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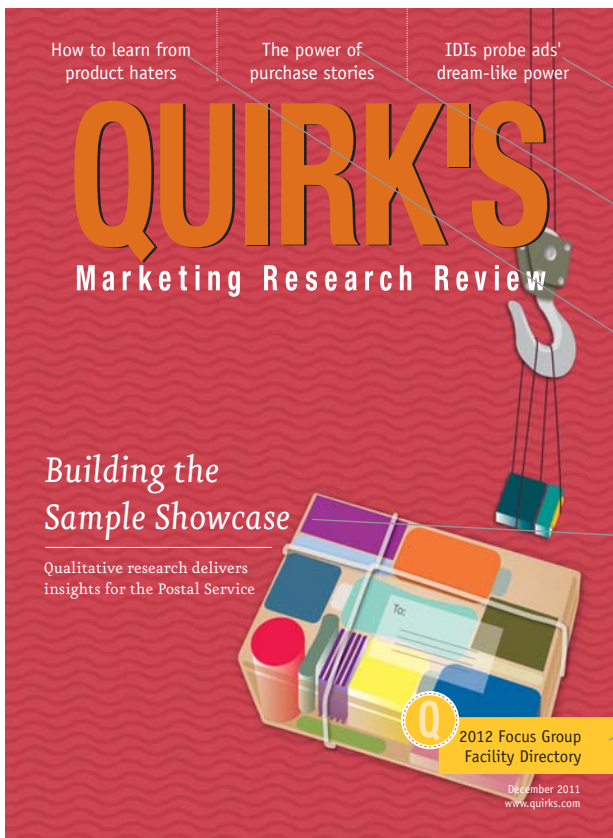
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Quirks Marketing Research Review
4662 Slater Road | Eagan, MN 55122
651-379-6200 | www.quirks.com

Publisher • Steve Quirk
steve@quirks.com | x202

Editor • Joseph Rydholm
joe@quirks.com | x204

Content Editor • Emily Goon
emily@quirks.com | x210

Directory Manager • Alice Davies
alice@quirks.com | x209


Production Manager • James Quirk
jim@quirks.com | x206


V.P. Marketing • Dan Quirk
dan@quirks.com | x203


V.P. Sales • Evan Tweed
evan@quirks.com | x205

Sales • Lance Streff
lance@quirks.com | x211

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In Case You Missed It

news and notes on marketing and research



●●● couponing research

Got a Facebook offer? Keep it simple, stupid.

Most Americans are keen to looking to social media sites for coupons and deals but with all the bargain-basement, deep-discount campaigns out there, how is one social media retail offer supposed to stand out from the rest? Keep it short, keep it simple, post it late and tell consumers exactly what they're getting.

According to a September 2011 report from Buddy Media, New York, the keyword "dollars off" in a retail offer-related Facebook post provides the highest user engagement out of 10 popular choices. Retail offer-related posts including "dollars off" receive 55 percent higher-than-average engagement. The engagement rate of coupon posts including the keyword "dollars off" is twice as high as those that include "percent off." Even small dollars-off discounts of less than \$10 have an engagement rate 17 percent higher than percent-off promotions, showing fans do not want to calculate their coupon savings.

The popular keyword "sale" has an engagement rate close to 30 percent below average, while the keywords "save," "deal," "% off" and "bargain" also have lower-than-average engagement rates. Posts containing "coupon" were successful by comparison, with engagement 39 percent above average.

For the retail industry, there is a strong negative correlation between post length and engagement. Generally speaking, the longer the post, the less engaging fans find it. Specifically, retail brand wall posts of fewer than 80 characters receive 66 percent higher engagement than longer posts. Furthermore, concise posts between one and 40 characters generate the highest engagement. These receive engagement 86 percent higher than average but only 5 percent of all retail brand wall posts are of this length. In addition, posts containing words only have an engagement rate 94 percent higher than average.

Facebook posts made by retail brands during the overnight hours of 8 p.m. to 7 a.m. drive 20 percent more user engagement, in terms of like and comment rates, than posts made between 8 a.m. and 7 p.m. However, 89 percent of retail brand wall posts are made between the unpopular workday hours of 8 a.m. and 7 p.m.



●●● crowdsourcing

Lego builds on user feedback

Remember that futuristic motorcycle or Wild West village you crafted out of Legos as a kid? Remember thinking how Lego should be paying you to create these masterpieces? Well, your time has finally come.

Lego consumers can now give their great ideas directly to the Lego Group using the Lego Cusoo Web site. Lego Cusoo is Lego's new international Web-based open innovation, crowdsourcing platform and idea collection system that invites consumers to submit and vote for their favorite ideas for new Lego products. Ideas that receive at least 10,000 votes have a chance of being selected to become part of the Lego Group's product portfolio and sold in Lego retail stores and the Lego online shop. Consumers who have their ideas chosen will earn 1 percent of the total net sales of the product.

Cusoo, which means "imagination" or sometimes "wish" in Japanese, has been developed with Cusoo System, a subsidiary of Elephant Design. Lego has worked with Cusoo System since 2008 on a Japanese site that has attracted hundreds of ideas and seen thousands of votes cast by a 20,000-strong community.

"Our fans and consumers have proved time after time that they have great ideas that can lead to products. We see this as an investment in the future rather than for immediate sales gain," said Paal Smith-Meyer, head of the Lego New Business Group.



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She wrote the book on moderating

I've always thought that focus group moderators are a lot like professional golfers. The good ones make it look so easy that anyone watching thinks to themselves, "Man, I could do that."

Uh, no you probably couldn't. You might be able to smoke a drive down the middle of the fairway when you're getting in a quick nine on the local links. But can you punch it onto the green to save par when you're crouching under a pine tree 80 yards out with a tournament on the line?

I'm not sure what the moderating equivalent of the above is, but if anyone could pull it off, it would be Naomi Henderson. In her new book *Secrets of a Master Moderator*, Henderson, the CEO and founder of RIVA Market Research and RIVA Training Institute, Rockville, Md., compiles her 30+ years of work in the qualitative realm, giving readers an inside look at the deceptively easy-looking act of leading a group discussion.

Moderator maxims

Really, a great place for any budding (or veteran!) moderator to start would be Appendix A, which is a bulleted list of moderator maxims or Naomi-isms. Some of my favorites: "Watch what they do ... not what they say." "When moderating, do

more of what works and less of what does not." "There is never enough time in focus groups, so 'more respondents' is not better." Just taking these sayings to heart would get you a long way toward leading an effective group. But, as we know, there's so much more to moderating than that, and Henderson does a nice job of taking the reader through all of the aspects of her craft.

Longtime *Quirk's* readers will recognize some of the subject matter here, as chapters such as those on the qualities of a master moderator and the art of moderating were drawn from the nearly-dozen articles she has penned for us over the years.

With such a broad topic to cover, she wisely breaks the book up into sections that approach qualitative generally and moderating specifically. I particularly liked the sections on working effectively with respondents and analyzing the data and reporting the results.

Has its drawbacks

The focus group has certainly been under fire in recent years and I fully admit that the technique has its drawbacks. Consumers may not always understand their own motivations nor are they able to effectively communicate them even if they did. So the act of sitting in a room with a bunch of them and asking them – indirectly or otherwise – why they do what they do is fraught with potential problems. Further, many organizations misuse the information they obtain from focus groups, using it either as an excuse for



Joe Rydholm can be reached at joe@quirks.com

inaction or as an impetus for a series of misguided reactions.

I realize that marketers and researchers are more time-pressed than ever and asking the non-moderators (or non-wannabes) among you to read this book is a bit much. But if focus groups are a regular part of your firm's research arsenal, you really owe it to yourself. Along with giving you empathy for the person on the other side of the glass (and that could refer to both the moderator and the respondent!) and disabusing you of the dream of chucking it all to become a moderator, it will also make you a better buyer and user of focus group and other qualitative services.

To be sure, just as reading a book of tips from a pro golfer won't make you into one, reading Henderson's book won't transform you into a master moderator. But, to strain the golf metaphor a bit further (she actually uses a different, more colorful comparison in the book at one point, but this is a family magazine), devoting time to soaking up her insights is like being able to spend a weekend shadowing Arnie or Jack or Tiger around Augusta. You'll learn that, for as easy as the great ones make it look, there's a lot more to it than meets the eye. 



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The coupon-agnostic Santas

Holiday shoppers say they'll go where the deals are

Given the current state of the economy, nearly half of U.S. adults (45 percent) plan to spend less this coming holiday season than they did last year. Yet many adults are not taking advantage of online coupons that could help stretch their holiday dollars, instead relying on circulars and newspapers for their coupon-clipping. Less than half (48 percent) say that they are likely to look for online coupons or coupon codes before making a (holiday) purchase, according to a study from New York research company Ipsos Public Affairs on behalf of Offers.com.

Additionally, despite the convenience and discounts from shopping online, most consumers actually prefer shopping brick-and-mortar. If the merchandise and deals were the same, 69 percent of adults report that they would prefer to shop in retail stores, while

just 26 percent would opt for shopping online. Four percent have no preference and 1 percent are unsure. However, if they could find better deals online this holiday season, 47 percent say that they would prefer to do their shopping online. Still, as many (46 percent) say that they would go into retail stores, meaning that they would forgo the online deals in order to shop in person. Five percent have no preference between the two and 2 percent are unsure. Over half (54 percent) of adults under 55 would shop online if that's where they could find better holiday deals compared to just 35 percent of adults 55 and over.

In general, consumers utilize a variety of types of coupons but the most commonly-used are those from newspapers or magazines, with 50 percent of adults saying that they have taken advantage of these savings opportuni-

ties in the past 30 days. Nearly as many (47 percent) say that they have used a loyalty card or in-store promotion in the past month, though fewer have used printable coupons (28 percent); daily deals (27 percent); or online coupon codes (25 percent). Eleven percent say that they have taken advantage of some other kind of savings opportunity, while 15 percent have not utilized any of these promotions.

Less than half report that they are likely to look for online coupons or coupon codes before making a holiday purchase, while 51 percent say that they are unlikely to do so. A greater proportion of women than men say that they are likely to look for online coupons or coupon codes before making a purchase this holiday shopping season (52 percent vs. 43 percent). Adults under 55 are also more likely than those who are older to say this (53 percent vs. 37 percent). Parents are also more likely to hunt for these deals than are adults without children under 18 (58 percent vs. 43 percent).

Perhaps to make their shrinking holiday budgets go farther, half of consumers (49 percent) find deals throughout the year and an additional 27 percent keep their eye on online specials and daily deals, while just 18 percent wait until Black Friday or Cyber Monday to start their shopping. Fourteen percent were unsure.

Another strategy some consumers are using to get the most bang for their buck is spending time looking for the best possible prices. While many adults (45 percent) report spending less than an hour researching the best prices for each of their holiday purchases, most adults (51 percent) actually report spending at least an hour doing so – including 38 percent who say that they spend one to three hours and 14 percent who report spending over three hours.

When it comes to frequency of online shopping, 11 percent report making



an online purchase at least once a week and another 20 percent do so monthly. However, 38 percent say they shop online only a few times a year and a third never shop online. Among those who do shop online, 16 percent say that they always look for a coupon or coupon code to make their shopping dollar go farther and an additional 24 percent do so most of the time. However, a majority of online shoppers are overlooking opportunities to save, looking for online coupons only once in a while (37 percent) or never (23 percent). Women (20 percent vs. 11 percent of men) and parents with children under 18 (21 percent vs. 13 percent of those without children under 18) are most likely to say that they always look for coupons when shopping online.

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●●● social media research
The 140-character complaint

Twitter users want companies tuned in to feedback

It's no secret that social media has revolutionized how consumers communicate with businesses. Instead of complaint letters exchanged over weeks, a quick 140-character tweet

can garner a direct response within minutes. A poll from St. Louis research company evolve24: A Maritz Research Company found that frequent Twitter users who have used the social media tool to complain about their customer experience with a company overwhelmingly want those companies to listen to their comments and address their public complaints.

While only one-third of these respondents actually received some type of follow-up after they tweeted their complaint, 83 percent of survey participants who received a follow-up to their tweet said they liked or loved hearing from the company they complained about. And just under 75 percent of those people who received a response were very or somewhat satisfied with the response they received. A little more than 15 percent said they were either very or somewhat dissatisfied with the company's response.

For the two-thirds of respondents who didn't receive an answer to their complaint, 86 percent would have liked or loved to hear from the company. However, a striking 63 percent said they would hate or not like it if the company contacted them about something other than their complaint.

"Businesses cannot effectively compete without being tuned in to social media to improve the customer

experience. But they must get the messaging right. The best brand marketing provides responsive customer service and does not use a customer experience event as an opportunity to sell something," says Anthony Sardella, senior vice president and managing director at evolve24. www.evolve24.com

●●● restaurant research
Diners like breaking free from the chains

Independent restaurants score with unique menus, buy-local appeal

Battling with low operator and consumer confidence, rising food costs and a lack of corporate support, independent restaurants can be especially hard-hit during poor economic times. However, indies may have some advantages over their competition, as 43 percent of American consumers who have visited one in the past month seek out independent restaurants over chains, according to data from Chicago



research company Mintel.

Moreover, 52 percent of independent restaurant users say they visit these establishments to support their local community/economy while 51 percent agree that independent restaurants do a good job of supporting their local community. This is compared to 37 percent who say the same of chain eateries.

“People take pride in their communities and will often reward local businesses that make their community a better place,” says Eric Giandelone, director of Mintel Foodservice. “The primary way indies underperform in relation to chains is through a lack of promotions and limited-time offers, two things that could be easily addressed with social shopping and social networking sites.”

Among those patrons who had not visited an independent restaurant in the past month, 22 percent of respondents said it was too expensive but over half (56 percent) of people say they are willing to pay more at an indie. The majority of diners are willing to pay up to 10 percent more for an independent dining experience for similar food and service found at a chain.

“Independent restaurants have the advantage of being able to provide a unique experience for customers and have the freedom of not having to comply with government-mandated laws that chains have to face,” says Giandelone. “While chain restaurants are able to offer up a big helping of value and convenience, they need to focus on areas of opportunity where independents are rated better, such as unique menu items and local flair.”

Forty-two percent of restaurant-goers say independents are superior to chains when it comes to food quality and the ability to customize their orders. However, 21 percent believe they do a worse job than chains in regards to convenience and 20 percent say they fall behind chains in the area of fast service.

www.mintel.com



●●● families and children Child’s play

Mobile devices bring parents and kids together

Mobile devices have quickly gained traction inside households with kids and are becoming one of the primary platforms for play. Three-quarters of U.S. children ages two-to-13 have access to smartphones, with one-third of 10-to-13-year-olds owning their own. In addition, half of kids have access to an iPod Touch; over one-quarter to a tablet; and one-quarter to an e-reader, according to a report from Asheville, N.C., research company PlayScience.

“We’ve surpassed the tipping point for kids and families engaging in content via mobile devices. Computers and televisions aren’t dead yet but the expectation of having your favorite content and characters with you at all times has definitely become the norm for both kids and parents,” says J. Alison Bryant, president of PlayScience.

Parent-child co-play on mobile devices is generally happening through single-player games that they pass back and forth, competing to obtain high scores or to reach new levels. Although they enjoy this type of competitive play, parents report they are interested in

having more opportunities to play cooperatively with their kids in the future.

Dads in particular are playing a key role in defining how mobile devices are being used in the home. They are also more likely to spend money on apps, paying an average of 45 cents more than moms for phone apps and 75 cents more on tablet apps.

www.playsciencelab.com



●●● restaurant research 2011 casual-dining rankings

Olive Garden wins people’s choice, Cheesecake Factory takes top honors overall

Cheesecake Factory is the nation’s favorite casual-dining restaurant, followed by Texas Roadhouse and Olive Garden, for the second year in a row, according to a survey conducted by Market Force Information, a Boulder, Colo., research company.

The survey examines which casual-dining restaurants consumers prefer and which attributes are the most important to them. Market Force first calculated the favorites based on the pure number of votes and then factored in the number of locations for each chain to effectively measure which chain garnered the most votes per restaurant.

When the consumers were shown a list of the country’s 51 top casual-dining restaurants and asked to select their single favorite, Olive Garden earned

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the most raw votes (for the second consecutive year), followed by Applebee's (which tied for first place with Olive Garden in 2010) and then Red Lobster, Chili's and Outback Steakhouse.

However, the top vote-getters are not necessarily the consumer favorites. Since consumers are only likely to vote for restaurants they patronize and that are located in their area, Market Force indexed the results to account for the number of restaurant locations per chain. When the votes were weighted, Cheesecake Factory was the first choice among consumers by a wide margin, earning 7.3 percent of the vote share – more than double the 3.2 percent earned by the second-place finisher Texas Roadhouse. Olive Garden came in third in the study with 2.8 percent, and P.F. Chang's and Carrabba's Italian Grill followed in fourth and fifth place, respective-

ly. Sixteen chains made it to the top of the rankings, each collecting 0.2 percent or more of the vote.

On the flip side, restaurants that are not tickling as many tastebuds this year include Denny's, IHOP and Ruby Tuesday. While in the top 16 overall, all three landed on the bottom of these rankings with one-half percent of the vote.

Market Force attempted to uncover why respondents prefer one casual-dining restaurant over another by asking those who selected a given brand as a favorite to rate them by attributes such as food quality, taste, speed of service, cleanliness and value. The categories with the greatest variance in consumer ratings were value and speed of service. Consumer favorite Cheesecake Factory did not excel on any one attribute but it fared well across all of them, particularly in the

important areas of food quality and taste. Golden Corral scored highest on value – a category showing quite a bit of differentiation – as well as on speed of service, which is logical given it offers a self-service buffet.

Market Force also looked at how the chains differentiate by other noteworthy attributes, such as healthy choices, accommodating children, atmosphere and green/sustainable practices. Ruby Tuesday was called out for having the healthiest menu choices, Golden Corral was the most kid-friendly, Carrabba's rated highest for atmosphere and IHOP led in sustainable/green practices, a category where several restaurant chains received zero votes. Meanwhile, Red Robin ranked lowest in both the atmosphere and healthy choices categories and P.F. Chang's was at the bottom for accommodating children.

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Product and Service Update



••• social media research Do your posts matter?

Free Facebook add-on scores post strength

Webtrends, a San Francisco research company, has released Webtrends Hoverstats, a free tool for Facebook marketers designed to allow a brand to evaluate the effectiveness of its posts – the main touchpoint with fans and friends of fans on Facebook. Webtrends Hoverstats works by providing analytics overlaid on a brand's Facebook page.

The core feature of Hoverstats is its post strength indicator (PSI), a metric that uses publicly-available information from millions of posts published on thousands of fan pages to assign a score to individual Facebook page posts, based on total reach achieved through fan engagement. The scoring system aims to give brands a way to gauge whether the content it creates and pushes out is effectively engaging fans and their friends, thereby increasing reach on Facebook.

www.webtrends.com

••• diy research Be your own SurveyBuilder

uSamp rolls out free online survey-authoring service

Encino, Calif., research company uSamp has introduced SurveyBuilder, a self-serve platform providing unlimited online survey authoring tools intended to enable small and midsize businesses, non-profits and those in academia to create and populate online consumer surveys.

Organizations that provide their own audience can author unlimited surveys – with an unlimited number of responses reported in real time – for free with no subscription fees or contracts. The service is available on a pay-as-you-go basis for organizations that choose to use uSamp's respondents.

SurveyBuilder also offers: free, real-time reporting to view and drill down to respondent-level detail online; exported data to Microsoft Office and other programs for offline analysis; standardized thank-you and terminate pages; fully-customizable survey templates with instant preview; and survey promotion on social networks and proprietary channels.

www.surveybuilder.com

••• mobile research White-label solution for surveys on the go

OnePoint debuts TellMe App for mobile research

New York research company OnePoint Global has launched the TellMe App, its mobile survey app designed to offer a white-label solution for panel development, market

research, mobile marketing and crowdsourcing. The TellMe App aims to capture insight via geolocation, barcode scanning, photo, video and voice communication and offer interaction with potential customers, existing customers and panel members worldwide.

www.onepointglobal.com

••• packaging research Ditch the guesswork

New take on packaging testing borrows from psych, science

MMR Research Worldwide, Oxfordshire, U.K., has debuted a packaging research approach that uses techniques from the fields of psychology, emotion, branding and sensory science to extract and understand the non-conscious elements of the consumer decision-making process when interacting with packaging.

The MMR approach is intended to feed consumer insight into every stage of the packaging innovation process, from concept to final validation. Rather than testing graphic designs for liking, for example, a toolbox of advanced research methods is used to access consumer conceptualizations (the meaning people attach to packaging's multiple attributes) relating to all aspects of packaging: geometry, format, materials, ergonomics and dispensing. The end result aims to provide actionable guidelines for R&D and marketing teams, leading to a package that fits customer expectations of the product and brand.

MMR's system includes three main service lines: Early Rules of Success (EROS), a participatory workshop involving sensory profiling that brings consumers, marketing and R&D together at the early stages of the development; Facets, a design-led consumer research tool that combines

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psychology, affective design, Kansei and sensory science to understand the consumer-packaging interaction, prioritize consumer and design requirements and predict the optimum structure and physical properties; and Impakt, a suite of research techniques such as eye-tracking, facial coding, advanced online and offline survey tools to test and validate new designs against previous and/or competitor designs.

www.mmr-research.com

●●● social media research **Sparq sees two improvements**

Community panel software goes mobile and social

Vancouver, B.C., research company Vision Critical has introduced Mobile Surveys to enhance its community panel software, Sparq. The addition of Mobile Surveys is designed to allow users to author their customer surveys once and distribute them to the panelists anytime, anywhere on multiple channels including desktop, tablets and smartphones. The panelists in turn can use their preferred devices to respond to the surveys.

Sparq Mobile supports Android-, BlackBerry- and iOS-based devices. Highlights of the new features include a new survey-responding interface for touch-based smartphones; one-time survey-authoring for automatically-optimized editions for PCs, smartphones and tablets; automatic device detection that determines the best version of the survey to show a respondent; a preview for smartphones and PC surveys as they are being designed; defined survey logic based on the device being used; built-in guidance for optimum survey design to maximize mobile response rates; and HTML5-based design for mobile browsers with no app download required.

Vision Critical has also updated Sparq with Facebook Connect, a social

media tool that allows users to invite customers to participate in and share updates from topical research projects via their own Facebook accounts.

www.visioncritical.com

●●● neuromarketing **An alternative to eye tracking**

3M expands Visual Attention Service to include video

St. Paul, Minn., manufacturing company 3M has launched the fourth generation of its Visual Attention Service (VAS), which adds video capabilities and sequencing features to the scanning tool. VAS is often viewed by marketers as an alternative to eye-tracking.

Previously offered only for still images, 3M VAS can now analyze video to illustrate how people are most likely to visually interact with any scene or setting and identify where the average human eye will focus at any given moment. The software analyzes images, graphical and text elements of digital and print content through a series of algorithms that process important visual cues, such as colors, edges, faces, shapes and contrast.

3M is currently offering VAS video analysis as a consulting service. Customers will receive a prescriptive heat map that travels on top of the video, with a traveling fixation indicator layered on top of the heat map.

Version 4.0 also features significant upgrades to VAS still-image analysis, including a sequencing feature that demonstrates where the human eye is most likely to pay attention in the first few seconds of viewing an image and the sequence of those fixation points as well. Also new are customized setting options for direct mail/e-mail and in-store contexts, which take into account

how human vision interacts with different viewing circumstances.

www.3m/vas

●●● bulletin board software **Better, faster, stronger**

Itracks upgrade accelerates, expands BFG offering

Saskatoon, Saskatchewan, research company itracks has upgraded its bulletin board focus group software to improve the user experience and increase the speed and functionality of the tool. The upgrade includes reduced page-loading times; improved polling functionality; faster video uploads; and enhanced reporting capabilities. It has also been engineered to allow for flexibility and expansion into a wider range of studies, including ethnography and smaller research communities. The tool services 27 different languages.

www.itracks.com

●●● ad research **Ad targeting via Spectrum**

New platform targets emotive-based ads at page-level

San Francisco research company BuzzLogic has released Spectrum, an online advertising platform for page-level, real-time delivery of emotive-based ads. Spectrum aims to identify and understand the influence of content at a page level – versus the site or category level – and execute real-time bids and ad placements based on content relevant to a brand's campaign goals.

Using emotive-based ad targeting,

BuzzLogic connects advertisers with targeted, engaged audiences and can help a brand develop an emotional connection with consumers via custom ads seeded on the Web.

Emotive-based targeting captures the emotional connection an audience has with specific page content. Just as no one page of content has absolute value, one ad does not fit all. Once content is identified as a good fit for the brand's message, Spectrum builds the optimal ad for the environment. Further, as bids are won and ads placed, Spectrum indexes all pages in real time. The intelligence gathered over time is designed to improve overall system performance.

www.buzzlogic.com

●●● feedback management

A new CustomerSat

MarketTools EFM offering sees several updates

San Francisco research company MarketTools Inc. has released the latest version of its enterprise feedback management solution CustomerSat. Updates include new survey options for collecting customer feedback, including giving customers a choice of survey authoring tools by integrating with the company's online self-service survey solution Zoomerang; extending the ability to share voice of the customer data across the enterprise with published PDF reports; and enhancing MarketTools CustomerSat adaptive role-based reporting with new visual charts and reports.

MarketTools CustomerSat adaptive role-based reporting, a hierarchy-aware reporting system designed to provide interactive dashboards tailored to specific roles within an organization, has been updated to include the following new features: color-coded heat maps to help decision-makers focus on areas for improvement; historical benchmarking to compare performance metrics across

www.quirks.com

departments, divisions, geographies, product lines, etc.; color-coded stacked bar charts; enhanced trends and comparative statistics reports to view performance over time across a range of question types to identify trends over time and compare metrics across segments; and new action management e-mail templates.

www.markettools.com

●●● online research

Web site feedback goes mobile

Canadian research company debuts Web experience survey program for mobile users

Montreal research company iPerceptions Inc. has launched iPerceptions Mobile Web site Feedback, a random-sampling survey solution for mobile Web sites. Similar to the existing iPerceptions VoC survey invitation methodology for traditional Web sites, the mobile survey randomly invites visitors to participate on arrival to the Web site to provide immediate post-experience feedback. As soon as respondents submit their feedback, the results are available within the iPerceptions portal for review and analysis.

www.iperceptions.com

●●● advertising research

The social side of display ads

Ad Metrix from comScore gains a Social component

Reston, Va., research company comScore Inc. has released Ad Metrix Social, an enhancement to comScore's competitive display ad intelligence product, designed to provide greater

visibility into display ads appearing on social networking sites and socially-enabled display ads appearing across the Web. Socially-published ads refer to any brand's display ads that appear on social networking sites such as Facebook and LinkedIn. Socially-enabled ads are standard display ads that click through to Facebook or other social networking sites, often including an emblem with verbiage such as "Like us on Facebook" or "Follow us on Twitter."

This new capability is available for all countries currently reportable in Ad Metrix: U.S., Canada, U.K., France and Germany.

www.comscore.com

●●● neuromarketing

Triggers of emotional engagement

New neuroscience offering for improving ad effectiveness

London research consultancy Foviance has partnered with Berlin, Germany, research company SensoMotoric Instruments (SMI) to develop its Emotional Engagement Measurement (EEM) service. EEM is intended to combine a variety of Foviance's user research methods, eye-tracking data collected with SMI solutions and brain data on emotional states collected with a specialized neuro-headset to understand how the brain responds to different experiences, revealing unconscious emotional states. EEM then uses this brain data to offer clients insights on how to increase the effectiveness of marketing and improve customer experience.

www.emotionalengagement.com

●●● audience research Segments via Citrus

Audience management system launched for deeper measurement

Crowd Science, a Mountain View, Calif., research company, has launched Citrus, a data-generating platform intended to provide audience research, segmentation and targeting, plus ad campaign effectiveness in a closed-loop solution. The platform aims to allow publishers to develop their own audience insights and build custom ad segments while improving audience transparency and ad-targeting efficiency. These segments can then be used to attract advertisers and improve campaign performance.

Citrus is a first-party solution that uses a publisher's own data. Publishers pay a fee when Citrus data is used for tasks like on-site ad targeting, off-site re-targeting or data sales.

www.crowdscience.com

●●● Briefly

■ Denver research company Qualvu has launched Institute of Qualvu, a complimentary, multi-session online program designed to help researchers understand next-generation qualitative research.

www.qualvu.com

■ Kinesis Survey Technologies LLC, Austin, Texas, has released a case study featuring Netherlands sampling company Noviodata and its use of the Kinesis solution suite to facilitate online research projects worldwide.

www.kinesisurvey.com/resources/case-studies

■ Dallas research company Toluna has updated TolunaAnalytics, its real-time reporting and analytics tool. TolunaAnalytics is designed to allow companies to access data quickly and create

crostabulations and PowerPoint presentations within the tool. New features include full compatibility with all browser types and the ability to weight data.

www.toluna.com

■ Research Rockstar, Marlborough, Mass., has released *Think Outside the Survey*, an e-book by Kathryn Korostoff. The e-book is available as a free download from Research Rockstar's Web site and covers 14 research methods, including biometrics, Facebook polls, idea management and social media research.

www.researchrockstar.com

■ Baltimore Research, Baltimore, has added three suites to its facility, including a test kitchen with observation.

www.baltimoreresearch.com

■ Stamford, Conn., research publisher Simba Information has launched its Simba Information Knowledge Center, an online platform designed to offer users access to data and analysis regarding the publishing market. The Knowledge Center lets users perform full-text searches of Simba Information's market research reports and newsletters, including new reports as they are released. The studies cover four categories: education, trade books, professional publishing and yellow pages.

www.simbainformation.com

■ New York research publisher Packaged Facts has launched the Packaged Facts Knowledge Center, an online platform offering access to a collection of data and analysis on the consumer goods and services market. The Knowledge Center features Boolean search and advanced search functions; an alert service for new research as it comes available; and usage data for tracking internal service use. Users can also search the full-text of Packaged Facts market research reports published since 1995 in five categories: food and beverage, pet products/services, demographics, financial services and consumer goods.

www.packagedfacts.com

■ New York research company Instar has rolled out its online pharma quantitative research service Instar OnDemand in Europe and Asia. Instar OnDemand is designed to provide the pharma industry with fast-turnaround global quantitative research.

<http://instarresearch.com>

■ Portland, Ore., research company Rentrak Corporation has partnered with Cambridge, Mass., social television analytics company Bluefin Labs to offer deeper analysis into television programming. Under the agreement, Rentrak will publish weekly reports combining Rentrak's TV Essentials system with Bluefin Labs' data, which map social media conversations and sentiment to their televised source.

Bluefin Labs' social response analytics are designed to show how television programming and advertising trigger reactions and reverberation through social media and the extent that this affects audience visibility and engagement. This information will be offered in conjunction with viewership ratings as Rentrak's chatter index. The report will be available to the public on www.rentrak.com and for e-mail subscribers.

■ Encino, Calif., research company uSamp has developed an iPhone app, dubbed iPoll, to allow its panelists to complete surveys on the go, including those targeted on a user's current location. The app can be downloaded for free in the U.S. App Store by users registered with uSamp's Surveyhead panel.

www.usamp.com

■ Worthington, Ohio, research company BIGinsight has released the Hispanic Consumers Android Tablet App and InsightCenter, a mobile decision-support tool derived from monthly surveys covering consumer variables including economy, shopping channels, future spending plans and media consumption. Tablet app users can also customize the insights and pull in a specific company's information.

www.hispanicinsightcenter.com

■ Opinionmeter International, a San Leandro, Calif., research company, has updated its mobile research survey app for the iOS platform to include respondent location data. The app is designed to allow survey respondents to drop a waypoint on the interactive map to identify any location. When the map is touched, the waypoint's location details are captured including street, city, zip, country and GPS coordinates. The respondent can confirm the accuracy and edit the address if necessary.
www.opinionmeter.com

■ ORC International, a Princeton, N.J., research company, has enhanced its suite of CARAVAN omnibus surveys with two new omnibus services: youth (ages 13-24) and parents (have children 17 years old and younger). It has also expanded Online CARAVAN International into 12 new countries.
www.orcinternational/us/omnibus

■ Media Behavior Institute, New York, has released USA TouchPoints, an ongoing, syndicated, multimedia, consumer insights service designed to capture day-in-the-life insights using a smartphone app that respondents use throughout the day. The service looks at all media used at different times of the day, as well as where respondents are, what they are doing, who they are with and how they are feeling.
www.mediabehavior.com

■ Research Now, Plano, Texas, and Luma Research, Melbourne, Australia, conducted the first survey in Australia to use smartphone technology. Using Research Now's smartphone survey platform, Luma conducted a five-minute study consisting of 16 questions with 400 consumers focused on advertising creative.
www.researchnow.com

■ San Francisco research company Crowd Factory has added advanced analytics capabilities to its Social Marketing Suite to help marketers measure ROI on social campaigns. New metrics are intended to allow marketers to better assess the virality of their campaigns and measure the impact of social sharing on overall traffic

www.quirks.com

and conversions. These new metrics will also allow marketers to understand how much earned media was generated through their paid campaigns. New social metrics include social reach and social impressions; share rate; click-back rate; influencers; social lift; and total profiles.
www.crowdfactory.com

■ Adobe Systems Incorporated, San Jose, Calif., has released AudienceResearch, an audience measurement tool designed to provide certified metrics on the size and engagement of digital audiences for Web sites, mobile apps and digital magazine editions. These metrics are captured by Adobe SiteCatalyst, an online analytics application, and provide information for attracting advertising dollars. AudienceResearch provides census-based measurement of metrics. AudienceResearch is available at no additional cost to SiteCatalyst customers.
www.adobe.com

■ Meczka Marketing/Research/Consulting Inc., Los Angeles, has introduced Players Pulse, a biannual casino player research program intended to provide statistical analysis of casino player behavior, preferences, share-of-market, share-of-wallet and competitive penetra-

tion for specific gaming markets. Along with shared market data, each participating casino also will receive proprietary data of their designation that will be available only to them.
www.mmrcinc.com

■ QSR International, a Doncaster, Australia, research software company, has released NVivo 9, its qualitative data analysis software, in five additional languages: Spanish, German, French, Portuguese and Chinese.
www.qsrinternational.com

■ Rancho Santa Margarita, Calif., data quality and address management company Melissa Data Corp has added DeliveryPlus to its line of address verification solutions. DeliveryPlus is designed to verify over five million physical addresses that are beyond the reach of USPS delivery capabilities.
www.melissadata.com

■ Milwaukee research company Market Probe has completed the advocacy profiles of companies in retail banking, life insurance, auto insurance, mobile services, cable services, retail stores and business-to-business services.
www.marketprobe.com

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How to make good equal great

| By Linda M. Lynch

snapshot

Now on the client side, a former focus group vendor explains what her organization expects to receive from its qualitative providers.

When I started my research career at a full-service market research firm, I had no experience planning or conducting a focus group, but I soon learned. Our firm's facility had a modest conference room with an observation room that fit five or six (slim) observers and doubled by day as an employee's (very small) office. Our focus group amenities were sparse. Day and night, participant refreshments consisted of office-brewed coffee (with Cremora), water from the hallway water cooler and a couple of boxes of Dunkin' Donuts. But we had an ace staff of recruiters who cold-called from the telephone directory or sometimes from a customer list. We recruited to spec and manually kept track of ineligible to inform our client if unexpected recruiting difficulties emerged. We understood the reasons for particular recruiting specifications so that, when necessary, we could suggest ways to adapt the specs without compromising the research. We paid a competitive honorarium and our moderators were superb and wrote insightful reports.

We forced ourselves into our client company's skin so that we truly understood the research objectives, what the client hoped to learn, what decisions they would make and what they hoped to accomplish as a result of the groups. We asked lots of questions so we could really understand the product, service or ad campaign being tested and then we could anticipate and further probe participant comments that would be of special interest to our clients, so we really could walk

in the client's shoes. We usually took the initiative on this immersion, with most clients quite pleased to share their details. More than once clients remarked that we understood their product/service/company better than many people working at their organizations. In a phrase, we were good!

Thus, despite the lack of luxurious accommodations, we nearly always produced great work for highly-satisfied clients who returned again and again and my initial experiences with focus group research were about as good as they get.

More demanding

Fast-forward and I've joined the client side. I know I'm more demanding than many clients because of my extensive years on the supplier/vendor/partner side of the business but I don't think I'm unreasonably demanding. In fact, I really understand what our focus group partners need to do and the impediments they face, so in many respects my knowledge makes me more reasonable than many clients.

So what do we want for the focus groups and online bulletin boards we commission? A good recruit. A good moderator. A good report and/or debriefing. Notice I wrote good, not great. Great would be fabulous but we'll settle for good. The thing is, we need good in all three categories – recruiting, moderating and reporting.

Typically we hire a single company to serve as moderator and reporter and that company subcontracts with a facility and recruiters if they don't handle that work themselves. This allows us to have a single contract and a single person in charge of all



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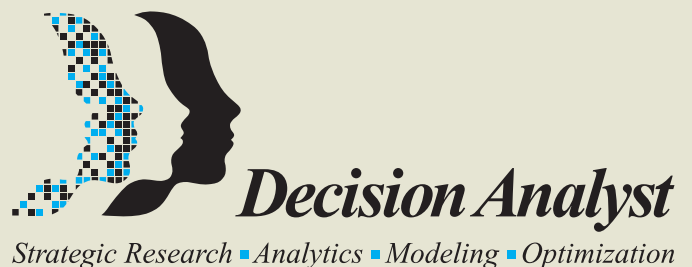


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the parts – and presumably, a single point of accountability.

Pet peeve

Bad, inept recruiting is my pet peeve, probably because it's more difficult to work around than mediocre moderating or reporting. As a client, we go to great lengths to identify the types and mix of folks we want in our groups, whether recruited from a list we provide or not. And we try to do our homework on our end to understand the implications of every criterion we request. We always ask for quotes based on several more recruits than we need with the understanding that we want our minimum of good respondents to show – we don't mind paying for extras to be sure we have the minimum. And we always allow three-plus weeks for recruiting – so if there is a problem, we should know with still enough time to make adjustments and adhere to our schedule.

We challenge our vendors to tell us up front if they think the honorarium is too low for what we want. We beg them to let us know immediately of any recruiting problems so we have time to assess and redirect most appropriately. Despite paying the recruiting subcontractor and the vendor to check the quotas, we always recheck the quotas since we've learned not to depend entirely on the vendor or recruiters to

do so properly. Sloppy or inadequate recruiting isn't just about ignoring instructions; it can have a significant impact on the usefulness of the groups. For instance, if we ask for the person who takes their child to the doctor, that's who we need in the groups. The reactions of a father of young children to new pediatric office visit requirements might be very different than a mom's reaction, and if mom takes the children to the doctor, what she thinks is more important than what dad thinks. So please pay attention to the details and give us good recruiting.

Spend time with us

Ask us about our objectives – really understand them. Spend time with us learning about the products, services, business, market environment. We rarely need more than a few hours of time on the front end to discuss these items, review issues, study them, think about them, address them with follow-up questions, get the discussion guide and any other materials right. And please don't read the discussion guide questions verbatim when moderating. It's a "guide"! We want you to understand what we're trying to learn and the overall context so you really get it.


We're not fussy about the report format. We work equally well with PowerPoint or Word. We're accepting

of bullets or sentences. We like audio and/or video clips but written verbatims are just fine. In other words, the format takes a backseat to the content. For starters, we need correct grammar, spelling and punctuation. We need our company name typed properly and if a moderator/report preparer isn't sure, please ask rather than get it wrong. We need a concise overview or summary.

We also need detailed backup because we often return to focus group reports at a (much) later date looking for additional information related to the main topic or to enhance our understanding of a secondary topic that was discussed during the group. We need a report that tells a story and how the various key points work together or seem related so it isn't just data or statements. Sometimes that requires the report writer to really think about the groups, not simply document what transpired in a disparate, seemingly unrelated fashion. Oh, and the report needs to address our key objectives.

At least halfway

Too often we don't get at least good on all three fronts – recruiting, moderating and reporting. That's what we really want. Like virtually all clients, we must work within a budget but it is usually not ridiculously constrained. We have a schedule to meet but it is usually reasonable. We don't believe in skimping on honorariums and we expect to pay extra for extras. In other words, we believe we're willing to meet our focus group partners at least halfway. And we think if they're doing a good job, for which we are paying them what has been agreed to, we're not asking too much.

Some clients only want results without regard for how they were obtained – we want results we can believe in and that meet our needs. So focus group partners, please be good enough. 

Linda M. Lynch is market research director at Blue Cross Blue Shield of Massachusetts, Quincy, Mass. She can be reached at 617-246-3598 or at linda.lynch@bcbsma.com.




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Reconciling Hispanic product evaluation ratings

| By Jeffrey N. Savitz



snapshot

This article looks at a method for measuring the cultural component imbedded in Hispanic product ratings and how to combine survey data from Hispanics and non-Hispanics.

It is well known that Hispanics in the U.S. tend to rate products and services higher than the general market. The reason is not clear but here is one hypothesis: Hispanics, especially those of Mexican heritage, are taught from a very early age that it is not polite to berate or disparage any product, service, individual or point of view. This suggests a philosophy which supports praise and discourages criticism. Therefore, it is possible that their ratings of products and services tend to be higher than those of non-Hispanics for cultural reasons alone.

Regardless of the etiology, the fact that Hispanics give higher ratings poses a serious problem for marketing researchers and marketers. How, after all, can datasets from surveys of Hispanics and non-Hispanics be combined? How can they be compared? How can effective marketing and advertising programs be developed for each group? For the combined group?

In a telephone survey, 100 Hispanics and 100 non-Hispanics in the Dallas area were asked to rate Pepsi using a thermometer scale of 0-100, where 0 is the worst-possible rating and 100 is best-possible rating they would ever give to any product.

Hispanics gave an average rating of 80.8 while the non-Hispanic consumers gave an average rating of 74.8. The gap of 6.0 is statistically significant but is it substantive? How much of the difference is strictly cultural (i.e., due to the fact that Hispanics rate products higher) and how much is due to the fact that Hispanics may really like the brand more? In other words, do Hispanics really favor Pepsi more than non-Hispanics?

The remainder of this article discusses a method for measuring the cultural component imbedded in Hispanic product ratings and how to reconcile and combine survey data from Hispanics and non-Hispanics. Related studies demonstrate how this technique enables marketers to make more informed decisions about targeting Hispanics for different products and services. This results in improved return on investment of marketing funds along with increased sales.

*Note: In the tables in this article, ** indicates significantly different at the 95 percent confidence level and * indicates significantly different at the 90 percent confidence level.*

Isolating the cultural component

In an in-person survey conducted in the Dallas area, 154 Hispanics and 100 non-Hispanics were shown a thermometer scale with “excellent,” “very good,” “good,” “neither good nor poor” and “poor” labels. They were asked to mark on the thermometer scale where they would rate a product they believed to be excellent, one that was very good, etc., from the labeled scale. The results are shown in Table 1. The average ratings for each labeled scale point are shown below for both groups along with the differences.

Not surprisingly, Hispanics gave significantly higher ratings to products that are excellent, very good, good and neither good nor poor than non-Hispanics. The big surprise is that both groups gave the same numerical ratings to products they think are poor!

The respondents to this survey were also asked to indicate the percentage of products in



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Verbal Description	Hispanics	Non-Hispanics	Difference
Excellent	98.5	93.6	4.9**
Very Good	85.6	78.5	7.1**
Good	73.1	65.9	7.2**
Neither Good nor Poor	55.5	48.7	6.8**
Poor	26.0	25.1	0.9

	Excellent	Very Good	Good	Neither Good Nor Poor	Poor
Average	25.6%	24.8%	24.4%	13.3%	11.8%

	Hispanics	Non-Hispanics	Difference
Average Ratings	74.8	68.9	5.9

the world which they believe to be “excellent,” “very good,” “good,” “neither good nor poor” and “poor.” The results (Figure 1) were not significantly different except that it appears Hispanics find more products that are excellent

and fewer that are very good, possibly again reflecting their propensity to praise and not criticize.

Using the averages from Table 2 as weights for the thermometer scale ratings we can compute the average

ratings given by Hispanics (74.8) and non-Hispanics (68.9), on the 0-100 thermometer scale and their average difference (Table 3). The average difference of 5.9 is statistically significant.

Moreover, since none of these ratings involves any particular product, this average of 5.9 is strictly a cultural one. It follows that, after adjusting the average Hispanic rating of Pepsi downward by the cultural component of 5.9, the Pepsi rating of 80.8 becomes 74.9, which is not statistically different from the non-Hispanic rating of 74.8. The conclusion is that Hispanics and non-Hispanics rate Pepsi the same.

Subgroup analysis – total sample

As shown in Table 4 and Table 5, the higher ratings of Hispanics over non-Hispanics pervades all demographic groups studied for all of the average ratings and all five of the rating scale labels except poor: male; female; 18-34; 35+; income under \$35,000; income \$35,000+; no college; and at least some college. For the more-educated group,



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no significant difference exists between the groups on the “neither good nor poor” scale point.

Subgroup analysis – Hispanic sample

Nevertheless, few significant differences surfaced between different Hispanic demographic groups for the average ratings or the individual rating scale labels (Table 6, Table 7). The exceptions are the following groups, which have higher average ratings: Spanish-language-dominant respondents rate products higher; consumers of Spanish media; people born in Mexico rate products higher than those born in the U.S.

Although the averages are not significantly different, there is statistical evidence that Hispanics in the following demographic groups also rate products higher: the 35+ age group rates products higher; those whose country of origin is not Mexico rate products higher; people born in Mexico

rate products higher than those born in other Latin American countries who, in turn, rate products higher than those born in the U.S.

To see this, consider the 18-34 versus the 35+ age group. For each of the five rating scale points, the 35+ age group has higher average ratings than the 18-34-year-old group. If these average

ratings were the same, the chance that all five average ratings from the 35+ age group would be higher is $(1/2)(1/2)(1/2)(1/2)(1/2)=3.1$ percent. This figure is less than the 5 percent threshold needed to prove statistical significance. Therefore, the 35+ age group rates products higher than their younger Hispanic counterparts.

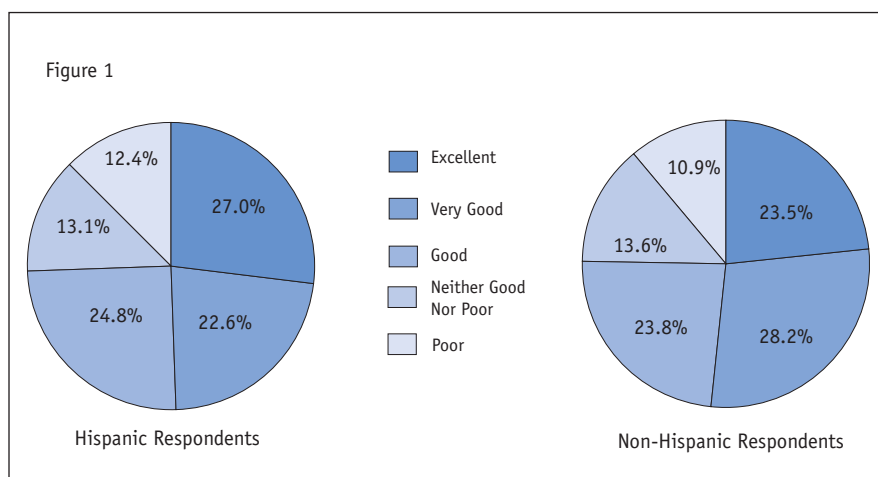


Table 4

Demographic Differences in the Total Sample

	Total	Total		Male		Female		18-34		35+	
		Hispanic	Non-Hispanic	Hispanic	Non-Hispanic	Hispanic	Non-Hispanic	Hispanic	Non-Hispanic	Hispanic	Non-Hispanic
Base	253	154	100	70	54	84	47	101	45	53	56
Excellent	96.6	98.5**	93.6	98.7**	92.7	98.3**	94.7	98.4**	92.8	98.8**	94.3
Very Good	82.9	86.6**	78.5	85.0**	78.4	86.2**	78.7	85.6**	77.3	85.8**	79.5
Good	70.3	73.1**	65.9	71.6**	65.5	74.4**	66.4	72.6**	64.7	74.2**	66.9
Neither Good Nor Poor	52.8	55.5**	48.7	54.7**	49.1	56.1**	48.3	54.6**	47.8	57.1**	49.4
Poor	25.6	26.0	25.1	25.9	26.8	26.1	23.1	25.2	22.7	27.5	26.9
Average	72.5	74.8**	68.9	74.2**	68.8	75.3**	69.1	74.4**	67.8	75.6**	69.9

Table 5

Demographic Differences in the Total Sample

	Total	No College		At Least Some College		Less Than \$35K		\$35K+	
		Hispanics	Non-Hispanics	Hispanics	Non-Hispanics	Hispanics	Non-Hispanics	Hispanics	Non-Hispanics
Base	253	105	36	49	63	87	45	65	54
Excellent	96.6	98.6**	93.4	98.3**	93.7	98.8**	92.8	98.1**	94.3
Very Good	82.9	85.4**	77.4	86.1**	79.2	85.1**	76.3	87.0**	80.4
Good	70.3	73.9**	63.6	71.4**	67.2	72.6**	63.2	74.6**	68.1
Neither Good Nor Poor	52.8	57.2**	46.1	51.7**	50.2	54.2**	43.7	57.8**	52.9
Poor	25.6	27.0	20.3	23.8	27.8	23.9	17.8	28.8	31.1
Average	72.5	75.3**	67.1	73.7**	70.0	74.1**	66.2	76.0**	71.4

Table 6

	Total	Gender		Age		At Least Some College		Income	
		Male	Female	18-34	35 +	No	Yes	<\$35K	\$35K +
Base	154	70	84	101	53	105	49	87	65
Excellent	98.5	98.7	98.3	98.4	98.8	98.6	98.3	98.8	98.1
Very Good	85.6	85.0	86.2	85.6	85.8	85.4	86.1	85.1	87.0
Good	73.1	71.6	74.4	72.6	74.2	73.9	71.4	72.6	74.6
Neither Good Nor Poor	55.5	54.7	56.1	54.6	57.1	57.2**	51.7	54.2	57.8
Poor	26.0	25.9	26.1	25.2	27.5	27.0	23.8	23.9	28.8
Average	74.8	74.2	65.3	74.4	75.6	75.3	73.7	74.1	76.0

Table 7

	Total	Spanish Language Dominant		Consume Spanish Media		Country of Origin		Country of Birth		
		Yes	No	None	Some	Mexico	Other	Mexico	Other	U.S.
Base	154	67	87	36	118	102	52	34	28	90
Excellent	98.5	99.0	98.1	97.8	98.7	98.4	98.7	99.4*U.S.	98.9	98.0
Very Good	85.6	87.7**	84.0	85.3	85.7	85.2	86.4	87.3	86.3	84.8
Good	73.1	74.5	72.0	70.4	74.0	73.1	73.2	75.7	73.0	72.2
Neither Good Nor Poor	55.5	59.3**	52.5	50.4	57.0**	54.5	57.3	61.8**U.S.	56.7	52.7
Poor	26.0	29.5	23.2	20.7	27.6*	24.0	29.9	28.9	27.0	24.6
Average	74.8	76.7**	73.3	72.6	75.4*	74.3	75.8	77.3**U.S.	75.3	73.7

Examining acculturation

It would seem logical that the more acculturated Hispanics are, the more like non-Hispanics their rating of products would be. However, the level of accul-

turation may be defined in many ways. We used a six-point index from 0 to 5. A respondent was given one point for each of the following conditions: speak English at least as much as Spanish

at home; education includes at least some college; income is at least \$35,000; consume no Spanish-language media; born in the U.S.

We then compared Hispanics with an acculturation index of 0 to 2 versus those with an index of 3 to 5. Again, although there was no significant difference in the overall average acculturation rating scores between these two groups, the average score for each of the five rating scale labels was higher for the 0-to-2 group than the 3-to-5 group. Indeed, as the acculturation index increases from 0 to 5, the average rating decreases as well from 77.1 to 72.3!

Clearly, unacculturated Hispanics rate products higher than those who are more integrated into the culture in the United States.

Mexican heritage

Does the Mexican population really rate products higher than Hispanics from other countries? The answer is no and yes. Country of origin, defined as the birthplace of the most recent



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Table 8

	Soft Drinks	Medicines	Cellular Providers
Hispanics Prefer	Fanta	Alka-Seltzer	MetroPCS
Non-Hispanics Prefer	7UP	Advil	Verizon
About Equal	Pepsi	Tylenol	AT&T

Table 9

	Actual		Adjusted	
	Hispanics	Non-Hispanics	Hispanics	Non-Hispanics
Fanta	80.0 **	57.6	74.1 **	57.6
7UP	73.0	73.7	67.1 **	73.7
Pepsi	80.8 **	74.8	74.9	74.8

Table 10

	Actual		Adjusted	
	Hispanics	Non-Hispanics	Hispanics	Non-Hispanics
Alka-Seltzer	73.4 **	65.5	67.5	65.5
Advil	80.1	80.1	74.2 *	80.1
Tylenol	85.7 *	80.6	79.8	80.6

Table 11

	Actual		Adjusted	
	Hispanics	Non-Hispanics	Hispanics	Non-Hispanics
MetroPCS	62.1	59.7	56.2	59.7
Verizon	65.4	68.1	59.5 **	68.1
AT&T	79.2	75.9	73.3	75.9

immigrant(s) in the family, is often considered a critical variable in marketing to different Hispanic groups in the U.S.

Yet, the data from this study indicates that those whose country of origin is Mexico actually rate products significantly lower than those whose country of origin is elsewhere in Latin America! The reason is because so many Hispanics, and therefore so many Mexican-Americans, were born in the U.S. and may have lost the inclination to “praise and not criticize.” Indeed, the highest ratings due to culture alone are from the Hispanics born in Mexico followed by those born elsewhere in Latin America followed by those born in the U.S.

Adjusting product ratings

We asked 100 Hispanics and 100 non-Hispanics to rate three brands in each of three categories – soft drinks, over-the-counter remedies and cellular providers – using the 0-to-100 point

thermometer scale. In each category we chose one brand which we believed Hispanics would rate higher, one which non-Hispanics would rate higher and one for which we thought the ratings would be about the same. Table 8 shows the brands we selected.

Soft drinks

Looking at the raw data, it appears Hispanics favor Pepsi and Fanta, and both Hispanics and non-Hispanics rate 7-Up the same. However, after the 5.9 adjustment is deducted from the average Hispanics’ ratings, Hispanics still favor Fanta (Table 9). Now, however non-Hispanics favor 7Up and both groups rate Pepsi the same!

OTC remedies

The raw data indicates that Hispanics and non-Hispanics rate Advil the same while Hispanics prefer Alka-Seltzer and Tylenol. After the adjustment, it is ap-

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Table 12

Product	Adjusted Hispanic Ratings	Non-Hispanic Ratings	Combined Ratings
Soft Drinks			
Fanta	74.1	57.6	60.1
7UP	67.1	73.7	72.7
Pepsi	74.9	74.8	74.8
OTC Remedies			
Alka-Seltzer	67.5	65.5	65.8
Advil	74.2	80.1	79.2
Tylenol	79.8	80.6	80.5
Cellular Providers			
MetroPCS	56.2	59.7	59.2
Verizon	59.5	68.1	66.8
AT&T	73.3	75.9	75.5

parent that non-Hispanics prefer Advil while both groups rate Tylenol the same as they do Alka-Seltzer (Table 10).

Cellular phone providers

Before adjusting the ratings, it seems Hispanics and non-Hispanics are at parity on all cellular phone providers. After the adjustment for Hispanics' ratings, it is apparent that both groups rate Metro PCS and AT&T about the same while non-Hispanics favor Verizon (Table 11). (We believe fewer changes were realized in the rating of these brands because lower awareness and familiarity with the particular brands led people to give middle-of-the-

road ratings or no ratings at all, reducing the effective sample size.)

Combining product ratings

Product ratings for any sample of non-Hispanics and Hispanics can be combined in a very straightforward manner. Assuming Hispanics currently represent 15 percent of the U.S. population, we would simply weight their adjusted ratings 15 percent along with the non-Hispanics at 85 percent. This is illustrated in Table 12.

Using other numeric scales

The thermometer scale has a range of 0-to-100 = 100 points. Using this scale,

Table 13

Scale	Range	Hispanic rate Adjustment
0-100	100	5.90
0-10	10	0.59
1-10	9	0.53
1-7	6	0.35
1-6	5	0.30
1-5	4	0.24

Hispanics rate products an average of 5.9 points higher than non-Hispanics. It stands to reason on a 0-to-10-point scale Hispanics would rate product 0.59 points higher. Similarly, on a 1-to-10-point scale with a nine-point range, they would rate products $0.9 * 0.59 = 0.53$ points higher. Table 13 shows how much higher Hispanics should rate products for strictly cultural reasons, depending on the scale used. Of course, ratings may also be affected depending on whether the scale has an odd number of points or an even number of points.

Remove the cultural bias

Hispanics are known to rate products and services higher than non-Hispanics due to their cultural backgrounds. Until now, no one has been able to remove the cultural bias from the difference in ratings. We have demonstrated a method which shows that, on average, Hispanics rate products 5.9 higher than non-Hispanics on a 0-to-100-point scale based on culture alone.

The sample used was not nationwide nor was it weighted to reflect the proper distribution of demographic groups throughout the U.S. In addition, we believe this adjustment factor may actually vary from category to category based on other factors. Therefore, we do not recommend automatically using the 5.9 as the final inflation factor in Hispanic ratings.

Nevertheless, by using this overall approach, marketers will now be able to combine Hispanic and non-Hispanic survey research data more accurately to determine how the groups really compare and, perhaps more importantly, how to develop better marketing campaigns directed at either target separately or with both groups combined. **11**

Jeffrey N. Savitz is president of Dallas-based Savitz Research Solutions. He can be reached at jsavitz@savitzresearch.com.



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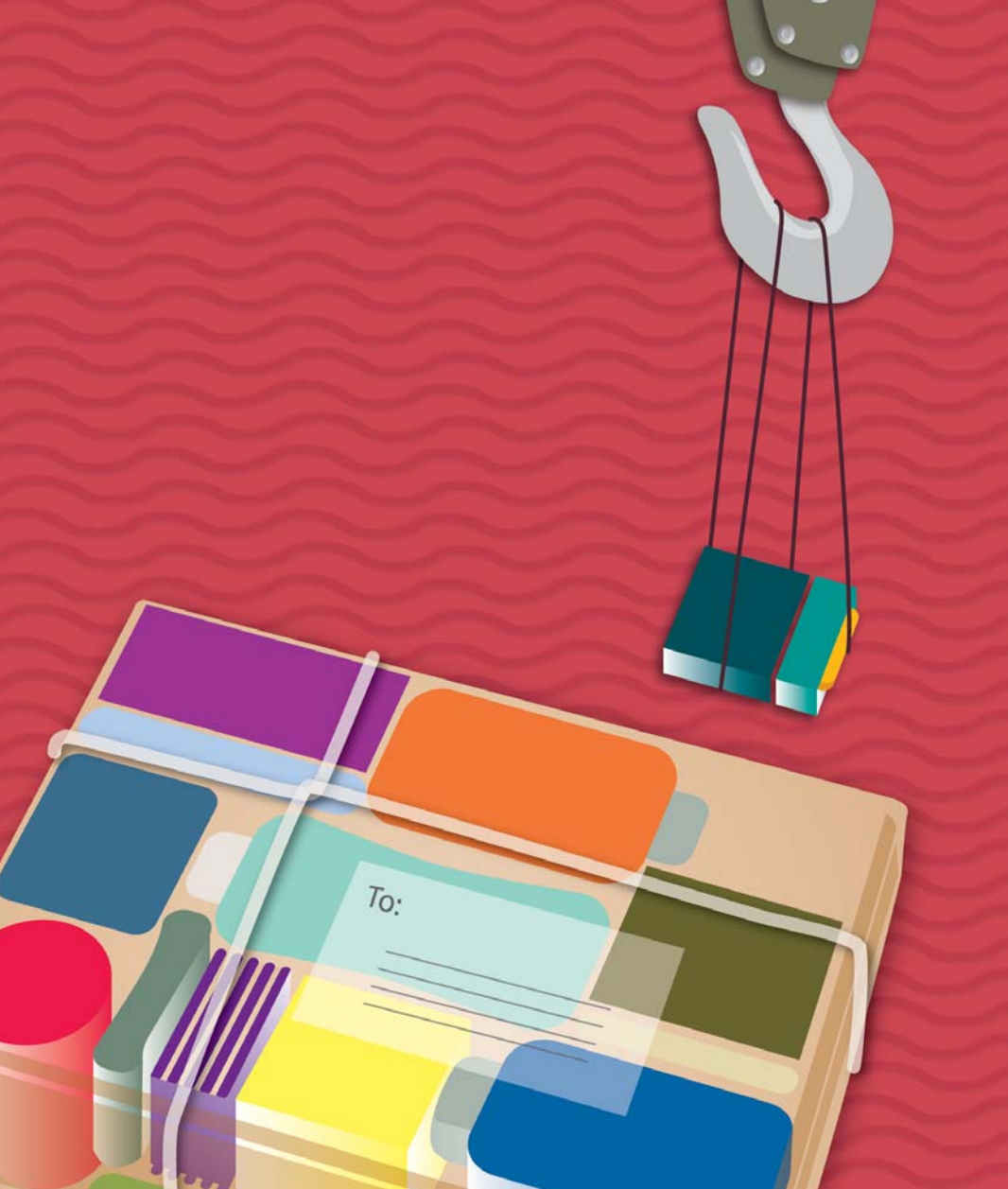
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snapshot

In an era when the e-mail in-box is seemingly king, the USPS used qualitative research to help bring some excitement back to postal mail with a new product sampling program.

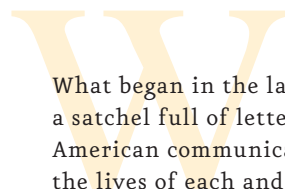


••• qualitative research

Raising the value of the mailbox

How research helped develop the USPS's Sample Showcase program

| By Emily Goon



What began in the late-1700s with a man, a horse and a satchel full of letters has evolved into a mainstay of American communication and something that touches the lives of each and every individual. However, the enthusiasm and necessity surrounding the United States Postal Service (USPS) that persisted for over two centuries has been threatened by the dawn of the digital age. The thrill that once came from opening the mailbox every day to find thank-you notes, invitations, coupons and (perhaps less-thrilling) bills is becoming increasingly replaced with – or, at the very least, supplemented by – clicking on one's in-box to find e-mails, Evites, Groupons and online bill-pay statements.

Amid rising postage and shipping rates, American consumers have embraced free online alternatives to traditional mail. This decade-long decline in the use of mail has forced the USPS to develop ways to enhance the value of the mailbox. The USPS may not be able to compete with the no-cost immediacy of e-mail but it does have capabilities that



digital formats cannot offer: delivering mail items that have a physical presence. More specifically, samples.

A special treat

Samples are often unsolicited and consumers love them. The USPS learned through its own research that samples were a surefire way to improve the consumer experience. “We always had the recognition that samples were important for consumers – that samples being delivered into the mailbox to the consumers lifted the total value of mail,” says Greg Whiteman, manager of market research, USPS.

Armed with this knowledge, the USPS knew that it needed to focus on excelling at what only it can do. After all, you can’t send a tube of toothpaste as an e-mail attachment. Historically, sample delivery via the Postal Service has been a key distribution channel for consumer packaged goods (CPG) companies and retailers, with the USPS controlling 10-15 percent of the total share of samples distributed, compared to alternate channels of delivery, such as in-store handouts or along with a local newspaper, Whiteman says.

Over time, however, CPG companies and manufacturers wanting to distribute samples have had to battle the same problems as consumers: increasing costs of postage and freight. “The overall value proposition that we were providing consumer packaged goods manufacturers began to erode, especially as we began to adjust our pricing to reflect the cost of sample distribution. We went through a series of adjustments in the way we priced all our products and one of the consequences was that the price for samples went up significantly,” says Whiteman.

Having lost a chunk of its sampling business due to the high cost of distribution, the USPS’s mission was to try to find ways to improve – or reinvent – its sample-delivery offering to CPG manufacturers in hopes of putting more samples in more mailboxes.

Lighten the financial burden

One of the major financial limitations of the existing sample process was that samples had to be delivered individually. This meant that one company would be responsible for absorbing the entire cost of delivering, say, one small box of Cheerios to X number of households. To lighten the financial burden, the USPS began exploring the possibility of bundling samples together, allowing manufacturers to share costs. From a monetary standpoint the idea made sense but the USPS predicted that its benefits would go beyond balance sheets and invoices.

By combining six-to-12 different samples in one package, the USPS hoped that the whole would be greater than

the sum of its parts. The USPS’s strategy was to offer a great value to samplers by bringing down the cost per unit for the manufacturers and also by providing an opportunity for manufacturers to take advantage of the brand value of the other companies in the box, says Whiteman.

Exploring new concepts

To understand how to use samples more effectively, the USPS turned to a powerful tool in its arsenal: qualitative research. “As a company, we are firm believers in the value of qualitative research when you’re exploring new concepts and when you want to test changes and really want to understand how this is going to affect the customers,” says Whiteman.

The USPS sent out requests for proposals to its six go-to research companies and Great Lakes Marketing (GLM), Toledo, Ohio, was selected. The research project included six focus groups in three cities across the U.S.: two in Bethesda, Md.; two in Nashville, Tenn.; and two in Seattle, all moderated by Lori Dixon, principal at GLM. Because the USPS is so far-reaching, it selects markets in different regions across the country because, although qualitative research is not designed to provide representative data, it does believe there is a benefit to geographical separation.

The purpose of the focus groups was twofold. First, the USPS needed to confirm that consumers would perceive the basic concept of creating a co-op sample box as something of value. The USPS needed to be able to demonstrate, through credible research, that the new offering would provide sample distributors with a unique benefit in the marketplace. Second, the USPS wanted to address certain aspects of the product itself (e.g., product design, packaging design, etc.).

Focus groups were conducted before any sampling initiative was implemented. “I always credit the post office because they don’t make assumptions ahead of time. They really start at the baseline: Are we solving a consumer need? The Postal Service looked at the project as a very empty slate of how this concept fits into how people get their mail, how they shop and how they get an opinion of products,” says Dixon.

Managing the mail

Approximately 10-12 respondents who self-identified as the CEO of mail and primary shopper in the household were recruited for each group. “CEO of mail” is a USPS-born moniker for the adult in the household who is responsible for managing the mail. “In 95 percent of the homes – if there are two or more adults in the home – one person has assumed responsibility for managing the mail,” says Whiteman.

Through its own research the USPS has found that there are fundamental, consistent behaviors shared among all Americans and similarities in how we interact with the mail. These include:

- The CEO of mail retrieves the mail every day and brings the mail into the home. Mail is typically not left in the mailbox.
- The CEO of mail will sort the mail. The three major categories are financial transactions, customer communications and advertising mail.
- The CEO of mail will make a value judgment for each piece: Do I keep the mail or do I discard it? What's the purpose of this mail piece? The CEO of mail can tell through a variety of cues what type of content is inside the envelope.
- The mail will be placed in piles: financial transaction mail and customer communications are usually kept in the home office, where the computer is, and advertising mail is usually kept in the kitchen.
- The mail is sorted and stored each day but not always opened. The mail is opened a few times a week when triggers bring the CEO back to the various piles. Triggers can be bills coming due or a weekly shopping trip to the grocery store.

"Eighty percent of the time the person who gets the mail is the person who uses the mail to do the basic jobs in the home. That person is also the same person who manages the shopping for the family. This would be the person who would take full advantage of samples as part of the shopping requirements for the family. This is the reason why we always screen for the CEO of mail," says Whiteman.

Three different issues

Once the focus groups were underway, three different issues surrounding sampling were addressed. First, do consumers like receiving product samples?

Second, do samples influence consumers to buy products? How, if at all, do samples cause changes in consumer behavior?

And third, how do consumers prefer to receive samples? "Do you want samples to come as a mix of everything or should there be a theme?"



We even went a step further to find out, would you, as a consumer, opt in to getting samples and share a little information about yourself so that you don't end up getting a sample for a baby when you don't have a baby at home or for a dog when you don't have pets?" says Dixon.

Branding and packaging options

The focus groups also spent a large amount of time discussing in depth the branding and packaging options for the proposed sampling program. There were six different names that the USPS wanted to test for the sampling program, including the Try-Me Kit, Goodie Box and Sample Showcase. While cost-savings and shipping guidelines dictated the shape and size of the box that would be delivered, the design on the box (logos, graphics and color schemes, etc.) was yet to be determined.

The USPS produced several different prototypes of what the box would look like in various naming and visual combinations to give respondents tangible examples. Whiteman says one of the main obstacles in conducting the six focus groups was prototype preservation and production. The boxes needed to be designed and assembled before each group and in excellent condition.

Along with design-related questions, a host of other variables needed clarification, so several USPS internal

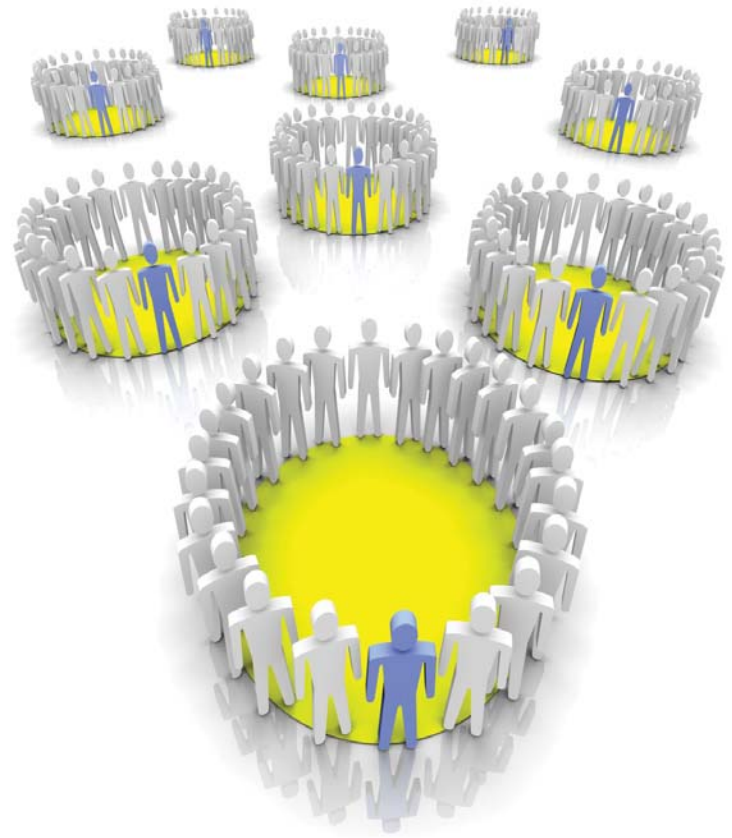
clients (i.e., the design team, brand manager, sales representatives, etc.) also attended each focus group. "You can't get the full, in-depth sense if you just read a transcript or listen to tapes. Being there, being part of the context and seeing how things play out is really critical," says Whiteman.

The unanimous favorite

Much to the delight of the Postal Service, the findings of the focus groups were conclusive both in terms of choosing a clear winner and in sampling behavior. The name Sample Showcase was the unanimous favorite, with respondents liking that the word "sample" made it clear what the box contained. Respondents in all three cities also agreed that they liked a design that was simple but colorful.

However, design preference wasn't the only thing that was comparable from East Coast to West: A love of samples unites us all. This alone may not have come as a surprise to the USPS but the research revealed that consumers share the love. "This is where all the new insights came for us. Samples are very seldom thrown away. Consumers either use the samples themselves – immediately or they store them – or, and this was surprising, if they don't use samples they'll give them to other people," says Whiteman.

This pass-along behavior gives sample distributors confidence, know-



●●● qualitative research

Formulating insights

Qualitative sample size and issue discovery power

| By David Burns

snapshot

The author presents formulas for selecting appropriate sample sizes for uncovering facts and insights using qualitative research.

Have you encountered “gotcha” questions such as, “How can this research mean anything if it’s not statistically significant?” and “How can you conclude anything with so few participants?” Qualitative research has an image among some clients and others as soft, subjective and unscientific. This image is true only to the extent that we as qualitative researchers neglect the scientific underpinnings of our profession.

In this article I will show the statistical basis for qualitative sample selection in issue discovery research. I hope this article will encourage other researchers to give more attention to the scientific foundations of qualitative research.

Did not anticipate

Qualitative research is unequalled in its ability to uncover facts that we or our clients did not anticipate. I am calling these facts issues and the process of uncovering them issue discovery.

An issue could be that a product is too thick or heavy, that a Web interface makes it

hard to discover an important feature, that an advertising message has unwanted sexual connotations or that a company is perceived as arrogant. Issues do not have to be negative: Qualitative research can uncover positive attributes, perceptions and associations that marketers weren’t aware of.

We can use mathematical formulas to help select appropriate sample sizes for issue discovery. These formulas can also determine the effectiveness of the sample used for a particular project. Usability researchers developed these formulas but they are applicable to a wide array of qualitative research where issue discovery is an important goal. The formulas are simple and easy to implement in a spreadsheet.

The variables

In a qualitative project, three key facts are connected to issue discovery. These facts form the variables of our equations. They are:

1. How common must an issue be to be of concern? This is the incidence of the is-



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sue. I'll call this variable i .

- How powerful do we want our study to be in finding those issues? This is the percent of issues with incidence i we want to discover. I'll call this variable p .
- How many respondents will participate in our study? This is n . In some cases, we already know what n is and want to know how much issue discovery power our study will have. In other cases, we know how powerful we want our study to be and we select n to satisfy our criteria.

Let's look at i and p in detail.

The incidence of an issue, i , determines how interested we are in it. If an issue only affects i percent of the study population, we may not need to know about it or it may be impractical to discover it in a qualitative project. If half or more are affected, we definitely need to know and it will be easy to discover. For the purposes of most qualitative projects, issues affecting 10 to 20 percent of the population are certainly important enough that we should try to discover most of them.

The power of a study, p , is determined by the number of participants and the incidence of the issues we wish to discover. Power is also affected by the knowledge, skill and effort of the researcher, but we can consider that a constant.

Power can be thought of in two ways. Formally, it is the probability that we will discover an issue of incidence i in a study of size n . In general qualitative research,

where there may be many issues to discover, it may be more useful to think of p as the percent of issues of incidence i that we can expect to discover. That does not mean we will discover exactly p percent of issues with incidence i , any more than our expectation that half of our coin tosses will be heads means that five of any 10 tosses will come up heads.

For issues more common than i , we can expect to discover a higher percentage than p . For issues that are less common, we expect to discover a lower percent.

The formulas

The formula for finding the power of a study, given the incidence and cardinality, is:

$$p = 1 - (1-i)^n$$

(Formula 1)

This formula is best known from its presentation by Jakob Nielsen and Thomas Landauer in 1983¹.

Let's look at an example. If a small qualitative project has 10 participants and we are interested in issues affecting 25 percent or more of them, what proportion of those issues are we likely to discover?

Plugging in 10 for n and .25 for i , we get:

$$p = 1 - (1 - .25)^n$$

$$\text{or } p = 1 - (.75)^n = 94\%$$

Since p is 94 percent, a sample size of 10 means we can expect to capture over nine in 10 of all issues that affect 25 percent or more of our study population.

This is interesting, but often what

we really want to do is find a sample size that will give us the resolving power we need in discovering issues. That is, given our choice of i and p , what should n be? I have derived the following formula from an example shown by Jeff Sauro²:

$$n = \log(-(p-1)) / \log(1-i)$$

(Formula 2)

Let's look at an example. Suppose we want at least a nine-in-10 chance of capturing issues that affect as few as 10 percent of our study population. How many people do we need to recruit?

Nine in 10 is 90 percent; that's our p . The incidence of concern is 10 percent; that is i . So:

$$n = \log(-(.9 - 1)) / \log(1-.1)$$

$$\text{or } n = \log(.1)/\log(.9)$$

$$\text{or } n = 21.85$$

We can't recruit .85 of a person, so n has to be 22.

More about i

I described the incidence, i , as the percent of the population affected by an issue. In reality, i can only describe the percent of the population who will expose the issue to us in our study. People affected by an issue might fail to expose it in the course of a study for a number of reasons: embarrassment; lack of time; they don't think it's important; the moderator's promptings never brought it up, etc. Conversely, a respondent might expose an issue that she herself is not affected by but thinks someone else might be. For example, a right-handed person might point out defects in a product design that would only affect left-handed people. Thus i should really be thought of as

$$i - p(\text{miss}) + p(\text{unaffected})$$

where $p(\text{miss})$ is the probability we will miss the opportunity to discover an issue from an affected individual, and $p(\text{unaffected})$ is the probability that we will discover it from an unaffected individual.

This is where knowledge, skill and experience come into play. The design and execution of a study profoundly influence the likelihood of missing an issue or discovering it from unaffected participants.

Example 1

Let's look at a small qualitative project of 15 in-depth interviews. How much issue-discovery power does this study have?

Using our first formula with 15 for n



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Table 1

Incidence of issue (<i>i</i>)	Percent of issues discovered (<i>p</i>)
25%	$1-(1-.25)^{15} = 99\%$
15%	$1-(1-.15)^{15} = 91\%$
10%	$1-(1-.10)^{15} = 79\%$
5%	$1-(1-.05)^{15} = 54\%$
1%	$1-(1-.01)^{15} = 14\%$

Table 2

Level of confidence for incidence of 25%	<i>n</i>
85%	$\log(-.85-1)/\log(1-.25) = 7$
90%	$\log(-.90-1)/\log(1-.25) = 8$
95%	$\log(-.95-1)/\log(1-.25) = 11$
99%	$\log(-.99-1)/\log(1-.25) = 16$

and plugging in different values for *i*, I generated Table 1.

Our study has a better than 90 percent chance of detecting any issue affecting 15 percent or more of the study population. It has nearly a four-in-five chance of finding an issue affecting as few as 10 percent. For less-common issues we will need a larger sample size: Our chance of finding any particular issue affecting 1 percent of the population is only 14 percent.

Example 2

Suppose we are working on a project with multiple segments and we want to ensure that at least three-quarters of people in each segment will have no issues with our messaging. How many people should we recruit in each segment?

Using our second formula with *i* at 25 percent, we can see how many people we need to recruit at each level of confidence we might wish to achieve (Table 2).

There seems to be a sweet spot at 11

recruits with 95 percent confidence, but if the budget allows, we might be tempted to go to 16 recruits and 99 percent confidence.

Make us more confident

Qualitative research consultants may not frequently need to use these formulas. As the examples show, many qualitative projects have ample issue discovery power, assuming appropriate segmentation. But knowing the scientific basis for qualitative sample size selection gives us a framework for thinking and talking about the qualitative sample sizes we choose or recommend. This can help make us and our clients more confident in the qualitative research we conduct. ¹

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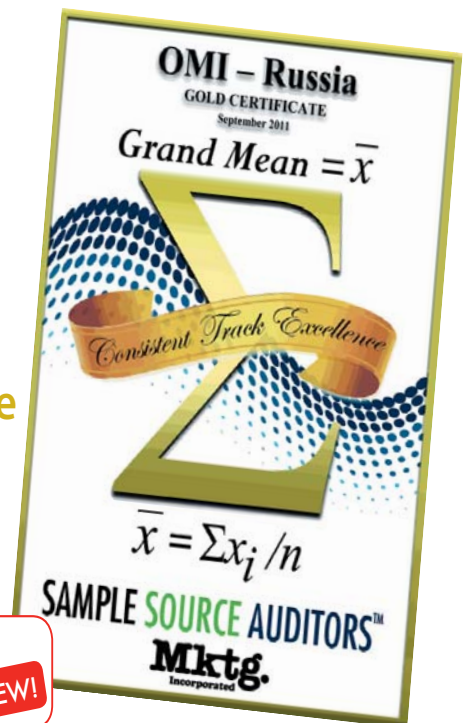
David Burns is principal of San Francisco-based Seal Rock Research. He can be reached at 415-666-3060 or at dburns@sealrock.com.



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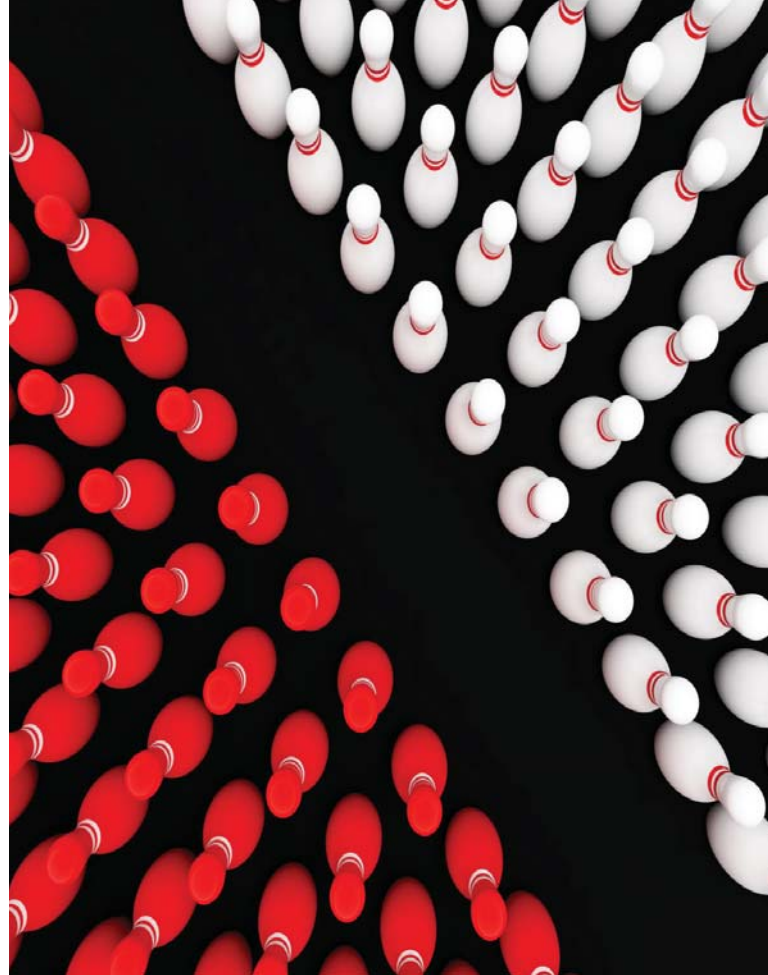
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●●● qualitative research

Learning from the enemy

Qualitative technique pits opposing groups to create insights

| By Kieron Mathews



snapshot

In the Rotated Opposed View method, a product or service's users and non-users watch, listen and learn from each other to help observers develop more effective marketing strategies.

The essential question asked of the global marketing community is, "How can we get more people to buy our product/use our service?" The methodology presented in this article addresses a more direct extension of this question: "How can we convince consumers that our product is a value for money in a market dominated by less-expensive alternatives?"

The Rotated Opposed View (ROV) methodology was developed at Kadence International in response to a specific brief and research objective. Being a methodology-neutral agency, Kadence was able to devise a new methodology tailored specifically to the client's requirements. The client, which had a high-priced product in a price-competitive market, needed to develop an effective value-for-the-money proposition. More traditional research methods such as focus groups and surveys simply delivered the same news: a substantial price reduction would increase sales. These research methods were evidently not delving deep enough to fulfill the brief. They failed to generate a marketable value proposition for the product.

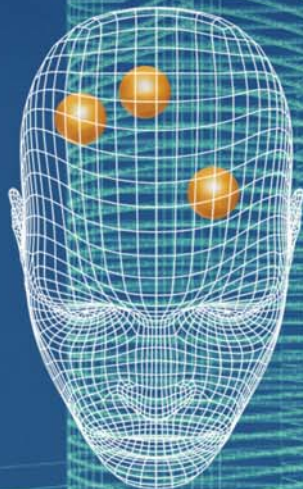
ROV methodology is a qualitative research approach that involves respondent participation both in front of and behind the glass and concludes with a group creative session of buyers and non-buyers, believers and non-believers. The process enables each group to view how the other party responds to questions, before bringing the two groups together to monitor their interaction. This approach enables each group to react to the viewpoints of the other, to find the areas of lasting difference but most importantly, to find common ground.

Suitable for a range of scenarios, ROV methodology can help develop marketing strategies and provide insight for marketing managers in possession of a quality, premium product, one that requires a powerful, unique selling point to be embraced by a wider group if market penetration is to grow.



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Reveal and diagnose

ROV methodology seeks to use a two-hour session to reveal and diagnose differing viewpoints and find the criteria on which to build a bridge between them. Candidates comprise two groups: high- and low-intensity users of the product with the same socioeconomic profile. Both the usage frequency and perception of the product are intentionally polarized to ensure that the participants have opposing viewpoints.

The session begins with the low-intensity users outlining their reasons for not using the product, why they do not identify with the brand and highlighting any competitor products which are preferred.

Meanwhile, the high-intensity users watch and listen from behind mirrored glass in the viewing room along with their own moderator. With some targeted probing from the moderator, the session “viewers” are then invited to express their opposing opinions on paper, ready for the next session.

After 45 minutes, the roles are reversed and the high-intensity users become the “viewed” and the session repeats as before. In this second session however, the high-intensity users discuss their affinity for the brand, their reasons for purchase and why they select this particular product over the others available. They also openly discuss areas where they agree and disagree with the low-intensity users.

At the end of the split-sessions, the two user groups are brought together and the differences between their usage of the product and attitudes are explored to find commonalities. In a “pitch and object” session, the high-intensity users pitch the product to the low-intensity users, who then explain their

objections before the group collectively identifies common ground. This process continues until some consensus is found.

The outcome is the generation of unique insights into the mind, attitudes and reasoning of the consumers and also proves a valuable experience for the participants. Both the separate and collective components of the session can deliver invaluable information for the development of marketing strategies.

Inverts this paradigm

In the traditional marketing paradigm the marketers tell the consumers why they should buy a product. ROV methodology inverts this paradigm and asks the consumer to tell the marketers why they buy and, more interestingly, why others should buy a particular product. This does require the product to be already present in the market but is ideal for identifying new value propositions in mature, price-sensitive markets. A post-product launch technique such as this allows marketers to tap into the brand loyalty that already exists and utilize the feedback for future campaigns.

The process of pitch-and-object assists in the development of marketing campaigns by drawing on the passion of high-intensity users to convince low-intensity users of the merits of the product. This element of debate identifies product unique selling points (USPs), benefits and value propositions and allows these to be developed and tested in one sitting.

Bringing consumers of differing opinion together in this manner can provide fresh insight into how marketers will be able to change the mind-set of low-intensity users, maintain the mind-set of the high-intensity users and eventually alter the perception of the product.

Breeds confidence

There are three key benefits of ROV methodology, the first being good-quality, free-flowing and honest participant engagement, which provides the greatest possibility of generating valuable insight for the client. The environment created

breeds confidence and allows the separate groups, on either side of the glass, to become comfortable in their surroundings and within their groups in a controlled, engineered environment. The opportunity for participants to get behind the glass is not something traditionally associated with market research. As a result participants see more perspectives and feel a greater ownership.

The second notable benefit of using ROV methodology is the efficiency of insight generation. Establishing two polar viewpoints enables the discussion to be focused extremely quickly. Traditional approaches to a scenario such as this are likely to move beyond the same cost issue heard by so many marketing managers, so many times. This method utilizes the cost barrier to its advantage by using it as a stepping stone into a value assessment. In the context of the high- and low-intensity users, lengthy focus on cost as an issue is largely irrelevant as one half of the participants no longer see it as an issue. Additionally, as the participants are selected from the same socioeconomic profile, the only difference between them is that some buy and some don't. The time can therefore be spent to greater effect, not on describing this hurdle but on how it can be overcome. High-intensity users are able to articulate their views on the price of the product and in turn, justify its expense to the low-intensity users, providing the client with their value-for-money argument.

Third and finally, the pitch-and-object component of this session is very useful in shaping later marketing strategies. This method of to-ing (pitching and repitching on the part of the high-intensity users) and fro-ing (objecting and objecting again from the low-intensity users) acts as a form of strategy distillation because the resulting marketing strategy has already been put through its paces.

Further to these three key benefits, there are other points worth noting:

- The methodology brings the voice of the consumer to the heart of marketing strategy decisions. The

Establishing two polar viewpoints enables the discussion to be focused extremely quickly.

pitch-and-object sessions refine and develop the various pros, cons and perceptions associated with a product, allowing the voice of the consumer to be taken forward and developed into marketing strategies.

- Creative and innovative research techniques such as this help to alter the perception of research in the minds of the public and increase engagement with future research projects.
- The enjoyable research experience affirms the high-intensity user's faith in the product, softens the low-intensity user's opinion and presents a positive profile of the company undertaking the research – and research as a whole.
- The strategic value of the output from this method benefits for the wider research community. Immediately-actionable insights strengthen the position of research in the marketing strategy process and affirm its value in the marketplace.
- It is also very fast. The entire process is completed in one sitting. You can deliver in-depth, actionable insights and save time and money.

ROV methodology addresses the long-standing problem of the psychological cost barrier. The sessions allow advocates and critics to take in, analyze and discuss opposing viewpoints in an inspiring and engaged way, rather than simply responding to questions centered around their individual beliefs.

See past the veneer


In a nutshell, this methodology adheres to the old adage, "Know your enemy." It is important to understand the views of those who do not like your product in addition to the views of those who do. Juxtaposing them in this way allows us to see past the veneer of like-and-dislike and value-for-the-money and advocate-and-critic and see the root causes of each position and how we might be able to alter perceptions and, ultimately, sell more products.

The relative simplicity of the methodology is essential to its success. Those outside and within the discussion are able to easily

perceive and dissect the process and structure of the sessions. This transparency evokes a certain level of trust in the researchers, which serves to enhance commitment and involvement in the project.

Further to this, ROV helps to define the product target audience through the contrast of opposing viewpoints. Through close assessment of the people involved, it is possible to single out the persona of a high-intensity user, helping to aid the

creation of the marketing strategy.

By placing such conflicting opinions in close confinement, a greater strength and depth of opinion is explored than would have been evident by assessing the two groups separately. This delivers the basis for a marketing strategy that will survive the most thorough of examinations. 

Kieron Mathews is joint CEO of Kadence International USA, a Framingham, Mass., research firm. He can be reached at kmathews@kadence.com.



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Listen and learn – and sell

How gathering customer purchase stories can spark innovation

| By Gerald Berstell



snapshot

The author explores the value of asking consumers about their purchase processes and cites examples of how doing so led to product and service breakthroughs.

Market research plays a key role in the innovation process – screening, validating and taking appealing ideas to the next step. But it seldom plays a role in the first step – conceiving the ideas that start the process rolling. Innovation sparks are far more likely to fly from laboratory research than from market research. How can market researchers create the engine as well as steer it?

Among researchers spearheading innovation are ethnographers observing real people performing real tasks in real-world contexts. Their work uncovers unexpected behaviors that lead to solutions in places where no one had seen problems. For instance, observation often discovers unexpected adaptations people subconsciously employ to overcome problems they haven't put into words. When such observations are shared with professional designers, product breakthroughs often result.

There's another reality-based method that inspires innovation by discovering surprising behaviors: purchase story research. Capturing the stories behind customer decisions to spend real money on real products, purchase story research explores the circumstances, actions, experiences and thoughts that lead to a purchase. Cross-functional teams review the stories and brainstorm ways to respond to the unexpected elements they bring to light.

This systematic search for surprises starts with a question like, "What was going on in your life that led you to buy this Webcam on June 8th?" Rather than focusing customers on the product, this ques-



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tion empowers them to talk about their lives and the situations that generate the call-to-purchase. The more concrete details the researcher captures, the more the stories will immerse the reader in the customer's life and challenges. For instance, a more vivid picture of the customer's situation is often achieved through follow-up questions such as, "Why did you buy it specifically on June 8th, and not May 8th?" or "If you've purchased a Webcam before, how does the story of your earlier purchase differ from this one?"

Once researchers capture the events that triggered the purchase process, they work with the customer to chronologically track the steps, experiences, thought processes and hurdles along the way to completing it. Of course, many stories will stray into unforeseen territory. This can produce gold but can also be distracting. The researcher must weave the customer's divergent threads into a coherent narrative of the purchase process.

Needs a structure

Why does this approach discover innovation-sparking behavior surprises? Research work always needs a structure. For instance, surveys and focus groups are structured around predetermined topics such

as product features, advertising themes, competitor comparisons and user demographics. But it's hard for topic-based research to push outside the box of the topics on which it's built. Surprises tend to lie in the aspects of human behavior that got left out of the survey. If it's already inside the box, it's not likely to lead to innovation.

In contrast, storytelling research has a clear, mostly chronological structure that isn't constrained by predefined topics. As customers relate their stories, they help researchers find what they didn't know they should look for. Typical discoveries include:

Hidden decision makers.

Discovering them can lead to new products and/or a newly discovered audience to target. The people who can best inspire new thinking may be those who weren't invited to join the focus group or complete the survey. But they often pop up in customer stories.

Unexpected obstacles. When do stories hit snags? What difficulties and frustrations do customers encounter en route to solutions? Once managers realize what inhibits customers from taking the plunge, they can remove barriers through pricing, promotion and distribution channel innovations. Overly-complicated purchase paths can be simplified.

Unintended product uses.

Peter Drucker once wrote, "The customer rarely buys what the business thinks it sells him." Customer stories frequently find people using products for purposes and situations for which they weren't designed. This signals a gap in the market just waiting to be filled – either through a new product tailored specifically to the application or through new positioning for the existing product. Perhaps it's also a call for pricing or distribution channels that better fit the newly-discovered application.

Surprising costs. Purchase stories often show the unexpected costs incurred by people facing new situations. Try probing with, "When and how did you decide the price for this product was acceptable?" It can put the spotlight on previously unknown ways your product cuts costs and creates value.

When organizations pursue innovation, many think in product terms only. But product is only one of the 4-P mix of marketing strategies used to connect with customers. Breakthrough efforts also revolutionize pricing, placement (distribution channel) and promotion strategies. Customer purchase stories unearth difficult situations and frustrations previously unknown to marketers. When marketers finally hear them, they often quickly respond, "We need to offer this product closer to the settings in these stories," or "We can get rid of this awkward step" – bringing about not only product innovations but also breakthroughs in pricing, placement and promotion. The innovation engine is far more powerful when it's running on four cylinders instead of just one. Here are examples of 4-P innovations prompted by customer purchase stories.

Product

A fine-jewelry retail chain sought to overcome an industry downturn through innovation. First it held eight focus groups in two markets, inviting women of prime jewelry-buying ages to discuss topics that included: preferences for different gems, materials and styles; comparisons between the chain and its com-



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petitors; and reactions to store designs and salespeople. Disappointed by the lack of “Eureka!” moments in the 16 hours of groups, the chain then collected 100 purchase stories in two stores over two weekends.

The first surprise to management was that 70 percent of the stories were told by men, a demographic ignored when planning the focus groups. When they were asked, “What was going on in your life that led you to come here today?” one key element kept surfacing in their stories: the need to not only buy a jewelry gift but to present it as a romantic surprise. The romantic surprise was as important a part of what they needed as the jewelry itself but jewelry stores were doing little to meet this need.

The men described their struggles to find a container for the purchase that would help accomplish their goal. They also battled to find the right setting for making the presentation. And they sweated profusely to find the right words to accompany it. In other words, the stores provided only one component of the four-piece product that was needed.

While men had never thought to directly ask jewelers for the other components, the struggles in their stories shouted out an innovation opportunity: changing the company’s product definition from “fine jewelry” to “surprise, romantic presentations of the right jewelry in the right package, in the right setting and with the right words” and repositioning store associates as resources to help men assemble all four components of the complete product.

Men weren’t asking jewelry stores for this kind of help, not because they didn’t need it, but because stores never signaled an ability to provide it. But two weekends of customer story-collecting not only uncovered the need but also gathered jewelry presentation ideas that the chain later used to deliver the full package.

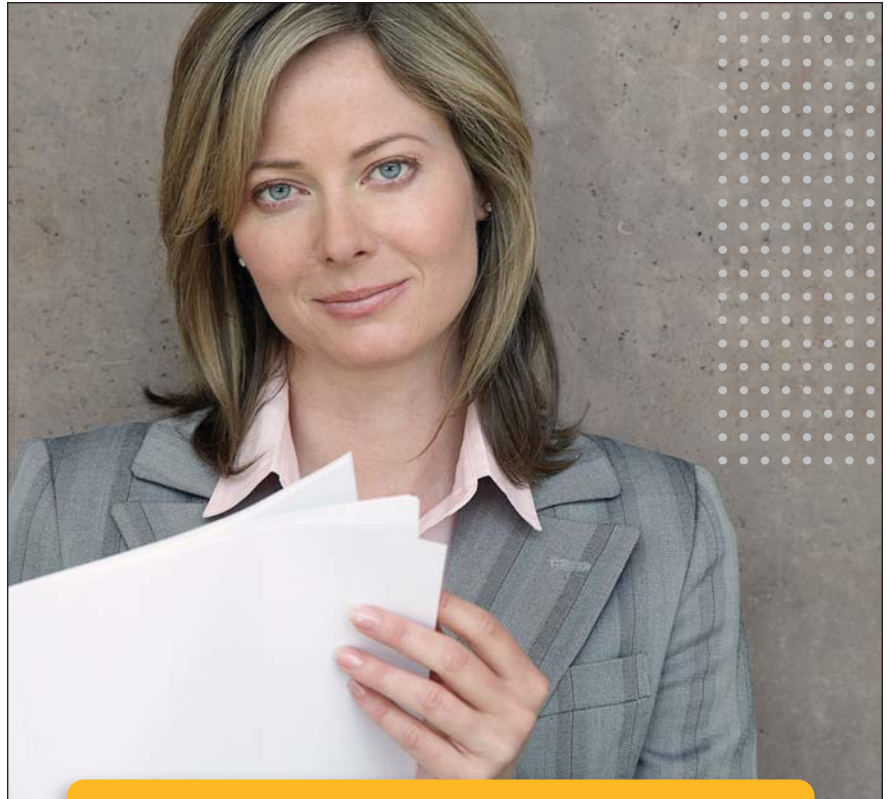
Price

A \$30 million company was among the first to market multimedia tech-

nology systems for corporate training. A starter installation comprised a \$40,000 annual lease for educational programs plus a one-time \$3,000 expenditure for computer accessories to run them. The company felt this product represented the greatest innovation in the history of corporate training. But after nine months on the market, it sold only six installations. Market feedback led only to tweaking the range of subjects offered.

Desperate, management decided to see if clues to success could be found by gathering the complete stories behind those six installations; perhaps stories could show unknown common characteristics that could be used to identify better prospects.

All six stories contained a common snag: Training managers normally spend millions each year to bring live instructors on-site and they can spend \$40,000 on programs without further approval.



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But the \$3,000 hardware purchase forced them to face their companies' capital expenditure procedures. The training managers showed the researcher stacks of intimidating forms, manuals and organization charts documenting these procedures. They described their tension in presenting the new technology to their finance executives. In a previous survey, training managers never cited these procedures as barriers to purchase; they simply accepted them as the unalterable way their companies worked.

When the company's sales and marketing management heard these stories, they immediately removed this purchase obstacle by raising the educational program lease price to \$45,000 and including the hardware "for free" – like the classic consumer marketing "razor and razor blade" pricing strategy. Within three months, the number of installations multiplied twelvefold. Three years later, this \$30 million company had tripled in size with a \$60 million new product. Its share price increased eightfold.

Placement (distribution channels)

A producer of office furniture was highly successful in selling to large, established companies but less so with the kinds of fast-growing start-ups that become tomorrow's major customers. It felt the key to breaking into this market would be new products that reflected the differences in the ways people work in start-ups versus large corporations. Management didn't really know what those differences were.

To find them, it had an ethnographic research firm videotape and compare the ways people worked in Silicon Valley start-ups versus Fortune 500 giants. Weeks of analyzing the tapes didn't show any clear differences in how people worked or used furniture, though the start-up videos did show more casual clothing and an occasional dog – little that could be translated into innovative new products.

The company then asked eight rising young companies for the stories behind the furniture cur-

rently in their offices. These stories immediately picked up a critical difference between start-ups and established companies that could never be found by watching their people at work. Successful start-ups outgrow their spaces far more quickly than the Fortune 500 list – frequently moving the entire company to larger quarters multiple times in a year.

While cubicles are designed to be easily dismantled and reassembled, small, high-growth companies move far too frequently to deal with the time and expense of even these tasks. When they outgrew their spaces, they simply left the old furniture in place. In seeking larger quarters, they looked for spaces where the previous tenant had done the same thing! It was well worth the effort to find space with abandoned furniture. Large companies don't do this. No amount of studying furniture use could ever capture this dynamic. Learning it through customer stories, the furniture maker realized that the opportunity to capture this market was not in selling furniture to the companies but instead to the landlords who rented space to them. The result was a new joint-venture with real estate developers and property managers to develop and lease pre-furnished space to the high-growth start-up market – reaching it through distribution channel innovation instead of new product innovation.

Promotion

During the summer, several tour operators offer architectural boat cruises on the Chicago River to present Chicago's outstanding architecture. These companies traditionally competed on the number of buildings covered, the architectural expertise of their guides and the distinctiveness of their boats. One tour operator conducted a large-scale multiple-choice survey of passengers. Virtually all participants checked "interest in architecture" as a "very important" or "extremely important" reason for taking the cruise. Respondents were fairly evenly split between Chicago and non-Chicago residents.

However, purchase stories col-


lected from 50 embarking Chicago passengers showed that architecture actually played a small role in getting them there. When relating the stories behind their decisions to take the tour, most Chicagoans pointed to the people next to them, saying things like, "My cousins are visiting from St. Louis and I needed a way to entertain them." Their stories said little about architecture but a lot about finding unique activities for out-of-town visitors.

It was clear that, on bright summer days, far more Chicagoans have a compelling need to entertain visitors than to learn about architecture. Powerful new positioning and advertising themes emerged. So did more aggressive pricing – to take advantage of the price umbrella set by other ways to entertain visitors.

New influences and trends

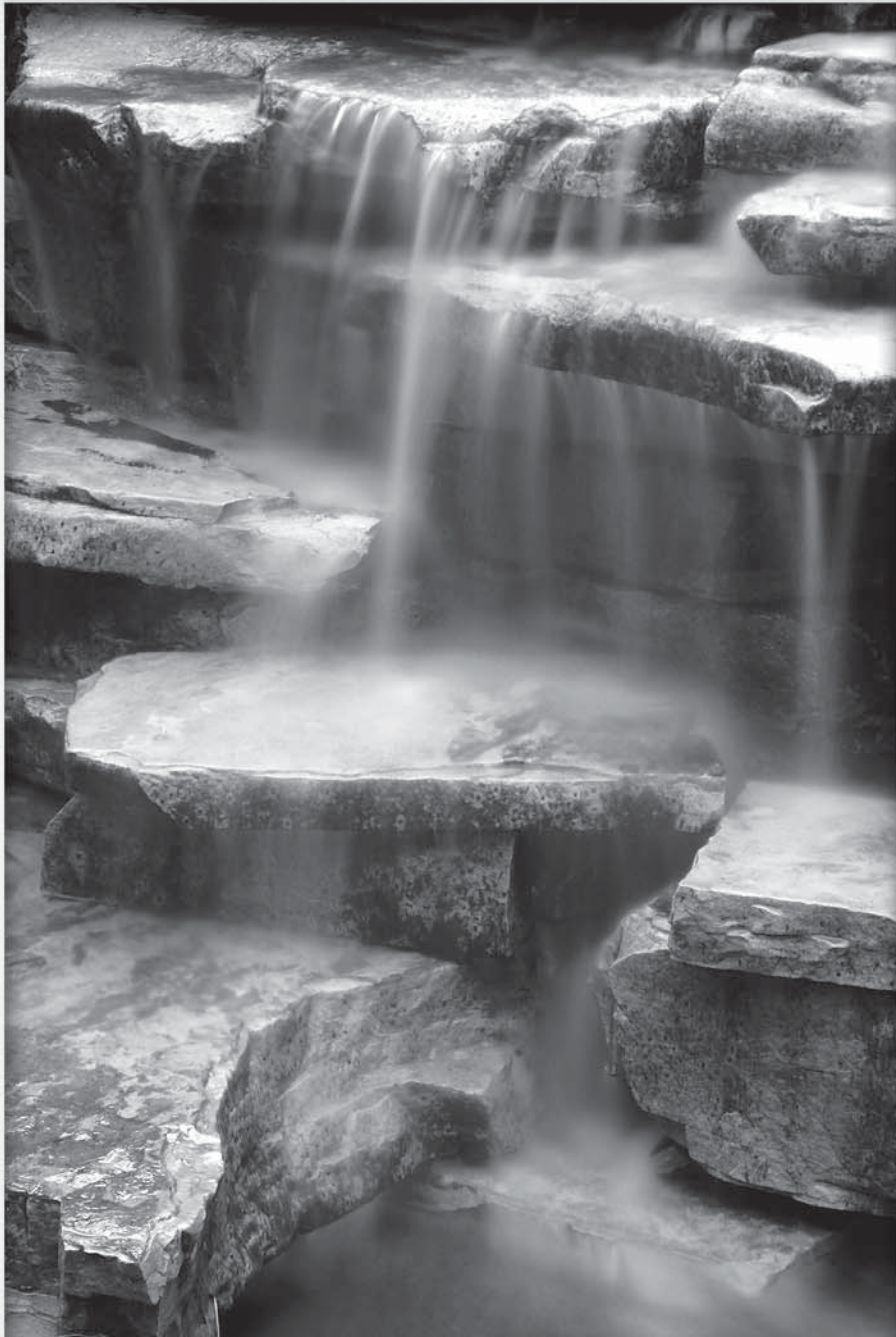
Customer purchase stories provide rich data from which innovation grows. Purchase stories put the spotlight on the myriad social, economic, technological and lifestyle influences that shape them. They often discover entirely new influences and trends. Whatever the enterprise, today's stories are likely driven by factors different from those operating even a few years ago.

Innovation comes from spotting new drivers first and purchase story research is a key technique to help market researchers assume leadership roles in their organization's innovation process.

But one person spotting surprises isn't enough. The most innovative organizations draw ideas from people throughout their ranks. The narrative form and vivid details of purchase stories transport people from all backgrounds into customers' lives. They spark reactions, debate and strategy formulation. The key is to ask team members to talk about the surprises they found in the stories and determine how to achieve better endings for them. 

Gerald Berstell is a Chicago-based independent marketing research consultant. He can be reached at 773-477-5452 or at gberstell@post.harvard.edu.

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Awakening the dreamer within

Using in-depth interviews to examine the impact of advertising

| By Patricia Sauerbrey Colton

snapshot

Using analysis of spots from the 2011 Super Bowl, the author explores the benefits – and dangers – of ads that tap respondents' subconscious reactions.

Impactful dreams and successful advertisements share surprising similarities. Like a vivid dream deeply touching us in the middle of the night, successful advertising often uses the same principles to make us react.

Dreams and advertising both want to speak to our secret wishes and ambitions and they both need to solve the dilemma of making us feel that our longings could become true without revealing that these longings would be shocking to fulfill in the real world. Such a revelation would make us wake up panicked or have us strongly reject an ad that attacks us like that. We want dreams to feel calming and comforting while working off tension collected during the day; advertising should work similarly, matching our psychological needs with products that fulfill them.

To illustrate and examine some of these principles, our firm, San Francisco research company rheingold, analyzed commercials shown during the 2011 Super Bowl in an empiric study.

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During two-hour in-depth interviews with 20 respondents selected to represent the average commercial viewer, the secret, underlying messaging of three Super Bowl ads were explored.

Perform like a dream

Rheingold's methodology aims to reveal these insights in a way that goes far beyond likes, dislikes or the overall evaluation of a commercial. Step by step, the complete reception process of the commercial gets reconstructed. Respondents are encouraged to describe their viewing experience for every stage of the commercial, specifically how they feel, how these feelings relate to their lives and how they evaluate them. Dissecting the commercial into its psychologically relevant parts helps understand if and how it is able to perform like a dream in the consumers' minds (e.g., touch on relevant emotions, memories or unconscious purchase drivers).

The inner dialogue respondents have when watching the commercial gets exposed as a back-and-forth thought process of how the individual scenes of the commercial are perceived. Typically, viewers ask themselves questions during the commercial that they answer themselves. Which questions get triggered and how they get answered reveals where in the perception process respondents might get stuck or are able to create a meaning that connects to themselves.

Questions to elicit these insights include: What went through your mind at every step of the commercial? Which questions do the scenes and their elements trigger? How do these questions get answered by the commercial? Which questions remain unanswered and how do you, the viewer, feel about that? What are your internal answers to these questions to make sense out of the commercial? How does this connect to the advertised product? How does it make you feel about the product? Which elements are crucial to attract you to or repel you from the product?

This technique seeks to reveal the turning points in the commercial and show which dramatic elements of the commercial work in or potentially against the advertised product's favor, with the goal of developing actionable optimization recommendations.



Ad one: VW Passat – the Darth Vader-y side of a harmless family car

www.youtube.com/watch?v=0rDU8K63hbo
Plot: A little kid, dressed up as Darth Vader, plays in a nice upper-middle-class family home and tries to work Darth Vader magic on the washing machine, the dog and his sister's doll. But his willpower does not make anything move. When his father gets home with the VW Passat, the kid tries to work his magic on the car as well. And, surprisingly, the car starts and the lights turn on. As a viewer, we see the parents behind the kitchen window while it becomes obvious that the father started the car remotely with his key.

Respondents feel touched by the atmosphere conveyed in the ad and talk about the sweetness of this family life: "He recognizes the struggles of his boy and wants to help him." "This is a close family, they give their child independence and are supportive of his creativity." "Isn't that great? His kid means the world to him. This is monumental to the kid. He is in heaven and will talk about this his whole life!"

On the surface, respondents see an ideal for their own life achievements and accordingly view the Passat to be the perfect car for the happy, average family. However, when digging deeper into respondents' minds, the often-unconscious darker or more Darth Vader-y side behind the scenes reveals itself: "Darth Vader is so powerful and stands above everything." "It is kind of scary to see that little kid running around like that." Some even drew the connection to a dark side of VW: "This company was started by Adolf Hitler ..."

Respondents first state that the fun of this commercial lies within the sweetness of the little boy and the beauty of the family life. However, what we seem to truly enjoy is the powerful, almost almighty position we get into. The viewer becomes a confidant of the father, secretly enjoying playing a trick on the little boy: "It is almost as if I had pushed the button. I can totally see

myself doing this to our son."

What we often do not want to admit is that driving is strongly connected to the feeling of being almighty: We try to show off, escape from what we want to leave behind, explore something new and use the car as a tool to provide us with extended powers we would not have by ourselves.

The Passat's secret message: "I am not only the average, middle-of-the-road, unedgy, maybe even sometimes boring car; I can also help you feel almighty and powerful. I literally provide the key to it!"

With this commercial, Volkswagen was able to touch the viewer's secret ambitions of almightiness and power when driving a car without threatening them and by offering them a "sweet and safe middle-class cover" that would not overtly confront them.



Ad two: Coca Cola – no battle around a Coke Bottle

www.youtube.com/watch?v=Shvwd7VYpE0
Plot: In a Lord of the Rings-like fantasy setting, soft, seemingly good-hearted, smart-looking creatures within a town surrounded by a wall are being attacked by orc-like, primitive characters who are accompanied by a big, fire-spitting dragon. As the crowds form in front of the town wall, the town gate opens and an ice dragon is pushed out in front of the gate. The gate closes and the dragon fiercely spits fire on the ice dragon, which melts down until a Coke bottle is revealed inside. One of the leaders of the invading horde grabs it, inspects it and throws it away like garbage. The fire-breathing dragon catches it and drinks the bottle of Coke. Suddenly, the dragon spits fireworks and streamers toward the town walls. As the invaders realize they've lost their major weapon, they turn and leave the scene. The townspeople celebrate their win by toasting Coke bottles at each other.

The obvious story told often by respondents revolves around the celebratory moments Coke provides. Coca-Cola transformed the dragon from evil to

peaceful and forced him to change an aggressive attack to a firework-worthy scene. People comment: "With Coke, you are more at peace and happy." "If you want to be a beast, don't drink Coke." "Coke is cooling and refreshing. Puts out the fire." In addition, the Trojan horse theme stands for a non-violent, smart way to defeat the invaders "the Coke way."

Interestingly, the analysis of the in-depth explorations with viewers showed one of Coke's key psychological drivers is missing: Coke's strong unifying qualities. People love Coca-Cola because it is all-embracing, non-judgmental and welcoming of all walks of life. Coke is one of the most global brands; it makes us feel at home wherever we go. Accordingly, the climax of the commercial is not very Coke-like: "They should party together in the end." "The townspeople should shoot Coke bottles like arrows at the attackers, so that they all can have a taste and become friendly." "I could see the orcs having Cokes in the end and I would see their features change to become softer and nicer like the ones in the fortress."

Coca-Cola's secret message: I am the drink for the smarter ones. With me, you can protect your group of people and make a celebration out of any situation.

This is not what a Coke drinker wants to achieve by drinking Coke. It is supposed to be for everyone and help overcome differences. Switching the ending to reflect Coke's all-embracing qualities might have more strongly touched on the subtle wishes a Coke drinker hopes to become true.



Ad three: Motorola – fitting in while breaking out

www.youtube.com/watch?v=8BPFODsob1I

Plot: Masses of people in a futuristic subway station are shown. All are dressed in white, their heads covered by hoods, wearing white earphones. They move in the same direction, appear sad and do not seem to interact. One

normal-looking young man appears, dressed casually and moving in a different direction than the masses. He reads 1984 on his tablet computer. After his subway ride, he leaves the station against the flow of the white masses and looks up directions to a florist on a 3-D map on his tablet computer. He buys a bouquet of flowers and hides it when the object of his affection – a white-hooded girl – enters the same elevator he is riding up to his workplace. Back in the office among the drones he takes a picture of his flower bouquet and incorporates it into a stick-figure animation of him giving the flowers to a girl. He places his tablet into her office. After watching the animation, she looks at him and removes her earphones. The tablet brand is shown – Motorola XOOM – with the tagline: "The table to create a better world."

At first look, this appears to be a touching love story that shows how the XOOM tablet can help differentiate oneself from the masses, which respondents often interpreted as Apple fans: "These are Apple people. They follow like lemmings without questioning." Respondents feel reminded of

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Apple's revolutionary commercial in 1984 when Macintosh was introduced. Similar to the feel of Motorola's commercial, the main character broke the conformism of the masses, with Macintosh stating that 1984 is not going to be like Orwell's vision of 1984 and suggesting that Apple will bring variety and color into people's lives. Accordingly, many consider Motorola's ad an attack against Apple, which, ironically seems to have created white conformist masses instead of adding variety. "This tells you: Motorola has something to say. It stops the dictatorship."

The XOOM's features seem to underline how it differentiates itself from the iPad, particularly before the iPad2. The built-in camera, the Android operating system and the seemingly Flash-driven flower animation impressed viewers and appeared as an attractive response to the iPad: "This shows you true innovation. A way to break out."

The underlying message people cannot and do not want to talk about immediately tells another story: This

is not only a commercial against conformism but also for it! It makes people get into memories of how they fit into their own lives, when they go with the flow and when they decide to move against it: "Who am I? Am I brainwashed yet? Where do I belong?" "Life can always improve, you've just got to take a chance at it." "I changed my career several times; I don't understand those people who always complain and don't do anything."

Ultimately, what people see here as well is a story of falling in love with conformism, sameness and the easy-to-predict in the form of the "white-hooded girl."

XOOM's subtle promise: I provide you with a compromise in the ambivalent conflict of belonging and breaking out. With me, you can live the digital dream (white-hooded masses) without losing touch with the analog world (XOOM owner breaking out). You can follow the tablet craze while still rebelling against the Apple cult.

Motorola psychologically helps us disguise our secret wishes to conform and fit in by offering a love story that


in the foreground pushes us toward our easy-to-explain hope to differentiate ourselves and promote individuality. Without directly "outing" this conflict, XOOM helps us connect both sides, like a dream would do it!

While this commercial was touching, it was perhaps the most disturbing to viewers. They got into a psychological construction process to make sense out of the contradictions the commercial is trying to address but they sensed that they were being offered a compromise rather than a true solution that would calm them. Accordingly, to use the dream metaphor, the Motorola commercial can easily slip into being perceived as a nightmare as we do not want a revolution that takes a step back into a more analog world that we tried to leave behind for so many years.

Rather than touching us like comforting advertising, this commercial shows qualities of a piece of art that unsettles us and triggers an often uncomfortable reflection of our own lives.

Harvest insights

The discussed examples involve commercials in their finished form but this type of testing can happen at any point of the creative development process, ideally as early as possible. The goal is to harvest insights that facilitate creating a perception experience that leaves an unconscious impression, one that uses the power of dreams.

Our firm uses the described methodology to understand commercials and other advertising material to uncover improvement recommendations that work in the favor of the product and at the same time take the reception experience of the target consumer into account. As the examples provided show, there are no universal rules that can be applied. Every product-commercial combination shows very individual impact mechanisms that must be strategically explored and research is an excellent way to do just that. 

Patricia Sauerbrey Colton is vice president, rheingold USA, a San Francisco research firm. She can be reached at 415-400-9969 or at colton@rheingold-online.com.



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A portrait of Brad Larson, PRC, a middle-aged man with short grey hair and glasses, wearing a dark blue suit jacket over a white collared shirt. He is smiling slightly and looking towards the camera. The background is a warm, textured gold color.

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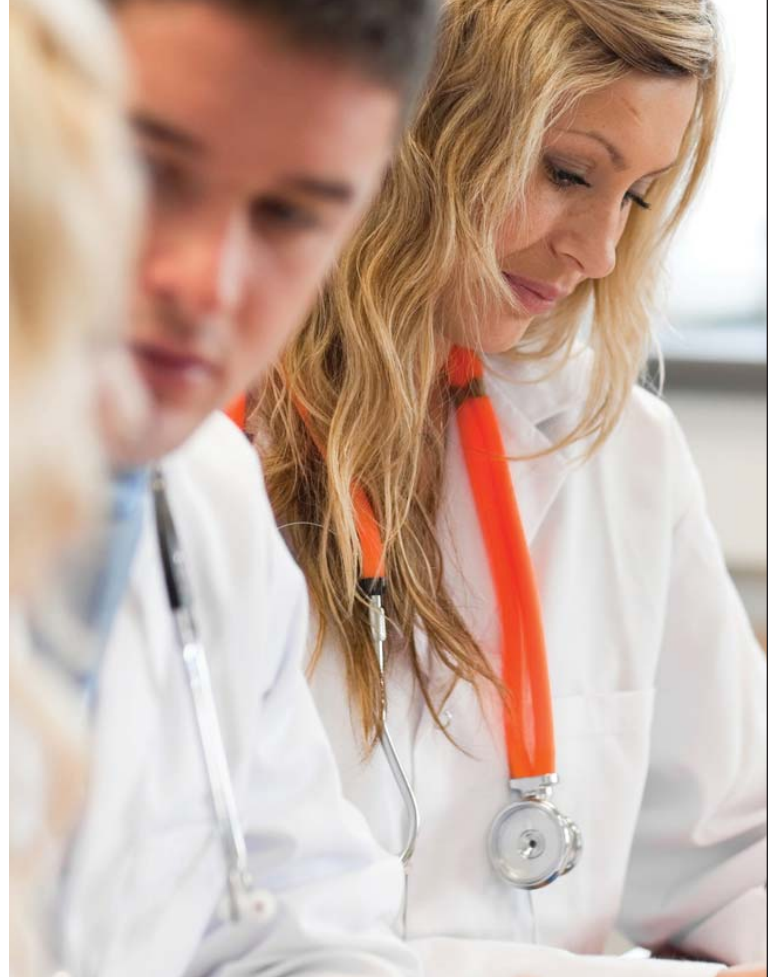
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Coping with market failure

Big Pharma, the new economy and its effect on marketing research

| By James E. Heasley II

snapshot

Along with an overview of the pharmaceutical industry's current woes, the author explores how researchers should react to the changing marketplace.

The pharmaceutical industry is in the throes of an historic downturn. As we entered the recession, overall drug sales in the U.S. grew at their slowest pace since 1961. At the same time, patents on an entire range of top-selling medications began to expire, flooding the market with low-cost versions. In 2008, for the first time ever, the money that pharmaceutical firms spend on advertising actually declined. Pharma companies have, across the board, reduced the size of their global sales forces, laid off thousands of other workers and gone through one or more restructurings.

One key symptom of the current environment that affects marketing researchers in particular: As marketing budgets have been reduced, frozen and eliminated, companies have reduced the number and scope of marketing research projects – when studies are conducted, they tend to be more narrow in focus with an emphasis on value.

What is interesting and, to be honest, scary about this situation is its very uniqueness in our experience. Prior recessions have not impacted pharma like this one has. Many of us thought pharma was recession-proof. After all, patients need their medications regardless of how well the economy is doing. But this may no longer be true. Structural changes in the industry over two decades have left it more vulnerable to the kind of crisis that we currently face.

Three main factors

So how did we get here? Three main factors have been interacting to fuel the industry's troubles. Any one of them would be cause for concern but the intersection of all three at the same time will have lasting implications for the pharma industry and how we all approach our profession.

Factor No. 1: Big Pharma and its pattern of self-inflicted wounds

The pharma industry has a propensity to inflict damage on itself and its image with the public, both here and abroad. This is not an indictment of the industry but rather an attempt to take a brief and honest look at it so that we can move toward positive change.



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As we all know, for decades the presumed path to prosperity has been to search for the Holy Grail: the blockbuster drug. Like most things, the emergence of the blockbuster was not planned and only became apparent retrospectively. However, once it did, most of the industry homed in on the concept as a way to generate tremendous wealth. Wall Street also bears responsibility here (as it does in so many other historical errors) since, given its myopic focus on “the next quarter” and short-term gains, analysts punished those Big Pharma companies that did not move to develop tremendously profitable medications.

As a result, the occasional success in the launch of blockbuster drugs by individual companies inevitably spawned frantic efforts to produce me-too drugs by multiple competitors. What I like to think of as the blockbuster period reached its crescendo in the late 1990s when all major pharma companies had several of these agents in their portfolios. Ultimately, the result was the emergence of crowded drug categories populated by different brands displaying modest clinical differences.

This structural change spawned

several unintended consequences. The first was to push Medicare and MCO formulary budgets to new highs. This happened for two reasons. The advent of truly preventative medicine prompted the use of prescription drugs on a massive scale. Second, historically, price was not a major factor for the final consumer of the product. Physicians prescribed the agent, it was usually covered by insurance which was provided by either an employer or the government. The patient was responsible for only a modest co-pay. In political economic terms, this represents what we call a quasi-market failure situation. The true free market only operates when information about all facets of a product exist transparently and the benefits and costs of a product are then easily compared. This, as we know, has never truly been the case in the prescription pharmaceutical marketplace. And, to be honest, this situation has benefited the industry – at least for a while.

The second consequence of this period was the rather myopic focus on the next blockbuster. As companies sought new medications, they often did so by attempting to make small adjustments

to the current ones – a mirror isomer here, an active metabolite there. This focus undercut R&D and, ultimately, that lifeblood of the industry, the new drug pipeline. Fewer resources were then dedicated toward identifying unique chemical entities since the “risks” of exploring new areas seemed very large when compared to continuing to expand the franchise into well-known arenas.

The third consequence of the blockbuster period, and perhaps the most apparent consequence to us now, was the uptick in both mergers and acquisitions by Big Pharma. This increase in M&A activity was seen as the best “solution” to the problem of dwindling pipelines. In some cases this worked to expand portfolios and keep companies in new products while in others it led to overleveraged organizations that often were in no better shape after the merger than prior to it. Regardless of evidence to the contrary, however, “bulking up” became the path to perceived prosperity for many Big Pharma organizations.

Ironically, R&D and science staff often suffered collateral damage during these events, which reduced Big

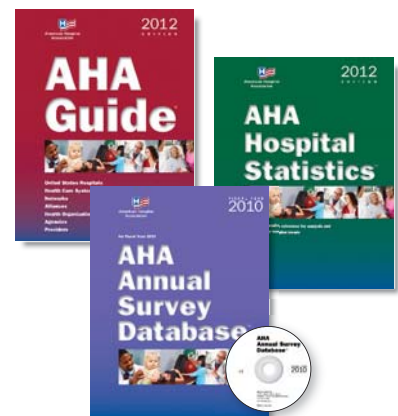
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Pharma's ability to innovate. It became more cost-effective for companies to simply buy products rather than develop them internally. This is not, actually, a bad way forward for many companies and it is one of the key recommendations that I will mention later.

Factor No. 2: Big Pharma as a driver of the U.S. health care "crisis"

A key part of the present-day narrative in U.S. politics is that, in its quest for profits, Big Pharma has made drugs unaffordable, rushed unsafe drugs to market and routinely duped physicians and patients alike through deceptive and unethical marketing practices. While the industry recognizes that much of this is truly fantasy on the part of critics, there have been enough shenanigans (e.g., the cover-up of poor safety data, unethical marketing practices, etc.) that the popular perception of the industry is not good. The result is that the bar will be set increasingly high for new drug approvals and the overall process will be slower and much more expensive – resulting in a huge increase in the costs of new drug development. This increase in effort and costs comes at a time when the industry is struggling and can least afford it.

Perhaps the most dire consequence of this political fallout will be the advent of some kind of real price controls on the U.S. prescription pharmaceutical business. Price controls come in many different flavors and one only need look at the patchwork of programs that exist within the E.U. countries. Managed care and Medicare have conspired to put the squeeze on the industry over the past decade. It should be noted that Medicare buys over 60 percent of the drugs on the market, making the U.S. government the single largest payer in the economy. The most obvious examples of future challenges will be the government allowing Medicare to negotiate prices and the possible reimportation of medications from Canada and other countries. The Obama administration and congress have made these two goals key planks in their political platform and one would expect that at least the former will come to pass.

Obviously, the potential for a complete overhaul of the U.S. health care system still exists though it's sidelined for the moment. Once the economy begins to recover, however, the idea will move back into mainstream discussion and it

is considered very likely that some type of reform will pass that contains political ways (as opposed to market-driven ways) to reduce the cost of prescription medications. (For example, a budgetary system such as that employed in Germany would be an extreme form of price control.)

Apart from cost controls, but no less worrisome, is the apparent attempt to more fully politicize the FDA. The appointment of Dr. Sydney Wolfe to a four-year post on the Drug Safety and Risk Management Committee is a prime indicator of tough times to come. Dr.

Wolfe was personally involved in campaigns to remove 16 products from the market, many of them considered to be relatively safe when used appropriately. When the political powers-that-be turn their attention more fully back to our industry, we can expect the unexpected – much of which will assuredly pose new and unpleasant challenges.

Factor No. 3: The economic crisis

Among the many consequences of the current economic crisis is frozen credit markets. It's been extremely difficult



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for pharma companies to obtain deficit financing for operations and purchases of new products and product lines. Most have also seen their share price plummet along with the markets, thus reducing their ability to raise capital through stock offerings and similar tools.

Further, the previously-held belief that the average person will take their medications even when faced with economic difficulties may be erroneous. Why? It's a combination of factors, but much has to do with the fact that most medications taken by consumers are actually preventative and/or treat diseases that have no apparent symptoms. When faced with paying a co-pay for their statin or buying food, most people opt for food. When one looks at the market in this context, it is vastly smaller.

Somewhat ironically, the economic crisis is really not the worst problem facing the pharma industry today. It will pass and growth will resume in due course. It may, however, have been the lever that served to exacerbate the existing problems. In normal economic times, companies can work through bad decisions and not overly suffer for their mistakes. In a period of economic downturn, mistakes are magnified and heretofore strong organizations (or at least those with the perception of strength) now find themselves shrinking, looking to buy new products or looking to be bought in order to survive.

Must evolve

The intersection of these three factors is forcing the industry to evolve and so must we as marketing research professionals. In the broader sense, Big Pharma should first move more quickly to balance the portfolio by shifting beyond the low-ROI quest for the next blockbuster. I believe this is already taking place but too many companies are still reliant on their current portfolios and recent M&A activity still suggests that some companies think that big is better, whereas a more nimble organization and portfolio will likely be the best way forward. Many organizations are already moving in this direction with renewed focus on specialty diseases, oncology and a return to vaccines after years of underinvestment.

Second, it should rethink the value of me-toos. Once again, this may already be happening, but it is clear that the apparent low costs of entry for me-toos make them very appealing to

some organizations. There need to be real benefits to new medications in the future market or companies are at the very least going to face the prospect of non-approval or non-payment.

Third, move to discover and develop biologics and other sophisticated compounds while deemphasizing easily-copied small molecules. This, in particular, may provide some protection against generic erosion of the market. The complexity of creating biologics makes them far more challenging targets for generic competition in the future. Only the largest and best-funded generic companies will be able to compete, while the U.S. and other governments have yet to put a clear pathway in place for such competition.

Fourth, prepare for price controls. While this is certainly not an easy task, looking to experiences in the E.U. markets offers up some insights. Andrew Witty, CEO of GlaxoSmithKline (GSK), was able to make inroads into these markets by striking agreements that allowed him to raise the prices of GSK products if he could show that they offered the patient a unique benefit compared to other drugs (e.g., they were not or appeared not to be just me-toos).

Fifth, continue to wage the PR battle. Price controls and other restrictions can only succeed if physicians and consumers believe that the pharmaceutical industry is not acting in their best interest. Thus pharma must continue to invest in the creation of value stories for its products that are believable to its customers.

Sixth, it must also continue to invest in R&D, not just M&A. One way to do this is to fund start-up companies that are science-focused, such as biotechs. For relatively small amounts of money it is possible for Big Pharma to seed the development of new products without dramatically expanding internal R&D, which may not be feasible in the present economy. Clearly, a new approach is necessary given that there have been some high-profile drug failures over the past few years that have given Big Pharma R&D a black eye.

Lastly, there needs to be a focus on developing more rational long-term product-focused goals rather than disproportionate adherence to quarter-focused financial goals. As with any public company, there is always the need to please investors, however, there are many examples of very successful


companies (such as Apple) that do not bow to the whims of the Street. Only effective long-term planning will keep the industry moving forward.

Adjust our own worldviews

Finally, as MR professionals, we can adjust our own worldviews and ways of doing business so that we too can make the most of this brave new world.

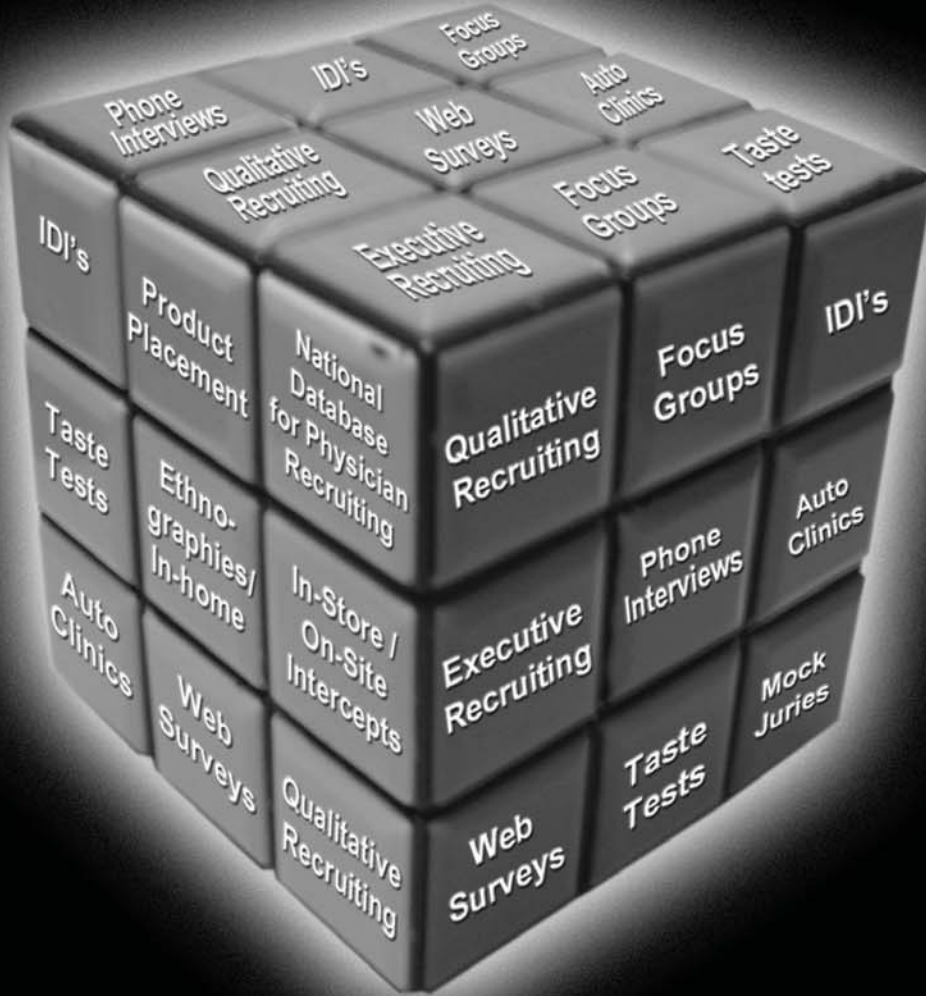
First, we need to be aware of the new realities of the pharma marketplace and the impact on MR budgets. We should not lull ourselves into believing that this is merely a passing storm. I believe that it will lead to some fundamental changes in how the market is structured and how it functions, with lasting implications for us as marketing researchers.

Second, we need to update our assumptions for how new products/indications are evaluated. We need to ask ourselves if we are designing studies that ask the right questions about how a new product will be evaluated in the future versus how it might have been evaluated in the past. This will lead to some adjustment in the criteria and thresholds used for making recommendations to clients (both internally and externally). For example, if it becomes clear that a new product is perceived as very close to a me-too that will not be well-accepted by physicians, patients and, especially payers, we need to make this clear to decision makers.

Third, we need to learn to do more with less, while recognizing that the lowest-cost solutions are not always best. We must strive to develop creative solutions that are cost-effective and which add insight and value for our clients. I know that we believe that we do this now but we will be working with less in the future – less money, less time – and expected to add even more value. Arguably, information will be even more important. With reductions in marketing budgets overall, marketers will be looking to make the best possible decisions to allocate scarce resources most effectively. This will enable us to lead pharma organizations to a renewed appreciation for market research as a means of providing actionable market/product information that will yield improved decision-making. 

Editor's note: James E. Heasley II is a principal of Evolution Marketing Research LLC, Blue Bell, Pa. He can be reached at jheasley@evolved-mr.com.

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●●● research panels

Seeking the right blend – part II

What happens when you mix panel respondents and social network respondents?

| By Steven Gittelman and Adam Portner

snapshot

In part two of a two-part article, the authors examine findings from an experiment in which sample from an established panel was blended with sample drawn from a social network population.

In the November issue, we laid the groundwork for our investigation into the degree to which a social network population sourced from Peanut Labs respondents could be blended with an established panel, Research Now's American Valued Opinions Panel (VOP), while maintaining the original panel sample characteristics.

The behavioral differences between the VOP and Peanut Labs samples are significant. As a result, we suggest these sources are not directly substitutable for one another. When consistency of data is critical (wave studies, pre/post, tracking studies), uncontrolled introduction of Peanut Labs respondents into a Valued Opinions Panel sample could be problematic. Such a mixture may create considerable change in the characteristics of the original source.

The practical question of blending, therefore, becomes one not of finding those source respondents who will exactly replicate the panel respondents but of finding the correct amount of respondents who can be added without bringing about significantly different survey results.

While such a blending model could be developed for the sample as a whole, deviations between sources would likely exist within demographic cells. As such, a demographics-based blending is called for. A demographic matrix (by age and gender) was used. The question was, for each cell in the matrix, what fraction of the source could be added to the host sample without materially altering the resulting characteristics?

Two measurement issues

There are two measurement issues. First is how to measure differences between the two panels and second is determining the largest acceptable difference. Since this is a simple (linear) mixture, the acceptable maximum ratio would be equal to the largest acceptable difference divided by the measured difference between the data sources to be blended. The measured difference is taken as the root mean squared difference. That is, the square root of



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the average of the squared differences of the segments. For the buyer behavior segment, which has three subsegments, this becomes:

$$\text{Distance} = \sqrt{\sum_{i=1}^3 \frac{[\text{segment}(\text{host})_i - \text{segment}(\text{source})_i]^2}{3}}$$

The media usage segment has four subsegments and that increases the number of items in the average. Note that these measures are computed for each of the segmentation schemes.

The acceptable distance is related to the expected error around the distribution of segments. This is taken as a root mean squared standard error. The standard error around each segment is given by the binomial formula:

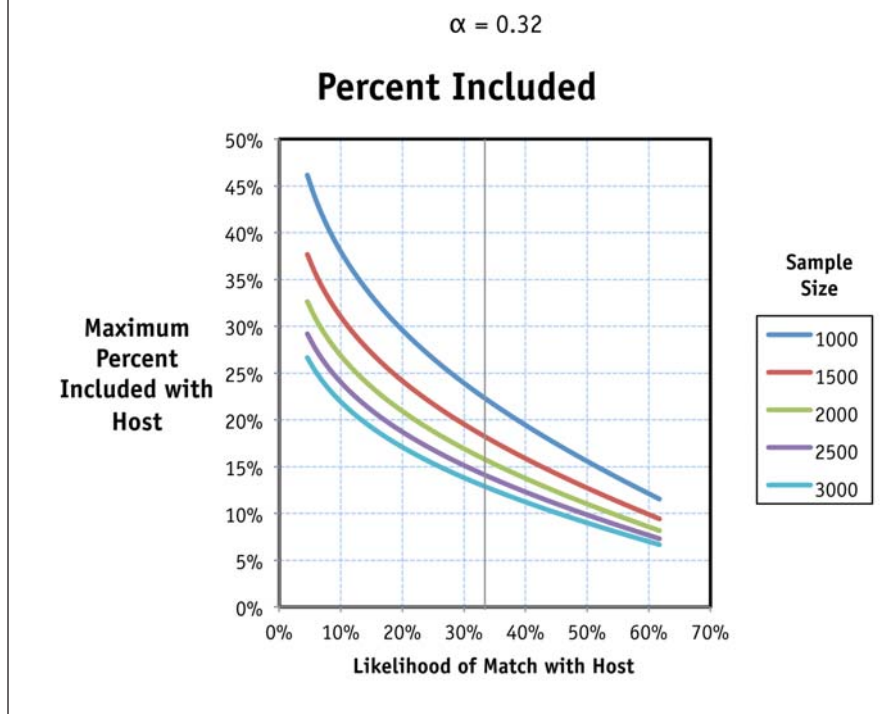
$$\text{Standard Error} = \sqrt{P_i \times \frac{1 - P_i}{N}}$$

P_i is the fraction of the sample in Segment_i of the host and N is the number of respondents in the targeted sample. Note that the number of respondents in the targeted sample is not necessarily the size of the sample used in the measurement. It represents the size of studies for which the test is being run. The total measure of error is the root mean square of these standard errors:

$$\text{Total Standard Error} = \sqrt{\sum_{i=1}^3 \left(\frac{[\text{Standard Error}]_i^2}{3} \right)}$$

Finally the acceptable level is taken as some proportion, β , of the total standard error. We can look at this as a Type I error, that is, we seek the minimum acceptable likelihood that the two samples are the same. This is referred to as the α term. In typical statistical comparisons, an α term of 5 percent is generally implied, meaning the chances are less than 5 percent that the two samples are the same. This is a conservative threshold, chosen by scientists to minimize the chances that a given treatment is falsely said to have an effect. However, our intention is the opposite. We wish to establish at what

Figure 8: Overall Maximum Blend Ratio as a Function of Acceptable Likelihood and Size Based on Income Assumptions



levels our host and blended sample are not statistically different, and thus, a higher α is more conservative and appropriate. As such, we set our threshold at one standard error as the acceptable range which is equal to approximately $\alpha = 32$ percent, rather than the usual two standard errors. This gives us two adjustable parameters in selecting a policy, the targeted sample size and the minimum acceptable likelihood.

Therefore the acceptable level is:

$$\text{Acceptable Level} = \beta \times \text{Total Standard Deviation}$$

And the maximum blend ratio:

$$\text{Minimum Blend Ratio} = \frac{\text{Acceptable Level}}{\text{Distance}}$$

As mentioned earlier, this is done for each of the three segmentation schemes. The overall maximum blend ratio is taken as the lowest of these. This is done for each of the demographic groups.

The effect of target sample size and acceptable likelihood

A total maximum blend ratio is computed based on the weighted sum of the individual demographic cells. Figure 8 shows the distribution of these total maximum blend ratios as a function of α and N.

Notice that this ratio decreases as α and N increase. As the tolerance, indicated by these factors, decreases, with increasing values of these parameters, the quantity of respondents that can be blended decreases.

We have chosen the targeted sample size to be 1,500 and used an $\alpha = 32$ percent or one standard error. This corresponds to what we believe to be reasonable conditions for a typical mixed-source application. In the case of VOP and Peanut Labs, this allows an average maximum blending ratio of 18 percent, covering all demographic cells, though in reality the specific percentage will differ between the cells. Increasing the tolerance would result in a larger maximum blending ratio, as well as the reverse, should more conservative estimates be desired.

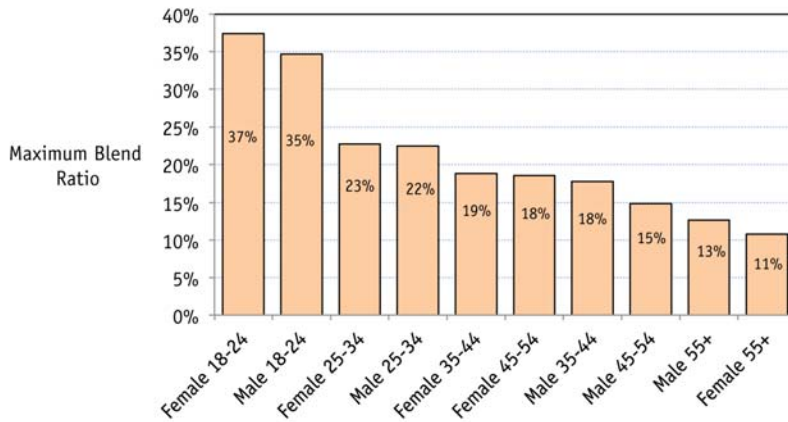
Variation within demographic cell

Figure 9 shows the distribution of maximum blend ratios across the demographic cells using averaged values. It ranges from 11 percent for the female 55+ to a high of 37 percent for the female 18-24.

Final blending model and maximum effect

Figures 10-12 show the effect of the blending process based on the three

Figure 9: Distribution of Maximum Blend Ratio Across Demographic Cells for Average Values



the sociographic segments. Clearly, as previously noted, Valued Opinions Panel and Peanut Labs are very different. But the blend is very close to that of the original panel. The blend and Peanut Labs sample sets were significantly different at $p < .01$.

Figure 12 shows the results for the media usage segments with the same conclusions. The differences between the blend and the host are minor compared to that against the total for Peanut Labs. It is this similarity of characteristics that allows for the blend to be used as an extension of the original panel without major concern regarding consistency. The blend and Peanut Labs samples continued to be significantly different.

The effect of blending on survey-taking behavior

The blending procedure was designed to ensure that the structural segments of the blended sample remain statistically similar to the original panel when controlling for demography. However, the introduction of blended sample may result in differences with regard to survey-taking characteristics of the sample such as panel tenure, survey-taking hyperactivity and quality metrics. The changes that one can expect are detailed in Figures 13-15.

Figure 13 shows the results for performance, a measure of respondents' susceptibility to "trap" questions, through which respondents' engagement in the survey is tested. Three such questions were used. First, an instructional question where respondents were asked to enter a certain value. Those who entered an incorrect value received a mark for "failure to follow instructions." Two other questions asked logically-identical but oppositely-worded questions regarding their quality of life and their preference for brand over price. An attentive respondent should give opposite answers to these questions and those who did not were coded as being "inconsistent." As shown by the root mean squared error (RMSE) statistic, the blended sample was not significantly different from VOP in any measure of performance but was significantly different from the source sample set in all cases except "standard of living."

There is evidence that changes in

Figure 10: Blend Buyer Behavior Segment Distribution

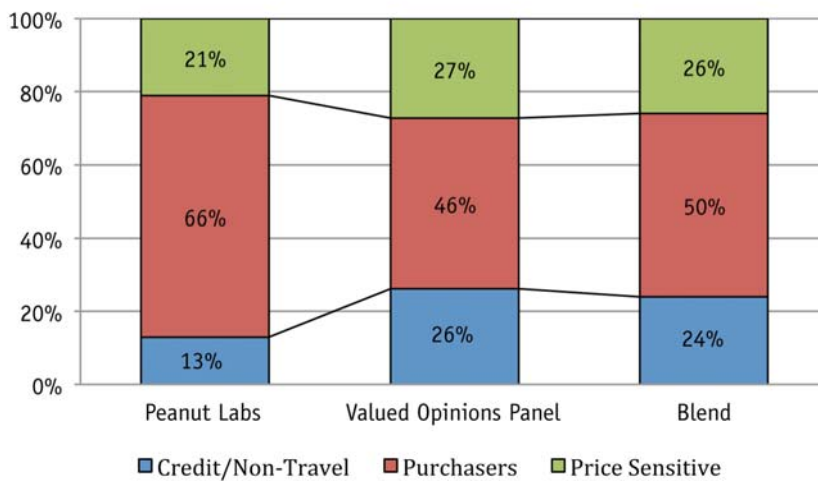
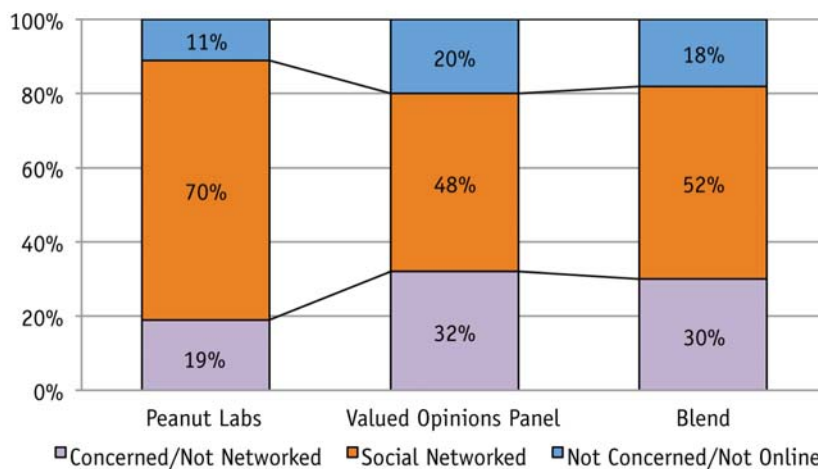


Figure 11: Blend Sociographic Segment Distribution

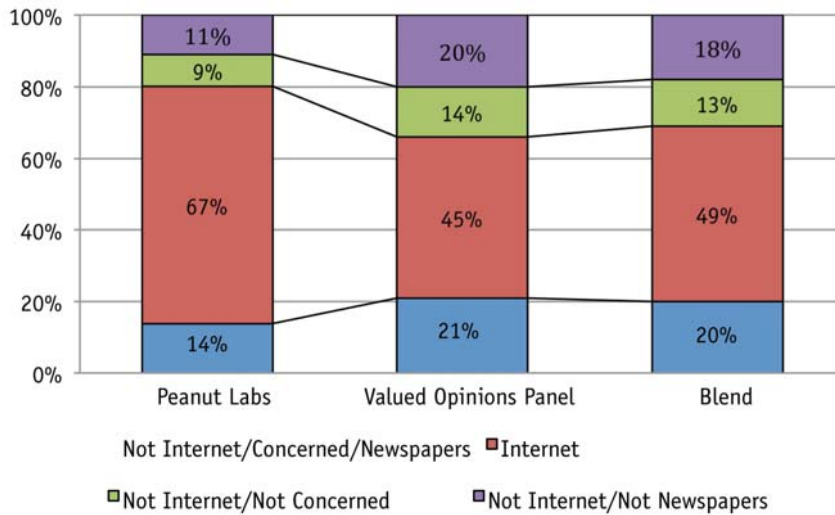


main segmentations. It is expected that there should not be any major differences between Valued Opinions Panel, and the blend, even though 18.8 percent of the blend is respondents from Peanut

Labs. Figure 10 shows the results for the buyer behavior segments. While there are differences between the host and the blend, they are relatively minor.

Figure 11 shows similar results for

Figure 12: Blend Media Use Segment Distributions



to possibly affect the quality of results. These are the participants who either speed through the survey (speeders) and those who give similar or identical values to blocks of questions in the surveys (straightliners). These respondents can be viewed as potential satisficers. In Figure 15, the distribution of satisficing behavior is shown. Based on the RMSE, the number of straightliners and speeders in the blended sample was not significantly different from VOP or Peanut Labs.

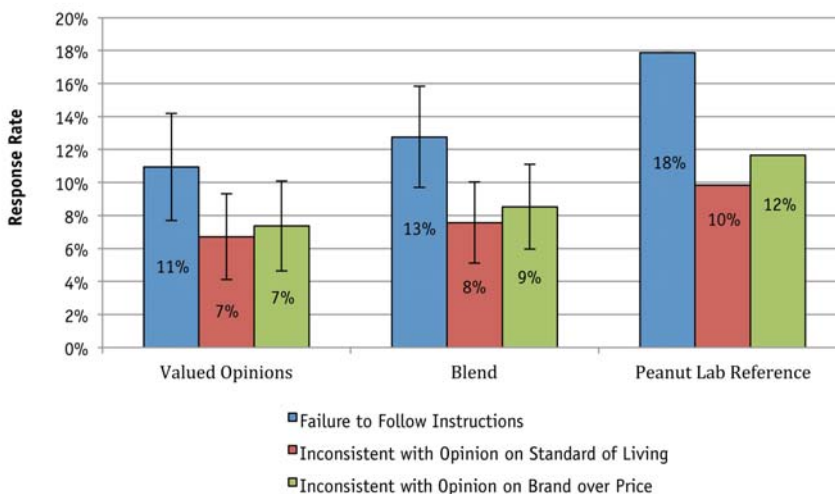
Detectably different

Here we introduce the concept of a minimum measurable difference. It serves as the minimum change in our metrics where we conclude that samples are detectably different: at any lesser change the populations are considered the same. This contrasts with the standard statistical interpretation where we simply determine that two populations differ, without a measure at which point that difference was achieved.

Social media participants represent a large potential opportunity to source respondents for market research purposes. They represent a different population of respondents from those typically found in online panels. By virtue of their difference and abundance, we must find ways to include them in our online research.

However, their difference is both a resource and a potential problem. The existing panels have been providing valuable data for years and a sudden inclusion of new respondents has the potential to create data inconsistencies that should be cautiously avoided. We have proposed a conservative and measured way of including these new sources

Figure 13: Measures of Performance



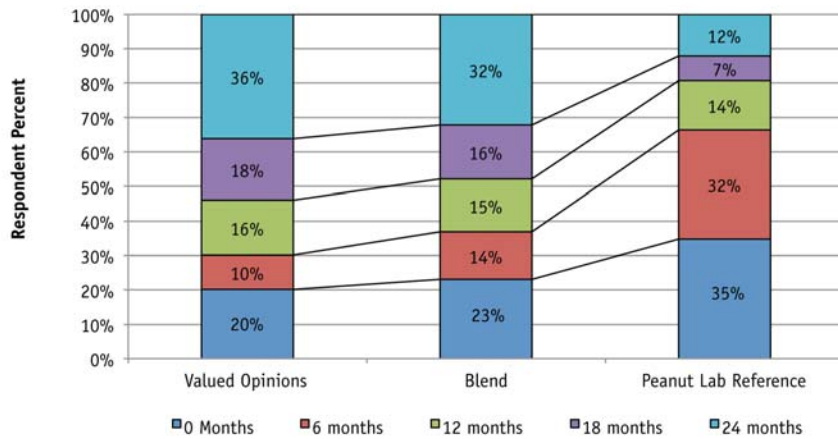
panel members' tenure can cause shifts in data. In Figure 14, the comparison between the aging of panel participation distributions for blend, VOP and the Peanut Labs reference is shown.

The performance characteristics that were covered previously focused on the errors made by respondents and their tenure on panels. There is a third category of activities that are thought

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Figure 14: Distribution of Panel Tenure



shifts in the constituent elements of the sample source being employed. Sample providers have a responsibility to be transparent about their sample frame. It is only through clarity that research practitioners can understand how to interpret their data and it is only through that clarity that end users will know what reliance to place upon it.

Once methods are employed to assure quality they cannot be one-time credentials. In the best of worlds they are sensitive to changing social, political and economic conditions. As in all other quality metrics we do not consider the blending ratios to be static, therefore comparative analysis must be an ongoing endeavor. ①

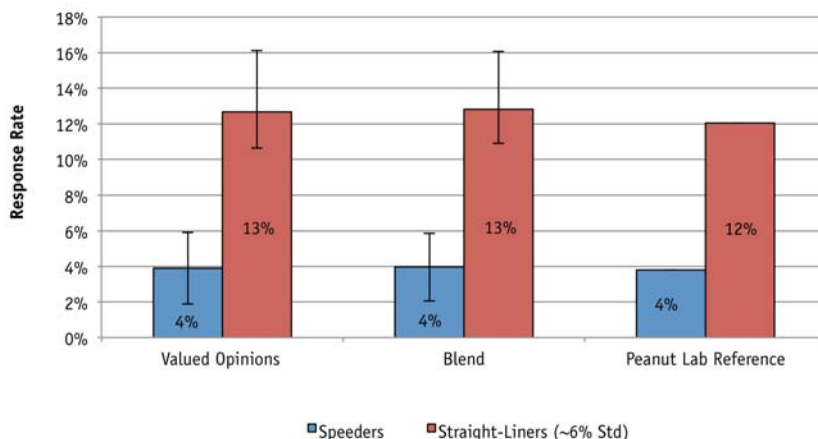
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Steven Gittelman is president of Mktg, Inc., East Islip, N.Y. He can be reached at 631-277-7000 or at steve@mktginc.com. Adam Portner is senior vice president, client development at Research Now, San Francisco. He can be reached at 415-948-2230 or at aportner@researchnow.com.

Figure 15: Distribution of Satisficing Behavior



es in a granular fashion. Their inherent difference within each demographic cell dictates the maximum blending percentage we feel can comfortably be added to a host population of online panel respondents.

At this time, it is better to err on the conservative side when merging these respondents into existing panels. Thus we have incorporated worst-case scenarios involving sample size, income and the amount of statistically measured difference that we allow into our sampling populations.

The management of online samples is shifting from quota fulfillment to a concern for total sample frame. This type of approach is sensitive to the overriding philosophy that those who use these samples must be confident that the change they see in their data is real and not an artifact generated by



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Names of Note

In Memoriam...

Arthur C. Nielsen Jr., former head of New York researcher The Nielsen Company, died in October at age 92.

■ Norcross, Ga., research company *The Marketing Workshop Inc.* has promoted **Stacy Nelson** to account manager.

■ London research company *BrainJuicer Group PLC* has hired **AJ Johnson** as director, innovation technology, BrainJuicer Labs; and **Tom Ewing** as digital culture officer, BrainJuicer Labs.

■ New York research company *EFG Worldwide* has hired **Kimberly A. White** as director, business development.



White

■ *C&C Market Research*, Fort Smith, Ark., has appointed **NancyAnne Canaletich** as manager, national sales.

■ Los Angeles research company *Added Value North America* has named **Valerie Poliakoff** senior creative director and **Scott Porter** vice president, methods.

■ **Steve Ingledew** has joined *YouGov Definitive Insights*, a Portland, Ore., research company, as managing director, San Francisco. Ingledew will be based out of the company's Palo Alto, Calif., office.

■ *Ci Research*, Cheshire, U.K., has promoted **Gareth Hodgson** to associate director. The company has also appointed **Amy Roberts** and **Keziah Dorman** as senior data executive; **Neelam Bilal** as graduate research executive; and **Lewis Alberto Briffa** as data administrator.

■ **Scott Kirklin** has been named research director of *MarketVision Research*, Cincinnati.



Kirklin

■ New York research company *WorldOne* has hired **Gerald Wackert** as managing director, Germany.

■ *Thoroughbred Research Group*, Louisville, Ky., has hired **Brandon Curtis** to its service bureau division.

■ **Kevin Waters** has been appointed president of *The National Food Lab*, a Livermore, Calif., research consultancy.

■ Surrey, U.K., research company *EasyInsites* has hired **Sandra Jehoel** as research manager.



Jehoel

■ *Research Now*, Plano, Texas, has appointed **Valle Castro Bermejo** as assistant manager, client development, Spain. She will be based in the company's Madrid office.



Bermejo

■ *Integrated*

Research Associates, Cincinnati, has promoted **Pam Rosenacker** to associate project manager and **Nathan Black** to account executive.

■ **Robert Lightner** has been named executive vice president, media and technology, of Los Angeles research company *Ipsos OTX MediaCT*. Lightner will be based in San Francisco and will also serve as the local company lead for the office. Ipsos has also promoted **Ben Spergel** to senior vice president, television insights.

■ *Insight Research Group*, New York, has named **Perry Baldwin** chief possibility officer and **Dawn Henry** senior vice president, insights and strategy.

■ **Scott Buelter** has joined Boulder, Colo., research company *Leisure Trends Group* as vice president, customer relationship marketing.

■ **Ruth Japp** has been appointed senior consultant, project management, of *Nurago*, a Hanover, Germany, research company.



Japp

■ Cincinnati research company *Burke, Inc.* has promoted **Michael Laux** to vice president, client services.

■ **Giovanni Riggioni** has joined *Axen Research*, Los Angeles, as managing director.

■ *Sentient Decision Science Inc.*, a Portsmouth, N.H., research company, has appointed **Faith James** as vice president, strategic marketing.

■ *Domino's Pizza*, Ann Arbor,

Mich., has named **Joe Jordan** vice president, marketing innovation. Research will be among his responsibilities.

■ **Alisha Kolski Snow** has joined Johnson City, Tenn., research company **Smarty Pants** as insights sage.



Snow

■ **The Market Research Society**, London, has named **Jane Frost** chief executive.

■ **Discovery Research Limited**, London, has promoted **Dani Verrall** to research executive and **Michael Webley** to associate director.

■ **Echo Research** has hired **Nicole Nelson** as manager, business development, Echo Sonar.

■ **Simon Kendrick** has been appointed research manager, future

media audiences, of the BBC, London.

■ Cincinnati research company **ThinkVine** has named **Mark Battaglia** CEO.

■ Vancouver, B.C., research company **Vision Critical** has hired **Donna Braaten** as CTO and **Martin Grupe** as director, business development, Germany.

■ New York marketing agency **iCrossing** has appointed **Doug Bryan** as vice president, analytics. Research will be among his responsibilities.

■ **Monika Szyszko** has been hired as manager, client development, U.K., of Shelton, Conn., research company **SSI**.

■ **Starcom USA**, a Chicago media company, has appointed **Chad Maxwell** as senior vice president, research intelligence director.

■ New York research company **TNS** has named **Kristin Sharp** COO of

its qualitative business and **Mark Kingsbury** global head, marketing sciences.

■ **KL Communications Inc.**, a Red Bank, N.J., research firm, has hired **Ernesto Martinez** as project manager for the company's San Diego office.

■ **Mary Cooper** has joined **Perception Research Services International**, Fort Lee, N.J., as vice president, account management. Cooper will be based in Chicago.

■ **Kate Norfolk** has joined **Opinium Research**, London, as manager, client relations.

■ Westminister, Colo., research company **Datalogix** has hired **Finnegan Faldi** as COO.

■ **IFF Research**, London, has made five promotions: **Katie Oldfield** and **Rob Irving** to director and **Peter Hall**, **Catherine Riley** and **Gill Stewart** to project manager.

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Acquisitions/transactions

■ Paris research company **Ipsos** has completed its acquisition of the Chicago research business **Synovate** from Aegis Group PLC, London, for £525 million.

■ **SocialGrapple**, a San Francisco Twitter analytics startup, has been acquired by **Google**, Mountain View, Calif.

■ Chicago research company **Mintel** has acquired **Access Asia**, a London research company.

■ **GfK Custom Research Japan**, Tokyo, has increased its share in the joint venture with Japan research companies **NTT DATA SMIS** and **NTT DATA Corporation**. Both companies have been fully incorporated into GfK Custom Research Japan.

Separately, **The GfK Group**, a Nuremberg, Germany, research company, has increased its share in **GfK Egypt**, its Cairo research division, to 100 percent.

Alliances/strategic partnerships

■ U.K. research company **Synovate Retail Performance** has partnered with Shenzhen, China, research company **Firs Technologies** to allow retailers and brand owners in China to monitor business performance against customer opportunity.

■ Portland, Ore., research company **Rentrak Corporation** and Melbourne, Fla., communications company **Harris Corporation** have partnered to integrate Rentrak's StationView Essentials TV ratings data into

Harris's media software solutions.

■ Oslo, Norway, research software company **Confirmit** has partnered with Miami research company **eCGlobal-Panel Inc.** to deliver market research technology to the Brazilian business community. ECGlobal will serve as a local Confirmit partner and reseller from its Brazil headquarters in Salvador.

Association/organization news

■ **The Qualitative Research Consultants Association**, St. Paul, Minn., has elected its board of directors for 2011-2012: **Susan Thornhill**, Thornhill Associates; **Susan Saurage-Altenloh**, Saurage Research; **Foster Winter**, Sigma: Research Management Group; **Liz Van Patten**, Van Patten Research; **Susan Abbott**, Abbott Research and Consulting; **Manuela Fletcher**, Andrew Fletcher Consulting Ltd.; **Kendall Nash**, Burke, Inc.; **Benjamin Smithee**, Spych Market Analytics; and **Monica Zinchiak**, Z. Research Services.

■ **The Council of American Survey Research Organizations**, Port Jefferson, N.Y., has partnered with Minneapolis insurance broker **Hays Affinity** and **Lloyd's of London** to offer its members a custom professional liability/errors and omissions policy.

Awards/rankings

■ **Jeremy Pincus of Forbes Consulting Group**, a Lexington, Mass., research company, has been awarded the Marketing Researcher of the Year Award by the **Pharmaceutical Marketing Research Group**, Minneola, Fla., for demonstrating leadership, business impact, research innovation and commitment to health care market research.

■ **MarketResearchCareers**, Stamford, Conn., released the 2011 Market Research Supplier Satisfaction Survey,

which recognizes market research suppliers delivering the highest levels of customer satisfaction.

In the online sample providers category: **Epocrates**, San Mateo, Calif.; **Authentic Response/Return Path**, New York; **e-Rewards/Research Now**, Plano, Texas; **MarketTools/Zoomerang**, San Francisco; and **uSamp**, Encino, Calif.

In the qualitative research providers category: **Understanding Unlimited** (Ipsos), Cincinnati; **C+R Research**, Chicago; **Hall and Partners**, New York; **Doyle Research**, Chicago; and **Firefly** (Millward Brown), Westport, Conn.

In the full-service research providers category: **Decision Analyst**, Arlington, Texas; **Directions Research**, Cincinnati; **Guideline**, Princeton, N.J.; **C&R Research Services**, Chicago; and **Morpace**, Farmington Hills, Mich.

In the syndicated research providers category: **Gartner**, Stamford, Conn.; **Forrester Research**, Cambridge, Mass.; **Scarborough Research**, New York; **The NPD Group**, Port Washington, N.Y.; and **Frost & Sullivan**, Mountain View, Calif.

In the online survey software providers category: **SurveyWriter**, Chicago; **SurveyGizmo**, Boulder, Colo.; **Qualtrics**, Provo, Utah; **Sawtooth Software**, Evanston, Ill.; and **SAS**, Cary, N.C.

Full results are available at www.marketresearchcareers.com/2011.

■ **FGI Research**, Chapel Hill, N.C., has been named one of the best places to work in North Carolina's Research Triangle by the **Triangle Business Journal**, based on a satisfaction survey among its employees. FGI also demonstrated innovative approaches to human resources, the *Journal* said.

■ **The Pharmaceutical Marketing Research Group**, Minneola, Fla., has named **Lynnette Cooke** of New York research company **Kantar Health** the recipient of the R.R. Fordyce Award

Recipient for exemplifying the principles of excellence, innovation and integrity in pharmaceutical market research.

■ Cincinnati research company **dunnhumbyUSA** has been named a 2011 Great Place to Work in the U.S. by the **Great Place to Work Institute Inc.**, in conjunction with **Entrepreneur.com**. DunnhumbyUSA placed ninth out of 50 recognized companies in the category of small and medium workplaces. Selection and ranking is determined by an online employee survey and evaluates a company's culture based on credibility, respect, fairness, pride and camaraderie.

■ **Amanda Durkee** of **Zanthus**, a Portland, Ore., research company, has been selected as one of the 4 under 40 Marketing Research Emerging Leaders for 2011 by the **American Marketing Association**, New York.

■ **BrainJuicer Group PLC**, a London research company, received a Gold Award for Research Innovation at the **American Association of Advertising Agencies'** Jay Chiat Strategy Festival for its Let's Get Emotional About Advertising paper.

■ **Joe Phelps** of Santa Monica, Calif., research company **The Phelps Group** has been honored as one of the top 30 innovators of 2011 by **The Internationalist** magazine.

New accounts/projects

■ Portland, Ore., research company **Rentrak Corporation** has expanded its contract with **Gray Television** to make Rentrak's StationView Essentials TV ratings available to two additional Gray Colorado stations and three Gray stations in Charlottesville, Va.

Additionally, Rentrak has renewed its StationView Essentials contract with **Fisher Communications Inc.**, Seattle, for Fisher's CBS and FOX stations in Bakersfield, Calif., and its Seattle ABC affiliate.

Finally, Rentrak's TV Essentials ratings data has been selected by **Shorts International** for its Shorts HD network, Santa Monica, Calif.

■ **Baja Fresh**, a Cypress, Calif., Mexican restaurant chain, has cho-

sen Boulder, Colo., research company **Market Force Information** to carry out a mystery shopping initiative.

■ **Gemius**, a Warsaw, Poland, research company, has been awarded a contract for an online audience measurement audit in the Czech Republic by the **Czech Joint Industry Committee**.

■ Ann Arbor, Mich., research company **ForeSee Results** has been selected by U.K. department store group **House of Fraser** to measure and analyze the customer experience in its stores, on its Web site and with its call center.

■ Menlo Park, Calif., research company **KN Dimestore's** online ad campaign measurement platform has been adopted by media technology companies **BrightRoll**, San Francisco; **TubeMogul**, Emeryville, Calif.; and **SocialVibe**, Los Angeles.

■ **The London School of Economics' Enterprise Team** has appointed **Opinium Research**, London, to conduct a study across France, Finland, the U.K., Hungary, Austria, Spain and Bulgaria to examine young people's political attitudes.

■ **The NPD Group**, a Port Washington, N.Y., research company, has signed an agreement with Bentonville, Ark., retailer **Sam's Club** to analyze trends in consumer purchases.

New companies/new divisions/relocations/expansions

■ London research company **YouGov** has launched its French operation **YouGov France** at 32 Rue de Caumartin, Paris.

■ **Maritz Research**, St. Louis, has relocated its U.K. offices to High Wycombe, Buckinghamshire.

■ Chicago research company **Mintel** has launched its Mintel Beauty and Personal Care division.

■ Researchers Rodrigo Toni and Eduardo Sincovsky have launched **Animux**, a Sao Paulo, Brazil, research consultancy, in partnership with Toronto research company **Hotspex**.

■ Columbia, Md., research company

Merkle has debuted its social customer relationship management agency **Merkle Connect**.

■ London research company **Kantar Media** has expanded Boston social and traditional listening company **Cymfony** into Europe with a London office.

■ London research company **The BDRC Group** has opened a Singapore office, dubbed BDRC Asia.

■ **C&C Market Research**, Fort Smith, Ark., has opened offices in Asheville, N.C.; and Tempe, Ariz.

■ **The BrainJuicer Group PLC**, a London research company, has moved its Netherlands operations to Amsterdam.

Research company earnings/financial news

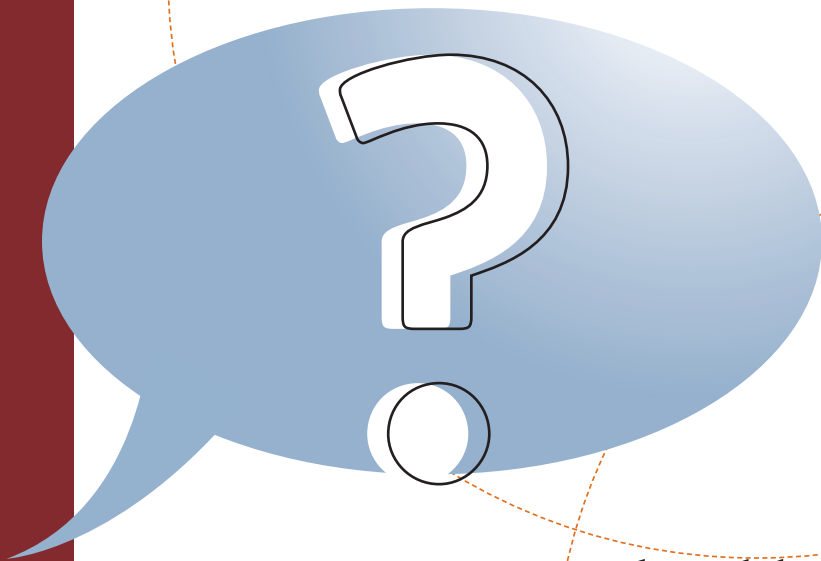
■ **Truth**, London, has received a £45 million investment from **College Group** and **Vitruvian**.

■ **Convergys**, Cincinnati, has received authorization from its board of directors to purchase an additional \$200 million of outstanding shares as market and business conditions warrant.

■ **Spredfast**, Austin, Texas, has closed a \$12 million B round of venture funding from **InterWest Partners**.

■ **Harris Interactive**, Rochester, N.Y., announced fourth-quarter results for fiscal year 2011. Total revenue was \$45.2 million, compared with \$43.6 million for the same prior-year period. Operating loss was \$(4.7) million, compared with operating income of \$0.2 million in 2010. Net loss was \$(5.1) million, compared with a net loss of \$(1.3) million for the same period in 2010.

■ **Arbitron**, Columbia, Md., announced results for the third quarter ended September 30, 2011. Revenue was \$105.6 million, an increase of 6.1 percent over the third quarter of 2010. Net income was \$15.4 million, compared with \$11.3 million for third-quarter 2010. For the nine months ended September 30, 2011, revenue was \$302.2 million, an increase of 6.5 percent over 2010.



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?



quirks.com/articles

ID 20101216

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).

For a more complete list of questions you should ask, use the Web link accompanying this article.



Q

2012

Focus

Group

Facility

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.



A searchable version of this directory is available on our Web site at www.quirks.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.

Alabama

Birmingham

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.

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

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/DVD, A/V recording, two-way observation mirror. Close to airport, downtown hotels.

C&C Market Research - Arizona Mills

5000 Arizona Mills Circle
 Tempe, AZ 85282
 Ph. 479-785-5637

craig@ccmarketresearch.com
 www.ccmarketresearch.com
 Location: Shopping mall
 Distance from airport: 60 miles, 60 minutes
 1/1, 1/1OR
 Conference 15x15 Obs. Rm. Seats 6
 (See advertisement on p. 81)

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
 (See advertisement on p. 81)

Creative Consumer Research

500 W. Broadway Suite 102
 Tempe, AZ 85282
 Ph. 480-557-6666

ycave@ccsurveys.com
 www.ccsurveys.com
 Y-Vette Cave, Vice President/Sales
 Location: Free standing facility
 Distance from airport: 6 miles, 10 minutes
 CL, 1/1, TK
 Conference 26x17 Obs. Rm. Seats 15
 Conference 26x16 Obs. Rm. Seats 15
 (See advertisement on p. 135)

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 14
 Multiple 18x21 Obs. Rm. Seats 12
 Multiple 21x17 Obs. Rm. Seats 18
 (See advertisement on p. 117)



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

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

**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

Focus Market Research has opened a new facility in Scottsdale. A well-designed focus group facility with client amenities and comfort in mind. Fresh colors and decor with one room featuring a trapezoid table. Located just blocks from fine hotels and the Scottsdale mall. Our database supports all the Phoenix and suburban areas. Medical recruitment, taste tests, all phases of consumer recruitment. Convenient to the airport. Member of First Choice Facilities. Come to the "newest" facility in Phoenix that is actually 14 years old!
 (See advertisement on p. 79)

O'Neil Associates, Inc.

412 E. Southern Ave.
 Tempe, AZ 85282
 Ph. 888-967-4441 x221 or 480-967-4441 x221
 oneil@oneilresearch.com
 www.oneilresearch.com
 Michael O'Neil, Ph.D.
 Location: Free standing facility
 Distance from airport: 6 miles, 8 minutes
 1/1, 1/10R, TK

Conference	18x23	Obs. Rm. Seats 18
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**Plaza Research-Phoenix**

2575 E. Camelback Rd.
 Phoenix, AZ 85016
 Ph. 602-381-6900 or 800-654-8002
 ehinson@plazaresearch.com
 www.plazaresearch.com
 Erin Hinson
 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

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. 121)

Precision Research Inc.

5681 W. Beverly Lane
 Glendale, AZ 85306-9801
 Ph. 602-997-9711
 jmulder@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
 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

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; mystery shopping; merchandising programs; intercept interviewing; data processing, coding and tabulation; product placement; CLT taste tests; store audits. Market sectors: medical; consumer; business-to-business; IT.
 (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
 jstuber@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

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

Tucson

CRG/Test America

Tucson Mall
 4500 N. Oracle Road, Suite 184
 Tucson, AZ 85705
 Ph. 386-677-5644
 crgsales@crglobalinc.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

 (See advertisement on p. 14)

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
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Arkansas

Fort Smith

C&C Market Research - Northwest Arkansas

Northwest Arkansas Mall
 4201 N. Shiloh Drive, #1825
 Fayetteville, AR 72703
 Ph. 479-785-5637
 craig@ccmarketresearch.com
 www.ccmarketresearch.com
 Craig Cunningham, President
 Location: Shopping mall
 Distance from airport: 20 miles, 30 minutes
 CL, 1/1, 1/10R, TK, TKO

Conference	20x15	Obs. Rm. Seats 6
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 (See advertisement on p. 81)

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

	14x9	Obs. Rm. Seats 6
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 (See advertisement on p. 81)

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
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 (See advertisement on p. 81)

Little Rock

Field Management Specialists

301 N. Shackelford Rd., Suite E2
 Little Rock, AR 72211
 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

ShareView Research

301 N. Shackelford Rd., Suite E2
 Little Rock, AR 72211
 Ph. 501-225-9959 or 501-666-2281
 info@shareviewresearch.com
 www.shareviewresearch.com
 Anne Smith
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/10R, TK, WC
 Multiple 17x17 Obs. Rm. Seats 13
 Multiple 17x14 Obs. Rm. Seats 5

California

Bakersfield

Datta Research

East Hills Mall
 3000 Mall View Rd., Suite 1027
 Bakersfield, CA 93306
 Ph. 661-872-6622
 arvind@reyesresearch.com
 www.dattaresearch.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

National Mall research coverage ♦ Mall to web computer Testing ♦ Automated Reporting ♦ Video Testing ♦ Sensory testing



C&C Market Research

www.CCMarketResearch.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.



Adept Consumer Testing/Beverly Hills

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, 1/1OR, TK, VC, WC

Conference	18x17	Obs. Rm. Seats 15
Conference	19x15	Obs. Rm. Seats 13
Conference	22x21	Obs. Rm. Seats 25
Conference	21x14	Obs. Rm. Seats 13
Conference	21x16	Obs. Rm. Seats 13
Conference	22x21	Obs. Rm. Seats 13
Conference	19x16	Obs. Rm. Seats 13

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

Adept Consumer Testing/Encino

16130 Ventura Blvd., Suite 200
 Encino, CA 91436
 Ph. 818-325-3200
 info@adeptconsumer.com
 www.adeptconsumer.com
 Scott Baker, President
 Location: Office building
 Distance from airport: 11 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, VC, WC

Conference	34x32	Obs. Rm. Seats 25
Conference	21x20	Obs. Rm. Seats 20
Conference	20x16	Obs. Rm. Seats 18
Conference	20x16	Obs. Rm. Seats 12

Adler-Weiner Research/L.A.

10960 Wilshire Blvd. Suite 1250
 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, 1/1OR, TK, AU, CUL, PUL, VC, WC

Multiple	16x20	Obs. Rm. Seats 12
Multiple	19x11	Obs. Rm. Seats 8



The AIM Forum

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

Multiple	55 X 80	Obs. Rm. Seats 24
Conference	20 X 22	Obs. Rm. Seats 24

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

AIM/LA

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

Conference	24x22	Obs. Rm. Seats 20
Conference	19x21	Obs. Rm. Seats 16
Conference	20x17	Obs. Rm. Seats 14
Living	14x17	Obs. Rm. Seats 8

AIM/LA

3760 Kilroy Airport Way #100
 Long Beach, CA 90806
 Ph. 562-981-2700
 dweinberg@aimla.com
 www.aimresearchnetwork.com
 Location: Office building
 Distance from airport: 15 miles, 25 minutes
 CL, 1/1, 1/1OR, TK, TKO, VC

Conference	20x28	Obs. Rm. Seats 20
Conference	22x14	Obs. Rm. Seats 12
Conference	21x14	Obs. Rm. Seats 6

Atkins Research Group, Inc.

4929 Wilshire Blvd., Suite 102
 Los Angeles, CA 90010
 Ph. 323-933-3816
 atkins@atkinsresearchinc.com
 www.atkinsresearchinc.com
 Kim Atkins, Owner
 Location: Office building
 Distance from airport: 10 miles, 25 minutes
 CL, 1/1, 1/1OR, WC

Multiple	29x15	Obs. Rm. Seats 16
Conference	20x14	Obs. Rm. Seats 12
Multiple	32x20	Obs. Rm. Seats 25
Multiple	18x17	Obs. Rm. Seats 16
Living	17x14	Obs. Rm. Seats 12

C&C Market Research - 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, 1/1OR, TK, CUL

	12x14	Obs. Rm. Seats 4
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 (See advertisement on p. 81)

Davis Research, LLC

23801 Calabasas Rd. Suite 1036
 Calabasas, CA 91302
 Ph. 818-591-2408
 info@davisresearch.com
 www.davisresearch.com
 Bill Davis, Partner
 Location: Office building
 Distance from airport: 20 miles, 25 minutes
 CL, 1/1, 1/1OR, TK, CUL, WC

Multiple	20x24	Obs. Rm. Seats 15
Conference	14x20	Obs. Rm. Seats 10

Facts 'n Figures

15301 Ventura Blvd.
 Garden Office Bldg. B, Suite 500
 Sherman Oaks, CA 91403
 Ph. 818-986-6600
 steve_escoc@factsnfiguresinc.com
 www.factsnfiguresinc.com
 Steve Escoc, Vice President
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, AU, VC, WC

Conference	18x20	Obs. Rm. Seats 13
Conference	18x20	Obs. Rm. Seats 14
Conference	26x29	Obs. Rm. Seats 19
Conference	11x14	Obs. Rm. Seats 6

Field Dynamics Marketing Research

16055 Ventura Blvd Suite 900
 Encino, CA 91436
 Ph. 818-783-2502 or 800-434-3537
 field@fielddynamics.com
 www.fielddynamics.com
 Location: Office building
 Distance from airport: 15 minutes
 CL, TK, TKO, CUL, WC

Multiple	21 x 17	Obs. Rm. Seats 20
Multiple	22 x 24	Obs. Rm. Seats 20
Multiple	21 x 15	Obs. Rm. Seats 15



Focus & Testing, Inc.

5016 North Parkway Calabasas, Suite 101
 Calabasas, CA 91302
 Ph. 818-347-7077
 spence@focusandtesting.com
 www.focusandtesting.com
 Spence Bilkiss, President
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, CUL, PUL, 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

Built in 2010, this 12,500 sq. ft. premier taste test and focus group facility is designed with your comfort and research needs in mind. With 3 large focus suites, a 1,250 sq. ft. commercial test kitchen, residential kitchen, CLT room that seats up to fifty with dividers and 3 separate waiting areas to prohibit respondent mingling, this facility is plush, accommodating, contemporary and affordable. An extensive database representative of LA County allows for bilingual, B2B, and medical and thorough follow-up reduces the risk of no shows and helps deliver qualified respondents.

Focus Pointe Global - Los Angeles

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

GroupNet

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

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

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
 Lorei@laresearchinc.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. "Top Rated" in 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



Mondo Research

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

Imagine a new experience in a boutique market research facility... A bright, colorful, spacious and unique urban loft environment in LA's exciting new downtown. Our state-of-the-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, Director
 Location: Office building
 Distance from airport: 3 miles, 7 minutes
 CL, 1/1, 1/1OR, CUL, VC, WC
 Conference 20x16 Obs. Rm. Seats 20
 Conference 20x16 Obs. Rm. Seats 20
 Conference 19x20 Obs. Rm. Seats 20
 Conference 19x20 Obs. Rm. Seats 20
 Conference 11x9 Obs. Rm. Seats 4
 Multiple 38x17 Obs. Rm. Seats 30

Palma Companies

22 Estaban Drive
 Camarillo, CA 93010
 Ph. 805-484-9090
 tpalma@palmaco.com
 www.palmaco.com
 Terri Palma
 Location: Office building
 Distance from airport: 50 miles, 60 minutes
 CL, 1/1, 1/1OR
 Conference 19x23 Obs. Rm. Seats 14
 Multiple 16x15 Obs. Rm. Seats 10



Plaza Research-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, Director
 Location: Office building
 Distance from airport: 1 minutes
 CL, 1/1, 1/1OR, TK, TKO, CUL, VC, WC
 Conference 16x22 Obs. Rm. Seats 20
 Conference 16x22 Obs. Rm. Seats 20
 Conference 16x20 Obs. Rm. Seats 20

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. 121)

Qualitative Insights

100 Universal City Plaza Building 4525-2A
 Universal City, CA 91608
 Ph. 818-622-4007
 lginiewicz@q-insights.com
 www.q-insights.com
 Linda Giniewicz, Vice-President
 CL, TK
 Multiple Obs. Rm. Seats 10
 Multiple Obs. Rm. Seats 10
 Multiple Obs. Rm. Seats 10

Qualitative Insights

15060 Ventura Blvd., Suite 125
 Sherman Oaks, CA 91403
 Ph. 818-988-5411
 lginiewicz@q-insights.com
 www.q-insights.com
 Linda Giniewicz, Vice President
 Location: Office building
 Distance from airport: 20 miles, 40 minutes
 CL, 1/1, 1/1OR, TK, PUL, VC
 Conference 20x16 Obs. Rm. Seats 12
 Conference 20x16 Obs. Rm. Seats 12
 Multiple 34x19 Obs. Rm. Seats 30

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.



Savitz Field and Focus - Los Angeles

Member of Focus Coast to Coast
 5757 W. Century Blvd. Suite 360
 Los Angeles, CA 90045
 Ph. 310-642-4799
 information@savitzfieldandfocus.com
 www.savitzfieldandfocus.com
 Rebecca Hanner, Facility Director

Location: Office building
 Distance from airport: 1 miles, 10 minutes
 CL, 1/1, 1/1OR, AU, CUL, VC, WC
 Conference 34x21 Obs. Rm. Seats 25
 Conference 20x21 Obs. Rm. Seats 20
 Conference 20x20 Obs. Rm. Seats 20
 Conference 20x19 Obs. Rm. Seats 20
 Conference 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, 1/1OR, TK, AU, CUL, VC, WC
 Multiple 21x18 Obs. Rm. Seats 14
 Multiple 20x19 Obs. Rm. Seats 14
 Multiple 20x19 Obs. Rm. Seats 14
 Multiple 24x18 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; mystery shopping; merchandising programs; intercept interviewing; data processing, coding and tabulation; product placement; CLT taste tests; store audits. 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, 1/1OR, TK, AU, CUL, PUL, VC, WC
 Multiple 22x24 Obs. Rm. Seats 20
 Multiple 20x18 Obs. Rm. Seats 20
 Conference 20x18 Obs. Rm. Seats 16
 Conference 20x18 Obs. Rm. Seats 16
 Multiple 14x12 Obs. Rm. Seats 8

Top rated, convenient, spacious, and experienced with fresh new ideas. Our Irvine facility has been totally revamped with top-notch technology and new modern look. 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. FocusVision, ActiveGroup, Streamliner.

Orange County

(See also Los Angeles)

Adler-Weiner Research/Orange County

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

AIM/LA

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

Ask Southern California, Inc.

City View Office Plaza
 12437 Lewis St., Suite 100
 Garden Grove, CA 92840
 Ph. 714-750-7566 or 800-644-4ASK
 Jennifer@asksoocal.com
 www.asksoocal.com
 Jennifer Kerstner, President
 Location: Free standing facility
 Distance from airport: 9 miles, 20 minutes
 CL, 1/1, 1/1OR, TK
 Conference 26x26 Obs. Rm. Seats 15

AutoPacific®

AutoPacific, Inc.

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

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

Discovery - National Qualitative Network

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 miles, 5 minutes
 CL, 1/1, TK, VC
 Conference 20x28 Obs. Rm. Seats 20
 Conference 19x15 Obs. Rm. Seats 20



Fieldwork Los Angeles, Inc.

In Orange County
 2030 Main St., Suite 300
 Irvine, CA 92614
 Ph. 949-252-8180
 info@losangeles.fieldwork.com
 www.fieldwork.com
 Kami Celano, President
 Location: Office building
 Distance from airport: 1 miles, 5 minutes
 CL, 1/1, 1/1OR, TK, CUL, VC, WC
 Conference 13x15 Obs. Rm. Seats 6
 Conference 22x22 Obs. Rm. Seats 30
 Conference 19x21 Obs. Rm. Seats 12
 Conference 22x20 Obs. Rm. Seats 18
 Conference 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, 1/1OR, VC, WC
 Conference 20x16 Obs. Rm. Seats 5

Peryam & Kroll Research Corporation

2535 N. Grand Ave.
 Santa Ana, CA 92705
 Ph. 714-543-0888 or 888-470-6781
 info@pk-research.com
 www.pk-research.com
 Tom Dutt
 Location: Free standing facility
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/10R, 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

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

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.

Palm Desert Mall
 72840 Highway 111 Suite D165
 Palm Desert, CA 92260
 Ph. 440-893-0300
 losangeles@opinionsltd.com
 www.opinionsltd.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@elliottbenson.com
 www.elliottbenson.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" facility by Impulse Survey for the past 12 years. Recently remodeled, we now offer more space and amenities! Our expanded phone room now includes 35 CATI stations and provides nationwide recruiting. Our three deluxe qualitative suites offer tiered seating, updated audio/video monitors and equipment and new furnishings. Amenities include T1 and Wi-Fi throughout the facility and videostreaming through FocusVision and ActiveGroup. Our large multipurpose room is ideal for central-location tests, mock juries, etc. And, our fully-equipped test kitchen can meet all your sensory testing needs. Our recruiting is impeccable and our service is outstanding!

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

San Bernardino/Riverside

Athena Research Group, Inc.

3600 Lime Street, Suite 512
 Riverside, CA 92501
 Ph. 310-993-6330
 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
 Conference 42x28 Obs. Rm. Seats 12

C&C Market Research - Los Angeles

Ontario Mills
 One Mills Circle, #508
 Ontario, CA 91764
 Ph. 479-785-5637
 craig@ccmarketresearch.com
 www.ccmarketresearch.com
 Location: Shopping mall
 Distance from airport: 4 miles, 7 minutes
 1/1, 1/10R, TK
 Conference 12x14 Obs. Rm. Seats 3
 (See advertisement on p. 81)

San Diego

CRG/Test America

North County Mall
 272 East Via Rancho Parkway, Space 147
 Escondido, CA 92025
 Ph. 386-677-5644
 crgsales@crgglobalinc.com
 www.crgglobalinc.com
 Bid Department
 Location: Shopping mall
 Distance from airport: 45 minutes
 1/1, 1/10R, TK, CUL, VC, WC
 Multiple 30x20 Obs. Rm. Seats 6
 (See advertisement on p. 14)

Flagship Research

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

Luth Research

1365 Fourth Ave.
 San Diego, CA 92101
 Ph. 800-465-5884 or 619-234-5884
 marketing@luthresearch.com
 www.luthresearch.com
 Ilene Goshert, Director of Qualitative
 Distance from airport: 3 miles, 10 minutes
 CL, 1/1, TK, CUL, VC, WC
 Multiple 22x23 Obs. Rm. Seats 20
 Multiple 20x19 Obs. Rm. Seats 12
 Multiple 23x23 Obs. Rm. Seats 15



Plaza Research-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. 121)

Quick Test/Heakin

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

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.



Taylor Research, Inc.
 1545 Hotel Circle S. Suite 350
 San Diego, CA 92108
 Ph. 800-922-1545 or 619-299-6368
 taylor@taylorresearch.com
 www.taylorresearch.com
 Patsy Trice, President or James Arcediano, VP of Operations
 Location: Free standing facility
 Distance from airport: 10 miles, 10 minutes
 CL, 1/1, 1/1OR, CUL, VC, WC
 Living 20x17 Obs. Rm. Seats 12
 Conference 18x14 Obs. Rm. Seats 12
 Conference 18x14 Obs. Rm. Seats 12
 Multiple 31x24 Obs. Rm. Seats 20
 Conference 18x14 Obs. Rm. Seats 8
 Multiple 24x16 Obs. Rm. Seats 12

Taylor Research Inc. 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. 86)

San Francisco Bay/San Jose

Brainfarm, a Tragon Company
 350 Bridge Parkway
 Redwood Shores, CA 94065
 Ph. 650-412-2100 or 800-841-1177
 ctao@tragon.com
 www.tragon.com
 Steve Willis, Account Manager
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, PUL, VC
 Conference 20x24 Obs. Rm. Seats 12
 Conference 30x35 Obs. Rm. Seats 12

C&C Market Research - San Francisco
 Great Mall
 308 Great Mall Drive
 Milpitas, CA 95035
 Ph. 479-785-5637
 craig@ccmarketresearch.com
 www.ccmarketresearch.com
 Location: Shopping mall
 Distance from airport: 3 miles, 10 minutes
 1/1, 1/1OR
 Conference 15x12 Obs. Rm. Seats 8
 (See advertisement on p. 81)

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
 (See advertisement on p. 14)

ECHO Research Group
 1485 Park Ave. Suite 200
 Emeryville, CA 94608
 Ph. 510-654-5400
 ghilak@echopr.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

Have a project that must be done perfectly, with great respondents, and within budget? That's what we do.

TAYLOR RESEARCH • SAN DIEGO

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

ACTIVE GROUP **FocusVision WORLDWIDE**

800-922-1545 taylorresearch.com

Ecker & Associates

220 S. Spruce Ave. Suite 100
 S. San Francisco, CA 94080-4404
 Ph. 650-871-6800 or 800-4-ECKER-1
 ecker01@aol.com
 www.eckersf.com
 Bette Rosenthal
 Location: Office building
 Distance from airport: 5 miles, 10 minutes
 CL, 1/1, 1/1OR, TK, AU, CUL, VC, WC
 Conference 24x16 Obs. Rm. Seats 15
 Multiple 13x14 Obs. Rm. Seats 10
 Conference 16x18 Obs. Rm. Seats 15
 Multiple 22x27 Obs. Rm. Seats 25

Ecker & Associates

222 Front St., 3rd Floor
 San Francisco, CA 94111
 Ph. 650-871-6800 or 800-4-ECKER-1
 ecker01@aol.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

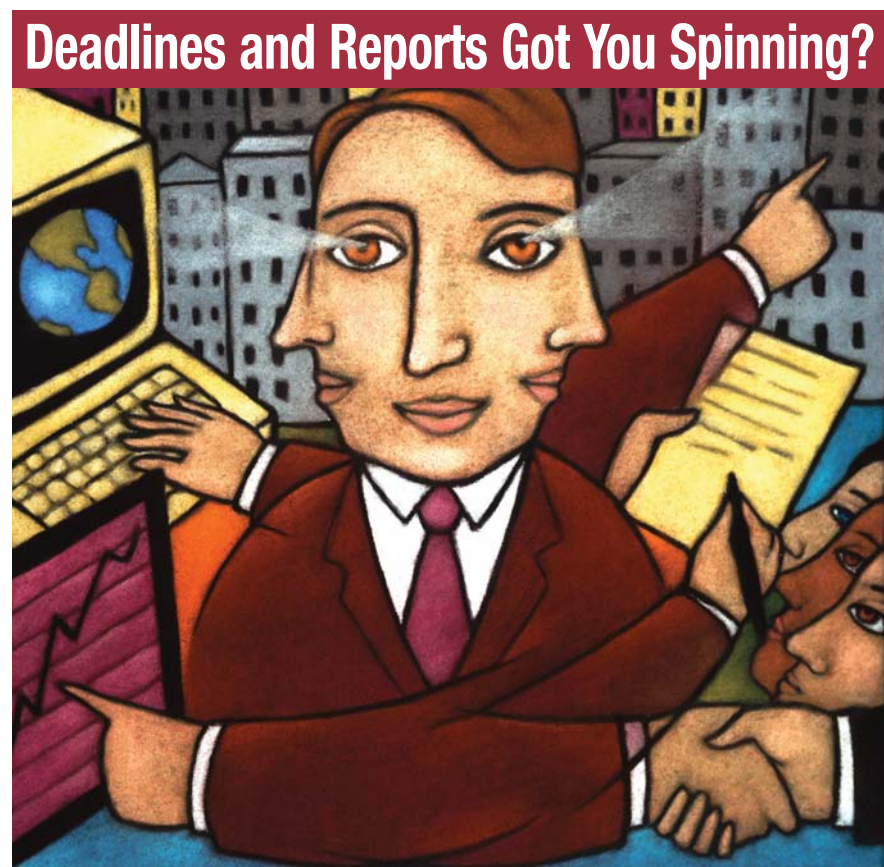
250 Sutter St., Suite 200
 San Francisco, CA 94108-4403
 Ph. 800-277-3200 or 415-398-4140
 ffr@ffrsf.com
 www.ffrsf.com
 Molly Fleischman or Lisa Chiapetta
 Location: Office building
 Distance from airport: 14 miles, 30 minutes
 CL, 1/1, 1/1OR, CUL, PUL, VC, WC
 Multiple 25x19 Obs. Rm. Seats 15
 Multiple 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. 87)

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



Try Fleischman Field Research for some calming predictability.

Precise Recruiting • Responsive Staff
Experienced Project Management
Ideal Union Square Location • Top-Rated Facilities
Cutting Edge Technology with On-Site Tech support

Your Needs Anticipated and Delivered, on Time, on Budget.

You deserve calm predictability.

Fleischman Field Research — "A First Choice Facility"

FLEISCHMAN FIELD RESEARCH SAN FRANCISCO
 Owner Managed for Quality

250 Sutter Street, 2nd Floor, San Francisco
 P: 415.398.4140 • (800) 277-3200
 www.ffrsf.com • lisa@ffrsf.com

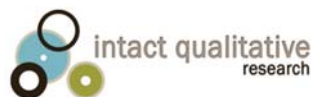
FIRST CHOICE FACILITIES

Codes

Location: Office building, Freestanding building, Shopping mall

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

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



Intact Qualitative Research

599 3rd Street, Suite 104
 San Francisco, CA 94107
 Ph. 415-400-5945
 richard@intactqualitativeresearch.com
 www.intactqualitativeresearch.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, LLC

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

Nichols Research - Concord

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

Nichols Research - Fremont

GroupNet Northern California
 39141 Civic Center Dr. Suite 425
 Fremont, CA 94538
 Ph. 510-794-2990
 info@nicholsresearch.com
 www.nicholsresearch.com
 Aaron Nichols
 Location: Office building
 Distance from airport: 25 miles, 35 minutes
 1/1, 1/1OR, CUL, VC, WC
 Conference 20x16 Obs. Rm. Seats 12

Nichols Research - San Francisco

GroupNet Northern California
 44 Montgomery St. Suite 1550
 San Francisco, CA 94104
 Ph. 415-986-0500
 info@nicholsresearch.com
 www.nicholsresearch.com
 Paul Valdez
 Location: Office building
 Distance from airport: 13 miles, 21 minutes
 CL, 1/1, 1/1OR, TK, CUL, VC, WC
 Conference 20x18 Obs. Rm. Seats 15
 Conference 20x18 Obs. Rm. Seats 15
 Conference 19x15 Obs. Rm. Seats 10
 Conference 12x12 Obs. Rm. Seats 5

Nichols Research - San Jose/Sunnyvale

GroupNet Northern California
 333 W. El Camino Real, Suite 130
 Sunnyvale, CA 94087
 Ph. 408-773-8200
 info@nicholsresearch.com
 www.nicholsresearch.com
 Theresa Milam
 Location: Office building
 Distance from airport: 6 miles, 15 minutes
 CL, 1/1, 1/1OR, TK, CUL, VC, WC
 Conference 20x15 Obs. Rm. Seats 14
 Conference 20x15 Obs. Rm. Seats 10
 Conference 16x14 Obs. Rm. Seats 20
 Conference 24x16 Obs. Rm. Seats 14
 Conference 9x9 Obs. Rm. Seats 4
 Multiple 36x24 Obs. Rm. Seats 22

Opinions, Ltd.

Solano Mall
 1350 Travis Blvd. #1522A
 Fairfield, CA 94533
 Ph. 440-893-0300
 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-San Francisco

55 Stockton St. Suite 400
 San Francisco, CA 94108
 Ph. 415-984-0400 or 800-654-8002
 mdebboli@plazaresearch.com
 www.plazaresearch.com
 Maria Debboli
 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. 121)

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 24x17 Obs. Rm. Seats 14
 Multiple 20x17 Obs. Rm. Seats 14
 Multiple 22x30 Obs. Rm. Seats 14

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

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

Quick Test/Heakin

West Valley Mall
 3200 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; mystery shopping; merchandising programs; intercept interviewing; data processing, coding and tabulation; product placement; CLT taste tests; store audits. Market sectors: medical; consumer; business-to-business; IT.
(See advertisement on inside front cover)



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
Heather McEneaney
Location: Free standing facility
Distance from airport: 15 miles, 20 minutes
CL, 1/1, 1/10R, 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 field-work. 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)
201 Post Street, 6th Floor
San Francisco, CA 94108
Ph. 415-956-2302 or 866-EARFULL
kimberly.hottell@watchlab.com
www.watchlab.com
Heather McEneaney
Location: Free standing facility
Distance from airport: 14 miles, 20 minutes
CL, 1/1, 1/10R, 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 field-work. 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
Molyka Chea, Director of Operationa
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.dattaresearch.com
Arvind Datta

Colorado

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 10
Multiple 15x11 Obs. Rm. Seats 8

Denver



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

Once again rated "One of the World's Top Facilities" by Impulse Survey, as are all Accudata facilities (Denver, Memphis, Orlando and Tampa). Two state-of-the-art focus group suites, close to the airport in the second-largest city in Colorado, Aurora, plus guaranteed recruiting, top-quality staff and management make us the premier facility in the Denver area. We offer videoconferencing, videostreaming and DVD/CD and MP3 recording.
(See advertisement on p. 95)

CRG/Test America

Flatiron Crossing, #2128
One W. Flatiron Circle
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
(See advertisement on p. 14)



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
christinec@ingatherresearch.com
www.ingatherresearch.com
Bret Agre, Chief Opportunity Officer
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
30x18

INGATHER RESEARCH and Innovation Resorts brings you the industry's first "reality house," 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 in-context setting is the best way to attain deeper insight and "real" results. Additionally, we don't just recruit, we scout; there is a difference! Over-the-top resort amenities at traditional prices. Book your next project at INGATHER and find out what revolutionizing the qualitative experience one client at a time is all about!

Johnston Research Group

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

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.

Market Perceptions, Inc.

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

**Plaza Research-Denver**

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

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. 121)

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

Connecticut Post Mall
1201 Boston Post Rd., #2067
Milford, CT 06460
Ph. 479-785-5637
craig@ccmarketresearch.com
www.ccmarketresearch.com
Craig Cunningham, President
Location: Shopping mall
Distance from airport: 60 miles, 60 minutes
CL, 1/1, TK
Conference 12x17 Obs. Rm. Seats 8
(See advertisement on p. 81)

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 or 914-631-0796
info@marketview-research.com
www.marketview-research.com
Gail Friedman, President
Location: Office building
Distance from airport: 25 miles, 30 minutes
CL, TK, VC, WC
Multiple 20x22 Obs. Rm. Seats 15
Multiple 28x25 Obs. Rm. Seats 20

Hartford

**Connecticut Connection - Farmington**

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

Each of our focus group facilities in Connecticut (Farmington and North Haven) is given the highest rating by moderators. High-performance recruiting and field services conducted throughout Connecticut. Database of over 40,000 respondents covering all demographic, medical and professional categories. Farmington has a 50-seat amphitheater perfect for mock juries and large taste tests. The facility has three focus group rooms and a mirrored test kitchen. The viewing rooms seat 20 clients. Videostreaming and usability lab are available.

**Connecticut InFocus**

76 Eastern Blvd.
Hartford-Glastonbury, CT 06033
Ph. 860-652-0307
jonik@ctinfofocus.com
www.ctinfofocus.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

**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
Nancy Neumann, Senior 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

Each of our focus group facilities in Connecticut (North Haven and Farmington) is given the highest rating by moderators. High-performance recruiting and field services conducted throughout Connecticut. North Haven coverage includes Middlesex and New London counties. North Haven has an audience room (35 respondents), several breakout rooms and a focus group room. Viewing room seats 20 clients. Videostreaming and usability lab available. Database of over 40,000 respondents, including business, medical and minorities.

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, 1/1OR, CUL, VC, WC
Multiple 18x16 Obs. Rm. Seats 10
Multiple 18x21 Obs. Rm. Seats 10
Multiple 23x14 Obs. Rm. Seats 16
Conference 14x10 Obs. Rm. Seats 6

Delaware

Wilmington

Central Focus

819 Washington St.
Wilmington, DE 19801
Ph. 302-655-3665
ddahn@a-b-c.com
www.abcfocus.com
Dick Dahn
Location: Office building
Distance from airport: 20 miles, 35 minutes
CL, 1/1, 1/1OR, 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, 1/1OR, 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, 1/1OR, TK, VC, WC
20x20 Obs. Rm. Seats 8
(See advertisement on p. 14)



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
Jorge Restrepo, Client Service Executive
Location: Office building
Distance from airport: 27 miles, 35 minutes
CL, 1/1, 1/1OR, 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@martinfocus.com
www.martinfocus.com
Marjorie Jeskey
Location: Office building
Distance from airport: 3 miles, 10 minutes
CL, 1/1, 1/1OR, VC
Conference 17x24 Obs. Rm. Seats 10
Conference 16x16 Obs. Rm. Seats 8



Metro Research Services, Inc.

9990 Lee Highway/Fairfax Blvd. Suite 110
Fairfax, VA 22030
Ph. 703-385-1108
alorinchak@metroresearchservices.com
www.metroresearchservices.com
Angela Lorinchak, President
Location: Office building
Distance from airport: 15 miles, 25 minutes
CL, 1/1, 1/1OR, CUL, VC, WC
Conference 15x20 Obs. Rm. Seats 18
Conference 08x10 Obs. Rm. Seats 6
Conference 16x20 Obs. Rm. Seats 18
Conference 10x10 Obs. Rm. Seats 6

Two state-of-the-art facilities - Fairfax and Alexandria, Va. - both in executive buildings. All phases of market research in Washington, D.C., area. Brand-new Alexandria office opened in October 2011 with three suites - one with seating for up to 50. Minutes from Reagan National Airport, Washington D.C., and Capitol Hill. Across the street from Metro and Amtrak. Walking distance to numerous hotels. Fairfax office near Dulles airport. Top-rate recruiting in Va., Md., and D.C. Offering videostreaming, video marker, DVD, CD, MP3 recording. Equipped for mock trials, CLTs and usability studies. 10-station PC lab for your next CLT project. Modular tables and tiered viewing rooms. Online groups and project management also available. Consistently an Impulse "Top Rated" firm.



Metro Research Services, Inc.

1800 Diagonal Road, Suite 300
Alexandria, VA 22314
Ph. 703-385-1108
info@metroresearchservices.com
www.metroresearchservices.com
Angela Lorinchak, President
Location: Office building
Distance from airport: 3 miles, 10 minutes
CL, 1/1, 1/1OR, WC
Conference 15x20 Obs. Rm. Seats 18
Conference 08x10 Obs. Rm. Seats 6

Two state-of-the-art facilities - Fairfax and Alexandria, Va. - both in executive buildings. All phases of market research in Washington, D.C., area. Brand-new Alexandria office opened in October 2011 with three suites - one with seating for up to 50. Minutes from Reagan National Airport, Washington D.C., and Capitol Hill. Across the street from Metro and Amtrak. Walking distance to numerous hotels. Fairfax office near Dulles airport. Top-rate recruiting in Va., Md., and D.C. Offering videostreaming, video marker, DVD, CD, MP3 recording. Equipped for mock trials, CLTs and usability studies. 10-station PC lab for your next CLT project. Modular tables and tiered viewing rooms. Online groups and project management also available. Consistently an Impulse "Top Rated" firm.

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

OMR

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, 1/1OR, TK, CUL, VC, WC
Conference 20x14 Obs. Rm. Seats 12
Conference 9x8 Obs. Rm. Seats 5



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, 1/1OR, CUL, WC
Conference 19x17 Obs. Rm. Seats 10

Full-service research firm with state-of-the-art focus group facility, located in downtown Washington, D.C. Designs and conducts quantitative and qualitative research, with advanced expertise in women, small-business owners and consumers. Offers any combination for focus group research-facility rental/recruiting/research design/moderation/analysis.

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.



Shugoll Research

GroupNet DC
 7475 Wisconsin Ave. Suite 200
 Bethesda, MD 20814
 Ph. 301-656-0310
 info@ShugollResearch.com
 www.ShugollResearch.com
 Rick Seale, Executive Vice President
 Location: Office building
 Distance from airport: 12 miles, 35 minutes
 CL, 1/1, 1/1OR, CUL, VC, WC

Conference 16x20	Obs. Rm. Seats 12
Conference 16x21	Obs. Rm. Seats 10
Conference 19x20	Obs. Rm. Seats 10
Conference 16x26	Obs. Rm. Seats 22
Conference 16x21	Obs. Rm. Seats 10
Conference 10x13	Obs. Rm. Seats 8
Conference 11x16	Obs. Rm. Seats 5

Shugoll Research is the premier qualitative research facility in the Washington, D.C., metro area. We are committed to providing our clients the highest-quality recruiting, a beautiful high-tech facility with all-digital audio- and video-recording and staff who are dedicated to anticipating your needs and going beyond meeting your expectations. Our facility is conveniently located on the Metro line in downtown Bethesda, Md., less than two miles from Washington, D.C. We provide the ideal location for both urban and suburban respondents as well as business and medical professionals.

TMNcorp

8720 Georgia Ave., Suite 606
 Silver Spring, MD 20910
 Ph. 301-565-0770
 nbmurphy@themedianetwork.com
 www.tnncorp.com
 Nhora B. Murphy, President
 Location: Office building
 Distance from airport: 15 miles, 30 minutes
 CL, 1/1
 Conference 15x18 Obs. Rm. Seats 10

Florida

Daytona Beach

CRG GLOBAL, INC.

Administrative/Focus Facility
 3 Signal Ave.
 Ormond Beach, FL 32174
 Ph. 386-677-5644
 crgsales@crgglobalinc.com
 www.crgglobalinc.com
 Location: Free standing facility
 Distance from airport: 14 miles, 15 minutes
 CL, 1/1, 1/1OR, TK, TKO, CUL, PUL, VC, WC
 Conference 16x30 Obs. Rm. Seats 15
 (See advertisement on p. 14)

CRG GLOBAL, INC.

Volusia Mall
 1700 W. International Speedway Blvd., Suite 386
 Daytona Beach, FL 32114
 Ph. 386-677-5644
 crgsales@crgglobalinc.com
 www.crgglobalinc.com
 Location: Shopping mall
 Distance from airport: 2 miles, 4 minutes
 1/1, 1/1OR, TK, VC, WC
 Multiple 14x18 Obs. Rm. Seats 5
 (See advertisement on p. 14)

Fort Lauderdale

(See also Miami)

Mars Research

6365 N.W. 6th Way Suite 150
 Ft. Lauderdale, FL 33309
 Ph. 954-771-7725 or 877-755-2805
 joyceg@marsresearch.com
 www.marsresearch.com
 Joyce Gutfreund, Executive VP
 Location: Office building
 Distance from airport: 11 miles, 18 minutes
 CL, 1/1, 1/1OR, TK, CUL, WC
 Conference 17x28 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, 1/1OR, TK, TKO, CUL, VC, WC
 Conference 15x20 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20
 Multiple 16x22 Obs. Rm. Seats 20
 Conference 16x21 Obs. Rm. Seats 20

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. 121)



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, 1/1OR, TK, AU, CUL, PUL, VC, WC
 Conference 25x25 Obs. Rm. Seats 25
 Conference 20x20 Obs. Rm. Seats 18
 Conference 20x20 Obs. Rm. Seats 18
 Conference 14x16 Obs. Rm. Seats 8

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, 1/1OR, AU, CUL

Conference 18x30	Obs. Rm. Seats 15
Conference 24x14	Obs. Rm. Seats 12
Living 14x24	Obs. Rm. Seats 6
Conference 30x50	Obs. Rm. Seats 20

Professional focus group facilities and databases covering Gainesville and Ocala, Fla. Nationwide professional environment focus groups (closed-circuit TV in adjoining observation rooms) arranged, set up, recruited and coordinated in areas (rural/urban/small cities) where no facilities are located. Fixed or scanning camera (videotape/DVD), audio, wireless Internet, computer rooms, projection equipment and written transcriptions available. Nationwide CATI telephone survey and recruitment center, includes Hispanic and other bilingual research. Team of multicultural female/male moderators and in-depth interviewers.

Jacksonville



Concepts In Focus

GroupNet Jacksonville
 1329 Kingsley Ave., Suite A
 Jacksonville, FL 32073
 Ph. 904-264-5578
 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, 1/1OR, 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.

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.



Irwin
 9250 Baymeadows Rd. Suite 350
 Jacksonville, FL 32256
 Ph. 904-731-1811
 kblackburn@irwin-jx.com
 www.irwin-jx.com

Kathryn Blackburn, President
 Location: Office building
 Distance from airport: 25 miles, 35 minutes
 CL, 1/1, 1/1OR, TK, VC
 Conference 22x18 Obs. Rm. Seats 15
 Conference 16x18 Obs. Rm. Seats 10

IRWIN ... an Impulse "Top Rated" facility founded on the precepts of excellence in service and quality of delivered product, IRWIN has a proven 35-year record of meeting your focus group, data collection and testing needs. We offer two modern, oversized luxurious focus suites, all amenities, advanced computer system and on-site kitchen. 10 minutes away is our 2,500-sq.-ft. fully-equipped CLT with Internet access and seating 25 comfortably for taste, product and simulated store tests. IRWIN - qualified, experienced professionals.
 (See advertisement on p. 93)

Kirk Research Services, Inc.
 9550 Regency Square Blvd., Suite 906
 Jacksonville, FL 32225
 Ph. 904-858-3200
 info@kirkresearch.com
 www.kirkresearch.com
 John Byington, Manager
 Location: Office building
 Distance from airport: 14 miles, 25 minutes
 1/1, 1/1OR, CUL
 Conference 15x16 Obs. Rm. Seats 15

Miami

(See also Fort Lauderdale)

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
 4700 Biscayne Blvd. Suite 403
 Miami, FL 33137
 Ph. 305-576-1520
 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 10
 Multiple 14x22 Obs. Rm. Seats 8
 Multiple 22x24 Obs. Rm. Seats 15
 Multiple 22x16 Obs. Rm. Seats 10



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 28x21 Obs. Rm. Seats 15
 Conference 19x19 Obs. Rm. Seats 15
 Conference 19x19 Obs. Rm. Seats 15

Our "Top Rated" facility in Miami opened in 2006 featuring four focus group suites. We provide solid, consistent, bilingual on-site recruiting and project management. Daily updates. Assigned qualitative assistants on site. We offer FocusVision, ActiveGroup and QualLab. Welcome to Miami!



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 Troy Stoloff
 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.
 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
 A Division of ClearView Research
 5450 Lake Howell Rd.
 Winter Park, FL 32792
 Ph. 407-671-3344
 mary@aboutorlandoresearch.com
 www.aboutorlandoresearch.com
 Mary Kelly Broderick
 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, moni-

tored 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. (See advertisement on p. 101)



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, 1/10R, 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" 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 video-conferencing, videostreaming, videomarking, DVD/CD and MP3 recording. (See advertisement on p. 95)

Ideas to Go, Inc.

200 E. Robinson St.
Eola Park Centre 1, Suite 1250
Orlando, FL 32801
Ph. 407-367-2655
rmeal@ideastogo.com
www.ideastogo.com
Rhonda Neal, Project Manager
Location: Office building
Distance from airport: 12 miles
CL, TKO, VC
Multiple 38x22 Obs. Rm. Seats 15
Multiple 18x22 Obs. Rm. Seats 10



Product Insights, Inc.

365 Wekiva Springs Rd., Suite 201
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, VC
Multiple 18x21 Obs. Rm. Seats 12
Multiple 10x12 Obs. Rm. Seats 5

Brand-new 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
Stephenie Gordon, Vice President
Location: Office building
Distance from airport: 20 miles, 30 minutes
CL, CUL, VC, WC
Multiple 24x16 Obs. Rm. Seats 12
Multiple 20x16 Obs. Rm. Seats 12

Schlesinger Associates is the leading full-service data col-

lection 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; mystery shopping; merchandising programs; intercept interviewing; data processing, coding and tabulation; product placement; CLT taste tests; store audits. Market sectors: medical; consumer; business-to-business; IT. (See advertisement on inside front cover)



ACCUDATA
MARKET RESEARCH INC.

Guaranteed Recruiting

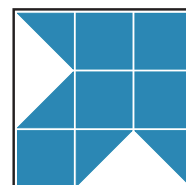
Be Choosy



Top Rated Qualitative Research Facilities

Denver
800-808-3564
Memphis
800-625-0405

Orlando
800-831-7744
Tampa
866-232-1438



ACCUDATA
MARKET RESEARCH INC.
www.accudata.net

Codes

Location: Office building, Freestanding building, Shopping mall

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

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

Sarasota

Focus Sarasota

1990 Main St., Suite 750
 Sarasota, FL 34239
 Ph. 941-365-0033
 skempton@kemptonresearch.com
 www.focussarasota.com
 Location: Office building
 Distance from airport: 6 miles, 8 minutes
 CL, 1/1, 1/1OR, VC, WC
 Conference 21x20 Obs. Rm. Seats 6
 Conference 15x20 Obs. Rm. Seats 6

Tallahassee

Friedman Marketing Services

Consumer Opinion Center
 Tallahassee Mall
 2415 N. Monroe St.
 Tallahassee, FL 32303
 Ph. 850-385-4399 or 914-698-9591
 tallahassee@mfkg.com
 www.friedmanmktg.com
 Liz Cox, Manager
 Location: Shopping mall
 Distance from airport: 10 miles, 20 minutes
 TK
 Conference 10x18

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, 1/1OR, CUL
 Multiple 19x22 Obs. Rm. Seats 6

Salter Mitchell

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

Tampa/St. Petersburg



AccuData Market Research, Inc.

3815 W. Humphrey St. Suite 105
 Tampa, FL 33614
 Ph. 866-232-1438 or 813-935-2151
 tampa@accudata.net
 www.accudata.net
 Shannon Hendon
 Location: Office building
 Distance from airport: 2 miles, 5 minutes
 CL, 1/1, 1/1OR, TK, VC, WC
 Conference 25x15 Obs. Rm. Seats 18
 Conference 15x12 Obs. Rm. Seats 16

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 Wi-Fi, FocusVision videostreaming and videoconferencing. (See advertisement on p. 95)

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, 1/1OR, TK
 Conference 20x12 Obs. Rm. Seats 5

The Consumer Center of Mid-Florida

101 Philippe Pkwy. Suite A
 Safety Harbor, FL 34695
 Ph. 727-726-0844
 ann@theconsumercenter.com
 www.theconsumercenter.com
 Ann Hudson, President
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 CL, 1/1, 1/1OR, TK, TKO, VC
 Multiple 27x19 Obs. Rm. Seats 15
 Multiple 17x22 Obs. Rm. Seats 8

Herron Associates, Inc.

GroupNet Tampa
 600 N. Westshore Blvd. Suite 702
 Tampa, FL 33609
 Ph. 800-392-3828 or 317-882-3800
 tampa@herron-research.com
 www.herron-research.com
 Sue McAdams, President
 Location: Office building
 Distance from airport: 3 miles, 5 minutes
 CL, 1/1, 1/1OR, TK, CUL, VC, WC
 Multiple 15x20 Obs. Rm. Seats 12
 Multiple 15x20 Obs. Rm. Seats 12
 Multiple 24x28 Obs. Rm. Seats 14
 Multiple 18x19 Obs. Rm. Seats 14
 Multiple 10x13 Obs. Rm. Seats 2



L & E Research

5110 Eisenhower Blvd., Suite 300
 Tampa, FL 33634
 Ph. 877-344-1574
 bidrequest@leresearch.com
 www.leresearch.com
 Renee Wyckoff and Anita Davis, Consumer Project Managers
 Distance from airport: 5 miles, 10 minutes
 CL, 1/1, 1/1OR, TK, AU, CUL, PUL, VC, WC
 32x32 Obs. Rm. Seats 22
 17x20 Obs. Rm. Seats 15
 17x19 Obs. Rm. Seats 10

Great recruiting, great service, great results - that is the promise L&E Research has been delivering to Raleigh, N.C., since 1984 and now we bring that to Tampa, Fla., as well, with new facilities located by the airport, easily accessible for Tampa, St. Petersburg and Clearwater residents. Continuing to have some of the highest Impulse Survey ratings in the Southeast, our plan is simple: grow our database and hire project managers with market expertise who consult and deliver project success. Coupled with our proprietary software that mines our database for excellent recruiting, L&E Research should be your choice for your next Tampa-area project. Free ground transportation and complimentary digital recording are just some of the many extras we deliver standard. Learn more at www.leresearch.com.



Plaza Research-Tampa

4301 Anchor Plaza Pkwy.
 Tampa, FL 33634
 Ph. 813-769-2900 or 800-654-8002
 abrantly@plazaresearch.com
 www.plazaresearch.com
 Amy Brantly Kirkpatrick, Director
 Location: Office building
 Distance from airport: 5 minutes
 CL, 1/1, 1/1OR, TK, TKO, CUL, VC, WC
 Conference 15x20 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20
 Multiple 16x22 Obs. Rm. Seats 20

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. 121)

Quick Test/Heakin

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, Director

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/videorecording plus extensive database. Hispanic populations ... Hablamos Espanol!

Superior Research

5401 W. Kennedy Blvd. Suite 820

Tampa, FL 33609

Ph. 813-443-4252

sr.tampa@yahoo.com

www.superiorrecruiting.webs.com

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 inde-

pendently 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

(See advertisement on p. 81)



Compass Marketing Research

3725 DaVinci Court, Suite 100

Norcross, GA 30092

Ph. 770-448-0754

info@cmrcompass.com

www.compassmarketingresearch.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 commercial 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. 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

Sandy Bond, Assistant Manager

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. 117)

Break out of the box with timely, practical insight!

IMAGES MARKET RESEARCH

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

- Full-service research design and analysis
- Multilingual recruiting, interviewing and moderating
- Quality focus group recruiting
- Proven success with a qualitative show rate averaging 90%
- New state of the art facility in the heart of Midtown Atlanta
- Multiple focus group rooms and setups available from traditional, living room, classroom style and one-on-one interviews

1320 Ellsworth Industrial Blvd.

Building C

Atlanta, GA 30318

PHONE: 404.892.2931

FAX: 404.875.1052

www.imagesmarketresearch.net

research@imagesusa.net

Juan Quevedo, Dir. Market Research or

Anna Salome, Project Manager



Codes

Location: Office building, Freestanding building, Shopping mall

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

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



Fieldwork Atlanta, Inc.
 200 Galleria Pkwy. Suite 1600
 Atlanta, GA 30339
 Ph. 770-988-0330
 info@atlanta.fieldwork.com
 www.fieldwork.com
 Elana Sorkin, President
 Location: Office building

Distance from airport: 20 miles, 25 minutes
 CL, 1/1, 1/1OR, TK, CUL, VC, WC
 Conference 35x20 Obs. Rm. Seats 20
 Conference 22x25 Obs. Rm. Seats 20
 Conference 20x24 Obs. Rm. Seats 20
 Conference 19x22 Obs. Rm. Seats 25
 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 Pointe Global - Atlanta

Monarch Plaza
 3414 Peachtree Rd. NE, 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, 1/1OR, TK, CUL, VC, WC
 Multiple 24x16 Obs. Rm. Seats 18
 Multiple 24x16 Obs. Rm. Seats 18
 Multiple 14x16 Obs. Rm. Seats 21
 Multiple 33x19 Obs. Rm. Seats 25

IMAGES Market Research

1320 Ellsworth Industrial Blvd., Building C
 Atlanta, GA 30318
 Ph. 404-892-2931
 research@imagesusa.net
 www.imagesmarketresearch.net
 Juan Quevedo

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
 (See advertisement on p. 97)



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, 1/1OR, 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.
 (See advertisement on p. 3)



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, 1/1OR, TK, AU, CUL, PUL, VC, WC
 Multiple 25x16 Obs. Rm. Seats 15
 Multiple 22x22 Obs. Rm. Seats 12
 Multiple 22x22 Obs. Rm. Seats 12
 Multiple 16x18 Obs. Rm. Seats 12
 22x54 Obs. Rm. Seats 24
 14x15 Obs. Rm. Seats 10

Four focus suites including 1,200-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. On-site IT and A/V techs. Streaming available internally and externally. PRC-certified personnel.
 (See advertisement on p. 3)

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, 1/1OR, TK
 Living 20x25 Obs. Rm. Seats 0
 (See advertisement on p. 3)

Murray Hill Center Southeast, Inc., Atlanta

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

Chinua Suma, Director
 Location: Office building
 Distance from airport: 18 miles, 20 minutes
 CL, 1/1, 1/1OR, 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
 akirkpatrick@plazaresearch.com
 www.plazaresearch.com

Amy Kirkpatrick
 Location: Office building
 Distance from airport: 15 minutes
 CL, 1/1, 1/1OR, TK, TKO, AU, CUL, VC, WC
 Conference 15x20 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20
 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. 121)



PVR Research, Inc.

Group Net Atlanta
 11445 Johns Creek Parkway
 Johns Creek, 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, 1/1OR, 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. 52 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

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

Quick Test/Heakin

Gwinnett Place Mall
2100 Pleasant Hill Rd.
Duluth, GA 30096
Ph. 770-476-0714
bid@quicktest.com
www.quicktest.com
Location: Shopping mall
1/1, TK
Multiple 20x18 Obs. Rm. Seats 12



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, 1/1OR, CUL, VC, WC
Conference 35x28 Obs. Rm. Seats 25
Conference 16x22 Obs. Rm. Seats 20
Conference 16x22 Obs. Rm. Seats 20
Conference 16x22 Obs. Rm. Seats 20
Conference 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; mystery shopping; merchandising programs; intercept interviewing; data processing, coding and tabulation; product placement; CLT taste tests; store audits. Market sectors: medical; consumer; business-to-business; IT.
(See advertisement on inside front cover)

Superior Research

1155 Hammond Dr. Suite 5090-E
Atlanta, GA 30328
Ph. 770-394-4400
jay@superiorresearch.net
www.superiorresearch.net
Rhoda Davis
Location: Office building
Distance from airport: 20 miles, 30 minutes
CL, 1/1, 1/1OR, TK, TKO, VC, WC
Conference 14x23 Obs. Rm. Seats 12
Conference 14x20 Obs. Rm. Seats 12
Conference 14x20 Obs. Rm. Seats 12
Conference 13x09 Obs. Rm. Seats 4
Living 15x19 Obs. Rm. Seats 12



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, 1/1OR, CUL, PUL, VC, WC
Conference 25x12 Obs. Rm. Seats 20
Conference 20x12 Obs. Rm. Seats 15
Multiple 13x14 Obs. Rm. Seats 10
Living 30x21 Obs. Rm. Seats 15

User Insight 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@vlresearch.com
www.vlresearch.com
Dydra Virgil, Principal
Location: Office building
Distance from airport: 16 miles, 20 minutes
CL, 1/1, 1/1OR, TK
Multiple 17x14 Obs. Rm. Seats 16
Multiple 12x12 Obs. Rm. Seats 10



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

Non-traditional venue for research and workshops: a home equipped with everything you need for your project - for 1 client at a time. Centrally located in a residential neighborhood in Sandy Springs/Buckhead, close to everything. From focus groups, IDs, taste tests, in-context interaction w/consumers, dinner parties, friendship groups, drinking buddies, flips, kids' creations and ideation to think tanks and/or workshops, we can meet your needs. Our place is equipped with the latest technology, free high-speed wireless, in-house Webstreaming, FocusVision (in/outdoors).

AnswersInc.

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

Hawaii

Honolulu

Market Trends Pacific, Inc.

1136 Union Mall, Suite 405
Honolulu, HI 96813
Ph. 808-532-0733
wanda@markettrendspacific.com
www.markettrendspacific.com
Wanda L. Kakugawa, President
Location: Office building
Distance from airport: 6 miles, 15 minutes
1/1, 1/1OR
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, 1/1OR, 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@anthologygroup.com
www.qmarkresearch.com
Location: Office building
Distance from airport: 8 miles, 15 minutes
CL, 1/1, 1/1OR, AU, VC
Conference 20x26 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.



Ward Research, Inc.

828 Fort Street Mall, Suite 210
 Honolulu, HI 96813
 Ph. 808-522-5123
 wrstaff@wardresearch.com
 www.wardresearch.com
 Denise Charles, Vice President - Admin.
 Location: Office building
 Distance from airport: 5 miles, 15 minutes
 1/1, 1/1OR
 Conference 14x24 Obs. Rm. Seats 15

With nearly 30 years of experience in the Hawaii market, a database of over 10,000 respondents statewide and our reputation for quality recruiting and top-notch customer service, we will work closely with you to recruit the respondents you need. We also have one of Hawaii's premier moderators on staff and offer one of the most spacious facilities in Hawaii.

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.

875 N. Michigan Ave.
 John Hancock Center, Suite 3260
 Chicago, IL 60611
 Ph. 312-944-2555
 awres@att.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

Brainfarm, a Tragon Company

111 Deerlake Rd., Suite 120
 Deerfield, IL 60015
 Ph. 800-841-1177 or 224-632-1919
 info@tragon.com
 www.tragon.com
 Steve Willis, Account Manager
 Location: Office building
 Distance from airport: 15 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, PUL, VC
 Conference 30x25 Obs. Rm. Seats 12

Bryles Research, Inc.

9405 Enterprise Dr.
 Mokena, IL 60448
 Ph. 708-478-3333 or 877-478-5070
 chicago@brylesresearch.com
 www.brylesresearch.com
 Jeff Bryles, Dir. of Operations
 Location: Free standing facility
 Distance from airport: 12 miles, 35 minutes
 CL, 1/1, 1/1OR, TK
 Conference 15x18 Obs. Rm. Seats 15
 Multiple 30x34 Obs. Rm. Seats 15
 Conference 18x12 Obs. Rm. Seats 8



C R Market Surveys, Inc.

2255 S. Michigan Ave., Suite 2W
 Chicago, IL 60616-1200
 Ph. 312-376-1250 x70 or 800-882-1983
 bids@crmarketsurveys.com
 www.crmarketsurveys.com
 Location: Office building
 Distance from airport: 10 miles, 30 minutes
 CL, 1/1, TK, AU, CUL, VC
 Conference 11x15 Obs. Rm. Seats 12
 Conference 11x15 Obs. Rm. Seats 15
 Conference 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

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, IDs 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
 Location: Office building
 Distance from airport: 1 miles, 5 minutes
 CL, AU, VC, WC
 Multiple 15x16 Obs. Rm. Seats 10
 Multiple 19x16 Obs. Rm. Seats 15
 Multiple 18x26 Obs. Rm. Seats 20

Our company is here to help you get a ClearView on consumers' opinions. We will complete the project on time and within budget with a management team and staff ready to give your project 110. ClearView Research Inc. has an experienced staff on hand to recruit only qualified respondents to your specifications. Our in-house recruiting is of the highest quality for both consumer and business recruiting. We believe in keeping our clients updated throughout the process and will provide you with a current respondent summary every morning. (See advertisement on p. 101)

CRG/Test America

Woodfield Shopping Center
 5 Woodfield Shopping Center, Suite D-128
 Schaumburg, IL 60173
 Ph. 386-677-5644
 crgsales@crgglobalinc.com
 www.crgglobalinc.com
 Bid Department
 Location: Shopping mall
 Distance from airport: 33 miles, 43 minutes
 CL, 1/1, 1/1OR, TK, TKO, AU, CUL, PUL, VC, WC
 Multiple 20x24 Obs. Rm. Seats 18
 (See advertisement on p. 14)

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 10
 (See advertisement on p. 117)

Celebrating the union of two "top rated" research firms!

A large, dark green magnifying glass graphic is centered on the page. The handle of the magnifying glass is on the left, and the lens is on the right. Inside the lens, the text "BRINGING OPINIONS INTO FOCUS" is written in white, bold, sans-serif capital letters.

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- Experienced Management • Personal Client Service • Ethnographies • Wi-Fi throughout
- Web Streaming • Video Conferencing • Living Room/Auditorium Set up

Phone: 847.827.9840 Toll Free: 877.286.8439

www.clearviewresearch.com and www.aboutorlandoresearch.com

For a quote info@clearviewresearch.com



CHICAGO

ORLANDO

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.

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.fffocusfacility.com
 Diana Manos, Mgr. Research Operations
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 CL, 1/1, 1/1OR

Conference	20x20	Obs. Rm. Seats 12
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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 interviewing up to five users simultaneously. (See advertisement on back cover)



Fieldwork Chicago-North

5750 Old Orchard Rd. Suite 500
 Skokie, IL 60077
 Ph. 847-583-2911
 info@chicago.fieldwork.com
 www.fieldwork.com
 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 view-

ing 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

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 pp. 24, 32, 42, 71)



Focus Centre of Chicago

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 and Darcy Jesser, Vice 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, 1/1OR, TK, CUL, VC, WC

Multiple	16x22	Obs. Rm. Seats 15
Multiple	18x22	Obs. Rm. Seats 15
Multiple	16x22	Obs. Rm. Seats 15
Multiple	16x21	Obs. Rm. Seats 15
Multiple	20x28	Obs. Rm. Seats 15



FOCUSCOPE, Inc.

1100 Lake St. Suite 60
Oak Park, IL 60301
Ph. 708-386-5086
krooney@focuscope.com
www.focuscope.com
Kevin Rooney, President
Location: Office building

Distance from airport: 10 miles, 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. 103)

FOCUSCOPE, Inc.

One Oakbrook Terrace Suite 320
Oakbrook Terrace, IL 60181
Ph. 708-386-5086
krooney@focuscope.com
www.focuscope.com
Kevin Rooney, President
Distance from airport: 16 miles, 30 minutes
CL, 1/1, 1/10R, 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. 103)

FOCUSCOPE, Inc.

515 N. State St. Suite 1920
Chicago, IL 60654
Ph. 708-386-5086
krooney@focuscope.com
www.focuscope.com
Kevin Rooney, President
Location: Office building
Distance from airport: 11 miles, 25 minutes
CL, 1/1, 1/10R, 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. 103)

Market Ease

2620 N. Narragansett, Suite B11
Brickyard Mall
Chicago, IL 60639
Ph. 805-289-1555 or 888-679-9910
info@market-ease.net
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
info@market-ease.net
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.

222 Merchandise Mart Plaza
Chicago, IL 60654
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
(See advertisement on p. 61)

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

- (A) THE CONVENIENT DOWNTOWN CHICAGO LOCATION
- (B) THE ORIGINAL OAK PARK FACILITY
- (C) THE NEWEST OAK BROOK FACILITY



Come see for yourself why
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Focusscope as having some of the
world's best research facilities.



WWW.FOCUSCOPE.COM 708.386.5086

PROUD MEMBER OF



FIRST CHOICE
FACILITIES

Codes

Location: Office building, Freestanding building, Shopping mall

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

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

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

Murray Hill Center Central, Inc., Chicago

444 N. Michigan Ave. Suite 700
 Chicago, IL 60611-4006
 Ph. 312-803-4455
 ilyse@murrayhillcenter.com
 www.murrayhillcenter.com
 Ilyse Levy, Director
 Location: Office building
 Distance from airport: 20 miles, 40 minutes
 CL, 1/1, 1/1OR, CUL, VC, WC
 Conference 22x16 Obs. Rm. Seats 15
 Conference 20x16 Obs. Rm. Seats 15
 Conference 20x16 Obs. Rm. Seats 15
 Conference 20x16 Obs. Rm. Seats 15
 Conference 20x16 Obs. Rm. Seats 15
 Conference 16x16 Obs. Rm. Seats 10



National Data Research, Inc.

National Data Research, Inc.

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 Data Research Inc. is an Impulse "Top Rated" marketing services organization. Our facilities, conveniently located in downtown Chicago and suburban Skokie, are exceptional in spaciousness, design, technology and overall comfort. We designed these venues specifically with the needs of our clients in mind. As a leader in the Chicago market providing customized service and superior facilities, we continually anticipate your needs and proactively address them.

National Data Research, Inc.

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 Qualitative Centers, Inc.

625 N. Michigan Ave., 14th Fl.
 Chicago, IL 60611
 Ph. 800-335-1222 or 312-642-1001
 chicago@nqcchicago.com
 www.nqcchicago.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.

Harlem-Irving Plaza
 4192 North Harlem Ave., Suite 67
 Chicago, IL 60706
 Ph. 440-893-0300
 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

Peryam & Kroll Research Corporation

6323 N. Avondale Ave.
 Chicago, IL 60631
 Ph. 773-774-3100 or 800-747-5522
 info@pk-research.com
 www.pk-research.com
 Tom Dutt
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 CL, 1/1, 1/1OR, TK, TKO, AU, VC, WC
 Conference 21x20 Obs. Rm. Seats 22
 Conference 21x32 Obs. Rm. Seats 14



Plaza Research-Chicago

8725 W. Higgins Rd.
 Chicago, IL 60631
 Ph. 773-714-9600 or 800-654-8002
 hepstein@plazaresearch.com
 www.plazaresearch.com
 Holli Epstein, Director
 Location: Office building
 Distance from airport: 5 minutes
 CL, 1/1, 1/1OR, TK, TKO, AU, CUL, VC, WC
 Multiple 18x33 Obs. Rm. Seats 20
 Conference 16x24 Obs. Rm. Seats 20
 Multiple 16x22 Obs. Rm. Seats 20
 Multiple 17x24 Obs. Rm. Seats 25

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. 121)

Precision Research, Inc.

999 E. Touhy Ave., Suite 100
 Des Plaines, IL 60018
 Ph. 847-390-8666
 saa@preres.com
 www.preres.com
 Scott Adelman, President
 Location: Office building
 Distance from airport: 2 miles, 10 minutes
 CL, 1/1, 1/1OR, TK, TKO, CUL, PUL, VC, WC
 Conference 26x29 Obs. Rm. Seats 25
 Conference 15x26 Obs. Rm. Seats 16
 Conference 15x26 Obs. Rm. Seats 16
 Conference 17x24 Obs. Rm. Seats 12

Q&M Research, Inc.

19211 Henry Dr.
 Mokena, IL 60448
 Ph. 708-479-3200
 dtucker@qandm.com
 www.qandm.com
 Don Tucker, Vice President
 Location: Free standing facility
 Distance from airport: 30 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, TKO
 Conference 14x21 Obs. Rm. Seats 10
 Multiple 14x21 Obs. Rm. Seats 10
 Multiple 28x41 Obs. Rm. Seats 12

Quick Test/Heakin

Louis Joliet Mall
 3340 Mall Loop Drive, Suite 1166
 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, 1/1OR
 Multiple 29x18 Obs. Rm. Seats 15



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; mystery shopping; merchandising programs; intercept interviewing; data processing, coding and tabulation; product placement; CLT taste tests; store audits. 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; mystery shopping; merchandising programs; intercept interviewing; data processing, coding and tabulation; product placement; CLT taste tests; store audits. 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.

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

Smith Research, Inc.

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

Solutions in Marketing

2203 Plainfield Rd
Crest Hill, IL 60403
Ph. 815-744-7950 or 815-744-9662
Bridget.Adell@solutionsmarketresearch.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.

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 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 field-work. You get to be our guest. Everyone here is empowered to do the right thing by our clients and respondents.

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.

Peoria

Scotti Research, Inc.

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

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

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 miles, 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, 1/1OR
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, 1/1OR, VC
Conference 28x25 Obs. Rm. Seats 8

Gary

JEM Research, Inc.

802 Evans Avenue, Suite 2
Valparaiso, IN 46383
Ph. 800-568-4668 or 219-047-6143
kathleen.dewitt@jemresearch.com
www.JEMResearch.com
Jessica E. Mullen, President
Location: Office building
Distance from airport: 60 miles, 90 minutes
1/1
Conference 40x30 Obs. Rm. Seats 8

Indianapolis

Herron Associates, Inc.

GroupNet Indianapolis
The Idea Center®
6049 Lakeside Blvd.
Indianapolis, IN 46278
Ph. 317-882-3800 or 800-392-3828
indy@herron-research.com
www.herron-research.com
Sue McAdams, President
Location: Office building
Distance from airport: 12 miles, 20 minutes
CL, 1/1, 1/1OR, 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

Herron Associates, Inc.

GroupNet Indianapolis
Downtown Indianapolis
135 N. Pennsylvania Ave., Suite 1550
Indianapolis, IN 46204
Ph. 317-882-3800 or 800-392-3828
indy@herron-research.com
www.herron-research.com
Sue McAdams, President
Location: Office building
Distance from airport: 12 miles, 20 minutes
CL, 1/1, 1/1OR, VC, WC
Conference 16x25 Obs. Rm. Seats 18
Conference 16x23 Obs. Rm. Seats 12
Conference 16x19 Obs. Rm. Seats 8

**IndyFocus, Inc.**

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

With headquarters in Indianapolis and partner facilities in five other key U.S. markets - New York, Los Angeles, Chicago, Dallas and Atlanta - IndyFocus can quickly and effectively coordinate research efforts in multiple markets with a single phone call. Our in-house, global recruiting and

fielding for qualitative and quantitative projects ensures you will gather the meaningful answers your client expects - even on complex, tight-timeline projects.

MarketVibes Research@WFYI

1630 N. Meridian St.
Indianapolis, IN 46202
Ph. 765-459-9440
facility@market-vibes.com
www.marketvibes.com/research-facility/
Theresa Oyler
Location: Office building
Distance from airport: 17 miles, 26 minutes
CL, VC, WC
Multiple 22x26 Obs. Rm. Seats 20

Opinions, Ltd.

Castleton Square Mall
6020 E. 82nd St., Suite 304
Indianapolis, IN 46250
Ph. 440-893-0300
Indianapolis@opinionstld.com
www.opinionstld.com
Location: Shopping mall
Distance from airport: 38 miles, 45 minutes
1/1, 1/1OR, VC, WC
Conference 20x14

Walker Research Focus Group Facility

6910 N. Shadeland, Suite 210
Indianapolis, IN 46220
Ph. 317-806-2700 or 317-806-2701
bmiller@walkerinfo.com
www.walkerinfo.com
Barbara Miller, Vice President
Location: Office building
Distance from airport: 20 miles, 20 minutes
CL, 1/1, 1/1OR
Conference 17x21 Obs. Rm. Seats 12
Multiple 30x30 Obs. Rm. Seats 50
Conference 17x21 Obs. Rm. Seats 12

South Bend

Indiana Research Service, Inc.

913 Bellevue Ave.
South Bend, IN 46615
Ph. 866-600-2442
drs01@earthlink.net
www.indianaresearch.com
Location: Office building
Distance from airport: 7 miles, 15 minutes
CL
Conference 30x16 Obs. Rm. Seats 6

Iowa

Cedar Rapids

Vernon Research Group

1962 1st Ave. N.E., Suite 2
Cedar Rapids, IA 52402
Ph. 319-364-7278 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

Personal Marketing Research, Inc.

322 Brady St.
Davenport, IA 52801
Ph. 563-322-1960
pduffy@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 50324
Ph. 515-225-6232 or 888-425-6232
doug@mid-iowa-interviewing.com
www.mid-iowa-interviewing.com
Doug Brown
Location: Office building
Distance from airport: 9 miles, 15 minutes
1/1, 1/1OR
Conference 20x13 Obs. Rm. Seats 7

Sioux City

Dakota - Iowa Focus

725 South Main
Sioux Center, IA 51250
Ph. 712-722-3999
zfirm@hotmail.com
Dave Brennan, President
Location: Office building
Distance from airport: 1 miles, 15 minutes
1/1, 1/1OR, VC
Multiple 10x10 Obs. Rm. Seats 8

Waterloo

Strategic Marketing Services

Business and Community Services Building, Suite 32
University of Northern Iowa
Cedar Falls, IA 50614
Ph. 319-273-2886
ronald.padavich@uni.edu
www.sms.uni.edu
Ron Padavich
Location: Office building
Distance from airport: 6 miles, 15 minutes
CL, 1/1, 1/1OR, VC, WC

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
(See advertisement on p. 81)

Topeka

The Topeka Round Table

Located at the Ramada Hotel and Convention Center
420 SE 6th Ave.
Topeka, KS 66607
Ph. 785-783-7900
valerie@parrishhotels.com
http://topekaroundtable.com
Valerie Baker
Location: Office building
Distance from airport: 74 miles, 60 minutes
CL, 1/1, 1/1OR, TK, TKO, CUL, PUL, VC, WC
Conference 18x13 Obs. Rm. Seats 12
Living 12x13 Obs. Rm. Seats 12
Multiple 14x8 Obs. Rm. Seats 12
Multiple 15x8 Obs. Rm. Seats 12

Wichita



The Research Partnership, Inc.

125 N. Market, Suite 1810
Wichita, KS 67202
Ph. 316-263-6433
info@trp-ict.com
www.trp-ict.com
Robin Mishler
Location: Office building
Distance from airport: 10 miles, 15 minutes
CL, 1/1, 1/1OR
Conference 22x30 Obs. Rm. Seats 20
Conference 17x21 Obs. Rm. Seats 8

Kentucky

Lexington

Lexington Opinion Research, Inc.

1218 S Broadway, Suite 510
Lexington, KY 40504
Ph. 859-543-8731 or 877-271-8241
info@lexopinion.com
www.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
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

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 truly grasps the scope of your project and puts the right respondents in the right place 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 see that the job is done well. 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 a "Top Rated" facility by Impulse Survey.

Personal Opinion, Inc.

999 Breckenridge Lane
Louisville, KY 40207
Ph. 502-899-2400
rebecca@personalopinion.com
www.personalopinion.com
Rebecca Davis
Location: Free standing facility
Distance from airport: 4 miles, 10 minutes
CL, 1/1, TK, CUL, WC
Multiple 24x19 Obs. Rm. Seats 25
Conference 20x17 Obs. Rm. Seats 15
Multiple 21x20 Obs. Rm. Seats 15

Southern Surveys, Inc.

1519 Gagel Ave.
Louisville, KY 40216
Ph. 502-367-7199
s1surveys@aol.com
www.southern-surveys.com
Doris or Robert Kaberle, Owners
Location: Free standing facility
Distance from airport: 5 miles, 15 minutes
CL, 1/1, 1/1OR, TK, PUL
Conference 12x15 Obs. Rm. Seats 12

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.

Louisiana

Baton Rouge

Survey Communications, Inc.

4511 Jamestown Ave.
 Baton Rouge, LA 70808
 Ph. 800-695-0221
 rfp@sciresearch.com
 www.surveymcommunications.com
 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
Multiple	21x25	Obs. Rm. Seats	19

New Orleans

Focus Group Testing

365 Canal, Suite 1750
 New Orleans, LA 70130
 Ph. 504-558-1820 or 504-571-6350
 morgan@focusgrouptesting.com
 www.focusgrouptesting.com
 Morgan Valerie, Project Supervisor
 Location: Office building
 Distance from airport: 16 miles, 24 minutes
 1/1, 1/1OR

Multiple	22x13	Obs. Rm. Seats	8
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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, 1/1OR, TK, AU, CUL, PUL, VC

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

Maine

Portland

Critical Insights, Inc.

120 Exchange St.
 Portland, ME 04101
 Ph. 207-772-4011
 insights@criticalinsights.com
 www.criticalinsights.com/
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 1/1

Conference	14x25	Obs. Rm. Seats	10
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Market Research Unlimited, Inc.

40 Atlantic Place
 South Portland, ME 04106
 Ph. 207-775-3684
 rmarket1@maine.rr.com
 Fran Mavodones, President
 Location: Office building
 Distance from airport: 1 miles, 5 minutes
 CL, 1/1, 1/1OR, TK, TKO

Conference	22x15	Obs. Rm. Seats	10
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Pan Atlantic SMS Group

5 Milk St.
 Portland, ME 04101
 Ph. 207-871-8622
 pmurphy@panatlanticsmsgroup.com
 www.panatlanticsmsgroup.com
 Patrick O. Murphy, President
 Location: Office building
 Distance from airport: 5 miles, 10 minutes
 CL, 1/1, 1/1OR, TK

Conference	20x25	Obs. Rm. Seats	10
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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
 John Cimino, VP Client Services
 Location: Office building
 Distance from airport: 27 miles, 35 minutes
 CL, TK, CUL, VC

Multiple	20x28	Obs. Rm. Seats	15
Conference	16x20	Obs. Rm. Seats	12



Baltimore Research

8320 Bellona Ave., Suite 210
 Baltimore, MD 21204
 Ph. 410-583-9991
 info@baltimoreresearch.com
 www.baltimoreresearch.com
 Heather Collins, PRC, Director of Client Services
 Location: Office building
 Distance from airport: 21 miles, 30 minutes
 CL, 1/1, 1/1OR, 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

The Baltimore Research facility features eight focus suites, chic client lounges, four kitchens (one with observational viewing), private bathrooms in every suite, full-time chef and free parking. Each suite is outfitted with the latest technology you need to deliver high-quality research: FocusVision HD streaming, ActiveGroup, digital recording, content-on-demand viewing, fiberoptic Wi-Fi, digital viewing room updates, usability lab, instant-response keypads and InterClipper. All recruiting is done by a highly-experienced team. We also have moderators on staff who provide value-added insight to the research findings.

Friedman Marketing Services

Consumer Opinion Center
 Arundel Mills Center
 7000 Arundel Mills Circle, #324
 Hanover, MD 21076
 Ph. 410-379-5858 or 914-698-9591
 baltimoremail@gfk.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
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Hollander Cohen & McBride

22 West Rd., Suite 301
 Baltimore, MD 21204
 Ph. 410-337-2121
 khofmeister@hcmresearch.com
 www.hcmresearch.com
 Kimberly Hofmeister, Focus Group/Project Dir.
 Location: Office building
 Distance from airport: 20 miles, 35 minutes
 CL, 1/1, 1/1OR

Conference	13x20	Obs. Rm. Seats	22
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Maryland Marketing Source, Inc.

Bay Area Research LLC
 9936 Liberty Road
 Randallstown, MD 21133
 Ph. 410-922-6600
 cspara@mdmarketingsource.com
 www.mdmarketingsource.com
 Barbara Bridge
 Location: Office building
 Distance from airport: 9 miles, 12 minutes
 CL, VC

Conference	12x18	Obs. Rm. Seats	14
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Observation Baltimore

A Div. of The Research Group, Inc.
 5520 Research Park Drive
 Baltimore, MD 21228
 Ph. 410-332-0400
 allisa@obaltimnore.com
 www.observationbaltimore.com
 Deborah Davis
 Location: Office building
 Distance from airport: 5 miles, 5 minutes
 CL, 1/1, 1/1OR, 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. 109)

Quick Test/Heakin

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
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Go Green!

Observation Baltimore celebrates going green!

Experienced Recruiting Makes All the Difference!



Spacious Focus Group Suites







CLT Facilities



Paris, Kenya & Hong Kong Themed
Observing & Client Lounges

At Observation Baltimore, experience a more pleasurable research environment, a GREEN facility. Our building is LEED-certified, we are learning to do more with less, and significantly reducing our environmental footprint:

-  Breathe cleaner air: Finishes, flooring, and ceiling are constructed of low-impact, renewable materials, and cleaned with non-toxic products;
-  Recycle ALL non-biodegradable materials, with recycling receptacles in every room;
-  Printing and copying on 2-sides unless otherwise requested;
-  Water coolers and health-infused water dispensers are encouraged over plastic water bottles.

Please join us in our efforts to sustain a healthier planet!



bwtech@UMBC North
5520 Research Park Drive
Baltimore, MD 21228

p: 410-332-0400

www.observationbaltimore.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.

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, 1/1OR, 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.

Bernett Research Services, Inc.

World Trade Center East
 Two Seaport Lane
 Boston, MA 02210
 Ph. 617-746-2600
 info@bernett.com
 www.bernett.com
 Matt Hayes, President and CEO

Location: Office building
 Distance from airport: 2 miles, 5 minutes
 CL, 1/1, 1/1OR, 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



Center for Marketing Technology

Bentley University
 175 Forest Street
 Waltham, MA 02452-4705
 Ph. 617-494-0310
 details@cambridgefocus.com
 www.www.bentley.edu/cmt
 Lloyd Simon
 Location: Office building
 Distance from airport: 15 miles, 30 minutes
 CL, 1/1, 1/1OR, AU, CUL, PUL, VC, WC

Conference	20x17	Obs. Rm. Seats 40
Multiple	60x40	Obs. Rm. Seats 12

The Center for Marketing Technology, located on the campus of Bentley University in Waltham, Mass., offers state-of-the-art resources and expert assistance not available elsewhere. Ideal for B2B, consumer, social, government, nonprofit, Gen Y. Standard focus rooms plus on-site, tiered "smart theater." Five minutes from Marriott, Doubletree and Hilton. Thirty minutes from Logan International and AMTRAK. Participants recruited from throughout the Boston metropolitan area in partnership with Cambridge Focus.



Cambridge Focus

Two Clock Tower Place
 Cambridge/Maynard, MA 01754-2595
 Ph. 617-494-0310
 details@cambridgefocus.com
 www.cambridgefocus.com
 Lloyd Simon, Director

Location: Office building
 Distance from airport: 5 miles, 20 minutes
 1/1, 1/1OR, AU, CUL, VC, WC

Conference	20x17	Obs. Rm. Seats 12
Multiple	60x40	Obs. Rm. Seats 40

Our partnership with the prestigious Center for Marketing Technology at Bentley University in Waltham, Mass., offers state-of-the-art resources and expert advice in ways not available elsewhere. Ideal for B2B, consumer, social, government, nonprofit, Gen Y. Standard focus rooms plus on-site, tiered "smart theater." Five minutes from Marriott, Doubletree and Hilton. Thirty minutes from Logan International and AMTRAK. "Top Rated" by Impulse for focus facilities in Boston, participant recruiting locally and nationwide. Facility recruits, depth interviews, auditorium tests, field management.

Copley Focus Centers

20 Park Plaza
 Boston, MA 02116
 Ph. 617-421-4444
 frank@copleyfocuscenters.com
 www.copleyfocuscenters.com
 Frank Amelia, Partner
 Location: Office building
 Distance from airport: 4 miles, 10 minutes
 CL, 1/1, 1/1OR, AU, CUL, VC

Conference	16x24	Obs. Rm. Seats 13
Conference	12x16	Obs. Rm. Seats 8
Conference	15x17	Obs. Rm. Seats 12
Conference	15x18	Obs. Rm. Seats 12

DMCotter Research & Strategy, Inc.

95 Eastern Ave.
 Dedham, MA 02026
 Ph. 781-956-8171
 questions@dmcotter.com
 www.dmcotter.com
 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



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, our (brand new 2011) Braintree-suburban facility is ideally situated at the crossroads of three major highways and just 8 miles from downtown Boston. Braintree is extremely accessible and convenient for both clients and respondents from the suburbs or the city. We offer two spacious conference rooms with luxurious client lounges and provide un-matched recruiting in the Northeast with an extensive, diverse database. Our show rates are among the best in the industry!



Focus On Boston - Waterfront

30 Rowes Wharf
 (Adjacent to Boston Harbor Hotel)
 Boston, MA 02110
 Ph. 800-699-2770
 larry@focusonboston.com
 www.focusonboston.com
 Larry Jenkins, Principal
 Location: Office building
 Distance from airport: 5 miles, 10 minutes
 CL, 1/1, 1/1OR, TK, AU, VC, WC

Conference	20x20	Obs. Rm. Seats 14
Conference	20x22	Obs. Rm. Seats 15
Conference	20x20	Obs. Rm. Seats 20
Conference	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



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, TK, CUL, VC, WC

Multiple	16x18	Obs. Rm. Seats 15
Multiple	30x20	Obs. Rm. Seats 15

Located less than 15 miles from Logan International airport, our Boston facility is equipped for all your qual/quant needs. Remodeled in 2011, our full-size focus room comfortably seats 12. The client viewing room offers dual viewing: into the focus room via a one-way mirror and into our multipurpose room and kitchen via virtual viewing. The multipurpose room accommodates 35 computer stations, large appliances or creative/ideation setup. Our spacious, fully-equipped prep area includes with refrigerators, freezers, ovens, microwaves and plenty of stainless-steel counter space. (See advertisement on p. 3)

NATIONAL Field & Focus

Boston's Complete Data Collection Service

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	32x18	Obs. Rm. Seats 15
Conference	19x15	Obs. Rm. Seats 15
Conference	24x15	Obs. Rm. Seats 15
Multiple	24x15	Obs. Rm. Seats 15

National Field & Focus has been serving the market research community in suburban Boston since 1990. In August of 2010 we opened a new, state-of-the-art, 9000-sq.-ft. facility with multiple research rooms, computer labs, a commercial test kitchen and "Sink and Mirror" rooms. Welcome to our new facility and new Web site. If you have any questions, please don't hesitate to contact us.

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
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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.



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

Multiple	21x16	Obs. Rm. Seats 16
Multiple	22x16	Obs. Rm. Seats 16
Multiple	22x16	Obs. Rm. Seats 16
Multiple	14x16	Obs. Rm. Seats 16

Schlesinger Associates is the leading full-service data collection company with 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; mystery shopping; merchandising programs; intercept interviewing; data processing, coding and tabulation; product placement; CLT taste tests; store audits. 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.

42015 Ford Rd., Suite #167
 Canton, MI 48187
 Ph. 734-979-0900
 davids@advantageresearch.net
 www.advantageresearch.net
 David Sokolowski, President/CEO
 Location: Free standing facility
 Distance from airport: 10 miles, 20 minutes
 CL, 1/1, 1/1OR, TK

Multiple	20x30	Obs. Rm. Seats 20
Multiple	19x25	Obs. Rm. Seats 20

Consumer Insights, Inc.

5455 Corporate Dr. Suite 120
 Troy, MI 48098
 Ph. 866-952-1600
 quotes@consumerinsightsinc.com
 www.consumerinsightsinc.com
 Melanie Sorlien, Project Manager
 Location: Office building
 Distance from airport: 40 miles, 45 minutes
 CL

Conference	20x14	Obs. Rm. Seats 10
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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

Consumer Testing Center
 Oakland Mall
 350-B. W. 14 Mile Rd.
 Troy, MI 48083
 Ph. 248-589-0950 or 914-698-9591
 oaklandmall@gfk.com
 www.friedmanmktg.com
 Terry Wood, Manager
 Location: Shopping mall
 Distance from airport: 25 miles
 1/1, 1/1OR, TK

Conference	20x40	Obs. Rm. Seats 5
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Codes

Location: Office building, Freestanding building, Shopping mall

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

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



gongos research

Gongos Research

2365 Pontiac Road
 Auburn Hills, MI 48326
 Ph. 248-239-2300
 getinspired@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

Gongos' state-of-the-art focus group facility - and ConsumerView online qualitative suite - host a range of turnkey services, including recruiting for on- and off-site studies; videoconferencing/teleconferencing; and full-spectrum digital documentation for most qualitative and usability studies. Superior client comfort - observation room holds up to 14 - and Focus Concierge includes on- and off-site amenities: client lounge, private office with flat-screen monitor and wireless Internet; custom catering, hotels and bed-and-breakfast.



Morpace Inc.

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, 1/1OR, CUL, VC, WC
 Multiple 18x22 Obs. Rm. Seats 12
 Multiple 21x28 Obs. Rm. Seats 20
 Multiple 27x33 Obs. Rm. Seats 18
 Multiple 18x19 Obs. Rm. Seats 20
 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, Web and phone conferencing groups, FocusVision, ActiveGroup. Quality awards: ISO 9001:2008 Certification, Q1 Award, Impulse "Top Rated" facility. (See advertisement on p. 113)

Opinion Search

21800 Melrose Suite 12
 Southfield, MI 48075
 Ph. 248-358-9922 or 800-358-9919
 info@opinionsearchusa.com
 www.opinionsearchusa.com
 Joanne Levin, President
 Location: Office building
 Distance from airport: 20 miles, 25 minutes
 CL, 1/1, 1/1OR, TK, CUL, VC
 Multiple 16x18 Obs. Rm. Seats 20
 Conference 12x18 Obs. Rm. Seats 12

Quick Test/Heakin

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
 fforkin@rdagroup.com
 www.rdagroup.com
 John Young, Senior Consultant
 Location: Free standing facility
 Distance from airport: 30 miles, 30 minutes
 CL, 1/1, 1/1OR, CUL, VC, WC
 Conference 18x18 Obs. Rm. Seats 18
 Conference 18x18 Obs. Rm. Seats 18



Shifrin-Hayworth

20300 Civic Center Dr. Suite 207
 Southfield, MI 48076
 Ph. 248-223-0020 or 800-559-5954
 research@shifrin-hayworth.com
 www.shifrin-hayworth.com
 Arlene Hayworth Speiser, Vice President
 Location: Office building
 Distance from airport: 22 miles, 25 minutes
 CL, 1/1, 1/1OR, TK, CUL, PUL, VC, WC
 Conference 26x16 Obs. Rm. Seats 20
 Conference 25x16 Obs. Rm. Seats 15
 Conference 27x27 Obs. Rm. Seats 15

Experienced focus group facility updated in 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 wireless Internet access throughout the entire facility. 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, MP3, VHS recording. "Top Rated" in 2011 Impulse Survey of Focus Group Facilities.

Stander Research Associates, Inc.

26701 Harper Ave.
 St. Clair Shores, MI 48081
 Ph. 586-778-8910
 standerco@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 videoconferencing, 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
 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

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. 117)

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
 Denise Duncan, President
 Location: Office building
 Distance from airport: 7 miles, 15 minutes
 CL, 1/1, 1/1OR, TK, TKO, CUL, VC, WC
 Conference 29x25 Obs. Rm. Seats 20
 Conference 18x22 Obs. Rm. Seats 25
 Conference 25x20 Obs. Rm. Seats 25
 Conference 23x21 Obs. Rm. Seats 25
 Conference 22x19 Obs. Rm. Seats 10
 Conference 17x12 Obs. Rm. Seats 15

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



Focus Market Research

Member of First Choice Facilities
 Two Meridian Crossings, Suite 160
 Minneapolis, MN 55423
 Ph. 612-869-8181
 minneapolis@focusmarketresearch.com
 www.focusmarketresearch.com
 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. 115)

We're focused on one thing...



YOU. It's all of the special touches that keep our clients coming back to our Impulse top-rated facility. No project is too difficult for our exceptional project team. You're our priority. Your success is our business!

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
focugroups@morpace.com

Codes

Location: Office building, Freestanding building, Shopping mall

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

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

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



Focus Market Research

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. 115)

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. 612-331-0203 or 612-331-1570
 cdelmonico@ideastogo.com
 www.ideastogo.com
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, 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

14500 Burnhaven Dr., Suite 101A
 Burnsville, MN 55337
 Ph. 952-373-0805
 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

The Leede Group

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
 LWinninger@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
 hhes@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

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. 117)

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 16x19 Obs. Rm. Seats 12
 Multiple 16x19 Obs. Rm. Seats 12
 Multiple 19x21 Obs. Rm. Seats 18

Quick Test/Heakin

Independence Center
 1026 Independence Center
 Independence, MO 64057
 Ph. 816-795-0706
 bid@quicktest.com
 www.quicktest.com
 Location: Shopping mall
 1/1, TK
 Multiple 14x20 Obs. Rm. Seats 6

Springfield

Bryles Research, Inc.

1525 E. Republic Rd. Suite A130
 Springfield, MO 65804
 Ph. 417-447-5002 or 866-447-5015
 springfield@brylesresearch.com
 www.brylesresearch.com
 Dana Baker
 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

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
 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.

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
 (See advertisement on p. 81)

Consumer Opinion

10403 Clayton Rd.
 St. Louis, MO 63131
 Ph. 314-692-2699
 surveys4u@aol.com
 www.superiorsurveystl.com
 Kathleen Meyer
 Location: Office building
 Distance from airport: 8 miles, 20 minutes
 1/1, 1/1OR, TK, AU, CUL, VC, WC
 Conference 21x26 Obs. Rm. Seats 20
 Conference 16x20 Obs. Rm. Seats 10
 Conference 15x15 Obs. Rm. Seats 6

Delve 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. 117)



Hatch Research

Maplewood - Central
 7305 Marietta Ave.
 St. Louis, MO 63143
 Ph. 314-768-2110
 L.Marsden@hatchglobalresearch.com
 www.hatchglobalresearch.com
 Lindsay Marsden, COO
 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

4101 Rider Trail N., Suite 100
 St. Louis, MO 63045
 Ph. 314-344-0803
 sechelmeyer@lucasresearch.net
 www.lucasresearch.net
 Suzanne Lucas Echelmeyer, Vice President
 Location: Free standing facility
 Distance from airport: 7 miles, 15 minutes
 CL, 1/1, 1/1OR, TK, AU, VC, WC
 Conference 22x18 Obs. Rm. Seats 12
 Conference 22x16 Obs. Rm. Seats 12
 Multiple 40x25 Obs. Rm. Seats 12
 Conference 20x12 Obs. Rm. Seats 12

Lucas Market Research, LLC is rated No.1 in St. Louis Impulse Surveys 2011. Our comprehensive redesign includes three spacious/contemporary client suites with private entry/restrooms, tiered viewing rooms, closed circuit, respondent lobbies, high-speed wireless Internet, FocusVision/ActiveGroup streaming, digital recording, flat screens with VGA/HDMI access, test kitchen, on-site recruiting, redesigned multipurpose room, closed-circuit viewing, 50 classroom/theatre style. "Experience the New Lucas."



Peters Marketing Research, Inc.

12400 Olive Blvd., Suite 225 and 308
 St. Louis, MO 63141
 Ph. 314-469-9022
 jennifer@petersmktg.com
 www.petersmktg.com
 Katie Peters Miller, VP Qualitative Research
 Location: Office building
 Distance from airport: 10 miles, 12 minutes
 CL, 1/1, 1/1OR, CUL, PUL, VC, WC
 Multiple 20x12 Obs. Rm. Seats 12
 Multiple 18x16 Obs. Rm. Seats 15
 Multiple 20x16 Obs. Rm. Seats 20

Founded in 1958, we are a family-owned and -operated qualitative focus group facility and full-service quantitative research supplier headquartered in St. Louis. We have earned a "Top Rated" by the Impulse Survey Guide for 17 consecutive years. We are proud to offer recruiting and hosting of focus groups, one-on-one interviews, online surveys, in-home usage testing, on-site taste tests and on-location recruiting. We have strong partnerships with ActiveGroup, FocusVision and Streamliner, which enable secure videostreaming. We are the leader in qualitative and quantitative marketing research.

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.superiorsurveystl.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
 ryan@thcommunication.com
 www.mandmresearch.com
 Murray Steinman, President
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, 1/1, 1/1OR, VC, WC
 Conference 19x18 Obs. Rm. Seats 8

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

Westroads Office Park
 1121 N. 102nd Court, Suite 100
 Omaha, NE 68114-1947
 Ph. 402-392-0755
 info@themsrgroup.com
 www.themsrgroup.com
 Rochelle Sousa, Project Manager
 Location: Office building
 Distance from airport: 15 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, WC
 Multiple 26x16 Obs. Rm. Seats 20
 Conference 14x10 Obs. Rm. Seats 20

Creating Connections

In this high-tech world, it's easy to forget that face-to-face interaction is still one of the best ways to learn about people's experiences and impressions. Even though technology is playing an increasing role in data collection, we know it will never replace direct conversations with customers in a focus group setting.

At Delve, we help you find creative ways to connect with your customers. Whether it's a traditional group or one that requires a more adventurous approach, we are experts in recruiting the right respondents to ensure your feedback is reliable and insightful.

Delve creates and fosters environments for dynamic dialogues between marketers and customers. Whether they be face-to-face, voice-to-voice, or 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

Pre-Recruits

Telephone Interviews

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 2011 Impulse Survey

Ten Locations To Delight & Amaze You!

Appleton

Bonnie Smerda

Atlanta

Lesley Hansen

Chicago

Jill Karmann

Columbus

Stephanie Wolf

Dallas

Marsha Fugitt

Kansas City

Jim Finke

Minneapolis

Danelle Gorra

Philadelphia

Kim Reale

Phoenix

Donna Flynn

Saint Louis

Jim Gobble



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.

Nevada

Las Vegas

Consumer Opinion Services, Inc.

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

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
 Multiple 20x20 Obs. Rm. Seats 20
 Conference 20x10
 Living 10x15
 (See advertisement on p. 14)

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 Maria Calimano
 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. 121)



THE MOST TRUSTED NAME IN MARKET RESEARCH™
Precision Opinion
 Including Precision Focus+™, Precision Phone™ and Precision Online™
 101 Convention Center Drive, P124
 Las Vegas, NV 89109
 Ph. 702-483-4000
 info@precisionopinion.com
 www.precisionopinion.com
 Lisabeth Couturier, VP of Focus+
 Location:
 Distance from airport: 5 miles, 13 minutes
 CL, 1/1, 1/10R, AU, CUL, PUL, VC
 Conference 25x20 Obs. Rm. Seats 10
 Multiple 15x21 Obs. Rm. Seats 10
 Multiple 15x25 Obs. Rm. Seats 10
 Multiple 15x25 Obs. Rm. Seats 10
 Conference 8x7 Obs. Rm. Seats 2
 Conference 8x7 Obs. Rm. Seats 2

Focus+ is Nevada's largest high-tech research center located 100 yards off the world-famous Las Vegas Strip.

Focus+ has been designed to provide clients, moderators and respondents the very best focus group facility with the latest technology. Focus+ is ready to conduct your focus groups, product placement, movie/TV testing, IDIs, mock juries, food and beverage tasting and more. You will find incredibly high levels of service that have been missing in the Las Vegas market. Find out for yourself why Precision Opinion Focus+ is the Most Trusted Name in Market Research.®
 (See advertisement on p. 25)

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

Northern New Jersey

Assistance In Marketing/New Jersey

60 Columbia Turnpike
 Morristown, NJ 07960
 Ph. 973-267-7060 or 201-370-7749
 lBing@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

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

CRG/Test America

Raceway Mall
3710 Rte. 9, Suite 238A
Freehold, NJ 07728
Ph. 386-677-5644
crgsales@crgglobalinc.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
(See advertisement on p. 14)



Fieldwork East, Inc.

2 Executive Dr., Suite 800
Fort Lee, NJ 07024
Ph. 201-585-8200 or 877-993-4353
info@flee.fieldwork.com
www.fieldwork.com
Sandy Starr or Barbara Meeks
Location: Office building
Distance from airport: 15 miles, 35 minutes
CL, 1/1, 1/1OR, 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/CO
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, VC

Marketing Solutions Corporation

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

MarketView, Inc., Westchester

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



Meadowlands Consumer Center

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
Multiple 24x18 Obs. Rm. Seats 20
Multiple 28x26 Obs. Rm. Seats 25
Multiple 12x12 Obs. Rm. Seats 8

Consistently "Top Rated" metro-N.J./N.Y. facility. Understanding your needs - exceeding your expectations. Offering inspiring environments - living room; 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.

Opinions, Ltd.

Garden State Plaza
1 Garden State Plaza, Suite 1170
Paramus, NJ 07652
Ph. 440-893-0300
NYC-NJ@opinionstd.com
www.opinionstd.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

Opinions, Ltd.

Bergen Town Center
560 Bergen Town Center, Space 16
Paramus, NJ 07652
Ph. 440-893-0300
nyc@opinionstd.com
www.opinionstd.com
Location: Shopping mall
Distance from airport: 19 miles, 31 minutes
1/1, VC, WC
Conference 15x19 Obs. Rm. Seats 9

Partners In Research, Inc.

1452 Hamburg Turnpike
Wayne, NJ 07470
Ph. 973-686-1300
partnersir@optonline.net
www.pirnj.com
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
jgottesman@plazaresearch.com
www.plazaresearch.com
Jill Gottesman
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. 121)

Q Research Solutions, Inc.

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

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

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

101 Wood Avenue South, Suite 501
 Iselin, NJ 08830
 Ph. 732-906-1122
 info@schlesingerassociates.com
 www.schlesingerassociates.com
 AJ Shaw, Vice President
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, AU, CUL, VC, WC
 Multiple 20x20 Obs. Rm. Seats 14
 Multiple 21x19 Obs. Rm. Seats 12
 Multiple 25x19 Obs. Rm. Seats 16
 Multiple 20x16 Obs. Rm. Seats 11
 Multiple 18x18 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; mystery shopping; merchandising programs; intercept interviewing; data processing, coding and tabulation; product placement; CLT taste tests; store audits. Market sectors: medical; consumer; business-to-business; IT.
 (See advertisement on inside front cover)

**Spectrum Discovery Center**

554 Central Ave.
 New Providence, NJ 07974
 Ph. 908-376-7050
 mrudolph@sensorspectrum.com
 www.spectrumdiscoverycenter.com
 Marie Rudolph, Director
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, TKO, PUL, VC
 Multiple 17x21 Obs. Rm. Seats 8
 Multiple 14x21 Obs. Rm. Seats 8
 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, 1/1OR, VC
 Multiple 15x16 Obs. Rm. Seats 20
 Conference 16x18 Obs. Rm. Seats 12
 Conference 12x09 Obs. Rm. Seats 8

Trenton

(See also Philadelphia)

Reckner: Mt. Laurel, NJ

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

New Mexico

Albuquerque

Sandia Market Research

4101 Indian School Rd., Suite 320N
 Albuquerque, NM 87110
 Ph. 800-950-4148 or 505-883-5512
 janinev@nmia.com
 www.sandiamarketresearch.com
 Janine Vita
 Location: Office building
 Distance from airport: 6 miles, 12 minutes
 CL, 1/1, 1/1OR, WC
 Multiple 15x17 Obs. Rm. Seats 15

New York

Albany

Markette Research, Inc.

The Medical & Executive Center
 1023 Rte. 146
 Clifton Park, NY 12065
 Ph. 518-383-1661
 albanyinfo@marketteresearch.com
 www.marketteresearch.com
 Patrick Whalen
 Location: Free standing facility
 Distance from airport: 12 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, CUL, PUL, WC
 Conference 20x20 Obs. Rm. Seats 10
 Conference 18x20 Obs. Rm. Seats 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, 1/1OR
 Conference 21x15 Obs. Rm. Seats 15

Ruth Diamond Market Research

A Cornerstone Research Company
 Boulevard Mall
 770 Alberta Dr.
 Buffalo, NY 14226
 Ph. 716-836-1110 or 716-836-1111
 rhonda@cornerstoneresearch.net
 www.ruthdiamond.com
 Rhonda Ried, President
 Location: Shopping mall
 Distance from airport: 8 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, TKO
 Multiple 20x21 Obs. Rm. Seats 16
 Conference 20x12 Obs. Rm. Seats 8



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.



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, CUL, 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

8th Floor
 373 Park Ave. S.
 New York, NY 10016
 Ph. 212-217-2000
 toddb@advancedfocus.com
 www.advancedfocus.com
 Todd Biederman, President & CEO
 Location: Office building
 Distance from airport: 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. 65)

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
 (See advertisement on p. 81)

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
 (See advertisement on p. 14)



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, Director and Michael Clark, Assistant 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
 JDePalo@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., 13th Floor
 (40th & Lexington)
 New York, NY 10017
 Ph. 212-867-7373
 julia.rhines@focussuites.com
 www.focussuites.com
 Julia Rhines
 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. Conveniently located in midtown Manhattan, Focus Suites of New York has been voted one of the "Top Rated" focus group facilities in the world by the Impulse Survey, making more than a decade of consecutive ratings for our company. Our multipurpose conference room holds up to 60 participants in a single session for projects such as jury, music and dial tests. We provide a wide selection of meeting and media equipment, including a usability lab, ELMO Visual Presenters, LCD projectors, wireless microphones, large plasma screens, digital video and audio equipment - Webcasting/videostreaming capabilities.

Friedman Marketing Services

Consumer Opinion Center
The Galleria at White Plains
100 Main St., Fashion Level 1, Suite 201
White Plains, NY 10601
Ph. 914-328-2447 or 914-698-9591
whiteplainsmall@gfk.com
www.friedmanmktg.com
Jon Erickson, Manager
Location: Shopping mall
Distance from airport: 25 miles
1/1
Conference 08x12 Obs. Rm. Seats 5

I.C. International

266A Duffy Avenue
Hicksville (Long Island), 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 20



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.

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

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
Multiple 24x20 Obs. Rm. Seats 20
Multiple 24x20 Obs. Rm. Seats 18
Multiple 24x20 Obs. Rm. Seats 25
Multiple 16x14 Obs. Rm. Seats 10

"Top Rated," trendsetting, dynamic 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; videoconferencing/videostreaming; digital recording. National recruiting and fielding excellence - focus groups; one-on-ones; online; ethnography plus. Also visit our "Top Rated" Meadowlands Consumer Center, Secaucus, N.J. The ultimate qualitative experience.

Peryam & Kroll Research Corporation

1025 Westchester Ave.
White Plains, NY 10604
Ph. 914-220-0166 or 800-278-2790
info@pk-research.com
www.pk-research.com
Tom Dutt
Location: Office building
Distance from airport: 30 miles, 45 minutes
CL, 1/1, 1/1OR, TK, TKO
Conference 14x22 Obs. Rm. Seats 15
Conference 14x22 Obs. Rm. Seats 15

Quick Test/Heakin

Sunrise Mall
855 Sunrise Mall
Massapequa, NY 11758
Ph. 516-541-5100
bid@quicktest.com
www.quicktest.com
Location: Shopping mall
1/1, TK
Multiple 13x16 Obs. Rm. Seats 5

Reckner: White Plains, NY

J. Reckner Associates, Inc. (New York Metro/Westchester County)
3 Gannett Dr., Suite G-9
White Plains, NY 10604
Ph. 215-822-6220 or 914-696-5150
pgrubb@reckner.com
www.reckner.com
Peter Grubb, Executive Director
Location: Office building
Distance from airport: 25 miles, 31 minutes
CL, 1/1, TK, CUL, PUL, VC, WC
Multiple 20x18 Obs. Rm. Seats 15
Multiple 36x26
Conference 20x14



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, CUL, PUL, VC, WC
Conference 25x35 Obs. Rm. Seats 20
Conference 15x20 Obs. Rm. Seats 12

SIS's Manhattan NYC focus group facility provides cost-effective rentals, state-of-the-art amenities, high quality and flexible client servicing in New York City. Our qualitative methodologies include focus groups, in-depth interviews, teled Depths, shopalongs, online diaries, usability testing and ethnography. Other facility services include moderation, recruitment, translation and reporting. SIS offers vast nationwide qualitative capabilities, resources and databases. Our expertise includes over 50 industries, including consumer, B2B, medical, automotive, education, multicultural and low incidence.

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; teledepth interviews; ethnographic research; usability labs; eye tracking; mock juries. Quantitative: online surveys; telephone interviews; face-to-face interviewing; mystery shopping; merchandising programs; intercept interviewing; data processing, coding and tabulation; product placement; CLT taste tests; store audits. Market sectors: medical; consumer; business-to-business; IT.
(See advertisement on inside front cover)

Codes

Location: Office building, Freestanding building, Shopping mall

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

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

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

Seaport Surveys

181 Broadway, Fifth Floor
 New York, NY 10007
 Ph. 212-608-3100 or 800-347-2662
 awaller@seaportsurveys.com
 www.seaportsurveys.com
 Andrea Waller, President
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 1/1, 1/1OR, TK
 Conference 18x20 Obs. Rm. Seats 10

SOHO Research Centre

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

Rochester

Dixon Schwabl

1595 Moseley Rd.
 Victor, NY 14564
 Ph. 585-383-0380
 research@dixon schwabl.com
 Ron Friedman, Ph.D., VP Research/Strategic Planning
 Location: Office building
 Distance from airport: 18 miles, 22 minutes
 CL, 1/1, 1/1OR, VC, WC
 Conference 29x17 Obs. Rm. Seats 14



VALIENT MARKET RESEARCH

Valient Market Research

470 Long Pond Road, Suite 270
 Rochester, NY 14612
 Ph. 585-227-2600
 scott.upham@valientsolutions.com
 www.valientsolutions.com
 Scott Upham, President and CEO
 Location: Office building
 Distance from airport: 15 minutes
 CL
 Conference 16x20 Obs. Rm. Seats 8

Valient Market Research's focus group facility is the only full-service facility located in Rochester, New York -Monroe County, New York. We offer consumer and business-to-business focus group hosting, recruiting, moderation and digital videorecording within an easily-reached and handicap-accessible location. The focus group room accommodates 8-10 participants and is equipped with soundproofed walls that provide superior audio quality during observation. Digital audio-/videorecording (DVD) is available for all focus group sessions. The observation room seats up to 8 viewers within a private client lounge with a closed-circuit video monitor.

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, 1/1OR, CUL, PUL, VC, WC
 Conference 21x14 Obs. Rm. Seats 10

North Carolina

Asheville

C&C Market Research - Asheville

Asheville Mall
 3 South Tunnel Rd., #K-18
 Asheville, NC 28805
 Ph. 479-785-5637
 craig@ccmarketresearch.com
 www.ccmarketresearch.com
 Location: Shopping mall
 Distance from airport: 15 miles, 17 minutes
 1/1, 1/1OR
 Conference 18x20 Obs. Rm. Seats 10
 (See advertisement on p. 81)

Charlotte



AOC Marketing Research

10100 Park Cedar Dr., Suite 100
 Charlotte, NC 28210
 Ph. 704-341-0232
 info@aocresearch.com
 www.aocresearch.com
 Cathleen Christopher and Betty Collins
 Location: Free standing facility
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, WC
 Multiple 30x31 Obs. Rm. Seats 20
 Multiple 17x16 Obs. Rm. Seats 10

Highest-rated facility in North Carolina, according to Impulse Survey of Focus Facilities, 2010 and 2011. Specialties include recruiting and implementation of taste tests, central-location tests, focus groups, IDIs and low-incidence studies. Owner-operated facility located in a secluded office park, with private client suites and entrances. Expanded and renovated in 2011. Fully-equipped, dedicated test kitchen with viewing. Two versatile multipurpose rooms accommodate large-quota taste tests or IDIs. Digital audio and video, wireless Internet with backup and videostreaming.



Leibowitz Market Research Associates, Inc.

3120 Whitehall Park Dr.
 Charlotte, NC 28273-3335
 Ph. 704-357-1961
 info@leibowitz-research.com
 www.leibowitz-research.com/home.html
 Karen Johnson, Sr. Proj. Director or Teri Leibowitz, President
 Location: Office building
 Distance from airport: 6 miles, 10 minutes
 CL, 1/1, 1/1OR, TK, AU, CUL, PUL, VC, WC
 Conference 18x24 Obs. Rm. Seats 15
 Multiple 30x35 Obs. Rm. Seats 15
 Conference 18x24 Obs. Rm. Seats 25
 Multiple 23x26 Obs. Rm. Seats 25

Leading the market research industry in quality, integrity and service - our premier research facility, four super suites, large multipurpose rooms, usability labs, wireless DSL, ISDN, videoconferencing, videostreaming, CD-ROM and DVD, MP3 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 FocusVision. ActiveGroup. 24-hour audio and video backup system, "Top Rated."



MarketWise

5500 Executive Center Drive, Suite 126
 Charlotte, NC 28212
 Ph. 704-817-6608
 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@sensoryspectrum.com
 www.spectrumdiscoverycenter.com
 Judy Heylman, 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
 8x8
 8x8

Specializing in sensory research and product testing, the Spectrum Discovery Center offers quantitative and qualitative testing and panels specific to your requests. Our facility provides flexibility in design and expertise for customized

research to meet your needs. We have now partnered with the North Carolina Research Campus in Kannapolis, N.C. for health, nutrition and wellness discoveries. Located close to the Charlotte metro area, we draw from a broad base of demographics to support your target audience requirements.



2020 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

Recently renovated full kitchen (2010). Solid, consistent, on-site recruiting. Knowledgeable, responsive project managers. Daily updates. Assigned attentive qualitative assistants and caterer on site. Three rooms 20x20 and one large room 20x30, perfect for classroom or theatre seating. All rooms with viewing and cable pass through. Complete technology services. Easy access to an airport. Major hotel within walking distance; shuttle available. "Top Rated" by Impulse Surveys for 11 consecutive years.

Greensboro/Winston-Salem

Bellomy Research, Inc.

175 Sunnynoll Court
Winston-Salem, NC 27106
Ph. 800-443-7344 or 336-721-1140
gkelley@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
george@mrmx.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



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

www.quirks.com

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 15

HumanCentric

200 MacKenan Drive
Cary, NC 27511
Ph. 866-356-9023
bbeith@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
Renee Wyckoff, Sr. Consumer Project 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 multipurpose room seats 50+, free ground transportation, complimentary DVD. Visit www.leresearch.com to tour our facilities and learn why L&E Research should be your Southeastern research destination. Great recruiting and great service equals great results!

Opinions, Ltd.

Triangle Town Center
5959 Triangle Town Blvd., Suite FL-1001
Raleigh, NC 27616
Ph. 440-893-0300
raleigh-durham@opinionstld.com
www.opinionstld.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

Ohio

Akron

Synergy Marketing Strategy and Research, Inc.

3634 W. Market St., Suite 104
Akron, OH 44333
Ph. 216-431-0008
info@synergyloyalty.com
www.synergyloyalty.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

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

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.

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
 Multiple 35x25



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, 1/1OR, 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
 Deborah.Spradley@laverdadmarketing.com
 www.laverdadmarketing.com
 Rob Hanson, V.P. of Research
 Location: Office building
 Distance from airport: 25 miles, 30 minutes
 CL, 1/1, 1/1OR, 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, 1/1OR, TK, VC, WC
 Conference 14x16 Obs. Rm. Seats 10
 Conference 20x30 Obs. Rm. Seats 20

MarketVision Research®

10300 Alliance Road
 Cincinnati, OH 45242
 Ph. 513-791-3100
 info@mv-research.com
 www.mv-research.com
 Tina Rucker
 Location: Office building
 Distance from airport: 25 miles, 35 minutes
 CL, 1/1, 1/1OR, VC, WC
 Conference 16x24 Obs. Rm. Seats 24
 Conference 15x22 Obs. Rm. Seats 14

QFACT Marketing Research, LLC.

9908 Carver Rd.
 Cincinnati, OH 45242
 Ph. 513-891-2271
 info@qfact.com
 www.qfact.com
 Mark Dulle
 Location: Free standing facility
 Distance from airport: 25 miles, 40 minutes
 CL, 1/1, 1/1OR, TK, CUL, VC, WC
 Multiple 22x18 Obs. Rm. Seats 15
 Multiple 24x20 Obs. Rm. Seats 25
 Multiple 19x21 Obs. Rm. Seats 15
 Multiple 24x24 Obs. Rm. Seats 25

Quick Test/Heakin

Florence Mall
 1150 Florence Mall
 Florence, KY 41042
 Ph. 859-282-1333
 info@quicktest.com
 www.quicktest.com
 Location: Shopping mall
 1/1 TKO
 Conference 15x11 Obs. Rm. Seats 6

Service Industry Research Systems, Inc. (SIRS)

Field & Focus Group Facilities
 201 Martha Layne Collins Blvd.
 Highland Heights, KY 41076-1750
 Ph. 859-781-9700
 lkolde@sirsinc.com
 www.sirsinc.com
 Lori Kolde, V.P., Qualitative Services
 Location: Free standing facility
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/1OR, VC
 Multiple 24x18 Obs. Rm. Seats 18
 Multiple 20x22 Obs. Rm. Seats 18

Cleveland

Business Research Services, Inc.

26600 Renaissance Parkway, Suite 150
 Cleveland, OH 44128
 Ph. 216-831-5200 or 888-831-5200
 BRS@MarketingResearch.com
 www.MarketResearch.com
 Ron Mayher
 Location: Free standing facility
 Distance from airport: 20 miles, 20 minutes
 CL, 1/1, 1/1OR, AU, PUL, VC, WC
 Conference 18x24 Obs. Rm. Seats 12
 Conference 12x12 Obs. Rm. Seats 9

Focus Groups of Cleveland, Inc.

2 Summit Park Drive, Suite 225
 Independence, OH 44131
 Ph. 216-901-8075 or 800-950-9010
 research@focusgroupsofcleveland.com
 www.focusgroupsofcleveland.com
 April Morris
 Distance from airport: 8 miles, 12 minutes
 CL, 1/1, 1/1OR, TK, TKO, AU, VC, WC
 Multiple 16x20 Obs. Rm. Seats 20
 Multiple 12x16 Obs. Rm. Seats 12
 Multiple 25x25 Obs. Rm. Seats 20

MarketVision Research®

30405 Solon Rd.
 Cleveland, OH 44139
 Ph. 440-542-2451
 jknaus@mv-research.com
 www.mv-research.com
 Kurt Steigerwald, Vice President
 Location: Office building
 Distance from airport: 25 miles, 25 minutes
 CL, 1/1, 1/1OR
 Conference 15x18 Obs. Rm. Seats 10
 Conference 19x22 Obs. Rm. Seats 15



MetricsLab SM

Metrics Marketing Group
 905 Corporate Way, Suite 250
 Westlake, OH 44145
 Ph. 877-332-9222
 lab@metricsmarketing.com
 www.metricsmarketing.com/lab
 Cathleen Zapata, VP, Res./Customer Experience
 Location: Office building
 Distance from airport: 7 miles, 17 minutes
 CL, 1/1, 1/1OR, CUL, PUL, VC, WC
 Multiple 18x14 Obs. Rm. Seats 20

MetricsLabSM is a full-service usability lab and market research facility that combines state-of-the-art technology with an idea-inspiring and creative environment. MetricsLabSM is one of the only facilities in the U.S. with a full solution of in-lab, mobile and field eye-tracking capabilities, offering an unparalleled first look into customers' decision-making processes and behavioral patterns. Our lab can be used for traditional market research projects, as well as plannogram, product, Web site, e-mail, mobile, tablet, commercials, direct mail, in-store product display testing and more.

National Survey Research Center

5350 Transportation Blvd. Suite 19
 Cleveland, OH 44125
 Ph. 800-837-7894 or 216-518-2805
 lauren@nsrc.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
 kcunningham@opinioncenters.com
 www.opinioncenters.com
 Kent Maffett
 Location: Office building
 Distance from airport: 6 miles, 10 minutes
 CL, WC
 Multiple 21x16 Obs. Rm. Seats 12
 Multiple 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, 1/1OR, TK, AU
 Conference 23x16 Obs. Rm. Seats 15
 Conference 13x14 Obs. Rm. Seats 8

Opinions, Ltd.

40 E. Washington St.
Chagrin Falls, OH 44022
Ph. 440-893-0300
mark@opinionsltd.com
www.opinionsltd.com
Mark Kikel or Chris Sluder
Location: Office building
Distance from airport: 20 miles, 30 minutes
CL, 1/1, 1/1OR, TK, WC
Conference 18x18 Obs. Rm. Seats 12

Pat Henry Market Research, Inc.

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, 1/1OR, 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, 1/1OR, TK, CUL, VC, WC
Conference 15x16 Obs. Rm. Seats 6
Conference 16x20 Obs. Rm. Seats 12
Conference 24x26 Obs. Rm. Seats 12
Conference 19x16 Obs. Rm. Seats 15

B & B Research Services, Inc.

A Subsidiary of FocusMark Group LLC
550 Frantz Rd., Suite 111
Dublin, OH 43017
Ph. 614-864-2647
bbresearchcolumbus@fuse.net
www.focusfgw.com
Judy Frederick
Location: Office building
Distance from airport: 12 miles, 30 minutes
1/1, 1/1OR, TK, WC
Conference 15x20 Obs. Rm. Seats 8
Conference 10x15

Complete Research Connection

2323 W. Fifth Ave., Suite 150
Columbus, OH 43204
Ph. 614-220-4120
info@crcmr.com
www.crcmr.com
Stephanie Kovarsky, Client Services
Location: Office building
Distance from airport: 12 miles, 15 minutes
CL, 1/1, 1/1OR, TK, PUL, VC, WC
Multiple 28x32 Obs. Rm. Seats 30
Multiple 16x22 Obs. Rm. Seats 25
Multiple 15x16 Obs. Rm. Seats 9
Multiple 8x8 Obs. Rm. Seats 5

Delve Columbus

7634 Crosswoods Dr.
Columbus, OH 43235
Ph. 800-242-4118 or 614-436-2025
helpinghand@delve.com
www.delve.com
Stephanie Wolf, Managing Director
Location: Office building
Distance from airport: 15 miles, 15 minutes
CL, TK, CUL, VC, WC
Multiple 16x32 Obs. Rm. Seats 5
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. 117)

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 12x9 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
Kim Gilley, Research Manager
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**

3361 Executive Pkwy., Suite 201
Toledo, OH 43606
Ph. 419-534-4700
LDixon@GLM.com
www.GLM.com
Location: Office building
Distance from airport: 18 miles, 30 minutes
Conference 12x22 Obs. Rm. Seats 7

Oklahoma**Oklahoma City****Oklahoma Focus (Focus Group Facility)**

1319 Classen Drive
Oklahoma City, OK 73103
Ph. 405-600-7955
kwilson@oklahomafocus.com
www.oklahomafocus.com
Kathryn Wilson
Location: Free standing facility
Distance from airport: 10 miles, 15 minutes
CL, 1/1, 1/1OR, VC
Multiple 18 x 17 Obs. Rm. Seats 15

The facility for research in Middle America. Our Ken Soloman-designed facility has a 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

Shapard Research

820 NE 63rd St.
Oklahoma City, OK 73105
Ph. 405-607-4664
veda@shapard.com
www.shapard.com
Veda Shapard
Location: Office building
Distance from airport: 10 miles, 15 minutes
Conference 24x16 Obs. Rm. Seats 6

Tulsa**Consumer Logic, Inc.**

4500 S. 129th E. Ave., Suite 112
Tulsa, OK 74145
Ph. 800-544-1494 or 918-665-3311
info@consumerlogicresearch.com
www.consumerlogicresearch.com
Dan Jarrett, President
Location: Office building
Distance from airport: 7 miles, 112 minutes
CL, 1/1, 1/1OR, VC
Conference 15x22 Obs. Rm. Seats 9

Oregon**Portland****Consumer Opinion Services, Inc.**

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

2701 NW Vaughn St.
Montgomery Park, Suite 780
Portland, OR 97210
Ph. 206-219-1987
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 18x21 Obs. Rm. Seats 24
Conference 16x11 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.



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 specialty.

Allentown-Bethlehem

Matty Associates

61 Madison Lane
 Whitehall (Allentown), PA 18052
 Ph. 610-437-4000
 mccallj@ptd.net
 www.mattyassociates.com
 Joe McCall, President
 Location: Free standing facility
 Distance from airport: 7 miles, 10 minutes
 CL, 1/1, 1/1OR, TK

Conference 25x15	Obs. Rm. Seats 20
25x20	Obs. Rm. Seats 15

Pennsylvania

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
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CentralFocus

180 W. Airport Rd.
 Lititz, PA 17606-5423
 Ph. 717-560-1333
 london@centralfocus.net
 www.centralfocus.net
 Matt London, Operations Manager
 Location: Office building
 Distance from airport: 1 miles, 2 minutes
 CL, 1/1, 1/1OR, TK

Conference 26x16	Obs. Rm. Seats 45
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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.

Leap Research

5321D Jaycee Ave.
 Harrisburg, PA 17112
 Ph. 717-652-2455
 info@leapresearch.com
 www.leapresearch.com
 Elizabeth Richwine
 Location: Free standing facility
 Distance from airport: 15 miles, 15 minutes
 CL, 1/1, 1/1OR, AU, VC

Multiple 15x20	Obs. Rm. Seats 8
Multiple 27x40	Obs. Rm. Seats 18

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
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 (See advertisement on p. 81)

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
 Bryan Bloom, Managing Director
 Location: Office building
 Distance from airport: 35 miles, 45 minutes
 CL, 1/1, 1/1OR, TK, CUL, VC, WC

Multiple 20x20	Obs. Rm. Seats 14
Multiple 17x20	Obs. Rm. Seats 14

 (See advertisement on p. 117)

Focus Pointe Global - Bala Cynwyd

225 City Ave., Suite 10
 Bala Cynwyd, PA 19004
 Ph. 888-873-6287 or 610-949-9100
 bala@focuspointeglobal.com
 www.focuspointeglobal.com
 Omar Barquet, Facility Director
 Location: Office building
 Distance from airport: 14 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, CUL, VC, WC

Multiple 15x36	Obs. Rm. Seats 15
Multiple 17x22	Obs. Rm. Seats 17
Multiple 16x20	Obs. Rm. Seats 15

Focus Pointe Global - Philadelphia

Two Logan Square, 18th and Arch Streets, Suite 500
 Philadelphia, PA 19103
 Ph. 888-873-6287 or 215-701-1500
 phila@focuspointeglobal.com
 www.focuspointeglobal.com
 Jaime Katzenstein, Facility Director
 Location: Office building
 Distance from airport: 6 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, CUL, VC, WC

Multiple 20x24	Obs. Rm. Seats 16
Multiple 24x16	Obs. Rm. Seats 16
Multiple 24x16	Obs. Rm. Seats 16
Multiple 24x16	Obs. Rm. Seats 16
Multiple 34x24	Obs. Rm. Seats 20



FocusSuites

Focus Suites of Philadelphia

One Bala Plaza, Suite 622 Center
 Bala Cynwyd, PA 19004
 Ph. 610-667-1110
 julia.rhines@focussuites.com
 www.focussuites.com
 Julia Rhines, Vice President
 Location: Office building
 Distance from airport: 30 minutes
 CL, 1/1, 1/1OR, TK, CUL, VC, WC

Conference 18x22	Obs. Rm. Seats 20
Conference 17x20	Obs. Rm. Seats 18
Conference 17x20	Obs. Rm. Seats 18
Conference 19x20	Obs. Rm. Seats 20
Conference 10x12	Obs. Rm. Seats 4

Conveniently located in the heart of the Philadelphia metropolitan area, Focus Suites is easily accessible and has been voted one of the "Top Rated" focus group facilities in the world by the Impulse Survey. We are conveniently located in suburban Philadelphia and just minutes away from center city. Each of our suites includes a large conference room, large observation room and adjoining client lounge with closed-circuit TV. We provide a wide selection of meeting and media equipment, including ELMO Visual Presenters, LCD projectors, wireless microphones, large-screen TV monitors, DVDs, digital video and audio taping equipment and videostreaming capabilities.



Group Dynamics in Focus, Inc.

555 City Ave., 6th Floor
 Bala Cynwyd, PA 19004
 Ph. 866-221-2038 or 610-668-8535
 sales@groupdynamics.com
 www.groupdynamics.com
 Robin Kaplan, President
 Location: Office building
 Distance from airport: 12 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, AU, CUL, VC, WC

Multiple 28x20	Obs. Rm. Seats 18
Conference 16x24	Obs. Rm. Seats 12
Conference 16x24	Obs. Rm. Seats 12
Conference 14x18	Obs. Rm. Seats 10
Conference 16x18	Obs. Rm. Seats 8

31 years at our suburban Philadelphia location. Rated No. 1 for recruiting and personnel in 2011 Impulse Directory. Trust us for competitive bids and immediate response. Specialize in health care, consumer goods, B2B, taste tests from varied socioeconomic and ethnic groups from five Pennsylvania counties and South Jersey. 1,000-sq.-ft. multipurpose space for mock juries, shopping displays or theater seating for 50. Rely on our professional staff for field management and the ability to recruit doctors nationally for telephone interviews. Newsflash! We offer new bandwidth technology, the fastest and most secure in the area. Welcome to Group Dynamics.
 (See advertisement on p. 129)



Plaza Research-Philadelphia

Two Greentree Centre
Marlton, NJ 08053
Ph. 856-596-7777 or 800-654-8002
bfarms@plazaresearch.com
www.plazaresearch.com
Bethany Farms, Director
Location: Office building
Distance from airport: 30 minutes
CL, 1/1, 1/1OR, TK, TKO, CUL, WC
Conference 18x20 Obs. Rm. Seats 15
Conference 15x20 Obs. Rm. Seats 15
Multiple 15x20 Obs. Rm. Seats 15

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. 121)

Quick Test/Heakin

Neshaminy Mall
109 Neshaminy Mall
Bensalem, PA 19020
Ph. 215-322-0400
info@quicktest.com
www.quicktest.com
Location: Shopping mall
1/1, TK
Conference 12x18 Obs. Rm. Seats 6

Reckner: Montgomeryville, PA

J. Reckner Associates, Inc.
589 Bethlehem Pike, Suite 500
Montgomeryville, PA 18936
Ph. 215-822-6220
bogrizek@reckner.com
www.reckner.com
Barbara Ogrizek, Director
Location: Office building
Distance from airport: 26 miles, 50 minutes
CL, 1/1, 1/1OR, TK, CUL, PUL, VC, WC
Multiple 18x18 Obs. Rm. Seats 15
Conference 08x11 Obs. Rm. Seats 4
Multiple 19x39
Conference 8x11
Conference 8x11

Reckner: Philadelphia, PA

J. Reckner Associates, Inc.
1600 Market St., Suite 1550
Philadelphia, PA 19103-7202
Ph. 215-822-6220 or 215-981-0120
mgeorgianna@reckner.com
www.reckner.com
Michael Georgianna, Manager
Location: Office building
Distance from airport: 8 miles, 15 minutes
CL, 1/1, 1/1OR, CUL, VC, WC
Conference 18x18 Obs. Rm. Seats 15
Conference 22x15 Obs. Rm. Seats 15
Conference 11x12 Obs. Rm. Seats 5
Conference 17x21 Obs. Rm. Seats 15



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, 1/1OR, AU, CUL, VC, WC
Multiple 20x16 Obs. Rm. Seats 16
Multiple 20x16 Obs. Rm. Seats 16
Multiple 20x16 Obs. Rm. Seats 16
Multiple 16x16 Obs. Rm. Seats 16
Multiple 17x20 Obs. Rm. Seats 15

Schlesinger Associates is the leading full-service data collection company with 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; mystery shopping; merchandising programs; intercept interviewing; data processing, coding and tabulation; product placement; CLT taste tests; store audits. Market sectors: medical; consumer; business-to-business; IT.
(See advertisement on inside front cover)



Celebrating the pearls of our wisdom

GROUP DYNAMICS

30th
Anniversary
1981-2011

Group Dynamics in Focus
GroupNet Philadelphia



GROUP DYNAMICS IN FOCUS, INC.

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
 1/1OR - 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

Schlesinger Associates Philadelphia/Bala Cynwyd

50 Monument Rd., Suite 200
 Bala Cynwyd, PA 19004
 Ph. 610-538-1900
 bala@schlesingerassociates.com
 www.schlesingerassociates.com
 Lindita Mezani, Facility Director
 Location: Free standing facility
 Distance from airport: 15 miles, 25 minutes
 CL, 1/1, 1/1OR, TK, AU, CUL, VC, WC
 Multiple 22x17 Obs. Rm. Seats 20
 Multiple 24x17 Obs. Rm. Seats 15
 Multiple 20x17 Obs. Rm. Seats 15

Schlesinger Associates is the leading full-service data collection company with 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; mystery shopping; merchandising programs; intercept interviewing; data processing, coding and tabulation; product placement; CLT taste tests; store audits. 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, Director Field and Fulfillment
 Location: Office building
 Distance from airport: 17 miles, 30 minutes
 CL, 1/1, 1/1OR, 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, 1/1OR, TK, CUL, VC, WC
 Conference 19x21 Obs. Rm. Seats 12
 Conference 23x25 Obs. Rm. Seats 15

Greater Pittsburgh Research

5950 Steubenville Pike
 Pittsburgh, PA 15136
 Ph. 412-788-4570
 gpresearch1@cs.com
 www.greaterpittsburghresearch.com
 Ann Urban, President
 Location: Office building
 Distance from airport: 6 miles
 1/1, 1/1OR, TK, VC
 Conference 14x18 Obs. Rm. Seats 12

York

Polk-Lepson Research Group

108 Pauline Dr.
 York, PA 17402
 Ph. 717-741-2879
 polk-lepson@comcast.net
 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, 1/1OR, WC
 Conference 23x15 Obs. Rm. Seats 20

MacIntosh Survey Center

450 Veteran's Memorial Pkwy., #201
 East Providence, RI 02914
 Ph. 401-438-8330
 macsurvey@aol.com
 Ann MacIntosh
 Location: Office building
 Distance from airport: 10 miles, 10 minutes
 TK
 Conference 18x20 Obs. Rm. Seats 15



New England Opinion

475 Park East Drive, Suite 2
 Woonsocket, RI 02895
 Ph. 401-533-5360
 details@neopinion.com
 www.neopinion.com
 Jennifer Anderson, Facility Director
 Location: Free standing facility
 Distance from airport: 29 miles, 23 minutes
 1/1, 1/1OR, CUL, PUL, VC, WC

Sparkling new, state of the art facility 20 minutes from Providence, R.I. and 35 minutes from Worcester, Mass. Managed by experienced research professionals, our signature client support combines impeccable participant recruiting with top-notch qualitative assistance staff. Spacious discussion and observation rooms with many amenities. "Top Rated" by Impulse in our first year! Facility includes a usability lab and eye-tracking equipment, with on-site technical support. Recruiting and coordination of ethnographic studies, intercepts, shop-alongs and other 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, 1/1OR, TK, TKO, VC, WC
 Multiple 16x26 Obs. Rm. Seats 12

MarketSearch Corp.

2721 Devine St.
 Columbia, SC 29205
 Ph. 803-254-6958
 surveys@msearch.com
 www.msearch.com
 Location: Free standing facility
 Distance from airport: 10 miles, 20 minutes
 1/1, 1/1OR
 Conference 16x20 Obs. Rm. Seats 14

Greenville/Spartanburg

Market Insight, Inc.

2854 Wade Hampton Blvd., Suite C
 Taylors, SC 29687
 Ph. 864-292-5187 or 800-493-8037
 mikeshuck@marketinsightinc.com
 www.marketinsightinc.com
 Mike Shuck, Director of Research
 Location: Office building
 Distance from airport: 12 miles, 20 minutes
 CL, 1/1, 1/1OR
 Conference 18x20 Obs. Rm. Seats 12

South Dakota

Sioux Falls

American Public Opinion Survey & Market

Market Research Corp.
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, 1/1OR, VC
Conference 16x24 Obs. Rm. Seats 15
Conference 20x22 Obs. Rm. Seats 20
Conference 20x25 Obs. Rm. Seats 25
Living 30x36 Obs. Rm. Seats 50

Tennessee

Chattanooga



Wilkins Research Services, LLC

1730 Gunbarrel Rd.
Chattanooga, TN 37421
Ph. 423-894-9478
info@wilkinsresearch.net
www.wilkinsresearch.net
Lisa Wilkins, Executive Director
Location: Free standing facility
Distance from airport: 6 miles, 12 minutes
CL, 1/1, 1/1OR, 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

Market Research With Unsurpassed Professionalism

Southern Solutions

10608 Flickenger Lane, Suite 102
Knoxville, TN 37922
Ph. 865-392-5047 or 866-764-7342
jones@southernolutionsn.com
www.southernolutionsn.com
Jenny Jones, President
Location: Free standing facility
Distance from airport: 10 miles, 10 minutes
CL, 1/1, 1/1OR, TK, CUL, VC, WC
Multiple 19x21 Obs. Rm. Seats 16

Our state-of-the-art facility and experienced staff will make your next 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.

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, 1/1OR, TK, PUL, VC, WC
Conference 22x20 Obs. Rm. Seats 14
Conference 20x18 Obs. Rm. Seats 12
Multiple 19x20 Obs. Rm. Seats 12

Top-rated facility where fastidious recruiting is our trademark guaranteed. Food is great but all anybody wants is the world's best BBQ from Corky's just down the road. Now we are located on Poplar, the main drag in Memphis just two blocks from the interstate, with hotels and shopping malls all around. Renowned for Southern-style customer service and a huge database. The latest in videoconferencing, videostreaming and digital AV.
(See advertisement on p. 95)



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, 1/1OR, 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, 1/1OR, 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
www.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, 1/1OR, 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
jaymed@2020research.com
www.2020research.com
Location: Office building
Distance from airport: 10 miles, 15 minutes
CL, VC, WC
Conference 22x16 Obs. Rm. Seats 15
Conference 25x16 Obs. Rm. Seats 15
Conference 30x24 Obs. Rm. Seats 15

New facility opened in 2007. Solid, consistent, on-site recruiting. Knowledgeable, responsive project managers. Daily updates. Assigned qualitative assistants on site. Complete technology services. "Top Rated" by Impulse Surveys for 11 consecutive years.

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.

Texas

Austin

Human Interfaces

8500 Bluffstone Cove, Bldg. B., Suite 204
 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 12
 Multiple 17x22 Obs. Rm. Seats 12

Brownsville

Hispanic Focus Unlimited

303 W. Park Ave.
 Pharr, TX 78577
 Ph. 956-501-4211 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.

3308 Essex Dr.
 Richardson, TX 75082
 Ph. 972-581-1050 or 877-478-5180
 Dallas@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
 (See advertisement on p. 81)

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
 (See advertisement on p. 14)



Dallas By Definition

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, 1/10R, 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 video-streaming services are available. Experienced, professional, friendly staff. A First Choice Facility.
 (See advertisement on p. 133)

Delve Dallas

2711 LBJ Freeway, Suite 300
 Dallas, TX 75234
 Ph. 800-421-2167 or 972-488-9988
 helpinghand@delve.com
 www.delve.com
 Marsha Fugitt, Regional Managing Director
 Location: Office building
 Distance from airport: 24 miles, 25 minutes
 CL, 1/1, 1/10R, 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. 117)



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, 1/10R, 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. 800-935-6561
 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.

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, 1/10R, AU, CUL, VC, WC
 Multiple 17x24 Obs. Rm. Seats 20
 Multiple 17x24 Obs. Rm. Seats 20
 Multiple 14x24 Obs. Rm. Seats 20
 Multiple 17x21 Obs. Rm. Seats 15

Market Research Dallas

2723 Valley View Lane, Suite 100
 Dallas, TX 75234
 Ph. 972-239-5382 or 866-830-5382
 mail@marketresearchdallas.com
 www.marketresearchdallas.com
 Gail Airolidi, Owner
 Location: Free standing facility
 Distance from airport: 10 miles, 15 minutes
 CL, 1/1, 1/10R, TK, CUL, VC, WC
 Conference 27x18 Obs. Rm. Seats 18
 Living 26x15 Obs. Rm. Seats 16
 Multiple 20x14 Obs. Rm. Seats 20

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 Vasilii
 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

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-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, 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
 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. 121)



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
 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.

Q&M Research, Inc.

1600 Corporate Court, 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, 1/1OR, TK, TKO, AU, CUL, PUL
 Multiple 22x14 Obs. Rm. Seats 12
 Conference 20x16 Obs. Rm. Seats 12
 Multiple 35x30 Obs. Rm. Seats 15
 Multiple 28x23 Obs. Rm. Seats 12

Quick Test/Heakin

Vista Ridge Mall
 2401 S. Stemmons Freeway., 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

Quick Test/Heakin

Hulen Mall
 4800 S. Hulen, #101
 Fort Worth, TX 76132
 Ph. 817-263-2900
 bid@quicktest.com
 www.quicktest.com
 Location: Shopping mall
 1/1, TK
 Multiple 10x17 Obs. Rm. Seats 4



Savitz Field and Focus - Dallas

Member of Focus Coast to Coast
 13747 Montfort Drive, Suite 112
 Dallas, TX 75240
 Ph. 972-386-4050
 information@savitzfieldandfocus.com
 www.savitzfieldandfocus.com

Lisa Wilkin, Vice President

Location: Office building

Distance from airport: 20 miles, 30 minutes

CL, 1/1, 1/1OR, AU, CUL, VC, WC
 Conference 30x25 Obs. Rm. Seats 25
 Conference 30x26 Obs. Rm. Seats 20
 Conference 22x18 Obs. Rm. Seats 20
 Conference 21x16 Obs. Rm. Seats 20
 Conference 8x10 Obs. Rm. Seats 6
 Conference 8x10 Obs. Rm. Seats 6

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 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; mystery shopping; merchandising programs; intercept interviewing; data processing, coding and tabulation; product placement; CLT taste tests; store audits. Market sectors: medical; consumer; business-to-business; IT.
 (See advertisement on inside front cover)

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

(See advertisement on p. 81)



Creative Consumer Research

3945 Greenbriar Dr.
 Stafford, TX 77477
 Ph. 281-240-9646
 ppatt@ccsurveys.com
 www.ccsurveys.com
 Pat Pratt, President and BJ Gerjes, Assistant Manager

Location: Free standing facility

Distance from airport: 38 miles, 30 minutes

CL, 1/1, 1/1OR, TK
 Conference 20x20 Obs. Rm. Seats 12
 Conference 24x26 Obs. Rm. Seats 12
 Conference 20x20 Obs. Rm. Seats 12
 Conference 24x24 Obs. Rm. Seats 12
 Multiple 49x35 Obs. Rm. Seats 12

CR conducts research for clients nationally, statewide, 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, ppatt@ccsurveys.com.
 (See advertisement on p. 135)

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.



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. 121)

Quick Test/Heakin

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



Savitz Field and Focus - Houston

Member of Focus Coast to Coast
5177 Richmond Ave., Suite 1290
Houston, TX 77056
Ph. 713-621-4084
information@savitzfieldandfocus.com
www.savitzfieldandfocus.com
Mei Ng, Facility Director
Location: Office building
Distance from airport: 20 miles, 25 minutes
CL, 1/1, 1/1OR, AU, CUL, VC, WC
Conference 35x28 Obs. Rm. Seats 30
Conference 22x16 Obs. Rm. Seats 20
Conference 22x16 Obs. Rm. Seats 20
Conference 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, 1/1OR, CUL, VC, WC
Multiple 21x17 Obs. Rm. Seats 12
Multiple 24x17 Obs. Rm. Seats 12
Multiple 24x17 Obs. Rm. Seats 12
Multiple 26x18 Obs. Rm. Seats 12

Schlesinger Associates is the leading full-service data collection company with 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; mystery shopping; merchandising programs; intercept interviewing; data processing, coding and tabulation; product placement; CLT taste tests; store audits. Market sectors: medical; consumer; business-to-business; IT.
(See advertisement on inside front cover)

Marshall

ANALYSAND Market Research

120 E. Austin St.
Jefferson, TX 75657
Ph. 888-553-6095 or 318-868-6295
analysand1@aol.com
www.analysandresearch.com
Location: Free standing facility
Distance from airport: 50 miles
CL, 1/1, 1/1OR, TKO, CUL, VC, WC
Conference 34x43
Conference 36x49
Conference 34x43
Multiple 16x25
Multiple 16x25
Multiple 20x25
Multiple 20x25

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 Intercept
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
 1/1 - One-on-One Room
 1/1OR - One-on-One Obs.
 TK - Test Kitchen
 TKO - Test Kitchen Obs.

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

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

San Antonio



Galloway Research Service

4751 Hamilton Wolfe Rd., Suite 100
 San Antonio, TX 78229
 Ph. 210-734-4346
 southhillmall@gfk.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, 1/1OR, TK, CUL, PUL, VC, WC
 Conference 18x20 Obs. Rm. Seats 18
 Conference 19x18 Obs. Rm. Seats 18
 Conference 18x21 Obs. Rm. Seats 18
 Multiple 40x40 Obs. Rm. Seats 18

Three focus group suites, each with its own spacious waiting area, spacious conference room, tiered viewing area, equipped client office, client lounge with monitor, audio visual/translator room, and each with a full bath/shower. Technologically state-of-the-art with T1 connections throughout the facility and videostreaming capabilities. Large CLT with custom test kitchen - seats 100.

San Antonio Focus

5817 La Colonia Dr.
 San Antonio, TX 78218
 Ph. 210-547-2614
 info@sanantoniofocus.com
 www.sanantoniofocus.com

Christian Storandt
 Location: Free standing facility
 Distance from airport: 10 miles, 16 minutes
 CL, 1/1, 1/1OR, TK, WC
 Multiple 19x16 Obs. Rm. Seats 8
 Multiple 23x18

Texarkana

C&C Market Research - Texarkana

Central Mall
 2400 Richmond Rd., #62
 Texarkana, TX 75503
 Ph. 479-785-5637
 craig@ccmarketresearch.com
 www.ccmarketresearch.com
 Craig Cunningham, President
 Location: Shopping mall
 Distance from airport: 15 miles, 15 minutes
 1/1, 1/1OR, TK
 Conference 18x22 Obs. Rm. Seats 10
 (See advertisement on p. 81)

Utah

Salt Lake City



Cicero - Dan Jones & Associates

515 E. 100 S. Suite 300
 Salt Lake City, UT 84102
 Ph. 801-456-6700
 info@DJAsurvey.com
 www.cicerogroup.com
 Lauri Hyer or Candice Butterfield
 Location: Office building
 Distance from airport: 7 miles, 10 minutes
 CL, 1/1, 1/1OR, CUL, PUL, VC, WC
 Conference 20x24 Obs. Rm. Seats 17
 Conference 20x24 Obs. Rm. Seats 17
 Multiple 13x9 Obs. Rm. Seats 4

The Cicero Group (and its subsidiary Dan Jones & Associates) is a full-service market research firm located in the heart of Salt Lake City, Utah. For three decades, we have provided comprehensive focus group and research solutions to the world's top companies and brands. Our new focus group facilities are top-rated nationally and offer state-of-the-art technology. Our professional staff includes moderators that are PRC, ORI, RIVA, and QRCA-certified. We also offer call center services, in-house recruiting and other market research services to support the needs of our clients.



Lighthouse Focus Center

375 East 500 South
 Salt Lake City, UT 84065
 Ph. 801-446-4000
 janderson@go-lighthouse.com
 www.janderson@go-lighthouse.com
 Location: Free standing facility

CL, 1/1, 1/1OR, AU, CUL, PUL
 Multiple 20x25 Obs. Rm. Seats 26
 Multiple 16x22 Obs. Rm. Seats 35
 Multiple 19x27 Obs. Rm. Seats 24
 Multiple 14x24 Obs. Rm. Seats 8

The newest, largest focus group facility in Utah, also the closest to the Salt Lake airport! Our newest facility features four focus group rooms with direct viewing and is operated by the same staff from our suburb Impulse "Top Rated" facility. We are a full-service firm, providing complete quantitative and qualitative services with competitive pricing, comprehensive reporting, fast turnaround, in-house data collection, state-of-the-art A/V recording, spacious client lounges, certified moderating and hosting and FocusVision capabilities. All phone surveys and recruiting are digitally recorded.



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, 1/1OR, 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, 1/1OR
 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, 1/1OR
 Conference 11x21 Obs. Rm. Seats 6

Martin Focus Group Services, Inc.

4801 Columbus St., Suite 102
 Virginia Beach, VA 23462
 Ph. 757-518-0180
 virginia-beach@martinfocus.com
 www.martinfocus.com
 Jennifer Powell, Manager
 Location: Office building
 Distance from airport: 10 miles, 30 minutes
 CL, 1/1
 Conference 16x17 Obs. Rm. Seats 10
 Conference 18x21 Obs. Rm. Seats 20

Richmond

Dominion Focus Group, Inc.

Dominion Marketing Research, Inc.
Commerce Plaza I
2809 Emerywood Pkwy., Suite 200
Richmond, VA 23294
Ph. 804-672-0500 or 804-672-1417
bana@dominionfocusgroup.com
www.dominionfocusgroup.com
Bana Bhagchandani, President
Location: Office building
Distance from airport: 17 miles, 20 minutes
1/1, 1/1OR, TK, TKO

Conference	30x16	Obs. Rm. Seats 18
Conference	16x12	Obs. Rm. Seats 8
Conference	17x17	Obs. Rm. Seats 10

Martin Focus Group Services, Inc.

4101 Cox Rd., Suite 130
Glen Allen, VA 23060
Ph. 804-935-0203
jnep@martinfocus.com
www.martinfocus.com
Jennifer Powell, Manager
Location: Office building
Distance from airport: 20 miles, 30 minutes
CL, 1/1, VC

Conference	18x21	Obs. Rm. Seats 10
Conference	16x28	Obs. Rm. Seats 20



Alan Newman Research

MARKET RESEARCH CONSULTANTS
Richmond Focus Group Center
Div. of Alan Newman Research
1025 Boulders Pkwy., Suite 401
Richmond, VA 23225
Ph. 804-272-6100 or 804-272-6100 ext. 226
tbrisbane@anr.com
www.anr.com
Terry Brisbane, Vice President
Location: Office building
Distance from airport: 15 miles, 20 minutes
CL

Conference	27x18	Obs. Rm. Seats 15
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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
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Washington

Seattle/Tacoma

Consumer Opinion Services, Inc.

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
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Consumer Opinion Services, Inc.

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

Consumer Opinion Services, Inc.

City Focus
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



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 98003
Ph. 425-822-8900
info@seattle.fieldwork.com
www.fieldwork.com
Ryker Lammers, President
Location: Office building
Distance from airport: 23 miles, 25 minutes
CL, 1/1, 1/1OR, TK, CUL, VC, WC

Conference	25x24	Obs. Rm. Seats 25
Conference	20x20	Obs. Rm. Seats 15
Conference	21x18	Obs. Rm. Seats 10
Conference	16x16	Obs. Rm. Seats 8
Conference	10x12	Obs. Rm. Seats 5

Fieldwork Seattle boasts a new consumer database rich in high-income, high-education and highly-technical respondents. Our four spacious rooms are designed to accommodate groups of all sizes and, as always, outstanding service is our highest priority. We offer the finest integrated state-of-the-art technology including: complimentary digital audio recording, DVD recording, CD recording, FocusVision, ActiveGroup, 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. 206-219-1987
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	21x19	Obs. Rm. Seats 24
Conference	20x18	Obs. Rm. Seats 23
Conference	18x14	Obs. Rm. Seats 10

GMA Research Corp.

325 118th Ave S.E., Suite 104
Bellevue, WA 98005
Ph. 425-460-8800
donmgma@aol.com
www.gmaresearch.com
George Snyder
Location: Office building
Distance from airport: 20 miles, 30 minutes
CL, 1/1, 1/1OR, TK

Conference	12x22	Obs. Rm. Seats 10
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Hebert Research, Inc.

13629 N.E. Bel-Red Road
Bellevue, WA 98005
Ph. 425-643-1337 or 877-399-0720
info@hebertresearch.com
www.hebertresearch.com
Tom Fisher
Location: Free standing facility
Distance from airport: 10 miles, 18 minutes
CL, 1/1, 1/1OR, TK, WC

Conference	30x18	Obs. Rm. Seats 10
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Opinions, Ltd.

Kitsap Mall
10315 Silverdale Way NW, Suite E20
Silverdale, WA 98383
Ph. 440-893-0300
seattle@opinionsltd.com
www.opinionsltd.com
Jennifer Jackson, Director of Client Services
Location: Shopping mall
Distance from airport: 59 miles, 70 minutes
1/1, 1/1OR, VC, WC

Conference	20x14
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Codes

Location: Office building, Freestanding building, Shopping mall

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

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

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

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, 1/1OR, CUL, PUL, VC, WC
 Conference 14x14 Obs. Rm. Seats 12
 Conference 14x13 Obs. Rm. Seats 12
 Conference 16x16 Obs. Rm. Seats 12

Spokane

Johnston Research Group

1608 Washington St.
 Wenatchee, WA 98801
 Ph. 509-665-8740
 brent@jrgteam.com
 www.JRGteam.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
 info@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
 1012 Kanawha Blvd. E., Suite 301
 Charleston, WV 25301-2809
 Ph. 304-343-9650
 jmace@mcmillionresearch.com
 www.mcmillionresearch.com
 Jay Mace Jennifer McMillion
 Location: Office building
 Distance from airport: 3 miles, 10 minutes
 1/1, 1/1OR, PUL
 Conference 18x14 Obs. Rm. Seats 12

The West Virginia Room is located in the primary facility and features a standard focus study facility that seats up to 12 respondents while accommodating 10 or more clients in a comfortable and quiet setting with an attached

client viewing area. A separate waiting area is used to prevent client/participant interaction. McMillion Research works closely with nearby conference facilities for your large group needs. We offer a multipurpose facility in our headquarter location for shelving display, appliance and other related studies with adjacent one-on-one enclosed interviewing rooms with CAPL capabilities.
 (See advertisement on p. 45)

Wheeling

C&C Market Research - Pittsburgh Metro

Ohio Valley Mall
 280 Ohio Valley Mall. #280
 St. Clairsville, OH 43950
 Ph. 479-785-5637
 craig@ccmarketresearch.com
 www.ccmarketresearch.com
 Craig Cunningham, President
 Location: Shopping mall
 Distance from airport: 125 miles, 90 minutes
 1/1, 1/1OR, TK
 Conference 22x11 Obs. Rm. Seats 4
 (See advertisement on p. 81)

Wisconsin

Green Bay/Appleton

Delve Appleton

4330 W. Spencer St.
 Appleton, WI 54914
 Ph. 800-637-0775 or 920-636-1200
 helpinghand@delve.com
 www.delve.com
 Bonnie Smerda, Managing Director
 Location: Free standing facility
 Distance from airport: 3 miles, 5 minutes
 CL, 1/1, 1/1OR, TK, CUL, VC, WC
 Multiple 16x23 Obs. Rm. Seats 15
 Multiple 15x17 Obs. Rm. Seats 10
 (See advertisement on p. 117)

Leede Research Group, Inc.

1332 S. 26th St.
 Manitowoc, WI 54220
 Ph. 920-482-1417
 Jim@Leede.com
 www.Leede.com
 Jim DeZeeuw
 Location: Free standing facility
 Distance from airport: 35 miles, 30 minutes
 1/1, 1/1OR
 Conference 21x19 Obs. Rm. Seats 10



The Martec Group - Green Bay

TMG Field Research
 1445 North Rd. Suite 1
 Green Bay, WI 54313
 Ph. 920-494-1812 or 888-811-5755
 linda.segersin@martecgroup.com
 www.martecgreenbay.com
 Linda Segersin, General Manager
 Location: Free standing facility
 Distance from airport: 1 miles, 3 minutes
 CL, TK, VC
 Multiple 19x24 Obs. Rm. Seats 12

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, 1/1OR, TK
 Multiple 22x18 Obs. Rm. Seats 14

Madison

Chamberlain Research Consultants, Inc.

660 John Nolen Dr.
 Madison, WI 53713
 Ph. 608-246-3010
 Jpicard@crwcwis.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

8383 Greenway Blvd., Suite 600
 Middleton, WI 53562
 Ph. 608-826-7345
 mel@cityresearchsolutions.com
 www.cityresearchsolutions.com
 Kristie Groh, Facilities Manager
 Location: Office building
 Distance from airport: 40 miles, 40 minutes
 CL, 1/1, 1/1OR, 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.cityresearchsolutions.com.

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 20x18 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, 1/1OR, 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 2011 with a reputation for quality recruiting from all segments and an outstanding show rate. We specialize in recruiting for ethnographic studies, large audience testing and product placements. Extensive database for child research. Our facility has two spacious focus suites designed with client comfort in mind. We offer wireless high-speed Internet access and videostreaming through ActiveGroup. Conveniently located with immediate interstate access. Attached hotel provides auditorium testing rooms.

Practical Strategies, Inc.

120 North Main Street Third Floor
 West Bend, WI 53095
 Ph. 262-334-1821
 mjj@practical-strategies.com
 www.practical-strategies.com
 Mary Jo Joyce, President
 Location: Office building
 Distance from airport: 40 miles, 45 minutes
 CL, 1/1, 1/1OR, CUL, PUL, VC, WC
 Multiple 20x20 Obs. Rm. Seats 10

Reckner: Milwaukee, WI

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, 1/1OR, TK, TKO, CUL, PUL
 Multiple 20x18 Obs. Rm. Seats 15
 Multiple 38x22
 Multiple 8x10 Obs. Rm. Seats 4
 Conference 8x10 Obs. Rm. Seats 2

International

Argentina

Infoquality Marketing Research

Amenabar 1550 4, Of. A
 C1426AKD Buenos Aires, Argentina
 Ph. 54-11-4781-4571 or 54-11-4787-6070
 emartinez@infoqualityarg.com.ar
 www.infoqualityarg.com.ar
 Ester Martinez
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, TKO, CUL, VC, WC
 Multiple 13x13 Obs. Rm. Seats 10
 Multiple 21x12 Obs. Rm. Seats 10

Melnik/Burke

Av. Federico Lacroze 1722, 1st Floor
 1426 Buenos Aires, Argentina
 Ph. 54-11-4777-9041
 melnik@melnik.com.ar
 www.melnik.com.ar/
 Ricardo Melnik, President
 Location: Office building
 Distance from airport: 30 minutes
 TK, VC, WC
 Conference 20x13 Obs. Rm. Seats 12

Rosenthal Research - Argentina Branch

Lina 115 piso 9
 Entre Hipolito Yrigoyen y Alsina
 Buenos Aires, Argentina
 Ph. 34-93-506-6006
 jan_flechsigt@rosenthal-research.com
 www.rosenthal-research.com
 Jan Flechsigt, Director
 Location: Office building
 Distance from airport: 19 miles, 40 minutes
 1/1, 1/1OR, TK, PUL, VC, WC
 Multiple 20x14 Obs. Rm. Seats 4

Australia

The City Group Rooms

Level 11, 60 York St.
 Sydney, NSW 2000 Australia
 Ph. 61-2-9299-8907
 andrew@cgr.com.au
 www.cgr.com.au
 Andrew Strachan, Manager
 Location: Office building
 Distance from airport: 8 miles, 30 minutes
 1/1, 1/1OR, TK, CUL, WC
 Conference 17x23 Obs. Rm. Seats 10
 Conference 17x23 Obs. Rm. Seats 9
 Conference 17x23 Obs. Rm. Seats 8
 Conference 20x23 Obs. Rm. Seats 8
 Living 20x23 Obs. Rm. Seats 8

The City Group Rooms North

Level 18, 122 Arthur Street
 North Sydney, NSW 2060 Australia
 Ph. 61-2-9299-8907
 andrew@cgr.com.au
 www.cgr.com.au
 Andrew Strachan, Director
 Location: Office building
 Distance from airport: 10 miles, 35 minutes
 1/1, 1/1OR, TK, CUL, WC
 Conference 20x24 Obs. Rm. Seats 8
 Conference 20x24 Obs. Rm. Seats 8
 Living 20x24 Obs. Rm. Seats 8
 Conference 20x24 Obs. Rm. Seats 8

The City Group Rooms South

5/438 Forest Road
 Hurstville, NSW 2220 Australia
 Ph. 61-2-9299-8907
 andrew@cgr.com.au
 www.cgr.com.au
 Andrew Strachan, Director
 Location: Office building
 Distance from airport: 7 miles, 15 minutes
 1/1, 1/1OR, TK, CUL
 Conference 20x23 Obs. Rm. Seats 8
 Conference 20x23 Obs. Rm. Seats 8

The City Group Rooms West

Level 4, Perth House
 85 George St.
 Parramatta, NSW 2150 Australia
 Ph. 61-2-9299-8907
 andrew@cgr.com.au
 www.cgr.com.au
 Andrew Strachan, Manager
 Location: Office building
 Distance from airport: 15 miles, 40 minutes
 1/1, 1/1OR, TK, CUL, WC
 Conference 20x23 Obs. Rm. Seats 10
 Conference 20x23 Obs. Rm. Seats 9
 Conference 20x23 Obs. Rm. Seats 8
 Conference 20x23 Obs. Rm. Seats 7
 Conference 20x16 Obs. Rm. Seats 7
 Living 20x16 Obs. Rm. Seats 7
 Conference 15x11 Obs. Rm. Seats 0

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, VC
 Multiple 16x13 Obs. Rm. Seats 9
 Multiple 14x13 Obs. Rm. Seats 5

MRA Research Pty Ltd

83 Alexander Street
 Crows Nest, NSW 2065 Australia
 Ph. 61-2-9966-4811
 info@mra-research.com.au
 www.mra-research.com.au
 Katharine Morgan
 Location: Office building
 Distance from airport: 10 miles, 25 minutes
 1/1, 1/1OR, 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. 1-800 807 535
 admin@newfocus.com.au
 www.newfocus.com.au
 Jennie Folland, National Operations Manager
 Location: Free standing facility
 Distance from airport: 10 miles, 20 minutes
 CL
 Conference 24x18 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.

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, 1/1OR, TK
 Conference 20x16
 Conference 20x12
 Conference 20x10
 Living 20x16

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@TRSP.com.au
 www.TRSP.com.au
 Andy Doves, Managing Director
 Location: Office building
 Distance from airport: 9 miles, 30 minutes
 CL, 1/1, 1/1OR
 Conference 18x11 Obs. Rm. Seats 6

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

Barbados

Market Insight Inc.

31 George St.
 Belleville, St. Michael, Barbados
 Ph. 246-426-0181
 Jacqueline.Norville@gmail.com
 www.miibarbados.com
 Jacqueline Norville
 Location: Office building
 Distance from airport: 7 miles, 15 minutes
 1/1, 1/1OR, CUL, WC
 Conference 20x15 Obs. Rm. Seats 3

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

Brazil

ABACO Marketing Research, Ltd.

Sao Paulo Marketing Center
 Avenida Paulista 542, Penthouse
 Sao Paulo 01310-000 Brazil
 Ph. 55-11-3262-3300 or 775-320-7725 (U.S.)
 Abaco2@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
 Sao Paulo 01310-000 Brazil
 Ph. 55-11-3262-3300 or 775-320-7725 (U.S.)
 abaco2@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
 Sao Paulo-CEP 01302-001 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

Canada

Alberta

Calgary

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

StyleLabs Marketing Group

1000-808 4 Avenue SW
 Calgary, AB T2P 3E8 Canada
 Ph. 403-668-4350 x1
 almin@stylelabs.ca
 www.stylelabs.ca
 Almin Kassamali, Chief Imagination Officer
 Location: Office building
 Distance from airport: 9 miles, 15 minutes
 CL, 1/1, AU, CUL, PUL, WC
 Conference 35x18 Obs. Rm. Seats 30

British Columbia

Vancouver

CRC Research

1398 West 7th Avenue
 Vancouver, BC V6H 3W5 Canada
 Ph. 604-714-5900 or 866-455-9311
 FacilityManager@crcresearch.com
 www.crcresearch.com
 Oleha Riden, Facility Coordinator
 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



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, 1/1OR, TK, WC
 Multiple 17x20 Obs. Rm. Seats 12
 Multiple 14x20 Obs. Rm. Seats 8

Vancouver Focus is a well-established focus group facility located in the heart of downtown Vancouver. We offer two

spacious focus group rooms, a fully-equipped kitchen, wireless Internet access, FocusVision, DVD and MP3 recording and cable TV. The close proximity to public transit and ample parking makes Vancouver Focus the most conveniently-located facility in town. Surrounded by plenty of major hotels and trendy restaurants, Vancouver Focus is the preferred facility for many out-of-town clients. We also offer the most meticulous recruiting in the region.

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

MQO 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

MQO 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

MQO 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

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
Jas Singh, Qualitative Project Manager
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

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, Logistics Manager
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

Decima Research Inc.

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

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.

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-President 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.

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

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

Opinion Search Inc.

2345 Yonge Street, Suite 704
Toronto, ON M4P 2E5 Canada
Ph. 800-363-4229 or 416-962-9109
info@opinionsearch.com
www.opinionsearch.com
Kathy Harsz, Qualitative Project Coord.
Location: Office building
Distance from airport: 20 miles, 40 minutes
CUL, WC
Multiple 17x25 Obs. Rm. Seats 18
Conference 16x20 Obs. Rm. Seats 12
Living 10x19 Obs. Rm. Seats 10

re:search resources

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 20x25 Obs. Rm. Seats 10
Conference 22x17 Obs. Rm. Seats 18
Conference 20x25 Obs. Rm. Seats 12

Five award-winning facilities can adapt to your unique project requirements. Rooms can be configured to theatre, classroom, living room, mini groups or one-on-ones. We provide luxurious client suites with tiered viewing some for up to 22 clients. We also provide a private office equipped with a computer, Internet access, telephone and printer. If your project involves Web testing, we offer high speed DSL Internet access and state-of-the-art, in-house, computer technology as well as our own technical support staff on site. We also have two large kitchens to facilitate on-site food preparation. Research House provides national recruiting and project management with an in-house qualitative phone room.

Winning Research

10 Milner Business Court, Suite 900
Toronto, ON M1B 3C5 Canada
Ph. 416-754-0009
info@winningresearchgroups.com
www.winningresearchgroups.com
Location: Office building
TK
Multiple 15x15
Multiple 15x18

Quebec

Montreal

Ad Hoc Research

1250 Guy, 9th Floor
Montreal, QC H3H 2T4 Canada
Ph. 514-937-4040 x175 or 877-937-4040
reservation@adhoc-research.com
www.adhoc-research.com
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

Decima Research Inc.

1080 Cote du Beaver Hall 4th Floor
Montreal, QC H2Z 1S8 Canada
Ph. 514-288-0037
info@decima.com
www.decima.com
Location: Office building
Distance from airport: 10 miles, 20 minutes
CUL, WC
Multiple 30x20 Obs. Rm. Seats 12
Multiple 14x24 Obs. Rm. Seats 12
Multiple 24x16 Obs. Rm. Seats 12

Legendre Lubawin Marketing, Inc.

1172 St. Mathieu
Montreal, QC H3H 2H5 Canada
Ph. 514-937-2079
victoria@legendrelubawin.com
Victoria Lubawin, Owner
Location: Free standing facility
Distance from airport: 10 miles, 20 minutes
1/1, 1/1OR, VC
Conference 20x15 Obs. Rm. Seats 10

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 17x22 Obs. Rm. Seats 10

Opinion Search Inc.

1080 Beaver Hall Hill, Suite 400
Montreal, QC H2Z 1S8 Canada
Ph. 800-363-4229 or 514-288-0199
info@opinionsearch.com
www.opinionsearch.com
Sandra Auger, Facility Coordinator
Location: Office building
Distance from airport: 10 miles, 20 minutes
CUL, WC
Multiple 30x20 Obs. Rm. Seats 12
Multiple 14x24 Obs. Rm. Seats 12
Multiple 24x16 Obs. Rm. Seats 12

SOM

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)

Consumer Search China - Beijing

Room 820, East Wing, Office Tower 1, Beijing Junefield Plaza
 No. 6, Xuanwumenwai Street
 100052 Beijing, China
 Ph. 86-10-5971-5778
 general@consumersearch-group.com
 www.consumersearch-group.com
 Ms. Bel Wong
 Location: Office building
 Distance from airport: 60 minutes
 Conference 20x15 Obs. Rm. Seats 21

Consumer Search China - Guangzhou

Rooms 1909-10, Block B, China Int'l Centre
 33 Zhongshan 3rd Rd.
 510055 Guangzhou, China
 Ph. 86-20-8385-2188
 general@consumersearch-group.com
 www.consumersearch-group.com
 Ms. Bel Wong
 Location: Office building
 Distance from airport: 90 minutes
 Conference 19x16 Obs. Rm. Seats 10

Consumer Search China - Shanghai

Room 1804, 18th Floor, Hongyi Plaza
 299 Nanjing Road (East)
 200001 Shanghai, China
 Ph. 86-21-3366-5801
 general@consumersearch-group.com
 www.consumersearch-group.com
 Ms. Bel Wong
 Location: Office building
 Distance from airport: 90 minutes
 Conference 18x17 Obs. Rm. Seats 10

DDMA Market Research

401, 223 Xikang Road
 Shanghai, China
 Ph. 86-21-6289-1138
 jonathanaxup@ddm-asia.com
 www.ddm-asia.com
 Location: Office building
 Distance from airport: 6 miles, 30 minutes
 CL, 1/1, 1/1OR, VC, WC
 Conference Obs. Rm. Seats 20



Focus Group China

DongLong AIA Building, Office 401
 223 Xikang Road
 Shanghai, China
 Ph. 86-21-6289-1138
 jonathan.axup@focusgroupchina.com
 www.focusgroupchina.com
 Jonathan Axup, Project Manager
 Location: Office building
 Distance from airport: 6 miles, 30 minutes
 CL, 1/1, 1/1OR, VC, WC
 Conference 23x23 Obs. Rm. Seats 20

Focus Group China is one of the largest independent qualitative research networks in China. Our objective is to provide international standard qualitative research in China at competitive prices. Focus Group China clients include leading international consumer goods companies and retailers, Chinese consumer goods companies, international investment groups and research suppliers from around the world that conduct projects in China. We provide our clients with quality consumer, business-to-business and medical research studies.

Labbrand China Consulting Ltd.

Building 7 - Unit 202, 50 Moganshan Road
 200060 Shanghai, 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, 1/1OR, CUL, WC
 Conference 20x14 Obs. Rm. Seats 5

Colombia

Centro Nacional de Consultoria

Diagonal 34 N 5-27
 Bogota, Colombia
 Ph. 57-1-339-4888
 cnc@cnccol.com
 www.centronacionaldeconsultoria.com
 Location: Free standing facility
 VC
 Conference 20x26 Obs. Rm. Seats 4

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, 1/1OR, 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, 1/1OR, AU, CUL, PUL, WC
 Multiple 30x20 Obs. Rm. Seats 12
 Living 25x15 Obs. Rm. Seats 4

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

ConsuMed Research

A Schlesinger Associates Company
 8/10 Rue Saint Nicolas
 75012 Paris, France
 Ph. 33-153-338380
 info@consumedresearch.com
 www.consumedresearch.com
 (See advertisement on inside front cover)



Cyble Marketing

10 Rue de Nancy
 75010 Paris, France
 Ph. 33-1-43-38-78-78
 Richard.Cowland@cyble.com
 www.cyble.com
 Richard Cowland
 Location: Free standing facility
 Distance from airport: 15 miles, 30 minutes
 CUL, WC
 Multiple 25x20 Obs. Rm. Seats 6

Cyble is located in Paris. We have over 30 years of experience with quantitative and qualitative studies in the French market and internationally. We specialize in qualitative (focus groups, IDIs, ethnography) and quantitative (face-to-face interviews) studies. We offer high-quality and reliable insights, delivered flexibly and speedily. We are fully bilingual. So whether you're a small research agency or a large consultancy, a large multinational or an SME, we are here to help you make the difference, providing you with the information necessary to make sure and reasoned operational decisions for you or your client.

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.



La Maison du Test

2 Bd Saint Martin
 75010 Paris, France
 Ph. 33-1-4003-0501
 info@lamaisondutest.com
 www.lamaisondutest.com
 Christophe Malmanche
 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 20x16 Obs. Rm. Seats 10
 Living 15x15 Obs. Rm. Seats 6
 Living 26x18 Obs. Rm. Seats 10

In the centre of Paris a complex of functional, comfortable, soundproofed meeting rooms all with air conditioning. Four group rooms and one individual room all fitted with two-way mirrors with Wi-Fi access and one large room with video link. A fully-equipped kitchen has refrigerator, deep freeze and microwave oven. Complementary services for your international studies include simultaneous interpretation with recording facilities, individual headphones to be able to follow the group and a transcript of your projects in English. Videoconferencing service with Focus Vision.

La Maison du Test

66 rue de Paris
 93100 Montreuil, France
 Ph. 33-1-7302-6969
 info@lamaisondutest.com
 www.lamaisondutest.com
 Caillaud Alain
 Location: Office building

Distance from airport: 25 miles, 60 minutes

1/1, 1/1OR, TK, TKO, VC, WC
 Living 20x16 Obs. Rm. Seats 8
 Living 20x16 Obs. Rm. Seats 8
 Living 20x16 Obs. Rm. Seats 10
 Living 26x18 Obs. Rm. Seats 10
 Living 15x15 Obs. Rm. Seats 6
 Living 20x16 Obs. Rm. Seats 10

Louvre Focus Group

43 rue de Richelieu
 75001 Paris, France
 Ph. 33-1-44-86-06-50
 contact@louvrefocusgroup.com
 www.louvrefocusgroup.com
 Location: Office building

CL, WC
 Living 20x20 Obs. Rm. Seats 10
 Conference 20x20 Obs. Rm. Seats 10



MSM Market Research

140 rue Victor Hugo
 92300 Levallois-Perret, France
 Ph. 33-1-41-06-57-00
 ncbart@msm.fr
 www.msm.fr

Sandra Fernandes-Coelho and Claire Schmidt, International Coordinators

Location: Free standing facility
 Distance from airport: 17 miles, 30 minutes

CL, 1/1, 1/1OR, WC
 Conference 18x16 Obs. Rm. Seats 10
 Multiple 18x13 Obs. Rm. Seats 6
 Multiple 13x8 Obs. Rm. Seats 5

MSM is an international, full-service qualitative research agency with 25 years of experience. Our services are based on qualitative research and creative approaches that enable us to generate: innovating and relevant concepts; efficient and pragmatic fundamental studies; dynamic and proactive advertising tests; and insightful ethnography research. Thanks to a department fully dedicated to international research (50 of MSM turnover, 11 people fluent in English), MSM relies on a wide experience of coordinating multi-country studies and conducting French fieldwork as a local supplier.

Passerelles

A Schlesinger Associate Company
 1, rue d'Uzès (corner of rue St Fiacre)
 75002 Paris, France
 Ph. 33-1-47-70-60-80
 reservation@passerelles.fr
 www.passerelles.fr

Location: Free standing facility
 Distance from airport: 17 miles, 40 minutes

CL, 1/1, 1/1OR, CUL, VC, WC
 Multiple Obs. Rm. Seats 12
 Multiple Obs. Rm. Seats 18
 Multiple Obs. Rm. Seats 10
 Multiple Obs. Rm. Seats 10
 Multiple Obs. Rm. Seats 12
 Multiple Obs. Rm. Seats 10
 (See advertisement on inside front cover)



Puzzle

23 Boulevard Des Capucines
 75002 Paris, France
 Ph. 33-1-42-68-12-26
 mikael@puzzleparis.com
 www.puzzleparis.com
 Distance from airport: 75 miles, 25 minutes
 CL, 1/1, 1/1OR, TK, TKO, AU, CUL, PUL, VC, WC

Puzzle is a premier market research service provider based in the heart of Paris at the Opera, an area both commercial and residential. With over 20 years of experience, Puzzle has had a reputation as Paris's premier viewing facility since it opened and continues to cultivate its leadership role today. Our team of 15 in-house recruiters and our extensive network of off-site recruiters are world-renowned for their efficiency, thoroughness and ability to handle all challenges. We work tirelessly to ensure that only the best moderators, interviewers and translators are in our network.

Toulouse Focus

4, rue de la Tuilerie
 31130 Balma, France
 Ph. 33-5-34-60-5300
 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

Germany

AnswersS Pharmaceutical Marketing Research

Markgrafenstrasse 33
 10117 Berlin, Germany
 Ph. 49-30-200045-0
 contact@answers.de
 www.answers.de

Location: Shopping mall
 Distance from airport: 12 miles, 20 minutes
 CL, AU, CUL, PUL, VC, WC
 Conference 17x16 Obs. Rm. Seats 8
 Conference 17x17 Obs. Rm. Seats 8
 Conference 21x16 Obs. Rm. Seats 8
 Conference 16x17 Obs. Rm. Seats 12

ASki International Market Research

Moenckebergstr. 10
 D-20095 Hamburg, Germany
 Ph. 435-654-3639 (U.S.) or 49-40-3256710
 kd@aski.de
 www.aski.de

Kirsten Dietrich
 Location: Office building
 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 (0) 175 59 49 692
 info@everture.com
 www.everture.com
 Location: Free standing facility
 Distance from airport: 30 minutes
 CL, 1/1, 1/1OR, AU

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

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
Multiple 17x17 Obs. Rm. Seats 12

Institut für Marktforschung GmbH

Markt 10
04109 Leipzig, Germany
Ph. 49-341-9950-0
info@imleipzig.de
www.imleipzig.de
Location: Shopping mall
1/1, 1/1OR, TK, VC
Conference 16x20 Obs. Rm. Seats 10

INTERVIEW + EXPLORATION I+E Berlin GmbH

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

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

INTERVIEW + EXPLORATION julia otte GmbH

Gerhofstr. 18
20354 Hamburg, Germany
Ph. 49-40-349-6080
info@interview-exploration.de
www.interview-exploration.de
Location: Office building
Distance from airport: 15 miles, 35 minutes
CL, 1/1, 1/1OR, VC
Conference 23x26 Obs. Rm. Seats 14
Conference 20x20 Obs. Rm. Seats 14

INVISIO

Georgstrasse 22
30159 Hannover, Germany
Ph. 49-511-30-79-3-0
info@invisio.de
www.invisio.de
Frank H. Gehre, Partner
Location: Shopping mall
Distance from airport: 10 miles, 15 minutes
CL, 1/1, 1/1OR, TK, VC
Conference 20x20 Obs. Rm. Seats 10
Conference 20x20 Obs. Rm. Seats 6
Conference 29x16 Obs. Rm. Seats 12

ipi TeststudioKonigstrasse 1A

70173 Stuttgart, Germany
Ph. 49-711-997939-0
eva.blum-metzer@quicktest-studio.de
www.quicktest-studio.de
Eva Blum - Metzger, Studio Management
Location: Shopping mall
Distance from airport: 9 miles, 20 minutes
CL, 1/1, 1/1OR, TK, CUL, PUL, VC, WC
Multiple 23x16 Obs. Rm. Seats 12
Multiple 16x14
Multiple 15x16
Multiple 3x4
Multiple 3x4
Multiple 3x4

Kramer Marktforschung GmbH

Ludgeristrasse 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

Hammer Strasse 171
48153 Munster, Germany
Ph. 49-2-51-20800-0
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

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

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

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

Rankestrasse 1
10789 Berlin-Charlottenburg, 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

Kramer Marktforschung GmbH

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

Leyhausen Field Services

Friedrich-Ebert-Platz 5
51373 Leverkusen, Germany
Ph. 49-214-8334-320 or 49-214-8334-324
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

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.

MM-Research GmbH, Marktforschung

Neckarstrasse 155
70190 Stuttgart, Germany
Ph. 49-711-931815200
info@mm-research.de
www.mm-research.de
Karl-Heinz Baumann, Managing Director
Location: Office building
Distance from airport: 9 miles, 20 minutes
CL, 1/1, 1/1OR, TK, CUL, PUL, VC, WC
Multiple 13x15 Obs. Rm. Seats 8
Multiple 16x10
Multiple 13x15
Multiple 13x17
Multiple 10x13
Multiple 12x16

**Schmiedel Marktforschung GmbH**

Neuhauser Strasse 27
80331 Munich, Germany
Ph. 49-89-231810-100
info@schmiedel-munich.de
www.schmiedel-marktforschung.de/munich/english/
Stephan Schmid, Managing Director
Location: Office building
Distance from airport: 25 miles, 45 minutes
CL, 1/1, 1/1OR, 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

Schmiedel 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. 58)

**Schmiedel Marktforschung GmbH - Berlin**

Tautenzienstrasse 2-3
10789 Berlin, Germany
Ph. 49-30-235096-0
info@schmiedel-berlin.de
www.schmiedel-berlin.de/english/index.html
Stephan Lange, Managing Director
Location: Office building
Distance from airport: 5 miles, 20 minutes
CL, 1/1, 1/1OR, 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

Schmiedel Marktforschung conducts studio (quantitative 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. (See advertisement on p. 58)

**Schmiedel Marktforschung GmbH - Frankfurt**

Schillerstrasse 5
60313 Frankfurt, Germany
Ph. 49-69-2197-6780
info@schmiedel-frankfurt.de
www.schmiedel-frankfurt.de/english/
Tim Eglin, Studio Manager
Location: Office building
Distance from airport: 15 miles, 20 minutes
CL, 1/1, 1/1OR, CUL, VC, WC
Multiple 20x16 Obs. Rm. Seats 12
Multiple 20x16 Obs. Rm. Seats 14
Multiple 18x13 Obs. Rm. Seats 10

Schmiedel 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. 58)

T.I.P. Biehl & Partner

Markt- und Tourismusforschung
Eurener Strasse 15
54294 Trier, Germany
Ph. 49-651-948-0030
tip@tip-web.de
www.tip-web.de
Location: Shopping mall
Conference 20x20 Obs. Rm. Seats 1

theMa Marktforschungsgesellschaft mbH

Spitalerstrasse 9
20095 Hamburg, Germany
Ph. 49-40-3234-11
info@thema.de
www.thema.de
Location: Free standing facility
Distance from airport: 10 miles, 30 minutes
CL, 1/1, 1/1OR, TK, TKO, VC, WC
Multiple 27x41 Obs. Rm. Seats 10
Multiple 41x8 Obs. Rm. Seats 10

Greece

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, 1/1OR, TK, VC
Conference 23x13 Obs. Rm. Seats 14
Conference 18x10 Obs. Rm. Seats 8
Conference 26x13 Obs. Rm. Seats 10

Medi-Mark Ltd.

64 L. Riankour Str., Apollo Tower, 18 B3
115 23 Athens, Greece
Ph. 30-210-699-0124
medimark@hol.gr
Location: Office building
1/1, 1/1OR
Conference 20x13 Obs. Rm. Seats 6

MRC-The Market Research Centre Ltd.

10 Georgoula Street
115 24 Athens, Greece
Ph. 30-210-6922767 or 30-210-6994803
mrc@ath.forthnet.gr
www.mrc.gr
Zoe Psylla
Location: Office building
Distance from airport: 17 miles, 35 minutes
1/1, 1/1OR, CUL, VC, WC
Multiple 24x13
Conference 15x10

Prisma Options Ltd.

25 Alexandroupoleos, Ambelokipi
11527 Athens, Greece
Ph. 30-210-748-2001
info@prisma-options.com
www.prisma-options.com
Marita Sormunen
Location: Office building
Distance from airport: 15 miles, 30 minutes
CL, 1/1, 1/1OR, VC, 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

Hong Kong

Consumer Search Hong Kong Ltd.

5/F, Island Place Tower, 510 King's Road
North Point, Hong Kong
Ph. 852-2891-6687
general@consumersearch-group.com
www.consumersearch-group.com
Ms. Bel Wong
Location: Office building
Distance from airport: miles, 45 minutes
1/1
Conference 18x13 Obs. Rm. Seats 12
Living 18x14 Obs. Rm. Seats 10

Hungary

InsightLab.hu Market Research Ltd.

Hegedus Gyula utca 23. I/3
H-1136 Budapest, Hungary
Ph. 36-1-785-3239
info@insightlab.hu
www.insightlab.hu
Eszter Takacs, Senior Researcher
Distance from airport: 30 miles, 45 minutes
CL, 1/1, 1/1OR, AU, CUL
Living 13x16 Obs. Rm. Seats 5

India

Cross-Tab Marketing Services

Unit No. 201 B, 2nd Floor,
Silver Metropolis, Goregaon (E)
Mumbai 400 063 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, 1/1OR, TK
Conference 15x15 Obs. Rm. Seats 4
Living 16x10 Obs. Rm. Seats 6
Multiple 18x14 Obs. Rm. Seats 6

Impetus Research Pvt. Ltd.

#108 First Floor, B-7 Extension
Safdarjung Enclave
New Delhi 110 029 India
Ph. 91-11-4608-7975
consult@impetus-research.com
www.impetus-research.com
Location: Office building
Distance from airport: 12 miles, 25 minutes
CL, 1/1, 1/1OR, AU, CUL, VC, WC

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, 1/1OR, 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, 1/1OR, 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
adacta@adactainternational.com
www.adactainternational.com
Location: Office building
CL, 1/1, 1/1OR, TK, VC
Conference 20x17 Obs. Rm. Seats 5
Conference 13x13 Obs. Rm. Seats 3

ART s.a.s.

Via Caminadella 2
20123 Milan, Italy
Ph. 39-02-72-01-09-89
ricerche@art.it
www.art.it
Ferdinando Boschi
Location: Office building
Distance from airport: 7 miles, 30 minutes
1/1, 1/1OR, CUL, PUL, WC
Conference 13x20 Obs. Rm. Seats 10

Brerapoint Research Facility

Viale Elvezia 10 a
20154 Milan, Italy
Ph. 39-02-92875821
info@brerapoint.com
www.brerapoint.com
Luca Notari
Location: Office building
1/1, 1/1OR
Conference 10x16 Obs. Rm. Seats 6
Multiple 15x12 Obs. Rm. Seats 5

Demoskoepe S.p.A

Via Porlezza, 16
20123 Milano, Italy
Ph. 39-06-8537521
mariotti@demoskoepe.it
www.demoskoepe.it
Clara Mariotti, International Research Dir.
Location: Office building
Distance from airport: 29 miles, 40 minutes
1/1, 1/1OR, TK, CUL, PUL, WC
Conference 16x16 Obs. Rm. Seats 7

Koi

Via Dei Partigiani 5/7
24121 Bergamo, Italy
Ph. 39-035-1990-4134
livia.gervasoni@koiresearch.it
www.koiresearch.it
Livia Gervasoni, CEO
Distance from airport: 19 miles, 30 minutes
CL, 1/1, 1/1OR, CUL, PUL, VC, WC

Medi-Pragma S.r.l.

Via Nizza, 152
00198 Rome, Italy
Ph. 39-06-84-55-51
medipragmaint@medipragma.com
www.medipragma.it
Cristina Mazzoletti
Location: Office building
Distance from airport: 30 miles, 60 minutes
1/1, 1/1OR, TK, PUL, VC, WC
Conference 13x8 Obs. Rm. Seats 5
Conference 13x8 Obs. Rm. Seats 5
Living 19x13
Living 11x14 Obs. Rm. Seats 7

Pragma S.r.l.

Via Nizza 152-154
00198 Rome, Italy
Ph. 39-06-844-881
pragma@pragma-research.it
www.pragma-research.it
Leni Avataneo, Project Manager
Location: Office building
Distance from airport: 40 minutes
CL, 1/1, 1/1OR, TK, AU, VC
Conference Obs. Rm. Seats 5
Conference Obs. Rm. Seats 5

Japan**Japan Marketing Operations**

Sankyo Building C
Building 5F 5-2-2, Edogawa-ku
Tokyo Rinkaicho, Japan
Ph. 03-6848-7275
toshio.osato@jsr-group.jp
www.jsr-group.jp
Location: Shopping mall
CL, 1/1, 1/1OR, 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

Sevenses Marketing Research, Co., Ltd.

Sky Building, 2-11, 501 Sotobori
Shinjuku, Tokyo 162-0845 Japan
Ph. 03-5229-8880 or 03-5229-8682
ssmr@ss-mr.com
www.ss-mr.com
Yuki Niwa
Location: Office building
Distance from airport: 40 miles, 70 minutes
CL, 1/1, 1/1OR, AU, CUL, PUL, VC, WC
Conference 19x16 Obs. Rm. Seats 12

Latvia**FACTUM Research Studio**

Elizabetes Str. 65-16
Riga 1050 Latvia
Ph. 371-67-217-554
info@factum.lv
www.factum.lv
Ineta Narodovska, Project Director
Location: Office building
Distance from airport: 6 miles, 30 minutes
CL, 1/1, 1/1OR, CUL, WC
Conference 21x14 Obs. Rm. Seats 6

Malaysia**Joshua Research Consultants Sdn Bhd**

7-6, 6th Floor, The Boulevard Mid Valley City
Lingkar Syed Putra
59200 Kuala Lumpur, Malaysia
Ph. 60-3-2297-7700
info@joshuaresearch.com
www.joshuaresearch.com
Alan Tay, Executive Director
Location: Office building
Distance from airport: 50 minutes
1/1, 1/1OR
Multiple 10x11 Obs. Rm. Seats 6

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.

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, 1/1OR, 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 Jerusalmi, Managing Director
 Location: Office building
 CL, TK

Conference	17x19	Obs. Rm. Seats 15
Conference	16x14	Obs. Rm. Seats 15

Pearson, S.A. de C.V.

Homero 223-4to. Piso, Col. Polanco
 Mexico, DF 11560 Mexico
 Ph. 52-55-5531-5560 or 52-55-5531-5324
 pearson@pearson-research.com
 www.pearson-research.com
 Manuel Barberena, 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	10x06	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
 spickers@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: miles, 45 minutes
 CL, 1/1, 1/1OR, TK, VC, WC

Conference	18x13	Obs. Rm. Seats 10
Living	17x15	Obs. Rm. Seats 10

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

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
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TNS NIPO

P.O. Box 247
 Grote Bickersstraat 74
 1013 KS Amsterdam, Netherlands
 Ph. 31-20-522-54-44
 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

Poland

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
 CL, 1/1, 1/1OR, 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

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, 1/1OR, TK, CUL, PUL, VC

Multiple	19x16	Obs. Rm. Seats 6
Conference	17x14	Obs. Rm. Seats 4
Multiple	19x16	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@customresearchcpr.com
 www.customresearchcpr.com
 Parimal Choudhury, President
 Location: Free standing facility
 Distance from airport: 5 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, TKO, AU, CUL, PUL, VC, WC

Multiple	12x16	Obs. Rm. Seats 20
Multiple	12x16	Obs. Rm. Seats 10

**Gaither International, Inc.**

413 Fidalgo Diaz
 Santurce, PR 912 Puerto Rico
 Ph. 787-728-5757
 gaither@gaiterinternational.com
 www.gaitherinternational.com
 Sonia Bengoa
 Location: Office building
 Distance from airport: 7 miles, 15 minutes
 CL, 1/1, 1/1OR, VC, WC

Conference	13x10	Obs. Rm. Seats 10
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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.

IBOPE Inteligencia

PO Box 364146
San Juan, PR 936 Puerto Rico
Ph. 787-721-1101
marie.quintero@ibope.com
www.ibope.com
Location: Office building
Distance from airport: 5 miles, 10 minutes
CL, 1/1, 1/1OR, TK
Conference 17x18 Obs. Rm. Seats 12
Conference 15x10 Obs. Rm. Seats 5

Romania**MERCURY Research**

95, Siret Street, 1st Floor, Sector 1
Bucharest 12152 Romania
Ph. 40-21-224-6600
contact@mercury.ro
www.mercury.ro
Ingrid Lambru
Location: Office building
Distance from airport: 5 miles, 30 minutes
CL, 1/1, WC
Conference 19x15 Obs. Rm. Seats 15

Russia**Analytics - Russia**

2/4 Luzhnetskaya Naberezhnaya, Bld 12
Moscow 119270 Russia
Ph. 7-495-223-0040
info@analytics.ru
www.analytics.ru
Sergei Sibirtsev, General Director
Location: Office building
Distance from airport: 20 miles, 60 minutes
Conference 18x18 Obs. Rm. Seats 10

Bazis Intelligence Group (Bazis IG)

M. Sibiryaka 58
Ekaterinburg 620219 Russia
Ph. 7 343 350 5836
info@bazisgroup.com
www.bazisgroup.com
Tatiana Barakshina, Research Director
Location: Office building
Distance from airport: 30 minutes
CL, 1/1, 1/1OR, WC
Multiple 10x23 Obs. Rm. Seats 8

IPSOS Russia

5 Gamsonovski Lane, Bldg. 1
115191 Moscow, Russia
Ph. 7-495-981-5646
ruinfo@ipsos.com
www.ipsos.ru
Location: Office building
Distance from airport: 15 miles, 30 minutes
1/1, 1/1OR, TK
Conference 18x12 Obs. Rm. Seats 10
Conference 20x15 Obs. Rm. Seats 8

Validata

66 Pyantnitzkaya Street, Building 5
115184 Moscow, Russia
Ph. 7-495-721-28-98
office@validata.ru
www.validata.ru
Masha Volkenstein, President
Location: Office building
Distance from airport: 20 miles, 40 minutes
CL, 1/1, 1/1OR, TK, TKO, VC
Conference 21x11 Obs. Rm. Seats 10
Conference 21x11 Obs. Rm. Seats 10
Living 21x11 Obs. Rm. Seats 10

WorkLine Research

22 Zvenigorodskaya St. Office 233
191119 St. Petersburg, Russia
Ph. 7-960-266-2113 or 7-812-600-3610
workline@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

Singapore**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

1 Commonwealth Lane #08-31/32/33
One Commonwealth
Singapore 149544 Singapore
Ph. 65-6876-7077
info@joshuaresearch.com
www.joshuaresearch.com
Alan Tay, Executive Director
Location: Office building
Distance from airport: 25 minutes
1/1, 1/1OR, CUL
Living 25x15 Obs. Rm. Seats 8
Living 10x11 Obs. Rm. Seats 4
Multiple 10x11 Obs. Rm. Seats 4

Slovenia**GfK Slovenija**

Veroskova 55a
SI 1000 Ljubljana, Slovenia
Ph. 386-1-472-0300
info-si@gfk.com
www.gfk.si
Lejla Poturovic
Location: Office building
Distance from airport: 16 miles, 30 minutes
Multiple 15x20 Obs. Rm. Seats 10
Multiple 15x23 Obs. Rm. Seats 16

South Korea**ThinkUser Co., Ltd. (Korea)**

Artizen Blodg., 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-ku
Seoul 150-010 South Korea
Ph. 82-2-3779-4314
www.tnsglobal.com
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

Luchana 29, Bajo Centro Derecha
28010 Madrid, Spain
Ph. 34-914-458877
info@blockdeideas.es
www.blockdeideas.es
Rosa Dalet, Managing Director
Location: Office building
Distance from airport: 10 miles, 25 minutes
1/1, 1/1OR, TK, PUL, WC
Conference 16x10 Obs. Rm. Seats 8
Conference 10x10 Obs. Rm. Seats 0

Block de Ideas

Av. Republica Argentina 24, 10-C
Edificio Torre de los Remedios
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, 1/1OR, 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

Castello Veintitres, S.L.

Calle Castello 23, Entrepelanta
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

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.

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, 1/1OR, 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
 28001 Madrid, Spain
 Ph. 34-914-324-493
 esr@estudiosilviaroca.es
 www.estudiosilviaroca.com
 Ivan Bautista, International Director
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 CL, 1/1, 1/1OR, 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
 intercampo@intercampo.es
 www.intercampo.es
 Location: Office building
 Distance from airport: 6 miles, 40 minutes
 1/1, 1/1OR
 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, 1/1OR, TK, VC, WC
 Living 20x20 Obs. Rm. Seats 12
 Living 16x13 Obs. Rm. Seats 8
 Living 7x7 Obs. Rm. Seats 2
 Living 7x7 Obs. Rm. Seats 2

Rosenthal Research

Marques de Campo Sagrado No. 24, 1, 1a
 08015 Barcelona, Spain
 Ph. 34 93 506 6006
 jan_flechsigs@rosenthal-research.com
 www.rosenthal-research.com
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 1/1, 1/1OR, PUL, VC, WC
 Multiple 23x13 Obs. Rm. Seats 6

Sweden

GfK Sverige AB

S:t Eriksgatan 44 2nd Floor
 SE-112 34 Stockholm, Sweden
 Ph. 46-8-791-31-00
 mail.se@gfk.com
 www.gfk.com/se
 Cecilia Platzack
 Location: Shopping mall
 Distance from airport: 65 miles, 30 minutes
 CL, 1/1, 1/1OR, CUL, PUL, VC, WC
 Conference 33x20 Obs. Rm. Seats 8
 Living 25x16 Obs. Rm. Seats 6

Switzerland

GfK Research/Institute of Swiss Marketing

Obermattweg 9
 6052 Hergiswil, Switzerland
 Ph. 41-41-632-91-11
 info.ch@gfk.com
 www.gfk.ch
 Location: Office building
 Distance from airport: 60 miles, 60 minutes
 1/1, 1/1OR, TK, VC
 Conference 20x10 Obs. Rm. Seats 10
 Conference 10x07
 Living 26x16 Obs. Rm. Seats 10
 Living 23x16 Obs. Rm. Seats 10

Taiwan

Opinion Research Taiwan

Ziyun Street, #77, 1F,
 Hsin-Yi District 110
 Taipei, Taiwan
 Ph. 886-2-2758-0866 or 886-930-974-595
 kevinmeyer@ort.com.tw
 www.ort.com.tw/
 Kevin Meyer
 Location: Office building
 Distance from airport: 2 miles, 15 minutes
 CL, 1/1, 1/1OR, WC
 Conference 25x15 Obs. Rm. Seats 15
 Living 15x15 Obs. Rm. Seats 15

Viewpoint Research

2/F No. 71 Sung Chiang Rd.
 Taipei, Taiwan
 Ph. 886-22-500-7111
 stephaniellen@vow.com.tw
 www.vow.com.tw
 Location: Office building
 Distance from airport: 50 miles, 40 minutes
 1/1, 1/1OR, VC
 Conference 30x15 Obs. Rm. Seats 15

Ukraine

GreenWell Ukraine

72 Chervonoarmijska 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

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 19 x 15 Obs. Rm. Seats 10
 Multiple 18 x 8 Obs. Rm. Seats 10

Aspect Viewing Facilities - Cheshire

Bank House, 147 Buxton Road,
 Stockport, Cheshire SK2 6EQ U.K.
 Ph. 44-0161-482-2500
 cheshire@aspectviewingfacilities.com
 www.aspectviewingfacilities.com
 Deborah Morgan, Facilities Director
 CL, 1/1
 Multiple 18 x 18 Obs. Rm. Seats 15
 Multiple 18 x 15 Obs. Rm. Seats 15
 Multiple 14 x 13 Obs. Rm. Seats 10

Aspect Viewing Facilities - Manchester

3 Canal Street, The Village
 Manchester M1 3HE U.K.
 Ph. 44-0161 242 7858
 manchester@aspectviewingfacilities.com
 www.aspectviewingfacilities.com
 Diane Morgan, Facilities Manager
 CL, 1/1
 Multiple 19 x 15 Obs. Rm. Seats 15
 Living 21 x 16 Obs. Rm. Seats 15
 Multiple 18 x 16 Obs. Rm. Seats 15

Attitudes

7 East Park
 Crawley, West Sussex RH10 6AN 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 12 x 15 Obs. Rm. Seats 10
 Multiple 12 x 14 Obs. Rm. Seats 10

Bristol Focus

165 Luckwell Road
 Ashton
 Bristol BS3 HB U.K.
 Ph. 44-0-117-963-9918
 info@bristolfocus.co.uk
 www.bristolfocus.co.uk
 Emma Powell, Studio Manager
 CL, TK
 Multiple 14 x 11 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

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

Consumer Profile Group Ltd.

5 St. Andrew's Court
 Wellington St, Thame
 Oxfordshire OX9 3WT U.K.
 Ph. 44-1844-215672
 mail@profile-group.com
 www.profile-group.com

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
 roscorres@roscorres.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

The Front Room - Central London

359 City Road
 London EC1V 1LR U.K.
 Ph. 44-20-7837-7700 or 44-20-7833 2880
 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
 Hertfordshire EN4 8QZ U.K.
 Ph. 44-20-8449-6404 or 44-20-8447-1051
 barnet@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 19 x 16 Obs. Rm. Seats 16
 Multiple 12 x 13 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, 1/1OR, TK, VC, WC
 Multiple 18x14 Obs. Rm. Seats 9
 Multiple 16x13 Obs. Rm. Seats 10



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, 1/1OR, VC, WC
 Multiple 18x14 Obs. Rm. Seats 20
 Multiple 18x14 Obs. Rm. Seats 20
 Multiple 20x14 Obs. Rm. Seats 20
 Multiple 18x14 Obs. Rm. Seats 20
 Conference 10x08 Obs. Rm. Seats 6

Wherever your research takes you, we'll make you feel right at home. London Focus has earned a reputation as London's premier viewing facility since it opened in 1994. We are conveniently located in Hammersmith, an area both commercial and residential, within easy access of Heathrow and historic central London. Our job - our professional commitment - is to take excellent care of all the details so you can concentrate on what you're here to accomplish. Call us and we'll personally show you how comfortable and rewarding your next research project can be when you come to London Focus.

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, 1/1OR, CUL, PUL, VC, WC
 Multiple 18x18 Obs. Rm. Seats 10
 Multiple 18x19 Obs. Rm. Seats 10
 Multiple 18x13 Obs. Rm. Seats 10

Lookout Viewing Facility

Top Floor, 205 Chalk Farm Road
 London NW1 8AF 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, 1/1OR, CUL
 Living 16x14 Obs. Rm. Seats 8
 Conference 16x12 Obs. Rm. Seats 10
 Conference 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, 1/1OR
 Conference 10x15 Obs. Rm. Seats 8
 Conference 11x07 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

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.

Perspective Research Services

Including Holborn Focus
Kingsbourne House
229/231 High Holborn
London WC1V 7DA U.K.
Ph. 44-20-8896-4400 or 44-20-7400-0370
info@perspectivemr.co.uk
www.perspectivemr.co.uk
1/1, 1/1OR, WC
Conference 7x16 Obs. Rm. Seats 20

Pioneer Suite

3 Canal Street, The Village
Manchester M1 3HE U.K.
Ph. 1-61-242-7859
info@pioneersuite.com
http://pioneersuite.com
Deborah Morgan
Location: Office building
Distance from airport: 5 miles, 20 minutes
1/1, TK, CUL, PUL, WC
Multiple 31x31

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 13x08 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, 1/1OR, WC
Multiple 18x12 Obs. Rm. Seats 8
Living 12x6 Obs. Rm. Seats 3

The Qualitative Lab - Manchester

21 Mellor Road, Cheadle Hulme
Greater Manchester SK8 5AT 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, 1/1OR
Multiple 15x12 Obs. Rm. Seats 8

**The Research House**

A Schlesinger Associates Company

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)

**The Research House**

A Schlesinger Associates Company

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
roscores@roscores.co.uk
www.roscoresearch.co.uk
Location: Office building
Distance from airport: 20 miles, 25 minutes
1/1, 1/1OR, TK, PUL

Sensory Dimensions/Sensory Visions

Southglade Business Park, 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. 0207 467 5440
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 42 x 28 Obs. Rm. Seats 20
Multiple 36 x 23 Obs. Rm. Seats 10
Multiple 36 x 20 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@12charlottomews.co.uk
www.12charlottomews.co.uk
Helen Bradley
Multiple 13 x 18

2CV Research

34 Rose Street
Covent Garden
London WC2E 9SE U.K.
Ph. 44-20-7655-9900
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
Susan Brannan, Office Manager
Location: Office building
Distance from airport: 7 miles, 20 minutes
CL, 1/1, 1/1OR, CUL, PUL, WC
Conference 21x15 Obs. Rm. Seats 14
Multiple 10x12 Obs. Rm. Seats 10
Multiple 10x12 Obs. Rm. Seats 8
Living 12x9 Obs. Rm. Seats 5

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
Graham Lawlor
Distance from airport: 20 miles, 40 minutes
CL, 1/1, 1/1OR, TK, TKO, VC
Multiple 17x15 Obs. Rm. Seats 10
Multiple 18x13 Obs. Rm. Seats 10

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@totalfocus.co.uk
www.viewingoptions.co.uk
Julie Guy, Finance Director
Distance from airport: 16 miles, 34 minutes
Multiple 18 x 12 Obs. Rm. Seats 20
Multiple 18 x 12 Obs. Rm. Seats 10

Viewpoint Focus Group Studio

73 Thames St.
Sunbury-on-Thames
Middlesex TW16 6AD U.K.
Ph. 44-193-278-1441
sunbury@viewpoint-studios.com
www.viewpointservices.com
Rosie Ritchie, Studio Manager
Location: Free standing facility
Distance from airport: 10 miles, 30 minutes
TK, TKO, CUL, VC, WC
Multiple 15x13 Obs. Rm. Seats 8
Living 16x13 Obs. Rm. Seats 12
Multiple 17x13 Obs. Rm. Seats 10

Viewpoint Services

90-91 Blackfriars
London SE1 8HA U.K.
Ph. 44-0-20-3176-3101
info@viewpoint-field.com
www.viewpointservices.com
Location: Free standing facility
Distance from airport: 10 miles, 35 minutes
TK, TKO, VC, WC
Multiple 30x15 Obs. Rm. Seats 15
Multiple 17x19 Obs. Rm. Seats 15
Multiple 17x19 Obs. Rm. Seats 15

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@wmvf.co.uk
www.wmvf.co.uk
Trudy Walsh or Fiona Walsh
Location: Free standing facility
Distance from airport: 17 miles, 30 minutes
1/1, 1/1OR
Multiple 20x13 Obs. Rm. Seats 10
Multiple 20x13 Obs. Rm. Seats 8

West 2 View

1 Craven Hill
London W2 3EN U.K.
Ph. 44-0-20-7262-9646
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, WorldOne Studio Manager
Location: Free standing facility
Distance from airport: 14 miles, 30 minutes
1/1, 1/1OR, TK, AU, CUL, VC, WC
Multiple 14x19 Obs. Rm. Seats 12
Multiple 14x19 Obs. Rm. Seats 12
Multiple 19x19 Obs. Rm. Seats 12

WorldOne Studios, located in the heart of London's medical district, is a state-of-the-art research facility offering extensive qualitative capabilities to the health care industry. Up-fitted with the latest videostreaming and videoconferencing technology, WorldOne Studios offers advanced recording capabilities in three well-equipped interviewing suites. In combination with WorldOne's Global health care panel of over 750,000 medical professionals, WorldOne Studios is uniquely positioned to deliver rich qualitative data efficiently.
(See advertisement on inside back cover)

WUP Studios

Unit 15 Lansdowne Court, Bumpers Farm
Chippenham, Wiltshire SN14 6RZ U.K.
Ph. 44-0-12-4945-0960
info@wupstudios.co.uk
www.wupstudios.co.uk
Jenny Kelly, Studio Manager
Multiple 16x16 Obs. Rm. Seats 15
Multiple 16x12 Obs. Rm. Seats 10
Multiple 14x9 Obs. Rm. Seats 10
Multiple 8x6 Obs. Rm. Seats 5

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.

Wyoming studios

Wyoming Studios London UK

72 Margaret Street
 London W1W 8ST U.K.
 Ph. 20-7436-7000
 lucy@wyoming.co.uk
 www.wyoming.co.uk

Lucy Bolingbroke, Studio Director
 Location: Office building

Distance from airport: 14 miles, 30 minutes

CL, 1/1, 1/1OR, CUL, WC		
Multiple	26x19	Obs. Rm. Seats 16
Multiple	19x19	Obs. Rm. Seats 16
Multiple	20x18	Obs. Rm. Seats 16
Multiple	20x16	Obs. Rm. Seats 16
Conference	19x19	Obs. Rm. Seats 16
Multiple	19x19	Obs. Rm. Seats 16
Multiple	10x10	Obs. Rm. Seats 3

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Wyoming studios

Wyoming Studios Watford UK

Windsor House
 204 Lower High Street
 Watford, Hertfordshire WD17 2EH U.K.
 Ph. 0-192-323-0616
 charlotte@wyoming.co.uk
 www.wyoming.co.uk

Lucy Bolingbroke, Manager

Location: Office building
 Distance from airport: 15 miles, 20 minutes

CUL, WC		
Multiple	15x15	Obs. Rm. Seats 14
Multiple	18x15	Obs. Rm. Seats 14

Two studios in northwest London suburban location, accessible by road or train 30 minutes from Heathrow Airport and central London. Close to large mall and retail areas. We offer you unrivalled service support provided by a dedicated team, trained in business hospitality, with excellent catering to suit your individual needs. Services include; FocusVision Webstreaming, Web usability equipment; high-speed wireless Internet connection; Web usability equipment; DVD recording and office facilities.

Venezuela

ESMEFAR - ESTIME Marketing Research

Centro Profesional La Urbina, Piso 10, Calle 3A
 La Urbina, Caracas 1073 Venezuela
 Ph. 58-212-241-2605 or 954-607-7977 (US)
 info@estimesa.com
 www.estimesa.com

Walter Mucchiut
 Location: Office building
 Distance from airport: 14 miles, 38 minutes
 1/1, 1/1OR, TK, AU, VC, WC
 Conference 14x10 Obs. Rm. Seats 5
 Conference 18x18 Obs. Rm. Seats 12
 Conference 10x10 Obs. Rm. Seats 0
 Conference 10x9 Obs. Rm. Seats 0

StatMark Group, S.A.

Business Multicenter East, Torre Libertador
 Nucleo A., Office 123A, Piso 12, Av Libertador
 Chacao, Caracas 1060, Venezuela
 Ph. 58-212-918-2100
 marketing-ccs@statmark.net
 www.statmarkgroup.com
 Location: Office building
 Distance from airport: 30 miles, 45 minutes
 VC
 Conference 17x11 Obs. Rm. Seats 5

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CALENDAR OF EVENTS

●●● can't-miss activities

featured

Research Rockstar will host a complimentary Webinar, themed "Think Outside the Survey: 14 Methods to Change How Your Colleagues and Clients Perceive Market Research," on **December 15** at 12 p.m. CST. Kathryn Korostoff of Research Rockstar will present. To register visit <http://quirks.webex.com>.

The Marketing Research Association will hold its annual CEO summit on **February 27-29** at the Fairmont Turnberry Isle in **Miami**. For more information visit www.mra-net.org.

The Council of American Survey Research Organizations will hold its annual online research conference on **March 1-2** at Encore at Wynn in **Las Vegas**. For more information visit www.casro.org.

The University of Texas at Arlington (UTA) will hold its annual conference for alumni of its Master of Science in Marketing Research program, themed "Innovation in Marketing Research," on **March 9** at UTA.

SymphonyIRI will hold its annual summit on **March 19-21** at the ARIA Resort and Casino City Center in **Las Vegas**. For more information visit www.sigsummit.com.

Sawtooth Software will hold its annual research conference on **March 21-23** at Disney's Boardwalk Hotel

in **Orlando, Fla.** For more information visit www.sawtoothsoftware.com.

The Pharmaceutical Marketing Research Group will hold its annual national conference, themed "Rev Up Your Innovation Engine," on **March 25-27** at JW Grande Lakes in **Orlando, Fla.** For more information visit www.pmr.org.

The Advertising Research Foundation will hold its annual RE:THINK! convention and expo on **March 26-28** at the **New York Marriott Marquis** in Times Square. For more information visit www.thearf.org.

ESOMAR will hold its annual Asia-Pacific conference, themed "Asia Kaleidoscope," on **April 15-17** in Shanghai, **China**. For more information visit www.esomar.org/apac.

Globalpark will hold a conference, themed "Market Research in the Mobile World," on **April 18-19** at the Dorint Amsterdam-Airport in **Amsterdam**, the Netherlands. For more information visit www.mrmw.net.

The Alliance of International Market Research Institutes will hold a conference, themed "The Power of Social Media Research on the International Landscape," on **April 27** in **New York**. For more information visit www.aimri.net.

IIR will hold a conference focused on technology in market research on **May 2-3**. For more information visit www.iirusa.com/tdmr.

ESOMAR will hold its annual Latin America conference on **May 13-15** in **Mexico City**. For more information visit www.esomar.org/latam.

The American Marketing Association will hold its annual marketing research conference on **October 1-3, 2012**, at the Bellagio Hotel and Casino in **Las Vegas**. For more information visit www.marketingpower.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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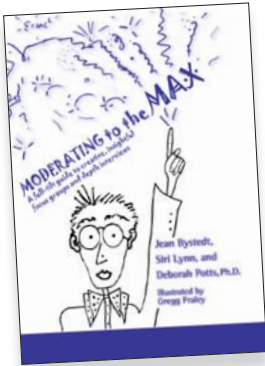
Amber Leila Esco, PRC
Executive Vice President
Schlesinger Associates



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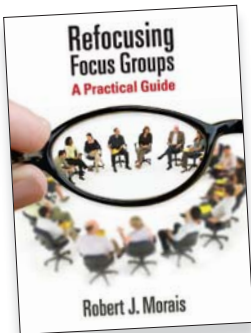
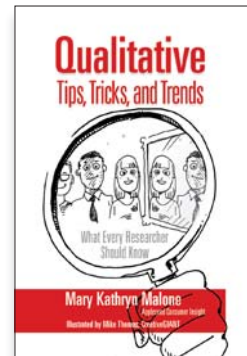
Learn more at www.mra-net.org/prc

MARKETING RESEARCH



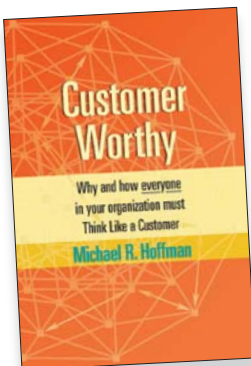
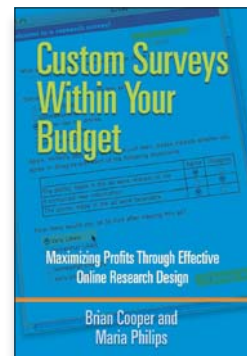
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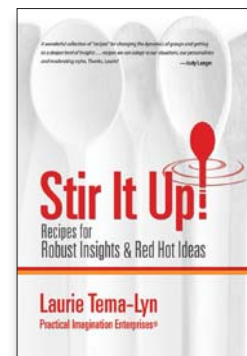
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Laurie Tema-Lyn
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 Finding Market Intelligence through Blogs and Other Social Media
Robert Berkman
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Quirk's Marketing Research Review, (ISSN 08937451) is issued monthly by Quirk Enterprises, Inc., 4662 Slater Road, Eagan, MN 55122. Mailing address: P.O. Box 22268, Saint Paul, MN 55122. Tel.: 651-379-6200; Fax: 651-379-6205; E-mail: info@quirks.com; Web address: www.quirks.com. Periodicals postage paid at Saint Paul, MN and additional mailing offices.

Subscription Information: U.S. annual rate (12 issues) \$70; Canada and Mexico rate \$120 (U.S. funds); international rate \$120 (U.S. funds). U.S. single copy price \$10. Change of address notices should be sent promptly; provide old mailing label as well as new address;

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POSTMASTER: Please send change of address to QMRR, P.O. Box 22268, Saint Paul, MN 55122.

Article Reprints: Contact Rhonda Brown of Foster Printing at rhondab@fosterprinting.com or at 866-879-9144 x194.

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Congratulations to October's winner, Cynthia Bellian of GE Lighting, East Cleveland, Ohio. October's prize was a community Web portal with purchase of PanelPortal™ license from Toluna!



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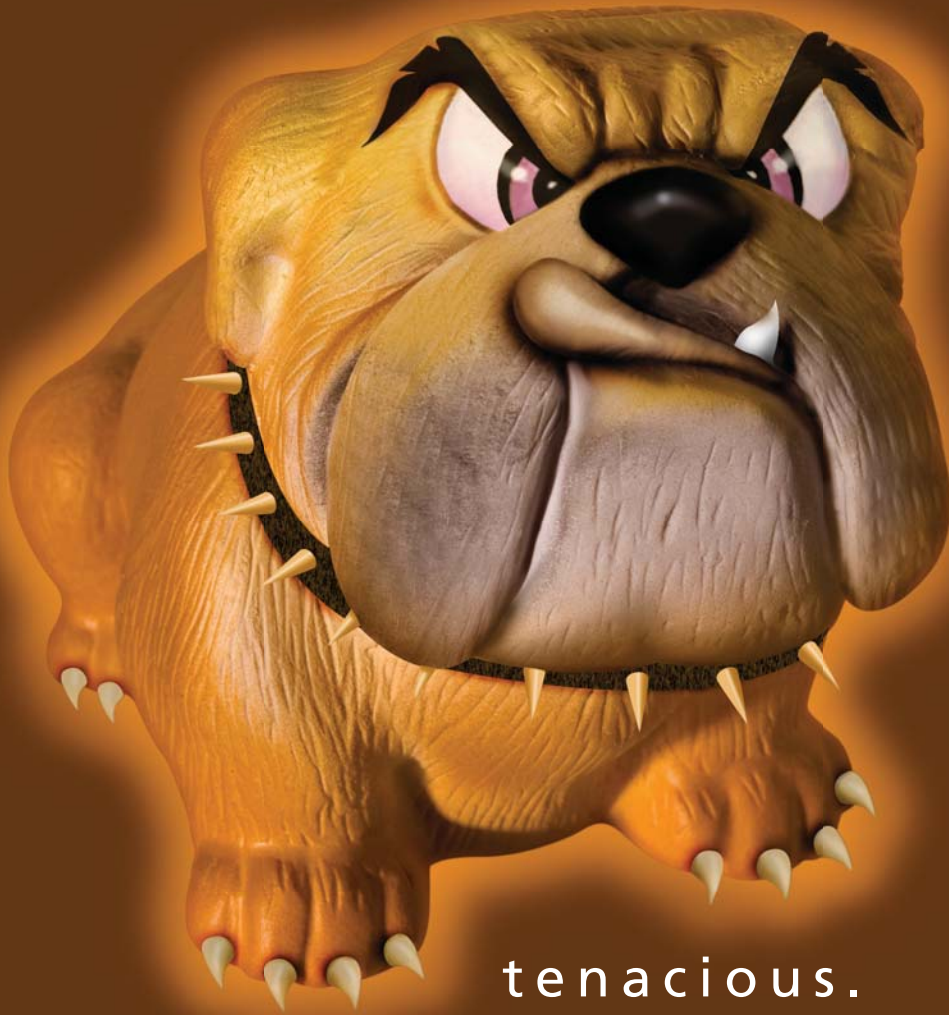
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