC - Videoconferencing  
WC - Webconferencing  
AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

**QFACT Marketing Research, LLC.**

9908 Carver Rd.  
Cincinnati, OH 45242  
Ph. 513-891-2271  
info@qfact.com  
www.qfact.com  
Jan Hasselo, Director Client Services  
Location: Free standing facility  
Distance from airport: 25 miles, 40 minutes  
CL, 1/1, 1/1OR, TK, CUL, VC, WC  
Multiple 22x18 Obs. Rm. Seats 15  
Multiple 24x20 Obs. Rm. Seats 25  
Multiple 19x21 Obs. Rm. Seats 15  
Multiple 24x24 Obs. Rm. Seats 25

**Quick Test/Heakin**

Florence Mall  
1150 Florence Mall  
Florence, KY 41042  
Ph. 859-282-1333  
info@quicktest.com  
www.quicktest.com  
Location: Shopping mall  
1/1, TKO  
Conference 15x11 Obs. Rm. Seats 6

**Service Industry Research Systems, Inc. (SIRS)**

Field & Focus Group Facilities  
201 Martha Layne Collins Blvd.  
Highland Heights, KY 41076-1750  
Ph. 859-781-9700  
kolde@sirsinc.com  
www.sirsinc.com  
Lori Kolde, V.P., Qualitative Services  
Location: Free standing facility  
Distance from airport: 15 miles, 20 minutes  
CL, 1/1, 1/1OR, VC  
Multiple 24x18 Obs. Rm. Seats 18  
Multiple 20x22 Obs. Rm. Seats 18

**Cleveland****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  
Location: Free standing facility  
Distance from airport: 20 miles, 20 minutes  
CL, 1/1, 1/1OR, AU, PUL  
Conference 18x24 Obs. Rm. Seats 12  
Conference 12x12 Obs. Rm. Seats 9

**FOCUS GROUPS  
OF CLEVELAND****Focus Groups of Cleveland**

2 Summit Park Dr.  
Suite 225  
Independence, OH 44131  
Ph. 216-901-8075 or 800-950-9010  
morris@focusgroupsofcleveland.com  
www.focusgroupsofcleveland.com  
Amy Morris, President  
Location: Office building  
Distance from airport: 8 miles, 12 minutes  
CL, 1/1, 1/1OR, TK, TKO, AU, VC, WC  
Multiple 16x20 Obs. Rm. Seats 20  
Multiple 12x16 Obs. Rm. Seats 12  
Multiple 25x25 Obs. Rm. Seats 20

In business over 45 years, we are greater Cleveland's only centrally located state-of-the-art, three-suite, full-service focus group facility/large multipurpose room; designed to serve today's marketing needs. Specialize in on-site recruiting for consumer, litigation, executive and medical interviews. Over 5,500-sq.-ft. of comfort and technology ideal for conducting focus groups, IDIs, taste tests, pre-recruits and entire project management in an upscale environment. Suites include one-way mirrors, closed-circuit televisions, wireless Internet access and multiple T1 lines to conduct research effortlessly. Only 10 minutes from Cleveland Hopkins Airport and downtown Cleveland, plus surrounded by excellent new hotels, dining and other amenities. Competitive pricing.  
(See advertisement on p. D79)

**MarketVision Research®**

30405 Solon Rd.  
Cleveland, OH 44139  
Ph. 440-542-2453  
jknasus@mv-research.com  
www.mv-research.com  
Jean Knasus, Project Manager  
Location: Office building  
Distance from airport: 25 miles, 25 minutes  
CL, 1/1, 1/1OR  
Conference 15x18 Obs. Rm. Seats 10  
Conference 19x22 Obs. Rm. Seats 15

**National Survey Research Center**

5350 Transportation Blvd., Suite 19  
Cleveland, OH 44125  
Ph. 800-837-7894 or 216-518-2805  
nsrc@nsrc.com  
www.nsrc.com  
Lauren Wagner  
Location: Office building  
Distance from airport: 7 miles, 13 minutes  
Conference 15x20 Obs. Rm. Seats 15

**Opinion Centers America**

Suite 100, Great Northern Corporate Ctr. III  
25050 Country Club Blvd.  
Cleveland, OH 44070  
Ph. 800-779-3003 or 440-779-3000  
kmaffett@opinioncenters.com  
www.opinioncenters.com  
Kent Maffett  
Location: Office building  
Distance from airport: 6 miles, 10 minutes  
CL, 1/1, 1/1OR, TK, TKO, WC  
21x16 Obs. Rm. Seats 20

A Top Rated facility by the Impulse Survey of Moderators the past six years. A 6,500-sq.-ft. facility on 1st floor of a Class-A building. Three large focus group rooms, a large multipurpose room (seats 50 classroom style) with viewing, videostreaming (ActiveGroup), wireless and wired high-speed Internet (T1 line), and a 25-station monitored, central telephone room. Located 10 minutes from Cleveland airport.

**OPINIONation**

4301 Ridge Rd.  
Cleveland, OH 44144  
Ph. 216-351-4644  
ron@opinionation.com  
www.opinionation.com  
Ron Kornokovich or Joyce Witzke  
Location: Free standing facility  
Distance from airport: 8 miles, 10 minutes  
1/1, 1/1OR, TK, AU  
Conference 23x16 Obs. Rm. Seats 15  
Conference 13x14 Obs. Rm. Seats 8

**Opinions, Ltd.**

40 E. Washington St.  
Chagrin Falls, OH 44022  
Ph. 440-893-0300  
mark@opinionsltd.com  
www.opinionsltd.com  
Mark Kikel or Chris Sluder  
Location: Office building  
Distance from airport: 20 miles, 30 minutes  
CL, 1/1, TK  
Conference 18x18 Obs. Rm. Seats 12

**Pat Henry Market Research, Inc.**

23555 Euclid Ave.  
Cleveland, OH 44117  
Ph. 800-229-5260 or 216-531-9562  
jhominy@pathenry.com  
www.thepathenrygroup.com  
Judy Hominy  
Location: Office building  
Distance from airport: 8 miles, 15 minutes  
CL, 1/1, 1/1OR, TK, VC  
Conference 12x20 Obs. Rm. Seats 10

**Quick Test/Heakin**

Richmond Town Square  
691 Richmond Rd.  
Richmond Heights, OH 44143  
Ph. 440-473-1000  
bid@quicktest.com  
www.quicktest.com  
Location: Shopping mall  
1/1, TK  
Multiple 20x13 Obs. Rm. Seats 10

**Columbus****Advantage Research of Columbus Ohio**

(Contact via Headquarters)  
5900 Lilley Road, Suite 107  
Canton, MI 48187  
Ph. 734-979-0900 (Hq.)  
david@advantageresearch.net  
www.advantageresearch.net  
David Sokolowski, Owner  
Location: Office building  
Distance from airport: 8 miles, 15 minutes  
CL, 1/1, 1/1OR, TK, AU  
Multiple 21x18 Obs. Rm. Seats 14  
Multiple 20x18 Obs. Rm. Seats 14

### Assistance In Marketing/Columbus

One Easton Oval, Suite 100  
Columbus, OH 43219  
Ph. 614-583-2100  
lorne@aim-columbus.com  
www.aimresearchnetwork.com  
Lorne Dillabaugh, V.P. Operations  
Location: Office building  
Distance from airport: 3 miles, 5 minutes  
CL, 1/1, 1/10R, TK, VC, WC  
Conference 15x16 Obs. Rm. Seats 6  
Conference 16x20 Obs. Rm. Seats 12  
Conference 24x26 Obs. Rm. Seats 12  
Conference 19x16 Obs. Rm. Seats 15

At AIM our objective is to exceed client expectations in every phase of our work. Quality-controlled recruiting from our extensive database; large, comfortable group rooms, client viewing and lounges and staff that anticipate your every need are the reasons why AIM consistently attains Top Rated status in the Impulse Survey of Focus Facilities. Conveniently located 5 minutes from the Columbus Airport and 2 blocks from hotels and upscale shopping.  
(See advertisement on p. D77)

### B & B Research Services, Inc.

550 Frantz Rd., Suite 111  
Dublin, OH 43017  
Ph. 614-760-8566  
bbresearchcolumbus@fuse.net  
www.focusfgw.com  
Judy Frederick  
Location: Office building  
Distance from airport: 12 miles, 30 minutes  
1/1, 1/10R, TK, WC  
Conference 15x20 Obs. Rm. Seats 8  
Conference 10x15



### Columbus Research Connection

445 North High St.  
Suite 400  
Columbus, OH 43215  
Ph. 614-220-4120  
info@crcmr.com  
www.crcmr.com/columbus/contact.html  
Location: Office building  
Distance from airport: 8 miles, 10 minutes  
CL, 1/1, TK, CUL, PUL, VC, WC  
Multiple 16x22 Obs. Rm. Seats 10  
Multiple 18x20 Obs. Rm. Seats 15

### Delve Columbus

7634 Crosswoods Dr.  
Columbus, OH 43235  
Ph. 800-242-4118 or 614-436-2025  
helpinghand@delve.com  
www.delve.com  
Pam Clouse, Regional Managing Director  
Location: Office building  
Distance from airport: 15 miles, 15 minutes  
CL, TK, TKO, CUL, VC, WC  
Conference 16x14 Obs. Rm. Seats 10  
Conference 24x20 Obs. Rm. Seats 15  
Conference 21x18 Obs. Rm. Seats 16  
Conference 18x18 Obs. Rm. Seats 15  
Conference 28x16 Obs. Rm. Seats 30  
(See advertisement on p. D61)



### Epicures, Inc.

7601 E. Main St.  
Reynoldsburg, OH 43068  
Ph. 614-863-5603  
becherphd@aol.com  
www.epicures-inc.com  
Michael Becher, President  
Location: Free standing facility  
Distance from airport: 10 miles, 15 minutes  
CL, 1/1, 1/10R, TK, TKO, VC, WC  
Multiple 20 x 40 Obs. Rm. Seats 20  
Living 15 x 30 Obs. Rm. Seats 20

Our Columbus facility is a spectacular home built in 1939, restored by chefs to offer the best culinary, research and focus group facilities in the Midwest. An inviting courtyard, beautiful mahogany porch and an incredible client loft were specifically designed to complement our fully-equipped test kitchen, sensory and focus group facilities. High-definition, live Internet broadcasting is available from both our focus group areas as well as our kitchen, accessible 24/7 from anywhere in the world.

### Lextant Labs

A Division of Lextant  
580 N. 4th St., Suite 610  
Columbus, OH 43215  
Ph. 614-228-9711  
lexlabs@lextant.com  
www.lextant.com/lexlab.html  
Debbie Cress, Lab Manager  
Location: Office building  
Distance from airport: 7 miles, 12 minutes  
CL, 1/1, 1/10R, CUL, VC, WC  
Multiple 19x18 Obs. Rm. Seats 25  
12x09 Obs. Rm. Seats 8

## Dayton

### 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, Director  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
WC  
Conference 24x12 Obs. Rm. Seats 10  
Conference 18x18 Obs. Rm. Seats 6

## Toledo

### Great Lakes Marketing Associates

3103 Executive Pkwy., Suite 106  
Toledo, OH 43606  
Ph. 419-534-4700  
info@greatlakesmarketing.com  
www.greatlakesmarketing.com  
Location: Office building  
Distance from airport: 18 miles, 30 minutes  
Conference 12x22 Obs. Rm. Seats 7

## 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**

## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge  
1/1 - One-on-One Room  
1/1OR - One-on-One Obs.  
TK - Test Kitchen  
TKO - Test Kitchen Obs.

CUL-Computer Usability Lab  
PUL-Product Usability Lab  
VC - Videoconferencing  
WC - Webconferencing  
AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

## Oklahoma

## Oklahoma City



### Oklahoma Focus (Focus Group Facility)

1319 Classen Drive  
Oklahoma City, OK 73103  
Ph. 405-600-7955  
kwilson@oklahomafocus.com  
www.oklahomafocus.com  
Kathryn Wilson

Location: Free standing facility  
Distance from airport: 10 miles, 15 minutes  
CL, 1/1, 1/1OR, VC  
Multiple 18 x 17 Obs. Rm. Seats 15

The facility for research in Middle America. Our Ken Soloman-designed facility has a boardroom feel and technology is state-of-the-art. Session recording available in MP3, WMV, MPEG and DVD in addition to videostreaming. Specious client viewing room with adjacent but separate lounge. Separate client entrance. We are known for our ability to handle complex projects. Owner-managed and operated, we take personal pride in our work. Clients receive exemplary service immediately upon entering our impressive, freestanding, company-owned building with ample parking, 10 minutes from the OKC airport.

### Oklahoma Market Research

4900 N. Portland Ave., Suite 150  
Oklahoma City, OK 73112  
Ph. 405-525-3412  
mail@datanet-research.com  
Judy Nitta, Vice President  
Location: Office building  
Distance from airport: 10 miles, 15 minutes  
CL, 1/1, TK  
Conference 25x16 Obs. Rm. Seats 15  
Conference 22x14 Obs. Rm. Seats 4

## ShapardResearch

**Shapard Research**  
820 N.E. 63rd St.  
Oklahoma City, OK 73105  
Ph. 405-607-4664  
bill@shapard.com  
www.soonerpoll.com  
Bill Shapard, CEO  
Location: Free standing facility  
Distance from airport: 15 miles, 20 minutes  
CUL  
Conference 24x16 Obs. Rm. Seats 8

OKC's premier focus group facility is accessible from major interstates yet located in suburban setting with convenient free parking. Comfortable client viewing room with wall-sized mirror for easy viewing of our oversized focus group room. Audio plus video to DVD. Quality in-house recruitment. Experienced, professional, friendly staff.

## Tulsa

**Consumer Logic, Inc.**  
4928 South 79th East Ave.  
Tulsa, OK 74145  
Ph. 800-544-1494 or 918-665-3311  
info@consumerlogicresearch.com  
www.consumerlogicresearch.com  
Dan Jarrett, President  
Location: Office building  
Distance from airport: 10 miles, 15 minutes  
1/1, 1/1OR, TK  
Conference 14x22 Obs. Rm. Seats 12  
Conference 20x22 Obs. Rm. Seats 15

## Oregon

## Portland

**Consumer Opinion Services, Inc.**  
GroupNet Portland  
Lloyd Focus & Videoconference Center  
2225 Lloyd Center  
Portland, OR 97232  
Ph. 503-493-2870 or 206-241-6050 for bids  
jim@portlandopinion.com  
www.cosvc.com  
Jim Weaver, COO  
Location: Shopping mall  
Distance from airport: 8 miles, 15 minutes  
CL, 1/1, TK, VC, WC  
Multiple 27x16 Obs. Rm. Seats 14  
Multiple 14x22 Obs. Rm. Seats 12  
Multiple 43x25 Obs. Rm. Seats 8  
(See advertisement on p. D63, p. D97)

**Gilmore Research Group**  
2701 NW Vaughn St., Suite 780  
Montgomery Park  
Portland, OR 97210  
Ph. 503-236-4551  
info@gilmore-research.com  
www.gilmore-research.com  
Donna Glosser  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL, 1/1, 1/1OR, TK, CUL, VC  
Conference 23x20 Obs. Rm. Seats 24  
Conference 16x16 Obs. Rm. Seats 8



**Market Decisions Corporation**  
8959 S.W. Barbur Blvd., Suite 204  
Portland, OR 97219  
Ph. 800-344-8725  
info@mdcresearch.com  
www.mdcresearch.com  
Bert Lybrand, Account Executive  
Location: Office building  
Distance from airport: 18 miles, 20 minutes  
CL, 1/1, 1/1OR, TK, AU, WC  
Conference 18x20 Obs. Rm. Seats 12  
Conference 18x20 Obs. Rm. Seats 12  
Conference 16x18 Obs. Rm. Seats 14  
Conference 18x34 Obs. Rm. Seats 14  
Conference 09x12 Obs. Rm. Seats 0

Market Decisions operates two focus group facilities which include five different rooms: VuPoint Portland, a luxury facility in the heart of downtown Portland, and our suburban location in southwest Portland. Facilities include a full test kitchen, client viewing rooms and separate client lounges, Wi-Fi Internet access, complete A/V recording, ActiveGroup Webcast, parking and handicap access. Other services include in-house recruiting, one-on-one and executive interviewing, group moderation, CATI interviewing, remote client monitoring, platinum-level intercept interviewing and Web surveys. International and business-to-business projects are a speciality.

**OMNI Research**  
7689 S.W. Capitol Hwy.  
Portland, OR 97219-2745  
Ph. 503-245-4014  
chris@omni-research.com  
www.omni-research.com  
Chris Robinson, Owner  
Location: Free standing facility  
Distance from airport: 17 miles, 25 minutes  
1/1, 1/1OR, VC  
Conference 21x20 Obs. Rm. Seats 10

## Pennsylvania

## Allentown/Bethlehem

**K & W Partnership**  
3724 Crescent Court W.  
Whitehall, PA 18052  
Ph. 610-437-4000  
joanne.kuchera@verizon.net  
Joanne Kuchera, President  
Location: Free standing facility  
Distance from airport: 7 miles, 10 minutes  
CL, 1/1, 1/1OR  
Conference 25x15 Obs. Rm. Seats 20

**Marketing Solutions Corporation**  
175 W. Butternut Rd.  
Hellertown, PA 18055  
Ph. 800-326-3565  
MarketingSolutions@attglobal.net  
www.marketingsolutionscorp.com  
Greg Surovcik, President  
Location: Office building  
1/1, 1/1OR  
Conference 20x21 Obs. Rm. Seats 12  
Conference 20x21 Obs. Rm. Seats 12

## Erie

### Moore Research Services, Inc.

2675 West 12th St.  
Erie, PA 16505  
Ph. 814-835-4100  
colleen@moore-research.com  
www.moore-research.com  
Colleen Moore Mezler, President  
Location: Office building  
Distance from airport: 5 miles, 5 minutes  
CL, 1/1, 1/10R, TK, CUL  
Conference 20x14 Obs. Rm. Seats 12

### Moore Research Services, Inc.

Millcreek Mall  
Erie, PA  
Ph. 814-835-4100  
colleen@moore-research.com  
www.moore-research.com  
Colleen Moore Mezler, President  
Location: Shopping mall  
Distance from airport: 7 miles, 10 minutes  
CL, 1/1, 1/10R, TK  
Conference 16x14 Obs. Rm. Seats 8

## Harrisburg

### The Bartlett Group, Inc.

3690 Vartan Way  
Harrisburg, PA 17110  
Ph. 717-540-9900 or 800-555-9590  
bartlettgroup@verizon.net  
www.bartlettresearch.com  
Jeff Bartlett, President  
Location: Free standing facility  
Distance from airport: 10 miles, 20 minutes  
CL, TK  
Conference 12x22 Obs. Rm. Seats 12

### Leap Research, LLC

5321D Jaycee Ave.  
Harrisburg, PA 17112  
Ph. 717-652-2455  
info@leapresearch.com  
www.leapresearch.com  
Lori T. Aulenbach, Director of Research  
Location: Free standing facility  
Distance from airport: 15 miles, 15 minutes  
CL, 1/1, 1/10R, AU, VC  
Multiple 15x20 Obs. Rm. Seats 8  
Multiple 27x40 Obs. Rm. Seats 18

## Lancaster



### CentralFocus

180 W. Airport Rd.  
Lititz, PA 17606-5423  
Ph. 717-560-1333  
london@centralfocus.net  
Matt London, Operations Manager  
Location: Free standing facility  
Distance from airport: 1 miles, 2 minutes  
CL, 1/1, 1/10R, TK  
Conference 26x16 Obs. Rm. Seats 45

Conveniently located in central Pennsylvania's Lancaster County, we are just minutes from the Lancaster Airport and an easy drive from Baltimore, Philadelphia, Harrisburg, Reading and York. Centralfocus features a direct viewing room as well as a second viewing room to accommodate additional observers. A full complement of research services is available to help ensure the successful completion of your project. Centrally located. Focused on results.

### Cimbrian

333 N. Arch St.  
Lancaster, PA 17603  
Ph. 717-397-9752  
info@cimbrian.com  
www.cimbrian.com  
Elizabeth Kelly, President  
Location: Office building  
Distance from airport: 35 miles, 45 minutes  
CL, TK  
Conference 20x16 Obs. Rm. Seats 11

## Philadelphia/Southern NJ

*(See also Trenton, NJ)*

### C & C Market Research, Inc.

Oxford Valley Mall  
2300 E. Lincoln Highway, #108  
Langhorne, PA 19047  
Ph. 479-785-5637  
craig@ccmarketresearch.com  
www.ccmarketresearch.com  
Craig Cunningham, President  
Location: Shopping mall  
Distance from airport: 30 miles, 60 minutes  
1/1, TK  
Conference 15x11 Obs. Rm. Seats 5  
(See advertisement on p. D12)

### CRG GLOBAL, INC.

Franklin Mills Mall, 1749 Franklin Mills Circle  
Philadelphia, PA 19154  
Ph. 386-677-5644  
crgsales@crgglobalinc.com  
www.crgglobalinc.com  
Location: Shopping mall  
Distance from airport: 30 miles, 38 minutes  
1/1, 1/10R, TK, CUL, PUL, VC  
Conference 21x15 Obs. Rm. Seats 15

### Delve Philadelphia

Two Greenwood Square  
3331 Street Rd., Suite 130  
Philadelphia, PA 19020  
Ph. 800-752-2027 or 215-639-8035  
helpinghand@delve.com  
www.delve.com  
Lynne Doyle, Managing Director  
Location: Office building  
Distance from airport: 30 miles, 40 minutes  
CL, 1/1, 1/10R, TK, AU, CUL, VC, WC  
Conference 20x20 Obs. Rm. Seats 14  
Conference 17x20 Obs. Rm. Seats 14  
(See advertisement on p. D61)



### Focus Pointe Global - Bala Cynwyd

225 City Ave.  
Suite 10  
Bala Cynwyd, PA 19004  
Ph. 888-873-6287 or 610-949-9100  
bala@focuspointeglobal.com  
www.focuspointeglobal.com  
Jamie Katzenstein, Facility Director  
Location: Office building  
Distance from airport: 14 miles, 30 minutes  
CL, 1/1, 1/10R, TK, CUL, VC, WC  
Multiple 15x22 Obs. Rm. Seats 15  
Multiple 17x22 Obs. Rm. Seats 17  
Multiple 16x20 Obs. Rm. Seats 15

The focus group facility and recruiting leader. Expert recruiting for medical, business, consumer and mock jury research. Our remodeled suburban Philadelphia facility features five spacious conference rooms, including an oversized room perfect for mock juries, tiered client viewing rooms and private lounges. Universal client access to high-speed and wireless Internet. Minutes from Philadelphia International Airport and downtown Philadelphia. Worldwide fielding: field your projects worldwide through our network of affiliates in 70+ countries.  
(See advertisement on p. D5)



### Focus Pointe Global - Philadelphia

Two Logan Square, 18th and Arch Streets  
Suite 500  
Philadelphia, PA 19103  
Ph. 888-873-6287 or 215-701-1500  
phila@focuspointeglobal.com  
www.focuspointeglobal.com  
John Zabierek, V.P. Northeastern U.S.  
Location: Office building  
Distance from airport: 6 miles, 20 minutes  
CL, 1/1, 1/10R, TK, CUL, VC, WC  
Multiple 20x24 Obs. Rm. Seats 16  
Multiple 24x16 Obs. Rm. Seats 16  
Multiple 24x16 Obs. Rm. Seats 16  
Multiple 24x16 Obs. Rm. Seats 16  
Multiple 34x24 Obs. Rm. Seats 20

The focus group facility and recruiting leader. Expert recruiting for medical, business, consumer and mock jury research. Our downtown Philadelphia facility features five spacious conference rooms, tiered client viewing rooms and private lounges. Universal client access to high-speed and wireless Internet. Minutes from Philadelphia Int'l. Airport, blocks from Amtrak. Worldwide fielding: field your projects worldwide through our network of affiliates in 70+ countries.  
(See advertisement on p. D5)

### 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  
Julia Rhines, Director  
Location: Office building  
Distance from airport: 30 minutes  
CL, 1/1, 1/10R, TK, CUL, VC, WC  
Conference 18x22 Obs. Rm. Seats 20  
Conference 17x20 Obs. Rm. Seats 18  
Conference 17x20 Obs. Rm. Seats 18  
Conference 19x20 Obs. Rm. Seats 20  
Conference 10x12 Obs. Rm. Seats 4  
(See advertisement on p. D70)

Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL-Computer Usability Lab
1/1 - One-on-One Room	PUL-Product Usability Lab
1/1OR - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

Conference - Conference-Style Room  
 Living - Living Room-Style Room  
 Multiple - Both Styles  
 Room dimensions, when stated, are shown in feet.

**Fork Restaurant**

306 Market St.  
 Philadelphia, PA 19106  
 Ph. 215-625-9425  
 info@forkrestaurant.com  
 www.forkrestaurant.com  
 CL, 1/1, WC  
 Conference 12x13      Obs. Rm. Seats 12



**Group Dynamics in Focus, Inc.**

GroupNet Philadelphia  
 555 City Ave.  
 6th Floor  
 Bala Cynwyd, PA 19004  
 Ph. 866-221-2038 or 610-668-8535  
 sales@groupdynamics.com  
 www.groupdynamics.com  
 Robin Kaplan, President  
 Location: Office building  
 Distance from airport: 12 miles, 30 minutes  
 CL, 1/1, 1/1OR, TK, AU, VC, WC  

Multiple	28x20	Obs. Rm. Seats 18
Conference	16x24	Obs. Rm. Seats 12
Conference	16x24	Obs. Rm. Seats 12
Conference	14x18	Obs. Rm. Seats 10
Conference	16x18	Obs. Rm. Seats 8

Rediscover us! We've redefined focus group facilities. We're revitalized, redecorated and renewed - same convenient location, same reliable recruiting. Return to your comfort zone and rely on our professional staff for managing large audiences both on and off premises. Reconsider your options when your study requires an 1,100-sq.-ft. multipurpose space for audience testing, mock juries, displays, etc. Group Dynamics remains a Top Rated Focus Group Facility in the Philadelphia area. Receive competitive pricing and GroupNet rewards. Founding member of GroupNet. (See advertisement on this page)

**JRA: Montgomeryville, PA**

J. Reckner Associates, Inc.  
 589 Bethlehem Pike  
 Suite 500  
 Montgomeryville, PA 18936  
 Ph. 215-822-6220  
 bogrezik@reckner.com  
 www.reckner.com  
 Barbara Ogrizek, Director  
 Location: Office building  
 Distance from airport: 26 miles, 50 minutes  
 CL, 1/1, 1/1OR, TK, CUL, PUL, VC, WC  

Multiple	18x18	Obs. Rm. Seats 15
Conference	08x11	Obs. Rm. Seats 4
Multiple	19x39	Obs. Rm. Seats na
Conference	08x11	Obs. Rm. Seats na
Conference	08x11	Obs. Rm. Seats na

**JRA: Philadelphia/Center City**

J. Reckner Associates, Inc.  
 1600 Market St.  
 Suite 1550  
 Philadelphia, PA 19103-7202  
 Ph. 215-822-6220 or 215-981-0120  
 mgeorgianna@reckner.com  
 www.reckner.com  
 Michael Georgianna, Manager  
 Location: Office building  
 Distance from airport: 8 miles, 15 minutes  
 CL, 1/1, 1/1OR, CUL, VC, WC  

Conference	18x18	Obs. Rm. Seats 15
Conference	22x15	Obs. Rm. Seats 15
Conference	11x12	Obs. Rm. Seats 5
Conference	17x21	Obs. Rm. Seats 15

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

# Above & Beyond

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<p><i>Consistently providing our clients with the highest caliber service.</i></p> <p>Top-rated in the Philadelphia Market (again)                  by <i>Impulse Directory</i></p>	<p><b>GROUP DYNAMICS IN FOCUS, INC.</b>                  555 City Ave, 6th Floor, Bala Cynwyd, PA 19004</p>	<p>4 Luxury Suites                  1000 sq.ft. Multi-Use Space                  Commercial Test Kitchen                  Family Owned and Operated                  Complimentary Limo &amp; Concierge Service</p> <p>www.groupdynamics.com   866-221-2038</p>
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SCHLESINGER ASSOCIATES

# PHILADELPHIA AND BALA CYNWYD

## PHILADELPHIA

1650 ARCH STREET  
27TH FLOOR  
PHILADELPHIA, PA 19103

## BALA CYNWYD

50 MOMUMENT ROAD  
SUITE 200  
BALA CYNWYD, PA 19004



Schlesinger Associates  
&  
The Research House

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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.

Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge  
1/1 - One-on-One Room  
1/1OR - One-on-One Obs.  
TK - Test Kitchen  
TKO - Test Kitchen Obs.

CUL-Computer Usability Lab  
PUL-Product Usability Lab  
VC - Videoconferencing  
WC - Webconferencing  
AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

**National Research Network - Philadelphia**

Neshaminy Mall  
707 Neshaminy Mall  
Bensalem, PA 19020  
Ph. 312-960-5158  
rick.kronenburger@ggp.com  
www.nationalresearchnetwork.com  
Location: Shopping mall  
1/1, TK  
Conference 12x18 Obs. Rm. Seats 6



**Plaza Research-Philadelphia**

Two Greentree Centre  
Marlton, NJ 08053  
Ph. 856-596-7777 or 800-654-8002  
bfarms@plazaresearch.com  
www.plazaresearch.com  
Bethany Farms, Director  
Location: Office building  
Distance from airport: 30 minutes  
CL, 1/1, 1/1OR, TK, TKO, CUL, WC  
Conference 18x20 Obs. Rm. Seats 15  
Conference 15x20 Obs. Rm. Seats 15  
Multiple 15x20 Obs. Rm. Seats 15  
(See advertisement on p. D65)

**Quick Test/Heakin**

Neshaminy Mall  
109 Neshaminy Mall  
Bensalem, PA 19020  
Ph. 215-322-0400  
info@quicktest.com  
www.quicktest.com  
Location: Shopping mall  
1/1, TK  
Conference 12x18 Obs. Rm. Seats 6

**Schlesinger Associates Philadelphia**

1650 Arch St., Suite 2701  
Philadelphia, PA 19103  
Ph. 215-564-7300  
pa@schlesingerassociates.com  
www.schlesingerassociates.com  
Tiffany Peterson, Managing Director  
Location: Office building  
Distance from airport: 10 miles, 15 minutes  
CL, 1/1, 1/1OR, AU, CUL, VC, WC  
Multiple 20x16 Obs. Rm. Seats 16  
Multiple 20x16 Obs. Rm. Seats 16  
Multiple 20x16 Obs. Rm. Seats 16  
Multiple 16x16 Obs. Rm. Seats 16

Schlesinger Associates is the leading full-service data collection company with 16 high-specification focus group facilities across the U.S. and the U.K. Our Global Management Solutions services support your international research needs to the highest standards in any language and in any culture. Qualitative: focus groups; in-depth interviews; virtual focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries; convention research studies. Quantitative: online health care surveys; telephone interviews; face-to-face interviewing; mystery shopping; merchandising programs; intercept

interviewing; data processing, coding and tabulation; product placements; CLT taste tests; store audits; market sectors: medical; consumer; business-to-business; IT. (See advertisement on p. D83)

**Schlesinger Associates Philadelphia/Bala Cynwyd**

50 Monument Rd., Suite 200  
Bala Cynwyd, PA 19004  
Ph. 610-538-1900  
bala@schlesingerassociates.com  
www.schlesingerassociates.com  
Lindita Mezani, Facility Director  
Location: Free standing facility  
Distance from airport: 15 miles, 25 minutes  
CL, 1/1, 1/1OR, TK, AU, CUL, VC, WC  
Multiple 22x17 Obs. Rm. Seats 20  
Multiple 24x17 Obs. Rm. Seats 15  
Multiple 20x17 Obs. Rm. Seats 15

Schlesinger Associates is the leading full-service data collection company with 16 high-specification focus group facilities across the U.S. and the U.K. Our Global Management Solutions services support your international research needs to the highest standards in any language and in any culture. Qualitative: focus groups; in-depth interviews; virtual focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries; convention research studies. Quantitative: online health care surveys; telephone interviews; face-to-face interviewing; mystery shopping; merchandising programs; intercept interviewing; data processing, coding and tabulation; product placements; CLT taste tests; store audits; market sectors: medical; consumer; business-to-business; IT. (See advertisement on p. D83)

**Pittsburgh**

**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  
Kelli Best, Project Director  
Location: Office building  
Distance from airport: 18 miles, 30 minutes  
CL, 1/1, 1/1OR, TK, VC  
Conference 16x22 Obs. Rm. Seats 14  
Conference 18x25 Obs. Rm. Seats 10

**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  
Location: Office building  
Distance from airport: 13 miles, 20 minutes  
Conference 24x14 Obs. Rm. Seats 10

**Focus Center of Pittsburgh**

2101 Greentree Rd., # A-106  
Pittsburgh, PA 15220  
Ph. 412-279-5900  
fcp@focuscenterofpittsburgh.com  
www.focuscenterofpittsburgh.com  
Cynthia Thrasher  
Location: Office building  
Distance from airport: 15 miles, 20 minutes  
1/1, 1/1OR, TK, CUL, VC, WC  
Conference 19x21 Obs. Rm. Seats 12  
Conference 23x25 Obs. Rm. Seats 15

**Greater Pittsburgh Research**

5950 Steubenville Pike  
Pittsburgh, PA 15136  
Ph. 412-788-4570  
gpresearch1@cs.com  
Ann Urban, President  
Location: Office building  
Distance from airport: 6 miles  
1/1, 1/1OR, TK  
Conference 14x18 Obs. Rm. Seats 12

**Kohl Data Information, Inc.**

Cassia Drive  
Jefferson Hills, PA 15025  
Ph. 412-561-2856  
datainfo@nauticom.net  
www.Kohldatainfo.com  
Nancy Berletic, Co-owner  
Location: Office building  
Distance from airport: 10 miles, 15 minutes  
CL, 1/1, 1/1OR, TK, AU  
Conference 25x16 Obs. Rm. Seats 15  
Conference 20x12 Obs. Rm. Seats 10

**Research Engine**

A Div. of Desbrow & Associates  
600 Grant St., Suite 4950  
Pittsburgh, PA 15219  
Ph. 412-471-5700  
info@desbrow.com  
www.desbrow.com  
Location: Office building  
Distance from airport: 20 miles, 40 minutes  
VC  
Conference 25x16 Obs. Rm. Seats 6

**York**

**Polk-Lepson Research Group**

108 Pauline Dr.  
York, PA 17402  
Ph. 717-741-2879  
polk-lepson@comcast.net  
Thomas D. Lepson, President  
Location: Free standing facility  
Distance from airport: 35 miles, 45 minutes  
Conference 15x20 Obs. Rm. Seats 10



**Providence**

**Accurate Focus, Inc.**

850 Waterman Ave.  
East Providence, RI 02914  
Ph. 800-927-7327 or 401-435-3335  
info@accuratefocus.com  
www.accuratefocus.com  
Stephen Haders, President  
Location: Office building  
Distance from airport: 12 miles, 20 minutes  
CL, 1/1, 1/1OR, WC  
Conference 23x15 Obs. Rm. Seats 20

**MacIntosh Survey Center**

450 Veteran's Memorial Pkwy., #201  
East Providence, RI 02914  
Ph. 401-438-8330  
macsurvey@aol.com  
Ann MacIntosh  
Location: Office building  
Distance from airport: 10 miles, 10 minutes  
TK  
Conference 18x20 Obs. Rm. Seats 15



## Performance Plus

Providence Place Mall  
80 Providence Place  
Providence, RI 02903  
Ph. 508-872-1287  
info@performanceplusboston.com  
www.bostonfieldfocus.com  
Shirley Shames, President  
Location: Shopping mall  
Distance from airport: 6 miles, 10 minutes  
CL, 1/1, TK, VC, WC  
Conference 13x20 Obs. Rm. Seats 15

## South Carolina

### Charleston

#### Coastal Focus

4600 Goer Dr.  
Suite 206  
North Charleston, SC 29406  
Ph. 843-744-9009  
info@coastal-focus.com  
www.coastal-focus.com  
Judy DuBose, Owner  
Location: Office building  
Distance from airport: 3 miles, 5 minutes  
1/1  
Conference 25x25 Obs. Rm. Seats 16  
Living 14x25 Obs. Rm. Seats 10  
09x09 Obs. Rm. Seats 5

### Columbia

#### Low Country Marketing, Inc.

203 Hope Rd.  
Columbia, SC 29223  
Ph. 803-788-4600  
info@lowcountrymarketing.com  
www.lowcountrymarketing.com  
Location: Free standing facility  
Distance from airport: 10 miles, 15 minutes  
CL, 1/1, 1/1OR, TK, TKO, VC, WC  
Multiple 16x26 Obs. Rm. Seats 12

#### MarketSearch Corp.

2721 Devine St.  
Columbia, SC 29205  
Ph. 803-254-6958  
surveys@msearch.com  
www.msearch.com  
Location: Free standing facility  
Distance from airport: 10 miles, 20 minutes  
1/1, 1/1OR  
Conference 16x20 Obs. Rm. Seats 14

#### Midlands Market Research

1825 St. Julian Place, Suite F-2  
Columbia, SC 29204  
Ph. 803-254-8697  
info@midlandsres.com  
www.midlandsres.com  
Judy DuBose, Owner  
Location: Office building  
Distance from airport: 5 miles, 15 minutes  
CL, 1/1, 1/1OR, TK  
Conference 18x20 Obs. Rm. Seats 15

## Greenville/Spartanburg

#### Market Insight, Inc.

2854 Wade Hampton Blvd., Suite C  
Taylors, SC 29687  
Ph. 864-292-5187 or 800-493-8037  
mikeshuck@marketinsightinc.com  
www.marketinsightinc.com  
Mike Shuck, Director of Research  
Location: Office building  
Distance from airport: 12 miles, 20 minutes  
CL, 1/1, 1/1OR, PUL  
Conference 19x20 Obs. Rm. Seats 12

#### Priority Metrics Group

301 Railroad St.  
Roebuck, SC 29376  
Ph. 800-764-0461 or 864-573-9853  
JBarrett@pmgco.com  
www.pmgco.com  
John Barrett, President  
Location: Office building  
Distance from airport: 20 miles, 30 minutes  
1/1, 1/1OR  
Multiple 20x25 Obs. Rm. Seats 10

## South Dakota

### Sioux Falls

#### American Public Opinion Survey & Market

Market Research Corp.  
601 Rohl  
Sioux Falls, SD 57103  
Ph. 605-338-3918  
ron@mtcnet.net  
www.mtcnet.net/ron  
Ron Van Beek, President  
Location: Free standing facility  
Distance from airport: 2 miles, 10 minutes  
CL, 1/1, 1/1OR, VC  
Conference 16x24 Obs. Rm. Seats 15  
Conference 20x22 Obs. Rm. Seats 20  
Conference 20x25 Obs. Rm. Seats 25  
Living 30x36 Obs. Rm. Seats 50

## Tennessee

### Chattanooga



#### Wilkins Research Services, LLC

1730 Gunbarrel Rd.  
Chattanooga, TN 37421  
Ph. 423-894-9478  
info@wilkinsresearch.net  
www.wilkinsresearch.net  
Lisa Wilkins, Executive Director  
Location: Free standing facility  
Distance from airport: 8 miles, 15 minutes  
CL, 1/1, 1/1OR, TK, TKO  
Conference 23x17 Obs. Rm. Seats 18  
Conference 69x49 Obs. Rm. Seats 32  
Conference 23x17 Obs. Rm. Seats 14  
Conference 23x15

## Knoxville

#### Lancaster Market Intelligence

3521 Central Park Blvd., 2nd Floor  
Louisville, TN 37777  
Ph. 865-379-7650 or 800-758-8071  
lancon@ix.netcom.co  
Christopher Wise, President  
Location: Office building  
Distance from airport: 3 miles, 5 minutes  
CL  
Conference 19x20 Obs. Rm. Seats 12



#### Southern Solutions

Market Research With Unsurpassed Professionalism  
Southern Solutions  
10608 Flickenger Lane, Suite 102  
Knoxville, TN 37922  
Ph. 865-392-5047 or 866-764-7342  
jjones@southern-solutions.com  
www.southern-solutions.com  
Jenny Hill, President  
Location: Office building  
Distance from airport: 10 miles, 10 minutes  
CL, 1/1, 1/1OR, TK, CUL, VC, WC  
Multiple 19x21 Obs. Rm. Seats 16

Our state-of-the-art facility and experienced staff will make your next groups a relaxing experience. High-quality recruiting is the basis for our continued success. Now offering nationwide online panels for both your qualitative and quantitative needs. Visit our Web site for pictures of our facility.

### Memphis

#### AccuData Market Research, Inc.

1036 Oakhaven Rd.  
Memphis, TN 38119  
Ph. 800-625-0405 or 901-763-0405  
val@accudata.net  
www.accudata.net  
Valerie Jolly, General Manager  
Location: Free standing facility  
Distance from airport: 10 miles, 15 minutes  
CL, 1/1, 1/1OR, TK, PUL, VC, WC  
Conference 26x14 Obs. Rm. Seats 20  
Conference 18x14 Obs. Rm. Seats 10

Again rated one of the World's Top Facilities of 2007 by Impulse Survey and the leading provider of focus group facilities in Memphis. Three focus group suites with Memphis BBQ, Elvis and guaranteed recruiting make for a stimulating/fun place to be. Renowned for Southern customer service and a huge database. We offer videoconferencing, videostreaming, videomarking and DVD/CD and MP3 recording.

(See advertisement on p. D35)

#### Friedman Marketing Services

Consumer Opinion Center  
Hickory Ridge Mall, Suite 480  
3729 Hickory Ridge Mall  
Memphis, TN 38115  
Ph. 901-368-5449 or 914-698-9591  
paula.wynne@friedmanmktg.com  
www.friedmanmktg.com  
Rosemarie O'Sullivan, Manager  
Location: Shopping mall  
Distance from airport: 10 miles  
TK  
Conference 10x12 Obs. Rm. Seats 5

## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/1OR - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

**Insights Research Center**

51 Germantown Court, Suite 201  
Memphis, TN 38018  
Ph. 888-755-9911 or 901-755-9911  
info@insightsresearchcenter.com  
www.insightsresearchcenter.com

Michael Rollosos, VP, or Carla Fray, Director  
Location: Office building

Distance from airport: 14 miles, 30 minutes  
CL, 1/1, TK, AU, CUL, WC

Conference	20x15	Obs. Rm. Seats	22
Conference	22x14	Obs. Rm. Seats	12
Multiple	28x19	Obs. Rm. Seats	28

Newly renovated and expanded in 2006. Memphis' Top-Rated premier research facility! VHS/DVD recording, two-tier observation suites, executive lounges with computer/print stations and wireless Internet. Staff interviewers/moderators. Conference/classroom-style rooms, computer lab, multi-purpose space, full-size kitchen. Taste tests, focus groups, CLTs, product placements, IDs, ethnographies, mock juries, auto clinics, medical, gaming, Web site usability, African-American/Hispanic. Convenient to malls, medical centers, and Tunica casinos. Access to 80,000-sq.ft. of exhibition space and 575-seat amphitheater adjacent to office.

**Nashville****Agility Culinary Insights Center**

1027 Elm Hill Pike  
Nashville, TN 37210  
Ph. 615-248-7611 or 615-248-7612  
info@agilityculinary.com  
http://agilityculinary.com  
Conference 25x30  
Conference 20x20

**Car-Lene Research, Inc.**

Opry Mills Mall  
115 Opry Mills Dr.  
Nashville, TN 37214  
Ph. 615-514-0105  
nashville@carleneresearch.com  
www.carleneresearch.com  
Location: Shopping mall  
Distance from airport: 7 miles  
1/1, 1/1OR, TK  
Conference 12x12      Obs. Rm. Seats 8

**The Nashville Research Group, LLC**

230 Great Circle Rd., Suite 226  
Nashville, TN 37228  
Ph. 615-399-7727  
service@nashvilleresearch.com  
www.nashvilleresearch.com  
Glyna Kilpatrick, Field Director  
Location: Free standing facility  
Distance from airport: 9 miles, 15 minutes  
CL, 1/1, 1/1OR, TK, TKO, AU, PUL, VC, WC  
Multiple 43x16      Obs. Rm. Seats 20  
Conference 21x16      Obs. Rm. Seats 20  
Conference 10x10      Obs. Rm. Seats 4

**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  
Karen Stone, Marketing Manager  
Location: Office building  
Distance from airport: 12 miles, 15 minutes  
CL, 1/1  
Conference 21x15      Obs. Rm. Seats 8

**Quick Test/Heakin**

Hickory Hollow Mall  
1123 Hickory Hollow Mall  
Antioch, TN 37013  
Ph. 615-731-0900  
bid@quicktest.com  
www.quicktest.com  
Location: Shopping mall  
1/1, TK  
Multiple 12x15      Obs. Rm. Seats 5

20/20

RESEARCH  
INCORPORATED**20/20 Research - Nashville**

2000 Glen Echo Rd., 2nd Floor  
Nashville, TN 37215  
Ph. 615-885-2020 or 877-392-0220  
carlag@2020research.com  
www.2020research.com  
Carla Gaster, Facility Director  
Location: Office building  
Distance from airport: 10 miles, 15 minutes  
CL, VC, WC  
Conference 25x16      Obs. Rm. Seats 15  
Conference 23x16      Obs. Rm. Seats 15  
Conference 30x25      Obs. Rm. Seats 15

## Texas

**Austin****Perceptive Sciences**

7000 North Mopac Suite 150  
Austin, TX 78731  
Ph. 512-474-0004 or 866-9-USEABLE  
info@perceptivesciences.com  
www.perceptivesciences.com  
Location: Office building  
Distance from airport: 17 miles, 25 minutes  
1/1, 1/1OR, WC  
Conference                      Obs. Rm. Seats 5  
Conference                      Obs. Rm. Seats 5

**SPROUT Usability Labs**

2525 South Lamar Blvd  
Bldg 1, Suite 3  
Austin, TX 78704  
Ph. 512-912-1240  
info@sproutusabilitylabs.com  
www.sproutusabilitylabs.com  
Paul Janowitz, Principal  
Location: Office building  
Distance from airport: 11 miles, 15 minutes  
CL, 1/1, 1/1OR, CUL, VC  
Multiple 15 x 15      Obs. Rm. Seats 6

SPROUT Usability Labs is a cutting-edge eye-tracking, usability and innovation focus group facility. We are outfitted with state-of-the-art equipment, including the Tobii Eye Tracker, HD viewing, usability setup, remote viewing and studio quality video/audio. Conveniently located on the first floor, with separate respondent and client entrances, SPROUT is dedicated to only one client and project at a time, making your sessions completely private and secure.

**Tammadge Market Research**

210 Barton Springs Rd., Suite 515  
Austin, TX 78704  
Ph. 800-879-9198 or 512-474-1005  
melissa@tammadge.com  
www.tammadge.com  
Location: Office building  
Distance from airport: 8 miles, 15 minutes  
CL, CUL, PUL, VC, WC  
Conference 24x16      Obs. Rm. Seats 12  
Multiple 20x24      Obs. Rm. Seats 15

**Think Group Austin**

6633 E. Highway 290, Suite 201  
Austin, TX 78723  
Ph. 512-637-6690 or 1-866-5THINK9  
selicia@thinkgroupaustin.com  
www.thinkgroupaustin.com  
Location: Office building  
Distance from airport: 15 miles, 15 minutes  
CL, CUL, PUL, VC, WC  
Multiple 20x22      Obs. Rm. Seats 10  
Multiple 17x22      Obs. Rm. Seats 10

**Brownsville****Hispanic Focus Unlimited**

303 W. Park Ave.  
Pharr, TX 78577  
Ph. 956-797-4211 or 956-783-9907  
hispanicfocus@aol.com  
www.hispanicfocusunitd.com  
Location: Free standing facility  
Distance from airport: 3 miles, 10 minutes  
CL, 1/1, 1/1OR, VC  
Conference 16x30      Obs. Rm. Seats 10

**Dallas/Fort Worth***Accurate Research Inc.*

serving Dallas / Ft. Worth for over 30 years

**Accurate Research, Inc.**

2214 Paddock Way Dr., Suite 100  
Grand Prairie, TX 75050  
Ph. 972-647-4277  
Tara@accurateresearch.com  
www accurateresearch.com  
Tara Miller  
Location: Free standing facility  
Distance from airport: 5 miles, 7 minutes  
CL, 1/1, 1/1OR, TK, AU, VC, WC  
Conference 12x21      Obs. Rm. Seats 9  
Conference 14x20      Obs. Rm. Seats 9  
Conference 16x25      Obs. Rm. Seats 20  
Multiple 28x40      Obs. Rm. Seats 10

**Bryles Research, Inc.**  
 3308 Essex Dr.  
 Richardson, TX 75082  
 Ph. 708-478-3333  
 Cindy.Maluchny@brylesresearch.com  
 www.brylesresearch.com  
 Cindy Maluchny  
 Location: Free standing facility  
 Distance from airport: 20 miles, 25 minutes  
 1/1, 1/1OR, TK  

Conference 31x36	Obs. Rm. Seats 15
Conference 22x26	Obs. Rm. Seats 15
Conference 17x18	Obs. Rm. Seats 15
Conference 17x18	Obs. Rm. Seats 15

**C & C Market Research, Inc.**  
 Collin Creek Mall  
 811 N. Central Expwy., #2260  
 Plano, TX 75075  
 Ph. 479-785-5637  
 craig@ccmarketresearch.com  
 www.ccmarketresearch.com  
 Craig Cunningham, President  
 Location: Shopping mall  
 Distance from airport: 20 miles, 30 minutes  
 CL, 1/1, 1/1OR, TK  

Conference 21x15	Obs. Rm. Seats 8
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 (See advertisement on p. D12)

**Car-Lene Research, Inc.**  
 Six Flags Mall  
 2911 E. Division, #409A  
 Arlington, TX 76011  
 Ph. 817-633-6020  
 dallasa@carleneresearch.com  
 www.carleneresearch.com  
 Location: Shopping mall  
 Distance from airport: 10 miles  
 1/1, 1/1OR, TK  

Conference 15x12	Obs. Rm. Seats 8
------------------	------------------

  
**CULINARY FOCUS**  
**Culinary Focus**  
 1200 Lakeside Parkway, Suite 450, Bldg 4  
 Flower Mound, TX 75028  
 Ph. 972-724-5858  
 info@culinary-focus.com  
 www.culinary-focus.com  
 Krystal Falkner  
 Location: Office building  
 Distance from airport: 7 miles, 10 minutes  
 CL, 1/1, 1/1OR, TK, TKO, VC, WC  

Multiple 23 x 19	Obs. Rm. Seats 14
------------------	-------------------

An extraordinary space designed by chefs! State-of-the-art, restaurant-style test kitchen, sensory and focus group facilities with high-def, closed-circuit broadcasting throughout that enables trained chefs to provide real-time product revisions. Research services include ideation workshops, new product development and product/concept fulfillment. Chefs and moderators available with specialties in Baby Boomer, Latino/Hispanic, Asian and Kidcentric™ markets. Observation room (seats 14) or a more relaxed observational hospitality suite with oversized sofas, 42" plasmas, billiards and beverage bar.

**Dallas By Definition**  
 (formerly Dallas Focus)  
 511 E. John Carpenter Fwy., Suite 100  
 Irving, TX 75062  
 Ph. 972-869-2366 or 800-336-1417  
 info@dallasbydefinition.com  
 www.dallasbydefinition.com  
 Stacy Scott or Al Scott, Vice-Presidents  
 Location: Office building  
 Distance from airport: 10 miles, 15 minutes  
 CL, 1/1, 1/1OR, TK, CUL, VC, WC  

Conference 18x22	Obs. Rm. Seats 12
Conference 18x22	Obs. Rm. Seats 15
Conference 15x20	Obs. Rm. Seats 15
Multiple 25x20	Obs. Rm. Seats 25
Conference 23x15	Obs. Rm. Seats 12

Dallas By Definition provides customized, high-quality qualitative research field services to a wide variety of clients. We offer five spacious focus group rooms with floor-to-ceiling mirrors for easy viewing, oversized tiered viewing rooms and luxurious private client lounges. Two additional mini-group rooms are available providing a smaller setting for diads, triads and mini-group projects. Two test kitchens. Quality recruitment services. Videoconferencing and videostreaming services are available. Experienced, professional, friendly staff. (See advertisement on this page)

**Databank Marketing Research, Inc.**  
 5165 Veal Station Rd.  
 Weatherford, TX 76085  
 Ph. 817-677-2331  
 sharyn@databankmarketresearch.com  
 www.databankmarketresearch.com  
 Sharyn Davis  
 Location: Free standing facility  
 Distance from airport: 10 miles, 20 minutes  
 CL, 1/1, 1/1OR, TK  

Conference 18x20	Obs. Rm. Seats 12
Conference 22x15	Obs. Rm. Seats 12
Living 18x22	Obs. Rm. Seats 12



Dallas Focus  
 is now  
**Dallas By Definition**

New name, same faces.  
 For award winning focus group research, you won't find a more pleasant staff, convenient facility, or knowledgeable recruiters.

Dallas By Definition + 511 E. Carpenter Freeway, Suite 100 + Irving, Texas 75062  
 Tel: (972) 869-2366 + Fax: (972) 869-9174 + [info@dallasbydefinition.com](mailto:info@dallasbydefinition.com)

visit us at: [www.dallasbydefinition.com](http://www.dallasbydefinition.com)

**Codes**

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL-Computer Usability Lab
1/1 - One-on-One Room	PUL-Product Usability Lab
1/1OR - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

Conference - Conference-Style Room  
 Living - Living Room-Style Room  
 Multiple - Both Styles  
 Room dimensions, when stated, are shown in feet.

**Delve Dallas**

2711 LBJ Freeway, Suite 300  
 Dallas, TX 75234  
 Ph. 800-421-2167 or 972-488-9988  
 helpinghand@delve.com  
 www.delve.com

Marsha Fugitt, Regional Managing Director  
 Location: Office building

Distance from airport: 24 miles, 25 minutes  
 CL, 1/1, 1/1OR, TK, AU, CUL, VC, WC

Conference 16x21	Obs. Rm. Seats 10
Conference 23x17	Obs. Rm. Seats 10
Conference 21x18	Obs. Rm. Seats 10

(See advertisement on p. D61)



**Fieldwork Dallas, Inc.**

15305 Dallas Pkwy., Suite 850  
 Addison, TX 75001-4637  
 Ph. 972-866-5800  
 info@dallas.fieldwork.com  
 www.fieldwork.com

Jessica Josset, President  
 Location: Office building

Distance from airport: 15 miles, 20 minutes  
 CL, 1/1, 1/1OR, AU, CUL, VC, WC

Multiple 25x22	Obs. Rm. Seats 18
Multiple 25x20	Obs. Rm. Seats 14
Multiple 25x24	Obs. Rm. Seats 25
Conference 13x15	Obs. Rm. Seats 10
Multiple 20x18	Obs. Rm. Seats 12
Multiple 25x18	Obs. Rm. Seats 12

Fieldwork Dallas is strategically located to draw from a wide variety of socioeconomic strata, with a fresh respondent database that can meet all your research needs. Fieldwork Dallas has recently expanded and has five spacious focus suites, one one-on-one room and an auditorium in our building which seats up to 100. We offer the finest integrated state-of-the-art technology including complimentary digital audio recording, DVD recording, VideoMarker (CD recording), FocusVision, ActiveGroup and computer usability labs. (See advertisement on directory back cover)



**Focus Coast to Coast, Inc.**

Headquarters  
 13747 Montfort Dr., Suite 117  
 Dallas, TX 75240  
 Ph. 972-386-4500  
 answers@focuscoasttocoast.com  
 www.focuscoasttocoast.com  
 Erin Jackson, Vice President  
 Location: Office building

Focus Coast to Coast is an association of Top Rated facilities in 15 markets and growing. Typically, each market features focus group facilities with four focus group suites including spacious viewing (up to 25 clients) and separate client lounges including one extra-large multipurpose room. State-of-the-art A/V, videoconferencing and videostreaming. Hotel discounts. Recruiting services: consumer, business, adolescents, Hispanics, other minorities. Other services: mock juries, taste tests, product trial tests, dial tests, simulated store tests, usability tests, ethnographic studies. Locations: Atlanta, Boston, Chicago, Columbus, Dallas, Ft. Lauderdale, Hartford, Houston, Los Angeles, Miami, New York City, Philadelphia, San Francisco, Tampa and Washington D.C. (See advertisement on directory front, inside back cover)



**Focus Pointe Global - Dallas**

Park Central VII, 12750 Merit Dr.  
 Suite 1005  
 Dallas, TX 75251  
 Ph. 888-873-6287 or 972-386-5055  
 dallas@focuspointeglobal.com  
 www.focuspointeglobal.com

Susan Hunnicutt-Owens, Facility Director  
 Location: Office building

Distance from airport: 18 miles, 20 minutes  
 CL, 1/1, 1/1OR, AU, CUL, VC, WC

Multiple 17x24	Obs. Rm. Seats 20
Multiple 17x24	Obs. Rm. Seats 20
Multiple 14x24	Obs. Rm. Seats 20
Multiple 17x21	Obs. Rm. Seats 15

The focus group facility and recruiting leader. Expert recruiting for medical, business, consumer and mock jury research. Our Dallas facility features four spacious conference rooms, one IDI room, floor-to-ceiling wraparound viewing and private lounges. Universal client access to high-speed and wireless Internet. Conveniently connected to Westin Park Central Hotel. Minutes from Galleria and Northpark shopping malls. Worldwide fielding: field your projects worldwide through our network of affiliates in 70+ countries. (See advertisement on p. D5)



**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

Gail Airoidi, Owner

Location: Free standing facility  
 Distance from airport: 10 miles, 15 minutes

CL, 1/1, 1/1OR, TK, CUL, VC, WC	
Conference 27x18	Obs. Rm. Seats 18
Living 26x15	Obs. Rm. Seats 18
Multiple 20x14	Obs. Rm. Seats 20

Clients receive exemplary service immediately upon entering our impressive free-standing, company-owned building. Our facility has three large focus rooms - one a beautiful living room setting. Individual kitchen circuitry accommodates any type of taste test. Session recording is available in MP3, WMV and MPEG in addition to videostreaming with interactive chat. We are renowned for recruiting and the ability to handle complex projects such as Hispanic, multicultural ethnography and 50-plus-city intercept studies.

**Murray Hill Center Southwest, Inc., Dallas**

14185 Dallas Pkwy, Suite 1200  
 Dallas, TX 75254  
 Ph. 469-385-1200

pam@murrayhillcenter.com  
 www.murrayhillcenter.com

Pam Porter, Director

Location: Office building  
 Distance from airport: 18 miles, 30 minutes

CL, TK, CUL, VC, WC	
Conference 18x17	Obs. Rm. Seats 15
Conference 20x17	Obs. Rm. Seats 16
Conference 14x19	Obs. Rm. Seats 10
Conference 20x16	Obs. Rm. Seats 15
Conference 19x17	Obs. Rm. Seats 15
Conference 38x17	Obs. Rm. Seats 30



**Opinions Unlimited**

GroupNet Dallas  
 5400 LBJ Freeway, Suite 400  
 One Lincoln Centre  
 Dallas, TX 75240  
 Ph. 214-265-1700 or 800-604-4247  
 ask@opinions-unlimited.com  
 www.opinions-unlimited.com

Anndel Martin, President

Location: Office building  
 Distance from airport: 17 miles, 20 minutes

CL, 1/1, 1/1OR, CUL, VC, WC	
Conference 24x20	Obs. Rm. Seats 24
Conference 24x20	Obs. Rm. Seats 12
Living 20x21	Obs. Rm. Seats 12
Multiple 24x46	Obs. Rm. Seats 40

Just what you'd expect from a consistently Top Rated company! Landmark location in park/lake setting next to four-star Lincoln Centre Hilton. We're distinguished by our exceptional focus facilities in Dallas and Houston and meticulous local and national recruiting and interviewing. Stimulating, creative atmosphere ... contemporary, spacious moderator-designed space coupled with exemplary service and latest amenities and technology offerings. CATI-equipped call center facilitates large or complex projects. No detail too small, no study too complex. Forte: health care, mock jury, Hispanic, usability labs. Member of GroupNet.com. We're Texans who know Texas! (See advertisement on p. D89)

**Peryam & Kroll Research Corporation**  
 3033 W. Parker Rd., Suite 217  
 Plano, TX 75023  
 Ph. 972-769-0001 or 800-642-3144  
 info@pk-research.com  
 www.pk-research.com  
 Tom Dutt  
 Location: Shopping mall  
 Distance from airport: 25 miles, 30 minutes  
 CL, 1/1, 1/10R, TK  
 Conference 26x29 Obs. Rm. Seats 6

## PLAZA RESEARCH

**Plaza Research-Dallas**  
 14160 Dallas Pkwy.  
 Dallas, TX 75254  
 Ph. 972-392-0100 or 800-654-8002  
 strace@plazaresearch.com  
 www.plazaresearch.com  
 Susan Trace, Director  
 Location: Office building  
 Distance from airport: 20 minutes  
 CL, 1/1, 1/10R, TK, TKO, AU, CUL, VC, WC  
 Conference 15x20 Obs. Rm. Seats 20  
 Conference 15x20 Obs. Rm. Seats 20  
 Conference 15x20 Obs. Rm. Seats 20  
 Conference 15x20 Obs. Rm. Seats 20  
 Multiple 15x20 Obs. Rm. Seats 20  
 Multiple 22x40 Obs. Rm. Seats 25  
 (See advertisement on p. D65)

**Q&M Research, Inc.**  
 1600 Corporate Ct., Suite 100  
 Irving, TX 75038  
 Ph. 708-479-3200 ext. 3217  
 dtucker@qandm.com  
 www.qandm.com  
 Don Tucker, Vice President  
 Location: Office building  
 Distance from airport: 8 miles, 5 minutes  
 CL, 1/1, 1/10R, TK, TKO, AU, CUL, PUL  
 Multiple 22x14 Obs. Rm. Seats 12  
 Conference 20x16 Obs. Rm. Seats 12  
 Multiple 35x30 Obs. Rm. Seats 15  
 Multiple 28x23 Obs. Rm. Seats 12

**Quick Test/Heakin**  
 Hulen Mall  
 4800 S. Hulen, #101  
 Fort Worth, TX 76132  
 Ph. 817-263-2900  
 bid@quicktest.com  
 www.quicktest.com  
 Location: Shopping mall  
 1/1, TK  
 Multiple 10x17 Obs. Rm. Seats 4

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HOUSTON • DALLAS

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.

## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL-Computer Usability Lab
1/1 - One-on-One Room	PUL-Product Usability Lab
1/1OR - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

**Quick Test/Heakin**

Vista Ridge Mall  
2401 S. Stemmons Fwy., Suite 1008  
Lewisville, TX 75067  
Ph. 972-315-3555  
bid@quicktest.com  
www.quicktest.com  
Location: Shopping mall  
1/1, TK  
Multiple 12x13 Obs. Rm. Seats 10

**Savitz Field and Focus - Dallas**

Member of Focus Coast to Coast  
13747 Montfort Dr., Suite 112  
Dallas, TX 75240  
Ph. 972-386-4050  
information@savitzfieldandfocus.com  
www.savitzfieldandfocus.com  
Lisa Wilkin, Vice President  
Location: Office building  
Distance from airport: 20 miles, 30 minutes  
CL, 1/1, 1/1OR, AU, CUL, VC, WC  
Conference 30x25 Obs. Rm. Seats 25  
Conference 30x26 Obs. Rm. Seats 20  
Conference 22x18 Obs. Rm. Seats 20  
Conference 21x16 Obs. Rm. Seats 20  
Conference 08x10 Obs. Rm. Seats 6  
Conference 08x10 Obs. Rm. Seats 6

## Discover why people are focusing on El Paso.

Take AIM in El Paso, one of the best kept secrets in Texas! A major market with a population exceeding 700,000, El Paso is one of the fastest growing cities in the United States.

**Contact**

Linda Adams,  
Owner/Director

Joy Gallegos,  
Associate Director

Bob Adams,  
Technical Director

# AIM RESEARCH

(915) 591-4777 • Fax (915) 595-6305 Since 1969  
10456 Brian Mooney Avenue • El Paso, Texas 79935  
internet: www.aimresearch.com • email: aimres@aol.com



## Focus Group Facilities

Aim Research maintains a specially designed 3,200 square foot, free standing focus group facility.

- ▶ 20 ft. x 20 ft. Conference Room
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- ▶ Video Conferencing on Request
- ▶ 10 minutes from the Airport
- ▶ Experienced, Exact Recruiting  
(English & Spanish)
- ▶ Full Kitchen
- ▶ Centrally-Located
- ▶ Easy Access, Front Door Parking
- ▶ Specialty Food Preparation and Catering on Request
- ▶ Professional Moderators
- ▶ Language Translator Services

Focus group facilities: Four focus group suites including spacious viewing (up to 25 clients) and separate client lounges including one extra-large multipurpose room. State-of-the-art A/V, videoconferencing and videostreaming. Hotel discounts. Recruiting services: consumer, business, adolescents, Hispanics, other minorities. Other services: mock juries, taste tests, product trial tests, dial tests, simulated store tests, usability tests, ethnographic studies. Other facilities: Atlanta, Boston, Chicago, Columbus, Ft. Lauderdale, Hartford, Houston, Los Angeles, Miami, New York City, Philadelphia, San Francisco, Tampa and Washington, D.C.

**Schlesinger Associates Dallas**

JP Morgan International Plaza III  
14241 Dallas Pkwy., Suite 500  
Dallas, TX 75254  
Ph. 972-503-3100  
dallas@schlesingerassociates.com  
www.schlesingerassociates.com  
Nancy Ashmore, Managing Director  
Location: Office building  
Distance from airport: 15 miles, 25 minutes  
CL, 1/1, 1/1OR, TK, AU, CUL, VC, WC  
Multiple 20x16 Obs. Rm. Seats 12  
Multiple 25x17 Obs. Rm. Seats 14  
Multiple 22x17 Obs. Rm. Seats 14  
Multiple 20x16 Obs. Rm. Seats 16

Schlesinger Associates is the leading full-service data collection company with 16 high-specification focus group facilities across the U.S. and the U.K. Our Global Management Solutions services support your international research needs to the highest standards in any language and in any culture. Qualitative: focus groups; in-depth interviews; virtual focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries; convention research studies. Quantitative: online health care surveys; telephone interviews; face-to-face interviewing; mystery shopping; merchandising programs; intercept interviewing; data processing, coding and tabulation; product placements; CLT taste tests; store audits; market sectors: medical; consumer; business-to-business; IT.  
(See advertisement on p. D90)

**El Paso****AIM Research**

10456 Brian Mooney  
El Paso, TX 79935  
Ph. 915-591-4777  
aimres@aol.com  
www.aimresearch.com  
Linda Adams, Owner/Director  
Location: Free standing facility  
Distance from airport: 7 miles, 12 minutes  
CL, 1/1, 1/1OR, TK, CUL, PUL, VC, WC  
Conference 20x20 Obs. Rm. Seats 15  
Conference 10x15 Obs. Rm. Seats 8  
(See advertisement on this page)

# SCHLESINGER ASSOCIATES DALLAS

## DALLAS

JP MORGAN INTERNATIONAL PLAZA #3  
14241 DALLAS PARKWAY, SUITE 500  
DALLAS, TX 75254



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## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL-Computer Usability Lab
1/1 - One-on-One Room	PUL-Product Usability Lab
1/1OR - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

Conference - Conference-Style Room  
 Living - Living Room-Style Room  
 Multiple - Both Styles  
 Room dimensions, when stated, are shown in feet.

## Houston

**C & C Market Research, Inc.**

Central Mall  
 3100 Hwy. 365, #182  
 Port Arthur, TX 77642  
 Ph. 479-785-5637  
 craig@ccmarketresearch.com  
 www.ccmarketresearch.com  
 Craig Cunningham, President  
 Location: Shopping mall  
 Distance from airport: 15 miles, 10 minutes  
 CL, 1/1, 1/1OR, TK, CUL  
 Conference 17x15 Obs. Rm. Seats 8  
 (See advertisement on p. D12)

**CQS Research, Inc.**

2500 West Loop S.  
 Suite 300  
 Houston, TX 77027  
 Ph. 713-783-9111 or 800-460-9111  
 cqs@cqsinc.com  
 www.cqsinc.com  
 Location: Office building  
 Distance from airport: 19 miles, 25 minutes  
 CL, 1/1, 1/1OR, TK, VC, WC  

Conference	11x16	Obs. Rm. Seats 16
Multiple	20x13	Obs. Rm. Seats 10
Conference	28x25	Obs. Rm. Seats 28
Conference	25x22	Obs. Rm. Seats 24

**Creative Consumer Research**

3945 Greenbriar Dr.  
 Stafford, TX 77477  
 Ph. 281-240-9646  
 pprratt@ccrsurveys.com  
 www.ccrsurveys.com  
 Sajan Pillai, Branch Manager  
 Location: Free standing facility  
 Distance from airport: 38 miles, 30 minutes  
 CL, 1/1, 1/1OR, TK  

Conference	20x20	Obs. Rm. Seats 12
Conference	24x26	Obs. Rm. Seats 12
Conference	20x20	Obs. Rm. Seats 12
Conference	24x24	Obs. Rm. Seats 12
Multiple	49x35	Obs. Rm. Seats 12

 (See advertisement on this page)

**Market Research & Analysis Field Staff, Inc.**

Galleria Mall Financial Center  
 5075 Westheimer St., Suite #688  
 Houston, TX 77056  
 Ph. 713-271-5624  
 mrafs@swbell.net  
 www.mrafs.com  
 Fay Parker, President  
 Location: Shopping mall  
 Distance from airport: 16 miles, 30 minutes  
 CL, 1/1, 1/1OR, TK, AU  

Conference	20x24	Obs. Rm. Seats 12
Conference	16x22	

**MRS Houston**

12000 Richmond Ave., Suite 200  
 Houston, TX 77082  
 Ph. 888-320-6277  
 mbates@mrs-houston.com  
 www.mrs-houston.com  
 Mary Bates  
 Location: Office building  
 Distance from airport: 30 miles, 40 minutes  
 1/1, CUL, VC  

Conference	24x20	Obs. Rm. Seats 12
Conference	25x14	Obs. Rm. Seats 12
Conference	27x20	Obs. Rm. Seats 12

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**In Houston:**

Sajan Pillai  
 B.J. Gerjes  
 877.530.9646

ccrhouston@ccrsurveys.com

**In Phoenix:**

Y-Vette Cave  
 Dixie Cobos  
 877.906.0666

ccrphoenix@ccrsurveys.com



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# SCHLESINGER ASSOCIATES HOUSTON



## HOUSTON

1455 WEST LOOP SOUTH  
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HOUSTON, TX 77027



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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.

## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/1OR - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

**Opinions Unlimited**

GroupNet Houston  
Three Riverway, Suite 250  
Houston, TX 77056

Ph. 713-888-0202 or 800-604-4247

ask@opinions-unlimited.com

www.opinions-unlimited.com

Anndel Martin, President

Location: Office building

Distance from airport: 20 miles, 40 minutes

CL, 1/1, 1/1OR, CUL, VC, WC

Multiple 24x20 Obs. Rm. Seats 24

Conference 24x20 Obs. Rm. Seats 12

Conference 22x20 Obs. Rm. Seats 12

Multiple 26x32 Obs. Rm. Seats 12

Just what you'd expect from a consistently Top Rated company! Galleria-area location in bayou setting next to five-diamond Houston Omni Hotel. We're distinguished by our exceptional focus facilities in Houston and Dallas and meticulous local and national recruiting and interviewing. Stimulating, creative atmosphere ... contemporary, spacious moderator-designed space coupled with exemplary service and latest amenities and technology offerings. CATI-equipped call center facilitates large or complex projects. No detail too small, no study too complex. Forte: health care, mock jury, Hispanic, usability labs. Member of GroupNet.com. We're Texans who know Texas! (See advertisement on p. D89)

**Plaza Research-Houston**

5333 Westheimer

Suite 500

Houston, TX 77056

Ph. 713-840-9500 or 800-654-8002

bfrankum@plazaresearch.com

www.plazaresearch.com

Bonnie Frankum, Director

Location: Office building

Distance from airport: 45 minutes

CL, 1/1, 1/1OR, TK, TKO, CUL, WC

Conference 15x20 Obs. Rm. Seats 20

Conference 15x20 Obs. Rm. Seats 20

Multiple 15x20 Obs. Rm. Seats 20

(See advertisement on p. D65)

**Quick Test/Heakin**

Greenspoint Shopping Mall

247 Greenspoint Shopping Mall

Houston, TX 77060

Ph. 281-872-4165

bid@quicktest.com

www.quicktest.com

Location: Shopping mall

1/1, TK

Conference 18x14 Obs. Rm. Seats 8

Conference 18x12 Obs. Rm. Seats 8

**Quick Test/Heakin**

West Oaks Mall

1000 W. Oaks Blvd., Suite 547

Houston, TX 77082

Ph. 281-531-5959

bid@quicktest.com

www.quicktest.com

Location: Shopping mall

1/1, TK

Multiple 20x13 Obs. Rm. Seats 8

**Savitz Field and Focus - Houston**

Member of Focus Coast to Coast

5177 Richmond Ave., Suite 1290

Houston, TX 77056

Ph. 713-621-4084

information@savitzfieldandfocus.com

www.savitzfieldandfocus.com

Mei Ng

Location: Office building

Distance from airport: 20 miles, 25 minutes

CL, 1/1, 1/1OR, AU, CUL, VC, WC

Conference 35x28 Obs. Rm. Seats 30

Conference 22x16 Obs. Rm. Seats 20

Conference 22x16 Obs. Rm. Seats 20

Conference 22x16 Obs. Rm. Seats 20

Conference 08x16 Obs. Rm. Seats 6

Focus group facilities: Four focus group suites including spacious viewing (up to 30 clients) and separate client lounges including one extra-large multipurpose room. State-of-the-art AV, videoconferencing and videostreaming. Hotel discounts. Recruiting services: consumer, business, adolescents, Hispanics, other minorities. Other services: mock juries, taste tests, product trial tests, dial tests, simulated store tests, usability tests, ethnographic studies. Other facilities: Atlanta, Boston, Chicago, Columbus, Dallas, Ft. Lauderdale, Hartford, Los Angeles, Miami, New York City, Philadelphia, San Francisco, Tampa and Washington, D.C.

**Schlesinger Associates Houston**

1455 W. Loop S., Suite 700

Houston, TX 77027

Ph. 713-353-0388

houstons@schlesingerassociates.com

www.schlesingerassociates.com

Nancy Ashmore, Managing Director

Location: Office building

Distance from airport: 16 miles, 20 minutes

CL, 1/1, 1/1OR, CUL, VC, WC

Multiple 12x17 Obs. Rm. Seats 12

Multiple 24x17 Obs. Rm. Seats 10

Multiple 24x17 Obs. Rm. Seats 14

Multiple 26x18 Obs. Rm. Seats 10

Schlesinger Associates is the leading full-service data collection company with 16 high-specification focus group facilities across the U.S. and the U.K. Our Global Management Solutions services support your international research needs to the highest standards in any language and in any culture. Qualitative: focus groups; in-depth interviews; virtual focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries; convention research studies. Quantitative: online health care surveys; telephone interviews; face-to-face interviewing; mystery shopping; merchandising programs; intercept interviewing; data processing, coding and tabulation; product placements; CLT taste tests; store audits; market sectors: medical; consumer; business-to-business; IT. (See advertisement on p. D93)

**Lubbock****United Marketing Research**

1516 53rd St.

Lubbock, TX 79412

Ph. 806-744-6740

dmcdonald@umspromo.com

www.umspromo.com

David McDonald

Location: Free standing facility

Distance from airport: 8 miles, 15 minutes

1/1

Conference 20x12 Obs. Rm. Seats 8

**Marshall****ANALYSAND Market Research**

120 E. Austin St.

Jefferson, TX 75657

Ph. 888-553-6095 or 318-868-6295

analysand1@aol.com

www.analysandresearch.com

Location: Free standing facility

Distance from airport: 50 miles

CL, 1/1, 1/1OR, TKO, CUL, VC, WC

Conference 34x43

Conference 36x49

Conference 34x43

Multiple 16x25

Multiple 16x25

Multiple 20x25

Multiple 20x25

**San Antonio****Car-Lene Research, Inc.**

North Star Mall

7400 San Pedro, #2060

San Antonio, TX 78216

Ph. 210-340-3595

sanantonio@carleneresearch.com

www.carleneresearch.com

Location: Shopping mall

Distance from airport: 10 miles

1/1, 1/1OR, TK

Conference 18x14 Obs. Rm. Seats 6

**Creative Consumer Research**

5300 Wurzbach Rd., Suite 400

San Antonio, TX 78238

Ph. 210-520-7025

ccrsanantonio@ccrsurveys.com

www.ccrsurveys.com

Location: Free standing facility

Distance from airport: 8 miles, 15 minutes

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

Conference 17x23 Obs. Rm. Seats 15

Conference 17x21 Obs. Rm. Seats 25

Conference 17x20 Obs. Rm. Seats 15

(See advertisement on p. D92)



**Galloway Research Service**  
 GroupNet San Antonio  
 4751 Hamilton Wolfe Rd., Suite 100  
 San Antonio, TX 78229  
 Ph. 210-734-4346  
 info@gallowayresearch.com  
 www.gallowayresearch.com  
 David D. Galloway  
 Location: Free standing facility  
 Distance from airport: 5 miles, 15 minutes  
 CL, 1/1, 1/10R, TK, CUL, PUL, VC, WC  
 Conference 18x20 Obs. Rm. Seats 18  
 Conference 19x18 Obs. Rm. Seats 18  
 Conference 18x21 Obs. Rm. Seats 18  
 Multiple 40x40 Obs. Rm. Seats 18

Three focus group suites, each with its own spacious waiting area, spacious conference room, tiered viewing area, equipped client office, client lounge with monitor, audio-visual/translator room, and each with a full bath/shower. Technologically state-of-the-art, with T1 connections throughout the facility and videostreaming capabilities. Large CLT with custom test kitchen - seats 100.

## Texarkana

**C & C Market Research, Inc.**  
 Central Mall  
 2400 Richmond Rd., #62  
 Texarkana, TX 75503  
 Ph. 479-785-5637  
 craig@ccmarketresearch.com  
 www.ccmarketresearch.com  
 Craig Cunningham, President  
 Location: Shopping mall  
 Distance from airport: 15 miles, 15 minutes  
 1/1, 1/10R, TK  
 Conference 18x22 Obs. Rm. Seats 10  
 (See advertisement on p. D12)

## Utah

### Salt Lake City

**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  
 Carolyn Fleming and Pat Jones  
 Location: Office building  
 Distance from airport: 7 miles, 10 minutes  
 1/1, 1/10R  
 Conference 17x23 Obs. Rm. Seats 25



**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  
 Joe Anderson, Dir. Business Dev.  
 Location: Free standing facility  
 Distance from airport: 18 miles, 20 minutes  
 CL, 1/1, 1/10R, AU  
 Conference 20x19 Obs. Rm. Seats 16  
 Multiple 18x11 Obs. Rm. Seats 7  
 Multiple 45x19

Full-service research firm providing survey design, data collection, analysis, qualitative recruiting, moderators, user-friendly reports. All quantitative and qualitative methodologies available. Consumer and business studies. 52 CATI stations. Outstanding recruiting services and multiple focus group rooms. Experienced QRCA moderators, PRC report writers and analysts. We implement outstanding quality control standards and timely results. We record all calls to guarantee accurate and proper data collection and recruiting. We proudly employ PRC staff members.



**NSON Opinion Research**  
 731 E. South Temple  
 Salt Lake City, UT 84102  
 Ph. 801-983-NSON  
 info@nsoninfo.com  
 www.nsoninfo.com  
 Ron Nielson  
 Location: Free standing facility  
 Distance from airport: 10 miles, 10 minutes  
 CL, 1/1, 1/10R, TK, CUL, PUL, VC, WC  
 Multiple 17x17 Obs. Rm. Seats 10  
 Multiple 17x17 Obs. Rm. Seats 10

NSON Opinion Research has two luxurious focus group suites in a beautifully-restored 100-year-old mansion. We provide audio, video and DVD recording, client office, wireless Internet access, kitchen facilities, in-house recruiting and free parking. Separate client and respondent entrances. Salt Lake City, with over a million residents, is a fabulous venue for qualitative research. We are within walking distance of downtown, major hotels, restaurants and entertainment. We are close to the airport. Established 1992.

**Valley Research, Inc.**  
 P.O. Box 9314  
 Salt Lake City, UT 84109-0314  
 Ph. 801-255-6466  
 valley@valley-research.com  
 www.valley-research.com  
 Dennis Guiver, President  
 Location: Free standing facility  
 Distance from airport: 10 miles, 15 minutes  
 Multiple 18x15 Obs. Rm. Seats 8  
 Multiple 18x15 Obs. Rm. Seats 10

## Virginia

### Newport News/Norfolk/ Virginia Beach

**The Bionetics Corporation**  
 11833 Canon Blvd., Suite 100  
 Newport News, VA 23606  
 Ph. 800-868-0330 or 757-873-0900  
 focusroom@bionetics.com  
 www.bionetics.com  
 Margaret Riedmiller  
 Location: Office building  
 Distance from airport: 5 miles, 10 minutes  
 1/1, 1/10R, TK  
 Conference 20x20 Obs. Rm. Seats 14

**Continental Research Associates, Inc.**  
 4500 Colley Ave.  
 Norfolk, VA 23508  
 Ph. 757-489-4887  
 continentalresearch@verizon.net  
 www.continentalresearch.biz  
 Nanci Glassman, President  
 Location: Office building  
 Distance from airport: 7 miles, 20 minutes  
 1/1, 1/10R  
 Conference 11x21 Obs. Rm. Seats 6

**Martin Focus Group Services, Inc.**  
 4801 Columbus St., Suite 102  
 Virginia Beach, VA 23462  
 Ph. 757-518-0180  
 jenp@martinfocus.com  
 www.martinfocus.com  
 Location: Office building  
 Distance from airport: 10 miles, 30 minutes  
 CL, 1/1  
 Conference 16x17 Obs. Rm. Seats 10  
 Conference 18x21 Obs. Rm. Seats 20

### Richmond

**Dominion Focus Group, Inc.**  
 Dominion Marketing Research, Inc.  
 Commerce Plaza I  
 2809 Emerywood Pkwy., Suite 100  
 Richmond, VA 23294  
 Ph. 804-672-0500 or 804-672-1417  
 bana@dominionfocusgroup.com  
 www.dominionfocusgroup.com  
 Bana Bhagchandani, President  
 Location: Office building  
 Distance from airport: 17 miles, 20 minutes  
 1/1, 1/10R, TK, TKO  
 Conference 30x16 Obs. Rm. Seats 18  
 Conference 16x12 Obs. Rm. Seats 8  
 Conference 17x17 Obs. Rm. Seats 10

**Martin Focus Group Services, Inc.**  
 4101 Cox Rd., Suite 130  
 Glen Allen, VA 23060  
 Ph. 804-935-0203  
 richmond@martinfocus.com  
 www.martinfocus.com  
 Jennifer Powell, Manager  
 Location: Office building  
 Distance from airport: 20 miles, 30 minutes  
 CL, 1/1, VC  
 Conference 18x21 Obs. Rm. Seats 10  
 Conference 16x28 Obs. Rm. Seats 20

## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/1OR - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.



### Alan Newman Research

#### Richmond Focus Group Center

Div. of Alan Newman Research  
1025 Boulders Pkwy., Suite 401  
Richmond, VA 23225  
Ph. 804-272-6100 or 804-272-6100 ext. 226  
tbrisbane@anr.com  
www.anr.com  
Terry Brisbane, Vice President  
Location: Office building  
Distance from airport: 15 miles, 20 minutes  
CL  
Conference 27x18 Obs. Rm. Seats 15

Spacious, modern facility. Completely redesigned and reconstructed in 2005. Located in suburban office park neighboring both business and suburban populations. 20 minutes (15 miles) from the airport and 10 minutes from downtown. Only facility south of the James River. Can recruit from entire Richmond MSA. Viewing room has tiered seating, writing surfaces with electricity for laptop use, wireless Internet access, and client lounge/office. Expert recruiting conducted on-site. Professional moderators available. Web-casting available when needed.

#### Southeastern Institute of Research (SIR)

1510 Willow Lawn Dr., Suite 10  
Richmond, VA 23230  
Ph. 800-807-8981  
elm@SIRresearch.com  
www.SIRresearch.com  
Lois Abernathy, Special Projects  
Location: Free standing facility  
Distance from airport: 12 miles, 25 minutes  
CL, 1/1, VC  
Conference 20x22 Obs. Rm. Seats 20  
Multiple 15x15 Obs. Rm. Seats 10  
Conference 12x16

## Roanoke

#### Martin Focus Group Services, Inc.

Martin Research, Inc.  
2122 Carolina Ave. S.W.  
Roanoke, VA 24014  
Ph. 540-342-1970  
roanoke@martinfoocus.com  
www.martinfoocus.com  
Location: Free standing facility  
Distance from airport: 8 miles, 20 minutes  
CL  
Conference 17x20 Obs. Rm. Seats 20

## Washington

### Seattle/Tacoma

#### Consumer Opinion Services, Inc.

GroupNet Seattle  
12825 First Ave. S.  
Seattle, WA 98168  
Ph. 206-241-6050  
info@cosvc.com  
www.cosvc.com  
Jerry Carter  
Location: Free standing facility  
Distance from airport: 5 miles, 10 minutes  
TK, TKO  
Conference 15x20 Obs. Rm. Seats 10  
(See advertisement on p. D97)

#### Consumer Opinion Services, Inc.

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  
Jerry Carter  
Location: Office building  
Distance from airport: 15 miles, 30 minutes  
CL, 1/1, TK, VC, WC  
Conference 15x20 Obs. Rm. Seats 18  
Multiple 20x40 Obs. Rm. Seats 20  
(See advertisement on p. D97)

#### Consumer Opinion Services, Inc.

GroupNet Seattle  
U.S. Bank Centre #525  
1420 5th Ave.  
Seattle, WA 98101  
Ph. 206-838-7951 or 206-241-6050 for bids  
info@cosvc.com  
www.cosvc.com  
Jerry Carter, President  
Location: Office building  
Distance from airport: 15 miles, 20 minutes  
CL, CUL, VC, WC  
Multiple 20x16 Obs. Rm. Seats 12  
Multiple 20x16 Obs. Rm. Seats 15  
(See advertisement on p. D97)

#### CRG GLOBAL, INC.

Super Mall of the Great N.W., 1101 Super Mall Way  
Suite 1001  
Auburn, WA 98001  
Ph. 386-677-5644  
crgsales@crgglobalinc.com  
www.crgglobalinc.com  
Location: Shopping mall  
Distance from airport: 14 miles, 22 minutes  
1/1, 1/1OR, TK, VC, WC  
Multiple 14x21 Obs. Rm. Seats 5



#### Fieldwork Seattle - Downtown

520 Pike St., Suite 2610  
Seattle, WA 98101  
Ph. 206-493-3300  
info@seattle.fieldwork.com  
www.fieldwork.com  
Adrien Whittemore, Facility Director  
Location: Office building  
Distance from airport: 15 miles, 20 minutes  
CL, CUL, VC, WC  
Conference 18x20 Obs. Rm. Seats 16  
Conference 16x20 Obs. Rm. Seats 15  
Conference 16x24 Obs. Rm. Seats 14  
Conference 18x20 Obs. Rm. Seats 14

Opened in July of 2007, Fieldwork Seattle - Downtown is just four blocks from the famous Pike Place Market and boasts an unobstructed view of Puget Sound and the Olympic Mountains. Watch the ferries and container ships roll by as we pamper you with excellent service in one of four spacious focus groups suites, all with separate client lounges. We offer the finest integrated state-of-the-art technology including: complimentary digital audio recording, DVD recording, VideoMarker (CD recording), FocusVision, ActiveGroup and computer usability labs.  
(See advertisement on directory back cover)



#### Fieldwork Seattle, Inc.

5150 Carillon Point  
Kirkland, WA 98033  
Ph. 425-822-8900  
info@seattle.fieldwork.com  
www.fieldwork.com  
Ryker Lammers, President  
Location: Office building  
Distance from airport: 23 miles, 25 minutes  
CL, 1/1, 1/1OR, TK, CUL, VC, WC  
Conference 25x24 Obs. Rm. Seats 25  
Conference 20x20 Obs. Rm. Seats 15  
Conference 21x18 Obs. Rm. Seats 10  
Conference 16x16 Obs. Rm. Seats 8  
Conference 10x12 Obs. Rm. Seats 5

Fieldwork Seattle boasts a new consumer database rich in high-income, high-education and highly-technical respondents. Our four spacious rooms are designed to accommodate groups of all sizes, and, as always, outstanding service is our highest priority. We offer the finest integrated state-of-the-art technology including: complimentary digital audio recording, DVD recording, VideoMarker (CD recording), FocusVision, ActiveGroup and computer usability labs. Come see why Seattle is the hottest new market even when it's raining!  
(See advertisement on directory back cover)

#### Gilmore Research Group

2324 Eastlake Ave. E., Suite 300  
Seattle, WA 98102-3306  
Ph. 206-726-5555  
info@gilmore-research.com  
www.gilmore-research.com  
Donna Glosser  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL, 1/1, 1/1OR, TK, CUL, VC  
Conference 15x21 Obs. Rm. Seats 12  
Conference 15x18 Obs. Rm. Seats 8  
Conference 15x24 Obs. Rm. Seats 16

**GMA Research Corp.**  
 325 118th Ave S.E., Suite 104  
 Bellevue, WA 98005  
 Ph. 425-460-8800  
 donmgma@aol.com  
 www.gmaresearch.com  
 George Snyder  
 Location: Office building  
 Distance from airport: 20 miles, 30 minutes  
 CL, 1/1, 1/10R, TK  
 Conference 12x22 Obs. Rm. Seats 10

**Hebert Research, Inc.**  
 13629 N.E. Bellevue-Redmond Rd.  
 Bellevue, WA 98005  
 Ph. 425-643-1337  
 tfisher@hebertresearch.com  
 www.hebertresearch.com  
 Tom Fisher  
 Location: Free standing facility  
 Distance from airport: 10 miles, 18 minutes  
 CL, 1/1, 1/10R, TK, WC  
 Conference 30x18 Obs. Rm. Seats 10

**National Research Network - Seattle**  
 Alderwood Mall  
 3000 184th St. S.W., #861  
 Lynnwood, WA 98037  
 Ph. 312-960-5158  
 rick.kronenburger@ggp.com  
 www.nationalresearchnetwork.com  
 Location: Shopping mall  
 Distance from airport: 30 miles  
 1/1, 1/10R, TK  
 Conference 13x12 Obs. Rm. Seats 4

**North American Insights - Seattle**  
 Kitsap Mall  
 10315 Silverdale Way N.W., Suite E20  
 Silverdale, WA 98383  
 Ph. 708-747-1100 ext. 11  
 denisek@nainsights.com  
 Denise Kraft, VP of Operations  
 Location: Shopping mall  
 Distance from airport: 61 miles, 60 minutes  
 CL, 1/1, 1/10R, TK  
 Conference 20x15 Obs. Rm. Seats 10

**PRR, Inc.**  
 1109 First Ave., Suite 300  
 Seattle, WA 98101  
 Ph. 206-623-0232 or 206-623-0735  
 bbrown@prrbiz.com  
 www.prrbiz.com/services/research.html  
 Location: Office building  
 Distance from airport: 10 minutes  
 CUL  
 Multiple 13 x 16 Obs. Rm. Seats 9

## Spokane

**J/T Marketing Research Services**  
 1608 Washington St.  
 Wenatchee, WA 98801  
 Ph. 253-335-8754 or 509-665-8740  
 brent@jteammarketing.com  
 www.jteammarketing.com  
 Location: Shopping mall  
 Distance from airport: 25 miles, 35 minutes  
 TK, PUL, VC  
 Multiple 20x25 Obs. Rm. Seats 10

**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 or John Ryan  
 Location: Office building  
 Distance from airport: 8 miles, 15 minutes  
 WC  
 Multiple 24x20 Obs. Rm. Seats 10  
 Conference 21x16 Obs. Rm. Seats 10

## West Virginia

## Charleston

**McMillion Research Service**  
 1012 Kanawha Blvd. E., Suite 301  
 Charleston, WV 25301-2809  
 Ph. 304-343-9650  
 jmace@mcmillionresearch.com  
 www.mcmillionresearch.com  
 Jay Mace Jennifer McMillion  
 Location: Office building  
 Distance from airport: 3 miles, 10 minutes  
 1/1, 1/10R  
 Conference 18x14 Obs. Rm. Seats 12  
 Multiple 25x29  
 (See advertisement on p. 21)

## Wheeling

**C & C Market Research, Inc.**  
 Ohio Valley Mall  
 280 Ohio Valley Mall. #280  
 St. Clairsville, OH 43950  
 Ph. 479-785-5637  
 craig@ccmarketresearch.com  
 www.ccmarketresearch.com  
 Craig Cunningham, President  
 Location: Shopping mall  
 Distance from airport: 125 miles, 90 minutes  
 1/1, 1/10R, TK  
 Conference 22x11 Obs. Rm. Seats 4  
 (See advertisement on p. D12)

## Wisconsin

## Eau Claire

**Friedman Marketing Services**  
 Consumer Opinion Center  
 Oakwood Mall  
 4800 Golf Rd., Suite 470  
 Eau Claire, WI 54701  
 Ph. 715-836-6580 or 914-698-9591  
 paula.wynne@friedmanmktg.com  
 www.friedmanmktg.com  
 Tammy Tomaloff, Manager  
 Location: Shopping mall  
 Distance from airport: 15 miles  
 TK  
 Conference 10x12 Obs. Rm. Seats 5

*In the heart of  
Downtown Seattle*

# 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 Palomino

Conduct a focus group at our downtown office

## Consumer Opinion Services

Market Research Since 1960

12825 1st Avenue South, Seattle Washington 98168 206-241-6050

Group**NET** Questions? info@cosvc.com www.cosvc.com **FocusVision**  
RESEARCH, INC.

## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge  
1/1 - One-on-One Room  
1/1OR - One-on-One Obs.  
TK - Test Kitchen  
TKO - Test Kitchen Obs.

CUL - Computer Usability Lab  
PUL - Product Usability Lab  
VC - Videoconferencing  
WC - Webconferencing  
AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

## Green Bay/Appleton

**Delve Appleton**

4330 W. Spencer St.  
Appleton, WI 54914  
Ph. 800-637-0775 or 920-636-1200  
helpinghand@delve.com  
www.delve.com  
Esther Young, Managing Director  
Location: Free standing facility  
Distance from airport: 3 miles, 5 minutes  
CL, 1/1, 1/1OR, TK, CUL, VC, WC  
Conference 16x23 Obs. Rm. Seats 15  
Conference 15x17 Obs. Rm. Seats 10  
(See advertisement on p. D61)

**Leede Research Group, Inc.**

1332 S. 26th St.  
Manitowoc, WI 54220  
Ph. 920-482-1417  
Jim@Leede.com  
www.Leede.com  
Jim DeZeeuw  
Location: Free standing facility  
Distance from airport: 35 miles, 30 minutes  
1/1, 1/1OR  
Conference 21x19 Obs. Rm. Seats 10

**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, General Manager  
Location: Free standing facility  
Distance from airport: 1 mile, 3 minutes  
CL, TK, CUL, VC  
Multiple 19x24 Obs. Rm. Seats 12

**Matousek & Associates, Inc.**

(formerly Wisconsin Research, Inc.)  
1270 Main St.  
Green Bay, WI 54302  
Ph. 920-436-4647  
tamatousek@aol.com  
www.matousekandassociates.com  
Michelle VandenBush, Vice President  
Location: Office building  
Distance from airport: 7 miles, 15 minutes  
1/1, 1/1OR, TK  
Multiple 22x18 Obs. Rm. Seats 14

## Madison

**Chamberlain Research Consultants, Inc.**

660 John Nolen Dr.  
Madison, WI 53713  
Ph. 608-246-3010  
Griese@ccrcwis.com  
www.chamberlainresearch.com  
Jayne Griese, Business Dev. Coordinator  
Location: Free standing facility  
Distance from airport: 5 miles, 10 minutes  
CL, TK, CUL, VC, WC  
Multiple 19x15 Obs. Rm. Seats 12  
Multiple 19x15 Obs. Rm. Seats 15  
Multiple 30x30 Obs. Rm. Seats 15

Chamberlain Research Consultants Inc. is an international market research consultancy dedicated to helping our customers gain a competitive advantage through the use of strategic market research. From the basic focus group to advanced analytics, we challenge ourselves and our clients to use research more creatively in order to solve problems, develop insight, connect with customers and be the best at what they do. We believe that research is an essential tool that allows people to make good decisions, the right decisions - and that by doing so, profitability, differentiation and growth will follow.

**GKA Research**

(formerly Gene Kroupa and Associates)  
P.O. Box 5258  
222 N. Midvale Blvd.  
Madison, WI 53705  
Ph. 608-231-2250  
abarnard@gkaresearch.com  
www.gkaresearch.com  
Art Barnard, President  
Location: Office building  
Distance from airport: 9 miles, 20 minutes  
CL, 1/1, 1/1OR, VC, WC  
Conference 20x28 Obs. Rm. Seats 12

Quality recruiting of fresh respondents for focus groups, one-on-ones and product placements. Moderators compliment us on our recruiting, comfortable surroundings, personal attention to their needs, professionalism and reasonable fees. Highest-rated facility in Madison for recruiting, personnel and overall value. Consumer, business, agriculture, financial communications, educational, medical, political, media, beverage, non-profit, seniors, recreation, construction and technology sessions. Clean, quiet rooms. Spacious client lounge. Separate dining area. DVD recordings. Safe, near-west location.

## Milwaukee

**Advantage Research, Inc.**

W202 N10246 Lannon Rd.  
Germantown, WI 53022  
Ph. 262-502-7000 or 877-477-7001  
ssegrin@advantageresearchinc.com  
www.advantageresearchinc.com  
Scott Segrin, Vice President  
Location: Free standing facility  
Distance from airport: 25 miles, 30 minutes  
CL  
Conference 28x18 Obs. Rm. Seats 12

**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/quirks  
Bob Fichtner, VP, Director of Business Development  
Location: Office building  
Distance from airport: 17 miles, 25 minutes  
CL  
Conference Obs. Rm. Seats 40

**JRA: Milwaukee, WI**

J. Reckner Associates, Inc.  
9833 South 13th St.  
Oak Creek, WI 53154  
Ph. 215-822-6220 or 414-768-6040  
dsalbreiter@reckner.com  
www.reckner.com  
Dan Salbreiter, Manager  
Location: Office building  
Distance from airport: 5 miles, 10 minutes  
CL, 1/1, 1/1OR, TK, TKO, CUL, PUL  
Multiple 20x18 Obs. Rm. Seats 15  
Multiple 38x22 Obs. Rm. Seats na  
Multiple 08x10 Obs. Rm. Seats 4  
Conference 08x10 Obs. Rm. Seats 2

**Lein/Spiegelhoff, Inc.**

720 Thomas Lane  
Brookfield, WI 53005  
Ph. 262-797-4320  
info@lein-spiegelhoff.com  
www.lein-spiegelhoff.com  
Charles Spiegelhoff, President  
Location: Free standing facility  
Distance from airport: 18 miles, 25 minutes  
CL, TK, AU, CUL, PUL, VC, WC  
Multiple 20x24 Obs. Rm. Seats 16  
Multiple 20x24 Obs. Rm. Seats 16  
Multiple 20x22 Obs. Rm. Seats 16

Rated one of the top facilities in North America by Impulse Survey 2008 for 12 years in a row. Reputation based on exceeding client expectations. Three focus suites, auditorium and product testing rooms. High-speed Internet at each client viewing station and wireless throughout office. Specializing in focus groups, individual interviews, executive interviews, CATI surveys, Internet surveys, product placements, mock trials and videoconferencing. Fifty-station phone room. Located in metro Milwaukee's premier location. Quality work competitively priced.

**Mazur/Zachow, Inc.**

1025 S. Moorland Rd., Suite 300  
Brookfield, WI 53005  
Ph. 262-938-9244  
michelec@mazurzachow.com  
www.mazurzachow.com  
Michele Conway, PRC President  
Location: Office building  
Distance from airport: 15 miles, 15 minutes  
CL, TK, WC  
Conference 24x15 Obs. Rm. Seats 18  
Conference 23x14 Obs. Rm. Seats 18

**Milwaukee Market Research, Inc.**

10101 W. Innovation Dr., Suite 350  
Woodlake Business & Technology Ctr.  
Milwaukee, WI 53226  
Ph. 414-475-6656  
info@mmrfocus.com  
www.mmrfocus.com  
Susan Lehmann, President  
Location: Office building  
Distance from airport: 14 miles, 18 minutes  
CL, TK, TKO, CUL, WC  
Conference 25x24 Obs. Rm. Seats 20  
Conference 22x18 Obs. Rm. Seats 10

**Zigman Joseph Stephenson**

309 W. Water St. Suite 315  
Milwaukee, WI 53202  
Ph. 414-273-4680  
jodi.puetz@zjs.com  
Location: Office building  
TK  
Conference 23x22 Obs. Rm. Seats 11

## International

## Argentina

**Ifop Asecom Latin America S.A.**

Av. Corrientes 640  
C043AAT Buenos Aires  
Argentina  
Ph. 54-11-4393-2229  
research@ifoplatam.com.ar  
www.ifop.com.latinamerica  
Valeria Forwe, General Manager  
Location: Office building  
Distance from airport: 18 miles, 40 minutes  
CL, 1/1, VC, WC  
Multiple 23x16 Obs. Rm. Seats 15

**Infoquality Marketing Research**

Amenabar 1550 4, Of. A  
C1426AKD Buenos Aires  
Argentina  
Ph. 54-11-4781-4571 or 54-11-4787-6070  
emartinez@infoqualityarg.com.ar  
www.infoqualityarg.com.ar  
Ester Martinez  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
1/1, 1/1OR, TK, TKO, VC  
Multiple 13x13 Obs. Rm. Seats 10  
Multiple 21x12 Obs. Rm. Seats 10

**Melnik/Burke**

Av. Federico Lacroze 1722, 1st Floor  
1426 Buenos Aires  
Argentina  
Ph. 54-11-4777-9041  
melnik@melnik.com.ar  
www.melnik.com.ar  
Ricardo Melnik, President  
Location: Office building  
Distance from airport: 30 minutes  
TK, VC, WC  
Conference 20x13 Obs. Rm. Seats 12

## Australia

**ACA Research**

P.O. Box 1490  
North Sydney, NSW 2059  
Australia  
Ph. 61-2-9927-3333  
jorgan@acaresearch.com.au  
www.acaresearch.com.au  
James Orgon, Director  
Location: Office building  
Distance from airport: 10 miles, 25 minutes  
CL, 1/1, 1/1OR  
Conference 26x13 Obs. Rm. Seats 4

**The City Group Rooms**

Level 11, 60 York St.  
Sydney, NSW 2000  
Australia  
Ph. 61-2-9299-8907  
andrew@cgr.com.au  
www.cgr.com.au  
Andrew Strachan, Manager  
Location: Office building  
Distance from airport: 8 miles, 30 minutes  
1/1, 1/1OR, TK, CUL, WC  
Conference 17x23 Obs. Rm. Seats 8  
Conference 17x23 Obs. Rm. Seats 8  
Conference 17x23 Obs. Rm. Seats 8  
Conference 20x23 Obs. Rm. Seats 8  
Living 20x23 Obs. Rm. Seats 8

**The City Group Rooms North**

Level 18, 122 Arthur Street  
North Sydney, NSW 2060  
Australia  
Ph. 61-2-9299-8907  
andrew@cgr.com.au  
www.cgr.com.au  
Andrew Strachan, Director  
Location: Office building  
Distance from airport: 10 miles, 35 minutes  
1/1, TK, CUL, WC  
Conference 20x24 Obs. Rm. Seats 7  
Conference 20x24 Obs. Rm. Seats 7  
Conference 20x24 Obs. Rm. Seats 7  
Conference 20x24 Obs. Rm. Seats 7

**The City Group Rooms South**

5/438 Forest Road  
Hurstville, NSW 2220  
Australia  
Ph. 61-2-9580-9799  
andrew@cgr.com.au  
www.cgr.com.au  
Andrew Strachan, Director  
Location: Office building  
Distance from airport: 7 miles, 15 minutes  
1/1, 1/1OR, TK, CUL  
Conference 20x23 Obs. Rm. Seats 8  
Conference 20x23 Obs. Rm. Seats 8

**The City Group Rooms West**

Level 4, Perth House  
85 George St.  
Parramatta, NSW 2150  
Australia  
Ph. 61-2-9299-8907  
andrew@cgr.com.au  
www.cgr.com.au  
Andrew Strachan, Manager  
Location: Office building  
Distance from airport: 15 miles, 40 minutes  
1/1, 1/1OR, TK, CUL, WC  
Conference 20x23 Obs. Rm. Seats 7  
Conference 20x23 Obs. Rm. Seats 7  
Conference 20x23 Obs. Rm. Seats 7  
Conference 20x23 Obs. Rm. Seats 7  
Conference 20x16 Obs. Rm. Seats 7  
Conference 20x16 Obs. Rm. Seats 7  
Conference 15x11 Obs. Rm. Seats 0

**Cowper Cottage**

Parramatta Research Rooms  
9 Cowper Street  
Parramatta, NSW 2150  
Australia  
Ph. 61-2-9689-3311  
shellik@cowperc.com.au  
Shelli Keegan  
Location: Free standing facility  
TK  
Conference Obs. Rm. Seats 10  
Conference Obs. Rm. Seats 10  
Conference

**Jess Croker & Associates**

1 McGregor Ave.  
Black Rock, VIC 3193  
Australia  
Ph. 61-3-9589-3446  
jesscrokerassoc@hotmail.com  
Jess Croker, Managing Director  
Location: Office building  
1/1, TK  
Conference 22x14 Obs. Rm. Seats 8  
Living 16x12 Obs. Rm. Seats 8

**Focal Point Group Rooms**

93 Wigram Street  
P.O. Box 143  
Harris Park, NSW 2150  
Australia  
Ph. 61-2-9633-9799  
info@focalpoint.net.au  
www.focalpoint.net.au  
Location: Free standing facility  
TK, VC  
Conference Obs. Rm. Seats 10  
Conference Obs. Rm. Seats 10  
Conference Obs. Rm. Seats 10

**Focus on Pitt**

84 Pitt Street  
Level 10  
Sydney, NSW 2000  
Australia  
Ph. 61-2-9232-2333  
lyntanner@marketsearch.com.au  
www.focusonpitt.com.au  
Location: Office building  
CL, 1/1, TK  
Conference Obs. Rm. Seats 10

**47 Shelley Street Group Rooms & Accommodations**

P.O. Box 136  
Elwood, VIC 3184  
Australia  
Ph. 61-0419-575-926  
peter@47shelleystreet.com.au  
www.47shelleystreet.com.au  
Peter Esdale  
Location: Free standing facility  
Distance from airport: 20 miles, 35 minutes  
CL, TK, VC

**Group Focus Pty Ltd**

Melbourne Focus Groups  
140 Coppin Street  
Richmond, VIC 3121  
Australia  
Ph. 61-3-9421-1827 or 61-3-9421-1836  
groups@groupfocus.com.au  
www.groupfocus.com  
Neville Holland, Manager  
Location: Free standing facility  
Distance from airport: 15 miles, 20 minutes  
CL, TK  
Multiple 16x13 Obs. Rm. Seats 9  
Multiple 14x13 Obs. Rm. Seats 5

**Robyn Kunko Market Research**

7 Hill Court  
Black Forest, SA 5035  
Australia  
Ph. 61-8-8293-2800  
robyn.kunko@rkmr.com.au  
Robyn Kunko, Principal  
Location: Office building  
Distance from airport: 4 miles, 12 minutes  
CL, 1/1, 1/1OR, WC  
Conference 17x17 Obs. Rm. Seats 6  
Conference 10x09 Obs. Rm. Seats 6

**Market Attitude Research Services Pty Ltd**

Suite 18, 20-24 Gibbs Street  
(P.O. Box 214)  
Miranda, Sydney, NSW 2228  
Australia  
Ph. 61-2-9525-3200  
research.mars@ozemail.com.au  
www.marketattitude.com.au  
David Collins, Managing Director  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
1/1, 1/1OR, TK  
Multiple 16x10 Obs. Rm. Seats 10

## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/1OR - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

Conference - Conference-Style Room  
 Living - Living Room-Style Room  
 Multiple - Both Styles  
 Room dimensions, when stated, are shown in feet.

**MRA Research Pty Ltd**

83 Alexander Street  
 Crows Nest, NSW 2065  
 Australia  
 Ph. 61-2-9966-4811  
 info@mra-research.com  
 www.mra-research.com  
 Location: Office building  
 Distance from airport: 10 miles, 25 minutes  
 CL, 1/1, 1/1OR, AU, VC, WC  

Conference	21x17	Obs. Rm. Seats 10
Conference	20x14	Obs. Rm. Seats 10
Conference	20x14	Obs. Rm. Seats 4
Living	24x20	Obs. Rm. Seats 10
	24x20	Obs. Rm. Seats 8

**New Focus Research - Adelaide**

Unit 2, 28 Lower Portrush Road  
 Marden (Adelaide), SA 5070  
 Australia  
 Ph. 61-8-7224-6800  
 admin@newfocus.com.au  
 www.newfocus.com.au  
 Jennie Folland, Field Manager  
 Location: Free standing facility  
 Distance from airport: 10 miles, 20 minutes  
 CL  

Conference	24x18	Obs. Rm. Seats 3
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**RiverCity Research Pty. Ltd.**

11 Wicklow St.  
 Kangaroo Point  
 Brisbane, QLD 4169  
 Australia  
 Ph. 61-7-3891-5230  
 rivercityr@bigpond.com  
 www.rivercityresearch.com  
 Sue Brown  
 Location: Office building  
 Distance from airport: 15 miles, 30 minutes  
 CL, 1/1, 1/1OR, TK  

Conference	19x13	Obs. Rm. Seats 5
Conference	16x15	Obs. Rm. Seats 5

**Sydney Research Facility**

Level 1, 131 Clarence Street  
 Sydney, NSW 2000  
 Australia  
 Ph. 61-2-9299-1171  
 www.sydneygrouprooms.com  
 Location: Office building  
 1/1, 1/1OR, TK  

Conference	20x16
Conference	20x12
Conference	20x10
Living	20x16

**Synovate - Adelaide**

226 Greenhill Road  
 Eastwood, SA 5063  
 Australia  
 Ph. 61 8 8125 2424  
 www.synovate.com  
 Multiple  
 Multiple

**Synovate - Melbourne**

Level 2, 85 Coventry Street  
 South Melbourne, VIC 3205  
 Australia  
 Ph. 61 3 9694 9199  
 www.synovate.com  
 Location: Free standing facility  
 Distance from airport: 10 miles, 15 minutes  
 CL, TK  

Multiple	Obs. Rm. Seats 6
Conference	Obs. Rm. Seats 6

**Synovate - Perth**

Level 1, 1292 Hay Street  
 West Perth, WA 6005  
 Australia  
 Ph. 61-8-9321-5415  
 www.synovate.com  
 Location: Office building  
 Distance from airport: 5 miles, 10 minutes  
 1/1  

Conference	15x12	Obs. Rm. Seats 8
Conference	12x10	Obs. Rm. Seats 5

**Taylor Research Services - Brisbane**

Suite 7, 322 Old Cleveland Road Coorparoo  
 Brisbane, QLD 4151  
 Australia  
 Ph. 61-7-3847-3100  
 enquiries@TRSPL.com.au  
 www.TRSP.com.au  
 Sally Eberhardt  
 Location: Office building  
 Distance from airport: 6 miles, 15 minutes  
 CL, 1/1, 1/1OR  

Conference	16x11	Obs. Rm. Seats 6
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**Taylor Research Services Sydney**

Suite 103, Lindfield Arcade  
 27-31 Lindfield Ave.  
 Lindfield, NSW 2070  
 Australia  
 Ph. 61-2-9416-0300 or 61-2-9416-8400  
 enquiries@TRSPL.com.au  
 www.TRSP.com.au  
 Andy Doves, Managing Director  
 Location: Office building  
 Distance from airport: 9 miles, 30 minutes  
 CL, 1/1, 1/1OR  

Conference	18x11	Obs. Rm. Seats 6
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**Viewpoint Centre**

40-44 St. Kilda Rd.  
 St. Kilda, Melbourne, VIC 3182  
 Australia  
 Ph. 61-3-9510-6377  
 groups@viewpt.com.au  
 www.viewpt.com.au  
 John Chalmers  
 Location: Office building  
 Distance from airport: 10 miles, 30 minutes  
 CL, 1/1, 1/1OR, TK, CUL, VC, WC  

Conference	20x13	Obs. Rm. Seats 16
Conference	12x13	Obs. Rm. Seats 8
Living	17x12	Obs. Rm. Seats 8
Living	16x13	Obs. Rm. Seats 8
Conference	25x19	Obs. Rm. Seats 16
Multiple	27x19	Obs. Rm. Seats 10
Conference	16x12	Obs. Rm. Seats 8
Living	17x12	Obs. Rm. Seats 8

**West Coast Field Services**

1st Floor, 47 Kishorn Rd.  
 Applecross, WA 6153  
 Australia  
 Ph. 61-8-9316-3366  
 sandra@wcfcs.com.au  
 www.wcfcs.com.au  
 Sandra Brown, Managing Director  
 Location: Office building  
 Distance from airport: 10 miles, 20 minutes  
 1/1, 1/1OR, TK, AU, PUL, WC  

Conference	16x13	Obs. Rm. Seats 3
Conference	16x13	Obs. Rm. Seats 4
Living	11x14	

## Belgium

**MARESCO**

Oogststreeet 66  
 2600 Berchem  
 Belgium  
 Ph. 32-3-449-46-00  
 marketresearch@maresco.biz  
 www.maresco.biz  
 Lieve Brauers, Managing Director  
 Location: Free standing facility  
 Distance from airport: 25 miles, 30 minutes  
 CL, 1/1, 1/1OR, TK, TKO  

Conference	30x30	Obs. Rm. Seats 25
Conference	26x26	Obs. Rm. Seats 12
Living	20x13	Obs. Rm. Seats 10

**Synovate**

Grote Steenweg 110  
 2600 Antwerp  
 Belgium  
 Ph. 32-9-216-22-22  
 belgium@synovate.com  
 www.synovate.com  
 Location: Office building  
 CL, TK, VC  

Living	Obs. Rm. Seats 10
Living	Obs. Rm. Seats 4

## Brazil

**ABACO Marketing Research, Ltd.**

Sao Paulo Marketing Center  
 Avenida Paulista 542, Penthouse  
 01310-000 Sao Paulo  
 Brazil  
 Ph. 55-11-3262-3300 or 775-320-7725 (U.S.)  
 Abaco@AbacoResearch.com  
 www.AbacoResearch.com  
 Alan Grabowsky, President  
 Location: Free standing facility  
 Distance from airport: 8 miles, 30 minutes  
 CL, 1/1, 1/1OR, TK, AU, CUL, VC  

Multiple	26x14	Obs. Rm. Seats 12
Conference	14x10	Obs. Rm. Seats 7
Conference	14x10	Obs. Rm. Seats 7
Conference	14x09	Obs. Rm. Seats 6
Multiple	20x14	Obs. Rm. Seats 6

  
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**ABACO Marketing Research, Ltd. - Field Center**

Avenida Paulista 2644 - 7th Floor  
 01310-300 Sao Paulo  
 Brazil  
 Ph. 55-11-3262-3300 or 775-320-7725 (U.S.)  
 abaco@abacoresearch.com  
 www.abacoresearch.com  
 Janice M. Grabowsky, V.P. Operations  
 Location: Office building  
 Distance from airport: 8 miles, 20 minutes  
 CL, 1/1, 1/1OR, TK, VC, WC  

Multiple	25x18	Obs. Rm. Seats 6
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## Demanda

Rua da Consolacao  
1992 - 4th floor cep  
01302-001 Sao Paulo, CEP  
Brazil  
Ph. 55-11-3218-8000  
demanda@demanda.com.br  
www.demanda.com.br  
Silvio Pires de Paula, President  
Location: Free standing facility  
Distance from airport: 7 miles, 20 minutes  
1/1, 1/1OR, VC  
Conference 14x11 Obs. Rm. Seats 11  
Conference 17x11 Obs. Rm. Seats 9

## EP-Escritorio de Pesquisa Eugenia Paesani S/C Ltda

Rua General Jardim, 770 12 Andar Cj D  
01223-010 Sao Paulo  
Brazil  
Ph. 55-11-3214-2525  
barbara.corrales@epesq.com.br  
www.epesq.com.br  
Location: Free standing facility  
Distance from airport: 19 miles, 40 minutes  
CL, 1/1, 1/1OR, AU, VC, WC  
Conference 16x22 Obs. Rm. Seats 10  
Conference 13x19 Obs. Rm. Seats 10  
Conference 13x26  
Conference 11x08

## Synovate

Rua Haddock Lobo 585 Tandor  
Cerqueira Cesar, SP  
Sao Paulo 01414-001  
Brazil  
Ph. 55-11-2125-9000  
manuel.lopes@synovate.com  
www.synovate.com  
Marcus Cesar Titato, Field Manager  
Location: Office building  
Distance from airport: 90 minutes  
CL, 1/1OR, WC  
Multiple 13x23 Obs. Rm. Seats 8

## Bulgaria

### Vitosh Research

5 Alexander Zhendov Street  
1113 Sofia  
Bulgaria  
Ph. 359-2-971-0275  
office@vitosh-research.com  
www.vitosh-research.com  
Location: Free standing facility  
Distance from airport: 6 miles, 20 minutes  
CL, 1/1, 1/1OR  
Conference 32x16 Obs. Rm. Seats 50  
Conference 16x13 Obs. Rm. Seats 12

## Canada

## Alberta

### Calgary

#### 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  
Location: Office building  
Distance from airport: 9 miles, 15 minutes  
CL, 1/1, AU, CUL, PUL, WC  
Conference 35x18 Obs. Rm. Seats 30

#### Qualitative Coordination

707 10th Ave. S.W., Suite 120  
Calgary, AB T2R 0B3  
Canada  
Ph. 403-229-3500  
tracyqc@telus.net  
www.qcresearch.ca  
Tracy Thomson  
Location: Office building  
Distance from airport: 30 minutes  
Conference Obs. Rm. Seats 15  
Conference Obs. Rm. Seats 15

## British Columbia

### Vancouver



#### CRC Research

1398 West 7th Avenue  
Vancouver, BC V6H 3W5  
Canada  
Ph. 604-714-5900 or 866-455-9311  
Vancouver@crcresearch.com  
www.crcresearch.com  
Yasmin Saleh, Facility Manager  
Location: Office building  
Distance from airport: 15 miles, 30 minutes  
1/1, TK, CUL, WC  
Multiple 22x15 Obs. Rm. Seats 11  
Conference 20x17 Obs. Rm. Seats 8  
Conference 07x09 Obs. Rm. Seats na  
(See advertisement on p. D107)

#### 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  
Location: Office building  
Distance from airport: 12 miles, 25 minutes  
CL  
Conference 15x12 Obs. Rm. Seats 6

## POLLARA

601 W. Broadway, Suite 550  
Vancouver, BC V5Z 4C2  
Canada  
Ph. 604-708-7930  
info@pollara.com  
www.pollara.com  
Location: Office building  
Distance from airport: 10 miles, 25 minutes  
Conference 12x20 Obs. Rm. Seats 6

## Synovate

1090 W. Georgia St., Suite 1550  
Vancouver, BC V6E 3V7  
Canada  
Ph. 604-664-2400  
manpreet.guttman@synovate.com  
www.synovate.com  
Julie Winram, Sr. Vice President  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL, 1/1, TK  
Multiple 12x21 Obs. Rm. Seats 8  
Multiple 12x21 Obs. Rm. Seats 8

## Vancouver Focus

1156 Hornby St., Main Floor  
Vancouver, BC V6Z 1V8  
Canada  
Ph. 604-682-4292  
vpauline@vancouverfocus.com  
www.vancouverfocus.com  
Danielle Scott  
Location: Office building  
Distance from airport: 9 miles, 30 minutes  
Multiple 17x20 Obs. Rm. Seats 10  
Multiple Obs. Rm. Seats 8

## Manitoba

### Winnipeg

#### 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  
Lisa Birnie, Qualitative Coordinator  
Location: Office building  
Distance from airport: 5 miles, 20 minutes  
CL  
Conference 14x17 Obs. Rm. Seats 15  
Conference 14x17 Obs. Rm. Seats 6

## Newfoundland

### St. John's

#### 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  
Location: Office building  
Distance from airport: 4 miles, 10 minutes  
CL, 1/1, TK  
Conference 20x16 Obs. Rm. Seats 6

## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/1OR - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

## Nova Scotia

### Halifax

#### Bristol Group

Cogswell Tower  
2000 Barrington St., Suite 800  
Halifax, NS B3J 3K1  
Canada  
Ph. 902-429-0900  
info@bristolgroup.ca  
www.bristolgroup.ca  
Location: Office building  
Distance from airport: 19 miles, 30 minutes  
CL, 1/1, 1/1OR  
Conference 20x15 Obs. Rm. Seats 7  
Conference 20x17 Obs. Rm. Seats 4

## Ontario

### London

#### Academica Group Inc.

131 Wharncliffe Road South, 2nd Floor  
London, ON N6J 2K4  
Canada  
Ph. 519-433-8302 or 866-922-8636  
admin@academicagroup.com  
www.academicagroup.com  
Karen Lee, Coordinator  
Location: Office building  
Distance from airport: 8 miles, 20 minutes  
1/1, WC  
Conference Obs. Rm. Seats 10

#### Insights, Inc.

546 Adelaide St. N.  
London, ON N6B 3J5  
Canada  
Ph. 519-679-0110  
kathy@insights.on.ca  
Kathy Sorenson  
Location: Free standing facility  
Distance from airport: 2 miles, 10 minutes  
CL, TK  
Conference 15x14 Obs. Rm. Seats 8

#### Surge Communications

400 - 137 Dundas St.  
London, ON N6A 1E9  
Canada  
Ph. 519-672-9090  
raellen@surge.ca  
Location: Office building  
Distance from airport: 6 miles, 25 minutes  
Conference 21x15 Obs. Rm. Seats 4

### Ottawa

#### Decima Research Inc.

160 Elgin Street  
#1800  
Ottawa, ON K2P 2P7  
Canada  
Ph. 613-230-2200  
info@decima.com  
www.decima.com  
Virginie Roux, Qual. Project Coord.  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CUL, WC  
Conference 40x20 Obs. Rm. Seats 12  
Conference 20x30 Obs. Rm. Seats 12  
Conference 20x15 Obs. Rm. Seats 12

#### Fleishman-Hillard Canada, Inc.

100 Queen St.  
Suite 1300  
Ottawa, ON K1P 1J9  
Canada  
Ph. 613-238-2090  
michael.vonherff@fleishman.com  
www.fleishmanhillard.com  
Location: Office building  
Distance from airport: 12 miles, 20 minutes  
1/1, TK  
Conference 12x15 Obs. Rm. Seats 12



#### Opinion Search Inc.

160 Elgin Street, Suite 1800  
Ottawa, ON K2P 2P7  
Canada  
Ph. 800-363-4229 or 613-230-9109  
info@opinionsearch.com  
www.opinionsearch.com  
Virginie Roux, Director, Qual. Sales  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CUL, WC  
Conference 40x20 Obs. Rm. Seats 12  
Conference 20x30 Obs. Rm. Seats 12  
Conference 20x15 Obs. Rm. Seats 5

Opinion Search Inc. has nine modern rooms, equipped with ActiveGroup or our complimentary proprietary Internet videostreaming. Located in downtown Toronto, Montreal and Ottawa, our rooms offer flexible set-up options (super group, boardroom, living room and one-on-one). We recruit from lists, RDD or our extensive Internet panel. Contact us for one-stop shopping for rooms and recruiting across North America. View your participant lists online from anywhere with Internet access via our secure qualCAP. (See advertisement on p. D103)

### Sudbury

#### Oraclepoll Research Ltd.

128 Larch St., Suite 603  
Sudbury, ON P3E 5J8  
Canada  
Ph. 705-674-9591 or 800-494-4199  
teri@oraclepoll.com  
www.oraclepoll.com  
Teri Cleland, Focus Group Coordinator  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL, 1/1, VC  
Conference 25x19 Obs. Rm. Seats 6

### Toronto



Leader in Consumer Guidance Research

#### ACCE Inc.

Consumer Guidance Research  
2575B Dunwin Dr.  
Mississauga, ON L5L 3N9  
Canada  
Ph. 905-828-0493 ext. 218 or 800-608-2223  
agoldman@acceintl.com  
www.acceintl.com  
Kathy Embury, Fieldwork Supervisor  
Location: Free standing facility  
Distance from airport: 15 miles, 20 minutes  
CL, 1/1, 1/1OR, TK, TKO, CUL  
Conference 18x25 Obs. Rm. Seats 15

Our facility is located in Mississauga, 20 minutes from Toronto International airport, via expressway. At ACCE the focus is on client service and value pricing. Access to a commercial kitchen is available for studies that involve food preparation (closed-circuit television capabilities). Give us a call today.

#### The Bay Charles Consulting Company Inc.

BC3  
151 Bloor Street West, Suite 420  
Toronto, ON M5S 1S4  
Canada  
Ph. 416-967-3337  
strategy@baycharles.com  
www.baycharles.com  
Anna Della Rocca  
Location: Office building  
Distance from airport: 15 miles, 30 minutes  
CL, 1/1, 1/1OR  
Conference Obs. Rm. Seats 8

#### Canadian Viewpoint, Inc.

6464 Yonge St.  
Centerpoint Mall, Suite N5  
North York, ON M2M 3X4  
Canada  
Ph. 416-229-1221  
info@canview.com  
www.canview.com  
Kim Storer, Field Director  
Location: Shopping mall  
Distance from airport: 20 miles  
Conference 12x20 Obs. Rm. Seats 10



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## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/1OR - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

**Consumer Vision Ltd.**

2 Bloor St. W., 3rd Floor  
Toronto, ON M4W 3E2  
Canada  
Ph. 416-967-1596 or 866-967-1596  
info@consumervision.ca  
www.consumervision.ca  
Kristi Turnbull

Location: Office building  
Distance from airport: 20 miles, 35 minutes  
CL, 1/1, 1/1OR, AU, CUL, PUL, WC  
Conference 40x24 Obs. Rm. Seats 20  
Conference 24x19 Obs. Rm. Seats 10  
Multiple 22x22 Obs. Rm. Seats 14  
Multiple 20x15 Obs. Rm. Seats 7  
Multiple 19x19 Obs. Rm. Seats 5  
Multiple 15x15 Obs. Rm. Seats 5  
Multiple 22x22 Obs. Rm. Seats 10

Consumer Vision is a premier qualitative and quantitative research service provider for North America. We manage projects with various target audiences including health care professionals, consumers and B2B professionals. We operate seven Top Rated focus group facilities in downtown Toronto with access to others throughout North America. Top quality in-house on-line recruiting encompasses all respondent sectors using the largest in-house respondent database in the country. FocusVision, remote site client viewing and Emotion Tool™ eye-tracking technology available.

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119 West Dr.  
Brampton (Toronto), ON L6T 2J6  
Canada  
Ph. 905-456-0783 x233 or 800-342-1825  
andrew.scholes@contracttesting.com  
www.contracttesting.com  
Andrew Scholes  
Location: Free standing facility  
Distance from airport: 10 miles, 20 minutes  
CL, 1/1, TK, CUL, PUL  
Conference 20x22 Obs. Rm. Seats 15

**Decima Research Inc.**

2345 Yonge Street  
#704  
Toronto, ON M4P 2E5  
Canada  
Ph. 416-962-2013  
info@decima.com  
www.decima.com  
Phyllis Friedman, V.P. Research  
Location: Office building  
Distance from airport: 40 miles, 55 minutes  
CUL, WC  
Multiple 17x25 Obs. Rm. Seats 18  
Conference 16x20 Obs. Rm. Seats 12  
Living 10x19 Obs. Rm. Seats 10

**Focus Focus**

2 Bloor St. E., Suite 2218  
Toronto, ON M4W 1A8  
Canada  
Ph. 416-961-5511  
courtney@focus-focus.com  
www.focus-focus.com  
Courtney Comeau, Facility Manager  
Location: Office building  
Distance from airport: 18 miles, 30 minutes  
CL, 1/1

**FocusOne**

re:search re:sources  
151 Bloor Street West, Suite 420  
Toronto, ON M5S 1S4  
Canada  
Ph. 416-925-2126 or 877-525-2126  
focusnetoronto@gmail.com  
www.focusone.ca  
Alana Richman, President  
Location: Office building  
Distance from airport: 30 minutes  
CL, 1/1, 1/1OR, CUL  
Multiple 16x22 Obs. Rm. Seats 20

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**Head Quarters Downtown Toronto**

1255 Bay St.  
Suite 301  
Toronto, ON M5R 2A9  
Canada  
Ph. 416-929-4669 x229 or 866-929-4669 x229  
adusseault@head.ca  
www.headquarters.ca  
Anne Dusseault, Sales Director or Julia Clarkson, Coordinator  
Location: Office building  
Distance from airport: 18 miles, 30 minutes  
CL, TK, CUL, PUL, WC  
Multiple 25x17 Obs. Rm. Seats 20  
Multiple 23x18 Obs. Rm. Seats 20  
Multiple 20x18 Obs. Rm. Seats 20

**Head Quarters Uptown Toronto**

5075 Yonge St.  
Suite 600  
Toronto, ON M2N 6C6  
Canada  
Ph. 416-929-4669 x 229 or 866-929-4669 x 229  
adusseault@head.ca  
www.headquarters.ca  
Anne Dusseault, Sales Director or Julia Clarkson, Coordinator  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL, TK, CUL, PUL, WC  
Multiple 25x17 Obs. Rm. Seats 8  
Multiple 23x18 Obs. Rm. Seats 15  
Multiple 20x18 Obs. Rm. Seats 12

**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, Partner  
Location: Office building  
Distance from airport: 20 miles, 20 minutes  
Conference 22x18 Obs. Rm. Seats 12  
Conference 22x13 Obs. Rm. Seats 8

**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, ext. 3003  
Location: Office building  
Distance from airport: 60 miles, 45 minutes  
CL  
Conference 17x25 Obs. Rm. Seats 15

**Millward Brown Canada**

4950 Yonge St., Suite 600  
Toronto, ON M2N 6K1  
Canada  
Ph. 416-221-9200  
info@ca.millwardbrown.com  
www.millwardbrown.com  
Bill Ratcliffe  
Location: Office building  
Distance from airport: 20 minutes  
CL, TK, VC  
Conference 19x19 Obs. Rm. Seats 18  
Conference 15x19 Obs. Rm. Seats 20  
Conference 17x21 Obs. Rm. Seats 10  
Conference 14x22 Obs. Rm. Seats 15

**Open Minds Research Solutions, Inc.**

2904 South Sheridan Way, Suite 102  
Oakville, ON L6J 7L7  
Canada  
Ph. 905-829-2299 ext. 221 or 800-826-4943 ext. 221  
paul@openmindsresearch.com  
www.openmindsresearch.com  
Location: Office building  
Distance from airport: 16 miles, 25 minutes  
CL, TK, CUL  
Living 16x12 Obs. Rm. Seats 7  
Conference 18x19

**Opinion Search Inc.**

2345 Yonge Street, Suite 704  
Toronto, ON M4P 2E5  
Canada  
Ph. 800-363-4229 or 416-962-9109  
info@opinionsearch.com  
www.opinionsearch.com  
Kathy Harsz, Qualitative Facility Coord.  
Location: Office building  
Distance from airport: 40 miles, 55 minutes  
CUL, WC  
Multiple 17x25 Obs. Rm. Seats 18  
Conference 16x20 Obs. Rm. Seats 12  
Living 10x19 Obs. Rm. Seats 10

Opinion Search Inc. has nine modern rooms, equipped with ActiveGroup or our complimentary proprietary Internet videostreaming. Located in downtown Toronto, Montreal and Ottawa, our rooms offer flexible set-up options (super group, boardroom, living room and one-on-one). We recruit from lists, RDD or our extensive Internet panel. Contact us for one-stop shopping for rooms and recruiting across North America. View your participant lists online from anywhere with Internet access via our secure qualCAP. (See advertisement on p. D103)

**POLLARA**

101 Yorkville Ave., Suite 301  
Toronto, ON M5R 1C1  
Canada  
Ph. 416-921-0090  
info@pollara.com  
www.pollara.com  
Robert Hutton, Executive Vice President  
Location: Office building  
Distance from airport: 20 miles, 30 minutes  
WC  
Conference 18x10 Obs. Rm. Seats 8



## Focus groups

- 5 award winning focus group rooms
- Extra-large spacious client suites
- Multi-functional respondent rooms from one on ones to theatre size of up to 75
- Living room, separate work stations & taste tests
- Computer labs from 1–25 computer stations
- In-house online data management for real-time labs
- Top-rated catering for every pallet
- Video streaming & conferencing
- 2 senior consultants with over 44 years of qualitative experience

## In-house recruiting

- In-house recruiting with over 40 stations
- Recruiting from in-house database, cold calling, and client lists
- Local, North American and multi-country project management experience and partners
- Consumer, youth, children, seniors, medical professional, patients, ethnic specialty, business professionals, ethnography, onsite, specialty panels, real time recruitment with real time interviewing
- Methodology and screener development
- Validation, monitoring and extensive recruiter training



## Meticulous qualitative research.

For more details, please contact:

### Gini Smith

T: 416 544-3022  
E: [gini.smith@research-house.ca](mailto:gini.smith@research-house.ca)

### Linda Lane

T: 416 544-3004  
E: [linda.lane@research-house.ca](mailto:linda.lane@research-house.ca)

### Research House

1867 Yonge Street, Suite 200,  
Toronto, Ontario M4S 1Y5

Toll-free: 1 800 701-3137  
[www.research-house.ca](http://www.research-house.ca)



## Codes

Location: Office building, Freestanding building, Shopping mall

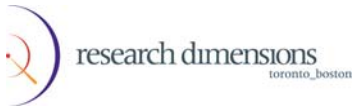
CL - Client Lounge  
1/1 - One-on-One Room  
1/1OR - One-on-One Obs.  
TK - Test Kitchen  
TKO - Test Kitchen Obs.

CUL-Computer Usability Lab  
PUL-Product Usability Lab  
VC - Videoconferencing  
WC - Webconferencing  
AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

**re:search re:sources**

135 Marlborough Ave  
Toronto, ON M5R 1X5  
Canada  
Ph. 416-925-2126 or 416-829-6512  
info@researchresources.ca  
www.researchresources.ca  
Alana Richman, Principal  
Location: Office building  
Distance from airport: 20 minutes  
CUL  
Multiple 16x22 Obs. Rm. Seats 18

**Research Dimensions Limited**

30 Soudan Ave., 6th Floor  
Toronto, ON M4S 1V6  
Canada  
Ph. 416-486-6161 or 800-663-2973  
info@researchdimensions.com  
www.researchdimensions.com  
Rachel Bonner  
Location: Office building  
Distance from airport: 10 miles, 25 minutes  
Conference 20x20 Obs. Rm. Seats 12  
Conference 18x16 Obs. Rm. Seats 12

**Research House, Inc.**

1867 Yonge St., Suite 200  
Toronto, ON M4X 1Y5  
Canada  
Ph. 416-488-2328 or 800-701-3137  
info@research-house.ca  
www.research-house.ca  
Gini Smith, V.P. Qualitative Services  
Location: Office building  
Distance from airport: 20 miles, 30 minutes  
CL, 1/1, 1/1OR, TK  
Conference 20x25 Obs. Rm. Seats 20  
Conference 20x30 Obs. Rm. Seats 9  
Conference 22x17 Obs. Rm. Seats 18  
Conference 20x25 Obs. Rm. Seats 12  
Conference 20x25 Obs. Rm. Seats 10  
(See advertisement on p. D105)

**Toronto Focus**

The Focus Network  
4950 Yonge St., Suite 306  
Toronto, ON M2N 6K1  
Canada  
Ph. 416-221-9450  
info@torontofocus.net  
www.thefocusnetwork.com  
Jeff McFarlane, General Manager  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL, TK, VC, WC  
Conference 19x19 Obs. Rm. Seats 18  
Conference 15x19 Obs. Rm. Seats 20  
Conference 17x21 Obs. Rm. Seats 18  
Conference 14x22 Obs. Rm. Seats 20

Wherever your research takes you, we'll make you feel right at home. Toronto Focus is conveniently located on the Yonge subway line just north of Highway 401. Our job - our professional commitment - is to take excellent care of all the details so you can concentrate on what you're here to accomplish. Call us and we'll personally show you how comfortable and rewarding your next research project can be when you come to Toronto Focus.  
(See advertisement on directory inside front cover)

## Quebec

**Montreal****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  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL, 1/1, 1/1OR, TK, AU, CUL, WC  
Conference 22x15 Obs. Rm. Seats 10  
Conference 19x25 Obs. Rm. Seats 12  
Multiple 42x18 Obs. Rm. Seats 0  
Living 20x22 Obs. Rm. Seats 15

**CRC Research**

1250 Guy St., Suite 802  
Montreal, PQ H3H 2T4  
Canada  
Ph. 800-932-7511  
Lucie@ccresearch.com  
www.ccresearch.com  
Lucie Johnson, Facility Manager  
Location: Office building  
Distance from airport: 15 miles, 30 minutes  
CL, 1/1, 1/1OR, WC  
Conference 17x22 Obs. Rm. Seats 12  
Conference 18x20 Obs. Rm. Seats 15  
Multiple 18x20 Obs. Rm. Seats 12  
Conference 18x22 Obs. Rm. Seats 12  
Conference 07x09 Obs. Rm. Seats 5  
(See advertisement on p. D107)

**CROP inc.**

550, rue Sherbrooke Ouest  
Bureau 900 - Tour Est  
Montreal, PQ H3A 1B9  
Canada  
Ph. 514-849-8086  
info@crop.ca  
www.crop.ca  
Location: Office building  
CL  
Conference  
Living

**Decima Research Inc.**

1080 Beaver Hall Hill  
#400  
Montreal, PQ H2Z 1S8  
Canada  
Ph. 514-288-0037  
info@decima.com  
www.decima.com  
Christiane Ballant, Manager Qual. Svcs.  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CUL, WC  
Multiple 30x20 Obs. Rm. Seats 12  
Multiple 14x24 Obs. Rm. Seats 12  
Multiple 24x16 Obs. Rm. Seats 12

**Head Quarters Montreal**

1610 Ste-Catherine W.  
Suite 411  
Montreal, PQ H3H 2S2  
Canada  
Ph. 514-938-4323 ext. 226 or 800-572-1706  
adusseault@head.ca  
www.headquarters.ca  
Anne Dusseault, Sales Director, or Julia Clarkson, Coordinator  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL, TK, CUL, PUL, WC  
Multiple 22x14 Obs. Rm. Seats 15  
Multiple 22x16 Obs. Rm. Seats 15

**Legendre Lubawin Marketing, Inc.**

1172 St. Mathieu  
Montreal, PQ H3H 2H5  
Canada  
Ph. 514-937-2079  
victoria@legendrelubawin.com  
Victoria Lubawin, Partner  
Location: Free standing facility  
Distance from airport: 10 miles, 20 minutes  
1/1, 1/1OR, VC  
Conference 20x15 Obs. Rm. Seats 10

**Leger Marketing**

507 Place D'Armes, Suite 700  
Montreal, PQ H2Y 2W8  
Canada  
Ph. 514-982-2464  
jmleger@legermarketing.com  
www.legermarketing.com  
Julie Tremblay  
Location: Office building  
Distance from airport: 10 miles, 30 minutes  
TK, AU, VC  
Conference 17x22 Obs. Rm. Seats 10  
Conference 16x22 Obs. Rm. Seats 10  
Conference 17x22 Obs. Rm. Seats 10

**Opinion Search Inc.**

1080 Beaver Hall Hill, Suite 400  
Montreal, PQ H2Z 1S8  
Canada  
Ph. 800-363-4229 or 514-288-0199  
info@opinionsearch.com  
www.opinionsearch.com  
Sandra Auger, Facility Coordinator  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CUL, WC  
Multiple 30x20 Obs. Rm. Seats 12  
Multiple 14x24 Obs. Rm. Seats 12  
Multiple 24x16 Obs. Rm. Seats 12

Opinion Search Inc. has nine modern rooms, equipped with ActiveGroup or our complimentary proprietary Internet videostreaming. Located in downtown Toronto, Montreal and Ottawa, our rooms offer flexible set-up options (super group, boardroom, living room and one-on-one). We recruit from lists, RDD or our extensive Internet panel. Contact us for one-stop shopping for rooms and recruiting across North America. View your participant lists online from anywhere with Internet access via our secure qualCAP. (See advertisement on p. D103)

**SOM**

1180 Drummond St., Suite 620  
Montreal, PQ H3G 2S1  
Canada  
Ph. 514-878-9825  
mfluet@som.ca  
www.som.ca  
Chantal Beauchesne, Focus Grp. Facility Manager  
Location: Office building  
Distance from airport: 14 miles, 30 minutes  
CL, TK  
Conference 25x15 Obs. Rm. Seats 10

**Sylvestre Marketing**

276 W. Sherbrooke St.  
Montreal, PQ H2X 1X9  
Canada  
Ph. 514-284-0878  
info@sylvestremarketing.com  
www.sylvestremarketing.com  
Location: Free standing facility  
Distance from airport: 20 miles, 30 minutes  
TK  
Conference 17x13 Obs. Rm. Seats 10  
Conference 17x13 Obs. Rm. Seats 8

**Synovate**

55 Mount Royal W., Suite 730  
Montreal, PQ H2T 2S6  
Canada  
Ph. 514-875-7570  
may.tse@synovate.com  
www.synovate.com  
Etienne Demers-Boyer  
Location: Office building  
Distance from airport: 12 miles, 25 minutes  
1/1, 1/10R, AU  
Multiple 22x18 Obs. Rm. Seats 10

**Quebec**

**SOM**

2136, Sainte-Foy Rd., #200  
Ste.-Foy, PQ G1V 1R8  
Canada  
Ph. 418-687-8025  
mfluet@som.ca  
www.som.ca  
Julie Gauvin, Focus Group Facility Manager  
Location: Office building  
Distance from airport: 8 miles, 12 minutes  
CL, TK  
Conference 23x17 Obs. Rm. Seats 12  
Multiple 22x18 Obs. Rm. Seats 12

**China**

*(See also Hong Kong)*

**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  
Amanda Liu, Project Manager  
Location: Office building  
Distance from airport: 30 minutes  
CL, 1/1, TK, CUL, PUL, VC, WC  
Conference 15x12 Obs. Rm. Seats 8

**Consumer Search China - Beijing**

Room 1401-1402, Block B, COFCO Plaza  
8 Jianguomennei Avenue, Dong Cheng District  
Beijing 100005  
China  
Ph. 86-10-8512-0512  
general@cshk.com  
www.cshk.com  
Ms. Gillian Qi  
Location: Office building  
Distance from airport: 45 minutes  
Conference 16x15 Obs. Rm. Seats 6

**Consumer Search China - Guangzhou**

Room 2302-2303, Guangzhou Exchange Sq.  
268 Dong Feng Rd. Central  
Guangzhou 510030  
China  
Ph. 86-20-8351-1460  
general@cshk.com  
www.cshk.com  
Ms. Sabine He  
Location: Office building  
Distance from airport: 45 minutes  
Conference 18x15 Obs. Rm. Seats 10

**Consumer Search China - Shanghai**

Room 1803, 18th Floor, Hongyi Plaza  
299 Nanjing Road (East)  
Shanghai 200001  
China  
Ph. 86-21-6137-4100  
general@cshk.com  
www.cshk.com  
Mr. Larry Wong  
Location: Office building  
Distance from airport: 90 minutes  
Conference 18x17 Obs. Rm. Seats 10  
Living 14x14 Obs. Rm. Seats 6

**Synovate**

15A3 Han Wei Plaza, Chao Yang District  
7 Guang Hua Road  
Beijing 100004  
China  
Ph. 86-10-5963-2288  
beijing@synovate.com  
www.synovate.com  
Location: Office building  
Distance from airport: 45 minutes  
Conference Obs. Rm. Seats 8  
Living Obs. Rm. Seats 5

**Synovate**

5/F World Trade Tower  
500 Guang Dong Road  
Shanghai 200001  
China  
Ph. 86-21-6132-2288  
shanghai@synovate.com  
www.synovate.com  
Karen Ko, Executive Director  
Location: Office building  
Distance from airport: 45 minutes  
Conference Obs. Rm. Seats 7  
Living Obs. Rm. Seats 5

**ToKnow Consulting Co., Ltd.**

1706 Block B, World Center  
No. 18 Taolin Road  
Shanghai 200135  
China  
Ph. 86-21-5851-8485  
toknow@toknow.com.cn  
www.toknow.com.cn  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL, 1/1, 1/10R, AU, VC, WC  
Living  
Conference  
Multiple



**CRC Research**

CRC Research is one of Canada's largest focus group facilities, with a total of seven suites located in our Vancouver and Montreal offices.

We are renowned for the quality and breadth of our service among our Canadian, American and European clients. Both offices provide recruiting on-site as well as offer video-streaming through FocusVision™ and ActiveGroup™. Our roster of services includes written and simultaneous translation from English to French.

Our highly experienced English- and French-speaking moderators handle individual interviews and focus groups with consumers, healthcare professionals and business people on a wide range of topics.

**CRC Research**

1398 West 7<sup>th</sup> Avenue, Vancouver BC  
V6H 3W5 866-455-9311

1250 Guy St., Ste. 802, Montreal QC  
H3H 2T4 800-932-7511

## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL-Computer Usability Lab
1/1 - One-on-One Room	PUL-Product Usability Lab
1/1OR - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

## Colombia

**Centro Nacional de Consultoria**

Diagonal 34 N 5-27  
Bogota  
Colombia  
Ph. 57-1-339-4888  
cnc@cable.net.co  
www.centronacionaldeconsultoria.com  
Location: Free standing facility  
VC  
Conference 20x26 Obs. Rm. Seats 4

## Costa Rica

**CID/Gallup, S.A.**

50e 150's Colegio Medicos  
Sabana Sur  
San Jose  
Costa Rica  
Ph. 506-231-2145  
info@cidgallup.com  
www.cidgallup.com  
Location: Office building  
Distance from airport: 10 miles, 25 minutes  
CL, 1/1, 1/1OR, VC, WC  
Conference Obs. Rm. Seats 8  
Multiple Obs. Rm. Seats 6  
Conference Obs. Rm. Seats 4

## Cyprus

**Synovate**

27 Pindarou St.  
Alpha Business Centre, 6th Floor  
Nicosia 01060  
Cyprus  
Ph. 357-22-36-61-31  
cyprus@synovate.com  
www.synovate.com  
CL  
Multiple 18x12 Obs. Rm. Seats 6  
Multiple 25x11 Obs. Rm. Seats 6

## Czech Republic

**AMASIA s.r.o**

Parikova 362/3  
190 00 Praha 9 Vyso  
Czech Republic  
Ph. 420-283-890-565  
amasia@amasia.cz  
www.amasia.cz  
Location: Office building  
Distance from airport: 30 miles, 30 minutes  
CL, 1/1, TK  
Conference 21x12 Obs. Rm. Seats 12

**Synovate**

Metor Centre Office Park B  
Sokolovskia 100/94  
186 00 Prada 8  
Czech Republic  
Ph. 420-242-480-901  
czechrep@synovate.com  
www.synovate.com  
Paulina Leicmanova, Qualitative Research Manager  
Location: Office building  
Distance from airport: 3 miles, 15 minutes  
Multiple 20x10 Obs. Rm. Seats 12

## Egypt

**Synovate**

11 Doctor Mohamed Mandour (Floors 6/7)  
Rab'aa Mosque - Nasr City  
Cairo  
Egypt  
Ph. 20-2-261-9190  
egypt@synovate.com  
www.synovate.com  
Turner E.L. Nuggar  
Location: Office building  
Distance from airport: 35 minutes  
CL, CUL, WC  
Living 13x17 Obs. Rm. Seats 10  
Conference 13x15 Obs. Rm. Seats 6

## El Salvador

**CID/Gallup El Salvador S.A.**

91 Av. Norte y 9na calle poniente #4630  
Colonia Escalon  
El Salvador  
Ph. 503-2263-9834  
info@cidgallup.com  
www.cidgallup.com  
Location: Office building  
Distance from airport: 20 miles, 30 minutes  
1/1, 1/1OR, VC, WC  
Conference Obs. Rm. Seats 6

## Estonia

**TNS EMOR**

Ahtri 12  
10151 Tallinn  
Estonia  
Ph. 372-626-8500  
emor@emor.ee  
www.emor.ee  
Location: Office building  
Distance from airport: 4 miles, 15 minutes  
1/1, 1/1OR  
Conference 20x22 Obs. Rm. Seats 10  
Conference 17x13 Obs. Rm. Seats 10

## France

**COHESIUM ETUDES & CONSEIL**

71-73 rue de Saussure  
75017 Paris  
France  
Ph. 33-1-56-56-00-22  
eosella@cohesium.com  
www.cohesium.com  
Location: Office building  
Distance from airport: 20 miles, 40 minutes  
CL, 1/1, 1/1OR, TK, TKO, WC  
Multiple 16x28 Obs. Rm. Seats 8

**Focus Pointe Global - Paris**

25 Rue de Ponthieu,  
75008 Paris  
France  
Ph. 33-1-53-96-02-10  
paris@focuspointeglobal.com  
www.focuspointeglobal.com  
Sandy Scopa, General Manager/Director  
Location: Office building  
Distance from airport: 25 miles, 60 minutes  
CL, 1/1, 1/1OR, TK, CUL, VC, WC  
Conference 15x18 Obs. Rm. Seats 12  
Conference 15x17 Obs. Rm. Seats 8  
Conference 16x20 Obs. Rm. Seats 12  
Conference 15x20 Obs. Rm. Seats 8

The focus group facility and recruiting leader. Expert recruiting for medical, business and consumer research. Our Paris facility features four spacious focus group studios with floor-to-ceiling viewing, test kitchens and the finest in decor and technology including FocusVision videoconferencing. Located just off the Champs-Elysees. Worldwide fielding: field your projects worldwide through our network of affiliates in 70+ countries.

(See advertisement on p. D5)

**I.E.S. Information Europe Services-Phoneme**

6 rue de Navarin  
75009 Paris  
France  
Ph. 33-1-42-62-42-18  
phoneme@ieseeurope.com  
www.ieseeurope.com  
Location: Office building  
Distance from airport: 15 miles, 40 minutes  
CL, 1/1, 1/1OR, TK, VC

**IPSOS FRANCE**

35 rue du Val de Marne  
75628 Paris Cedex 13  
France  
Ph. 33-1-41-98-90-00  
ipsos@ipsos.com  
www.ipsos.com  
Location: Office building  
1/1, 1/1OR, VC  
Conference 19x15 Obs. Rm. Seats 5  
Conference 21x17 Obs. Rm. Seats 5  
Conference 30x18  
Living 18x15 Obs. Rm. Seats 5  
Living 18x15 Obs. Rm. Seats 5  
Living 15x12 Obs. Rm. Seats 6

**La Maison Du Test**

2 Bd Saint Martin  
Paris 75010  
France  
Ph. 33-1-40-03-05-01  
info@lamaisondutest.com  
www.lamaisondutest.com  
Alain Caillaud  
Location: Office building  
Distance from airport: 25 miles, 60 minutes  
1/1, 1/1OR, TK, VC, WC  
Multiple 20x16 Obs. Rm. Seats 6  
Multiple 20x16 Obs. Rm. Seats 6  
Multiple 20x16 Obs. Rm. Seats 6  
Multiple 26x18 Obs. Rm. Seats 6  
Multiple 15x15 Obs. Rm. Seats 6  
Multiple 20x16 Obs. Rm. Seats 4



**Louvre Focus Group**

43 rue de Richelieu  
75001 Paris  
France  
Ph. 33-1-44-86-06-50  
contact@lourefocusgroup.com  
www.lourefocusgroup.com  
Location: Office building  
CL, WC  
Living 20x20 Obs. Rm. Seats 10  
Conference 20x20 Obs. Rm. Seats 10

**MSM**

140 rue Victor Hugo  
92300 Levallois-Perret  
France  
Ph. 33-1-41-06-57-00  
ncabart@msm.fr  
www.msm.fr  
Location: Free standing facility  
Distance from airport: 10 miles, 20 minutes  
CL, 1/1, 1/10R, CUL, PUL, VC, WC  
Conference 33x21 Obs. Rm. Seats 6  
Multiple 30x20 Obs. Rm. Seats 6

## Germany

**AnswerS Pharmaceutical Marketing Research**

Markgrafenstrasse 33  
10117 Berlin  
Germany  
Ph. 49-30-200045-0  
contact@answers.de  
www.answers.de  
Location: Shopping mall  
Distance from airport: 12 miles, 20 minutes  
CL, AU, CUL, PUL, VC, WC  
Conference 17x16 Obs. Rm. Seats 8  
Conference 17x17 Obs. Rm. Seats 8  
Conference 21x16 Obs. Rm. Seats 8  
Conference 16x17 Obs. Rm. Seats 12

**ASKI International Market Research**

Moenckebergstr. 10  
D-20095 Hamburg  
Germany  
Ph. 435-654-3639 (U.S.) or 49-40-3256710  
kd@aski.de  
www.askius.com  
Kirsten Dietrich  
Location: Shopping mall  
Distance from airport: 8 miles, 30 minutes  
CL, 1/1, 1/10R, TK, TKO, VC, WC  
Multiple 27x21 Obs. Rm. Seats 10  
Multiple 24x18 Obs. Rm. Seats 10

**CLS ProFakt Ltd.**

Sendlinger Str. 24  
Munich 80331  
Germany  
Ph. 49-89-5480-3516  
mail@clsprofakt.de  
www.clsprofakt.com  
Birgit Steiner  
Location: Shopping mall  
Distance from airport: 30 miles, 45 minutes  
1/1, 1/10R  
Conference 16x23 Obs. Rm. Seats 6

**Confield Research**

Freiheit 4  
45127 Essen  
Germany  
Ph. 49-201-82737-0  
info@confield.com  
www.confield.com  
Location: Office building  
Distance from airport: 15 miles, 20 minutes  
1/1, 1/10R, TK, TKO, CUL, PUL, VC  
Conference 20x20 Obs. Rm. Seats 8  
Conference 20x20 Obs. Rm. Seats 8

**ENIGMA GmbH**

Medien- und Marketingforschung GmbH  
Burgstrasse 3  
65183 Wiesbaden  
Germany  
Ph. 49-611-999-600  
mail@enigma-gfk.de  
www.engima-gfk.de  
Location: Office building  
Distance from airport: 19 miles, 30 minutes  
CL, 1/1, TK, AU  
Multiple 18x12  
Multiple 13x18  
Multiple 18x12  
Multiple 14x23  
Multiple 22x12  
Multiple 12x09

**Everture International Research**

Schlesische Str. 26  
10997 Berlin  
Germany  
Ph. 49-30-33020-192 or 49-30-61202-870  
info@everture.com  
www.everture.com  
Location: Free standing facility  
Distance from airport: 30 minutes  
CL, 1/1, 1/10R, AU

**Focus Pointe Global - Frankfurt**

Schillerstrasse 5  
60313 Frankfurt AM  
Germany  
Ph. 49-69-299873-0  
frankfurt@focuspointeglobal.com  
www.focuspointeglobal.com  
Christine Albrecht, General Manager/Director  
Location: Office building  
Distance from airport: 10 miles, 17 minutes  
1/1, 1/10R, TK, CUL, VC, WC  
Conference 20x10 Obs. Rm. Seats 14  
Conference 20x16 Obs. Rm. Seats 18

The focus group facility and recruiting leader. Expert recruiting for medical, business and consumer research. Our Frankfurt facility features two spacious focus group studios with floor-to-ceiling viewing, test kitchens and the finest in décor and technology including FocusVision videoconferencing. Conveniently located in the center of Frankfurt. Worldwide fielding: field your projects worldwide through our network of affiliates in 70+ countries.  
(See advertisement on p. D5)

**Georgiades Marketing GmbH**

Schluerterstrasse 55  
10629 Berlin  
Germany  
Ph. 49-30-88387-60  
info@georgiades.de  
www.georgiades-marketing.com  
Location: Free standing facility  
Distance from airport: 20 minutes  
1/1, 1/10R  
Conference 23x16 Obs. Rm. Seats 1  
Living 20x13 Obs. Rm. Seats 1

**HKM - Hartmut Keller Marktforschung**

Buchenring 55  
22359 Hamburg  
Germany  
Ph. 49-40-60994-112  
hkmhh@hkmhh.de  
www.hkmhh.de  
Thomas Braun  
Location: Office building  
Distance from airport: 10 miles, 25 minutes  
1/1, 1/10R, TK, WC  
Conference 20x13 Obs. Rm. Seats 8

**IMR - Institute for Marketing Research**

Hasengasse 21  
60311 Frankfurt  
Germany  
Ph. 49-69-297-207-0  
markus.schaub@imr-frankfurt.de  
www.imr-frankfurt.de  
Markus Schaub  
Location: Office building  
Distance from airport: 25 minutes  
1/1, 1/10R, TK, CUL, WC

**insight europe gmbh**

Grosse Friedberger Strasse 33-35  
60313 Frankfurt  
Germany  
Ph. 49-69-956366-0  
eva@insighteurope.de  
www.insighteurope.de  
Eva Caspari, Managing Director  
Location: Office building  
Distance from airport: 12 miles, 20 minutes  
CL, 1/1, 1/10R, CUL, PUL, VC, WC  
Multiple 21x14 Obs. Rm. Seats 11  
Multiple 21x14 Obs. Rm. Seats 8  
Conference 42x28 Obs. Rm. Seats 19  
Conference 11x07 Obs. Rm. Seats 6

**Institut für Marktforschung GmbH**

Markt 10  
04109 Leipzig  
Germany  
Ph. 49-341-9950-0  
info@imleipzig.de  
www.imleipzig.de  
Location: Shopping mall  
1/1, 1/10R, TK, VC  
Conference 16x20 Obs. Rm. Seats 10

**INTERVIEW + EXPLORATION I+E Berlin GmbH**

Potsdamer Platz 8-9  
10117 Berlin  
Germany  
Ph. 49-30-590-022-0  
info@interview-exploration-berlin.de  
www.interview-exploration.de  
Barbara Goetz, Managing Director  
Location: Office building  
Distance from airport: 10 miles, 30 minutes  
CL, 1/1, 1/10R, TK, CUL, PUL, VC, WC  
Conference 20x12 Obs. Rm. Seats 10  
Conference 20x10 Obs. Rm. Seats 10  
Conference 08x10 Obs. Rm. Seats 10

**INTERVIEW + EXPLORATION julia otte GmbH**

Barer Strasse 7  
80333 Munich  
Germany  
Ph. 49-89-59944-110  
info@interview-exploration.de  
www.interview-exploration.de  
Location: Office building  
Distance from airport: 25 miles, 45 minutes  
CL, 1/1, 1/10R, VC  
Conference 46x23 Obs. Rm. Seats 20  
Conference 20x23 Obs. Rm. Seats 14

**INTERVIEW + EXPLORATION julia otte GmbH**

Gerhofstr. 18  
20354 Hamburg  
Germany  
Ph. 49-40-349-6080  
info@interview-exploration.de  
www.interview-exploration.de  
Location: Office building  
Distance from airport: 15 miles, 35 minutes  
CL, 1/1, 1/10R, VC  
Conference 23x26 Obs. Rm. Seats 14  
Conference 20x20 Obs. Rm. Seats 14

## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL-Computer Usability Lab
1/1 - One-on-One Room	PUL-Product Usability Lab
1/1OR - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

**INTERVIEW + EXPLORATION julia otte GmbH**

Hansaallee 2  
60322 Frankfurt/Main  
Germany  
Ph. 49-69-959080-0  
info@interview-exploration.de  
www.interview-exploration.de  
Location: Office building  
Distance from airport: 12 miles, 25 minutes  
CL, 1/1, 1/1OR, VC  
Conference 23x20 Obs. Rm. Seats 12  
Conference 20x17 Obs. Rm. Seats 8

**INVISIO**

Georgstrasse 22  
30159 Hannover  
Germany  
Ph. 49-511-30-79-3-0  
studio@inviso.de  
www.inviso.de  
Frank H. Gehre, Partner  
Location: Shopping mall  
Distance from airport: 10 miles, 15 minutes  
CL, 1/1, 1/1OR, TK, VC  
Conference 20x20 Obs. Rm. Seats 10  
Conference 20x20 Obs. Rm. Seats 6  
Conference 29x16 Obs. Rm. Seats 12

**Ipsos GmbH**

Kolonnenstrasse 26  
10829 Berlin  
Germany  
Ph. 49--30-787-830  
mailbox@ipsos.de  
www.ipsos.de  
Location: Shopping mall  
1/1, TK  
Conference 13x23 Obs. Rm. Seats 6

**Ipsos GmbH**

Papenkamp 2-6  
D-23879 Molin  
Germany  
Ph. 49-4542-8010  
mailbox@ipsos.de  
www.ipsos.de  
Location: Shopping mall  
1/1, TK  
Conference 18x13 Obs. Rm. Seats 8

**Kehrmann Marktforschung - Bochum**

Hellweg 8  
44787 Bochum  
Germany  
Ph. 49-234-9049-0  
bochum.office@kehrmann.de  
www.kehrmann.de  
Location: Shopping mall  
1/1, 1/1OR, TK, VC  
Conference 23x14 Obs. Rm. Seats 7  
Conference 23x14 Obs. Rm. Seats 7

**Kehrmann Marktforschung - Leipzig**

Haninstrasse 4  
04109 Leipzig  
Germany  
Ph. 49-341-12973  
leipzig.office@kehrmann.de  
www.kehrmann.de  
Location: Shopping mall  
1/1, 1/1OR, TK, VC  
Conference 20x17 Obs. Rm. Seats 10

**Kramer Marktforschung GmbH**

Hammer Strasse 171  
48153 Munster  
Germany  
Ph. 49-251-20800-140  
info@kraemer-germany.com  
www.kraemer-germany.com  
Location: Office building  
Distance from airport: 30 miles, 30 minutes  
CL, 1/1, 1/1OR, TK, VC  
Conference 16x10 Obs. Rm. Seats 10  
Conference 17x25 Obs. Rm. Seats 6  
Conference 17x25 Obs. Rm. Seats 6

**Kramer Marktforschung GmbH**

Teststudio Berlin  
Rankestrasse 1  
10789 Berlin-Charlottenburg  
Germany  
Ph. 49-30-5268510

**Kramer Marktforschung GmbH**

Teststudio Halle/Saale  
Leipziger Strasse 12  
Hansestrasse 69  
06108 Halle/Saale  
Germany  
Ph. 49-345-2003143  
studio.halle@kraemer-germany.com  
www.kraemer-germany.com  
Location: Shopping mall  
Distance from airport: 40 miles, 50 minutes  
1/1, 1/1OR, TK

**Kramer Marktforschung GmbH**

Teststudio Hamburg  
Monckebergstrabe 22  
20095 Hamburg  
Germany  
Ph. 49-40-3508950  
studio.hamburg@kraemer-germany.com  
www.kraemer-germany.com  
Location: Shopping mall  
Distance from airport: 60 miles, 60 minutes  
1/1, 1/1OR, TK

**Kramer Marktforschung GmbH**

Teststudio Munich  
Neuhauser Str. 15  
80331 Munich  
Germany  
Ph. 49-89-232360-0  
studio.muenchen@kraemer-germany.com  
www.kraemer-germany.com  
Anja Teubel  
Location: Shopping mall  
Distance from airport: 45 miles, 60 minutes  
1/1, 1/1OR  
Conference 26x20 Obs. Rm. Seats 3

**Kramer Marktforschung GmbH**

Teststudio Nuremberg  
Hallplatz 36  
90402 Nuremberg  
Germany  
Ph. 49-911-202180  
studio.nuernberg@kraemer-germany.com  
www.kraemer-germany.com  
Location: Shopping mall  
Distance from airport: 40 miles, 45 minutes  
1/1, 1/1OR, TK  
Conference 26x20 Obs. Rm. Seats 8  
Conference 16x16 Obs. Rm. Seats 3

**Kramer Marktforschung GmbH**

Testudio Munster  
Ludgeristr. 114  
48143 Munster  
Germany  
Ph. 49-251-85712-0  
studio.muenster@kraemer-germany.com  
www.kraemer-germany.com  
Location: Shopping mall  
Distance from airport: 35 miles, 40 minutes  
1/1, 1/1OR  
Conference 26x20 Obs. Rm. Seats 5

**Marktforschung Zentzis GmbH**

Marktforschung Zentzis GmbH  
Kaufinger Str. 9  
80331 Munich  
Germany  
Ph. 49-89-288180-0  
muenchen@mafo-zentzis.de  
www.mafo-zentzis.de  
Location: Office building  
Distance from airport: 18 miles, 45 minutes  
1/1, 1/1OR, TK, VC  
Conference 25x17 Obs. Rm. Seats 10  
Conference 14x16 Obs. Rm. Seats 10

**Martec GmbH**

Berliner Strasse 219  
Offenbach 63067  
Germany  
Ph. 49-69-80-90-360  
office@martecgroup.de  
www.martecgroup.com  
Claus Botzem, Managing Director  
Location: Office building  
Distance from airport: 10 miles, 15 minutes  
CL, 1/1, VC, WC

**mc markt-consult institut**

Bluecherstrasse 11  
22767 Hamburg  
Germany  
Ph. 49-40-386042-0  
b.frank@markt-consult.de  
www.markt-consult.de  
Frauke Haeger, Field Manager  
Location: Office building  
Distance from airport: 8 miles, 30 minutes  
CL, TK  
Conference 26x13 Obs. Rm. Seats 15

**MS Marktforschung**

Nikolaus-Gross-Str. 10  
41466 Neuss bei Dusseldorf  
Germany  
Ph. 49-2131-2688-11  
ms-marktforschung@t-online.de  
Viv Mott or Dieler Schlebusch  
Location: Shopping mall  
Distance from airport: 30 miles, 60 minutes  
1/1, 1/1OR  
Conference 16x21 Obs. Rm. Seats 9

**Synovate**

Rheinstrasse 4  
65189 Wiesbaden  
Germany  
Ph. 49-611-3616-11  
germany@synovate.com  
www.synovate.com  
Anke Haurand, Research Director  
Distance from airport: 20 miles, 25 minutes  
1/1, 1/1OR, TK, VC, WC  
Multiple 19x16 Obs. Rm. Seats 12  
Multiple 19x16 Obs. Rm. Seats 12

**theMA Marktforschungsgesellschaft mbH**

Spitalerstrasse 9  
20095 Hamburg  
Germany  
Ph. 49-40-3234-11  
info@thema.de  
www.thema.de

Location: Free standing facility  
Distance from airport: 10 miles, 30 minutes  
CL, 1/1, 1/1OR, TK, TKO, VC, WC  
Multiple 27x41 Obs. Rm. Seats 10  
Multiple 41x8 Obs. Rm. Seats 10

## Greece

**GfK Hellas Ltd.**

16 Laodikias St. & 1-3 Nimfeou Str.  
115 28 Athens  
Greece  
Ph. 30-2-10-757-2600  
grinfo@gfk.com  
www.gfk.gr

Location: Office building  
Distance from airport: 25 miles, 40 minutes  
CL, 1/1, 1/1OR, TK, VC, WC  
Conference 20x13 Obs. Rm. Seats 15  
Conference 20x13 Obs. Rm. Seats 15  
Living 13x19 Obs. Rm. Seats 8  
Multiple 20x13 Obs. Rm. Seats 5

**GLOBAL LINK International Marketing Research**

5 Konitsis Street & Kifissias Avenue  
151 25 Maroussi, Athens  
Greece  
Ph. 30-210-612-8800  
globalink@globalink.gr  
www.globalink.gr

Constantine D. Sigales  
Location: Office building  
Distance from airport: 20 miles, 30 minutes  
CL, 1/1, 1/1OR, TK, VC  
Conference 23x13 Obs. Rm. Seats 14  
Conference 18x10 Obs. Rm. Seats 8  
Conference 26x13 Obs. Rm. Seats 10

**Medi-Mark Ltd.**

64 L. Riankour Str., Apollo Tower, 18 B3  
115 23 Athens  
Greece  
Ph. 30-210-699-0124  
medimark@hol.gr

Location: Office building  
1/1, 1/1OR  
Conference 20x13 Obs. Rm. Seats 6

**MRC-The Market Research Centre Ltd.**

10 Georgoula Street  
115 24 Athens  
Greece  
Ph. 30-210-6922767 or 30-210-6994803  
mrc@ath.forthnet.gr  
www.mrc.gr

Zoe Psylla  
Location: Office building  
Distance from airport: 17 miles, 35 minutes  
1/1, 1/1OR, TK, CUL, PUL, VC, WC  
Multiple 26x20 Obs. Rm. Seats 12  
Multiple 16x13 Obs. Rm. Seats 3  
Conference 13x11 Obs. Rm. Seats 3  
Conference 10x09

**Prisma Options Ltd.**

25 Alexandroupoleos, Ambelokipi  
11527 Athens  
Greece  
Ph. 30-210-748-2001  
info@prisma-options.com  
www.prisma-options.com

Marita Sormunen  
Location: Office building  
Distance from airport: 15 miles, 30 minutes  
CL, 1/1, 1/1OR, VC  
Conference 20x15 Obs. Rm. Seats 4  
Multiple 15x12 Obs. Rm. Seats 8

**Research International Greece**

8-12 Chalkidonos Street  
115 27 Athens  
Greece  
Ph. 30-210-772-8500  
greece@research-int.com  
www.research-int.com

Location: Office building  
Distance from airport: 25 miles, 45 minutes  
CL, VC, WC  
Multiple 15x13 Obs. Rm. Seats 4  
Conference 10x10 Obs. Rm. Seats 4  
Conference 13x07 Obs. Rm. Seats 4  
Conference 16x10 Obs. Rm. Seats 4

**Stohos Ltd.**

7 Anastasiou St.  
115 24 Athens  
Greece  
Ph. 30-210-69-82300  
stohos@hol.gr  
www.stohosresearch.com

Location: Free standing facility  
Distance from airport: 10 miles, 30 minutes  
CL, 1/1, TK, TKO, PUL, VC  
Conference 24x18 Obs. Rm. Seats 10  
Conference 20x14 Obs. Rm. Seats 10  
Multiple 18x18 Obs. Rm. Seats 10

## Guatemala

**CID/Gallup Guatemala, S.A.**

Zona 9, Edificio Aristos, oficina 608  
Avenida Reforma, 7-62  
Guatemala City  
Guatemala  
Ph. 502-2362-9151  
info@cidgallup.com  
www.cidgallup.com

Location: Office building  
Distance from airport: 5 miles, 15 minutes  
1/1, 1/1OR, VC, WC  
Conference Obs. Rm. Seats 6

## Honduras

**CID/Gallup Honduras**

Colonia Palmira, calzada Cartagena #142  
Tegucigalpa  
Honduras  
Ph. 504-239-0993  
info@cidgallup.com  
www.cidgallup.com

Xiomara Munoz  
Location: Office building  
Distance from airport: 6 miles, 15 minutes  
1/1, 1/1OR, VC, WC  
Conference 11x05 Obs. Rm. Seats 4

## Hong Kong

*(See also China)*

**Consumer Search Hong Kong Ltd.**

22/F Sunshine Plaza  
353 Lockhart Road  
Wanchai  
Hong Kong  
Ph. 852-2891-6687  
general@cshk.com  
www.cshk.com

Paul Lee  
Location: Office building  
Distance from airport: 45 minutes  
1/1  
Conference 13x10 Obs. Rm. Seats 12  
Living 16x13 Obs. Rm. Seats 15  
Multiple 29x16 Obs. Rm. Seats 6

**Synovate - Asia Pacific Headquarters**

9/F, Leighton Centre  
77 Leighton Road  
Causeway Bay  
Hong Kong  
Ph. 852-2881-5388  
hongkong@synovate.com  
www.synovate.com

Brendan Shair, Head of Qualitative  
Location: Office building  
Distance from airport: 45 minutes  
VC  
Conference 13x16 Obs. Rm. Seats 10  
Conference 13x16 Obs. Rm. Seats 14  
Living 06x13 Obs. Rm. Seats 8  
Conference 08x13 Obs. Rm. Seats 14

## Hungary

**BellResearch**

Baross utca. 133.  
1089 Budapest  
Hungary  
Ph. 36-1-477-0100  
tamas.andrasi@bellresearch.com  
www.bellresearch.com

Location: Office building  
Distance from airport: 9 miles, 30 minutes  
CL, 1/1, 1/1OR, VC  
Conference 23x18 Obs. Rm. Seats 18

**Synovate**

EMKE Building, V1. Floor  
Rakoczi ut 42  
1072 Budapest  
Hungary  
Ph. 36-1-411-3031  
hungary@synovate.com  
www.synovate.com

Agota Kovacs, Research Manager  
Location: Office building  
Distance from airport: 9 miles, 30 minutes  
CL, 1/1, 1/1OR, AU, CUL, PUL, WC  
Living 10x13 Obs. Rm. Seats 15  
Living 12x15 Obs. Rm. Seats 18

## India

**Cross-Tab Marketing Services**

468, Koramangala, 6th Block  
80 Feet Road, Opp. Koramangala Bus Depot  
Bangalore 560 095  
India  
Ph. 91-80-41785800 or 91-80-41785814  
panelrequest@cross-tab.com  
www.cross-tab.com

## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL-Computer Usability Lab
1/1 - One-on-One Room	PUL-Product Usability Lab
1/1OR - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

**Data Search (P) Limited**

187, Santoshpur Avenue  
Calcutta 700 075  
India  
Ph. 91-33-2416-4434 or 91-33-2416-6891  
operations@datasearchindia.net  
www.datasearchindia.com

Hirak Bhattacharya, Sr. Manager Field Operations  
Location: Shopping mall  
Distance from airport: 45 minutes  
CL, 1/1, 1/1OR, TK  
Conference 15x15 Obs. Rm. Seats 4  
Living 16x10 Obs. Rm. Seats 6  
Multiple 18x14 Obs. Rm. Seats 6

**Impetus Research Pvt. Ltd.**

107-A, Ground Floor, Humayunpur  
Safdarjung Enclave  
New Delhi 110029  
India  
Ph. 91-11-4608-7975  
quotes@impetus-research.com  
www.impetus-research.com  
Location: Office building  
Distance from airport: 12 miles, 25 minutes  
CL, 1/1, 1/1OR, AU, CUL, VC, WC

**RNB Research: Fieldwork Specialist for India**

1-Shivaji Enclave Main Road  
Near Raja Garden  
New Delhi 110027  
India  
Ph. 91-11-25461415 or 91-98-29217654  
info@rnbresearch.com  
www.rnbresearch.com  
Location: Office building  
Distance from airport: 10 miles, 25 minutes  
CL, AU, CUL, VC  
Conference 20x12 Obs. Rm. Seats 6

## Indonesia

**Synovate**

17th Floor, Menara Jamsostek  
Jl. Jend. Gatot Subroto No. 38  
Jakarta 12790  
Indonesia  
Ph. 62-21-252-5608  
indonesia@synovate.com  
www.synovate.com  
Robby Susatyo, Managing Director  
Location: Office building  
Distance from airport: 90 minutes  
1/1, 1/1OR  
Conference 12x10 Obs. Rm. Seats 4  
Living 13x10 Obs. Rm. Seats 10

## Iran

**IRC-International Research Consultants**

Unit 2, No. 7, Corner of Modarres S. Blvd.  
Park Way Cross Roads  
Teheran  
Iran  
Ph. 98-21-220452734  
info@irc-group.org  
www.irc-group.org  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL, 1/1, 1/1OR, TK  
Conference 05x11 Obs. Rm. Seats 12  
Conference 33x20 Obs. Rm. Seats 25

## Ireland

**The Grafton Suite**

30 Grafton Street  
Dublin 00002  
Ireland  
Ph. 353 0 1 671 6000  
kate@graftonsuite.ie  
www.graftonsuite.ie  
Kate Gibson, Managing Director  
CL, TK  
Multiple 26x26 Obs. Rm. Seats 20  
Multiple 26x26 Obs. Rm. Seats 5

**Raheny Observatory**

Howth Road, Raheny  
Dublin 00005  
Ireland  
Ph. 353-1-832-9900  
observatory@eircom.net  
www.observatory.ie  
Mick Fitzpatrick, Managing Director  
Location: Shopping mall  
Distance from airport: 6 miles, 15 minutes  
Multiple 24x18 Obs. Rm. Seats 6  
Conference 26x24 Obs. Rm. Seats 6

## Italy

**ADACTA S.p.A.**

Corso Vittorio Emanuele, 122  
80121 Naples  
Italy  
Ph. 39-081-7613232  
es@adactainternational.com  
www.adactainternational.com  
Location: Office building  
CL, 1/1, 1/1OR, TK, VC  
Conference 20x17 Obs. Rm. Seats 5  
Conference 13x13 Obs. Rm. Seats 3

**ART S.a.s.**

Via Caminadella 2  
20123 Milan  
Italy  
Ph. 39-02-72-01-09-89  
info@art.it  
www.art.it  
Ferdinando Boschi  
Location: Office building  
Distance from airport: 7 miles, 30 minutes  
1/1, 1/1OR, CUL, PUL  
Conference 13x20 Obs. Rm. Seats 10

**Inter@ctive Market Research srl**

Via Scarlatti 150  
80127 Naples  
Italy  
Ph. 39-081-22-92-473  
info@imrgroup.com  
www.imrgroup.com  
Distance from airport: 6 miles, 20 minutes  
CL, 1/1, 1/1OR, TK, TKO, WC  
Conference 14x10 Obs. Rm. Seats 8  
Conference 15x12 Obs. Rm. Seats 6

**Marketing Lab - Research Solutions**

Corso Garibaldi 72/3  
20121 Milan  
Italy  
Ph. 39-2-290-17107  
themarketinglab@mkt-lab.com  
www.mkt-lab.com  
Location: Office building  
1/1, 1/1OR  
Conference 10x16 Obs. Rm. Seats 6

**Medi-Pragma S.r.l.**

Via Nizza, 152  
00198 Rome  
Italy  
Ph. 39-06-84-55-51  
info@medipragma.com  
www.medipragma.com  
Cristina Mazzoletti  
Location: Office building  
Distance from airport: 30 miles, 60 minutes  
1/1, 1/1OR, TK, PUL, VC, WC  
Conference 13x8 Obs. Rm. Seats 5  
Conference 13x8 Obs. Rm. Seats 5  
Living 19x13  
Living 11x14 Obs. Rm. Seats 7

**Pragma S.r.l.**

Via Nizza 152-154  
00198 Rome  
Italy  
Ph. 39-06-844-881  
pragma@pragma-research.it  
www.pragma-research.it  
Leni Avataneo, Project Manager  
Location: Office building  
Distance from airport: 40 minutes  
CL, 1/1, 1/1OR, TK, AU, VC  
Conference 13x8 Obs. Rm. Seats 5  
Conference 13x8 Obs. Rm. Seats 5

**PROBE**

Piazza Enrico Bottini 2  
20133 Milan  
Italy  
Ph. 39-02-236-38-66  
probe@probesrl.it  
www.probesrl.com  
Location: Free standing facility  
Distance from airport: 3 miles, 7 minutes  
1/1, 1/1OR, TK, CUL, PUL, VC, WC  
Conference 16x11 Obs. Rm. Seats 8

**Pro-Marketing di C. Agagliati**

Via Bedollo, 245  
00124 Rome  
Italy  
Ph. 39-06-50-69-79-32  
promarketing@flashnet.it  
Caterina Sburliati Agagliati, Owner  
Location: Office building  
Distance from airport: 16 miles, 15 minutes  
1/1, 1/1OR, TK, VC  
Conference 13x16 Obs. Rm. Seats 4

## Ivory Coast

**Synovate**

Cocody 2 Plateaux, Operation Cocody Nette  
Rue J 54, Villa Duplex No. 69  
II BP 2280 Abidjan II  
Ivory Coast  
Ph. 225-22-41-1488  
cotedivorie@synovate.com  
www.synovate.com  
Location: Office building  
Distance from airport: 7 miles, 15 minutes  
CL, 1/1, 1/1OR, VC  
Multiple 30x16 Obs. Rm. Seats 10

## Japan

**G.L.A. Int'l Marketing and Research Consultancy**

Shinagawa-ku Kamiosaki 3-9-3  
Tokyo 141-0021  
Japan  
Ph. 81-50-5534-3915  
inquiry@GlobalLinkAssociates.com  
http://en.GlobalLinkAssociates.com  
Shino Fukuyama, Managing Director  
Location: Shopping mall  
Distance from airport: 40 miles, 90 minutes  
CL, 1/1, 1/1OR, TK, AU, CUL, PUL, VC, WC  
Multiple 18x15 Obs. Rm. Seats 10  
Conference 18x15 Obs. Rm. Seats 10  
Conference 18x15 Obs. Rm. Seats 10

**INTAGE Inc.**

Intage Akihabara Bldg.  
3 Kanda-Neribeicho, Chiyoda-ku  
Tokyo 101-8201  
Japan  
Ph. 81-3-5294-8304  
info@intage.co.jp  
www.intage.co.jp  
Michihiro Ota, Corp. Comm. & Global Bus. Director  
Location: Office building  
Distance from airport: 38 miles, 120 minutes  
CL, 1/1, 1/1OR, VC  
Conference 16x30 Obs. Rm. Seats 10  
Conference 16x30 Obs. Rm. Seats 10

**Ipsos JSR**

3-5-8 Nakameguro  
Meguro-ku, Tokyo 153-0061  
Japan  
Ph. 81-3-5722-2067  
access@ipsos.jp  
www.ipsos.jp  
Location: Shopping mall  
1/1, 1/1OR, VC  
Living 33x13 Obs. Rm. Seats 9  
Living 13x07 Obs. Rm. Seats 7

**Nippon Research Center, Ltd.**

2-7-1 Nihonbachi honcho, Chuo-ku  
Tokyo 103-0023  
Japan  
Ph. 81-3-6667-3400  
kumada@nrc.co.jp  
www.nrc.co.jp  
Location: Office building  
Conference 19x17 Obs. Rm. Seats 15

**Research International Japan**

Harmony Tower, 9th Floor  
32-2 Honcho 1-chome  
Nakano-ku, Tokyo 164-8721  
Japan  
Ph. 81-3-5365-6811  
info@research-int.com  
www.research-int.com  
Kazuko Ohye, Exec. Vice President  
Location: Office building  
Distance from airport: 90 minutes  
1/1, 1/1OR, TK, VC  
Conference 16x16 Obs. Rm. Seats 15  
Conference 16x16 Obs. Rm. Seats 15

**Sevenseas Marketing Research, Co., Ltd.**

Nisshin Bldg., 3F  
346-6, Yamabuki-cho  
Shinjuku, Tokyo 162-0801  
Japan  
Ph. 81-3-5229-8680  
ssmr@ss-mr.com  
www.ss-mr.com  
Yuki Niwa  
Location: Office building  
Distance from airport: 40 miles, 70 minutes  
CL, 1/1, 1/1OR, AU, CUL, PUL, VC, WC  
Conference 19x16 Obs. Rm. Seats 12

**Synovate**

Toranomon Marine Bldg.  
3-18-19 Toranomon, Minato-ku  
Tokyo 105-0001  
Japan  
Ph. 81-3-5408-3853  
japan@synovate.com  
www.synovate.com  
Rika Fujiki, Managing Director  
Location: Office building  
Distance from airport: 40 miles, 90 minutes  
1/1, 1/1OR  
Conference 22x14 Obs. Rm. Seats 14  
Conference 12x19 Obs. Rm. Seats 10

## Latvia

**FACTUM Research Studio**

Elizabetes Str. 65-16  
1050 Riga  
Latvia  
Ph. 371-7-217-554  
info@factum.lv  
www.factum.lv  
Lelde Kapina, Project Director  
Location: Office building  
Distance from airport: 6 miles, 30 minutes  
CL, 1/1, 1/1OR, CUL, WC  
Conference 21x14 Obs. Rm. Seats 6

## Malaysia

**Joshua Research Consultants Sdn Bhd**

Lot 13G Jalan Tun Sambanthan  
Sentral Exhibition Mall  
50470 Kuala Lumpur  
Malaysia  
Ph. 60-3-2272-2122  
info@joshuaresearch.com  
www.joshuaresearch.com  
Alan Tay, Executive Director  
Location: Free standing facility  
Distance from airport: 50 minutes  
1/1, 1/1OR  
Multiple 10x11 Obs. Rm. Seats 6

**Kadence Malaysia**

B-6-4, Northpoint  
Mid Valley City, No. 1, Medan Syed Putra  
Utara, Kuala Lumpur 59200  
Malaysia  
Ph. 6-03-2168-4408  
rfoo@kadence.com  
www.kadence.com  
Location: Office building  
Distance from airport: 45 minutes  
CL  
Conference 18x15 Obs. Rm. Seats 6

**Synovate**

No. 2, The Boulevard Mid Valley City  
18th Floor, Menara 1Gb/Lingkar Syed Putra  
Kuala Lumpur 59200  
Malaysia  
Ph. 60-3-2282-2244  
malaysia@synovate.com  
www.synovate.com  
Steve Murphy, Managing Director  
Location: Office building  
Distance from airport: 36 miles, 30 minutes  
VC  
Conference 16x18 Obs. Rm. Seats 10  
Living 12x18 Obs. Rm. Seats 10  
Conference 12x19 Obs. Rm. Seats 10

**ZR Associates Sdn Bhd**

10-2, Jalan 27/70A  
Desa SriHartamas  
Kuala Lumpur 50480  
Malaysia  
Ph. 60-3-2300-0581  
corporate@zrassociates.com.my  
www.zrassociates.com.my  
Zarina Rafique, Exec. Director  
Location: Office building  
Distance from airport: 80 miles, 40 minutes  
1/1, 1/1OR  
Conference 23x16 Obs. Rm. Seats 10  
Living 16x10 Obs. Rm. Seats 10

## Mexico

**EPI Marketing, S.A. de C.V.**

Fernado Alencastre 110  
Colonia Lomas de Virreyes  
Mexico City, DF 11000  
Mexico  
Ph. 52-55-8995-5191 or 646-472-5030 (U.S.)  
info@epimarketing.net  
www.epimarketing.net  
Ricardo Escobedo, President  
Location: Office building  
Distance from airport: 15 miles, 40 minutes  
CL, TK, VC  
Multiple Obs. Rm. Seats 10  
Multiple Obs. Rm. Seats 10  
Multiple Obs. Rm. Seats 10

**Mexico City Focus**

The Focus Network  
Bosque de Duranos 75 - 205  
Bosques de las Lomas  
Mexico City, DF 11700  
Mexico  
Ph. 52-5-596-4040  
info@mexicocityfocus.net  
www.thefocusnetwork.com  
Rony Jerusalem, Managing Director  
Location: Office building  
CL, TK  
Conference 17x19 Obs. Rm. Seats 15  
Conference 16x14 Obs. Rm. Seats 15  
(See advertisement on directory inside front cover)

## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge  
1/1 - One-on-One Room  
1/1OR - One-on-One Obs.  
TK - Test Kitchen  
TKO - Test Kitchen Obs.

CUL - Computer Usability Lab  
PUL - Product Usability Lab  
VC - Videoconferencing  
WC - Webconferencing  
AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

**100% Market Research**

Santa Catalina 312  
Col. Del Valle  
Mexico City, DF 03100  
Mexico  
Ph. 52-55-5275-5157 ext. 104  
aurelio@100research.com  
www.100research.com  
Aurelio Lopez Gaytan  
Location: Free standing facility  
Distance from airport: 15 miles, 45 minutes  
CL, TK, VC, WC  
Conference 19x15 Obs. Rm. Seats 12

**Pearson, S.A. de C.V.**

Homero 223-4to. Piso  
Col. Polanco  
Mexico, DF 11560  
Mexico  
Ph. 52-55-5531-5560 or 52-55-5531-5324  
pearson@pearson-research.com  
www.pearson-research.com  
Manuel Barberena, General Director  
Location: Office building  
Distance from airport: 10 miles, 15 minutes  
CL, 1/1, 1/1OR, TK, CUL, VC, WC  
Conference 16x13 Obs. Rm. Seats 10  
Conference 16x16 Obs. Rm. Seats 10  
Living 10x06 Obs. Rm. Seats 5

**Cynthia Zelinski Qualitative Research**

Paseo de los Laureles 401 casa 35  
Bosques de las Lomas  
Mexico City 05120  
Mexico  
Ph. 52-55-5407-4921  
czelinsk@avantel.net  
Cynthia Zelinski, Research Coordinator  
Location: Free standing facility  
Distance from airport: 45 minutes  
CL, 1/1, 1/1OR, TK, VC, WC  
Conference 18x13 Obs. Rm. Seats 10  
Living 17x15 Obs. Rm. Seats 10

## Morocco

**Synovate**

16 rue Asphodeles, Maaif  
Casablanca  
Morocco  
Ph. 212-2298-5712 or 212-2298-5676  
mohamed.kamal@synovate.com  
www.synovate.com  
Location: Free standing facility  
Distance from airport: 30 minutes  
1/1, 1/1OR  
Living 13x16 Obs. Rm. Seats 8  
Living 13x13 Obs. Rm. Seats 5

## The Netherlands

**FieldWorld BV**

Zwarteweg 30  
3833 AL Leusden  
Netherlands  
Ph. 31-85-2010000  
info@fieldworld.com  
www.fieldworld.com  
Bert Buitenkamp  
Location: Shopping mall  
Distance from airport: 35 miles, 45 minutes  
1/1, 1/1OR, TK  
Multiple 26x20 Obs. Rm. Seats 14  
Multiple 23x20 Obs. Rm. Seats 12

**Intomart Gfk bv**

Noordse Bosje 13/15  
1211 BD Hilversum Postbus 10004  
1201 DA Hilversum  
Netherlands  
Ph. 31-35-625-84-11  
info@intomartgfk.nl  
www.intomartgfk.nl  
Location: Office building  
Distance from airport: 30 miles, 45 minutes  
CL, 1/1, 1/1OR, TK  
Conference 26x20 Obs. Rm. Seats 6  
Conference 23x20 Obs. Rm. Seats 8

**Synovate**

Berghaus Plaza  
Koningin Wilhelminaplein 2-4  
1062 CV Amsterdam  
Netherlands  
Ph. 31-20-607-0707  
netherlands@synovate.com  
www.synovate.com  
Distance from airport: 6 miles, 15 minutes  
CL, 1/1, 1/1OR, TK, VC  
Living 16x26 Obs. Rm. Seats 12  
Living Obs. Rm. Seats 20

**Team Vier b.v.**

Veenplaats 19  
1182 JW Amstelveen  
Netherlands  
Ph. 31-20-645-53-55  
info@teamvier.nl  
www.teamvier.nl  
Location: Office building  
Distance from airport: 3 miles, 8 minutes  
CL, 1/1, 1/1OR, VC, WC  
Conference 32x10 Obs. Rm. Seats 8

**TNS NIPO**

P.O. Box 247  
Grote Bickersstraat 74  
1013 KS Amsterdam  
Netherlands  
Ph. 31-20-522-54-44  
info@tns-nipo.com  
www.tns-nipo.com  
Location: Office building  
Distance from airport: 12 miles, 20 minutes  
CL, 1/1, 1/1OR, VC  
Conference 32x20 Obs. Rm. Seats 12  
Conference 20x20 Obs. Rm. Seats 8

## Nicaragua

**CID/Gallup Nicaragua S.A.**

De los Semaforos de ENITEL Villa Fontana,  
200 metros al este, 300 metros al norte, Casa #214  
Managua  
Nicaragua  
Ph. 505-278-3132  
info@cidgallup.com  
www.cidgallup.com  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL, 1/1, 1/1OR, VC, WC  
Conference Obs. Rm. Seats 4

## Pakistan

**Aftab Associates (Pvt) Ltd.**

13-H Gulberg III  
54660 Lahore  
Pakistan  
Ph. 92-42-587-1131-6  
aftab@aftabassociates.com  
www.aftabassociates.com  
Location: Free standing facility  
Distance from airport: 5 miles, 20 minutes  
Multiple 22x17 Obs. Rm. Seats 6

## Panama

**CID/Gallup Panama, S.A.**

Area Bancaria, calle Manuel Maria Icaza, frente a Movistar  
Edificio PH Proconsa, Piso 9  
Panama City  
Panama  
Ph. 507-264-7014  
info@cidgallup.com  
www.cidgallup.com  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
1/1, 1/1OR, VC, WC  
Conference 09x05 Obs. Rm. Seats 4

## Peru

**APOYO Opinion y Mercado S.A.**

Av. Republica de Panama 6380  
Miraflores, Lima 00018  
Peru  
Ph. 51-1-610-0100  
atorres@apoyo-om.com  
www.apoyo-om.com  
Alfredo Torres  
Location: Office building  
Distance from airport: 4 miles, 40 minutes  
CL, 1/1, 1/1OR, TK, PUL  
Conference 12x09 Obs. Rm. Seats 5  
Conference 12x09 Obs. Rm. Seats 7  
Conference 19x13 Obs. Rm. Seats 14  
Conference 14x16 Obs. Rm. Seats 14  
Conference 14x12 Obs. Rm. Seats 10

## Philippines

**Saffron Hill Research Pte. Ltd.**

22 Flr. Unit D Chatham House  
V. A. Rufino cor Valero Sts.  
Salcedo Village, Makati City  
Philippines  
Ph. 632 889-8877  
Rina@saffron-hill.com  
www.saffron-hill.com  
Rina Zurbito-Igual

## Synovate

Philippine Stock Exchange Center, 17th Fl.  
Unit 1701 West Tower/Exchange Road, Ortigas Center  
Pasig City, Metro Manila 01605  
Philippines  
Ph. 63-2-638-5228  
philippines@synovate.com  
www.synovate.com  
Rina Zurbito-Igual, Associate Director  
Location: Office building  
Distance from airport: 60 minutes  
1/1, 1/10R, CUL  
Multiple Obs. Rm. Seats 8  
Conference Obs. Rm. Seats 6  
Conference Obs. Rm. Seats 6

## Poland

### Cegedim Strategic Data Poland

Al. Jerozolimskie 136  
02-305 Warsaw  
Poland  
Ph. 48-22-389-1000  
andrzej.kowalczyk@eu.dendrite.com  
www.cegedimstrategicdata.com  
Andrzej Kowalczyk  
Location: Office building  
Distance from airport: 5 miles, 30 minutes  
Conference 21x13 Obs. Rm. Seats 6

### Centrum Badania Opinii Społecznej

Public Opinion Research Centre  
4a Zurawia  
00 503 Warsaw  
Poland  
Ph. 48-22-693-47-25  
sekretariat@cbos.pl  
www.cbos.pl  
Location: Office building  
Distance from airport: 16 miles, 30 minutes  
1/1, 1/10R  
Conference 23x16 Obs. Rm. Seats 7

### F-Squared Market Research + Consulting Poland

Ul Pulawska 39  
02 508 Warsaw  
Poland  
Ph. 48-22-848-35-57  
mail@ipsos.pl  
www.ipsos.pl  
Daniel Leis  
Location: Office building  
Distance from airport: 5 miles, 20 minutes  
CL, 1/1, 1/10R, TK  
Conference 11x12 Obs. Rm. Seats 10  
Conference 20x22 Obs. Rm. Seats 22  
Multiple 10x15 Obs. Rm. Seats 8  
Multiple 10x15 Obs. Rm. Seats 8

### Ipsos

Pulawska 39  
02 508 Warsaw  
Poland  
Ph. 48-22-848-3557  
mail@ipsos.pl  
www.ipsos.pl  
Aleksandra Leis, Vice President  
Location: Office building  
Distance from airport: 5 miles, 20 minutes  
CL, 1/1, 1/10R, TK, VC, WC  
Conference 19x19  
Conference 18x15  
Conference 18x14  
Multiple 20x19  
Multiple 15x19  
Multiple 14x15

## Synovate

Atruim Tower  
Al. Jana Pawla 11 25  
00-854 Warsaw  
Poland  
Ph. 48-22-330-99-60  
poland@synovate.com  
www.synovate.com  
Patrycja Szymanska, Research Manager  
Location: Office building  
Distance from airport: 15 miles, 25 minutes  
CL, 1/1, 1/10R, TK, VC, WC  
Living 18x18 Obs. Rm. Seats 12  
Living 13x15 Obs. Rm. Seats 10  
Living 14x16 Obs. Rm. Seats 10

## Portugal

### Motivacao

Estudos Psico-Sociologicos Lda.  
Rua Pinheiro Chagas, n.69  
1 Ander  
1050-176 Lisbon  
Portugal  
Ph. 351-21-319-01-90  
info@motivacao.pt  
www.motivacao.pt  
Sonia Barbosa, Market Rsch Director & Partner  
Location: Office building  
Distance from airport: 8 miles, 25 minutes  
CL, 1/1, 1/10R, TK, CUL, PUL  
Multiple 19x16 Obs. Rm. Seats 6  
Conference 17x14 Obs. Rm. Seats 4  
Multiple 19x16 Obs. Rm. Seats 6

### Motivacao Norte

Consultoria E Estudos De Mercado, Lda.  
Rua. Joao de Deus, 6, 3 - Sala 307  
4100 Porto  
Portugal  
Ph. 351-22-600-07-80  
info@motivacao.pt  
www.motivacao.pt  
Sonia Barbosa  
Location: Office building  
Distance from airport: 20 miles, 40 minutes  
1/1, 1/10R  
Conference 20x16 Obs. Rm. Seats 6

### Synovate

Avda. 5 Outubro, 17 - 3  
1050-047 Lisboa  
Portugal  
Ph. 351-21-780-28-40  
joao.bento@synovate.com  
www.synovate.com  
Ana Sepulveda, Client Services Director  
Location: Office building  
Distance from airport: 4 miles, 12 minutes  
CL, 1/1, 1/10R, VC, WC  
Multiple 18x14 Obs. Rm. Seats 6

## Puerto Rico

### Custom Research Center, Inc.

1650 De Diego Ave.  
Urb. San Francisco, San Juan, PR 00927  
Puerto Rico  
Ph. 787-764-6877  
parimalccrc@prtc.net  
www.customresearchpr.com  
Location: Free standing facility  
Distance from airport: 5 miles, 20 minutes  
CL, 1/1, 1/10R, TK, TKO, AU, CUL, PUL, VC, WC  
Multiple 12x16 Obs. Rm. Seats 20  
Multiple 12x16 Obs. Rm. Seats 10

## Gaither International, Inc.

413 Fidalgo Diaz  
Santurce, PR 00907  
Puerto Rico  
Ph. 787-728-5757  
gaither@gaiterinternational.com  
www.gaiterinternational.com  
Gilberto Castro  
Location: Office building  
Distance from airport: 5 miles, 10 minutes  
CL, 1/1, 1/10R, TK, TKO, CUL, VC, WC  
Multiple 13x18 Obs. Rm. Seats 10  
Multiple 13x10 Obs. Rm. Seats 10

### The Marketing Center

Cavaliere 1594, URB. Caribe Rio Piedras  
San Juan, PR 00927  
Puerto Rico  
Ph. 787-751-3532  
info@tmcgroup.net  
www.tmcgroup.net  
Location: Free standing facility  
Distance from airport: 5 miles, 15 minutes  
1/1, TK  
Conference 13x12 Obs. Rm. Seats 8

### SKA Division of Mediafax, Inc.

1606 Ponce de Leon Ave., Suite 600  
San Juan, PR 00909  
Puerto Rico  
Ph. 787-721-1101  
sklapper@ska-pr.com  
www.ska-pr.com  
Stanford Klapper, President/COO  
Location: Office building  
Distance from airport: 5 miles, 10 minutes  
CL, 1/1, 1/10R, TK  
Conference 17x18 Obs. Rm. Seats 12  
Conference 15x10 Obs. Rm. Seats 5

## Romania

### MERCURY Research

95, Siret Street, 1st Floor, Sector 1  
Bucharest 12152  
Romania  
Ph. 40-21-224-6600  
contact@mercury.ro  
www.mercury.ro  
Location: Office building  
Distance from airport: 10 miles, 30 minutes  
CL, WC  
Conference 19x15 Obs. Rm. Seats 9

### Synovate

Agrovet Building  
20 Sirlui Str.  
Bucharest 00001  
Romania  
Ph. 40-21-208-0101  
romania@synovate.com  
www.synovate.com  
Location: Office building  
Distance from airport: 8 miles, 20 minutes  
1/1, 1/10R, AU  
Living 21x18 Obs. Rm. Seats 12  
Conference 15x10 Obs. Rm. Seats 4

## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/1OR - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

Conference - Conference-Style Room  
 Living - Living Room-Style Room  
 Multiple - Both Styles  
 Room dimensions, when stated, are shown in feet.

## Russia

**Analytics - Russia**

2/4 Luzhnetskaya Naberezhnaya  
 Bld 12  
 Moscow 119270  
 Russia  
 Ph. 7-495-223-0040  
 analytics@edunet.ru  
 www.analytics.ru  
 Sergei Sibirtsev, General Director  
 Location: Office building  
 Distance from airport: 20 miles, 60 minutes  
 Conference 18x18 Obs. Rm. Seats 10

**IPSOS Russia**

5 Gamsonovski lane, bldg. 1  
 115191 Moscow  
 Russia  
 Ph. 7-495-981-56-46  
 info@ipsos.ru  
 www.ipsos.ru  
 Location: Office building  
 Distance from airport: 15 miles, 30 minutes  
 1/1, 1/1OR, TK  
 Conference 18x12 Obs. Rm. Seats 10  
 Conference 20x15 Obs. Rm. Seats 8

**Validata**

1 Maly Tolmachevsky per  
 119017 Moscow  
 Russia  
 Ph. 7-495-721-28-98  
 office@validata.ru  
 www.validata.ru  
 Marsha Volkenstein, President  
 Location: Office building  
 1/1, 1/1OR, TK, TKO  
 Conference 21x11 Obs. Rm. Seats 10  
 Conference 21x11 Obs. Rm. Seats 10  
 Living 13x9 Obs. Rm. Seats 10

**WorkLine Focus Center**

St. Petersburg  
 93 Obvodny Canal  
 Office 46  
 St. Petersburg 192007  
 Russia  
 Ph. 7 812 702 3302  
 info@focus-center.ru  
 Tatiana Agaian, Commercial Director  
 Location: Office building  
 Distance from airport: 12 miles, 30 minutes  
 CL, VC

**WorkLine Research**

B. Zlatoustinsky per., 1  
 102 Moscow 101000  
 Russia  
 Ph. 7 812 702 3302 or 7 495 221 0401  
 mashkina@workline.ru  
 Natalia Georgieva, General Director  
 Location: Office building  
 Distance from airport: 19 miles, 90 minutes  
 CL, VC  
 Multiple Obs. Rm. Seats 8

## Saudi Arabia

**Synovate**

Jahliah Street, Al Hejaz Center  
 1st Floor, Office 3 & 4, P.O. Box 5978  
 Jeddah 21432  
 Saudi Arabia  
 Ph. 966-2-665-0561  
 saudiarabia@synovate.com  
 www.synovate.com  
 CL  
 Multiple 13x22 Obs. Rm. Seats 5

## Singapore

**Asia Insight Research Consultants Pte. Ltd.**

150 Beach Road, #33-05  
 Gateway West  
 Singapore 189720  
 Singapore  
 Ph. 65-6735-3788  
 contact\_us@asiainsight.com  
 www.asiainsight.com  
 Location: Office building  
 Distance from airport: 15 minutes  
 CL, 1/1, 1/1OR, VC, WC  
 Conference 28x20 Obs. Rm. Seats 11  
 Living 22x15 Obs. Rm. Seats 10  
 Conference 16x10

**Joshua Research Consultants Pte Ltd**

50 Market St., #10-02  
 Golden Shoe Car Park  
 Singapore 48940  
 Singapore  
 Ph. 65-6227-2728  
 info@joshuaresearch.com  
 www.joshuaresearch.com  
 Alan Tay, Director, Business Development  
 Location: Office building  
 Distance from airport: 15 minutes  
 1/1, 1/1OR, CUL  
 Living 25x15 Obs. Rm. Seats 8  
 Living 10x11 Obs. Rm. Seats 4  
 Multiple 10x11 Obs. Rm. Seats 4

**Saffron Hill Research Pte. Ltd.**

89B Amoy Street  
 Singapore 69908  
 Singapore  
 Ph. 65-6423-4501  
 Raymond@saffron-hill.com  
 www.saffron-hill.com  
 Raymond Ng  
 Location: Free standing facility  
 Distance from airport: 20 minutes  
 CL, 1/1, 1/1OR, TK  
 Living Obs. Rm. Seats 20  
 Living Obs. Rm. Seats 15

**Synovate**

Jackson Square, 11 Lorong Tao Playoh  
 Block B, #03-26/27/28  
 Singapore 189650  
 Singapore  
 Ph. 65-6333-1511  
 singapore@synovate.com  
 www.synovate.com  
 Miranda Cheung, Managing Director  
 Location: Office building  
 Distance from airport: 30 miles, 30 minutes  
 1/1, 1/1OR, VC  
 Conference 22x12 Obs. Rm. Seats 10  
 Multiple 14x13 Obs. Rm. Seats 8  
 Multiple 16x19 Obs. Rm. Seats 10  
 Conference 14x08 Obs. Rm. Seats 4

## Slovenia

**GfK Slovenija d.o.o.**

Veroskova 55a  
 SI 1000 Ljubljana  
 Slovenia  
 Ph. 386-1-472-0300  
 info.gfk.si@gfk.si  
 www.gfk.si  
 Lejla Poturovic  
 Location: Office building  
 Distance from airport: 16 miles, 30 minutes  
 Multiple 15x20 Obs. Rm. Seats 10  
 Multiple 15x23 Obs. Rm. Seats 16

## South Africa

**Decision Surveys International (Pty.), Ltd.**

P.O. Box 11260  
 Johannesburg 00020  
 South Africa  
 Ph. 27-11-447-1017  
 dsijhb@dsiza.com  
 Location: Office building  
 Distance from airport: 18 miles, 30 minutes  
 CL  
 Conference 33x23 Obs. Rm. Seats 12  
 Conference 30x20 Obs. Rm. Seats 6  
 Conference 26x20 Obs. Rm. Seats 5  
 Conference 26x20 Obs. Rm. Seats 5

**Research International South Africa (Pty.), Ltd.**

24 Georgian Crescent  
 Bryanston 02021  
 South Africa  
 Ph. 27-11-244-4000  
 pbass@research-int.com  
 www.research-int.com  
 Phillippa Bass  
 Location: Office building  
 Distance from airport: 30 minutes  
 CL, VC  
 Conference 20x16 Obs. Rm. Seats 6  
 Conference 26x16 Obs. Rm. Seats 8  
 Conference 23x16 Obs. Rm. Seats 6  
 Conference 20x16 Obs. Rm. Seats 6  
 Conference 20x16 Obs. Rm. Seats 6  
 Living 16x16 Obs. Rm. Seats 6

## South Korea

**Gallup Korea**

208, Sajik-dong  
 Jongno-gu  
 Seoul, 110-054  
 South Korea  
 Ph. 82-2-3702-2550  
 ikkang@gallup.co.kr  
 www.gallup.co.kr  
 I.K. Kang  
 Location: Office building  
 Distance from airport: 30 miles, 60 minutes  
 VC  
 Conference 30x20 Obs. Rm. Seats 13  
 Conference 20x14 Obs. Rm. Seats 10



## TNS Korea

5th Floor, Ahnwon Building 14-15  
Yoido-dong, Youngdeungpo-ku  
Seoul 150-010  
South Korea  
Ph. 82-2-3779-4300  
office.kr@tns-global.com  
www.tns-global.co.kr  
Location: Office building  
Distance from airport: 33 miles, 45 minutes  
CL, 1/1, 1/10R  
Conference 15x18 Obs. Rm. Seats 10  
Conference 16x15 Obs. Rm. Seats 8  
Conference 18x18 Obs. Rm. Seats 20

## Spain

### A Window

Corcega 366 Principal 1  
08037 Barcelona  
Spain  
Ph. 34-93-459-31-03  
services@awindow.info  
www.awindow.info  
Zofia Pietrzykowska  
Location: Office building  
Distance from airport: 11 miles, 20 minutes  
CL, 1/1, 1/10R  
Multiple 21x12 Obs. Rm. Seats 9  
Living 13x10

### Castello Veintitres

Calle Cstello 23  
Entrepelanta  
Spain  
Ph. 34 91 435 99 85  
international@salascastello23.com  
www.salascastello23.com  
Inma Rodriguez, Project Manager  
Location: Office building  
Distance from airport: 8 miles  
TK, CUL

### Demoscopia S.A.

Edificio Sollube Plaza de Carlos Trias Bertran  
N 7. 4a Planta  
28020 Madrid  
Spain  
Ph. 34-91-596-96-00  
j.i.wert@demoscopia.com  
www.demoscopia.com  
Location: Office building  
Distance from airport: 3 miles, 10 minutes  
CL, 1/1, 1/10R, TK, TKO, VC, WC  
Conference 18x13 Obs. Rm. Seats 10  
Conference 20x12 Obs. Rm. Seats 10

### Estudio Silvia Roca Barcelona

C/Valencia 230 2-2  
8007 Barcelona  
Spain  
Ph. 34-93-451-53-10  
esr@estudiosilviaroca.es  
www.estudiosilviaroca.es  
Ivan Bautista, International Director  
Location: Office building  
Distance from airport: 10 miles, 15 minutes  
CL, 1/1, 1/10R, TK, PUL, VC, WC  
Multiple 24x16 Obs. Rm. Seats 10  
Multiple 24x12 Obs. Rm. Seats 5  
Multiple 25x16 Obs. Rm. Seats 8

## Estudio Silvia Roca Madrid

GOYA, 83 6 DCHA  
Madrid 28001  
Spain  
Ph. 34-934-515-310  
esr@estudiosilviaroca.es  
www.estudiosilviaroca.com  
Ivan Bautista, International Director  
Location: Office building  
Distance from airport: 8 miles, 15 minutes  
CL, 1/1, 1/10R, TK, PUL, VC, WC  
Multiple 30x18 Obs. Rm. Seats 15  
Multiple 24x15 Obs. Rm. Seats 6  
Multiple 24x15 Obs. Rm. Seats 7  
Conference 24x15

### Fieldwork, S.L.

Pelayo, 44-4a  
08001 Barcelona  
Spain  
Ph. 34-93-412-09-42  
info@fieldwork.es  
www.fieldwork.es  
Location: Office building  
Living 12x14 Obs. Rm. Seats 8  
Conference 16x20 Obs. Rm. Seats 8

### Nueva Investigacion

Raimundo Fernandez Villaverde, 57, 2D  
28003 Madrid  
Spain  
Ph. 34-91-353-14-90  
nueva@nuevainvestigacion.com  
www.nuevainvestigacion.com  
Location: Office building  
Distance from airport: 15 minutes  
CL, 1/1, 1/10R, TK, VC, WC  
Living 06x06 Obs. Rm. Seats 12  
Living 05x04 Obs. Rm. Seats 8  
Living 02x02 Obs. Rm. Seats 2  
Living 02x02 Obs. Rm. Seats 2

### Rosenthal Research

Marques de Campo Sagrado No. 24, 1, 1a  
Barcelona 08015  
Spain  
Ph. 34 93 506 6006  
jan-flechs@rosenthal-research.com  
www.rosenthal-research.com  
Jan Flechsig

### Synovate

Calle Cartagena 70  
28028 Madrid  
Spain  
Ph. 34-91-837-93-00  
enrique.domingo@synovate.com  
www.synovate.com  
Susanne Bell, International Director  
Location: Office building  
Distance from airport: 6 miles, 12 minutes  
CL, 1/1, TK, TKO, VC  
Multiple 21x15 Obs. Rm. Seats 15  
Multiple 21x15 Obs. Rm. Seats 9  
Multiple 20x15 Obs. Rm. Seats 15  
Multiple 26x16

## Sweden

### GfK Sverige AB

Sankt Eriksgatan 44  
112 34 Stockholm  
Sweden  
Ph. 46-8-791-31-25  
info@gfksverige.com  
www.gfksverige.com  
Cecilia Platzack  
Location: Shopping mall  
Distance from airport: 65 miles, 30 minutes  
CL, 1/1, 1/10R, CUL, PUL, VC, WC  
Conference 33x20 Obs. Rm. Seats 8  
Living 25x16 Obs. Rm. Seats 6

## Switzerland

### GfM Research/Institute of Swiss Marketing

Obermattweg 9  
6052 Hergiswil  
Switzerland  
Ph. 41-41-632-91-11  
info@ihagfm.ch  
www.ihagfm.ch  
Location: Office building  
Distance from airport: 60 miles, 60 minutes  
1/1, 1/10R, TK, VC  
Conference 20x10 Obs. Rm. Seats 10  
Conference 10x07  
Living 26x16 Obs. Rm. Seats 10  
Living 23x16 Obs. Rm. Seats 10

## Taiwan

### Opinion Research Taiwan

Minsheng East Road, Section 2, #149, 11F  
Taipei  
Taiwan  
Ph. 886-2-2509-6438  
kevinmeyer@ort.com.tw  
www.opinionresearchtaiwan.com  
Kevin Meyer  
Location: Office building  
Distance from airport: 2 miles, 15 minutes  
CL, 1/1, 1/10R, WC  
Conference 25x15 Obs. Rm. Seats 15  
Living 15x15 Obs. Rm. Seats 15

### Synovate

12th Floor, 35/37, Min Sheng East Road, Sec. 3  
Chungshan, Ch. 104  
Taipei  
Taiwan  
Ph. 88-6-22-719-9056  
taiwan@synovate.com  
www.synovate.com  
Jenny Chang, Director  
Location: Office building  
Distance from airport: 30 miles, 50 minutes  
1/1  
Conference 15x10 Obs. Rm. Seats 8  
Conference 18x09 Obs. Rm. Seats 12  
Conference 13x10 Obs. Rm. Seats 6  
Conference 12x11 Obs. Rm. Seats 6

### Viewpoint Research

2/F No. 71 Sung Chiang Rd.  
Taipei  
Taiwan  
Ph. 886-22-500-7111  
stephaniellen@vow.com.tw  
www.vow.com.tw  
Location: Office building  
Distance from airport: 50 miles, 40 minutes  
1/1, 1/10R, VC  
Conference 30x15 Obs. Rm. Seats 15

## Thailand

### Synovate

10/F Sethiwan Tower. 139 Pan Road  
Silom, Bangkok  
Bangkok 10500  
Thailand  
Ph. 66-2-237-9262  
thailand@synovate.com  
www.synovate.com  
Steve Britton, Managing Director  
Location: Office building  
Distance from airport: 90 minutes  
Multiple  
Living

## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/1OR - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

Conference - Conference-Style Room  
 Living - Living Room-Style Room  
 Multiple - Both Styles  
 Room dimensions, when stated, are shown in feet.

## Ukraine

**Synovate**

8-A Ryzka St., 2nd Fl.  
 04112, Kyiv  
 Ukraine  
 Ph. 380-44-581-3230  
 ukraine@synovate.com  
 www.synovate.com  
 Location: Office building  
 Distance from airport: 35 miles  
 CL, TK  
 Conference Obs. Rm. Seats 4

## United Arab Emirates

**Synovate**

Satha Tower  
 16th Fl., Office 5-6-7  
 Dubai Media City  
 United Arab Emirates  
 Ph. 971-4-367-8244  
 uae@synovate.com  
 www.synovate.com  
 Evan Drosopoulos, General Manager  
 Location: Office building  
 Distance from airport: 10 miles, 20 minutes  
 Conference 16x12 Obs. Rm. Seats 10

## United Kingdom

**A One Opinions**

Opinions House, 111 Headstone Road  
 Harrow, Middlesex HA1 1PG  
 United Kingdom  
 Ph. 44-20-8861-3141  
 www.a1opinions.com  
 Michele Martin, Director  
 Location: Free standing facility  
 Distance from airport: 15 miles, 30 minutes  
 CL, 1/1, 1/1OR  
 Conference 14x13 Obs. Rm. Seats 10  
 Conference 13x13 Obs. Rm. Seats 10

**all global viewing**

Victoria House  
 64 Paul St.  
 London EC2A 4NG  
 United Kingdom  
 Ph. 44-20-7920-7780  
 info@allglobalviewing.com  
 www.allglobalviewing.com  
 Kate Grady, Viewing Facility Manager  
 Location: Free standing facility  
 Distance from airport: 20 miles, 45 minutes  
 CL, 1/1, VC, WC  
 Multiple 19x13 Obs. Rm. Seats 15  
 Multiple 20x17 Obs. Rm. Seats 20  
 Multiple 22x14 Obs. Rm. Seats 15

**All in One View**

Kinetic Business Centre, Theobald Street  
 Elstree & Borhamwood  
 Herts (North London) WD6 4PL  
 United Kingdom  
 Ph. 44 020 8387 1553  
 info@allinoneview.com  
 www.allinoneview.com  
 CL, TK  
 Multiple 24x32 Obs. Rm. Seats 5

**Armadillo Studio**

STRC House, 87 Wembley Hill Road  
 Wembley HA9 8BU  
 United Kingdom  
 Ph. 44 020 8782 1715 or 44 020 8782 1701  
 info@armadillo-studio.co.uk  
 www.armadillo-studio.co.uk  
 Vernon Johnson, Studio Manager  
 CL, TK  
 Multiple 19x15 Obs. Rm. Seats 10  
 Multiple 18x08 Obs. Rm. Seats 10

**Aspect in the City**

3 Canal Street, The Village  
 Manchester M1 3HE  
 United Kingdom  
 Ph. 44 0 161 242 7858  
 info@aspectviewingfacilities.com  
 www.aspectviewingfacilities.com  
 Lynne Browne, Facilities Director  
 CL, TK  
 Multiple 18x18 Obs. Rm. Seats 15  
 Multiple 18x15 Obs. Rm. Seats 15  
 Multiple 14x13 Obs. Rm. Seats 10

**Aspect Studio**

14, Woodland Drive  
 Watford, Hertfordshire WD17 3BX  
 United Kingdom  
 Ph. 44-192-321-3989  
 info@aspectstudio.co.uk  
 www.aspectstudio.co.uk  
 Janet King, Studio Director  
 Location: Free standing facility  
 Distance from airport: 15 miles, 30 minutes  
 TK  
 Living 12x14 Obs. Rm. Seats 12

**Aspect Viewing Facilities**

Bank House, 147 Buxton Road  
 Stockport, Manchester SK2 6EQ  
 United Kingdom  
 Ph. 44 0 161 482 2500  
 bookings@aspectviewingfacilities.com  
 www.aspectviewingfacilities.com  
 Deborah Morgan, Facilities Director  
 CL, TK  
 Multiple 19 x 15 Obs. Rm. Seats 15  
 Living 21 x 16 Obs. Rm. Seats 15  
 Multiple 18 x 16 Obs. Rm. Seats 15

**Attitudes**

7 East Park  
 Crawley, West Sussex RH10 6AN  
 United Kingdom  
 Ph. 44 0 1293 601900  
 info@attitudesviewing.co.uk  
 http://attitudesviewing.co.uk  
 Studio Manager  
 Distance from airport: 10 minutes  
 CL, TK  
 Multiple 12x15 Obs. Rm. Seats 10  
 Multiple 12x14 Obs. Rm. Seats 10

**Bristol Focus**

165 Luckwell Road  
 Ashton  
 Bristol BS3 5HB  
 United Kingdom  
 Ph. 44 0 117 963 9918  
 info@bristolfocus.co.uk  
 www.bristolfocus.co.uk  
 Sarah Edwards, Studio Manager  
 CL, TK  
 Multiple 14x11 Obs. Rm. Seats 10

**Bunnyfoot Studios**

14-16 Jackson's Entry  
 The Tun, Holyrood  
 Edinburgh EH8 8PJ  
 United Kingdom  
 Ph. 44 0 131 557 5902  
 studios@bunnyfootstudios.com  
 www.bunnyfootstudios.com  
 Elle Brennan, Studio Manager  
 Location: Office building  
 Distance from airport: 15 miles, 45 minutes  
 CL, 1/1, 1/1OR, TK  
 Multiple 17x10 Obs. Rm. Seats 10

**City Focus Research & Training**

Pountney Hill House  
 6 Laurence Pountney Hill  
 London EC4R 0BL  
 United Kingdom  
 Ph. 44-20-7283-3355  
 info@cityfocusresearch.com  
 www.cityfocusresearch.com  
 David Wallis, Dir. Client Services  
 Location: Office building  
 Distance from airport: 17 miles, 75 minutes  
 1/1, 1/1OR, VC, WC  
 Multiple 25x18 Obs. Rm. Seats 18  
 Multiple 20x16 Obs. Rm. Seats 12  
 Multiple 15x15 Obs. Rm. Seats 6

**The Conservatory**

42, Calthorpe Road  
 Edgbaston, Birmingham B15 1TS  
 United Kingdom  
 Ph. 44-121-456-1188  
 info@theconservatorystudio.com  
 www.theconservatorystudio.com  
 Amanda Fairfax, Jo-Anne Smith  
 Location: Free standing facility  
 Distance from airport: 8 miles, 25 minutes  
 CL, 1/1, 1/1OR, WC  
 Multiple 18x14 Obs. Rm. Seats 12  
 Multiple 17x16 Obs. Rm. Seats 8  
 Conference 16x10 Obs. Rm. Seats 8

**Covent Garden Connection**

2nd Floor, 20 York Buildings  
 London WC2N 6JU  
 United Kingdom  
 Ph. 44 20 7839 9700  
 info@cgc.uk.com  
 www.cgc.uk.com  
 Karen Clarke or Martin Iddiols, Studio Managers  
 Distance from airport: 20 miles, 75 minutes  
 Multiple 19x16 Obs. Rm. Seats 10  
 Multiple 16x15 Obs. Rm. Seats 10

**Croydon Focus**

8-10 Crown Hill, Church Street  
 Croydon, Surrey CR0 1RZ  
 United Kingdom  
 Ph. 44-20-668-6168  
 roscores@roscores.co.uk  
 www.croydonfocus.co.uk  
 Location: Office building  
 Distance from airport: 20 miles, 25 minutes  
 CL, 1/1, 1/1OR, TK  
 Conference 34x13 Obs. Rm. Seats 12  
 Conference 12x10 Obs. Rm. Seats 12  
 Conference 16x13 Obs. Rm. Seats 9

**C:thru Viewing Facilities**

56 Lansdowne Place, Hove  
 Brighton, East Sussex BN3 1 FG  
 United Kingdom  
 Ph. 44 0800 032 4083  
 julie@cthru-viewingfacilities.co.uk  
 www.cthru-viewingfacilities.co.uk  
 Julie Thompson, Facilities Manager  
 CL  
 Multiple 19x15 Obs. Rm. Seats 10

### Esprit Studios Ltd

6 Marylebone Passage  
London W1W 8EX  
United Kingdom  
Ph. 44-20-7255-6342  
peter@espritcommunications.com  
Paul Mayer, Studio Manager  
Location: Office building  
Distance from airport: 12 miles, 20 minutes  
1/1, TK, VC, WC  
Multiple 25x18 Obs. Rm. Seats 8



### Focus Pointe Global - London

11 Weymouth St.  
London W1W 6DD  
United Kingdom  
Ph. 44-20-7908-6600  
london@focuspointeglobal.com  
www.focuspointeglobal.com  
Mohib Ali, Facility Manager  
Location: Free standing facility  
Distance from airport: 14 miles, 30 minutes  
1/1, 1/1OR, TK, AU, VC, WC  
Multiple 14x18 Obs. Rm. Seats 8  
Multiple 14x19 Obs. Rm. Seats 12  
Multiple 19x19 Obs. Rm. Seats 12  
Multiple 14x19 Obs. Rm. Seats 12

The focus group facility and recruiting leader. Expert recruiting for medical, business and consumer research. Our London facility features four spacious focus group studios with floor-to-ceiling viewing, a test kitchen and the finest in décor and technology including FocusVision videoconferencing. Conveniently located in the heart of London. Worldwide fielding: field your projects worldwide through our network of affiliates in 70+ countries.  
(See advertisement on p. D5)

### The Front Room - Central London

359 City Road  
London EC1V 1LR  
United Kingdom  
Ph. 44-20-7837-7700  
islington@thefrontroom.uk.com  
www.thefrontroom.uk.com  
Location: Office building  
CL  
Conference 16x12 Obs. Rm. Seats 20

### The Front Room - Leeds City Centre

6 Butts Court  
Off the Headrow  
Leeds LS1 5JS  
United Kingdom  
Ph. 44-113-243-7944  
leeds@thefrontroom.uk.com  
www.thefrontroom.uk.com  
Location: Office building  
CL  
Conference 15x15 Obs. Rm. Seats 20

### The Front Room - North London

Durkan House, 155 East Barnet Road  
New Barnet  
Hertfordshire EN4 8QZ  
United Kingdom  
Ph. 44-20-8449-6404  
info@thefrontroom.uk.com  
www.thefrontroom.uk.com  
Location: Office building  
CL  
Multiple 22x22 Obs. Rm. Seats 20

### Group Discussions and Viewing Facilities

Bob Ginger Partnership  
19-21 Acton High Street  
London W3 6NG  
United Kingdom  
Ph. 44-20-8993-6772  
info@bobginger.co.uk  
www.bobginger.co.uk  
Location: Free standing facility  
Distance from airport: 6 miles, 20 minutes  
CL, 1/1, 1/1OR, TK, TKO, VC  
Multiple 17x14 Obs. Rm. Seats 10

### Home Sweet Home

41-42 Eastcastle Street  
2nd Floor  
Oxford Circus, London W1W 8DU  
United Kingdom  
Ph. 44 020 74368033  
info@homesweethome.org.uk  
www.homesweethome.org.uk  
Brigitte Lokin, Studio Manager  
Multiple 23 x 18 Obs. Rm. Seats 15  
Living 15 x 13 Obs. Rm. Seats 5

### The Ideas Lab

Brookfield Court, Selby Road, Garforth  
Leeds, Yorkshire LS25 1NB  
United Kingdom  
Ph. 44 0 1132870123  
louise.pierre@propoganda.co.uk  
www.the-ideas-lab.co.uk  
Louise Pierre, Ideas Lab Manager  
Multiple Obs. Rm. Seats 20

### Invision Studios

88 North Street  
Leeds, West Yorkshire LS2 7PN  
United Kingdom  
Ph. 44 0 113 242 1003  
info@invision-studios.co.uk  
www.invision-studios.co.uk  
Robert Alexander, Studio Manager  
Multiple 19 x 16 Obs. Rm. Seats 15  
Multiple 12 x 13 Obs. Rm. Seats 10

### i-spy

Initiative, 84 Ecclestone Square  
London SW1V 1PX  
United Kingdom  
Ph. 44-020-7663-7293  
leigh.taylor@uk.initiative.com  
Leigh Taylor  
Living 19 x 13 Obs. Rm. Seats 10

### Leeds Roundhay Research Centre

Roche House  
452 Street Lane, Moortown  
Leeds LS17 6RB  
United Kingdom  
Ph. 44-113-266-5440  
roundhay.research@btconnect.com  
www.roundhay-research.com  
Location: Free standing facility  
Distance from airport: 5 miles, 20 minutes  
CL, 1/1, 1/1OR, TK, VC, WC  
Multiple 18x14 Obs. Rm. Seats 9  
Multiple 16x13 Obs. Rm. Seats 10

### Leo House Partnership Ltd.

Leo House  
Portsmouth Road, Thames Ditton  
Surrey KT7 0XF  
United Kingdom  
Ph. 44-20-8398-9898  
info@leohouse.co.uk  
www.leohouse.co.uk  
Anne Kingswell Lovelock, Director  
Location: Free standing facility  
Distance from airport: 8 miles, 30 minutes  
1/1, 1/1OR, TK, WC  
Living 13x15 Obs. Rm. Seats 10  
Multiple 13x13 Obs. Rm. Seats 10  
Conference 11x11



### London Focus

The Focus Network  
Colet Court  
100 Hammersmith Rd.  
London W6 7JP  
United Kingdom  
Ph. 44-20-8563-7117  
info@londonfocus.net  
www.thefocusnetwork.com  
June Cooper, Managing Partner  
Location: Office building  
Distance from airport: 12 miles, 15 minutes  
CL, 1/1, 1/1OR, VC, WC  
Multiple 18x14 Obs. Rm. Seats 20  
Multiple 18x14 Obs. Rm. Seats 20  
Multiple 20x14 Obs. Rm. Seats 20  
Multiple 18x14 Obs. Rm. Seats 20  
Conference 10x08 Obs. Rm. Seats 6

Wherever your research takes you, we'll make you feel right at home. London Focus has earned a reputation as London's premier viewing facility since it opened in 1994. We are conveniently located in Hammersmith, an area both commercial and residential, within easy access of Heathrow and historic central London. Our job - our professional commitment - is to take excellent care of all the details so you can concentrate on what you're here to accomplish. Call us and we'll personally show you how comfortable and rewarding your next research project can be when you come to London Focus.  
(See advertisement on directory inside front cover)

### The Look Inn

Cippenham Lodge, Cippenham Lane  
Cippenham  
Slough, Berkshire SL1 5AN  
United Kingdom  
Ph. 44-1753-694100  
info@thelookinn.co.uk  
www.thelookinn.co.uk  
Carol Thompson, General Manager  
Location: Free standing facility  
Distance from airport: 12 miles, 20 minutes  
CL, 1/1, 1/1OR, CUL, PUL, VC, WC  
Multiple 18x18 Obs. Rm. Seats 10  
Multiple 18x19 Obs. Rm. Seats 10  
Multiple 18x13 Obs. Rm. Seats 10

### Lookout Viewing Facility

Top Floor, 205 Chalk Farm Road  
London NW1 8AF  
United Kingdom  
Ph. 44-20-7284-4296  
lookout@outlookres.co.uk  
www.lookoutviewing.co.uk  
Location: Free standing facility  
Distance from airport: 20 miles, 60 minutes  
1/1, 1/1OR, CUL  
Living 16x14 Obs. Rm. Seats 8  
Conference 16x12 Obs. Rm. Seats 10  
Conference 16x12 Obs. Rm. Seats 10

### Marketlink Research

37 Warple Way  
London W3 0RX  
United Kingdom  
Ph. 44-20-8740-5550  
info@marketlinkresearch.co.uk  
www.londononline.co.uk.profiles/106090  
Location: Office building  
Distance from airport: 12 miles, 30 minutes  
CL, 1/1, 1/1OR  
Conference 10x15 Obs. Rm. Seats 8  
Conference 11x07 Obs. Rm. Seats 3

## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL-Computer Usability Lab
1/1 - One-on-One Room	PUL-Product Usability Lab
1/1OR - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

Conference - Conference-Style Room  
 Living - Living Room-Style Room  
 Multiple - Both Styles  
 Room dimensions, when stated, are shown in feet.

**The Observatory Studios**

45/46 Poland St.  
 London W1F 7NA  
 United Kingdom  
 Ph. 44 020 7437 2823  
 michelle@theobservatorystudios.com  
 www.theobservatorystudios.com  
 Michelle Sivyver, Marketing Manager  
 Multiple 16x16 Obs. Rm. Seats 10  
 Multiple 16x16 Obs. Rm. Seats 10

**Scott Porter Research & Marketing**

31 Bernard Street  
 Leith, Edinburgh EH6 6SH  
 United Kingdom  
 Ph. 44 0 131 553 1927  
 info@scottporter.co.uk  
 www.scottporter.co.uk  
 Multiple na Obs. Rm. Seats 10

**Profile In View**

5 St. Andrew's Court, Wellington Street  
 Thame, Oxfordshire OX9 3WT  
 United Kingdom  
 Ph. 44-184-421-5672  
 mail@profilegroup.com  
 www.profileinview.com  
 Michelle Blackwell-Baker  
 Location: Office building  
 Distance from airport: 36 miles, 45 minutes  
 Conference 18x18 Obs. Rm. Seats 10  
 Conference 13x08 Obs. Rm. Seats 8

**The Qualitative Lab - London**

Brook House, 35a South Park Road  
 Wimbledon, London SW19 8RR  
 United Kingdom  
 Ph. 44 020 8254 4444  
 info@plus4.co.uk  
 www.thequalitativelab.co.uk  
 Jane Allan, Facility Supervisor  
 Location: Free standing facility  
 Distance from airport: 60 minutes  
 1/1, 1/1OR, WC  
 Multiple 18x12 Obs. Rm. Seats 8  
 Living 12x06 Obs. Rm. Seats 3

**The Qualitative Lab (Manchester)**

21 Mellor Road, Cheadle Hulme  
 Greater Manchester SK8 5AT  
 United Kingdom  
 Ph. 44 020 8254 4444  
 info@plus4.co.uk  
 www.thequalitativelab.co.uk  
 Jane Allen, Facility Supervisor  
 Location: Free standing facility  
 Distance from airport: 10 minutes  
 1/1, 1/1OR  
 Multiple 15x12 Obs. Rm. Seats 8

**The Research House**

A Schlesinger Associates Company  
 124 Wigmore Street  
 London W1U 3RY  
 United Kingdom  
 Ph. 44-20-7935-4979  
 bids@research-house.co.uk  
 www.research-house.co.uk  
 Michael Tees, Facility Director  
 Location: Free standing facility  
 Distance from airport: 15 miles, 40 minutes  
 1/1, 1/1OR, CUL, PUL, VC, WC  
 Conference 25x20 Obs. Rm. Seats 14  
 Multiple 25x20 Obs. Rm. Seats 14  
 Multiple 15x20 Obs. Rm. Seats 20  
 Multiple 15x15 Obs. Rm. Seats 14  
 Living 15x25 Obs. Rm. Seats 10  
 Living 15x25 Obs. Rm. Seats 0

Ideally situated in Central London, our high-specification facilities and unrivalled client service have led us to be repeatedly rated among the best viewing facilities in the world. As a Schlesinger Associates company, we provide recruitment and full project management to the U.K., Europe and the rest of the world. Qualitative Services: focus groups; in-depth interviews; virtual focus groups; tele-depth interviews; ethnographic research; Web site usability; eye tracking; convention research studies. Market sectors: medical; consumer; business-to-business; IT.  
 (See advertisement on p. D121)

**The Research House, Wimbledon**

A Schlesinger Associates Company  
 Ridgway Mews, 18-20 Ridgway  
 Wimbledon Village  
 London SW19 4QN  
 United Kingdom  
 Ph. 44-20-8971-1250  
 bids@research-housesw.co.uk  
 www.research-housesw.co.uk  
 Michael Tees, Facility Director  
 Location: Free standing facility  
 Distance from airport: 16 miles, 35 minutes  
 1/1, 1/1OR, TK, VC, WC  
 Living 22x22 Obs. Rm. Seats 9  
 Living 18x18 Obs. Rm. Seats 9  
 Multiple 18x18 Obs. Rm. Seats 12

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 (See advertisement on p. D121)

**RONIN Focus**

Prince Consort House  
 27-29 Albert Embankment  
 London SE1 7TJ  
 United Kingdom  
 Ph. 44-20-7091-1400  
 info@ronin.com  
 www.ronin.com  
 Andrew Nelson, Studio Manager  
 Location: Free standing facility  
 Distance from airport: 12 miles, 30 minutes  
 CL, 1/1, 1/1OR, TK, CUL  
 Multiple 20x16 Obs. Rm. Seats 15

**Rosco Research**

4 Katherine Mews, Godstone Rd.  
 Whyteleafe, Surrey CR3 0ED  
 United Kingdom  
 Ph. 44-20-8668-6168  
 roscores@roscores.co.uk  
 www.roscoresearch.co.uk  
 Location: Office building  
 Distance from airport: 20 miles, 25 minutes  
 1/1, 1/1OR, TK, PUL

**Seen & Sound**

Central New Castle  
 Newcastle-upon-Tyne NE1 5AG  
 United Kingdom  
 Ph. 44-0191-270-6920  
 mail@surveymarketing.co.uk  
 www.surveymarketing.co.uk  
 Location: Free standing facility  
 CL, 1/1, 1/1OR  
 Conference 18x15 Obs. Rm. Seats 10

**Sensory Dimensions/Sensory Visions**

The Science & Technology Centre  
 Earley Gate, Whiteknights Road  
 Reading RG6 6BZ  
 United Kingdom  
 Ph. 44-118-935-7000  
 info@sensorydimensions.com  
 www.sensorydimensions.com  
 Location: Office building  
 Distance from airport: 30 miles, 25 minutes  
 CL, 1/1, 1/1OR, TK, TKO, CUL, PUL  
 Conference 12x20 Obs. Rm. Seats 8

**60 Watt Research, Ltd.**

4 West Maitland Street  
 Edinburgh EH12 5DS  
 United Kingdom  
 Ph. 44-131-220-8231  
 pete@60wattresearch.co.uk  
 www.60wattresearch.co.uk  
 Peter Mill  
 Location: Office building  
 Distance from airport: 7 miles, 20 minutes  
 1/1, 1/1OR  
 Living 08x11 Obs. Rm. Seats 8

**Spectrum**

23 The Green, Old Southgate  
 London N14 6EN  
 United Kingdom  
 Ph. 44-20-8882-2448  
 info@spectrumview.co.uk  
 www.spectrumview.co.uk  
 Location: Office building  
 Distance from airport: 25 miles, 40 minutes  
 CL, CUL, VC  
 Multiple 15x16 Obs. Rm. Seats 15  
 Multiple 15x17 Obs. Rm. Seats 15

**Spectrum**

25 Gloucester Place  
 London W1U 8HT  
 United Kingdom  
 Ph. 44-20-7467-5440  
 donal@spectrumview.co.uk  
 www.spectrumview.co.uk  
 Donal Kelly  
 Location: Free standing facility  
 Distance from airport: 15 miles, 40 minutes  
 CUL, VC  
 Living 23x15 Obs. Rm. Seats 25  
 Living 23x15 Obs. Rm. Seats 25  
 Living 25x15 Obs. Rm. Seats 20  
 Multiple 25x15 Obs. Rm. Seats 10  
 Multiple 16x13 Obs. Rm. Seats 8

**Studio 14**

Blue Banana Agency  
 14 Little Lever Street  
 Manchester M1 1HR  
 United Kingdom  
 Ph. 44-161-237-1237  
 studio14@bluebanana.co.uk  
 www.bluebanana.co.uk  
 Location: Office building  
 CL  
 Conference Obs. Rm. Seats 8  
 Living Obs. Rm. Seats 8

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 Living - Living Room-Style Room  
 Multiple - Both Styles  
 Room dimensions, when stated, are shown in feet.

**Summit Studios**

2-4 Spring Bridge Mews, Spring Bridge Road  
 Ealing  
 London W5 2AB  
 United Kingdom  
 Ph. 44-20-8840-2200  
 summitstudios@btconnect.com  
 www.summitstudios.co.uk  
 Kelly Morley  
 Location: Free standing facility  
 Distance from airport: 6 miles, 15 minutes  
 CL, 1/1, 1/1OR, TK, AU, VC, WC  
 Living 17x15 Obs. Rm. Seats 10  
 Multiple 17x15 Obs. Rm. Seats 10  
 Conference 26x13 Obs. Rm. Seats 20

**Talkback Viewing Studios Ltd.**

Ground Floor  
 Humber House, 132a Queens Rd. East  
 Beeston, Nottingham NG9 2FD  
 United Kingdom  
 Ph. 44-115-925-5566  
 info@talkbackstudio.co.uk  
 www.talkbackstudio.co.uk  
 Location: Office building  
 Distance from airport: 10 miles, 20 minutes  
 CL, 1/1, TK, CUL  
 Multiple 15x14 Obs. Rm. Seats 12  
 Multiple 12x10 Obs. Rm. Seats 10

**The Talking Shop**

87/89 Chapel Street  
 Manchester M3 5DF  
 United Kingdom  
 Ph. 44 0 161 834 3396  
 jtw@thetalkingshop.co.uk  
 www.thetalkingshop.co.uk  
 Christopher Easingwood  
 Multiple 24x13 Obs. Rm. Seats 15  
 Multiple 16x13 Obs. Rm. Seats 10  
 Multiple 13x12 Obs. Rm. Seats 10

**Taylor McKenzie Research & Marketing Ltd**

The Glasgow View  
 107 Douglas Street  
 Glasgow G2 4EZ  
 United Kingdom  
 Ph. 44 0 141 221 8030  
 marie@taylorckenzieuk.com  
 www.taylorckenzieuk.com  
 Marie Taylor, Managing Director  
 Multiple 42 x 28 Obs. Rm. Seats 20  
 Multiple 36 x 23 Obs. Rm. Seats 10  
 Multiple 36 x 20 Obs. Rm. Seats 10

**Total Focus**

1st Fl., Quality House  
 41 High St.  
 Sutton Coldfield B72 1UH  
 United Kingdom  
 Ph. 44-121-362-3700  
 info@trs-ltd.co.uk  
 www.totalfocusresearch.co.uk  
 Sharon Pemberton  
 Location: Office building  
 Distance from airport: 12 miles, 30 minutes  
 CL  
 Conference 18x12 Obs. Rm. Seats 16  
 Conference 18x12 Obs. Rm. Seats 10

**The Treehouse**

Olympia Mews, Queensway  
 London W2 3SA  
 United Kingdom  
 Ph. 44-20-7243-2229  
 enquiries@thetreehouse.org  
 www.thetreehouse.org  
 Jessie Cronheim  
 Location: Free standing facility  
 Distance from airport: 8 miles, 30 minutes  
 CL, 1/1, 1/1OR, TK, VC, WC  
 Multiple 17x17 Obs. Rm. Seats 14  
 Multiple 17x17 Obs. Rm. Seats 14

**12 Charlotte Mews**

12 Charlotte Mews  
 London W1T 4EJ  
 United Kingdom  
 Ph. 44 0 207 436 1664  
 helen@12charlottemews.co.uk  
 www.12charlottemews.co.uk  
 Helen Bradley  
 Multiple 13 x 18

**User Vision Focus**

55 N. Castle Street  
 Edinburgh EH2 3QA  
 United Kingdom  
 Ph. 44-131-225-0850  
 info@uservisionfocus.co.uk  
 www.uservisionfocus.co.uk  
 Laura Fealy, Marketing Assistant  
 Location: Office building  
 Distance from airport: 7 miles, 20 minutes  
 CL, 1/1, CUL, PUL, WC  
 Conference 21x15 Obs. Rm. Seats 10  
 Multiple 10x12 Obs. Rm. Seats 8  
 Multiple 10x12 Obs. Rm. Seats 8  
 Living 12x09 Obs. Rm. Seats 5

**VideoCall Research Studios**

27-29 Station Way, Cheam Village  
 Sutton, Surrey SM3 8SD  
 United Kingdom  
 Ph. 44-20-8642-8181  
 viceocallstudio@btconnect.com  
 www.theresearchstudio.co.uk  
 Distance from airport: 20 miles, 40 minutes  
 CL, 1/1, 1/1OR, TK, TKO, VC  
 Multiple 17x15 Obs. Rm. Seats 12  
 Multiple 18x13 Obs. Rm. Seats 12

**Viewing Options**

Suite B Astor House  
 282 Lichfield Road, Four Oaks  
 Sutton Coldfield, West Midlands B74 2UG  
 United Kingdom  
 Ph. 44-121-323-4560  
 viewingoptions@trs-ltd.co.uk  
 www.viewingoptions.co.uk  
 Julie Guy, Finance Director  
 Distance from airport: 16 miles, 34 minutes  
 Multiple 18x12 Obs. Rm. Seats 20  
 Multiple 18x12 Obs. Rm. Seats 10

**Viewpoint Field and Studios**

56 Palace Road  
 East Molesey, Surrey KT8 9DW  
 United Kingdom  
 Ph. 44-20-8783-2700  
 info@viewpoint-field.com  
 www.viewpointservices.com  
 Location: Free standing facility  
 Distance from airport: 10 miles, 35 minutes  
 TK, TKO, VC, WC  
 Multiple 30x15 Obs. Rm. Seats 15  
 Multiple 17x19 Obs. Rm. Seats 15  
 Multiple 17x19 Obs. Rm. Seats 15

**Viewpoint Focus Group Studio**

73 Thames St.  
 Sunbury-on-Thames  
 Middlesex TW16 6AD  
 United Kingdom  
 Ph. 44-193-278-1441  
 sunbury@viewpoint-studios.com  
 www.viewpointservices.com  
 Rosie Ritchie, Studio Manager  
 Location: Free standing facility  
 Distance from airport: 10 miles, 30 minutes  
 TK, TKO, CUL, VC, WC  
 Multiple 15x13 Obs. Rm. Seats 8  
 Living 16x13 Obs. Rm. Seats 12  
 Multiple 17x13 Obs. Rm. Seats 10

**Wardle McLean Strategic**

Research Consultancy  
 7 Maidstone Buildings Mews  
 72-76 Borough High Street  
 London SE1 1GD  
 United Kingdom  
 Ph. 44-20-7234-9340  
 info@wardlemclean.co.uk  
 www.wardlemclean.co.uk  
 Multiple 16x09 Obs. Rm. Seats 10

**West Midlands Viewing Facility**

86 Aldridge Road, Perry Barr  
 Birmingham B42 2TP  
 United Kingdom  
 Ph. 44-121-344-4848  
 quality@btinternet.com  
 www.quality.btinternet.co.uk  
 Trudy Walsh or Fiona Walsh  
 Location: Free standing facility  
 Distance from airport: 17 miles, 30 minutes  
 1/1, 1/1OR  
 Living 20x13 Obs. Rm. Seats 10  
 Multiple 20x13 Obs. Rm. Seats 8

**West 2 View**

1 Craven Hill  
 London W2 3EN  
 United Kingdom  
 Ph. 44 020 7262 9646  
 info@west2view.com  
 www.west2view.com  
 Maureen Heron, Facilities Manager  
 Multiple 16x16 Obs. Rm. Seats 10

**WUP Studios**

Unit 15 Lansdowne Court, Bumpers Farm  
 Chippenham, Wiltshire SN14 6RZ  
 United Kingdom  
 Ph. 44 0 1249 450960  
 info@wupstudios.co.uk  
 www.wupstudios.co.uk  
 Jenny Kelly, Studio Manager  
 Multiple 16x16 Obs. Rm. Seats 15  
 Multiple 16x12 Obs. Rm. Seats 10  
 Multiple 14x09 Obs. Rm. Seats 10  
 Multiple 08x06 Obs. Rm. Seats 5

## Wyoming studios

### Wyoming Studios London UK

72 Margaret Street  
London W1W 8ST  
United Kingdom  
Ph. 20-7436-7000  
lucy@wyoming.co.uk  
www.wyoming.co.uk  
Lucy Bolingbroke, Studio Director  
Location: Office building

Distance from airport: 14 miles, 30 minutes

CL, 1/1, 1/1OR, CUL, WC

Multiple	26x19	Obs. Rm. Seats 16
Multiple	19x19	Obs. Rm. Seats 16
Multiple	20x18	Obs. Rm. Seats 16
Multiple	20x16	Obs. Rm. Seats 16
Conference	19x19	Obs. Rm. Seats 16
Multiple	19x19	Obs. Rm. Seats 16
Multiple	10x10	Obs. Rm. Seats 3

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## Wyoming studios

### Wyoming Studios Watford UK

Windsor House  
204 Lower High Street  
Watford, Hertsfordshire WD17 2EH  
United Kingdom  
Ph. 01923-203416  
charlotte@wyoming.co.uk  
www.wyoming.co.uk  
Charlotte Knapton, Manager

Location: Office building

Distance from airport: 15 miles, 20 minutes

CUL, WC

Multiple	15x15	Obs. Rm. Seats 14
Multiple	18x15	Obs. Rm. Seats 14

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### Datos Information Resources

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Torre del Colegio, Medico, Pisa 12  
Caracas 01080  
Venezuela  
Ph. 58-212-907-0350  
datosir@datosir.com  
www.datosir.com

Location: Office building

Distance from airport: 30 minutes

CL, 1/1, 1/1OR

Conference	16x16	Obs. Rm. Seats 10
Conference	20x16	Obs. Rm. Seats 8

### ESMEFAR - ESTIME Marketing Research

Centro Profesional La Urbina, Piso 10  
Calle 3A

La Urbina, Caracas 01073

Venezuela

Ph. 58-212-242-0544

info@estimesa.com

www.estimesa.com

Walter Mucchiut

Location: Office building

Distance from airport: 14 miles, 38 minutes

1/1, 1/1OR, TK, AU, VC, WC

Conference	14x10	Obs. Rm. Seats 5
Conference	18x18	Obs. Rm. Seats 12

### StatMark Group, S.A.

Torre A - Piso 18. Ofic. AB Av. Fco de Miranda

Los Palos Grandes, Caracas 01062

Venezuela

Ph. 58-212-285-9620

marketing-ccs@statmark.net

www.statmarkgroup.com

Location: Office building

Distance from airport: 30 miles, 45 minutes

VC

Conference	17x11	Obs. Rm. Seats 5
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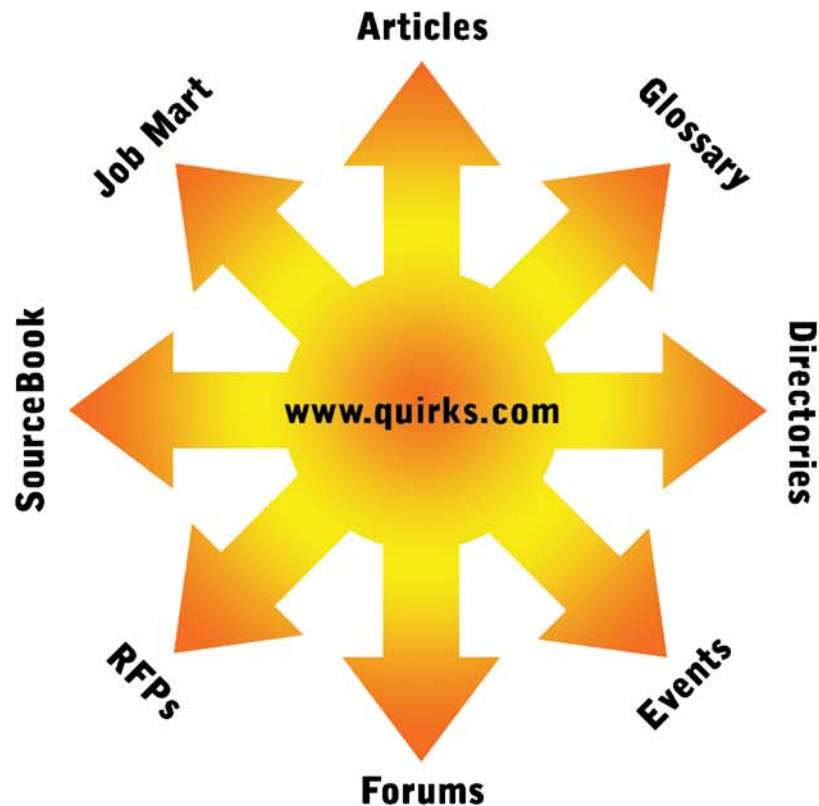
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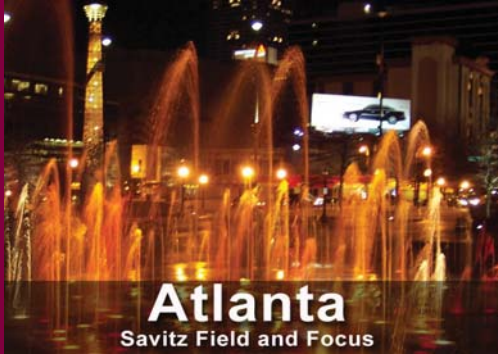
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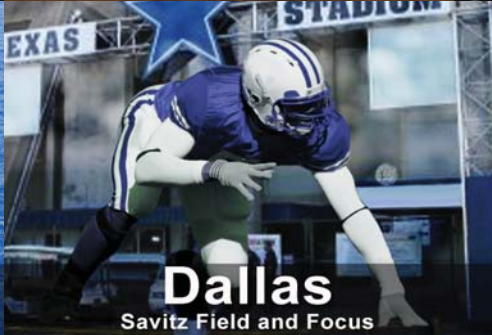
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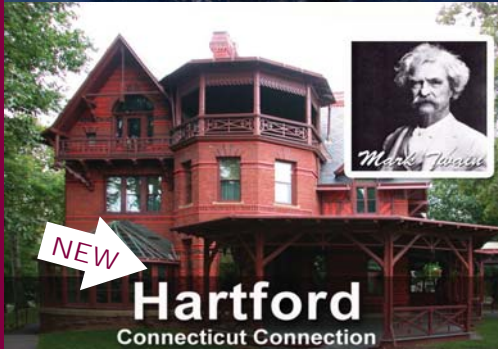
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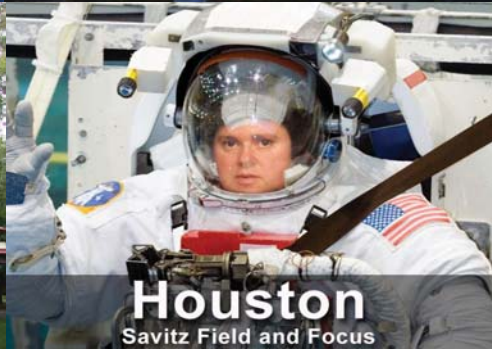
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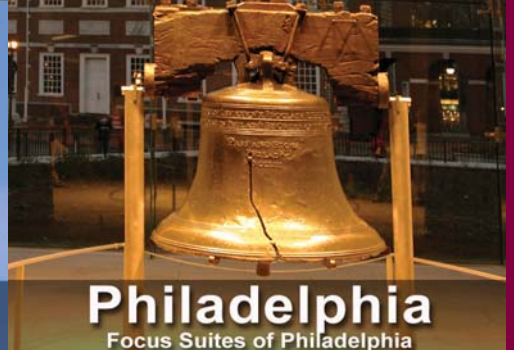
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