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Marketing Research Report

DECEMBER 2010

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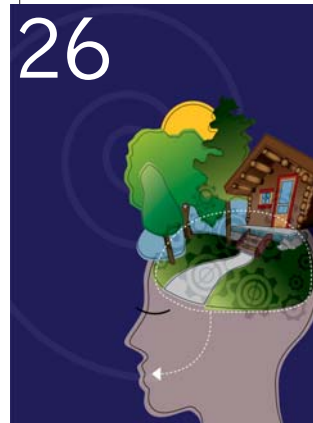


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news and notes on marketing and research



Top 10 2010 holiday retail trends

It's fair to say that - refreshingly - the 2010 holiday season will differ from 2009 in a host of ways, and the following are trends and nuggets from an October 20 blog post from Ellen Davis, vice president and spokesperson for the National Retail Federation, New York.

- 1. Americans (still) aren't ready to declare an end to the recession.** Sixty-two percent of holiday shoppers say the economy will impact their spending plans this year. Many will spend less (81.5 percent), others will compensate by shopping for sales more often (54.1 percent), using coupons more frequently (40.6 percent) and comparison shopping online (30.9 percent).
- 2. There's a glimmer of hope.** The pendulum is swinging back, albeit slowly. Retailers may have a bit of breathing room this year to focus on factors other than price and promote items other than the basic necessities.
- 3. Fundamentals are out. Fun is in.** While gift cards and clothing will remain the most requested holiday items this year, the number of people putting jewelry on their wish lists this year is up 13 percent from a year ago. If last year was the year to buy your wife a vacuum cleaner, this is the year to buy her a necklace.
- 4. There's still room for service with a smile.** It's no surprise that, during a recession, sales or discounts and everyday low prices take the cake, but that number dropped from last year's all-time high of 43.3 percent. Younger adults ages 18-24 are twice as likely as other adults to say that they'll choose a store based on service.
- 5. Forget price.** It's all about value. Shoppers are looking at the big picture. Does the digital photo frame that costs 20 percent more hold twice as many pictures? Is the sweater made from cashmere versus polyester so much softer that it's "worth it"? That's all part of the value equation.
- 6. Kids today are a walking contradiction.** The Generation Y contingent is spending pennies on the holiday season compared to other adults (\$469.32 for young adults 18-24 versus \$688.87 average) but are among the first to head out and make "non-gift" purchases for themselves.
- 7. It's all about me. Again.** The number of people who will take advantage of holiday sales to make non-gift purchases for themselves is up 8 percent this year, and the average person will spend about \$108 on these just-for-me purchases. Who's most likely to spend on themselves? Men (58.2 percent), young adults 25-34 (70.5 percent) and Southerners (58.6 percent).
- 8. Men are from Mars. Women are from Venus.** Men will spend about \$20 more than women on holiday purchases and are 4 percent more likely to shop at department stores.
- 9. The biggest spenders are just one click away.** People who will shop online will spend 25 percent more than average adults (\$858.49 for online shoppers versus \$688.87 for all adults) and are more likely to start shopping early and make personal non-gift purchases.
- 10. Can you hear me now? Good.** More than one-fourth of Americans who have a smartphone will use a mobile device to shop for gifts, compare prices and research products (or read reviews, buy merchandise, find nearby stores, etc.).

Is social networking connective and satisfying or isolating and overwhelming?

The expectation of social media to be an immediate connection to all friends, family and acquaintances at all times can be overwhelming to the point of being stressful. According to a survey conducted by Flock, a Menlo Park, Calif., social media Web browser creator, which asked how social media users handle the vast amount of social media content that comes across their computers and mobile devices every day, many feel pressure to keep up with their online communications, particularly with e-mail, where 74 percent stated they should respond that day. Another 52 percent felt the need to reply immediately to Facebook postings.

However, while also almost two-thirds feel stressed at some point to keep up with online social media, 93 percent feel their relationships with others have stayed the same or improved because of their interaction with friends and family through social media.

Data from Rochester, N.Y., research company Harris Interactive corroborates Flock's findings that, on the whole, social networkers are grateful for the opportunity to communicate more often and with more people. Almost three in five online adults say they feel more connected to people now than they did before social media, and 56 percent say they find they keep in touch more with friends now than in the past. Over half of social media users surveyed say they feel very connected or connected to close friends (58 percent) and immediate family (52 percent), while 42 percent say they feel this way about extended family through social media use. Around one-third of social media users feel connected or very connected through social media to friends of friends and/or acquaintances (36 percent) and old classmates (32 percent).

Social media users also have preferences for how they want to connect with people. More than two in five social media users say that, in general, they prefer to interact with acquaintances using social media rather than face-to-face, but only 23 percent say the same about interacting with friends and 19 percent say so about interacting with family.

Gap learned the value of crowdsourcing too late

Gap's ill-fated foray into using crowdsourcing to freshen its logo serves as a cautionary tale of what not to do when attempting to harness the power of online communities, according to Natalie Zmuda's October 7 and Andrew Hampp and Rupal Parekh's October 11 articles in *Ad Age*.

Gap intended to launch a new logo to reflect the evolution of its brand, which included a bold Helvetica font and smaller blue and black boxes to the lower-right of the Gap name. The plan was to roll out the refreshed logo, designed by Laird & Partners, on gap.com and feature it in its upcoming holiday campaign. Once the logo was featured on the company Web site, Gap was overwhelmed with the (predominately negative) passionate outpouring online from customers on Facebook, so the company decided to turn its potential rebranding into an after-the-fact crowdsourcing project.

But instead of crowd steering the global retailer in a fresh direction, Gap heard loud and clear that its skinny white lettering and blue block should remain untouched. Had Gap been privy to this view prior to the logo launch, it could have saved money and embarrassment. Gap's official Facebook page has more than 720,000 fans and has been the main channel through which the company has posted updates and responses to the criticism regarding the new logo.

Less than a week after opening up the rebranding project to the online masses, Marka Hansen, president, Gap North America, acknowledged that the logo switch was a mistake and that the company would be tabling any changes for the foreseeable future. "We are clear that we did not go about this in the right way. We recognize that we missed the opportunity to engage with the online community. This wasn't the right project at the right time for crowdsourcing."



A new experience for in-person focus groups

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 - Use of advanced technology is intriguing and engages the respondent even more in the dialogue
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 - Larger market representation in less time due to elimination of travel required to all markets
 - Join hard-to-reach targets from multiple locations to ease recruitment difficulty or enable more groups to be feasible (i.e. Fortune 500, Federal Government, purchasers of niche products)

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Millennials not alone in their search for convenient meal preparation

America's twenty-somethings, known as Millennials or Generation Y, like to live in the moment. Apparently, that's also how they choose to eat. Millennials are more likely than consumers in other age groups to say their food choices at main meals are motivated by cravings, cost control and minimal preparation time, according to National Eating Trends, a study from Port Washington, N.Y.,

inexpensive meal solutions.

Millennials aren't the only ones searching for more convenient food options. Data from the National Eating Trends study, which marked its 30th year in 2010, shows that everyone else is as well, with slow cooker, microwave and grill use having risen dramatically.

Thirty years ago, for example, 72 percent of main dishes at dinner were homemade, compared to 59 percent of main dishes made from scratch in 2010, with many households preferring ready-to-eat/frozen foods and assembling a meal rather than preparing it.

Americans are eating many of the same foods they ate three decades ago, but how and who prepares the foods has changed. A sandwich is still among

the top foods consumed, but 30 years ago the sandwich was prepared by someone in the household. Today that sandwich is more likely ready-to-eat, frozen or prepared by a restaurant or food service outlet than ever before.

The average number of food items used per meal decreased from 4.44 in the 1980s to 3.5 in 2010. Year-round grilling, microwave ovens and slow cookers are among the appliances that helped make meal preparation easier and more convenient. The percent of meals cooked by a microwave has doubled since the 1980s. Households using a slow cooker at least once in a two-week period jumped 67 percent from the 1980s to 2010. Over one-third of American households use the grill to make a meal at least once in a two-week period. For more information visit www.npd.com.

User-generated video rivals TV ads for persuasion and memorability

Ostensibly, the purpose of user-generated product reviews is for consumers to help each other become better-informed shoppers. But these videos may end up helping marketers even more. According to an analysis of 25 selected product reviews conducted by Reston, Va., research company comScore and EXPO Communications Inc., New York, there is potentially much marketing value to be mined from user-generated video content, as the most memorable and persuasive user-generated product reviews contained many of the sales effective elements seen in professionally-produced television commercials, and the rates of presence of many of these elements were greater than those typically seen in the rival digital format of banner and rectangle display ads.

Videos were scored on a scale of 1-100 using comScore ARS Zipline, the company's content assessment methodology, to quantify the potential of advertising creative to be recalled and to persuade consumers. A sample of 25 video product reviews across various categories (including electronics and consumer packaged goods) was selected and evaluated according to their inclusion of content known to be key drivers of persuasiveness and memorability, such as the presence of rational, emotional and structural attributes. The product reviews were drawn from the EXPO online product review database, and the TV and digital ads were selected from comScore's ARS database. Among the highest-performing videos were reviews for Clairol, Gain, Mr. Clean Magic Eraser, LG Electronics and Apple.

The study also revealed that the user-generated videos displayed their greatest strengths in areas different from other forms of media.

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research company The NPD Group.

Millennials' food selections indicate a here-today-gone-tomorrow mentality. They are much more likely than consumers in other age groups to use frozen entrees or other food items that are portable and do not require preparation. As with most of these food offerings, there is usually little opportunity for leftovers, which correlates to their relatively low rate of leftover usage. A typical Millennial has 68 meals a year that contain a leftover item, but adults in their 30s to early 40s are using leftovers in 82 meals a year. The use of leftovers generally increases with age (young Boomers 79 meals; older Boomers 93; and seniors 114).

In addition to convenience, cost control is a major motivation for Millennials, and frozen food and other convenience-oriented food products often provide relatively



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names of note

Irving Merson, former president of the *Qualitative Research Consultants Association*, St. Paul, Minn., and principal of Irving Merson Associates, died on October 12 at age 73.

Arbitron Inc., a Columbia, Md., research company, has named **Kim Myers** manager, senior media relations. **Gregg Lindner** has also joined the company as chief research officer and executive vice president, service innovation.

Chicago research company *Synovate* has made several appointments to its global operations: **Klaus Paur**, managing director, Synovate Motoresearch, Greater China and Korea; **Jeff Stewart**, executive direc-



Stewart

Villa



El Naggar

tor, Synovate in Hong Kong; **Paul Villa**, senior vice president, payer and market access research, Synovate Healthcare; and **Xavier Quenaudon**, senior vice president, customer experience. Additionally, the company has promoted **Tamer El Naggar** to CEO, Middle East and North Africa.

Randy Giusto has joined New York research company *Ipsos Vantis* as

senior vice president, technology.

Digital Research Inc., Kennebunk, Maine, has hired **John Leggett** as research director and **William Buxton** as research assistant.

Ted McConnell has been named executive vice president, digital, of the *Advertising Research Foundation*, New York.



McConnell

Macdermid

QSR International, a Doncaster, Australia, research company, has hired **Tim Macdermid** as vice president, global sales. He will be based in Melbourne.

Kieron Mathews, managing director of *Kadence UK Ltd.*, a division of Framingham, Mass., research company Kadence International, has relocated to the company's North American office.

Vancouver, B.C., research company *Vision Critical* has appointed **Van Guerra** as vice president, global panel recruitment. Guerra will be based in Toronto. The company has also named **Ashira Gobrin** senior vice president, central operations group.

Quick Test/Heakin, a Jupiter, Fla., research company, has named **Dennis Hill** manager of Quick Test/Heakin's Tacoma, Wash., facility. The company has also promoted **Christal Boling** to manager of its Detroit facility.

The Qualitative Research Consultants Association, St. Paul, Minn., has elected its board of directors for

2010-2011: **Nancy Hardwick**, Hardwick Research; **Susan Thornhill**, Thornhill Associates; **Matthew Towers**, Towers Research Services; **Susan Saurage-Altenloh**, Saurage Research; **Liz Van Patten**, Van Patten Research; **Benjamin Smithee**, Spych Market Analytics; **Manuela Fletcher**, Andrew Fletcher Consulting Ltd.; **Foster Winter**, Sigma: Research Management Group; and **Susan Abbott**, Abbott Research and Consulting.

Ipsos Loyalty, a Toronto research company, has hired **Joe Mann** as vice president, business development. Mann will be based in Minneapolis.

Lisa Fridley has been promoted to vice president of *MarketVision Research*, Cincinnati.

ICM Research, London, has added **Nathan Bartlett** to its retail team; **David Perry** as project director to



Bartlett

Hall

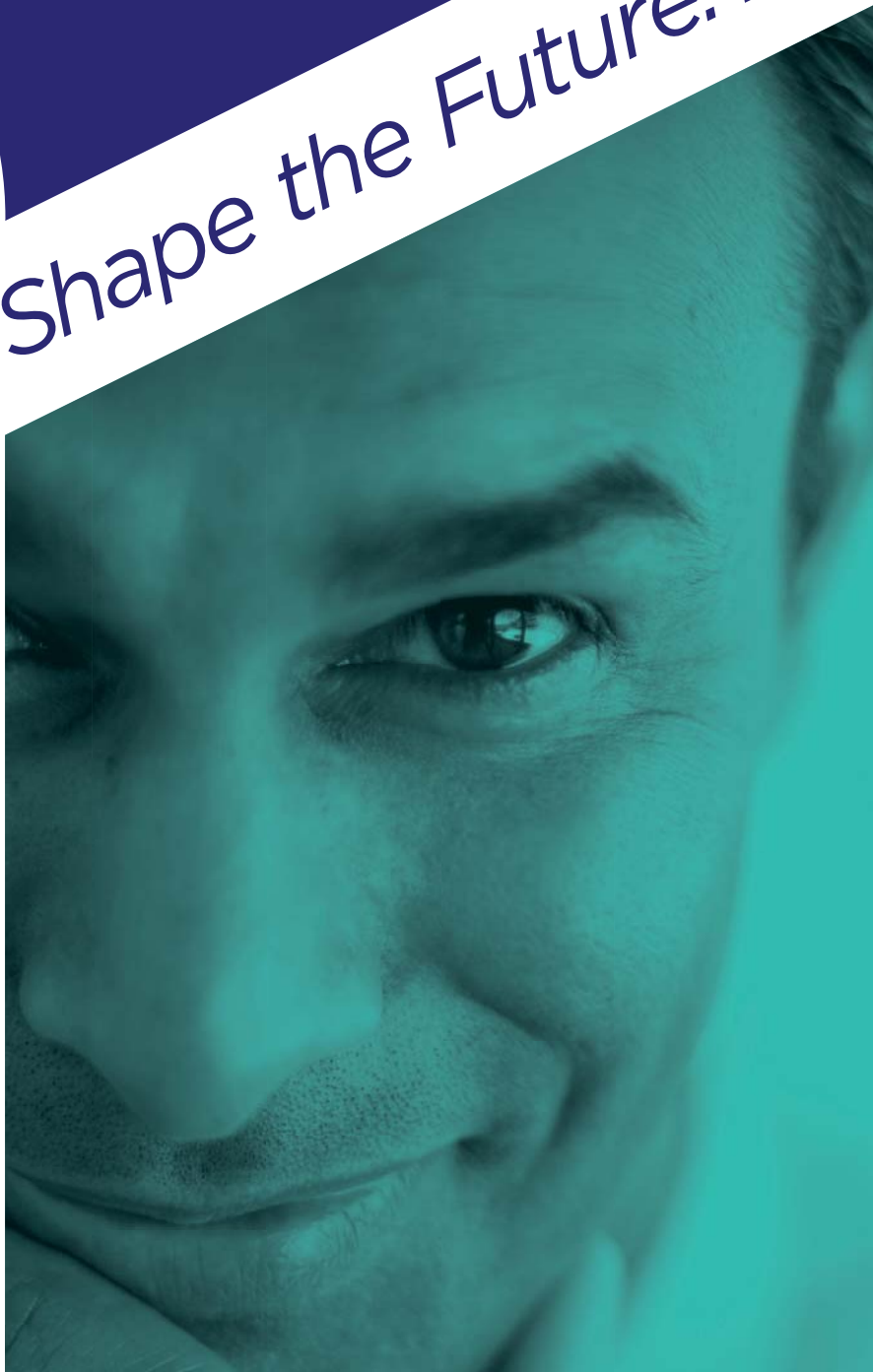
its financial team; **Arwen Sleight** and **Jess Jarvin** as project manager to its financial division; **Kathryn Hall** as associate director, qualitative; **Nora Hungershoefer** as project manager; and **Hadiya Hassan** as qualitative administrator.

Interviewing Service of America, a Van Nuys, Calif., research company, has promoted **Jennifer Holland** to vice president, client services. She will head the company's western New York office.

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product and service update

ComScore announces updated Campaign Essentials and mobile tagging

Reston, Va., research company comScore Inc. has introduced the second generation of comScore AdEffx Campaign Essentials, a service designed for digital media planning and optimization. The updated version includes the availability of digital gross rating point (GRP) overnights instead of reporting of campaign-specific audience reach, frequency and GRPs on a total campaign period basis. The service also features campaign reporting across global markets; verification of ad delivery by audience and geography; and detailed campaign analysis by creative and placement strategy.

With a built-in optimization dashboard, Campaign Essentials aims to allow clients to find the best-performing sites for a particular campaign and understand how ads were delivered according to the different placement strategies used – such as audience targeting, contextual targeting, premium pricing, efficiency pricing, run-of-network and retargeting – and how they perform in relation to one another.

Separately, comScore has made available its mobile-optimized tagging capability for publishers, designed to provide measurement of mobile audiences across all geographies by giving brands the ability to tag mobile Web and application assets to enable accurate measurement of audiences – including unique traffic counts and engagement metrics – across a variety of devices and platforms. For more information visit www.comscore.com.

Revelation debuts mobile survey app for iPhone and iPad

Revelation Inc., a Portland, Ore., research company, has released Revelation Mobile, a research study participant app that runs on the iPhone and iPad. Revelation Mobile is intended to allow consumers to capture and record their behavior in real time and therefore give researchers access to the behaviors and insights of partici-

pants. Registered Revelation users can download the app at the iTunes store for free. Revelation Mobile integrates with Revelation's software platform to record, aggregate and integrate mobile activities into overall study results. Revelation Mobile is specifically designed for mobile diary, shopping experience and app-evaluation projects. For more information visit www.revelationglobal.com.

Peanut Labs aims to harness the Wisdom of the Web

San Francisco research company Peanut Labs has partnered with Pittsburgh research technology and software firm CivicScience to offer Wisdom of the Web, an engagement model for analyzing consumer sentiment, marketing strategy and market trends. Wisdom of the Web is designed to survey respondents through short-form, one-to-three-question polls, embedded in commonplace polling applications across a variety of third-party Web properties, including news sites, blogs, social networks, membership organizations and mobile-based locations. Each respondent's profile can accumulate longitudinally by linking their answers to a unique, anonymous digital identifier. As a respondent's profile grows, the delivery of new questions can be optimized to build a profile of attitudes, beliefs, preferences and demographics. For more information visit www.peanutlabs.com.

Itracks debuts three qual/quant offerings

Saskatoon, Saskatchewan, research company Itracks has released a qualitative research offering intended to simulate in-person focus groups by utilizing streaming video technology. The Itracks Video Focus Group application employs videostreaming technology with the goal of providing advanced reporting for marketing and market research professionals and allowing users to conduct one-on-one or group interviews, with transcripts available immediately after the session is finished. The application

was developed specifically for concept testing, ideation, customer feedback and Web site usability. Itracks' Video Focus Group software includes mark-up tools, polling, real-time chat, observer access and live technical support.

Separately, Itracks has launched its bulletin board focus group (BBFG) software, along with its do-it-yourself (DIY) qualitative survey tool. The fourth-generation bulletin board software from Itracks, dubbed BBFG 4.0, offers a selection of features and management tools.

Itracks' DIY survey tool, Talk Now Surveys, is designed to help qualitative researchers reduce their recruiting and survey costs and can be used for adding quantitative exercises to qualitative research projects, such as polling and screener questions. For more information visit www.itracks.com.

Invoke announces new beta of groketeer

Boston research company Invoke Solutions has released a new beta version of groketeer, the company's product for the do-it-yourself (DIY) survey market and user. The updated beta version continues to be free to use and includes two specific added features. First, SPSS survey data files can be uploaded to groketeer in addition to other platforms, such as Critical Mix, Conconfirm, SurveyMonkey and SurveyGizmo. Second, the version includes multiple getting-started tips and usability improvements. Other groketeer features include a user-friendly interface; fully-automated charting of survey data; data filtering; statistical testing; data display customization; creating PowerPoint presentations; creating Excel crosstabs reports; and data sharing. For more information visit www.groketeer.com.

CMI launches Decision Pathway Modeling Simulator

Atlanta research company CMI has released its Decision Pathway Modeling

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News notes

Mountain West Research,

Pocatello, Idaho, has agreed to pay a \$20,000 fine in a settlement with the Attorney General's Office for illegal push polling conducted in July on behalf of Democrat politician Paul Hodes. Mountain West made telephone calls defined as push polling by state election law and were illegal because the company did not provide necessary disclosures. Law requires the pollster to identify either the candidate on whose behalf the call is being made or the candidate being opposed in the push poll and provide the telephone number from where the push polling is being conducted.

Berkeley, Calif., research company **NeuroFocus** has released **NeuroStandards**, a set of principles for conducting EEG-based, full-brain measurements intended for application to market research studies. The three core segments of **NeuroStandards** are standards for study design, protocols and the establishment of statistical sampling processes and sample sizes; standards for laboratory operations, including specialized design and construction techniques and materials, staffing and training, data collection and management and lab processes and procedures; and safeguards for maintaining strict protections for consumers, their rights and their data.

Acquisitions/transactions

Facts International, a Kent, U.K., research company, has acquired London research company **acefield-work** for an undisclosed amount. The companies will continue to trade separately under their existing brand names but plan to merge in 2011.

New York research company **WorldOne** has acquired **Field Facts UK**, a Framingham, Mass., research company. The Field Facts facilities will operate under the name **WorldOne Studios**.

Alliances/strategic partnerships

Montréal research company **Voxco Inc.** and **MARSC**, a Dorking, U.K., research software company, have partnered to provide a software package combining **MARSC's** panel management software with **Voxco's** data collection software.

Fort Washington, Pa., research company **Centris** and Chicago research company **New Paradigm Resources Group Inc.** have formed a strategic alliance to expand the market analysis services available to telecommunications companies.

Ugam Research Solutions, New York, has entered into a strategic partnership with **Physicians Interactive Holdings (PIH)**, a Marlborough, Mass., medical resources and services provider, to offer health care data collection for the market research industry using **Ugam's** data collection and **PIH's** panel of 170,000 U.S. physicians.

Atlanta research company **CMI** has partnered with Mountain View, Calif., research software company **NetBase** to offer **NetBase's** social media capabilities to **CMI's** marketing research clients. The agreement aims to allow **CMI** to use semantic technology to gather insights from several sources of public and private online information.

Association/organization news

Several crowdsourcing companies have collaborated to create **Crowdsortium**, a trade organization intended to serve as a resource to crowdsourcing funders, practitioners, customers, researchers and eventually the crowd themselves. Membership in the **Crowdsortium** is free to join, but all members must meet a number of membership criteria, including being a crowdsourcing practitioner, customer, researcher or funder. For more information visit crowdsortium.org.

The Advertising Research

Foundation, New York, has launched its Research Quality Super Council (RQSC) to provide leadership and member intellectual capital for research quality initiatives. The RQSC will aim to develop frameworks and acid tests by which "the better" can be more clearly discerned with greater speed and assurance. It will also offer a forum for sharing research-on-research and solutions to quality issues and will address practices as well as methods.

Awards/rankings

ESOMAR, Amsterdam, the Netherlands, has announced the winners of its 2010 **ESOMAR Congress awards**. **David Bakken** of **KJT Group** won the award for best paper overall; **Ludovic Depoortere** and **Wim Hamaekers** of **Rogil Marketing and Sensory Research** won the award for best case history; and **Florian Bauer** of **Vocatus** won the award for best methodological paper.

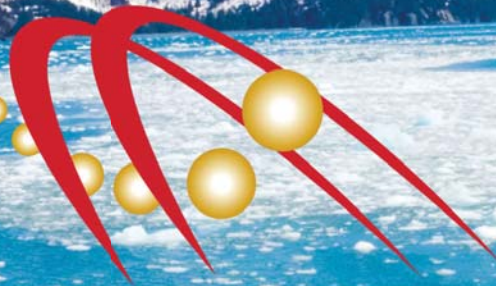
Additionally, **ESOMAR** has named **Keith Bailey**, **Adam Chmielowski**, **Andy Dexter** and **Leanne Tomasevic** the recipients of its excellence award for best paper 2009/2010.

Finally, **Will Goodhand** of **BrainJuicer Group PLC** was awarded the title of 2010 **ESOMAR Research Superstar** for his presentation aimed at persuading a traditional research buyer to use an online community.

Reston, Va., research company **comScore Inc.** has been named to the **Deloitte Technology Fast 500**, a ranking of the fastest-growing technology, media, telecommunications, life sciences and clean technology companies in North America. Rankings are based on percentage of fiscal-year revenue growth from 2005-2009.

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Ethnography goes digital

As the vice president of strategy and insights for a design agency, I am continually evaluating the most effective way to inform and focus our design process. With the many research tools available for product and package design, I have found that digital ethnography—which involves product users blogging about their experiences – provides a time-efficient and cost-effective way for clients to be an anonymous and integral part of consumer research.

A popular definition of ethnography is found in Hammersley and Atkinson (1995:1): “In its most characteristic form it involves the ethnographer participating, overtly or covertly, in people’s lives for an extended period of time, watching

what happens, listening to what is said, asking questions – in fact, collecting whatever data are available to throw light on the issues that are the focus of the research.”

There are times when in-person contextual observation provides a firsthand understanding of the interactions of people, places and things. The subjects forget that they are being observed and consequently the behavior captured can be very honest and truly representative. Ethnographic observation can take place over time and allows the observer a window into the context of use.

In-person ethnographies are also a better venue for consumer exposure to raw ideas or stimuli. However, in-person ethnographies at times have

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their limitations. Covert observation is usually confined to places where the observer is unseen, typically in places that are not in-home or where many products and packages are being used. If the observation is overt and in-person, there is a risk that the subject will alter behavior or the habitat based on the artificial nature of the interview.

Additionally, the interviewer will be present only for a stated period of time per day or a designated number of days per week. Unless there are unobtrusive video recordings, the observer cannot be there at each usage occasion.

Detailed chronicles

When executed by trained observers and interviewers, digital

snapshot

While traditional in-person ethnography continues to have its place in the product development process, digital ethnography - in which product users blog about their experiences - offers its own set of advantages.

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ethnographies maintain some of the advantages of in-person ethnographies and even overcome some of the disadvantages. They provide continuous and extremely detailed chronicles of consumer use through online daily diaries that document a user's experience with a brand or category, without having to actually move into the consumer's home.

Participants are recruited based on their usage of a category or brand. Screening is disguised so the subject is not aware of what part of their day or routine will be of interest. Activities are scripted so that bloggers proceed with their daily routine as usual. The only difference is that the participants are creating their online diary, as well as documenting certain events with photos and uploaded videos. Once the behavior is captured, there is additional opportunity to probe what was reported and observed.

Given the anonymity of the online portal, consumers are comfortable openly and honestly detailing their daily interactions.

They do not feel observed, they do not feel the need to "clean up" their surroundings - as they might in the presence of an in-person observer - or stage environments or use products and packages only as directed. Rather, they do what they would normally do, since they are truly alone or with the people with whom they usually are when they experience the product or package.

Consumers are able to upload photos and videos, so researchers can watch what happens, including workarounds, and listen to what is said, revealing the articulated and unarticulated consumer wants and needs. Researchers can translate the conversation and observed workarounds into product and package opportunities. Digital ethnographies are also able to maintain the longitudinal nature of traditional ethnographic observation and conversation by engaging consumers over an extended period of time versus the typical in-person interview, which is finite.

Since digital ethnographies are

online, the number of viewers of the photos, videos and conversation is unlimited. All project team members are invited to log in to the blog site at their own pace. Based on what they observe, team members can submit their questions and probes to the interviewer, who will query the respondent as appropriate.

Once the interviewer is satisfied that the observation is pure and honest, s/he can probe articulated pain points, observed and stated satisfiers as well as observed but unarticulated pain points. In this way digital ethnographies satisfy the Hammersley and Atkinson (1995:1) definition of ethnography. They provide the window into "people's lives for an extended period of time, watching what happens, listening to what is said, asking questions - in fact, collecting whatever data are available to throw light on the issues that are the focus of the research."

Time and a place for both

There is a time and place within the design process for both in-person as well as digital ethnographies, depending on the brand objectives. While digital ethnographies enable anonymous "anywhere, anytime, with anyone" observation, in-person ethnographies could prove a better window into the interaction of people, places and things as well as a venue for consumer exposure to raw ideas or stimuli.

The good news with digital ethnographies is that it is relatively inexpensive to reach out to many participants in multiple locations. With the pervasive speed of technology adoption, connecting with the world via the Internet is easier than ever. And, as we engage in research in the digital age, ethnographic capabilities will no doubt grow even more sophisticated and refined as we seek to perfect and improve upon traditional methodologies. | Q

What does ethnography mean to you?

Judy Langer and Jon Last dug deep for researchers' views on the use of ethnography. Enter article ID 20090204 at www.quirks.com/articles for the full story.



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Arbitrary incoherence, or, a failure to replicate

In the book *Predictably Irrational* by Dan Ariely, a study is described that reveals something very interesting about the effect of context on how we make decisions. Knowledgeable and very intelligent people who were fully aware that certain numbers were chosen in a completely arbitrary, random fashion were still influenced by those numbers when making decisions about how much they would pay for certain items. This is described as arbitrary coherence, a term found in the behavioral economics literature. This is so illogical, and potentially so important for marketing research on pricing, that I replicated it to see for myself, as described in an article (“Under the influence”) that appeared in the May 2010 issue of *Quirk’s*.

In the original study, MIT stu-

dents were asked three questions about several items that might be purchased in a store. However, the first step they were asked to take was irrelevant: to write the last two digits of their Social Security number (SSN) in dollars (\$) next to the item. So, if their SSN ended in 12, they wrote \$12. If it ended in 87, they wrote \$87. Next, they were asked to indicate whether they would pay that amount for the item (yes/no). Finally, they were told to pretend the item was being auctioned, and to write in the amount they would be willing to pay. As the SSN\$ went up, so did the amount the students were willing to pay.

In my prior study, in May 2009, 71 associates at Directions Research Inc., Cincinnati, graciously com-

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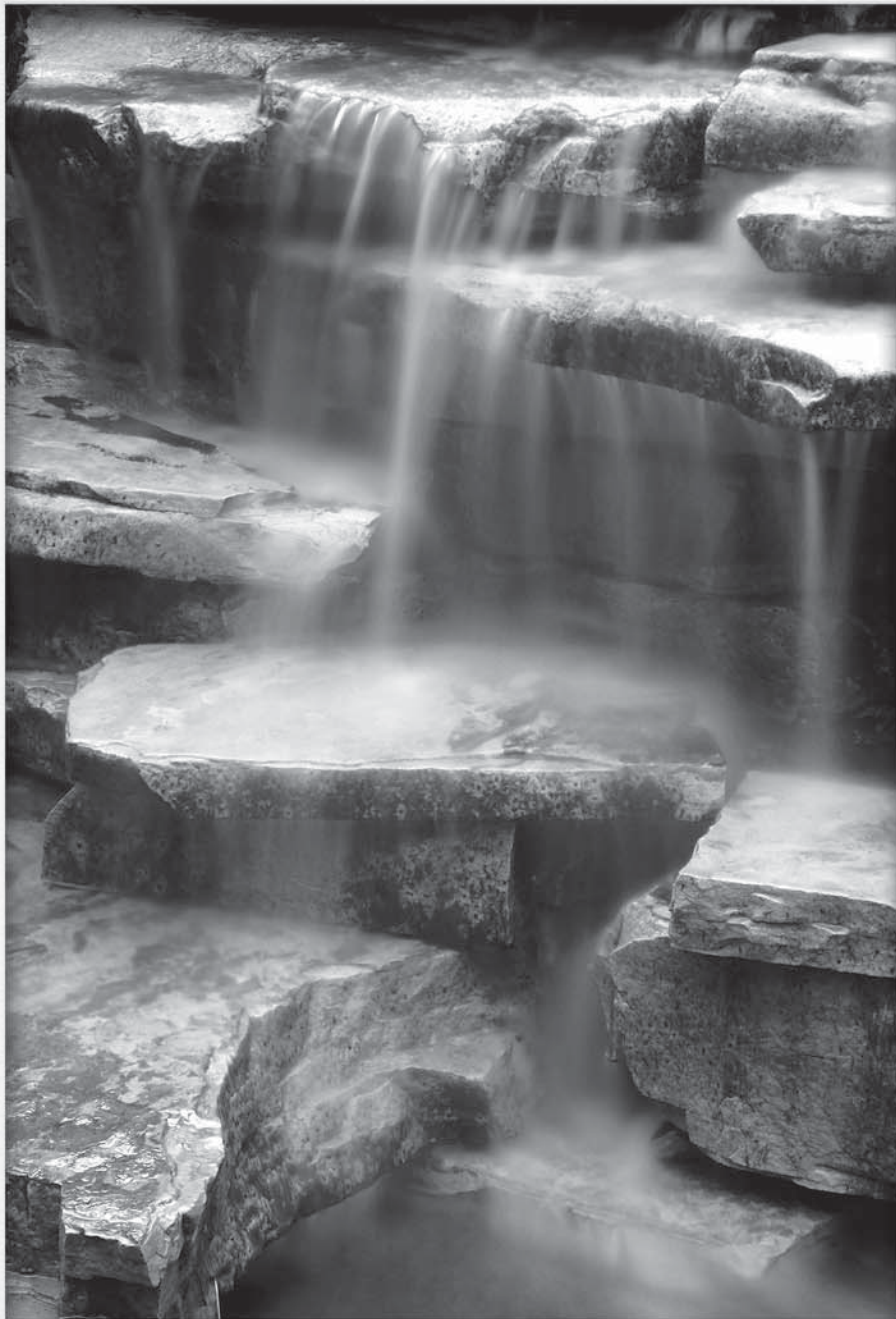
pleted a task with each of four items: a 12-bar value-pack of Irish Spring soap; one pair of Dr. Scholl’s hand-stitched leather loafers; a 750ml bottle of Baileys Irish cream; and a Teleflora Spring Pitcher floral display. With a few reservations, the replication demonstrated that arbitrary coherence worked. For an item of low interest, Baileys Irish cream, there was a very weak arbitrary coherence effect. For an inexpensive item that everyone knows is inexpensive, the Irish Spring 12-bar pack, it did not work at all.

There are many studies that could be undertaken to define the limits of arbitrary coherence and how it might impact decisions we make in designing research, not to mention decisions that our respondents make. The one investigated here is, “What happens if

snapshot

In a follow-up to his May 2010 article on the same topic, the author reports on his attempts to further investigate the impact - or lack thereof - of arbitrary coherence.

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The Fine Art of Marketing Research

Table 1: 3Q Cell - Number That Would Buy at Price Levels and Total Percent Would Buy

		Wallet	Necklace	Bowl	Book
SS\$	Total N	#	#	#	#
Under \$40	9	5	9	6	6
\$40 to \$59	10	4	10	6	4
\$60 to \$79	10	0	6	3	1
\$80 to \$99	13	0	11	1	5
	42	9	36	16	16
	% of 42 That Would Buy	21.4%	85.7%	38.1%	38.1%

Table 2: 3Q Cell - A Failure to Replicate Arbitrary Coherence Effect

3-Question Cell					
SS\$	N	Wallet	Necklace	Bowl	Book
Under \$40	9	\$38.22	\$90.56	\$26.33	\$65.56
\$40 to \$59	10	\$42.50	\$112.90	\$45.80	\$34.20
\$60 to \$79	10	\$18.60	\$158.40	\$25.50	\$25.50
\$80 to \$99	13	\$22.69	\$151.54	\$47.85	\$75.38
Total N	42				
Correlation - r SS\$ to Price Would Pay		-0.24	0.10	0.12	-0.03

Table 3: 2Q Cell - Lack of Arbitrary Coherence Effect with Only Two Questions

2-Question Cell					
SS\$	N	Wallet	Necklace	Bowl	Book
Under \$30	10	\$13.10	\$161.50	\$14.10	\$137.10
\$30 to \$59	9	\$20.22	\$189.89	\$36.00	\$97.44
\$60 to \$79	12	\$23.17	\$117.58	\$36.58	\$95.00
\$80 to \$99	11	\$20.64	\$135.45	\$15.91	\$64.36
Total N	42				
Correlation - r SS\$ to Price Would Pay		0.08	-0.05	0.04	-0.18

no decision is made about the Social Security Number dollar amount - if the arbitrary number is just next to the place where respondents enter what they are willing to pay?"

Objective

Determine what occurs if people just write the SSN\$ amount and are not questioned as to whether they would buy the item for that amount. Does the arbitrary coherence effect vanish, or is it robust

enough to endure even if the "middle" decision is eliminated?

Once again, the good people of Directions Research Inc. helped find out.

Method

Eighty-four associates participated in this research in April 2010. The method was internal online interviewing. Due to the need to compare the three-question effect with a possible two-question

effect, it was necessary to split the group somehow. Each person was asked their year of birth, and all odd-numbered-year people were assigned to the 3Q cell - a three-question cell; all even-numbered-year people were assigned to the 2Q cell, a two-question cell. For no reason other than chance, 42 of each responded, so there are 42 in the 3Q cell and 42 in the 2Q cell. These are mostly highly-educated and research-savvy people, much like in my original experiment. Plus, many of them had completed the task before, about a year prior.

Four items were again chosen at random. They are: a crocodile-skin wallet, a necklace of pearls from Tahiti, a copper cooking bowl and *The Complete Works of Lewis Carroll*.

Using judgment, it was thought that none of these items would be of a known, inexpensive cost and it was hoped that all would be of reasonably high level of interest to people.

For each item, the 3Q cell is asked:

Please enter the last two digits of your Social Security number as if it were a price in dollars.

Would you be willing to pay the above amount for a _____?

Pretend that a _____ was being auctioned and you were participating in the auction. In whole dollars, what is the maximum amount you would pay for a _____?

In the 2Q cell:

Please enter the last two digits of your Social Security number as if it were a price in dollars.

Pretend that a _____ was being auctioned and you were participating in the auction. In whole dollars, what is the maximum amount you would pay for a _____?

Results

The study reported in the earlier article showed results implying that there had to be a reasonable level of interest in the products to see an arbitrary coherence effect, e.g., there was only a weak effect with the Baileys Irish cream, which relatively few wanted to buy at all.



Table 4.1: The Appearance of the AC Effect If Would Buy for SS\$ Price

3-Question Cell - Yes Only	Wallet		Necklace	
SS\$	N	Wallet	N	Necklace
Under \$40	5	\$58.80	9	\$90.56
\$40 to \$59	4	\$81.25	10	\$112.90
\$60 to \$79	0	\$0.00	6	\$250.67
\$80 to \$99	0	\$0.00	11	\$172.27
Total N	9		36	
Correlation - r		0.24		0.20

Table 4.2: The Appearance of the AC Effect If Would Buy for SS\$ Price

3-Question Cell - Yes Only	Bowl		Book	
SS\$	N	Bowl	N	Book
Under \$40	6	\$34.50	6	\$95.00
\$40 to \$59	6	\$58.00	4	\$63.75
\$60 to \$79	3	\$51.67	1	\$120.00
\$80 to \$99	1	\$200.00	5	\$168.00
Total N	16		16	
Correlation - r		0.65		0.27

It is only in the 3Q cell that the overall level of interest can be examined (because question two was not asked in the other cell). Less than half were interested in the wallet, bowl or book (Table 1).

The arbitrary coherence effect was not replicated in the 3Q cell. There is either a mild effect or no effect of Social Security price on the price willing to pay for the necklace, bowl and book. For the wallet, the effect is, if anything, reversed - the higher the SSN\$, the less people were willing to pay (Table 2).

Similarly, no effect was found with only two questions for the wallet, necklace and bowl. In this case, the book exhibited a nearly reverse effect (Table 3).

Since it is starting to appear as if the level of interest is a major factor influencing the arbitrary coherence effect, those who said they would buy for the SSN\$ in the 3Q cell were examined separately. The base sizes are small, but the effect does show up under these conditions. The correlations were tested against zero, and only the bowl (0.65) is statistically significantly above zero at the 90 percent confidence level. Among those interested, the others trend in the right direction, at least (Tables 4.1 and 4.2).

Discussion

This research failed to replicate the arbitrary coherence effect, which appears to be somewhat tempera-

mental. There are several possible reasons for the failure. Perhaps the fact that many of those who participated had participated in a similar study one year ago and had seen a presentation of those results created more-aware respondents, who were not so easily influenced. Since, by definition, the effect is supposed to occur even when respondents are aware that the first number entered is arbitrarily chosen, this seems unlikely.

The level of interest in the products appears to be a key component - high levels enhance or reveal the effect, low levels vaporize it. In that case, the advice for marketing researchers would be to ask a question to determine level of interest without price prior to asking about price, so the interested group can be broken out.

The original question - do you need the second question concerning purchase for the SSN\$ in order to see the arbitrary coherence effect - remains unanswered. Since there was no effect when there should have been, seeing no effect in the 2Q cell is inconclusive.

Be careful about the order

After being intrigued by the arbitrary coherence effect and spending considerable time analyzing data related to it, I am convinced that 1) it exists, and marketing researchers have to be careful about the order and placement of pricing questions lest it distort results and 2) it is a weak effect, easily eliminated through care in research design. | Q

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Home is where the heart is

Resort community uses hypnosis to get in touch with buyers' childhood emotions

Imagine a small resort community in the Midwest, lined with trees, rolling hills and lakes as far as the eye can see. This tranquil sanctuary offers peace and quiet, even amidst the ongoing activities: concerts, movies, fitness activities, theater performances.

Now imagine you're part of the management team for this resort. You've just purchased 1,200 acres of undeveloped land that surrounds your property. How will you develop this new space so that you'll attract new property owners, keep your existing property owners and stay true to your existing peaceful atmosphere?

That was the situation facing Innsbrook Resort, located about 50 miles west of St. Louis. To guide development plans and create a marketable community, Innsbrook wanted to understand the emotions that drive real estate purchases for a vacation-type resort community. They turned to Paul Conner, CEO of St. Louis research firm Emotive Analytics and a member of the Qualitative Research Consultants Association, to get to the bottom of those emotional drivers.

Conner led Innsbrook through a qualitative research study that went beyond the obvious, or, one might say, beyond the conscious level. He used hypnosis to help respondents dive into their true emotions.

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snapshot

Innsbrook Resort turned to hypnosis for part of its qualitative research to uncover the deep-seated needs of prospective vacation-home buyers and used the results to shape the marketing messages and Web site for a new development.

Hypnosis interviewing involves interviewing targeted respondents while they are in a hypnotic state of mind. The terminology is scary to some people, mostly because it is misunderstood, especially in a non-therapeutic context. However, we are all in a hypnotic state of mind many times per day. For example, have you ever driven somewhere and, upon arrival, had a hard time remembering parts of the trip?

When respondents are in a hypnotic state of mind, they are relaxing their analytical mind (sometimes called their critical faculty) and accessing content that otherwise lies in the unconscious or is defended by the analytical mind. People are generally more open, they remember better and their emotional content is more accessible because analytical thinking and judging brain processes are mitigated.

A better sense

As a precursor to the emotional research, Conner began with a series of telephone and in-depth interviews among current and potential property owners. He wanted to get a better sense of their general sentiments about the property – what they liked and didn't like, what they thought of the atmosphere, how they found their way to Innsbrook and what made them want to stay.

The responses were focused on rational and analytical thought processes and decision-making. Participants said that owning a resort property was something they dreamed about for the future but didn't see as a realistic option right now. They mentioned external influences such as finances, timing or the ages of their young children.

The appeal of Innsbrook, though, was clear. In the explicit

interviews, current and prospective property owners were attracted to the resort's peacefulness. Maintaining a serene, calming ambience would be very important to the development of the new acreage.

But Innsbrook and Conner wanted to know more. They wanted to get down to the implicit emotions of resort community owners. That's where the hypnosis interviewing came into play.

"People are often reluctant to share feelings. Hypnosis allows people to dig into the unconscious, non-analytical part of the brain. It taps into the implicit nature of emotions and gets under the surface to see how people actually feel. These can be things people aren't willing to share or don't realize themselves," Conner says.

Hypnosis interviewing puts respondents in a relaxed state of



mind so that their defenses are quiet and their emotional mind is freer to respond. They're fully conscious and in control, but Conner says that studies show that people talk more emotionally when hypnotized. Responses become less rationalized and less defended and more focused on their true feelings.

Get comfortable, slow down

So, what happens during a hypnosis interview? The first part is inducing a hypnotic state of mind, also referred to as trance. This involves having the respondent get comfortable, slow down, relax and become attuned to his or her external environment. Once this awareness is focused, the respondent is led to become aware of his or her internal environment, all the while continuing to slow down, relax and let go.

Hypnosis interviews usually last 90–120 minutes and cover three or four separate issues. Covering each issue first involves inducing trance, then guiding relevant dialog. Throughout a hypnosis interview, coming in and out of trance – a process called fractionation – helps deepen the experience of successive hypnotic segments.

Finally, dialog within a hypnosis interview typically explores three areas related to the targeted consumer behavior – specific experiences, cognitions (i.e., knowledge, beliefs, attitudes, values, etc.), and, of course, emotions or feelings.

The Innsbrook hypnosis interviews guided respondents into experiences, during any time of their lives, with resort properties or vacations. One

man, while hypnotized, went back to very specific memories, images and feelings from a family vacation when he was just six years old. He recalled an instance in an A-frame with his parents and brother, turning the family room pull-out bed into a fort. He felt liberated, as if he could do anything he wanted in his place. He enjoyed the quality time with his family, in an open space with no bedrooms or closed doors. “It’s like a big sleeper,” he said. “Everyone is excited, staying up late, acting silly.”

In additional interviews, respondents recalled feelings of fun and carefree times. Feelings of their childhood vacations surfaced, when they would play in the water, climb trees or run free in the open fields.

Conner noted that the respondents were always taken back to childhood memories, and many responses focused on interacting with nature, but always with an element of family and security built in. The results of the interviews led to a theme he refers to as “The Childlike Emotions.” The truth and richness of those emotions, he says, were more readily revealed from a hypnotic state.

“Without the hypnosis technique, we likely would have stayed with emotions revolving around peacefulness,” says Conner. “With the hypnosis technique, we realized that the playful excitement and security of being a child was deep and powerful.”

Directing our thinking

Neuroscientists have shown that unless the emotional processing parts of the brain are removed or dysfunctional, all decisions involve emotional

input. We don’t consciously feel all of our emotions and sometimes they’re less intense, but they’re always there, directing our thinking toward decisions. In this way, there is really no such thing as a strictly rational decision. Emotions are always operating to tell us whether what we are thinking of doing will be to our advantage or not. You could also say that emotions provide the value that turns thinking into action – that’s why they exist.

The findings of the study suggested that Innsbrook should develop the land in a way that would help owners relate back to their childhood and those feelings of play, fun and security. All areas of the development should incorporate nature and serene childlike play, such as trees, rocks and natural water.

Quieting the rational mind

Hypnosis can be used to research any product or service, because hypnosis is a technique for quieting the rational mind and exploring what “pre-filtered” associations a person has with any topic, Conner says. It becomes more useful for product categories that are more critical to our well-being, which can mean different things to different people. For instance, certain emotions are more impactful than others for parents considering children’s products or services.

That’s not to say that emotional processing isn’t active in less-relevant product categories. The emotional mechanisms in the brain look at a product or service based on that individual’s perspective and emotions are activated more strongly



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if the product or service has an impact on one's well-being.

In general, hypnosis interviewing is more successful when respondents have an existing association with the product or service. With less product awareness or experience, a person likely has not established strong emotional associations below rational processing. When respondents don't have those associations, the interview will not procure the same level of emotional insight.

Also, respondents need to be willing to let go of conscious control of their environment. All hypnosis is really self-hypnosis. The respondent decides whether or not to go into a hypnotic state of mind. The hypnotist merely facilitates that process.

Tied recommendations to sales approach

Innsbrook incorporated the themes uncovered during the research into the overall marketing and messaging for the community, focusing on simplicity, nature and family. It tied the recommendations into the resort's sales approach, communications and overall management of the customer experience.

"In the process that [Emotive Analytics] facilitated, we were able to discover the deeper emotional benefits that our customers responded to. In planning for a new community, we focused on nature, sanctuary, serenity and family. In marketing our product, we created several campaigns based on 'spending quality time together' and investing in lifestyle," says Ron James, vice president of marketing at Innsbrook.

The Innsbrook Web site, for example, incorporates the themes throughout, including references on the homepage to an "outdoor playground" and "trees, rolling hills and more than 100 lakes." Subsequent pages of the site reveal more uses of the theme: "A unique design feature of the A-frame is its wall of windows, which creates 'treehouse' views of the woods or lake beyond," "gathering places for families" and "floating a canoe across a still lake or hiking a worn path on our nature trails, you'll find time for your family and friends at Innsbrook." | Q



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Picture this

A guide to adding digital collage to your qualitative research

If a picture is worth a thousand words, what can a collection of images communicate? The short answer: a whole lot.

That's why qualitative researchers have long relied on collage techniques to provide richness and understanding beyond that accessible through conversation alone. With collage, each respondent acts as curator of the museum of his or her mind, selecting and displaying images in a vivid exhibit of perceptions, attitudes and psychology that tells the story below the surface.

By engaging in this projective exercise, respondents marry left-brain analytics with right-brain creativity to subconsciously explore the topic at hand. In so doing, they move beyond the structure of thought to the freedom of emotion, discovering lively symbols that speak more clearly than mere words can. Such symbols shape the unique story each respondent has to tell about his or her experiences with a brand, product or category.

What's more, whether they complete their collages at home or at the facility prior to focus groups, respondents who visualize their perspectives in this way enter the front room feeling confident in what they have to say. Creating collages has prepared them to spend an hour or two sharing valuable insights they may not have known they had.

Not without its challenges

As helpful as traditional collage can be in deepening communication among respondents, moderators and clients, the scissors-and-glue method usually employed in collage-making is not without its challenges:

- When used as homework before focus groups, collage increases recruiting costs because respondents hesitate to commit to group time and 30 to 60 minutes of work ahead of time. In addition, it leads to more respondent no-shows and last-minute replacements due to incomplete or forgotten homework.
- When used during focus groups, the arts-and-crafts aspect of collage-making consumes precious face time with respondents – time better spent sharing ideas and insights.

snapshot

In taking the collage process digital, researchers can save time and money and ease the burden on focus group participants by giving them simple tools to bypass the glue sticks and magazine images.



By Carey Rellis

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- In both cases, gathering the materials required for collage and scanning the finished product for use by moderators and clients can prove cumbersome and add complexity and cost to preparation, analysis and reporting.

Fortunately, taking this traditional tool into the digital realm addresses these concerns and can offer other benefits as well. By simplifying collage-making, a digital approach broadens use of this technique to time-crunched respondent pools, yields richer consumer insights and simplifies reporting – often at a lower cost than traditional collage.

Giving up something you love

Generally, employing online techniques alone requires giving up something you love about qualitative research. For example, while online focus groups or focus blogs are convenient, such methods sacrifice the richness and nuance of body language, which comprises 67 percent of interpersonal communication.

Likewise, videos uploaded by respondents may tell you a lot about shopping or usage experiences since you see respondents' facial expressions and hear their inflections. However, you cannot feel their responses in the same way you do when you sit in the same room with them.

On the other hand, using digital collage as a supplement to face-to-face focus groups or in-depth interviews can enrich the research experience for all. Moderators can glance at collages prior to focus groups to hone discussion plans; clients can view collages on their laptops or on a projection screen in the front room instead of squinting through the one-way mirror; respondents arrive curious about the conversation ahead; and no one sits idle while others flip through magazines.

Digital collage also can serve as a low-incentive follow-up to recent research. If, after some analysis, a client wants to ask another question, digital collage offers a

Where to find digital images

A digital collage is only as rich as the material used to create it. That's why it's critical to gather high-quality photos when building image libraries for your respondents. Several Web sites offer such photos, either free or for a per-image or subscription fee – and without photographer royalties or copyright concerns attached.

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cost-effective way to do so – and potentially get meaningful answers in the process.

Lastly, used in conjunction with online research methods like the ones mentioned above, digital collage can re-inject some of the depth and emotion lost in translation between the real world and the virtual one. Technology certainly has its benefits – including convenience and cost savings – and digital collage can help you reap them along with rich insights gleaned with a touch of tradition.

Far broader

Plenty of us have used photo-editing software like Google's Picasa to create photo collages for personal use. In crafting a holiday card or assembling a gift for grandparents, you simply select images from your own library of digital photos and place them as you see fit to share your story.

Digital collage for qualitative research purposes works much the same way, though the assortment of images used is far broader than snapshots of a recent vacation. Respondents can use common

computer software (Microsoft Word and PowerPoint both work well) as a canvas, placing images they find online in a blank document. Alternatively, moderators can provide respondents with zip files of images they have selected.

Making collages in this way has several advantages over physical cutting and pasting:

Variety. Inviting respondents to browse the Web in search of images or providing them with a diverse image library – rather than relying on whatever magazines they happen to have on hand – enriches the resources at their disposal as they share their experiences.

Simplicity. Beyond a computer and Internet access, digital collage requires no materials. Respondents simply click and collage; there's no need to hunt for a glue stick with some life left in it.

Likewise, the finished product is easily e-mailed to the research facility and passed along to the moderator and client either electronically or in print form. Respondents “bring” their collages with them to focus groups effortlessly, and suppliers and clients store, transport and share collages without cumbersome scanning and can incorporate them into reports and presentations almost instantaneously.

Speed. Collage homework can be completed in five to 10 minutes online vs. 30 to 60 minutes in the offline world. This reduces one barrier to participation in qualitative research and makes collage less costly (more on that in a minute).

Value. With corporate budgets ever tighter, market research – especially the qualitative kind – must generate deeper insights that improve business decisions to be deemed a worthwhile investment. A tool like digital collage can deliver more bang for your research buck through greater respondent engagement, more efficient use of focus group time and meaningful visuals easily incorporated into reports and archives.

Furthermore, the cost of collage decreases online. Facilities

no longer need to spend hundreds of dollars on magazines, and the added incentive for traditional collage homework – as much as \$50 per respondent – usually disappears altogether.

A few things to consider

If you'd like to give digital collage a try, there are a few things to consider as you take the virtual plunge:

Tell respondents how many images to choose. Setting a minimum number of images will ensure you get the richness you want. After all, a collage with only one or two photos won't tell much of a story.

Ask for a title and key words. When it comes to collage, combining the visual and the verbal enriches the story. Respondents' interpretations of the images they choose are just as important as the images themselves.

Provide a timeline for completion. Respondents are more likely to meet a deadline that isn't too far into the future. Assigning a digital collage with a short but reasonable window for completion works best.

Remember to debrief. Honoring respondents' digital collage homework by letting them tell their stories aloud during focus groups refreshes their insights and deepens yours.

Reap the richness

Interested in building your own digital collage? Moderators, clients and facilities alike can follow these simple steps to reap the richness that comes with this technological twist on a traditional qualitative technique:

Create a photo library. Gathering 50 or more evocative, metaphorical images in a single PDF or zip file simplifies digital collage for clients. You can take these photos yourself or draw them from free or fee-based stock photography Web sites.

Build a template. With the right embellishments, a simple Word document can guide respondents through the digital collage process. You can insert

a text box at the top that reads, "Type title here." Another at the bottom might read, "Type key words and themes here." Lastly, a box drawn at the page's center could instruct respondents in the number of images to copy and paste in that space.

Write clear instructions. Providing thorough, step-by-step directions concise enough to fit in the preview panel of an e-mail message will increase the likelihood that

respondents complete their digital collages – and do so correctly. You might repeat those instructions on the first page of a Word document, using the second page as a template as described above. | Q

More on projective techniques
 Enter article ID 20061202 at www.quirks.com/articles for an overview of how collage and other projective exercises can enrich your qualitative.

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Does more time equal more insights?

Why IDIs beat focus groups for uncovering decision drivers

Much debate swirls around the proper use of focus groups, compared to other exploratory research modalities such as individual depth interviews (IDIs), mini-groups, ethnography and so on. Clearly, research objectives should dictate the proper method or mix of methods, and, often, multiple approaches provide the keenest insight. However, if the primary purpose of your research is to identify and understand the drivers of individual purchasing behavior, IDIs – either at a central location, in-store or as part of an ethnographic study – not focus groups should be your primary method.

In my experience, interviewing consumers about the purchase of a product from the time a need state was felt to the time a product was purchased can take from 30 to 45 minutes. This is a worthwhile endeavor because of a central characteristic of causality: if A causes B, then A has to occur before B. Therefore a proper investigation of cause-and-effect requires the respondent to articulate the sequence of events that led up to the purchase. Moreover, the researcher has to take into account all of the confounding circumstances and factors that can hide these cause-and-effect relationships, a topic I will discuss shortly.

The focus group neither allows enough time for this nor is it a proper venue for this kind of investigation. For instance, assume the following: 1) an average focus group lasts approximately 100 minutes; 2) there are 10 respondents in the room; and 3) 10 minutes are taken up by moderator and respondent introductions and the moderator setting the ground rules for the discussion. This leaves 90 minutes for actual discussion or about nine minutes per respondent vs. 30-45 minutes in a typical IDI.

The focus group format does not lend itself to an individual respondent telling a story about how she came to purchase a product. The nature of a focus group is for one person to talk for a few minutes; then another, and so on. In other words, for a given topic, the moderator wants to promote a dynamic discussion among a group of individuals for a given topic and then move on to the next topic. And, as we all know, moderator guides can be quite long!

A single respondent cannot weave his story uninterrupted in a focus group setting, thereby giving

snapshot

The author argues that individual depth interviews, with the increased chances they allow for probing and investigation, are better suited than focus groups for understanding the complex interrelationships of circumstances, needs and product attributes that drive purchase behavior.



By Terry Grapentine

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the moderator a sense of how events unfolded over time. And it is this recounting of events and their relationships over time that helps us uncover causality. Of course there are other problems with focus groups such as group-think, respondents giving socially acceptable answers to questions or respondents giving answers that are more rational than emotional.

The causality conundrum

A myriad of confounding circumstances can hide the nature of cause-and-effect relationships, making them difficult to untangle in a focus group. Chief among these are INUS conditions, spurious relationships, attribute importance vs. determinance and the relative roles attributes play in the decision process. When one considers all these factors surrounding a product purchase, one can readily appreciate the advantage of IDIs over focus groups in deciphering the causality conundrum.

The INUS condition. This acronym stands for “insufficient-necessary-unnecessary-sufficient.” This means conditions that are insufficient and necessary as well as those that are sufficient but unnecessary are separately capable of bringing about an event. For example, the following conditions – defined as a collection of events or attributes possessed by a product – may precipitate the purchase of X:

Condition 1:
Events A, B, C, D, E = X is purchased

Condition 2:
Events A, D, E, F, G = X is purchased

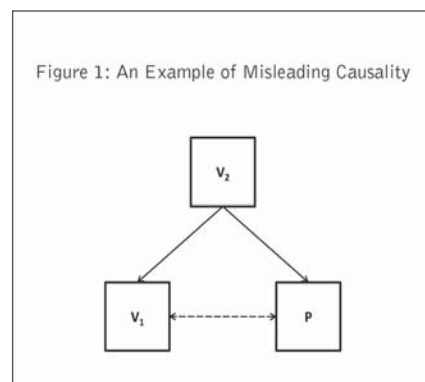
Condition 3:
Events A, F, G, I, K = X is purchased

None of the events separately brings about the purchase of X, even though one event is necessary – in this instance, A. In other words, there are multiple routes to purchasing Product X – several conditions may be collectively sufficient, even though no one event of the set is singly sufficient.

One illustration of the above example relates to understanding a banking customer. For most bank

customers, A is location convenience – typically a location close to home, work or shopping. However, location convenience is often an insufficient condition to drive bank selection. Other attributes of the bank will influence the prospective banking customer such as service variety, community reputation and price competitiveness. Different groups of bank attributes – or conditions, in the above example – reflect different market segments and it is those unique combinations of attributes that describe a market segment, in addition to Attribute A, and drive bank choice.

But perceiving the existence of relevant INUS conditions in a given market will likely be more difficult in a focus group setting vs. a series of IDIs. This is because of the following shortcomings of focus groups: 1) not all respondents express their views on all topics; 2) the tendency for some people in social settings to agree with the group; and/or 3) there is insufficient time in the group session to explore all attributes or events. IDIs do not have these drawbacks.



Spurious relationships. Some relationships are coincidental, or spurious, rather than causal. IDIs can help differentiate between the two. Consider Figure 1, in which the purchase of a product, P, and V_1 are both caused by V_2 . Further, V_1 is correlated with but does not cause P, thus the dotted line from V_1 to P.

In an example using dry dog food, product quality, V_2 , is a determinant of brand purchase, P. Product quality is also a determinant of package quality, V_1 , because manufacturers use higher-quality packaging for higher-quality dry dog foods. However, product qual-

ity is the driver of brand purchase, not the perceived quality of the food’s packaging (given that the packaging quality is within an acceptable range), based on this researcher’s category experience.

Admittedly, the above example might easily be investigated in a focus group; however, some product categories are not so transparent. For example, in my experience, separating a spurious from causal relationship between a) the torque vs. horsepower of an outboard engine and b) product preference is difficult and can only be understood by talking to an individual boat-owner respondent for several minutes about this topic – an undertaking that would take too long in a focus group.

Attribute importance vs. determinance. As social scientists, we differentiate between an attribute that is valued – that is, it is important – versus an attribute that is both valued and determines choice a determinant attribute. Respondents, however, do not often make this distinction. They do not differentiate between the two concepts when asked questions such as, “What was important in your selection of X?” or “What influenced you to purchased X?”

Consequently, the moderator has to ask a series of questions to uncover the true causes of brand choice. Consider an example from a focus group on the purchase of lawn mowers. Respondents reported that a trigger for purchasing a new lawn mower was the increasing difficulty in starting their old lawn mower. Thus, the attribute “easy start” was an important product attribute guiding their most recent lawn mower purchase. Upon additional discussion, however, the moderator learned that the “easy start” attribute did not differentiate brands in these respondents’ consideration sets; therefore, ease of starting did not influence brand choice. Other factors such as ease of lawn mower maneuverability or price played a more influential role.

True, this insight was discovered in a focus group. A problem arises, however, when there are many such

issues surrounding a purchase decision and, because of time limits, to parse each issue with respect to what is important from what is determinant becomes problematic.

Relative roles of attributes.

A central focus of research is to understand the relative role individual attributes play in the decision process; however, understanding the decision process itself is more complicated than simply understanding the relative role particular attributes play in it. You need to understand the way in which consumers use attribute information to make a decision. In this process there are two general models to keep in mind: compensatory and non-compensatory models (adapted from *Consumer Behavior: A Perspective* by John C. Mowen and Michael Minor).

Compensatory models: Low perceived performance on one attribute can be compensated by high performance on another. For example, a certain dog food may be difficult to purchase because of limited distribution (you have to go

to your veterinarian vs. buying it at a grocery store) but this negative is compensated for by the product's perceived quality.

Non-compensatory models:

High ratings on some attributes will not make up for low ratings on others. This is often found with a low-involvement product. For example, having an attractive package may not allow a grocery store to charge more for simple table salt.

To optimize your perspective of the various decision processes that consumers use to purchase products, one needs to have the respondent recount the process s/he went through from the time the need arose to the time the purchase was made. In addition, the moderator needs to probe to uncover other issues discussed previously. For example, do consumers segment into different INUS conditions? Which relationships uncovered in the interview are merely spurious versus reflecting a cause-and-effect relationship? What factors are merely important versus determinant? And, how is all this

information processed by consumers? This last issue is of particular importance when designing a follow-up quantitative study. For example, you don't want to conduct a conjoint study if the attributes consumers consider when making a purchase are not compensatory in nature.

Understand the true protagonists

In summary, identifying causal relationships in consumer behavior is complicated. IDIs, not focus groups, offer a more appropriate approach in which to investigate these issues. Moreover, to the extent we are familiar with how spurious or hidden relationships can mask true causal ones, the better equipped we are to identify and understand the true protagonists motivating consumers toward their purchases. | Q

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Clean up your act

A wake-up call to respondent recruiters: one client's perspective

Over the past few years, I have witnessed a couple of disturbing trends in qualitative research. And I have to believe that if this is happening to me on such a large and consistent basis, then it's happening to other research buyers in this industry as well – they're just not talking about it. These trends are not good for the future of qualitative research:

- The trend of respondent recruiters accepting projects and then forcing changes in vital aspects of the project's original design once recruiting is underway.
- The trend among recruiters to recruit unqualified respondents and then charge for the recruiting and incentive.

Who am I? I wear three hats: respondent recruiter, respondent validator and fieldwork manager. With more than 25 years of experience in these disciplines, I have a perspective on the industry that lets me readily compare my recruiting strategies and production to those of suppliers I hire.

I am quickly becoming turned off to using third-party recruiting suppliers. Here's why: How is it that when a client presents me with a project, I immediately recognize when there are potential problems looming but when I request bids from recruiting suppliers, rarely do I receive warnings that what I'm asking for is problematic? If I can foresee there will be problems executing the fieldwork exactly as requested by the client, why don't suppliers?

My belief is that many suppliers simply shut up, take the project and let the problems unfold. I believe they have adopted the attitude that clients can ask for the moon but in the end they're going to get what they get. More often than not, that's what happens once a project goes into the field.

I've never seen so many projects that are accepted by recruiters as-is – without sharing their concerns or issuing any warnings – only to be told later, “We're not finding what you're looking for, you'll need to make relaxations.” Or, “We've reached our budget, and we'll need more money if you want us to continue.”

Which makes me wonder – among other things – if suppliers know anything about the projects they're bidding on. Do they do

snapshot

The author makes an impassioned plea to those who recruit respondents for qualitative research to improve the quality of their service by not taking shortcuts, offering excuses instead of results or agreeing to complete jobs they know they can't handle.

By Mark Goodin

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due diligence to ensure that the costs they're giving are accurate? Do they know ahead of time where they'll find the respondents? If recruiting is being performed using an in-house database, have they done counts in their database to ensure they have the leads to complete the recruit? Do they have a backup plan in case recruiting doesn't go as planned? Do they have the staff to handle the project in the first place? And above all, why aren't they asking these questions themselves?

Looking for consistency

Yes, there are good suppliers out there. But I'm looking for consistency in quality and service that I can count on. I know what level of service and quality I aim to provide to my clients, and I've become gunshy about accepting projects that require me to hire outside suppliers. The success of my business lies in referrals from satisfied customers, and on more than one occasion a supplier has cast me in a bad light.

What suppliers fail to understand, in my opinion, is this: It is an unpleasant experience to feel like you're being held over a barrel for project relaxations or more money when field can't execute the project as outlined. And the need for relaxations (or more money - or both!) can be difficult to explain to the end client and hard for them to accept - especially in these times of shrinking budgets.

What's more, it's even less palatable to accept a suppliers' need for relaxations or additional money when, along the way, they've delivered sub-standard service. For example:

- recruiting progress reports aren't delivered when requested;
- recruiting progress reports contain errors and misspellings;
- respondents don't qualify when rescreened or validated;
- screeners have been incorrectly administered;
- discrepancies in the screener have been overlooked or ignored;
- instructions have not been followed; and
- recruiting hours have been put into the job, but not enough contacts - or calls - have been made.

Even more troubling is that these exact same suppliers may have performed well in the past, or they arrive as referrals from trusted sources.

Cuts directly to the quality

Getting quality respondents often cuts directly to the quality of recruiters' databases. What precautions are being taken to ensure that the people who are added to the databases are there for the right reasons? As a full-time respondent recruiter, I am familiar with the types of people who troll for research opportunities and the measures required to outsmart them. Keeping undesirable respondents out of market research requires recruiters to want to outsmart them. But I'm not convinced that recruiters actively look for red flags. I am convinced, however, that the need for bodies at any cost means recruiters have an incentive to look the other way if they spot something suspicious.

What's more, shoddy practices are frequently used to attract respondents to recruiter databases. One way is through the use of mass registration pages on recruiters' Web sites. There's simply no way databases that have been built using self-administered registration pages have been filtered to remove undesirable respondents. Another way databases are filled is by reaching out to participants on Craigslist and similar sites. Unfortunately, these sites are hunting grounds for problem respondents who ultimately make their way into qualitative research studies.

Must stop today

The practice of suppliers charging for respondents who don't fit the qualifying criteria must stop today. If the respondent isn't qualified and cannot be used in the research, we should not be charged for the respondent. Period. It's time for recruiters to stop recruiting unqualified or marginally-qualified respondents and hiding behind a myriad of excuses. Recruiters are entirely responsible for respondent accuracy. Period. If recruiters cannot stand behind the product they deliver, they should find another line of work. Our firm has a simple policy that recruiters know about prior to the start of a project: We will not pay

recruiting fees or the incentives for any respondents who do not qualify at rescreening or at the time of the actual research. We actively encourage all researchers to do the same.

I don't know if my standards are unrealistic or if the standards among respondent recruiters have declined. Is this just the way business is being conducted today and clients expect and accept it? One thing is for certain: I am disappointed - to some degree - most of the time when I hire third-party recruiters. Perhaps this is because the way most recruiting shops function today is standard operating procedure, with the emphasis on earning a dollar at any cost.

Act like robots

In recent years, I've noticed that suppliers simply no longer offer their experience or suggestions prior to the start of a project. Nor do they assist in troubleshooting and solving problems. They're no longer involved in the solution process. They act like robots; they just attempt to do what you tell them, while providing little or no feedback.

It's like hiring a painter to paint your house but you have to hold their arm up for them to paint your walls. And if the painter runs into any trouble, you have to tell him how to fix it. Suppliers get defensive when they're told how to run their recruiting but then they act dumbstruck when things aren't progressing as hoped. Clients who lack recruiting experience find themselves at the mercy of the supposed experts.

Sadly, most suppliers I've worked with act like rookies; many over-promise and under-deliver. Also sad is the fact that many of the clients I've worked with are the real rookies. That's why I believe that suppliers have the duty and obligation to perform at the highest levels.

That includes warning clients when they start down a dangerous path. The bad practice of taking projects regardless of the outcome is a selfish approach to business that doesn't benefit the client. If suppliers don't fight to be the fieldwork authorities that they should be, then fieldwork decisions lie in the hands of others who are not fieldwork authorities.

Suppliers lack confidence

Why would recruiters be reluctant to educate clients, especially when many clients are less experienced than the recruiter? Many suppliers lack confidence and don't want to admit that a project is beyond their capabilities. They fear that they'll lose the client if they disagree or show concern. Maybe it's a business decision to stay quiet and let the problems unfold, sharing concerns only as they arise, citing that, "We won't make any money if we turn away every job that has potential problems." The problem with this strategy is that it trains researchers to create projects that exceed recruiters' capabilities, which can potentially leave clients disappointed enough to leave the methodology altogether.

With this trend of "take everything and say nothing," I also have to wonder how many recruiting shops are in financial trouble and see the end of the road coming. It would make sense for them to post ads on Craigslist that reveal qualifying criteria, take everything that comes their way, say nothing to clients and the future be

damned. If these recruiters are teetering on the edge of bankruptcy and are in survival mode, the last thing they'd be worried about is the future of qualitative market research. Makes sense, doesn't it? These suppliers aren't concerned with being authorities in their fields; they're just concerned about making a quick buck.

Make serious changes

I don't want to see clients turn to other methodologies, do you? I don't want to see careers cut short. I don't want to see clients adopt the attitude that since recruiting and respondents are disappointing everywhere they go, they should just do the recruiting themselves. Clients need quality suppliers in the markets where they want to conduct research. They need to be confident that they can take their projects to any market and receive reliable, consistent support. This is a wake-up call to respondent recruiters: Make serious changes to the way you do business. Do it aggressively and do it now.

Here are 12 simple ways to

upgrade your quality - and safeguard our industry:

1. Spell correctly - or at least use spell-check.

When providing respondent grids, the spell-check function in word processors and spreadsheet programs makes it easy to check the spelling of common words and takes just a few minutes. A quick online search can verify the rest. And, for example, if a brand name has been spelled on the screener, spell it the same way. Clients get an uncomfortable feeling when they come across a recruiter who cannot spell correctly - it immediately erodes their sense of the recruiter's professional credibility and makes them wonder what else they will bungle. If they can't spell correctly, can they be trusted to properly administer a complicated screener, follow instructions and ultimately recruit quality respondents? Everything you do - and don't do - in the course of running your business speaks to your credibility. If you can't spell it right, can you be trusted to do it right?



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2. Pay attention to details and deadlines.

That includes following directions, delivering reports when requested, avoiding mistakes on respondent spreadsheets (e.g., misspellings, incorrect phone numbers), and putting respondents on the wrong spreadsheet or in the wrong quota group. Provide complete occupation information, such as job title and what the company does. Household income, marital status and occupation should make sense when considered as a whole. It's a waste of your client's time to have to call a recruiter to ask for more – or clarifying – information about a respondent and it shouldn't be their job. Besides, this is simple, basic stuff: It's hard to be taken seriously, let alone be thought of as an authority, when you're unable to follow basic instructions.

3. Own up to mistakes.

Recruiters should stop hiding behind the excuse of “that's what the respondent told me” when problems with respondents arise. Ignoring problems and sending an invoice like nothing happened is borderline unethical.

Which raises the question, how can there be that many respondents who are unable to provide the same answer when asked a question a second time? Didn't they understand the question to begin with? Are these respondents providing fraudulent information? Was the respondent coached? Did the respondent complete an online questionnaire that was not easily understood?

Recruiters are responsible for respondent accuracy, administering screeners correctly and getting respondents to pay attention to screening questions. If a recruiter is unable to perform these basic tasks, then stop using that recruiter. If a database or other respondent source is polluted with respondents whose answers change from initial screening to rescreening, stop using that source. Either way, stop making excuses!

During recruiting, respondents sometimes come right out and ask, “What answer should I give?” Or, when validating respondents, they'll ask if their answers match the answers they previously gave. These types of responses are red flags that should

immediately result in the respondent being blacklisted. But are they? Recruiters can schedule these problem respondents and simply hide behind the mantra, “that's what the respondent told me” and the client gets stuck paying the bill.

4. Establish productivity goals.

Recruiting shops need to operate at maximum productivity to stay alive, given today's demanding recruits. Recruiters need to complete projects quickly but accurately and move on to the next project. Along the way, accurate and timely reporting of a project's status is a must. A plan of attack must be established prior to starting a project. How many man-hours will be needed? How many man-hours are available? How many contacts-per-hour or contacts per thousand e-mails will be required to complete the recruit? Will weekend work or overtime be required? What is the status of our current workload? What unforeseen events might we encounter and how are we prepared to deal with them? What is needed to properly recruit this project as outlined?

5. Accurately gauge a project's degree of difficulty.

It's a rookie mistake not to investigate something that you don't know about just to turn out a quick cost. Asking for more money after the project has started diminishes credibility and irritates clients. So does complaining or asking for relaxations before enough effort has been put into the project. Accurately gauging a project's degree of difficulty is the first step toward establishing accurate production plans and projections.

6. Have a backup plan.

What will you do if Plan A tanks? Clients want to be assured that you can help them get their projects completed as requested. Failing to plan, planning to fail, well you know...

7. Hire qualified recruiters.

Using outside recruiters may be financially attractive, especially when paying only for the “shows.” But this type of arrangement often encourages sloppy work and a nothing-to-lose attitude. It is harder to manage the

production of off-site staff and it's harder to get in contact with off-site workers. This often delays the delivery of accurate status reports, which can cause a cascade of unnecessary – even costly – events.

8. Get to work!

“We didn't work on your job last night because one of our staff is sick and another is in the hospital.” What is a client supposed to do with that? The most important priority on your list should be the project you're working on – that's how clients feel. Making your problems their problems doesn't get the project completed. Don't give excuses, get to work. Along with a backup recruiting plan, have a staffing backup plan. Can the facility director or recruiting supervisor assist with the recruiting? Can another location of your company help? Can you establish a relationship with a temp agency that has workers with the experience you need? As the supplier who has been awarded the project, you have the obligation to perform the work, so get to it.

9. Price is not a competitive advantage.

Simply providing a cost that is similar to that of your competitors does not set you apart as an authority. Successful recruiters strive to become authorities on fieldwork. Jacks-of-all-trades and suppliers who offer clients nothing more than a competitive cost often find themselves struggling to complete recruits. Referrals and repeat business are the keys to operating a successful recruiting shop and you won't get either one by under-delivering. Most researchers have been fooled by low-pricing strategies and many of us no longer award a project to a recruiter without first conducting a “job interview” to ensure that a supplier has the experience and staff needed to get the job done. We want to know that they have answers to our questions and solutions, if needed, when the going gets tough. We actively encourage all researchers to do the same.

10. Beware of Craigslist and Facebook.

Sites like these have made it pos-

sible for recruiting shops to operate with fewer - and less-costly - recruiters. But here's the problem: What quality of recruiter do you have (or do you need) when the recruiting process has been dumbed down to simply posting ads on Craigslist or e-mail blasting a respondent database and waiting for self-administered questionnaires to arrive? Unfortunately, this level of recruiter is way underqualified to handle today's not-so-dumbed-down screeners and project requirements. Today's projects and client demands are anything but simple, and yet today's recruiters struggle to perform simple tasks.

What happens if, for example, Craigslist doesn't generate the leads needed to complete a recruit? Are these recruiters qualified to cold-call effectively from other sources? Are they qualified to handle customer or prospect lists? Are they qualified to offer suggestions or alternative methods for getting a hard-to-recruit project completed?

There's another problem with using sites like Craigslist and Facebook as respondent sources: Respondents who seek market research opportunities through these sites are often problem respondents. Yes, under certain circumstances, quality respondents can be recruited from these sites, but it takes special steps, strategies and precautions that would require another article to fully explore.

11. Clean up respondent databases.

Since so many recruiting shops currently turn to sites like Craigslist and Facebook as a source for respondents,

their databases essentially become mirrors of these sites. Recruiters are often the last step in respondent quality control. For that reason, recruiters must strive to keep their databases free of problem respondents.

And when it comes to database maintenance, are database owners tracking e-mail blasts to see who is not responding? Are follow-up calls made to non-responders to see if the recruiter's e-mails have been received? Does a recruiter really have the number of respondents in their database that they believe they have? It's impossible to know for sure if a database isn't updated at least once a year. Our experiences are that a database can lose up to 25 percent of its contacts annually to attrition.

Accepting a project based on "false counts" only sets you and your client up for disappointment. So make sure you have adequate database contacts to get the project completed before saying yes to a project.

12. Keep the big picture in mind.

What is your mind-set when you accept a job? Are you concerned with your reputation and willing to share concerns up front - even if that means telling a client something they don't want to hear? Or do you have concerns but you stay quiet and supply a competitive cost - leaving problems to be dealt with later?

When you accept a project without sharing your concerns, you're basically telling a client that their job is doable as-is. This non-strategy reinforces clients' beliefs that anything they can dream up is possible and encourages them to pull out their

"the customer is always right" card. This sets clients up for disappointment and sets you up for a fight. And if you leave the impression that you are incompetent, you are unlikely to receive referrals or repeat business.

Besides disappointing clients and damaging your reputation, clients can become turned off to traditional qualitative methodologies. Clients who feel they can do better for less become do-it-yourself recruiters. Others simply conduct less research.

I have come to the point where I skip certain suppliers, even if I haven't used them specifically but have had unsatisfactory experiences with others in their network. I have clients who ask that certain suppliers - or entire markets - be skipped. I also skip markets with unreliable recruiters and recommended to clients to do the same.

Remember this: When clients don't trust you, they don't think of you as an authority. That means they won't consult with you prior to the start of the project and they're unlikely to trust your recommendations during the problem-solving phase of a project. These types of suppliers are often told to "just keep calling" when they're having trouble finding the needed respondents.

Ask yourself this: If a client has stopped using your services, do you really know why? Today it's easy to blame challenging economic conditions but is that always really the culprit? And when you're sharing war stories with colleagues who say that they have also experienced a decline in work, do they really know what lies behind that decline? | Q

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Is TMI the new normal?

How consumers' comfort with sharing via social media can help qualitative researchers

In a recent episode of the AMC series *Mad Men*, Don Draper took up the routine of keeping a personal journal. As he smoked and wrote, he admitted that the process of self-reflection didn't come naturally to him - indeed, his life had to first hit rock bottom before he took up journaling, and only then as a form of therapy. And if Draper's observation that "women smell like corn" is any indication, he has a long way to go before his journaling skills match his advertising prowess.

The fictional world occupied by the ad execs of *Mad Men* provides us with a painful recollection of a not-so-long-ago era in marketing, when consumers found it awkward, if not painful, to share their thoughts and feelings about the categories and brands they use. The fictional ad agency, Sterling Cooper Draper Pryce, is compelled to hire a trained psychologist to help them pry the pearls of consumer insights from the closed shells of consumers, circa 1964. And while Draper struggled to reveal himself in his private journal, Dr. Faye's attempts to get consumers to open up in a focus group setting is portrayed as leading to embarrassment or downright humiliation: "Don't worry, dear. Someone always cries at these sorts of things," a respondent is reassured.

Their innermost feelings

While my own tenure in market research only reaches back to the early '80s, even within that time frame I've observed a growing capability and willingness among consumers to reflect on and express their innermost feelings in a research setting. My sense is that this trend at least indirectly reflects the global adoption of social media in all forms and it has positive implications for those of us in qualitative research and for the clients who hire us.

Marketers have always sought deeper insights about how consumers engage with their brands, and the influence of social media on our ability to achieve this objective appears to have progressed as follows:

Before: The "Dear Diary" period

The process of self-reflection, soul searching and recording one's deepest emotions has tra-



By Burt Leiman

snapshot

The rise of social media has had the added benefit for researchers of making it easier - and more socially acceptable - for respondents to go public with thoughts and feelings they might previously have kept hidden. Here's how to make the new openness work for you.

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ditionally been the domain of women and girls, via diary entries. (Appropriately, a media blogger expressed surprise that Don Draper would take up the “sissified” practice of recording emotions in a journal.) Daily activities, both mundane and profound, hopes, wishes and disappointments were recorded and secured under lock and key. One imagines that the very idea of having these most personal, heartfelt writings revealed to others would have been mortifying for most diarists. And male journalists, as exemplified by historic figures from Napoleon to Lewis and Clark, appeared to stay an arm’s length from personal examination and emotional expression: “Joined Capt Clark, found the party in good health and sperits [sic].”

Deep self-reflection and the sharing of emotions seemed to be confined to female diarists – and perhaps psychiatrists’ patients – through the *Mad Men* era, and even into the ’80s and ’90s. As an account planner at Leo Burnett in the ’80s, I suggested a pre-focus group homework assignment, in which I asked consumers to record their feelings and morning rituals before, during and after consuming a bowl of cereal. This assignment was successful at revealing category and brand insights but initially there was much hand-wringing about this research add-on: Would consumers actually record habits and emotions surrounding something as basic as eating cereal? How much added incentive would be required to persuade them to cooperate? At the time, my colleagues considered this an “experimental” complement to qualitative research.

Current: The “Dear Followers” period

The ubiquity of social media is responsible for three phenomena that have implications for qualitative researchers:

Sharing with strangers has become normal. The terms “social media” or “social networking” are more commonly used by marketers and journalists than by those who

actually use social media on a daily (or hourly) basis. But social media brands, from Facebook to Twitter to Orkut to Mixi, have become part of the global consumer vocabulary. Of significance, whether or not one personally posts through any of these portals, consumers across demographic and geographic boundaries have at least a minimal familiarity with the practice of sharing activities and attitudes over the Internet – with both friends and strangers.

Especially for younger demographic groups, broadcasting tidbits about one’s life has become normative. For other segments, it’s a practice that one may dabble in or perhaps try out one day. A recent global study of social media, fielded by Firefly Millward Brown, confirmed that regardless of their level of participation, the basic concept of thinking out loud in front of a broad, virtual audience is recognized as a mainstream practice across markets, age groups and income levels. A modern day Don Draper might choose to tweet his observations about booze and women rather than confine himself to paper and pencil.

Recalibrating what is private.

As the various portals of social media were just beginning to gain ground earlier this decade, I heard critics who echoed the sentiments of the Dear Diary period: Why would anyone reveal such personal things to people they don’t know? Who could possibly be interested in reading my tweet about some new yogurt I discovered? And yet, the pace of personal revelation has been accelerating, even as I write this. For example, a quick Twitter search informed me that both PinkVintage and DavidGytn picked up diarrhea over the past 24 hours – and it’s going to interfere with how DavidGytn studies for an upcoming test. And msLaLaFantasy is out of paper baking cups but is considering the foil type of cup when she heads to the store.

Too much information? Not if I’m marketing diarrhea remedies or baking products (with apologies for combining those two product

categories). And in general, for any of us qual researchers who strive to get respondents to trust us enough to share the personal details of their lives and brand affinities, the practice of sharing thoughts and concerns online can only be seen as a warm-up act for focus groups or one-on-one interviews. The lock has been removed from the diary and the boundaries of what is considered personal and private are dissolving.

To the extent that this recalibration of privacy can be carried over to a qualitative interview, a skilled moderator (and his/her client) can only benefit from consumers’ growing willingness to reveal more about themselves. During recent focus groups, I asked respondents to describe the current medications they were taking. A septuagenarian revealed (to a mixed-gender group) that one of his prescriptions was for an erectile dysfunction drug, adding, “... and I gotta tell you, it works!” While I was not able to determine whether or not this fellow was a social media regular, his willingness to share such details with strangers exemplifies the trend that social media is pushing along.

Providing a plethora of digital journaling tools. In its infancy, posting to the major social media networks was limited to computer or laptop entries. But the ability to engage in social networking via mobile devices, uploading digital images on the fly, has expanded the depth of what can be shared with others – including embarrassing pictures that 10 years ago would have been considered “TMI.” Moreover, these tools have made mobile sharing into an entertaining sport, to be played anytime, anywhere – at a party, at a store, at a Cubs game, walking the dog ... or even while eating a bowl of cereal first thing in the morning.

In my experience, familiarity with mobile journaling tools has had the most direct impact on the quality of research I moderate. Unlike my hesitance to assign research homework in the ’80s, I now routinely ask respondents to capture category habits and ritu-

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als throughout the day as well as emotions, concerns and wishes that happen in real time. I ask them to capture what they're doing via digital imagery and bring those images to our focus groups. In the '90s, I had my recruiters send disposable cameras to respondents, along with a promise to reimburse them for photo processing. Now, I simply ask respondents to print or e-mail their homework images or I'll have the research facility print images from respondents' cell phones or storage cards.

With written and image homework in hand, my respondents demonstrate fantastic pre-thinking about our research topics and they're always anxious to do a show-and-tell of their homework once our discussions begin. Significantly, across demographic segments, my respondents have either already engaged in similar digital sharing steps via their social media experience or they're at least familiar with what is involved, based on what they know about Facebook or YouTube.

Four actions

So what does all this mean to qualitative researchers? Aside from directly leveraging social media portals (e.g., as recruiting sources or as a platform for conducting online focus groups) there are, at minimum, four actions that traditional, face-to-face qualitative researchers can take:

1. Exploit the shifting privacy boundaries.

During group and one-on-one interviews, moderators should feel comfortable incrementally pushing for more personal revelations from consumers. Or asking respondents to reflect on mundane day-to-day habits. Chances are that some of your respondent segments have already posted even more revealing (or boring) details online. An indirect approach, referencing social media, can help to legitimize this sort of probe: "If you were going to tweet about the pain you're feeling, what would you write?"

2. Simulate affinity friendship circles during recruitment.

In the social media world, consumers feel more comfortable revealing themselves in the safety of affinity groups, be they school alums, fellow video game fans or employer groups. During the invitation to attend a focus group, for example, we can borrow from the language of social media friendship circles, assuring prospective respondents that they will be participating in a discussion among people whose answers to recruitment questions are similar to their own.

And, where practical, we can even simulate the social media practice of checking out someone's profile by providing a link to the moderator's online profile.

3. Build digital journaling homework into most qualitative projects.

As mentioned above, this step adds richness to what we learn from consumers and encourages early self-reflection that, in turn, makes for more efficient in-room discussions (see related article on page 28). Respondents have demonstrated that they're eager to engage in this added step and we do not necessarily need to increase recruitment incentive in order to ensure cooperation. In a December 2001 article in *Quirk's* ("Don't forget to do your homework") Tom McGee suggested that participation might increase if we promise consumers that they'll be able to keep homework creations after a focus group is completed. In the social media age, this is no longer necessary. In fact, one bonus of digital journaling is that the moderator (and client) acquires a library of personal thoughts and images which can either be incorporated into the analyses and report or simply maintained as a resource to be mined later.

4. Consider tapping into social media sites for respondent quality-control.

The rise in social media participation also carries a potential

negative when it comes to research security. The same consumer who enjoys sharing her food and television experiences might also feel inclined to blog about your client's new brand extension or its advertising campaign for next quarter. To diminish these negatives when launching particularly sensitive projects, we've incorporated several safeguards:

- In addition to the standard recruitment security questions (about previous research participation or category employment), we've also added queries about whether prospective respondents host online blogs or Web sites.
- We've conducted online searches for prospective respondents' names to determine if they've regularly posted about the category to be researched or if they represent a security risk in some other way. We've challenged or eliminated approximately one respondent per high-security project by using this step.
- We've required respondents to sign non-disclosure contracts which explicitly forbid them from sharing focus group content either face-to-face or via social networking. And, for the highest-security projects, we follow up our fieldwork with project-related keyword searches on portals such as Facebook and Twitter. Thus far, we've only had to follow up on a single forbidden tweet, but that single instance was sufficient to illustrate the value of our process.

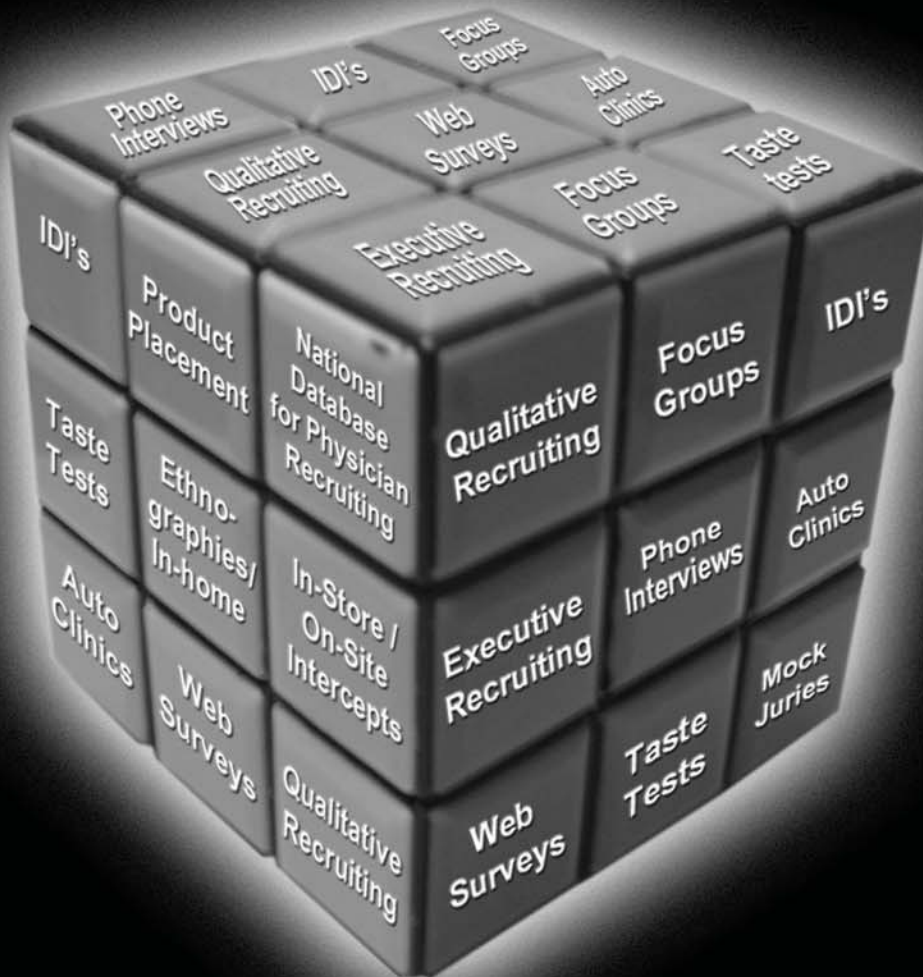
Uninhibited revelations

Fifty years from now, AMC may produce a television drama that dramatizes the "vintage" advertising practices of 2010. I expect that, in doing so, it will portray ddraper64 taking advantage of the uninhibited revelations encouraged by the prevalence of social media. | Q

Social media as connector

To find out how to use social media to forge consumer-brand connections, enter article ID 20100825-1 at www.quirks.com/articles.

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Know thine enemy well

The benefits of developing robust recruiting databases

The debate over professional respondents and how to deal with this problem and its correlative subject of respondent cooperation/improving cooperation rates (i.e., eliminating professional respondents without reducing cooperation rates) has been a heavily discussed and debated, subject: Most every market research industry journal has had authors address this issue with a variety of positions over the years.

However, there has been no analysis of what taking more punitive measures to weed out professional respondents would have on the industry and what alternatives exist to improve facility databases without further reducing cooperation rates. Namely, what are the impacts of implementing more stringent measures on denying cheaters access to studies and what are the cost impacts on continually-declining cooperation/response rates.

This article will analyze the cost benefit analysis of databases, the cost of implementing more restrictive measures on said databases and how improved database technologies can help improve qualitative research quality while holding down costs. Specifically, with improved database technologies and better communication, focus group facilities/field agencies can improve participant quality and reduce professionals while increasing their value to clients.

Analysis of the cost

Typically, discussions about professional respondents look at the impact on the quality of the research versus the cost of the research. While everyone recognizes the damage to qualitative research caused by professional respondents, few have done an actual analysis of the cost of taking on more draconian measures to prevent professionals. So let's study this more closely.

Most everyone recognizes that recruiting from non-database sources is more difficult than utilizing a facility's database. The person answering the phone for database calls knows the facility only calls regarding paid market research studies. Hence, they typically answer their phone and participate in the call. For list calls the response rates are dramatically lower. Recent analysis of plunging response rates to telephone surveys,

snapshot

By improving the systems they use to recruit for qualitative research studies, focus group facilities and field agencies can shift the conversation away from the scourge of professional respondents and toward the value they are delivering to clients.



By Brett Watkins

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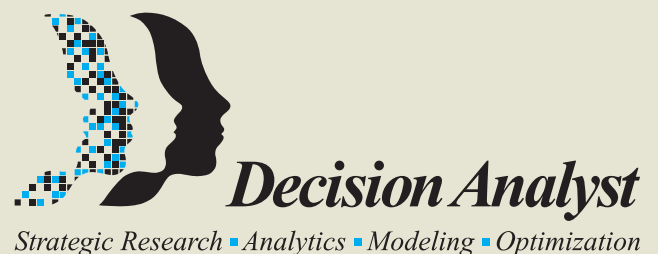
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when factoring in access to the total population and declining response to such calls due to Caller ID technologies and other factors, was quoted at nearly 85 percent non-response.¹ While telephone surveys and qualitative research calls are not the same, the impact is similar. The general population still has a significant learning curve with qualitative research: popular to contrary opinion, the majority of society, when actually probed, does not know what a focus group is, much less how it works. Hence, stating a call is for a focus group/paid research is not likely to significantly alter response rates, as most consumers still believe it's "too good to be true."

While no studies I am familiar with have studied response rates to database calls, my own 16 years of experience would put that number at minimally 85 percent. But for sake of argument, let's reduce that number to 80 percent and increase response to blind calls to customer or purchased lists to 20 percent (higher than the 15 percent quoted in the latest analysis aforementioned). As such, we are still looking at databases having four times-greater response rates than lists provided by clients. This is the first fundamental step in evaluating call-center productivity: list quality. I recently did this math for a client, to help him explain to his end client why list recruiting is more expensive:

Database calling: 80 percent list quality (good contact information) x 80 percent response rate (the right person answers the phone) x 80 percent cooperation rate (they agree to take your call) = 51.2 percent.

List calling: 80 percent list quality (dubious, as all researchers know) x 20 percent response rate x 30 percent cooperation rate (both numbers higher than my experience) = 4.8 percent.

My experience has been the percentages used for database calling are conservative (i.e., we've seen better response rates than this) and list calling liberal (i.e., we've seen worse rates than this), so list calling is, minimally, approximately 12 times more difficult. While incidence is the final factor to be equated:

client/purchase lists many times argue 80 percent or better (again, rarely seen it); and a database only 20 percent (which I would argue many times is low, as a client's study incidence, if they know it, is tied to the general population, not stratified populations in a database according to demographics and other information a field facility's database collects), this still results in a list study being more than three times

Clearly we cannot go back to the old ways of doing business. Returning to cold-call lists or other lower-cooperation/ response resources cannot meet the needs of the industry without dramatically increasing costs.

more difficult. Hence, this clearly shows why the industry continues to utilize database resources and not return to cold-call methodologies: The industry cannot withstand a tripling or more of costs, not to mention longer study timelines.

Improve their quality

With the above math substantiating the cost-effectiveness of databases, the next important step is determining how best to improve their quality to ensure they meet the qualitative research industry's needs. As it relates to cheats, some have advocated that facilities should become more stringent in identify-

ing cheaters and implement policies to eliminate them from their databases. These steps include taking pictures of participants; creating a "wall of shame" of pictures of cheats who have been caught and banished; seeking criminal prosecution of cheaters; refusing payment to anyone who does not re-screen; making examples of participants who are cheaters in the holding area and on Web sites; and more.

Looking past conflicts some of these behaviors would create for clients, as well as legally for facility owners (not to mention no law enforcement agencies engage in criminal prosecution), a primary flaw in such actions is their impact on legitimate respondents. Recall we studied previously the multiplier effect on costs of other recruiting methods; if we implement measures that place greater scrutiny on database members and make database membership more onerous, then we hamper efforts to obtain new database registrants (which facility owners will already tell you is not as simple as it sounds; again the majority of people do not know what qualitative research is, or how it works, so convincing them to give contact and personal information is not easy).

Further, employing more militant behavior against our current database members - treating them as commodities versus valued partners in the research process - results in more dissatisfied database members (who tell their friends and make recruiting even harder). Increasing the difficulty in finding new database members increases costs, thereby driving up recruiting costs for qualitative research, returning us back to the same issue as with older methodologies: getting good recruits but at a cost beyond our client's budgets. Instead, we need to find better solutions to identify professional respondents (and keep them away from our studies).

Can certainly attract

Clearly, there are technologies that hamper quality recruiting when not utilized properly. While the actual study details should be disguised

when recruiting via Web postings, e-mail blasts and other publicly-shared networks like Facebook, Twitter and Craigslist, the reality is, any public attempt to seek study participants can certainly attract professional respondents. At L&E Research, we have marked over 2,000 people as “do not call” for a variety of reasons; many are the professionals that surf our site and social networks in search of an easy \$75.

However, advanced database technologies that we have developed internally have also aided us in adding over 50,000 new database members in the last five years. These technologies can be quite useful in attracting new members to a database and identifying cheats, if the facility actively monitors its member registrations. As with all technologies, the quality of output is as good as the input. Implementing procedures that require validation of data and using database technologies that seek out duplicative data and have search tools to find respondents that are looking to game the system (and then flagging them to ensure they are not called/recruited) is critical to creating a fresh database of engaged members. And, the beauty is, the cheater doesn’t realize he’s caught, as he doesn’t realize his behavior resulted in his account being flagged.

Hence, I believe our systems do not need to be more restrictive and thus bottleneck registrations via the requirement of human validation (100 percent human validation is argued by some to be necessary, whereas I would argue it is not only cost-prohibitive but unnecessary). Instead, they need to make registration into our databases easier and let us capture more information so we can more easily identify cheats. This accomplishes two things: Cheats are more easily identified and flagged to prevent participation in studies; the database registration process is simplified and improved, making database member referrals easier (and easy to track), hence growing one’s database and adding more virgin participants.

Better means of validating

Most all qualitative researchers have advocated the need for better secu-

rity of databases and utilizing better means of validating participant information. Our clients seek harder-to-reach respondents as marketing becomes more one-to-one but they need field researchers to identify ways to deliver those participants - the right participants - without paying exorbitant costs.

Clearly we cannot go back to the old ways of doing business. Returning to cold-call lists or other lower-cooperation/response resources cannot meet the needs of the industry without dramatically increasing costs and time-to-completion. Qualitative research is getting harder; incidence rates are dropping; clients are seeking participants through questions that aren’t traditionally captured with database questionnaires and yet timeliness of the research is still critical.

It is time we look through the prism differently, to recognize that technology is our friend and can help us recruit faster while recruiting better. Facilities and field agencies that invest in their databases and the technologies that manage them will make a significant quality difference in our profession and eliminate the noise that our industry is saddled with cheaters, repeaters and professionals.

If we take the time to develop better database systems, we can learn more about our members, including those who are simply looking for an easy \$75. By making our systems easier on the front end, while employing advanced database technologies on the back end, we improve the quality of the primary service we provide the qualitative research industry: good recruiting. In doing so, we begin providing solutions to clients that make us valuable again. Costs then become a secondary element in the equation, not the primary deciding factor, as our costs are competitive but our quality and speed-of-delivery are superior. | Q

References

¹ Curtin, Richard, Stanley Presser, and Eleanor Singer. 2005. “Changes in Telephone Survey Nonresponse over the Past Quarter Century.” *Public Opinion Quarterly* 69:87-98.

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Do you know what you need to know?

How to get brand equity studies off the ground

Depending on your industry, brand name can matter a lot (iPod) or a lot less (private-label cheese). But in the end the power of a brand is always important. Having a clear and consistent read on the health of our brand seems so obviously critical and yet for so many researchers it takes a distant back seat to the fire drill of the moment. Many of us even try and “just get something” by tacking on some brand-related questions to ad hoc studies as an afterthought. So why is it that we treat something so important with such blatant disregard?

To be fair, more often than not, equity studies do not get support from the right people to allocate the necessary resources to get in the field. If this is your situation, I will unfortunately have to leave you to navigate the politics.

On the other hand, many times the study just gets too big. Once word gets out that there is going to be a brand equity study, e-mails get flooded with added questions, redundant attributes, more competitors, additional sample, etc. Depending on who these e-mails are from, they can be more or less difficult to kindly set aside. Then, before we know it, we have a 150-question survey that nobody feels comfortable putting in the field. So it sits and sits until it is forgotten altogether.

Before anybody starts writing a survey or talking about methodology, there has to be clarity on what type of brand equity study is most appropriate. It's best to go one question at a time. First, what is your focus? Second, what is the goal? And, who is the target?

What is your focus?

Determining the focus of your equity study is typically the most difficult part (see chart). Is it your brand, your competitive set, your total industry? Having an expanded focus allows for an amazing amount of information, so it is always tempting to just go for it. However, make sure that an expanded focus is in line with your needs. Additional competitors can create a lot more work

when setting up attributes and taking shortcuts can lead to incorrect conclusions and dangerous half-truths.

Your brand. While wonderful in its simplicity, this method can be anticlimactic during the first iterations. At the beginning there is nothing to compare with your results, so there is little you can say about the overall health of your brand. After all, you will only have a single data point and there is no absolute scale that can tell you if it is good or bad. However, you will be able to say which attributes have the

snapshot

To keep your brand equity study from becoming unwieldy, you must enter the process with a well-defined set of information goals and parameters. The author outlines a process for determining your data needs.



By James A. Rohde

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strongest impact on brand health.

Competitive set. This can add complications if you are not careful. It is important that you choose the right competitors and that they are indeed part of your competitive set. The potential for complication comes from ensuring the proper attributes are represented. It is important that the strengths and weakness of all the considered brands are reflected. If the added brands are truly part of your competitive set, then the attributes you use should not be too different than what you would use to describe your own brand.

Using your competitive set also allows you to compare your equity against your competition right away. Being able to show quick results is sometimes enough to keep these studies alive. Warning: Remember that this is a reflection of equity from the sample you are using! We will get into sample later but, if you only look at your customers, the fact that you have stronger brand equity than your competitors is a little less exciting.

Total industry. This is a complex view of your brand compared to all the big players in your industry, including those from outside your competitive set. Remember that, when taking on this type of study, the brands should be evaluated against attributes that correspond with the whole industry not just your brand's strengths. For a true industry-wide look, every brand should be rated or ranked among identical attributes that allow respondents to reveal each brand's strengths and weaknesses.

The most meaningful benefit of the total industry view is that you can compare strengths and weaknesses between multiple competitive sets as well as the brands.

What is the goal?

Ad hoc. A single ad hoc initiative or study that just focuses on your brand is extremely limiting. A single data point does not allow for any comparison so it is difficult if not impossible to accurately read the overall health of your brand. However, when you measure your brand against competitors, an ad hoc study gives you a snapshot of the market through the eyes of the consumer. This type of study allows the researcher to determine competitive sets, key benefits and weaknesses among key brands and/or competitive sets.

Tracking. A tracking study is great

	Your Brand (Walmart)	Competitive Set (Walmart vs. Target)	Total Industry (Big Box vs. Specialty)
Ad Hoc	See strengths and weakness of your brand Identify high-impact attributes.	Strengths and weaknesses of competitors Identify how specific competitors outperform your brand	Identify what makes other brands different Identify high-impact attributes that can make your brand stand apart
Tracking	Monitor brand health over time	Monitor health of your competitive set over time Movement of competitive equity over time	Monitor the equity of multiple competitive sets over time
Your Customers	Why your customers shop you	Why your customers shop your competitors	Non-customers required
Non-Customers	Identify what keeps specific consumer groups away from your brand	Determine if you stand out from your competitors	Customers required
Custom Segments	Competitive set required	View equity scores by segment	View scores by segment between multiple competitive sets

in that it will allow you to measure the impact of major trends and company decisions on the health of the brand. The more frequently you are able to administer the study, the more precise you can be. Warning: Brand equity is a slow-moving target so fielding a study every week will likely just give you a lot of work with few answers.

Understanding your business cycle is key when determining the frequency of your tracking study. Many times, a study fielded as little as one to two times a year is perfectly adequate. However, if you are measuring the results of a specific initiative, or work with a brand that services a different type of consumer every quarter, then a more frequent cadence is in order.

Who is the target?

Your customers. It is perfectly acceptable to speak with just your customers. After all, they are typically the most convenient to reach and are more likely to yield a better response rate. Just remember that this will have to be considered in the results. This will give you a biased view of the market but if your goal is simply to understand your existing customers, it is not a bad thing to see the market through their eyes.

Non-customers. Looking specifically at non-customers gives you a chance to see what keeps people away from your brand. This is also useful when looking at consumers who have permanently left your brand for a competitor.

Custom segments. If your brand has developed a segmentation strategy, using your segment identifiers will allow you to see just how different your segments are from one another! However, in order for this information to be useful, the segments should not be compared

when looking at just your brand.

The reasoning here is that the equity scores are not all that telling from one segment to the next. Without competition to compare the scores, you are unable to specify if low equity is the result of poor brand performance or lower involvement with the category. More spending does not necessarily mean higher involvement.

For example, when working with Segment X and Segment Y, we find that Segment X has a lower equity score for my brand than Segment Y. With no other information we may say that there is room to improve marketing or communication for Segment Y so that it can be as good as Segment X. However, because we do not have any other brands to take into consideration, we do not know what a high score for Segment Y should look like.

If my brand is Apple, and Segment X represents college students and Segment Y represents the parents of those students, we may expect parents to naturally have a lower equity score. However, all we can show is that the two segments have different levels of involvement with Apple. We are unable to identify if this is specific to Apple or a pattern that exists within our competitive set or the whole industry. Therefore it is very difficult to turn the finding into something actionable.

Alignment with the goals

In the end, making sure that you have alignment with the goals and expectations of an equity study will allow for a more successful and hopefully more frequent brand evaluation. If you would like to contribute to the discussion, please contact me. I would love to get other points of view! | Q



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Survey Monitor

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When conveying their experiences, the product reviewers were naturally more apt to focus on the product and its attributes. This resulted in a strong branding presence and communication of such elements as product convenience and quality, which are key rational elements in increasing an ad's persuasiveness to a prospective buyer. For more information visit www.comscore.com.

Caucasians lag in recreational Internet activities

More than eight in 10 Americans say they regularly surf the Internet in a given week, but Americans' digital activities differ greatly among ethnic segments, according to data from BIGresearch, Columbus, Ohio. Compared to Caucasians, minority groups are more likely to surf the Internet and visit social networking sites in their leisure time; read, post to and maintain blogs; view news, videos and TV shows online; and send text messages.

When it comes to social media, Facebook ranks among the top sites regularly visited by Asians (55.7 percent), Hispanics (54.2 percent), African-Americans (47.7 percent) and Caucasians (43 percent). Regular Facebook usage has doubled since December 2008 for all ethnic segments except Asians, who were early adopters. YouTube places second for Hispanics, African-Americans and Caucasians but is No. 1 for Asians (56 percent). Hulu is also popular among Asians (17.5 percent), followed by Hispanics (15.1 percent), African-Americans (11.3 percent) and Caucasians (8 percent). In addition, minority groups are more likely than Caucasians to regularly use Twitter.

When they aren't tweeting or sharing videos, what are minority groups doing online? In a word: shopping. For minority consumers, shopping is the No. 1 online recreational activity. They are more likely than Caucasians to regularly purchase products online and research products online before buying them in person. Asians (34.5 percent) are most likely to regularly purchase products online, followed

by African-Americans (34.1 percent) and Hispanics (32.2 percent), compared to 29.5 percent of Caucasians. Hispanics (51.2 percent) are most likely to conduct preliminary product research online, followed by Asians (49.7 percent) and African-Americans (46.6 percent), compared to 40.2 percent of Caucasians.

For online entertainment beyond shopping, African-Americans and Hispanics are downloading music or checking movie schedules while Asians are instant-messaging and playing video games. Caucasians are more likely to be found checking the weather or the score of the most recent football game.

Downloading music and videos is a top priority for minorities online, but differences exist when it comes to top downloading sites. Although iTunes.com is the most popular site, more Asians are using YouTube than the other ethnic groups, and Asians also choose Google over LimeWire.

With so many activities to engage in online, Internet users have found ways to stay connected anywhere, and minority groups are on the leading edge in new mobile technology. The African-American segment has the highest percentage of regular BlackBerry users, but Asians are most likely to search the Internet on a BlackBerry (15.3 percent). Asians are also most likely to search the Internet on Droids (9.7 percent), iPads (11.2 percent) and iPhones (20 percent), while Hispanics have the highest percentage regularly using cell phones to go online (23.6 percent). For more information visit www.bigresearch.com.

Online media consumption showing no signs of slowing

Average consumers spend more than one-half of their waking day with media, and media consumption has increased by an hour per day over the last two years, largely resulting from an additional 40 minutes of time spent online since 2009, according to the Longitudinal Media Experience (LMX) study from Ipsos OTX MediaCT, a Los Angeles research company.

This significant rise in media consumption is being driven by the adoption of next-generation media devices and distribution services that enable mobility, multitasking,

consumer-control and improved experiences.

Over the past two years, ownership of laptop computers has grown, while ownership of desktop computers has decreased. Moreover, content-hungry consumers are trading in their single-utility mobile phones for Web-enabled smartphones, now owned by 24 percent of consumers. Cell phone ownership has fallen from 81 percent to 65 percent since 2009. In fact, smartphone owners spend 30 minutes more per day multitasking with media compared to non-smartphone owners. Top smartphone activities include social network interaction and gaming.

As these devices become more ubiquitous, consumers are finding additional means of accessing TV content. Live television still represents the lion's share of hours viewed (78 percent), but non-traditional (DVR, VOD and online video) methods of accessing TV content are ramping up, accounting for almost one-quarter of TV viewing.

The LMX study also indicates a shift in the media mix during prime time (8-11 p.m.). TV and online are still the primary activities during prime time, but online has grown to nearly one-third of the TV/online activity mix.

The data also shows huge impact of social networks in today's media ecosystem. Over half of the population visits Facebook or MySpace every day, and visitors are spending almost a half-hour on the social network sites. For more information visit www.ipsos-na.com.

Is the American Dream nothing more than a pipe dream?

As the nation struggles to recover from the worst recession in recent history, consumers are sharply divided regarding what it means to succeed in the U.S. Despite a strong undercurrent of hope that success is still possible for hard-working Americans, half say they are not living the American Dream, and of the 48 percent of the country who say they aren't living the American Dream, 56 percent don't think they ever will, according to data from StrategyOne, a New York research company.

Just over half of Americans (52 percent) believe they are living the

American Dream. But among those in households earning \$40,000–\$50,000 – generally considered to be a typical middle income – that belief drops to 41 percent. Even among the best-educated (college graduates), 42 percent don't feel they are living the Dream. About one in three of those in households earning \$75,000 or more a year – the highest income category in the survey – report they are not living the American Dream.

In spite of widespread doubts about whether individuals have achieved or will achieve the American Dream, 74 percent believe that the ideal of reaching the American Dream and being able to “make it” in America is largely true and possible, as opposed to being just a myth. Sixty-eight percent of those in households earning less than \$25,000 a year also share this belief. There is amazing consistency across racial groups on this point. Seventy-eight percent of blacks believe the possibility of reaching the American Dream is achievable, as do 76 percent of Hispanics/Latinos and 73 percent of whites.

That optimistic outlook was also shared by 81 percent of consumers who believe that if you work hard and play by the rules, you can achieve a middle-class life in America. Seventy-four percent agreed that achieving success in America was more about working hard and less about good luck. This belief was held across the economic divide: 71 percent of those earning under \$25,000 a year agreed, as did 69 percent of those earning \$25,000–\$40,000. This feeling was most pronounced among the highest earners: 78 percent of those who made over \$75,000 a year felt hard work was the key to success. For more information visit www.strategyone.com.

When choosing perfume, it's all about the feeling

While factors influencing fragrance purchase for women such as price, celebrity endorsement or season may be well known, the biggest influence may not be a fixed factor. It seems mood is the most popular motivator of fragrance choice for women, as 54 percent of female fragrance users decide what fragrance to use based on how they're feeling, according to Chicago

research company Mintel.

Coming in at second place, 31 percent of fragrance users say they decide which fragrance to apply based on their activity (work function vs. a personal outing). Meanwhile, 26 percent of users decide based on the time of day and another one-quarter decide based on what they're wearing. Those who are 45+ are more likely to wear one fragrance – a signature scent – so they're less likely to base their choice on their clothing or mood.

“Women in the 18–44 age range are more prone to change their fragrance based on a number of different factors, while over-45s are more brand-loyal,” says Kat Fay, senior beauty analyst at Mintel.

Motivations for fragrance purchase differ just as much as fragrance choice, but the clear favorite is in-store samples. Sixty-nine percent of fragrance owners say they're motivated to purchase a new fragrance based on samples they've tried in a store, while 26 percent cite a recommendation from a family member or friend as the impetus behind a new purchase.

“Women have to experience a scent to make sure it's appropriate, as there aren't many objective criteria they can use to test smell,” says Fay. “Female consumers often say that a fragrance smells different on their skin than it does out of the bottle, so trying an in-store sample increases the likelihood that they'll still be happy with their purchase once they get it home.”

For women who don't wear a fragrance, 28 percent say they have no interest in using them, 20 percent say they're allergic and 14 percent say they've yet to find a scent they like. For more information visit www.mintel.com.

Consumers' bad online experiences a bane for cross-platform retailers

The majority of consumers (85 percent) expect seamless integration across all channels of a retail organization – delivering a one-brand experience, according to a study conducted by Sterling Commerce, Dublin, Ohio, and Demandware Inc., a Woburn, Mass., e-commerce firm. Compared to results from the 2007 edition of the study, consumers' expectations increased in all

areas of the order lifecycle: 87 percent expect to track an order from any channel (up from 56 percent in 2007); 74 percent expect to modify an order from any channel (up from 65 percent); and 61 percent expect to complete an order from any channel (up from 55 percent).

Survey results also support the overarching trend around the growth of the Web as a primary shopping channel. Sixty-two percent of consumers say they start their shopping experience online at least 50 percent of the time before venturing in-store, and 49 percent of respondents feel that their online shopping experience has a strong impact on their overall perception of a retailer's brand.

More than 60 percent believe that being able to use their mobile phone while shopping to verify product availability at a particular store location is important or very important. Fifty-three percent of respondents consider it important or very important for a retailer to be able to maintain a cross-channel order history of a customer's purchases and 91 percent of consumers would use an “order online, pick up in store” option if it were available. Despite this preference, 30 percent of consumers said they have never used this option previously. Eighty-three percent of consumers believe in-store return of an online purchase is important or very important.

Almost a third of respondents said that a negative experience online leaves them with a negative impression of the retailer overall and half of consumers will avoid the retailer for one or more visits after attempting to purchase something that was out of stock. These two factors appear to have a significant effect on consumer loyalty. Nearly half will make fewer trips to the retailer and 31 percent will start shopping online for those items they find are often out of stock at the retailer's location. When asked which fulfillment method they would most prefer when faced with a stock-out, respondents ranked them as follows: ship the out-of-stock item to the consumer (66 percent); transfer the item to the out-of-stock location (47 percent); and hold the item for pickup at another retail location that does have the item in stock (46 percent). For more information visit www.sterlingcommerce.com.

Product and Service Update

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Simulator, a desktop application designed to evaluate the potential impact of hypothetical strategic business decisions and competitive scenarios. The Decision Pathway Modeling Simulator is a supplemental offering available only to CMI clients.

Decision Pathway Modeling leverages structural equation modeling and CMI's research and client-side experience to understand customer decisions along the path to purchase and, in turn, impact those consumer behaviors and choices; turn numbers into marketing and strategic insights; and improve allocation of resources. For more information visit www.cmiresearch.com/dpm.

Authentic Response offers white paper on river sampling

New York research company Authentic Response Inc. has released the results from the first in a series of research-on-research white papers. The study, which will be followed by a detailed technical paper to be published separately, sought to understand how results obtained from intercept/river sampling compared to panel sampling and to inform future research on how best to integrate new online sampling methods into established research practices. As a result of the study, Authentic Response has rolled out a river sampling method to recruit non-panelists to take part in its surveys. For more information visit www.authenticresponse.com.

Firefly Surveys offers collaborative capability

Vancouver, B.C., research company Vision Critical has unveiled Firefly Surveys, a Web-based tool intended to allow researchers and their internal clients to work together on a single copy of an online survey – collaboratively editing at the same time or leaving comments and edits asynchronously on their own time. Firefly's collaborative survey tool facilitates creating, editing and deploying surveys with multiple parties and aims to reduce time spent during the survey development process.

Using Firefly Surveys, researchers can check who is working on which question, exchange messages directly to discuss changes and leave Post-it-like

notes on any question in the survey.

The tool also allows users to set different permission levels, enabling some team members to edit anything while others can only leave comments or suggestions.

The platform also includes engaging surveys; intuitive authoring, which allows researchers to type on a blank page and receive help from the system as it interprets questions as open-ends or single-choice based on what is being typed; and a reporting and analysis tool to allow researchers to sort and recode variables, run crosstabs and create standard reports that include real-time data. For more information visit www.visioncritical.com.

BlogNog 2.0 offers new features to help BBFG researchers

Accelerant Research, Charlotte, N.C., has rolled out BlogNog 2.0, which features shopper insights mobile capabilities for mystery shopping and shop-alongs; (Q3) to link qualitative and quantitative phases of integrated research plans; multilingual capabilities; a multidimensional respondent grouping function for drill-down analysis; Participant Wall analysis for an end-to-end view of individual respondent data; custom branding for placement of client organization name, logo, color(s); and dial testing, drag-and-drop sorting, image/text tracking, perception mapping, collage building and custom flash programming. For more information visit www.blognogresearch.com.

Mob4Hire tool sets out to find the MOB(ile)STAR(s)

San Francisco mobile testing and research community Mob4Hire has rolled out its MOBSTAR CERTIFIED program, a rating system for mobile usability excellence. MOBSTAR is a third-party review system that is focused on identifying and creating high-quality mobile apps, media, Web sites and other mobile user experiences. A MOBSTAR rating reflects the users' overall loyalty toward a business's app or Web mobile experience. Specifically, the MOBSTAR rating indicates how much people will recommend a company, brand or product and what they will say about it. MOBSTAR was developed in conjunction with www.businessoverbroadway.com loyalty scientist Bob Hayes. For more information visit www.mob4hire.com.

Briefly

Copenhagen, Denmark, research software company Relationwise A/S has selected Stockholm, Sweden, research company Cint's Direct Sample technology to power its Panel Solution service. Panel Solution is designed to offer businesses a do-it-yourself approach to conducting market research projects among the service's Danish audience. For more information visit www.relationwise.com.

20|20 Technology, a division of 20|20 Research Inc., Nashville, Tenn., has released version 1.5 of its QualJournal online journaling and immersive research offering. The platform is designed around a blogging platform, and enhancements include improved reporting functions with sorting and filtering capabilities; an updated assignment-based entry system that organizes entries based on themes or activities; improved moderator probing and follow-ups; a reporting archive for storing previously-generated transcripts; and participant progress indicators that highlight incomplete activities or assignments. For more information visit www.2020research.com.

Vancouver, B.C., research company Techneos has expanded its support for Android to include multimedia capabilities such as photo capture and location-based services. For more information visit www.techneos.com.

J.D. Power and Associates, a Westlake Village, Calif., research company, has collaborated with Encino, Calif., research company uSamp to establish the J.D. PowerPanel. The panel is designed to enhance the company's existing survey-based customer satisfaction and product quality research by expanding the demographic and geographic range of its online survey respondents. For more information visit www.jdpower.com.

New York research company GfK MRI has announced Granularity, its Web-based portal system for inputting more precise weekly and local magazine readership data into marketing mix modeling systems. Subscribers will

receive weekly reports in the form of an interactive spreadsheet. For more information visit www.gfkmri.com.

Richard K. Miller and Associates, a Loganville, Ga., research publisher, has released *Consumer Behavior 2010*, a handbook intended to assess shifts in consumer spending; identify specific market opportunities brought on by changing consumer behaviors; and discuss how consumers will likely respond as economic growth resumes in the U.S. For more information visit www.rkma.com/reports.cfm.

Global Market Insite Inc. (GMI), a Bellevue, Wash., research company, has launched GMI Pinnacle, a technology designed to deliver datasets independent of online respondent sources. GMI Pinnacle features calibrated sample blending, which scientifically calibrates, mixes, stabilizes and monitors multiple- or single-respondent sources, each containing unique skews. By accounting for and counter-balancing across at least 60 demographic, psychographic and behavioral measures, GMI Pinnacle aims to deliver a balanced set of respondents in real time against a defined industry or client-approved benchmark. For more information visit www.gmi-mr.com.

Dallas research company Toluna has integrated Facebook and Twitter into its online community product PanelPortal. For more information visit www.toluna.com.

QSR International, a Doncaster, Australia, research company, has released NVivo 9 and NVivo Server 9 to support mixed-method approaches; live team collaboration and visualization; and automated analysis techniques. NVivo 9 and NVivo Server 9 are the first qualitative data analysis software combination to offer live collaboration. For more information visit www.qsrinternational.com.

Optimum Solutions Corporation, a Lynbrook, N.Y., research technology company, has introduced FACTS (Fast Accurate Capture Technology Solutions), a data capture technology solution designed to allow marketers and researchers mine the preferences of their audiences. FACTS offers telescopic

coding; foreign language; data entry; audio coding; three-pass entry; and survey processing capabilities. For more information visit www.oscworld.com.

Habbo Hotel, a Santa Monica, Calif., virtual community and game, has debuted the Habbometer, a short poll of teens on Habbo Hotel (Habbos) that aims to find out what teenagers around the globe think is hot. Habbometer results will be available upon request and be posted to Sulake.com. For more information visit www.habbo.com.

Naperville, Ill., research company Millward Brown has added a market-ability measure to its Cebra (celebrity and brand) research, which includes familiarity, affinity and media attention measures. For more information visit www.millwardbrown.com.

New York research company BuzzBack has launched Concept Focus, a highlighting tool for online concept optimization. Concept Focus is designed to allow respondents to highlight what is meaningful to them, rather than selecting from predefined, discrete content areas. Concept Focus also has its own reporting environment. For more information visit www.buzzback.com.

Decision Resources, a Burlington, Mass., research company, has launched Analogue Tool, an interactive Web-based platform designed to allow users to search for product analogues based on a range of metrics. The Analogue Tool categorizes markets and products to enable users to understand market opportunities and select appropriate product analogues. For more information visit www.decisionresourcesinc.com.

EDigitalResearch, Hampshire, U.K., has released results from its mCommerce benchmark study in the U.K. The study aimed to track and measure consumer expectations from mobile shopping. For more information visit www.edigitalresearch.com/benchmarking.

Research in Motion, Waterloo, Ontario, and Portland, Ore., research company Webtrends have announced the BlackBerry Analytics Service, powered by Webtrends and designed to add measurement into BlackBerry applica-

tions. The BlackBerry Analytics Service will be freely available to the BlackBerry developer community when it launches in early 2011. For more information visit www.webtrends.com.

Amplified Analytics, a Richmond, Calif., research company, has launched Amplified WOM Analyzer, a SaaS tool that uses opinion-mining software to quantify customer experience and measure how well it matches expectations. The system can also draw on e-mails, call transcripts, chats, forums and external competitor data. For more information visit www.amplifiedanalytics.com.

New York researcher The Nielsen Company has released Nielsen Online Campaign Ratings, which aim to provide audience data comparable to Nielsen's television ratings. The system will combine traditional Nielsen TV and online panel data with aggregated, anonymous demographic information from participating online data contributors. Nielsen is expected to provide reach, frequency and gross rating point measures for online advertising campaigns. Campaign reporting will be available within days after the launch of a campaign. For more information visit www.nielsen.com.

The Kantar Group, a London research company, has launched TGI Worldpanel with the goal of examining the link between media consumption, consumer attitudes and the purchase of consumer goods brands within the U.K. The service was created by fusing the Kantar Worldpanel sample with data from TGI surveys. For more information visit www.kantar.com.

Kinesis Survey Technologies LLC, an Austin, Texas, research company, has published *The Mobile Survey Landscape - Today and Tomorrow*, a white paper regarding the impact of smartphone and mobile Internet growth on the market research industry. The paper highlights issues related to mobile research adoption and provides a snapshot of Kinesis' mobile survey data. The paper is available for free download at www.kinesisurvey.com/resources/whitepapers.

Research Industry News

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BrainJuicer Group PLC, London, received the award for research innovation at the Jay Chiat Strategy Festival.

The Marketing Science Institute, Boston, has named **Renana Peres** of the Wharton School at the University of Pennsylvania and **Ron Shachar** of the Fuqua Business School at Duke University recipients of the top award for their research proposal “Multichannel word of mouth: the effect of brand characteristics.” The methodology outlined in the plan was developed in collaboration with Fresno, Calif., research company **Decipher Inc.**

Columbia, Md., research company **Arbitron Inc.**’s multicultural marketing manager Oveda Brown has been named to Radio Ink’s list of Ones to Watch.

ColoradoBiz magazine has named **Carl Rossow**, co-founder of iModerate Research Technologies, Denver, one of the top 25 most influential young professionals under the age of 40.

Scottsdale, Ariz., research company **Thumbspeak LLC**’s business application achieved No. 1 ranking on iTunes on October 18.

New accounts/projects

Chicago confections company **Wm. Wrigley Jr.** has adopted New York research company **TRA Inc.**’s solution to evaluate the impact of television advertising on sales.

New York researcher **The Nielsen Company** has signed a five-year contract to serve as the preferred research supplier to the **New Zealand Print Media Industry Research Review Group**.

Scripps Television, Knoxville, Tenn., has chosen Portland, Ore., research company **Rentrak**’s StationView Essentials local TV ratings service for Scripps’ ABC-affiliate WXYZ-TV in Detroit.

Reston, Va., research company **comScore Inc.** has adopted San Francisco research company **MarketTools Inc.**’s TrueSample validation platform to certify the consumer survey responses for comScore clients that request the service.

Orem, Utah, research company **Opinionology** has added Westport, Conn., research company **Imperium LLC**’s Verity service to Opinionology’s online respondent identity validation techniques.

Telefónica O2, a Berkshire, U.K., telecommunications provider, has selected Cologne, Germany, research company **Globalpark** to survey its employees.

Columbia, Md., research company **Arbitron Inc.** has signed a multi-year agreement with **Adelante Media Group LLC** for Arbitron’s Portable People Meter and diary radio rating services in all markets.

New companies/new divisions/relocations/expansions

L&E Research, Raleigh, N.C., has opened its Tampa, Fla., facility at 100 N. Tampa St. The location was formerly the site of a TAI Companies research facility.

Stockholm, Sweden, research company **Cint** has opened offices Los Angeles; Princeton, N.J.; and San Francisco. The company is also relocating to larger office spaces in Atlanta and Toronto.

Horsham, Pa., research company **TNS** has established its corporate development division and named Matthew Froggatt chief development officer.

Qualvu, a Golden, Colo., research company, has opened an office in Dublin, Ireland. This is the first European office for Qualvu, and Anne-Marie O’Sullivan has been appointed to lead the operation.

Fresno, Calif., research company **Decipher Inc.** has reopened its Los Angeles office at 6380 Wilshire Blvd.

Recently-merged U.K. research

consultancies **SPA** and **Future Thinking** have opened a Paris office at 117 avenue Victor Hugo, 92100 Boulogne-Billancourt.

Research Panel Asia Inc., Tokyo, has opened an office in Los Angeles. This is the first U.S. location for the company.

Research Now, Dallas, has opened an office in Milan, Italy. The office will be headed by Robinson Leoni.

Chennai, India, research agency **krea** has launched the **India Field Network** for quantitative and qualitative data collection.

Research company earnings/financial news

Vision Critical, Vancouver, B.C., announced a three-year commitment to provide financial support to the **Dr. Peter AIDS Foundation**, a Vancouver organization focused on helping those whose lives have been affected by HIV/AIDS, addiction, mental illness, poverty and discrimination.

GutCheck, Denver, has closed a \$2 million Series A round of funding. The round was led by **Highway 12 Ventures**, Boise, Idaho; **Village Ventures**, Williamstown, Mass.; **iModerate Research Technologies**, Denver; **Benenson Strategy Group**, New York; and several others in the market research industry.

The Nielsen Company, New York, announced that on September 30 its indirect wholly-owned subsidiaries, **Nielsen Finance LLC** and **Nielsen Finance Co.**, priced an offering of \$750 million aggregate principal amount of 7.75 percent senior notes due 2018 at a price to the public of 99.267 percent of principal amount in a private offering that is exempt from the registration requirements of the Securities Act of 1933. Nielsen intends to use the net proceeds from this private offering to redeem a portion of Nielsen’s \$869 million 10 percent senior notes due 2014 and related obligations.

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Names of Note

continued from p. 10

Alex Camacho has been named senior consultant, multicultural services, of *The Pert Group*, a Bloomfield, Conn., research company.

Chapel Hill, N.C., research firm *The Futures Company* has made two appointments to its future-facing quantitative practice: **Steve Levine**, senior vice president; and **Christine Baskin**, senior vice president, research and consulting.

The Center for Marketing Research at the University of Massachusetts Dartmouth has added **Meredith Milliner** and **Rose Ayres** as graduate assistants.

Stephen Hearn has been named global head of *GfK Healthcare*, a Blue Bell, Pa., research company.

John Harrison has been named

executive vice president, sales and marketing, of *Optimum Solutions Corporation*, a Lynbrook, N.Y., research company.

John DiStefano has joined New York marketing magazine *BtoB* as research director.

RDA Group, a Bloomfield Hills, Mich., research company, has hired **Frank Forkin** as executive vice president and partner.

Opinion Leader, a research division of Chime Communications, London, has appointed **Dominic Scott-Malden** as research director and **Catherine Plews** as senior research executive.

ABI Research, Oyster Bay, N.Y., has appointed **Aapo Markkanen** as industry analyst, consumer mobility. Markkanen will be based in London.

Leeds, U.K., research company *Nunwood* has appointed **Anna**

Thomas to lead its Sydney, Australia, office as joint managing director, APAC. The company has also promoted **Ann Thompson** to joint managing director. Thompson will be based in Auckland, New Zealand.

Andy Grout and **Matt Coggan** have been named joint managing partners of *JRA Research*, Nottingham, U.K. The company also promoted **Paul Summers** to chairman.

Rentrak Corporation, a Portland, Ore., research company, has appointed **Brent Rosenthal** as vice chairman of the board of directors.

Rochester, N.Y., research company *Harris Interactive* has hired **Pavan Bhalla** as executive vice president, CFO and treasurer.

George H. Terhanian has joined Dallas research company *Toluna* as chief strategy and products officer.

Boston research company *Communispace* has named **Howard Kogan** chief technology and strategy officer.

Robinson Leoni, manager, client development, of *Research Now*, Dallas, has been appointed to lead the company's Milan, Italy, office.

Recently-merged U.K. research consultancies *SPA* and *Future Thinking* have hired **Adeline Baret** to head their Paris office.

Stockholm, Sweden, research company *Cint* has hired **Grant Miller** and **Mary Williams** as director, client development; and **Ryan Jay** as director, operations. Jay will be based in Los Angeles.

Toronto research company *LoyaltyOne* has hired **Stephanie Cohen** as partner, financial services; and **Fred Thompson** as partner, retail.

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Sue McAdams, PRC
President
Herron Associates, Inc.



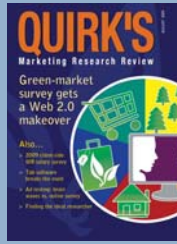
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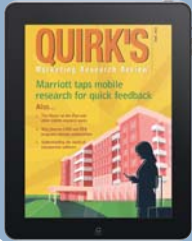
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questions you should ask when...

selecting a focus group facility

Facility specs

How many total rooms in the facility? What size are the focus and viewing rooms (dimensions and seating)? Does the viewing room have a one-way mirror? What type of facility are you in (freestanding, office building, etc.)? Where can I find photos of the facility?

You can't underestimate the importance of the physical facility on the psyche of clients and respondents. Look for spacious, comfortable focus group suites in modern buildings that clients and respondents will feel good going to and being in for long periods. Conversely, beware of overbuilt facilities that charge premium prices for high-end decorative devices that don't necessarily equate to comfort.

Technical and logistical support

How many workstations are available to clients, and are they easily accessible? What type of cell reception do you have in the facility? Is there on-site IT and audio/visual support? What are the recording (stationary or with operator) and delivery (i.e., DVD, jump drive, secure online viewing, etc.) options? Can you handle large/difficult/short-turnaround studies? Do you maintain niche audiences? What experience do you have with X type of recruit?

Even if a facility hasn't done your exact recruit, good facilities will be honest about their recruiting availability/capacity and help find a way to get it done. Many facilities have sister offices that can help with specialized needs. Look for a facility that will assist you with all aspects of setup and support to help expand your repertoire of research offerings.

Valid and verified recruits

Do you use a computerized database tracking system? How - and how often - do you refresh your database? What percentage of respondents are validated? What type of quality-control measures do you have in place to ensure top-quality recruiting?

Many facilities don't have a computerized database tracking system and therefore cannot accurately track participation, which can lead to cheaters, repeaters and professional respondents. A facility should have safeguards in place to ward off undesirable respondents, including database tracking by name and phone number, mandatory photo ID check and proving guess-proof screener questions. Ideal validation processes include third-party appointment verification; confirmation letters sent within 24 hours (immediately if possible); at least 25 percent validation of respondents; on-site re-screening; a separate quality-control department; dual-level client duplication screen when polling the database; interval polling to ensure the same participants are not pulled on multiple lists for multiple projects; and database randomization (daily or weekly).

Privacy protection for all parties

Are there privacy stations for clients to use? Where are they located in the facility? Are they communal? Do you have private lobbies for respondents or is there one central reception area?

Clients should have their own area in which to operate, rather than a shared area to congregate. Clients should know if respondents will be mingling with other respondents, and if so, they should also make sure the facility has not scheduled competitive or similar projects at the time. If the subject is sensitive (i.e., AIDS sufferers, a high-profile legal case, etc.) then a private lobby may be necessary to provide respondents comfort and privacy.

Beware of nickel-and-diming

On what is the bid based (i.e., incidence, hours, past experience, etc.)? What amenities are included in your bid/rental fees? Do you charge extra for things like copies, snacks, beverages, flip-charts, TVs, DVD players, Wi-Fi access and audio- and videorecording? Is parking complimentary for both clients and participants?

A low bid can initially look like a great deal, but facilities may be low-balling to get your business only to make up the difference by charging for services that normally would be included. To get a real comparison, ask for a detailed rate sheet for all extras. Additionally, parking fees tend to increase incentives, so it's important for buyers to know what factors play into their honoraria.

Special thanks to Jackson Associates, Atlanta; Schlesinger Associates & The Research House, Edison, N.J.; and Fieldwork Inc. for providing input on the questions.

2011

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 facility features. 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 through 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
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.

Alabama

Birmingham

Connections, Inc.

3000 Riverchase Galleria, Suite 630
Birmingham, AL 35244
Ph. 205-443-5350
jmlconnect@mindspring.com
www.newsouthresearch.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
gdenton@grahammktres.com
www.grahammktres.com
Glyn Denton, COO
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
gdenton@newsouthresearch.com
www.newsouthresearch.com
Glyn Denton, COO
Location: Office building
Distance from airport: 15 miles, 20 minutes
CL, 1/1, 1/1OR, TK
Conference 20x18 Obs. Rm. Seats 10

Mobile

Graham & Associates, Inc. (Br.)

3289 Bel Air Mall
Mobile, AL 36606
Ph. 251-471-0059
gdenton@grahammktres.com
www.grahammktres.com
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
CL, 1/1, 1/1OR
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 with 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
Y-Vette 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, CUL, VC, WC
Multiple 21x20 Obs. Rm. Seats 12
Multiple 18x21 Obs. Rm. Seats 12
Multiple 21x17 Obs. Rm. Seats 14
(See advertisement on p. 109)



PHOENIX-SOUTH MOUNTAIN-SCOTTSDALE

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, FocusVision, ActiveGroup, video on-demand, online focus group hosting and computer usability labs.
(See advertisement on back cover)



PHOENIX-SOUTH MOUNTAIN-SCOTTSDALE

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

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(See advertisement on back cover)

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Phoenix@FocusMarketResearch.com

Codes

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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 Market Research**

6710 East Camelback Road, Suite 130
Phoenix, AZ 85251
Ph. 480-874-2714
phoenix@focusmarketresearch.com
www.focusmarketresearch.com
Lincoln Anderson, Phone Room Manager
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

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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, 1/10R, 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
ehinson@plazaresearch.com
www.plazaresearch.com
Location: Office building
Distance from airport: 10 minutes
CL, 1/1, 1/10R, TK, TKO, CUL, WC
Conference 15x20 Obs. Rm. Seats 20
Conference 15x20 Obs. Rm. Seats 20
Multiple 16x22 Obs. Rm. Seats 20

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5681 W. Beverly Lane
Glendale, AZ 85306-9801
Ph. 602-997-9711
jmuller@precisionresearchinc.com
www.precisionresearchinc.com

**Schlesinger Associates**

A Marketing Research Corporation

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, 1/10R, 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

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(See advertisement on inside front cover)

**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, 1/10R, AU, WC
Conference 20x17 Obs. Rm. Seats 12
Multiple 20x17 Obs. Rm. Seats 15
Multiple 24x44 Obs. Rm. Seats 20

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Tucson

CRG/Test America

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, 1/10R, 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, 1/10R, TK
Multiple 13x15 Obs. Rm. Seats 15

Arkansas

Fort Smith

C&C Market Research - Northwest Arkansas

Northwest Arkansas Mall
4201 N. Shiloh Drive #1802
Fayetteville, AR 72703
Ph. 479-785-5637
craig@ccmarketresearch.com
www.ccmarketresearch.com
Location: Shopping mall
Distance from airport: 30 miles, 40 minutes
CL, 1/1, 1/10R, TK, TKO, VC, WC
Multiple 14x9 Obs. Rm. Seats 6

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, 1/10R, 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
www.fieldmanagementspecialists.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, 1/10R, AU
 Conference 17x27 Obs. Rm. Seats 12

California

Bakersfield**Datta Research (Br.)**

East Hills Mall
 3000 Mall View Rd., Suite 1027
 Bakersfield, CA 93306
 Ph. 661-872-6622
 arvind@reyesresearch.com
 www.reyesresearch.com
 Arvind Datta
 Location: Shopping mall
 Distance from airport: 5 miles, 15 minutes
 CL, 1/1, 1/10R
 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, 1/10R, 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****Adept Consumer Testing/Beverly Hills**

GroupNet Los Angeles
 345 N. Maple Dr., Suite 325
 Beverly Hills, CA 90210
 Ph. 310-279-4600
 info@adeptconsumer.com
 www.adeptconsumer.com
 Scott Baker, President
 Location: Office building
 Distance from airport: 13 miles, 25 minutes
 CL, 1/1, 1/10R, 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. 818-325-3200
 info@adeptconsumer.com
 www.adeptconsumer.com/indexframe.html
 Scott Baker, President
 Location: Office building
 Distance from airport: 11 miles, 20 minutes
 CL, 1/1, 1/10R, 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., Suite 250
 Sherman Oaks, CA 91423
 Ph. 818-933-8400
 ampinfo@ampincww.com
 www.ampincww.com
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 CL, 1/1, 1/10R, 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 55x80	Obs. Rm. Seats 24
Conference 20x22	Obs. Rm. Seats 24

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

AIM/LA

11175 Santa Monica Blvd., Suite 700
 Los Angeles, CA 90025
 Ph. 310-943-4070
 dweinberg@aimla.com
 www.aimresearchnetwork.com
 Susan Ludwig, Manager
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 CL, 1/1, 1/10R, 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

Conference 12x14	Obs. Rm. Seats 4
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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, 1/10R, TK, CUL, WC

Multiple 20x24	Obs. Rm. Seats 15
Conference 14x20	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.

Facts 'n Figures

15301 Ventura Blvd.
Garden Office Bldg. B, Suite 500
Sherman Oaks, CA 91403
Ph. 818-986-6600
steve_escoe@factsnfiguresinc.com
www.factsnfiguresinc.com
Steve Escoe, 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 21x17 Obs. Rm. Seats 20
Multiple 22x24 Obs. Rm. Seats 20
Multiple 21x15 Obs. Rm. Seats 15

**Focus & Testing, Inc.**

5016 North Parkway Calabasas, Suite 101
Calabasas, CA 91302
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
Multiple 35x24 Obs. Rm. Seats 15
Conference 22x20 Obs. Rm. Seats 15
Conference 22x20 Obs. Rm. Seats 15
Conference 20x18 Obs. Rm. Seats 12

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 Delgardio, 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
Cindy Wright

Knowledge is power. Be powerful. GroupNet is the nation's largest network of top-rated individually-owned focus group facilities with 29 offices in 22 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.33)

Health Care Testing, Inc.

15301 Ventura Blvd.
Garden Office Bldg. B, Suite 500
Sherman Oaks, CA 91403
Ph. 818-986-9640
Steve_Escoe@factsnfiguresinc.com
www.factsnfiguresinc.com
Location: Office building
CL, VC
Conference 18x20 Obs. Rm. Seats 13
Conference 18x20 Obs. Rm. Seats 14
Conference 26x29 Obs. Rm. Seats 19
Conference 11x14 Obs. Rm. Seats 6



HOUSE of MARKETING RESEARCH 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_escoe@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. 310-670-4829 or 310-670-4824
heather@mmercinc.com
www.mmercinc.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

**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 14x28 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-art facility features an interchangeable focus room, top-notch recruiting, in-house gourmet chef, Wi-Fi, FocusVision 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, 1/10R, 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

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, 1/10R, 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, 1/10R
Conference 19x23 Obs. Rm. Seats 14
Multiple 16x15 Obs. Rm. Seats 10



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, 1/10R, TK, TKO, CUL, VC, WC
Conference 16x22 Obs. Rm. Seats 20
Conference 16x22 Obs. Rm. Seats 20
Conference 16x20 Obs. Rm. Seats 20

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating (most markets), volumes controls, private phone booths, simultaneous in-depth interview rooms, and client viewable test kitchens. We provide free high speed T1 access in all client suites, conference rooms and lounges along with computers and a laser printer. (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, 1/10R, 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 mile, 10 minutes
CL, 1/1, 1/10R, AU, CUL, VC, WC
Conference 34x21 Obs. Rm. Seats 25
Conference 20x21 Obs. Rm. Seats 20
Conference 20x20 Obs. Rm. Seats 20
Conference 20x19 Obs. Rm. Seats 20
Conference 10x09 Obs. Rm. Seats 5

Savitz Field and Focus offers a full complement of national and international qualitative and quantitative data collection services in 40+ markets. Qualitative: traditional and online focus groups, in-depth interviews, dial tests, ethnographies, eye tracking, litigation research, online panels, and online communities. Quantitative: mystery shopping, field intercepts, taste tests, product trial tests, telephone and online surveys, data processing, coding and tabulations. Targets include: consumers, B2B, adolescents, medical professionals and patients, multicultural, multi-country and low incidence.



Schlesinger Associates
A Marketing Research Corporation

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, 1/10R, 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 14 high-specification focus group facilities across the U.S., two in the U.K. and now three in Paris. Our global management solutions services support your international research needs

to the highest standards in any language and in any culture. We offer high-quality, reliable recruitment for any methodology. Qualitative: focus groups; in-depth interviews; online focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries. Quantitative: online surveys; telephone interviews; face-to-face interviewing. Market sectors: medical; consumer; business-to-business; IT. (See advertisement on inside front cover)



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 Marshall, Sr. Project Director
Location: Office building
Distance from airport: 3 miles, 15 minutes
CL, 1/1, 1/10R, 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

Top rated, convenient, spacious, and experienced with fresh new ideas. What more could you ask for? Trotta knows what you need and delivers. Come visit us in either Marina del Rey (10 minutes or less from LAX) or Irvine (45 minute drive south of LAX in the heart of Orange County). Our 400,000 plus database provides diverse populations from trendy Santa Monica to Beverly Hills to the Beach Cities to more inner city ethnic populations - from family oriented to professionals to the Hollywood scene neighborhoods. Member First Choice Facilities. Focus Vision, Active Group, Streamliner.

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 Kenahan, Facility Director
Location: Office building
Distance from airport: 2 miles, 10 minutes
CL, 1/1, 1/10R, 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, 1/10R, 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

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.

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, 1/10R, 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, 1/10R, 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

A Division of Quick Test/Heakin
17815 Skypark Circle, Suite K
Irvine, CA 92614
Ph. 800-523-1288
irisb@quicktest.com
www.quicktest.com
Iris Blaine
Location: Free standing facility
Distance from airport: 1 mile, 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, 1/10R, TK, CUL, VC, WC
Conference 13x15 Obs. Rm. Seats 6
Conference 22x22 Obs. Rm. Seats 30
Conference 19x21 Obs. Rm. Seats 12
Conference 22x20 Obs. Rm. Seats 18
13x08 Obs. Rm. Seats 6

Fieldwork Los Angeles is located in Orange County, Calif., just five minutes from John Wayne/Orange County airport. The experienced, friendly staff will do what it takes to make your focus groups a success. This state-of-the-art facility offers three large conference rooms with viewing rooms that comfortably accommodate 20 clients. Fieldwork LA offers the latest in integrated state-of-the-art technology including: complimentary digital audio recording, DVD recording, CD recording, video on-demand, online focus group hosting, 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 or 888-858-5879
info@juryimpact.net
www.juryimpact.net
Location: Office building
Distance from airport: 5 miles, 15 minutes
CL, 1/1, 1/10R, 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, 1/10R, 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, 1/10R, TK, CUL, PUL, VC
Conference 18x24 Obs. Rm. Seats 18
Conference 14x18 Obs. Rm. Seats 18
Conference 14x17 Obs. Rm. Seats 7

Quick Test/Heakin (Br.)

Mainplace Mall
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, 1/10R, TK, AU, CUL, VC, WC
Multiple 25x20 Obs. Rm. Seats 25
Multiple 18x19 Obs. Rm. Seats 16
Conference 19x22 Obs. Rm. Seats 20

Palm Springs

Opinions, Ltd. (Br.)

Palm Desert Mall
72840 Highway 111 Suite D165
Palm Desert, CA 92260
Ph. 760-779-5544
losangeles@opinionltd.com
www.opinionltd.com
Jennifer Jackson, Director of Client Services
Location: Shopping mall
Distance from airport: 12 miles, 20 minutes
1/1, 1/10R, VC, WC
Conference 20x14

Sacramento

**Elliott Benson Research**

1226 H St.
Sacramento, CA 95814
Ph. 916-325-1670
ebinfo@elliottbenenson.com
www.elliottbenenson.com
Jaclyn Benson, Owner/Manager
Location: Free standing facility
Distance from airport: 10 miles, 10 minutes
CL, 1/1, 1/10R, 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 11 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

Rated one of the world's best focus group facilities. Located at Sacramento's geographic center, in a safe and well lit area with front door parking. Recruiting is our specialty - consumers, B2B, IT, medical, Spanish, teachers. Our extensive database makes it possible to target low incidence targets. Three spacious conference rooms with changeable room set ups - traditional, living room, classroom, theater. Streaming video through ActiveGroup and FocusVision, DVD, digital audio, translation equipment, usability labs. Owners have worked together in the Sacramento market since 1984. Excellent service, come visit us.

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, 1/10R, AU, WC
 Multiple 19x14 Obs. Rm. Seats 16
 Conference 14x14 Obs. Rm. Seats 12
 42x28 Obs. Rm. Seats 12

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 mile, 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, 1/10R, TK, TKO, CUL, WC
 Conference 15x20 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20
 Multiple 16x22 Obs. Rm. Seats 20

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating (most markets), volumes controls, private phone booths, simultaneous in-depth interview rooms, and client viewable test kitchens. We provide free high speed T1 access in all client suites, conference rooms and lounges along with computers and a laser printer. (See advertisement on p. 113)

Worried about a project that must get recruited on time and on budget?
We deliver peace of mind.



TAYLOR
 RESEARCH • SAN DIEGO
 A MEMBER OF GROUPNET

We have provided market research services to a wide variety of clients in industries such as medical, retail, legal, technology, and more since 1956.



800-922-1545 taylorresearch.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.

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, Op
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

Taylor Research Inc., a proud member of GroupNet, enjoys a reputation for the highest-quality interviewing and recruiting staff. Our experience, customer service and fully-equipped facility with the latest technology gives our clients maximum flexibility and capability. Attention to detail ensures that clients complete their projects on time and on budget, in an atmosphere of attentive professionalism. Downtown San Diego and the airport are just minutes away. "Top Rated" by Impulse Survey. Videoconferencing and videostreaming services provided through FocusVision and ActiveGroup. Complimentary limo service available.
(See advertisement on p. 77)

San Francisco Bay/San Jose**C&C Market Research - San Francisco**

Great Mall
308 Great Mall Drive
Milpitas, CA 95035
Ph. 479-785-5637
craig@marketresearch.com
www.ccmktresearch.com
Location: Shopping mall
Distance from airport: 5 miles, 10 minutes
1/1, 1/1OR, TK
12x15 Obs. Rm. Seats 6

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

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

Ecker & Associates

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

Ecker & Associates (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, Inc.**

201 3rd St., Suite 1000
San Francisco, CA 94103
Ph. 415-268-8686
info@sanfran.fieldwork.com
www.fieldwork.com
Michelle Fagerholdt
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

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, video on-demand, online focus group hosting 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. 79)

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

**Intact Qualitative Research**

599 3rd Street, Suite 104
San Francisco, CA 94107
Ph. 415-400-5945
richard@intactqualitative.com
www.intactqualitative.com
Richard Ngo, Partner
Location: Free standing facility
Distance from airport: 13 miles, 15 minutes
CL, TK, TKO, CUL, PUL, VC, WC

Intact Qualitative Research is a full-service, boutique consumer and B2B market research firm located in the heart of SOMA in San Francisco. In addition to designing a research facility with your needs in mind, we offer a full array of services in qualitative recruitment and project management for the Bay Area and all other major U.S. markets. We are committed to

delivering the highest level of quality in finding the right people for every project, taking the conversation beyond the phone screener and understanding each person we place into research sessions.

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, 1/10R, 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, 1/10R, 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
 1/1, 1/10R, 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, 1/10R, 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

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, 1/10R, TK, CUL, VC, WC
 Conference 20x15 Obs. Rm. Seats 14
 Conference 20x15 Obs. Rm. Seats 20
 Conference 16x14 Obs. Rm. Seats 20
 Conference 24x16 Obs. Rm. Seats 14
 Conference 9x9 Obs. Rm. Seats 4
 Multiple 36x24 Obs. Rm. Seats 22

MIRROR, MIRROR ON THE WALL, WHO IS THE FAIREST OF THEM ALL AND...



- HAS THE BEST RECRUITING
- 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?

WOULD THE MIRROR LIE?

FLEISCHMAN —
 THE BEST IN
 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	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, Ltd. (Br.)

Solano Mall
 1350 Travis Blvd. #1352B
 Fairfield, CA 94533
 Ph. 707-421-8800
 sanfrancisco@opinionsltd.com
 www.opinionsltd.com
 Jennifer Jackson, Director of Client Services
 Location: Shopping mall
 Distance from airport: 58 miles, 65 minutes
 1/1, 1/1OR, VC, WC
 Conference 20x14

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

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating (most markets), volumes controls, private phone booths, simultaneous in-depth interview rooms, and client viewable test kitchens. We provide free high speed T1 access in all client suites, conference rooms and lounges along with computers and a laser printer. (See advertisement on p. 113)

Preview

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

Q & A Focus Suites

925 Ygnacio Valley Rd., #201
 Walnut Creek, CA 94596
 Ph. 800-706-3467 or 925-210-1525 x637
 focusinfo@qar.com
 www.QAFocusSuites.com
 Tom Mabe, Director, Qualitative Services
 Location: Office building
 Distance from airport: 25 miles, 30 minutes
 CL, TK, CUL, WC
 Multiple 24x18 Obs. Rm. Seats 25
 Multiple 20x18 Obs. Rm. Seats 25
 Multiple 24x30 Obs. Rm. Seats 25

Q & A Research, Inc.

64 Digital Dr.
 Novato, CA 94949
 Ph. 800-706-3467 or 415-883-1188 x637
 focusinfo@QAR.com
 www.qafocussuites.com
 Tom Mabe, Director, Qualitative Services
 Location: Free standing facility
 Distance from airport: 35 miles, 35 minutes
 CL, 1/1, 1/1OR, WC
 Conference 28x16 Obs. Rm. Seats 16

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

Quick Test/Heakin (Br.)

West Valley Mall
 3200 N. Naglee Rd., Suite 406
 Tracy, CA 95034
 Ph. 209-839-0532
 bid@quicktest.com
 www.quicktest.com
 Location: Shopping mall
 1/1, 1/1OR
 Conference 12x13 Obs. Rm. Seats 5

**Schlesinger Associates**

A Marketing Research Corporation

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 14 high-specification focus group facilities across the U.S., two in the U.K. and now three in Paris. Our global management solutions services support your international research needs

to the highest standards in any language and in any culture. We offer high-quality, reliable recruitment for any methodology. Qualitative: focus groups; in-depth interviews; online focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries. Quantitative: online surveys; telephone interviews; face-to-face interviewing. 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

**watchLAB Studios**

(formerly Greenberg Studios)
 201 Post Street, 6th Floor
 San Francisco, CA 94108
 Ph. 415-956-2302 or 866-EARFULL
 kimberly.hottell@watchlab.com
 www.watchlab.com
 Kimberly Hottell, 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

We believe in the value of witnessing honest dialogue. Our mission at watchLAB is to provide the right participants and the right environment to realize the right conversations - on both sides of the mirror. When you work with us, you get more than a well-appointed facility or buttoned-up fieldwork. You get to be our guest. Everyone here is empowered to do the right thing by our clients and respondents.

**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
 Kimberly Hottell, 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

We believe in the value of witnessing honest dialogue. Our mission at watchLAB is to provide the right participants and the right environment to realize the right conversations - on both sides of the

mirror. When you work with us, you get more than a well-appointed facility or buttoned-up fieldwork. You get to be our guest. Everyone here is empowered to do the right thing by our clients and respondents.

Wharf Research

Located on Pier 39
 Mailing address: The Embarcadero & Beach Street
 San Francisco, CA 94133
 Ph. 415-693-5680
 info@wharfresearch.com
 www.wharfresearch.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

Ventura/Santa Barbara

Datta Research

1013 Colina Vista
 Ventura, CA 93003
 Ph. 805-289-1555
 arvind@reyesresearch.com
 www.reyesresearch.com
 Arvind Datta



Boulder

Boulder Focus Center

RRC Associates, Inc.
 4940 Pearl East Cir., #103
 Boulder, CO 80301
 Ph. 303-449-6558 x2101
 info@boulderfocuscenter.com
 www.boulderfocuscenter.com
 Sue Rothchild, Qualitative Research 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, video-streaming and DVD/CD and MP3 recording. (See advertisement on p. 87)

CRG/Test America

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, 1/10R, TK, TKO, AU, CUL, VC, WC
 Conference 13x09 Obs. Rm. Seats 6
 Conference 24x19 Obs. Rm. Seats 25
 Conference 23x20 Obs. Rm. Seats 12
 Conference 20x17 Obs. Rm. Seats 15
 Conference 24x20 Obs. Rm. Seats 25

Fieldwork Denver is a beautiful 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, video on-demand, online focus group hosting and computer usability labs. (See advertisement on back cover)



INGATHER RESEARCH & INNOVATION RESORT

475 S. Youngfield Ct.
 (Denver) Lakewood, CO 80228
 Ph. 303-988-6808 or 303-717-8579
 christinec@ingatherresearch.com
 www.ingatherresearch.com
 Bret Agre, Director of Operations or Christine Cook, President
 Location: Free standing facility
 Distance from airport: 25 miles, 25 minutes
 CL, 1/1, 1/10R, TK, TKO, AU, CUL, PUL, VC, WC
 15x13 Obs. Rm. Seats 30
 15x13 Obs. Rm. Seats 30
 20x16 Obs. Rm. Seats 30
 20x16 Obs. Rm. Seats 30
 35x15 Obs. Rm. Seats 30
 45x45 Obs. Rm. Seats na
 30x18 Obs. Rm. Seats na

INGATHER RESEARCH and Innovation Resort brings you the industry's first "home facility" offering clients a more comfortable and realistic environment to conduct their research. We offer everything a traditional facility has and so much more. Built with client comfort in mind, we have taken a new approach to the entire facility concept. We feel that putting your respondents in the correct context is the best way to attain real results. We don't just recruit, we scout; there is a difference! Book your project at INGATHER, and come see the difference that ambiance can make!

J/T Marketing Research Services (Br.)

Aurora Mall
 14200 E. Alemeda, 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, 1/10R, 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, 1/10R, 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, 1/10R, 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

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating (most markets), volumes controls, private phone booths, simultaneous in-depth interview rooms, and client viewable test kitchens. We provide free high speed T1 access in all client suites, conference rooms and lounges along with computers and a laser printer. (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

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.

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
 CL, 1/1, 1/1OR, VC, WC
 Multiple 23x22 Obs. Rm. Seats 18

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
 www.firmfacts.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


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

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

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


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

Hartford Research Center
 530 Silas Deane Hwy.
 Wethersfield, CT 06109
 Ph. 860-529-8006
 nancy@ctconnection.com
 www.ctconnection.com
 Nancy Neumann, 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 videostreaming 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.

Performance Plus / Boston Field & Focus, Inc.

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

New Haven

The Center for Research

1 Prestige Drive, Suite 102
 Meriden, CT 06450
 Ph. 203-237-5523
 mjv@cfrglobal.com
 www.cfrglobal.com
 Location: Office building
 Distance from airport: 30 miles, 40 minutes
 VC, WC
 Conference 12x20


**Hartford
 New Haven
 Research Center**
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

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, 1/10R, 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
 ddahn@a-b-c.com
 www.abcfocus.com
 Dick Dahn
 Location: Office building
 Distance from airport: 20 miles, 35 minutes
 CL, 1/1, 1/10R, WC
 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, 1/10R, TK, TKO, AU, CUL, PUL, VC, WC
 Conference 14x17 Obs. Rm. Seats 10
 Conference 14x17 Obs. Rm. Seats 10

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
 Location: Shopping mall
 Distance from airport: 33 miles, 42 minutes
 1/1, 1/10R, TK, VC, WC
 20x20 Obs. Rm. Seats 8



Eureka Facts, LLC

451 Hungerford Drive, Suite 515
 Rockville, MD 20850-4201
 Ph. 240-403-4800 or 301-610-0590
 info@eurekafacts.com
 www.eurekafacts.com
 Cesar Garzon, Client Service Executive
 Location: Office building
 Distance from airport: 27 miles, 35 minutes
 CL, 1/1, 1/10R, CUL

We are a full-service research firm that specializes in marketing research, data collection (qualitative/quantitative) and advanced analytics. We provide custom research services to associations, nonprofits, government agencies and businesses. Audience expertise includes executives, Hispanics, teens, health professionals, federal/state/local government

employees, travelers and international students; low-/mid-/high-income populations, educators and school administrators. We are experts in segmentation, predictive modeling and customer profiling. Field service capabilities include 100-station CATI facility; Web-based surveys; mail-/paper-based and intercept surveys; fully-equipped focus group facilities and multilingual focus group recruitment, moderation and one-on-one interviewing staff.

Martin Focus Group Services, Inc.

1199 N. Fairfax St., Suite 150
 Alexandria, VA 22314
 Ph. 703-519-5800
 alexandria@martinfoocus.com
 www.martinfoocus.com
 Marjorie Jeskey
 Location: Office building
 Distance from airport: 3 miles, 10 minutes
 CL, 1/1, 1/10R, VC
 Conference 17x24 Obs. Rm. Seats 10
 Conference 16x16 Obs. Rm. Seats 8

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, 1/10R, CUL, VC, WC
 Conference 15x20 Obs. Rm. Seats 18
 Conference 08x10 Obs. Rm. Seats 6
 Conference 16x20 Obs. Rm. Seats 18
 Conference 10x10 Obs. Rm. Seats 6

Two state-of-the-art facilities in executive office buildings. All phases of market research covering the Washington D.C. metropolitan area. High-speed and wireless networks 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. Consistently an Impulse "Top Rated" firm.



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, 1/10R, WC
 Conference 15x20 Obs. Rm. Seats 18
 Conference 08x10 Obs. Rm. Seats 6

Two state-of-the-art facilities in executive office buildings. All phases of market research covering the Washington, D.C. metropolitan area. High-speed and

wireless networks, 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

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, 1/10R, TK, CUL, VC, WC
 Conference 20x14 Obs. Rm. Seats 12

OMR (Br.)

900 17th St. N.W., Suite 650
 Washington, DC 20006
 Ph. 202-822-8590 or 301-441-4660
 info@OMRdc.com
 www.OMRdc.com
 Jill Siegel, President
 Location: Office building
 Distance from airport: 4 miles, 12 minutes
 CL, 1/1, 1/10R, TK, 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
 FocusGroup@pollingcompany.com
 www.pollingcompany.com
 Steven Weachter, Manager, Qualitative Research
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 CL, 1/1, 1/10R, 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, 1/10R, 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

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.

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, 1/10R, 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, 1/10R, TK, VC, WC
 Multiple 14x18 Obs. Rm. Seats 5

Fort Lauderdale

(See also Miami)

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, 1/10R, TK, CUL, WC
 Conference 16x24 Obs. Rm. Seats 15
 Conference 16x16 Obs. Rm. Seats 5



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, 1/10R, 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

The nation's premier network of focus group

facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating (most markets), volumes controls, private phone booths, simultaneous in-depth interview rooms, and client viewable test kitchens. We provide free high speed T1 access in all client suites, conference rooms and lounges along with computers and a laser printer. (See advertisement on p. 113)

WAC

Miami Ft. Lauderdale

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, 1/10R, 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

WAC of Ft. Lauderdale has been a "Top Rated" facility since it was opened in 1997. It features four focus group suites, theater-style seating for 50 respondents, client lounges, accommodations for up to 25 client viewers and a kitchen. We provide all technologies which include FocusVision, ActiveGroup, VideoMarker and digital recordings. We specialize in medical, consumers of all ages, multiple ethnicities, B2B and ethnographies. Along with our other "Top Rated" strategically-located facility, WAC of Miami, we are able to recruit from all three south Florida counties (Palm Beach, Broward and Miami-Dade).

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, 1/10R, 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
 info@conceptsinfocus.com
 www.conceptsinfocus.com
 Kathy Hayman, Dir. of Qualitative
 Location: Free standing facility
 Distance from airport: 30 miles, 35 minutes
 CL, 1/1, 1/10R, TK, CUL, VC, WC
 Conference 22x16 Obs. Rm. Seats 6
 Conference 20x20 Obs. Rm. Seats 12

Jacksonville and north Florida's "Top Rated" facility by Impulse and member of GroupNet! Two fully-equipped focus group suites are designed with your comfort and needs in mind. Outstanding recruiting with high show rates of qualified participants. Complimentary videotaping, DVDs, MP3s, T-2 high-speed wireless Internet and a 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. True Southern hospitality with a focus on your needs so you can focus on the needs of your clients.



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, 1/10R, TK, WC
 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. 85)

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, 1/10R, CUL
 Conference 15x16 Obs. Rm. Seats 15

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.

Miami

(See also Fort Lauderdale)

Asisa Research Group - Miami

814 Ponce de Leon Blvd. Suite 518
 Miami, FL 33134
 Ph. 305-647-0930
 rfq@MiamiFocusGroup.com
 www.miamifocusgroup.com/
 Dan Guzman, CMO
 Location: Office building
 Distance from airport: 3 miles, 6 minutes
 CL, 1/1, CUL, WC
 Conference 25x14 Obs. Rm. Seats 6
 Multiple 14x12



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 premier facility and recruiting service provider in Miami! A member of First Choice Facilities, Ask Miami is owner-managed and consistently provides moderators with the highest-quality facility and recruiting services available. Ten minutes from Miami International Airport, we're centrally located and easily accessible from every corner of Miami-Dade County. Whether your next study requires general consumers, physicians, seniors, teens or tweens, Ask Miami will provide you with the highest level of recruiting. For the highest-quality facility and recruiting services, Ask Miami!

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
 Multiple 20x14 Obs. Rm. Seats 12
 Multiple 14x22 Obs. Rm. Seats 10
 Multiple 22x24 Obs. Rm. Seats 20
 Multiple 22x16 Obs. Rm. Seats 12



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, VC, WC
 Conference 19x20 Obs. Rm. Seats 15
 Conference 22x28 Obs. Rm. Seats 15
 Conference 20x20 Obs. Rm. Seats 15
 Conference 19x20 Obs. Rm. Seats 15

Serving the industry since 1986. "Top Rated" by Impulse Surveys every year. New facility opened in October 2007. Three spacious focus group rooms with separate client suites and comfortable viewing rooms. In-house recruiting - experienced in consumer, physician, B2B and ethnographies. Daily updates from your project manager. All technologies available, including Internet access, MP3/MP4 recordings, FocusVision, ActiveGroup and QualLab for software and Web site usability testing. Also offering nationwide recruiting, project management and complete online qualitative services.



Miami Ft. Lauderdale

WAC of Miami

Member of Focus Coast to Coast
 8300 N.W. 53rd St., Suite 403
 Doral, FL 33166
 Ph. 786-364-2272
 tstoloff@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

WAC has been serving the research industry for over 40 years. Our newest "Top Rated" facility, WAC of Miami was opened in 2008. It features four focus group suites, theater-style seating for 50 respondents, client lounges, accommodations for up to 25 client viewers and a kitchen. We provide all technologies which include FocusVision, ActiveGroup, VideoMarker and digital recordings. We specialize in medical, consumers of all ages, multiple ethnicities, B2B and ethnographies. Along with our other "Top Rated" strategically-located facility, WAC of Ft. Lauderdale, we are able to recruit from all three South Florida counties (Palm Beach, Broward and Miami-Dade).

Ocala



Perceptive Market Research, Inc. (Br.)

3615 SE 13th Street, Suite 6
 Ocala, FL 32608
 Ph. 800-749-6760 or 352-336-6760
 surveys@pmrresearch.com
 www.pmrresearch.com
 Ken Lyons, Vice-President
 Location: Free standing facility
 Distance from airport: 30 miles, 40 minutes
 CL, 1/1, 1/1OR, CUL, VC, WC
 Multiple Obs. Rm. Seats 12

Ocala, Fla.-area focus groups, in-depths and mock juries since 1987. We cover Marion County and all surrounding counties in north-central Florida. Also, focus group facility in Gainesville, Fla. Bilingual and multicultural respondent recruiters and focus group moderators for your qualitative research. Market, social, evaluation and behavioral research conducted. Video, audio, all services. Call 1-800-749-6760.

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. Meticulous recruiting. Guaranteed quality. "Top Rated" for 12 consecutive years by Impulse Surveys. All recruiting done on site from supervised, monitored telephone facility. High-speed wireless in all areas. Oversized multi-use conference rooms. Viewing rooms seat 20. Auditorium seating for 40, partitioned seating for taste test, living room and kids seating available. Digital audio and DVD recording with same-day duplicates. Extensive African-American database. Centrally located close to business, medical and professional. On-site owner/manager, PRC. ActiveGroup and FocusVision Webstreaming.



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.
(See advertisement on p. 87)

Ideas to Go, Inc.

200 E. Robinson St.
Eola Park Centre I, Suite 1250
Orlando, FL 32801
Ph. 407-367-2655
rneal@ideastogo.com
www.ideastogo.com
Rhonda Neal
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, 1/10R
Multiple 16x16 Obs. Rm. Seats 7
Multiple 16x12 Obs. Rm. Seats 0

Comfortable market research facility with highly-qualified personnel. Skilled in all aspects of qualitative research including focus groups, in-depth research, home use tests, online surveys, etc. and committed to delivering cost-effective and actionable results. Consultants experienced in research design and idea generation, as well as moderators, interviewers, data processors and recruiters on-site for your convenience. Precision recruiting across all demographics. Whatever you need - a facility for your focus group or help with developing and executing a research plan - let Product Insights be your partner!



Schlesinger Associates

A Marketing Research Corporation

Schlesinger Associates Orlando

Maitland Green II
2290 Lucien Way, Suite 180
Maitland, FL 32751
Ph. 407-660-1808
orlando@schlesingerassociates.com
www.schlesingerassociates.com
Stephanie 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 14 high-specification focus group facilities across the U.S., two in the U.K. and now three in Paris. Our global management solutions services support your international research needs to the highest standards in any language and in any culture. We offer high-quality, reliable recruitment for any methodology. Qualitative: focus groups; in-depth interviews; online focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries. Quantitative: online surveys; telephone interviews; face-to-face interviewing. Market sectors: medical; consumer; business-to-business; IT.
(See advertisement on inside front cover)

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



Guaranteed Recruiting

Be Choosy



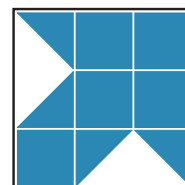
Top Rated Qualitative Research Facilities

Denver
800-808-3564

Memphis
800-625-0405

Orlando
800-831-7744

Tampa
866-232-1438



ACCUDATA
MARKET RESEARCH INC.
www.accudata.net

Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge
 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.

Oppenheim Research

1640 Metropolitan Circle
 Tallahassee, FL 32308
 Ph. 850-201-0480
 aro@oppenheimresearch.com
 www.oppenheimresearch.com
 Anneliese Oppenheim, President
 Location: Free standing facility
 Distance from airport: 10 miles, 20 minutes
 1/1, 1/10R, CUL
 Multiple 19x22 Obs. Rm. Seats 6

Salter Mitchell

Marketing for Change
 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. (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, 1/10R, TK, VC, WC
 Conference 25x15 Obs. Rm. Seats 18
 Conference 15x12 Obs. Rm. Seats 16

Remodeled primary suite. Just 7 miles from the airport in prime suburban location two luxury focus group suites with private client entrance. New digital audio and video system with WiFi, Focusvision video-streaming and videoconferencing.
 (See advertisement on p. 87)

Adam Market Research, Inc.

2246-C University Mall
 Tampa, FL 33612
 Ph. 813-875-4005
 adam.market.research@att.net
 www.adammarketresearch.com
 Mark Siegel, President
 Location: Shopping mall
 Distance from airport: 12 miles, 20 minutes
 1/1, 1/10R, 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, 1/10R, 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, 1/10R, 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
 10x13 Obs. Rm. Seats 2

Let us show you how easy your research projects can be! 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 and online research, pre-recruit CLT and taste tests. Oversized focus suites, viewable CLT and a large test kitchen. Tampa and Indianapolis with experienced field management services for national projects. "Top Rated" in the Impulse Directory.



L & E Research

100 North Tampa Street, Suite 3700
 Tampa, FL 33602
 Ph. 877-344-1574
 bidrequest@leresearch.com
 www.leresearch.com
 Renee Wyckoff, Consumer Project Manager
 Distance from airport: 10 miles, 15 minutes
 CL, 1/1, 1/10R, TK, AU, CUL, PUL, VC, WC
 30x32 Obs. Rm. Seats 18
 22x26 Obs. Rm. Seats 12
 20x20 Obs. Rm. Seats 12
 20x20 Obs. Rm. Seats 8

Over 25 years of service in Raleigh, N.C., and the Southeast's highest-rated large facility by Impulse in 2009, L&E Research is proud to present our new office in Tampa, Fla. Rapidly-growing database that includes thousands of fresh participants and located in the old offices of TAI in downtown Tampa, with three suites including a multipurpose room that seats 50+ and includes many of L&E's standard extras, such as free ground transportation and complimentary digital recording. Videoconference and streaming services available thru FocusVision: visit www.leresearch.com to tour our facilities and learn why L&E Research should be your research destination in Tampa or Raleigh. Great recruiting ... great service ... great results: That's our promise to you!



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, 1/10R, TK, TKO, CUL, VC, WC
 Conference 15x20 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20
 Multiple 16x22 Obs. Rm. Seats 20

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating (most markets), volumes controls, private phone booths, simultaneous in-depth interview rooms, and client viewable test kitchens. We provide free high speed T1 access in all client suites, conference rooms and lounges along with computers and a laser printer. (See advertisement on p. 113)

Quick Test/Heakin (Br.)

Citrus Park Mall
 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



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
 Randy Carson, Facility Manager
 Location: Free standing facility
 Distance from airport: 3 miles, 6 minutes
 CL, 1/1, 1/10R, AU, CUL, VC, WC
 Conference 16x18 Obs. Rm. Seats 10
 Conference 16x19 Obs. Rm. Seats 12
 Multiple 18x24 Obs. Rm. Seats 10

World-class qualitative facility, minutes from the Tampa airport. Rated No. 1, recognized nationally, over 25 years providing quality market research. Member of Focus Coast to Coast. Three beautiful focus suites - all wireless technology, SchwartzStream® Internet videostreaming/videoconferencing+archiving/Web-conferencing digital/DVD/CD audio/video recording plus extensive database. 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, 1/10R, TK, TKO, VC
 Conference 26x14 Obs. Rm. Seats 18
 Conference 15x21 Obs. Rm. Seats 18
 Conference 15x25 Obs. Rm. Seats 20
 Conference 14x15 Obs. Rm. Seats 8

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

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, 1/10R, 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, 1/10R, TK, TKO, CUL
14x19 Obs. Rm. Seats 8



Compass Marketing Research

3725 DaVinci Court, Suite 100
Norcross, GA 30092
Ph. 770-448-0754
info@cmrcompass.com
www.cmr-compass.com
Cari Pirello, Vice President
Location: Free standing facility
Distance from airport: 30 miles, 45 minutes
CL, 1/1, 1/10R, TK, CUL, PUL, VC, WC
Conference 16x24 Obs. Rm. Seats 12
Conference 16x20 Obs. Rm. Seats 12

Renovated facilities with a new state-of-the-art com-

mercial test kitchen. Qualitative and quantitative research suites, quality recruiting and excellent show rates. Client-focused hospitality with excellent support services. Large well-maintained database for focus groups, CLTs, IDIs, IHUTs, on-site interviews, mock juries. Thirty laptop-enabled taste test stations. Qualitative suites, multipurpose rooms with ramp access for car, equipment, mock shopping studies. Telephone data collection; 100 CATI monitored stations. Reputable since 1981. Consistently top rated. Value-conscious pricing.

Delve Atlanta

2970 Clairmont Rd., Suite 500
Atlanta, GA 30329
Ph. 800-227-2974 or 404-321-0468
helpinghand@delve.com
www.delve.com
Lesley Hansen, Managing Director
Location: Office building
Distance from airport: 20 miles, 25 minutes
CL, TK, CUL, VC, WC
Multiple 22x18 Obs. Rm. Seats 20
Multiple 21x17 Obs. Rm. Seats 20
Multiple 16x24 Obs. Rm. Seats 20
(See advertisement on p. 109)



Fieldwork Atlanta, Inc.

200 Galleria Pkwy., Suite 1600
Atlanta, GA 30339
Ph. 770-988-0330
info@atlanta.fieldwork.com
www.fieldwork.com
Elana Sorokin, 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
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, video on-demand, online focus group hosting 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.imagesmarketresearch.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 Associates Research, Inc.

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, PUL, VC, WC
Multiple 25x16 Obs. Rm. Seats 15
Multiple 22x22 Obs. Rm. Seats 12
Multiple 22x22 Obs. Rm. Seats 12
22x54 Obs. Rm. Seats 24
14x15 Obs. Rm. Seats 10
Multiple 16x18 Obs. Rm. Seats 12

Four focus suites including 1200-sq.-ft. auditorium with viewing, outside ramp providing access for vehicles and large displays. Sensory/usability lab, with adjacent prep kitchen. Commercial kitchen with heavy electrical support. 100,000+ consumer, medical, executive database. Viewing rooms seat 12-15. Tiered and wraparound seating available. Client lounges with complimentary Internet access, DirectTV, workstations, conference tables and Wi-Fi throughout. Relaxation stations throughout. On-site IT and A/V techs. Streaming available internally and externally. PRC-certified personnel.



Jackson Associates Research, Inc.

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

Located in the heart of midtown Atlanta, this facility is made up of three trendy, sophisticated studios boasting the latest in technology, including "instant updates" where clients are automatically updated when respondents check in on a monitor in the viewing room. Studios are professionally decorated and boast digital whiteboards in every focus room. Private second-floor access and 12-ft. ceilings make this the perfect choice for high-profile projects. Intimate and warm, this sophisticated space is 12 miles from the airport and is surrounded by four- and five-star restaurants, hotels and the arts.

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.

MacFarlane Management Services, Inc.

1410 Highland Bluff
Atlanta, GA 30339
Ph. 770-956-0408 or 404-931-8388
macfmgt@bellsouth.net
Ian MacFarlane

Location: Free standing facility
Distance from airport: 20 miles, 45 minutes
1/1, 1/10R, TK
Living 20x25 Obs. Rm. Seats 0

Murray Hill Center Southeast, LLC, Atlanta

3475 Piedmont Rd. N.E., Suite 560
Atlanta, GA 30305
Ph. 404-495-1400
chinua@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-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.plazaresearch.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

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating (most markets), volumes controls, private phone booths, simultaneous in-depth interview rooms, and client viewable test kitchens. We provide free high speed T1 access in all client suites, conference rooms and lounges along with computers and a laser printer. (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: 35 miles, 40 minutes
CL, 1/1, 1/10R, TK, TKO, AU, CUL, PUL
Conference 20x22 Obs. Rm. Seats 18
Multiple 16x22 Obs. Rm. Seats 15
Multiple 38x24 Obs. Rm. Seats 8
Multiple 35x30 Obs. Rm. Seats 10

Atlanta's premier field research provider for quantitative and qualitative projects. Two luxurious focus group rooms, one CLT room with viewing and one large multipurpose room with viewing and taping, ideal for dial test and mock juries, seats 75 respondents. Our large commercial test kitchen has walk-ins, ample power and an open design to accommodate any setup requirements. 32 laptops and Wi-Fi throughout facility. Our in-house recruiting and 55K respondent database consistently provides the best recruits (consumer, B2B, Hispanic and medical). We provide 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

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., Suite 125
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

**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

Gayle Marshall, Director of Client Services
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

Savitz Field and Focus offers a full complement

of national and international qualitative and quantitative data collection services in 40+ markets. Qualitative: traditional and online focus groups, in-depth interviews, dial tests, ethnographies, eye tracking, litigation research, online panels, and online communities. Quantitative: mystery shopping, field intercepts, taste tests, product trial tests, telephone and online surveys, data processing, coding and tabulations. Targets include: consumers, B2B, adolescents, medical professionals and patients, multicultural, multi-country and low incidence.

**Schlesinger Associates**

A Marketing Research Corporation

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 14 high-specification focus group facilities across the U.S., two in the U.K. and now three in Paris. Our global management solutions services support your international research needs to the highest standards in any language and in any culture. We offer high-quality, reliable recruitment for any methodology. Qualitative: focus groups; in-depth interviews; online focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries. Quantitative: online surveys; telephone interviews; face-to-face interviewing. 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 13x09 Obs. Rm. Seats 4
Living 15x19 Obs. Rm. Seats 12

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
Sophie Lagasse, Client Relations
Location: Free standing facility
Distance from airport: 20 miles, 25 minutes
CL, 1/1, 1/10R, TK, TKO, AU, VC, WC

Reality-research in a spacious house for one client at a time. Choose and spread out in a natural, realistic environment for your research and workshops. All the amenities of a traditional facility in a real home in a real neighborhood. Discuss and try products in real living rooms, cook in the kitchen with your respondents, use bathrooms or outdoors to bring products to life ... in Atlanta - or one of our sister-facilities elsewhere. Renovate your projects!

Augusta

AnswersInc.

2743 Perimeter Parkway
Bldg. 200, Suite 220
Augusta, GA 30909
Ph. 706-724-2679
info@answersinresearch.com
www.answersinresearch.com
Mark Alison
Location: Office building
Distance from airport: 10 miles
CL, TK, AU
Multiple 20x40 Obs. Rm. Seats 25

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, 1/1, 1/10R, AU, VC
Conference 20x26 Obs. Rm. Seats 15



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.

Illinois

Chicago

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. 800-424-6347 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

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, 1/10R, 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
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.

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.

Catalyst Ranch

656 W. Randolph St.
 Chicago, IL 60661
 Ph. 312-207-1710
 lauren@catalysttranch.com
 www.catalysttranchmeetings.com/g/focus_groups1.html
 Meredith Woolard
 Location: Office building
 Distance from airport: 17 miles, 25 minutes
 1/1, VC, WC

Multiple	21x34	Obs. Rm. Seats 0
Multiple	20x55	Obs. Rm. Seats 15
Multiple	20x70	Obs. Rm. Seats 0
Multiple	41x61	Obs. Rm. Seats 0
Multiple	40x81	Obs. Rm. Seats 15



Chicago Focus

The Focus Network
 222 Merchandise Mart Plaza, Suite 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, TKO, CUL, 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

Chicago Focus is downtown's most convenient market research facility. Our facility offers well-designed focus group rooms and a multipurpose room equipped with tiered viewing rooms and comfortable lounges. Our services include top-notch recruiting for consumer, medical, business, ethnic focus groups, IDIs and usability studies as well as ethnographies. We offer complimentary digital audio recording, DVD recording, 42" flat screen TVs, wireless Internet service, transcription services, simultaneous translation and videostreaming and -conferencing.

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@crglobalinc.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

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, TK, CUL, VC, WC
 Multiple 18x30 Obs. Rm. Seats 20
 Multiple 20x18 Obs. Rm. Seats 12
 (See advertisement on p. 109)

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

111 S. Wacker Dr., Suite 4710
 Chicago, IL 60606
 Ph. 312-341-8117
 dmanos@ffresearch.com
 www.ffrfocusfacility.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



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, video on-demand, online focus group hosting and computer usability labs. Fieldwork Chicago Downtown also offers a unique feature: the latest laptop usability technology which allows inter-viewing 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
 Karyn Picchiotti
 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 11x09 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, video on-demand, online focus group hosting 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 technology including complimentary digital audio recording, DVD recording, FocusVision, ActiveGroup, video on-demand, online focus group hosting 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 database boasts over 90,000 respondents allowing us to provide outstanding recruiting for consumer, medical and B2B research. A management team with over 50 years of combined experience that is actively involved in the MRA is always available for assistance. Integrated state-of-the-art technology including complimentary digital audio recording, DVD recording, CD recording, FocusVision, ActiveGroup, video on-demand, online focus group hosting 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. 29)



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 workstations, 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, 1/10R, 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, 25 minutes
CL, 1/1, 1/10R, TK, CUL, VC, WC
Multiple 22x15 Obs. Rm. Seats 12
Multiple 22x15 Obs. Rm. Seats 11
Multiple 22x13 Obs. Rm. Seats 11

Chicago's incomparable field service: all three facilities Impulse "Top Rated" (Chicago, Oak Brook, Oak Park). With the industry's most complete database, including virtually all population segments, worked by experienced, well-supervised recruit staff. We emphasize stringent quality control, proactive service, superb cuisine options, every technological resource. Capabilities include: usability labs, field management, ethnic/ethnographic recruiting, product placement, living room with track lighting, store shelving, on-site interviewing, online research, mock juries. Member First Choice Facilities. (See advertisement on p. 93)

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	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.

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: 11 miles, 25 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: 16 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

2620 N. Narragansett, Suite B11
 Brickyard Mall
 Chicago, IL 60639
 Ph. 805-289-1555
 marketeas@aol.com
 www.market-ease.net
 Iliana Moran, President
 Location: Shopping mall
 Distance from airport: 5 miles, 15 minutes

Market Ease Multicultural Qualitative Quantitative

520 West Erie St., Suite 4E
 Chicago, IL 60654
 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

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

MFORCE Research

4043 N. Ravenswood, Suite 301
 Chicago, IL 60613
 Ph. 773-525-3385
 steveh@mforceresearch.com
 www.mforce.net
 Steve Halloran, Project Manager
 Location: Office building
 Distance from airport: 13 miles, 20 minutes
 CL, 1/1, 1/1OR, CUL, WC

Multiple 17x12	Obs. Rm. Seats 7
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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: Office building
 Distance from airport: 10 miles, 10 minutes
 1/1, 1/1OR, TK, VC, WC

Conference 15x23	Obs. Rm. Seats 10
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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
 andy@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.

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.

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., 14th Fl.
 Chicago, IL 60611
 Ph. 800-335-1222 or 312-642-1001
 chicago@nqccchicago.com
 www.nqccchicago.com
 Pam Kowalewski, Director
 Location: Office building
 Distance from airport: 20 miles, 35 minutes
 CL, 1/1, 1/1OR, TK, AU, CUL, VC, WC

Multiple 24x23	Obs. Rm. Seats 7
Conference 23x20	Obs. Rm. Seats 6
Multiple 23x20	Obs. Rm. Seats 8
Conference 24x19	Obs. Rm. Seats 15
Conference 23x13	Obs. Rm. Seats 8
Multiple 34x20	Obs. Rm. Seats 13
Conference 12x11	Obs. Rm. Seats 6
Multiple 40x20	Obs. Rm. Seats 24

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

Opinions, Ltd. (Br.)

Harlem-Irving Plaza
 4192 North Harlem Ave., Suite 67
 Chicago, IL 60706
 Ph. 708-452-4504
 chicago@opinionstld.com
 www.opinionstld.com
 Jennifer Jackson, Director of Client Services
 Distance from airport: 31 miles, 45 minutes
 1/1, 1/1OR, VC, WC

Conference 20x14	
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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

Plaza Research-Chicago

8725 W. Higgins Rd.
Chicago, IL 60631
Ph. 773-714-9600 or 800-654-8002
hepstein@plazaresearch.com
www.plazaresearch.com
Holli Epstein, Director
Location: Office building
Distance from airport: 5 minutes
CL, 1/1, 1/10R, 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

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating (most markets), volumes controls, private phone booths, simultaneous in-depth interview rooms, and client viewable test kitchens. We provide free high speed T1 access in all client suites, conference rooms and lounges along with computers and a laser printer. (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, 1/10R, 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, 1/10R, TK, TKO
Conference 14x21 Obs. Rm. Seats 10
Multiple 14x21 Obs. Rm. Seats 10
Multiple 28x41 Obs. Rm. Seats 12

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

R5 Research

1032 W. Fulton Market Suite 200
Chicago, IL 60607
Ph. 312-327-1709
stacie.carrizzi@r5chicago.com
www.r5chicago.com
Stacie Carrizzi, Operations Manager
Location: Office building
Distance from airport: 17 miles, 25 minutes
1/1, 1/10R
Multiple 29x18 Obs. Rm. Seats 15

Savitz

FIELD and FOCUS

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

Savitz Field and Focus offers a full complement of national and international qualitative and quantitative data collection services in 40+ markets. Qualitative: traditional and online focus groups, in-depth interviews, dial tests, ethnographies, eye tracking, litigation research, online panels, and online communities. Quantitative: mystery shopping, field intercepts, taste tests, product trial tests, telephone and online surveys, data processing, coding and tabulations. Targets include: consumers, B2B, adolescents, medical professionals and patients, multicultural, multi-country and low incidence.



Schlesinger Associates

A Marketing Research Corporation

Schlesinger Associates Chicago

625 N. Michigan Ave., Suite 1500
Chicago, IL 60611
Ph. 312-587-8100
chicago@schlesingerassociates.com
www.schlesingerassociates.com
Matthew Bahnson
Location: Office building
Distance from airport: 20 miles, 30 minutes
CL, 1/1, 1/10R, 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 14 high-specification focus group facilities across the U.S., two in the U.K. and now three in Paris. Our global management solutions services support your international research needs to the highest standards in any language and in any culture. We offer high-quality, reliable recruitment for any methodology. Qualitative: focus groups; in-depth interviews; online focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries. Quantitative: online surveys; telephone interviews; face-to-face interviewing. Market sectors: medical; consumer; business-to-business; IT.
(See advertisement on inside front cover)



Schlesinger Associates

A Marketing Research Corporation

Schlesinger Associates Chicago O'Hare

9550 Higgins Rd., Suite 1150
Rosemont, IL 60018
Ph. 847-720-2660
ohare@schlesingerassociates.com
www.schlesingerassociates.com
Matthew Bahnson
Location: Office building
Distance from airport: 5 miles, 3 minutes
CL, 1/1, 1/10R, 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 14 high-specification focus group facilities across the U.S., two in the U.K. and now three in Paris. Our global management solutions services support your international research needs to the highest standards in any language and in any culture. We offer high-quality, reliable recruitment for any methodology. Qualitative: focus groups; in-depth interviews; online focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries. Quantitative: online surveys; telephone interviews; face-to-face interviewing. Market sectors: medical; consumer; business-to-business; IT.
(See advertisement on inside front cover)

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, 1/10R, 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, 1/10R, 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, 1/10R, 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

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.

Solutions in Marketing

2203 Plainfield Rd.
 Crest Hill, IL 60403
 Ph. 815-744-7950 or 815-744-9662
 RCBRidget@aol.com
 www.solutionsmarketresearch.com
 Bridget Adell, President
 Location: Office building
 Distance from airport: 30 miles, 35 minutes
 CL, 1/1, 1/10R, TK, TKO, VC, WC
 Multiple 20x19 Obs. Rm. Seats 15



Survey Center Focus

Survey Center Focus, LLC

153 W. Ohio St., Suite 400
 Chicago, IL 60654
 Ph. 312-321-8100
 susans@scfllc.com
 www.scfllc.com
 Susan Stanicek
 Location: Free standing facility
 Distance from airport: 15 miles, 35 minutes
 CL, 1/1, 1/10R, TK, TKO, AU, CUL, PUL, VC, WC
 Multiple 25x19 Obs. Rm. Seats 12
 Multiple 23x15 Obs. Rm. Seats 15
 Multiple 21x18 Obs. Rm. Seats 0

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. (See advertisement on p. 96)

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, 1/10R, TK, PUL
 Conference 20x22 Obs. Rm. Seats 12

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, 1/10R, CUL, PUL, VC, WC
 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



watchLAB Studios

1 E. Erie St. #600
 Chicago, IL 60611
 Ph. 312-428-2560
 andy.velkme@watchlab.com
 www.watchlab.com
 Andy Velkme, Director
 Location: Office building
 Distance from airport: 17 miles, 45 minutes
 CL, 1/1, 1/10R, AU, CUL, VC, WC

We believe in the value of witnessing honest dialogue. Our mission at watchLAB is to provide the right participants and the right environment to realize the right conversations - on both sides of the mirror. When you work with us, you get more than a well-appointed facility or buttoned-up fieldwork. You get to be our guest. Everyone here is empowered to do the right thing by our clients and respondents.

Peoria

Scotti Research, Inc.

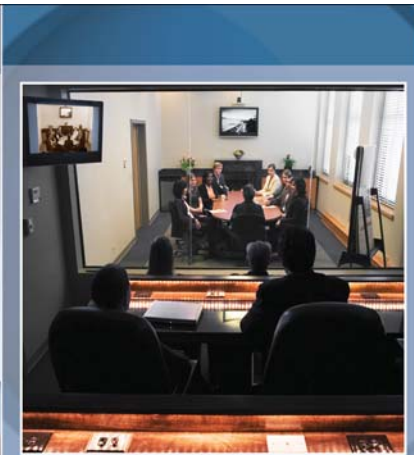
1118 N. Sheridan Rd.
 Peoria, IL 61606
 Ph. 309-673-6194
 scotti@a5.com
 www.scottiresearch.com
 Nancy Matheis, President
 Location: Free standing facility
 Distance from airport: 20 miles, 20 minutes
 1/1, 1/10R, TK, TKO
 Conference 20x30 Obs. Rm. Seats 14

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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 312.321.8100

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 comforts of home.



Survey Center Focus

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
 Woody Youngs
 Location: Free standing facility
 Distance from airport: 1 mile, 5 minutes
 CL, 1/1, TK
 Conference 30x28 Obs. Rm. Seats 20

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
 Darla 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.
 802 Evans Avenue, Suite 2
 Valparaiso, IN 46383
 Ph. 800-568-4668
 kathleen.dewitt@jemresearch.com
 www.JEMResearch.com
 Jessica E. Mullen, President
 Location: Office building
 Distance from airport: 60 miles, 90 minutes
 1/1
 Conference 20x20 Obs. Rm. Seats 4

Indianapolis

Herron Associates, Inc.
 Opinion and Marketing Research

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

Let us show you how easy your research projects can be! Experience a world of difference with Indianapolis's two most convenient research facilities. Premium facilities offering flexibility, convenience and technology located downtown, north

suburbs and Tampa, Fla. Emphasis on qualitative in-person and online research, pre-recruit CLT and taste tests. Oversized focus suites, viewable CLT and commercial test kitchen capabilities. Indianapolis and Tampa with experienced field management services for national projects. "Top Rated" in the Impulse Directory.

Herron Associates, Inc.
 Opinion and Marketing Research

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

Let us show you how easy your research projects can be! Experience a world of difference with Indianapolis's two most convenient research facilities. Premium facilities offering flexibility, convenience and technology located downtown, north suburbs and Tampa, Fla. Emphasis on qualitative in-person and online research, pre-recruit CLT and taste tests. Oversized focus suites, viewable CLT and commercial test kitchen capabilities. Indianapolis and Tampa with experienced field management services for national projects. "Top Rated" in the Impulse Directory.

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 Market Research

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www.answersandinsights.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.

**IndyFocus, Inc.**

1314 N. Meridian St., Suite 100
Indianapolis, IN 46202
Ph. 317-644-5300
quotes@indyfocus.com
www.indyfocus.com

Ashley Evans, President or Kristin Alles, Facility Director

Location: Office building
Distance from airport: 12 miles, 20 minutes
CL, VC

Multiple	23x21	Obs. Rm. Seats 12
Multiple	17x17	Obs. Rm. Seats 12
Multiple	11x11	Obs. Rm. Seats 12

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

Opinions, Ltd. (Br.)

Castleton Square Mall
6020 E. 82nd St., Suite 304
Indianapolis, IN 46250
Ph. 317-579-9999
Indianapolis@opinionsltd.com
www.opinionsltd.com

Location: Shopping mall
Distance from airport: 38 miles, 45 minutes
1/1, 1/1OR, VC, WC
Conference 20x14

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

Walker Research Focus Group Facility

6910 N. Shadeland, Suite 210
Indianapolis, IN 46220
Ph. 317-570-8072 or 317-570-8071
bmilller@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
dhunt@vernonresearch.com
www.vernonresearch.com
Location: Office building
Distance from airport: 10 miles, 15 minutes
CL, 1/1, TK, VC, WC
Multiple 18x18 Obs. Rm. Seats 10

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
Conference 20x40 Obs. Rm. Seats 10

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

Harvest Research Center

501 S.W. 7th Street, Suite M
Des Moines, IA 50309
Ph. 515-243-0785 or 877-800-0785
tgrantham@harvestresearchcenter.com
www.harvestresearchcenter.com
Teresa Grantham
Location: Office building
Distance from airport: 4 miles, 10 minutes
CL, 1/1, 1/1OR, TK, TKO, AU, CUL, PUL, VC
Conference 28x18 Obs. Rm. Seats 12
Multiple 28x18 Obs. Rm. Seats 12

Full-service marketing research facility offering quantitative and qualitative research expertise. Harvest is the Midwest's premier research facility for on-site and Web-based focus group interviewing and research design. Harvest offers two state-of-the-art focus group suites, with floor-to-ceiling glass, three cameras, client lounges, in-depth interviewing facilities, videostreaming and a state-of-the-art test kitchen. Harvest also offers a full complement of quantitative analysis, offering survey and research design and development, advanced statistical techniques, analysis and online surveying.

Mid-Iowa Interviewing, Inc.

1239 73rd St., Suite B
West Des Moines, IA 50311
Ph. 515-225-6232 or 888-425-6232
MID225@aol.com
www.midiowainterviewing.com
Doug Brown
Location: Office building
Distance from airport: 9 miles, 15 minutes
1/1, 1/1OR
Conference 20x13 Obs. Rm. Seats 7

Mid-Iowa Interviewing is a locally-owned and -managed field service, providing data-gathering services since 1971. Services include focus facility, access to malls, field management, recruiting, one-on-one interviewing, CAPI, store audits, promotions, mystery shopping, on-site interviewing and project setup and management throughout the state. (Will travel to non-facility locations.)

Sioux City

Dakota - Iowa Focus

725 South Main
Sioux Center, IA 51250
Ph. 712-722-3999
zfirlm@hotmail.com
Dave Brennan, President
Location: Office building
Distance from airport: 1 mile, 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 50614-0120
Ph. 319-273-2886
ronald.padvich@uni.edu
www.sms.uni.edu
Location: Office building
Distance from airport: 6 miles, 10 minutes
Conference 19x15 Obs. Rm. Seats 8

Kansas

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, 1/10R
Conference 22x30 Obs. Rm. Seats 20
Conference 17x21 Obs. Rm. Seats 8

The Research Partnership is a national full service marketing research and consulting firm located in Wichita, Kansas. The Research Partnership provides national field work. The firm has two focus group rooms and a call center. Research services include, but are not limited to: satisfaction surveys, product testing, brand testing, focus group moderation and recruitment, quantitative research, data entry, analysis and report writing. Methodologies utilized include focus group interviews, telephone/mail surveys, internet surveys, jury studies, shop-a-longs, intercepts and mystery shopping.

Kentucky

Lexington

Lexington Opinion Research, Inc.

1218 S Broadway, Suite 510
Lexington, KY 40504
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, WC
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.

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, 1/10R, 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

New Orleans

Gulf View Research, LLC

4426 Veterans Blvd.
New Orleans, LA 70006
Ph. 504-454-1737
Gvrla@aol.com
www.gulfviewres.com
Kellie Gussoni, VP
Location: Free standing facility
Distance from airport: 5 miles, 10 minutes
CL, 1/1, 1/10R, 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, 1/10R, 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, 1/10R, 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

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.

Baltimore Research

8320 Bellona Ave., Suite 210
Baltimore, MD 21204
Ph. 410-583-9991

info@baltimoreresearch.com
www.baltimoreresearch.com

Heather Collins, PRC, Mgr, Marketing & Client Serv.
Location: Office building

Distance from airport: 21 miles, 30 minutes
CL, 1/1, 1/10R, TK, TKO, AU, CUL, PUL, VC, WC
Multiple 17x20 Obs. Rm. Seats 18
Multiple 17x21 Obs. Rm. Seats 18
Multiple 23x17 Obs. Rm. Seats 16
Multiple 26x30 Obs. Rm. Seats 12
Multiple 18x20 Obs. Rm. Seats 13
Multiple 20x40 Obs. Rm. Seats 20
Multiple 20x40 Obs. Rm. Seats 15
Multiple 12x12 Obs. Rm. Seats 8
(See advertisement on p. 9)

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, 1/10R
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, 1/10R
Conference 13x20 Obs. Rm. Seats 22

**Observation Baltimore**

A Div. of The Research Group, Inc.
5520 Research Park Drive
Baltimore, MD 21228
Ph. 410-332-0400
alec@obaltimore.com

www.observationbaltimore.com

Alec Kisiel, Client Services 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
Multiple 32x35 Obs. Rm. Seats 50

Experienced recruiting makes all the difference!
Featuring three brand-new, spacious, spa-like and technology-friendly focus group suites equipped with private client offices, lounges and elegantly-appointed creature comforts. Observation Baltimore is located in a new green building situated in BW Research Tech Park on the parameter of University of Maryland (UMBC). We offer precise recruiting of consumers, physicians, health care and business-to-business professionals, equipped with research knowledge and proactive client services. Observation Baltimore is repeatedly rated "One of the World's Best" by Impulse Survey.
(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)

**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, 1/10R, 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, 1/10R, AU, CUL, PUL, VC, WC
Conference 20x17 Obs. Rm. Seats 40
Multiple 60x40 Obs. Rm. Seats 12

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, 1/10R, 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

You Asked...We Listened!

Observation Baltimore Is Expanding!



- Three spacious, spa-like, technology-friendly focus group suites
- Private client offices and client lounges with remote observation
- Traditional and non-traditional interviewing accommodations with observation
- Two Central Location Testing facilities for up to 100 respondents
- Test Kitchen and Commercial Kitchen for up to 100 respondents
- FREE unlimited parking
- FREE shuttle service to/from BWI Westin and BWI Marriott

Experienced Recruiting Makes All the Difference!



**Observation
Baltimore**

A division of The Research Group Inc.

Observation Baltimore • 5520 Research Park Drive • Baltimore, MD 21228
410-332-0400 • www.observationbaltimore.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.

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: Your success is our success. 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, video on-demand, online focus group hosting 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 eight 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 unmatched 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 12x08 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 are 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



Jackson Associates Research, Inc.

110 Cummings Park Drive
 Woburn, MA 01801
 Ph. 770-394-8700
 mpope@jacksonassociates.com
 www.jacksonassociates.com
 Marisa L. Pope, President
 Location: Office building
 Distance from airport: 14 miles, 20 minutes
 CL, 1/1, 1/1OR, VC
 Multiple 13x11 Obs. Rm. Seats 8
 Multiple 30x20 Obs. Rm. Seats 8

Our Boston facility, located less than 15 miles from Logan International airport, is equipped for all your quali/quant needs. We have a spacious, fully-equipped prep area with refrigerators, freezers, ovens microwaves; a large CLT room that will accommodate 35 computer stations, large appliances, or creative/ideation setup; and a focus room/conference room that comfortably seats six. Our client viewing room offers simultaneous viewing into the CLT and conference rooms.

National Field & Focus, Inc.

205 Newbury St., Suite 301
 Framingham, MA 01701
 Ph. 508-370-7788
 info@nff-inc.com
 www.nff-inc.com
 Location: Office building
 Distance from airport: 18 miles, 35 minutes
 CL, 1/1, 1/1OR, TK, VC
 Conference 22x27 Obs. Rm. Seats 20
 Conference 22x22 Obs. Rm. Seats 12
 (See advertisement on p. 104)

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 / Boston Field & Focus, Inc.

GroupNet Boston
 111 Speen St., Suite 105
 Framingham, MA 01701
 Ph. 508-872-1287
 info@performanceplusboston.com
 www.performanceplusboston.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

Comprehensive data collection and field management, recruiting services, three focus group facilities and two permanent mall intercept facilities. In Boston, located in historic Faneuil Hall Marketplace, we have a focus group facility and a mall intercept facility. And located less than 20 miles from Boston is our focus group facility in Framingham, Mass. Finally, our Enfield location is a mall intercept and focus group facility. Performance Plus/Boston Field & Focus has been at the forefront of bringing new techniques, new methodologies and new technologies to our clients for more than 40 years.

Facility Spotlight: **Boston, Massachusetts**



Boston Features:

- First Class Waterfront Location
- Expert on-site recruiting
- Four Suites
- 30' x 24' Room
- One exit (2 miles) from Logan Airport
- Centrally located to major highways
- Front door valet parking
- Airport water taxi
- Hotel, health club and spa on premises
- Great restaurants and SIX hotels within 1/4 mile
- Plenty of underground parking
- Digital everything...DVD, CD

Call Bennett!

617-746-2600

Discounts for Multi-Market • Single Point of Contact

617-746-2600
focus@bennett.com

Bennett Headquarters: World Trade Center East
Two Seaport Lane Boston, MA 02210

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.

NATIONAL
Field & Focus
 Boston's Complete Data Collection Service

OUR SHOW RATES REALLY STAND OUT

So Do The RESULTS We DELIVER

- Focus Group Facilities
- Recruitment Services
- Ethnographic Research
- Field Management
- Sink & Mirror Research
- Taste Tests
- Mock Jury Panels
- Screener Development

BOSTON AND NATIONWIDE

National Field & Focus
 205 Newbury Street
 Framingham, MA 01701
 Tel: 508-370-7788
 Fax: 508-370-7744
 Email: info@nff-inc.com
 www.nff-inc.com



Performance Plus / Boston Field & Focus, Inc.

GroupNet Boston
 4 Faneuil Hall Marketplace
 S. Bldg., 3rd Floor
 Boston, MA 02109
 Ph. 508-872-1287
 info@performanceplusboston.com
 www.performanceplusboston.com
 Shirley Shames, President
 Location: Office building
 Distance from airport: 2 miles, 5 minutes
 CL, 1/1, 1/10R, CUL, VC, WC
 Conference 12x27 Obs. Rm. Seats 15
 Conference 12x27 Obs. Rm. Seats 15

Comprehensive data collection and field management, recruiting services, three focus group facilities and two permanent mall intercept facilities. In Boston, located in historic Faneuil Hall Marketplace, we have a focus group facility and a mall intercept facility. And located less than 20 miles from Boston is our focus group facility in Framingham, Mass. Finally, our Enfield location is a mall intercept and focus group facility. Performance Plus/Boston Field & Focus has been at the forefront of bringing new techniques, new methodologies and new technologies to our clients for more than 40 years.



Schlesinger Associates

A Marketing Research Corporation

Schlesinger Associates Boston, Inc.

31 Saint James Ave., Suite 930
 Boston, MA 02116
 Ph. 617-542-5500
 boston@schlesingerassociates.com
 www.schlesingerassociates.com
 Terri-Lyn Hawley, Vice-President
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 CL, 1/1, 1/10R, 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 14 high-specification focus group facilities across the U.S., two in the U.K. and now three in Paris. Our global management solutions services support your international research needs to the highest standards in any language and in any culture. We offer high-quality, reliable recruitment for any methodology. Qualitative: focus groups; in-depth interviews; online focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries. Quantitative: online surveys; telephone interviews; face-to-face interviewing. Market sectors: medical; consumer; business-to-business; IT. (See advertisement on inside front cover)

Michigan

Battle Creek

WJ Schroer Company

Two W. Michigan Ave.
 Battle Creek, MI 49017
 Ph. 269-963-4874 or 269-963-4844
 bschroer@socialmarketing.org
 www.socialmarketing.org
 Bill Schroer, Principal
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 Conference 11x18 Obs. Rm. Seats 7

Detroit

Advantage Research Services, Inc.

5900 N. Lilley Road, Suite 107
 Canton, MI 48187
 Ph. 734-979-0900
 davids@advantageresearch.net
 www.advantageresearch.net
 David Sokolowski, President/CEO
 Location: Free standing facility
 Distance from airport: 10 miles, 20 minutes
 CL, 1/1, 1/10R, 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

Crimmins & Forman Market Research

23800 West Ten Mile Rd., Suite 190
 Southfield, MI 48033
 Ph. 248-569-7095
 mbrodsky@crimminsandforman.com
 www.crimminsandforman.com
 Melissa Brodsky, Partner
 Location: Office building
 Distance from airport: 30 miles, 30 minutes
 CL, 1/1, TK, CUL, PUL, VC
 Conference 20x20 Obs. Rm. Seats 15
 Conference 30x20 Obs. Rm. Seats 10

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, 1/10R, 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 Concierge, 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 Saltzman, Proj Dir or Linda Gondek, Sr. Proj Dir
Location: Office building
Distance from airport: 25 miles, 40 minutes
CL, 1/1, 1/10R, TK, CUL, VC, WC
Multiple 18x22 Obs. Rm. Seats 12
Multiple 21x28 Obs. Rm. Seats 20
Multiple 27x33 Obs. Rm. Seats 55
Multiple 18x19 Obs. Rm. Seats 18
Multiple 10x18 Obs. Rm. Seats 6
Conference 10x17
Conference 15x23

Five focus group rooms: oversized CLT room with flexible floor plan (seats 55 classroom, 75 theater), two large traditional focus group rooms, a separate fully-secured focus group suite with adjoining conference room, dyad/triad interviewing room. Large full-service kitchen with 220V outlets, commercial refrigerator. Cable TV, T-1 wireless Internet, LCD data projectors, Perception Analyzers, online bulletin boards, TeleWeb conferencing groups. FocusVision, Active Group and a proud member of GroupNet. Quality awards: ISO 9001:2008 Certification, Q1 Award, Impulse "Top Rated" facility. (See advertisement on p. 105)

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, 1/10R, TK, CUL, VC
Multiple 16x18 Obs. Rm. Seats 20
Conference 12x18 Obs. Rm. Seats 12

Quick Test/Heakin (Br.)

Southland Center Mall
23000 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

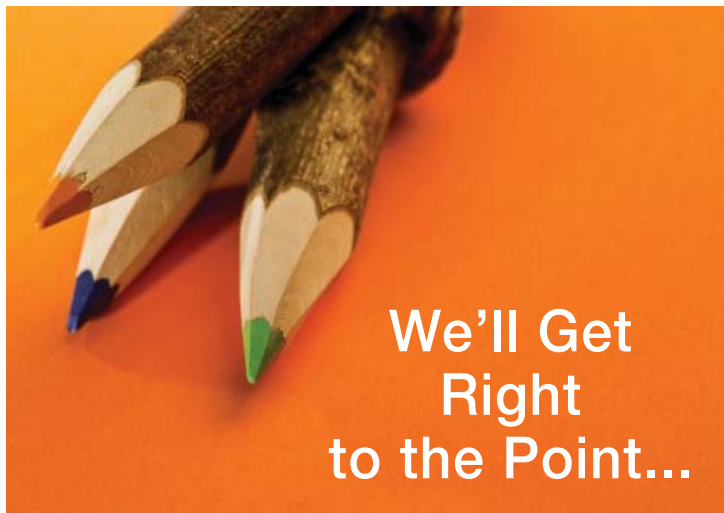
450 Enterprise Court
Bloomfield Hills, MI 48302
Ph. 248-332-5000
lgould@rdagroup.com
www.rdagroup.com
Lisa Gould, Vice President
Location: Free standing facility
Distance from airport: 30 miles, 30 minutes
CL, 1/1, 1/10R, CUL, VC, WC
Conference 18x18 Obs. Rm. Seats 18
Conference 18x18 Obs. Rm. Seats 18



Shifrin-Hayworth

20300 Civic Center Dr., Suite 207
Southfield, MI 48076
Ph. 248-223-0020 or 800-559-5954
research@shifrin-hayworth.com
www.shifrin-hayworth.com
Arlene Hayworth Speiser, Vice President
Location: Office building
Distance from airport: 22 miles, 25 minutes
CL, 1/1, 1/10R, 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 2010 Impulse Survey of Focus Group Facilities.



We're focused on one thing—YOU.
Your project, your recruit, your on-site experience.

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
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.

Stander Research Associates, Inc.

26701 Harper Ave.
St. Clair Shores, MI 48081
Ph. 586-778-8910
Standarco@aol.com
www.standerresearch.com
David Stander, President
Location: Office building
Distance from airport: 30 miles, 35 minutes
1/1, TK, VC, WC
Conference 14x27 Obs. Rm. Seats 15

Grand Rapids**Advantage Western Michigan Research, Inc.**

6095 28th St. S.E., Suite 110
Grand Rapids, MI 49546
Ph. 616-949-8724 or 734-979-0900 (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

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

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.

CJ Olson Market Research, Inc.

901 N. 3rd St., Suite 216
Minneapolis, MN 55401-1141
Ph. 612-378-5040 or 800-788-0085
tramaker@cjolson.com
www.cjolson.com
Tianna Ramaker, Executive Vice President
Location: Office building
Distance from airport: 15 miles, 15 minutes
CL, 1/1, CUL
Conference 18x23 Obs. Rm. Seats 15

Comprehensive Research

3055 Old Highway 8, Suite 160
St. Anthony, MN 55418
Ph. 612-781-3400
craig@crginc.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/Test America

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, 5 minutes
CL, 1/1, 1/1OR, TK, 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
Jill Wilkinson, General Manager
Location: Office building
Distance from airport: 10 miles, 15 minutes
1/1, 1/1OR, TK, VC
Multiple 15x25 Obs. Rm. Seats 10

**Fieldwork Minneapolis, Inc.**

7650 Edinborough Way, Suite 700
Edina, MN 55435
Ph. 952-837-8300
info@minneapolis.fieldwork.com
www.fieldwork.com
Denice Duncan, President
Location: Office building
Distance from airport: 7 miles, 15 minutes
CL, 1/1, 1/1OR, TK, TKO, CUL, VC, WC
Conference 29x25 Obs. Rm. Seats 20
Conference 18x22 Obs. Rm. Seats 25
Conference 25x20 Obs. Rm. Seats 25
Conference 23x21 Obs. Rm. Seats 25
Conference 22x19 Obs. Rm. Seats 10
Conference 17x12 Obs. Rm. Seats 15

Fieldwork Minneapolis is the product of clients' requests and years of fieldwork experience. Our beautiful 10,000-sq.-ft. facility is located seven short freeway miles from the airport - convenient for clients and for respondents from all over the Twin Cities. Our five generous conference and viewing rooms and test kitchen will accommodate all of your research and business needs. State-of-the-art technology including: digital audio recording (complimentary), DVD recording, CD recording, FocusVision, ActiveGroup, video on-demand, online focus group hosting and computer usability labs. (See advertisement on back cover)

FOCUS Market Research

THE PREMIERE FOCUS GROUP FACILITY IN
MINNEAPOLIS/ST PAUL AND PHOENIX
WITH 35 + YEARS OF EXPERTISE



MINNEAPOLIS/ST PAUL

- Consumers
- Medical Professionals & Patients
- Taste Tests
- CLT
- Mock Juries
- Residential Test Kitchens

PHOENIX/SCOTTSDALE

- Complimentary Parking
- Complimentary DVDs
- Convenient to the Airport
- Client Lounges
- 35+ Years of Experience
- Owners on Site

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



FIRST CHOICE
FACILITIES

Multi-Market Research with Local Expertise

Bob Yoerg Cindy Uttech

MINNEAPOLIS 612-869-8181

Minneapolis@FocusMarketResearch.com

Judy Opstad Ray Opstad Lincoln Anderson

PHOENIX/SCOTTSDALE 480-874-2714

Phoenix@FocusMarketResearch.com

Codes

Location: Office building, Freestanding building, Shopping mall

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

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



Focus 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
 Bob Yoerg, Facility Manager
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 CL, TK, VC, WC
 Multiple 29x24 Obs. Rm. Seats 20
 Conference 20x20 Obs. Rm. Seats 16
 Conference 20x20 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. 107)



Focus Market Research (Br.)

4956 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 a 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. 107)

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, 1/1OR, TK, PUL
 Conference 12x09 Obs. Rm. Seats 8

Ideas To Go, Inc.

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



The Insight Café

Russell Herder
 100 South Fifth St., Suite 2200
 Minneapolis, MN 55402
 Ph. 612-455-2360 or 800-450-3055
 carol@russellherder.com
 www.theinsightcafe.com
 Carol Russell, CEO
 Location: Office building
 Distance from airport: 12 miles, 17 minutes
 CL, 1/1, 1/1OR, PUL, VC, WC
 Multiple 20x15 Obs. Rm. Seats 12

The Insight Café is conveniently located in downtown Minneapolis and designed to provide a welcoming atmosphere that encourages open conversation. Features include a fireplace, flat-panel television, several furniture configurations (café, conference, fireside) and more. Our viewing room features amenities for comfort and innovative technology, including participant check-in monitoring software.

IW Research

1600 Gervais Ave., Suite 5
 Maplewood, MN 55109
 Ph. 651-704-0295
 info@iw-research.com
 www.iw-research.com
 Liz Diedrich, President
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 CL, 1/1, 1/1OR, CUL, PUL
 Multiple 25x17 Obs. Rm. Seats 12

Leede Research

10,000 Hwy. 55
 Minneapolis, MN 55441
 Ph. 763-595-5824 or 763-595-5870
 dseim@leederesearch.com
 www.leede.com
 Deborah Seim, Vice President
 Location: Office building
 Distance from airport: 20 miles, 25 minutes
 CL, 1/1, 1/1OR, TK, TKO, CUL, PUL, WC
 Conference 15x26 Obs. Rm. Seats 14
 Conference 12x15 Obs. Rm. Seats 14

Market Resource Associates, Inc.

15 South Fifth St., 8th Floor
 Minneapolis, MN 55402
 Ph. 800-795-3056 or 612-334-3056
 LWinner@ascendresearch.com
 www.mraonline.com
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, 1/1, 1/1OR, AU, WC
 Conference 28x22 Obs. Rm. Seats 22
 Living 22x20 Obs. Rm. Seats 16
 Multiple 12x08 Obs. Rm. Seats 4

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, 1/1OR
 Conference 14x19 Obs. Rm. Seats 8

Missouri

Columbia

Horizon Research Services

2415 Carter Lane, Suite 3
 Columbia, MO 65201
 Ph. 573-874-1333 or 800-529-6841
 jgriffin@horizonresearch.com
 www.horizonresearch.com
 Location: Office building
 Distance from airport: 15 miles, 15 minutes
 CL, 1/1, 1/1OR
 Conference 12x22 Obs. Rm. Seats 8

Kansas City

Delve Kansas City

9233 Ward Pkwy., Suite 150
 Kansas City, MO 64114
 Ph. 800-628-3428 or 816-361-0345
 helpinghand@delve.com
 www.delve.com
 Jim Finke, Managing Director
 Location: Office building
 Distance from airport: 30 miles, 40 minutes
 CL, TK, 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, 1/1OR
 Conference 24x16 Obs. Rm. Seats 12
 Conference 12x14 Obs. Rm. Seats 4

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 an online setting, we are committed to providing the right amount of the right respondents in a delightful environment.

Count on our experts to bring you and your customers closer together. Connect with us today!

Focus Groups

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Central Location Testing

Taste Tests

Online Qualitative

Interactive Voice Response

Multi-Market Project Management

Mixed Methodology Project Management

www.delve.com

helpinghand@delve.com

800-325-3338

No Worries!

All Delve offices TOP RATED in 2010 Impulse Survey

Ten Locations To Delight & Amaze You!

Appleton

Bonnie Smerda

Atlanta

Lesley Hansen

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.

Q & A Focus Suites

(Formerly Fieldhouse Marketing Research-FHMR)
 7220 W. 98th Terrace
 Overland Park, KS 66212
 Ph. 800-706-3467 or 913-341-4245 x637
 KCinfo@QAR.com
 www.QAFocusSuites.com

Tom Mabe, Director, Qualitative Services
 Location: Free standing facility
 Distance from airport: 35 miles, 45 minutes
 CL, 1/1, 1/1OR, TK, TKO, AU, CUL, VC, WC
 Multiple 16x20 Obs. Rm. Seats 16
 Multiple 16x20 Obs. Rm. Seats 10
 Multiple 18x20 Obs. Rm. Seats 18

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
 Dana.Baker@brylesresearch.com
 www.brylesresearch.com
 Scott Tension
 Location: Free standing facility
 Distance from airport: 8 miles, 20 minutes
 CL, 1/1, 1/1OR, TK
 Conference 28x25 Obs. Rm. Seats 12
 18x17 Obs. Rm. Seats 12
 17x14 Obs. Rm. Seats 12

St. Louis

C&C Market Research - 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, 1/1OR, TK
 Conference 16x11 Obs. Rm. Seats 6

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 St. 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, 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
 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 75. 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 Obs. Rm. Seats 0

Family owned - client focused - service driven. St. Louis' most complete focus facility is a member of GroupNet, the largest network of independently-owned and top-rated facilities. Facility offerings include two spacious focus suites with elegantly-appointed client lounges. Private entry, restroom, tiered viewing, closed-circuit, multipurpose room, facility-wide high-speed wired and wireless access, 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, 1/1OR, CUL, PUL, VC, WC
 Multiple 20x12 Obs. Rm. Seats 8
 Multiple 18x16 Obs. Rm. Seats 10
 Multiple 20x16 Obs. Rm. Seats 12

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

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, 1/10R, 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@themsrgr.com
www.themsrgr.com
Rochelle Sousa, Project Manager
Location: Office building
Distance from airport: 15 miles, 30 minutes
CL, 1/1, 1/10R, TK, WC
Multiple 26x16 Obs. Rm. Seats 20
Conference 14x10 Obs. Rm. Seats 20

Nevada

Las Vegas

Consumer Opinion Services, Inc.

GroupNet Las Vegas
1860 Pama Lane, Suite 200
Las Vegas, NV 89119
Ph. 702-644-9330
Tom.Champion@ConsumerOpinionServices.com
www.ConsumerOpinionServices.com
Tom Champion, General Manager
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

www.quirks.com

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, 1/10R, TK, TKO, AU, CUL, PUL, VC, WC
Multiple 20x40 Obs. Rm. Seats 20
Conference 20x10
Living 10x15
Multiple 20x20 Obs. Rm. Seats 20

Gaming Market Advisors Research Center

3167 E. Warm Springs Road, Suite 100
Las Vegas, NV 89120
Ph. 702-549-2225
Andrew@GamingMarketAdvisors.com
www.GamingMarketAdvisors.com
Andrew Klebanow, Principal
Location: Office building
Distance from airport: 4 miles, 5 minutes
1/1, PUL
Multiple 20x19 Obs. Rm. Seats 8



Las Vegas Field and Focus, LLC

3909 S. Maryland Parkway, 4th Floor
Las Vegas, NV 89119
Ph. 800-797-9877 or 702-650-5500
info@lasvegasfieldandfocus.com
www.lasvegasfieldandfocus.com
Eric Souza or Lisabeth Clawson
Location: Office building
Distance from airport: 5 miles, 10 minutes
CL, 1/1, 1/10R, AU, CUL, PUL, VC, WC
Multiple 40x30 Obs. Rm. Seats 20
Conference 15x21 Obs. Rm. Seats 20
Conference 15x21 Obs. Rm. Seats 15

Cutting-edge research center located in the heart of Las Vegas features state-of-the-art equipment, highly-supervised recruiting with uncompromising integrity, professional field work and over 14,000 sq. ft. of facility space. We offer three luxurious focus group suites served with broadband and wireless Internet access and relaxed client lounges. Now offering full-service design and analysis with the addition of a highly-experienced moderator. We pride ourselves on strong, long-term client relationships.



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, 1/10R, TK, TKO, CUL, VC, WC
Conference 20x22 Obs. Rm. Seats 20
Conference 20x22 Obs. Rm. Seats 20
Multiple 18x22 Obs. Rm. Seats 20

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating (most markets), volumes controls, private phone booths, simultaneous in-depth interview rooms, and client viewable test kitchens. We provide free high speed

T1 access in all client suites, conference rooms and lounges along with computers and a laser printer. (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, 1/10R, CUL
Conference 15x13 Obs. Rm. Seats 10

New England Interviewing

Qualitative Center
124 S. River Rd.
Bedford, NH 03110
Ph. 603-641-1222
kim@neinterviewing.com
www.neinterviewing.com
Kim Adams
Location: Office building
Distance from airport: 8 miles, 15 minutes
1/1, 1/10R, 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 or 201-370-7749
NShalhoub@aimnj.com
www.aimresearchnetwork.com
Nella Shalhoub, Director of Operations
Location: Office building
Distance from airport: 15 miles, 25 minutes
CL, 1/1, 1/10R, 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 or 201-370-7749
IBing@aimnj.com
www.aimresearchnetwork.com
Irene Bing, Manager
Location: Office building
Distance from airport: 15 miles, 25 minutes
CL, 1/1, 1/10R, TK, AU, VC
Multiple 26x22 Obs. Rm. Seats 22
Conference 19x20 Obs. Rm. Seats 15
Conference 17x17 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.

CRG/Test America

Raceway Mall
 3710 Rte. 9, Suite 238A
 Freehold, NJ 07728
 Ph. 386-677-5644
 crgsales@crglobalinc.com
 www.crgglobalinc.com
 Location: Shopping mall
 Distance from airport: 45 miles, 60 minutes
 1/1, 1/1OR, 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@ftlee.fieldwork.com
 www.fieldwork.com
 Sandy Starr or Barbara Meeks
 Location: Office building
 Distance from airport: 15 miles, 35 minutes
 CL, 1/1, 1/1OR, TK, AU, CUL, VC, WC
 Conference 23x21 Obs. Rm. Seats 30
 Conference 20x20 Obs. Rm. Seats 30
 Conference 20x21 Obs. Rm. Seats 30
 Conference 24x22 Obs. Rm. Seats 30
 Conference 16x14 Obs. Rm. Seats 10

Fieldwork East-Metro 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, video on-demand, online focus group hosting 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, 1/1OR, TK, VC, WC
 Multiple 15x14 Obs. Rm. Seats 10
 Multiple 27x16 Obs. Rm. Seats 6

Focus Pointe Global - New Jersey

20 E. Puffin Way
 Teaneck, NJ 07666
 Ph. 888-873-6287 or 201-928-1888
 nj@focuspointeglobal.com
 www.focuspointeglobal.com
 Janis Wagman-Fallows, V.P. NJ & Nat'l. Acct. Dev.
 Location: Office building
 Distance from airport: 15 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, CUL, VC, WC
 Multiple 18x18 Obs. Rm. Seats 25
 Multiple 18x20 Obs. Rm. Seats 18
 Multiple 16x25 Obs. Rm. Seats 18

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/COO
 Location: Free standing facility
 Distance from airport: 20 miles, 35 minutes
 CL, 1/1, 1/1OR, 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, 1/1OR, TK, VC

Marketing Solutions Corporation

2 Ridgedale Ave., Suite 216
 Cedar Knolls, NJ 07927
 Ph. 973-540-9133 or 800-326-3565
 marketingsolutions@attglobal.net
 Location: Office building
 Distance from airport: 15 miles, 30 minutes
 CL, 1/1, 1/1OR
 Multiple 18x21 Obs. Rm. Seats 15
 Multiple 18x21 Obs. Rm. Seats 15
 Multiple 18x21 Obs. Rm. Seats 15
 Multiple 18x21 Obs. Rm. Seats 15

MarketView, Inc., Westchester

520 White Plains Rd.
 Tarrytown, NY 10591
 Ph. 914-631-0796
 meredith@marketview-research.com
 www.marketview-research.com
 Meredith Falvo, Managing Director
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/1OR, CUL, VC, WC
 Conference 17x25 Obs. Rm. Seats 25
 Multiple 19x14 Obs. Rm. Seats 15
 Multiple 18x15 Obs. Rm. Seats 15



Meadowlands Consumer Center

GroupNet New Jersey
 100 Plaza Dr., Suite 100
 Secaucus, NJ 07094
 Ph. 201-865-4900 or 800-998-4777
 info@ConsumerCenters.com
 www.ConsumerCenters.com
 Lauren A. Heger-Leibowitz, V.P. of Operations
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 CL, 1/1, 1/1OR, TK, TKO, AU, VC, WC
 Multiple 24x18 Obs. Rm. Seats 25
 Conference 24x18 Obs. Rm. Seats 20
 Multiple 28x26 Obs. Rm. Seats 25
 Conference 12x12 Obs. Rm. Seats 8

Consistently "Top-Rated" metro-N.J./N.Y. facility.
 Understanding your needs - exceeding your expecta-

tions. Offering inspiring environments - living room; board room; 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.

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

Opinions, Ltd. (Br.)

Garden State Plaza
 1 Garden State Plaza, Suite 1170
 Paramus, NJ 07652
 Ph. 440-893-0300
 NYC-NJ@opinionsltd.com
 www.opinionsltd.com
 Jennifer Jackson, Director of Client Services
 Location: Shopping mall
 Distance from airport: 22 miles, 30 minutes
 1/1, 1/1OR, VC, WC
 Conference 12x16

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-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

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating (most markets), volumes controls, private phone booths, simultaneous in-depth interview rooms, and client viewable test kitchens. We provide free high speed T1 access in all client suites, conference rooms and lounges along with computers and a laser printer. (See advertisement on p. 113)



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
 1/10R - 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.

Q Research Solutions, Inc.

3548 Route 9
 Old Bridge, NJ 08857
 Ph. 732-952-0000
 clairep@whoisq.com
 www.QResearchSolutions.com
 Victoria Cranga, Senior Marketing Associate
 Location: Office building
 Distance from airport: 30 miles, 35 minutes
 CL, 1/1, 1/10R, TK, TKO, AU, CUL, PUL, VC, WC
 Conference 22x14 Obs. Rm. Seats 12

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 14x09 Obs. Rm. Seats 6
 Conference 14x09 Obs. Rm. Seats 6



Schlesinger Associates
 A Marketing Research Corporation

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, 1/10R, 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 14 high-specification focus group facilities across the U.S., two in the U.K. and now three in Paris. Our global management solutions services support your international research needs to the highest standards in any language and in any culture. We offer high-quality, reliable recruitment for any methodology. Qualitative: focus groups; in-depth interviews; online focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries. Quantitative: online surveys; telephone interviews; face-to-face interviewing. 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, 1/10R, 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 Marketing Research

Willowbrook Mall
 1440 Willowbrook Mall - Rte. 46
 Wayne, NJ 07470
 Ph. 973-785-0770
 Cindyc@suburbanmr.com
 www.suburbanmr.com
 Cindy Conklin, Manager
 Location: Shopping mall
 Distance from airport: 20 miles, 45 minutes
 1/1, WC
 Conference 14x18 Obs. Rm. Seats 12

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, 1/10R, VC
 Multiple 15x16 Obs. Rm. Seats 20
 Conference 16x18 Obs. Rm. Seats 12
 Conference 12x09 Obs. Rm. Seats 8

Trenton/Southern New Jersey

(See also Philadelphia)

Reckner: Mt. Laurel, NJ (JRA)

J. Reckner Associates, Inc. (Philadelphia MSA)
 523 Fellowship Rd.
 Gateway Business Park, Suite 245
 Mount Laurel, NJ 08054
 Ph. 215-822-6220 or 856-235-3345
 sschoeffling@reckner.com
 www.reckner.com
 Sandy Schoeffling, Manager
 Location: Office building
 Distance from airport: 18 miles, 30 minutes
 CL, TK, CUL, PUL, VC, WC
 Multiple 17x20 Obs. Rm. Seats 15
 Multiple 24x40 Obs. Rm. Seats 0
 (See advertisement on p. 35)

New Mexico

Albuquerque

Research & Polling, Inc.
 5140 San Francisco Rd. N.E.
 Albuquerque, NM 87109
 Ph. 505-821-5454 or 866-821-5454
 rpmail@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, 1/10R, WC
 Multiple 15x17 Obs. Rm. Seats 15

New York

Albany

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, 1/10R, TK, CUL, PUL, WC
 Conference 20x20 Obs. Rm. Seats 10
 Conference 18x20 Obs. Rm. Seats 10

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
 CL, 1/1, 1/10R
 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, 1/10R, 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, 1/10R, TK, TKO, AU, PUL, VC, WC
Multiple 14x27 Obs. Rm. Seats 20

Survey Service is a "Top Rated" research facility that provides multimode qualitative and quantitative research services for clients who expect high standards of excellence. Our staff is proficient in assuring that your study will be recruited and conducted according to your specifications with exceptional show rates and attention to detail. Our facility includes a test kitchen, IDI/taste test facilities, can be set up conference, living-room or theater style and accommodate large displays and equipment. We provide national recruiting services and multi-site field management for on-site and online qualitative research.

New York City

(See also Northern New Jersey and Connecticut)



Advanced Focus - The Facility

373 Park Ave. S., 8th Floor
New York, NY 10016
Ph. 212-217-2000
toddb@advancedfocus.com
www.advancedfocus.com
Todd Biederman, President & CEO
Location: Office building
Distance from airport: 10 miles, 20 minutes
CL, 1/1, 1/10R, AU, CUL, PUL, 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 is a full-service marketing research company that was built on relationships and innovation. Our state-of-the-art facility is centrally located in midtown Manhattan; each of our four suites are designed to maximize the creative process and include embedded technology and highly dedicated staff. In addition to our regional recruiting services (all conducted and managed in-house), we also recruit nationwide and offer field management services. This provides an opportunity for our clients to leave the management, coordination and recruitment of their multimarket studies to us. (See advertisement on p. 49)

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, 1/10R, TK, CUL

Charney Research

1133 Broadway, Suite 1321
New York, NY 10010
Ph. 212-929-6933
jeffrey@charneyresearch.com
www.charneyresearch.com
Jeffrey Klonoski, Focus Group Room Manager
Location: Office building
Distance from airport: 9 miles, 30 minutes
1/1, 1/10R, CUL, WC
Conference 14x11 Obs. Rm. Seats 4

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



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 22x20 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, video on-demand, online focus group hosting 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, 1/10R, 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, 1/10R, 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
Jessica De Palo
Location: Office building
Distance from airport: 25 minutes
CL, 1/1, 1/10R, AU, VC
Multiple 21x17
Multiple 14x16
Multiple 14x16

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, 1/10R, TK, VC
Conference 14x19 Obs. Rm. Seats 25
Conference 14x19 Obs. Rm. Seats 25
Conference 14x16 Obs. Rm. Seats 15
Multiple 23x30



Focus Suites of New York

355 Lexington Ave.
(40th & Lexington)
New York, NY 10017
Ph. 212-867-7373
ellen.klein@focussuites.com
www.focussuites.com
Jillia Glowatz
Location: Office building
Distance from airport: 30 minutes
CL, 1/10R, 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

Focus Suites of New York allows you to take advantage of the diverse cultures that make up New York City by offering unparalleled recruiting and resources.

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

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.

I.C. International

266A Duffy Avenue
 Hicksville, NY 11801
 Ph. 516-479-2200 x1002 or 800-631-0209
 scottsycoff@ic-mr.com
 www.ic-mr.com
 Scott Sycoff, CEO
 Location: Free standing facility
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/1OR, WC
 Conference 23x18 Obs. Rm. Seats 14

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



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

Working with MBC Research means doing it right every time. The most meticulous recruiting among all types of consumers and professionals. Specialize in low-incidence, last-minute projects. Multi-camera video with picture-in-picture capabilities. Our premier multicultural division provides recruiting, moderation and interpretation for virtually all ethnicities: Hispanics, Asians, African-American, Russian, Polish. Only U.S. facility with interpreter's booth for in-language studies. Other services: quant studies, intercepts, online, product placement, etc. Multi-city and international projects.

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 Obs. Rm. Seats 0

Murray Hill Center, Inc. New York

373 Park Ave. S., 10th Floor
 New York, NY 10016
 Ph. 212-889-4777
 suew@murrayhillcenter.com
 www.murrayhillcenter.com
 Sue Winer, Director
 Location: Office building
 Distance from airport: 15 miles, 40 minutes
 CL, CUL, VC, WC
 Conference 19x15 Obs. Rm. Seats 15
 Conference 20x16 Obs. Rm. Seats 15
 Conference 20x16 Obs. Rm. Seats 15
 Conference 20x15 Obs. Rm. Seats 10
 Living 16x15 Obs. Rm. Seats 8



New York Consumer Center

GroupNet New York
 28 West 44th Street, Suite 500
 New York, NY 10036
 Ph. 212-302-9393 or 800-998-4777
 info@ConsumerCenters.com
 www.ConsumerCenters.com
 Adam Schragger, Vice President
 Location: Office building
 Distance from airport: 9 miles, 25 minutes
 CL, 1/1, 1/1OR, CUL, VC, WC
 Multiple 30x28 Obs. Rm. Seats 30
 Conference 24x20 Obs. Rm. Seats 20
 Conference 24x20 Obs. Rm. Seats 18
 Conference 24x20 Obs. Rm. Seats 25
 Living 16x14 Obs. Rm. Seats 10

"Top Rated," trendsetting, dynamic, inspiring midtown Manhattan facility. Offering inspiring environments - living room; board room; 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; video-conferencing/videostreaming; digital recording. National recruiting and fielding excellence - focus groups; one-on-ones; online; ethnography plus. Visit our "Top Rated" Meadowlands Consumer Center, Secaucus, N.J. The ultimate qualitative experience.

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

Reckner: White Plains, NY (JRA)

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 Obs. Rm. Seats na
 Conference 20x14 Obs. Rm. Seats na
 (See advertisement on p. 35)



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 City 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

A Marketing Research Corporation
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 14 high-specification focus group facilities across the U.S., two in the U.K. and now three in Paris. Our global management solutions services support your international research needs to the highest standards in any language and in any culture. We offer high-quality, reliable recruitment for any methodology. Qualitative: focus groups; in-depth interviews; online focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries. Quantitative: online surveys; telephone interviews; face-to-face interviewing. 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, 1/10R, 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, 1/10R, CUL
 Conference 20x13 Obs. Rm. Seats 8

Syracuse

KS&R's INSITE

5792 Widewaters Pkwy.
 Dewitt, NY 13214
 Ph. 800-645-5469 or 315-446-3403
 insite@ksrinc.com
 www.ksrinc.com
 Joseph W. Snyder, Dir. of Operations
 Location: Office building
 Distance from airport: 12 miles, 15 minutes
 1/1
 Conference 15x18 Obs. Rm. Seats 20

Research & Marketing Strategies, Inc.

15 E. Genesee St., Suite 210
 Baldwinsville, NY 13027
 Ph. 315-635-9802
 info@RMSResults.com
 www.RMSresults.com
 Lauren Krell, QualiSight Facility Supervisor
 Location: Office building
 Distance from airport: 15 miles, 22 minutes
 CL, 1/1, 1/10R, CUL, PUL, VC, WC
 Conference 21x14 Obs. Rm. Seats 10

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, 1/10R, TK, WC
 Multiple 30x29 Obs. Rm. Seats 20

Specialties include recruiting and implementation of focus groups, taste tests, music groups, IDIs, ethnographies, consumer health condition studies and low-incidence studies. Wireless Internet and videostreaming available. Comprehensive database provides access to thousands of consumers, business and medical professionals. Experienced staff, quality recruiting. Versatile multipurpose room. In secluded office park; private client entry and suite.



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
 Lauren Maddox, Sr. Proj. Director or Teri
 Leibowitz, President
 Location: Office building
 Distance from airport: 6 miles, 10 minutes
 CL, 1/1, 1/10R, 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, video-streaming, CD-ROM and DVD, MP3 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. 24-hour audio and video backup system, "Top Rated."



MarketWise, Inc.

5500 Executive Center Drive, Suite 126
 Charlotte, NC 28212
 Ph. 704-817-6611
 jnash@marketwise-usa.com
 www.marketwise-usa.com
 James Nash
 Location: Office building
 Distance from airport: 14 miles, 20 minutes
 1/1, TK, CUL, VC, WC
 Conference 22x13 Obs. Rm. Seats 15

MarketWise is your choice for quantitative and qualitative research in Charlotte, N.C. For 23 years, MarketWise has partnered with clients to bring insight to marketing and organizational issues. Our in-house recruiting call center ensures quality data. As a full-service, owner-operated marketing research firm, we understand the importance of recruiting and service. Fully-equipped usability lab that can be set up to fit your specific needs and an in-house technician for total flexibility. Listed in Impulse Survey of Focus Group Facilities "10 YEAR HONOR ROLL." Member ActiveGroup and FocusVision.



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

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

Serving the industry since 1986. "Top Rated" by Impulse Surveys every year. New facility opened in October 2007. Three spacious focus group rooms with separate client suites and comfortable viewing rooms. In-house recruiting - experienced in consumer, physician, B2B and ethnographies. Daily updates from your project manager. All technologies available, including Internet access, MP3/MP4 recordings, FocusVision, ActiveGroup and Quallab for software and Web site usability testing. Also offering nationwide recruiting, project management and complete online qualitative services.

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
 Julie Hauser, Manager Focus Group Facilities
 Location: Office building
 Distance from airport: 25 miles, 30 minutes
 CL, 1/1, 1/10R, VC
 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, 1/10R, VC, WC
 Conference 25x14 Obs. Rm. Seats 12

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.



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, 1/10R, TK, AU, CUL, PUL, VC, WC
 Multiple 18x19 Obs. Rm. Seats 12
 Multiple 18x18 Obs. Rm. Seats 12
 Multiple 27x30 Obs. Rm. Seats 0

“Top Rated” focus group facility in the Raleigh-Durham area according to Impulse Survey - six years in a row since opening in 2005. Qualitative and quantitative research support staff on site. Online survey development and implementation. Trustworthy and targeted recruiting for focus groups, one-on-ones, usability studies, jury research, taste tests, product testing, home utilization tests, music studies, ethnographies and more. Database includes metro and smaller-town residents. State-of-the-art technology - closed circuit TV, videostreaming and high-speed Internet access, including wireless, digital sound, FocusVision, etc. Comfortable and friendly facility - try us!

Harker Research
 2840 Plaza Place, Suite 350
 Raleigh, NC 27612
 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



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 12
 Conference 21x17 Obs. Rm. Seats 15
 Conference 20x16 Obs. Rm. Seats 10
 Conference 16x20 Obs. Rm. Seats 12

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 multi-purpose 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!

Opinions, Ltd. (Br.)
 Streets at Southpoint
 6910 Fayetteville Rd. #101
 Durham, NC 27713
 Ph. 919-484-0800
 raleigh-durham@opinionsltd.com
 www.opinionsltd.com
 Jennifer Jackson, Director of Client Services
 Location: Shopping mall
 Distance from airport: 10 miles, 15 minutes
 1/1, 1/10R, VC, WC

Rocky Mount/Greenville

InTandem
 1302 E. Firetower Rd.
 Greenville, NC 27858
 Ph. 252-321-1111
 marketing@intandeminc.com
 www.intandeminc.com
 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 or 910-799-3211
 info@eastcoast-research.com
 www.eastcoast-research.com
 Paula Lentz Corbett, Owner
 Location: Office building
 Distance from airport: 5 miles, 15 minutes
 1/1, 1/10R
 Multiple 30x25 Obs. Rm. Seats 15

North Dakota

Bismarck

Odney
 1400 W. Century Ave.
 Bismarck, ND 58501
 Ph. 701-235-2303
 results@dhresearch.com
 www.odney.com
 Shannon Bugge-Turman
 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
 info@synergycem.com
 www.synergycem.com
 Crystal Ogden
 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, General Manager
Location: Office building
Distance from airport: 30 miles, 32 minutes
1/1
Multiple 40x40 Obs. Rm. Seats na
Multiple 35x25 Obs. Rm. Seats na

**Fields Research, Inc.**

3814 West St., Suite 110
Cincinnati, OH 45227
Ph. 513-821-6266
gregrogers@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.

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, 30 minutes
CL, 1/1, 1/10R, WC
Multiple 17x17 Obs. Rm. Seats 10
Conference 29x22 Obs. Rm. Seats 20
Multiple 44x23

Market Inquiry LLC

5825 Creek Rd.
Cincinnati, OH 45242
Ph. 513-794-1088
lee@marketinquiry.com
www.marketinquiry.com
Cathy Noyes, Owner
Location: Office building
Distance from airport: 25 miles, 30 minutes
CL, 1/1, 1/10R, TK, VC, WC
Conference 14x16 Obs. Rm. Seats 10
Conference 20x30 Obs. Rm. Seats 20

MarketVision Research®

10300 Alliance Road
Cincinnati, OH 45242
Ph. 513-791-3100
info@mv-research.com
www.mv-research.com
Tina Rucker
Location: Office building
Distance from airport: 25 miles, 35 minutes
CL, 1/1, 1/10R, VC, WC
Conference 16x24 Obs. Rm. Seats 24
Conference 15x22 Obs. Rm. Seats 14

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, 1/10R, 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, 1/10R, 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, 1/10R, AU, PUL, VC, WC
Conference 18x24 Obs. Rm. Seats 12
Conference 12x12 Obs. Rm. Seats 9

MarketVision Research® (Br.)

30405 Solon Rd.
Cleveland, OH 44139
Ph. 440-542-2453
jknaus@mv-research.com
www.mv-research.com
Jean Knaus
Location: Office building
Distance from airport: 25 miles, 25 minutes
CL, 1/1, 1/10R
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
laurens@nsr.com
www.nsrc.com
Lauren Schmidt, Director, Business Development
Location: Office building
Distance from airport: 7 miles, 13 minutes
VC
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, WC
21x16 Obs. Rm. Seats 12
19x16 Obs. Rm. Seats 12

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, 1/10R, 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, 1/10R, TK, WC
Conference 18x18 Obs. Rm. Seats 12

Pat Henry Market Research, Inc.

4700 Rockside Rd., Suite 135
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, 1/10R, TK, VC
Conference 12x20 Obs. Rm. Seats 10

Columbus**Assistance In Marketing/Columbus**

One Easton Oval, Suite 100
Columbus, OH 43219
Ph. 614-583-2100
lorne@aim-columbus.com
www.aimresearchnetwork.com
Lorne Dillabaugh, V.P. Operations
Location: Office building
Distance from airport: 3 miles, 5 minutes
CL, 1/1, 1/10R, TK, 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

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, 1/10R, TK, WC
Conference 15x20 Obs. Rm. Seats 8
Conference 10x15

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.

Columbus Research Connection

2323 W. Fifth Ave., Suite 150
Columbus, OH 43204
Ph. 614-220-4120
info@crcmr.com
www.crcmr.com/columbus/contact.html
Kevin Vaselakes, Director
Location: Office building
Distance from airport: 12 miles, 15 minutes
CL, 1/1, TK, CUL, PUL, VC, WC
Multiple 26x30 Obs. Rm. Seats 28
Multiple 15x21 Obs. Rm. Seats 22

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 21x16 Obs. Rm. Seats 30
(See advertisement on p. 109)

Lextant Labs

A Division of Lextant
580 N. 4th St., Suite 610
Columbus, OH 43215
Ph. 614-228-9711
lexlabs@lextant.com
www.lextant.com/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 12x09 Obs. Rm. Seats 8

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

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 Solomon-designed facility has a board-room 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

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@continet.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.)

PortNet Portland
Lloyd Focus & Videoconference Center
2225 Lloyd Center
Portland, OR 97232
Ph. 503-493-2870
jim@consumeropinionservices.com
www.consumeropinionservices.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

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, Dir., Qual Research Services
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, 1/10R, VC
Conference 21x20 Obs. Rm. Seats 10

Pennsylvania

Allentown/Bethlehem

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, 1/10R, TK
Conference 25x15 Obs. Rm. Seats 20
25x20 Obs. Rm. Seats 15

Harrisburg

The Bartlett Group, Inc.

3690 Vartan Way
Harrisburg, PA 17110
Ph. 717-540-9900 or 800-555-9590
thebartlettgroup@verizon.net
www.bartlettresearch.com
Tammie Campanaro, Project Director
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, 1/10R, AU, VC
Multiple 15x20 Obs. Rm. Seats 8
Multiple 27x40 Obs. Rm. Seats 18

Lancaster



CentralFocus

180 W. Airport Rd.
Lititz, PA 17606-5423
Ph. 717-560-1333
london@centralfocus.net
Matt London, Operations Manager
Location: Office building
Distance from airport: 1 miles, 2 minutes
CL, 1/1, 1/10R, TK
Conference 26x16 Obs. Rm. Seats 45

Conveniently located in central Pennsylvania's Lancaster County, we are just minutes from the Lancaster Airport and an easy drive from Baltimore, Philadelphia, Harrisburg, Reading and York. CentralFocus features a direct viewing room as well as a second viewing room to accommodate additional observers. A full complement of research services is available to help ensure the successful completion of your project. Centrally located. Focused on results.

Philadelphia/Southern NJ

(See also Trenton, 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

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 2009 National League Champion Phillies...

AND

GROUP DYNAMICS IN FOCUS

GroupNet Philadelphia



Group Dynamics in Focus, Inc. | Bala Cynwyd, PA
www.groupdynamics.com

866-221-2038

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.

Delve Philadelphia

Two Greenwood Square
 3331 Street Rd., Suite 130
 Philadelphia, PA 19020
 Ph. 800-752-2027 or 215-639-8035
 helpinghand@delve.com
 www.delve.com

Lynne Doyle, Managing Director
 Location: Office building
 Distance from airport: 30 miles, 40 minutes
 CL, 1/1, 1/10R, TK, 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, 1/10R, 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, 1/10R, TK, CUL, VC, WC
 Multiple 20x24 Obs. Rm. Seats 16
 Multiple 24x16 Obs. Rm. Seats 16
 Multiple 24x16 Obs. Rm. Seats 16
 Multiple 24x16 Obs. Rm. Seats 16
 Multiple 34x24 Obs. Rm. Seats 20



Focus Suites of Philadelphia

One Bala Plaza, Suite 622
 Bala Cynwyd, PA 19004
 Ph. 610-667-1110
 julia.rhines@focussuites.com
 www.focussuites.com

Julia Rhines, Director
 Location: Office building
 Distance from airport: 30 minutes
 CL, 1/1, 1/10R, TK, CUL, VC, WC
 Conference 18x22 Obs. Rm. Seats 20
 Conference 17x20 Obs. Rm. Seats 18
 Conference 17x20 Obs. Rm. Seats 18
 Conference 19x20 Obs. Rm. Seats 20
 Conference 10x12 Obs. Rm. Seats 4

Conveniently located in the heart of the Philadelphia metropolitan area, Focus Suites is easily accessible.



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, 1/10R, 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 2010. Founding member of GroupNet.
 (See advertisement on p. 121)



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: miles, 30 minutes
 CL, 1/1, 1/10R, TK, TKO, CUL, WC
 Conference 18x20 Obs. Rm. Seats 15
 Conference 15x20 Obs. Rm. Seats 15
 Multiple 15x20 Obs. Rm. Seats 15

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating (most markets), volumes controls, private phone booths, simultaneous in-depth interview rooms, and client viewable test kitchens. We provide free high speed T1 access in all client suites, conference rooms and lounges along with computers and a laser printer.
 (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

Reckner: Montgomeryville, PA (JRA)

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, 1/10R, TK, CUL, PUL, VC, WC
 Multiple 18x18 Obs. Rm. Seats 15
 Conference 08x11 Obs. Rm. Seats 4
 Multiple 19x39 Obs. Rm. Seats na
 Conference 08x11 Obs. Rm. Seats na
 Conference 08x11 Obs. Rm. Seats na
 (See advertisement on p. 35)

Reckner: Philadelphia, PA (JRA)

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, 1/10R, 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
 (See advertisement on p. 35)



Schlesinger Associates
 A Marketing Research Corporation

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, 1/10R, 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 14 high-specification focus group facilities across the U.S., two in the U.K. and now three in Paris. Our global management solutions services support your international research needs to the highest standards in any language and in any culture. We offer high-quality, reliable recruitment for any methodology. Qualitative: focus groups; in-depth interviews; online focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries. Quantitative: online surveys; telephone interviews; face-to-face interviewing. Market sectors: medical; consumer; business-to-business; IT.
 (See advertisement on inside front cover)



Schlesinger Associates
A Marketing Research Corporation

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, 1/10R, 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 14 high-specification focus group facilities across the U.S., two in the U.K. and now three in Paris. Our global management solutions services support your international research needs to the highest standards in any language and in any culture. We offer high-quality, reliable recruitment for any methodology. Qualitative: focus groups; in-depth interviews; online focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries. Quantitative: online surveys; telephone interviews; face-to-face interviewing. Market sectors: medical; consumer; business-to-business; IT.
(See advertisement on inside front cover)

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, Sr. Project Dir., Recruiting
Location: Office building
Distance from airport: 17 miles, 30 minutes
CL, 1/1, 1/10R, TK, VC, WC
Multiple 16x22 Obs. Rm. Seats 14
Multiple 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, 1/10R, 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, 1/10R, TK
Conference 14x18 Obs. Rm. Seats 12

www.quirks.com

York

Polk-Lepson Research Group

108 Pauline Dr.
York, PA 17402
Ph. 717-741-2879
polk-lepson@comcast.net
www.polk-lepsonresearch.com
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, 1/10R, 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



New England Opinion

475 Park Drive East
Woonsocket, RI 02895
Ph. 401-533-5360
janderson@neopinion.com
www.neopinion.com
Jennifer Anderson, Facility Director
Location: Free standing facility
Distance from airport: 29 miles, 23 minutes
1/1, 1/10R, CUL, PUL, VC, WC

Sparkling new, state of the art facility 20 minutes from Providence, RI and 35 minutes from Worcester, MA. Managed by experienced research professionals our signature client support combines impeccable participant recruiting with a top notch Qualitative Assistance staff. You can count on Facility Director Jennifer Anderson to remain in close touch during all phases of your work with us. You and your clients will feel Jenn is a permanent member of your staff when you arrive at New England Opinion for your research! Recruiting and coordination of off site projects also available.

South Carolina

Columbia

Low Country Marketing, Inc.

203 Hope Rd.
Columbia, SC 29223
Ph. 803-788-4600
info@lowcountrymarketing.com
www.lowcountrymarketing.com
Deborah R. Smith, President
Location: Free standing facility
Distance from airport: 10 miles, 15 minutes
CL, 1/1, 1/10R, TK, TKO, VC, WC
Multiple 16x26 Obs. Rm. Seats 12

MarketSearch Corp.

2721 Devine St.
Columbia, SC 29205
Ph. 803-254-6958
surveys@msearch.com
www.msearch.com
Location: Free standing facility
Distance from airport: 10 miles, 20 minutes
1/1, 1/10R
Conference 16x20 Obs. Rm. Seats 14

Greenville/Spartanburg

Market Insight, Inc.

2854 Wade Hampton Blvd., Suite C
Taylors, SC 29687
Ph. 864-292-5187 or 800-493-8037
mikesluck@marketinsightinc.com
www.marketinsightinc.com
Mike Shuck, Director of Research
Location: Office building
Distance from airport: 12 miles, 20 minutes
CL, 1/1, 1/10R
Conference 18x20 Obs. Rm. Seats 12

South Dakota

Sioux Falls

American Public Opinion Survey & Market

Market Research Corp.
1320 South Minnesota Ave.
Sioux Falls, SD 57105
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, 1/10R, 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

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.

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: 6 miles, 12 minutes
CL, 1/1, 1/10R, TK, TKO, AU, CUL, PUL, VC, WC
Conference 23x17 Obs. Rm. Seats 18
Conference 69x49 Obs. Rm. Seats 32
Conference 23x17 Obs. Rm. Seats 14
Conference 23x15

Wilkins Research is one of the highest-ranked firms in the Southeast. With our exceptionally-trained in-house recruiting team, we have the ability to recruit nationwide on any subject ranging from health care to the legal industry. WRS offers full focus group suites, on-and off-site recruiting, taste tests, in-store demos, intercepts, one-on-ones, audits, mock trials and any online research. We offer any audio and visual need, along with digital recordings and FocusVision availability. WRS is the best-quality research for the most competitive price - delivering top-rated results from a team of highly-skilled professionals. Visit us at www.wilkinsresearch.com or call Lynn Wilkins at 423-894-9478.

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
jjones@southernolutionsn.com
www.southernolutionsn.com
Jenny Jones, President
Location: Free standing facility
Distance from airport: 10 miles, 10 minutes
CL, 1/1, 1/10R, TK, CUL, VC, WC
Multiple 19x21 Obs. Rm. Seats 16

Our state-of-the-art facility and experienced staff will make your next group session 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
memphis@accudata.net
www.accudata.net
Shannon Hendon, Field Director
Location: Office building
Distance from airport: 7 miles, 10 minutes
CL, 1/1, 1/10R, 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 A/V.

(See advertisement on p. 87)


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, 1/1, 1/10R, TK, AU, CUL, VC, WC
Multiple 22x17 Obs. Rm. Seats 10
Multiple 23x18 Obs. Rm. Seats 12
Conference 25x27 Obs. Rm. Seats 18

Memphis' highest-rated facility for recruiting, value, facility, food service, location and personnel! Our expert recruiters recruit exactly who you want. High show rates. Treat your clients and respondents to Memphis' best. Spacious, comfortable and well-appointed client and respondent areas. Exceptional client support. Client-controlled AC. FocusVision VC. ActiveGroup. Digital A/V FTP. Perfect for CLTs, trial research, dial research. Four-oven kitchen.

Upscale office district. City's best hotels and restaurants nearby. Closest facility to airport. Largest database in area. Serving Tennessee, Mississippi and Arkansas.



Not just people, the right people™

Insights Research Center

51 Germantown Court, Suite 201
Memphis, TN 38018
Ph. 888-755-9911 or 901-755-9911
susan.brody@insightsresearchcenter.com
www.insightsresearchcenter.com
Susan Brody
Location: Office building
Distance from airport: 14 miles, 20 minutes
CL, 1/1, 1/10R, TK, TKO, AU, CUL, PUL, VC, WC
Conference 20x15 Obs. Rm. Seats 12
Conference 22x14 Obs. Rm. Seats 12
Multiple 28x19 Obs. Rm. Seats 12

"Not just people, the right people" sums up our philosophy. Meticulous recruiting, excellent show rates and extreme attention to detail are routine at Insights Research Center. Our professional staff is committed to flawless execution. Providing Southern hospitality, comfortable focus suites and state-of-the-art technology, we set the standard for integrity in the Memphis area. Additionally, with commercial test kitchens, 80,000 sq. ft. of exhibition space and a 575-seat amphitheater adjacent to the office, we are strategically located to meet your every need. "Top Rated" in the Impulse Survey.

Nashville

Focus Nashville

2948 Sidco Drive, Suite 102
Nashville, TN 37204
Ph. 615-690-7813
bhunter@focusnashville.com
Brad Hunter, Research Manager
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

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, 1/10R, TK, TKO, AU, CUL, PUL, VC, WC
Multiple 43x16 Obs. Rm. Seats 20
Conference 21x16 Obs. Rm. Seats 20
Conference 10x10 Obs. Rm. Seats 4


2020 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

Serving the industry since 1986. "Top Rated" by Impulse Surveys every year. New facility opened in

October 2007. Three spacious focus group rooms with separate client suites and comfortable viewing rooms. In-house recruiting - experienced in consumer, physician, B2B and ethnographies. Daily updates from your project manager. All technologies available, including Internet access, MP3/MP4 recordings, FocusVision, ActiveGroup and QualLab for software and Web site usability testing. Also offering nationwide recruiting, project management and complete online qualitative services.

Texas

Austin

Human Interfaces

8500 Bluffstone Cove, Bldg. B., Suite 201
Austin, TX 78759
Ph. 512-340-0354
greg@humaninterfaces.net
www.humaninterfaces.net
Thomas Liddell, Manager
Distance from airport: 20 miles, 25 minutes
CL, 1/1, 1/10R, CUL, PUL, VC, WC
Multiple 23x20 Obs. Rm. Seats 10

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, 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.hispanicfocusunlimited.com
Location: Free standing facility
Distance from airport: 3 miles, 10 minutes
CL, 1/1, 1/10R, VC
Conference 16x30 Obs. Rm. Seats 10

Dallas/Fort Worth

Accurate Research, Inc.

2214 Paddock Way Dr., Suite 100
Grand Prairie, TX 75050
Ph. 972-647-4277
Tara@accurateresearch.com
www.accurateresearch.com
Tara Miller
Location: Free standing facility
Distance from airport: 5 miles, 7 minutes
CL, 1/1, 1/10R, 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, 1/10R, 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, 1/10R, TK
Conference 21x15 Obs. Rm. Seats 8

CRG/Test America

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, 1/10R, TK, VC
Conference 17x10



Dallas By Definition + 511 E. Carpenter Freeway, Suite 100 + Irving, Texas 75062 Tel: (972) 869-2366 + Fax: (972) 869-9174 + info@dallasbydefinition.com

Codes

Location: Office building, Freestanding building, Shopping mall

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

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



Dallas By Definition

(formerly Dallas Focus)
 511 E. John W. 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 dyads, triads and mini-group projects. Two kitchens. Quality recruitment services. Videoconferencing and videostreaming services are available. Experienced, professional, friendly staff. A First Choice Facility. (See advertisement on p. 125)

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Qualitative Recruiting, Facilities & Services



www.opinions-unlimited.com
 Bids: ask@opinions-unlimited.com
 713.888.0202 : 214.265.1700

Brought to you by Anndel & Andy Martin, PhD
 from deep in the heart of Texas!

Delve Dallas

2711 LBJ Freeway, Suite 300
 Dallas, TX 75234
 Ph. 800-421-2167 or 972-488-9988
 helpinhand@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, 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, video on-demand, online focus group hosting 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 the largest association of top-rated, independently-owned focus group facilities in the world with 40+ markets including 21 in North America, six in Central/South America, seven in Europe and 11 in Asia. We offer both qualitative and quantitative data collection services. (See advertisement on p. 3)

Focus Pointe Global - Dallas

5400 LBJ Freeway
 One Lincoln Centre, Suite 400
 Dallas, TX 75240
 Ph. 214-420-6400
 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



FPG / Opinions Unlimited Dallas

5400 Lyndon B. Johnson Freeway, Suite 400
 Dallas, TX 75240
 Ph. 214-265-1700 or 800-604-4247
 ask@opinions-unlimited.com
 www.opinions-unlimited.com
 Shane Able, Director of Dallas Operations
 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

Highest-rated focus service in Texas! Located in landmark Lincoln Centre at integral intersection of 635 and Dallas North Tollway and connected to four-diamond Hilton Hotel. Convenient parking, spacious suites, meticulous local and national recruiting with CATI-equipped center. Latest technologies from FocusVision. Our fortes: B2B, medical, mock jury panels and Hispanic. We have joined with Focus Pointe Global to provide the most comprehensive body of services in Dallas and Houston. Visit www.focuspointeglobal.com for more information about our 14 locations, patient panel and 24/7 client portal. (See advertisement on p. 126)



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 Airoldi, 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. We support all formats including HD and offer three T1s and 45 computers for respondents. DVDs, MP3 and MP4 format, plus videostreaming with interactive chat. We can handle complex projects such as Hispanic, multicultural ethnography and nationwide intercept studies. Individual kitchen circuitry accommodates any type of taste test; we can also handle smoking studies with our two ventilation systems, ionizers and smokeless ashtrays. Owner-managed and -operated, we take pride in our work.

Murray Hill Center Southwest, Inc., Dallas

14185 Dallas Pkwy., Suite 1200
 Dallas, TX 75254
 Ph. 469-385-1200
 donna@murrayhillcenter.com
 www.murrayhillcenter.com
 Donna Vasiliu
 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

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, 1/10R, TK
Conference 26x29 Obs. Rm. Seats 6

PLAZA RESEARCH

Plaza Research-Dallas

14160 Dallas Pkwy.
Dallas, TX 75254
Ph. 972-392-0100 or 800-654-8002
strace@plazaresearch.com
www.plazaresearch.com

Susan Trace, Director

Location: Office building

Distance from airport: 20 minutes
CL, 1/1, 1/10R, TK, TKO, AU, CUL, VC, WC
Conference 15x20 Obs. Rm. Seats 20
Conference 15x20 Obs. Rm. Seats 20
Conference 15x20 Obs. Rm. Seats 20
Conference 15x20 Obs. Rm. Seats 20
Multiple 15x20 Obs. Rm. Seats 20
Multiple 22x40 Obs. Rm. Seats 25

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating (most markets), volumes controls, private phone booths, simultaneous in-depth interview rooms, and client

viewable test kitchens. We provide free high speed T1 access in all client suites, conference rooms and lounges along with computers and a laser printer. (See advertisement on p. 113)

Q&M Research, Inc.

1600 Corporate Ct., Suite 100
Irving, TX 75038
Ph. 972-793-1700
dtucker@qandm.com
www.qandm.com

Don Tucker, Vice President

Location: Office building

Distance from airport: 8 miles, 5 minutes
CL, 1/1, 1/10R, TK, TKO, AU, CUL, PUL
Multiple 22x14 Obs. Rm. Seats 12
Conference 20x16 Obs. Rm. Seats 12
Multiple 35x30 Obs. Rm. Seats 15
Multiple 28x23 Obs. Rm. Seats 12

Quick Test/Heakin (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 Frwy., 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, 1/10R, AU, CUL, VC, WC

Conference 30x25 Obs. Rm. Seats 25

Conference 30x26 Obs. Rm. Seats 20

Conference 22x18 Obs. Rm. Seats 20

Conference 21x16 Obs. Rm. Seats 20

Conference 08x10 Obs. Rm. Seats 6

Conference 08x10 Obs. Rm. Seats 6

Savitz Field and Focus offers a full complement of national and international qualitative and quantitative data collection services in 40+ markets. Qualitative: traditional and online focus groups, in-depth interviews, dial tests, ethnographies, eye tracking, litigation research, online panels, and online communities. Quantitative: mystery shopping, field intercepts, taste tests, product trial tests, telephone and online surveys, data processing, coding and tabulations. Targets include: consumers, B2B, adolescents, medical professionals and patients, multicultural, multi-country and low incidence.

WHY DID 250 COMPANIES MAKE CCR THEIR RESEARCH FIRM OF CHOICE
FOR OVER 1500 PROJECTS IN 2010?

TRUST.

For: Telephone Surveys • Focus Groups • One-On-One Interviews • Spanish Language Interviews • Mall Intercepts
Mock Jury Panels • In-store Interviewing • Taste Test Interviews • Mystery Shops • Coding/Data Entry • CATI Programming

Give us a call today.

In Houston:

Patricia Pratt

B.J. Gerjes

877.530.9646

ccrhouston@ccrsurveys.com

In Phoenix:

Y-Vette Cave

Dixie Cobos

877.906.0666

ccrphoenix@ccrsurveys.com



EXCEEDING CUSTOMER EXPECTATIONS FOR OVER 30 YEARS.

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
 A Marketing Research Corporation

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 14 high-specification focus group facilities across the U.S., two in the U.K. and now three in Paris. Our global management solutions services support your international research needs to the highest standards in any language and in any culture. We offer high-quality, reliable recruitment for any methodology. Qualitative: focus groups; in-depth interviews; online focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries. Quantitative: online surveys; telephone interviews; face-to-face interviewing. Market sectors: medical; consumer; business-to-business; IT.
 (See advertisement on inside front cover)

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Qualitative Recruiting, Facilities & Services



www.opinions-unlimited.com
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 713.888.0202 : 214.265.1700

*Brought to you by Anndel & Andy Martin, PhD
 from deep in the heart of Texas!*

El Paso

AIM Research

10456 Brian Mooney
 El Paso, TX 79935
 Ph. 915-591-4777
 aimres@aol.com
 www.aimresearch.com
 Linda Adams, Owner/Director
 Location: Free standing facility
 Distance from airport: 7 miles, 12 minutes
 CL, 1/1, 1/1OR, TK, CUL, PUL, VC, WC
 Conference 20x20 Obs. Rm. Seats 15
 Conference 10x15 Obs. Rm. Seats 8

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, 1/1OR, TK, CUL
 17x15 Obs. Rm. Seats 8



Creative Consumer Research

3945 Greenbriar Dr.
 Stafford, TX 77477
 Ph. 281-240-9646
 ppratt@ccsurveys.com
 www.ccsurveys.com
 BJ Gerjes
 Location: Free standing facility
 Distance from airport: 38 miles, 30 minutes
 CL, 1/1, 1/1OR, TK
 Conference 20x20 Obs. Rm. Seats 12
 Conference 24x26 Obs. Rm. Seats 12
 Conference 20x20 Obs. Rm. Seats 12
 Conference 24x24 Obs. Rm. Seats 12
 Multiple 49x35 Obs. Rm. Seats 12

CCR conducts research for clients nationally, state-wide, regionally and locally. CCR has the largest Hispanic research department in the state of Texas. CCR offers a variety of research methodologies to interview both acculturated and non-acculturated Hispanics/Latinos. Both of CCR's offices in Phoenix and Houston offer large conference-style focus group rooms with one-way mirrors and large client viewing rooms.. For more information contact Patricia Pratt, president, 281-240-9646, ppratt@ccsurveys.com.
 (See advertisement on p. 127)

Focus Pointe Global - Houston

Opinions Unlimited
 Three Riverway, Suite 250
 Houston, TX 77056
 Ph. 713-888-0202
 houston@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



Opinions Unlimited Houston

A Focus Pointe Global Affiliate
 Three Riverway
 Houston, TX 77056
 Ph. 713-888-0202 or 800-604-4247
 ask@opinions-unlimited.com
 www.opinions-unlimited.com
 Anndel Martin
 Location: Office building
 Distance from airport: 20 miles, 40 minutes
 CL, 1/1, 1/1OR, 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

Consistently "Top Rated" and No. 1 in Houston. Prime Galleria-area location next to four-diamond Omni Hotel. Four spacious suites, numerous amenities, meticulous local and national recruiting. CATI-equipped recruiting center facilitates large or complex projects. Our fortes: medical, mock jury panels, Hispanic. National field management. Latest technologies from FocusVision. We have joined with Focus Pointe Global to provide the most comprehensive body of services in Dallas and Houston. Visit www.focuspointeglobal.com for more information about our 14 locations, patient panel and 24/7 client portal.
 (See advertisement on p. 128)



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

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating (most markets), volumes controls, private phone booths, simultaneous in-depth interview rooms, and client viewable test kitchens. We provide free high speed T1 access in all client suites, conference rooms and lounges along with computers and a laser printer.
 (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 Blvd., Suite 149
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, 1/10R, AU, CUL, VC, WC
Conference 35x28 Obs. Rm. Seats 30
Conference 22x16 Obs. Rm. Seats 20
Conference 22x16 Obs. Rm. Seats 20
Conference 8x16 Obs. Rm. Seats 6

Savitz Field and Focus offers a full complement of national and international qualitative and quantitative data collection services in 40+ markets. Qualitative: traditional and online focus groups, in-depth interviews, dial tests, ethnographies, eye tracking, litigation research, online panels and online communities. Quantitative: mystery shopping, field intercepts, taste tests, product trial tests, telephone and online surveys, data processing, coding and tabulations. Targets include: consumers, B2B, adolescents, medical professionals and patients, multicultural, multi-country and low incidence.



Schlesinger Associates
A Marketing Research Corporation

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, 1/10R, 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 14 high-specification focus group facilities across the U.S., two in the U.K. and now three in Paris. Our global management solutions services support your international research needs to the highest standards in any language and in any culture. We offer high-quality, reliable recruitment for any methodology. Qualitative: focus groups; in-depth interviews; online focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries. Quantitative: online surveys; telephone interviews; face-to-face interviewing. Market sectors: medical; consumer; business-to-business; IT.
(See advertisement on inside front cover)

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, 1/10R, TK0, CUL, VC, WC
Conference 34x43
Conference 36x49
Conference 34x43
Multiple 16x25
Multiple 16x25
Multiple 20x25
Multiple 20x25

San Antonio



Galloway Research Service

GroupNet San Antonio
4751 Hamilton Wolfe Rd., Suite 100
San Antonio, TX 78229
Ph. 210-734-4346
dgalloway@gallowayresearch.com
www.gallowayresearch.com
David D. Galloway, VP of Client Services
Location: Free standing facility
Distance from airport: 5 miles, 15 minutes
CL, 1/1, 1/10R, TK, CUL, PUL, VC, WC
Conference 18x20 Obs. Rm. Seats 18
Conference 19x18 Obs. Rm. Seats 18
Conference 18x21 Obs. Rm. Seats 18
Multiple 40x40 Obs. Rm. Seats 18

Three focus group suites, each with its own spacious waiting area, spacious conference room, tiered viewing area, equipped client office, client lounge with monitor, audio visual/translator room, and each with a full bath/shower. Technologically state-of-the-art with T1 connections throughout the facility and videostreaming capabilities. Large CLT with custom test kitchen - seats 100.

Texarkana

C&C Market Research - 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, 1/10R, TK
Conference 18x22 Obs. Rm. Seats 10

Utah

Salt Lake City

Dan Jones & Associates, Inc.

515 E. 100 S., Suite 300
Salt Lake City, UT 84102
Ph. 801-56-6700 or 801-456-6757
info@djasurvey.com
www.djasurvey.com
Carolyn Fleming and David Howard
Location: Office building
Distance from airport: 7 miles, 10 minutes
1/1, 1/10R
Conference 17x23 Obs. Rm. Seats 25



Lighthouse Research and Development

1292 W. 12700 S.
Salt Lake City, UT 84065
Ph. 801-446-4000 or 801-244-8987
janderson@go-lighthouse.com
www.go-lighthouse.com
Joe Anderson, PRC, Dir. Business Dev.
Location: Free standing facility
Distance from airport: 18 miles, 20 minutes
CL, 1/1, 1/10R, AU, CUL, PUL, VC, WC
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

101 Production Drive, Suite 100
Yorktown, VA 23693
Ph. 800-868-0330 or 757-873-0900
focusroom@bionetics.com
www.bionetics.com
Margaret Riedmiller, Focus Group Coordinator
Location: Office building
Distance from airport: 5 miles, 10 minutes
1/1, 1/10R
Conference 25x25 Obs. Rm. Seats 16

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, 1/10R
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
clindemann@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@martinfoocus.com
www.martinfoocus.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

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.

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, 1/10R, TK, TKO
Conference 30x16 Obs. Rm. Seats 18
Conference 16x12 Obs. Rm. Seats 8
Conference 17x17 Obs. Rm. Seats 10

Martin Focus Group Services, Inc.

4101 Cox Rd., Suite 130
Glen Allen, VA 23060
Ph. 804-935-0203
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. Webcasting 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 12

Washington

Seattle/Tacoma

Consumer Opinion Services, Inc.

GroupNet Seattle
12825 First Ave. S.
Seattle, WA 98168
Ph. 206-241-6050
info@cosvc.com
www.cosvc.com
Jerry Carter
Location: Free standing facility
Distance from airport: 5 miles, 10 minutes
TK, TKO
Conference 15x20 Obs. Rm. Seats 10

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

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

**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, video on-demand, online focus group hosting 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, 1/10R, 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, video on-demand, online focus group hosting and computer usability labs. Take a break and step outside to beautiful marina and mountain views on our patio. (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, Dir., Qual Research Services
Location: Office building
Distance from airport: 10 miles, 20 minutes
CL, 1/1, 1/10R, 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, 1/10R, TK
Conference 12x22 Obs. Rm. Seats 10

Hebert Research, Inc.

13629 N.E. Bellevue-Redmond Rd.
Bellevue, WA 98005
Ph. 425-643-1337
info@hebertresearch.com
www.hebertresearch.com
Tom Fisher
Location: Free standing facility
Distance from airport: 10 miles, 18 minutes
CL, 1/1, 1/10R, TK, WC
Conference 30x18 Obs. Rm. Seats 10

Opinions, Ltd. (Br.)

Kitsap Mall
10315 Silverdale Way NW, Suite E20
Silverdale, WA 98383
Ph. 360-307-8585
seattle@opinionsltd.com
www.opinionsltd.com
Jennifer Jackson, Director of Client Services
Location: Shopping mall
Distance from airport: 59 miles, 70 minutes
1/1, 1/10R, VC, WC
Conference 20x14

Seattle Usability

1011 Western Avenue, Suite 810
Seattle, WA 98104
Ph. 877-254-6556 or 206-447-9551
info@seattleusability.com
www.seattleusability.com
Kelly Franznick
Location: Office building
Distance from airport: 14 miles, 20 minutes
1/1, 1/10R, CUL, PUL, VC, WC
Conference 14x14 Obs. Rm. Seats 12
Conference 14x13 Obs. Rm. Seats 12
Conference 16x16 Obs. Rm. Seats 12

Spokane**J/T Marketing Research Services**

1608 Washington St.
Wenatchee, WA 98801
Ph. 253-335-8754 or 509-665-8740
brent@jteammarketing.com
www.jteammarketing.com
Location: Shopping mall
Distance from airport: 25 miles, 35 minutes
TK, PUL, VC
Multiple 20x25 Obs. Rm. Seats 10

Strategic Research Associates

25 W. Cataldo, Suite D
Spokane, WA 99201
Ph. 509-324-6960 or 888-554-6960
deanm@strategicresearch.net
www.strategicresearch.net
Dean Moorehouse
Location: Office building
Distance from airport: 8 miles, 15 minutes
WC
Multiple 24x20 Obs. Rm. Seats 10
Conference 21x16 Obs. Rm. Seats 10

West Virginia**Charleston****McMillion Research Service**

1012 Kanawha Blvd. E., Suite 301
Charleston, WV 25301-2809
Ph. 304-343-9650
jmace@mcmillionresearch.com
www.mcmillionresearch.com
Jay Mace, Jennifer McMillion
Location: Office building
Distance from airport: 3 miles, 10 minutes
1/1, 1/10R
Conference 18x14 Obs. Rm. Seats 12

Ask Miami is the premier facility and recruiting service provider in Miami! A member of First Choice Facilities, Ask Miami is owner-managed and provides moderators with the highest-quality facility and recruiting services available. Located five minutes from Miami International Airport, we're centrally located and easily accessible from every corner of Miami-Dade County. Whether your next study requires general consumers, physicians, teachers, seniors or children, Ask Miami will provide you with

the highest level of recruiting. For the highest-quality facility and recruiting services, Ask Miami!
(See advertisement on p. 15)

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, 1/10R, 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, 1/10R, 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, 1/10R
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 mile, 3 minutes
CL, TK, VC
Multiple 19x24 Obs. Rm. Seats 12

Full-service global research and consulting with a

commitment to client relationships. Customized services from basic data collection to more full-service components to suit each client's specific needs and budget. Business-to-business, medical, technical and consumer research including taste tests, home placements and Internet studies. On-site interviewing staff available. 38 CATI-station phone center, beautiful focus group suite, in-house programming and data processing, statistical analysis and graphics. A perfect blend of professionals, experience and technology.

Matousek & Associates, Inc.

(formerly Wisconsin Research, Inc.)
1270 Main St.
Green Bay, WI 54302
Ph. 920-436-4647
tamatousek@aol.com
www.matousekandassociates.com
Michelle VandenBush, Vice President
Location: Office building
Distance from airport: 7 miles, 15 minutes
1/1, 1/10R, TK
Multiple 22x18 Obs. Rm. Seats 14

Madison**Chamberlain Research Consultants, Inc.**

660 John Nolen Dr.
Madison, WI 53713
Ph. 608-246-3010
Jpicard@crccwis.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

**City Research Solutions**

1 Parker Place, Suite 305
Janesville, WI 53545
Ph. 608-314-8493
mel@cityresearchsolutions.com
www.cityresearchsolutions.com
Kristie Groh, Facilities Manager
Location: Office building
Distance from airport: 40 miles, 40 minutes
CL, 1/1, 1/10R, TK, TKO, PUL
Multiple 40x23 Obs. Rm. Seats 30
Multiple 20x15 Obs. Rm. Seats 30
Multiple 15x10 Obs. Rm. Seats 8
Living 12x8 Obs. Rm. Seats 30

City Research world-class facilities allow our clients to gain fresh insights in a unique midsize Midwestern metro area while enjoying the comforts of a state-of-the-art research facility. We offer recruiting, moderating and session-recording services. Our facilities include large multipurpose rooms with seating for up to 20 participants, multiroom client suite with adjacent work area/meeting room and a full test kitchen with viewing capabilities. Take a virtual tour of our facilities on our Web site www.cityresearch-solutions.com.

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.

Milwaukee

Advantage Research, Inc.

W202 N10246 Lannon Rd.
Germantown, WI 53022
Ph. 262-502-7000 or 262-502-7008
ccatanese@advantageresearchinc.com
www.advantageresearchinc.com
Cathy Catanese, Field Service Project Manager
Location: Free standing facility
Distance from airport: 25 miles, 30 minutes
CL, TK, CUL, PUL, VC, WC
Conference 28x18 Obs. Rm. Seats 12
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
Otis Anderson, Dir. New Business Development
Location: Office building
Distance from airport: 17 miles, 25 minutes
CL, 1/1, 1/10R, VC, WC
Conference 22x17 Obs. Rm. Seats 18
Conference 12x25 Obs. Rm. Seats 10
Conference 15x9 Obs. Rm. Seats 4

The Dieringer Research Group's (The DRG's) focus group facility, opened in December 2010, features two spacious focus group rooms plus a one-on-one interviewing room, all with separate observation areas. Our facility offers state-of-the-art technology for streaming and recording video, including a network video recorder (NVR) that broadcasts live video via a secure Internet connection. As a full-service marketing research firm, we also provide recruiting, moderating, transcription, discussion-guide consultation and reporting services, all from our convenient location in the Milwaukee suburbs.

**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 2010 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, 1/10R, CUL, PUL, VC, WC
Multiple 20x20 Obs. Rm. Seats 10

Reckner: Milwaukee, WI (JRA)

J. Reckner Associates, Inc.
9833 South 13th St.
Oak Creek, WI 53154
Ph. 215-822-6220 or 414-768-6040
pgrubb@reckner.com
www.reckner.com
Peter Grubb, Executive Director
Location: Office building
Distance from airport: 5 miles, 10 minutes
CL, 1/1, 1/10R, TK, TKO, CUL, PUL
Multiple 20x18 Obs. Rm. Seats 15
Multiple 38x22 Obs. Rm. Seats na
Multiple 8x10 Obs. Rm. Seats 4
Conference 8x10 Obs. Rm. Seats 2
(See advertisement on p. 35)

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RESEARCH**

Marketing research tools and ideas
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Marketing Research Review

www.quirks.com



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, 1/10R, 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

Rosenthal Research - Argentina Branch

Lina 115 piso 9
Entre Hipolito Yrigoyen y Alsina
Buenos Aires, Argentina
Ph. 34 93 506 6006
jan_flechs@rosenthal-research.com

www.rosenthal-research.com

Jan Flechsig, Director

Location: Office building

Distance from airport: 19 miles, 40 minutes
1/1, 1/10R, TK, PUL, VC, WC
Multiple 20x14 Obs. Rm. Seats 4

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, 1/10R
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, 1/10R, 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, 1/10R, TK, CUL, WC
Conference 20x24 Obs. Rm. Seats 8
Conference 20x24 Obs. Rm. Seats 8
Living 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, 1/10R, 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, 1/10R, 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
Living 20x16 Obs. Rm. Seats 7
Conference 15x11 Obs. Rm. Seats 0

Cowper Cottage

Parramatta Research Rooms
9 Cowper Street
Parramatta, NSW 2150 Australia
Ph. 61-2-9689-3311
shellik@cowperc.com.au

Shelli Keegan

Location: Free standing facility

TK

Conference Obs. Rm. Seats 10
Conference Obs. Rm. Seats 10
Conference

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

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, 1/10R, WC
Conference 17x17 Obs. Rm. Seats 6
Conference 10x09 Obs. Rm. Seats 6

Market Attitude Research Services Pty Ltd

Suite 18, 20-24 Gibbs Street
(P.O. Box 214)
Miranda, Sydney, NSW 2228 Australia
Ph. 61-2-9525-3200

research.mars@ozemail.com.au

www.marketattitude.com.au

David Collins, Managing Director

Location: Office building

Distance from airport: 10 miles, 20 minutes
1/1, 1/10R, 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@mraresearch.com

www.mraresearch.com

Katharine Morgan

Location: Office building

Distance from airport: 10 miles, 25 minutes
1/1, 1/10R, VC, WC
Conference 21x17 Obs. Rm. Seats 12
Conference 20x14 Obs. Rm. Seats 5
Conference 20x14 Obs. Rm. Seats 4
Living 24x20 Obs. Rm. Seats 4

New Focus Research Pty - 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

Sydney Research Facility

Level 1, 131 Clarence Street
Sydney, NSW 2000 Australia
Ph. 61-2-9299-1171

sydresearchfacility@ozemail.com.au

www.sydneygrouprooms.com

Location: Office building

1/1, 1/10R, TK
Conference 20x16
Conference 20x12
Conference 20x10
Living 20x16

Synovate Australia (Adelaide)

Level 3, 300 Flinders Street
Adelaide, SA 5000 Australia
Ph. 61 8 8100 3330
jennifer.chhatlani@synovate.com

www.synovate.com

Multiple

Multiple

Synovate Australia (West Perth)

Level 1, 1292 Hay Street
West Perth, WA 6005 Australia
Ph. 61-8-9321-5415
jennifer.chhatlani@synovate.com

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

Codes

Location: Office building, Freestanding building, Shopping mall

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

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

Taylor Research 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 Obs. Rm. Seats 0

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 Belgium

Roogemlaan 2 bus 4
9000 Ghent, Belgium
Ph. 32 9 216 2222
jennifer.chhatlani@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

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

**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.

Synovate Brazil

Rua Haddock Lobo 585 - lo. andar
01414-001 Sao Paulo, Brazil
Ph. 55-11-2125-9000
jennifer.chhatlani@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

Vitoshka Research

1 Alexander Zhendov Street
1113 Sofia, Bulgaria
Ph. 359-2-971-0275
office@vitoshka-research.com
www.vitoshka-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
WC
Conference Obs. Rm. Seats 15
Conference Obs. Rm. Seats 15

British Columbia

Vancouver

CRG Research

1398 West 7th Avenue
Vancouver, BC V6H 3W5 Canada
Ph. 604-714-5900 or 866-455-9311
FacilityManager@crcresearch.com
www.crcresearch.com
Yasmin Saleh, Facility Manager
Location: Office building
Distance from airport: 15 miles, 30 minutes
1/1, TK, CUL, WC
Multiple 22x15 Obs. Rm. Seats 11
Conference 20x17 Obs. Rm. Seats 8
Conference 7x9 Obs. Rm. Seats na

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

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

Vancouver Focus

1156 Hornby St.
Vancouver, BC V6Z 1V8 Canada
Ph. 604-682-4292
director@vancouverfocus.com
www.vancouverfocus.com
Evgenia Skripnik
Location: Office building
Distance from airport: 9 miles, 30 minutes
1/1, 1/10R, TK, WC
Multiple 17x20 Obs. Rm. Seats 10
Multiple Obs. Rm. Seats 8

Manitoba**Winnipeg****NRG Research Group**

Suite 1910-360 Main St.
Winnipeg, MB R3C 3Z3 Canada
Ph. 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

New Brunswick**Fredericton****MarketQuest-Omnifacts Research**

720 Main St., 3rd Floor
Moncton, NB E1C 1E4 Canada
Ph. 506-867-9100
jjeffrey@marketquest.ca
www.marketquest.ca
Jennifer Jeffrey, Facilities Coordinator
Distance from airport: 9 miles, 15 minutes
20x16

Newfoundland**St. John's****MarketQuest-Omnifacts Research**

5 Job Street
P.O. Box 13305
St. John's, NF A1B 4B7 Canada
Ph. 709-753-5172 or 709-753-1251
jjeffrey@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

Nova Scotia**Halifax****MarketQuest-Omnifacts Research**

45 Alderney Dr., 19th Floor
Halifax-Dartmouth, NS B2Y 2N6 Canada
Ph. 902-422-9243
jjeffrey@marketquest.ca
www.marketquest.ca
Jennifer Jeffrey, Facilities Coordinator
Distance from airport: 20 miles, 30 minutes
20x16

Ontario**London****Insights, Inc.**

546 Adelaide St. N.
London, ON N6B 3J5 Canada
Ph. 519-679-0110
kathy@insights.on.ca
Kathy Sorenson
Location: Free standing facility
Distance from airport: 2 miles, 10 minutes
CL, TK
Conference 15x14 Obs. Rm. Seats 8

Surge Communications

400 - 137 Dundas St.
London, ON N6A 1E9 Canada
Ph. 519-672-9090
natalie@surge.ca
Natalie Jonckheere
Location: Office building
Distance from airport: 6 miles, 25 minutes
Conference 21x15 Obs. Rm. Seats 4

Ottawa**Decima Research Inc.**

160 Elgin Street #1820
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
(See advertisement on p. 137)

Sudbury**Oraclepoll Research Ltd.**

1760 Regent Street, South
Sudbury, ON P3E 3Z8 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**ACCE International**

Consumer Guidance Research
2575B Dunwin Dr.
Mississauga, ON L5L 3N9 Canada
Ph. 905-828-0493 x242 or 800-608-2223
dgermain@acceintl.com
www.acceintl.com
Kathy Embury, Fieldwork Supervisor/ISO Coord
Location: Free standing facility
Distance from airport: 15 miles, 20 minutes
1/1, 1/10R, TK, TKO, CUL, PUL
Conference 18x25 Obs. Rm. Seats 10

ConsumerVision
Facilitating understanding**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, 1/10R, 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 suites and superior recruiting. Consumer Vision has Canada's largest in-house respondent database - ideal for capturing tough-to-reach consumers (adults, teens and children) and B2B and health care professionals. We operate seven top-rated focus group suites with state-of-the-art client viewing and meeting rooms, with partners located throughout North America. FocusVision, ActiveGroup and Attention Tool eye-tracking technology available. Located at Toronto's prime intersection!

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 12

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.

Decima Research Inc. (Br.)

2345 Yonge Street, 405
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
mvendramin@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
info@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
james.conrad@millwardbrown.com
www.millwardbrown.com
Bill Ratcliffe
Location: Office building
Distance from airport: 20 minutes
CL, TK, WC
Conference 19x19 Obs. Rm. Seats 18
Conference 15x19 Obs. Rm. Seats 20
Conference 17x21 Obs. Rm. Seats 10
Conference 14x22 Obs. Rm. Seats 15

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
(See advertisement on p. 137)

POLLARA

1255 Bay St., Suite 900
Toronto, ON M5R 2A9 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
Magda Mroz
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

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Quebec

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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
Rosa Paccione, Focus Group Coordinator
Location: Office building
Distance from airport: 10 miles, 20 minutes
CL, 1/1, 1/1OR, TK, AU, CUL, WC
Conference 22x15 Obs. Rm. Seats 10
Conference 19x25 Obs. Rm. Seats 12
Multiple 42x18 Obs. Rm. Seats 0
Living 20x22 Obs. Rm. Seats 15

CRC Research

1250 Guy St., Suite 802
Montreal, QC H3H 2T4 Canada
Ph. 800-932-7511
Enrique@crcresearch.com
www.crcresearch.com
Enrique Cortez, 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

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

Decima Research Inc. (Br.)

1080 Cote du Beaver Hill
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, 1/10R, VC
Conference 20x15 Obs. Rm. Seats 10

Leger Marketing

507 Place D'Armes, Suite 700
Montreal, QC H2Y 2W8 Canada
Ph. 514-982-2464
jmleger@legermarketing.com
www.legermarketing.com
Sylvie Girard
Location: Office building
Distance from airport: 10 miles, 30 minutes
TK, AU, VC
Conference 17x22 Obs. Rm. Seats 10
Conference 16x22 Obs. Rm. Seats 10
Conference 17x22 Obs. Rm. Seats 10

Opinion Search Inc. (Br.)

1080 Beaver Hill 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
(See advertisement on p. 137)

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

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

Quebec**SOM**

2136, Sainte-Foy Rd., #200
Ste.-Foy, QC G1V 1R8 Canada
Ph. 418-687-8025
mfluet@som.ca
www.som.ca
Dolores Leblond
Location: Office building
Distance from airport: 8 miles, 12 minutes
CL, TK, WC
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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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
1/10R - 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 - Beijing (Br.)

Room 1401-1402, Block B, COFCO Plaza
 8 Jianguomennei Avenue, Dong Cheng District
 Beijing 100005 China
 Ph. 86-10-8512-0512
 general@consumersearch-group.com
 www.consumersearch-group.com
 Ms. Gillian Qi
 Location: Office building
 Distance from airport: 45 minutes
 Conference 16x15 Obs. Rm. Seats 6

Consumer Search China - Guangzhou (Br.)

Rooms 1909-10, Block B, China Int'l Centre
 33 Zhongshan 3rd Rd.
 Guangzhou 510055 China
 Ph. 86-20-8385-2188
 general@consumersearch-group.com
 www.consumersearch-group.com
 Ms. Xiao Jia Ying
 Location: Office building
 Distance from airport: 45 minutes
 Conference 18x15 Obs. Rm. Seats 10

Consumer Search China - Shanghai (Br.)

Room 1804, 18th Floor, Hongyi Plaza
 299 Nanjing Road (East)
 Shanghai 200001 China
 Ph. 86-21-3366-5801
 general@consumersearch-group.com
 www.consumersearch-group.com
 Paul Lee
 Location: Office building
 Distance from airport: 90 minutes
 Conference 18x17 Obs. Rm. Seats 10
 Living 14x14 Obs. Rm. Seats 6

Data Sea Marketing Research

1023 West Yan'an Rd., Suite 12B
 Shanghai 200050 China
 Ph. 86-021-6161-0881
 jared@datasea.net
 www.datasea.net
 Location: Office building
 Distance from airport: 6 miles, 15 minutes
 VC, WC
 Conference 16x20 Obs. Rm. Seats 10

Labbrand China Consulting Ltd.

Building 7 - Unit 202
 50 Moganshan Road
 Shanghai 200060 China
 Ph. 86-21-6298-8956
 info@labbrand.com
 www.labbrand.com
 Vladimir Djurovic, Managing Director
 Location: Office building
 Distance from airport: 10 miles, 35 minutes
 CL, 1/1, 1/10R, CUL, WC
 Conference 20x14 Obs. Rm. Seats 5

Synovate China (Beijing)

15A3 Han Wei Plaza, Chao Yang District
 7 Guang Hua Road
 Beijing 100004 China
 Ph. 86-10-5963-2288
 jennifer.chhatlani@synovate.com
 www.synovate.com
 Location: Office building
 Distance from airport: 45 minutes
 Conference Obs. Rm. Seats 8
 Living Obs. Rm. Seats 5

ToKnow Consulting Co., Ltd.

1706 Block B, World Center
 No. 18 Taolin Road
 Shanghai 200135 China
 Ph. 86-21-5851-8485
 toknow@toknow.com.cn
 www.toknow.com.cn
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, 1/1, 1/10R, AU, VC, WC
 Living
 Conference
 Multiple

Colombia

Centro Nacional de Consultoria

Diagonal 34 N 5-27
 Bogota, Colombia
 Ph. 57-1-339-4888
 cnc@cncol.com
 www.centronacionaldeconsultoria.com
 Location: Free standing facility
 VC
 Conference 20x26 Obs. Rm. Seats 4

Costa Rica

CID/Gallup, S.A.

Gallup Centroamerica, 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, 1/10R, VC, WC
 Conference Obs. Rm. Seats 8
 Multiple Obs. Rm. Seats 6
 Conference Obs. Rm. Seats 4

Cyprus

Synovate Cyprus

Alpha Business Centre
 27 Pindarou Street, 6th Floor
 Nicosia 1060 Cyprus
 Ph. 357-22-366-000
 jennifer.chhatlani@synovate.com
 www.synovate.com
 CL
 Multiple 18x12 Obs. Rm. Seats 6
 Multiple 25x11 Obs. Rm. Seats 6

Czech Republic

AMASIA s.r.o

Parikova 362/3
 190 00 Praha 9 Vyso, Czech Republic
 Ph. 420-283-890-565
 amasia@amasia.cz
 www.amasia.cz
 Location: Office building
 Distance from airport: 30 miles, 30 minutes
 CL, 1/1, TK
 Conference 21x12 Obs. Rm. Seats 12

Synovate Czech Republic

Meteor Centre Office Park B
 Sokolovskia 100/94
 186 00 Praha 8, Czech Republic
 Ph. 420-242-480-901
 jennifer.chhatlani@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

Denmark

Berent Aps

Njalsgade 21G, 5
 2300 Copenhagen S, Denmark
 Ph. 45-32-64-12-00
 info@berent.dk
 www.berent.com
 Marcus Fiebelkorn, Senior Project Manager
 Location: Office building
 Distance from airport: 5 miles, 12 minutes
 1/1, 1/10R, PUL
 Conference 13x26 Obs. Rm. Seats 5

Dominican Republic

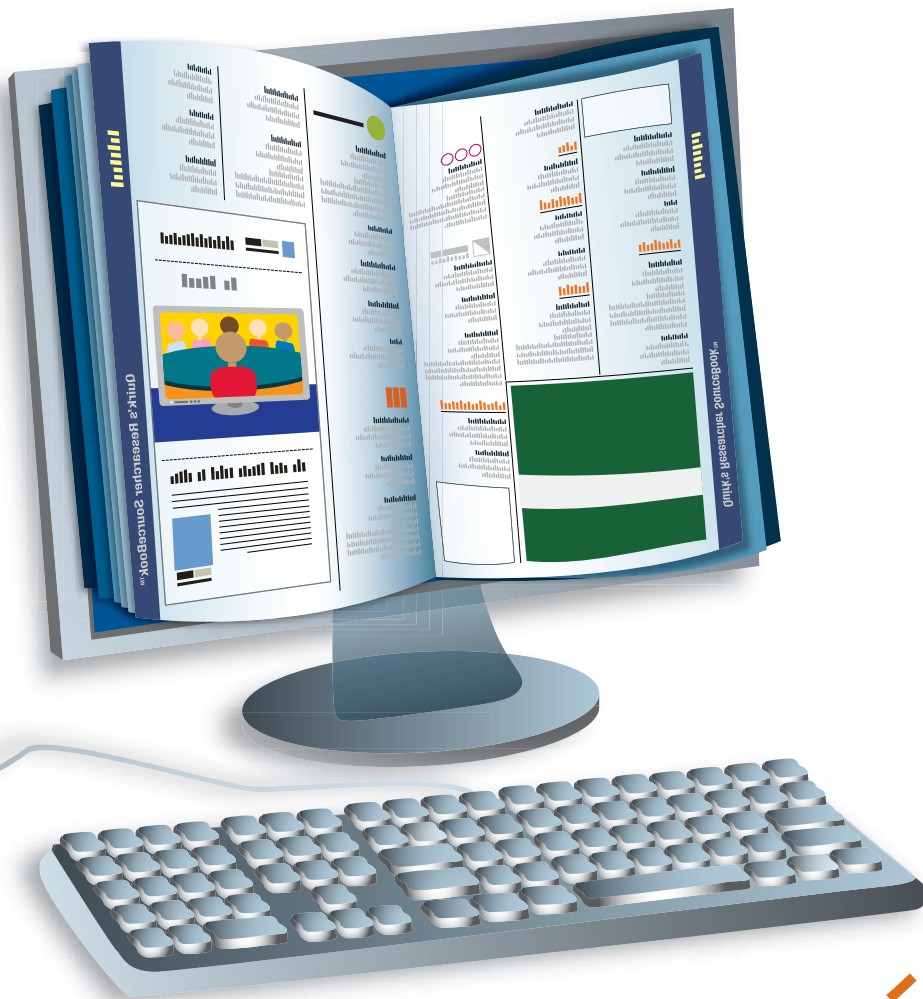
Asisa Research Group - Santo Domingo

Doctores Malleo #236 Arroyo Hondo
 Santo Domingo 809, Dominican Republic
 Ph. 809-333-2121
 contact@asisaresearch.com
 www.asisaresearch.com
 Claudia Guzman, CMO
 Location: Free standing facility
 Distance from airport: 10 miles, 30 minutes
 CL, 1/1, 1/10R, AU, CUL, PUL, WC
 Multiple 30x20 Obs. Rm. Seats 12
 Living 25x15 Obs. Rm. Seats 4

Egypt

Synovate Egypt

11 Dr Mohamed Mandour Street
 Behind Rabe'aa Mosque
 Nasr City, Cairo, Egypt
 Ph. 20-2-2261-9190
 jennifer.chhatlani@synovate.com
 www.synovate.com
 Turner E.L. Nuggar
 Location: Office building
 Distance from airport: 35 minutes
 CL, CUL, WC
 Living 13x17 Obs. Rm. Seats 10
 Conference 13x15 Obs. Rm. Seats 6



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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.

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.Tammsaare 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

87 rue Sainte Lazare
75009 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

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

2 Bd Saint Martin
75010 Paris, France
Ph. 33-1-40-03-05-01 or 33-1-73-02-69-69 (Hdq)
location@laimaisondutest.com
www.laimaisondutest.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

Toulouse Focus

4, rue de la Tuilerie
31130 Balma, France
Ph. 33-5-34-60-53-00
mh.cassar@toulousefocus.com
www.toulousefocus.com
Marie Helene Cessar, Facility Director
Location: Office building
Distance from airport: 8 miles, 15 minutes
CL, VC, WC
Multiple 18x24 Obs. Rm. Seats 10
Multiple 15x22 Obs. Rm. Seats 8
(See advertisement on p. 141)

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
CL, 1/1, 1/1OR, TK, TKO, CUL, PUL, VC, WC
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.enigma-gfk.de
Location: Office building
Distance from airport: 19 miles, 30 minutes
CL, 1/1, TK, AU
Multiple 18x12
Multiple 13x18
Multiple 18x12
Multiple 14x23
Multiple 22x12
Multiple 12x09

Everture International Research

Schlesische Str. 26
10997 Berlin, Germany
Ph. 49-30-33020-192 or 49-30-61202-870
info@everture.com
www.everture.com
Location: Free standing facility
Distance from airport: 30 minutes
CL, 1/1, 1/1OR, AU

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

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
Obs. Rm. Seats 10
Obs. Rm. Seats 20

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So much of the qualitative research conducted in France is done only in Paris which is an important historical, cultural and financial center for the country. HOWEVER - Paris represents only 8 million of the 63 million inhabitants of the entire country and the other 55 million French people living outside of Paris live a very different lifestyle, have a different cultural climate and way of thinking. To not gather opinions from other major population centers in France is to not study the bulk of the consumers and business decision makers in the country.

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Contact our Facility Director:
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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.

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 11x07 Obs. Rm. Seats 6

Institut fur 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
 berlin@interview-exploration.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 (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, 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@inviso.de
 www.inviso.de
 Frank H. Gehre, Partner
 Location: Shopping mall
 Distance from airport: 10 miles, 15 minutes
 CL, 1/1, 1/1OR, TK, VC
 Conference 20x20 Obs. Rm. Seats 10
 Conference 20x20 Obs. Rm. Seats 6
 Conference 29x16 Obs. Rm. Seats 12

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

Kramer Marktforschung GmbH

Hammer Strasse 171
 48153 Munster, Germany
 Ph. 49-251-20800-140
 M.Holtz@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.)

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 (Br.)

Leipziger Strasse 12
 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.)

Ludgeristr. 114
 48143 Munster, Germany
 Ph. 49-251-85712-0
 studio.muenster@kraemer-germany.com
 www.kraemer-germany.com
 Location: Shopping mall
 Distance from airport: 35 miles, 40 minutes
 CL, 1/1, 1/1OR, TK
 Conference 26x20 Obs. Rm. Seats 5

Kramer Marktforschung GmbH (Br.)

Monckebergstrasse 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.)

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

Kramer Marktforschung GmbH (Br.)

Rankestrasse 1
 Ecke Tauentzienstrasse
 10789 Berlin, Germany
 Ph. 49-30-526851-0
 studio.berlin@kraemer-germany.com
 www.kraemer-germany.com
 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

Leyhausen Field Services

Friedrich-Ebert-Platz 5
 51373 Leverkusen, Germany
 Ph. 49-214-31084-20 or 49-214-31084-24
 b.peters@leyhausen.com
 www.leyhausen.com

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
 63067 Offenbach, 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, 1/10R, TK, CUL, PUL, VC, WC
Multiple 13x15 Obs. Rm. Seats 8
Multiple 16x10
Multiple 13x15
Multiple 13x17
Multiple 10x13
Multiple 12x16

Quicktest-Studio

70173 Konigstrasse 1A
Stuttgart, Germany
Ph. 49-711-2265959 or 49-711-2847722
eva.blum-metzger@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, 1/10R, TK, CUL, PUL, VC, WC
Multiple 23x16 Obs. Rm. Seats 12
Multiple 16x14
Multiple 15x16
Multiple 3x4
Multiple 3x4
Multiple 3x4

**Schmiel Marktforschung GmbH**

Neuhauser Strasse 27
80331 Munich, Germany
Ph. 49-89-231810-100
info@schmiel-munich.de
www.schmiel-marktforschung.de/munich/english/
Stephan Schmid, Managing Director
Location: Office building
Distance from airport: 25 miles, 45 minutes
CL, 1/1, 1/10R, TK, CUL, VC, WC
Multiple 27x17 Obs. Rm. Seats 14
Multiple 17x15 Obs. Rm. Seats 10
Multiple 22x16 Obs. Rm. Seats 8
Multiple 17x9 Obs. Rm. Seats 4

Schmiel Marktforschung is an independent market research institute. Our Berlin, Munich and Frankfurt test studios offer quantitative and qualitative market research and CATI facilities. We will organize your international fieldwork in Europe and worldwide. Using our know-how and experienced logistics support, we are able to successfully carry out and conclude difficult studies to meet the most challenging quotas and deadlines - always with high-quality results. As of August 1, 2010, Schmiel Marktforschung's own dedicated focus group facilities now also in Frankfurt.
(See advertisement on p. 20)

**Schmiel Marktforschung GmbH - Berlin**

Tauentzienstrasse 2-3
10789 Berlin, Germany
Ph. 49-30-235096-0
info@schmiel-berlin.de
www.schmiel-berlin.de/english/index.html
Stephan Lange, Managing Director
Location: Office building
Distance from airport: 5 miles, 20 minutes
CL, 1/1, 1/10R, TK, CUL, VC, WC
Multiple 26x14 Obs. Rm. Seats 10
Multiple 19x15 Obs. Rm. Seats 18
Multiple 22x16 Obs. Rm. Seats 8
Multiple 35x17 Obs. Rm. Seats 20

Schmiel Marktforschung conducts studio (quantita-

www.quirks.com

tive and qualitative), CATI and fieldwork market research in our own stylish focus group facilities in Berlin, Munich and Frankfurt. Working together with qualified partners in other cities and countries, we are the one-stop provider for all you need, nationwide and pan-European. Difficult quotas, tight deadlines? Our world-famous German efficiency guarantees successful completion, on time and on budget. As of August 1, 2010, Schmiel Marktforschung's own dedicated focus group facilities now also in Frankfurt.
(See advertisement on p. 20)

**Schmiel Marktforschung GmbH - Frankfurt**

Schillerstrasse 5
60313 Frankfurt, Germany
Ph. 49-69-2197-6780
info@schmiel-frankfurt.de
www.schmiel-frankfurt.de/english/
Tim Eglin, Studio Manager
Location: Office building
Distance from airport: 15 miles, 20 minutes
CL, 1/1, 1/10R, TK, CUL, VC, WC
Multiple 20x16 Obs. Rm. Seats 12
Multiple 20x16 Obs. Rm. Seats 14

As of August 1, 2010, Schmiel Marktforschung's own dedicated focus group facilities now also in Frankfurt. Schmiel Marktforschung is an independent market research institute. Our Berlin, Munich and Frankfurt test studios offer quantitative and qualitative market research and CATI facilities. We will organize your international fieldwork in Europe and worldwide. Using our know-how and experienced logistics support, we are able to successfully carry out and conclude difficult studies to meet the most challenging quotas and deadlines - always with high-quality results.
(See advertisement on p. 20)

Synovate Germany (Frankfurt)

Carol-von-Norden-Platz 5
60596 Frankfurt, Germany
Ph. 49 69 247 4700
jennifer.chhatlani@synovate.com
www.synovate.com
Anke Haurand, Research Director
Distance from airport: 20 miles, 25 minutes
1/1, 1/10R, 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, 1/10R, 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, 1/10R, TK, VC, WC
Conference 20x13 Obs. Rm. Seats 15
Conference 20x13 Obs. Rm. Seats 15
Living 13x19 Obs. Rm. Seats 8
Multiple 20x13 Obs. Rm. Seats 5

GLOBAL LINK International Marketing Research

5 Konitsis Street & Kifissias Avenue
151 25 Maroussi, Athens, Greece
Ph. 30-210-612-8800
globallink@globallink.gr
www.globallink.gr
Constantine D. Sigalos
Location: Office building
Distance from airport: 20 miles, 30 minutes
CL, 1/1, 1/10R, 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, 1/10R
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, 1/10R, 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
115 27 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, 1/10R, VC, WC
Conference 20x15 Obs. Rm. Seats 4
Multiple 15x12 Obs. Rm. Seats 8

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

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.

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, 1/10R, 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, 1/10R, VC, WC
Conference 11x5 Obs. Rm. Seats 4

Hong Kong

(See also China)

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@consumersearch-group.com
www.consumersearch-group.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 Hong Kong

9/F, Leighton Centre
77 Leighton Road
Causeway Bay, Hong Kong
Ph. 852-2881-5388
jennifer.chhatlani@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, 1/10R, WC
Conference 23x18 Obs. Rm. Seats 18

Synovate Hungary

EMKE Building, 6th Floor
Rakoczi ut 42
1072 Budapest, Hungary
Ph. 36-1-411-3030
jennifer.chhatlani@synovate.com
www.synovate.com
Mariann Lowery, Senior Research Executive
Location: Office building
Distance from airport: 9 miles, 30 minutes
CL, 1/1, 1/10R, AU, CUL, PUL, WC
Living 10x13 Obs. Rm. Seats 15
Living 12x15 Obs. Rm. Seats 18

India

Cross-Tab Marketing Services

301, Palm Spring Center
New Link Road, Malad (West)
Mumbai 400064 India
Ph. 91-22-40682822
sales@cross-tab.com
www.cross-tab.com
Ashwin Mittal
Distance from airport: 10 miles, 30 minutes

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

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, 1/10R, TK
Conference 15x15 Obs. Rm. Seats 4
Living 16x10 Obs. Rm. Seats 6
Multiple 18x14 Obs. Rm. Seats 6

Impetus Research Pvt. Ltd.

#108 Flrst 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

RNB House
142 A/2 - Noida Special Economic Zone, Phase 2
Noida (U.P.) 201305 India
Ph. 91-11-2546-1415
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 Indonesia

17th Floor, Menara Jamsostek
Jl. Jend. Gatot Subroto No. 38
Jakarta 12790 Indonesia
Ph. 62-21-252-5608
jennifer.chhatlani@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

No.18, Vahdat 4 Alley, Shahed St., Payambar St.
Ashrafi Esfahani Highway
Tehran, Iran
Ph. 98-21-440-16-730 or 98-912-311-3824
info@irc-group.org
www.irc-group.org
Location: Office building
Distance from airport: 5 miles, 30 minutes
CL, 1/1, 1/10R, TK, TKO, VC, WC
Conference 16x10 Obs. Rm. Seats 6

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 Obs. Rm. Seats 0
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
medipragmaint@medipragma.com
www.medipragma.it
Cristina Mazzeletti
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 Ivory Coast

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
jennifer.chhatlani@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
Tokyo 141-0021 Japan
Ph. 81-50-5534-3915
inquiry@GlobalLinkAssociates.com
www.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

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, 1/10R, AU, CUL, PUL, VC, WC
Conference 19x16 Obs. Rm. Seats 12

Synovate Japan (Tokyo)

Toranomon Marine Bldg.
3-18-19 Toranomon, Minato-ku
Tokyo 105-0001 Japan
Ph. 81-3-5408-3853
jennifer.chhatlani@synovate.com
www.synovate.com
Rika Fujiki, Managing Director
Location: Office building
Distance from airport: 40 miles, 90 minutes
1/1, 1/10R
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, 1/10R, 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. 60-3-2297-7700
info@joshuaresearch.com
www.joshuaresearch.com
Alan Tay, Executive Director
Location: Office building
Distance from airport: 50 minutes
1/1, 1/10R
Multiple 10x11 Obs. Rm. Seats 6

Kadence International

B-6-4, Northpoint Mid Valley City
No. 1, Medan Syed Putra Utara
59200 Kuala Lumpur, 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 Malaysia

No. 2, The Boulevard Mid Valley City
18th Floor, Menara 1Gb/Lingkar Syed Putra
59200 Kuala Lumpur, Malaysia
Ph. 60-3-2282-2244
jennifer.chhatlani@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 Sri Hartamas
50480 Kuala Lumpur, 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, 1/10R
Conference 23x16 Obs. Rm. Seats 10
Living 16x10 Obs. Rm. Seats 10

Mexico

EPI Marketing, S.A. de C.V.

Bosques de Duraznos 127-4
Colonia Bosques de las Lomas
Mexico City, DF 11700 Mexico
Ph. 52-55-1209-6606 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, 1/1, 1/10R, TK, VC
Multiple Obs. Rm. Seats 12
Multiple Obs. Rm. Seats 12
Multiple Obs. Rm. Seats 12

Ipsos BIMSAs

Hegel 221 Polanco
C.P. 11570, DF 11560 Mexico
Ph. 52-55-1101-0000
solucionesbimsa@bimsa.com.mx
www.ipsos.com
Location: Office building
Distance from airport: 10 miles, 35 minutes
CL
Conference 20x20 Obs. Rm. Seats 10
Conference 20x20 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 Jerusalem, Managing Director
Location: Office building
CL, TK
Conference 17x19 Obs. Rm. Seats 15
Conference 16x14 Obs. Rm. Seats 15

Codes

Location: Office building, Freestanding building, Shopping mall

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

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

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, President and CEO
 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
 czelinski@prodigy.net.mx
 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 Morocco

16 rue Asphodeles, Maarif
 Casablanca, Morocco
 Ph. 212-2298-5712 or 212-2298-5676
 jennifer.chhatlani@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, 1/1OR, TK
 Conference 26x20 Obs. Rm. Seats 6
 Conference 23x20 Obs. Rm. Seats 8

Synovate Netherlands

Berghaus Plaza
 Koningin Wilhelminaplein 2-4
 1062 CHK Amsterdam, Netherlands
 Ph. 31-20-607-0707
 jennifer.chhatlani@synovate.com
 www.synovate.com
 Distance from airport: 6 miles, 15 minutes
 CL, 1/1, 1/1OR, TK, VC
 Living 16x26 Obs. Rm. Seats 12
 Living Obs. Rm. Seats 20

Team Vier b.v.

Veenplaats 19
 1182 JW Amstelveen, Netherlands
 Ph. 31-20-645-53-55
 info@teamvier.nl
 www.teamvier.nl
 Location: Office building

Distance from airport: 3 miles, 8 minutes
 CL, 1/1, 1/1OR, VC, WC
 Conference 32x10 Obs. Rm. Seats 8

TNS NIPO

P.O. Box 247
 Grote Bickersstraat 74
 1013 KS Amsterdam, Netherlands
 Ph. 31-20-522-54-44
 info@tns-nipo.com
 www.tns-nipo.com
 Location: Office building
 Distance from airport: 12 miles, 20 minutes
 CL, 1/1, 1/1OR, VC
 Conference 32x20 Obs. Rm. Seats 12
 Conference 20x20 Obs. Rm. Seats 8

Pakistan

TNS-Aftab

13-H Gulberg II
 54660 Lahore, Pakistan
 Ph. 92-42-35817191-96
 aftab@aftabassociates.com
 www.aftabassociates.com
 Location: Free standing facility
 Distance from airport: 5 miles, 20 minutes
 Multiple 22x17 Obs. Rm. Seats 6

TNS-Aftab

229/1-C, Block 2, PECHS
 Karachi, Pakistan
 Ph. 92-21-34301721-25
 maimuna.shafaat@aftabassociates.com
 www.aftabassociates.com

Panama

CID/Gallup Panama, S.A.

Pamela Glave, Oficinas Via Espana
 Edificio Torre Banco Delta Piso #18
 Panama City, Panama
 Ph. 507-264-7014
 info@cidgallup.com
 www.cidgallup.com
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 1/1, 1/1OR, VC, WC
 Conference 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.Igual@added-value-saffronhill.com
 www.added-value.com
 Rina Zurbito-Igual

Synovate Philippines

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, 1/1OR, 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, 1/1OR
 Conference 23x16 Obs. Rm. Seats 7

Ipsos sp. z o.o.

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

Russia

Analytics - Russia

2/4 Luzhnetskaya Naberezhnaya
Bld 12
Moscow 119270 Russia
Ph. 7-495-223-0040
Sibirtsev@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, 1/10R, 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, 1/10R, WC
Multiple 10x23 Obs. Rm. Seats 8

IPSOS Russia

5 Gamsonovski Lane, Bldg. 1
Moscow 115191 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, 1/10R, TK
Conference 18x12 Obs. Rm. Seats 10
Conference 20x15 Obs. Rm. Seats 8

Synovate Russia (Moscow)

Bolshaya Scmeonovskaya Str. 32, 2nd Floor
Moscow 107023 Russia
Ph. 7-495-545-3245
jennifer.chhatlani@synovate.com
www.synovate.com
Panicos Ioannides
CL
Multiple 12x16 Obs. Rm. Seats 5

Validata

66 Pyantnitzkaya Street, Building 5
Moscow 115184 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, 1/10R, TK, TKO, VC
Conference 21x11 Obs. Rm. Seats 10
Conference 21x11 Obs. Rm. Seats 10
Living 21x11 Obs. Rm. Seats 10



Gaither International, Inc.

413 Fidalgo Diaz
Santurce, PR 912 Puerto Rico
Ph. 787-728-5757
gaither@gaitherinternational.com
www.gaitherinternational.com
Diana Rodriguez
Location: Office building
Distance from airport: 7 miles, 15 minutes
CL, 1/1, 1/10R, 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

Cavaleri 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

Mediafax, Inc.

Millward Brown
PO Box 19599
Fernandez Juncos Station
San Juan, PR 909 Puerto Rico
Ph. 787-721-0141
syperrez@ska-pr.com
www.ska-pr.com
Location: Office building
Distance from airport: 5 miles, 10 minutes
CL, 1/1, 1/10R, TK
Conference 17x18 Obs. Rm. Seats 12
Conference 15x10 Obs. Rm. Seats 5

Romania

MERCURY Research

95, Siret Street, 1st Floor, Sector 1
12152 Bucharest, Romania
Ph. 40-21-224-6600
contact@mercury.ro
www.mercury.ro
Ingrid Lambru
Location: Office building
Distance from airport: 5 miles, 30 minutes
CL, 1/1, WC
Conference 19x15 Obs. Rm. Seats 15

Synovate Romania

Agrovet Building
20 Siriului Str.
Bucharest, Romania
Ph. 40-21-208-0101
jennifer.chhatlani@synovate.com
www.synovate.com
Location: Office building
Distance from airport: 8 miles, 20 minutes
1/1, 1/10R, AU
Living 21x18 Obs. Rm. Seats 12
Conference 15x10 Obs. Rm. Seats 4

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 Poland

Ken Center
UL.Ciszewskiego 15
02-777 Warszawa, Poland
Ph. 48-22-330-9960 or 48-22-330-7600
jennifer.chhatlani@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.
Av. Duque d'Avila, 120, 4th Floor
1050-084 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, VC
Multiple 19x16 Obs. Rm. Seats 6
Conference 17x14 Obs. Rm. Seats 4
Multiple 19x16 Obs. Rm. Seats 6

ResearchNorte

Consultoria E Estudos De Mercado, Lda.
Rua. Joao de Deus, 6, 3 - Sala 307
4100-456 Porto, Portugal
Ph. 351-22-600-07-80 or 351-22-600-07-90
researchnorte@mail.telepac.pt
Sonia Barbosa
Location: Office building
Distance from airport: 20 miles, 40 minutes
1/1, 1/10R
Conference 20x16 Obs. Rm. Seats 6

Synovate Portugal

Avda. 5 Outubro, 17 - 3
1050-047 Lisboa, Portugal
Ph. 351-21-780-28-40
jennifer.chhatlani@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
parimal@customresearchpr.com
www.customresearchpr.com
Parimal Choudhury, President
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	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.

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

22 Zvenigorodskaya St. Office 233
 St. Petersburg 191119 Russia
 Ph. 7 812 454 0082
 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 Saudi Arabia (Jeddah)

Jahliyah Street, Al Hejaz Center
 1st Floor, Office 3 & 4, P.O. Box 5978
 Jeddah 21432 Saudi Arabia
 Ph. 966-2-665-0561
 jennifer.chhatlani@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.ng@added-value-saffronhill.com
 www.added-value.com
 Raymond Ng
 Location: Free standing facility
 Distance from airport: 20 minutes
 CL, 1/1, 1/1OR, TK
 Living Obs. Rm. Seats 20
 Living Obs. Rm. Seats 15

Consulting Group - Asia Insight Pte. Ltd.

20 Kallang Avenue
 Pico Creative Centre, Level 3 (Asia Insight Office)
 Singapore 339411 Singapore
 Ph. 65-6735-3788
 contact_us@asiainsight.com
 www.asiainsight.com
 Location: Office building
 Distance from airport: 13 miles, 15 minutes
 CL, 1/1, 1/1OR, VC, WC
 Conference 16x16 Obs. Rm. Seats 15
 Living 16x14 Obs. Rm. Seats 10

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, 1/1OR, CUL
 Living 25x15 Obs. Rm. Seats 8
 Living 10x11 Obs. Rm. Seats 4
 Multiple 10x11 Obs. Rm. Seats 4

Synovate Singapore

Jackson Square, 11 Lorong Tao Playoh
 Block B, #03-26/27/28
 Singapore 319579 Singapore
 Ph. 65-6333-1511
 jennifer.chhatlani@synovate.com
 www.synovate.com
 Miranda Cheung, Managing Director
 Location: Office building
 Distance from airport: 30 miles, 30 minutes
 1/1, 1/1OR, VC
 Conference 22x12 Obs. Rm. Seats 10
 Multiple 14x13 Obs. Rm. Seats 8
 Multiple 16x19 Obs. Rm. Seats 10
 Conference 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.com
 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

ThinkUser Co., Ltd. (Korea)

Artizen Bldg., 3rd F, 532
 Shinsa-dong, Kangnam-gu
 Seoul 135-888 South Korea
 Ph. 82-2-546-5471
 global@thinkuser.com
 www.thinkuser.com
 Matthew Smith, Global Collaboration Manager
 Location: Free standing facility
 Distance from airport: 40 miles, 60 minutes
 CL, 1/1, 1/1OR, CUL, VC, WC
 Multiple 12x8 Obs. Rm. Seats 15
 Multiple 8x8 Obs. Rm. Seats 12
 Multiple 19x13 Obs. Rm. Seats 12
 Multiple 17x13 Obs. Rm. Seats 7
 Multiple 18x13 Obs. Rm. Seats 7

TNS Korea

5th Floor, Ahnwon Building 14-15
 Yoido-Dong, Youngdeungpo-gu
 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, 1/1OR
 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, 1/1OR, WC
 Multiple 21x12 Obs. Rm. Seats 9
 Living 13x10

Block de Ideas

Av. Republica Argentina 24, 10-C
 41011 Sevilla, Spain
 Ph. 34-955-115096
 info@blockdeideas.es
 www.blockdeideas.es
 Rosa Dalet, Managing Director
 Location: Office building
 Distance from airport: 8 miles, 20 minutes
 1/1, 1/1OR, TK, PUL, VC
 Conference 20x13 Obs. Rm. Seats 14
 Conference 16x12 Obs. Rm. Seats 7

Block de Ideas

Diputacio 180, Planta 4
08011 Barcelona, Spain
Ph. 34-934155228
info@blockdeideas.es
www.blockdeideas.es
Rosa Dalet, Managing Director
Location: Office building
Distance from airport: 9 miles, 20 minutes
1/1, 1/10R, TK, PUL, VC, WC
Conference 30x10 Obs. Rm. Seats 12
Living 20x13 Obs. Rm. Seats 10
Multiple 20x10 Obs. Rm. Seats 8
Multiple 18x11 Obs. Rm. Seats 5
Conference 12x8 Obs. Rm. Seats 3

Block de Ideas

Luchana 29, Bajo Centro Derecha
28010 Madrid, Spain
Ph. 34-914-458877
info@blockdeideas.es
http://blockdeideas.es
Rosa Dalet, Managing Director
Location: Office building
Distance from airport: 10 miles, 25 minutes
1/1, 1/10R, TK, PUL, VC
Conference 16x10 Obs. Rm. Seats 8
Conference 10x10 Obs. Rm. Seats 0

Castello Veintitres, S.L.

Calle Castello 23
Entreplanta
28001 Madrid, 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.es
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

Nueva Investigacion

Raimundo Fernandez Villaverde, 57, 2D
28003 Madrid, Spain
Ph. 34-91-353-14-90
nueva@nuevainvestigacion.com
www.nuevainvestigacion.com
Location: Office building
Distance from airport: 15 minutes
CL, 1/1, 1/10R, TK, VC, WC
Living 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
08015 Barcelona, Spain
Ph. 34 93 506 6006
jan_flechsig@rosenthal-research.com
www.rosenthal-research.com
Location: Office building
Distance from airport: 10 miles, 15 minutes
1/1, 1/10R, PUL, VC, WC
Multiple 23x13 Obs. Rm. Seats 6

Synovate Spain

Calle Cartagena 70
28028 Madrid, Spain
Ph. 34-91-837-93-00
jennifer.chhatlani@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**

S:t Eriksgatan 44 2nd Floor
SE-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, 1/10R, CUL, PUL, VC, WC
Conference 33x20 Obs. Rm. Seats 8
Living 25x16 Obs. Rm. Seats 6

Switzerland**GfM Research/Institute of Swiss Marketing**

Obermattweg 9
6052 Hergiswil, Switzerland
Ph. 41-41-632-91-11
info.ch@gfkm.com
www.gfkm.ch
Location: Office building
Distance from airport: 60 miles, 60 minutes
1/1, 1/10R, 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, 1/10R, WC
Conference 25x15 Obs. Rm. Seats 15
Living 15x15 Obs. Rm. Seats 15

Synovate Taiwan

12th Floor, 35/37, Ming Chuan East Road, Sec. 3
Chungshan, Ch. 104
Taipei, Taiwan
Ph. 88-6-22-719-9056
jennifer.chhatlani@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 18x09 Obs. Rm. Seats 12
Conference 13x10 Obs. Rm. Seats 6
Conference 12x11 Obs. Rm. Seats 6

Viewpoint Research

2/F No. 71 Sung Chiang Rd.
Taipei, Taiwan
Ph. 886-22-500-7111
stephanielien@vow.com.tw
www.vow.com.tw
Location: Office building
Distance from airport: 50 miles, 40 minutes
1/1, 1/10R, VC
Conference 30x15 Obs. Rm. Seats 15

Thailand**Synovate Thailand**

10/F Sethiwan Tower. 139 Pan Road
Silom, Bangkok
Bangkok 10500 Thailand
Ph. 66-2-237-9262
jennifer.chhatlani@synovate.com
www.synovate.com
Steve Britton, Managing Director
Location: Office building
Distance from airport: 90 minutes
Multiple
Living

Ukraine**GreenWell Ukraine**

72 Chervonoarmiyka St.
03680 Kyiv, Ukraine
Ph. 38-044-207-01-16
info@greenwell.at
www.greenwell.com.ua
Irina Kovaleva, Director
Location: Office building
Distance from airport: 25 miles
TK, CUL, VC, WC
Conference 20x16 Obs. Rm. Seats 7

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.

Synovate Ukraine

8-A, Ryz'ka Str., 2nd Floor
04112 Kyiv, Ukraine
Ph. 38 044 581 3230
jennifer.chhatlani@synovate.com
www.synovate.com

Location: Office building
Distance from airport: 35 miles
CL, TK
Conference Obs. Rm. Seats 4

United Arab Emirates

Synovate UAE

Synovate FZ-LLC, 4th Floor, Office No. 403
Al Thuraya Tower 1
Dubai Media City, United Arab Emirates
Ph. 971-4-367-8244
jennifer.chhatlani@synovate.com
www.synovate.com

Evan Drosopoulos, General Manager
Location: Office building
Distance from airport: 10 miles, 20 minutes
Conference 16x12 Obs. Rm. Seats 10

United Kingdom

ABA Market Research Ltd.

Hart House, 6 London Road
St. Albans, Hertfordshire AL1 1NG, U.K.
Ph. 44 0 1727 837322
mark@abaresearch.co.uk
www.abaresearch.co.uk

all global viewing

Victoria House
64 Paul St.
London EC2A 4NG, U.K.
Ph. 44-20-7920-7780
info@allglobalviewing.com
www.allglobalviewing.com
Kate Grady, Director
Location: Free standing facility
Distance from airport: 20 miles, 45 minutes
CL, 1/1, CUL, 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, U.K.
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 19x15 Obs. Rm. Seats 10
Multiple 18x8 Obs. Rm. Seats 10

Aspect in the City

3 Canal Street, The Village
Manchester M1 3HE, U.K.
Ph. 44 0 161 242 7858
bookings@aspectinthecity.com
www.aspectviewingfacilities.com
Deborah Morgan, Facilities Director
CL, 1/1
Multiple 18x18 Obs. Rm. Seats 15
Multiple 18x15 Obs. Rm. Seats 15
Multiple 14x13 Obs. Rm. Seats 10

Aspect Studio

14, Woodland Drive
Watford, Hertfordshire WD17 3BX, U.K.
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, U.K.
Ph. 44 0 161 482 2500
bookings@aspectviewingfacilities.com
www.aspectviewingfacilities.com
Diane Morgan, Facilities Manager
CL, 1/1
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, U.K.
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 5HB, U.K.
Ph. 44 0 117 963 9918
info@bristolfocus.co.uk
www.bristolfocus.co.uk
Sarah Edwards, Studio Manager
CL, TK
Multiple 14x11 Obs. Rm. Seats 10

Bunnyfoot Studios

14-16 Jackson's Entry
The Tun, Holyrood
Edinburgh EH8 8PJ, U.K.
Ph. 44 0 131 557 5902
amanda@bunnyfoot.com
www.bunnyfootstudios.com
Amanda Scott, Studio Manager
Location: Office building
Distance from airport: 15 miles, 45 minutes
CL, 1/1, 1/1OR, TK
Multiple 17x10 Obs. Rm. Seats 7

c:thru Viewing Facilities

56 Lansdowne Place, Hove
Brighton, East Sussex BN3 1FG, U.K.
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, U.K.
Ph. 44-121-456-1188
info@theconservatorystudio.com
www.theconservatorystudio.com
Amanda Fairfax, Jo-Anne Smith
Location: Free standing facility
Distance from airport: 8 miles, 25 minutes
CL, 1/1, 1/1OR, WC
Multiple 18x14 Obs. Rm. Seats 12
Multiple 17x16 Obs. Rm. Seats 8
Multiple 16x10

Covent Garden Connection

2nd Floor, 20 York Buildings
London WC2N 6JU, U.K.
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, 1/1OR, WC
Multiple 19x16 Obs. Rm. Seats 10
Multiple 16x15 Obs. Rm. Seats 8

Crown House

Manchester Road, Winslow
Cheshire SK9 1BH, U.K.
Ph. 44 1625 543710
sarah.raeburn@4discussion.info
www.4discussion.info
Sarah Raeburn
Location: Office building
Distance from airport: 5 minutes
CL, 1/1, 1/1OR, CUL, PUL, VC, WC

Croydon Focus

8-10 Crown Hill, Church Street
Croydon, Surrey CR0 1RZ, U.K.
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, 1/1OR, TK
Conference 34x13 Obs. Rm. Seats 12
Conference 12x10 Obs. Rm. Seats 12
Conference 16x13 Obs. Rm. Seats 9

EdComs

Capital Towers, 91 Waterloo Road
London SE1 8RT, U.K.
Ph. 44-20-7401-4000
Desiree.Lopen@edcoms.co.uk
www.edcoms.com

fastforward research

Crown House, Manchester Rd.
Wilmslow, Cheshire SK9 1BH, U.K.
Ph. 44-1625-543-700
research@fastforwardresearch.com
www.fastforwardresearch.com

The Front Room - Central London

359 City Road
London EC1V 1LR, U.K.
Ph. 44-20-7837-7700
islington@thefrontroom.uk.com
www.thefrontroom.uk.com
Christine Edwards
Location: Office building
CL
Conference 16x12 Obs. Rm. Seats 20

The Front Room - North London

Durkan House, 155 East Barnet Road
New Barnet
Hertfordshire EN4 8QZ, U.K.
Ph. 44-20-8449-6404
info@thefrontroom.uk.com
www.thefrontroom.uk.com
Sharmaine Morgan, Associate Director
Location: Office building
CL
Multiple 22x22 Obs. Rm. Seats 20

Home Sweet Home

41-42 Eastcastle Street
London W1W 8DV, U.K.
Ph. 44-207-436-8033
info@homesweethome.org.uk
www.homesweethome.org.uk
Brigitta Lokin, Studio Manager
Location: Office building
CL, WC
Living 18x24
Conference 14x16 Obs. Rm. Seats 14
Living 15x15
Multiple 11x10 Obs. Rm. Seats 9

InnerVisions

Concept House
Sandbeck Way, Wetherby
West Yorkshire LS22 7DN, U.K.
Ph. 44 1937 543690
info@swift-research.co.uk
www.swift-research.co.uk
Julia Wilson

Invision Studios

88 North Street
Leeds, West Yorkshire LS2 7PN, U.K.
Ph. 44 0 113 242 1003
info@invision-studios.co.uk
www.invision-studios.co.uk
John Constandinou, Studio Manager
Multiple 19x16 Obs. Rm. Seats 16
Multiple 12x13 Obs. Rm. Seats 10
Multiple 31x16 Obs. Rm. Seats 16

Leeds Roundhay Research Centre

Roche House
452 Street Lane, Moortown
Leeds LS17 6RB, U.K.
Ph. 44-113-266-5440
info@roundhay-research.com
www.roundhay-research.com
Location: Free standing facility
Distance from airport: 5 miles, 20 minutes
CL, 1/1, 1/10R, 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, U.K.
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, 1/10R, 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, U.K.
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, 1/10R, 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, U.K.
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, 1/10R, 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, U.K.
Ph. 44-20-7284-4296
david@outlookres.co.uk
www.outlookresearch.co.uk
Location: Free standing facility
Distance from airport: 20 miles, 60 minutes
1/1, 1/10R, CUL
Living 16x14 Obs. Rm. Seats 8
Conference 16x12 Obs. Rm. Seats 10
16x12 Obs. Rm. Seats 10

Marketlink Research Ltd.

37 Warple Way
London W3 0RX, U.K.
Ph. 44-20-8740-5550
info@marketlinkresearch.co.uk
www.marketlinkresearch.co.uk
Location: Office building
Distance from airport: 12 miles, 30 minutes
CL, 1/1, 1/10R
Conference 10x15 Obs. Rm. Seats 8
Conference 11x7 Obs. Rm. Seats 3

The Observatory Studios

45/46 Poland St.
London W1F 7NA, U.K.
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, U.K.
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, U.K.
Ph. 44-184-421-5672
mail@profile-group.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

Propeller

Maidstone Buildings Mews
72-76 Borough High Street
London SE1 1GD, U.K.
Ph. 44 20 7940 1540
luke@propeller-research.co.uk
www.propeller-research.co.uk
Luke Tipton

QED Studios

2A Frederick Road
Selly Oak
Birmingham B29 6PB, U.K.
Ph. 44 121 471 3434
enquiries@qedstudios.com
www.qedstudios.com
Lisa Wootton

The Qualitative Lab - London

Brook House
35a South Park Road
Wimbledon, London SW19 8RR, U.K.
Ph. 44 020 8254 4444
info@plus4.co.uk
www.thequalitativelab.co.uk
Jane Allen, Facility Supervisor
Location: Free standing facility
Distance from airport: 45 minutes
1/1, 1/10R, 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, U.K.
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, 1/10R
Multiple 15x12 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.



Schlesinger Associates
 A Marketing Research Corporation

The Research House

A Schlesinger Associates Company
 124 Wigmore Street
 London W1U 3RY, U.K.
 Ph. 44-20-7935-4979
 bids@research-house.co.uk
 www.research-house.co.uk
 Laura Haxton, Director

Location: Free standing facility
 Distance from airport: 15 miles, 40 minutes
 1/1, 1/1OR, CUL, PUL, VC, WC
 Conference 25x20 Obs. Rm. Seats 14
 Multiple 25x20 Obs. Rm. Seats 14
 Multiple 15x20 Obs. Rm. Seats 20
 Multiple 15x15 Obs. Rm. Seats 14
 Living 15x25 Obs. Rm. Seats 10

Ideally situated in central London, our high-specification facilities and unrivalled client service have led us to be repeatedly rated among the best viewing facilities in the world. As a Schlesinger Associates company, we provide recruitment and full project management to the U.K., Europe and the rest of the world. Qualitative services: focus groups; in-depth interviews; virtual focus groups; tele-depth interviews; ethnographic research; Web site usability; eye tracking; convention research studies. Market sectors: medical; consumer; business-to-business; IT. (See advertisement on inside front cover)



Schlesinger Associates
 A Marketing Research Corporation

The Research House, Wimbledon

A Schlesinger Associates Company
 Ridgway Mews, 18-20 Ridgway
 Wimbledon Village
 London SW19 4QN, U.K.
 Ph. 44-20-8971-1250
 bids@research-housesw.co.uk
 www.research-housesw.co.uk
 Laura Haxton, Director

Location: Free standing facility
 Distance from airport: 16 miles, 35 minutes
 1/1, 1/1OR, TK, CUL, VC, WC
 Living 22x22 Obs. Rm. Seats 9
 Living 18x18 Obs. Rm. Seats 9
 Multiple 18x18 Obs. Rm. Seats 12

Situated in the ideal catchment area of Wimbledon Village in the attractive southwest suburbs of London. As a Schlesinger Associates company, we provide recruitment services and full project management to the U.K., Europe and the rest of the world. Qualitative: focus groups; in-depth interviews; virtual focus groups; tele-depth interviews; ethnographic research; Web site usability; eye tracking; convention research studies. Market sectors: medical; consumer; business-to-business; IT. (See advertisement on inside front cover)

Rosco Research

4 Katherine Mews, Godstone Rd.
 Whyteleafe, Surrey CR3 0ED, U.K.
 Ph. 44-20-8668-6168
 roscoreres@roscoreres.co.uk
 www.roscoreresearch.co.uk
 Location: Office building
 Distance from airport: 20 miles, 25 minutes
 1/1, 1/1OR, TK, PUL

Seen & Sound

153 Friar Street
 Reading RG1 1HE, U.K.
 Ph. 44 1189 588552
 info@seenandsound.co.uk
 www.seenandsound.co.uk
 Rita Brophy

Sensory Dimensions/Sensory Visions

Southglade Business Park, Cowllairs
 Hucknall Road
 Nottingham NG5 9RA, U.K.
 Ph. 44-115-975-8720
 tracey@sensorydimension.com
 www.sensoryvisions.com
 Tracey Hollowood
 Location: Office building
 Distance from airport: 30 miles, 50 minutes
 1/1, 1/1OR, TK, PUL
 Multiple 21x21 Obs. Rm. Seats 8

Sensory Dimensions/Sensory Visions

The Science & Technology Centre
 Earley Gate, Whiteknights Road
 Reading RG6 6BZ, U.K.
 Ph. 44-118-935-7000 or 44-118-935-7350
 sensoryvisions@sensorydimensions.com
 www.sensoryvisions.com
 Jo Sheldrake
 Location: Office building
 Distance from airport: 30 miles, 25 minutes
 CL, 1/1, 1/1OR, TK, PUL
 Conference 12x20 Obs. Rm. Seats 8

60 Watt Research

4 West Maitland Street
 Edinburgh EH12 5DS, U.K.
 Ph. 44-131-220-8231 or 44-131-625-8254
 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 20x15 Obs. Rm. Seats 8

Spectrum London

25 Gloucester Place
 London W1U 8HT, U.K.
 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, U.K.
 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

Summit Studios

2-4 Spring Bridge Mews, Spring Bridge Road
 Ealing
 London W5 2AB, U.K.
 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, U.K.
 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, U.K.
 Ph. 44 0 161 834 3396
 ktw@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, U.K.
 Ph. 44 0 141 221 8030
 marie@taylorcmckenzieuk.com
 www.taylorcmckenzieuk.com
 Marie Taylor, Managing Director
 Multiple 42x28 Obs. Rm. Seats 20
 Multiple 36x23 Obs. Rm. Seats 10
 Multiple 36x20 Obs. Rm. Seats 10

The Treehouse

Olympia Mews, Queensway
 London W2 3SA, U.K.
 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, U.K.
 Ph. 44 0 207 436 1664
 helen@12charlottemews.co.uk
 www.12charlottemews.co.uk
 Helen Bradley
 Multiple 13x18

2CV Research

34 Rose Street
 Covent Garden
 London WC2E 9SE, U.K.
 Ph. 44-20-7655-9900
 mail@2cv.co.uk
 www.2cv.co.uk
 Eva Arnold, Studio Manager
 Location: Free standing facility

User Vision Focus

55 N. Castle Street
Edinburgh EH2 3QA, U.K.
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, 1/10R, 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

VideoCall Studios

27-29 Station Way
Cheam Village, Surrey SM3 8SD, U.K.
Ph. 44-20-8642-8181
videocallstudios@btconnect.com
www.theresearchstudio.co.uk
Distance from airport: 20 miles, 40 minutes
CL, 1/1, 1/10R, 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, U.K.
Ph. 44-121-323-4560
viewingoptions@trs-ltd.co.uk
www.viewingoptions.co.uk
Julie Guy, Finance Director
Distance from airport: 16 miles, 34 minutes
Multiple 18x12 Obs. Rm. Seats 20
Multiple 18x12 Obs. Rm. Seats 10

Viewpoint Focus Group Studio

73 Thames St.
Sunbury-on-Thames
Middlesex TW16 6AD, U.K.
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, U.K.
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, U.K.
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, U.K.
Ph. 44-121-344-4848
info@wvmf.co.uk
www.wvmf.co.uk
Trudy Walsh or Fiona Walsh
Location: Free standing facility
Distance from airport: 17 miles, 30 minutes
1/1, 1/10R
Multiple 20x13 Obs. Rm. Seats 10
Multiple 20x13 Obs. Rm. Seats 8

West 2 View

1 Craven Hill
London W2 3EN, U.K.
Ph. 44 020 7262 9646
info@west2view.com
www.west2view.com
Maureen Heron, Facilities Manager
Multiple 16x16 Obs. Rm. Seats 10

**WorldOne Studios**

11 Weymouth St.
London W1W 6DD, U.K.
Ph. 44-207-908-6600
studios@worldone.com
www.worldone.com
Belma Lusic, Facility Coordinator
Location: Free standing facility
Distance from airport: 14 miles, 30 minutes
1/1, 1/10R, TK, AU, CUL, VC, WC
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calendar of events

Featured Event



evolve24: A Maritz Research Company will hold a Webcast on **December 16** at 1 p.m. CST, themed “The Social Media Revolution: Creating Decision-Ready Insight.” Anthony Sardella, senior vice president of Maritz Research and managing director of evolve24, will present. For more information visit <http://quirks.webex.com>.

Marcus Evans will host a conference, themed “Consumer Insights in New Product Design and Delivery,” on **January 13-14** in Boston. Quirk’s subscribers will receive a 10 percent discount on full conference registration. For more information visit www.marcusevansch.com/quirks.

Gartner will hold its business intelligence summit, themed “Building the ‘Business’ in BI: Plan, Platform, People, Performance,” on **January 31-February 1** at Park Plaza Westminster Bridge in London. For more information visit www.gartner.com.

The Marketing Research Association will hold its annual CEO summit on **February 16-18** in Phoenix. For more information visit www.mra-net.org.

ESOMAR will hold its 2011 consumer insights conference, themed “A New World Order In Shopper Marketing,” on **February 27-March 1** in Brussels, Belgium. For more information visit www.esomar.org.

The Council of American Survey Research Organizations will hold its annual online research conference on **March**

3-4 at Mandalay Bay Hotel and Casino in Las Vegas. For more information visit www.casro.org.

ESOMAR will hold its annual Asia-Pacific conference, themed “Increasing Value Through Simplicity,” on **March 20-22** in Melbourne, Australia. For more information visit www.esomar.org/apac.

The Advertising Research Foundation will hold its annual RE:THINK! convention and expo on **March 21-23** 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 22-23** at the Grange St. Paul’s Hotel in London. For more information visit www.research-live.com/research2011.

The Pharmaceutical Marketing Research Group will hold its annual national conference on **March 27-29** at JW Desert Ridge in Phoenix. For more information visit www.pmr.org.

SymphonyIRI will hold its annual summit on **March 28-30** at the Fontainebleau Miami Beach Resort and Spa in Miami. For more information visit <http://cpgsummit.com>.

IIR will hold a conference focused on design and culture and brand identity and packaging on **April 11-13** in Chicago. For more information visit www.iirusa.com/fuse.

The Society of Competitive Intelligence Professionals (SCIP) and Frost & Sullivan Institute will host SCIP’s annual international conference and exhibition on **May 9-13** at the Buena Vista Palace Hotel and Spa in Lake Buena Vista, Fla. For more information visit www.scip.org.

The American Association for Public Opinion Research will host its annual conference on **May 12-15**

at the Arizona Grand Resort in Phoenix. For more information visit www.aapor.org.

The Pharmaceutical Business Intelligence and Research Group will hold its annual general meeting on **May 15-18** in San Antonio. For more information visit www.pbirg.com.

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.



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IIR conference demonstrated the power of collaboration

In mulling over the themes and main ideas that emerged from the IIR's Market Research Event in San Diego in November, I kept coming back to collaboration.

Now, I'm fully aware that any business undertaking depends on collaboration. But this iteration of the Event - along with the usual stellar lineup of client-side presentations from well-known companies such as Facebook, Walt Disney Parks and Resorts, Turner Broadcasting System and Dell Computer - had inspiring examples of the following entities working together to achieve real success: retailers and CPG firms; company management and employees; internal researchers and internal marketers; and internal researchers and internal shopper insights personnel.

In separate presentations involving PepsiCo (Canada) and Walmart (Canada) and PepsiCo and Target, speakers talked about how retailers and CPG makers are using research to understand shoppers' needs and then teaming up to market solutions that directly address those needs. In Canada, for instance, after research from partner SmartRevenue showed that bargain-hunting grocery shoppers have stepped up their use of FSIs (they used to read only the ads of their favorite stores, now they are scouring every one in

search of deals) and were seeking savings as well as relief from the stress of meal-planning, Walmart and PepsiCo launched a summer holiday promotion that grouped several products (from PepsiCo and other manufacturers) into one easy-to-buy and inexpensive package. Billed as "a family BBQ for \$8," it was essentially a complete meal that could be prepped with minimal effort and at a good price. Both retailer and product-maker were delighted by the "unprecedented lift" in sales.

Stan Turek of PepsiCo here in the U.S. spoke of how his firm and Target were "incorporating competencies" to meet consumer needs and improve sales. Target's Senior Manager, Guest Insights Mark Johnson elaborated by showing a diagram that displayed guest insights, marketing, ad agencies and other stakeholders all centered around the consumer, working to understand and solve his or her problems.

For example, some of the ideas for the retailer's Life's a Moving Target ad series came out of a large-scale research project which found that moms viewed shopping for basic items like toilet paper and diapers as a chore. In addition, the women also talked about the highs and lows brought on by the unexpected events that add stress to their already-busy days.

Johnson screened a handful of

spots from the campaign, some of which showed, with typical Target élan, moms encountering a spate of mini disasters followed by the brand-name products Target offers to help them recover. One ad showed a mom nervously opening a bedroom door after hearing the kind of giggling that usually means the kids are doing something they shouldn't be, only to find her two sons playing in a mountain of toilet paper, followed by a shot of Cottonelle and finishing with the Target tagline and logo. Other spots in the series have similar brand-specific solutions: Huggies diapers, SunChips, Ziploc storage bags, Kellogg's Frosted Mini-Wheats.

Strategic alliance

An ambitious employee-management partnership was the focus of a rousing keynote from Bill Hoffman, senior vice president, consumer insights at Best Buy. Hoffman detailed how the company's VOCE ("voice of the customer through the employee") program aims to form a strategic alliance between Best Buy workers and management to glean customer insights each day from many of the firm's 180,000 employees.

Using a simple computer interface, employees enter observations on any relevant or interesting customer com-

ments, concerns or complaints while on the job that day, giving Best Buy what Hoffman called “tactical and actionable” information. For example, after customers expressed concern about the durability of 3D glasses, Best Buy was able to add an extended warranty program within two weeks.

Not only does the VOCE process serve as a clue finder that is local and fast, Hoffman said, it also lets employees know that the company values their input and sees them as a vital link in the insights chain.

Most profitable examples

One of the most fascinating talks I attended – and one of the most profitable examples of the power of collaboration – was delivered by Deb Hartman and Sandra Kelly of 3M. In 2004, three years after Six Sigma was introduced at 3M, an internal survey research company was formed to centralize the research function and to stop rampant (ab)use of the online survey process by various 3M departments. Rather than simply attempting to outlaw the onslaught of rogue surveys being undertaken to fulfill Six Sigma mandates, 3M teams worked to create an internal department that met the users’ needs and also kept costs low by providing “high-quality online marketing research and expertise at an affordable cost.” A team of six contract employees and one 3M manager was assembled to field and handle internal survey requests, the costs of which are then charged back to the internal clients at nominal rates.

So far, it’s been a smashing success. In 2009 alone, the group saved 3M \$1.7 million over the cost of using external suppliers for these projects. (Not that outside firms are not helping – Hartman cited Vision Critical, Survey Sampling, e-Rewards and Sawtooth Software as some of vendors they use.) In addition, 3M’s external customers are not being subjected to onerous surveys from well-meaning but ill-trained marketers and internal awareness of and satisfaction with the research process have improved each year.

(I have to say, as a member of a Minneapolis-based company, I was proud to have Minnesota firms like Best Buy, Target, General Mills and 3M doing those of us in flyover country proud at the Event.)

Phil McGee and Suzanne Ona of Campbell Soup Company also delivered a compelling take on collaboration, showing how their two departments crossed corporate borders to help refresh many aspects of the company’s venerable soup line. McGee even finished by having an animated bridge form between his shopper insights/category strategies department and Ona’s consumer and customer insights department across a PowerPoint chart detailing the company’s vast corporate structure.

What can happen

In theory, each of the above sets of groups should be able to work in harmony. After all, PepsiCo and Target/Walmart want to sell more products; Best Buy and its employees want to satisfy their customers; 3M wants its internal departments to properly value and use research; and everyone at Campbell Soup Company wants its iconic cans to line our larders. Still, as humans, the urge is often to act in our own self-interest. But these examples show what can happen when seemingly competing bodies put aside smaller individual aims and work together to find common ground. | Q

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Coming in the January issue...

Improve your packaging ROI

Scott Young outlines best practices for packaging research and suggests the underlying principles to look for in a global validation system. In addition, he cites two important factors related to packaging that often separate the great companies from the good.

Which Web method works for you?

Researcher Andrew Cutler looks at the advantages and disadvantages of five Web-based research methods: Web-assisted telephone interviews; online focus groups; online bulletin boards; text message/Twitter-based research; and online journaling/blogging.

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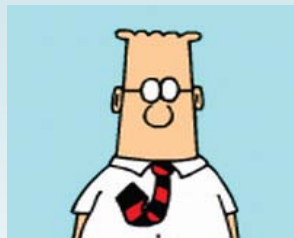
Quirk's has your 2011 event calendar

It isn't too early to plan which industry events you want to attend in 2011. In each issue (page 154) we list upcoming events, but we also have the most complete list of marketing

research-related events, courses and Webinars on our Web site. Visit www.quirks.com/events for complete listings.

Quirk's delivers daily Dilbert for your laughing pleasure

Let's face it - sometimes work can be a drag and poking fun at it is a welcome relief. As part of our Web site re-launch and our MyQuirks industry dashboard, we have created a section just for fun that includes a daily Dilbert cartoon (some long-time Quirk's readers might remember when Dilbert's dry office humor was featured in our print magazine!). Have a laugh - it's the perfect way to start each morning. Visit the "Fun" tab at www.quirks.com/MyQuirks.



cover-to-cover

Facts, figures and insights from this month's issue



Neuroscientists have shown that unless the emotional processing parts of the brain are removed or dysfunctional, all decisions involve emotional input. We don't consciously feel all of our emotions and sometimes they're less intense, but they're always there, directing our thinking toward decisions. (page 28)



A tool like digital collage delivers more bang for your research buck through greater respondent engagement, more efficient use of focus group time and meaningful visuals easily incorporated into reports and archives. (page 32)



It's time for recruiters to stop recruiting unqualified or marginally-qualified respondents and hiding behind a myriad of excuses. Recruiters are entirely responsible for respondent accuracy. Period. If recruiters cannot stand behind the product they deliver, it's time for them to find another line of work. (page 40)



The practice of sharing thoughts and concerns online can only be seen as a warm-up act for focus groups or one-on-one interviews. The lock has been removed from the diary and the boundaries of what is considered personal and private are dissolving. (page 46)

>>> Enter to win!

What was the first Fieldwork critter?



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To register, send an e-mail to contest@quirks.com with your complete contact information. Please include "Fieldwork Contest" in the subject line. Deadline to enter is December 31, 2010. The winner will be selected at random and announced in the February issue of *Quirk's*.

Congratulations to October's winner, Nicholas Gantenberg of Procter & Gamble, Mason, Ohio. The winner received five free studies with 1,000 respondents completed via Toluna QuickSurveys from Greenfield Online/Toluna.


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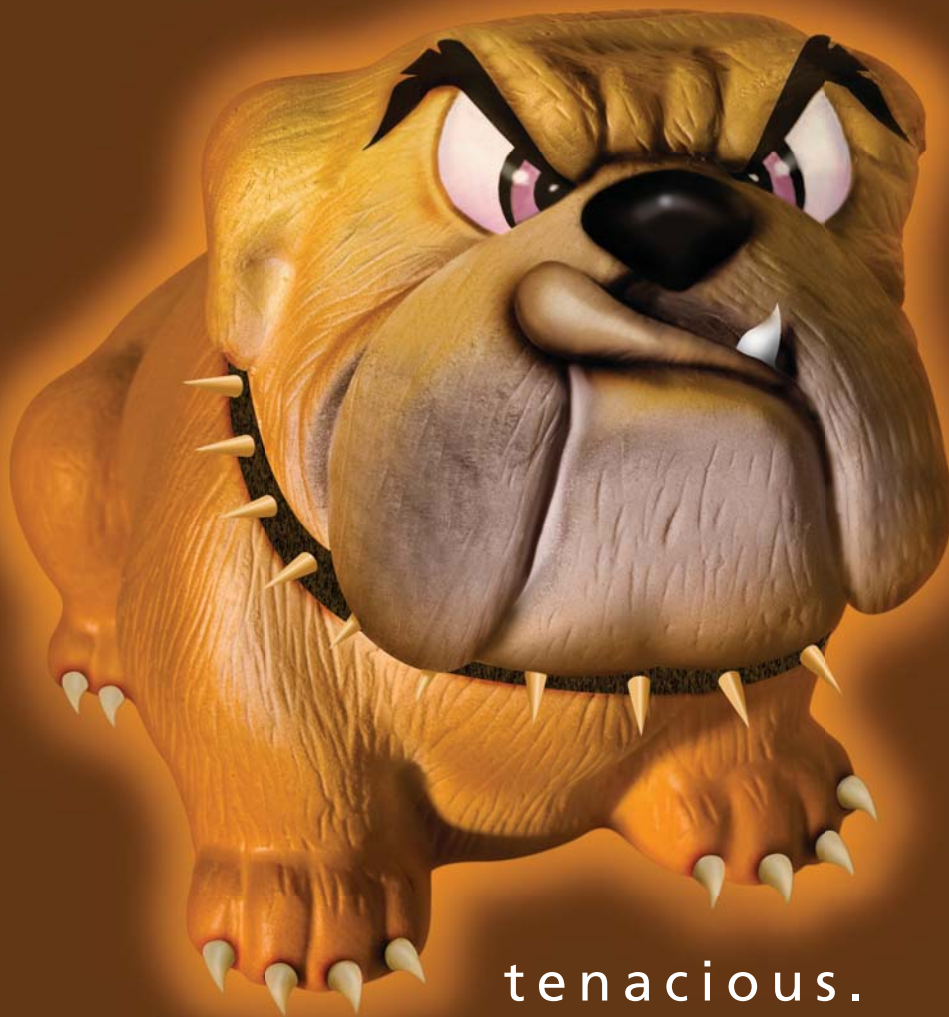
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