

QUIRK'S

DECEMBER 2009

Marketing Research Review



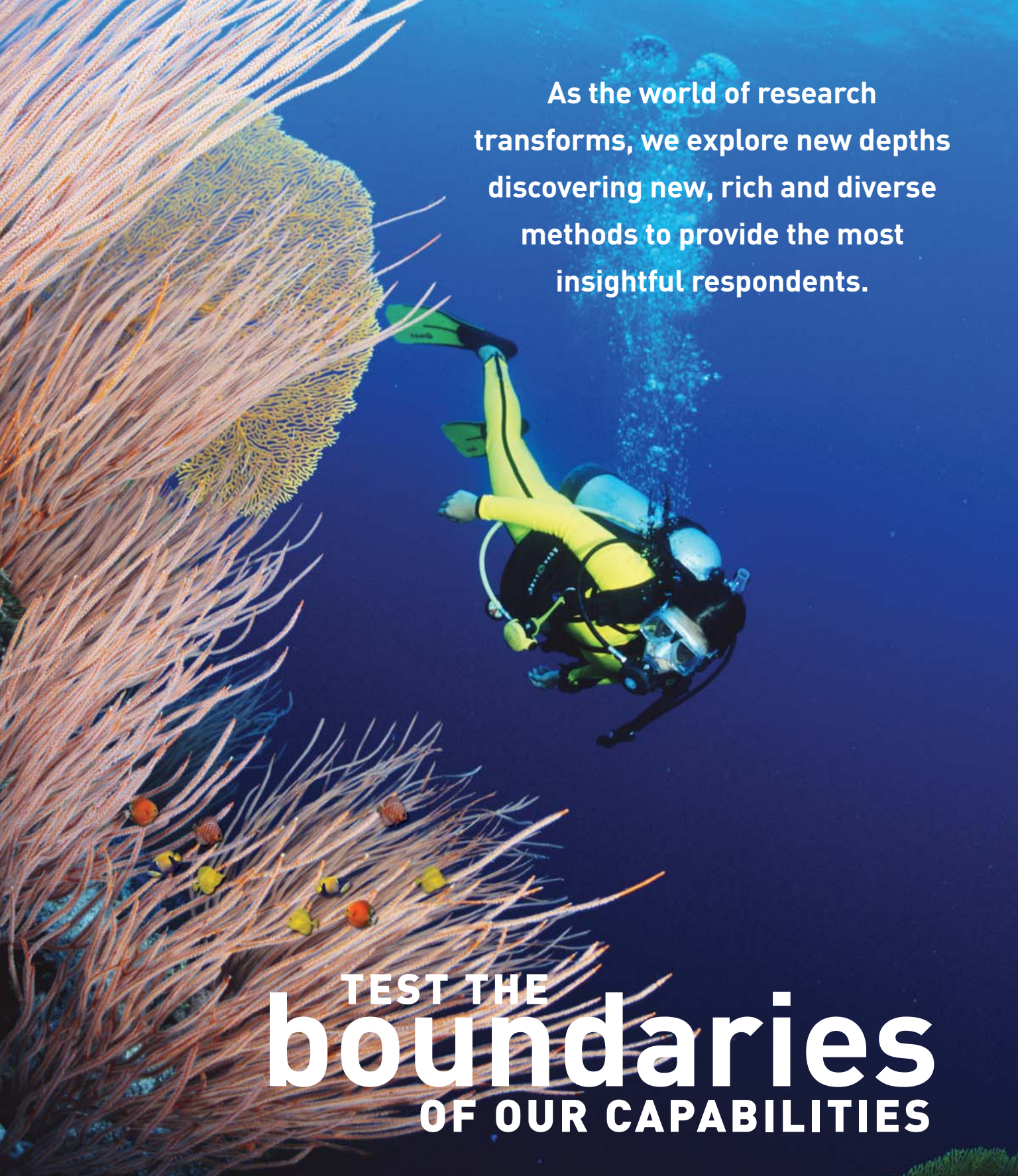
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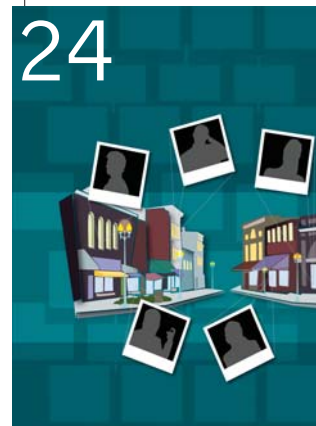


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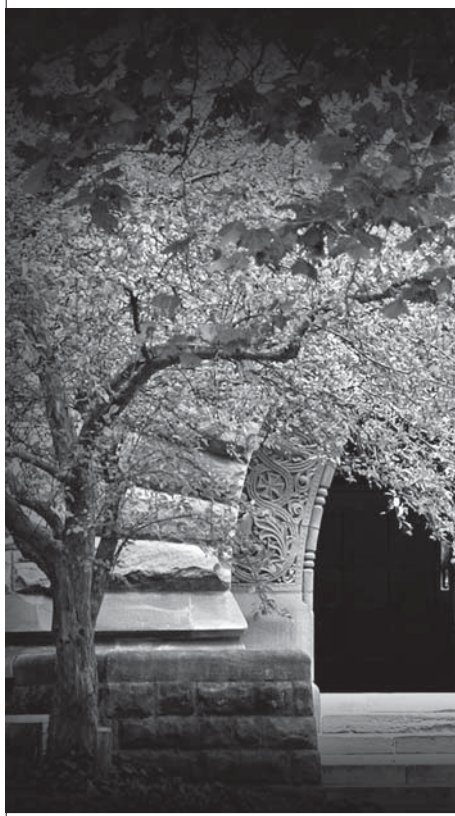
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in case you missed it...

news and notes on marketing and research



Have heavy ad-clickers killed the click-through metric?

Ding dong, the click is dead! At least that's what research from Reston, Va., research company comScore would indicate. Results from a study conducted on behalf of media agency Starcom USA and targeting network Tacoda call into question click-through rates as a primary source of accountability for Internet display advertising aimed at brand-building.

The decimation of the click-through is, in part, due to natural-born clickers, a very small group of consumers not representative of the total U.S. online population who are responsible for the vast majority of display-ad click-through behavior.

While many online media companies use the click-through rate as an ad negotiation currency, heavy clickers represent just 6 percent of the online population yet account for 50 percent of all display-ad clicks. Heavy clickers also skew toward Internet users ages 25-44 and households with an income under \$40,000. Heavy clickers behave very differently online than the typical Internet user, and while they spend four times more time online than non-clickers, their spending does not proportionately reflect their abundant Internet usage. Heavy clickers are also relatively more likely to visit auctions, gambling and career-services sites - a markedly different surfing pattern than non-clickers.

Furthermore, data suggests no correlation between display-ad clicks and brand metrics and shows no connection between measured attitude toward a brand and the number of times an ad for a certain brand was clicked. When digital campaigns have a branding objective, optimizing for high click rates does not necessarily improve campaign performance.

"While the click can continue to be a relevant metric for direct-response advertising campaigns, this study demonstrates that click performance is the wrong measure for the effectiveness of brand-building campaigns," said Erin Hunter, executive vice president at comScore. "For many campaigns, the branding effect of the ads is what's really important, and generating clicks is more of an ancillary benefit. Ultimately, judging a campaign's effectiveness by clicks can be detrimental because it overlooks the importance of branding while simultaneously drawing conclusions from a subset of people who may not be representative of the target audience."

Asda panel taps customers for product development help

In October 2009, Asda Group Ltd., the U.K. supermarket business of Walmart, revealed plans to revamp and rename its Pulse of the Nation panel, a community of 18,000 regular Asda shoppers. The updated initiative, dubbed Chosen by You, is designed to incorporate and consult customers about every aspect of the business, such as product development, the feel of packaging and evolving products already being sold in-store in hopes of raising customer engagement and delivering items more closely aligned with consumers' wants and needs. The panel, which is managed by Vancouver, B.C., research company Vision Critical, already makes Asda panel-member customers privy to information regarding company goings-on - from in-store launches to events happening around the world - but Chosen by You gives even more control to the customer and takes them deeper into the behind-the-scenes action.

Chosen by You members will have access to products before they reach the general public, and the panel will also reward the shoppers with the brightest money-saving ideas by cutting a check for 5 percent of Asda's savings to the contributing customer. Additionally, Chosen by You will include Aisle Spy, a blog maintained by 14 Asda employees armed with video cameras who journal about what they do day in day out.

Asda has already begun involving customers in deciding what is sold and how it's sold. One example is the company's hunt for the right fragrance for a new Asda Orangeflower and Papaya Fabric Softener. Nearly 100 experts, including perfumers and the Asda brand team, and nearly 100 customers were involved in the first stage - narrowing down the choice to two fragrances from an initial 30 variations of orangeflower and papaya.

The different fragrances went through various stages of laboratory testing and were also tested by Asda's home panel, where Asda-shopping moms could test them out in their everyday lives. Research revealed that Asda moms are "fragrance junkies," and the smell of their laundry is very important to them. Asda has expanded the voting to include a wider range of customers to select the final fragrance. The new Orangeflower Papaya laundry range are set to hit stores in 2010 and will be among the first offerings "Chosen by You."

iSnack 2-point what? Vegemite reconsiders and renames product

When Australian Kraft Foods brand Vegemite failed to deliver a great name along with (what they hoped would be) a beloved new product, the company turned to research to reach Vegemite enthusiasts for guidance in correcting its marketing misstep - and in renaming the latest cream cheese-like iteration of the Aussie snack-time favorite.

In late September 2009, Vegemite launched a new snack spread named iSnack 2.0. If you're a little confused as to whether you should eat it or surf the Web on it, you're not alone. The name iSnack 2.0 was the chosen winner from a contest comprising over 48,000 suggestions from consumers, but Vegemite brand managers evidently missed the mark in trying to connect the 87-year-old brand with a Web-saturated culture. The decision to name Vegemite's cheesy new version iSnack 2.0 was met with an uproar from Aussie consumers, who proved to be passionate about their internationally-recognized delicacy. Vegemite confirms that the company was "overwhelmed by the response from the public" regarding the naming of the new product, and the iSnack 2.0 moniker was dumped after just four days.

To remedy the situation, Vegemite teamed up with Quantum Market Research, Oakland, Calif., in early October 2009 to conduct a weekend-long online survey and telephone poll of over 30,000 households in Australia and New Zealand. Respondents were asked to choose a favorite among six potential product names. Vegemite Cheesybite emerged victorious with 36 percent of the vote, followed by Vegemite Smooth (23 percent); Vegemite Vegemate (20 percent); Vegemite Snackmate (8 percent); Vegemite Vegemild (7 percent); and Vegemite Creamymate (6 percent).

The Vegemite Cheesybite labels have begun replacing iSnack 2.0 on shelves.



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Local market daily or supermarket monthly? - Grocery shopping around the world

Grocery shopping is a part of most cultures across the world, but not all shoppers have the same attitude – some are organized, some enthusiastic, some grudging. A global grocery shopping survey from Chicago research company Synovate explored the similarities and differences in grocery shopping behavior among 6,700 respondents across 10 markets (Brazil, Canada, France, Hong Kong, Malaysia, the Netherlands,



Russia, Republic of Serbia, the United Arab Emirates and the U.S.). It seems that Americans stand out from the rest of the world in wanting an accessible, affordable, no-frills grocery-shopping experience. A few key findings include: six in 10 people across 10 countries shop with a grocery list, led by Malaysians (75 percent) and Americans and Canadians (both 74 percent); 72 percent of Americans prefer to buy local food brands; 49 percent of American shoppers want nothing more than to get in and get out; and 65 percent of American grocery shoppers think items are overpriced.

The study revealed that even seemingly simple questions like “How often do you shop?” and “Where?” inspired vastly different answers from market to market, culture to culture. Overall, a big weekly shop in the supermarket is the norm, with 39 percent of respondents across the 10 markets doing this.

Results were then evenly split at 17 percent each across “one big shop a month plus extras,” “every day” and “whenever I have time.” Fifty-seven percent of American grocery shoppers do one big shopping trip a week, and 23 percent do their big shop on a monthly basis. Daily shoppers were found in Serbia (48 percent) and Russia (37 percent). Americans and Malaysians are the least likely to shop for groceries daily, both at 4 percent.

Overall, most respondents chose the supermarket as the place they buy their groceries (64 percent), followed by big hypermarkets/superstores (37 percent) and local non-chain grocery stores (29 percent). The Dutch (97 percent) and Americans (89 percent) are the most likely to shop at supermarkets. Only 10 percent of Americans say they do their grocery shopping at superstores, although 23 percent claim to want a one-stop-shop where they can take care of their grocery and other retail needs.

Almost half of Americans would buy groceries online if they could be sure the service was secure and they would receive the highest-quality food. Forty-four percent of Americans also say that loyalty programs are an important incentive when deciding where to shop.

Forty percent of people say they are spending less than they did 12 months ago, including 39 percent of Americans. While 62 percent of people globally said they would readily switch food brands if they found a cheaper alternative, the French (81 percent) and Americans (78 percent) were the most likely to agree that they would do this.

Forty-six percent of people buy grocery items in bulk to save money,

led by the United Arab Emirates (77 percent), Malaysia (61 percent), and the U.S. (58 percent). Over three-quarters of the people surveyed agree that grocery items are overpriced and should be cheaper. Eight in 10 people think the government in their country should do more to monitor food prices, led by 94 percent in Serbia and 93 percent in Malaysia. Americans were the least likely to agree with this, at 41 percent.

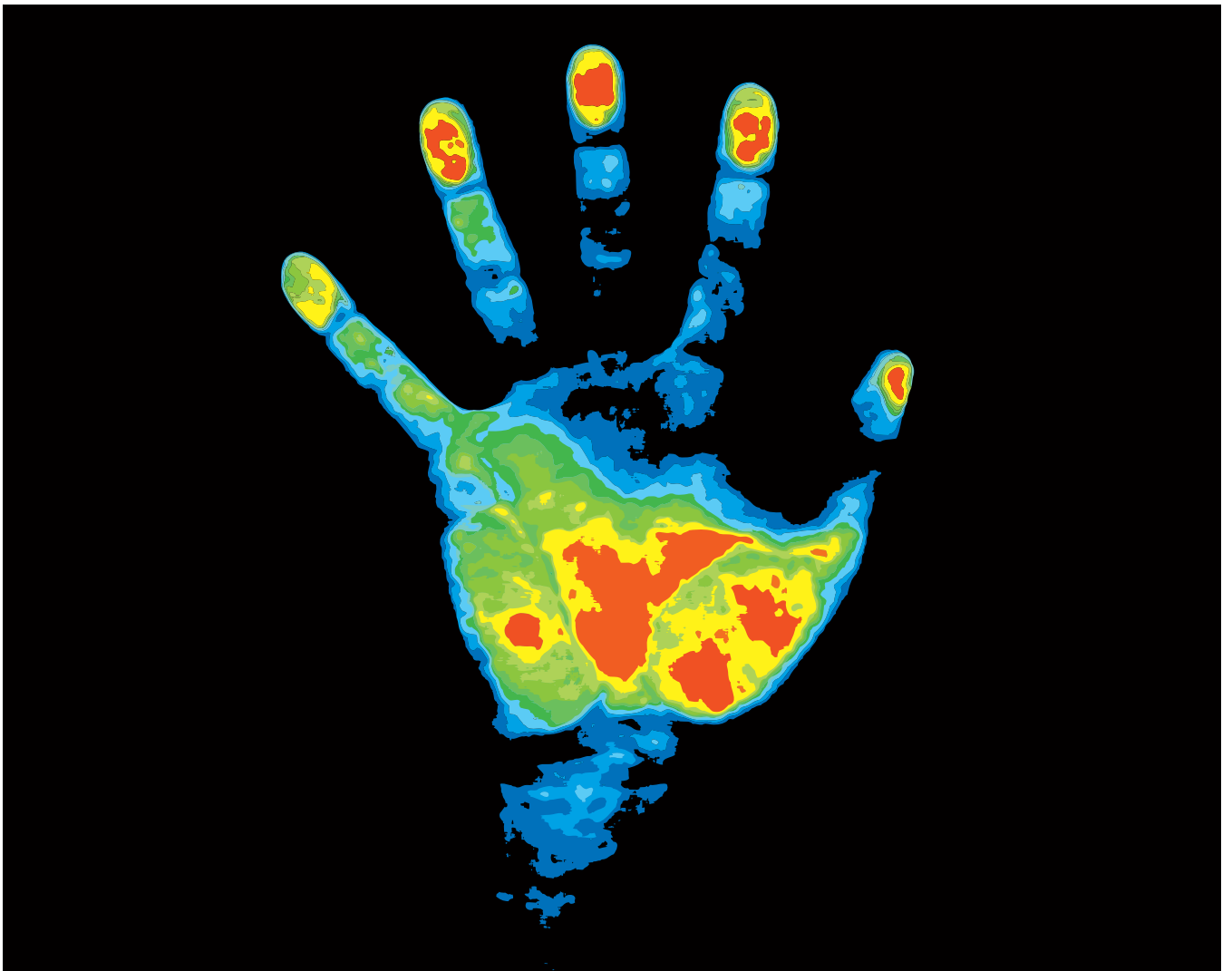
Would shopping be better if there were different facilities? People in some markets think so, though Americans are among the least interested in this trend. Forty-eight percent of people overall think adding a community or gathering place for people to meet friends and family was an interesting idea, though only 26 percent of Americans agreed. Fifty-nine percent of survey respondents think a playground is a good idea, topped by 86 percent in Serbia and 80 percent in Malaysia, but the idea did not interest the Dutch (70 percent disagree) or Americans (66 percent). More than half (56 percent) think the feeling of being outside, even while being inside, would be interesting, though the Dutch (65 percent disagree) and Americans (53 percent) again aren’t interested.

All things green are a major consideration for any business, and with 62 percent of people agreeing they would go out of their way to shop at an environmentally-friendly supermarket, that consideration is not misplaced. This drive to green is led globally by 86 percent of Russian respondents and 85 percent of Malaysians, while the Dutch (18 percent) and Americans (22 percent) are least interested in this. For more information visit www.synovate.com.

Media consumption changes; digital not always preferred

Among American adults ages 18-64, the future of traditional media, particularly newspapers, magazines and radio,

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names of note

Carla Lewandowski has been named associate director, qualitative services, at *Roger Green and Associates Inc.*, a New Hope, Pa., research firm.

London research company *Cello Group* has named **Andrew Needham** to the board of directors of its Tangible business division.

Rentrak Corporation, a Portland, Ore., research company, has named **David I. Chemerow** COO and CFO; **Steven Walsh** senior vice president, sales; and **Jeremy Gabor**, director, sales. Walsh and Gabor will be based in New York.

Millward Brown, a Naperville, Ill., division of Fairfield, Conn., research company the Kantar Group, has hired **Cheryl Stallworth-Hooper** as CEO of Greenfield Consulting Group, the company's North American qualitative division.



Stallworth-Hooper **Wiseman**

Andrew Wiseman has joined London research company *Verve* to establish and lead its Leeds, U.K., office.

NeuroFocus, a Berkeley, Calif., research company, has appointed **Steven L. Miller** to lead its neurological testing laboratory facilities.

Omaha, Neb., research company *infoGroup* has appointed **Lee D. Roberts** as an independent director of its board of directors.

Columbia, Md., research company *Arbitron Inc.* has promoted

Carol Hanley to chief sales officer. *InsightExpress*, a Stamford, Conn., research company, has hired **John Farrar** as senior director, digital media measurement.

Jackie Ilacqua has been named head of oncology of the New York health care division of Chicago research company *Synovate*.



Ilacqua **Martin**

Boston research company *HotspeX* has named **Thom Martin** vice president, research.

Dallas research company *imc²* has named **Michael J. Davis** chief creative officer and **Urvashi Pitre** senior vice president, relationship analytics and insights.

Bloomfield Hills, Mich., research company *RDA Group* has appointed **Kimberly A. Ziomek** as director, market intelligence service.

GfK Custom Research North America, New York, has promoted **David Krajicek** to managing director, GfK technology.

Sharon Hodgson has joined London research agency *Shoppercentric* as director.

United Sample, Encino, Calif., has hired **Robyn Tas** as senior vice president, business development; **Daniel Ross** as vice president, information technology; **Edward J. Russo** as vice president, marketing; **Brad White** as director, business development; **Lisa Wilding-Brown** as director, online panels;

and **Dennis Uhlir** as senior director, survey solutions.

Ashley Grosse has been named senior vice president and managing director of *Angus Reid Strategies*, a Vancouver, B.C., division of Vancouver research company Vision Critical. Grosse will be based in San Francisco.

Chicago research company *Synovate* has named **Craig Bradley** vice president; **Rob Huijboom** director, European business development; and **Cristiane Ross** business development manager, Asia-Pacific.

Montreal research company *iPerceptions Inc.* has hired **Paul Robillard** as vice president, marketing.

Pamela Knapp has been named CFO and director, human resources, of Nuremberg, Germany, research company *The GfK Group*.



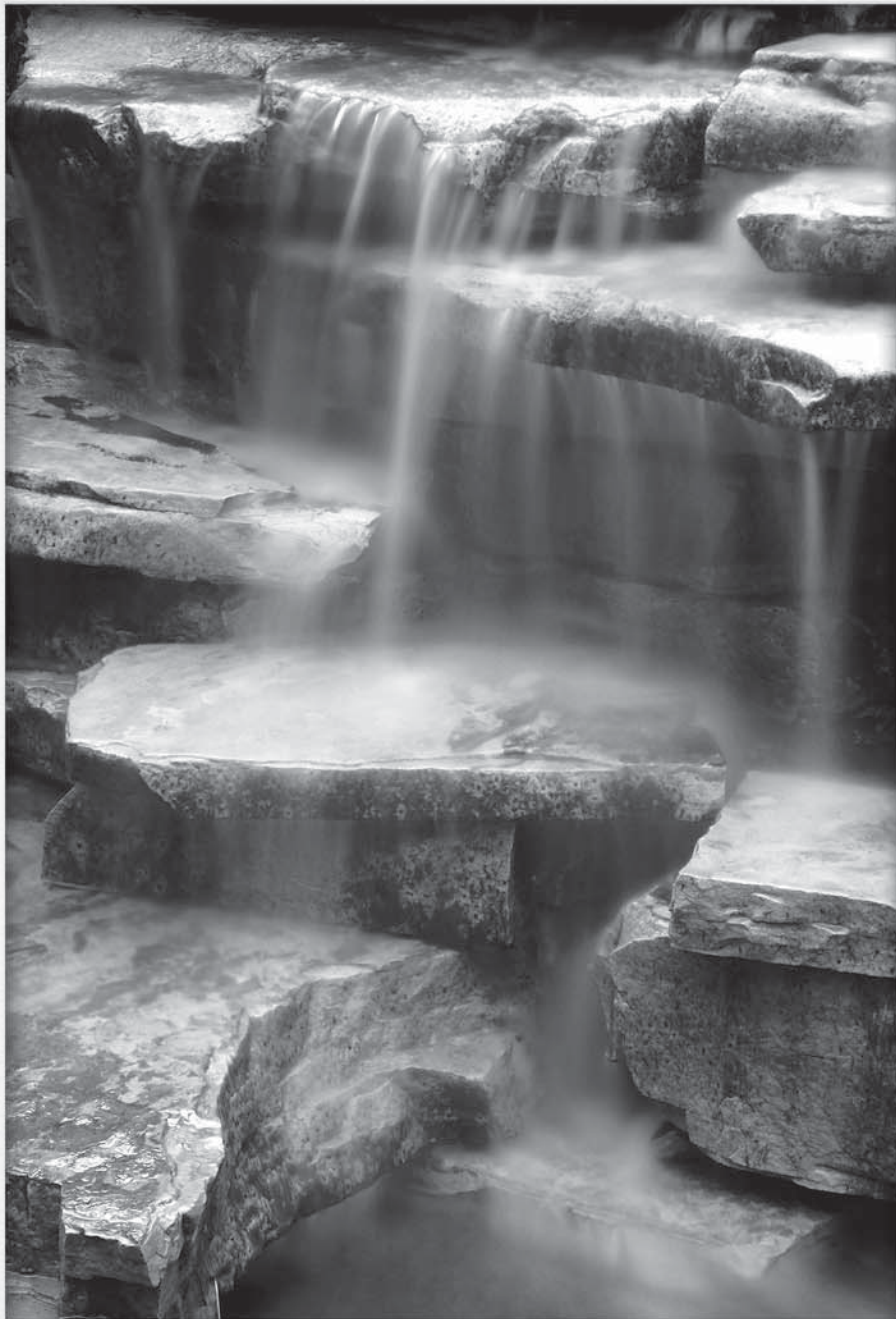
Knapp **Ribeiro**

Lightspeed Research, Basking Ridge, N.J., has named **Efrain Ribeiro** COO. Ribeiro will be based in Owings Mills, Md. Additionally, **Andrew Cayton** has been appointed CEO, Europe, Middle-East and Africa. Cayton will be based in London.

KantarHealth, a New York division of Fairfield, Conn., research company The Kantar Group, has hired **Hettie Han** as director,

continued on p. 62

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



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



The Fine Art of Marketing Research

product and service update

Ipsos ASI debuts ad-testing tool

New York research firm Ipsos ASI has launched Next*Connect, an advertising research solution designed to measure and test communications across the advertising spectrum, from emerging digital media to traditional. With Next*Connect, consumers are screened and recruited to take part in research to assess client messages and advertising creative. Respondents complete an online survey where they are exposed to a variety of media, and results are compared against a control group that was not exposed to any advertising.

By showcasing ads as they are experienced in media and creating an abundance of noise and masking the actual test ad(s), Next*Connect aims to offer a more accurate impact assessment. Next*Connect also measures recall the day after initial exposure to determine if and how well the ad is remembered. For more information visit www.ipsos-asi.com.

ThatSaid.com aims to get users sharing opinions

Ipsos in North America, a New York research company, has launched ThatSaid.com, an online opinion community driven by user-generated content that seeks to enhance the way people share opinions online. On ThatSaid.com, users can create polls to find out what their friends and the community think; share these polls on any social network; add their favorites to their profile and see what their friends like; write and read reviews about any product, service, place or topic and incorporate Google images and YouTube videos; earn activity badges, user levels and virtual goods exchangeable for Visa gift cards and gift certificates to 200+ merchants; and connect with users with similar interests.

ThatSaid.com will introduce full market research surveys to its community members in early

2010. ThatSaid.com was developed in conjunction with Livra.com, a research technology company based in Argentina. For more information visit www.ipsos-na.com.

SPSS offers certification to validate PASW users

Chicago research software company SPSS Inc. has debuted PASW Statistics Certification, a standard that confirms an individual's level of expertise with PASW Statistics, the company's predictive analytics software solution. The certification program is designed to provide a body of statistical knowledge to advance the skills of analysts, statisticians and business-line managers and give organizations greater confidence in hiring those with proficiency in statistical software.

Testing is conducted at Pearson VUE computer-based testing centers worldwide. SPSS also offers a comprehensive training program to become PASW certified. For more information visit www.spss.com/certification.

Two new offerings from comScore

Reston, Va., research company comScore Inc. has launched in the U.S. market comScore Plan Metrix Mobile, the latest version its media planning tool for use with mobile consumer segments. ComScore Plan Metrix Mobile is designed to improve data quality by combining reported mobile behavior measurement and mobile device ownership characteristics with attitudinal, lifestyle and product usage information. The offering allows mobile marketers to identify a set of mobile Web properties that meet target demographic and psychographic requirements across 5,000+ variables, including purchasing habits and media consumption.

Additional product highlights include access to audience attributes across 18 different consumer profile

segments, including demographics, traditional media consumption, usage of telecommunications, electronics/computers and apparel and other behavioral segments; access to mobile-device ownership characteristics in nine categories, including cell phone brand, operator, price of handset, length of current subscription, cell phone use, ownership of current handset, monthly payment tier, payment option and type of additional plan; and access to mobile content consumption with reporting at the category, subcategory and individual brand levels.

Additionally, comScore has released GamePlan, an audience targeting tool for gaming publishers and developers. GamePlan, which is part of the comScore Plan Metrix product suite, is designed to allow game publishers and developers to quantify, validate and improve their digital gaming strategies, including the ability to allocate advertising and marketing expenditure, enhance understanding of one's target audience and retool games on the fly to increase their appeal to the right audiences. For more information visit www.comscore.com.

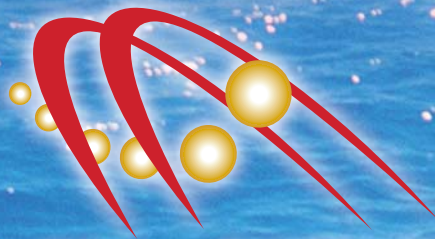
Feedback collection solution gives clients more control

Allegiance Inc., a South Jordan, Utah, research software company, has released Allegiance Engage 6.3, a system intended to collect feedback from multiple channels into a central database. Engage 6.3 incorporates Inquisite Survey, a survey solution acquired by Allegiance, to provide clients with a single platform to perform surveys and gather, analyze and act on feedback.

With Engage 6.3, customers can conduct transactional and engagement surveys, as well as gather unsolicited feedback (e.g., comments, questions, concerns, suggestions, etc.) through a single log-in.

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Data Quality is our Responsibility

News notes

IMS Health, a Norwalk, Conn., research company, has entered into a definitive agreement to be acquired by investment funds managed by TPG Capital, Fort Worth, Texas, and the CPP Investment Board, Toronto, in a transaction totaling \$5.2 billion, including the assumption of debt. Under the agreement, IMS shareholders will receive \$22 cash for each share of IMS common stock they own.

According to Canada's **Marketing Research and Intelligence Association (MRIA)**, Toronto, digital fingerprinting may not meet the "reasonableness test" under Canadian privacy laws because the technology may collect more information than is necessary to identify fraudulent and duplicate respondents in online research. Digital fingerprinting technologies typically collect about 100 different data elements from respondents' computers, and the information is then processed to produce a unique ID for each computer that visits an online survey Web site. Since the IDs can be linked to identifiable panel members for the purpose of identifying and removing fraudulent respondents or to remove duplicate respondents from online samples, the MRIA's legal opinion asserts that it is highly likely that the data used as part of digital fingerprinting constitutes personal information, as defined in Canada's Personal Information Protection and Electronic Documents Act. Firms are instructed not to conduct digital fingerprinting in a surreptitious manner and to create a specific consent document regarding fingerprinting.

ARSGroup, Evansville, Ind., has been nationally certified as a Women's Business Enterprise by the **Women's Business Enterprise National Council**, Washington, D.C. The certification process is designed to

Calendar of Events January-March

StratConn will hold a conference, themed "Retail and Shopper Insights," on January 20-21 in Rosemont, Ill. For more information visit www.stratconn.org.

Clarabridge will hold its annual customer connections users conference on January 25-27 at Walt Disney World's Yacht and Beach Club Resorts in Orlando, Fla. For more information visit www.regonline.com/clarabridge.

The International Quality and Productivity Center will hold its annual call center summit on January 26-29 at the Gaylord Palms Hotel and Convention Center in Orlando, Fla. For more information visit www.callcenterevent.com.

The MRA will hold its annual CEO summit on February 10-12 at the Boca Raton Resort, The Waldorf Astoria Collection, in Boca Raton, Fla. For more information visit www.mra-net.org.

CASRO will hold its annual panel conference on February 24-25 in New Orleans. For more information visit www.casro.org.

ESOMAR will hold its global health care research conference on February 28-March 2 in New York. For more information visit www.esomar.org.

Globalpark will hold its annual mobile research conference on March 8-9 in London. For more information visit www.mobileresearchconference.com.

Frost & Sullivan will hold its annual competitive intelligence conference, themed "Strategic Competitive and Market Insights to Propel Profit and Growth," on March 10-13 in Washington, D.C. For more information visit www.frost.com.

PMRG will hold its annual national conference on March 21-23 at Disney's Contemporary Resort in Orlando, Fla. For more information visit www.pmr.org.

The ARF will hold its annual RE:THINK! convention and expo on March 22-24 at the New York Marriott Marquis in Times Square. For more information visit www.thearf.org.

Research Magazine will hold its annual conference on March 23-24 at the Park Plaza Riverbank in London. For more information visit www.research-live.com/research2010.

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. For a more complete list of upcoming events visit www.quirks.com/events.

confirm that a business is at least 51-percent owned, operated and controlled by a woman or women.

MDLinx, a Washington, D.C., research company, has completed the online panel verification process through the **Marketing Research Association (MRA)**, Glastonbury, Conn. The review means that MRA has verified that MDLinx performs at the reported level and standards of quality. MDLinx is the first health care specialty panel verified.

Omaha, Neb., research company **InfoGroup** has reached a tentative agreement with the **Securities and Exchange Commission**, Washington, D.C., to settle an investigation that began two years ago of the company's spending and records.

InfoGroup says it won't admit any wrongdoing or agree to pay a penalty in the proposed settlement but will pledge to make sure its records are accurate and its internal accounting controls are maintained. The agreement is pending SEC approval.

Corona Research, Denver, celebrated its 10th anniversary in October 2009. The company has also rebranded and renamed itself as **Corona Insights**.

Acquisitions/transactions

Coleman Insights, a Research Triangle Park, N.C., research company, has acquired **mediaEKG**, a Media, Pa., research firm. As part of the acquisition, Coleman Insights

continued on p. 59

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How to put qualitative respondents at ease

Since many of us have been executing qualitative research for years, the scenario has become all too familiar: the faceless building of the research facility, the hurried staff, the long hallway to the research room, the one-way mirror, the darkened client lounge, the bottles of water and the precarious videotaping equipment.

Even when we are in different cities across the nation or internationally, all of these elements are repeated in each and every facility, and this familiarity provides us with the canvas for the main event to happen ... the research. As we await the rich responses of our participants that will shed light, give direction and offer

strategies, the facility is our office away from the office.

We researchers craft and script our discussion guides to delicately (and not so delicately) mine for the jewels waiting to be uncovered. We write out our questions and our follow-up probes and have it all timed meticulously like a well-written song with a tempo, a bridge and a story from beginning to end. We take pride in structuring the guide so that honest feedback will flow with ease from the respondents, answering all of our clients' inquiries.

Although many discussion guides simply start with the word "Intro" and end with "Wrap Up," these are key components of

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the interview. We must remember back to the days when this was new to all of us. Recall our beginner's mind; it was once so unfamiliar. For some of our respondents, this may well be their first time in a research facility. They've cleared their calendars; perhaps they've gotten lost on the way or went to the wrong floor; they aren't sure where the restrooms are; they've walked in and signed their name and are sitting in a waiting room wondering what it's going to be like. Even seasoned respondents may have some anxiety about the next 45 minutes of their lives when they are swept into a room and asked if they "want something to drink" and told to "disregard the people

snapshot

While the qualitative process is commonplace for the moderator and observers, for many respondents, it's an unfamiliar and potentially unsettling experience. Using the acronym WALK, the author explains how to calm their nerves and get them into the discussion flow.



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behind the mirror but they're listening closely."

More than three minutes

Building rapport and making respondents comfortable takes more than three minutes. It is essential to accessing deeper truths and more meaningful responses. The following are "must dos" during the introduction, whether it is a one-on-one interview, dyad, triad or a focus group. WALK

each respondent through it:

Welcome them in the waiting room. Greet the respondent by their first name, introduce yourself and walk them back to the interview room. This is a good time to thank them for coming and ask them if they found the facility without any trouble. They will start to feel comfortable and look to you as the friendly face amongst the strangers.

Acclimate them to the unfamiliar

research room. Gently direct them to the seat you'd like them to take and offer them a beverage to show hospitality, tell them about the friendly mirror and the videotaping. This gives them a few minutes to settle into the new environment in which they will be spending the next 45 minutes or so.

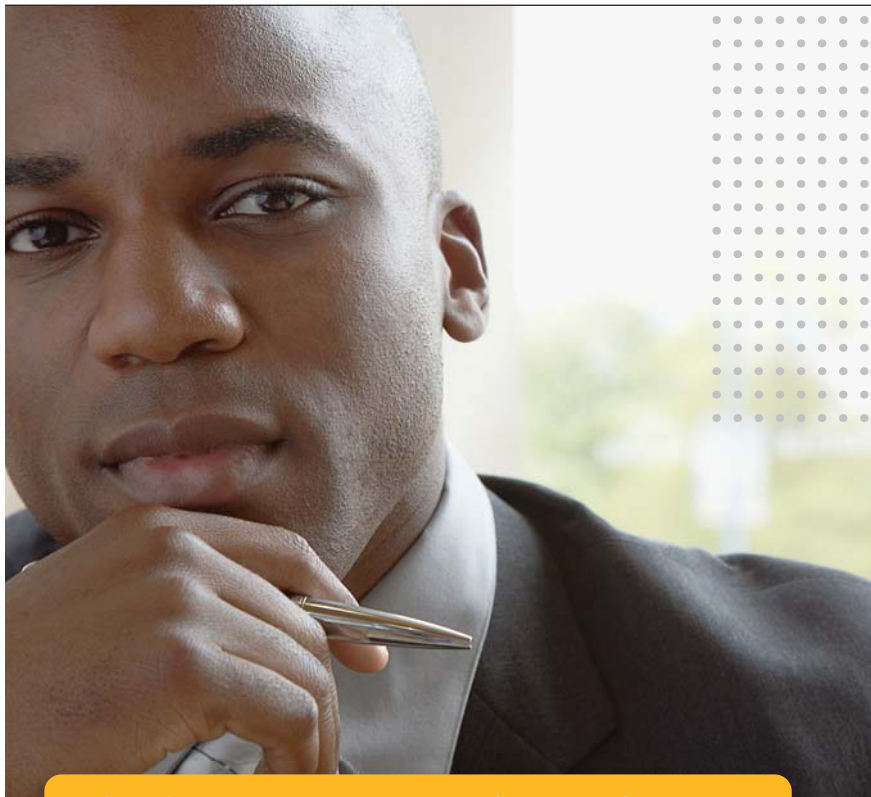
Link them in with a shared goal. Inform them of the duration of the research and clearly and in detail describe to them the purpose or goal of the research. Explain that their input is extremely valuable and will be of great use in guiding future decisions. It is crucial that respondents feel a certain "call to action" to align with you and help you to meet the research objectives. They will try harder and focus more if they feel a part of the process and joined with you to reach for a common goal.

Keep the dialogue open. Ask them if they have any questions and assure them they can ask you a question at any time if anything is unclear.

The wrap-up is also critical, as the respondent is unsure if they've been helpful or if they even want to participate in future research. Be sure to thank them again for their participation and let them know that their input was extremely useful and that you appreciate their time.

Precious resource

As recruiting requirements become more stringent, access to respondents more limited, and illumination of respondents' insights more and more valued, we must tend to this precious resource. Just like any new interaction with someone, whether it be a job interview, selecting a personal physician, choosing a tutor or buying a car, we must remember the beginner's mind, which is anxious in anticipation of something new and unfamiliar. We must help to make it more comfortable, which will lead to more richness in our qualitative research findings for clients and will benefit our professional image as researchers. | Q



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Make your international phone interviews successful in any language

As marketers race headlong into the global marketplace, researchers are finding themselves ever more drawn into familiar activities in unfamiliar lands. At the same time, U.S. researchers are commanded to do more with less, to create greater value for budgets that, in many cases, are barely sufficient to cover the basics. So what's a researcher to do? Go to the source!

International/in-language telephone interviewing doesn't have to be a frightening proposition. You just have to know a little about what you're doing. Here are some things to consider and discuss with potential vendors that will help ensure that you have both a successful and a pleasant experience on your next (or first) in-language project.

What is the vendor's experience with in-language interviewing? Find out how many in-language studies they've completed and in how many languages they regularly interview. Listen for things like specific languages in which they can interview.

Let's say that you are fielding a study in South America and the project includes Brazil. Do they proudly say that they can handle Spanish interviewing? Or, worse yet, "Brazilian?" Or do they know immediately that Portuguese is the spoken language in Brazil?

Does the vendor use second-language or native-speaking interviewers? Native speakers are what you want because they bring not just language skills but

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an understanding of the culture of these respondents.

Understanding the culture is critical. For instance, in the U.S., it's customary to use an assumptive approach, launching straight into the introduction following "hello" and rolling directly through the introduction to the first question. However, in other countries, this is considered tremendously boorish. One does not simply take what they want. They say "hello" and perhaps even engage in a moment of small talk before asking for the respondent's cooperation. While this may seem time-consuming, it's the approach that works best in many countries. It's also part of the reason why in-language interviews tend to run about 10 percent longer than the same interview

snapshot

When conducting international telephone interviews, choose your vendor carefully, the author says. Look for experience, native-speaking interviewers, flexibility, attention to detail and the use of in-language monitoring.

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conducted in English.

Likewise, there are gatekeeper issues to be considered even in consumer work. In Arab countries, for instance, it's not uncommon for the man of the family to have to approve contact with female family members. While, again, this can slow down the interviewing process, a vendor who doesn't understand this is not going to be successful in their attempts to interview respondents.

Finally, culture can direct questions. For instance, if you're doing an elevator (lift) study in the U.K., you might not consider asking your questions of people who live or work on the first floor. However, what we know as the first floor is called the ground floor there. Their first floor is actually our second, so you'd be cutting out relevant respondents. Having native-speaking interviewers on a survey can help catch issues like this before analysis (or, worse yet, your client) schools you!

Does the vendor use a "one size fits all" approach? Are all Spanish-speaking interviewers put on all jobs with respondents who speak Spanish? Or does the vendor recognize the critical importance of dialects, accents and idioms?

Let's just accept the fact that Hebrew, spoken with an Italian accent, or German, spoken with an Indian accent, is not pretty. Understand, too, that many Puerto Ricans do not respond well when approached by Cubanos.

But there's a deeper reason for using region-appropriate interviewers. Take, for instance, the common Spanish words *coger* (to catch), *pisar* (to step on) and *concha* (seashell). Each of these has a vulgar meaning in Latin America. And, even if the translation isn't vulgar, differing translations can obscure meaning and lead to unclear feedback from respondents. For instance, if you use the word *coche* in Spain or Central Mexico, they will understand that you are asking about an automobile. However, most other Spanish

speakers will take your meaning as "baby stroller." Clearly, this would be a bad thing if you're interviewing about automotive tires and get responses on stroller tires.

To make the importance of dialects and idioms easier to understand, let's look at an English-language example. If you were in England and a colleague said to you, "Fancy a shant?" you'd know exactly what they were talking about, right? Would it help if they asked you this at 5 p.m. on a Friday? Or would you just go back to your hotel and miss happy hour altogether?

My point is that even when you speak the same language there are idioms that can color or even obscure meaning. When meaning is unclear, what do researchers do? We probe and clarify, of course. But what are the odds of getting to the real reason behind a respondent's comment if you don't even understand the comment to begin with? If an Englishman claims to be "chuffed," an Aussie ends a long complaint about poor service with "but she'll be apples," or a Canadian says "Bob's your uncle" as part of his/her response, wouldn't it be better to have an interviewer on the line who understands what the respondent is talking about so that the probing and clarifying is done on issues of importance to your client and her marketing efforts? The same is true for dialects, accents and idioms in nearly any language.

Who does their translations and what method is employed for this? The most certain way I know of to get solid translations that will meet your needs is to do two things: One, use a native-speaking translator from the same region as that in which you'll be interviewing. And two, do a back-and-forth. In other words, have one translator translate the survey into the appropriate language and have a second, equally-qualified translator who has never seen the original instrument translate it back to English. If what you get back meets your

informational needs, you're good to go. If not, well, back to the drawing board. Is this an expensive way to go, translating twice? Yes. But it's the single most effective way to ensure that your meaning translates and respondents are answering the questions you'd intended to ask them.

What are their monitoring and supervisory practices on this type of project? If they don't immediately volunteer that they have in-language staff handling this work, run! Never are you more vulnerable to the standards, practices and ethics of your supplier than when you can't monitor the interviews yourself. And, unless you're multilingual, it's unlikely that you'll be able to handle this function personally - which makes it even more critical that someone who speaks the language is acting as an ombudsman for you in this regard. Think about it, would you field out a study in English if you were unable to monitor/supervise and the vendor would not do it for you? Of course not! So why drop your standards simply because the interviewing is being conducted in a different language?

Lose control

When you do not speak the language(s) in which the interviews are being conducted, you lose control. Make up for that loss by selecting a vendor that gives you the greatest degree of control, information and transparency. Ensure that you and your vendor share a common language and common standards. And, perhaps most importantly, while international interviewing definitely brings with it its own set of unique challenges, don't assume that you have to drop your standards to accomplish the project. | Q

Keep your tech terms in check

Enter article ID 20081110 at www.quirks.com/articles to read Julia Lin's tips on how to avoid language problems in international IT research.

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Have technology, will investigate

Liven up your qualitative with these online solutions

The newest tools being offered in the online research world are a big improvement on the first platforms that emerged in the virtual world. Their breadth and depth are astonishing to qualitative research consultants (QRCs) and clients alike who are used to in-person qualitative or who rely on the original technologies that were developed for online research. The online platforms are constantly incorporating new features and improving the ones they have so there is always something fresh to try out.

To keep up to date with the most cutting-edge tools, many QRCs contact the various vendors periodically to hear about the new online features. Having just done that for a client project, I decided to share some of my findings by creating a list of some of my favorites. I am not arguing these are the best; they are just the ones that I

find intriguing and that have direct applicability for the type of projects on which I work. You may have an entirely different list of favorites – and I'd love hear from you about them.

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snapshot

A qualitative researcher looks at seven Web-based tools, from in-situ narrations to virtual communities, that can help marketers get fresh views and insights on their target consumers.

The first four tools that made my list of favorite things offer a seismic shift in the ability of a QRC to get reactions from a respondent at the optimal time and in the optimal place. They are a true alternative to on-location research and I believe these will soon become a common component of research projects. The next two tools are simply so engaging that respondents are too busy enjoying themselves to remember they are actually contributing to a research study. With such engagement comes deeper insight mining. The last tool I discuss gives the QRC easy-to-use features to create more memorable and compelling reports, ones that can enhance the reputation of QRCs with their clients. All of the tools can be deployed quite rapidly and can shorten the overall length of a project while increasing the quality

of the work. So throw away your GPS and explore the ever-widening world of online research tools.

Text-message postings to discussion boards

A QRC poses a question via text message and respondents reply using their smartphone from wherever they might be. Imagine asking respondents what they are planning to make for dinner at five o'clock in the evening and then asking again at eight o'clock what actually happened and why it may have changed. Or asking a frequent headache sufferer to text at the onset of his next headache and describe where he is and what he does about it. In my opinion it's the perfect tool to get in-the-moment reactions without following the respondent around all day or all week and intruding on the moment. Further, these texts tend to be very heartfelt and

emotive and evoke great builds and reactions from the other respondents on the discussion board.

At least one of the commercially-available platforms has a setup such that the texts automatically populate an ongoing discussion board. Another has a stand-alone texting system that populates a spreadsheet that is e-mailed to the QRC twice daily.

The advantage of the first setup is an uninterrupted flow of the exchange among all respondents. They will frequently respond empathetically upon viewing a text from another participant and the reactions and comments that follow can be quite profound. The drawback is that this tool must be used in conjunction with a discussion board. The advantage of the second system is that the QRC can cut and paste relevant texts (and there may be many!) into an ongoing discussion board or simply use



	Text-message postings to discussion boards	In-situ narrations	Word-and-picture diaries	Wireless Webcams (with stopgap recording)	Fun "mark-up" tools	Virtual communities that are engaging to visit	Simple video-editing tools
20/20 research 2020research.com	✓	✓	✓		✓		
Artefact artefact.net				✓	✓	✓	
Civicom civi.com	✓	✓			✓	✓	✓
Focus Forums focusforums.net	✓				✓		
Itracks itracks.com					✓	✓	
QualVu qualvu.com			✓	✓			✓
Revelation revelationglobal.com			✓				

Disclaimer: I have mentioned specific companies who offer services in the discussed arenas to help fellow QRCs get started. This list is in no way meant to be definitive or comprehensive. I have not personally used all of these from each company; I have relied on their sales teams to provide some of this information. Further, not all the services are comparable, some companies may have changed the services they offer and there are likely to be other companies that offer similar services that I have not included.

the texting tool on a stand-alone basis. The downsides here are the delay in receiving the messages and the effort required of the QRC to transfer the relevant comments.

In-situ narrations

A QRC poses a question via e-mail or text and the respondents answer by leaving recordings on an "answering machine." One of the major commercially-available platforms has just launched this and I am really looking forward to trying it out. A respondent buying a jar of jam in a grocery store can pull out her cell phone and narrate her frustration about not being able to find the flavor she wants as she peers at the shelf set. Or a respondent test-driving a car can recount (hands-free of course) her feelings about her experience at the dealership. Another of the platforms has a similar product in test now. In that version, the platform "calls" the cell phone of the respondent at specified times and asks her questions (closed-ended or open-ended). She can push 1 to say she buys a certain product less than once a month or she can verbally describe why she decided to eat at Wendy's rather than Burger King. This is another great way to get deep insights without intruding on the moment or spending huge amounts of time following the respondents, waiting for the behavior in question to occur. QRCs get the audiotape and can get a

transcript. The audio clips capture the emotions in the respondent's voice and can be a novel addition to any PowerPoint presentation. The drawback to this might only be the lack of a visual to accompany the audio.

Word-and-picture diaries

Respondents create online diaries in which they address a question or questions posed by the QRC at specified times. QRCs could ask respondents to diary when a certain event occurs or at the end of every day, for example. What has truly made these diaries vivid and compelling is the addition of photographs and video. In addition to describing how she feels over the course of a week as she tries a new home-cleaning product, she can also add before-and-after pictures of herself and the clean counter. And since her impressions of and experience with the product might change over time, the diary efficiently captures her evolving impressions. Alternatively, the entire diary can be video recordings for an even more personal touch.

Wireless Webcams (with stopgap recording)

Respondents place a wireless Webcam in a location that captures the behavior being studied and the Webcam records and transmits whenever there is movement. Imagine a Webcam that captures footage every time a

respondent uses her newly-purchased convection oven. The QRC could get invaluable information about how home cooks are adapting to this newer technology and be able to watch and listen as actual decisions about what to put in the oven and how to convert cooking times are being made. The camera will also capture culinary successes and failures and, at times, cursing by the respondent. All of this will happen much more naturally without a camera crew in her kitchen. I love that the Webcam can easily capture the participant herself in action. Her expressions are revealing and the QRC may also see the respondent taking actions which she might fail to describe in a written log. Standard Webcams (both wired and wireless) as well as hand-held video cameras are good options too, depending on the project.

When using Webcams it is important to understand the physical setup of the respondents' work spaces. A wireless Webcam too far from the computer (say in the garage of a large house) or in a city full of interference may not work sufficiently well. Consider recruiting respondents with laptops that can be moved to the desired location and/or using a wired Webcam (with a wire extender for extra mobility). Many of the commercially-available platforms offer this, and most will supply the cameras to the respondents and ensure they are

set up and working before the QRC begins the project. QRCs should select a company that has experience doing this; experienced companies are more likely to give sound advice on methodology, to provide flawless Webcam or video camera fulfillment and testing and to recruit appropriately. Currently, using the Webcam and video camera as the incentive (in lieu of some or all of the usual cash) is a common practice. In the near future I suspect many respondents will have Webcams already and fulfillment and setup will be less of an issue.

Fun “mark-up” tools

It’s like giving respondents a set of magic markers and stickers and having them mark up concepts, print ads or other stimulus with likes, dislikes, comments or whatever. Only it’s virtual! And the respondents find it easy and fun. Several of the commercially-available platforms offer such a tool. And they provide an easy-to-use toolbar somewhat reminiscent of the drawing toolbars on Windows. By clicking on these toolbar respondents access markers, smiley faces, thumbs-up and -down and the like to “edit” or comment on whatever stimulus a QRC chooses to show. It’s highly engaging and a great tool for getting feedback on print or Internet ads. QRCs can control when and how respondents see each others’ responses as well to ensure unbiased thoughts without sacrificing group wisdom. This can be used as a valuable co-creation tool as well.

Virtual communities that are engaging to visit

A QRC creates a private virtual community (or social network) with a look and feel that is perfectly tailored to her specific project. And respondents join in and build personal pages with details about themselves and their experiences. I’ve seen them so inviting that the respondents spend huge amounts of time building their own profiles, visiting “friends” (fellow respondents) and pondering the study questions. Imagine recruiting new moms and having them get to know each other over the course of a year, posting pictures as their kids grow and talking about the joys and hard-

ships of that first year of motherhood. Meanwhile, the QRC is gleaned detailed insight about how these moms select the food they feed their children and how their choices evolve over time. This is a powerful tool to grab the hearts and minds of the respondents and to make them feel such a strong sense of belonging that they stay engaged during long projects and those requiring multiple phases. Virtual communities are less suited for shorter projects, in my opinion, because of the time it takes the respondents to customize their pages and to bond with each other.

Simple video-editing tools

We all know that including video in a report is a nightmare, or at least it used to be. There are editing tools being offered now by some of the available platforms that make it simple to create compelling video clips to include in client presentations. Whether a QRC has pre-recorded videos of her questions and the respondents are recording their answers and uploading them asynchronously in response or the QRC is conducting a real-time synchronous video discussion with one or many respondents, the recording is readily available for use. With very little effort (and no artistic talent whatsoever) the summary video can look quite professional. And if that is not enough to overcome hesitation, in many cases the QRCs can mark relevant passages and, for a small fee, ask the platform provider to pull the clips together.

Deeper insights

As exciting as these tools are, they are only as good as the QRC who is using them. A great QRC will find ways to use these to design projects that get at deeper insights and more actionable findings for her clients. An average QRC might use them and still get average findings. One thing, though, is certain: No one gets lost on the way to the in-home interview! | Q

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Overcome these common hazards to seize their potential

Many marketers and market researchers have come to embrace the benefits of an integrated mixed-method approach - multi-phase studies that interweave several different types of research - as it can provide a more holistic, robust perspective than a single approach. For example, conducting qualitative research to guide the development of a quantitative survey can help ensure that all the real issues are examined, the right factors are evaluated, the right terms are used and the sampling strategy is well-constructed. Similarly, an early quantitative phase can help determine the key issues and targets for subsequent qualitative research to probe deeper into outstanding questions, provide a greater understanding of what ambiguous data mean or bring a key audience to life.

Ideally, each phase of a mixed-methods study elegantly builds on insights from other phases. Too often in practice, however, rather than truly integrating all research components, studies are often treated as series of discrete projects strung together, with too little anticipation of the complexity of aligning each phase and effectively leveraging all insights upon conclusion. It is this complexity that makes mixed-method studies rife with potential pitfalls; there are more opportunities for things to go awry and a greater chance that issues will compound.

Among the potential hazards are:

Budget overages and missed deadlines. “The report from the first phase didn’t include the input we needed for the second phase so we had to go back into the data, revise the report and delay the next round of fieldwork - at an added cost.”

Failure to meet the study’s objectives. “It wasn’t clear whether certain objectives would be addressed by the qual or the quant. In the end, some key questions remained unanswered.”

Redundancy. “Too much time was spent in the qual phase addressing questions we already knew the answers to from our survey, so we didn’t really get much out of it.”

Inconsistency. “The terminology, concepts and models used in the qual report were totally different than those used in the quant report, making it difficult and time-consuming to summarize the whole study and understand all of the implications.”

Confusion. “The findings from one phase appeared to totally contradict what we learned in the other phase because each was developed in a vacuum, so it was impossible to

snapshot

This article explains to how effectively execute a mixed-method market research project and avoid having the many facets end up as little more than disparate parts of an incomplete whole.



By Ellen Cabacungan

Editor’s note: Ellen Cabacungan is a qualitative manager and moderator at CMI, an Atlanta research company. She can be reached at 413-569-8569 or at ecabacungan@cmiresearch.com. Hannah Baker Hitzhusen and Janet Patterson, also of CMI, contributed content to this article. To view this article online, enter article ID 20091204 at quirks.com/articles.

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take action without understanding the discrepancies.”

Frustration. “Even though we worked with a single research supplier, I felt like I was the only link between the qual and quant teams and had to spend too much of my time bringing different contacts up to speed to ensure consistency throughout the study.”

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mixed-method studies described below may seem obvious, but simply being more conscious and observant of prosaic, sound research practices can prevent hours of additional work, panicked eleventh-hour revisions or awkward sessions with stakeholders.

1. Solidify key study elements and objectives. Researchers may be tempted to breeze through a study's objectives, parameters and deliverables without careful deliberation because the exercise can seem rote and formulaic. However, these areas are especially critical to ensure all parties have a clear understanding of how the many moving parts must work together through multiple phases.

Furthermore, because a number of stakeholders with different priorities are often involved in mixed-method studies, it is critical to get their buy-in and agreement on the objectives from the outset. Begin mixed-method studies by clearly articulating the business objective the research will ultimately address, then determine the requisite research objectives, parameters (recruiting specifications, sample sizes, etc.) and deliverables. It is crucial that the research objectives and deliverables be specified for each phase of the research to avoid confusion about what each phase must accomplish.

Established processes must be in place to ensure all involved parties are consistently mindful of the key elements of the study. For example, at the outset of a study we create a project map – a brief document that includes the methodology, timeline, and key deliverables – along with a chart outlining the key questions, tools and techniques to achieve each research objective and focus the research on addressing the ultimate business objective. Once we have finalized the project map with our clients, we reference it throughout the study and encourage our clients to do so as well when reviewing screeners, guides, questionnaires or reports. We have found that this practice ensures the study's objectives are satisfied and provides a framework to manage stakeholder expectations and prevent scope creep.

2. Select and use methods appropriately. Some stakeholders may find mixed-method studies attractive because they sound new and intriguing. For example, they may advocate an in-store shop-along and discrete-choice modeling hybrid methodology when a short customer survey would suffice. In contrast, some may be uncomfortable with certain methods, for example, embracing quantitative methods for “scientific analysis” with large sample sizes over an ethnography of a smaller sample of representative respondents. In other instances, stakeholders may try to loosely mix methods, using tactics like adding many open-ended questions to a survey “to get some qualitative responses” instead of conducting in-depth interviews.

To avoid these scenarios, urge stakeholders to be open but cautious when considering new approaches and to carefully evaluate a potential methodology based on how sufficiently and efficiently it addresses the business questions. Educate stakeholders who are hesitant about new approaches using analogies and layman's terms to explain complex techniques and by offering case studies and examples of output. For stakeholders who are eager to try an interesting but unsuitable method, discuss potential limitations and propose creative modifications to engage them in the optimal approach.

3. Carefully determine method sequence. Often, the order in which methods are employed is just as critical as selecting the right methods, as sequence can dramatically affect outcomes, timing and cost. For example, when assessing the opportunity for a new product concept, conducting a survey to determine who to target followed by focus groups with those consumers to refine the concept would likely lead to very different conclusions than if the study began with focus groups. Participants in the survey sample who would have rejected the original, unrefined version of the concept might have embraced the optimized version, and vice versa. Similarly, reactions to the concept among focus group participants would likely be very different if

the groups were composed of a broad sample of consumers, versus a highly targeted sample of the category's early adopters.

So, when designing a mixed-method study, it is important to identify the specific function of each method to be employed, as functions can indicate the proper sequence. In their 1989 *Educational Evaluation and Policy Analysis* article titled, "Toward a conceptual framework for mixed-method evaluation designs," Jennifer C. Greene et al. articulated five functions for conducting mixed-method research:

Complementarity - Elaborating on, enhancing or clarifying results from another method.

Development - Using results from one method to inform the development of another.

Initiation - Discovering contradictions in results or new constructs with which to interpret results from another method.

Triangulation - Validating results from one method with another.

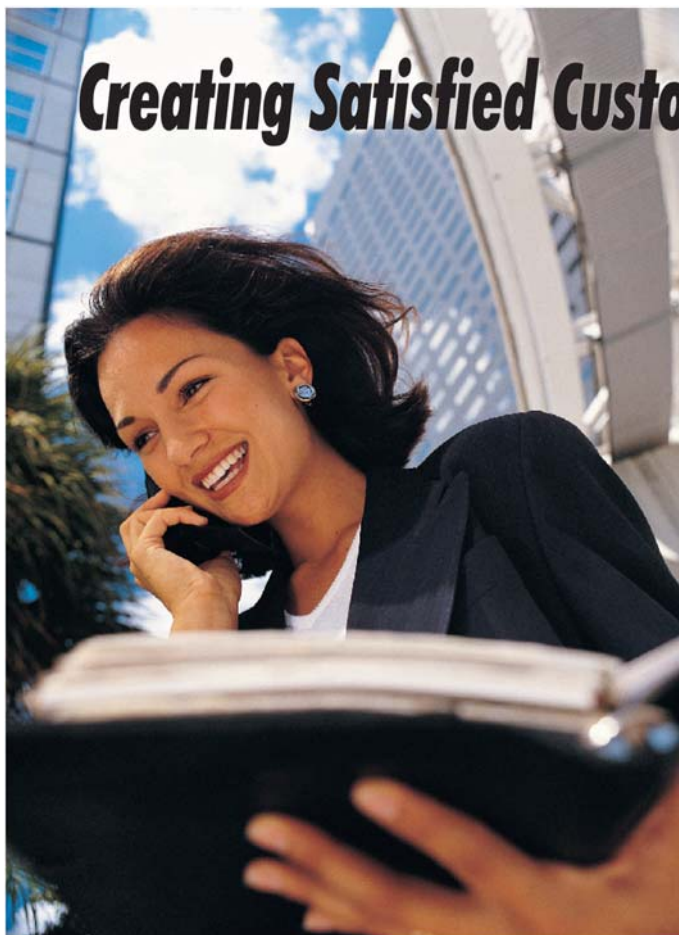
Expansion - Extending the

Choosing a mixed-method supplier

Suppliers who successfully execute mixed-method studies generally:

- Specify how and in which phase they will address each of the study's objectives.
- Indicate how they will leverage the deliverables from each phase in subsequent phases (e.g., "Phase 1 deliverables will include a comprehensive list of desired product attributes in consumer-friendly terms for use in the Phase 2 survey...").
- Appoint at least one team member who will be engaged in all phases of the project to ensure continuity.
- Involve members from both their qualitative and quantitative teams throughout the research, from planning to fieldwork to final reporting.

Suppliers should show that they can plan and allow sufficient time for transfer of knowledge between teams at various points in the timeline. They should also be willing to express concern about an aggressive final delivery deadline and propose alternative solutions to prevent a potential delay in one phase from jeopardizing later phases.



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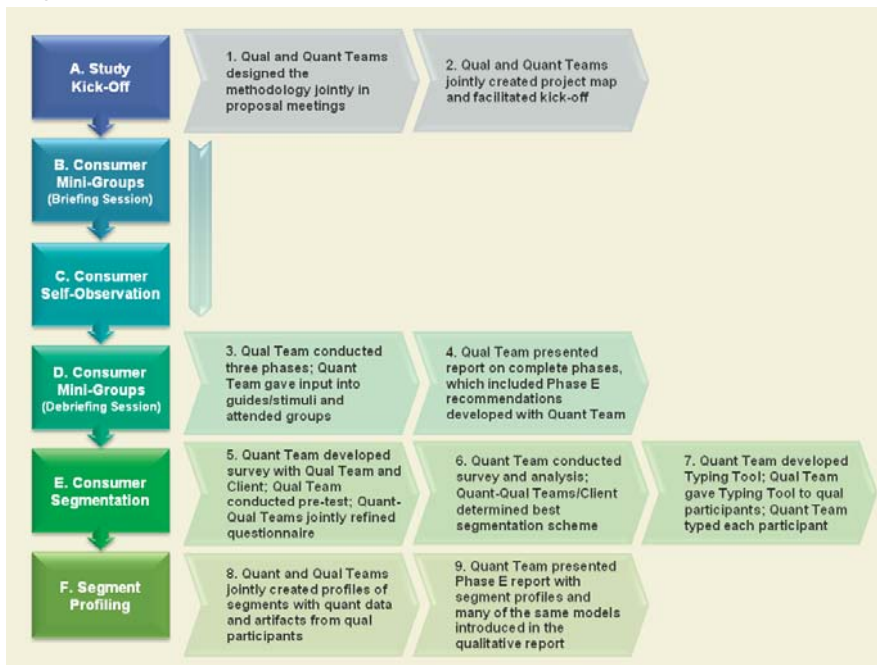
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breadth and range of understanding by using different methods to study different components of an issue.

We recently conducted a mixed-method study that illustrates the influence of function on the study design. A pharmaceutical client needed a new-patient segmentation in a particular treatment category that requires patients to modify their behavior to improve their conditions. Although our client's previous quantitative segmentation had been

Figure 1



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predicated on focus groups, it failed to include important factors that distinguished real-world patient types, provide a means for envisioning or prioritizing the segments or help accurately identify patients who were truly ready to modify their behavior and try the client's prescription drug.

In order to develop a more meaningful and actionable segmentation for our client, we combined several phases of qualitative and quantitative research (Figure 1).

In an example of initiation, we screened participants in all phases using an algorithm from the previous segmentation so we could later demonstrate where and why the new segmentation overlapped with or diverged from the old one.

Because focus groups conducted to inform the last segmentation survey had not identified actual indicators of patients' readiness to modify their behavior or take a prescription drug, we sought expansion, employing additional qualitative methods to thoroughly understand factors that contribute to readiness. After participating in an initial mini-group, patients in the sample who said they intended to modify their behavior in the next month completed journals for a number of weeks before reconvening to debrief on what occurred in the period between discussions. Adding this longitudinal element

allowed us to identify factors that indicated whether a patient would actually take action to modify his or her behavior in the short term.

We then leveraged the qualitative findings for development of the quantitative instrument and selection of the new segmentation scheme.

The quantitative served the purpose of triangulation, validating the qualitative findings with a larger more representative sample.

Finally, to achieve complementarity, we re-contacted participants from the qualitative sample and gave them an algorithm-based typing tool to determine each individual's segment. This allowed us to create rich profiles of each of the new segments by augmenting the quantitative data with qualitative artifacts from earlier phases.

4. Carefully plan the timeline.

Mixed-method studies can be more efficient than conducting each phase as a discrete study, particularly if recruiting or reporting for several phases can be combined. However, certain steps usually require more time than is typically allotted for a single method because more parties and components are involved. In the diagram representing the mixed-method segmentation study described above (Figure 1), it is evident that a number of touchpoints are required



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for the research and client teams to successfully coordinate a study of that scope. Clearly, without proper planning, issues in one phase could have delayed later phases or compromised the quality of the outcomes.

It is often possible to start one phase before the preceding phase is complete to compress the timeline. However, not allowing enough time to understand the implications from one phase and modify a later phase accordingly can negate the purpose

of conducting the earlier phase – and at a much higher cost than if only the later phase had been conducted.

A colleague had a recent experience with a client who was facing tremendous pressure to have statistical data in hand for an upcoming meeting. Therefore, the launch of a survey to evaluate product claims had to be moved up, without the benefit of focus group results that would have refined the claims and reduced the number under consideration. Fielding the survey prematurely meant evaluating over 40 unrefined claims, a longer field period and higher sampling and incentive costs due to high dropout rates from respondent fatigue. Had the survey launched a week later as scheduled, it would have been possible to leverage the qualitative findings, which revealed that many of the “best performing” claims were table stakes in the category and that only a handful were resonant and differentiating enough to evaluate further. As such, the survey could have been much shorter and the results less confounding.

Even when different phases can be conducted concurrently, it is critical to ensure enough time during analysis and reporting to thoroughly integrate results from all phases. To avoid problems when developing a timeline:

- Include time upfront for coordination with the full research team and client.
- Build in reasonable time for information exchange at key points.
- Allow for contingency between phases for unforeseen delays.
- Specify the nature of and timeline for all deliverables.
- Ensure stakeholders are aware of and agree to delivery dates.

5. Maintain consistency but change course if necessary.

Because mixed-method studies often involve multiple stakeholders and extend across several months, there can be many opportunities for the research to lose focus.

As new business questions emerge over the course of the study, there is often a temptation to use later phases

to address topics beyond the original scope. It is sometimes possible to accommodate requests to include other topics, saving the client the time and cost of fielding additional studies. However, doing so can be detrimental to meeting the study’s original objectives if the inclusion of additional topics leaves less time for data capture and analysis fundamental to the original objectives or diverts focus from the purpose of the study.

Additionally, different team members may engage in the study on a limited basis, or new researchers or stakeholders may join a team after a study is underway. Without sufficient knowledge transfer regarding the study’s history and purpose, they may inadvertently direct the study off course.

Furthermore, parties involved in one phase of the research may use different models or terminology than used in other phases, making findings impossible to align and interpret.

To ensure greater consistency throughout a mixed-method study:

- Use a single supplier for all phases of research, or collectively engage all suppliers from the outset and provide ongoing updates.
- Identify at least one individual from the supplier and one client contact who will be heavily engaged in all phases of the research to promote continuity.
- Ensure all team members and stakeholders are familiar with and agree to the project map or research plan and revisit it frequently.
- Consider including a phase’s objectives and deliverables on the respective discussion guides or draft questionnaires.

Hazards can be avoided

By nature, mixed-method studies present a number of common hazards with significant consequences. These hazards can be avoided with careful consideration and planning, yielding a study that is greater than the sum of its parts. At its best, mixed-method research can provide a richer, more comprehensive understanding of consumers and markets to guide sound business decisions. | Q

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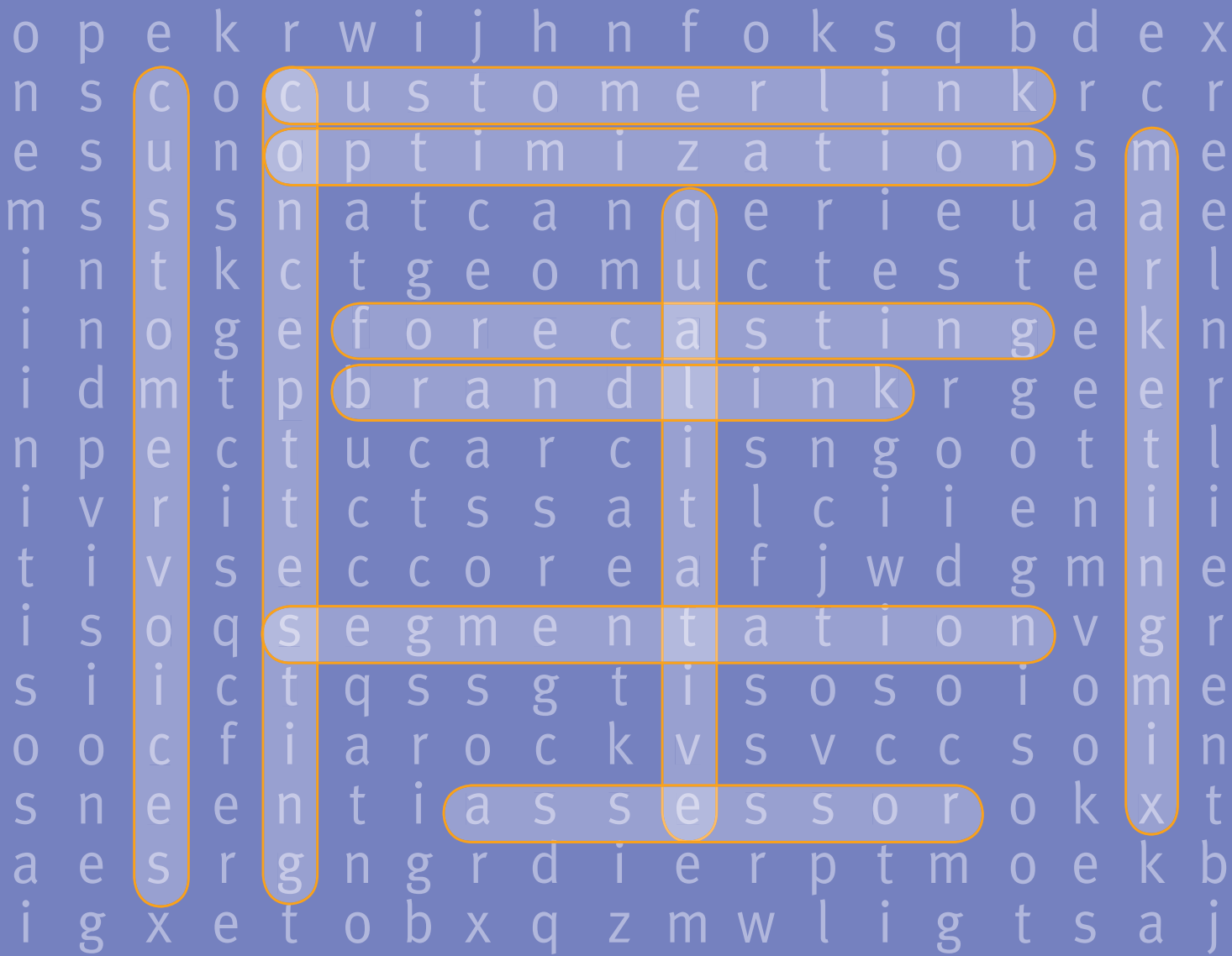
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Waiting for the freak-out

You can learn some interesting things when you force consumers to stop using - or make them use too much of - a product

What do Pizza Hut, Burger King, Verizon and Dunkin' Donuts have in common? Apart from the obvious food element with three out of the four, they have all embarked on deprivation techniques, in which marketers attempt to measure brand loyalty by depriving consumers of a much-loved product.

The idea is to gain - supposedly - a greater insight into customer behavior. Some commentators have referred to the tactic of deprivation (or deception as it has been colloquially called) as a marketing prank, a trick played on customers to see how they would react when deprived of something they "simply couldn't live without." But marketing professionals retort, arguing that they use the research technique to measure the degree of customer loyalty to a brand or product by taking it away from consumers for a given period of time.

Simply put, a brand is a collection of perceptions in the mind of the individual consumer. To some, it may mean very little but, as marketers hope, to the target audience it should mean value, satisfaction and a strong feeling of well-being. A key to marketing success is identifying and understanding the specific drivers of the perceptual process.

As consumers we tend to think that how we perceive the world is objective and factual. However, there is ample evidence to suggest that this information is often strongly influenced by personal feelings, tastes and opinions, and less a reality than we might imagine. For marketers this creates a somewhat complex situation in that consumers will not only view brands differently from the brand owners but also from each other. In Burger King's deprivation research, customers were told that Burger King had discontinued the Whopper. The reaction (captured in the "Whopper freak-out" commercials) was, perhaps, foreseeable. Loyal customers felt bewildered and betrayed when told that they could no longer buy the Whopper. An instinctive reaction, yet too subjective to draw any meaningful conclusions. When offered an alternative from a fast-food rival, many declined the offer vehemently. This reaction provided a small degree of brand insight but not enough to draw any helpful marketing conclusions.

So, does deprivation research on its own provide sufficient and meaningful data? There is no doubt that taking the brand away from extremely brand-loyal consumers and documenting the

snapshot

Deprivation research, in which a consumer's favorite product is withheld from them, is a useful market research tool but is more powerful when inundation research is run in tandem. Forcing product usage on a group of consumers can uncover equally compelling findings, the author argues.



By Bryan Urbick

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experience can be a useful means of determining the aspects of the brand experience that generate enduring connection. However, we believe that the learning can be deepened by adding an inundation technique with category loyals (rather than brand loyals, but you could include switchers) in which usage is forced upon them and comparing the outcomes of the two exercises.

Two-pronged approach

Layering memory association with this two-pronged approach to uncover deep emotional stories has helped to better understand the brand experience and provide actionable information to attract new users to the brand. These techniques allow the marketer to further delve into consumers' psyches, trawling for and building on common threads. A three-dimensional analysis of the brand experience then comes to life.

One of the aims of the combined deprivation/inundation technique for marketing professionals is to get under the skin of the brand and the product experience in order to understand loyal consumers' rational and emotional connections. Equally important is to learn more about the wider competitive set, the other brands and products in play, and the role of the purchaser in their specific

category. This latter point is important particularly if the purchaser is not the end user. This can clearly be the case where certain foods (cereals for example) are purchased by mothers for their children. Marketers can be battling into a strong head wind if they try to influence the purchaser without giving due consideration to the needs and desires of the user, and vice versa. Deprivation/inundation in this situation can provide valuable data from two important sources.

Best methods

Together, deprivation and inundation work to create an insight-mining method that's more than just the sum of its parts. To better understand why, it is important to analyze the best methods of conducting each and their strengths and weaknesses as well as get to grips with the key points of understanding that each provides.

We know that deprivation can provide a unique insight into the role of a brand or product from the perspective of a loyal, frequent user who is forced to do without it. Inundation, on the other hand, forces the usage of a specific brand on a target consumer who is not brand-loyal but is someone who may or may not be familiar with the brand. The intersection of the truths between the deprivation and inundation groups marks a path of

communication that is built not only on a brand and category truth but is also designed to drive behavior change within the target group. The deep dive then overlays emotional reasons and truths from both loyal and target consumers to get beneath the mere functional/rational responses. Given the high degree of subjectivity of brand preference, which is influenced by personal feelings, beliefs and desires, it is imperative to develop as much objective data as possible from this often intuitive environment.

Taking something away

Much has been written about the use of deprivation to explore brand relevance and importance in consumer lives. The logic of the idea is sound: by taking something away that has become a regular part of one's life, a unique understanding can emerge. But be in no doubt that those consumers taking part in a deprivation group will generally find the program very difficult. More often than not they will claim that the actual experience differed markedly from their initial expectations.

It is, therefore, important for marketers and researchers to have rigid guidelines and be prepared to offer appropriate support to this important group. After all, these participants are the loyal customer base. The length of the program will depend on a number of factors including the product under review, the number of available participants and the time projected to gain meaningful data. Dealing largely with food and beverage products, we have generally found that a time frame of seven to 10 days is, in most cases, sufficient to gather the data we require. Other products, particularly those in the telecom sector for example, may take longer to gather the required data.

Deprivation definitely works best with avid consumers since they are most connected to the brand and are most able to articulate what is missing when forced to refrain from using it. Participants must be prohibited from using a specified brand and, depending on the product being tested, generally not any other brand in that specific category either. If the product under review, for example, was an Apple computer, it would be difficult for

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participants not to use any other brand of computer. Indeed, by not limiting category usage (depending on the learning objectives) it can be interesting to see what brands and products within that category become the avid consumer's second choice.

Those consumers who are frequent but less avid do not necessarily miss the brand enough during the deprivation period to allow us to ascertain the deepest, most compelling truths of the brand or product experience. "Avid" needs to be defined on a project-by-project basis, but would usually encompass the top 2 to 10 percent (in frequency of usage) of what would typically be classed as the regular, loyal consumer.

During the deprivation period participants must be encouraged to keep in-depth diaries or journals. Written diaries are OK but video diaries, blog entries or other electronic media, in our opinion, provide more meaningful data. No matter what the format, it is important that the participant documents what they consumed or used, and reasons why that choice was selected over other options available. These replacements, and more importantly the reasons for the choice, are particularly insightful in helping the consumer, as well as the researchers, understand the role of the researched brand or product.

Marketing professionals and allied researchers should also ensure that the first time the deprivation participants have a specific brand or product after the deprivation period, it be in the group or interview session. This "first experience" can often uncover some interesting behaviors and habits, and these can be observed, possibly probed, to add another dimension to the learnings.

Not devoid of weaknesses

While deprivation exercises are very effective at uncovering highly-relevant insights into consumer behavior and reasons for using a specific product or brand, they are not devoid of weaknesses. Similar to the Burger King "No Whopper" example, another major fast-food restaurant chain set out speak to avid eaters and engage them in a deprivation study. The top end of

avid consumers were profiled as those who visited the restaurant regularly, at least four to five times a week. Having identified a good number of consumers who met the profile, the company could not get them to take part in the program, even after being offered a lucrative incentive to do so. The identified consumers simply felt that they could not go seven to 10 days without eating at the named restaurant. This resulted in the company working with consumers who were not at the top end of the avidity scale. Although the insights uncovered turned out to be sound and relevant for the company, one was left wondering if data more compelling might have been obtained from those most avid consumers.

This demonstrates a potential flaw in using deprivation alone. If the consumer is truly an avid consumer of a specific product and brand, but simply could not forgo their beloved product for a specified period of time, it leaves marketers and researchers with little choice but to use the less-avid consumer. Relevant data may still emerge but it always leaves a nagging doubt!

Deep truths

As with the deprivation programs, inundation exercises can uncover deep truths about brands and categories in addition to providing an understanding of lapsed, light or possibly medium users. Inundation works slightly differently to deprivation in that forced-usage programs work best with avid category consumers rather than specific brand users as in deprivation programs. Category consumers are those most connected to a category and are, in our experience, most able to articulate what they find different by being forced to use a specific brand.

Inundation programs would generally run for the same length of time as deprivation programs but, again, would depend on the learning objectives. Frequency of product or brand usage during the exercise should be determined by the frequency of use, or level of consumption, by a loyal consumer over the same period of time.

Inundation programs can provide some very interesting and enlightening information. Not only might they uncover the consumers' surprise at

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the brand being researched but they may also highlight disappointments or weaknesses. Inundation forces awareness of a brand onto consumers through usage, and the consumer path of that awareness can provide creative answers to brand questions that might otherwise not be available to marketers through normal channels.

It can be hugely beneficial to get inundation participants to purchase the product being tested from their usual outlets, although in some cases they may need to be steered to specific types if this is determined useful to the study. Having the consumer purchase the product lets us explore the experience of the purchase which, in turn, often highlights issues that go beyond insight cultivation. These data provide brand teams with valuable information as they develop the holistic proposition at all the relevant touchpoints.

As with the deprivation group, inundation participants are required to keep diaries of their experiences – be they hard copies or in electronic form. Additional information can be gathered if the participants are also encouraged to develop a culminating collage or some other creative projective technique incorporating the various sensory attributes that are most notable during the experience.

As with other market research methods, inundation exercises have a number of challenges, not the least of which is the forced usage of a product or brand. There can be psychological barriers to an insistence on usage or consumption, particularly if the brand being researched has not been one that the participant is familiar with or used to. A gentle persuasion is often needed

to encourage willing participation, and that willingness is usually best suited for those consumers who are open to trying new products. Neophobic consumers – those who are inherently afraid of new things – must be screened out before the commencement of the program. “Switchers” are usually good candidates because their category usage is not determined by one specific brand. Working with avid users of the primary competitive brands can be successful, but ways to overcome natural animosity to a rival brand experience need to be considered. Incentive programs can help in a small way, but more engaging to most is the participation in a study that is about understanding and not about conversion.

Psychotherapy sessions

Although deep-dive (complex implementation of qualitative methods as well as deep interviews of participants) is relatively straightforward theoretically, it takes an indefatigable researcher to uncover below-the-surface emotional landscapes, constantly digging deeper and not merely accepting functional or rational responses. Successful deep dives are more like psychotherapy sessions (and indeed can be very cathartic to those who participate), and the role of moderator is key to their success. The challenge is to be insistent (but kind) and inquisitive while keeping within the time frame and the overall project brief. Deep dives usually connect to greater belief systems and values, and these then need to be tied into the category being researched.

Only when the conversion aspects

and other findings from the inundation program are compared with the learnings from the deprivation exercise do the common themes for creating a path for the brand become evident. Importantly, this path is forged by the deep brand insight common among avid consumers and those who are non-users. The use of the common truths, with the understanding of the emotional web surrounding it, provides vital support for the brand or product teams to channel that insight into behavior-changing marketing strategies.

New twist

On a lighter note, deprivation took on a new twist earlier this year when Burger King (in its ongoing campaign with the Whopper) ran an advertising campaign on Facebook – the Whopper Sacrifice – in which participants were promised a coupon for a free hamburger if they deleted 10 people from their friends list on the social network. Whether or not this exercise could be classified as true deprivation, the campaign was hugely successful. The Facebook application was installed in a matter of days and used by more than 80,000 people to delete over 230,000 friendships. A corresponding message was then sent to each of the deleted friends saying that they were worth less than one-tenth of a Whopper!

Humorous and undoubtedly successful, depriving oneself of 10 friends for a hamburger will probably not be seen by the purists as a true case study in deprivation. But in research, there are a great many things to be learned by the methodology – particularly when combining deprivation with inundation. | Q

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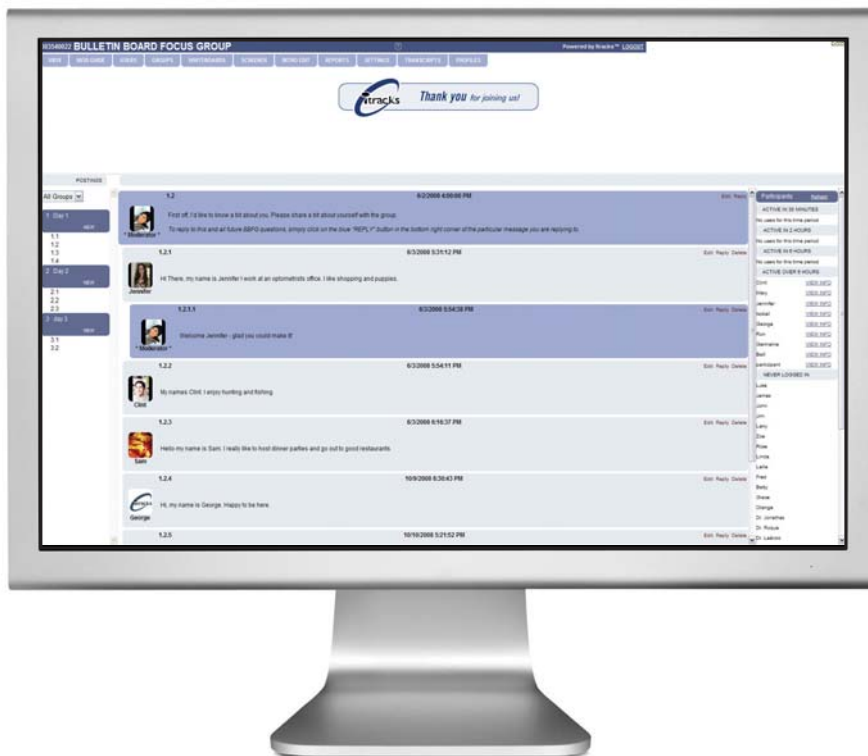
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'I'll always go back to that hotel'

How to evoke respondents' brand-related stories

Conventional wisdom says it's cheaper to keep customers than acquire new ones. So given the current global economic slowdown, we should expect belt-tightening marketers to continue making loyalty a top priority.

But a more important reason to focus on brand loyalty is the changing consumer mind-set. After several years of hyper-competition, consumers now perceive fewer rational differences between brands. So their loyalty is based on more emotional reasons. For example, the book *Habit: The 95% of Behavior Marketers Ignore* reported on a study on brand loyalty across several categories which showed that 85 percent of customers who defect report being satisfied with their previous brand.

The critical challenge for marketers is figuring out how to be on the winning side of these more emotional decisions. And specifically, how can market research help marketing teams create more loyal relationships?

The best approach to uncovering the emotional drivers of the subconscious mind is behavioral study. Patterns of behavior, like our rituals and habits, are the foundation of all emotional relationships, good or bad.

Customer storytelling

In my view, ethnographic or on-site observation is the best approach to studying behavior. However, it's often impractical or impossible to study brand experiences as they happen. For example, consider how difficult it is to study the use of flu medications. So past behavior must be explored. For this work, the unconventional - and often misunderstood - approach of customer storytelling is well-suited.

Storytelling is not easy because it requires respondents to probe their memories. Therefore, it's important to use an interview structure that will contribute to recall. Chronological ordering of topics is ideal. For example, a market researcher might explore how customers behave during the typical timeline of brand experience: gaining awareness, shopping, consideration, selection, purchase and usage.

Tracking down this "purchase funnel" chronology will help trigger associations and memories.

Once a format has been determined, how might a researcher evoke stories?

Set the stage for storytelling. Storytelling can be conducted on site or in a traditional research facility setting. In either situation, it's important to take advantage of the fact that sounds, products, scents and flavors can stir up



By Tom Neveril

snapshot

The author explores the use of storytelling - including elements such as plot, conflict, surprise and lesson - to uncover and explore a consumer's relationship to a brand.

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memories. The senses are critical to putting your target customers at ease, so they can think, feel, talk and – most importantly – behave in an authentic way.

So, if your brand involves socializing experiences, consider interviewing in restaurants, bars, etc. If you're in the car business, buckle up and go for a drive with your interviewee. If it's impractical to pursue on-site story-gathering, creativity can help: Even a sterile market research facility room can be transformed with artifacts of the customer's experience; products, photography, music, food, etc.

Know how to identify a good story. Before embarking on a customer storytelling project, it's important to know the basic elements of a useful, compelling story.

From the grandest novel to the urban myth to a simple joke, all powerful stories have four elements. The first element is plot – a sequence of related events. That's a no-brainer. Secondly, on top of plot, all good stories have conflict. Conflict is only possible when we have a protagonist with humanlike motivations, who takes action that is in conflict with an antagonist.

Plot and conflict naturally occur in the everyday experience of being a consumer. Conflict occurs as people move toward a specific brand, and then competitors or other influencers attempt to steer them in a different direction. To gather plot and conflict, it is crucial to understand the need the consumer was attempting to satisfy and the people or personalities that

stood in the way.

Useful stories also contain surprise. The definition of surprise is the situation produced when an expectation about life comes into conflict with reality. When listening to someone's experiences, keep in mind that it's not necessary that we as researchers are surprised, although we often are. Rather, it must be plausible that the customer has experienced a surprising situation.

The most meaningful surprises occur when someone stumbles upon an unexpected barrier in their quest to satisfy their need. As an example, consider the way FedEx might describe its typical customer experience: a protagonist mailroom guy uses a competing service that invariably creates a surprising, frustrating shipping delay.

The function of surprise in a story is to illuminate the fourth element: lesson, also called theme or moral. A lesson is what the protagonist learns at the conclusion of the conflict. It is possible only when we have the preceding elements of plot, conflict and surprise. But it doesn't need to be philosophical or complex. For example, the simple lesson of the typical FedEx customer story is that using FedEx eliminates risk.

Evoke good stories by focusing on their “markers.”

While every useful story has all four elements, researchers don't have to look for all four. The fast track to evoking good stories is by asking about surprises and lessons. They are far more memorable

than the zillions of plots, conflicts and boring chronologies floating through our minds.

Here's an example of a question that might evoke a good story: “Do you remember a time when you were surprised by Brand X's customer service?” The answer will likely reveal plenty about someone's experience in the category. For example, I put that question to a frequent business traveler several years ago, and he replied the following memorable experience at a foreign hotel:

“I'd been on a business trip, staying at the hotel for several weeks. I kept on missing calls from my family. I was so frustrated. The hotel concierge took it upon himself to call my secretary, get a photo of my family, frame it and put it in my room. And next to it was a faxed note from my youngest daughter that said, ‘Miss you, Daddy.’ I'll always go back to that hotel.”

Once you have completed the research and gathered stories like the one above, you must begin to plan how to best use them.

A bit more interpretation

Unlike most survey and opinion research where the data often speaks for itself, behavior research requires quite a bit more interpretation and editing. The obvious first step is centralizing – gathering all of the stories and raw elements of stories. Here are a couple tips for how to proceed after that point.

Organize thoughts and themes. A good place to start is by creating a list of consistent themes involving the concrete story elements. For example, what are the

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similarities among the protagonists, their antagonists, their goals, their consistent perceptions of places and actions? What surprises them about the category and what do they eventually learn about it?

Find a single story to guide brainstorming. From these raw materials, a prototypical customer story should be found – or created – with a plot, conflict, surprise and lesson. It is crucial to have all four elements. They are all needed to capture how the brand surprisingly satisfies – or could satisfy – the customer.

Bring the story to life. There are two main tips that can improve most storytelling. The first is to make sure to communicate the surprise of the story without telegraphing it. Your audience must be able to relive the experience, including the struggle, expectations and surprise of the story. The second tip is to practice telling the story so you can tell it from memory and truly engage your audience. The resulting story will naturally fire the audience’s imagi-

nations and develop new brand interaction ideas.

Loyal relationships

My work with a hospital system in Southern California offers a good example of how a powerful customer story can help marketers see past category conventions and develop more emotional, loyal relationships.

In this market, as in others, hospital advertising typically focused on advanced treatments like “robotically-assisted procedures.” And as a result, local consumers could often attribute specific procedures to certain hospitals. But a storytelling project with actual patients revealed that people ultimately don’t make important treatment decisions based on advanced equipment. Instead, patients diagnosed with serious conditions typically turn to their current family doctors and/or specialists for treatment decisions.




The key implication of this story is that trusted relationships need to be established before any serious diagnoses. So the hospital devel-

oped marketing tactics that create more habitual interaction among doctors and patients. For example, the hospital focused on providing more mini-conferences, inviting local family doctors to connect with hospital specialists. The hospital also expanded community education and screening programs to connect their specialists with local residents.

These small-scale efforts are now paying off with stronger relationships. For example, admissions to the hospital’s cancer center were up substantially in 2008, while the number of cases in Southern California remained relatively flat.

Gaining an understanding

Today’s consumers will continue to appear increasingly fickle for many marketers. However, it is still quite possible to create strong brand loyalty. The key is gaining an understanding how consumers behave during and around the brand experience. Behavior is the best indicator of opportunities to create new habits and strengthen emotional relationships. | Q



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What's in it for me?

How qualitative can help define the new value proposition

What a difference a couple of decades makes. Even as recently as the 1990s, many marketers were stuck in industrial-age, product-centric paradigms of selling attributes and benefits (think of Don Draper on *Mad Men* asking his staff, “What’s the benefit?”). Under this paradigm, researchers were tasked to provide marketers the “what.” As in, this is *what* consumers think, this is *what* they are doing, this is *what* they say they want (a majority clearly prefers benefit/feature C over B or A). Marketing research was all about the dutiful reporting of consumer feedback to customize the parts or attributes of a product or service that was already created in order to help sales and marketing sell it better.

But in this hyper-competitive, increasingly globalized marketplace, the research deliverables have gone from giving the *what* to providing the *so what* and even the *now what*.

Radically changed

The ubiquity of great products at great prices (witness the recent trend in plasma and LCD TVs) has radically changed the predominant consumer value orientation. They no longer look for more of what a product is (more benefits, more features) for less. Rather, they want to know what’s in it for me? How much high-value is added? The questions of *what* have given way to the *whys* and *hows* of product development and consumer-brand relationships. The

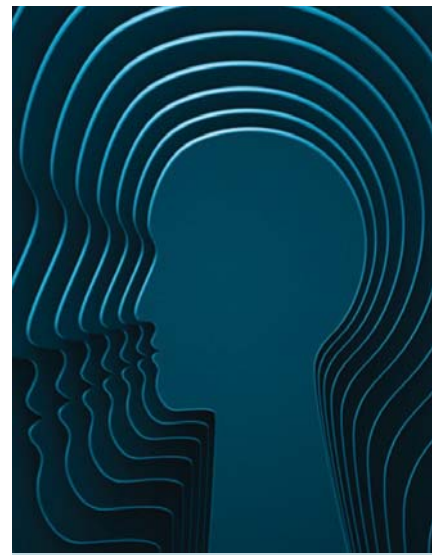
emotional, experiential, aspirational, personal and/or communal value of a product or brand is more important than its basic benefits or features shared by all similar products or brands.

As Susan Baker put it in her book *New Consumer Marketing: Managing a Living Demand System*, “At the start of the third millennium, a paradigm shift in commerce is clear: we have moved from a production-driven economy to a consumption-led economy. The ‘them and us’ adversarial approach to trade is giving way to consumer involvement in all aspects of product and service development and delivery.”

She further suggests that

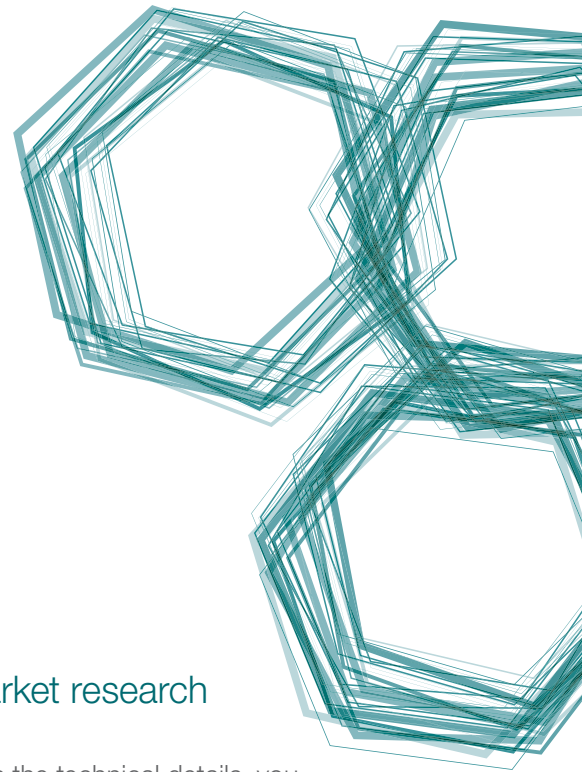
snapshot

As the information age evolves into the innovation age, qualitative researchers must adapt their methods to emphasize consumer anthropology; creativity and co-creation; and action and/or strategic planning to look beyond product attributes by asking - and answering - the questions of ‘So what?’ and ‘Now what?’



By John Holcombe

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the new role of marketing is to “establish sustainable competitive advantage through superior processes of value definition, value creation and value delivery. At the heart of each of these processes is a core capability - insight, innovation and agility.”

Require different data

The shift has forced a reorientation of marketing activity away from product-centric ideas toward

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consumer-centric ideas. Marketers that are consumer-centric require different data from their qualitative researchers because they are now responsible for creating value - trying to see into the future and build stronger emotional connections to their consumers by understanding their different contexts and cultures. They need the *so what* and the *now what*. It is within this consumer-centric orientation that the intersection of marketing research and deliberate creativity lies. Because as we move away from a dutiful reporting of the *what* toward the *so what* and *now what*, we are forced to apply creativity processes to marketing research processes: We are forced to make connections “between the seemingly unconnected” (William Plomer).

When one considers this reorientation of marketing it becomes understandable why the recent spate of focus group-bashing took place. Focus groups conducted under a product-centric paradigm are generally designed only to get at the *what*. A standard, semi-structured guide featuring 90 minutes of straight Q&A does tend to yield answers that “are the product of deliberation,” and that deliver a bias “in favor of the conservative, in favor of the known over the unknown,” in the words of Rapaille and Gladwell.

New tools and techniques (often shared by practitioners in the field of deliberate creativity) are required to get at the data that the marketers desperately need to uncover. In the now-infamous “Shoot the focus group” article in *BusinessWeek*, the chief marketing officer at Yahoo! said “My research department doesn’t know it, but I’m killing all our focus groups.” Yahoo!, she went on to say, has been getting little useful information from such groups. She likely felt that the information she was getting was the *what*; as in, “We already know what they do online now; we need to know what they might do next!”

Uniquely qualified

But even though focus group-bash-

ing was an expression of frustration with our inability to quickly and effectively adapt to the new consumer value orientation, qualitative research remains uniquely qualified to measure the new consumer orientation and fulfill research needs in the innovation age.

Qualitative methods include: 1) participation in the setting, 2) direct observation, 3) in-depth interviews to gather data, and 4) analysis of documents and materials (content and cultural analysis). These methods not only fit the need for creativity and innovation, they are, in fact, the very tools that the most innovative companies use in their consumer-centric research programs. Only qualitative research can identify the human dimensions of consumer value - be they emotional, experiential or cultural - that can be translated into breakthrough or adaptive innovations in products or services. Only qualitative research can evaluate value definition, value creation and value delivery for the consumer; they are dynamic and decidedly subjective.

Yet to meet this new consumer value orientation, qualitative researchers will need to bone up on their skills in consumer anthropology; creativity and co-creation; and action and/or strategic planning.

Consumer anthropology is about sharing the experience with consumers as a passive or active observer. This raw, unfiltered experience or immersion will largely replace consumer feedback, which is highly rationalized. The nuggets that come out of these types of qualitative studies - the insights that identify or measure the emotional, aspirational or cultural value of products, services and experiences - will form the basis for business innovation (new products, line extensions, new services, etc.) and marketing (new ways to connect and communicate). Gathering qualitative data through interviews is subsumed under the broader anthropological approach. Focus groups will remain popular due to their efficiency, but qualitative researchers will opt to get

closer and closer to their customers, through forms of commercial ethnography and more use of in-depth, one-on-one interviewing. Cross-functional client teams of participant observers will increasingly interact passively or actively with their customers: Finding the nuggets can be easier with many pairs of eyes.

Creativity and consumer co-creation will start earlier in the qualitative research process and involve the participation of consumers at the fuzzy front end of new product or service development initiatives, new marketing and advertising campaigns, and improvements in overall consumer experience. It is no longer enough to have consumers react to products and services that are already designed. More and more consumers want to express themselves with me-branded products. Like facilitated creative problem-solving sessions, moderators will need to facilitate groups of consumers to find creative insights and solu-

tions to the key challenge being investigated. Skills in ideation and brainstorming and creative interviewing tools and techniques (well-known ones such as free association, storytelling, projective and metaphorical tools and not-so-well-known ones like meditation and visualization, creative dramatics, proto-cepting and brainwriting) will be used more extensively, replacing standard Q&A formats.

Action and/or strategic planning will be the new deliverable instead of e-mailing a PowerPoint deck with conclusions and recommendations and being done with it. The 2006 Research Industry Trends study reported that “clients must look for partners that not only see the challenges but also see the promise and how to get from here to there.” That’s a paradigm shift with powerful implications for reporting. Qualitative research consultants will work with the client - either as a facilitator or as a participant in facilitated sessions - to develop new product

and service ideas, or new marketing strategies and communication platforms, to get them from here to there. This new deliverable, the outcome of facilitated client workshops driven by qualitative consumer insights, will help get your client’s marketing and brand teams from the *so what* to the *now what*. Client brand teams can take consumer learnings, turn them into consumer insights and then use those insights as a starting point for new product ideas or communications platforms.

Better equipped

By becoming more skilled in consumer anthropology, creativity and co-creation techniques, and facilitation and action/strategic planning, qualitative researchers will be better equipped to meet the demands of the innovation age: to deliver more insight, innovation and agility to help their clients see the promise and how to get from here to there and to move from the *what* to the *so what* and *now what*. | Q



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How to leverage market research for relationship-building

Conducting marketing research has benefits beyond informing business decisions, reducing potential business risk and even beyond a quantifiable return on investment. It can also help you build your brand.

Recently we conducted qualitative research with American consumers ages 18-59 to explore attitudes about marketing research itself. We looked to understand what consumers get out of answering survey questions, participating in focus groups and signing up for online research communities. Further, we wanted to know how companies could expand the benefits they receive from sponsoring marketing research studies.

We found savvy consumers who expect companies to want to know what they think and to ask them about their experiences. They believe it makes good business sense to listen to them and they know that firms must find out what they think to stay competitive.

Staying competitive has its price. As an industry we've trained consumers to expect compensation for their opinions. Unsurprisingly, we confirmed that money motivates. Some consumers look at marketing research as a part-time job, a way to make additional income. Some are trained to the point that they know exactly how much they should be making for specific research efforts.

Besides money, we found five other motivators to research participation.

It's fun. Some respondents find research fun. They find it engaging and entertaining.

It's exciting. In some cases research participants get introduced to new products and product categories. This can be exciting and make consumers feel they are on the cutting edge of a new product or service or that they have inside information.

It makes me smarter. Some consumers find it interesting to participate in marketing research. It can provide an opportunity to think about new topics. It can force people to think about issues they might not have otherwise thought about. For example, asking consumers

how their buying habits have changed in response to the economic situation forces them to think about something that may have been an unconscious action. Research on how consumers select which laundry soap to buy can provide value by having them think about something that has become a habitual behavior.

Further, marketing research, particularly group discussion, can expose research participants to the attitudes of



By Bianca Di Salvo

snapshot

Market research is obviously important as a data-gathering exercise but it can also help brands generate goodwill among consumers, the author argues.

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others. This may provide new perspectives, allowing participants to think about an issue in new ways.

It makes me feel important.

Being asked their opinions, these consumers feel a sense of pride. They feel like an essential part of the business. Further, it suggests the company values them as an individual, their thoughts, desires and needs.

It makes me feel in control.

Some consumers feel that participating in marketing research helps them feel they have some level of influence over the products and services that touch their lives. Particularly for customers, there is value in being able to tell the company about their experiences and offer their perspective on things that affect them directly.

Relationship-building aspect

By themselves these motivators may speak to respondent engagement. While interesting, engagement is about getting people to participate in the research itself, which is important. But it is not a direct benefit to the company sponsoring the research. In addition to these five motivators, we found that marketing research participation can have a relationship-building aspect to it as well.

Some marketing research participants report a more positive attitude toward the company sponsoring the research. They may be more interested in doing business with these companies. They may be more likely to cut the company some slack when things go wrong. Being asked their opinions makes them feel the company cares about them. It says the company is interested in their perspective, which translates to a more positive impression of the company overall. To these consumers, marketing research conveys a desire on the part of the company to engage with them and listen to them. It suggests the company values them, their desires and needs. It implies that the consumer's views may be taken into consideration to improve products, services and experiences.

While many companies understand the value of marketing research in making more informed business decisions, these findings suggest the process of marketing research may offer additional value to the company

sponsoring the research beyond the consumer's perspective.

How can a company use motivators to research participation to build relationships and improve its overall image? Here are four ways to do it by piggybacking on the research a company is already conducting.

1. Focus on making the research fun and exciting for the research participant. This not only reflects well on the company conducting the research (in instances when its identity can be revealed) but it also enhances respondent engagement, as an enjoyable research experience can lead to a greater likelihood for future participation.

Some companies conducting research online are looking to make things more fun and improve the consumer's experience by developing new online interfaces and incorporating video, audio and other interactive components. In its simplest form respondent engagement is governed by keeping interviews short and questions easy. In its more sophisticated form, companies are asking research participants for feedback on the research experience itself. The goal is to better understand what makes for a fun, enjoyable and engaging research experience. This information can be used to refine the design of future studies.

2. Help research participants feel more important to your organization and like they have more control over their customer experiences. Communicate the company's desire to have a two-way dialogue with customers and potential customers. As possible, use language in recruiting and early in research that reinforces the idea that the sponsoring company believes there is a need to get information and help from consumers. Use language that communicates that the company sees this as a critical part of its decision-making process and overall success.

A company can also let customers know they are important after the research is finished. Use marketing communications and other channels to let consumers know when changes to the company's products,

services or processes are made based on their ideas and feedback.

3. Disclose sponsorship to let customers know they have control and to build relationships. For a variety of sound business reasons companies should not disclose their sponsorship of marketing research studies in certain situations. Obviously early-stage new-product development should not be paired with disclosing the name of the company paying for the research. Will disclosing sponsorship will really give away competitive advantage when the research is on an advertisement that is clearly branded already? If a research participant can guess at the sponsor, does keeping it a secret really matter? Consider disclosing sponsorship when possible at the end of the research process. It can help consumers attribute the experience to the appropriate company.

4. Build goodwill by thanking respondents for participating in research. Companies should routinely get into the habit of thanking their research participants in addition to giving monetary incentives when possible. This thank-you can be verbal or written. Certain types of research lend themselves easily to the thank-you. The interpersonal interaction of qualitative lends itself easily to a verbal thank-you. The thank-you should be communicated through the research company for ethical reasons. The company might consider offering a promotional item like a mug with the company logo as another token of appreciation as these are often appreciated especially if the company has a strong image or the item is particularly cool.

Leverage the experience

Considering the potential relationship-building opportunities in marketing research, it makes sense to leverage the research experience. By focusing on the different motivators of marketing research participation and trying to enhance these, a marketing research study has the potential to do more than just inform the company that sponsored the research project. It can enhance the perception of the business and make consumers feel more closely connected to your company. | Q



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continued from p. 8

is challenged by the rapid migration to digital alternatives. However, when it comes to purchase influence on consumers, traditional media remains more influential when compared to digital advertising, according to a consumer trend report from TargetCast tcm, a New York research company. The report also revealed a divide between men and women in how each gender engages with traditional media.

Men and women are consuming media differently. Men are more likely than women to indicate that printed news is a less-relevant source of news and information. Newspapers and magazines are not considered as relevant today and are easiest to eliminate from usage, yet score well in terms of attentiveness and purchase influence. The biggest usage declines were found among men and young adults (ages 18-34) in newspapers, magazines and radio. TV and Internet, respectively, were identified as most important media, though young adults rank the Internet as more important than TV.

Sixty percent of consumers say newspapers need to change the most to stay relevant, compared to 30 percent for magazines and nearly 20 percent for radio. Fewer than 10 percent feel that TV or the Internet needs to change to stay relevant. Nevertheless, respondents ages 35+ still consider newspaper ads to be more influential in determining their purchase decisions.

The majority of adults report that they are still using the same amount of each medium today as they were a year ago, but nearly a third say they are using less printed media (newspapers and magazines). Conversely, a third or more also report that they are using the Internet more as a source of information and entertainment.

A split exists between men and women in the way each gender engages with traditional media and embraces newer media. In general, men are more willing to adapt their usage habits to incorporate more digital and online platforms as replacements for traditional media. Women are more likely to hold strong with the traditional media and are more hesitant to embrace newer media.

There is also a generational difference in attention to digital media between young adults and those 35+. Young adults are more likely to have replaced newspapers and magazines with Internet content, while adults 25+ are more likely to consider magazines and newspapers as valuable sources of information. Adults ages 18-24 are more likely to say radio is not as relevant and that they prefer reading magazines online. Young adults are more likely than other consumer groups to consider advertising on the Internet influential in their purchase decision.

Forty percent of adults say that they prefer the experience of reading printed newspapers over online news sources. Newspapers also score well both in terms of ad attentiveness and purchase influence. However, when asked if they'd rather get news from online sources than from printed newspapers, the percentage of those who agreed versus disagreed was about the same, and people do not feel that newspapers are more trustworthy than online sources.

Seventy-two percent of consumers expect that sourcing the newspaper online should be free and are not willing to pay for an online newspaper subscription. Fifty-seven percent say they prefer the experience of reading a printed magazine over reading a magazine on the Internet, and 71 percent would not be willing to pay for an online magazine subscription to replace their printed magazine subscription. Only 15 percent of respondents overall agree that they'd rather read magazines online. Additionally, printed magazines score well in terms of ad attentiveness and purchase influence.

Forty-one percent of those surveyed indicate that radio is still relevant in today's media environment. According to respondents, radio provides a great venue to discover new music that cannot be experienced elsewhere. Respondents overall prefer to listen to music through the radio station versus Internet stations or on their MP3 player. For more information visit www.targetcast.com.

Working moms big spenders on mobile services

Working moms, defined as women who are employed full-time and have

one or more children in the household, are among the highest spenders in the U.S. on cellular phone services, spending 21 percent more than the average cellular user on their monthly wireless bills. The average cellular bill for working moms is \$94, compared to \$78 for all cell phone users, according to data from Scarborough Research, New York. This group of working moms accounts for 9 percent of the U.S. adult population (21.6 million adults) and 11 percent of all cell users.

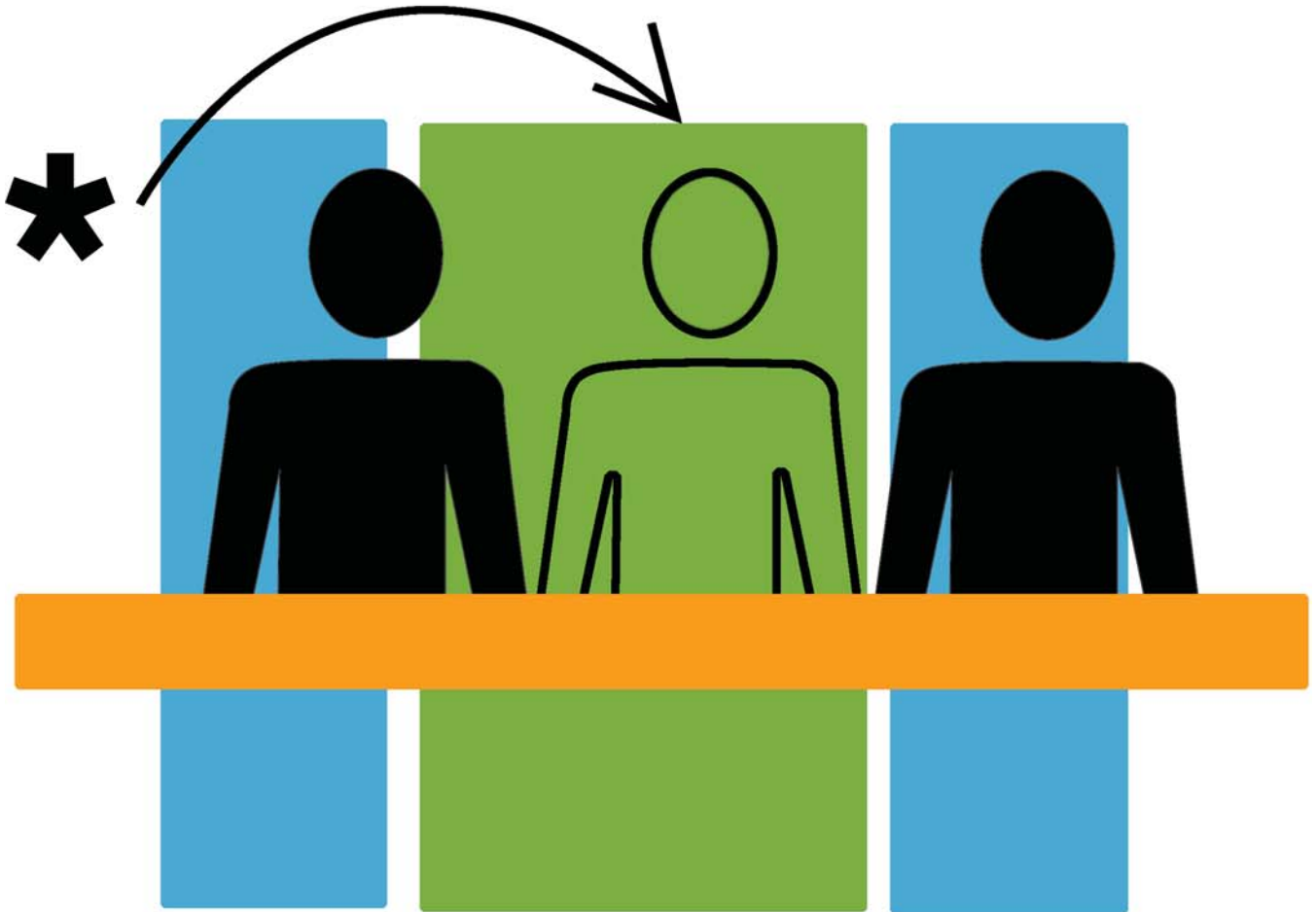
Working moms are 42 percent more likely than the average cell user to download content to their phone and also more likely to utilize texting. Working moms are 14 percent more likely to plan to switch wireless carriers during the next year, which suggests that providers need to further establish brand loyalty within this group. In terms of what contributes to their cell usage, time spent in the car may be a factor. Working moms are 9 percent more likely than the average adult to have driven 1,000 or more miles during the past month.

"The working mother is the gatekeeper for purchases related to clothing, feeding and making a home for her family. Her high spending on cellular services together with her propensity to download content via her cell phone imply that mobile marketing could be an important platform for reaching her with product announcements, offers and other promotions," says Howard Goldberg, senior vice president of agency services, Scarborough Research. For more information visit www.scarborough.com.

Consumers skimp on primary care and dental visits

Thirty-six percent of Americans say they are limiting their doctor visits because of the recession, according to data from the American Optometric Association, St. Louis. When asked which doctors they are visiting less, the majority indicated dentist (63 percent), followed by primary care physician (59 percent) and eye doctor (52 percent). Only 8 percent indicated that they are sticking to their regular health schedule.

Regardless of ethnicity, gender or geographic location, the recession appears to be affecting Americans' health care decisions. When it comes



* What's a Focus Group Without a Moderator?

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to sticking to a regular health schedule during tough financial times, Hispanics are affected the most by the economy. Almost half indicated they are visiting doctors less often, compared with African-Americans (36 percent) and Caucasians (33 percent). The survey showed that 63 percent of Hispanics are limiting dentist visits, and 53 percent are cutting back on eye-doctor appointments.

More women (38 percent) than men (32 percent) said they are limiting doctor visits. In terms of specific doctors, women (53 percent) are more inclined to cut back on seeing an eye doctor than men (51 percent), although more women than men wear glasses or contact lenses than men (52 percent versus 48 percent).

Almost two-thirds of survey respondents living in rural areas said they have cut visits to their eye doctor, while 50 percent of urban and suburban respondents said they are changing their regular eye-care schedule. For more information www.aoa.org.

Social media reaches the city-chic

If you're in the U.S. and are using a social network like Facebook, MySpace or LinkedIn, chances are you're more affluent and more urban than the average American, but each Web 2.0 community has its own demographically-unique audience, according to research from San Diego-based Nielsen Claritas. Approximately half of the U.S. population visited a social networking Web site in the past year, with that number growing every quarter.

Nielsen Claritas defined U.S. households in terms of 66 demographically- and behaviorally-distinct segments, such as young digerati and beltway Boomers. When those segments are overlaid with the activity of Nielsen's 200,000+ online panelists, differences emerged between the demographic makeup of the two largest social networks: Facebook and MySpace. Facebook users have a largely upscale profile. The top third of lifestyle segments relative to affluence were 25 percent more likely to use Facebook than those in the lower third. The bottom-

third segments related to affluence were 37 percent more likely to use MySpace than those in the top-third. Users of Facebook were also much more likely to use LinkedIn than those who use MySpace.

The blogging and tweeting community at large isn't necessarily more affluent, but bloggers and tweeters do live in more urban areas, such as New York, Los Angeles, San Francisco and Chicago. The penetration rates of the top-two most-visited blogging platforms (Blogger, Wordpress) and the most popular microblogging platform (Twitter) show that Nielsen's 12 urban lifestyle segments are more likely to blog and tweet than Nielsen's 22 town and rural segments.

Not surprisingly, those lifestyle segments most likely to blog and tweet also tend to use Facebook and LinkedIn more often than those that typically don't blog or tweet. Case in point, the urban lifestyle segments for Blogger are 18 percent more likely to be Facebook users and 140 percent more likely to be LinkedIn users than the below-average segments. For more information visit www.claritas.com.

Chick-fil-A reigns for sixth year as America's best drive-thru

The numbers are in and America's best drive-thru is Chick-fil-A for a record-setting sixth year in a row, according to QSR magazine's annual survey of restaurant chain drive-thrus, conducted by Insula Research, Columbus, Ohio. Chick-fil-A ranked No. 1 in two of the four categories tested, earning it the title of America's Best Drive-Thru for 2009. With a composite score of 17.8, Chick-fil-A ranked more than 2 points higher than the next finisher, Taco Bell, which scored 15.6. Rounding out the top-five finishers were Del Taco (14.6), Krystal (13.6) and Wendy's (13.6).

The Drive-Thru Performance Study tested fast-food companies in the categories of speed of service, order accuracy, speaker clarity and menu-board appearance. Other brands that ranked No. 1 in specific

categories included Wendy's for speed (averaging 134 seconds) and Whataburger for best menu-board. Chick-fil-A ranked No. 1 in speaker clarity and order accuracy, with 96.4 percent of orders filled accurately.

In addition to having the best drive-thru performance, Chick-fil-A also offered consumers the friendliest service, meaning it had the highest percentage of crew members who said "please" and "thank you," smiled, made eye contact and had a pleasant demeanor. Following Chick-fil-A respectively were Jack in the Box, Arby's, Carl's Jr. and Rally's. For more information visit www.qsrmagazine.com.

Rewards programs' importance rises in poor economy

Nearly one-third of U.S. consumers consider their participation in retail rewards programs to be more important as they seek to stretch their household budgets in the recessionary economy, and some find the programs more integral than others, according to research from Colloquy, a Cincinnati marketing company. Over 46 percent of young adults (ages 18-25) and 44 percent of women (ages 25-49) rated the importance of their participation in retail rewards programs significantly higher than the general population.

While participation by the general population in loyalty programs rose 19 percent since last measured prior to the recession in 2007, the increase for women over the past two years was higher at 29 percent, with women trailing only young adults (32 percent) in that measurement. Women, at 73.6 percent, reported the highest level of retail rewards program participation and outpaced the next-closest segment (affluent) by 10.1 percentage points. The comparable number for the general population was 59 percent.

Retail rewards surpassed two other industry categories in the more-important rankings. Approximately 23.9 percent of general-population respondents rated financial services rewards program participation more important in a recession, and in the travel category the number was 21.5 percent. For more information visit www.colloquy.com.

Product and Service Update

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Using the survey campaign management functions, users can execute and manage full-survey campaigns, including sample sets and strategies. The upgraded system also includes Google translation capability, which can detect the language used in submitting feedback and translate it into the language of choice.

Engage 6.3 also features advanced reporting to create custom dashboards. Reports can be arranged by dragging and dropping them into views specific to a user's area of responsibility. Users can share dashboards with others in their organization and set up threshold alerts for meeting specific criteria. Incorporating Pixel Perfect Design capabilities for questionnaire design, the system gives the user control over the look and feel of a survey, including Survey Tree View, copy/paste functionality, offline desktop builder and internationalization. For more information visit www.allegiance.com.

EasyInsites launches mobile polling service; teams with Bounty to create family panel

Surrey, U.K., research company EasyInsites has launched EasyMobile, a tool designed to conduct rapid polling via mobile phones. The process begins by sending a text message invitation directly to the mobile device (the recipient has agreed in advance to be contacted in this manner) or promoting the poll via a keyword presented on a Web site or other broadcast medium that is texted in to a free text number to enable participation. The EasyMobile polls are made up of short surveys, typically of three to five questions.

EasyMobile will be available in 193 countries across the world and offered at prices comparable to standard online omnibus products. Custom panels will be used to target EasyMobile polls, since panelists have provided their mobile numbers and given consent to participate, along with profile information.

Separately, EasyInsites has part-

nered with Bounty, a U.K. online parenting club, to act as the full-service agency responsible for Bounty's bimonthly research and to build a fully-profiled, globally-accessible young-family panel. The panel will be built and maintained on the EasyExchange platform (also known as the Cint Panel Exchange), where researchers can have direct access to panelists for their own research projects.

The panel will comprise 30,000 consumers, representative of young families from those in the first trimester of pregnancy through to those whose youngest child is age 4 for less. Expanded profiling will include measures such as on- and offline media consumption and engagement with brands.

EasyInsites will provide sample access to this panel with or without other research services. Sample buyers can also go directly to the Exchange platform by establishing an account with Cint AB, the company that manages the Exchange. The panel is set to be live and accessible by the start of 2010. For more information visit www.easyinsites.com.

Qualitative research gets live note-taking capability with NoteClipper

InterClipper Inc., a Stone Ridge, N.Y., research software company, has introduced NoteClipper, a free solution designed to let researchers make notes live for DVDs of qualitative sessions at research facilities. Researchers can take timed notes at their PCs during the session and later merge the notes into the facility DVD. This allows researchers to view the video at the exact time of the session when the note was made. Notes are merged using InterClipper's updated and free DVD Clipper program.

To edit and export video clips, the DVD can be unlocked with a code ordered from www.dvdclipper.com. No special equipment or reservation is required, and NoteClipper is compatible with all standard DVD recordings. NoteClipper can also be used as a stand-alone note-taking program. Notes can be sorted by topic or rating during or after the session

and then be exported to Excel for use in other programs. NoteClipper and DVD Clipper are available for free download at www.interclipper.com.

MarketTools launches TrueSample 3.0

MarketTools Inc., a San Francisco research company, has released version 3.0 of TrueSample, its online data quality solution. TrueSample is designed to improve data quality by removing fake, duplicate and unengaged respondents from research samples and to measure the quality of survey instruments with SurveyScore. TrueSample 3.0 includes the following features: cross-platform compatibility; real-time sample validation; and advanced panel validation tools, including the TrueSample.net portal, where suppliers can upload any panel file for validation, and an application programming interface for proactive panel validation.

In addition, MarketTools has filed a provisional patent application for TrueSample. For more information visit www.markettools.com.

Mercury ad comparison tool sets out to test ads fast

In the U.K., Horsham, Pa., research company TNS has launched Mercury, a tool designed to test new TV ads as they launch and allow clients to take action on their own and competitors' campaigns. Clients subscribe for a period of time, during which all ads that debut in a given sector or competitor-group are tested. Results are stored for other subscribers to purchase, enabling comparisons with named ads and brands. Mercury alerts the team the day after an ad launches on air. New ads are tested with TNS panelists who are assigned ads at random during a seven-day interviewing period. For more information visit www.tnsglobal.com.

Clarabridge releases social media mining solution

Reston, Va., research company Clarabridge has launched Clarabridge Social Media Analysis (SMA), a software solution that aims

to use advanced text analysis to turn social media content found across global social media platforms into actionable customer intelligence in conjunction with analysis of internal customer feedback sources.

Clarabridge SMA accesses social media content from New York business consultancy Alterian's TechrigySM2, a social media database that houses nearly 3 billion pieces of data from blogs, Facebook, Twitter, YouTube, MySpace and other social media sites. SMA then removes unwanted content, sorts actionable from non-actionable topics, and applies meaning and context to conversations using natural language processing, classification and sentiment-scoring engines. Clients can create Web-scraping routines to access product-review sites, discussion forums and subscription sites, as well as integrate with internal data sources.

Clarabridge SMA can be used as a stand-alone solution, accessing only social media content, or as an add-on to existing Clarabridge text mining software offerings. For more information visit www.clarabridge.com.

Briefly

Washington, D.C., research company Carma International has introduced Carma PR Tools, a suite of online public relations software designed to allow subscribers to complete tasks such as journalist/media list creation, press release distribution and media measurement. Measurement results can be viewed in the same portal through Carma NewsAccess and Carma Social Media Access, or through Carma's analysis dashboards. For more information visit www.carma.com.

Research Now, London, has partnered with London research company Experian to offer Mosaic, Experian's panel profiling and segmentation tool, on its panels. Mosaic is a consumer classification tool available in 29 countries and classifies 1 billion consumers. For more information visit www.researchnow.co.uk.

company Richmond Events has launched a U.S. research panel to glean feedback from U.S. business clients. The panel will be conducted bimonthly as a free service to the market. For more information visit www.richmondevents.com.

Copenhagen, Denmark, research company iMotions has released Attention Tool 3.0, a new version of its eye-tracking software platform. The updated version is intended to improve eye tracking by adding reading metrics to traditional eye-tracking and emotion metrics. Attention Tool 3.0 also features study sharing, which enables the users to run large-scale studies on multiple locations simultaneously. For more information visit www.attentiontool.com.

The Operandi Group, a Portland, Maine, research consultancy, has launched Podus Operandi, a new podcast featuring interviews with marketing research industry technology innovators. The podcast is available for free on iTunes at <http://tinyurl.com/podusoperandi>; at the iTunes Store (search "Podus Operandi"); and directly at www.podusoperandi.com.

Surrey, U.K., insights group Added Value has debuted Character Creation, a brand marketing development tool that uses a Jungian model of human archetypes to help define and develop a brand's character. Added Value has also developed a board game based on archetypes to guide clients through the beginning of the process. For more information visit www.addedvalue.com.

Port Washington, N.Y., research company The NPD Group has enhanced its Retail Insight Service, which allows customers to view market share and causal factors side-by-side. The update is designed to quantitatively assess how assortment, promotion and pricing affect market share. For more information visit www.npd.com.

NOP Media has debuted rate it!, a panel that consists of 1,500+ 8-15-year-olds. The panel delivers daily feedback on the top TV programs, Web sites and radio stations among teenagers. The panel will also issue results on press and magazine readership. With daily measurement of media consumption, weekly targeted surveys and a regular dialogue with young consumers, rate it! is designed to identify and understand influencing factors. For more information visit www.gfknopmedia.com.

Reston, Va., research company comScore and New York business software company Omniture Inc. have partnered to deliver a digital audience measurement system designed for the digital advertising world. The offering will combine Omniture's Web analytics with comScore's Media Metrix 360 hybrid audience measurement to help provide publishers and advertisers with a unified and comprehensive view of online audiences. For more information visit www.comscore.com.

Hansa Marketing Services USA, Evanston, Ill., has launched its India Data Collection and Processing services for North American and European companies seeking market opportunities in the region. India Data Facts is designed to manage all data collection needs through a network of 17 offices across India and 1,000+ in-field interviewers. Services include sampling; language translations; briefing; data collection and processing; quality control; coding, North America-based project management; and final data delivery in any format. For more information visit www.hansa-marketing.com.

Research Panel, Japan, and data reporting service partner Trend Monitor, a Korean research firm, have extended their Asian-market panel (China, Korea and Taiwan) to include Japan. For more information visit <http://global.research-panel.jp>.

Research Industry News

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will offer mediaEKG services to its clients. MediaEKG president Sam Milkman will join Coleman Insights as vice president and head its new Philadelphia office.

Montreal research company **iPerceptions Inc.** has acquired the **Web Analytics Solution Profiler** product line to enhance its 4Q and webValidator solutions. The company will continue to make the existing product line, including a free trial version available at www.webanalyticssolutionprofiler.com.

Menlo Park, Calif., research company **Knowledge Networks** has acquired **Dimestore Media**, New York. The acquisition is intended to help Knowledge Networks clients improve ad campaigns and quantify the ROI of digital ad campaigns.

Alliances/strategic partnerships

Oslo, Norway, research software company **Confirmit** has partnered with **Clarabridge**, a Reston, Va., research company, to combine Confirmit's data capture technology with Clarabridge's qualitative feedback analysis solution.

Ogilvy and Mather Worldwide, a New York communications company, and **MarketShare Partners (MSP)**, a Los Angeles research agency, have partnered to create a tiered service offering by combining MSP's analytics software Compass and economic modeling capabilities with Ogilvy's analytics, brand consultancy and media expertise.

New York researcher **The Nielsen Company** and Palo Alto, Calif.-based **Facebook** have formed a multi-year alliance to combine Facebook's global consumer reach with Nielsen's research capabilities. The first product of the collaboration, Nielsen BrandLift, is designed to provide marketers with effectiveness measurement for Facebook advertising. BrandLift uses opt-in polls on Facebook's home page to measure

consumer attitudes and purchase intent from display advertising that has appeared on the site.

London research companies **TNS UK Custom Division** and **Research International UK** have merged to become TNS Research International UK. The company will be headquartered in London at both Gray's Inn Road and More London Place.

MSW Research, Lake Success, N.Y., and **Laboratory and Co.**, a New York biometric communications company, have joined forces to offer an integrated set of tools to gauge consumer response to advertising. Merging MSW's cognitive response metrics with LAB's unconscious emotional response biometrics is intended to provide insight into brand equity and reactions to advertising.

Pittsburgh research companies **Campos Inc.** and **CivicScience** have partnered to serve businesses and non-profits in western Pennsylvania. The partnership will add three research products to Campos Inc.'s offerings.

SIS International Research, New York, and Singapore research company **Brandtology** have partnered to provide global online opinion tracking, competitive intelligence and strategic analysis.

Association/organization news

The Qualitative Research Consultants Association, St. Paul, Minn., has elected its 2010 board of directors: **Abby Leafe**, Customer Strategy Consulting; **Nancy Hardwick**, Hardwick Research; **Matt Towers**, Towers Research Services; **Susan Thornhill**, Thornhill Associates; **Ilka Kuhagen**, IKM; **Susan Abbott**, Abbott Research and Consulting; **Susan Saurage-Altenloh**, Saurage Research; **Foster Winter**, Sigma: Research Management Group; **Manuela Fletcher**, Andrew Fletcher Consulting Ltd.

The Council of American Survey Research Organizations,

Port Jefferson, N.Y., has elected its 2010 board of directors: **Susan McDonald**, National Analysts Worldwide; **Kevin Menk**, Strategic Resource Partners LLC; **Robin B. Arnold**, The Gilmore Research Group; **Roseanne Luth**, Luth Research; **Rahul Sahgal**, Annik Technology Services; **Jude Olinger**, The Olinger Group; and **Jeffrey Resnick**, Opinion Research Corporation.

The Advertising Research Foundation (ARF), New York, has introduced the Quality Enhancement Process Version 1.0, an online data quality research-on-research project. The project began with the Online Research Quality Council, created by the ARF to improve accountability in online research and set standards and guidelines for research buyers and suppliers. Several marketers, including Coca-Cola, Unilever and Microsoft, have committed to piloting and refining the Version 1.0 process.

The University of Georgia, Athens, in conjunction with the **Marketing Research Institute International**, has updated and expanded its Principles of Marketing Research: An Online Certificate Course program. The updates include new Web-enabled technologies and a capstone module highlighting trends in marketing research. For more information visit www.mrii.org.

Awards/rankings

Dallas research company **Toluna** received the AIM award for Transaction of the Year from the **Nashville American Marketing Association** for its acquisition of the Internet Survey Solutions division of Greenfield Online from Microsoft Corp. in July 2009 for \$40 million.

Reston, Va., research company **comScore Inc.** was named a winner of the 2009 Chicago Innovation Awards for its Ad Efx solution designed to quantify the effectiveness of online advertising campaigns.

Additionally, comScore CEO and co-founder **Magid Abraham** was honored as the 2009 recipient of the Charles Coolidge Parlin Marketing

Research Award from the **American Marketing Association**, New York, and the **American Marketing Association Foundation**, Chicago, for demonstrating outstanding leadership and sustained impact on advancing marketing research over an extended period of time.

Insight Marketing Communications Inc., a Navarre, Fla., research company, was honored with seven Lantern Awards by the **Southern Public Relations Federation**, Tupelo, Miss., for its work on behalf of the Gold Strike Resort and Casino.

NASCAR, Daytona Beach, Fla., received the Panel of the Year Award from Vancouver, B.C., research company **Vision Critical** for NASCAR Fan Council, its panel designed to engage with its fans and solicit feedback.

Separately, Vision Critical achieved a top-10 ranking among the Deloitte Technology Fast 50, which ranks the 50 fastest-growing technology companies in Canada, based on the percentage of revenue growth over five years.

And, **Angus Reid**, founder of Vision Critical and Angus Reid Strategies, Vancouver, was one of eight Canadian industry leaders named to the **Marketing Hall of Legends**. Reid will be inducted in January 2010 in Toronto.

QSR International, a Doncaster, Australia, research company, was named the winner of the Dell Small Business Excellence Award in Australia from Round Rock, Texas, technology company **Dell** for its use of technology in serving customers.

New accounts/projects

Pearson Education, an Upper Saddle River, N.J., educational media company, and **Edexcel**, a London division of Pearson, have selected Cologne, Germany, research company **Globalpark** to build an online community of over 5,500 teachers and education professionals.

Vancouver, B.C., research company

Vision Critical has assumed responsibility for U.K. retailer Asda's **Pulse of the Nation** panel. Pulse of the Nation was previously managed by the U.K. division of Horsham, Pa., research company TNS.

Separately, Vision Critical's public opinion practice, Angus Reid Strategies, Vancouver, has been named the polling agency of record for **PoliticalBetting.com**, a U.K. political blog. The site will include monthly opinion polls used to track voter intentions, leading up to Britain's next general election.

Paris research company **Ipsos** has adopted Westport, Conn., research software company **RelevantView's** digital fingerprinting technology RelevantID to ensure the Ipsos panel is free of duplicate respondents.

New York researcher **The Nielsen Company** has been appointed by **UKOM**, the U.K. online measurement body, as UKOM's official partner to create the U.K.'s first currency for planning advertising campaigns on the Internet. Set to launch in January 2010, the UKOM Audience Planning System is designed to give advertisers and their agencies the ability to plan media schedules around a benchmark source of online data.

The Manchester City Football Club, Manchester, U.K., has adopted Shopper Count, a football tracking system, for its City of Manchester stadium, which houses the team's ticketing operation, call center and store and retail services. Shopper Count is an offering from **Synovate Retail Performance**, a Milton Keynes, U.K., division of Chicago research company Synovate.

TIAK, the joint industry committee for television audience measurement in Turkey, has chosen Horsham, Pa., research company **TNS** to manage its television audience measurement. The contract with TNS will run for four years, beginning in 2011. TNS will establish a 3,500-household reporting panel and provide a TV meter system

using TNS's 5000 Series Modular PeopleMeter.

Evansville, Ind., research company **ARSgroup** has adopted San Francisco research company **MarketTools Inc.'s** TrueSample technology to improve data quality for online research. TrueSample combines validation, fingerprinting and de-duplication to ensure that respondents are real, unique and engaged. ARSgroup will incorporate TrueSample with ars.connect, the company's copy testing solution.

Columbia, Md., research company **Arbitron Inc.** has commercialized its Portable People Meter (PPM) radio ratings service in five new local markets: Tampa-St. Petersburg-Clearwater, Fla.; St. Louis; Denver-Boulder, Colo.; Baltimore; and Pittsburgh.

Helsinki, Finland, online entertainment company **Sulake** has selected Stockholm, Sweden, research company **Cint** to build youth panels on the Cint Panel Exchange for Habbo, Sulake's virtual world for teenagers.

Separately, **Field Force Pty. Ltd.**, a New South Wales, Australia, utilities company, has also joined the Cint Panel Exchange.

Reston, Va., research company **Clarabridge** has launched a blog page at www.clarabridge.com/blog.aspx, where experts write about customer experience management, technology, best practices and more.

New companies/new divisions/relocations/expansions

Research Now, London, has opened an office in Madrid, Spain. Samy Abdelhay will head the office.

London research company **Verve** has opened an office in Leeds, U.K. Andrew Wiseman is responsible for establishing the branch.

McLean, Va., media company **USA Today** has launched **Buzz Bureau**, a research division intended to offer marketing-based solutions. Buzz Bureau features four

solutions services groups: the content services desk; the concept and design desk; the alternative marketing desk; and the custom research desk. Buzz Bureau is online at buzzbureau.usatoday.com.

MarketVision Research, Cincinnati, has opened a Philadelphia-area office located at 1787 Sentry Park West, Building 16, Suite 440, Blue Bell, Pa.

Columbia, Md., research company **Arbitron Inc.** has formed a cross-platform media measurement group to combine product development, sales and product management.

Survey Sampling International, a Shelton, Conn., research company, has opened a Mexico City location.

Phoenix research company **Cambiar** has founded a marketing and product consulting practice. Beth Rounds will lead the practice.

Focus Market Research, Minneapolis, has relocated its Phoenix location to 6710 East Camelback Road, Suite 130, Scottsdale, Ariz. The facility has been updated to include two group rooms and a test kitchen. The firm is online at www.focusmarketresearch.com

Research company earnings/financial news

In Tokyo, **The GfK Group**, Nuremberg, Germany, transferred its business in the custom research sector to **GfK Custom Research Japan** on October 1, 2009. This is a joint venture in which GfK holds 66 percent of the shares.

Japanese research firm **AIP Corporation** has entered into an agreement with **Mizuho Capital Co. Ltd.**, to acquire outstanding AIP shares from **Macromill Inc.**, in a management buy-out. All three firms are based in Tokyo.

IMS Health, Norwalk, Conn., reported 2009 third-quarter earnings. Revenues were \$540.8 million, down 6 percent, compared with

\$573.7 million in the year-earlier period. Net loss for the 2009 third quarter was \$9.3 million, and diluted earnings per share (EPS) was \$(0.05), compared with net income of \$75.9 million and EPS of \$0.41 in the third quarter of 2008.

Revenues for the first nine months of 2009 were \$1,590.6 million, down 9 percent, compared with revenues of \$1,748.6 million for the first nine months of 2008. Net income was \$186.9 million and diluted EPS was \$1.02, compared with net income of \$212.8 million and EPS of \$1.16 in the year-earlier period.

Peanut Labs, San Francisco, announced third-quarter 2009 revenue growth of 52.3 percent over the prior-year period.

BrainJuicer Group PLC, London, announced interim results for the six months ended June 30, 2009. The company reported 22 percent revenue growth to £4.8 million; 18 percent operating profit growth to £231,000; and 6 percent pre-tax profit growth £243,000.

Clarabridge, Reston, Va., reported 50 percent growth in third-quarter 2009 sales over the same quarter in 2008.

Arbitron Inc., Columbia, Md., announced financial results for the third quarter ended September 30, 2009. Net income was \$13.7 million, or \$0.51 per share (diluted), compared with \$17.0 million, or \$0.63 per share (diluted), for third-quarter 2008. Revenue was \$98.1 million, a decrease of 4.3 percent over revenue of \$102.5 million during the prior-year period.

For the nine months ended September 30, 2009, revenue was \$283.4 million, an increase of 3 percent over revenue of \$275.2 million for the same period in 2008. Net income for the nine-month period decreased by \$4.3 million to \$29.6 million, compared with \$33.8 million in 2008.

ComScore Inc., Reston, Va., announced financial results for third-

quarter 2009. Revenue was \$31.9 million, an increase of 4 percent from the third quarter of 2008. GAAP income before taxes was \$2.8 million, compared to \$1.8 million in the prior-year period, an increase of 56 percent. GAAP net income was \$0.9 million, or \$0.03 per diluted share, compared to GAAP net income of \$0.6 million, or \$0.02 per diluted share, in the third quarter of 2008, an increase of 50 percent. Non-GAAP net income was \$5.7 million, or \$0.18 per diluted share. Adjusted EBITDA was \$7.4 million.

The Nielsen Company, New York, has committed an additional \$2.5 million to the **Council for Research Excellence (CRE)**, Haarlem, the Netherlands. The CRE was established in 2005 by Nielsen as an industry think tank with an initial \$2.5 million grant. This grant brings the total amount invested in the CRE by Nielsen to \$10 million dollars.

Additionally, Nielsen reported financial results for the three and nine months ended September 30, 2009. Reported revenues for the three months ended September 30, 2009, were \$1,250 million, a decrease of 1 percent over reported revenues for the first three months of 2008. Excluding the impact of currency fluctuations, revenues for the three months increased 3 percent. Reported operating loss was \$393 million, compared to operating income of \$124 million for the prior-year period.

Reported revenues for the nine months ended September 30, 2009, were \$3,610 million, a decrease of 4 percent over reported revenues for the nine months ended September 30, 2008. Excluding the impact of currency fluctuations, revenues increased 2 percent. Reported operating loss was \$100 million, compared to operating income of \$408 million for the same period in 2008.

As of September 30, 2009, total debt was \$8,745 million, and cash balances were \$409 million. Year-to-date capital expenditures were \$204 million, compared with \$253 million for the first nine months of 2008.

Names of Note

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health care research. Han will be based in Beijing.

Innerscope Research, Boston, has named **Linda Dupree** executive vice president, sales and marketing.

Chicago research company *Synovate's* Malaysia office has hired **Ooh Fei Ru** as associate director, quantitative research.

Portland, Ore., research company *Revelation* has appointed **Simon Chadwick** of Cambiar to its board of directors.

Finn Raben has been named director general of *ESOMAR*, Amsterdam, the Netherlands.

B2B International, a Manchester, U.K., research company, has hired three research executives: **Eve Lenkowsky**, **Afshan Bhatti** and **Simi Dhawan**. Lenkowsky will be based in New York.

Dallas marketing agency *Razor* has appointed **Bruce Orr** as executive vice president and CMO. Research will be among his responsibilities.

Lisa Kauffman has been named vice president, marketing, of *Celebrity Cruises*, Miami. Research will be among her responsibilities.

London research consultancy *Double Helix* has hired **Sally**

Los Angeles research company *MarketShare Partners* has appointed **David Poltrack** of CBS Corporation to its board of directors.

The Qualitative Research Consultants Association, St. Paul, Minn., has elected its 2010 board of directors: **Abby Leafe**, Customer Strategy Consulting; **Nancy Hardwick**, Hardwick Research; **Matt Towers**, Towers Research Services; **Susan Thornhill**, Thornhill Associates; **Ilka Kuhagen**, IKM; **Susan Abbott**, Abbott Research and Consulting; **Susan Saurage-Altenloh**, Saurage Research; **Foster Winter**, Sigma: Research Management Group; **Manuela Fletcher**, Andrew Fletcher Consulting Ltd.

Gilles V.J. Pajot has been appointed vice chairman of Norwalk, Conn., research company *IMS Health*.

Baskin-Robbins, Canton, Mass., has hired **Sue Thirlwall** as brand operating officer. Research will be among her responsibilities.

Cathy Harrison has joined Boston research company *Chadwick Martin Bailey* as a social media professional.

Christine Svoboda has joined *ICR / International Communications Research*, Media, Pa., as vice president, business development.

Irving, Texas, research company *M/A/R/C* has hired **Erin**

Weinland as director, research; and **Amy Sawyer** as project manager.

M. Davis and **Margie Sherr** as vice president, strategic market research. Both will be based in the company's Fort Washington, Pa., office.

Borderless Access, a Bangalore, India, research company, has hired **Jason Tiffer** as director, sales. Tiffer will be based in Los Angeles.

Smarty Pants, a Jonesborough, Tenn., research company, has named **Alison Bryant** chief strategic officer. Bryant will be dual-based in Brooklyn, N.Y., and Asheville, N.C.

Corvallis, Ore., research company *InsightsNow* has hired **Kristen Ozenbaugh-Dale** as account executive for the greater Chicago area. The company has also promoted **Greg Stucky** to chief research officer.

Beth Rounds has been appointed to lead Phoenix research consultancy *Cambiar's* new marketing and product consulting practice.

The Council of American Survey Research Organizations, Port Jefferson, N.Y., has elected its 2010 board of directors: **Susan McDonald**, National Analysts Worldwide; **Kevin Menk**, Strategic Resource Partners LLC; **Robin B. Arnold**, The Gilmore Research Group; **Roseanne Luth**, Luth Research; **Rahul Sahgal**, Annik Technology Services; **Jude Olinger**, The Olinger Group; and **Jeffrey Resnick**, Opinion Research Corporation.

(Editor's note: The following is a corrected version of an entry from the November issue which contained an incorrect company attribution.)

JRA Research, Nottingham, U.K., has hired **David Hassall** as head of business research.

Need a project quote?

Only quirks.com offers users the ability to send a quote request to multiple firms at the same time.



2010

Focus Group Facilities

Directory



Welcome to our annual directory of focus group facilities. This directory lists nearly 1,000 facilities worldwide. Each firm is listed free of charge to ensure that the directory is the most complete of its kind. Facilities have the option to purchase write-up space to further describe their services and facilities.

In our online version (available at www.quirks.com), you can search multiple metropolitan areas as well as map a single location or all locations in your search results. You can also search by multiple parameters, including company name, location type and by the type of facility features offered. Finally, stop and take a look inside the focus group facilities which have included pictures of their meeting and observation rooms.

When contacting a firm from this directory, please tell them you found them in Quirk's. If you have a facility which isn't listed, please e-mail Alice Davies, alice@quirks.com, to add your facility to our directory.

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.

Alabama

Birmingham

Connections, Inc.

3000 Riverchase Galleria, Suite 630
Birmingham, AL 35244
Ph. 205-879-1255
jmj1connect@mindspring.com
www.newssouthresearch.com/
Jewell Jackson, Director
Location: Office building
Distance from airport: 12 miles, 20 minutes
CL, 1/1, 1/1OR, TK, CUL
Conference 12x20 Obs. Rm. Seats 8

Graham & Associates, Inc.

3000 Riverchase Galleria, Suite 310
Birmingham, AL 35244
Ph. 205-443-5399
ceanes@grahamktres.com
www.grahamktres.com
Cindy Eanes, VP, Glyn Denton, COO, Chris Martin, Project Manager
Location: Office building
Distance from airport: 15 miles, 20 minutes
CL, 1/1, 1/1OR, TK, TKO, CUL, VC, WC
Conference 30x25 Obs. Rm. Seats 20
Conference 15x20 Obs. Rm. Seats 12
Conference 23x15 Obs. Rm. Seats 10

New South Research

3000 Riverchase Galleria, Suite 630
Birmingham, AL 35244
Ph. 205-443-5350 or 800-289-7335
spearce@newsouthresearch.com
www.newssouthresearch.com
Jim Jager, President
Location: Office building
Distance from airport: 15 miles, 20 minutes
CL, 1/1, 1/1OR, TK
Conference 20x18 Obs. Rm. Seats 10

Huntsville

Graham & Associates, Inc. (Br.)

Madison Square Mall
5901 University Dr., #86
Huntsville, AL 35806
Ph. 205-443-5399
ceanes@grahamktres.com
www.grahamktres.com
Cindy Eanes, VP; Glyn Denton, COO
Location: Shopping mall
Distance from airport: 10 miles, 10 minutes
1/1, 1/1OR, TK
Conference 11x20 Obs. Rm. Seats 6

Mobile

Graham & Associates, Inc. (Br.)

3289 Bel Air Mall
Mobile, AL 36606
Ph. 251-471-0059
ceanes@grahamktres.com
www.grahamktres.com
Cindy Eanes, VP; Glyn Denton, COO
Location: Shopping mall
Distance from airport: 10 miles, 15 minutes
1/1, 1/1OR, TK
Conference 12x13 Obs. Rm. Seats 8

Montgomery

Nolan Research

2569 Bell Rd.
Montgomery, AL 36117
Ph. 334-284-4164
nlresearch@aol.com
www.nolanresearch.com
Deidra Nolan, Principal
Location: Free standing facility
Distance from airport: 10 miles, 15 minutes
CL, 1/1, TK
Conference 20x18 Obs. Rm. Seats 12

Alaska

Anchorage

Dittman Research & Communications Corporation

DRC Building
8115 Jewel Lake
Anchorage, AK 99502
Ph. 907-243-3345
dittman@alaska.net
www.dittmanresearch.com
Terry O'Leary, Vice President
Location: Free standing facility
Distance from airport: 3 miles, 6 minutes
Conference 12x20 Obs. Rm. Seats 6

Arizona

Phoenix

**Behavior Research Center**

45 E. Monterey Way
P.O. Box 13178
Phoenix, AZ 85002-3178
Ph. 602-258-4554 or 800-279-1212
info@brc-research.com
www.brc-research.com
Earl de Berge, Research Director
Location: Free standing facility
Distance from airport: 6 miles, 20 minutes
Conference 14x24 Obs. Rm. Seats 10

Intimate facility centrally located in heart of Phoenix medical, business, government and sports/convention/ arts district. Moderators, recruiters and hosts experienced in dealing w/highly sensitive topics. Excellent choice for Hispanic groups: skilled bilingual staff at all levels; simultaneous translator available. Ethical, random-sample recruiting; no repeat respondents. Specialists in difficult recruits including executive, B2B, low incidence. Independent bilingual validation services. Internet access, TV/VCR, A/V recording, two-way observation mirror. Close to airport, downtown hotels.

C&C Market Research - Phoenix

Arrowhead Towne Center
7700 W. Arrowhead Towne Center, #2246
Glendale, AZ 85308
Ph. 479-785-5637
craig@ccmarketresearch.com
www.ccmarketresearch.com
Craig Cunningham, President
Location: Shopping mall
Distance from airport: 15 miles, 25 minutes
1/1, 1/1OR, TK
Conference 12x12 Obs. Rm. Seats 8

Creative Consumer Research (Br.)

500 W. Broadway, Suite 102
Tempe, AZ 85282
Ph. 480-557-6666
ycave@ccrsurveys.com
www.ccrsurveys.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

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. 109)

**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
Michell Keller, Facility Manager
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: complimentary digital audio recording, DVD recording, CD recording, Focus Vision, Active Group and computer usability labs.
(See advertisement on back cover)

NEW. Scottsdale Location

Location Comfort Service

A new, well-designed focus group facility with client amenities and comfort in mind.
Fresh colors and décor with one room featuring a trapezoid table.
Come to the "newest" facility in Scottsdale that is actually 14 years old!

Amenities include:

- Convenient to the airport, fine hotels and the Scottsdale Fashion Square Mall.
- Just 4 blocks from Phoenix with a database that supports a wide geographic range.
- Medical recruitment, taste tests, all phases of consumer recruitment.

Judy Opstad and staff are looking forward to welcoming you and your clients!

6710 East Camelback Road
Suite 130
Scottsdale, AZ 85251
Phone: (480) 874-2714
Fax: (480) 874-1714
Email: phoenix@focusmarketresearch.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 Phoenix, Inc.
 7776 Pointe Pkwy. W., Suite 290
 Phoenix, AZ 85044
 Ph. 602-438-2800
 info@phoenix.fieldwork.com

- www.fieldwork.com
- Clay Turner, 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 state-of-the-art technology including: complimentary digital audio recording, DVD recording, VideoMarker (CD recording), Focus Vision, Active Group and computer usability labs. (See advertisement on back cover)



Focus Market Research
 6710 East Camelback Road, Suite 130
 Phoenix, AZ 85251

- Ph. 480-874-2714
- phoenix@focusmarketresearch.com
- www.focusmarketresearch.com
- Judy Opstad, Ray Opstad
- Location: Office building
- Distance from airport: 9 miles, 15 minutes
- CL, TK, CUL, VC, WC
- Multiple 24x27 Obs. Rm. Seats 18
- Multiple 24x21 Obs. Rm. Seats 15

Focus Market Research has opened a new facility in Scottsdale. A well-designed focus group facility with client amenities and comfort in mind. Fresh colors and decor with one room featuring a trapezoid table. Located just blocks from fine hotels and the Scottsdale Mall. Our database supports all the Phoenix and suburban areas. Medical recruitment, taste tests, all phases of consumer recruitment. Convenient to the airport. Member of First Choice Facilities. Come to the "newest" facility in Phoenix that is actually 14 years old! (See advertisement on p. 65)

- O'Neil Associates, Inc.**
- 412 E. Southern Ave.
- Tempe, AZ 85282
- Ph. 888-967-4441 x221 or 480-967-4441 x221
- 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. 113)

- Schlesinger Associates Phoenix**
- 2355 E. Camelback Rd., Suite 800
- Phoenix, AZ 85016
- Ph. 602-366-1100
- phoenix@schlesingerassociates.com
- www.schlesingerassociates.com
- Mike Clark, 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; online focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries; convention research studies. Quantitative: online 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. 67)



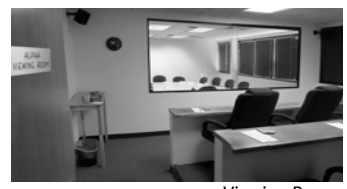
WestGroup Research
 2702 N. 44th St., Suite 100-A
 Phoenix, AZ 85008
 Ph. 602-707-0050 or 800-999-1200
 answers@westgroupresearch.com

- 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

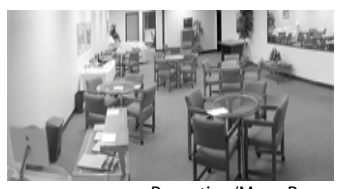
Arizona's premier full-service research firm established in 1959. Our facility offers two focus suites and one mega-group room (24x45), convenient to Sky Harbor Airport, Phoenix, Scottsdale and Tempe. On-site moderators and analysts, strong bilingual recruiting, hosting and translation services available. 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. 66)

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



PHOENIX

CAMELBACK CENTER
2355 CAMELBACK ROAD
PHOENIX, AZ 85016



Schlesinger Associates
&
The Research House

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

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

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.

Tucson

CRG GLOBAL, INC. (Br.)
 Tucson Mall
 4500 N. Oracle Road, Suite 184
 Tucson, AZ 85705
 Ph. 386-677-5644
 crgsales@crgglobalinc.com
 www.crgglobalinc.com
 Location: Shopping mall
 Distance from airport: 45 miles, 54 minutes
 1/1, 1/1OR, TK, VC
 Conference 11x18 Obs. Rm. Seats 10
 Conference 11x18 Obs. Rm. Seats 6

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

Arkansas

Fort Smith

C&C Market Research - Northwest Arkansas
 Northwest Arkansas Mall
 4201 N. Shiloh Drive, #1825
 Fayetteville, AR 72703
 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, TKO
 Conference 20x15 Obs. Rm. Seats 6

C&C Market Research, Inc.
 1200 S. Waldron Rd., #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

Little Rock

Field Management Specialists
 1501 N. University, Suite 768
 Little Rock, AR 72207
 Ph. 501-666-2281 or 501-666-9466
 asmith0528@aol.com
 Anne Smith, Owner
 Location: Office building
 Distance from airport: 12 miles, 20 minutes
 CL, 1/1
 Conference 20x24 Obs. Rm. Seats 12

Market Strategies International
 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

California

Bakersfield

Datta Research (Br.)
 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, Inc.
 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

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
 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., #204
 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/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/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
 mwillens@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@ampincvw.com
 www.ampincvw.com
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 CL, 1/1, 1/10R, 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-square-foot 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, 1/10R, 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 (Br.)
 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, 1/10R, 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, 1/10R, 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 - Los Angeles
 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, 1/10R, TK, CUL
 Multiple 12x14 Obs. Rm. Seats 4

CRG GLOBAL, INC. (Br.)
 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, 1/10R, TK, VC, WC
 Multiple 13x18 Obs. Rm. Seats 12

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
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.

Davis Research, LLC

23801 Calabasas Rd., Suite 1036
Calabasas, CA 91302
Ph. 818-591-2408
info@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, WC
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, TKO, CUL, WC
Multiple 21 x 17 Obs. Rm. Seats 20
Multiple 22 x 24 Obs. Rm. Seats 20
Multiple 21 x 15 Obs. Rm. Seats 15

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 p. 69)

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

GroupNET**GroupNet**

16130 Ventura Blvd., Suite 350
Encino, CA 91436
Ph. 800-288-8226
info@group-net.com
www.group-net.com
Lyn Tomlin

Knowledge is power. Be powerful. GroupNet is the nation's largest network of top-rated individually owned focus group facilities with 35 offices in 25 markets nationwide. One call to GroupNet can coordinate your entire project and with the synergy of the most respected experts in the business. GroupNet provides exceptional recruiting and on-site services in all member facilities and offers spacious suites with private phone booths, digital audio and visual services (many sites with on-site technicians) and outstanding company representatives ready to make your visit a success on every level.

(See advertisement on p. 37)

Health Care Testing, Inc.

15301 Ventura Blvd.
Garden Office Bldg. B, Suite 500
Sherman Oaks, CA 91403
Ph. 818-986-9640
Steve_Escoc@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

H HOUSE of MARKETING RESEARCH HMR**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 30
Conference 12.5x11.5 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.

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
wfeinberg@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 19x35 Obs. Rm. Seats 20

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, digital audio. Recognized as one of the world's best facilities in the 2008 edition of the Impulse Survey. WBE certified. 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@mmrcinc.com
www.mmrcinc.com
Heather Nishioka, Director of Client Services
Location: Office building
Distance from airport: 1 miles, 5 minutes
CL, TK, VC, WC
Conference 20x22 Obs. Rm. Seats 15
Conference 18x18 Obs. Rm. Seats 12

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10880 WILSHIRE BLVD.
SUITE 1100
LOS ANGELES, CA 90024



Schlesinger Associates
&
The Research House

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on our new high-specification facility:
www.SchlesingerAssociates.com

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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.

**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, Focus Vision and DVD recording.

Murray Hill Center West, Inc. Los Angeles

6080 Center Dr., Suite 950
Los Angeles, CA 90045
Ph. 424-702-1900
renay@murrayhillcenter.com
www.murrayhillcenter.com
Renay Guajardo, Co-Dir or Pam Porter, Co-Dir
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 11x9 Obs. Rm. Seats 4

Open House Lofts

546 Rose Ave., #3
Venice, CA 90291
Ph. 310-396-2111
kerry@why-q.com
www.openhouselofts.com
Theodore Liouliakis, Yvette Quiazon
Location: Free standing facility
Distance from airport: 7 miles, 17 minutes
CL, 1/1, 1/1OR, TK, TKO, VC, WC
Living 26x24 Obs. Rm. Seats 20

Pacific Research, Inc.

1046 Princeton Dr., Unit 114
Marina Del Rey, CA 90292
Ph. 310-740-8690
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. 113)

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
Rebecca Hanner, Facility Director
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 10x9 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 videostream-

ing. 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. Facilities available throughout the U.S. and in Eastern Europe.

Schlesinger Associates Los Angeles

10880 Wilshire Blvd.
Los Angeles, CA 90024
Ph. 310-295-3040
LA@schlesingerassociates.com
www.schlesingerassociates.com
Debra Schlesinger Hellman, Exec. Vice President
Location: Office building
Distance from airport: 11 miles, 15 minutes
CL, 1/1, 1/1OR, TK, AU, CUL, VC, WC
Multiple 22x18 Obs. Rm. Seats 14
Multiple 22x19 Obs. Rm. Seats 16
Multiple 20x19 Obs. Rm. Seats 16
Multiple 24x18 Obs. Rm. Seats 14

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; online focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries; convention research studies. Quantitative: online 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. 71)

**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
Allyc 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

Orange County

(See also Los Angeles)

Adler-Weiner Research/Orange County (Br.)

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 (Br.)

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
 dan.hall@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.

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
 Multiple 13x8 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, CD recording, FocusVision, ActiveGroup and computer usability labs.
 (See advertisement on 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

Peryam & Kroll Research Corporation (Br.)

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 (Br.)

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

**Trotta Associates (Br.)**

5 Park Plaza, Suite 200
 Irvine, CA 92614
 Ph. 949-251-1122
 irvine@trotta.net
 www.trotta.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

Sacramento

**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

"Top-rated" by Impulse Survey the past eight years, Elliott Benson Research is ideally located in the heart of Sacramento. Our new, custom-built facility offers tremendous flexibility and comfort, including three spacious qualitative suites, a large auditorium room with adjacent test kitchen, CATI/CAPI data center, Morea usability lab and state-of-the-art technology (FocusVision videostreaming, digital audio/video, installed translation equipment). We are absolutely driven to provide the highest quality data collection possible - meticulous recruiting and project management, continuous communication, premium facilities and the most extraordinary personal service possible.

**Opinions of Sacramento**

2025 Hurley Way, Suite 110
 Sacramento, CA 95825
 Ph. 916-568-1226
 hugh@opinionsofsac.com
 www.opinionsofsac.com
 Hugh Miller, Co-owner
 Location: Office building
 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

Three spacious, state-of-the-art conference rooms. Changeable conference room set ups: traditional conference, living room, theater, classroom. Streaming video, DVD, digital audio, digital video, 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, low incidence, Spanish - Hugh and Magda have worked together in field service since 1984. Excellent service, come visit us.

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.

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

Car-Lene Research, Inc. (Br.)

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

Quick Test/Heakin (Br.)

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. 800-465-5884 or 619-234-5884
marketing@luthresearch.com
www.luthresearch.com
Ilene Goshert, Director of Qualitative
Distance from airport: 3 miles, 10 minutes
CL, 1/1, TK, CUL, VC, WC
Multiple 22x23 Obs. Rm. Seats 20
Multiple 20x19 Obs. Rm. Seats 12
Multiple 23x23 Obs. Rm. Seats 15

PLAZA RESEARCH

Plaza Research-San Diego

9339 Genesee Ave., Suite 100
San Diego, CA 92121
Ph. 858-200-3000 or 800-654-8002
skaplan@plazaresearch.com
www.plazaresearch.com
Sasha Llamas Kaplan, Director
Location: Office building
Distance from airport: 11 miles, 15 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. 113)

Quick Test/Heakin (Br.)

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, 1/1OR, TK
Multiple 20x11 Obs. Rm. Seats 6

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. 75)

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

CRG/Test America

Westfield Shopping Oakridge Mall
925 Blossom Hill Road, 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

1195 Park Ave., Suite 212
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., 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 (Br.)

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



fieldWORK

SAN FRANCISCO

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 Dienzo, 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 8x6 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, CD recording, FocusVision, ActiveGroup and computer usability labs.
(See advertisement on 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 Chiapetta, Vice President
 Location: Office building
 Distance from airport: 14 miles, 30 minutes
 CL, 1/1, 1/1OR, CUL, PUL, VC, WC
 Multiple 25x19 Obs. Rm. Seats 15
 Multiple 25x19 Obs. Rm. Seats 15
 Multiple 21x18 Obs. Rm. Seats 15
 Multiple 16x15 Obs. Rm. Seats 7

"Top-rated" and conveniently-located focus facility featuring three-room flexible creative studios. New Techsploration Labs are fully loaded for usability and video games. Extremely knowledgeable, experienced staff. Outstanding on-site recruiting, responsive project and field management and data collection - telephone and online. On-site tech support, digital recording, high-speed Internet, computers/printers in each suite, translation equipment, two usability labs. Spanish-/Asian-language capabilities. Hotel discounts. Videoconferencing/streaming: FocusVision, ActiveGroup, Video InterClipper. Member: First Choice Facilities, MRA, AMA.
 (See advertisement on p. 77)

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 National Food Laboratory, Inc.

365 North Canyons Parkway, #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, WC
 Conference 21x20 Obs. Rm. Seats 15

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 12x12 Obs. Rm. Seats 5

Worried about a project that must get recruited on time and on budget?
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800-922-1545 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.

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 14
Conference	20x15	Obs. Rm. Seats 10
Conference	16x14	Obs. Rm. Seats 20
Conference	24x16	Obs. Rm. Seats 14
Conference	9x9	Obs. Rm. Seats 4
Multiple	36x24	Obs. Rm. Seats 22

PLAZA RESEARCH

Plaza Research-San Francisco

55 Stockton St., Suite 400
 San Francisco, CA 94108
 Ph. 415-984-0400 or 800-654-8002
 gguerette@plazaresearch.com
 www.plazaresearch.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. 113)

Proview

577 Airport Blvd., Suite 130
 Burlingame, CA 94010
 Ph. 650-344-6383
 awalter@promediacinc.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
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Q & A Research, Inc.

64 Digital Dr.
 Novato, CA 94949
 Ph. 415-883-1188
 Warren.Pino@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
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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 (Br.)

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
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Quick Test/Heakin (Br.)

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
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Schlesinger Associates San Francisco

150 California St., Suite 800
 San Francisco, CA 94111
 Ph. 415-781-2600
 sf@schlesingerassociates.com
 www.schlesingerassociates.com
 Jason Horine, Managing Director
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, 1/1, TK, AU, CUL, VC, WC

Multiple	15x20	Obs. Rm. Seats 16
Multiple	17x22	Obs. Rm. Seats 16
Multiple	16x20	Obs. Rm. Seats 10
Multiple	17x24	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; online focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries; convention research studies. Quantitative: online 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 inside front cover)

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, 1/1OR, 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, 1/1OR, TK, PUL

Conference	20x20	Obs. Rm. Seats 12
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**watchLAB Studios**

(formerly Greenberg Studios)
 201 Post Street, 6th Floor
 San Francisco, CA 94108
 Ph. 415-956-2302 or 866-EARFULL
 info@watchlab.com
 www.watchlab.com
 Jerrica Cu, Director
 Location: Free standing facility
 Distance from airport: 14 miles, 20 minutes
 CL, 1/1, 1/1OR, AU, CUL, PUL, VC, WC

Multiple	22x16	Obs. Rm. Seats 14
Multiple	22x16	Obs. Rm. Seats 14
Multiple	22x16	Obs. Rm. Seats 14

**watchLAB Studios**

(formerly Greenberg Studios)
 918 Parker Street, Suite a22
 Berkeley, CA 94710
 Ph. 510-845-1380 or 866-EARFULL
 info@watchlab.com
 www.watchlab.com
 Jerrica Cu, Director
 Location: Free standing facility
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/1OR, AU, CUL, PUL, VC, WC

Multiple	20x20	Obs. Rm. Seats 14
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Wharf Insights Center

Located on Pier 39 at Fisherman's Wharf
Mailing address: 1621 Montgomery Street
San Francisco, CA 94111
Ph. 415-693-5685 or 415-693-5680
info@wharfinsightscenter.com
www.wharfinsightscenter.com
Jennifer Burlington, Dir. of Business Development
Location: Free standing facility
Distance from airport: 20 miles, 30 minutes
CL, 1/1, 1/10R, TK, CUL, PUL, VC, WC
Multiple 21x13 Obs. Rm. Seats 8
Multiple 22x16 Obs. Rm. Seats 15

Wharf Insights Center is a brand new inspirational, creative and comfortable facility designed and equipped to support a full range of qualitative and quantitative research. Our team of project managers, recruiters and culinary specialists will ensure that your project is executed to your exacting standards. With over 10 years of experience, our recruiting team can find the proverbial needle in a haystack via our extensive database of Bay Area consumers and professionals, or via Live Intercept, drawing upon the 15 million national and international visitors to Fisherman's Wharf.

Ventura/Santa Barbara

Datta Research
1013 Colina Vista
Ventura, CA 93003
Ph. 805-278-1444
arvind@reyesresearch.com
www.reyesresearch.com
Arvind Datta

Colorado

Boulder

Boulder Focus Center
RRC Associates, Inc.
4940 Pearl East Cir., #103
Boulder, CO 80301
Ph. 303-449-6558
info@boulderfocuscenter.com
www.boulderfocuscenter.com
Sue Rothchild, Focus Cente Manager
Location: Office building
Distance from airport: 45 miles, 50 minutes
CL, 1/1, 1/10R
Conference 16x24 Obs. Rm. Seats 12
Multiple 15x11 Obs. Rm. Seats 12

Denver

AccuData Market Research, Inc. (Br.)
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 second-largest city in Colorado, 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.

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THE WALL, WHO IS THE
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- HAS THE MOST BEAUTIFUL FACILITY
- IS THE MOST SERVICE ORIENTED
- HAS THE BEST PROJECT MANAGEMENT
- HAS THE BEST ON-SITE TECHNICAL SUPPORT
- THE MOST EXPERIENCED AND BEST TRAINED STAFF?

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SAN FRANCISCO



800-277-3200
WWW.FFRSF.COM

250 SUTTER STREET • SECOND FLOOR
SAN FRANCISCO, CA 94108
415-398-4140

Member:  FocusVision, Video InterClipper, Active Group, MRA, AMA

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.

Corona Insights

1630 Welton Street Suite 525
 Denver, CO 80202
 Ph. 303-894-8246
 allison@coronainsights.com
 www.coronainsights.com
 Location: Office building
 Distance from airport: 30 miles, 50 minutes
 1/1
 Conference 23x13 Obs. Rm. Seats 12

CRG GLOBAL, INC. (Br.)

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

**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 13x9 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 10,000-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, CD recording, FocusVision, ActiveGroup and computer usability labs.
 (See advertisement on back cover)



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INGATHER RESEARCH

475 S. Youngfield Ct.
 (Denver) Lakewood, CO 80228
 Ph. 303-988-6808 or 303-717-8579
 christinec@ingatherresearch.com
 www.ingatherresearch.com
 Julia Asp, Director of Operations or Christine Cook, President

Location: Free standing facility
 Distance from airport: 25 miles, 25 minutes
 CL, 1/1, 1/1OR, TK, TKO, AU, CUL, PUL, VC, WC
 Multiple 15x13 Obs. Rm. Seats 30
 Multiple 15x13 Obs. Rm. Seats 30
 Multiple 20x16 Obs. Rm. Seats 30
 Multiple 20x16 Obs. Rm. Seats 30
 Multiple 35x15 Obs. Rm. Seats 30
 Multiple 45x45
 Multiple 30x18

INGATHER RESEARCH is the industry's first "reality" research 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 (Br.)

Aurora Mall
 14200 E. Alameda, Suite 1041
 Aurora, CO 80012
 Ph. 303-343-1309
 denver@jteammarketing.com
 www.jteammarketing.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

**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. 113)

The Strategy Loft

209 Kalamath, Unit 10
 Denver, CO 80223
 Ph. 303-534-9200
 susan@strategyloft.com
 www.strategyloft.com
 Susan Reynolds
 Location: Office building
 Distance from airport: 18 miles

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 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

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

C&C Market Research - Trumbull

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

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
 Conference 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



Connecticut Connection - Farmington

Hartford Research Center
 17 Talcott Notch Rd.
 Farmington, CT 06032
 Ph. 860-677-2877
 nancy@ctconnection.com
 www.ctconnection.com
 Nancy Neumann, 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.)



Connecticut Connection - Hartford

Hartford Research Center
 530 Silas Deane Hwy.
 Wethersfield, CT 06109
 Ph. 860-529-8006
 nancy@ctconnection.com
 www.ctconnection.com
 Nancy Neumann, Senior Director
 Location: Office building
 Distance from airport: 15 miles, 25 minutes
 CL, 1/1, 1/1OR, TK, CUL, 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 p. 79)

Performance Plus (Br.)

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



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.



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.

New Haven



Connecticut Connection - North Haven

North 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.)

Stamford

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. (Br.)
 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

CRG/Test America
 Lakeforest Mall
 701 Russell Ave., Suite H116
 Gaithersburg, MD 20877
 Ph. 386-677-5644
 crgsales@crgglobalinc.com
 www.crgglobalinc.com
 Bid Department Department
 Location: Shopping mall
 Distance from airport: 33 miles, 42 minutes
 1/1, 1/1OR, TK, VC, WC
 Multiple 20x20 Obs. Rm. Seats 8

Key'd In Market Research
 9715 Key West Ave., Suite 100
 Rockville, MD 20850
 Ph. 240-205-5720
 Elaine@keydinmarketresearch.com
 www.keydinmarketresearch.com
 Elaine Custead, CEO/Owner
 (See advertisement on p. 81)

Martin Focus Group Services, Inc.
 1199 N. Fairfax St., Suite 150
 Alexandria, VA 22314
 Ph. 703-519-5800
 alexandria@martinfocus.com
 www.martinfocus.com
 Marjorie Jeskey
 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 8x10 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 throughout, 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. (Br.)
 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 8x10 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. 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) (Br.)

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 9x8 Obs. Rm. Seats 5

the polling company™, inc.



the polling company™, inc.

1220 Connecticut Av. N.W.
 Washington, DC 20036
 Ph. 202-667-6557
 info@pollingcompany.com
 www.pollingcompany.com
 Steven Weachter, Manager, Qualitative Research
 Location: Office building
 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. (Br.)

Volusia Mall
 1700 W. International Speedway Blvd., 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. (Br.)

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 10x8 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

Opening September 2009 in Metro D.C.

Key'd In Market Research

"unlocking consumer insight"

Putting "quality and value" back in qualitative research

Owner/Operated with over 30 years
 qualitative and quantitative experience
 Hands on Project management
 Locked in rental rates for 1 year

Two focus group Suites and 2 Suites for 150 class room style
 Tiered client viewing for up to 30 clients

Contemporary décor
 DVD recording
 WiFi, HDTV
 Permanent LCD's in suites

Kitchen facilities
 Catering on site

Ample free parking

Free shuttle service for first 6 months

9715 Key West Avenue,
 Suite 100
 Rockville, MD, 20850
 240-205-5720
 www.keydinmarketresearch.com

Elaine Custead, CEO/Owner
 elaine@keydinmarketresearch.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.



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. 113)



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, AU, CUL, PUL, 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
 (See advertisement on p. 85)

Gainesville



Perceptive Market Research, Inc.
 3615 S.W. 13th St., Suite 6
 Gainesville, FL 32608-3540
 Ph. 800-749-6760 x4012 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, Fla. 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.

Jacksonville



Concepts In Focus
 GroupNet Jacksonville
 1329 Kingsley Ave., Suite A
 Jacksonville, FL 32073
 Ph. 904-264-5578
 nancy@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. 83)

Kirk Research Services, Inc.
 9550 Regency Square Blvd., Suite 906
 Jacksonville, FL 32225
 Ph. 904-858-3200
 info@kirkresearch.com
 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

(See also Fort Lauderdale)



Ask Miami
 2121 Ponce De Leon Blvd., Suite 250
 Miami, FL 33134
 Ph. 305-448-7769 or 800-282-2771
 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

Ask Miami is the premiere facility and recruiting services provider in Miami. Two focus group suites each with complimentary DVD recording, high-speed Internet and client business center. Located in the heart of Miami-Dade County, minutes from Miami International Airport and within walking distance of fine hotels and restaurants. Ask Miami is a proud member of the elite First Choice Facilities.

CRG GLOBAL, INC. (Br.)
 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

Focus99 - The Focus Group Room
 2000 S. Dixie Hwy., Suite 110
 Miami, FL 33133
 Ph. 305-860-2499
 info@focus99.com
 www.focus99.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

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

Have you ever wondered
how hot
is *too hot?*



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

As longtime research professionals, we understand how important straight answers are. Since 1975, we've helped hundreds of companies get the qualified participants they want – and the precise results they need – through a combination of time-tested recruiting techniques, a vast database and a setting that's tailor-made for outstanding group dynamics.

We've developed a reputation for integrity, partnership and the ability to get the job done right every time. All of which explains why we have such an impressive percentage of repeat business and why there's no better partner for your next research project.

Irwin[™]

Kathryn Blackburn, PRC - President | kblackburn@irwin-jx.com

9250 Baymeadows Road, Suite 350 | Jacksonville, FL 32256 | 904.731.1811 F. 904.731.1225 | irwin-jx.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.



20/20 Research - Miami

8350 N.W. 52nd Terrace, Suite 420
 Miami, FL 33166
 Ph. 866-414-2020 or 786-594-3740
 anacarlac@2020research.com
 www.2020research.com

Anacarla Castrillo-Baquero, Facility Director

Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, CUL, 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, AU, 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
 (See advertisement on p. 85)

Orlando



About Orlando Market Research

5450 Lake Howell Rd.
 Winter Park, FL 32792
 Ph. 407-671-3344
 suzanne@aboutorlandoresearch.com
 www.aboutorlandoresearch.com

Suzanne S. Cattell, President, PRC
 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

A qualitative specialist. Highest Impulse ratings for recruiting, personnel and value translate to meticulous attention to recruiting detail, experienced management and cost sensitivity on every project. Consistent quality for focus groups, idea generation, mock jury, taste test, IDI, dial test, product placement and rentals. On-site experience tailored to your needs. Living-room, conference, kid or auditorium seating. Seat 50 auditorium-style. High-speed wireless everywhere. Digital audio and DVD recording. On-site owner/manager is PRC certified. ActiveGroup and FocusVision.



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 21x25 Obs. Rm. Seats 30

Once again rated "One of the World's Top Facilities of 2008" 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. Large kitchen with over 25 feet of counter space, plus double ovens and six microwaves to meet all your food testing needs. Closest facility to the airport and downtown, plus the fastest access to the attractions. We offer videoconferencing, videostreaming, videomarking, DVD/CD and MP3 recording.

Ideas to Go, Inc.

200 E. Robinson St.
 Eola Park Centre 1, Suite 1250
 Orlando, FL 32801
 Ph. 407-367-2655
 jstewart@ideastogo.com
 www.ideastogo.com

Janel Stewart
 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, online surveys, 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. 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!

Experience the Difference

Top-Rated Recruiting

by the Impulse Survey of Focus Facilities



**Providing a beautiful facility is the easy part.
Getting the right people in the seats makes the difference.**

Indianapolis & Tampa

info@herron-research.com | 800.392.3828 | www.herron-research.com



Herron Associates, Inc.
Opinion and Marketing Research



WAC

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WAC
of Ft. Lauderdale
954-772-5101
wacflorida@aol.com

WAC
of Miami
786-364-2272
wacmiami@wacresearch.com

**One Company,
Two South Florida Locations.
– Eight Focus Group Suites –**

Visit our Web Site: WacResearch.com
and take a video tour of our facilities



An alliance of independently owned facilities

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.

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, Vice President

Location: Office building
 Distance from airport: 20 miles, 30 minutes
 CL, CUL, VC, WC
 Multiple 24x16 Obs. Rm. Seats 12
 Multiple 20x16 Obs. Rm. Seats 12

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; online focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries; convention research studies. Quantitative: online 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. 87)

Sarasota

Mid-America Research (Br.)

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 (Br.)

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

Salter Mitchell

117 S. Gadsden St.
 Tallahassee, FL 32301
 Ph. 850-681-3200
 research@saltermitchell.com
 www.saltermitchell.com
 April Salter, President
 Location: Office building
 Distance from airport: 7 miles, 15 minutes
 Multiple Obs. Rm. Seats 6

Tampa/St. Petersburg



ACCUDATA
 MARKET RESEARCH INC.

AccuData Market Research, Inc. (Br.)

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

Adam Market Research, Inc.

2246-C University Mall
 Tampa, FL 33612
 Ph. 813-875-4005
 adam.market.research@worldnet.att.net
 www.adammarketresearch.com
 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.
 Opinion and Marketing Research

Herron Associates, Inc. (Br.)

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 12
 Multiple 15x20 Obs. Rm. Seats 12
 Multiple 24x28 Obs. Rm. Seats 14
 Multiple 18x19 Obs. Rm. Seats 14
 Multiple 10x13 Obs. Rm. Seats 2

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 with an established reputation of offering enhanced service and facilities. Emphasis on qualitative/in-person research, prerecruit CLT and taste Tests. Oversized focus suites, viewable CLT and a large test kitchen. Experienced field management services. "Top Rated" in the Impulse Directory. Our GroupNet partnership provides access and pricing to like-minded facilities for multi market projects. (See advertisement on p. 84)

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 Kirkpatrick, 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. 113)

Quick Test/Heakin (Br.)

Westfield Shopping Town @ Citrus Park
 7852 Citrus Park Drive
 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

SCHLESINGER ASSOCIATES ORLANDO



ORLANDO

MAITLAND GREEN II, SUITE 180
2290 LUCIEN WAY
MAITLAND, FL 32751



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

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.



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, 1/1OR, 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/ Web-conferencing/DVD/CD video/audio recording/extensive database, JettSurvey online research tool. Hispanic populations...Hablamos Espanol!

Superior Research (Br.)

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, 1/1OR, 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, 1/1OR, 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

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, 1/1OR
 Conference 17x17 Obs. Rm. Seats 10
 Conference 12x14 Obs. Rm. Seats 5
 Multiple 31x25

Georgia

Atlanta



Atlanta Out Loud, Inc.

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 H. 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

Come see our incredible facility renovation. Now independently owned, managed and operated on site. All of our management and recruiting staff are right here in this office. We are consistently "Top Rated" by the Impulse Survey of Focus Group Facilities year after year. We offer top-quality recruiting, services and technology including FocusVision and ActiveGroup. Providing consumer, business, Hispanic and medical recruiting. We welcome the opportunity to work with you, your clients and your budget when your research needs require the Atlanta market. Our ultimate goal is to make your Atlanta project a perfect experience for you and your clients from start to finish.

C&C Market Research - Atlanta

Perimeter Mall
 4400 Ashford Dunwoody Rd. #2670
 Atlanta, GA 30346
 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
 Multiple 14x19 Obs. Rm. Seats 8



Compass Marketing Research

3725 DaVinci Court, Suite 100
 Norcross, GA 30092
 Ph. 770-448-0754
 info@cmrcompass.com
 www.compassmarketingresearch.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

Newly-renovated facilities! Outstanding client services for field or full service for qualitative and quantitative projects. Focus groups, IDIs, IHUTs, on-site interviews, taste tests, mock juries. Two qualitative suites, commercial and residential test kitchens, multipurpose rooms for CLTs and mock shopping studies. Top-quality recruiting performed on site with excellent show rates. Ideal location for a broad range of demographics. Telephone data collection; 100 CATI-monitored stations. Reputable since 1981. Member of ActiveGroup. Rated a "Top Facility Worldwide" by the Impulse Survey.

CRG GLOBAL, INC. (Br.)

North Point Mall
 1002 North Point Circle
 Alpharetta, GA 30022
 Ph. 386-677-5644
 crgsales@crgglobalinc.com
 www.crgglobalinc.com
 Location: Shopping mall
 Distance from airport: 50 miles, 45 minutes
 1/1, 1/1OR, TK, VC
 Conference 18x12 Obs. Rm. Seats 4

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
 Multiple 22x18 Obs. Rm. Seats 25
 Multiple 21x17 Obs. Rm. Seats 25
 Multiple 16x24 Obs. Rm. Seats 25
 (See advertisement on p. 109)

Discovery - National Qualitative Network

5505 Roswell Rd., Suite 100
 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

Elana Sorkin, President
Location: Office building

Distance from airport: 20 miles, 25 minutes
CL, 1/1, 1/10R, 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
Multiple	9x10	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, 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 back cover)

Focus on Food

6679 Peachtree Industrial Blvd., Suite M
Norcross, GA 30092

Ph. 770-300-0168 or 888-300-0467
ron@focusonfood.com
www.focusonfood.com

Ron Marks, President
Location: Office building

Distance from airport: 40 minutes
CL, 1/1, 1/10R, TK, PUL, WC

Conference	12x20	Obs. Rm. Seats 13
Multiple	25x20	Obs. Rm. Seats 13

Focus Pointe Global - Atlanta

Monarch Plaza, 3414 Peachtree Rd., N.E., Suite 800
Atlanta, GA 30326

Ph. 888-873-6287 or 678-298-9222
atlanta@focuspointeglobal.com
www.focuspointeglobal.com

Laura Livers, Facility Director
Location: Office building

Distance from airport: 18 miles, 23 minutes
CL, 1/1, 1/10R, 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

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

JACKSON RESEARCH, SIMPLIFIED

Jackson Associates Research, GroupNet/Atlanta

1180 Peachtree St., Suite J
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

JACKSON RESEARCH, SIMPLIFIED

Jackson Associates, 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

Multiple	25x16	Obs. Rm. Seats 15
Multiple	22x22	Obs. Rm. Seats 12
Multiple	22x22	Obs. Rm. Seats 12
Multiple	22x54	Obs. Rm. Seats 24
Multiple	14x15	Obs. Rm. Seats 10
Multiple	16x18	Obs. Rm. Seats 12
Multiple	12x15	Obs. Rm. Seats 6

Five focus suites including 1,200 sq. ft. auditorium w/viewing, outside ramp which provides access for vehicles, large displays. Usability lab, IDI room with VirtualViewing and private second-floor access. Commercial kitchen w/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. On-site IT/A/V technicians. Streaming available internally and externally. PRC-certified personnel.

MacFarlane Management Services, Inc.

1410 Highland Bluff
Atlanta, GA 30339

Ph. 770-956-0408 or 404-931-8388
macfmgt@bellsouth.net
lan MacFarlane

Location: Free standing facility

Distance from airport: 20 miles, 45 minutes
1/1, 1/10R, TK

Living	20x25
--------	-------

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

PLAZA RESEARCH

Plaza Research-Atlanta

One Atlanta Plaza
950 E. Paces Ferry Road NE, Suite 800
Atlanta, GA 30326

Ph. 770-432-1400 or 800-654-8002
squinn@plazareserach.com
www.plazareserach.com

Shannon Quinn
Location: Office building

Distance from airport: 15 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. 113)



PVR Research, Inc.

11445 Johns Creek Pkwy.
Duluth, GA 30097

Ph. 770-813-4902
donnapickert@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

Conference	20x22	Obs. Rm. Seats 18
Multiple	16x22	Obs. Rm. Seats 15
Multiple	38x24	Obs. Rm. Seats 8
Multiple	35x30	

PVR is Atlanta's premier field research provider for both quantitative and qualitative projects. Large and comfortable facilities that include: two focus group rooms, two additional testing rooms to accommodate 100 respondents, test kitchen with walk-ins, ample power and open design to accommodate most set-up requirements. We can provide online studies with 25 laptops and Wi-Fi throughout facility. With our in-house recruiting and 40K respondent database, we consistently provide the best recruits. PVR provides professional results with an emphasis on Southern hospitality and service.

Quick Test/Heakin (Br.)

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
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Quick Test/Heakin (Br.)

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	13x7	Obs. Rm. Seats 5
----------	------	------------------

Rare Medium

1145 Sanctuary Pkwy.
Alpharetta, GA 30004

Ph. 770-576-4100
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
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Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge
1/1 - One-on-One Room
1/10R - 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.



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

Meiko Seymour, Facility Manager

Location: Office building

Distance from airport: 18 miles, 30 minutes

CL, 1/1, 1/10R, 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 10x9 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. Facilities available throughout the U.S. and in Eastern Europe.

Schlesinger Associates Atlanta

5909 Peachtree Dunwoody Road
The Palisades Building, Suite 950
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 12
Multiple 16x20 Obs. Rm. Seats 12
Multiple 16x20 Obs. Rm. Seats 12
Multiple 20x18 Obs. Rm. Seats 15
Multiple 16x25 Obs. Rm. Seats 12

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; online focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries; convention research studies. Quantitative: online 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 inside front cover)

John Stolzberg Market Research/Dynamic Research

1800 Century Blvd., Suite 1000
Atlanta, GA 30345
Ph. 404-329-0954

sharon@dynamicresearchinc.net
www.dynamicresearchinc.net

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, 1/10R, TK, TKO, VC, WC
Conference 14x23 Obs. Rm. Seats 12
Conference 14x20 Obs. Rm. Seats 12
Conference 14x20 Obs. Rm. Seats 12
Conference 13x9 Obs. Rm. Seats 4
Living 15x19 Obs. Rm. Seats 12

User Insight

User Insight

50 Glenlake Pkwy., Suite 150
Atlanta, GA 30328

Ph. 770-391-1099

contact@userinsight.com

www.uifacilities.com

Andrea Cartier

Location: Office building

Distance from airport: 25 miles, 33 minutes

CL, 1/1, 1/10R, 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 has broken the paradigm of traditional market research with our most advanced facility. Gone are the days of one-way glass and fixed-camera recording. Our state-of-the-art facility offers multiple high-definition cameras, huge 60" flat screens for viewing and the highest comfort for your clients. With our fixed-price model, we will never nickel and dime you to make a copy, overcharge you for technology setup or bother you with incidence rates. Our model is straightforward and convenient, which allows you to budget appropriately and concentrate on your research.

V & L Research & Consulting, Inc.

8075 Mall Parkway, Suite 101-102

Atlanta, GA 30038

Ph. 770-908-0003 or 770-484-5889

vlresearch@mindspring.com

www.vlresearch.com

Dydra Virgil, Principal

Location: Office building

Distance from airport: 16 miles, 20 minutes

CL, 1/1, 1/10R, TK
Multiple 17x14 Obs. Rm. Seats 16
Multiple 12x12 Obs. Rm. Seats 10

Visiting-the-Smith's

4930 Long Island Terrace

Atlanta, GA 30342

Ph. 404-549-9897

info@visitingthesmiths.com

www.visitingthesmiths.com

Russell Chason, Director

Location: Free standing facility

Distance from airport: 20 miles, 25 minutes

CL, 1/1, 1/10R, TK, TKO, AU, VC, WC

Move on to reality research: our facility is a home in a residential neighborhood. Inside you'll find living room, kitchen, kids' room, game room - designed by consumers to feel at

home, relaxed and authentic. It is visiting a friend's home. A better place for respondents, clients, moderators: observe large-screen or one-way mirror. Brainstorm in stimulating spaces; use break-out lounges with access to terraces and a lush garden. No compromise: cost-level + high-tech you are used-to! FocusVision and remote access even outdoors at fireplaces. One client at a time, free parking + Wi-Fi.

Augusta

AnswersInc.

2743 Perimeter Parkway

Bldg. 200, Suite 220

Augusta, GA 30909

Ph. 706-724-2679

info@answersincresearch.com

www.answersincresearch.com

Mark Alison

Location: Office building

Distance from airport: 10 miles

CL, TK, AU,

Multiple 20x40 Obs. Rm. Seats 25

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, 1/10R

Conference 20x11 Obs. Rm. Seats 10

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, 1/10R, TK

Conference 14x16 Obs. Rm. Seats 9

QMark Research

1003 Bishop St.

Pauahi Tower, 9th floor

Honolulu, HI 96813

Ph. 808-524-5194 or 808-544-3020

barbara.ankersmit@qmark-anthology.com

www.qmarkresearch.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, 1/10R

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

Accurate Data Marketing, Inc.

4350 Di Paolo Center, Suite D1
Glenview, IL 60025
Ph. 847-390-7777 or 800-390-7780
info@accurdata.com
www.accurdata.com
Barbara Dorfman, President
Location: Office building

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. (Br.)

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@bogglobal.com
www.bogglobal.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 x70 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
Multiple 25x50 Obs. Rm. Seats 10
Specialists in Hispanic, Asian and African-American markets. Multicultural team of experts, including in-house moderators. Quantitative and qualitative methodologies including top-notch recruiting and in-person intercept specialists. Research in top U.S. markets with local reach. MBE/WBE certified. Call for a quote today - 800-882-1983.

Car-Lene Research, Inc. (Br.)

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

Catalyst Ranch

656 W. Randolph St.
Chicago, IL 60661
Ph. 312-207-1710
rachel@catalysttranch.com
www.catalysttranchmeetings.com/g/focus_groups1.html
Rachel Holland
Location: Office building
Distance from airport: 17 miles, 25 minutes
VC, WC
Multiple 21x34
Multiple 20x70 Obs. Rm. Seats 20
Multiple 20x70 Obs. Rm. Seats 20
Multiple 41x61
Multiple 40x81 Obs. Rm. Seats 15



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: 20 miles, 30 minutes
CL, 1/1, VC, WC
Multiple 27x20 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.

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

CRG/Test America

Woodfield Shopping Center
5 Woodfield Shopping Center, 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/why_dpi.asp
Ashref Hasim, President
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

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
Multiple 18x25 Obs. Rm. Seats 15
Multiple 20x18 Obs. Rm. Seats 12
(See advertisement on p. 109)

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.

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
 mary@energyannex.com
 www.energyannex.com
 Mary Elizabeth Smith, Day Manager
 Location: Free standing facility
 Distance from airport: 16 miles, 30 minutes
 1/1, 1/1OR, CUL, VC
 Multiple 16x12 Obs. Rm. Seats 14
 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.fffocusfacility.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 Willis Tower (formerly, 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 quality consumer and professional respondents from all local areas as well as an ideal location with spectacular views of the city. We offer the finest integrated state-of-the-art technology including: digital audio recording (complimentary), DVD 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 back cover)

Fieldwork Chicago-North
 5750 Old Orchard Rd., Suite 500
 Skokie, IL 60077
 Ph. 847-583-2911
 info@chicago.fieldwork.com
 www.fieldwork.com
 Pam Kleinmann, President

Location: Office building
 Distance from airport: 10 miles, 30 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 11x9 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, CD recording, FocusVision, ActiveGroup and computer usability labs. (See advertisement on back cover)

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, 1/1OR, 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-O'Hare is located three miles from O'Hare Airport and 10 miles from downtown, offering prime Chicago location while maintaining accessibility to both urban and suburban respondents. Four focus group rooms with a capacity of 40 respondents in its largest suite. We offer the finest integrated state-of-the-art technol-

ogy including complimentary digital audio recording, DVD recording, FocusVision, ActiveGroup and computer usability labs. Ample free parking and nearby public transportation. (See advertisement on 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 data base 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, CD recording, FocusVision, ActiveGroup and computer usability labs. (See advertisement on back cover)



First Choice Facilities
 515 North State Street, Suite 1920
 Chicago, IL 60610
 Ph. 888-FCF-BIDS (323-2437)
 info@FirstChoiceFacilities.net
 www.FirstChoiceFacilities.net

First Choice Facilities is a multi-city marketing consortium of "Top Rated" focus group facilities in the Impulse Survey. Representing cities throughout the U.S. with international partners, FCF facilities are owner managed for quality, offering one-stop shopping with field management and multi-city discounts. (See advertisement on p. 33)



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
 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 Ave. 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
 Maureen Barberio, Facility Director
 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

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 11
 Multiple 22x13 Obs. Rm. Seats 11

Chicago's preeminent field service - perennially Impulse-
 "Top Rated." Featuring the industry's most comprehensive
 database, comprised of virtually all population seg-
 ments and an experienced, well-supervised recruit staff.
 Emphasizing stringent quality control, attentive, proactive
 service, superb urban cuisine options and all technologi-
 cal resources. Three magnificent facilities: Chicago, Oak
 Brook (new) and Oak Park. Capabilities include: usability
 labs, field management, ethnic and ethnographic recruiting,
 product placement, on-site interviewing, online research,
 mock juries. Member First Choice Facilities.
 (See advertisement on p. 93)

FOCUSCOPE, Inc. (Br.)
 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 24x18 Obs. Rm. Seats 12
 Multiple 34x19 Obs. Rm. Seats 20
 (See advertisement on p. 93)

FOCUSCOPE, Inc. (Br.)
 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 29x14 Obs. Rm. Seats 15
 Multiple 21x23 Obs. Rm. Seats 20
 Multiple 21x23 Obs. Rm. Seats 20
 (See advertisement on p. 93)

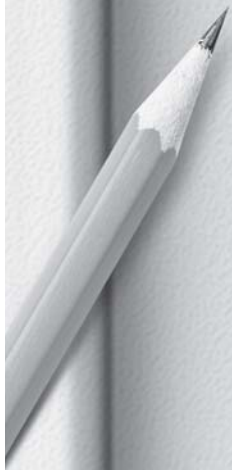
Market Ease Multicultural Quantitative Connections
 7501 W Cermak Rd.
 North Riverside, IL 60546
 Ph. 312-654-9910 or 866-399-EASE
 marketeas@aol.com
 www.market-ease.net
 Iliana Moran, President
 Location: Shopping mall
 Distance from airport: 5 miles, 15 minutes
 Conference Obs. Rm. Seats 8

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@matrix-r.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 12

WE REALIZE THAT IT'S
 "LOCATION, LOCATION, LOCATION."
 SO WHICH LOCATION DO YOU PREFER?

- (A) OUR CONVENIENT DOWNTOWN CHICAGO FACILITY
- (B) OUR ORIGINAL OAK PARK FACILITY
- (C) OUR BRAND NEW OAKBROOK FACILITY



CHICAGO OAK PARK **NEW** OAKBROOK



Announcing our NEW Oakbrook facility.
 Come see for yourself why Impulse Survey
 consistently rates Focusscope as having some
 of the world's best research facilities.

WWW.FOCUSCOPE.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.



MedQuery Research & Recruiting

850 W. Jackson Blvd., Suite 430
 Chicago, IL 60607
 Ph. 312-666-8863
 info@medqueryinc.com
 www.medqueryinc.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

MedQuery specializes in tougher medical recruiting. Our focus group facility in Chicago is located just down the street from three of the five largest hospitals in the area, making it as convenient as possible for medical personnel. Because of our location we can also recruit in person at the hospitals for especially tough recruits. About half of MedQuery's business is recruiting for national qualitative projects. We have in-house databases and panels for physicians, nurses, pharmacists, patients and other personnel.

Mid-America Research

Harris Bank Building
 800 E. Northwest Highway, Suite 1010
 Mt. Prospect, IL 60056
 Ph. 847-392-8410
 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 (Br.)

800 E. Northwest Highway, Suite 1010
 Palatine, IL 60074
 Ph. 847-485-8410
 david@midamr.com
 www.midamr.com

David Ottenfeld, Client Service Manager
 Location: Shopping mall
 Distance from airport: 15 miles, 30 minutes
 1/1, 1/1OR, TK
 Conference 18x16 Obs. Rm. Seats 5

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. (Br.)

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

National Qualitative Centers, Inc.

625 N. Michigan Ave., 4th Fl.
 Chicago, IL 60611
 Ph. 800-335-1222
 chicago@nqccchicago.com
 www.nqccchicago.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

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
 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. 113)

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

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 (Br.)

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. Facilities available throughout the U.S. and in Eastern Europe.

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
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

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

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 12
Multiple	20x16	Obs. Rm. Seats 14
Multiple	20x16	Obs. Rm. Seats 14
Multiple	20x16	Obs. Rm. Seats 14
Multiple	25x15	Obs. Rm. Seats 14
Multiple	20x15	Obs. Rm. Seats 14
Multiple	20x15	Obs. Rm. Seats 12

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; online focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries; convention research studies. Quantitative: online 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. 95)

Schlesinger Associates Chicago O'Hare

9550 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, 3 minutes
 CL, 1/1, 1/1OR, TK, AU, PUL, VC, WC

Multiple	22x17	Obs. Rm. Seats 10
Multiple	22x17	Obs. Rm. Seats 10
Multiple	25x17	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; online focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries; convention research studies. Quantitative: online 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. 95)

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
Conference	26x16	Obs. Rm. Seats 15
Living	26x16	Obs. Rm. Seats 15
Conference	19x17	Obs. Rm. Seats 20
Multiple	30x75	

Smith Research, Inc. (Br.)

1415 W. 22nd St., Suite 220
 Oak Brook, IL 60523
 Ph. 847-948-0440
 ksmith@smithresearch.com
 www.smithresearch.com
 Kevin Smith, President
 Location: Office building
 Distance from airport: 16 miles, 25 minutes
 1/1, 1/1OR, VC, WC

Multiple	22x15	Obs. Rm. Seats 12
Multiple	14x16	Obs. Rm. Seats 10
Multiple	17x17	Obs. Rm. Seats 10
Multiple	26x17	Obs. Rm. Seats 20

Smith Research, Inc. (Br.)

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
Conference	21x21	Obs. Rm. Seats 20
Living	20x16	Obs. Rm. Seats 20
Conference	24x18	Obs. Rm. Seats 15
Conference	24x18	Obs. Rm. Seats 20

Solutions in Marketing

2203 Plainfield Rd
 Crest Hill, IL 60403
 Ph. 815-744-7950
 RCBridget@aol.com
 Bridget Adell, President
 Location: Office building
 Distance from airport: 30 miles, 35 minutes
 CL, 1/1, TK, TKO

Multiple	20x19	Obs. Rm. Seats 15
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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, TKO, AU, CUL, PUL, VC, WC

Multiple	25x19	Obs. Rm. Seats 12
Multiple	23x15	Obs. Rm. Seats 15
Multiple	21x18	

Top-rated focus group facility housed in loft location, steps from Michigan Ave. 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 (Br.)

111 Deerlake Rd., Suite 120
 Deerfield, IL 60015
 Ph. 800-841-1177
 info@tragon.com
 www.tragon.com
 Jill Heidrich, Project Manager
 Location: Office building
 Distance from airport: 15 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, PUL

Conference	20x22	Obs. Rm. Seats 12
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User Centric, Inc.

500 N. Michigan Ave., Suite 1610
 Chicago, IL 60611
 Ph. 630-320-3900
 chwang@usercentric.com
 www.usercentric.com
 Catherine Hwang, Office Manager
 Location: Office building
 Distance from airport: 18 miles, 30 minutes
 CL, 1/1, 1/1OR, CUL, PUL, VC, WC

Multiple	8x12	Obs. Rm. Seats 12
Multiple	8x12	Obs. Rm. Seats 12
Multiple	8x12	Obs. Rm. Seats 12
Multiple	8x7	Obs. Rm. Seats 12
Multiple	10x6	Obs. Rm. Seats 12
Multiple	8X9	Obs. Rm. Seats 12
Multiple	12X9	Obs. Rm. Seats 6

Peoria

AFFINA

2001 Ruppman Plaza
 Peoria, IL 61614
 Ph. 877-423-3462
 kimberlietaylor@affina.com
 www.affina.com
 Conference 28x2

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. 812-214-2055 or 800-457-3594
 woody.youngs@par-research.com
 www.par-research.com
 Wood Youngs, 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 734-979-0900 (Hq.)
davids@advantageresearch.net
www.advantageresearch.net
Daria Kellermeyer, Director of Research
Location: Free standing facility
Distance from airport: 15 miles, 20 minutes
CL, 1/1, 1/10R
Conference 15x20 Obs. Rm. Seats 10

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, 1/10R, VC
Conference 28x25 Obs. Rm. Seats 8

Gary

JEM Research, Inc.

3205 Cascade Dr.
Valparaiso, IN 46383
Ph. 800-568-4668
kathleen.dewitt@jemresearch.com
www.JEMResearch.com
Jessica E. Mullen, President
Location: Office building
Distance from airport: 80 miles, 90 minutes
1/1
Conference 18x13 Obs. Rm. Seats 4

Indianapolis



Herron Associates, Inc. (Br.)

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: 12 miles, 20 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

Recruitment for in-person and online research in Indiana, Florida and nationally. Premium facilities offering flexibility, convenience and technology located downtown, north suburbs and Tampa, Fla.. Emphasis on qualitative/in-person research, prerecruit, CLT and taste tests. Oversized focus suites, large viewable CLT and a full commercial test kitchen. Experienced field management services. Consecutively "Top Rated" in the Impulse Directory since inception. Our GroupNet partnership provides access and pricing to like-minded facilities for multimarket projects. (See advertisement on p. 97)



Herron Associates, Inc. (Br.)

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: 12 miles, 20 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

Recruitment for in-person and online research in Indiana, Florida and nationally. Premium facilities offering flexibility, convenience and technology located downtown, north suburbs and Tampa, Fla.. Emphasis on qualitative/in-person research, prerecruit, CLT and taste tests. Oversized focus suites, large viewable CLT and a full commercial test kitchen. Experienced field management services. Consecutively "Top Rated" in the Impulse Directory since inception. Our GroupNet partnership provides access and pricing to like-minded facilities for multimarket projects. (See advertisement on p. 97)



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

Ful-service, qualitative facility located 20 minutes from the new Indianapolis Airport in historic downtown, providing 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.

Strategic Marketing & Research, Inc.

11708 N. College Ave., Suite 200
Carmel, IN 46032
Ph. 317-574-7700 or 800-424-6270
info@smari.com
www.smari.com
Location: Office building
Conference 18x30 Obs. Rm. Seats 12

Experience the Difference

Top-Rated Recruiting

by the Impulse Survey of Focus Facilities



Providing a beautiful facility is the easy part.
Getting the right people in the seats makes the difference.

Indianapolis & Tampa

info@herron-research.com | 800.392.3828 | www.herron-research.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.

Walker Research 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. (Br.)

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 x108 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 18'x18' focus group room has complete audio/visual, recording and Web-streaming 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
info@personalmarketingresearch.com
www.personalmarketingresearch.com
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 East Grand Ave., Suite 340
Des Moines, IA 50309
Ph. 515-282-7145
mail@essmanresearch.com
www.essmanresearch.com
Deb Stearns, Marketing Research Director
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.)

Pirro Research

6024 Waterbury Circle
Des Moines, IA 50312
Ph. 515-255-3244
PirroCo@aol.com
Ellen Pirro
Location: Office building
Distance from airport: 6 miles, 20 minutes
1/1, 1/1OR
Conference 14x21 Obs. Rm. Seats 8

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

Waterloo

Strategic Marketing Services

University of Northern Iowa
Community Services Building, Suite 32
Cedar Falls, IA 50614
Ph. 319-273-2886
ronald.padavich@uni.edu
Ron Padavich, Director
Location: Office building
Distance from airport: 6 miles, 10 minutes
Conference 19x15 Obs. Rm. Seats 8

Kansas

Kansas City

(See Kansas City, Mo.)

Salina

C&C Market Research - Salina

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

Wichita

**The Research Partnership, Inc.**

125 N. Market, Suite 1810
Wichita, KS 67202
Ph. 316-263-6433
info@trp-ict.com
www.trp-ict.com
Robin Mishler
Location: Office building
Distance from airport: 10 miles, 15 minutes
CL, 1/1, 1/1OR
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



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

Horizon InFocus is that unique focus group facility whose staff grasps the scope of your project and puts the right respondents in the right room to complete it successfully. Whether you need 250 placements for a home usage test or 16 low-incidence focus group participants, our experienced project directors will make your job easier. Designed by experienced moderators, our research facility boasts two large focus group suites, with T-1 Wi-Fi, dual-DVD recording, private client lounges, ActiveGroup and FocusVision. Come see why Horizon InFocus is consistently the "Top Rated" focus group facility in Louisville by Impulse Survey. (See advertisement on p. 99)

Marketing Endeavors
620 S. Third St., Suite 200
Louisville, KY 40202
Ph. 866-445-9117
info@marketingendeavors.biz
www.marketingendeavors.biz
Ziggy Zubric
Location: Office building
Distance from airport: 6 miles, 9 minutes
CL, WC
Conference 21x17 Obs. Rm. Seats 10

www.quirks.com

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.**

HORIZONINFOCUS
Put your research goals InFocus

Phone: (502) 454-0771

For a full tour of our facilities please visit our website at www.horizoninfocus.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.

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, CUL, WC
 Multiple 24x19 Obs. Rm. Seats 25
 Conference 20x17 Obs. Rm. Seats 15
 Multiple 21x20 Obs. Rm. Seats 15

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

**Survey Communications, Inc.**

4511 Jamestown Ave.
 Baton Rouge, LA 70808
 Ph. 800-695-0221
 jsb@surveycommunications.com
 www.surveycommunications.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

SCI's focus group facility is the largest in Louisiana. Our focus group room comfortably seats more than 12 participants plus a moderator. Our attached viewing room contains advanced video and audio equipment and can seat up to 19 observers. We also maintain a separate alternate discussion room which is perfect for break-out sessions or dual focus groups. Focus groups can be directed by our in-house moderator or by your own third-party moderator.

New Orleans

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, VC
 Conference 28x24 Obs. Rm. Seats 15
 Conference 18x16 Obs. Rm. Seats 15

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.panatatlanticsmsgroup.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. 120)

Baltimore Research

8320 Bellona Ave., Suite 220
 Baltimore, MD 21204
 Ph. 410-583-9991
 info@baltimoreresearch.com
 www.baltimoreresearch.com
 Heather Collins, Mgr. Marketing & Client Serv.
 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 15
 Multiple 23x17 Obs. Rm. Seats 13
 Multiple 26x30 Obs. Rm. Seats 11
 Conference 18x20 Obs. Rm. Seats 10
 Conference 11x14 Obs. Rm. Seats 5
 Multiple 20x40 Obs. Rm. Seats 15
 Multiple 20x40 Obs. Rm. Seats 11
 (See advertisement on p. 3)

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 (Br.)

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

**Maryland Marketing Source, Inc.**
Bay Area Research, LLC**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.
5520 Research Park Drive
Baltimore, MD 21201
Ph. 410-332-0400
ar@obaltimore.com

www.observationbaltimore.com
Allisa Rhodes, Operations Manager

Location: Office building
Distance from airport: 5 miles, 5 minutes
CL, 1/1, 1/10R, TK, AU, CUL, PUL, VC, WC
Multiple 19x21 Obs. Rm. Seats 12
Multiple 20x21 Obs. Rm. Seats 12
Multiple 23x25 Obs. Rm. Seats 15

Observation Baltimore is part of the 41-acre green Research and Technology Community at the University of Maryland Baltimore Campus (UMBC). Precise recruiting of consumers, physicians, health care or business-to-business populations. Our facility is conveniently located 5 minutes from Amtrak, Baltimore-Washington International Airport and the light rail. Baltimore's famous Inner Harbor is only eight miles away and our nation's capital is a short 30 miles.

(See advertisement on p. 101)

Quick Test/Heakin (Br.)

White Marsh Mall
8200 Perry Hall Blvd., Suite 1160
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



A 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, 1/10R, CUL, WC
Multiple 20x20 Obs. Rm. Seats 15
Conference 20x18 Obs. Rm. Seats 10

Offering Boston's top facility, best location and lowest cost. 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.

Bennett Research Services, Inc.

World Trade Center East
Two Seaport Lane
Boston, MA 02210
Ph. 617-746-2600
info@bennett.com
www.bennett.com
Andrew or Matt Hayes, Managing Directors
Location: Office building
Distance from airport: 2 miles, 5 minutes
CL, 1/1, 1/10R, TK, CUL, PUL, VC, WC
Conference 20x17 Obs. Rm. Seats 15
Multiple 20x17 Obs. Rm. Seats 15
Multiple 30x14 Obs. Rm. Seats 25
Multiple 30x14 Obs. Rm. Seats 20
Multiple 30x28 Obs. Rm. Seats 45
(See advertisement on p. 103)

Boston Field & Focus (Br.)

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.bostonfieldfocus.com
Shirley Shames, President
Location: Office building
Distance from airport: 2 miles, 5 minutes
CL, 1/1, 1/10R, TK, VC, WC
Conference 12x27 Obs. Rm. Seats 15
Conference 12x27 Obs. Rm. Seats 15

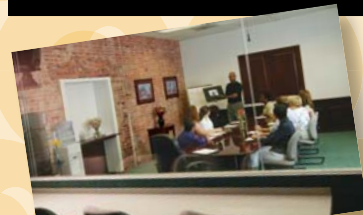
You asked for working women.



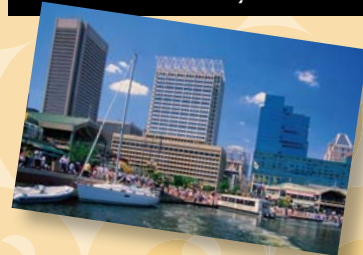
Experienced Recruiting Makes All the Difference.

5520 Research Park Drive, Baltimore, MD 21250
410-332-0400 www.observationbaltimore.com

Focused on Research



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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
 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.



Cambridge Focus
 Two Clock Tower Place
 Cambridge/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 No. 1 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.

Cambridge Focus
 Center for Marketing Technology
 Bentley University
 175 Forest Street
 Waltham, MA 02452-4705
 Ph. 617-494-0310
 details@cambridgefocus.com
 www.cambridgefocus.com
 Lloyd Simon
 Location: Office building
 Distance from airport: 15 miles, 30 minutes
 CL, 1/1, 1/1OR, AU, CUL, PUL, VC, WC
 Conference 20x17 Obs. Rm. Seats 40
 Multiple 60x40 Obs. Rm. Seats 12

Car-Lene Research, Inc. (Br.)
 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: 20 miles
 1/1, 1/1OR, TK
 Conference 8x6 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

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, CUL, 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. We're 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, CD recording, FocusVision, ActiveGroup and computer usability labs. (See advertisement on back cover)



Focus On Boston - Suburban

10 Forbes Road
 Braintree, MA 02184
 Ph. 800-699-2770
 Larry@FocusOnBoston.com
 www.focusonboston.com
 Larry Jenkins, Principal
 Location: Office building
 Distance from airport: 8 miles, 20 minutes
 CL, TK, AU, VC
 Multiple 20x20 Obs. Rm. Seats 16
 Multiple 20x20 Obs. Rm. Seats 16

Located in the heart of Boston's suburbs, Focus On Boston's suburban facility is ideally situated at the crossroads of three major highways and just 8 miles from downtown Boston. Braintree is extremely accessible and convenient for both clients and respondents from the suburbs or the city. We offer two spacious conference rooms with luxurious client lounges and provide un-matched recruiting in the Northeast with an extensive, diverse database. Our show rates are among the best in the industry!



Focus On Boston Waterfront

30 Rowes Wharf
 (Adjacent to Boston Harbor Hotel)
 Boston, MA 02110
 Ph. 800-699-2770
 larry@focusonboston.com
 www.focusonboston.com
 Larry Jenkins, Principal
 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 12x8 Obs. Rm. Seats 8

Located on Boston's beautiful waterfront, Focus On Boston offers three spacious conference rooms with luxurious client lounges as well as an IDI suite. We provide unmatched recruiting in the Northeast with an extensive and diverse database that is continually updated and expanded. We have state-of-the-art audio/visual equipment and proud to be a member of the FocusVision Network. Our Boston location is adjacent to the four-star Boston Harbor Hotel with special rates. Our show rates are among the best in the industry!

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

Friedman Marketing Services (Br.)

Consumer Opinion Center
 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.nationalfieldandfocus.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. 48)

Facility Spotlight: **Boston, Massachusetts**



Boston Features:

- First Class Waterfront Location
- Expert on-site recruiting
- Four Suites
- 30' x 24' Room
- One exit 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 SIX hotels within 1/4 mile
- Plenty of underground parking
- Digital everything...DVD, CD

617-746-2600 | focus@bernett.com

Discounts for Multi-Market • Single Point of Contact

Atlanta • Boston • Chicago • Columbus • Dallas • Des Moines • Ft. Lauderdale
Hartford • Houston • Los Angeles • Miami • New York City • Philadelphia
San Francisco • Tampa • Washington, D.C

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.

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, Vice-President
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; online focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries; convention research studies. Quantitative: online 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. inside front cover)

Valley Research Consulting

P.O. Box 1485
Wellfleet, MA 02337
Ph. 801-738-3517
valley@valleyresearch.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

Michigan

Ann Arbor*(See Detroit)***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 N. Lilely 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

CRG GLOBAL, INC. (Br.)

Great Lakes Crossing
4158 Baldwin Rd., Suite 428
Auburn Hills, MI 48326
Ph. 386-677-5644
crgsales@crgglobalinc.com
www.crgglobalinc.com
Location: Shopping mall
Distance from airport: 60 miles, 80 minutes
1/1, 1/1OR, VC
Conference 13x7 Obs. Rm. Seats 6

Crimmins & Forman Market Research

23800 West Ten Mile Rd., Suite 190
Southfield, MI 48033
Ph. 248-569-7095
mbrodsky@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

Friedman Marketing Services (Br.)

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
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
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 ConciergeSM, 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**

Field Services
31700 Middlebelt Rd.
Farmington Hills, MI 48334
Ph. 248-737-5300
information@morpace.com
www.morpace.com
Arnie Saitzman, Proj Dir or Linda Gondek, Sr. Proj Dir
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 27x33 Obs. Rm. Seats 14
Multiple 18x19 Obs. Rm. Seats 18
Multiple 10x18 Obs. Rm. Seats 6
Conference 10x17
Conference 15x23

Morpace project directors will exceed your service expectations! Our Impulse "Top Rated" facility accommodates a variety of project requirements. Three focus group rooms, large CLT room w/flexible floor plan (55 classroom, 75 theater), IDI/dyad/triad room, full-service kitchen with 220V/230V outlets and commercial refrigerator. Meeting rooms w/closed-circuit capabilities. Fully-secured suite w/ conference room for total confidentiality. Cable TV, T1 wireless Internet, LCD data projectors, Perception Analyzers[®], online bulletin boards, tele-web conference groups. Quality awards: ISO 9001:2000 Certification, Q1 Award. (See advertisement on p. 105)

NewProductWorks

680 State Circle
Ann Arbor, MI 48108
Ph. 734-332-9200
plw@newproductworks.com
www.newproductworks.com
Penny Wamback, 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 (Br.)

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

RDA's professional research staff make planning, recruiting and executing focus groups effortless. Our premier focus group facilities feature state-of-the-art video/DVD recording, videoconferencing, wireless Internet, tiered client viewing and a private lounge with closed circuit tv. Beyond focus groups, our facilities support one-on-one interviews, mock juries, radio listening groups, media testing and Web site usability studies with picture-in-picture technology. If physical amenities, professionalism and peace of mind are top priorities, then make RDA Group your chosen focus group facility.



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 2008. 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. "Top Rated" in 2009 Impulse Survey of Focus Group Facilities.

Stander Research Associates, Inc.

26701 Harper Ave.
 St. Clair Shores, MI 48081
 Ph. 586-778-8910
 Standerc@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 734-979-0900 (Hq.)
 davids@advantageresearch.net
 www.advantageresearch.net
 Vinnie Bumgarner, 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

**Relax...
 We've got it covered!**



Focused on Service...Focused on YOU!

At Morpace, 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 suburban Detroit facility and services, please call 248.737.5300 or visit us at www.morpace.com



31700 Middlebelt Road, Farmington Hills, MI 48334



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.

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
 93 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
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Minnesota

Minneapolis/St. Paul

**Ascendancy Research**

Ascendancy Research
 5775 Wayzata Blvd.
 St. Louis Park, MN 55416
 Ph. 952-544-6334
 LWinninger@ascendresearch.com
 www.ascendresearch.com
 LynMarie Winninger, President
 Location: Office building
 Distance from airport: 15 miles, 21 minutes
 CL, 1/1, 1/1OR, TK, CUL, VC, WC

Conference	24x21	Obs. Rm. Seats 16
Conference	20x14	Obs. Rm. Seats 10
Conference	23x15	Obs. Rm. Seats 10

Ascendancy Research has built a new facility in a premier sought-after location! Being the highest multiple-rated facility in Minneapolis/St. Paul, we are known for providing fast, fresh and on-the-mark recruiting, concierge client attention and superior food service. We offer three spacious conference and viewing rooms plus a fully-equipped test kitchen. Technologies include videostreaming, Mobilab, high-speed wireless, DVD and digital (MP3) recording/archiving. Ascendancy's environment is high tech, high energy and highly regarded.

Car-Lene Research, Inc. (Br.)

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	10x8	Obs. Rm. Seats 2
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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
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Comprehensive Research

3055 Old Highway 8, Suite 160
 St. Anthony, MN 55418
 Ph. 612-781-3400
 craig@crginc.org
 www.crginc.org
 Craig A. Swager, President
 Location: Office building
 Distance from airport: 12 miles, 15 minutes
 1/1, 1/1OR, TK, CUL, PUL

Multiple	34x17	Obs. Rm. Seats 10
Multiple	16x16	Obs. Rm. Seats 12

Cook Research, Inc.

6600 France Ave. South, Suite 214
 Minneapolis, MN 55435
 Ph. 952-544-0449
 info@cookresearch.com
 www.cookresearch.com
 Mark Anderson, Project Manager
 Location: Office building
 Distance from airport: 9 minutes
 1/1, 1/1OR, TK, WC

Multiple	22x18	Obs. Rm. Seats 14
Multiple	21x16	Obs. Rm. Seats 12

CRG GLOBAL, INC. (Br.)

Maplewood Mall
 3001 White Bear Ave. N., Suite 2013
 Maplewood, MN 55109
 Ph. 386-677-5644
 crgsales@crgglobalinc.com
 www.crgglobalinc.com
 Location: Shopping mall
 Distance from airport: 19 miles, 28 minutes
 1/1, 1/1OR, TK

Conference	12x16	Obs. Rm. Seats 8
Conference	10x16	Obs. Rm. Seats 6

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

Multiple	20x20	Obs. Rm. Seats 15
Multiple	18x20	Obs. Rm. Seats 12

 (See advertisement on p. 109)

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
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**Fieldwork Minneapolis, Inc.**

7650 Edinborough Way, Suite 700
 Edina, MN 55435
 Ph. 952-837-8300
 info@minneapolis.fieldwork.com
 www.fieldwork.com
 Denise 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, CD recording, FocusVision, ActiveGroup and computer usability labs.
 (See advertisement on back cover)

**Focus Market Research**

Member of First Choice Facilities
 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. Member of First Choice Facilities. Always "Top Rated" in the Impulse Survey!
 (See advertisement on p. 43)

**Focus Market Research (Br.)**

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, 1/1OR, TK, TKO

Multiple	19x15	Obs. Rm. Seats 14
Conference	15x15	Obs. Rm. Seats 10

Focus Market Research of Edina serves the western suburbs with one focus group room and one one-on-one room 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. Member of First Choice Facilities. Always "Top Rated" in the Impulse Survey!
(See advertisement on p. 43)

Food Perspectives, Inc.

2880 Vicksburg Lane N.
Plymouth, MN 55447
Ph. 763-553-7787
info@foodperspectives.com
www.foodperspectives.com
Nancy Eicher, CEO
Location: Office building
Distance from airport: 25 miles, 35 minutes
1/1, 1/10R, TK, PUL
Conference 12x9 Obs. Rm. Seats 8

Ideas To Go, Inc.

1 Main St. S.E.
5th Floor
Minneapolis, MN 55414
Ph. 612-331-0219
cdelmonico@ideastogo.com
www.ideastogo.com
Location: Office building
Distance from airport: 10 miles, 20 minutes
CL, 1/1, 1/10R, TK, VC
Multiple 29x22 Obs. Rm. Seats 20
Multiple 28x28 Obs. Rm. Seats 15

the insight café

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, 1/10R, 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.

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, 1/10R, 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.

Leede Research

10,000 Hwy. 55
Minneapolis, MN 55441
Ph. 763-595-5824 or 763-595-5870
dseim@leedereasearch.com
www.leede.com
Deborah Seim, Vice President
Location: Office building
Distance from airport: 20 miles, 25 minutes
CL, 1/1, 1/10R, 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
John Cashmore, CEO
Location: Office building
Distance from airport: 10 miles, 20 minutes
CL, 1/1, 1/10R, AU, WC
Conference 28x22 Obs. Rm. Seats 22
Living 22x20 Obs. Rm. Seats 16
Multiple 12x8 Obs. Rm. Seats 4

Top-rated facility. Central location draws from the entire metro area including St. Paul and fast-growing northern suburbs. Whisk from plane to train to our front door in 20 minutes (\$2.25). Spacious focus group rooms ideal for product/prototype display. Full A/V capability plus ActiveGroup. Expert in-house recruiting. Consumer, professional, ethnic, skilled trades.

Orman Guidance Research®, Inc.

5001 W. American Blvd., Suite 715
Bloomington, MN 55437-1106
Ph. 800-605-7313 or 952-831-4911
rsundin@ormanguidance.com
www.ormanguidance.com
Rosemary Sundin 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

Rochester

SNG Research Corporation

6301 Bandel Rd. N.W., Suite 101
Rochester, MN 55901
Ph. 507-285-1026
jwohlers@sngresearch.com
www.sngresearch.com
Jana Wohlers, Research Assistant
Location: Office building
Distance from airport: 14 miles, 15 minutes
1/1, 1/10R
Conference 14x19 Obs. Rm. Seats 8

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, 1/10R
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, 1/10R, TK, AU, CUL, VC, WC
Multiple 20x19 Obs. Rm. Seats 18
Multiple 21x21 Obs. Rm. Seats 10
(See advertisement on p. 109)

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, 1/10R
Conference 24x16 Obs. Rm. Seats 12
Conference 12x14 Obs. Rm. Seats 4

Q & A Research, Inc.

(Formerly Fieldhouse Marketing Research-FHMR)
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, 1/10R, TK, TKO, AU, CUL, VC, WC
Multiple 16x20 Obs. Rm. Seats 16
Multiple 16x20 Obs. Rm. Seats 10
Multiple 18x20 Obs. Rm. Seats 18

Quick Test/Heakin (Br.)

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. (Br.)

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, 1/10R, TK
Conference 28x25 Obs. Rm. Seats 12
18x17 Obs. Rm. Seats 12
17x14 Obs. Rm. Seats 12

St. Louis

C&C Market Research - St. Louis

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, 1/10R, TK
Conference 16x11 Obs. Rm. Seats 6

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.

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

CRG GLOBAL, INC. (Br.)

St. Clair Square Mall

134 St. Clair Square, #125

Fairview Heights, IL 62208

Ph. 386-677-5644

crgsales@crgglobalinc.com

www.crgglobalinc.com

Location: Shopping mall

Distance from airport: 45 miles, 60 minutes

1/1, 1/1OR, VC

Conference 17x14 Obs. Rm. Seats 4

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

Multiple 18x22 Obs. Rm. Seats 14

Multiple 19x22 Obs. Rm. Seats 14

Multiple 20x23 Obs. Rm. Seats 23

(See advertisement on p. 109)

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

Hatch Research

7305 Marietta Ave.

St. Louis, MO 63143

Ph. 314-768-2110

j.kromer@hatchglobalresearch.com

www.hatchglobalresearch.com

Joe Kromer, President

Location: Free standing facility

Distance from airport: 17 miles, 20 minutes

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

Multiple 20x21 Obs. Rm. Seats 15

Multiple 20x25 Obs. Rm. Seats 15

Multiple 20x21 Obs. Rm. Seats 20

Located in the center of everything. Hatch Research features three oversized focus group and viewing areas adorned with plush client suites and private restrooms. Hatch Research offers an industrial kitchen, two large brainstorm/CLT rooms and one grand meeting/multipurpose room for seating up to 100. Our three-story, stand-alone building has secured wireless Internet unique to each room, overhead projectors and an on-site audience response system.

**Lucas Market Research, LLC**

Group Net - St. Louis

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

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, videostreaming, 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 Hagelstein

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., Suite 1

Bozeman, MT 59718

Ph. 406-551-1077

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

Great Falls

Market Research Group

508 2nd Ave. S.

Great Falls, MT 59405

Ph. 406-452-8213

js8213@bresnan.net

Jean Seipel, Field Director

Location: Office building

1/1

Conference 12x30 Obs. Rm. Seats 4

Nebraska

Lincoln

Snitily Carr

300 S. 68th St. Place

Lincoln, NE 68510

Ph. 402-489-2121

kandersen@snitilycarr.com

www.snitilycarr.com

Kelly Andersen, Director of Strategic Planning

Location: Office Building

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

info@themsrgroup.com

www.themsrgroup.com

Rochelle Sousa, Project Manager

Location: Office building

Distance from airport: 15 miles, 30 minutes

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

Multiple 26x16 Obs. Rm. Seats 20

Conference 14x10 Obs. Rm. Seats 20

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

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 Gobble

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.

Nevada

Las Vegas

Consumer Opinion Services, Inc.

GroupNet Las Vegas
1860 Pama Lane
Las Vegas, NV 89119
Ph. 702-644-9330
info@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 p. 111)

CRG/Test America

Miracle Mile Shops @ Planet Hollywood
3663 Las Vegas Blvd. S., 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, 1/1OR, 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

**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, 1/1OR, 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.

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. 113)

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 (Br.)

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

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

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. (Br.)

Moorestown Mall
Rte. 38 & Lenola
Moorestown, NJ 08057
Ph. 856-231-0600
phil@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

CRG GLOBAL, INC. (Br.)

Raceway Mall
3710 Rte. 9, Suite 238A
Freehold, NJ 07728
Ph. 386-677-5644
crgsales@crnglobalinc.com
www.crgglobalinc.com
Location: Shopping mall
Distance from airport: 45 miles, 60 minutes
1/1, 1/10R, TK, VC
Conference 22x12 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@flee.fieldwork.com
www.fieldwork.com
Sandy Starr or Barbara Meeks
Location: Office building
Distance from airport: 15 miles, 35 minutes
CL, 1/1, 1/10R, 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 N.Y. 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, CD recording, FocusVision, ActiveGroup and computer usability labs.

(See advertisement on 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, 1/10R, 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, 1/10R, TK, CUL, VC, WC
Multiple 18x18 Obs. Rm. Seats 25
Multiple 18x20 Obs. Rm. Seats 18
Multiple 16x25 Obs. Rm. Seats 18

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, 1/10R, TK, TKO, AU, CUL, PUL, VC
Multiple 18x24 Obs. Rm. Seats 15
Multiple 16x18

Ideas to Go, Inc.

10 N. Park Place, Suite 520
Morristown, NJ 07960
Ph. 973-267-7670
tvatrano@ideastogo.com
www.ideastogo.com
Tina Vatrano
Location: Office building
Distance from airport: 20 miles
CL, 1/1, 1/10R, TK, VC

Marketing Solutions Corporation

2 Ridgedale Ave., Suite 216
Cedar Knolls, NJ 07927
Ph. 973-540-9133 or 800-326-3565
marketingsolutions@atglobal.net
Location: Office building
Distance from airport: 15 miles, 30 minutes
CL, 1/1, 1/10R
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, 1/10R, 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-Leibowitz, V.P. of Operations
Location: Office building
Distance from airport: 8 miles, 15 minutes
CL, 1/1, 1/10R, 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

Consistently "Top Rated" metro - N.J./N.Y. facility. Understanding your needs - exceeding your expectations. Offering inspiring environments - living room; boardroom; salons; jumbo suites (60+); mock jury; kid-friendly; C4 Creativity Centers™ for optimal brainstorming and innovation mining; HomeBase™ - when only a home will do. Unsurpassed technology usability, audience response and eye-tracking labs; videoconferencing/videostreaming; digital recording. National recruiting and fielding excellence - focus groups; one-on-ones; online; ethnography plus. Visit trendsetting top-rated New York Consumer Center, midtown. The ultimate qualitative experience.

Seattle

Portland

Las Vegas

You used to need an excuse to go to Vegas



Now you have a great one. Our new focus group facility. Call us with your next project.

Consumer Opinion Services

Market Research Since 1960

12825 1st Avenue South, Seattle Washington 98168 206-241-6050

GroupNET

info@cosvc.com

FocusVision
www.focusvision.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.

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. 113)

Q Research Solutions, Inc.

3548 Route 9
Old Bridge, NJ 08857
Ph. 732-952-0000
GregK@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 Avenue
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 DVD recording.

Quick Test/Heakin (Br.)

Woodbridge Center
195 Woodbridge Center Dr.
Woodbridge, NJ 07095
Ph. 732-326-9779
bid@quicktest.com
www.quicktest.com
Location: Shopping mall
1/1, TK
Conference 14x9 Obs. Rm. Seats 6
Conference 14x9 Obs. Rm. Seats 6

Schlesinger Associates New Jersey

10 Parsonage Rd.
Executive Plaza, Suite 400
Edison, NJ 08837
Ph. 732-906-1122
info@schlesingerassociates.com
www.schlesingerassociates.com
AJ Shaw, 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; online focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries; convention research studies. Quantitative: online 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 inside front cover)

**Spectrum Discovery Center**

554 Central Ave.
New Providence, NJ 07974
Ph. 908-376-7050
mrudolph@sensoryspectrum.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
Multiple 32x20
Multiple 23x30
Multiple 28x30

Specializing in sensory research and product testing, the Spectrum Discovery Center, in conjunction with Sensory Spectrum, provides innovative and customizable solutions for your research needs. Located close to the New York metro area, we draw from a broad base of demographics to support your target audience requirements. Our facility offers flexibility in design and expertise for customized research to meet your needs. We have now partnered with the North Carolina Research Campus and offer a new facility in Kannapolis, N.C.

Suburban Associates (Br.)

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-reddecorated 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 Market Research

1810 Englishtown Rd.
Old Bridge, NJ 08857
Ph. 732-251-7772 x4
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 12x9 Obs. Rm. Seats 8



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

**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
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.

Trenton

(See also Philadelphia, PA)

JRA (Reckner): Mt. Laurel, NJ

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

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

4101 Indian School Rd. Suite 320N
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@cornerstoneresearch.net
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



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, AU, PUL, VC, WC
Multiple 14x27 Obs. Rm. Seats 20

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

(See also Northern New Jersey)

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

AdvancedFocus

MARKET RESEARCH SERVICES

Advanced Focus - The Facility

8th Floor
373 Park Ave. S.
New York, NY 10016
Ph. 212-217-2000
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 audio/visual equipment. Studios offer surround sound and two large LCD TV's for video playback. Comfortable viewing rooms have individual 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. 115)

C&C Market Research - New York Metro

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

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

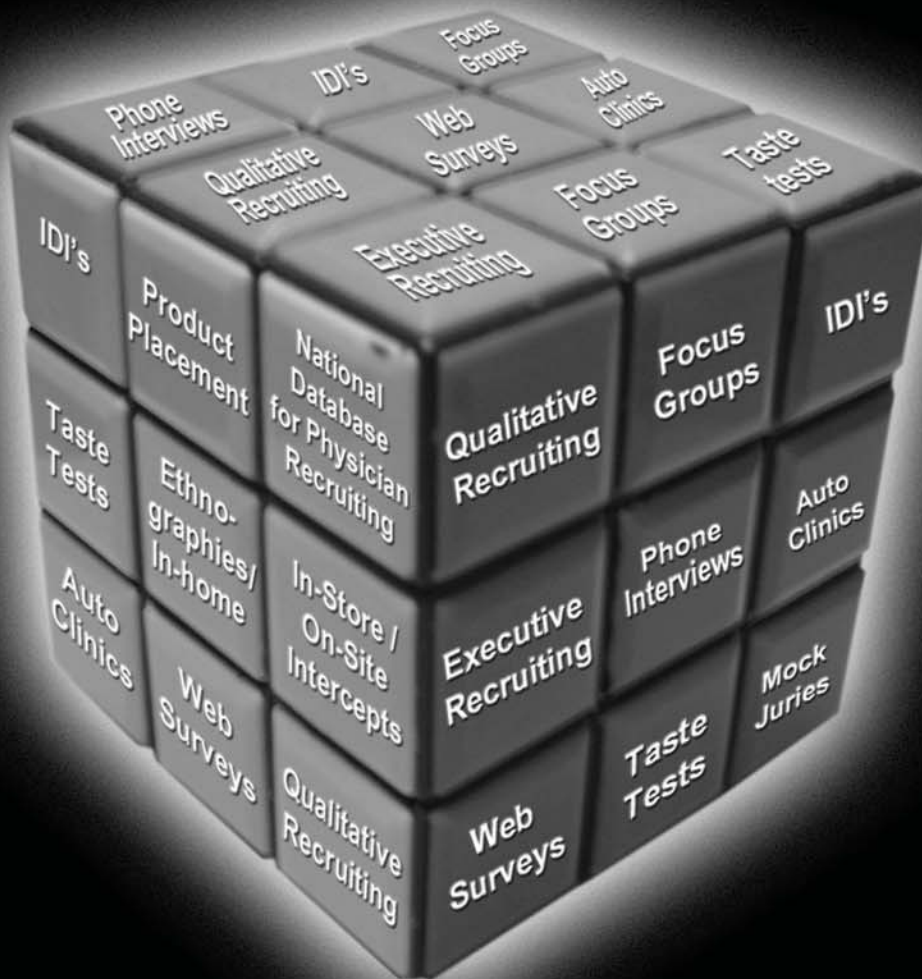
City Focus

7 W. 36th St.
New York, NY 10018
Ph. 212-239-2186
info@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

CRG/Test America

Jefferson Valley Mall
650 Lee Blvd., 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

No games. Just research.



AdvancedFocus
MARKET RESEARCH SERVICES

The Company: 44 East 32nd Street, 4th Floor • New York, New York 10016 • Phone: 212.217.2000 • Fax: 212.217.2007
The Facility / New York City: 373 Park Avenue South, 8th Floor • New York, New York 10016 • Phone: 212.684.2000 • Fax: 212.684.2677

WWW.ADVANCEDFOCUS.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 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 N.Y. 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, CD recording, FocusVision, ActiveGroup and computer usability labs.
 (See advertisement on 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	10x8	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

Jarrett Lodge, Facility Director

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 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

Friedman Marketing Services (Br.)

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	8x12	Obs. Rm. Seats	5
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IC International

200 Stonehinge Lane

Carle Place, NY 11514

Ph. 516-479-2200 x1002 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
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JRA (Reckner): 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, Executive 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		
Conference	20x14		

LexPark Studio

873 Broadway, #408

New York, NY 10003

Ph. 212-529-7570

info@lexparkstudio.com

www.lexparkstudio.com

Carlos Montoya, Facility Director

Location: Office building

Distance from airport: 9 miles

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

Multiple	30x25	Obs. Rm. Seats	6
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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
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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
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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.

New York, NY 10027

Ph. 212-792-5103

wlynch@Bill-Lynch.com

www.metro-focus.com

Chris Harper

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 Schragar, 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

"Top-Rated", trendsetting, dynamic, inspiring midtown Manhattan facility. Offering inspiring environments - living room; boardroom; salons; jumbo suites (60+); mock jury; kid-friendly; C4 Creativity Centers™ for optimal brainstorming and innovation mining; HomeBase™ - when only a home will do. Unsurpassed technology - usability, audience response and eye tracking labs; videoconferencing/videostreaming; digital recording. National recruiting and fielding excellence - focus groups; one-on-ones; online; ethnography plus. Visit our totally-remodeled "Top Rated" Meadowlands Consumer Center, Secaucus, N.J. The ultimate qualitative experience.

**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
Sara White, Managing Director
Location: Office building
Distance from airport: 10 miles, 25 minutes
CL, CUL, VC, WC
Conference 16x22 Obs. Rm. Seats 16
Conference 15x20 Obs. Rm. Seats 15
Conference 15x21 Obs. Rm. Seats 16
Conference 15x22 Obs. Rm. Seats 18
Conference 16x19 Obs. Rm. Seats 16

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.

Open House Lofts

177 Prince St.
6th Floor
New York, NY 10012
Ph. 212-473-6000
info@why-q.com
www.openhouselofts.com
Theodore Liouliakis, Yvette Quiazon
Location: Office building
Distance from airport: 10 miles, 25 minutes
CL, 1/1, 1/1OR, TK, TKO, VC, WC
Living 64x22 Obs. Rm. Seats 10

Peryam & Kroll Research Corporation (Br.)

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 (Br.)

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

**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.sismarketresearch.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

SIS International Research is a full-service global market research and intelligence firm providing both consumer and B2B research services and analysis. Our quantitative research methodologies consist of CATI, advanced online chatter tracking, online methods, face-to-face and intercepts. Our qualitative research methodologies include focus groups, online focus groups, in-depth interviews, ethnography and online ethnography. Our wholly-owned New York Focus Group facility is located in Manhattan on 22nd St. near 5th Ave. and provides competitive cost benefits to clients.

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

500 Fifth Ave., Suite 1030
New York, NY 10110
Ph. 212-730-6400
aj@schlesingerassociates.com
www.schlesingerassociates.com
AJ Shaw, Vice President
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 10
Multiple 20x15 Obs. Rm. Seats 15
Multiple 20x15 Obs. Rm. Seats 15
Multiple 20x16 Obs. Rm. Seats 5
Multiple 20x20 Obs. Rm. Seats 22
Multiple 21x16 Obs. Rm. Seats 15
Multiple 19x10 Obs. Rm. Seats 8
Multiple 17x13 Obs. Rm. Seats 11
Multiple 19x15 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; online focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries; convention research studies. Quantitative: online 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 inside front cover)

Seaport Surveys

181 Broadway, Fifth Floor
New York, NY 10007
Ph. 212-608-3100 or 800-347-2662
seaportland@aol.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

375 W. Broadway, Suite 502
New York, NY 10012
Ph. 212-431-0462
focus@mcgrc.com
www.sohoresearchcentre.com/services.html
Monika Bialokur, Sales, or Kimberly Martin, Manager
Location: Office building
Distance from airport: 9 miles, 30 minutes
1/1, 1/1OR, CUL
Conference 20x13 Obs. Rm. Seats 8

Rochester**Car-Lene Research, Inc. (Br.)**

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

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.

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
 info@aocresearch.com
 www.aocresearch.com
 Betty Collins, Owner or Cathleen Christopher, PRC - Vice-President
 Location: Free standing facility
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, WC
 Multiple 30x29 Obs. Rm. Seats 20

Specialties include recruiting and implementation of focus groups, taste tests, music groups, IDs, 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. In secluded office park; private client entry and suite.

CRG GLOBAL, INC. (Br.)

Carolina Place
 11025 Carolina Place Parkway, Suite B24
 Pineville, NC 28134
 Ph. 386-677-5644
 crgsales@crgglobalinc.com
 www.crgglobalinc.com
 Location: Shopping mall
 Distance from airport: 12 miles, 16 minutes
 1/1, 1/1OR, TK, VC
 Conference 16x22 Obs. Rm. Seats 12
 Conference 16x10 Obs. Rm. Seats 10



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, Senior Project Director, or Teri Leibowitz, President
 Location: Office building
 Distance from airport: 6 miles, 10 minutes
 CL, 1/1, 1/1OR, TK, AU, CUL, PUL, 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, "Top Rated."

MarketWise, Inc.

831 E. Morehead St., Suite 150
 Charlotte, NC 28202
 Ph. 704-817-6611
 mrambo@marketwise-usa.com
 www.marketwisefocusgroups.com
 Mimi Parker Rambo, Focus Group Coord.
 Location: Office building
 Distance from airport: 7 miles, 12 minutes
 CL, 1/1, CUL, VC, 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.

Spectrum Discovery Center

222 Oak Avenue
 Kannapolis, NC 28081
 Ph. 704-250-1200
 discovery@sensorspectrum.com
 www.spectrumdiscoverycenter.com
 Judy Heylmun, Vice President
 Location: Free standing facility
 Distance from airport: 32 miles, 40 minutes
 CL, 1/1, TK, PUL, VC, WC
 Multiple 24x22 Obs. Rm. Seats 20
 Multiple 30x23 Obs. Rm. Seats 15
 Multiple 37x23 Obs. Rm. Seats 40
 Multiple 8x8
 Multiple 8x8

Specializing in sensory research and product testing, the Spectrum Discovery Center offers quantitative and qualitative testing and panels specific to your requests. Our facility provides flexibility in design and expertise for customized research to meet your needs. We have now partnered with the North Carolina Research Campus in Kannapolis, N.C. for health, nutrition and wellness discoveries. Located close to the Charlotte metro area, we draw from a broad base of demographics to support your target audience requirements.



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, CUL, 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

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, CUL, PUL, AU, VC
 Multiple 18x19 Obs. Rm. Seats 12
 Multiple 18x18 Obs. Rm. Seats 12
 Multiple 27x30

Focus group facility with qualitative and quantitative research support staff. Online survey development and implementation. Trustworthy and targeted recruiting for focus groups, one-on-ones, usability studies, jury research, kitchen and product testing, etc. Database includes metro and smaller town residents. State-of-the-art technology - 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. Client Services
Location: Office building
Distance from airport: 12 miles, 20 minutes
CL, 1/1, 1/10R, VC, WC
Conference 20x15 Obs. Rm. Seats 12

HumanCentric

200 MacKenan Drive
Cary, NC 27511
Ph. 866-356-9023
labs@humancentric.com
www.humancentric.com/labs
Dan Mauney, Dir. Human Factors/Research
Location: Free standing facility
Distance from airport: 16 miles, 20 minutes
CL, 1/1, 1/10R, CUL, PUL, WC
Multiple 16x20 Obs. Rm. Seats 5
Multiple 12x13 Obs. Rm. Seats 4

HumanCentric is located near the high-tech and biomedical research firms in Research Triangle Park, N.C. Our research suites have private observation rooms and breakout rooms with live video monitoring. Our state-of-the-art equipment provides digital screen capture for usability studies, close-ups for small handheld device testing and wide room views for focus groups. Special user populations include high-tech users, IT professionals and medical practitioners. We are a full-service product design and user research company.

**L & E Research**

5505 Creedmoor Rd., Suite 200
Raleigh, NC 27612
Ph. 919-782-3860
bidrequest@leresearch.com
www.leresearch.com
Christine Conrad, PRC, General Manager
Location: Office building
Distance from airport: 10 miles, 15 minutes
CL, 1/1, 1/10R, TK, AU, CUL, PUL, VC, WC
Conference 27x27 Obs. Rm. Seats 15
Conference 21x27 Obs. Rm. Seats 14
Conference 20x16 Obs. Rm. Seats 10
Conference 16x20 Obs. Rm. Seats 10

Over 25 years of service, L&E Research is Impulse Survey's highest-rated facility in the Carolinas. Located in the fastest growing major metro area in the nation, L&E offers nationwide medical recruiting in addition to local recruiting among consumers, B2B, Hispanic, teachers, HCPs and more. Local database of over 70,000 respondents. New multipurpose room seats 50+, free ground transportation, complimentary DVD. Visit www.leresearch.com to tour our facilities and learn why L&E Research should be your Southeastern research destination. Great recruiting and great service equals great results!

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

Wilmington**EastCoast Research, Inc.**

5919 Oleander Dr., Suite 117
Wilmington, NC 28403
Ph. 910-763-3260
info@eastcoast-research.com
www.eastcoast-research.com
Paula Lentz, Owner
Location: Office building
Distance from airport: 5 miles
1/1
Conference 20x20 Obs. Rm. Seats 15

North Dakota**Bismarck****Odney**

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**Odney**

102 Broadway
Fargo, ND 58102
Ph. 701-235-2303
results@odney.com
www.odney.com
Gregory Wald
Location: Office building
Distance from airport: 5 miles, 10 minutes
CL, 1/1
Conference 16x19 Obs. Rm. Seats 5

Ohio**Akron****Synergy Marketing Strategy and Research, Inc.**

3634 W. Market St., Suite 104
Akron, OH 44333
Ph. 216-431-0008
bwiblin@synergycem.com
www.synergycem.com
Beth Wiblin
Location: Office building
Distance from airport: 20 miles, 25 minutes
CL, 1/1, 1/10R, VC
Conference 15x17 Obs. Rm. Seats 12

Synergy's focus group facility is conveniently located between Cleveland and Akron. This state-of-the-art facility features comfortable furnishings for client viewing, wireless Internet, double-glass participant rooms and welcoming discussion rooms. Combine this attractive space with qualitative and quantitative marketing research plus consulting expertise and you'll find excellent tools to make informed business decisions.

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 12
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
Distance from airport: 30 miles, 32 minutes
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. Our spaces have an open floor plan; our flexible design with movable work walls allow quick and easy configuration of numerous settings in which to work interactively with consumers and the rooms are filled with natural light. We are centrally located in Blue Ash and we accept all major credit cards.

Car-Lene Research, Inc. (Br.)

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.

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.

LaVERDAD Marketing, Media, PR and Research

7817 Cooper Rd., Suite A
Cincinnati, OH 45242
Ph. 513-891-1430
rob.hanson@laverdadmarketing.com
www.laverdadmarketing.com
Rob Hanson, V.P. of Research

Location: Office building
Distance from airport: 25 miles, 25 minutes
CL, 1/1, 1/1OR, WC
Multiple 17x17 Obs. Rm. Seats 10

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, 1/1OR, TK, VC, WC
Conference 14x16 Obs. Rm. Seats 10
Conference 20x30 Obs. Rm. Seats 20

MarketVision Research®

10300 Alliance Road
Cincinnati, OH 45242
Ph. 513-791-3100
tarucker@mv-research.com
www.mv-research.com

Tina Rucker
Location: Office building
Distance from airport: 25 miles, 35 minutes
CL, 1/1, 1/1OR, VC, WC
Conference 16x24 Obs. Rm. Seats 24
Conference 15x22 Obs. Rm. Seats 14

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 (Br.)

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
lkolde@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, VC, WC
Conference 18x24 Obs. Rm. Seats 12
Conference 12x12 Obs. Rm. Seats 9

BRS has provided full-service marketing research for over 40 years. Our 7,500 sq. ft. facility is 20 minutes from downtown Cleveland and the airport. We are adjacent to Chagrin Highlands of Beachwood in the eastern suburbs - northern Ohio's 650-acre premier corporate community and business campus at the intersection of I-271 and I-480.



*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

Excellent location for recruiting all incomes, races, medical professionals and business executives. Focus groups, IDIs, 50-seat multipurpose room, moderating, discussion guides, recruiting, digital audio, videostreaming, transcriptions and report summaries.

Focus Groups of Cleveland

2 Summit Park Dr., Suite 225
Independence, OH 44131
Ph. 216-901-8075 or 800-950-9010
research@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
(See advertisement on p. 121)

MarketVision Research® (Br.)

30405 Solon Rd.
Cleveland, OH 44139
Ph. 440-542-2453
jknaus@mv-research.com
www.mv-research.com

Jean Knaus, 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 Schmidt

Location: Office building
Distance from airport: 7 miles, 13 minutes
Conference 15x20 Obs. Rm. Seats 15

Opinion Centers America

25050 Country Club Blvd.
Great Northern Corporate Ctr. III, Suite 100
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
Multiple 21x16 Obs. Rm. Seats 20

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, 1/1OR, TK, WC
Conference 18x18 Obs. Rm. Seats 12

Pat Henry Market Research, Inc.

3 Summit Park Dr. Suite 300
Independence, OH 44131
Ph. 216-447-0831
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

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, 1/1OR, TK, CUL, 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 five minutes from the Columbus Airport and two blocks from hotels and upscale shopping. (See advertisement on p. 120)

B & B Research Services, Inc. (Br.)

A Subsidiary of FocusMark Group LLC
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, 1/1OR, 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@crclr.com
www.crclr.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
Multiple 16x14 Obs. Rm. Seats 10
Multiple 24x20 Obs. Rm. Seats 15
Multiple 21x18 Obs. Rm. Seats 16
Multiple 18x18 Obs. Rm. Seats 15
Multiple 28x16 Obs. Rm. Seats 30
(See advertisement on p. 109)

FOCUS GROUPS/ CLEVELAND SURVEY CENTER

Established in 1962

**Three Large Suites Multi-Purpose Room
Multiple T1 Lines in all Suites
Litigation Research, Medical, Consumer,
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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	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.

Lextant Labs

A Division of Lextant
 580 N. 4th St., Suite 610
 Columbus, OH 43215
 Ph. 614-228-9711
 lextlabs@lextant.com
 www.lextant.com/lextlab.html
 Debbie Cress, Lab Manager
 Location: Office building
 Distance from airport: 7 miles, 12 minutes
 CL, 1/1, 1/1OR, CUL, VC, WC
 Multiple 19x18 Obs. Rm. Seats 25
 Multiple 12x9 Obs. Rm. Seats 8

**sparkspace.**

sparkspace
 300 Marconi Blvd. #206
 Columbus, OH 43215
 Ph. 614-224-7727
 mark@sparkspace.com
 www.sparkspace.com
 Mark Henson, chief imagination officer
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 CL, 1/1, 1/1OR, VC, WC
 Multiple 65x25 Obs. Rm. Seats 40
 Multiple 60x23 Obs. Rm. Seats 40
 Multiple 20x30 Obs. Rm. Seats 40
 Multiple 20x35 Obs. Rm. Seats 40
 Multiple 15x15 Obs. Rm. Seats 40

sparkspace is a combination of your favorite coffee shop, a living room and a day spa, yet we're designed 100% for business. Our non-traditional approach to meeting space results in more creative, productive conversations. If you want to feel like a rock star, come to sparkspace. We are literally never more than a few steps away, ready to help with whatever you need. We take really, really good care of you, from making copies to running errands. From arranging hotels to keeping you supplied with amazingly good, locally-roasted coffee. What else can we do for you? Just name it.

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
 LDixon@greatlakesmarketing.com
 www.greatlakesmarketing.com
 Location: Office building
 Distance from airport: 18 miles, 30 minutes
 Conference 12x22 Obs. Rm. Seats 7

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. FocusVision also available. Spacious 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.shapardresearch.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
 lpalmer@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**Eugene****Williams Research**

P.O. Box 50444
 Eugene, OR 97405
 Ph. 541-343-6027
 jwilliams@continent.com
 Jane Williams, Principal
 Location: Other
 Distance from airport: 10 miles, 20 minutes
 1/1, 1/1OR
 Conference 20x20 Obs. Rm. Seats 8

Portland**Consumer Opinion Services, Inc. (Br.)**

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. 39)

Gilmore Research Group (Br.)

2701 NW Vaughn St.
 Montgomery Park, Suite 780
 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

220 NW 2nd, Suite 102
Portland, OR 97219
Ph. 800-344-8725
info@mdcresearch.com
www.mdcresearch.com
Bert Lybrand, Account Executive
Location: Office building

Distance from airport: 12 miles, 15 minutes
CL, 1/1, 1/1OR, TK, AU, PUL, 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 9x12 Obs. Rm. Seats 6

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, FocusVision and 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

Matty Associates
P.O. Box 241
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, TK
Conference 25x15 Obs. Rm. Seats 20
Multiple 25x20 Obs. Rm. Seats 15

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

5321D Jaycee Ave.
Harrisburg, PA 17112
Ph. 717-652-2455
info@leapresearch.com
www.leapresearch.com
Elizabeth Richwine
Location: Free standing facility
Distance from airport: 15 miles, 15 minutes
CL, 1/1, 1/1OR, 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: Office building
Distance from airport: 1 miles, 2 minutes
CL, 1/1, 1/1OR, 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.

Philadelphia/Southern NJ

C&C Market Research - Philadelphia

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

CRG GLOBAL, INC. (Br.)

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, 1/1OR, 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, 1/1OR, TK, AU, CUL, VC, WC
Multiple 20x20 Obs. Rm. Seats 14
Multiple 17x20 Obs. Rm. Seats 14
(See advertisement on p. 109)

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
Omar Barquet, Facility Director
Location: Office building
Distance from airport: 14 miles, 30 minutes
CL, 1/1, 1/1OR, TK, CUL, VC, WC
Multiple 15x36 Obs. Rm. Seats 15
Multiple 17x22 Obs. Rm. Seats 17
Multiple 16x20 Obs. Rm. Seats 15

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
Jaime Katzenstein, Facility Director
Location: Office building
Distance from airport: 6 miles, 20 minutes
CL, 1/1, 1/1OR, 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

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, 1/1OR, 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



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, CUL, 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

Rated No.1 for recruiting and personnel out of all Philadelphia focus group facilities (Impulse, 2009). Rely on our professional staff to manage large audiences both on and off premises. We recruit health care professionals nationally for your telephone interviews. Need a 1000-sq.-ft. multipurpose space? Mock jury? Taste test using CLTs? We've got it! Trust us for competitive bids and immediate response. Inquire about GroupNet "Instant Rewards." Redecorated and renewed in 2009. Founding member of GroupNet.
(See advertisement on p. 124)

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.

JRA (Reckner): 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 8x11 Obs. Rm. Seats 4
 Multiple 19x39
 Conference 8x11
 Conference 8x11

JRA (Reckner): 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

PLAZA RESEARCH

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. 113)

Quick Test/Heakin (Br.)

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
 lindita@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
 Multiple 17x20 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; online focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries; convention research studies. Quantitative: online 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. 125)

GROUP DYNAMICS IN FOCUS PHILADELPHIA

Unique • Distinctive • Extraordinary



Most cities have restaurants, sports teams and focus group facilities. . .

Only Philadelphia has . . .

- The original "Philly Food"
- The 2008 World Champion Phillies...

AND

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Group Dynamics in Focus, Inc. | Bala Cynwyd, PA
 www.groupdynamics.com

866-221-2038

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

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

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

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.

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; online focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries; convention research studies. Quantitative: online 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. 125)

Pittsburgh

Campos Market Research, Inc.

D/B/A Campos Inc
 216 Boulevard of the Allies
 Pittsburgh, PA 15222-1619
 Ph. 412-471-8484 x309

info@campos.com
 www.campos.com
 Kelli Best, Senior Project Director
 Location: Office building
 Distance from airport: 17 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

FCP Research

formerly Focus Center of Pittsburgh
 2101 Greentree Rd., # A-106
 Pittsburgh, PA 15220
 Ph. 412-279-5900
 fcp@fcpresearch.com
 www.fcpresearch.com
 Cynthia Thrasher
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, 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

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

Rhode Island

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

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
 9x9 Obs. Rm. Seats 5

Columbia

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
 Conference 18x20 Obs. Rm. Seats 12

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.com
www.LancasterResearch.com
Christopher Wise, President
Location: Office building
Distance from airport: 3 miles, 5 minutes
CL
Conference 19x20 Obs. Rm. Seats 12



Southern Solutions

10608 Flickenger Lane, Suite 102
Knoxville, TN 37922
Ph. 865-392-5047 or 866-764-7342
sosolutions@earthlink.net
www.southernsolutionstn.com
Jenny Jones, President
Location: Free standing facility
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 of our 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. (Br.)

5575 Poplar Ave., Suite 320
Memphis, TN 38119
Ph. 800-625-0405 or 901-763-0405
val@accudata.net
www.accudata.net
Valerie Jolly, General Manager
Location: Office building
Distance from airport: 7 miles, 10 minutes
CL, 1/1, 1/1OR, TK, PUL, VC, WC
Conference 22x20 Obs. Rm. Seats 14
Conference 20x18 Obs. Rm. Seats 12
Multiple 19x20 Obs. Rm. Seats 12

New facility with larger conference rooms, tiered observation rooms and convenient lounges. Top-rated facility where fastidious recruiting is our trademark guaranteed. Food is great but all anybody wants is the world's best BBQ from Corky's just down the road. Now we are located on Poplar, the main drag in Memphis just two blocks from the interstate, with hotels and shopping malls all around. Renowned for Southern-style customer service and a huge database. The latest in videoconferencing, videostreaming and digital AV.



Axiom Research

6060 Primacy Parkway, Suite 401
Memphis, TN 38119
Ph. 901-821-4333 or 877-757-4333
info@axiom-mr.com
www.axiom-mr.com
Carla Fray, Field Service Director
Location: Office building
Distance from airport: 9 miles, 15 minutes
CL, TK, AU
Multiple 22x17 Obs. Rm. Seats 10
Multiple 23x18 Obs. Rm. Seats 12
Conference 25x27 Obs. Rm. Seats 18

Experience the best in facility and field services! Axiom Research's name and location may be new, but our well-known team offers proven expertise for your project. From our beautiful and convenient new centrally-located facility

www.quirks.com

to our expert recruiting and field services - you will see why our clients remain loyal. Facility features full amenities including three versatile focus group/research areas, spacious observation rooms and private client lounges with computer stations, kitchen with large prep areas, four ovens and more. Research rooms have lots of extras to meet your project needs whether focus groups, ideation, CLTs, trial research, usability testing, or IDIs. Digital audio and video, FTP site and Web streaming are available. Our recruiting experts recruit nationally!

Friedman Marketing Services (Br.)

Consumer Opinion Center
3729 Hickory Ridge Mall
Hickory Ridge Mall, Suite 480
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



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
Judy Patton, Owner
Location: Office building
Distance from airport: 14 miles, 30 minutes
CL, 1/1, TK, AU, CUL, WC
Conference 20x15 Obs. Rm. Seats 12
Conference 22x14 Obs. Rm. Seats 12
Multiple 28x19 Obs. Rm. Seats 12

"Top Rated" on the Impulse Survey, Memphis' premier focus group facility for many years is known for meticulous recruiting and individualized, concierge-level service for each client. We offer tiered observation suites, comfortable executive lounges with computer/print stations, wireless Internet, digital audio/video, MP3 audio, ActiveGroup and FocusVision. Conduct taste tests, focus groups, CLTs, product placements, IDIs, ethnographies, mock juries, medical, gaming and Web site usability, in a variety of settings; classroom-style/conference room, multipurpose space, full-size kitchen.

Nashville

Focus Nashville

2948 Sidco Drive, Suite 102
Nashville, TN 37204
Ph. 615-690-7813
bhunter@focusnashville.com
www.focusnashville.com
Brad Hunter, Research Manger
Location: Office building
Distance from airport: 10 miles, 15 minutes
CL, 1/1, TK, CUL, PUL, WC
Multiple 35x25 Obs. Rm. Seats 10
Conference 25x15 Obs. Rm. Seats 10

Focus Nashville and the Culinary Insights Center, the premier qualitative and quantitative research facility in the Southeast, is centrally located and convenient to BNA Airport and downtown Nashville. The new 10,000-sq.-ft. facility includes a spacious client lounge, private conference room, client offices and well-appointed viewing rooms. CIC features a 3,500-sq.-ft. restaurant quality research kitchen. The kitchen and adjacent CLT room are capable of up to 50 completes per session. Wireless computer data collection is also available.

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

Quick Test/Heakin (Br.)

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 - 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, CUL, 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

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.

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, 1/1, TK, TKO, 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.hispanicfocusunltd.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. (Br.)

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 - Dallas

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

Car-Lene Research, Inc. (Br.)

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

CRG GLOBAL, INC. (Br.)

Grapevine Mills
 3000 Grapevine Mills Parkway, Suite 259
 Grapevine, TX 76051
 Ph. 386-677-5644
 crgsales@crgglobalinc.com
 www.crgglobalinc.com
 Location: Shopping mall
 Distance from airport: 30 miles, 40 minutes
 1/1, 1/1OR, TK, VC
 Conference 17x10

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
 Robin McClure, President, Stacy and Al Scott, Vice-Presidents
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 CL, 1/1, 1/1OR, 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 kitchens. Quality recruitment services. Videoconferencing and video-streaming services are available. Experienced, professional, friendly staff. A First Choice Facility.
 (See advertisement on p. 45)

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
 Multiple 16x21 Obs. Rm. Seats 10
 Multiple 23x17 Obs. Rm. Seats 10
 Multiple 21x18 Obs. Rm. Seats 10
 (See advertisement on p. 109)



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 socio-economic 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, CD recording, FocusVision, ActiveGroup and computer usability labs.
 (See advertisement on 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 across the U.S. and Eastern Europe. Typically, each facility offers four focus group suites with spacious viewing areas (up to 25 clients), separate client lounges and one extra-large multipurpose room. Outstanding show rates with extensive recruiting experience for consumers, businesses, medical professionals, adolescents, Hispanics and other minorities. State-of-the-art A/V, FocusVision Worldwide videoconferencing and ActiveGroup videostreaming. Other services: mock juries, taste tests, product trial tests, dial tests.
 (See advertisement on inside back cover)

SCHLESINGER ASSOCIATES DALLAS

DALLAS

JP MORGAN INTERNATIONAL PLAZA #3
14241 DALLAS PARKWAY, SUITE 500
DALLAS, TX 75254



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

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.

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



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 Airolidi, 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 16
Multiple	20x14	Obs. Rm. Seats 20

Clients receive exemplary service immediately upon entering our impressive freestanding, 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, multi-cultural ethnography and 50+ 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, Co-Director and Donna Vasiliu, Co-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
 One Lincoln Centre, Suite 400
 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

We're among the elite in the U.S. - with an "88" Top Rating (Impulse Survey). Opinions Unlimited is distinguished for our four exceptionally-spacious, stimulating focus suites in Houston and Dallas; providing exemplary service and amenities; the latest technology offerings. Centrally located across from the Galleria and connected to the Hilton at Lincoln Centre in park/lake setting. We're highly regarded for our meticulous local and national recruiting and our 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 - the largest network of top-rated facilities. And in addition to being HUB certified by the state of Texas - We're Texans who know Texas!
 (See advertisement on p. 131)

Peryam & Kroll Research Corporation (Br.)
 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, 1/1OR, TK

Conference	26x29	Obs. Rm. Seats 6
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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, 1/1OR, 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. 113)

Q&M Research, Inc.
 1600 Corporate Ct., Suite 100
 Irving, TX 75038
 Ph. 708-479-3200
 dtucker@qandm.com
 www.qandm.com
 Don Tucker, Vice President
 Location: Office building
 Distance from airport: 8 miles, 5 minutes
 CL, 1/1, 1/1OR, 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 (Br.)
 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

Quick Test/Heakin (Br.)
 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	8x10	Obs. Rm. Seats 6
Conference	8x10	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. Facilities available throughout the U.S. and in Eastern Europe.

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, Vice President
 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 10
Multiple	22x17	Obs. Rm. Seats 16
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; online focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries; convention research studies. Quantitative: online 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. 129)



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, 1/10R, TK, CUL, PUL, VC, WC
 Conference 20x20 Obs. Rm. Seats 15
 Conference 10x15 Obs. Rm. Seats 8

Complete data collection service. Large focus group facility; audio, video equipment, viewing room, full kitchen, taste tests, product placements, pre-recruited studies, 30-line telephone bank, bilingual (Spanish-speaking) interviewers available. ActiveGroup. Videostreaming.

Houston

C&C Market Research - Houston Metro

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, 1/10R, TK, CUL
 Multiple 17x15 Obs. Rm. Seats 8

Creative Consumer Research

3945 Greenbriar Dr.
 Stafford, TX 77477
 Ph. 281-240-9646
 pprratt@ccrsurveys.com
 www.ccrsurveys.com
 BJ Gerjes
 Location: Free standing facility
 Distance from airport: 38 miles, 30 minutes
 CL, 1/1, 1/10R, 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

MRS Houston

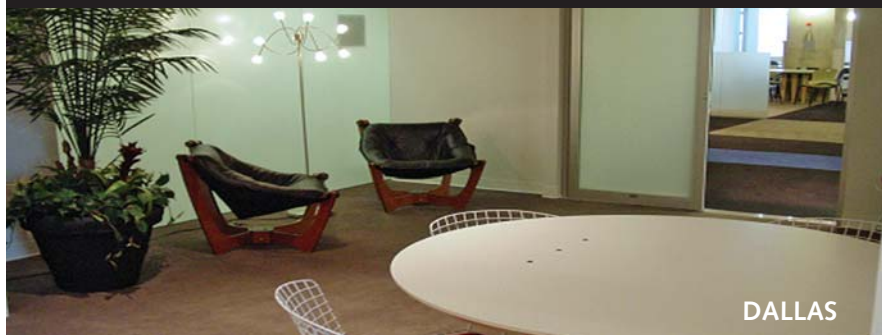
12000 Richmond Ave., Suite 200
 Houston, TX 77082
 Ph. 888-320-6277
 mbates@mrshouston.com
 www.mrshouston.com
 Mary Bates
 Location: Office building
 Distance from airport: 30 miles, 40 minutes
 1/1, CUL, VC
 Conference 24x20 Obs. Rm. Seats 12
 Conference 25x14 Obs. Rm. Seats 12
 Conference 27x20 Obs. Rm. Seats 12

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

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



It'll make you think ... TWICE!



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



HUB Certified

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

Anndel Martin, President

www.opinions-unlimited.com • 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.



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 36x32 Obs. Rm. Seats 12

Just what you'd expect of Houston's only consistently "Top Rated" company! We're distinguished for our four exceptionally-spacious, stimulating focus suites in Houston and Dallas; providing exemplary service and amenities; the latest technology offerings. We're highly regarded for our meticulous local and national recruiting and our 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 - the largest network of top-rated facilities. And in addition to being HUB certified by the state of Texas - We're Texans who know Texas!
 (See advertisement on p. 131)



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. 113)

Quick Test/Heakin (Br.)
 Greenspoint Mall
 247 Greenspoint 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 (Br.)
 West Oaks Mall
 1000 W. Oaks Mall, 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, Facility Director
 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 8x16 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. Facilities available throughout the U.S. and in Eastern Europe.

Schlesinger Associates Houston
 1455 W. Loop S., Suite 700
 Houston, TX 77027
 Ph. 713-353-0388
 houston@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 21x17 Obs. Rm. Seats 12
 Multiple 24x17 Obs. Rm. Seats 12
 Multiple 24x17 Obs. Rm. Seats 12
 Multiple 26x18 Obs. Rm. Seats 12

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; online focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries; convention research studies. Quantitative: online 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. inside front cover)

Lubbock

United Marketing Research
 1516 53rd St.
 Lubbock, TX 79412
 Ph. 806-747-3009
 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 (Br.)
 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. (Br.)
 North Star Mall
 7400 San Pedro, #2060
 San Antonio, TX 78216
 Ph. 210-340-3595
 sanantonio@carlenerearch.com
 www.carlenerearch.com
 Location: Shopping mall
 Distance from airport: 10 miles
 1/1, 1/1OR, TK
 Conference 18x14 Obs. Rm. Seats 6



Galloway Research Service
 GroupNet San Antonio
 4751 Hamilton Wolfe Rd., Suite 100
 San Antonio, TX 78229
 Ph. 210-734-4346
 egalloway@gallowayresearch.com
 www.gallowayresearch.com
 David D. Galloway
 Location: Free standing facility
 Distance from airport: 5 miles, 15 minutes
 CL, 1/1, 1/1OR, 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 - Texarkana
 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, 1/1OR, TK
 Conference 18x22 Obs. Rm. Seats 10

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, 1/1OR
 Conference 17x23 Obs. Rm. Seats 25



Lighthouse Research and Development
 1292 West Silcox Dr.
 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, 1/1OR, AU
 Conference 20x21 Obs. Rm. Seats 16
 Conference 18x11 Obs. Rm. Seats 7
 Multiple 45x19

Impulse rated "Top Facility!" Looking for direction? Lighthouse Research is a full-service, custom research firm comprised of skilled professionals since 1992. The benefit of working with Lighthouse Research is our ability to customize the measurement and management process to match your unique needs and budget considerations. We offer two brand new focus suites and one mega-group room convenient to the Salt Lake Airport. We offer all amenities including private client entrance and restrooms, spacious viewing rooms and lounge with Internet access.

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, 1/1OR, TK
 Conference 20x20 Obs. Rm. Seats 14

Continental Research Associates, Inc.
 4500 Colley Ave.
 Norfolk, VA 23508
 Ph. 757-489-4887
 NGlassman@continentalresearchus.com
 www.ContinentalResearchUS.com
 Nanci Glassman, President
 Location: Office building
 Distance from airport: 7 miles, 20 minutes
 1/1, 1/1OR
 Conference 11x21 Obs. Rm. Seats 6

Issues and Answers Network, Inc.
 Global Marketing Research
 5151 Bonney Rd., Suite 100
 Virginia Beach, VA 23462
 Ph. 757-456-1100 or 800-23-ISSUE
 cliudemann@issans.com
 www.issans.com
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 TK, VC, WC
 Conference 21x24 Obs. Rm. Seats 10

Martin Focus Group Services, Inc.
 4801 Columbus St., Suite 102
 Virginia Beach, VA 23462
 Ph. 757-518-0180
 virginia@martinfocus.com
 www.martinfocus.com
 Jennifer Powell, Manager
 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 200
 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, 1/1OR, 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
 jnep@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



Alan Newman Research
 MARKET RESEARCH CONSULTANTS
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.

Roanoke

Martin Focus Group Services, Inc.
 Martin Research, Inc.
 2122 Carolina Ave. S.W.
 Roanoke, VA 24014
 Ph. 540-342-1970
 roanoke@martinfocus.com
 www.martinfocus.com
 Marjorie Jeskey, Executive Vice President
 Location: Free standing facility
 Distance from airport: 8 miles, 20 minutes
 CL
 Conference 17x20 Obs. Rm. Seats 20

Washington

Seattle/Tacoma

Blink Interactive
 1008 Western Avenue, Suite 404
 Seattle, WA 98104
 Ph. 877-254-6556
 info@blinkinteractive.com
 www.blinkinteractive.com
 Kelly Franznick
 Location: Office building
 Distance from airport: 14 miles, 20 minutes
 1/1, 1/1OR, CUL, PUL, WC
 Conference 10x6
 Conference 10x6

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. 134)

Consumer Opinion Services, Inc. (Br.)
 City Focus/GroupNet Seattle
 2101 North 34th St.
 Northpoint Offices, Suite 110
 Seattle, WA 98103
 Ph. 206-632-7859 or 206-241-6050 for bids
 info@cosvc.com
 www.cosvc.com
 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. 134)

Consumer Opinion Services, Inc. (Br.)
 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. 134)

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.

CRG GLOBAL, INC. (Br.)

Super Mall of the Great Northwest
 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

Seattle's newest facility, 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, CD recording, FocusVision, ActiveGroup and computer usability labs.
 (See advertisement on 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, 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 back cover)

Gilmore Research Group

2101 4th Avenue, 8th floor
 Seattle, WA 98121-2352
 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 21x19	Obs. Rm. Seats 24
Conference 20x18	Obs. Rm. Seats 23
Conference 18x15	Obs. Rm. Seats 10

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, 1/1OR, TK
 Conference 12x22 Obs. Rm. Seats 10

Hebert Research, Inc.

13629 N.E. Bellevue-Redmond Rd.
 Bellevue, WA 98005
 Ph. 425-643-1337
 www.hebertresearch.com
 Tom Fisher
 Location: Free standing facility
 Distance from airport: 10 miles, 18 minutes
 CL, 1/1, 1/1OR, TK, WC
 Conference 30x18 Obs. Rm. Seats 10

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

New Downtown Seattle Office Now Open

Things To Do In Downtown Seattle

Not necessarily in this order

Visit the Space Needle
 Go to Pike Place Market
 Eat lunch or dinner at the Palamino
 Conduct a focus group at our Downtown office

Consumer Opinion Services

12825 1st Avenue South, Seattle Washington 98168 206-241-6050

Group**NET** Questions? info@cosvc.com www.cosvc.com

Strategic Research Associates

25 W. Cataldo, Suite D
Spokane, WA 99201
Ph. 509-324-4272 or 888-554-6960
johnr@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, 1/1OR
Conference 18x14 Obs. Rm. Seats 12
(See advertisement on p. 7, p. 13)

Wheeling

C&C Market Research - Pittsburgh Metro

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, 1/1OR, TK
Conference 22x11 Obs. Rm. Seats 4

Wisconsin

Eau Claire

Friedman Marketing Services (Br.)

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

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
Bonnie Smerda, Managing Director
Location: Free standing facility
Distance from airport: 3 miles, 5 minutes
CL, 1/1, 1/1OR, TK, CUL, VC, WC
Multiple 16x23 Obs. Rm. Seats 15
Multiple 15x17 Obs. Rm. Seats 10
(See advertisement on p. 109)

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**

TMG Field Research
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 miles, 3 minutes
CL, TK, 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
tamousek@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
Jpicard@crwis.com
www.chamberlainresearch.com
Jim Picard, Dir. of Strategic Development
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

GKA Research, Inc.

2976 Triverton Pike Drive
Madison, WI 53711
Ph. 608-231-2250 or 800-205-7145
info@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, nonprofit, 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
Barbara Carpenter, Dir. Marketing & Product Devel
Location: Office building
Distance from airport: 17 miles, 25 minutes
CL, 1/1, VC, WC
Conference 27x15 Obs. Rm. Seats 20

JRA (Reckner): 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
Multiple 8x10 Obs. Rm. Seats 4
Conference 8x10 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
Multiple 20x48 Obs. Rm. Seats 16

Rated one of the top facilities in North America by Impulse Survey 2009 for 13 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. 50-station phone room. Located in metro Milwaukee's premier location. Quality work competitively priced.

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.

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

"Top Rated" by Impulse Survey 2009 with a reputation for quality recruiting from all segments and an outstanding show rate. We specialize in recruiting for ethnographic studies, large audience testing and product placements. Extensive database for child research. Our facility has two spacious focus suites designed with client comfort in mind. We offer wireless high-speed Internet access and videostreaming through ActiveGroup. Conveniently located with immediate interstate access. Attached hotel provides auditorium testing rooms.

Practical Strategies, Inc.

120 North Main Street, Third Floor
West Bend, WI 53095
Ph. 262-334-1821

mjj@practical-strategies.com
www.practical-strategies.com
Mary Jo Joyce, President

Location: Office building
Distance from airport: 40 miles, 45 minutes
CL, 1/1, 1/1OR, CUL, PUL, VC, WC

Multiple 20x20 Obs. Rm. Seats 10

International

Argentina

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

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 or 02-9927-3303
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 10
Conference 17x23 Obs. Rm. Seats 9
Conference 17x23 Obs. Rm. Seats 8
Conference 20x23 Obs. Rm. Seats 8
Living 20x23 Obs. Rm. Seats 8

The City Group Rooms North (Br.)

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, 1/1OR, TK, CUL, WC

Conference 20x24 Obs. Rm. Seats 8
Conference 20x24 Obs. Rm. Seats 8
Conference 20x24 Obs. Rm. Seats 8
Conference 20x24 Obs. Rm. Seats 8

The City Group Rooms South (Br.)

5/438 Forest Road
Hurstville, NSW 2220
Australia

Ph. 61-2-9299-8907
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 (Br.)

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 10
Conference 20x23 Obs. Rm. Seats 9
Conference 20x23 Obs. Rm. Seats 8
Conference 20x23 Obs. Rm. Seats 7
Conference 20x16 Obs. Rm. Seats 7
Conference 20x16 Obs. Rm. Seats 7
Conference 15x11

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

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

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.au

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
www.safocusgroups.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 10x9 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

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
Kristyn Jukes
Location: Office building
Distance from airport: 10 miles, 25 minutes
CL, 1/1, 1/1OR, VC, WC
Conference 21x17 Obs. Rm. Seats 12
Conference 20x14 Obs. Rm. Seats 9
Conference 20x14 Obs. Rm. Seats 4
Living 24x20 Obs. Rm. Seats 10

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

RiverCity Research Pty. Ltd.
11 Wicklow St.
Kangaroo Point
Brisbane, QLD 4169
Australia
Ph. 61-7-3891-5230
enquiries@rivercityresearch.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

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.TRSPL.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

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.TRSPL.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

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: 7 miles, 20 minutes
CL, 1/1, 1/1OR, TK, AU, CUL
Conference 16x13 Obs. Rm. Seats 5
Conference 16x13 Obs. Rm. Seats 5
Living 11x14

Belgium

MARESCO
Oogststreet 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
Roogieplein 2 bus 4
9000 Chent
Belgium
Ph. 32-9-216-22-22
hans.raemdonck@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 14x9 Obs. Rm. Seats 6
Multiple 20x14 Obs. Rm. Seats 6

Brazil-based since 1975, ABACO's senior American researchers guarantee outstanding custom research and superlative fieldwork throughout Latin America. Native English speakers provide quick quotes, logistic support, precise execution, real-time feedback, market knowledge, on-time delivery. Qualitative: FGI/IDI facilities; videostreaming; near top hotels, free airport pickup. Quantitative: CAPI, CATI, CAWI. Skilled Portuguese/Spanish/Japanese interviewers for B2B-B2C-medical targets. Specialities: FGIs with video-clips, health database, tracking, Ad-Visor® Communication Diagnostics, conjoint, strategic insight. ABACO...trusted international research partner.

ABACO Marketing Research, Ltd. - Field Center
Avenida Paulista 542 - 10th Floor
01310-000 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

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.

**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

Excellence in market research since 1967. We are a boutique or a bistro, delivering personal service with full attention to all projects. We've kept clients for decades. We served over 40 top world market leaders as well as leading U.S. and European research organizations. FocusVision and add+impact licensee. Pharmaceutical and health care expertise, information technology, communication, automotive, consumer goods, difficult targets. Great experience in studies throughout Latin America. Fast response and clear reports. Partners in major market centers worldwide. Check our clients' opinions on our services: one of the most reliable research agencies in Latin America.

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 11x8

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

1 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 Studios

1011 - 1st St., S.W., Suite 520
Calgary, AB T2R 1J2
Canada

Ph. 403-685-2239 x1
estyle@estyle-group.com
www.estyle-group.com

Almin Kassamali, President and CEO

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

Vancouver Focus

1156 Hornby St., Main Floor
Vancouver, BC V6Z 1V8
Canada

Ph. 604-682-4292 or 888-783-4165
director@vancouverfocus.com
www.vancouverfocus.com

Evgenia Skripnik

Location: Office building
Distance from airport: 9 miles, 30 minutes
1/1, 1/1OR, VC, WC

Multiple 17x20 Obs. Rm. Seats 10
Multiple Obs. Rm. Seats 8

NRG Research Group

1380 - 1100 Melville St.
Vancouver, BC V6E 4A6
Canada

Ph. 604-681-0381 or 800-301-7655
info@nrgresearchgroup.com
www.nrgresearchgroup.com

Location: Office building
Distance from airport: 12 miles, 25 minutes
CL

Conference 15x12 Obs. Rm. Seats 6

CRC Research

1398 West 7th Avenue
Vancouver, BC V6H 3W5
Canada

Ph. 604-714-5900 or 866-455-9311

Vancouver@ccrresearch.com

www.ccrresearch.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 7x9

POLLARA (Br.)

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

Brandlab Studios Inc.

Uni 1-728 West 14th Street
North Vancouver, BC V7M 0A8
Canada

Ph. 778-340-8044

coral@brandlab.ca

www.brandlab.ca

Location: Free standing facility
Distance from airport: 15 miles, 30 minutes
CL, TK, VC

Living 21x15
Living 21x15 Obs. Rm. Seats 5

Manitoba

Winnipeg

NRG Research Group, Suite 1910-360 Main St.

Winnipeg, MB R3C 3Z3

Canada

Ph. 800-301-7655 or 204-989-8999

info@nrgresearchgroup.com

www.nrgresearchgroup.com

Llisa Morrow, 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.

5 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

Ontario

London

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

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

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



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 video-streaming. Located in downtown Toronto, Montreal and Ottawa, our rooms offer flexible setup options (super group, boardroom, living room, and one-on-one). We recruit from lists, RDD or our extensive panel. View your participant lists online from anywhere with Internet access via our secure qualCAP. Contact us for one-stop shopping for rooms and recruiting across Canada.
(See advertisement on p. 139)

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 International

Consumer Guidance Research
2575B Dunwin Dr.
Mississauga, ON L5L 3N9
Canada
Ph. 905-828-0493 x218 or 800-608-2223
kembury@acceintl.com
www.acceintl.com
Kathy Embury, Fieldwork Supervisor/ISO Coord
Location: Free standing facility
Distance from airport: 15 miles, 20 minutes
1/1, 1/1OR, TK, TKO, CUL, PUL
Conference 18x25 Obs. Rm. Seats 10

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.



Five star facilities, service and Canadian hospitality. What more could you ask for?
How about high quality recruiting? **Got it - random, database or your list.**
Video conferencing? **Will that be ActiveGroup®, or our complimentary in-house system?**
Regular updates on recruits? **Emailed to you and available in real-time on our qualCAP portal. So, what more could you ask for?**

Come to Opinion Search for focus groups done right.

Call us today: 1-800-363-4229



responsive service, reliable results



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.

Contract Testing, Inc.

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

**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 provides end-to-end qualitative and quantitative project management services to clients across Canada and the U.S., offering top-rated focus group facilities and superior recruiting. Consumer Vision has Canada's largest in-house respondent database - idea for capturing tough-to-reach consumers (adults, teens and children) and B2B and health care professionals. We operate 7 top-rated focus group facilities with state-of-the-art client viewing and meeting rooms, with access to others throughout North America. FocusVision and Attention Tool® eye-tracking technology available. Located at Toronto's prime intersection!

Decima Research Inc. (Br.)

2345 Yonge Street, #704
 Toronto, ON M4P 2E5
 Canada
 Ph. 416-962-2013
 info@decima.com
 www.decima.com
 Phyllis Friedman, V.P. Qual. 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

Head Quarters Downtown Toronto

1255 Bay St., Suite 301
 Toronto, ON M5R 2A9
 Canada
 Ph. 416-929-4669 x329 or 866-929-4669 x329
 jmcfarlane@headquarters.ca
 www.headquarters.ca
 Jeff McFarlane Vice-Pres. or Julia Clarkson, Facility 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 329 or 866-929-4669 x 329
 jmcfarlane@headquarters.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.

161 Eglinton Ave. E., Suite 310
 Toronto, ON M4P 1J5
 Canada
 Ph. 416-440-2885
 dave@metroline.ca
 www.metroline.ca
 Dave Kains, Partner
 Location: Office building
 Distance from airport: 20 miles, 20 minutes
 1/1, 1/1OR, WC
 Conference 20x20 Obs. Rm. Seats 15
 Conference 16x12 Obs. Rm. Seats 7

Metroline Research Group, Inc.

7 Duke St. W., Suite 301
 Kitchener, ON N2H 6N7
 Canada
 Ph. 800-827-0676 or 519-584-7700
 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 x221 or 800-826-4943 x221
 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
 Multiple 18x19

**Opinion Search Inc. (Br.)**

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 video-streaming. Located in downtown Toronto, Montreal and Ottawa, our rooms offer flexible setup options (super group, boardroom, living room and one-on-one). We recruit from lists, RDD or our extensive panel. View your participant lists online from anywhere with Internet access via our secure qualCAP. Contact us for one-stop shopping for rooms and recruiting across Canada. (See advertisement on p. 139)

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

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
 facility@researchdimensions.com
 www.researchdimensions.com
 Dawn Vincent
 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

Quebec

Montreal



Opinion Search Inc. (Br.)
 1080 Beaver Hall Hill, Suite 400
 Montreal, QC 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 panel. View your participant lists online from anywhere with Internet access via our secure qualCAP. Contact us for one-stop-shopping for rooms and recruiting across Canada. (See advertisement on p. 139)

Decima Research Inc. (Br.)
 1080 Cote du Beaver Hall, 4th Floor
 Montreal, QC H2Z 1S8
 Canada
 Ph. 514-288-0037
 info@decima.com
 www.decima.com
 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

Legendre Lubawin Marketing, Inc.
 1172 St. Mathieu
 Montreal, QC H3H 2H5
 Canada
 Ph. 514-937-2079
 victoria@legendrelubawin.com
 Victoria Lubawin, Owner
 Location: Free standing facility
 Distance from airport: 10 miles, 20 minutes
 1/1, 1/1OR, VC

Conference	20x15	Obs. Rm. Seats 10
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SOM (Br.)
 1180 Drummond St., Suite 620
 Montreal, QC H3G 2S1
 Canada
 Ph. 514-878-9825
 jbayard@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
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CRC Research
 1250 Guy St., Suite 802
 Montreal, QC H3H 2T4
 Canada
 Ph. 800-932-7511
 Lucie@crcresearch.com
 www.crcresearch.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	7x9	Obs. Rm. Seats 5

Ad Hoc Research
 1250 Guy, 9th Floor
 Montreal, QC H3H 2T4
 Canada
 Ph. 514-937-4040 x175 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	
Living	20x22	Obs. Rm. Seats 15

Head Quarters Montreal
 1610 Ste-Catherine W., Suite 411
 Montreal, QC H3H 2S2
 Canada
 Ph. 514-938-4323 x226 or 800-572-1706
 jmcfarlane@headquarters.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

Sylvestre Marketing
 276 W. Sherbrooke St.
 Montreal, QC 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

Leger Marketing
 507 Place D'Armes, Suite 700
 Montreal, QC 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

CROP inc.
 550, rue Sherbrooke Ouest
 Bureau 900 - East Tower
 Montreal, QC H3A 1B9
 Canada
 Ph. 514-849-8086
 info@crop.ca
 www.crop.ca
 Location: Office building
 CL
 Conference
 Living

Quebec City

SOM
 2136, Sainte-Foy Rd., #200
 Ste.-Foy, QC G1V 1R8
 Canada
 Ph. 418-687-8025
 mfluet@som.ca
 www.som.ca
 Chantel Beauchesne
 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
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Consumer Search China - Beijing (Br.)
 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
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Consumer Search China - Guangzhou (Br.)
 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. Xiao Jia Ying
 Location: Office building
 Distance from airport: 45 minutes

Conference	18x15	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 Search China - Shanghai (Br.)

Room 1803, 18th Floor, Hongyi Plaza
 299 Nanjing Road (East)
 Shanghai 200001
 China

Ph. 86-21-6137-4100
 general@cshk.com
 www.cshk.com

Paul Lee

Location: Office building

Distance from airport: 90 minutes

Conference	18x17	Obs. Rm. Seats 10
Living	14x14	Obs. Rm. Seats 6

Labbrand China Consulting Ltd.

Shanghai Creative Industry Clustering Park
 50 Moganshan Rd, Bldg 7, Unit 202
 Shanghai 200060
 China

Ph. 86 21 6298 2606
 info@labbrand.com
 www.labbrand.com

Vladimir Djurovic, Managing Director

Location: Office building

Distance from airport: 10 miles, 35 minutes

CL, 1/1, 1/1OR, CUL, WC	
Conference	20x14 Obs. Rm. Seats 5

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, 1/1OR, AU, VC, WC

Colombia

Centro Nacional de Consultoria

Diagonal 34 N 5-27

Bogota

Colombia

Ph. 57-1-339-4888

cnc@cnccol.com

www.centronacionaldeconsultoria.com

Location: Free standing facility

VC

Conference	20x26	Obs. Rm. Seats 4
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Costa Rica

CID/Gallup, S.A.

Gallup Centromerica, S.A.

P.O. Box 5413

San Jose 1000

Costa Rica

Ph. 506-220-4101

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 1060

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
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Synovate

Sokolovskia 10

2nd Floor

180 00 Praha 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
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Denmark

Berent Aps

Njalsgade 21G, 5

2300 Copenhagen S

Denmark

Ph. 45-32-64-12-00

info@berent.dk

www.berent.dk

Marcus Fiebelkorn, Senior Project Manager

Location: Office building

Distance from airport: 5 miles, 12 minutes

1/1, 1/1OR, PUL

Conference	13x26	Obs. Rm. Seats 5
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Egypt

Synovate

11 Doctor Mohamed Mandour (Floors 6/7)

Rabe'aa Mosque - Nasr City

Cairo

Egypt

Ph. 20-2-261-9190

egypt@synovate.com

www.synovate.com

Turner E.L. Nugger

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

A.H.Tammisaare tee 47

11316 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, WC

Conference	23x30	Obs. Rm. Seats 8
Conference	23x10	
Conference	23x13	Obs. Rm. Seats 8
Living	16x13	Obs. Rm. Seats 8
Conference	16x10	Obs. Rm. Seats 8
Living	16x13	Obs. Rm. Seats 8

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

46 Rue Notre Dame Des Victoires
75002 Paris
France
Ph. 33-1-53-96-02-10
paris@focuspointeglobal.com
www.focuspointeglobal.com
Ben Maury, General Manager
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 décor 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.

I.E.S. Information Europe Services-Phoneme

6 rue de Navarin
75009 Paris
France
Ph. 33-1-42-62-42-18
phoneme@ieseuropa.com
www.ieseuropa.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

100 Bd Sebastopol
Paris 75003
France
Ph. 33-1-73-02-69-69
info@lamaisondutest.com
www.lamaisondutest.com
Caillaud Alain
Location: Office building
Distance from airport: 25 miles, 60 minutes
1/1, 1/1OR, TK, TKO, VC, WC
Living 20x16 Obs. Rm. Seats 8
Living 20x16 Obs. Rm. Seats 8
Living 20x16 Obs. Rm. Seats 10
Living 26x18 Obs. Rm. Seats 10
Living 15x15 Obs. Rm. Seats 6
Living 20x16 Obs. Rm. Seats 10

Louvre Focus Group

43 rue de Richelieu
75001 Paris
France
Ph. 33-1-44-86-06-50
contact@louvrefocusgroup.com
www.louvrefocusgroup.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, 1/1OR, 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

Moенckebergstr. 10
D-20095 Hamburg
Germany
Ph. 435-654-3639 (U.S.) or 49-40-3256710
kd@aski.de
www.aski.de
Kirsten Dietrich
Location: Shopping mall
Distance from airport: 8 miles, 30 minutes
CL, 1/1, 1/1OR, TK, TKO, VC, WC
Multiple 27x21 Obs. Rm. Seats 10
Multiple 24x18 Obs. Rm. Seats 10

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, 1/1OR, 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 12x9

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, 1/1OR, 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, 1/1OR, 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.

Georgiades Marketing GmbH

Schluterstrasse 55
10629 Berlin
Germany
Ph. 49-30-88387-60
info@georgiades.de
www.georgiades-marketing.com
Pauline Georgiades
Location: Free standing facility
Distance from airport: 20 minutes
1/1, 1/1OR
Conference 23x16 Obs. Rm. Seats 1
Living 20x13 Obs. Rm. Seats 1

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.

HKM GmbH

Buchenring 55
22359 Hamburg
Germany
Ph. 49-40-60994-112 or 49-170-5539938
hkmhh@hkmhh.de
www.hkmhh.de
Thomas Braun
Location: Office building
Distance from airport: 10 miles, 25 minutes
1/1, 1/1OR, TK, WC
Conference 20x13 Obs. Rm. Seats 8

IMR - Institute for Marketing Research

An der Hauptwache 11
60313 Frankfurt
Germany
Ph. 49-69-297-207-14
markus.schaub@imr-frankfurt.de
www.imr-frankfurt.de
Markus Schaub
Location: Office building
Distance from airport: 25 minutes
1/1, 1/1OR, 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 Caspary, Managing Director
Location: Office building
Distance from airport: 12 miles, 20 minutes
1/1, 1/1OR, CUL, PUL, VC, WC
Multiple 21x14 Obs. Rm. Seats 11
Multiple 21x14 Obs. Rm. Seats 8
Conference 42x28 Obs. Rm. Seats 19
Conference 11x7 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, 1/1OR, TK, VC
Conference 16x20 Obs. Rm. Seats 10

INTERVIEW + EXPLORATION I+E Berlin GmbH (Br.)

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, 1/1OR, TK, CUL, PUL, VC, WC
Conference Obs. Rm. Seats 15
Conference Obs. Rm. Seats 12
Conference Obs. Rm. Seats 5

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, 1/1OR, AU, CUL, VC, WC
Conference 30x18 Obs. Rm. Seats 14
Conference 25x18 Obs. Rm. Seats 9
Conference 20x19 Obs. Rm. Seats 12
Conference 16x20 Obs. Rm. Seats 12

INTERVIEW + EXPLORATION julia otte GmbH

Grabenstr.17
40213 Dusseldorf
Germany
Ph. 49-211-520990
info@interview-exploration.de
www.interview-exploration.de
Location: Office building
Distance from airport: 10 miles, 20 minutes
CL, 1/1, 1/1OR, VC, WC
Conference Obs. Rm. Seats 14
Conference Obs. Rm. Seats 10
Conference Obs. Rm. Seats 6

INTERVIEW + EXPLORATION julia otte GmbH (Br.)

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, 1/1OR, VC
Conference 23x26 Obs. Rm. Seats 14
Conference 20x20 Obs. Rm. Seats 14

INTERVIEW + EXPLORATION julia otte GmbH (Br.)

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, WC
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@invisio.de
www.invisio.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 (Br.)

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 (Br.)

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

Kraemer Marktforschung GmbH (Br.)

Teststudio Berlin
Rankestrasse 1
Ecke Tauentzienstrasse
10789 Berlin
Germany
Ph. 49-30-526851-0
Anj Teubel
Distance from airport: 45 miles, 60 minutes
CL, 1/1, 1/1OR, TK, AU, CUL, PUL, WC
Conference 26x20 Obs. Rm. Seats 15

Kraemer Marktforschung GmbH (Br.)

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, TK, AU, CUL, PUL, WC
Conference 26x20 Obs. Rm. Seats 3

Kraemer Marktforschung GmbH (Br.)

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, CUL, WC
Conference 26x20 Obs. Rm. Seats 8
Conference 16x16 Obs. Rm. Seats 3

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 (Br.)

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, CUL, PUL, WC

Kramer Marktforschung GmbH (Br.)

Teststudio Hamburg
Monckebergstrabe 22
20095 Hamburg
Germany
Ph. 49-40-3508950
studio.hamburg@kraemer-germany.com
www.kraemer-germany.com
Marcus Holtz
Location: Shopping mall
Distance from airport: 35 miles, 35 minutes
CL, 1/1, 1/1OR, TK, TKO, AU, CUL, WC

Kramer Marktforschung GmbH (Br.)

Teststudio Munster
Ludgeristr. 114
48143 Munster
Germany
Ph. 49-251-85712-0
studio.munster@kraemer-germany.com
www.kraemer-germany.com
Location: Shopping mall
Distance from airport: 35 miles, 40 minutes
CL, 1/1, 1/1OR, TK
Conference 26x20 Obs. Rm. Seats 5

Leyhausen Field Services

Friedrich-Ebert-Platz 5
Leverkusen 51373
Germany
Ph. 49-214-31084-20 or 49-214-31084-24
b.peters@leyhausen.com
www.leyhausen.com

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
m.seifert@markt-consult.com
www.markt-consult.com
Frauke Haeger, Field Manager
Location: Office building
Distance from airport: 8 miles, 30 minutes
CL, TK
Conference 26x13 Obs. Rm. Seats 15

MM-Research GmbH, Marktforschung

Neckarstrasse 155
70190 Stuttgart
Germany
Ph. 49-711-931815200
info@mm-research.de
www.mm-research.de
Karl-Heinz Baumann, Managing Director
Location: Office building
Distance from airport: 9 miles, 20 minutes
CL, 1/1, 1/1OR, TK, AU, CUL, PUL, VC, WC
Multiple 13x15 Obs. Rm. Seats 8
Multiple 16x10
Multiple 13x15
Multiple 13x17
Multiple 10x13
Multiple 12x16

Quicktest-Studio

Konigstrasse 1A
Stuttgart 70173
Germany
Ph. 49-711-2265959
eva.blum-metzer@quicktest-studio.de
www.quicktest-studio.de
Eva Blum- Metzger, Studio Management
Location: Shopping mall
Distance from airport: 9 miles, 20 minutes
CL, 1/1, 1/1OR, TK, AU, CUL, PUL, VC, WC
Multiple 23x16 Obs. Rm. Seats 12
Multiple 16x14
Multiple 15x16
Multiple 3x4
Multiple 3x4
Multiple 3x4

**Schmiedl Marktforschung GmbH**

Neuhauser Strasse 27
Munich 80331
Germany
Ph. 49-89-231810-100
info@schmiedl-munich.de
www.schmiedl-marktforschung.de/munich/english/
Stephan Schmid, Managing Director
Location: Office building
Distance from airport: 25 miles, 45 minutes
CL, 1/1, 1/1OR, TK, CUL, VC
Multiple 27x17 Obs. Rm. Seats 14
Multiple 17x15 Obs. Rm. Seats 10
Multiple 22x16 Obs. Rm. Seats 8
Multiple 17x9 Obs. Rm. Seats 4

**Schmiedl Marktforschung GmbH - Berlin**

Tauentzienstrasse 2-3
Berlin 10789
Germany
Ph. 49-30-235096-0
info@schmiedl-berlin.de
www.schmiedl-berlin.de/english/index.html
Stephan Lange, Managing Director
Location: Office building
Distance from airport: 5 miles, 20 minutes
CL, 1/1, 1/1OR, TK, CUL, VC
Multiple 26x14 Obs. Rm. Seats 10
Multiple 19x15 Obs. Rm. Seats 18
Multiple 22x16 Obs. Rm. Seats 8
Multiple 35x17 Obs. Rm. Seats 20

Synovate

Rheinstrasse 4
65189 Wiesbaden
Germany
Ph. 49-611-361-600
germany@synovate.com
www.synovate.com
Anke Haurand, Research Director
Location:
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

T.I.P. Biehl & Wagner

Produkte, markte und Soziales
Eurenau Strasse 15
54294 Trier
Germany
Ph. 49-651-948-0030
tip@tip-web.de
www.tip-web.de
Location: Shopping mall
Conference 20x20 Obs. Rm. Seats 1

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
Vivi Ordolis
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

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.

GLOBAL LINK International Marketing Research

5 Konitsis Street & Kifissias Avenue
 151 25 Maroussi, Athens
 Greece

Ph. 30-210-612-8800
 globallink@globallink.gr
 www.globallink.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 10x9

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 13x7 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, CUL, PUL, VC, WC
 Conference 23x10 Obs. Rm. Seats 10
 Conference 20x14 Obs. Rm. Seats 10
 Multiple 36x16 Obs. Rm. Seats 10
 Living 7x7 Obs. Rm. Seats 5
 Multiple 10x10 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 11x5 Obs. Rm. Seats 4

Hong Kong

Consumer Search Hong Kong Ltd.

5/F, Island Place Tower, 510 King's Road
 North Point, Hong Kong
 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 18x13 Obs. Rm. Seats 12
 Living 18x14 Obs. Rm. Seats 10

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, Managing Director, Synovate Hong Kong
 Location: Office building
 Distance from airport: 45 minutes
 VC, WC
 Conference 18x14 Obs. Rm. Seats 10
 Conference 14x19 Obs. Rm. Seats 12
 Conference 13x20 Obs. Rm. Seats 14
 Living 13x16 Obs. Rm. Seats 10
 Living 11x13 Obs. Rm. Seats 6

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, WC
 Conference 23x18 Obs. Rm. Seats 18

Synovate

EMKE Building, 6th Floor
 Rakoczi ut 42
 1072 Budapest
 Hungary
 Ph. 36-1-411-3030
 hungary@synovate.com
 www.synovate.com
 Mariann Lowery, Senior Research Executive
 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

Cross-Tab Marketing Services (Br.)

301, Palm Spring Center
 New Link Road, Malad (West)
 Mumbai 400 064
 India
 Ph. 91-22-40682822 or 91-22-40682810
 sales@cross-tab.com
 www.cross-tab.com
 Ashwin Agrawal

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.
#108 First Floor, B-7 Extension
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, 1/10R, AU, CUL, VC, WC

RNB Research: Fieldwork Specialist for Asia
1-Shivaji Enclave Main Road
Near Raja Garden
New Delhi 110027
India
Ph. 91-11-25461415
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, 1/10R
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--21-22-04-52-73 or 98-912-311-3824
info@irc-group.org
www.irc-group.org
Location: Office building
Distance from airport: 10 miles, 20 minutes
CL, 1/1, 1/10R, TK
Conference 05x11 Obs. Rm. Seats 12
Conference 33x20 Obs. Rm. Seats 25

Ireland

The Grafton Suite
30 Grafton Street
Dublin 2
Ireland
Ph. 353 0 1 671 6000
kate@graftonsuite.ie
www.graftonsuite.ie
Kate Gibson, Managing Director
CL, 1/1, 1/10R, TK, WC
Multiple 26x26 Obs. Rm. Seats 20
Multiple 26x26
Multiple 26x26

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, 1/10R, 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, 1/10R, CUL, PUL
Conference 13x20 Obs. Rm. Seats 10

Brerapoint Research Facility
Corso Garibaldi 72/3
20121 Milan
Italy
Ph. 39-02-92875821
info@brerapoint.com
www.brerapoint.com
Luca Notari
Location: Office building
1/1, 1/10R
Conference 10x16 Obs. Rm. Seats 6

Medi-Pragma S.r.l.
Via Nizza, 152
00198 Rome
Italy
Ph. 39-06-84-55-51
info@medipragma.com
www.medipragma.com
Cristina Mazzoletti
Location: Office building
Distance from airport: 30 miles, 60 minutes
1/1, 1/10R, 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, 1/10R, TK, AU, VC
Conference Obs. Rm. Seats 5
Conference Obs. Rm. Seats 5

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, 1/10R, VC
Multiple 30x16 Obs. Rm. Seats 10

Japan

G.L.A. Intercultural Marketing and Communication
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, 1/10R, TK, AU, CUL, PUL, VC, WC
Multiple 18x15 Obs. Rm. Seats 10
Living 18x15 Obs. Rm. Seats 6

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, 1/10R, VC,
Conference 16x30 Obs. Rm. Seats 10
Conference Obs. Rm. Seats 10

J-Facility
ODA Bldg., 5F 1-9-4 Dogenzaka
Shibuya, Tokyo 150-0043
Japan
Ph. 81-3-5722-2067
shunichi.uchida@jsr-group.jp
www.jsr-group.jp
Location: Shopping mall
CL, 1/1, 1/10R, CUL, PUL, VC
Living 33x13 Obs. Rm. Seats 9
Living 13x7 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, 1/10R, TK, VC
Conference 16x16 Obs. Rm. Seats 15
Conference 16x16 Obs. Rm. Seats 15

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.

Sevseas 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. 371-67-217-554
info@factum.lv
www.factum.lv
Ineta Narodovska, 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

7-6, 6th Floor, The Boulevard Mid Valley City
Lingkar Syed Putra
59200 Kuala Lumpur
Malaysia
Ph. 60-3-2287-7992
info@joshuaresearch.com
www.joshuaresearch.com
Alan Tay, Executive Director
Location: Office building
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 2267 7222
bwebb@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. 52-55-55964040
info@mexicocityfocus.net
www.thefocusnetwork.com
Rony Jerusalmi, Managing Director
Location: Office building
CL, TK
Conference 17x19 Obs. Rm. Seats 15
Conference 16x14 Obs. Rm. Seats 15

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 10x6 Obs. Rm. Seats 5

Psyma Latina S. A. de C.V.

(part of the PSyma Group AG)
Rio Rhin 22-204
Mexico City DF 06500
Mexico
Ph. 52-55-5592-0572
jcervantes@psyma-latina.com
www.psyma-latina.com
Astrid Sotomayor, Facility Manager
Location: Office building
Distance from airport: 9 miles, 35 minutes
CL, 1/1, 1/1OR, TK, VC, WC
Multiple Obs. Rm. Seats 10
Conference Obs. Rm. Seats 5

Cynthia Zelinski Qualitative Research

Paseo de los Laureles 401 casa 35
Bosques de las Lomas
Mexico City 5120
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

Calls & More

Zwarteweg 30
3833 AL Leusden
Netherlands
Ph. 31-85-2010000
info@callsandmore.nl
www.callsandmore.nl
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, 1/10R, 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
Location:
Distance from airport: 6 miles, 15 minutes
CL, 1/1, 1/10R, 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, 1/10R, 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, 1/10R, VC
Conference 32x20 Obs. Rm. Seats 12
Conference 20x20 Obs. Rm. Seats 8

Pakistan**Aftab Associates (Pvt) Ltd.**

13-H Gulberg II
54660 Lahore
Pakistan
Ph. 92-42-587-1131-6 or 92-21-430-1721-5
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 Icasa, 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, 1/10R, VC, WC
Conference 9x5 Obs. Rm. Seats 4

Philippines**Added-Value Saffron Hill**

Saffron Hill Philippines Inc.
22 Flr. Unit D Chatham House
V. A. Rufino cor Valero Sts.
Salcedo Village, Makati City
Philippines
Ph. 632 889-8877
Rina.lgual@added-value-saffronhill.com
www.added-value.com
Rina Zurbito-Igual

Synovate

Philippine Stock Exchange Center, 17th Fl.
Unit 1701 West Tower/Exchange Road, Ortigas Center
Pasig City, Metro Manila 1605
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

Ipsos Poland

Marynarska Business Park
Ul. Tasmowa 7
02 677 Warsaw
Poland
Ph. 48-22-448-77-00
info.poland@ipsos.com
www.ipsos.pl
Agnieszka Kazmierczak
Location: Office building
Distance from airport: 5 miles, 20 minutes
CL, 1/1, 1/10R, TK, WC
Conference 18x13 Obs. Rm. Seats 10
Conference 15x17 Obs. Rm. Seats 10
Multiple 18x17 Obs. Rm. Seats 10
Multiple 17x14 Obs. Rm. Seats 6

Synovate

Atrium 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 (Br.)

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 Rio Piedras, PR 927
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

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.

**Gaither International, Inc.**

413 Fidalgo Diaz
 Santurce, PR 912
 Puerto Rico
 Ph. 787-728-5757
 gaither@gaiterinternational.com
 www.gaiterinternational.com
 Diana Rodriguez

Location: Office building
 Distance from airport: 7 miles, 15 minutes
 CL, 1/1, 1/1OR, VC, WC
 Conference 13x10 Obs. Rm. Seats 10

Gaither International is a full-service marketing research company in the San Juan metro area in Puerto Rico. We have two in-house moderators with a combined qualitative research experience of over 25 years who have worked on focus groups, IDIs (consumer and corporate), observational techniques, ethnography, in-home and in-store studies, among others. We do our own recruiting and our facilities can accommodate full or mini groups, one-on-one interviews, taste tests, concept testing and Web usability tests while the clients sit comfortably in our comfortable and spacious viewing room.

The Marketing Center

Cavaliere 1594, URB. Caribe Rio Piedras
 San Juan, PR 927
 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.

PO Box 364505
 San Juan, PR 936
 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, 1/1OR, 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: 5 miles, 30 minutes
 CL, WC
 Conference 19x15 Obs. Rm. Seats 15

Synovate

Agrovet Building
 20 Sirlului Str.
 Bucharest 1
 Romania
 Ph. 40-21-208-0101
 romania@synovate.com
 www.synovate.com

Location: Office building
 Distance from airport: 8 miles, 20 minutes
 1/1, 1/1OR, AU
 Living 21x18 Obs. Rm. Seats 12
 Conference 15x10 Obs. Rm. Seats 4

Russia

Analytics - Russia

2/4 Luzhnetskaya Naberezhnaya
 Bld 12
 Moscow 119270
 Russia
 Ph. 7-495-223-0040
 info@analytics.ru
 www.analytics.ru

Sergei Sibirtsev, General Director
 Location: Office building
 Distance from airport: 20 miles, 60 minutes
 Conference 18x18 Obs. Rm. Seats 10

Bazis Intelligence Group (Bazis IG)

Novy Arbat 21
 Moscow 119019
 Russia
 Ph. 312-376-8071 (U.S.)
 info@bazisgroup.com
 www.bazisgroup.com
 Tatiana Barakshina, Research Director
 Location: Office building
 Distance from airport: 30 minutes
 CL, 1/1, 1/1OR, WC
 Multiple 10x23 Obs. Rm. Seats 8

Bazis Intelligence Group (Bazis IG)

M. Sibiryaka 58
 Ekaterinburg 620219
 Russia
 Ph. 7 343 350 5836
 info@bazisgroup.com
 www.bazisgroup.com
 Tatiana Barakshina, Research Director
 Location: Office building
 Distance from airport: 30 minutes
 CL, 1/1, 1/1OR, WC
 Multiple 10x23 Obs. Rm. Seats 8

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

Synovate

Bolshaya Smeonovskaya Str. 32
 2nd Floor
 107023 Moscow
 Russia
 Ph. 7-495-545-3245
 russia@synovate.com
 www.synovate.com
 Panicos Ioannides
 CL
 Multiple 12x16 Obs. Rm. Seats 5

Validata

66 Pyantnitskaya Street
 Building 5
 115184 Moscow
 Russia
 Ph. 7-495-721-28-98
 office@validata.ru
 www.validata.ru
 Marsha Volkenstein, President
 Location: Office building
 Distance from airport: 20 miles, 40 minutes
 CL, 1/1, 1/1OR, TK, TKO, VC
 Conference 21x11 Obs. Rm. Seats 10
 Conference 21x11 Obs. Rm. Seats 10
 Living 21x11 Obs. Rm. Seats 10

WorkLine Focus Center (Br.)

St. Petersburg
 93 Obvodny Canal
 Office 46
 St. Petersburg 192007
 Russia
 Ph. 7 812 702 3302
 info@focus-center.ru
 www.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
 arestova@workline.ru
 www.workline.ru
 Natalia Georgieva, General Director
 Location: Office building
 Distance from airport: 19 miles, 90 minutes
 CL, 1/1OR, CUL, PUL, VC, WC
 Multiple 4x5 Obs. Rm. Seats 10
 Multiple 4x5 Obs. Rm. Seats 10

Saudi Arabia

Synovate

Jahliyah 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

Added Value Saffron Hill

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, 1/10R, TK
Living Obs. Rm. Seats 20
Living Obs. Rm. Seats 15

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, 1/10R, 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, Executive Director
Location: Office building
Distance from airport: 15 minutes
1/1, 1/10R, CUL,
Living 25x15 Obs. Rm. Seats 8
Living 10x11 Obs. Rm. Seats 4
Multiple 10x11 Obs. Rm. Seats 4

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, 1/10R, VC
Conference 22x12 Obs. Rm. Seats 10
Multiple 14x13 Obs. Rm. Seats 8
Multiple 16x19 Obs. Rm. Seats 10
Conference 14x8 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 20
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 2021
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
Marina Gonzalez
Location: Office building
Distance from airport: 11 miles, 20 minutes
CL, 1/1, 1/10R, WC
Multiple 21x12 Obs. Rm. Seats 9
Living 13x10

Castello Veintitres, S.L.

Calle Castello 23
Entrepantia
Madrid 28001
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

Estudio Silvia Roca Barcelona

CLValencia 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. 34-914-324-493
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

Intercampo-Investigacion y Tecnicas de Campo

C/Bravo Murillo n 5
28015 Madrid
Spain
Ph. 34-91-448-33-12
marc@intercampo.es
www.intercampo.es
Location: Office building
Distance from airport: 6 miles, 40 minutes
1/1, 1/10R
Living 13x10 Obs. Rm. Seats 5

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.

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, 1/1OR, TK, VC, WC

Living 20x20 Obs. Rm. Seats 12

Living 16x13 Obs. Rm. Seats 8

Living 7x7 Obs. Rm. Seats 2

Living 7x7 Obs. Rm. Seats 2

Rosenthal Research

Marques de Campo Sagrado No. 24, 1, 1a
 Barcelona 8015

Spain

Ph. 34 93 506 6006

jan_flechsigs@rosenthal-research.com

www.rosenthal-research.com

Jan Flechsigs, Director

Location: Office building

Distance from airport: 10 miles, 15 minutes

CL, 1/1, 1/1OR

Multiple 23x13 Obs. Rm. Seats 6

Synovate

Calle Cartagena 70

28028 Madrid

Spain

Ph. 34-91-837-93-00

elvira.martin@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. 46-8-791-31-00

info@gfksverige.com

www.gfksverige.com

Cecilia Platzack

Location: Shopping mall

Distance from airport: 65 miles, 30 minutes

CL, 1/1, 1/1OR, 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

infoch@gfk.com

www.gfk.com

Location: Office building

Distance from airport: 60 miles, 60 minutes

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

Conference 20x10 Obs. Rm. Seats 10

Conference 10x7

Living 26x16 Obs. Rm. Seats 10

Living 23x16 Obs. Rm. Seats 10

Taiwan

Opinion Research Taiwan

Ziyun Street, #77, 1F,

Hsin-Yi District 110

Taipei

Taiwan

Ph. 886-2-2758-0866 or 886-930-974-595

kevinmeyer@ort.com.tw

www.ort.com.tw/

Kevin Meyer

Location: Office building

Distance from airport: 2 miles, 15 minutes

CL, 1/1, 1/1OR, WC

Conference 25x15 Obs. Rm. Seats 15

Living 15x15 Obs. Rm. Seats 15

Synovate

12th Floor, 35/37, Min Chvan East Road, Sec. 3

Chungshan, Ch. 104

Taipei

Taiwan

Ph. 88-6-22-719-9056

taiwan@synovate.com

www.synovate.com

Jenny Chang, Managing Director

Location: Office building

Distance from airport: 30 miles, 50 minutes

1/1

Conference 15x10 Obs. Rm. Seats 8

Conference 18x9 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@vov.com.tw

www.vov.com.tw

Location: Office building

Distance from airport: 50 miles, 40 minutes

1/1, 1/1OR, 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

Ukraine

Synovate

2-E, Tatarska Str.

2nd Floor

Kyiv 4107

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 Kingdom

ABA Market Research Ltd.

Hart House, 6 London Road

St. Albans, Hertfordshire AL1 1NG

United Kingdom

Ph. 44-0-1727-837322

mark@abarresearch.co.uk

www.abaresearch.co.uk

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

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 Osborne, Studio Manager

CL, TK

Multiple 19 x 15 Obs. Rm. Seats 10

Multiple 18 x 8 Obs. Rm. Seats 10

Aspect in the City

3 Canal Street, The Village

Manchester M1 3HE

United Kingdom

Ph. 44-0-161-242-7858

bookings@aspectinthecity.com

www.aspectviewingfacilities.com

Lynne Browne, Facilities Director

CL, TK

Multiple 18 x 18 Obs. Rm. Seats 15

Multiple 18 x 15 Obs. Rm. Seats 15

Multiple 14 x 13 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	19x15	Obs. Rm. Seats 15	
Living	21x16	Obs. Rm. Seats 15	
Multiple	18x16	Obs. Rm. Seats 15	

Attitudes

7 East Park
Crawley, West Sussex RH10 6AN
United Kingdom
Ph. 44-0-1293-601900
info@attitudesviewing.co.uk
www.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 HB
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	
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Bunnyfoot Studios

14-16 Jackson's Entry
The Tun, Holyrood
Edinburgh EH8 8PJ
United Kingdom
Ph. 44-0-131-557-5902
amanda@bunnyfoot.com
www.bunnyfootstudios.com
Elle Brennan, Studio Manager
Location: Office building

Distance from airport: 15 miles, 45 minutes
CL, 1/1, 1/10R, TK

Multiple	17x10	Obs. Rm. Seats 6	
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c:thru Viewing Facilities

56 Lansdowne Place, Hove
Brighton, East Sussex BN3 1FG
United Kingdom
Ph. 44-800-032-4083
julie@c:thru-viewingfacilities.co.uk
www.c:thru-viewingfacilities.co.uk

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, 1/10R, WC

Multiple	18x14	Obs. Rm. Seats 12	
Multiple	17x16	Obs. Rm. Seats 8	
Multiple	16x10		

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
Location: Office building
Distance from airport: 20 miles, 75 minutes
CL, 1/1, 1/10R, WC

Multiple	19x16	Obs. Rm. Seats 10	
Multiple	16x15	Obs. Rm. Seats 8	

Croydon Focus

8-10 Crown Hill, Church Street
Croydon, Surrey CR0 1RZ
United Kingdom
Ph. 44-20-8668-7873
roscores@roscores.co.uk
www.croydonfocus.co.uk

Location: Office building
Distance from airport: 20 miles, 25 minutes
CL, 1/1, 1/10R, 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@c:thru-viewingfacilities.co.uk
www.c:thru-viewingfacilities.co.uk
Julie Thompson, Facilities Manager
CL

Multiple	19x15	Obs. Rm. Seats 10	
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EdComs

Capital Towers, 91 Waterloo Road
London SE1 8RT
United Kingdom
Ph. 44-20-7401-4000
jon.batterham@edcoms.co.uk
www.edcoms.com

fastforward research

Crown House, Manchester Rd.
Wilmslow, Cheshire SK9 1BH
United Kingdom
Ph. 44-1625-543-700
research@fastforwardresearch.com
www.fastforwardresearch.com

**Focus Pointe Global - London**

11 Weymouth St.
London W1W 6DD
United Kingdom
Ph. 44-20-7908-6600
london@focuspointeglobal.com
www.focuspointeglobal.com

Belma Lusic, Facility Coordinator
Location: Free standing facility
Distance from airport: 14 miles, 30 minutes
1/1, 1/10R, 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 video-conferencing. Conveniently located in the heart of London. Worldwide fielding: field your projects worldwide through our network of affiliates in 70+ countries.

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	
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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	
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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	
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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, 1/10R, TK, TKO, VC

Multiple	17x14	Obs. Rm. Seats 10	
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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
Location: Office building
Distance from airport: 20 minutes
WC

Multiple	23x18	Obs. Rm. Seats 12	
Living	15x13	Obs. Rm. Seats 7	

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	19x16	Obs. Rm. Seats 15	
Multiple	12x13	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.

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
 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 10x8 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.

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
 Multiple 16x12 Obs. Rm. Seats 10

Marketlink Research Ltd.

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 11x7 Obs. Rm. Seats 3

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 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 13x8 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 12x6 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
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 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
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 Living 18x18 Obs. Rm. Seats 9
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 Multiple - Both Styles
 Room dimensions, when stated, are shown in feet.

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

Sensory Dimensions/Sensory Visions

Southglade Business Park, Cowlairst
 Hucknall Road
 Nottingham NG5 9RA
 United Kingdom
 Ph. 44-115-975-8720
 tracey@sensorydimension.com
 www.sensorydimensions.com
 Location: Office building
 Distance from airport: 30 miles, 50 minutes
 1/1, TK, PUL

Multiple	21x10	Obs. Rm. Seats 8
Multiple	21x21	Obs. Rm. Seats 6

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
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60 Watt Research

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	8x11	Obs. Rm. Seats 8
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Spectrum London

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

Spectrum Southgate

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

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

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
 Katherine Thomas-Wilson, Joint Managing Director
 Location: Free standing facility
 Distance from airport: 12 miles, 30 minutes
 1/1, 1/1OR, CUL, WC

Multiple	25x13	Obs. Rm. Seats 15
Multiple	16x13	Obs. Rm. Seats 10
Living	13x8	Obs. Rm. Seats 7

Taylor McKenzie Research & Marketing Ltd

The Glasgow View
 107 Douglas Street
 Glasgow G2 4EZ
 United Kingdom
 Ph. 44 0 141 221 8030
 marie@taylormckenzieuk.com
 www.taylormckenzieuk.com
 Marie Taylor, Managing Director

Multiple	42x28	Obs. Rm. Seats 20
Multiple	36x23	Obs. Rm. Seats 10
Multiple	36x20	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@totalfocus.co.uk
 www.totalfocus.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	13x18	
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 London WC2E 9SE
 United Kingdom
 Ph. 44-20-7655-9900
 mail@2cv.co.uk
 www.2cv.co.uk

User Vision Focus

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Edinburgh EH2 3QA
United Kingdom
Ph. 44-131-225-0850
info@uservisionfocus.co.uk
www.uservisionfocus.co.uk
Amy Matthews, Office Manager
Location: Office building
Distance from airport: 7 miles, 20 minutes
CL, 1/1, 1/1OR, CUL, PUL, WC
Conference 21x15 Obs. Rm. Seats 14
Multiple 10x12 Obs. Rm. Seats 10
Multiple 10x12 Obs. Rm. Seats 8
Living 12x9 Obs. Rm. Seats 5

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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 18 x 12 Obs. Rm. Seats 20
Multiple 18 x 12 Obs. Rm. Seats 10

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.viewpoint-services.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

Viewpoint Services

56 Palace Road
East Molesey, Surrey KT8 9DW
United Kingdom
Ph. 44-20-8783-2700
info@viewpoint-field.com
www.viewpoint-services.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

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 16x9 Obs. Rm. Seats 10

West Midlands Viewing Facility

86 Aldridge Road, Perry Barr
Birmingham B42 2TP
United Kingdom
Ph. 44-121-344-4848
info@wmvf.co.uk
www.wmvf.co.uk
Trudy Walsh or Fiona Walsh
Location: Free standing facility
Distance from airport: 17 miles, 30 minutes
1/1, 1/1OR
Multiple 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 14x9 Obs. Rm. Seats 10
Multiple 8x6 Obs. Rm. Seats 5

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

Wyoming Studios Watford UK

Windsor House
204 Lower High Street
Watford, Hertfordshire WD17 2EH
United Kingdom
Ph. 01923-230616
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

Venezuela

Datos Information Resources

Urb Santa Fe Norte, Av Jose Maria Vangas
Torre del Colegio, Medico, Pisa 12
Caracas 1080
Venezuela
Ph. 58-212-9180-300
alice.charr@datosir.com
www.datosir.com
Location: Office building
Distance from airport: 30 minutes
CL, 1/1, 1/1OR
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La Urbina, Caracas 1073
Venezuela
Ph. 58-212-241-2605 or 954-607-7977 (US)
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
Conference 10x10
Conference 10x9

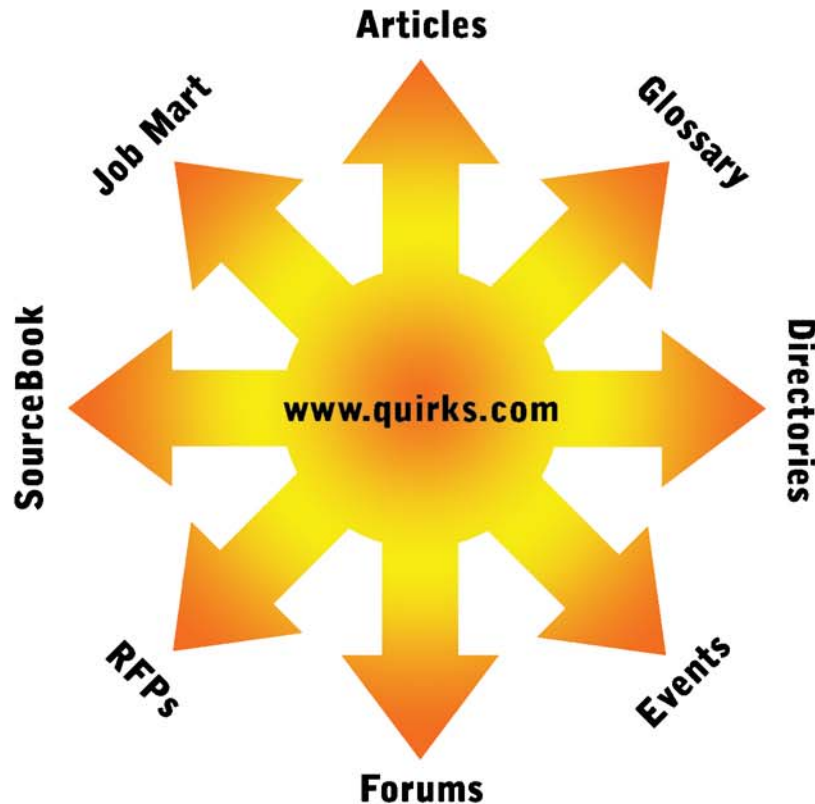
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Miranda
Los Palos Grandes, Caracas 1060
Venezuela
Ph. 58-212-918-2100
marketing-ccs@statmark.net
www.statmarkgroup.com
Location: Office building
Distance from airport: 30 miles, 45 minutes
VC
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Industry study finds researchers struggling, adapting

The folks at Rockhopper Research, Summit, N.J., have released the results from the 2009 incarnation of the annual Research Industry Trends study and, as you might expect, positivity was in short supply.

True, respondents generally felt that the worst of the bad times are over. But more troubling is the impression that the economic pressures have driven budget-conscious non-researchers to the Web, where they have discovered that DIY research tools and plain-old scouring of the Internet can sometimes satisfy their information-gathering needs.

That kind of “Who needs a researcher?” attitude, coupled with a general sense that research company margins are too high, is enough to make the industry’s blood run cold.

The study was fielded in August and drew 512 usable responses, largely from researchers on the vendor/provider side. Respondent groupings are as follows: full-service providers made up 42.6 percent; research consultants, 25.6 percent; research client/purchaser in an enterprise, 10.9 percent; data collection, 8 percent; qualitative research provider, 5.7 percent; ad agency, 3.7 percent;

and academic/non-profit/medical researcher, 3.5 percent. (I was happy, of course, to see Quirks.com again at the top of list of online sources used to locate research providers!)

No one appears particularly sanguine about the state of things.

- 73 percent felt that research is becoming commoditized and clients are less willing to pay for quality.
- 70 percent said clients are demanding shorter timelines for projects and faster delivery of findings.
- 63 percent agreed that non-researcher management are conducting their own surveys on the Web.
- 45 percent foresaw less demand for primary research, thanks to managers who think they can learn anything they need by going online.

Against that backdrop, as the study’s excellent report states it, two key questions arise: How long can a healthy industry operate on low margins with insufficient resources? And, what should be done to promote the perception that research is a valuable undertaking that requires expertise and experience and that investing in quality makes good business sense?

Driving force

Change seems to be the driving force across all techniques. While certain tried-and-true approaches are still popular, there appears to be a lot of dabbling or experimentation going on, whether it’s fueled by economic desperation (“I’ve got to find a cheaper way to get this information”), methodological curiosity or project needs.

Looking generally at usage, focus groups were used by 86 percent, same as in 2008. In-person in-depth interviews (IDIs) declined a bit to 64 percent, perhaps to the benefit of phone-based (without the Internet) IDIs, which went from 44 percent usage in 2008 to 50 percent usage in 2009.

On the quant side, Web-based surveys are still king, used by 87 percent of respondents in 2009. CATI and face-to-face/intercepts held their ground compared to 2008 usage numbers, with nearly identical 2009 figures of 60 percent and 48 percent, respectively.

Overall, respondents generally echoed 2008 sentiments when it came to the issues that affect data collection choices, citing the related bugaboos of client budgetary con-

straints and “the economy/business slowdown” as the two main factors.

Top issues

What are the top issues facing the industry (respondents could choose multiple responses)? Price or budget pressure from the current economic conditions (86 percent), research treated as a commodity/less willingness to pay for quality (73 percent), demands from clients for shorter timelines and faster delivery of findings (70 percent), surveys that are too long (68 percent) and non-research managers doing their own surveys on the Internet (63 percent) were some of the top-cited factors.

Many strategies were mentioned for addressing those issues, including exploring new methodologies, doing more with the same resources, exploring new technologies and exploring new sample resources. In a sign of the times, working longer hours with less staff and asking for sacrifices from vendors and employees also debuted on the list.

Looking to the future, the quantitative methodologies seen as being used more in 2010 than in 2009 included mobile phone surveys, online surveys, surveys within online communities and surveys on blogs. Those with the largest ostensible decrease in use were mail surveys, CATI, IVR, face-to-face/intercepts and CAPI.

On the qualitative side, respondents said 2010 would see increased use of interviews/groups using online communities, hybrids (two or more qualitative methods in one study), interviews using or monitoring of blogs, bulletin board studies, using panels (all kinds) for sample and chat/text-based online focus groups. Those with the highest percentage of respondents planning a decrease in use were telephone focus groups, in-person IDIs, traditional in-person focus groups and telephone IDIs.

Hopeful but unconvinced

In their general assessments of 2010, respondents typically fell into the hopeful but unconvinced camp. Forty-four percent said they expected increasing volume and research revenue/spending in the coming months but had seen no evidence of those trends yet. Equality reigned on the upper and lower ends of the optimism spectrum: 21 percent said they expected the depressed levels of revenue to continue for some time to come and 21 percent said they believed the worst was over and expected revenue and spending to increase. Let's hope the latter camp's prescience bears out! | **Q**

(The 2009 report can be accessed free of charge at www.rockhopperresearch.com/about/index.aspx?pageID=310)

correction

On page 26 of the November issue (“Mrs. Wu makes a meal”), due to a text-flow error, the e-mail address in the editor’s note for author Hy Mariampolski appeared to contain a hyphen. The correct e-mail address is hy@qualidataresearch.com.

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News about Quirk's and quirks.com

Show - don't tell - with Quirk's multimedia directory

If a picture's worth a thousand words, what's a video? This month, Quirk's will launch the research industry's first directory of marketing research multimedia, designed to be a complete repository for all marketing research audio, video, PowerPoint slideshows and other research-related multimedia. The directory will eventually include Webinars on demand, tutorials, research presentations, news, interviews, product demos and much more! To list your research multimedia content, contact Alice Davies at alice@quirks.com.



Online directories: Get on the map!

Did you know that Google Maps capabilities have been included in all of Quirk's online directories? Once you've narrowed down the choices to a firm or facility you're

interested in, click on a link to see its exact location - you can even map multiple locations on a single map to determine which company has the best location for your project. Check out other nearby businesses and even scope out the building and neighborhood using Google Street View. Google Maps and Quirk's are making it that much easier for clients to find exactly what they need.

Independently confirmed: Quirk's is THE source

Quirk's is tops again as the place to find and be found! Quirks.com was named the primary online resource for clients looking for research providers and for providers to advertise and list their services, according to the Research Industry Trends 2009 report from Rockhopper Research. Quirks.com rose 6 percent from 2008 to 2009 (25 percent to 31 percent) as the No. 1 online source used to locate providers, beating out the next-highest source, GreenBook.org, by 8 percentage points. For providers planning on using online advertising and enhanced listings, Quirks.com is again No. 1 and more than doubled in popularity over 2008 (58 percent over 23 percent).



cover-to-cover

Facts, figures and insights from this month's issue



Never are you more vulnerable to the standards, practices and ethics of your supplier than when you can't monitor the interviews yourself. And, unless you're multilingual, it's unlikely that you'll be able to handle this function personally - which makes it even more critical that someone who speaks the language is acting as an ombudsman. Why drop your standards simply because the interviewing is being conducted in a different language? (page 22)



We all know that including video in a report is a nightmare, or at least it used to be. There are editing tools offered by some of the available platforms that make it simple to create compelling video clips to include in client presentations. With very little effort (and no artistic talent whatsoever) the summary video can look quite professional. (page 27)



Mixed-method studies are often treated as a series of discrete projects strung together, with too little anticipation of the complexity aligning each phase and effectively leveraging all insights upon conclusion. It is this complexity that makes mixed-method studies rife with potential pitfalls. (page 28)



Indeed, by not limiting category usage (depending on the learning objectives) it can be interesting to see what brands and products within the category become the avid consumer's second choice. (page 39)

>>> Enter to win!

Your choice of one deliverable from the Four Rs of Research study, conducted among client-side research executives in Quirk's database, and a one-hour training session with Research Innovation and ROI Inc. Prize offered to client-side researchers only.

- > Conversation guides for use with internal clients
- > Access to SurveyExchangeSM
- > Methods and simulator to help quantify the economic value of research
- > Strategies to overcome politics and inertia in implementing research results
- > Several other deliverables to choose from



To learn more, download a presentation at www.researchinnovationandroi.com.

To register, send an e-mail to contest@quirks.com with your complete contact information. Please include "Four Rs Contest" in the subject line. All participants entering the contest will receive a 10 percent discount if they choose to purchase the full study. Deadline to enter is December 31, 2009. The winner will be selected at random and announced in the February issue of *Quirk's*.

Congratulations to October's winner, Judy Nolan of Roche Diagnostics Corporation, Indianapolis. October's prize was a swag basket of Quirk's-branded items.



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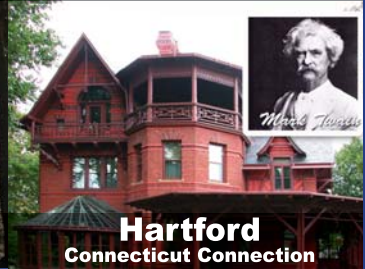
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