

The death of a  
research project

Tips for improving  
MROC engagement

MRA revamps  
PRC program

# QUIRKS

Marketing Research



Are B2B  
ads hitting  
the mark?

How the Web has affected lead  
generation for *Buildings* magazine



2012 Telephone  
Facilities Directory

April 2012  
[www.quirks.com](http://www.quirks.com)

Downloading Music  
Is Better Done Online

Getting Down Live  
Is Better Done In Person



## Thankfully, Schlesinger Associates Does Both

Actually, we can't help you with your dance moves. However, we will deliver a perfect pitch solution to fit your exact market research requirements. Whether it is qualitative or quantitative, Schlesinger Associates is your resource for complete global data collection services.

Tel. +1 866 549 3500



**YOUR GLOBAL RESEARCH PARTNER, ANYWHERE, ANYTIME.**

Recruitment > Focus Groups > Online > Technology > Global Project Management

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

© 2011 Schlesinger Associates.

# Truth

Truth is a research and insight consultancy. We help our clients build profitable brand and business strategies based on the way people think, feel, and behave.

## The whole Truth

Our method neutral approach ensures that clients receive an insight program tailored to their individual marketing and business challenges.

## Nothing but the Truth

Our job is to find truth, distill it, and bring it to life in a way that can change things for the better.

### Winner

Best Case History  
2009

ESOMAR

### Winner

Award for Excellence  
2010

ESOMAR

### Winner

Best Agency  
2010

MRS

### Winner

Most Wanted Agency  
2011

AURA

# CONTENTS

Quirk's Marketing Research Review  
April 2012 • Vol. XXVI No. 4

## COLUMNS

- 8 **Trade Talk**  
MRA simplifies PRC program  
By Joseph Rydholm
- 24 **By The Numbers**  
For better insights from text analytics, elicit better comments  
By Carolyn Lindquist

Quirk's Marketing Research Review  
4662 Slater Road | Eagan, MN 55122  
651-379-6200 | [www.quirks.com](http://www.quirks.com)

Publisher • Steve Quirk  
[steve@quirks.com](mailto:steve@quirks.com) | x202

Editor • Joseph Rydholm  
[joe@quirks.com](mailto:joe@quirks.com) | x204

Content Editor • Emily Goon  
[emily@quirks.com](mailto:emily@quirks.com) | x210

Directory Manager • Alice Davies  
[alice@quirks.com](mailto:alice@quirks.com) | x209

Production Manager • James Quirk  
[jim@quirks.com](mailto:jim@quirks.com) | x206

V.P. Marketing • Dan Quirk  
[dan@quirks.com](mailto:dan@quirks.com) | x203

V.P. Sales • Evan Tweed  
[evan@quirks.com](mailto:evan@quirks.com) | x205

Sales • Lance Streff  
[lance@quirks.com](mailto:lance@quirks.com) | x211

...moving? make sure

Quirk's comes with you!  
Send change of address information to  
[subscribe@quirks.com](mailto:subscribe@quirks.com)



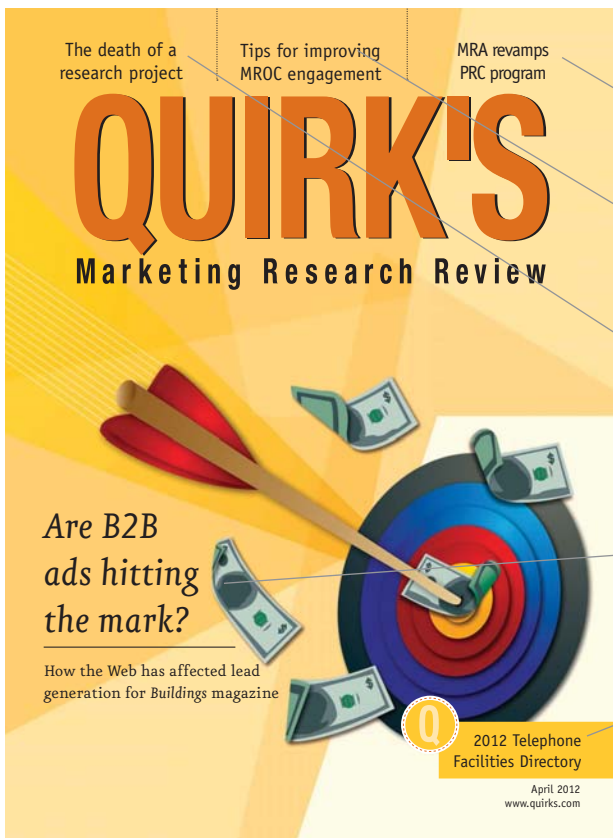
Download the Quirk's iPad, iPhone or Android app to view this issue.



An interactive downloadable PDF of this magazine is available at [www.quirks.com/pdf/201204\\_quirks.pdf](http://www.quirks.com/pdf/201204_quirks.pdf).



Follow us on Twitter @QuirksMR.



page  
8

page  
40

page  
34

page  
28

page  
63

## ON THE COVER

- 28 **Where is this leading us?**  
Analyzing a B2B magazine's ad inquiries and their relationship to qualified prospects  
By Jim Nowakowski

## DEPARTMENTS

- 6 **In Case You Missed It...**
- 10 **Survey Monitor**
- 16 **Product and Service Update**
- 56 **Names of Note**
- 58 **Research Industry News**
- 62 **Questions you should ask when selecting a telephone facility**
- 63 **2012 Telephone Facilities Directory**
- 86 **Calendar of Events**
- 89 **Index of Advertisers**
- 90 **Before You Go...**

## TECHNIQUES

- 34 **Counting the lessons learned**  
Anatomy of a research project gone wrong  
By James K. Callihan
- 40 **Give 'em all something to talk about**  
Tips for effective community engagement  
By Niels Schillewaert and Tom De Ruyck
- 46 **Some art, some science**  
A successful research community requires a mix of strategies  
By Manila Austin
- 52 **Staying in tune with today**  
How technology can improve the access and consumption of research presentations  
By Chris Forbes



Stand out from the crowd.

The Burke Institute has joined forces with Cambiar Consulting to offer

**NEW**

## Writing and Presenting Actionable Marketing Research Reports

During this seminar you will learn:

- How to write and present marketing research reports that tell a story responsive to management's needs
- How to uncover meaningful insights by transforming data into information and recommendations for these insights
- Tips and tools for preparing the report and presentation, including how to enhance the look and feel through graphics and integrated charts
- Storytelling techniques to make your reports and presentations more interesting and actionable for the end users

Chicago	March 21-23, 2012	\$2,495
Los Angeles	June 13-15, 2012	\$2,495
Atlanta	August 22-24, 2012	\$2,495
Cincinnati	November 14-16, 2012	\$2,495

For more information visit [BurkeInstitute.com](http://BurkeInstitute.com)





## In Case You Missed It

news and notes on marketing and research



### ●●● social media research

## Facebookers give a little, get a lot

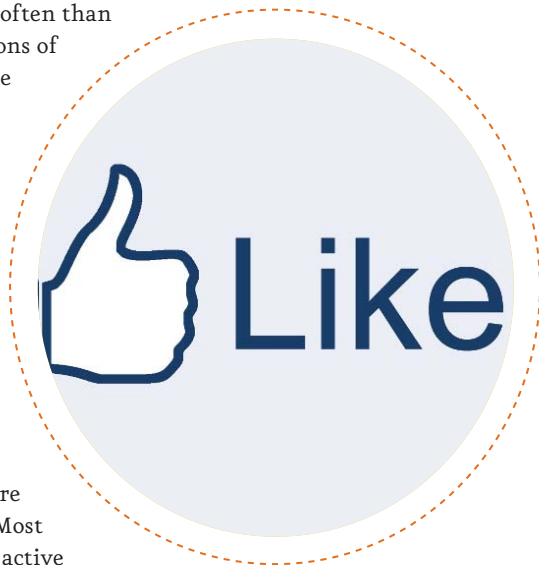
Most Facebook users receive more from their Facebook friends than they give, according to a study from Washington, D.C., research company Pew Internet and American Life Project. The study combines server logs of Facebook activity with survey data to explore the structure of Facebook friendship networks and measures of social well-being.

On average, Facebook users get more friend requests than they make: 63 percent received at least one friend request during the period studied but only 40 percent made a friend request. It is more common to be Liked than to Like others. The postings, uploads and updates of the sampled Facebook users are Liked more often than these users Like the contributions of others, as users pressed the Like button on friends' content an average of 14 times per month and received Likes from friends 20 times per month. The Facebook users also sent nine personal messages but received 12. Twelve percent tagged a friend in a photo while 35 percent were themselves tagged in a photo.

"It turns out there are segments of Facebook power users who contribute much more content than the typical user. Most Facebook users are moderately active over a one-month time period so highly-active power users skew the average. Second, these power users constitute about 20-30 percent of Facebook users but the striking thing is that there are different power users depending on the activity in question. One group of power users dominates friending activity. Another dominates Liking activity. And yet another dominates photo tagging," said Keith Hampton, lead author of the Pew report.

Women are more intense contributors of content on Facebook than are men. The average female user made 21 updates to her Facebook status in the month of observation while the average male made six.

The study found no evidence that length of time using Facebook is associated with a decline in Facebook activity. On the contrary, the more time that has passed since a user started using Facebook, the more frequently s/he makes status updates, uses the Like button, comments on friends' content and tags friends in photos. Similarly, the more Facebook friends someone has, the more frequently they contribute all forms of Facebook content and the more friend requests they tend to send and accept.



### ●●● consumer research

## Stress survey: women suffer, seniors coast

Whether the stressors in a woman's life are actually greater than those in a man's will always remain a point of contention but women still perceive themselves to be significantly more stressed than men, according to an online survey of Americans conducted by Polaris Marketing Research Inc., Atlanta.

Over 1,200 respondents were asked to rate themselves on a 10-point stress scale, where 10 was very stressed and 1 was not at all stressed. Women respondents' mean stress rating was 5.34, compared to male respondents' mean stress rating of 4.82.

Further, while men were more likely to rate their stress levels about the same as a year ago, women were more likely to say their stress is lower than a year ago.

"Interestingly, we should all be envious of the over-65 crowd, with their significantly lower stress ratings than any other age group," said Jan Carlson, president of Polaris. "Not only are they less stressed than any other age group, they are more likely to believe their stress levels are unchanged from 12 months ago. Compare that to the under-50s, who rate their stress levels as significantly more stressed but increasing from a year ago."

- ✓ College student
- ✓ Speaks Spanish
- ✓ Loves espresso

Meet **Julio**

## Not just panels. People.™

uSamp's proprietary Hispanic panel simplifies recruiting the hard-to-reach Hispanic market. Our Hispanic panelists are not just valued customers and partners, they are engaged and highly responsive. We offer profiling of all acculturation levels.

Looking for the Hispanic audience? Contact us at 855-868-6760

Dallas • London • Los Angeles • New Delhi • Trumbull, CT

Headquarters: 877-217-9800

UK Office: +44 (0) 207-164-2203

[sales@uSamp.com](mailto:sales@uSamp.com) • [www.uSamp.com](http://www.uSamp.com)

**uSamp**  
THE ANSWER NETWORK



# MRA simplifies PRC program

The Marketing Research Association (MRA) is trying to make it easier for you to get ahead. After hearing from current and prospective participants in its Professional Researcher Certification (PRC) effort that things were a little too complicated, the MRA has responded by streamlining several aspects of the seven-year-old program.

The changes involve simplifying the certification structure, eliminating a focus on general business knowledge, revising the educational prerequisites for applicants, developing an exam-review process and reducing program fees. (In fact, beginning this month through June 30, the MRA is offering a 90-day introductory period during which the application fee will be reduced by \$150 and the exam administered free of charge.)

To find out a bit more, I chatted with Ted Donnelly, chair of the MRA's certification board and also managing director at Baltimore Research.

The program's initial structure was heavily segmented by its well-intentioned creators ("When you get a whole bunch of researchers together they like to segment," Donnelly quips) to capture and represent the breadth of skills and capabilities on display in the industry, which was a good thought but it proved confusing and also ended up forcing some program participants to limit them-

selves to certain areas rather than giving them the freedom to expand their skill sets. "Some people said, 'I do quant and qual - which route do I go down?' What about people who do both? And it didn't answer the bell for people who moved around the industry. People would say, 'I've pigeonholed myself as a data collector and now I'm in corporate research and it doesn't really reflect what I do,'" Donnelly says.

So the new structure includes just two options: industry professional and student. The industry professional certification requires three years of industry work experience and both designations require candidates to pass the PRC exam.

## Test-taking anxiety

Ah yes, the exam. That too was a sticking point for some. General test-taking anxiety was a problem, as was the fear that, though they were seasoned pros, their own ways of demonstrating their knowledge might not fit into the exam structure. So, to further de-stress the process, the PRC board is currently looking at third-party institutions to help develop a study guide for the exam.

In addition, a previous focus on demonstrating general business knowledge in the exam added to the study work needed to pass it and also required candidates to attend non-research-focused continuing-education programming rather than soaking up potentially valuable learning in sessions about new research methodologies, Donnelly says. "Because nearly half the education was in business, the research edu-



©Clare Pix Photography www.clarepix.com

Joe Rydholm can be reached at joe@quirks.com

cation requirements became diluted, which we felt reduced the value. So that was a major change, to eliminate the whole business track.

"The original thinking was that certification should reflect competency in the major elements of a certified individual's job, so they should demonstrate general capabilities in business administration. But we came to realize that if that is what you are looking for, you can go get an MBA. The PRC really shouldn't be in the business business," Donnelly says.

## Greater than ever

Given the current state of the industry, with the seemingly daily expansion of research toolsets and data sources, the value of showing your commitment to learning and growing seems greater than ever.

"For the individuals who are interested in being certified, PRC does two main things: it builds your personal brand by showing that you are best-of-class and it delivers a tangible expression of your expertise and your ongoing commitment to excellence. We're not saying PRC makes you a better researcher. It's more like you have your PRC because you are a better researcher," Donnelly says.



[quirks.com/articles](http://quirks.com/articles)

ID 20120401



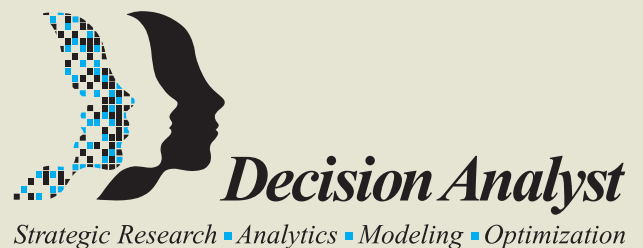
# Marketing Analytics

Decision Analyst's research, simulation, modeling, and optimization provide the analytical foundation to address complex business and strategy issues to:

- Optimize distribution systems
- Optimize product designs
- Optimize strategic positioning
- Optimize advertising and marketing communications
- Optimize package designs
- Optimize customer experience
- Optimize promotional programs

If you would like to learn more about how advanced analytics can optimize your marketing, please give us a call.

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



FREE STATSTM statistical software  
[www.decisionanalyst.com/download.aspx](http://www.decisionanalyst.com/download.aspx)

604 Avenue H East ■ Arlington, TX 76011-3100

© 2012, Decision Analyst, Inc.

# IN FOCUS

... a digest of survey findings and new tools for researchers



## // Survey Monitor



... loyalty research

### Improved service won't make 'em stay

Customers more satisfied but switching service providers more often

Two-thirds of consumers switched companies – including wireless phone, cable and utilities – as a result of poor customer service in 2011, despite reporting increased satisfaction with the services provided by those companies, according to a study from Chicago consulting firm Accenture. The Accenture Global Consumer Survey asked consumers in 27 countries to evaluate 10 industries on issues ranging from service expectations and purchasing intentions to loyalty, satisfaction and switching.

Among the 10,000 respondents, the proportion of those who switched companies for any reason between 2010 and 2011 rose in eight of the 10 industries. Wireless phone, cable and gas/electric utilities providers each experienced the greatest increase in consumer

switching, at five percentage points. This includes consumers who switched entirely to another provider as well as those who continued to do business with their current provider but added services from another provider – a new but growing trend.

Fewer than one-quarter of consumers surveyed feel very loyal to his or her providers, while 24 percent indicated that they had no loyalty at all. Only half indicated that they are strongly influenced by at least one loyalty program offered by their service providers.

At the same time, however, consumer satisfaction with their providers' customer service actually increased in 2011 in 10 attributes measured by the survey. These attributes include the wait-time for service (33 percent satisfied compared to 27 percent in 2010),

the ability to resolve issues without speaking with an agent (38 percent satisfied compared to 33 percent) and speaking with just one customer service agent to resolve an issue (39 percent satisfied compared to 32 percent). [www.accenture.com](http://www.accenture.com)



... retailing

### In-store opportunity

Merchandising ramps up as recession lingers on

During a time of economic trouble and conservative purchase behaviors, the value proposition is playing a central role in the enhanced shopping experience. After several long years of decline, merchandising – defined as displays, feature ads, feature-and-display combined and price-reduction only – has been thrust back into the spotlight. In 2011, 47 percent of consumer packaged goods (CPG) categories enjoyed increased merchandising support, according to Chicago research company SymphonyIRI Group's Merchandising Trends: Driving Consumption through

# Learning what's on their mind has never been in better hands.



Anyone. Anytime. Anywhere. Toluna's laser-focus on your needs—and our dedication to respondent and sampling excellence—lets you rest assured we can deliver. We'll tap into our respondent community that's always at the ready, in 33 countries. So you get quality results, on schedule and on budget, from the innovative Internet Survey

Solutions provider that pioneered the industry. At Toluna, it's what makes you feel like a partner, not a "client."

**Ready to talk?**

Call us at 1.866.296.3049 or visit [tolunacorporate.com/2011ad](http://tolunacorporate.com/2011ad) to put a world of ideas in your hands.

**Survey Respondents**

- Global respondent panel
- Well-profiled respondents

**Survey Solutions**

- Cutting-edge designs
- Mobile surveys
- TolunaAnalytics™ reporting tool

**Quick Feedback**

- Omnibus
- QuickSurveys™

**Customer Experience Measurement**

- Interactive Voice Response
- Mobile/Web

**Banded Communities**

- PanelPortal™

**Survey Scripting Technology**

- AutomateSurvey™

Shopper Marketing report.

Across grocery, drug and mass channels, 53 percent of categories experienced increased lift from merchandising activities during 2011. This is an improvement from 2010, when 46 percent saw lift increase. Merchandising performance within the grocery channel is in line with average industry trends, while the share of categories seeing lift within the drug channel lags the average by 8 points.

Food and beverage categories are well-represented among the ranks of those categories seeing the biggest jump in merchandising support during the past year, reflective of retailer efforts to cater to home-based eating and drinking. Another powerful trend marking CPG-related behavior is the pre-planning of shopping excursions. Three-quarters of consumers are making CPG decisions before entering the retail environment and an equal number enter the store with a shopping list in hand. Despite the high numbers of consumers following these practices, feature and feature/display combined support – tactics which begin to impact the shopper before entering the retail environment – have each shown decelerating growth trends during the past year.

Sixty-three percent of consumers look at store circulars before heading to the grocery store and 49 percent of categories achieved lift of 100 percent or more from feature-only merchandising efforts during 2011. When backed by display activity, 84 percent of categories achieved lift of 100 percent or greater during the same time period. Despite these results, feature-only and feature-and-display combined support is much less prevalent versus other tactics. For example, 87 percent of categories achieved greater than 10 percent of volume sales with price reduction-only tactics, despite the fact that lift of more than 100 percent occurred in only a handful of instances.

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



●●● health/beauty  
**Blame the Kardashians**

Makeup and beauty products find an audience with tweens and teens

If you think young girls are making an effort to look more mature at a younger age, you're not mistaken – and beauty manufacturers are happy to help them along. Sixty-one percent of girls ages nine-to-11 would like to wear more makeup than their parents allow, according to data from Chicago research company Mintel.

When it comes to regular usage, 37 percent of girls ages nine-to-17 say they use lip gloss/lipstick every day, while 33 percent report applying mascara on a daily basis. Twenty-seven percent stencil on eyeliner seven days a week and 16 percent use foundation every day.

"It appears that the use of foundation, eye liner and eye shadow increases sharply from age 12 to 13," says Kat Fay, senior beauty analyst at Mintel. "This suggests that the first of the actual 'teen' years and the beginning of junior high school marks the expansion into more adult cosmetic products."

More than half of all teens indicate that their moms help them make cosmetic choices but this varies greatly by age. As expected, tweens are most likely to rely on their mothers to help with

purchasing decisions (73 percent) while only 39 percent of girls ages 15-to-17 say they need (or want) mom's help.

"Between reality stars like the Kardashians and bestselling books like *Twilight* and *The Hunger Games*, character merchandising plays a large role in how manufacturers are marketing makeup and accessories to the tween and teen crowd and parents might struggle to keep their children from wanting a part of it," says Fay. "In order to attract this group and get support from parents, products must be subtle in appearance and emphasize that ingredients are safe for young skin, while still playing on the books and TV shows that tweens and teens find appealing."

Over three-fourths of girls ages 15-to-17 say they buy whatever looks good on them, while only 36 percent of tween girls agree with that statement. More than a quarter of tweens and teens say they buy whatever is on sale or cheapest at the time of purchase.

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



●●● consumer research  
**Depends on what I'm waiting for**

What would you do with 15 extra minutes?

Time is one of Americans' most precious resources and a mere five minutes separates a reasonable

# Meet Katja, an innovative entrepreneur

"For timely and reliable consumer insight, I use **cint Access**."



Reach 7 million targeted people from over 600 unique panels right now!



**cint**  
global connections. local insights.

online & mobile  
hard-to-reach audiences  
self-service or service-based

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

wait time from an unreasonable one. According to a survey conducted by Minneapolis salon chain Great Clips, when a retail business makes customers wait more than 15 minutes, 63 percent of respondents said it shows bad customer service and a lack of respect for their time; 52 percent said they don't go back and instead take their business elsewhere; and 48 percent said they assume the business is poorly managed. Ninety-three percent said a reasonable amount of time to wait at a retail business is five-to-10 minutes or less. Additionally, almost 90 percent of respondents say they would use a technology that kept them from waiting in lines at retail stores if it saved them 15 minutes.

Taking the research a step further, respondents were asked how they would spend an extra 15 minutes a day. The bedroom is the first place both men and women would go if they had more free time. The catch? Men go there for sex, women for sleep. Respondents were given a list of options and asked to choose what they would do with an extra 15 minutes and the top choice for women was sleep (24 percent) and for men was sex (28 percent).

Among women's top-ranked choices were sleep, clean (i.e., organizing closets, dust baseboards, mop floors), read, watch TV and exercise. "Have sex" was lower on the ladies' list, after "sit there and do nothing with no disturbances" and "cook." For men, sleep, listen to music, exercise, and sit there and do nothing with no disturbances were ranked along with have sex as the options most often ranked in the top five.

When both men and women were asked to rank the most annoying time-waster in their own lives, the top three choices were being placed on hold, waiting in line and traffic. When both men and women were asked what they want more of and asked to choose from time, money, sleep, exercise and sex, 70 percent chose money; 13 percent time; 9 percent sleep; 8 percent exercise; and none chose sex.

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



### ●●● auto research Driving satisfaction

Dealerships deliver on customer service

Contrary to the negative perceptions often associated with automotive dealerships, the auto industry outperforms several other industries, including retail and wireless services, when it comes to providing a quality customer service experience. In fact, three-fourths of customers rated their experience among the three highest ratings on a 10-point scale when purchasing or leasing a vehicle or having a vehicle serviced, according to a study from Maritz Research, St. Louis.

The CEBenchmarks study compared customer service experiences across 11 industries and 34 types of transactions. Customers were asked about experiences purchasing or leasing a vehicle from a new car dealership in the past six months and having vehicles serviced at a new car dealership within the past three months.

When asked more detailed questions about their automotive sales experience, 74.5 percent of customers were satisfied. The study also identified key factors in driving this customer satisfaction. Customers rated their experience with the sales process as the most important aspect, followed by dealership honesty, dealership keeping promises, vehicle delivery process and the financing/paperwork process as additional indicators of satisfaction.

When it came to automotive service, 74.9 percent of customers were satisfied, citing dealership honesty as the most im-

portant factor driving their satisfaction. Additional key factors included quality of repair, timeliness of service, drop-off and the service write-up process, the vehicle pick-up process and if the vehicle was fixed right the first time.

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



### ●●● millennials AR, QR – who cares?

Augmented reality apps don't impress in the real world

Augmented reality (AR) has become the futuristic media of the moment but many consumers, including young, tech-savvy Millennials, are having a hard time figuring it out. In fact, only 11 percent of high school and college students have ever used an AR app, according to Ypulse, a New York research company.

AR apps have to be interesting enough to get users to download them and they also need to be engaging enough to get users to come back to the apps again and again. But mostly, they have to work right the first time.

Among students who have used AR apps, 34 percent think they're easy and useful; 26 percent think they're easy but not useful; 18 percent think they're useful but not easy; and 9 percent think AR apps are neither useful nor easy to use. More students think AR apps are easier to use than think QR codes (60 percent vs. 51 percent, respectively).

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



# ONLINE DATA VISUALISATION

Stunning interactive dashboards for your market research data

## Interactive Dashboards

E-Tabs Dashboard - Dynamic data visualization

Additional E-Tabs products include....

## Automated Table Checking

E-Tabs Verify - Reliable, hassle free quality-checking process

## Automated Reporting & Charting

E-Tabs Enterprise - Populate PowerPoint, Word and Excel reports automatically

For more information visit [www.e-tabs.com/quirks](http://www.e-tabs.com/quirks)

info@e-tabs.com US: +1 630 879 8227 Europe: +44 (0) 20 8205 4665 Asia Pacific: +64 9973 5310



# Q

## IN FOCUS

# Product and Service Update

### ●●● retailing

## Raise your ShopperIQ

Solution suite sets out to measure and predict shopper behavior

Decision Insight, Kansas City, Mo., has debuted ShopperIQ, a suite of solutions to test and measure what shoppers will do at retail and predict the impact of strategies where decisions are made: in the store.

ShopperIQ is designed to allow manufacturers and retailers to test what-if scenarios; create the appropriate context to test alternatives; understand the whys behind the results; optimize communication with consumers; and save time and money over live in-store testing.

The ShopperIQ solutions include Arrangement, to identify the planogram that grows the category and improves shopability; Assortment, to optimize sales with the right assortment on the shelf; Pricing, to measure the impact of varying pricing strategies, for the client and the competition; Packaging, to evaluate and optimize packaging strategies that impact performance on the shelf; Merchandising, to test and optimize alternative in-store communications and merchandising strategies; New Product Development, to maximize new-product potential in its competitive context; Shopper Decision Tree, to understand the shopper decision hierarchy at the point of purchase;

and Visualization, to support sales teams with visual, data-driven stories. ShopperIQ is powered by Decision Insight's virtual shopping platform, SimuShop.

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

### ●●● social media research

## Flash-polling from Crowdvi.be

Peanut Labs debuts tool for quick insights from social media

San Francisco research company Peanut Labs has launched Crowdvi.be, a product designed to target a unique population of social media respondents and provide insight into time-sensitive topics. Crowdvi.be enables organizations to access ready-to-poll respondents in a variety of vertical markets by embedding short questionnaires into a network of social media and gaming sites across the U.S, including Facebook. This capability is intended to allow users to launch their quick polls and collect respondent data from a sample pool of over 50 million consumers within minutes; the average time to begin receiving responses is 40 seconds.

With 24-hour access, users can launch quick polls at any time to an existing network demographic. The current version allows users to target respondents based on age, gender and income, with plans to add ethnicity, personal interests and geographic location.

Offering exclusive support for multiple-choice questions, Peanut Labs' Crowdvi.be tool enables users to include a minimum of two pre-written answers and a maximum of seven pre-written answers for respondents to choose from and supports both single-select and multi-select questions. It also allows images and video.

Crowdvi.be is currently available

in beta mode and offers a platform for concept testing; campaign feedback; product opinions; brand perceptions; customer satisfaction; social media scoring; and predictive modeling. Users can register for a complimentary personal account with limited access to polling capabilities. [www.crowdvi.be](http://www.crowdvi.be)

### ●●● online research

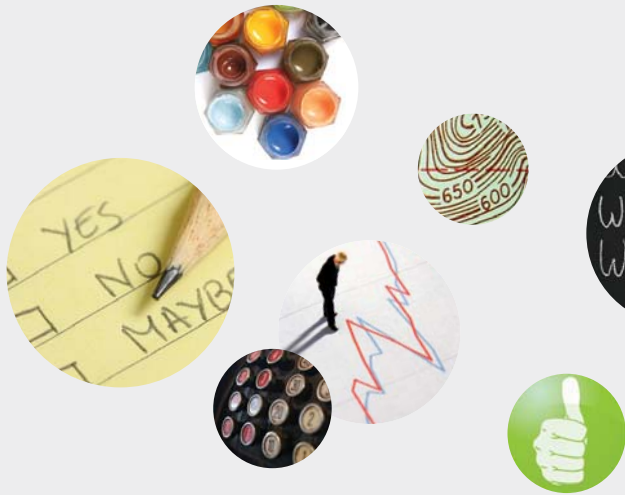
## Real-time tracking online

Dial tester technology takes to the Web

Portland, Ore., research technology company Dialsmith has released Perception Analyzer Online, an interactive survey platform that aims to track moment-to-moment opinion spikes online. With Perception Analyzer Online, standard and interactive question formats are paired with tracking tools, such as second-by-second video evaluation. By continuously moving Perception Analyzer Online's slider technology while a video plays, a respondent's opinion can be measured to the second, allowing researchers to graphically see how the respondent was feeling throughout the video – pinpointing specific people, words, phrases, images and scenes that cause spikes.

Perception Analyzer Online is designed for researching political messaging; political and consumer ad research; TV pilot and movie trailer testing; product packaging, design and pricing evaluation; and brand messaging. [www.dialsmith.com](http://www.dialsmith.com)





Complex choices.



Clear outcomes.

How good is your research partner at sorting through market complexities? Providing strategic insights that lead to happier customers, higher profits? Maybe it's time you met Radius. Our senior team is skilled at designing innovative approaches that deliver clarity of direction and bottom-line results.

Learn more about our customized research and industry experience at [radius-global.com](http://radius-global.com) or contact Managing Director Chip Lister at 212.633.1100 or [clister@radius-global.com](mailto:clister@radius-global.com).

Radius Global Market Research. **Clear thinking for a complex world.**

[radius-global.com](http://radius-global.com)

**RADIUS CORPORATE**  
New York

**RADIUS NORTHEAST**  
Albany

**RADIUS SOUTH**  
Atlanta  
Orlando

**RADIUS WEST**  
Long Beach  
San Francisco

**RADIUS EMEA**  
London

radius

## ●●● mobile interviewing iPads app suite for focus groups

Real Time Chatter uses tablet technology to streamline feedback

**S**an Francisco research company Chatter Inc. has released a suite of iPad apps for focus groups. Dubbed Real Time Chatter, the apps are designed to consolidate focus group feedback for clients. Using Real Time Chatter, each focus group respondent is given an iPad on which they complete an exercise, such as evaluating a new product concept or creating a brand collage. Their completed work streams live to both the moderator and the client via a secure Web interface. A real-time report then compiles respondent feedback for all to view. Clients can sort responses by age, gender, segment, ethnicity or location. Projects are archived permanently for review and comparison.  
[www.chatterinc.com](http://www.chatterinc.com)

## ●●● segmentation research The DigitaLink between demographics and consumption

New solution segments consumers by digital media engagement

**C**hicago research company SymphonyIRI has released DigitaLink, a segmentation solution designed to provide insight into how quickly consumers are

embracing digital media; which demographic groups are most interested in near-term engagement; and what strategies best engage these audiences. DigitaLink uses SymphonyIRI's consumer network panel MarketPulse's research and analytic capabilities to segment shoppers into unique profiles.

DigitaLink has identified five distinct groups of Internet users, all of whom are active online in one way or another but access the Web in different ways, have different comfort levels with technology and various attitudes about how much they want to engage with it and the role they want the technology to play in their lives. The five segments are as follows:

**Show Me the Money** – These shoppers focus on using digital technology to save money by frequently searching for and downloading coupons online. They may occasionally write product reviews or post comments on blogs.

**Digitize Me!** – These shoppers have incorporated digital media across the board in their lives and participate in various online activities. They have a higher tendency of interacting with companies and brands on social networks and are also more willing to post their opinions online.

**Technophobes** – This group rarely searches online for product information or coupons or interacts on blogs, leaving most online activity to e-mail.

**Socializers** – Socializers use the Internet primarily as a means of communication versus a shopping resource.

**Wired for Work** – Most consumers who fall in this segment own a smartphone and are driven by digital media, but use the technology primarily for work-related tasks.  
[www.symphonyiri.com](http://www.symphonyiri.com)

## ●●● ad research Data on DOOH

Ad-tracking technology analyzes across digital out-of-home networks

**F**ort Lauderdale, Fla., media services company rVue Inc. has launched its ad verification technology, which aims to provide real-time analytics across digital out-of-home (DOOH) networks. RVue's metadata initiative was developed to bring real-time accountability to advertisers' DOOH campaigns and enable buyers to review and optimize live campaigns across networks.

The verification technology embeds a beacon into video files that is compatible across all platforms and is accessible to most DOOH networks. The technology is built using a scalable cloud-computing architecture and is designed to deliver daily reporting on 100+ million DOOH ad-playback events to rVue's partners.

RVue's ad-tracking technology complies with the Interactive Advertising Bureau's VAST standards for reporting digital video advertising.  
[www.rvue.com](http://www.rvue.com)

## ●●● retailing Getting the full Experience

Program uses mobile technology to track physical shoppers

**C**laris Solutions, a Tulsa, Okla., retail performance consultancy, has partnered with Palo Alto, Calif., data analytics firm Euclid Elements to debut the Claris-Euclid Store

Experience Program, intended to improve store performance through visitor-based information and expert analytics. The program aims to turn shopper data into performance improvements.

The Claris-Euclid Store Experience Program is built around the use of mobile sensors that map shopper traffic patterns in retail spaces. These sensors sense Wi-Fi signals on smartphones, allowing Claris consultants to understand how shoppers move through a physical store environment.

[www.claris-solutions.com](http://www.claris-solutions.com)

••• diy research  
**Quick look at QuickTake updates**

SSI adds U.S. voters, auto translation, mobile capabilities and question capacity

Shelton, Conn., research company SSI has enhanced its QuickTake do-it-yourself research solution. QuickTake is designed to help users conduct surveys at any time with target audiences across the Americas, Europe and Asia. Added QuickTake features include automatic translations, which allows users to program surveys and present them to respondents in up to eight different languages. SSI has

also expanded QuickTake’s question capacity, giving users the option of asking up to 20 closed- or open-ended questions. Additionally, QuickTake can automatically render surveys to fit mobile devices. QuickTake also has added U.S. registered voters to its audience selection criteria.

Other new features focus on simplifying and improving the user experience. QuickTake offers a streamlined login process and can automatically save surveys during the design process so users can stop and come back later to finish questionnaires with no risk of losing information. Users now also have the option of setting their own quotas or having the system handle that for them, balancing age and gender by region.

Additionally, QuickTake provides greater flexibility in creating questions, enabling users to employ skip logic as

**Experience Philadelphia’s “one of a kind,” trusted, focus group facility for your research needs.**

Discover the evolution that has taken place over our past 31 years....field management, national recruiting and online research.

**Achieve results with our dedicated team.**

GROUP DYNAMICS IN FOCUS

Philadelphia

Distinctive • Unique • Extraordinary



GROUP DYNAMICS IN FOCUS, INC.



Liberty Bell, Philadelphia, PA

Group Dynamics in Focus, Inc.

Bala Cynwyd, PA

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

866-221-2038

well as randomize answers. For surveys needing to incorporate visual elements, users now can upload images.

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

## ●●● quantitative research Using research to combat survey fatigue

New toolset analyzes  
respondent behavior and  
survey success

Research software companies SurveyGizmo, Boulder, Colo., and ClickTale, Ramat Gan, Israel, have partnered to create an analytics toolset that includes survey heat maps, mouse tracking and respondent recordings to deliver insight into the decision-making process as individuals take surveys. The aim is to allow businesses to create more engaging surveys, improve survey completion rates and capture better data.

The toolset uses ClickTale's customer experience analytics technology to allow SurveyGizmo customers to better understand their respondents' survey-taking experience. ClickTale's Form Analytics suite identifies specific survey questions that prompt users to leave the survey; time spent answering each question; and questions that tend to cause problems for respondents. A comprehensive real-time project dashboard provides drill-down metrics including geography-based data and customizable conversion goals that track results.

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

## ●●● survey software SSI Web revs up to V8

Survey software platform  
sees several updates

Orem, Utah, research company Sawtooth Software has released version 8 of SSI Web, its online/CAPI survey software platform. Users can

install SSI Web V8 alongside an existing SSI Web installation and continue using both versions independently. Version 8 includes several new features, including looping to repeat a series of questions for each member in a list of items; semantic differential questions to provide a way to ask rating questions with paired end-points; database support; crosstabs; CBC improvements, including support for more than 30 attributes and increased attribute count for conditional relationships; and export improvements, including batch exporting, recoding list values, filtering and more.

[www.sawtoothsoftware.com/products/ssiweb](http://www.sawtoothsoftware.com/products/ssiweb)

## ●●● customer experience Capella for a clear VoC

Maritz platform aims to  
make CEM data actionable

Maritz Research, St. Louis, has released Capella, its customer experience measurement and action platform designed to offer a comprehensive approach to designing, measuring and managing large-scale customer experience programs from sample design to action planning.

Capella incorporates four tools to manage and track actions that have the highest impact on the customer experience: helping frontline employees; resolving customer issues; identifying what makes customers angry; and taking steps to improve issues that make customers angry.

Capella's user interface and customizable dashboards aim to enable businesses to answer essential questions and take action upon the results via performance reports, hot alerts (real-time issues that need to be addressed quickly), employee dashboards and priority dashboards.

[www.maritzresearch.com/capella-news](http://www.maritzresearch.com/capella-news)

## ●●● research software Choice modeling for free

Decision Analyst rolls out  
open-source software

Arlington, Texas research company Decision Analyst Inc. has developed free choice-modeling software. Called ChoiceModelR, the software is an open-source software package written in the R language. ChoiceModelR includes the following features: dependent variable may be either discrete (nominal or ordinal) or share (continuous between zero and one); constraints may be imposed on model parameters; number of choice observations per decision maker (e.g., respondent) may vary; and number of choice alternatives per choice observation may vary. The software can be downloaded from Decision Analyst's Web site.

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

## ●●● political research Verifying voter history

Companies team up to  
debut Voter Insider

Washington, D.C., data services company Catalist and iModerate Research Technologies, Denver, have partnered to launch Voter Insider, an online solution for political, advocacy and civic engagement research that is designed to verify online research respondents.

Respondents frequently misrepresent their voting history and behaviors. Voter Insider matches Catalist's proprietary database of voter information to respondent profiles from three of the largest providers of online research respondents in the U.S. This offering blends Catalist's method of respondent validation with online research services from iModerate.

Voter Insider provides access to five million verified respondents and lets pollsters and other researchers select a target audience that closely

represents the voting population based on their documented vote history and modeling scores.

The solution is available in three packages: a hybrid (qual-quant) package for ad testing; a qualitative package; and a custom package of a la carte research options.

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

## ●●● mobile research

# For when you can't Be-There

### Mobile app puts ethnography in respondents' hands

U.K. research company SPA Future Thinking has launched Be-There, a mobile ethnography tool designed to bridge the gap between a consumer's actual and reported behavior. Be-There uses video, audio, photos, text and barcodes in-situ, which are then combined via a downloadable app to build a complete picture of the consumer and their experiences. By eliminating an in-person researcher and interview time constraints, the tool aims to allow participants to provide feedback at key moments.

Once uploaded to an online platform, the project team can interact with participants in real time. Analysis then allows content to be tagged, themed and distilled into insights and a multimedia summary output.

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

## ●●● Briefly

■ Research companies Millward Brown, New York, and Affectiva, Waltham, Mass., have partnered to integrate Affectiva's facial expression analysis technology (Affdex) with Millward Brown's Link ad copy-evaluation and optimization solution. The solution is designed to test emotional responses to ads by detecting facial and head movements through a Webcam and classifying them into emotional states.

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

■ The CASRO Institute for Research Quality (CIRQ) division of the Council of American Survey Research Organizations (CASRO), Port Jefferson, N.Y., has awarded certification to Lisle, Ill., research company Kantar Operations North America for compliance to the ISO 20252 standard for market, opinion and social research. Processes outlined in ISO 20252 are designed to produce transparent, consistent, well-documented and error-free methods of conducting and managing research projects.

[www.casro.org](http://www.casro.org)

■ New York research company WorldOne has launched its List Match tool on its client portal WorldOne LIVE. List Match is designed to instantly run list matches at no cost. In addition to displaying the number of matching records, the tool allows clients to set the incidence rate and provides an estimated number of completed surveys broken down by specialty.

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

■ Opinionmeter International, a San Leandro, Calif., research company, has released its TouchPoint Mobile survey app, which introduces white-labeling capabilities for research organizations interested in maintaining consistent branding awareness.

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

■ New York research company StrategyOne has added a mobile community app to its PluggedIN Communities offering, allowing users to access the PluggedIN community platform from their smartphones. The app is based on HTML5.

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

■ Prosper Mobile Insights, a Worthington, Ohio, research company, has debuted its ProsperChina Tablet App and InsightCenter to give marketers a quarterly look at the Chinese market through the eyes of the Chinese consumer. The solution is available in both English and Mandarin.

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

■ Data management companies TruSignal, St. Cloud, Minn., and

BlueKai, Cupertino, Calif., have expanded their partnership to provide online advertisers a way to target high-value consumers across several product and service categories, including automotive insurance, life insurance, telecommunications, financial products and education. TruSignal's Ideal Audiences will be publicly available for purchase on the BlueKai Exchange.

[www.tru-signal.com](http://www.tru-signal.com)

■ Amadeus Consulting, Boulder, Colo., and Lynx Research Consulting, Boise, Idaho, have partnered to create CommentLynx, a free smartphone app for iOS and Android 2.0+, designed to gather live feedback from customers to improve customer service.

[www.lynxresearch.biz](http://www.lynxresearch.biz)

■ Stockholm, Sweden, research company Cint has debuted Cint Access, a DIY product intended to allow users to deploy online surveys to individuals that match their exact profiling requirements in under seven minutes. Cint Access is linked to OpinionHUB, which contains over seven million people connected to brands in 50+ countries. Cint project managers are available to assist.

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

■ Google has built Screenwise, a panel of a few thousand people to learn more about how everyday people use the Internet. Screenwise is designed to help Google understand Web usage better, such as what times of day people browse, how long they stay on Web sites and what types of sites are popular. Google has selected Menlo Park, Calif., research company Knowledge Networks as its panel management partner.

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

■ Austin, Texas, research software company Bazaarvoice and Buddy Media, New York, have partnered to launch What's Popular Right Now, a social application designed to help customers integrate Bazaarvoice customer-generated content into their Buddy Media-powered brand pages and social media campaigns. The most popular products or ser-

vices – based on customer conversations such as ratings, reviews, comments and shares – are then promoted within the app, encouraging consumers to scroll through and interact with the brand's Bazaarvoice content and share their experiences with their friends and across their online networks.  
[www.bazaarvoice.com](http://www.bazaarvoice.com)

■ Baltimore advertising technology company Videology has partnered with research companies I-Behavior, Louisville, Colo., and Kantar Shopcom, Wilton, Conn., to combine Kantar Shopcom's consumer packaged goods purchase behavior insight with I-Behavior's database matching capabilities for online behavioral targeting. The solution aims to reach users based on their demographic makeup or in-store activities and target and measure actual offline purchases from online video advertising.  
[www.videologygroup.com](http://www.videologygroup.com)

■ Reston, Va., research company comScore Inc. has launched its Ad Metrix service in Brazil.  
[www.comscore.com](http://www.comscore.com)

■ Civicom Marketing Research Services, Greenwich, Conn., has announced a four-tiered pricing scheme for Civicom Chatterbox Multimedia Board, its solution designed to conduct online bulletin board focus groups and forums: CBox Free, CBox Pro, CBox Basic and Custom CBox.  
[www.civi.com](http://www.civi.com)

■ IModerate Research Technologies, Denver, has implemented ThoughtPath, an approach to qualitative research that revolves around three cognitive theories – identity theory, perception theory and phenomenology. ThoughtPath is designed to allow iModerate's qualitative researchers to better understand consumers' inherent thought processes and how they make decisions.  
[www.imoderate.com](http://www.imoderate.com)

■ Paris research company Ipsos has launched online panels in Egypt and the United Arab Emirates as part of its Rewarding Panel project.  
[www.rewardingpanel.com](http://www.rewardingpanel.com)

■ Bangalore, India, research company Borderless Access has launched panels in Indonesia and Turkey.  
[www.borderlessaccess.com](http://www.borderlessaccess.com)

■ Ebony Marketing Research Systems Inc., New York, has debuted five ethnic panels: the African-American panel; the Hispanic panel; the Asian panel; the Islamic/Muslim panel; and the faith-based panel.  
[www.ebonymktg.com](http://www.ebonymktg.com)

■ Reston, Va., research company comScore Inc. has released its 2012 Mobile Future in Focus report. The report highlights insights primarily from mobile markets in the U.S., France, Germany, Italy, Spain, U.K., Japan and Canada.  
[www.comscore.com](http://www.comscore.com)

■ Santa Monica, Calif., research

report company IBISWorld has released its Auto Customization Shops in the US report.  
[www.ibisworld.com](http://www.ibisworld.com)

■ Hudson, Ohio, research company Hedges & Co. has announced new part-specific automotive research reports available for instant download at its online market research store. The online store offers the company's new part-specific BuyerZoom and BrandZoom research reports.  
[www.hedgescompany.com](http://www.hedgescompany.com)

■ EPM Communications Inc., New York, has released How Mobile Devices Are Changing The Way Americans Shop, a report that details what a good mobile shopping experience is and reveals what consumers expect from mobile payment and checkout systems. The study is available for \$750, including free supplementary updates.

EPM has also published All About Women Consumers for 2012. The report is available for \$299 as a single-user PDF or print edition.  
[www.epmcom.com](http://www.epmcom.com)

■ Kinesis Survey Technologies LLC, Austin, Texas, has published a white paper, titled Future-Proofing Online Panels: A Multimode, Multisource Approach. The white paper focuses on changes within the market research industry in terms of panel management strategy and implementation.  
[www.kinesisurvey.com/resources/whitepapers](http://www.kinesisurvey.com/resources/whitepapers)

**Diamonds are forever—  
Training lasts even longer**



## The RIVA “Revue”

**September 6-7, 2012  
North Bethesda, MD**

**Polish your qualitative market research skills!**

**For more information- Email: [RIVAconference@RIVAInc.com](mailto:RIVAconference@RIVAInc.com) or Call: (301) 770-6456 x 101 or x 106**

# TRUST IN RESEARCH



# For better insights from text analytics, elicit better comments

| By Carolyn Lindquist



## snapshot

How to tweak your question-writing to draw richer responses.

**W**ritten customer comments are a rich source of information about their experience with a brand. Text analytics provides the ability to leverage these comments to better identify aspects of the customer experience that drive satisfaction and loyalty. When customers provide feedback that needs immediate attention, text analytics can also be used to alert field and corporate managers. To achieve these results, our firm, Service Management Group (SMG), developed a process for soliciting text comments and analyzing the results for meaningful insights.

Text analytics can be very powerful with the right industry-specific settings; however, that power cannot be harnessed if customers do not leave rich comments. Looking at current processes, we discovered an opportunity to increase both the number of survey respondents that leave a comment and the quality of the comments themselves by improving the approach to open-ended questions. These new questions facilitate more detailed, emotion-filled responses while placing fewer burdens on survey respondents. After testing many ways to ask open-ended questions, three key elements emerged that improve the enriched open-ended feedback from customers.

**1. Target your questions.** As advocates for the service-profit chain, SMG's goal is to move satisfied customers to highly satisfied. Unfortunately, in many cases satisfied customers were not providing enough in-

formation on how their experience could be improved. To elicit these details, open-ended questions need to be designed specifically to return actionable insights from this group of customers. Upon implementation of questions targeted to this group of satisfied customers, response rates increased by 12 percent and customers left richer, more detailed comments. Therefore, SMG recommends aligning different open-ended questions with customers based on their stated levels of overall satisfaction.

**2. Ask why.** Traditionally, survey questions have asked customers "What could we do to improve?" or "What did you like most?" To get longer, more sentiment-filled comments, ask customers why they felt a particular way about their experience. The tendency for "why" questions to be richer than "what" questions is evident through average comment length (see Figure 1). For example, when asked what to improve, customers often provide comments such as "Staff friendliness." These brief, less-thoughtful statements lack emotion and detail. However, when asked why they were not satisfied, customers tend to provide more elaborate responses such as "The staff was rude to me after I asked for their help," which contains emotion and detail we can target with actions. For this reason, SMG recommends asking "why" versus "what" when designing open-ended questions (see Table 1 for examples).

**3. Be sensitive to placement.** Typically, SMG asks open-ended questions near the end of the survey. This means respondents are first asked a series of closed-ended questions



quirks.com/articles  
ID 20120402





# THE PERFECT FIT



**Marketing Systems Group**

We can help you complete your research puzzle.  
Call us now at **800.336.7674** or learn more at  
[www.m-s-g.com](http://www.m-s-g.com)



**GENESYS**

Sampling



**PRO-T-S**

Predictive Dialing



**ARCS**

Panel Management, IVR & WEB

Table 1: Comparison of Previous and Recommended Open-Ended Survey Questions

Respondents	Previous Questions	Recommended Questions
Less than satisfied	Please tell us what we can do to improve your next experience.	→ Please tell us why you were less than satisfied with your experience. Be as specific as you like.
Satisfied	Please tell us what we can do to improve your next experience.	→ Please tell us why you were not highly satisfied with your experience. Be as specific as you like.
Highly satisfied	Please tell us what you liked most about your experience.	→ Please tell us why you were highly satisfied with your experience. Be as specific as you like.

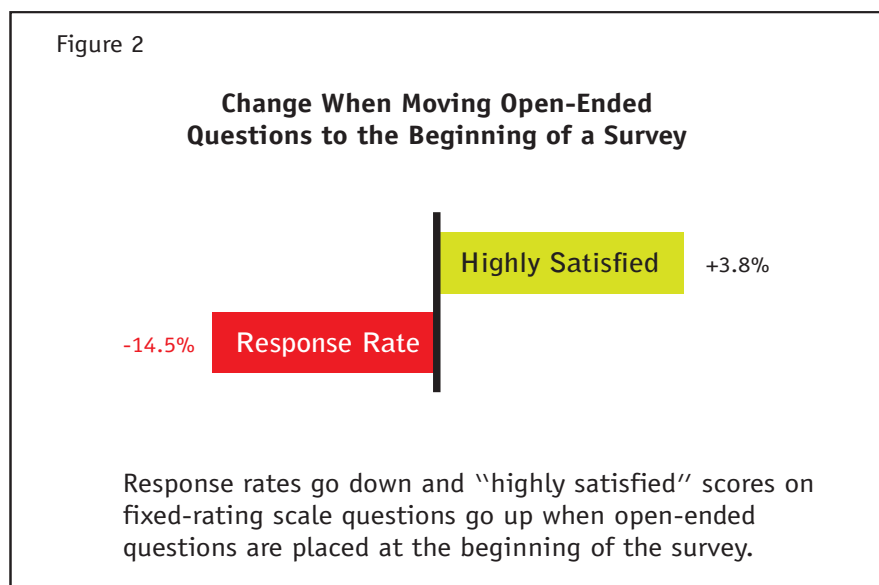
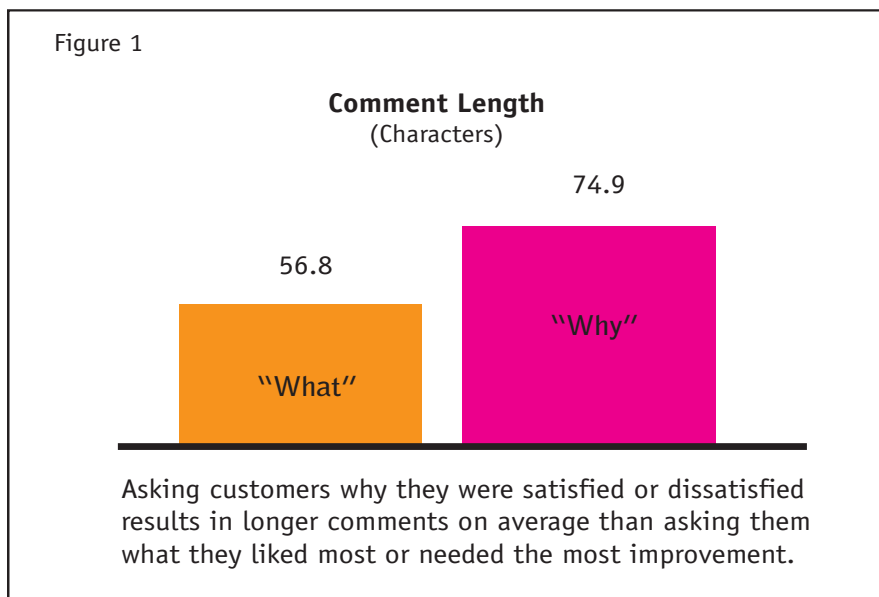
beginning. When beginning a survey with an open-ended question, respondents assume the survey will demand a longer time commitment. This leads the respondent to opt out of the survey. Equally notable was a 3.8 percentage point increase in highly satisfied responses across the closed-ended items (e.g., overall satisfaction, friendliness of staff or overall cleanliness) as shown in Figure 2. A change in survey scores is acceptable if it means the new scores are more valid (i.e., more reflective of the customer experience) but this was not the case.

For example, when open-ended questions are placed at the end of the survey, customers write about their poor perceptions of staff friendliness as part of their open-ended comments and indicate dissatisfaction in their closed-ended comments. Conversely, if customers write about their perceptions of poor staff friendliness as part of an open-ended comment placed at the beginning of a survey, they often rate staff friendliness as satisfactory later in the survey. This illustrates that respondents providing written feedback early in the survey tend to pay less attention to survey content appearing later in the survey. Simply stated, once people write about their experiences, they feel that they have offered everything needed and quickly disengage from the survey process. This demonstrates the great importance of placing open-ended items at the end of the survey.

**Lead to an improvement**

In our experience, the data is best when adhering to three techniques: targeting the question to the customer’s satisfaction level; asking “why” instead of “what;” and placing the open-ended question near the end of the survey. Following these design principles for all open-ended questions will lead to an improvement in the quantity and quality of your customer feedback. **11**

Carolyn Lindquist is product manager with Service Management Group, a Kansas City, Mo., research firm. She can be reached at [clindquist@smg.com](mailto:clindquist@smg.com) or at 816-841-5611.



(rated using a scale) before they are offered a chance to provide written detail through open-ended comments. SMG theorized that placing open-ended comments at the beginning of the survey would lead to higher response

rates because survey respondents may be less fatigued at this point. Our research actually showed a marked decrease in overall response rate when open-ended comments were moved from the end of the survey to the

# SEARCHING FOR SUPPORT?



*Total Support for the Researcher*

## TAG, WE'RE IT!

**ALL the tools and services you need to get accurate, vital information for success.**

### Scottsdale

16638 North 90th Street  
Scottsdale, AZ 85260 USA

[www.AnalyticalGroup.com](http://www.AnalyticalGroup.com)  
[Info@AnalyticalGroup.com](mailto:Info@AnalyticalGroup.com)  
800.280.7200

### SOFTWARE

**Our award-winning software products**

**WinCross®**: ease of use in the most advanced & powerful tabulation software available

**WinQuery®**: the ideal CATI/CAPI/CAWI study management and interviewing software

**QueryWeb Designer®**: easily host attractive WinQuery studies on the Internet with no custom programming

### SERVICE

**The TAG Team supplies completely customized solutions, from survey development through data collection and statistical analysis. We provide unique, targeted research tools to gather the information you need with the people, management and analysis to turn raw data into information for success.**

*Visit The TAG Team online or contact us today. TAG partners receive the technical excellence and unsurpassed service only The TAG Team can deliver.*

●●● business-to-business research

# Where is this leading us?

Analyzing a B2B magazine's ad inquiries and their relationship to qualified prospects

| By Jim Nowakowski

## snapshot

How the Web has affected lead generation for *Buildings* magazine and other B2B publications.

Marketers expect many outcomes from their ad expenditures. Sales, of course, is the primary one. In the business-to-business (B2B) space, another clear expectation from advertising is inquiries. Frost & Sullivan's 2011 Sales Leadership Priorities Survey<sup>1</sup> showed that the key internal challenge to corporations was identifying and qualifying high-potential prospects – which are born as inquiries.

However, despite all of this money being spent on ads to generate these inquiries, no one really knows ultimately what an ad really does in terms of producing inquiries, nor what the expectations should be regarding how many of those inquiries will turn into prospects.

True, telemarketers have their “yes-to-no” call ratios, and in many cases, we can count leads. But in B2B, it's more complex because of the two- and three-step distribution systems. Many times, B2B companies cannot define the real customer, much less figure out what to do with the inquiry from people who may or may not be the real customer!

Over the past 20 years, our studies of advertising ROI performance demonstrate this fact: It's not producing the inquiry that's the problem; it's what you do with the inquiry once it's produced to turn it into Frost & Sullivan's “high-potential prospect.”

The challenge is that the Internet changed our notion of “inquiry.” Terms like “clicks” or “hits” or “visitors” have confused what was once pretty clear: someone expressing an interest in a product. Indeed, the latest term is engagement, but what's that? Just becomes someone Likes you on Facebook, is that a high-potential prospect?

In B2B, we face what is called “considered purchases.” That is, people look at advertising but don't make an immediate decision. They gather facts, weigh options and then make the decision. It's complex and it's becoming increasingly so because of the Internet, which helps people do even more research up front before any purchase. Indeed, one might argue that what B2B has always done is being done now by consumers



[quirks.com/articles](http://quirks.com/articles) • ID 20120403



themselves – searching and researching and comparing on even commodity items.

Are inquiries being produced as a result of advertising in the B2B space? Have inquiries dropped because of the Internet? If I can get over 500,000 impressions in Facebook for \$100, why should I spend \$10,000 on a one-page ad in a trade publication?

These are only a few of the questions plaguing advertisers in the B2B space. Our most recent investigation tried to answer these questions and this article is a summary of those findings (the complete report is available at <http://goo.gl/cmj7k>).

### Make better conclusions on their ROI

The purpose of our study was to explore inquiry and lead generation in *Buildings* magazine and demonstrate the Internet's impact on inquiry generation with the idea of helping advertisers make better conclusions on their ROI from advertising.

*Buildings* was selected because it is the premier magazine read by building owners and managers. More than 72,000 CEOs/owners/partners, vice presidents/directors of facilities, directors of real estate, directors of construction and more comprise its circulation.

We asked Tony Dellamaria, the publisher, to provide us with a year's worth of inquiries from the following channels: e-response (generated from monthly e-blasts); fax (generated from faxed-in print cards); Internet (generated from online Web inquiry cards); mail (generated from mailed-in print cards).

What was not known (nor ever known) is how many leads go to advertisers directly from the advertising (that is, readers who visited the Web site of the advertiser or the microsite created by the advertiser to track response, or those who faxed in requests). In addition to the study of this file, our firm, Accountability Information Management (AIM),

conducted more than 50 random interviews on individuals within the file to provide a qualitative understanding of lead behavior<sup>2</sup>.

Table 1 demonstrates the source of leads via the channel they came through. Note that prior to a tactic like e-response or the advent of the Internet, all the inquiries would have come through the mail. In both cases (now and then), a reader could have still called an advertiser, but the publisher would never know that.

AIM studies have documented the shift: As channels like e-response are created, mail inquiries drop. People's level of interest stays the same; it just moves to a different channel.

In fact, in all of AIM's work, it's been shown that advertising inquiries in magazines generally come from 6 percent to 20 percent of a magazine's circulation via the reader service card, depending on the audience. In other words, 80 percent or more of a magazine's circulation is using a channel other than reader service to inquire on an ad, if they inquire at all!

*Conclusion No. 1: The number of inquiries has, relatively speaking, remained the same; only the channel has changed.*

### Still a powerful force

Furthermore, the AIM interviews asked a very important question that may shed some light on how people seek information. We generated Table 2 from the question asking readers how they most prefer to get product information and stay up to date.

If the response from "Magazine" and "Articles in Magazines" are added, you can see that print magazines are still a powerful force in how these people get their information. While no one denies the growth of the Internet and its social media channels, *Buildings* readers use the magazine for receiving product information. This doesn't mean they do not subsequently go to the Web site, nor ever talk to a manufacturer's sales rep. It means they are "dialing up" information in many different ways.

How people receive and seek information is important to remember in any discussion on inquiries. For example, AIM studied a magazine for users of mainframe computers and the publication generated an average of three leads per ad. When AIM showed the magazine's sales force that number, there was an outcry. "I can't take that into the advertiser! It's too low!" was the unanimous exclamation. AIM then asked what the average order was on a per-lead basis for the mainframes covered

Table 1: Inquiries by Source from *Buildings*

Inquiries by Source	% of Leads
E-response (generated from monthly e-blast)	43%
Fax (generated from faxed-in print cards)	3%
Internet (generated from Web inquiry card)	4%
Mail (generated from mailed-in print cards)	51%

Table 2: How People Want Information

Channel	% of Response
Online	30%
Printed Material	30%
Magazine	23%
E-mail	18%
Articles in Magazines	5%
Factory Reps	5%
Other*	20%

\*Other = contractors, direct mail, electronic, Home Depot, literature, manufacturer, phone, samples, workshops

Table 3: Inquiries and Inserts by Ad Sizes for All Inquiries

Size	% of Inserts	% of Inquiries
Half-page, four-color	22%	23%
One-third-page, four-color	13%	14%
One-quarter-page, four-color	9%	6%
One-sixth-page, four-color	8%	8%
Full-page, four-color	45%	46%
Two-thirds-page, four-color	2%	1%

by the publication. The answer: more than \$1.5 million. The room became silent. The point had been made: If each individual lead had the potential to generate a \$1.5 million sale, how many “ones” do you really need?

Conclusion No. 2: *The potential idea of what is or is not available is extremely important in understanding inquiry numbers and behavior.*

### Good or bad?

According to our study, 48 percent said they purchased the product they inquired upon; 52 percent said they did not. Is that good or is that bad? It is neither. Another 53 percent said it was “very important” to advertise in *Buildings*; 34 percent said “extremely important.” None of the people we interviewed thought that advertising was unimportant!

A facility director for a large assisted-living resi-

dence told us: “Advertising in major trade publications gives manufacturers and service providers more credibility.” Did he purchase the

## Talk to me

With the *Buildings* study, part of the intent of our research was to help advertisers better communicate, reach and target important audiences. After all the other rich data we gathered, our final question of *Buildings* readers was: “What’s the best way to reach a person like you?” Their responses? E-mail – 53 percent; phone – 44 percent; mail – 8 percent; other – 22 percent. (“Other” includes “articles, fax, Internet, links to a live person, magazines, newsletters and product literature.”)

Remember “reach” means contact – the way they wanted to be contacted. It is extraordinary when you think about it, isn’t it? These readers are reachable, not through one method but all methods. Thus, for *Buildings* advertisers, when an inquiry is generated, the best way to reach these people is with a phone call or an e-mail, which we have proven year after year for our other clients as well.

product he inquired on? No. But, he said, “I do my product research on things I see advertised and then recommend to the CEO/owner products for capital improvements. At certain levels, I buy what is needed.” This is the essence of the inquiry in the world of B2B.

Further evidence of inquiry interest is in the analysis of inquiries to ad size. While virtually all publishers would prefer and stress larger ad sizes, Table 3 shows something they might not like to see.

There is almost a 1:1 ratio between the number of insertions to inquiries. Table 3 demonstrates this for *Buildings*, but this has been reflected in virtually all magazines AIM has studied. In other words, for every ad in any size that runs, there is a corresponding percentage of inquiries produced.

Conclusion No. 3: *Regardless of size, an advertiser can expect inquiries by running ads.*

### Three behaviors

One of the real benefits of advertising is the non-inquiry. In other words, not everyone who sees and reads the ad inquires. There are basically three behaviors that a reader can take when an ad appears: seeing, reading and acting (which includes ignoring, which is a behavior in itself). The first break in the cycle happens when the reader does not even see the ad.

Table 4 shows the overall percentages of “seeing” scores – people who report seeing an ad – based on ad sizes. Note that clearly, the differentiation is the size of the ad. The more seers you want, the larger size ad you should run. The number of seers, therefore, helps you understand inquiries further. That is, without seeing the ad, you’d never inquire. By default, the higher number of seers, the more potential your ad will have to produce inquiries.

By the way, if your ad generates no inquiries, you probably have a problem with the creative if the

Table 4: Average 'Seeing' Scores and Number of Seers Based on Buildings Circulation

Size	Average Seeing Scores	Potential Seers
One-quarter-page	24%	17,587
One-page	41%	30,044
Spread	54%	39,570
Spread with BRC	67%	49,096
Six-page insert	77%	56,424

target audience is, in fact, your target. It is very rare for an ad not to produce a single inquiry.

### Habits change continually

Reading habits change continually, especially with social media. Today, with the Internet, texting and TV, people skim what they read more than ever, making it harder for an ad to hold attention. Perhaps more important, the "need for speed" has diminished reading comprehension.

People read to do one of two things: to gain something or to protect what they have. Therefore, what must exist first is the interest in the topic being presented. The fact that this interest cannot be measured per se is one of the reasons for qualified circulations. Publishers gather similar people with similar interests around a topic and publish a magazine geared to those people. Advertisers put their messages in that magazine to reach "the right people."

The act of reading is not related specifically to the size of the ad, however. On a ratio basis, a smaller ad can have a higher readership than a larger ad. What a small ad does not do, though, is attract more eyeballs!

In essence, people respond because they have a need. Like Pavlov's dog, a bell rings and they are urged into action. Response to stimulus is an ongoing problem to advertisers, which is why the advertising world is under siege. Frankly, there are too many different bells that can ring. Given the customizable options in play today, advertisers can change the tones of those bells at will – and the customers and prospects may never know it.

The advertiser has a huge dilemma: Which bell do you ring and when? Some clues can be found in the research published on these topics. Figuring out why people respond includes understanding their hot buttons and the timing of the offer

more than how the sale is presented. But to generate any kind of response, the advertisement has to be seen and read; otherwise, nothing happens.

Therefore, understanding why

people respond requires an examination of what gets ads seen and read, as well as the follow-up to the response. In other words, a study of inquiries and why they respond is the best way to measure response.

### Reshaped lead generation

The Internet has dramatically reshaped lead generation – not the quantity, but how inquiries are made and followed up on. In this age of engagement, advertising itself has become frowned upon in social media



#### What's the connection? None.

But if you want first-rate recruiting and first-class facilities nationwide, First Choice Facilities should be your first choice.

- ▶ First in precision recruiting — onsite and online
- ▶ First in client service — cutting-edge technology and support
- ▶ First in top-rated facilities — comfort and amenities

Maybe there is a connection after all! Think of us FIRST!



## FIRST CHOICE FACILITIES

Owner managed for quality

888.323.2437  
(888.FCF.BIDS)

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

#### Ask about our multi-city discount program:

**Atlanta, GA**  
Superior Research, Inc.  
**Boston, MA**  
Copley Focus Centers  
**Chicago, IL**  
Focuscope, Inc.  
**Dallas, TX**  
Dallas by Definition  
**Framingham, MA**  
National Field & Focus

**Los Angeles, CA**  
Troita Associates  
**Miami, FL**  
Ask Miami  
**Milwaukee, WI**  
J. Reckner Associates, Inc.  
**Minneapolis, MN**  
Focus Market Research  
**New York, NY**  
Focus Plus, Inc.

**Oakbrook Terrace, IL**  
Focuscope, Inc.  
**Oak Park, IL**  
Focuscope, Inc.  
**Orange County, CA**  
Troita Associates  
**Philadelphia, PA**  
J. Reckner Associates, Inc.  
**Phoenix, AZ**  
Focus Market Research

**Portland, OR**  
The Gilmore Research Group  
**San Francisco, CA**  
Fleischman Field Research  
**Seattle, WA**  
The Gilmore Research Group  
**St. Louis, MO**  
Hatch Research  
**White Plains, NY**  
J. Reckner Associates, Inc.

Table 5: Analysis of *Buildings* Leads

	Number of Companies	Ads	Average Insertions	% of Leads	Avg. Ad vs. Overall Ad	Overall Share Per Company vs. Average Share per Company
1 Group	11	95	8.6	25%	54%	178%
2 Group	19	143	7.5	25%	0%	65%
3 Group	28	120	4.3	26%	27%	12%
4 Group	66	154	2.3	24%	-8%	-53%

pieces so each quartile had the same number of leads.

Immediately you see something interesting: 11 companies control 25 percent of the leads. These 11 companies did only one thing different than the other groups: They ran more ads from a per-company point of view. Their average insertion rate was 8.6. The reward for this? They not only control 25 percent of the leads coming from the magazine, their average number of leads per company compared to the other companies in the magazine was 178 percent higher. Talk about a return on your investment!

In this age of information overload, this is a testimony to the fact that people do read and respond through a reader service card. Because AIM had clients in that group of 11, the follow-up of the leads determined that every one of the responses had something to “offer” the client, whether it was new specifications or samples.

A careful study of Table 5 will also reveal that “playing” with advertising isn’t worth it. If an advertiser can only afford running one or two ads, the company is better off doing something else with its money.

Publishers will not appreciate hearing that but the facts speak for themselves. Data is a powerful tool for making – or breaking – the arguments that advertisers face. It’s well worth the effort to analyze advertising data to uncover the truths, rather than stick by unsupported assumptions and hunches of what works. <sup>1</sup>

## REFERENCES

<sup>1</sup> Frost & Sullivan, 2011 Sales Leadership Priorities Survey Results, in cooperation with Selling Power. October 5, 2011. <http://goo.gl/j068Y>

<sup>2</sup> The number of interviews needed to be assured of some certainty when qualitative research is done is n=30. Peter DePaulo, in the December 2000 *Quirk’s Marketing Research Review*, wrote about the sample size. In addition, George Gaskell in *Qualitative Researching* wrote and discussed the number 30 extensively. Combined with our long history of studies, we felt confident we would help advertisers understand inquiries better, and, therefore, the advertising investment, with this number.

Jim Nowakowski is president of Accountability Information Management Inc., a Palatine, Ill., research firm. He can be reached at [jim@interlinegroup.com](mailto:jim@interlinegroup.com).

circles. Indeed, get caught advertising and you could lose your followers! Yet this too is changing, as Facebook and Twitter move to understanding advertising and its revenue power.

These new platforms disrupt traditional channels and change the way the game is played. For example, advertisers complain that they receive fewer leads and many publishers explain that lead generation has fallen off since the advent of the Internet. But have leads really dropped off? Or has the channel of the inquirer changed?

Between 2007 to 2008 in one of the leading magazines we studied, direct responses to advertisements dropped 11 percent. But, the bonus leads that the publisher gave to advertisers (bonus leads are inquiries expressing interest in a category, not a specific advertiser) increased 21 percent from the previous year. The net effect was 10 percent more inquiries.

So why do advertisers and publishers say inquiries are dropping off? We respectfully suggest it is the lack of follow-up on what the inquirer wants. In the “need for speed,” advertisers simply don’t follow up and take the time to talk with the inquirer. They send them “stuff” and cross their fingers.

AIM conducted a comprehensive follow-up study on reader-service cards in one magazine. AIM circled every number using four separate cards (to avoid the publisher throwing out our cards as a hoax). Here are the results of that study for your consideration:

- 30 percent of the advertisers responded to the request for information. That means 70 percent paid no attention to the request.
- The average response time for the 30 percent who responded to the

request was 37 days.

- The average creative costs for the print material received was estimated (at \$1,500 per page, conservatively) to be \$113,152 each.
- The total estimated creative costs for the 30 percent who sent materials? \$2.5 million – not including printing.
- After the initial fulfillment, three of the 82 companies sent follow-up material. Only 4 percent did any follow up!
- AIM lost \$92. Some of the advertisers charged a nominal fee for what they offered. Personal checks were written for this material, which was not received. What should people think after that experience?

AIM repeated the experiment a few years later with similar results: Although response had risen to 40 percent, the average days to receive literature climbed to 44 days. Can you wait 44 days for anything?

## More freedom

One reason for the lack of follow-up is that the Internet gives readers much more freedom to visit the advertisers directly online. In the past, besides circling reader-service numbers, prospects could call or fax an advertiser. Today, the prospect can also hop online and visit the advertiser’s Web site, Like them on Facebook and do any other number of contact points. This puts the responsibility on the advertiser, not the publisher, to track lead activity.

Table 5 shows an analysis of inquiries divided into quartiles based on total number of inquiries (total leads/4 = 4 groups, each with equal totals of leads). In other words, the total inquiries were ranked highest to lowest in terms of inquiry generation and then sliced into four even





## We understand the needs, motivations & expectations of corporate audiences across the globe.

Millward Brown's specialist Corporate Practice provides clients with independent, evidence-based counsel to support growth and manage risk through improving the effectiveness of corporate brand and reputation assets, ultimately creating long term stakeholder value.

Our team of brand and communications experts co-create tailored solutions with clients to meet their specific challenges. From global stakeholders to local small business decision makers, we engage with senior leaders who are critical to corporate success.

We help our clients communicate with a wide range of audiences including: the media, 'C Suite', the financial community, industry experts, corporate partners/peers, politicians and policy makers, non-government organisations, High Net Worth individuals and SME business decision makers.

**Corporate brand strategy**

**Communications planning**

**Reputation monitoring & measurement**

**Strategic B2B marketing**

**To find out more please contact:**

[colette.mcgee@millwardbrown.com](mailto:colette.mcgee@millwardbrown.com) or visit [www.millwardbrown.com](http://www.millwardbrown.com)

 **MillwardBrown**



●●● business-to-business research

# Counting the lessons learned

Anatomy of a research project gone wrong

| By James K. Callihan

## snapshot

How an overzealous vendor and an inexperienced client combined to derail a business-to-business research study.

As research vendors, we want our clients to value our contribution. After all, our livelihoods depend on it. Occasionally, the drive to demonstrate our particular “value-add” gets blended with a certain overzealousness. Individual projects morph into exquisite opportunities to impress our clients, as if, once and for all, with the singular depth of insight or analytical rigor we imagine is ours alone, we will all but overwhelm our clients with the magnificence of our value.

Or so we imagine. This type of project is already fraught with potential dangers and those perils are magnified tenfold when the vendor in question is also trying to use the project as a way to get back into the client’s good graces after some earlier missteps.

Couple this situation with some inexperienced players and you have the potential for severe disappointment and dissatisfaction, if not disaster, as I will chronicle below.

### Can be daunting

Most clients have a list of vendors sanctioned by their organizations. If you’re fortunate enough to be on it, the task is to stay on it. If you’re not on the list, getting on it can be daunting, as clients typically have little motivation to reach outside their comfort zone of sanctioned vendors to engage one that is untested and therefore unproven.

Perhaps the only task more daunting is climbing back onto a vendor list after being knocked off it. Vendors on a sanctioned list quickly understand its benefits and thus they strive to achieve go-to provider status. This road is a long one. Success requires a substantial history of project experiences that consistently meet the client’s needs, however explicit or subtle those needs happen to be. With each successful project, client confidence grows. Trust is soon to follow.

Concentrating so much energy on a single project to propel a vendor to some exalted status generally fails to achieve a goal that is, after all, exaggerated to begin with. The notion



quirks.com/articles • ID 20120404

# DATA DRIVES DECISIONS. WHAT DRIVES YOUR DATA?

**DON'T TAKE CHANCES.** From which markets to enter to what products to develop, solid business decisions rest on the soundness of market data. GMI understands this. Our solutions ensure an online panel that truly spans the globe, higher response rates and more balanced data sets.

**GMI Pinnacle**—patent-pending sample methodology for ensuring true nationally representative sample frames via blended sources

**GMI Interactive**—innovative online surveys that engage respondents and provide more insightful data

**GMI AdTracker**—online ad campaign tracking that combines panelist's online behavior with attitudinal survey data

**GMI Global Panel**—millions of highly profiled quality respondents from around the world, with detailed sampling when you need it

**GMI Survey Services**—hosting, programming, translation and data processing solutions to keep your surveys on track and on time

**GMI DELIVERS** the right people, at the right time, for the right results, every time.

Find us online at [GMI-MR.COM](http://GMI-MR.COM) or call **+1 206 315 9300** to learn more.



**GLOBAL HEADQUARTERS & AMERICAS** | Seattle, USA | +1 206 315 9300

**ASIA PACIFIC** | Sydney, AUS | +61 2 9290 4333

**EMEA** | London, UK | +44 (0)20 7399 7010

Boston, USA  
Chicago, USA  
Hamburg, DEU  
Hong Kong, CHN

Los Angeles, USA  
Minneapolis, USA  
Munich, DEU  
Paris, FRA  
Shanghai, CHN

Singapore, SGP  
's-Hertogenbosch, NLD  
Valencia, ESP  
Vancouver, CAN

that a single project is imbued with such dramatic potential takes the vendor down a path that confuses complexity with sophistication. Imagining some awe-inspiring end product, great energy and intellect is invested to expand a project, broaden its objectives and deepen its analytical rigor. Mesmerized by the glistening brass ring that seems so close at hand, little thought is given to what can go wrong and, perhaps more to the point, what stands to be lost if things do go wrong.

Fortunately most of us know better and many of us have had the good fortune of working with clients who are reasonably sophisticated researchers. They know better too. So while the temptation may be present, more often than not projects take merely the shape that's needed to attend to their objectives while taking into consideration the parameters set by budgets and timelines. Excess is avoided. In part because it's expensive, in part because it adds a complexity that can threaten a timeline but most commonly because it's recognized as simply unnecessary. Enough, in the vast majority of cases, really is enough.

### Completely enjoyable

Those of us who have been privileged to work with clients who are sophisticated researchers know how enjoyable it can be. But it's a far different undertaking when the client is inexperienced in the ways of market research. It's more challenging and more difficult. In discussions with sophisticated clients, technical terms are used with an ease bred from knowing that all those at the table understand them. Nuance and subtlety can be employed.

Not so with clients who haven't been around our particular block more than a time or two. Here, extreme care is required to ensure we're not talking over or past the client. Vigilance is needed to spot those subtle cues that the client isn't tracking the conversation, is puzzled or uncertain. Tact is essential as we don the hats of both educator and advisor. Speaking clearly is perhaps a tad more important than listening carefully, since it's here where we're tasked with both selecting the route and explaining why it's likely to be the most judicious, most

productive and most useful of the available options. And it's here, when we find ourselves working with clients who aren't deeply experienced in the ways of research, where the risk of doing too much – of going overboard – is perhaps greatest.

The situation becomes exponentially more precarious when the vendor enters discussions with inexperienced clients with a private sense that here is that wonderful opportunity to leapfrog what is otherwise a path of measured steps and incremental progress. It's not necessarily the case that the vendor sees the chance to take advantage of the inexperience that sits across the table. It's a more subtle process. Having been on the vendor side of a couple projects that were ill-conceived in their overzealousness, I can say that the vendor team imagines its work to be spot-on and, all the more, is fully certain their design and analytic roadmap are exquisitely well-suited to the client's needs – whether the client realizes it or not.

### A perfect storm

The most recent of these ill-fated projects was, fairly speaking, the most disastrous. A perfect storm of sorts brought together a vendor whose status with this particular client had been seriously weakened and a client project manager who was not only new to his job but about to embark on his first market research project. On the one hand was a vendor eager to rebuild a crumbling relationship, while on the other was a bright young neophyte equally eager to make sure his first project provided maximum insight and guidance to his team of managers and product developers.

It all began innocently enough. The first meeting for this business-to-business research project involved only a senior manager from the client's organization and two of us representing the vendor. After the customary pleasantries, the senior manager provided a detailed overview of what she needed from the project. On the whole it was, as she said, a "very straightforward" project. As the discussion progressed it was clear we were talking about a simple feature-prioritization study and that a max-diff exercise was likely to be the most appropriate

technique. The respondent population was clearly framed and it was generally agreed that accessing the appropriate sample wouldn't be difficult. The timeline, however, was critical. The senior manager needed the data to provide statistically-robust guidance to her product developers. Their task of designing the product's next-generation features would begin within two months and the market data was needed to build consensus among them as to which of a long list of possible enhancements would prove most compelling to customers. As a project that would help us regain our footing with a terribly important client, it couldn't have been nicer.

The proposal stage went well. Indeed it should have, since there was nothing overly complicated about the project. Once finalized, the proposal was sent on-schedule to the senior manager who, despite the tight timeline, took much longer than we expected to review it. So long, in fact, that we found ourselves fearing that the project had been given to another vendor. Our frustration was palpable. As every step had been taken to submit a thoughtful proposal with a competitive budget, we began fearing that our company's recent shortcomings were now blocking our efforts to begin anew. Quickly imagining that every proposal would meet the same end, we visited the possibility – more aptly, the probability – that the relationship with this client was beyond repair.

### Remained confident

But we were wrong. Very late one Friday evening we received an e-mail from the senior manager congratulating us on being awarded the project. She acknowledged that the timeline would have to be revisited due to how long she had taken to make a decision but she remained confident that the findings could still be delivered in time to provide direction to the designers. Allaying our fears, she also remarked that she was "excited" about working with us and added that she was "looking forward to highly actionable results." It was in this e-mail that we learned that the day-to-day management of the project would be handed over to a more

junior member of her team.

Thus the stage was set. For reasons beyond my comprehension, the simple design we had set forth in our proposal was cast aside without compunction, as if nothing more than mere scribbles on a cocktail napkin intended only to get our cerebral juices flowing. No sooner had we been awarded the project than our team began replacing its straight-forward design with one vastly more complex, based on the assumption that a more sophisticated design was needed if we were going to demonstrate the value we brought to the table. We would protect the timeline and, of course, the budget. But otherwise ours was the "obligation" to evolve the simple design into something more elaborate in order to obtain findings that would prove more broadly beneficial. In the end we'd be rewarded with a strengthened relationship and, surely, additional project opportunities.

### Nothing went as planned

Suffice it to say that nothing went quite as planned. During her initial review of our proposal, the senior manager

er e-mailed to ask if we could increase the n from 400 to as many as 800. It was important, she said, to make sure the findings carried as much statistical validity as possible since her product developers tended to be highly intelligent engineers who would require very robust data to be convinced as to which specific features they should focus on. It was her thought that an n of 800 would surely do the trick. Through a bit of back-and-forth, we suggested – and she agreed – that an n of 600 would suffice. We made, and she accepted, changes in the budget to cover increasing the sample size. But by the time the project's design had been finalized, a single targeted sample of 600 was transformed into three audiences of 200 respondents each. Meetings with the client's inexperienced project manager were effective in convincing him that an original audience n of 200 would be sufficiently robust. Since this was the sample that would be doing the feature prioritization, it was important for him to know this. It no longer mattered that the senior manager earlier had recommended an n of 800. Far fewer, he was

told, would be enough.

The fact that three audiences were required reflects the dramatic changes that had been made to the project's design. The multiple audiences would enhance the study by providing insights relative to competitive positioning, market sizing and sundry other objectives that were there simply to be addressed. Now it was possible to effectively conduct three interconnected surveys not just one. No doubt the rewards would be commensurate with the added effort. But the more complex design created quite a bit of extra work. While a portion of it involved only our internal team's time and effort, a very sizeable portion fell on the shoulders of the young and inexperienced project manager. Now he was required to populate all sorts of lists, provide official definitions for an array of terms and provide succinct descriptions for nearly three-dozen features on the list to be prioritized. Had the sample been confined to the original audience little of all this would have been required of him.

Given that he'd been in his job for

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



# C&C Market Research

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

less than a year, his progress required enlisting input from others in his organization who were already extremely busy and quite fully engaged. Delay ensued. Instead of a study that would require six weeks from start to finish, it had become a study that was more than six weeks off-schedule by the time it went to field.

### Quotas didn't fill

Things would only get worse. Fielding wouldn't go nearly as well as predicted. While the original audience quota of 200 filled quite rapidly, the others didn't. In fact, the pace was so slow that qualifiers were relaxed not once or twice but three times. And still the quotas didn't fill. Corresponding adjustments in the project's timeline were made. When all was said and done, the project that began with a tight and critical timeline was delivered two-and-a-half months late.

By then, things had gotten much worse. For the first time in a 20-year career I was dismayed when the young project manager informed us that due to the delays, the project's primary objective – prioritizing a list of product features – had been pushed off the table. Decisions had to be made and the product designers could no longer wait for the results of the research. Their efforts had to get underway if their schedule was to be met. Missing it simply wasn't an option. Consequently, after all the time and effort the project had become – from the client's perspective – irrelevant.

It was all the more disconcerting to hear the young project manager take responsibility for the delays. In some respects, he was right. He didn't deliver what he promised in a way that could even remotely be considered on-time. It's likely that he found it far more difficult than he imagined getting others to provide him with the input he couldn't do without. But it was clear he didn't understand that his workload had been increased by a factor of three or four due to changes our team made to the design. To him this was simply how the process unfolds and he was duly remorseful that he had slowed things down.

And yes, things got even worse. In a following up with the senior manager it was learned that she too was

distressed by the project's progression. Unfortunately, but I suppose appropriately, she placed the responsibility squarely on her own shoulders. It was her mistake, she commented, to have left the project in the hands of an "inexperienced" project manager. Had she done her job correctly, she added, she would have stayed more closely connected with the project if only to ensure things didn't go sideways. This, she maintained, was "perhaps the most critical failure." As she noted, "There's not much that happened that wouldn't have been rectified by my own greater involvement."

### Blind enthusiasm

Of course, she was right. But not. In the rarefied air of organizational theory the proverbial buck always stops at the top, so from that perspective she certainly was correct. But from any practical perspective, her failing – such as it was – was that she trusted that we would embrace the project as she had framed it and use our skills and expertise to move it toward a speedy and fruitful completion. We did neither. Guided by some blind enthusiasm our team transformed a simple project into one of impressive complexity based solely on the presumption that doing so would deliver far more than the client imagined possible.

Unable to rein in our own eagerness, there was no one on the client side capable of doing so – especially absent her direct involvement. The young project manager certainly couldn't. As his first market research project, how was he to know that our more complicated design implied a very substantial risk to an otherwise tight timeline, especially, I should add, given our team's assurances to the contrary? It was only when the timeline actually began shifting that evidence of our "miscalculation" surfaced but by then he too had become wrapped up in the promise of a project that was going to produce such farsighted insight across an expanse of topics. Like the senior manager, he too had trusted our expertise and capabilities. He didn't – he couldn't – evaluate the project's roadmap to assess its efficacy. It's likely it didn't occur to him that he needed to, what with the trust and all.

And just when you think it couldn't get any worse, it did. As it turned out,

a good number of the features the product designers had decided to focus on hadn't found their way to the top in the prioritization exercise. Some actually were near the bottom. I can't say what predicament this caused the designers, if any. It's easy to surmise that more than a modicum of time was spent reconciling the differences between what they thought were the most compelling new features and what the data showed. But it's also possible that the designers refused to be distracted by a study that probably had lost all credibility by the time it was delivered 10 weeks late. Perhaps it was a disguised blessing that the n had been reduced as it had.

### Soundly dashed

By now the dust had settled. Needless to say, the vendor's hope of resuscitating the relationship was soundly dashed. As to the young project manager, we can only hope that his career wasn't cut short by his management of a project that, as I've noted, was deemed irrelevant before it was even completed. I suspect it wasn't. The senior manager's acknowledgement of her own "failing" probably protected him from anything more distressing than a very unpleasant debriefing. That his first experience with a market research vendor has tainted his appreciation of their collective value seems entirely probable. No doubt he'll engage his second research project with a far more critical – and far less trusting – eye. That's unfortunate.

Clearly, this is an extreme example of all that can go wrong when a research team becomes overzealous in its efforts to impress the client. It's something, I'd imagine, of a worst-case scenario. But it speaks to two things. The more obvious is the downside of working too hard to do too much. Our team's leadership genuinely believed that the more complex design was infinitely practical and completely doable. Perhaps on some scale it was. Oddly, our failing was rooted in an almost altruistic sense that because it was possible to do more, it was our professional obligation to do more. Anything less would not only be unprofessional but beneath us and the expertise we had to offer.

Which leads to the second thing. As the project's design became more

and more complex it was thought of in terms of being more and more sophisticated and it's likely that this was the underlying current that was pushing the project further and further off course. Unwilling to confine ourselves to doing something simple, our research team of four Ph.D.s and over 80 years of combined experience worked doggedly to construct a design we could be proud of, as if its complexity was a direct reflection of the breadth of our methodological prowess.

### Lamborghini capabilities

It was, all in all, a process that invested the team's effort more in the task of impressing itself than in attending to the client's stated needs. After all, what was the purpose of having so much intellectual horsepower at our disposal if we didn't use it? With Lamborghini capabilities how could we possibly justify an effort of only Ford Pinto proportions? We couldn't. If the project was going to satisfy our high standards, if it was to be a true reflection of what we had to offer, it had to be complex – period.

And anyway, the client would be the beneficiary. Or so we imagined. In this instance there's one particular learning that's relevant to research vendors and clients alike. As much as it's something we already know, so too is it something we'd do well to revisit now and then if only to remind ourselves of its importance.

There's no doubt that keeping things simple is much easier said than done, especially when facing complex issues. But we sometimes forget that market research is our mechanism at for deconstructing the complexity that surrounds us. Our shared interest in "highly actionable insights," as the senior manager phrased it, is nothing more than a desire for findings that enable us to sift through a multiplicity of options to find a single something to be done; findings, that is, which are simple and straightforward enough to provide clear direction.

### The best path

We would do well, it seems, to remember that the best path to a simple outcome is seldom the most circuitous route. Further, we must ensure that our research designs are no more complex than what's minimally required to at-

tend to the task at hand. For research clients – especially those with little research experience – this might imply a more constant questioning of proposed designs to gain assurance from their vendors that a simpler approach or technique might not suffice. For vendors, it implies honestly scrutinizing each design consideration in terms of whether it is genuinely required to get the job done and a preference for clarity and simplicity.

When clients and vendors work to ensure projects have taken their simplest form, timelines are likely to

be shorter, budgets are likely to be less costly for the client and more profitable for the vendor, analyses are likely to be sharper, confidence is likely to be higher, and – most importantly – insights are likely to be more actionable.

After all, the loss of a major client is far from the only consequence of unwarranted complexity. It's merely one of the more extreme. **1**

James K. Callihan is a Seattle-based independent researcher. He can be reached at 360-609-7904 or at [jkcullivan@comcast.net](mailto:jkcullivan@comcast.net).



Project  
Paper Survey Form  
Printing & Mailin  
Returns Handlin  
Response Track  
Data Capture  
Comment T  
Tabul  
Mixed Mode  
Incentives

## Mail surveys done right.

Mail Survey Solutions is your #1 resource for mail survey design, fieldwork, and data processing.

Whether you need full-service support or help with just a portion of your project, you can count on us.

With 60+ years of experience, we know how to reliably and efficiently get a mail survey done right.

Contact us today at  
[www.MailSurveySolutions.com](http://www.MailSurveySolutions.com)  
651.439.8547



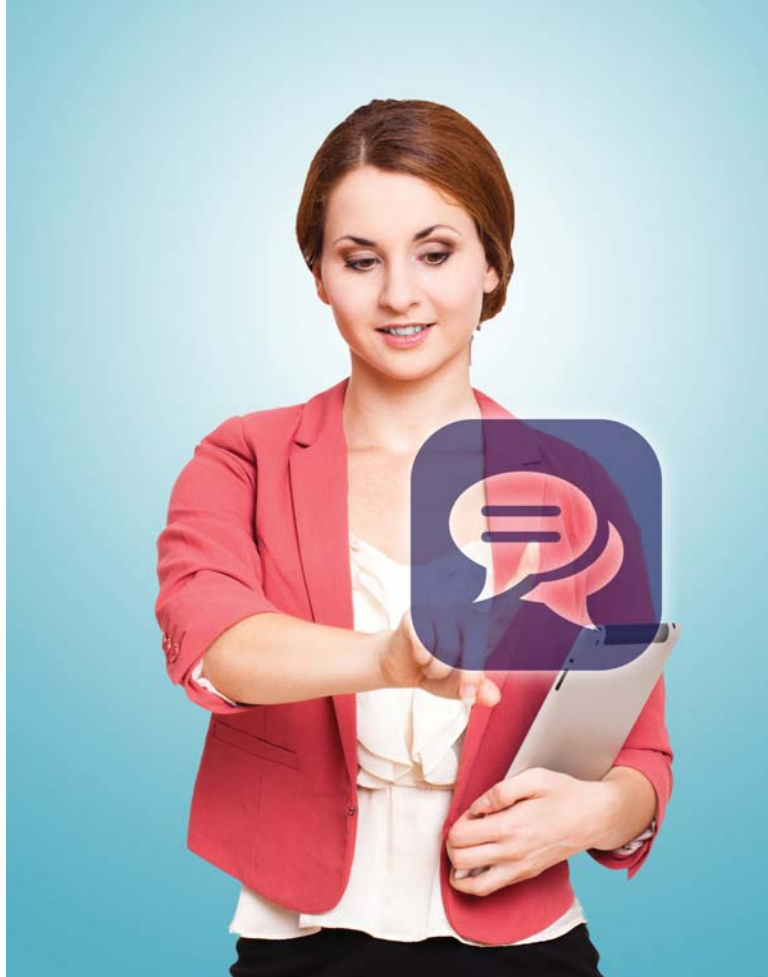
**Mail Survey Solutions**

●●● research communities

# Give 'em all something to talk about

Tips for effective community engagement

| By Niels Schillewaert and Tom De Ruyck



## snapshot

To get the most from your MROC, use these ideas to make sure that respondents and internal stakeholders alike are fully engaged in the process.

The use of social media has changed our lives. User-created content, citizen journalism and online social interactions (e.g., conversation, collaboration, participation, sharing, connecting) are embedded into the daily activities of consumers. With the different semantic waves of the Web, the entire market research process and industry has undergone clear changes. For instance, we now speak of having conversations with consumers rather than asking them questions. Against this backdrop, online research communities have proven to be a viable way to engage consumers while also getting marketing executives closer to their customers in a connected and participatory way.

Research communities assemble consumers to interact in an asynchronous longitudinal setting by applying social media techniques. Companies outsource tasks such as product and service creation and testing to a crowd in an open call in order to bring consumers inside organizations and make their presence felt all the way up to the boardroom.

Why are research communities so hot today? Just like any information technology they bring automational, informational and transformational value (Day 1994; Grover et al. 1996; Mooney et al. 1996). They bring automational effects by allowing companies to quickly tap into a sample of consumers on a specific topic that presents itself and get answers more efficiently. The informational value emerges from the richer, more complex understanding we get of consumers. Transformational outcomes of research communities lay in the fact that they can be combined with mobile technologies and integrated with social networks, for example, to allow respondents to perform tasks which were previously not possible without asynchronous technology and expanded, ongoing engagement and interaction.

And still there is a friction between the ability and desire to utilize research communities in our industry. The status of online research communities today is



[quirks.com/articles](http://quirks.com/articles) • ID 20120405



Connect with respondents anywhere in the world.

## FocusVision Webcam Interviews

- ▶ Reduce study costs
- ▶ Expand your geographical reach
- ▶ Increase your speed to market

It's like being there. Only better.®

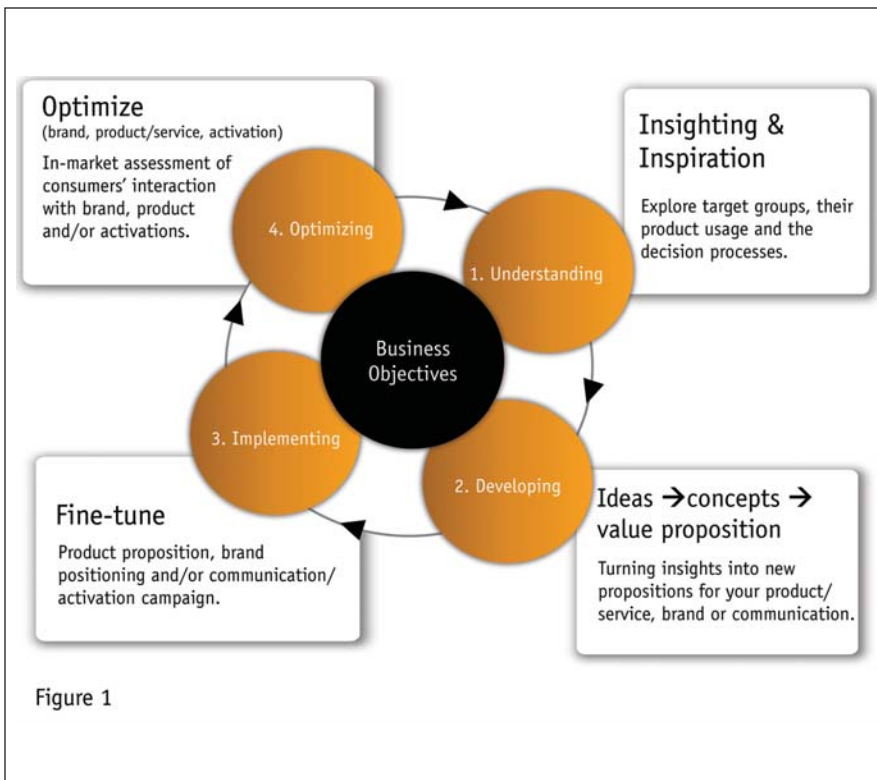


Stamford London Singapore

+44 1892 556 597

[info@focusvision.com](mailto:info@focusvision.com)

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



ment and the research objectives marketers have. Research communities can be used throughout the marketing mix for understanding, developing, implementing or optimizing marketing offers (see Figure 1). For example, communities are used at the fuzzy front-end of product innovation or for consumer immersion. In a development phase, they can assist in developing new value propositions for product concepts, brands or activation campaigns. Implementation communities can be organized when products or services are about to be launched and need beta-testing or in-home user tests. Finally, research communities can be used for gathering feedback on customer experience and satisfaction processes.

When managers have one very specific goal, a short-term community can satisfy the research needs. To run a successful community, one needs to keep up the engagement with and between all stakeholders, and that is hard to do when there is only a single management goal. If on the other hand managers have a combined need or want to have a continued finger on the pulse of their target group, ongoing communities are more suited. In other words, the number of underlying management objectives directly determines the activity plan of a community.

### Technology and tools

The focus these days is often on technology and tools while the common ground real communities should share is engagement. Unlike Internet access panels, participants in a research community talk to each other as well as to researchers and marketers. Consumers exchange ideas in their own language and raise questions and answers which researchers sometimes did not even think to ask. In other words, the social context and interaction are important and help provide a holistic understanding. This can only be achieved by creating engagement at different levels, however. First, there is a need for natural engagement; consumers have to identify with the topic or the brand under

comparable to teenagers and their first sexual experience. Everyone says they are doing it, everyone wants to do it ... but in the end no one really knows how to do it well. Hence, there is a need for an overview and some concrete tips on how to run online research communities.

### Online research communities: types and applications

When positioning online research communities in the social media research space we should distinguish them from the natural communities and social networks where content and conversations self-generate between consumers. Researchers can tap into these for knowledge via "netnographic" methods like social media listening, scraping and ethnographical, qualitative observation.

Communities are invitation-only and are created with a marketing and research motivation to focus on a specific product category, brand or customer segment. Communities allow marketers to observe, facilitate and join conversations between consumers. Consumers enjoy this more participatory research approach and the interaction reintroduces the social context often miss-

ing from other research approaches that conceive the consumer as subordinate and sometimes approach them accordingly.

In terms of taxonomy there are several labels and definitions for research communities in practice today, which may lead to some confusion and some may even debate whether all of the labels classify as real communities. The labels range from online research communities, market research online communities (MROCs), bulletin boards, blogs, community panels, ongoing communities etc. (see Table 1). What they do share is that they are all some sort of asynchronous discussion platform but they vary in terms of duration (short-term and ad hoc to ongoing), intensity of moderation (longer-lasting communities are less intense or community panels are even just a form of access panels), direction of conversations and the number of research techniques used (ranging from synchronous online discussion groups, surveys, diary blogs, one-on-one interviews).

As mentioned, research communities can vary in terms duration and intensity. But when do you need a short- versus a long-term community? As often is the case in research it depends on the manage-

Table 1

	Blogs	Bulletin Boards	Marketing Research Online Communities (MROCs)	Community Panels	Access Panels
Description	1-on-1 asynchronous discussions and observations	asynchronous focus groups or short-term discussions with small samples (n < 20)	asynchronous discussions with medium samples (n from 50 to 1,000+) and variable duration	Internet access panels with interactive social media applications	Internet access panels
Duration	Short	Short	Short – Long-Term	Long-Term	Long-Term
Intensity	High	High	High – Medium	Low	None
Direction	Bidirectional	Bidirectional	Bidirectional – interactional	More unidirectional – some interactional	Unidirectional
Research Techniques	Qualitative only	Qualitative	Qualitative, some quantitative	Quantitative, some qualitative	Quantitative

investigation. A second form of engagement is method engagement. Researchers should propose questions in a fun and challenging way to increase participation and quality of input (using gamification,

"infotainment," challenges, etc.). Finally, research communities need to create impact engagement by delivering insights to those on the client management side. Many practitioners focus on the

absolute number of people they connect with in research communities. While important, we argue that sample size is subordinate. What is really important is the number of interactions per discussion

## Put your foodservice research into some of the most experienced hands ... ours.

You may not know our name, but we bet you know our work. For more than 30 years, Restaurant Research Associates has partnered with some of the biggest names in foodservice. We know food research from every angle. And, it's not a part-time job - we live it, breathe it and even dream it, day in and day out.

365 days a year. Since 1979.



**RRA**

**Restaurant Research Associates**

**A Leader in Foodservice Research**

714.368.1890 • [www.RestaurantResearchAssociates.com](http://www.RestaurantResearchAssociates.com)

HIGH QUALITY, LOW COST

# The Other Sampling Company

ONLINE PANEL AND PHONE SAMPLES

OR COMPLETE SURVEY FULFILLMENT

## Sample

ONLINE & TELEPHONE  
CONSUMER & B2B  
STANDARD DEMOS  
TONS OF TARGETS  
MILLIONS OF PANELISTS  
U.S. AND GLOBAL

## Survey Programming

YOUR QUESTIONNAIRE  
SIMPLE OR COMPLEX

## Data Collection

SURVEY HOSTING  
QUOTA MANAGEMENT

## Tabs

ON TIME  
ON BUDGET

REQUEST A QUOTE  
via our website, email or phone

**AFFORDABLE  
SAMPLES, INC.**™

The OTHER Sampling Company

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

[sales@affordablesamples.com](mailto:sales@affordablesamples.com)

800-784-8016

thread, which can only be created through engagement with consumers. Setting up an online research community is technically easy, but in order to make interactions useful and effective, researchers need adequate processes for natural engagement and method engagement (Schillewaert et al. 2011):

### Natural engagement

**Purposeful sampling.** Researchers are advised to create natural engagement by sampling brand fans or consumers who show an interest in the topic when recruiting for research communities. True, these consumers are “biased,” but at least they reflect an illustrative consumer reality and generate in-depth discussion.

**Small is beautiful; short and intense may be best.** Depending on the research objective, communities can last a couple of weeks or months or be ongoing. They can have 50 or a couple-hundred participants. But be aware that longer and larger communities need higher engagement and require more resources. Lurking – which occurs when community members remain in the community but don’t actively participate – can increase when there are too many members or an overwhelming number of posts. A paradox? Not really. When participants see too much information they disconnect because they are convinced their opinion has already been voiced and adds little or no value to the discussion.

### Method engagement

If not naturally present, engagement has to be created via the research methods used:

**Adapt the context and environment to the target group.** For example, let participants chose colors and the name of the community or put topics and questions on the discussion agenda. Foresee a social corner (next to the actual discussion space) where participants can interact “off topic.” If needed, moderators should guide participants to such a social corner. These actions help give the community a “for members/by members” feel.

**Build the community.** Once participants are screened and recruited, kick-off sessions are important to build engagement on a social as well as informational level. The research agenda and objectives are discussed, the client is presented and participants get acquainted.

**Moderators should develop the C-factor – the “C” of community manager.** Good moderators have good writing skills, are creative and apply social media-friendly approaches to interaction. Moderators need to be aware that community discussions can last for too long and also need to be steered. Researchers and community moderators build identification with the group, keeping engagement up and on-topic while not letting members over-socialize and drift away from the researchers’ agenda.

**Involve as many stakeholders as possible.** Engaging members of the marketing team, senior management or a well-known expert from the industry or academia to participate in the discussion can spur activity levels tremendously.

**What we “do” to people is as important as what we “ask” them.** Give participants tasks to perform and play games with them that generate insights. We can make people generate information for us by introducing fun and creativity. In his book *Brain Rules*, John Medina posits that we often ignore how the brain works. We researchers do the same thing. If we would apply some of his 12 rules to how we attempt to generate information, we could get more productive. For example, there are four rules that are particularly relevant for market research: exercise boosts brain power; we do not pay attention to boring things; vision trumps all other senses; we are powerful and natural explorers.

By acting on some of these rules, researchers can create an engaged group of participants and benefit from the natural affinity and enthusiasm they have for brands. Allow participants to do what they like, surprise them with something special and check out their reaction.

## Does not have the necessary impact

If we are completely honest, a lot of the research that is conducted does not have the necessary impact with and for those who commission it. Unfortunately, research has become commoditized as clients pursue “better, faster, cheaper” rather than something that is truly transformational or value-adding. Still, the core of market research should be to bring the voice and ideas of consumers inside organizations all the way up to the boardroom. Online research communities by their very nature are well-suited to do this but researchers must still create internal engagement among users of the data they generate and drive the insight-adoption process.

Market research studies are not only about formal presentations, knowledge management and communication programs. Informal gatherings can be a great way to have managers use and share intelligence. The most powerful and effective situations are those in which research is a conversation starter and generates lively stories about customers. This can be done in three phases:

- Engage the internal audience via positive disruption. Create discussion and healthy competition by contrasting management knowledge with actual market situations using games and quizzes in which managers or executives learn about consumer findings. By answering questions about consumers they receive social status (e.g., a badge), achieve different game levels and unlock extra information as they progress, etc.
- Inspire executives by allowing them to observe, facilitate and even join the consumer conversations in the community.
- Motivate managers to increase their usage of market research studies in their daily job through creative and inspiring sessions and organize internal news streams and “infotainment” (e.g., via Twitter updates, newsletters, infographics, mood boards).

As internal engagement increases, so does executives’ knowledge. The more involved and energized they are, the more they will converse about the study at the watercooler and continue to observe consumers beyond merely reading the final project report (De Ruyck et al., 2011).

## Bring the consumer into the boardroom

Online communities can help to bring the consumer into the boardroom through creative intelligence generation methods, making sure research is a conversation starter that stimulates management responsiveness. We need “enacting” communities, ones that create ENGagement and ACTivation among both clients and participants, through gamification, storytelling and a fulfilling research experience. 

### REFERENCES

Day, G. (1994). “The capabilities of market driven organizations.” *Journal of Marketing*, 58, 4 (October), pp. 37-52.

De Ruyck, T., Knoop, S., Schillewaert, N., Coenen, G. and S. Rodrigues (2011). “Engage, inspire, act.” Esomar Congress, Amsterdam.

Grover, V., Teng, J., Segars, A.H. & Fiedler, K. (1998). “The influence of information technology diffusion and business process change on perceived productivity: the IS executive’s perspective.” *Information and Management*, 34, 3, pp. 141-159.

Medina, J. (2008). *Brain Rules*. Pear Press.

Mooney, J.G., Gurbaxani, V. & Kraemer, K.L. (1996). “A process oriented framework for assessing the business value of information technology.” *The Database for Advances in Information Systems*, 27, 2, pp. 68-81.

Schillewaert, N., De Ruyck, T., Ludwig, S. and M. Mann (2011). “The dark side to crowdsourcing in online research communities.” *CASRO Journal*, pp. 5-9, [http://issuu.com/casro/docs/casro-2011\\_journal](http://issuu.com/casro/docs/casro-2011_journal).

Niels Schillewaert is managing partner in the New York office of research firm InSites Consulting. He can be reached at niels.schillewaert@insites-consulting.com. Tom De Ruyck is head of research communities in the Ghent, Belgium office of InSites Consulting. He can be reached at tom.deruyck@insites-consulting.com.

## DATA COLLECTION

## DATA COLLECTION

# DATA COLLECTION

Telephone. Online. Mixed Mode. Qualitative Recruiting.

Nathan Growcock  
573.775.4550  
[www.cfrinc.net](http://www.cfrinc.net)



Communications For Research

*Adaptive. Experienced. Valuable. Providing Research Solutions.*



●●● research communities

# Some art, some science

A successful research community  
requires a mix of strategies

| By Manila Austin

## snapshot

Communispace's  
Manila Austin draws  
from the firm's  
research-on-research  
studies to offer tips on  
keeping community  
respondents engaged.

When online communities were first being used for market research there was understandable concern from companies that the people participating in them were somehow “not the right people.” In the early years of Communispace we were often asked, “Who are these people?” Were they brand fanatics, technology freaks, angry customers just wanting to gripe or were they just socially isolated losers? Whatever the angle, there was genuine apprehension that people who were engaged in online communities weren't, and could never be, “normal.”

In today's world, however, we have over two billion people online across the globe, 845 million of them on Facebook alone. Internet penetration is well above 60 percent in developed countries and growing at exponential rates in Asia, Latin America, the Middle East and Africa. So it is technically possible – or will be soon – to engage anyone, anywhere, anytime. But just because the technology is in place doesn't make engagement a given.

With the tremendous growth in Internet access, a simultaneous proliferation of online networks, gathering places and content-sharing sites has also occurred. So although the global population is increasingly represented in the digitally-connected population, people today have a great deal of choice about and control over how and where they engage online. This means that everyone is not everywhere on the Internet. It also means that, as market researchers, we have to worry about who is actually participating in the market research online communities we build.

Whether it's the challenge of finding and engaging hard-to-reach groups or simply needing to maximize participation within a given research community, market researchers must understand how to engage just about anyone – what drives involvement and how to influence it. In this article I explore this imperative, borrowing frameworks from applied social sciences and reviewing some of our original research that is germane to the subject.



[quirks.com/articles](http://quirks.com/articles) • ID 20120406

# TO TRUST THE RESULTS, YOU HAVE TO TRUST THE TEAM.



State-of-the-art data collection & focus facilities are only as good as the people who manage them. And for Market Research, Precision Opinion is cutting edge. For over 20 years, they have partnered with Fortune 500 companies, government agencies, Hollywood studios and market research firms in providing uncompromising customized research programs that have fostered fierce loyalty and trust from those that they serve.

As founder and President, Jim Medick still takes a very personal one-on-one approach. His hands-on approach and proven track record make him and the Precision Team a valuable market research partner. Call Jim personally at 702.483.4000 to discuss how cutting-edge phone, online and / or focus group facilities can meet - and exceed - your goals and objectives.



[PRECISIONOPINION.COM](http://PRECISIONOPINION.COM) | 702.483.4000

THE MOST TRUSTED NAME IN MARKET RESEARCH.®



**PRECISION**  **PINION.**

PHONE | FOCUS+<sup>SM</sup> | ONLINE

# What drives member satisfaction?

At Communispace, we have found that different factors have different motivational impact depending on the composition and purpose of the community. We have a member satisfaction survey with standard questions that we have run across various client communities over the years. When we examine the correlations between satisfaction factors and participation, we see that the drivers of engagement vary considerably by community.

How Member Satisfaction is Correlated with Participation But Varies by Community Type

Community	Participation Metrics	Question #1: The brand is truly concerned with what we have to say	Question #2: This community is a trusted forum for sharing ideas	Question #3: I feel I can give candid feedback to the brand
Community of technology buyers, sponsored by a technology provider (n = 378)	Average # of posts per weeks active		0.16*	
	% weeks actively engaged		0.23**	0.17**
	% weeks lurking			
Community of high net-worth investors, sponsored by a financial services provider (n = 150)	Average # of posts per weeks active		0.17*	
	% weeks actively engaged			(0.16*)
	% weeks lurking			
Community of teachers, sponsored by an educational publisher (n = 105)	Average # of posts per weeks active	0.22*		
	% weeks active	0.22*		
	% weeks lurking			

Note: The shaded areas represent significant one-tailed correlations, where r values are noted (\*p < .05; \*\*p < .01). The three participation metrics included can be defined as follows:

- Average # of posts per weeks active: The average number of posts per week made by members over the time when they were actively participating in the community ("actively participating" is defined as those weeks members actually logged in and posted content).
- % weeks actively engaged: Percentage of tenure in a community where member was actively participating.
- % Weeks Lurking: Percentage of tenure in a community where member was passively reading.

The table shows how member satisfaction was related to engagement in three comparative cases. The shaded areas represent significant results and the r values for Spearman correlations are given. The community of technology buyers and the community of high net-worth investors were asked to rate all three of the satisfaction questions shown.

## Coordinate sets of needs

In our 10-plus years of facilitating online research communities, we have found that, in order to engage members, researchers must coordinate two separate but not necessarily uncomplementary sets of needs: the social, emotional and cognitive needs of prospective members and the business needs of whoever is sponsoring the research (see also Schlack, Jennings and Austin, 2007). Ideally, these needs overlap, creating a shared purpose that is motivating for community members and is a wellspring of insight and innovation for the brand.

The key to member engagement hinges on creating this shared purpose; and it's no accident that vibrant communities deliver value to clients. When community members are motivated to join, return and share

their lives with companies through participating in online research, the community generates insights that are inherently relevant to the brand.

In an ideal community design, then, these two parallel objectives – the company's and the community members' – are integrated and in synch with one another.

## Use all of these levers

Motivation is the underlying reason that causes us to act in one way versus another. Depending on the theory, our behavior is driven by a range of emotional states, cognitive processes or social needs. Our experience with having recruited and run over 500 communities has taught us to use all of these social-psychological levers to inform online community design, creating a compelling value proposition for members by

meeting a variety of social-psychological needs. This is accomplished, certainly through community composition, but also through: providing a shared and specifically compelling purpose for the community; tailoring communication and facilitation to a particular audience; being flexible about the tools and activities used in the community; and by providing the necessary threshold of safety and trust given the stated purpose and nature of the work.

Figuring out the right mix of and focus for these elements for a particular target group is essential for maximizing engagement. The more market researchers can understand what motivates engagement, the better chance they have at building robust communities that attract and retain people. One way to understand what drives online behavior is a concept pioneered nearly a century ago by the social psychologist Kurt Lewin: the notion that behavior is a function of both the person and his or her environment. For optimal engagement, it is necessary to understand the characteristics of individual community members in conjunction with those contextual features of the online environment that are influencing them.

## Getting the fit right

Communispace has explored engagement for many years, testing the importance of getting the person-environment fit right on a community-by-community basis. In the following sections, I first describe research findings showing how the drivers of members' satisfaction with their experience in online research communities differ depending on community type. I then share research that explores how communities generate robust engagement for targeted groups when they are designed with those group characteristics specifically in mind.

To understand the relationship between motivations for participating in a community and the level of engagement, we looked at three communities: a community of technology buyers, sponsored by a technology provider; a community of high net-worth investors, sponsored by a financial services provider; and a community of teachers, sponsored by an educational publisher.

Specifically, we examined the correlation between engagement (as



measured by average number of posts per week, percentage of weeks active and percentage of weeks lurking) and member satisfaction with the community along three dimensions, that: the brand was truly concerned with what members had to say; the community was a trusted forum for sharing ideas; and members felt they could give candid feedback to the brand.

We found that different factors have different motivational impact depending on the composition and purpose of the community (see sidebar).

One of the benefits of participating in online research communities is the opportunity to feel heard by a company: knowing that one's voice matters and is making an impact. For the community of teachers, engagement was most obviously related to having a voice with the sponsoring company. For members of the technology and investment communities, however, feeling like the sponsoring company was "truly concerned" with what members had to say was not related to engagement in any way. These findings suggest, however, that we cannot assume this benefit has the same motivating capacity in all communities. Rather than feeling heard, members of the technology and investing communities appeared to be motivated by other factors. For both groups, seeing the community as a trusted forum for sharing ideas was related to members posting more content. And for the technology buyers, this, as well as being able to provide the sponsoring company with candid feedback, was related to remaining active for a greater percentage of weeks.

Taken together, these findings offer clues about what contextual factors are

influencing engagement in these three examples. In the community of teachers, which is largely a female group, feeling like the sponsoring company "truly cares" about what they have to say is an important reason to participate. A discussion of gender and the ethics of care (versus justice) is beyond the scope of this article but there is an extensive literature base that supports the conclusion that a community of women teachers would be positively motivated by feeling cared for and the opportunity to have a voice.

For the community of high net-worth investors, feeling heard or that the brand "cares" was not related to increased participation; but feeling that the community is trustworthy and that they can share ideas there was a more compelling reason to participate. This finding makes sense when we consider how intimate a topic money actually is and how rare it is to find places where it feels safe to disclose specific details about one's financial situation. Being a trustworthy forum was also shown to be related to engagement for the business-to-business community of (mostly male) technology buyers but so was the opportunity to provide candid feedback.

Unlike consumer communities, the link between the company and customer is very direct in business-to-business environments. Giving candid feedback to the sponsoring company is a rewarding experience, because community members benefit directly when their feedback is heard and acted upon. And, being customers themselves, they are well positioned to experience the results of their feedback directly. Thus we see how the value proposition differs in these three cases and how, in a commen-

surate way, the drivers of engagement are different as well.

### A better way

It is tempting to make assumptions based on a broad understanding of a specific demographic group – that Boomers won't generate content online; that Millennials won't stay engaged in one place for extended time periods; that professional people won't devote their time to participating in online research, etc. These are truisms though, not truths; and they are not necessarily useful for informing community design. A better way to understand the value proposition for members is to observe how particular groups behave in various kinds of settings. If the person-environment fit is well-executed, members of key target groups should outperform their counterparts in other online settings.

For example, even in the early stages of our research we found that women tended to contribute more in all-female communities than they did in mixed-sex communities and that African-Americans were similarly more engaged in communities composed of other African-Americans (Austin and Lerman, 2006).

More recently, we found this same pattern to be true in online research communities composed of multinational members (Lerman and Austin, 2012). In particular, we found that women tended to be active for a higher percentage of weeks when they were in a single-sex environment and that Millennials posted more content and were actively engaged more consistently in communities designed specifically for young people as opposed

## ONLINESAMPLE. ONLINEPANELS. ONLINERESEARCH.



**ESEARCH.COM**  
esearch@esearch.com



**Since 1995, researchers have called on Esearch.com for their online panel needs**

Esearch.com, Inc. online fielding support for research [www.esearch.com](http://www.esearch.com) [esearch@esearch.com](mailto:esearch@esearch.com) 310.265.4608

to other kinds of communities.

Results of these analyses suggest that engagement in online research communities does depend on a successful match between community members and the community environment. Our experience tells us that this fit is achieved through a combination of factors working together: the community's purpose and social glue; the demographic qualities of participating members; the community manager's communication style and facilitation plan; and, for international communities, the mix of countries and comfort with writing in English must also be considered. These elements are determined when the community is designed and, if properly implemented, serve to create that meaningful value proposition that compels community members to engage again and again.

### Stood the test of time

While community design is arguably as much of an art as it is a science, the following tactics have stood the test of time for us, helping us deliver value across multiple demographics and industry verticals, and in support of any number of business objectives.

**Provide a meaningful proposition for members.** First and foremost, remember that online research communities are intentional and purpose-driven. The community designer must create and communicate that purpose, which becomes a center of gravity for members and which can help differentiate the research community from public social networks. So be it a shared experience with a medical condition, being frequent shoppers of the same retailer, being fashion mavens or style leaders or having professional interests in common, finding that common bond that creates social glue for the community is a critical first step.

**Get the community composition right.** Hand-in-hand with creating a compelling, shared purpose is the need to be thoughtful and targeted about who to invite into the community. Recruitment costs can be expensive but the cost of assembling the wrong group of people is even higher. Not only do community members need to meet specific criteria as determined by the research objectives, they must also find the notion of interacting with one

another interpersonally appealing. So research design in online communities is just as much about designing an engaging social context as it is about writing good survey questions or moderating discussions.

**Create a private, safe and intimate environment.** Unless the business purpose is to spread word-of-mouth (which is arguably a marketing, not a market research, goal), then the person-environment fit is almost always improved by keeping the community small and private. From the members' perspective, the fact that the community is closed and exclusive makes them feel as though they are participating in something special. Additionally, privacy – along with the intimacy and trust that develop as a result of it – are crucial contextual elements if the content of the community is at all sensitive. From the brand's point of view, closed communities allow companies to test products early on in the innovation stream, to get to know individual members in ways that would be impossible in a large and public network, and – conversely perhaps – to hear a greater range of opinions. One advantage of a small and private online environment is that it is difficult to remain anonymous or to be a passive participant; this means that the formation of cliques, which do occur in public settings, is deterred, creating a more inclusive dialogue with a greater diversity of members (Schlack, 2011).

**Tailor your facilitation.** The value proposition is based on more than the structural elements of community design, which are often determined before a community launches. Of equal importance are the ongoing interpersonal actions community managers perform on a daily basis. While cultural norms are often codified in member agreements and information on the homepage, they are enacted and reinforced daily by facilitators. We have learned, for example, that the style of communication and activity design are very different in B2B versus B2C communities. It is fine and even welcomed in a community of moms, for example, to field activities on lighthearted or sentimental topics. In business customer communities, whose members look for and expect a much a more business-focused experience, communication and research activities need

to be clearly aligned with members' professional interests.

**Leverage your brand.** Our research has shown that branded communities consistently outperform unbranded ones (Lerman and Austin, 2006) and companies should not underestimate the power of a brand to bring people together. Even for low-involvement categories (e.g., fabric softeners, toothpaste, motor oil) we have found that people are energized by the opportunity to engage with companies when they believe their time and effort are being well spent.

### More nuanced

In order to engage people in online market research we must view them in more nuanced ways than one-dimensional demographic or consumer categories. Historically, the measure of good research has been to mitigate and control systematic error as much as possible (Austin, 2012). In online research communities today, however, we must figure out how to engage people before we can consider measuring (or predicting!) their behavior. Thus the design of the setting – putting in place those features that will make a given community compelling to members for various reasons – is a new core competency. 

### REFERENCES

- Manila Austin and Katrina Lerman (2012), Building Engagement in Online Communities BRIC by BRIC (Communispace whitepaper: [www.communispace.com](http://www.communispace.com)).
- Manila Austin (January 9, 2012), "Familiarity breeds contempt? A study of positive bias in online communities (Quirk's e-newsletter, <http://www.quirks.com/articles/2012/20120125-1.aspx>).
- Katrina Lerman and Manila Austin (2006), The Fifth 'P' of Marketing: Size Matters (Communispace whitepaper: [www.communispace.com](http://www.communispace.com)).
- Julie Wittes Schlack (2011), The "64% Rule:" What Real Customer Engagement Looks Like (Communispace whitepaper: [www.communispace.com](http://www.communispace.com)).
- Julie Wittes Schlack, Michael Jennings and Manila Austin (2007), Meeting Business Needs by Meeting Social Needs: Why Size Matters (Communispace whitepaper: [www.communispace.com](http://www.communispace.com)).

Manila Austin is vice president of research at Boston research firm Communispace Corporation. She can be reached at [maustin@communispace.com](mailto:maustin@communispace.com).

QUIRK'S READERS **SAVE 20% OFF THE STANDARD & ONSITE RATE**

Mention code **MRTECH12QUIRKS** when registering  
[www.iirusa.com/technology](http://www.iirusa.com/technology)

April 30 – May 2, 2012 | The Cosmopolitan of Las Vegas

# THE MARKET RESEARCH **TECHNOLOGY**

From fragmentation to integration: collecting, analyzing and evaluating consumer & marketplace intelligence **EVENT**  
how data convergence and technology is changing the game

*"We're drowning in data yet starving for insights."* – Anne Mulcahy, former CEO, Xerox & 2011 TMRE Keynote...

The Market Research Technology Event is where **CHANGEMAKERS TAKE THE STAGE**



Jane McGonigal  
Author  
*Reality is Broken,  
and Gaming  
Guru*



Stan Sthanunathan  
THE  
COCA-COLA  
COMPANY



Dan Ariely  
DUKE  
UNIVERSITY



Christopher Frank  
AMERICAN  
EXPRESS  
Author  
*Drinking From  
the Firehose*



Paul Magnone  
OPENET  
Co-Author  
*Drinking From  
the Firehose*



Tiffany Shlain  
WEBBY  
AWARDS



Michael Tchong  
Author  
*Social  
Engagement  
Marketing*



Paul Navrátil  
TEXAS  
ADVANCED  
COMPUTING  
CENTER



Dr. A.K.  
Pradeep  
NEUROFOCUS INC.  
Author  
*The Buying  
Brain*



quirks.com/articles • ID 20120407

••• the business of research

# Staying in tune with today

How technology can improve the access and consumption of research presentations

| By Chris Forbes

## snapshot

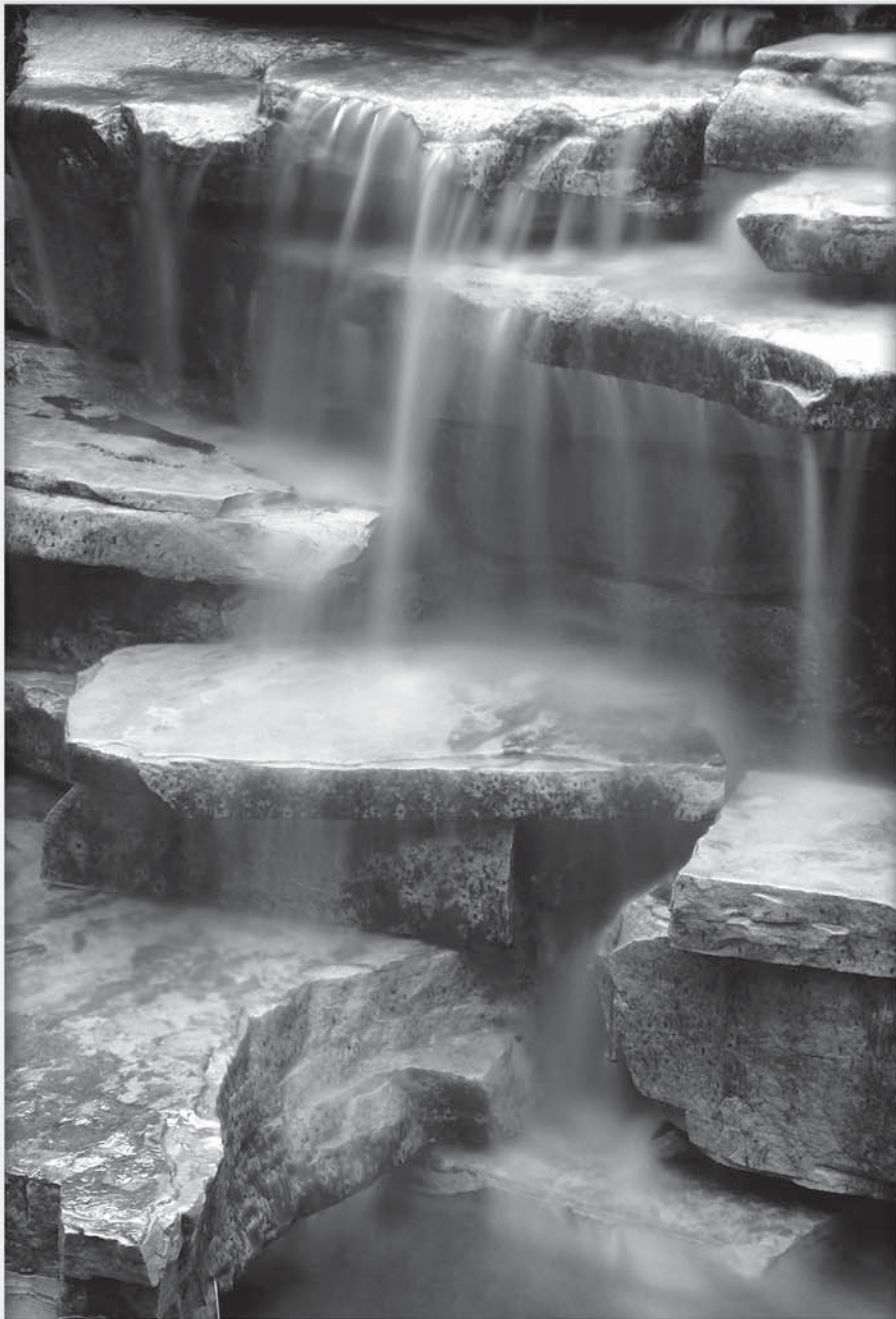
Using the music industry as an example, the author suggests how researchers can use technology to keep findings from becoming irrelevant.

In the early '90s I attended my first market research debriefing as a young marketing manager. Sitting with my colleagues, I listened patiently as a senior member from the research agency presented the findings, starting with an outline of the objectives and finishing an hour and a half later with conclusions and recommendations.

On the way home that night I stopped at a record store and bought a CD (Eric Clapton's *Unplugged*, if you must know). At home I put the disc in the CD player and sat down. I liked half the tracks but couldn't be bothered to get up off my chair to skip the ones I didn't.

Fast-forward to 2012. What's changed? To start, we don't have to go the record store; music can be purchased online – right from my chair. We can preview part of a song and purchase it, rather than buying an entire album and paying for tracks we don't like. Then once we've downloaded the music, we can create our own

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



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



*The Fine Art of Marketing Research*

playlists. We can skip from track to track the instant we get bored. This change in music access and consumption has resulted in the demise of the traditional pre-packaged album and set off a chain reaction that is reshaping the music industry.

But what has changed since the '90s regarding how research is accessed and consumed? Well, we appear to have finally mastered PowerPoint. We've stopped trying to squeeze two pages of data onto a single slide. We understand how to use images and video to enhance our message, rather than distract. We've also generally got the right mix of verbal and visual information necessary to keep the audience engaged.

This command over the research presentation would have been appreciated 20 years ago but is "the presentation" the best communication medium for research today? Have we perfected research's equivalent of the music album just as the medium is being replaced?

## Big changes

One of the big changes is that it is almost impossible to get people together for a presentation and more often than not the ones who can't make it are the most important. The typical response is to send out the presentation files via e-mail. The problem, of course, is that e-mailing the material separates the presenter from the presentation – and a great presentation is designed as a support for the presenter, not as a stand-alone document. E-mailing research presentations may broaden the internal market for research but it also diminishes its value, as people speed through the slides trying to identify and absorb the most important mes-

sages the same way they might skip through tracks on a CD.

How we are accessing information is also changing. The projector and darkened room that provided the forum two decades ago are being replaced by the Web browser on our PCs (or smartphones or tablets). This change in how we access and consume research is as significant for our industry as the move from CD players to iPods and MP3s has been for the music industry.

Why? The browser allows client-side marketers and researchers – the consumers of research – to access and compile information from multiple sources. They can search online and save information from most secondary research providers; they may have dashboards for various internal or external trend data that can be combined and synthesized; and they can create their own information "playlists" based on snippets of information from multiple sources and use this information for their own occasions, such as annual market planning, new product releases, etc. Unfortunately, many high-value insights from primary research don't make it into these playlists because they are trapped inside a 50-slide PowerPoint deck, hidden on a shared drive or saved as e-mail attachments in an archive.

Over the last 10 years, many client-side research teams have attempted to counter this by getting their internal IT teams to develop browser-based, searchable, online research libraries. While this was initially seen as a significant step forward, it didn't resolve the problem: Once a potentially-valuable file is found, individuals still have to wait for the file to download, then open and search through the content in the hope that there is something of value. It's like having to download and listen to an entire album when all you're really interested in is a single track.

One solution to this problem is for client-side research teams to create their own multi-project research summaries, collecting outputs from numerous projects and combining them all into a new file. The resulting file is like a "best of" album that

potentially increases the use and reuse of past research. However, these summaries can also reflect poorly on the research team if the business doesn't find them useful or relevant, in the same way that we've seen many "best of" albums diminish the status of the artist as the CDs find their way into the \$2 clearance bin.

## Take advantage of new technology

Some forward-thinking insight teams have recognized the limitation of the traditional file structure and are redesigning how research is delivered to take advantage of new technology. In addition to storing research presentations in their repositories, they are also storing research outputs as separate, distinct entries. These entries can be searched and displayed using any criteria the organization chooses, similar to how music tracks can be cataloged by artist, genre, etc. Outputs can also be searched based on words or phrases, like searching a lyrics database and then playing the songs. Client-side researchers (and increasingly, their internal clients) can quickly identify high-value research outputs from different projects and create their own insights "playlists" to match specific requirements. Typically, these key entries are linked back to the research project, allowing access to other critical information about the project (i.e., sample size, methodology, traditional project documents, etc.) so that the project context is not lost.

This new way of packaging outputs is increasing and changing the way research is used within enterprises. For example, one company reviews outputs from projects against the organization's key growth drivers and identifies whether a finding represents a strength, weakness, opportunity or threat (SWOT) for each driver. The result is that research findings have a direct input into the SWOT analysis used by marketers in building their strategic plans.

Another company tags outputs based on the specific responsibilities of its marketers. Whenever new marketers join the company, they can immediately access outputs from past projects relevant to the brand,

compressing their learning time and freeing up the research team, who no longer need to educate the new members on what is already known.

The use and reuse of research outputs is also gradually changing the perception of research within organizations. Rather than seeing research projects as a series of one-off expenses, companies recognize that research can be reused and reapplied. As a result, it becomes a continuing investment in intellectual capital and a cumulative strategic asset from which the company can generate a greater return.

### Researcher as presenter

The introduction of new technology and processes also means a shift in the role of researcher as presenter. Another interesting change within the music industry over the last 10 years has been the rise of the DJ. Previously an anonymous record changer, many DJs have taken center stage by combining new technology with their deep understanding of tracks produced by other people to


create mixes for concerts and events. While client-side researchers may not want to aspire to the role of corporate DJ, the ability to quickly combine and apply research findings to business problems and events – in effect creating insights playlists on the fly – is likely to become a core skill of client-side researchers.

One of the other changes taking place in client-side research teams is that many organizations are moving from Web-based portals to more integrated research management systems. These systems use Web technology to help client-side researchers create, define and manage project inputs, as well as help distribute and control outputs. Typically, these systems reintegrate outputs from past research into current projects. For some client-side research teams, this has also broadened the concept of outputs. In addition to storing and reapplying outputs that relate to what has been learned about the market from a given project, they are also storing and reapplying outputs about what has been learned

about the research processes and suppliers they have used.

These integrated research management systems are continually refreshed as projects are completed and give the organization the opportunity to use their combined research expertise when commissioning research. The result is higher-value research projects – without changing the concept or the economics of the project.

### The demise of the traditional?

So what does this mean for the future of research? Are these changes in how research is consumed likely to result in the demise of the traditional research project in the same way that we see the demise of the music album? It may be too early to say but it's certainly time for the research industry to understand the impact of changes in demand for our own products and services. It's time to face the music. 

Chris Forbes is co-founder of Research Reporter, a Melbourne, Australia, research software company. He can be reached at [chris.forbes@researchreporter.com](mailto:chris.forbes@researchreporter.com).

Medical

# TASTE TEST

Financial/Banking Insurance Soda Pop Wine  
Residential Kitchen **MOCK JURIES** Ice Cream  
Frozen Food **Focus Groups** Frozen Entrees  
**PIZZA** **CLT**

SOFT SERVE

**WHAT'S COOKING AND POURING AT FOCUS? YOUR NEXT TASTE TEST!**

- › FULL CONSUMER RESIDENTIAL KITCHEN
- › COMPLETE WITH DOUBLE SINK
- › MICROWAVES, RANGES AND OVENS
- › LARGE 4' DOORS FOR EASE OF ACCESS
- › MINNEAPOLIS OFFERS KITCHEN WITH VIEWING
- › SCOTTSDALE OFFERS KITCHEN WITH REMOTE VIEWING

Individual testing stations for  
25 Respondents

Conscientious, experienced staff  
to administer your test

Ample free parking in all locations



AwarDED the IMPULSE 11 Year "TOP RATED" HONOR ROLL

Minneapolis@FocusMarketResearch.com  
612-869-8181 Bob Yoerg and Cindy Uttech  
480-874-2714 Judy & Ray Opstad  
and Lincoln Anderson  
Phoenix@FocusMarketResearch.com




Focus Groups, 1:1 Interviews  
CLT/Taste Tests for over 40 years

11 YEAR TOP RATED BY IMPULSE  
IN BOTH OUR MINNEAPOLIS  
AND PHOENIX LOCATIONS

# Q

## Names of Note

■ Oklahoma City fast-food chain **Sonic Corp.** has named **James O'Reilly** senior vice president and CMO.



O'Reilly

■ **Research Now**, Plano, Texas, has hired **Melanie Courtright** as vice president, research services; and **Madhu Rajendran** as vice president, operations.



Rajendran

■ New York research company **Advanced Focus** has promoted **Brad Solomon** to president and **Sara White** to vice president.

■ **Scott Van Manen** has joined Omaha, Neb., research company **The MSR Group** as vice president, senior methodologist.

■ **Ken Colen** has been named senior vice president at Los Angeles research company **Ipsos MediaCT**. Colen will be based in New York.

■ Shelton, Conn., research firm **SSI** has named **Christopher Fanning** as its new president and chief operating officer.

■ **Maritz Research**, St. Louis, has named **Loretta Seymour** vice president, global market lead, Automotive Research Group. Seymour will be based in Torrance, Calif.

■ London research company

**BrainJuicer Group PLC** has appointed **Ralph Komen** as client director, Netherlands; and **Maria Carla Sanna** as country director, Italy.

■ **Market Strategies International**, a Livonia, Mich., research company, has made the following promotions: **Rob Stone** to CEO; **George Wilkerson**, pres-



Stone



Wilkerson



Giroux



Morrison

ident; **Phil Giroux**, CFO; and **Andrew Morrison**, chairman.

■ **Camm Epstein** has been named director, strategic market access, for Princeton, N.J., research firm **BioVid Corporation**.

■ **GMO Research/Japan Market Intelligence**, Tokyo, has appointed **Jonathan Sheldrake** as European sales director of its U.K. office.



Sheldrake

■ Fresno, Calif., research company **Decipher Inc.** has hired

**Richard Collins** as director, client development, Europe, the Middle East and Asia. Collins will be based in London.



Collins

■ **ICM Research**, London, has hired **James Guild** as research director, omnibus. The company has also named **Andrew Wiseman** acting managing director.



Wiseman

■ **Gareth Nicol** has joined Bangalore, India, research company **Cross-Tab** as associate vice president, European client services.

■ **Lance Hoffman** has been made partner of New York research company **Opinion Access Corp.**

■ **InSites Consulting**, a Ghent, Belgium, research company, has named **Magali Geens** partner. **Hakim Zemni** and **Ramon Pardo** have been named managing director of the company's Belgium and Netherlands offices, respectively. Managing partners **Filip De Boeck** and **Niels Schillewaert** have been appointed to lead the New York office. InSites has also made several additions to its ForwaR&D lab team: **Anouk Willems**, **Elias Veris**, **Bas De Luij** and **Thomas Troch**.

■ Salt Lake City research company **Allegiance** has hired **Andrew McInnes** as director, product marketing.

■ Farmington Hills, Mich., research company **Morpace Inc.** has promoted **David Myhrer** to senior vice president, brand strategy; and hired **Zhen**



**Hua (Olive) Zhang** as managing director and **Chris Tan** as senior project director of its Asia-Pacific office in Shanghai, China.

■ **Judy Bahary** has joined Reston, Va., research company *comScore Inc.* as senior vice president, marketing solutions, consumer packaged goods. Bahary will be based in Chicago. Additionally, *comScore* has appointed **Marcos Christensen** as country manager for Argentina and Uruguay.

■ San Francisco research company *Terapeak* has named **Kevin North** president and CEO.

■ **Andy Waller** has been named global COO of New York research company *Hall & Partners*. **Kevin Ford** has been named global head of research solutions.

■ U.K. research company *SPA Future Thinking* has hired **Jörg Höhner** as senior vice president, global head of automotive.

■ *KJT Group*, a Honeoye Falls, N.Y.,

research company, has appointed **Tom Richardson** as vice president, strategic consulting.

■ **Jayson Roberts** has joined New York research company *Abt SRBI* as vice president, business development, market insights.

■ Santa Monica, Calif., research company *The Phelps Group* has hired **Alex Perez** as team leader.

■ *M/A/R/C Research*, Dallas, has honored **Alice Butler**, vice president, and **Betsy Sutherland**, senior vice president, with the annual President's Award. **Brian Barnes**, executive moderator, was named Employee of the Year. Recipients were selected by a committee of senior management and were awarded based on 2011 performance and service.

■ **Martin Lautman** has joined the advisory board at *Symphony Advanced Media*, a San Francisco research company.

■ South Africa research company *Yellowwood* has appointed **Matthew**

**Glogauer** as group head, research and analytics. The company has also promoted **Jenny Moore** to head of business development and innovation.

■ **Richard Ow** has joined Carlsbad, Calif., research company *EEDAR* as vice president, sales and strategy.

■ **Paul Mazzone** has joined Atlanta marketing company *Cardlytics* as director, merchant analytics.

■ London research company *GfK NOP* has appointed **Richard Lawrence** as director, consumer health care, consumer products and retail.

■ Palo Alto, Calif., research software company *Revolution Analytics* has hired **David Rich** as CEO.

■ **Simon Dannatt** has joined *The Sound Research*, Vancouver, B.C., as CEO.

■ Leeds, U.K., research company *Nunwood* has appointed **Alvin Jackson** as director, consulting, customer experience management.



# Time to set yourself apart from the rest.

Want to rise above the status quo? Over 37 years of research experience makes us a market research partner with whom you can really grow. From hand-crafted questions to rigorous, custom designed applications, we are the full-service marketing research professionals who can help you achieve excellence. Help your next research project really stand out. We're committed to your success!

 **Anderson, Niebuhr & Associates, Inc.**  
Your Trusted Marketing Research Professionals

Northpark Corporate Center • Suite 200 • 6 Pine Tree Drive • Arden Hills, MN 55112 • P. 651.486.8712 • 800.678.5577 • info@ana-inc.com • www.ana-inc.com

# Q

## Research Industry News

### News notes

■ **The Media Rating Council (MRC)**, New York, has withdrawn accreditation of Columbia, Md., research company **Arbitron Inc.**'s monthly Portable People Meter (PPM) radio ratings data in five markets: Cleveland; Portland, Ore.; Riverside-San Bernardino, Calif.; Salt Lake City-Ogden-Provo, Utah; and Tampa-St. Petersburg-Clearwater, Fla. Nine PPM markets remain accredited.

■ **The Digital Advertising Alliance**, New York, has announced plans to develop a browser-based opt-out system designed to allow consumers to block behavioral advertising and tracking.

■ Cologne, Germany, research company **Globalpark** has adopted its parent company's name, following its August 2011 acquisition by Oslo, Norway, research company **QuestBack**. The firm will trade under the QuestBack brand.

### Acquisitions/transactions

■ Vienna, Va., research company **D3 Systems** has acquired a significant share of Nairobi, Kenya, research company **Infinite Insight**. Infinite Insight's new board of directors includes Margit Cleveland, Jane Delorie, Althea McCourt, David Jodice and Matthew Warshaw.

■ **Horizon Research Limited**, Chapel Hill, N.C., has acquired the **ShapeNZ New Zealand** research service from the Sustainable Business Council, Wellington, New Zealand.

■ **C&C Market Research**, Fort Smith, Ark., has acquired Harrison, N.Y., research company **Friedman Marketing Services** to expand C&C's U.S. mall locations.

■ **Dassault Systemes**, a Vélizy-Villacoublay, France, virtual technology company, has acquired San Francisco dashboard technology company **Netvibes**.

### Alliances/strategic partnerships

■ Cincinnati marketing software company **ThinkVine** has added Little Rock, Ark., research technology company **Acxiom Corporation** to its value added reseller program, allowing Acxiom to use ThinkVine's ThinkAhead technology in combination with its own offerings.

### Association/organization news

■ Researchers Judah Phillips and Joel Rubinson have co-founded the **Analytics Research Organization (ARO)**, pronounced "arrow", a New York industry trade organization that aims to marry digital and traditional analytics and research methods to create economic value. ARO is online at [www.thearo.org](http://www.thearo.org).

■ New York researchers **The Conference Board** and **The Nielsen Company** have launched **The Demand Institute**, a non-advocacy, non-profit entity focused on illuminating how consumer demand is evolving around the world. The Demand Institute mission is to strengthen the growth and vitality of the global economy by helping public- and private-sector leaders align strategies and investments to where consumer demand is headed across industries, countries and markets. As a member-driven organization, The Demand Institute will create and deliver new knowledge to its members across

three areas: leadership, evolution and science. The Demand Institute is online at [www.demandinstitute.org](http://www.demandinstitute.org).

■ **The Neuromarketing Science and Business Association (NMSBA)**, Venlo, the Netherlands, has changed its Web and e-mail addresses. The NMSBA is online at [www.neuromarketing-association.com](http://www.neuromarketing-association.com). NMSBA was created to provide professional support to neuromarketers and neuromarketing scientists while contributing to the development and implementation of international guidelines and standardization in the neuromarketing discipline.

■ **ESOMAR**, Amsterdam, the Netherlands, has released 36 Questions to Help Commission Neuroscience Research, a guide designed to help research buyers understand what should be asked from a neuroscience supplier and to help understand the intricacies of commissioning neuroscience techniques.

### Awards/rankings

■ Chicago research firm **Networked Insights** has been named to *Fast Company's* list of The World's 50 Most Innovative Companies for 2012. The list is an annual guide to businesses whose innovations are having an impact across their industries and modern culture.

### New accounts/projects

■ **The NPD Group**, a Port Washington, N.Y., research company, has reached an agreement with **Walmart**, Bentonville, Ark., to receive and analyze Walmart's point-of-sale information. Under the agreement, NPD will receive sales data from Walmart U.S. stores and [walmart.com](http://walmart.com), covering a broad set of general merchandise categories.

■ New York research company **TNS**

has formed an exclusive partnership with French virtual reality software company **ACTISKU** to extend its retail and shopper offering into online 3-D environments.

■ New York researcher **The Nielsen Company** has been awarded a contract with Poland cable network **UPC Polska** and Poland advertising sales firm **Atmedia** to launch a TV audience measurement panel in Poland.

Additionally, Nielsen has signed an agreement with **Unilever**, Rotterdam, the Netherlands, allowing Unilever to use the Nielsen Online Campaign Ratings reach, frequency and gross rating point measurement for all Unilever brand Internet ad campaigns in the U.S.

■ Hilversum, Netherlands, research company **Intomart GfK** has extended its contract with Dutch radio association **NLO** for radio audience measurement in the Netherlands for four more years. The company has also been recording national Internet audiences, which will continue for the next three years.

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

■ **House of Marketing Research**, Pasadena, Calif., has launched House of Marketing Research Mobile, a division dedicated to offering mobile and Internet-based marketing research services.

■ Oslo, Norway, research company **QuestBack** has opened its North American headquarters in Bridgeport, Conn. Suresh Subbiah has been named president of North American operations.

■ **BuzzBack Market Research**, New York, has expanded into the Nordic region. Marie Hayling will lead the operation out of Gothenburg, Sweden.

■ New South Wales, Australia, research company **Media Monitors Group** has launched **Sentia Media**, a New South Wales research division for Asia-Pacific. Sentia is online at [www.sentiamedia.com](http://www.sentiamedia.com).

■ Researcher Louise Fraser has launched **Jump Research** in

Edinburgh, Scotland. The company is online at [www.jumpresearch.co.uk](http://www.jumpresearch.co.uk).

■ Las Vegas research company **Precision Opinion** has announced plans to double its staff, adding 300-400 permanent jobs in the first half of 2012.

■ **Evolution Marketing Research**, Blue Bell, Pa., has restructured and implemented its "Intelligent Efficiency" strategy.

■ Salt Lake City research company **Mindshare Technologies** has tripled the size of its text analytics team, hiring product managers, developers and text analytics engineers.

■ **Decipher Inc.**, a Fresno, Calif., research company, has announced plans to open a U.K. office in June 2012. Richard Collins has been hired in London as director, client development, Europe, Middle East and Africa.

■ **B2B International**, a Manchester, U.K., research company, has launched Deep See, a consumer market research company. Deep See is headed by Conor Wilcock in New York.

Additionally, the company has opened an office in Chicago.

### Research company earnings/financial news

■ **IPerceptions Inc.**, Montreal, has

entered into an agreement with **XPND Fund**, a Montreal growth capital fund, wherein XPND will acquire all of the issued and outstanding common shares of iPerceptions for a consideration of \$0.08 per share in cash, other than the shares held by the rollover shareholders.

■ **InSites Consulting**, Ghent, the Netherlands, grew 28 percent in 2011, bringing total revenues to more than 16 million euros.

■ **The GfK Group**, Nuremberg, Germany, achieved a sales increase of 6.2 percent in 2011 over to 2010, based on preliminary figures.

■ **The Nielsen Company**, New York, reported fourth-quarter and full-year results for 2011. Revenues for the fourth quarter increased 4 percent to \$1,421 million. Revenues for the year ended December 31, 2011, increased 8 percent to \$5,532 million.

■ **MarketSight LLC**, Cambridge, Mass., announced a 2011 revenue increase of 40 percent over 2010.

■ **Harris Interactive**, Rochester, N.Y., announced results for the first half of fiscal-year 2012. Revenue declined to \$77.4 million from \$82 million in the prior-year period.

Quirks.com Subscribers: **Get 50% off\*** (Just \$750 per 3-day ticket) Mobile Shopping Spring 2012 with code **1955031887PA!** \*Discount applies to retailers and brands only.

# Mobile Shopping

April 23 - 25, 2012 | The Westin San Diego, CA

30+ Cross-Industry Leaders On Driving Consumers To Point Of Sale Via Their Mobile Devices

Featuring Keynote from...  
 Yona Shtern  
CEO  
**Beyond The Rack**  
... the fastest growing digital merchant in North America

Follow Us!  
 @MObileShOpping  
#MobileShopping  
 Mobile Shopping Conference - An eTail Product

**Register Now!** [www.MobileShoppingSpring.com](http://www.MobileShoppingSpring.com) •  
646.200.7530 / 888.482.6012 • [mobileshopping@wbresearch.com](mailto:mobileshopping@wbresearch.com)



## Hotel

### Experience Ultra Modern and Elegance in San Diego

Stay at the Hilton San Diego Bayfront for complete elegance and sophistication. Steps from downtown's Gaslamp Quarter and PETCO Park and minutes from San Diego Airport, this beautiful San Diego hotel offers the finest amenities and lays the best of the city at your doorstep.

Secure MRA's special rate of \$239 by calling 619.564.3333 by May 10.

## Register Today!

All inclusive:

- ▶ All breakfasts, lunches, Expo Grand Opening, Chairman's Reception
- ▶ All education sessions
- ▶ Evening at SeaWorld San Diego
- ▶ Entry to the Expo
- ▶ CEO Reception and CEO Symposium (C-Level executives only)
- ▶ Conference App

### Save by registering three or more persons from your organization!

Register all at the same time and save 10%.

By 4/27/12

Member Full Conference	\$1149
Non-Member Full Conference	\$1499
CEO Symposium Only	\$849

Register online at [www.MarketResearch.org/ac12](http://www.MarketResearch.org/ac12) or call us at 202.800.2545.

# 2012 annual conference

## MARKETING RESEARCH ASSOCIATION

SAN DIEGO • JUNE 4-6

## The possibilities for you to learn and grow are endless when you attend MRA's 54th Annual Conference & Expo

You will experience three motivating days of high-level content in an energetic, warm and welcoming environment. It's a genuine peer-to-peer event where life experience merges with learning. It's also a lot of fun.



### DIY Tools and the Changing World of Marketing Research

#### Dave Goldberg, CEO, SurveyMonkey

Do-it-yourself or "DIY" tools are introducing market research to the masses. Ninety-nine percent of the Fortune 500 use SurveyMonkey and there are many free web-based tools to choose from. Some argue the DIY trend could have a profound impact on the role that research plays in business. This critical conversation is finally out in the open. Join Dave Goldberg as he discusses DIY tools, their validity and where they fit within the changing world of marketing research.



### Increase Business Intelligence, Leverage Social Media and Join the Revolution in Innovation

#### Barry Jennings, Market Research Director, Global Insights, Dell, Inc.

Explore how to leverage online insights and social communities to drive product innovation, improve marketing strategies, build custom MROCs, and generate valid research insights. Learn best practices, "dos and don'ts," external validation with traditional methods, and much more.



### Bill Walton

#### NBA Hall of Fame & NCAA Basketball Legend

One of the NBA's 50 all-time greatest players, Bill Walton shares his inspiring lessons learned through a brilliant career, his focus on teamwork and ability to overcome adversity. Walton played on NBA championship teams – the Portland Trail Blazers and the Boston Celtics – and has received innumerable awards, including citations for his humanitarian and leadership contributions. Mixing comic anecdotes with practical steps toward achievement, Walton inspires audiences to reach their goals through dedication, perseverance, flexibility and teamwork.

## Four New Tracks to Enhance Your ROI!

Mix and match sessions from four new tracks to enhance your conference experience and increase your knowledge – Research Leadership, Trends & Technology, Data Integration and Real World Research. Outstanding sessions include:

### Data Integration: Help is on the Way!

Emily Pattat, Director, Marketing Research & Analysis, ALSAC/St. Jude Children's Research Hospital

### Marketing Effectiveness Study – How to Measure Daily Deals

Eric Rasmussen, VP, Market Research, Groupon.com

### “Driving” Towards Golfer Insights: New Media Enhances Qualitative Methodology

Don Hein, Research Analyst, PING Golf and Jon Last, President, Sports and Leisure Research Group

### Social Media Research: Blending Traditional and New Research Methodologies for Maximum Results

Jacqueline Anderson, Director, Product Development for Social Media and Text Analytics, J.D. Power and Associates

### B2B → B2P: Marketing Research Tactics that Recognize B2B Professionals are People Too

Todd Brown, Director, Marketing Research, LexisNexis Risk Solutions

### What We Can Learn From the Socialization of Super Bowl Ads

David Brandt, Lead, Socialized Research and Neuroscience, Ipsos Open Thinking Exchange

### Collaboration: A Global Study into How People Work

Brian Green, Senior Researcher, Insight and Exploration, Herman Miller Inc.

### Inspiring Insight Activation through Visualizing the Consumer

Claire Brooks, President, and Jeff Myers, Creative Associate, ModelPeople, Inc.

### Implementing a DIY Online Survey System Across Your Enterprise

Lisa Wolfe, Senior Director, Consumer Insights, DeVry, Inc., and Ryan Smith, CEO, Qualtrics, Inc.

### Emerging Trends in Online and Mobile Privacy

LaToya Rembert-Lang, J.D., LL.M., MRA

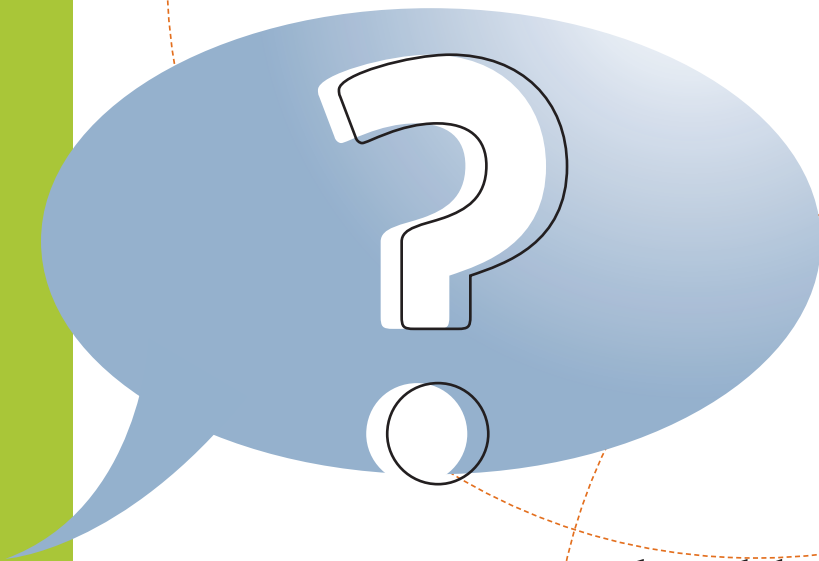
## Access New Learning and Networking Opportunities!

Our 2012 event will provide even more value, including several new features at no additional cost:

- ▶ Speed Learning – Hot new learning event sweeping the nation! A fast-paced session where you will learn about a wildly diverse number of topics.
- ▶ Two networking receptions open to all attendees at no additional charge, with one at the famed SeaWorld San Diego.
- ▶ CEO Symposium with an exclusive reception, networking and educational program.
- ▶ Expo Grand Opening reception for extra time to network and learn about cutting-edge solutions.



Explore all the details at [www.MarketResearch.org/ac12](http://www.MarketResearch.org/ac12)



## Questions you should ask when selecting a telephone facility

### **The basics**

Is the facility able to scale appropriately between small and large projects? What kind of contact services are provided? Do you have inbound and outbound calling capabilities? Do you provide additional contact capabilities (e.g., Web, mail, e-mail, etc.) for multimode research? Do you have international/multilingual reach?

### **The staff**

What are the required qualifications for interviewers? How are interviewers trained and what ongoing training is provided? What is the supervisor-to-interviewer ratio? What percentage of interviewer completes is monitored?

### **Available technology**

Does the telephone research facility have clear remote-monitoring capabilities to adequately monitor projects as they first go into the field? What ability will I have to do live monitoring of active interviews? Can you record interviews? If so, how would I receive the recordings? How do you handle states where two-party consent is required? Do you have cost-saving technologies like interactive voice response and predictive dialing? Do you provide online real-time reporting capabilities on survey data? Does the CATI software ensure that no data or sample is stored on the local interviewer computer in the call

center? Does the CATI software provide separation of data for each project dialed? Does each project have its own database?

### **Standard operating procedures**

How are interviewers incentivized? What times do you normally dial business and consumer studies? How do you oversee interviewer dialings/completes? How are cell phone numbers handled, if at all?

### **Quality control**

What are your quality-control procedures? Is there a secure on-site server? If so, how often is it backed up? How do you keep track of monitorings and validations? What percentage of phone calls is actively monitored for quality? How is the quality of a phone call measured and reported? What metrics are used? Do interviewers read verbatim or are they allowed to paraphrase if a respondent does not understand the question?

### **Your deliverables**

During and after the telephone interviews, what are the deliverables? What time are my reports ready each day and how do I receive them?

Special thanks to Thoroughbred Research Group, Louisville, Ky., and DataPrompt International, Chicago, for providing input on the questions.

Q

2012

# Telephone Facilities Directory

---

The 2012 Directory of Telephone Interviewing Facilities was compiled by sending listing forms to firms we identified as having permanent telephone interviewing facilities. This year's directory lists nearly 700 firms, arranged geographically. In addition to the company's vital information, we've included a line of codes showing the number of interviewing stations, the number of stations that use computer-aided interviewing (CATI), and the number of stations that can be monitored on-site and off-site.



A searchable version of  
this directory is available  
at [www.quirks.com](http://www.quirks.com)



## Codes - (e.g. 25-10-25-10)

1. STATIONS - No. of interviewing stations at this location
2. CATI - No. of stations using computer-aided interviewing
3. ON-SITE - No. of stations which can be monitored on-site
4. OFF-PREMISES- No. of stations which can be monitored off-premises

## Alabama

**Graham & Associates, Inc.**

Birmingham, AL  
Ph. 205-443-5399  
gdenton@grahammktres.com  
www.grahammktres.com  
40-30-40-20

**New South Research**

Birmingham, AL  
Ph. 205-443-5350 or 800-289-7335  
gdenton@newsouthresearch.com  
www.newsouthresearch.com  
Jim Jager, President  
40-30-40-20

**Research Strategies, Inc.**

Mobile, AL  
Ph. 251-660-2910 or 504-522-2115  
rsincorp@bellsouth.net  
www.researchstrategiesinc.com  
Patricia Rhinehart, Vice President  
35-35-35-35

## Alaska

**Craciun Research Group, Inc.**

Anchorage, AK  
Ph. 907-279-3982  
jcraciun@crgresearch.com  
www.crgresearch.com  
Alana Demattio  
10-10-10-0

## Arkansas

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

Fort Smith, AR  
Ph. 479-785-5637  
craig@ccmarketresearch.com  
www.ccmarketresearch.com  
Craig Cunningham, President  
19-8-19-19

C&C is the global leader in market research and the largest data collection company in the U.S., with 47 locations nationwide. C&C is the number one choice for your market research project. C&C - offering our clients every demographic diversity across the United States. (See advertisement p. 37)

**Market Strategies International**

Little Rock, AR  
Ph. 501-221-3303 or 800-327-8831  
info@marketstrategies.com  
www.marketstrategies.com  
Gregg Peterson  
139-139-139-139

## Arizona

**The Analytical Group, Inc.**

Scottsdale, AZ  
Ph. 480-483-2700  
Info@AnalyticalGroup.com  
www.analyticalgroup.com  
Scott Smith, Business Dev. Manager  
72-72-72-72

Searching for support? TAG, we're it! Services include Web interviewing/hosting, telephone interviewing (72 stations using WinQuery®), coding, scanning, data entry, data processing, multivariate analysis. Our outstanding telephone survey center provides consumer and business interviewing as well as bilingual interviewing in Spanish. Leading developers of software for market research: WinQuery CATI system, WinCross® and WinCross Executive® tabulation software and QueryWeb Designer® for Web-hosted interviewing with online real-time reports. Serving the market research industry for over 40 years. (See advertisement p. 27)

**Behavior Research Center**

Phoenix, AZ  
Ph. 602-258-4554 or 800-279-1212  
info@brc-research.com  
www.brc-research.com  
Earl de Berge, Research Director  
32-32-32-32

BRC Field & Focus Services has 43 years of experience providing a full spectrum of high-quality telephone data collection services throughout the U.S. and Latin America. BRC has predictive dialing, 32 CATI stations with ACS WinQuery 6.0 (fully backwards compatible), remote monitoring and 80% of our carefully-trained interviewers are skilled in both English and Spanish. Specialities include Latino, executive, B2B, medically-at-risk populations, Native Americans, low-incidence. Network of face-to-face interviews across the western U.S. Expert professional design, processing, analysis services also available.

**Creative Consumer Research (Br.)**

Tempe, AZ  
Ph. 480-557-6666  
ycave@ccsurveys.com  
www.ccsurveys.com  
Y-Vette Cave, Vice President/Sales  
30-30-30-10

**Datacall, Inc.**

Phoenix, AZ  
Ph. 602-687-2500 or 602-864-0017  
shelley@data-call.com  
www.data-call.com  
Shelley Thompson, Sr. Vice President  
40-40-40-40

**FMR Associates, Inc.**

Tucson, AZ  
Ph. 520-886-5548  
ashton@fmrassociates.com  
www.fmrassociates.com  
Ashton McMillan, Field Director  
55-40-55-55

**Focus Market Research**

Phoenix, AZ  
Ph. 480-874-2714  
phoenix@focusmarketresearch.com  
www.focusmarketresearch.com  
Ray Opstad, General Manager  
12-0-12-0

Focus Market Research offers you a spacious qualitative center with client amenities and trained, hospitable staff. Comfortable, well-appointed rooms, convenient to fine hotels, restaurants, major mall and art galleries. This premier facility provides high standards in client services and recruitment policies. Our highly-visible location in downtown Scottsdale recruits from a wide geographic area for consumer, business and medical studies. Full kitchen with two ranges, two refrigerators and freezers, a double sink and commercial wiring for restaurant equipment. 30+ years of successful qualitative research in Minneapolis and our 14th year in Scottsdale. FocusVision videoconferencing, videostreaming. 10 years "Top Rated" on the Impulse Survey Honor Roll. (See advertisement p. 55)

**Friedman Marketing Services (Br.)**

Consumer Opinion Center  
Phoenix, AZ  
Ph. 623-849-8080 or 914-698-9591  
desertskymall@gfk.com  
www.friedmanmktg.com  
Dawn Mullen  
7-4-7-7

**O'Neil Associates, Inc.**

Tempe, AZ  
Ph. 480-967-4441  
oneil@oneilresearch.com  
www.oneilresearch.com  
Michael J. O'Neil, Ph.D., President  
20-20-20-20

**Precision Research Inc.**

Glendale, AZ  
Ph. 602-997-9711  
jmuller@precisionresearchinc.com  
www.precisionresearchinc.com  
John Muller, President  
150-150-150-150

We offer a best-in-class data collection facility: 150 fully-monitored CATI stations, ACS-Query and CfMC software (for networked telephone interviewing), auto-dialing, crystal-clear remote monitoring and private briefing/monitoring rooms. The interviewing staff is skilled in consumer, business-to-business, executive and bilingual interviewing. So consider Precision Research Inc. for your next project and see what a difference our personalized service, superior project management and premier call center can mean to you.

**WestGroup Research**

Phoenix, AZ  
Ph. 602-707-0050 or 800-999-1200  
jstuber@westgroupresearch.com  
www.westgroupresearch.com  
Peter Apostol, Vice President  
60-60-60-60

## California

**Accent on Research, Inc.**

Chatsworth, CA  
Ph. 866-882-8351 (toll free)  
susanp@accentonresearch.com  
www.accentonresearch.com  
15-15-15-0

**AIM/LA (Br.)**

Long Beach, CA  
Ph. 562-981-2700  
dweinberg@aimla.com  
www.aimresearchnetwork.com  
Evonne Guinn, Manager  
14-0-0-0

**AIM/LA (Br.)**

Costa Mesa, CA  
Ph. 714-755-3900  
dweinberg@aimla.com  
www.aimresearchnetwork.com  
Cindi Reyes, Manager  
23-0-0-0

**AIS Market Research, Inc.**

Fresno, CA  
Ph. 800-627-8334 or 559-252-2727  
jdawson@aismarketres.com  
www.aismarketres.com  
Jennifer Dawson, V.P. Operations  
50-50-50-50

**Applied Research - West, Inc.**

Headquarters  
Los Alamitos, CA  
Ph. 562-493-1079 or 800-493-1079  
akantak@appliedresearchwest.com  
www.appliedresearchwest.com  
Dr. Anita Kantak, Principal  
17-17-17-17

**Ask Southern California, Inc.**

Garden Grove, CA  
Ph. 714-750-7566 or 800-644-4ASK  
Jennifer@asksocal.com  
www.asksocal.com  
Jennifer Kerstner, President  
27-0-27-0

**California Survey Research Services, Inc.**

Van Nuys, CA  
Ph. 818-780-2777  
kgross@calsurvey.com  
www.calsurvey.com  
Ken Gross, President  
40-40-40-40

**CIC Research, Inc.**

San Diego, CA  
Ph. 858-637-4000  
jrevlett@cicresearch.com  
www.cicresearch.com  
Joyce Revlett, Director of Surveys  
33-33-33-33

**Competitive Edge Research**

San Diego, CA  
Ph. 619-702-2372 or 800-576-CERC  
john@cerc.net  
www.cerc.net  
John Nienstedt  
65-65-65-65



**Quality Sampling  
for Marketing Research  
since 1988**



# RDD • LISTED • BUSINESS

Scientific Telephone Samples (STS) is a leader in random digit dialing (RDD), listed, and business sampling, providing high quality samples and consulting to the marketing research and academic communities.

Because our key staff have extensive research backgrounds, we provide a level of knowledgeable customer service, advice and support not often found these days.

Call (800) 944-4STS today to discuss your next study with a sampling expert.

Custom pricing and volume discounts available.



## Codes - (e.g. 25-10-25-10)

1. STATIONS - No. of interviewing stations at this location
2. CATI - No. of stations using computer-aided interviewing
3. ON-SITE - No. of stations which can be monitored on-site
4. OFF-PREMISES - No. of stations which can be monitored off-premises

**Corey, Canapary & Galanis**

San Francisco, CA  
Ph. 415-397-1200  
info@ccgresearch.com  
www.ccgresearch.com  
Jon Canapary, Exec. Vice President  
20-20-20-20

**Davis Research, LLC**

Calabasas, CA  
Ph. 818-591-2408  
info@davisresearch.com  
www.davisresearch.com  
Bill Davis, Partner  
100-100-100-100

**Directions In Research, Inc.**

San Diego, CA  
Ph. 800-676-5883 or 619-299-5883  
info@diresearch.com  
www.diresearch.com  
David Phife, President  
350-350-350-350

Directions In Research was founded in 1985 and is an established firm offering both quantitative and qualitative services, while utilizing the latest technology and data collection methods. We have earned a well-deserved reputation for providing the highest-quality data while maintaining a superior level of client service. Our data collection capabilities include CATI interviewing, Web surveys, IVR and recruit-to-Web. DIR's headquarters are in San Diego with call center locations in Grand Rapids, Mich., and Costa Rica.

**Elliott Benson Research**

Sacramento, CA  
Ph. 916-325-1670  
ebinfo@elliottbenson.com  
www.elliottbenson.com  
Jaclyn Benson, Principal  
35-10-35-35

**EMH Opinion Sampling**

Sacramento, CA  
Ph. 916-443-4722 or 800-200-3457  
jareds@emhopinions.com  
www.emhopinions.com  
Jared Schommer, Client Relations Manager  
100-75-100-100

**Evans Research Associates**

San Francisco, CA  
Ph. 415-345-9600  
bill@evansres.com  
www.evansres.com  
William Magoolaghan, President  
15-15-15-15

**Flagship Research**

San Diego, CA  
Ph. 888-849-4827  
bridge@flagshipresearch.com  
www.flagshipresearch.com  
Connie Joy, Exec. Director  
25-20-25-5

**Fleischman Field Research**

San Francisco, CA  
Ph. 800-277-3200 or 415-398-4140  
ffr@ffrsf.com  
www.ffrsf.com  
Molly Fleischman or Lisa Chiapetta  
40-20-40-40

Computer-assisted telephone interviewing (CATI) using Sawtooth's WinCati software. Highly-trained phone interviewing staff with multi-lingual capability: English, Spanish, Tagalog, Mandarin, Cantonese, Korean, Vietnamese and other Asian languages. On-site and remote monitoring capability. Matchless probing providing quotable verbatims for ad copy and reports. Seasoned managers and supervisors with extensive experience in questionnaire development, formatting and design as well as quota and project maintenance.

**Harmon Research Group, Inc.****Harmon Research Group, Inc.**

Anaheim, CA  
Ph. 714-280-0333  
info@harmonresearch.com  
www.harmonresearch.com  
Joey Harmon, President  
200-200-200-200

HRGI specializes in data collection via Web and CATI. With 200 CATI stations located in Costa Rica and Mexico running the latest Web/CATI software available. HRGI's management team has provided data collection services for most of the top-50 Honomichl research companies. They have taken that knowledge base to create the best, highest-quality, low-cost data collection solution in the industry.

**The Henne Group**

San Francisco, CA  
Ph. 415-348-1700  
pthompson@thehennegroup.com  
www.thehennegroup.com  
Patrick Thompson, Director of Research  
36-36-36-36

The Henne Group (THG) specializes in hard-to-reach populations and offers direct telephone, Web and mixed-mode data collection as well as qualitative recruiting and moderation. With more than 25 years of experience, THG is consistently able to deliver above-average response rates and quality data. Clients include universities, government, foundations, pharmaceutical companies, businesses and nonprofits. THG also has its own state-of-the-art focus group facility in its Wyoming call center. Other services include transcription, translation and multilingual interviewing capabilities.

**House of Marketing Research**

Pasadena, CA  
Ph. 626-486-1400  
amy@hmr-research.com  
www.hmr-research.com  
Amy Siadak, President  
80-80-80-80

**Inquire Market Research, Inc.**

Santa Ana, CA  
Ph. 800-995-8020  
don.minchow@inquireresearch.com  
www.inquireresearch.com  
Don Minchow, President  
21-14-21-21

**Intact Qualitative Research**

San Francisco, CA  
Ph. 415-400-5945  
richard@intactqualitativeresearch.com  
www.intactqualitativeresearch.com  
Richard Ngo, Partner  
10-0-0-0

**Interviewing Service of America, Inc.**

Van Nuys, CA  
Ph. 818-989-1044  
halberstam@isacorp.com  
www.isacorp.com  
Michael Halberstam, President  
300-300-300-0

ISA is one of the largest marketing research data collection and data processing companies with 400 CATI positions in the U.S. and Canada. ISA is also the industry leader in multicultural data collection, having conducted interviews in 67 languages. Online interviewing, IVR interviewing and complete data processing, including coding, programming and translations, are available. We have extensive experience in interviewing hard-to-reach ethnic groups such as Hispanics and Asians. ISA also specializes in customer satisfaction programs, utilizing multimode data collection including CATI, IVR and online, and offers an online reporting tool (ORT) that allows for interactive reporting capabilities throughout your organization.

**Interviewing Service of America, Inc. - Alhambra**

Alhambra, CA  
Ph. 818-989-1044  
mhalberstam@isacorp.com  
www.isacorp.com  
Michael Halberstam, President  
60-60-60-60

**Interviewing Service of America, Inc. - Lancaster**

Lancaster, CA  
Ph. 661-726-9480  
mhalberstam@isacorp.com  
www.isacorp.com  
Michael Halberstam, President  
75-75-75-75

**Juarez & Associates**

Los Angeles, CA  
Ph. 310-478-0826  
juarezla@gte.net  
www.juarezassociates.com  
Nicandro Juarez, President  
7-0-7-0

**Luth Research**

San Diego, CA  
Ph. 800-465-5884 or 619-234-5884  
marketing@luthresearch.com  
www.luthresearch.com  
Maryanne Bennetch, Dir. Quant. Rsch.  
110-110-90-90

Luth Research continually develops new ideas and adopts cutting-edge technologies to meet the needs of today's market research industry. Three state-of-the-art focus group suites, 110 CATI stations, an on-site programming team and SurveySavvy™, an online community of business professionals and consumers around the globe, ensure quality solutions that are scalable, secure and flexible.

**LW Research Group**

Encino, CA  
Ph. 818-501-4794  
wfeinberg@LWresearchgroup.com  
www.LWresearchgroup.com  
Wendy Feinberg or Lisa Balelo, Partners  
30-0-30-0

**Nichols Research - Fremont**

Fremont, CA  
Ph. 510-794-2990  
info@nicholsresearch.com  
www.nicholsresearch.com  
Grace LaMer, Branch Manager  
34-0-34-0

**Nichols Research - Fresno**

Fresno, CA  
Ph. 559-226-3100  
info@nicholsresearch.com  
www.nicholsresearch.com  
15-0-10-0

**Population Research Systems**

A Member of the FSC Group  
San Francisco, CA  
Ph. 415-777-0707  
careneleong@fscgroup.com  
www.fscgroup.com  
Carene Leong, Dir. of Research Services  
40-40-40-40

**Q & A Focus Suites**

Walnut Creek, CA  
Ph. 800-706-3467 or 925-210-1525 x637  
focusinfo@qar.com  
www.QAFocusSuites.com  
Charlotte Gallaway, ext. 160  
50-25-50-0

**Q & A Research, Inc.**

Novato, CA  
Ph. 800-706-3467 or 415-883-1188 x637  
focusinfo@QAR.com  
www.qafocussuites.com  
Charlotte Gallaway, ext. 160  
50-25-50-0

**Qualitative Insights**

Sherman Oaks, CA  
Ph. 818-988-5411  
lginiewicz@q-insights.com  
www.q-insights.com  
Linda Giniewicz, Vice President  
25-0-25-0

**Qualitative Insights**

Universal City, CA  
Ph. 818-622-4007  
lginiewicz@q-insights.com  
www.q-insights.com  
Linda Giniewicz, Vice-President  
25-25-25-25

**The Question Shop, Inc.**

Orange, CA  
Ph. 714-974-8020 or 800-411-7550  
info@thequestionshop.com  
www.thequestionshop.com  
Ryan Reasor, President  
20-0-20-0

**Redhill Group Inc.**

Irvine, CA  
Ph. 949-752-5900  
mmccourt@redhillgroup.com  
www.redhillgroup.com  
Mark McCourt, President  
30-30-30-30

The power of insight: We deliver critical market intelligence to optimize the impact of your research investment. Covering B2B and consumer markets since 1988, we offer customer satisfaction, product positioning, mystery shopping and ad tracking research. Our services include telephone/CATI, online and intercept surveys, executive interviewing and focus groups. We work collaboratively with clients to manage challenging projects and consistently deliver exceptional data sets and strategic analysis on time and within budget, providing the insight to increase market share and customer satisfaction.

**The Research Spectrum**

Discovery Bay, CA  
Ph. 415-701-9979 or 800-876-3770  
info@researchspectrum.com  
www.researchspectrum.com  
Rick Snyder, CEO  
12-12-12-12

**Schlesinger Associates Los Angeles**

Los Angeles, CA  
Ph. 310-295-3040  
LA@schlesingerassociates.com  
www.schlesingerassociates.com  
Debra Schlesinger-Hellman, Exec. V.P.  
18-0-18-18  
(See advertisement inside front cover)

**Schlesinger Associates San Francisco**

San Francisco, CA  
Ph. 415-781-2600  
sf@schlesingerassociates.com  
www.schlesingerassociates.com  
Jason Horine, Managing Director  
16-0-16-16  
(See advertisement inside front cover)

**Synovate USA (Fresno)**

Fresno, CA  
Ph. 559-451-2820  
rachel.hageli@synovate.com  
www.synovate.com  
Andrew Sorensen  
150-150-150-150

**Colorado****Aspen Media and Market Research**

Boulder, CO  
Ph. 303-786-9500 or 800-853-2240 x481  
tcowhig@aspeninformation.com  
www.aspeninformation.com  
Trey Cowhig, V.P. Marketing  
100-100-100-100

**Minter + Reid**

Littleton, CO  
Ph. 303-904-0120  
info@minterandreid.com  
www.minterandreid.com  
40-25-40-40

**Resolution Research & Marketing, Inc.®**

Denver, CO  
Ph. 800-800-0905  
info@re-search.com  
www.ResolutionResearch.com  
Mary Wuest  
25-25-25-25

**Connecticut****The Center for Research**

Meriden, CT  
Ph. 203-237-5523  
mjv@cfrglobal.com  
www.cfrglobal.com  
Michael Vigeant, President  
16-16-16-0

**Ipsos Centres**

Headquarters  
Norwalk, CT  
Ph. 203-840-3400  
info@ipsos-na.com  
www.ipsos-na.com  
Leslie Speirs  
360-360-360-360

**Lester, Inc.**

Branford, CT  
Ph. 203-488-5265 or 800-999-5265  
sales@lesterusa.com  
www.lesterusa.com  
Joan Marcus, Sr. Vice President  
220-150-220-150

**District of Columbia**

*(See also Virginia and Maryland)*

**National Research, LLC**

Washington, DC  
Ph. 202-686-9350  
survey@nationalres.com  
www.nationalres.com  
Rebecca Craig, President  
50-45-50-45

**Florida****Abt SRBI (Br.)**

Fort Myers, FL  
Ph. 239-278-4044  
r.magaw@srbicom  
www.srbicom  
Robb Magaw, Senior Project Director  
120-120-120-120

**AccuData Market Research, Inc.**

Orlando, FL  
Ph. 800-831-7744 or 407-282-3770  
orlando@accudata.net  
www.accudata.net  
Shannon Hendon  
11-0-11-0

**American Directions Group (Br.)**

Lakeland, FL  
Ph. 202-596-7966  
jerryk@americandirections.com  
www.americandirections.com  
Jerry Karson, Dir., New Bus. Dev.  
90-90-90-90

**Ask Miami**

Miami, FL  
Ph. 305-448-7769 or 800-282-2771  
info@askmiami.com  
www.askmiami.com  
Adrian Ladner, President  
30-12-30-30

**CaptureISG**

Stuart, FL  
Ph. 772-223-5400 or 866-463-8638  
teammcapture@captureisg.com  
www.captureisg.com  
Stuart Marion  
20-20-20-20

**Concepts In Focus**

Jacksonville, FL  
Ph. 904-264-5578  
info@conceptsinfocus.com  
www.conceptsinfocus.com  
20-0-20-0

**CRG GLOBAL, INC.**

Administrative/Focus Facility  
Ormond Beach, FL  
Ph. 386-677-5644  
crgsales@crgglobalinc.com  
www.crgglobalinc.com  
25-25-25-25

**EFG Miami**

Miami, FL  
Ph. 786-358-6100  
sibugm@efgresearch.com  
www.efgresearch.com  
Manny Sibug  
50-50-50-50

Our call center in Miami covers Latin America and North America. Loaded with the latest technology and staffed with highly-trained interviewers/supervisors, we can deliver the highest quality competitively. EFG is one of the world leaders in global fieldwork, dedicated to the management of quant and qual studies. EFG is a full-service, one-stop shop for fieldwork worldwide. We send quotes within 48 hours; coordinate fieldwork worldwide and constantly update you. EFG's global network counts 15,000 F2F interviewers (CAPI); 1,800 CATI; 125 focus group facilities. ISO 9001 since 1995. Units dedicated to medical/pharma, B2B, IT, finance and automotive.

**Field & Focus, Inc.**

Lake Worth, FL  
Ph. 561-965-4720  
fieldfocus@field-n-focus.com  
www.field-n-focus.com  
Mark Eddy, Telephone Supervisor  
35-35-35-35

**Gulf View Research, LLC**

Winter Haven, FL  
Ph. 863-326-6510  
gulviewresearch@aol.com  
www.gulfviewres.com  
Timothy Villar, President  
12-6-12-0

**International Fieldworld Inc.**

Ft. Lauderdale, FL  
Ph. 954-380-3066 or 954-560-3760  
misidora@intfieldworld.com  
www.intfieldworld.com  
12-12-12-0

**Kirk Research Services, Inc.**

Jacksonville, FL  
Ph. 904-858-3200  
info@kirkresearch.com  
www.kirkresearch.com  
John Byington, Manager  
15-0-15-0

**Market Insight**

Sarasota, FL  
Ph. 941-924-5414  
kathyjh@marketinsightresearch.com  
www.marketinsightresearch.com  
Kathy Jacobs-Houk, President  
12-0-12-0

**Mars Research**

Ft. Lauderdale, FL  
Ph. 954-771-7725 or 877-755-2805  
joyceg@marsresearch.com  
www.marsresearch.com  
Joyce Gutfreund, Exec. Vice President  
24-24-24-10

**NORS Surveys, Inc.**

Miami, FL  
Ph. 305-553-8585 or 800-989-4600  
quality@nors.com  
www.nors.com  
Daniel Clapp  
80-80-80-80

NORS ... we deliver what we promise. America's premier data collection specialists provide local, national and international multilingual quality services in English, Spanish and Haitian-Creole with our 125 non-accented, bilingual and highly-experienced staff. NORS offers sophisticated 80-station CATI - multilingual interviewing, quick turnaround, professional translations and customized tables. Service + Quality + Integrity = NORS.

**Oppenheim Research**

Tallahassee, FL  
Ph. 850-201-0480  
aro@oppenheimresearch.com  
www.oppenheimresearch.com  
Anneliese Oppenheim, Principal  
15-15-12-0

## Codes - (e.g. 25-10-25-10)

1. STATIONS - No. of interviewing stations at this location
2. CATI - No. of stations using computer-aided interviewing
3. ON-SITE - No. of stations which can be monitored on-site
4. OFF-PREMISES- No. of stations which can be monitored off-premises

**Perceptive Market Research, Inc.**

Gainesville, FL  
Ph. 800-749-6760 x4012  
or 352-336-6760  
surveys@pmrresearch.com  
www.pmrresearch.com  
Ken Lyons, Vice President  
40-40-40-40

High-quality market, social and evaluation CATI telephone research. Nationwide CATI telephone survey center. Multicultural and bilingual telephone interviewers (all languages). Online/Web/Internet surveys, large nationwide field service interviewing and mystery shopper network throughout the entire U.S. Large Hispanic research department. Quarterly Boomer Generation Omnibus Survey. Focus group facility in house and focus group setup and scheduling anywhere in the U.S., even where no professional facilities are located. Conducting high-quality data collection and research since 1987.

**Profile Marketing Research, Inc.**

Lake Worth, FL  
Ph. 561-965-8300  
profile@profile-mktg-res.com  
www.profile-mktg-res.com  
Judy A. Hoffman, President  
40-40-40-35

**Schlesinger Associates Orlando**

Maitland, FL  
Ph. 407-660-1808  
orlando@schlesingerassociates.com  
www.schlesingerassociates.com  
Stephenie Gordon, Vice President  
14-0-14-14  
(See advertisement inside front cover)

**Star Data Systems, Inc.**

Jupiter, FL  
Ph. 561-743-7500  
sales@stardatasystems.com  
www.stardatasystems.com  
Henry A. Copeland, PRC, President  
32-32-32-32

**TYG Marketing, Inc.**

Ft. Lauderdale, FL  
Ph. 954-968-1660  
TYGMKTG@aol.com  
www.tyg-marketing.com  
Paula Smith, President  
15-0-15-0

**Ulrich Research Services, Inc.**

Jacksonville, FL  
Ph. 904-264-3282 or 904-264-5578  
nancy@ulrichresearch.com  
www.ulrichresearch.com  
Nancy Ulrich, President  
20-0-20-0

## Georgia

**Compass Marketing Research**

Norcross, GA  
Ph. 770-448-0754  
info@cmrcompass.com  
www.compassmarketingresearch.com  
Scott Taylor, Vice President  
100-100-100-100

**The Gallup Organization - Atlanta**

Atlanta, GA  
Ph. 404-525-9930  
Sarah\_van\_Allen@gallup.com  
www.gallup.com  
150-150-150-150

**Geo Strategy Partners**

Atlanta, GA  
Ph. 770-650-8495  
inquiries@geostrategypartners.com  
www.geostrategypartners.com  
12-12-0-0

**IMAGES Market Research**

Atlanta, GA  
Ph. 404-892-2931  
research@imagesusa.net  
www.imagesmarketresearch.net  
Juan Quevedo  
15-15-15-15

**The Myers Group**

Duluth, GA  
Ph. 770-978-3173  
info@themyersgroup.net  
www.themyersgroup.net  
Jeffrey Lorber, Dir., Call Ctr. Operations  
125-125-125-125

**Pioneer Marketing Research**

Norcross, GA  
Ph. 770-455-0114  
btyner@pioneermarketingresearch.com  
www.pioneermarketingresearch.com/  
practices.htm  
Bill Tyner, President  
100-100-100-100

Pioneer Marketing Research has been providing B2B and consumer CATI interviewing for nearly 30 years. Our new telephone facility features 100 WinCati stations with a production-enhancing predictive dialer on 32 stations. Our English, Spanish and multilingual interviewers are rigorously trained and work under strict quality-control policies. Pioneer management and supervisory staff have decades of experience in market research call center environments. Pioneer has a proven track record of providing accurate, cost-effective and high-quality data collection services to our clients.

**Schlesinger Associates Atlanta**

Atlanta, GA  
Ph. 770-396-8700  
atlanta@schlesingerassociates.com  
www.schlesingerassociates.com  
Stephenie Gordon, Vice President  
20-0-20-20  
(See advertisement inside front cover)

**John Stolzberg Market Research/  
Dynamic Research**

Lawrenceville, GA  
Ph. 404-329-0954  
sharon@dynamicresearchinc.net  
www.dynamicresearchinc.net  
Sharon O'Connor, President  
15-0-0-0

**V & L Research & Consulting, Inc.**

Atlanta, GA  
Ph. 770-908-0003 or 770-484-5889  
vlresearch@vlresearch.com  
www.vlresearch.com  
Dydra Virgil, Principal  
20-12-12-12

## Hawaii

**FAQ Hawaii, Inc.**

Honolulu, HI  
Ph. 808-537-3887 or 888-537-3887  
JItamura@faqhawaii.com  
www.faqhawaii.com  
John Itamura, President  
10-10-10-0

**Market Trends Pacific, Inc.**

Honolulu, HI  
Ph. 808-532-0733  
wanda@markettrendspacific.com  
www.markettrendspacific.com  
Wanda L. Kakugawa, President  
20-20-20-20

**OmniTrak Group, Inc.**

Honolulu, HI  
Ph. 808-528-4050  
aellis@omnitrakgroup.com  
www.omnitrakgroup.com/  
Alan Ellis, Vice President  
20-15-20-0

**QMark Research**

Honolulu, HI  
Ph. 808-524-5194 or 808-544-3020  
barbara.ankersmit@anthologygroup.com  
www.qmarkresearch.com  
Barbara Ankersmit, President  
30-30-30-30

QMark's mission is to find the answers to the questions that often underlie expensive decisions. From the public's perceptions of a client to the motivating factors for a particular audience, QMark provides decision makers with sound information so that they may proceed in an educated, effective manner. We are a full-service market research company that also provides field service and/or data entry and tabulation services for U.S. mainland clients. QMark's in-house calling center is equipped with a bank of 30 telephone stations equipped with CATI software (Sawtooth Ci3 and Sensus Web/telephone). Our brand-new focus group facility seats 13 in the client room with tiered theater-style seating.

**SMS Research & Marketing Services**

Honolulu, HI  
Ph. 808-537-3356  
info@smshawaii.com  
www.smshawaii.com  
24-0-12-0

**Ward Research, Inc.**

Honolulu, HI  
Ph. 808-522-5123  
wrstaff@wardresearch.com  
www.wardresearch.com  
Denise Charles, Vice President,  
Administration  
20-20-20-20

## Idaho

**Clearwater Research, Inc.**

Boise, ID  
Ph. 208-376-3376 or 800-727-5016  
mwilmoth@clearwater-research.com  
www.clearwater-research.com  
Michael Willmoth, Senior Study Director  
204-204-204-204

**Mountain West Research Center**

Pocatello, ID  
Ph. 208-232-1818  
jreinhold@mwrcenter.com  
www.mwrcenter.com  
Jesse Reinhold, Director  
200-200-200-200

Nestled in the foothills of the Rocky Mountains, MWRC has been serving the market and public opinion survey research community by offering premium data collection services since 1995. We specialize in conducting surveys by telephone, Web and IVR with consumer and business populations as well as opinion research for democratic pollsters and policy institutions. Our success is based on technical innovation, determination, flexibility and speed. Explore our Web site to learn more.

## Illinois

**Accurate Data Marketing, Inc.**

Glenview, IL  
Ph. 847-390-7777 or 800-390-7780  
info@accurdata.com  
www.accurdata.com  
Barbara Dorfman, President  
25-0-0-0

**AFFINA**

Peoria, IL  
Ph. 877-423-3462  
services@affina.com  
www.affina.com  
Amy Hernandez  
50-50-50-50

**Angel Flight Marketing**

Chicago, IL  
Ph. 312-933-1878  
gmitchell@angelfly.com  
www.angelfly.com  
Gabriel Mitchell, Sales Development  
15-15-15-15

**Assistance In Marketing/Chicago**

Schaumburg, IL  
Ph. 800-424-6347 or 847-481-0400  
bids@aim-chicago.com  
www.aimresearchnetwork.com  
Laura Shulman, President  
17-0-17-17

**Blackstone Group**

Chicago, IL  
Ph. 312-419-0400 or 800-666-9847  
info@bgglobal.com  
www.bgglobal.com  
200-100-200-200

**C R Market Surveys, Inc.**

Chicago, IL  
Ph. 312-376-1250 x70 or 800-882-1983  
bids@crmarketsurveys.com  
www.cmarketsurveys.com  
Cherlyn Robinson, Project Coordinator  
10-10-10-0

**Consumer and Professional Research, Inc. (CPR)**

Chicago, IL  
Ph. 312-832-7744  
pmorich@cprchicago.com  
www.cprchicago.com  
Peter Morich  
15-15-15-15

**DataPrompt International**

Chicago, IL  
Ph. 312-423-4100 or 800-468-0419  
info@datapromptintl.com  
www.datapromptintl.com  
Peter Rindskopf, Field Director  
150-150-150-150

**Richard Day Research**

A Market Probe Company  
Evanston, IL  
Ph. 847-328-2329  
rdr@rdresearch.com  
www.rdrresearch.com  
Richard Day, President  
15-15-15-15

**Fieldwork Quantwork**

Chicago, IL  
Ph. 888-TO-FIELD or 888-863-4353  
KarynP@quantwork.fieldwork.com  
www.fieldwork.com  
Karyn Picchiotti  
85-85-85-85

Your advanced resource for high-quality recruiting and data collection, specializing in all aspects of qualitative and quantitative research, including telephone, Internet and mail. Recruiting/interviewing staff includes bilingual/bicultural Hispanic team. Predictive dialing and on-site programming according to your specifications. Data processing/tabulations. Fieldwork Quantwork - where quality research is more than just talk!  
(See advertisement on back cover)

**FOCUSCOPE, Inc.**

Oak Park, IL  
Ph. 708-386-5086  
krooney@focuscope.com  
www.focuscope.com  
Kevin Rooney, President  
31-0-31-0

**Market Probe**

Evanston, IL  
Ph. 847-328-2329  
rdr@rdresearch.com  
www.rdrresearch.com  
Antoinette Hudson or Jim Scholle, Call Center Managers  
15-15-15-0

**Mindseye Research Group**

Liste, IL  
Ph. 630-281-8300  
info@mindseyereseach.com  
www.mindseyereseach.com  
Kathie Cowles, Executive Vice President  
12-12-12-12

**Peryam & Kroll Research Corporation**

Chicago, IL  
Ph. 773-774-3100 or 800-747-5522  
info@pk-research.com  
www.pk-research.com  
Thomas Dutt, VP, Client Services  
45-12-45-0

**Precision Research, Inc.**

Des Plaines, IL  
Ph. 847-390-8666  
saa@preres.com  
www.preres.com  
Scott Adleman, President  
30-0-30-0

**Q&M Research, Inc.**

Mokena, IL  
Ph. 708-479-3200  
dtucker@qandm.com  
www.qandm.com  
Don Tucker, Vice President  
24-0-24-0

**Research House, Too, Inc.**

Evanston, IL  
Ph. 847-425-3670  
rsrhse@aol.com  
12-0-12-0

**Schlesinger Associates Chicago**

Chicago, IL  
Ph. 312-587-8100  
chicago@schlesingerassociates.com  
www.schlesingerassociates.com  
Matthew Bahnsen  
38-0-38-38  
(See advertisement inside front cover)

**Scotti Research, Inc.**

Peoria, IL  
Ph. 309-673-6194  
scottia@a5.com  
www.scottiresearch.com  
Nancy Matheis, President  
14-0-14-14

**Smith Research, Inc.**

Deerfield, IL  
Ph. 847-948-0440  
ksmith@smithresearch.com  
www.smithresearch.com  
Kevin Smith, President  
24-24-24-24

**Survey Center Focus, LLC**

Chicago, IL  
Ph. 312-321-8100  
susans@scflc.com  
www.scflc.com  
Pam Kaplan  
30-30-30-30

**TeleBusiness USA**

Northbrook, IL  
Ph. 877-315-8353  
info@tbiz.com  
www.tbiz.com  
Larry Kaplan, CEO  
120-90-120-120

**TeleSight, Inc.**

Chicago, IL  
Ph. 312-640-2500 or 800-608-3651  
info@telesight.com  
www.telesight.com  
Dave Burr, V.P. Business Development  
220-220-220-220

**Indiana****Advantage Research of Northern Indiana**

Fort Wayne, IN  
Ph. 260-471-6880 or 734-979-0900 (Hq.)  
davids@advantageresearch.net  
www.advantageresearch.net  
David Sokolowski, President  
70-20-70-0

**Herron Associates, Inc.**

Greenwood, IN  
Ph. 317-882-3800 or 800-392-3828  
indy@herron-research.com  
www.herron-research.com  
Sue McAdams, President  
24-24-24-0

**Indiana Research Service, Inc.**

Fort Wayne, IN  
Ph. 260-485-2442  
ccage@indianaresearch.com  
www.indianaresearch.com  
Chris Cage, President  
15-15-15-15

**Issues and Answers Network, Inc. (Br.)**

Global Marketing Research  
Connersville, IN  
Ph. 757-456-1100 or 800-23-ISSUE  
peterm@issans.com  
www.issans.net  
135-135-135-0

**JEM Research, Inc.**

Valparaiso, IN  
Ph. 800-568-4668 or 219-047-6143  
kathleen.dewitt@jemresearch.com  
www.JEMResearch.com  
Jessica Mullen, President  
25-25-25-25

**Product Acceptance & Research (PAR)**

Evansville, IN  
Ph. 812-214-2055 or 800-457-3594  
woody.youngs@par-research.com  
www.par-research.com  
Woody Youngs  
40-40-40-0

**Stone Research Services**

Indianapolis, IN  
Ph. 317-227-3000  
clientservices@stoneresearchservices.com  
www.stoneresearchservices.com  
Teresa Young, Director of Client Services  
40-40-40-40

**Strategic Marketing & Research, Inc.**

Carmel, IN  
Ph. 317-574-7700 or 800-424-6270  
contact@smari.com  
www.smari.com/  
46-46-46-46

**Walker Research Focus Group Facility**

Indianapolis, IN  
Ph. 317-806-2700 or 317-806-2701  
bmiller@walkerinfo.com  
www.walkerinfo.com  
Barbara Miller, V.P. Research Services  
42-42-42-42

**Iowa****Central Surveys, Inc.**

Shenandoah, IA  
Ph. 712-246-1630 or 800-850-8087  
csinc@mchsi.com  
www.centuralsurveys.com  
Robert W. Longman, President  
40-24-40-0

**Directions Research Corp.**

Mason City, IA  
Ph. 641-423-0275  
dmclinn@directionsresearch.org  
http://directionsresearch.org  
65-50-65-65

**Epley Research & Consulting**

North Liberty, IA  
Ph. 319-626-2567 or 800-733-7539  
info@epleyrc.com  
www.epleyrc.com  
Steve Epley, President  
10-0-10-0

For 25 years our Epley Probe® Methodology has been uncovering motivations, expectations and root causes of behavior for a wide variety of industries. Qualitative interviews help you learn what is beneath the surface in your relationships with anyone affecting your bottom line. Engagements focus on issues such as sales wins/losses/renewals, product development, customer satisfaction, preventing declining relationships and winning back lost customers. Services include reporting on each interview, coding, analysis and optional .wav files, aggregate analysis/reporting and presentations.

**Frank N. Magid Associates, Inc.**

Marion, IA  
Ph. 319-377-7345  
iowa@magid.com  
www.magid.com  
60-60-60-60

**Marketlink, Inc.**

Des Moines, IA  
Ph. 515-285-3420 or 800-434-3221  
jsimbrow@marketlinkinc.net  
www.marketlinkinc.com  
36-36-36-36

**Personal Marketing Research, Inc.**

Davenport, IA  
Ph. 563-322-1960  
pduffy@personalmarketingresearch.com  
www.personalmarketingresearch.com  
Patricia Duffy, President  
35-35-35-35

**Q & A Focus Suites**

(Formerly Fieldhouse Marketing Research-FHMR)  
Overland Park, KS  
Ph. 800-706-3467 or 913-341-4245 x637  
KCinfo@QAR.com  
www.QAFocusSuites.com  
Cheryl Kober, x626  
50-25-50-0

**VIP Research, Inc.**

Mission, KS  
Ph. 913-384-9494  
rich@vipresearch.net  
www.vipresearch.net  
Mike Heydman, Research Director  
60-60-60-0

## Codes - (e.g. 25-10-25-10)

1. STATIONS - No. of interviewing stations at this location
2. CATI - No. of stations using computer-aided interviewing
3. ON-SITE - No. of stations which can be monitored on-site
4. OFF-PREMISES- No. of stations which can be monitored off-premises

## Kentucky

**The Matrix Group, Inc.**

Lexington, KY  
Ph. 859-263-8177  
martha@tmgresearch.com  
www.tmgresearch.com  
Martha L. DeReamer, PRC  
10-10-10-10

**Personal Opinion, Inc.**

Louisville, KY  
Ph. 502-899-2400  
rebecca@personalopinion.com  
www.personalopinion.com  
Rebecca Davis  
25-22-22-5

**Service Industry Research Systems, Inc. (SIRS)**

Field & Focus Group Facilities  
Highland Heights, KY  
Ph. 859-781-9700  
lkolde@sirsinc.com  
www.sirsinc.com  
Lori Kolde  
95-95-95-95

Understanding consumer attitudes that are related to behavior is more important than ever in today's competitive environment. SIRS quantitative research provides results that lead to successful strategic, business or brand planning. SIRS designs the best research approach for you, beginning with problem and methodology definition. Then we devise lifestyle scenarios and pre-screening questions that encourage the highest percentage of relevant respondents. Analysis can include multivariate statistics combined with sales, lifestyle data, market and competitive conditions and normative information.

**Southern Surveys, Inc.**

Louisville, KY  
Ph. 502-367-7199  
s1surveys@aol.com  
www.southern-surveys.com  
10-0-10-0

**Thoroughbred Research Group**

Madisonville, KY  
Ph. 270-643-0222  
info@torinc.net  
www.torinc.net  
Steve Alsbury  
70-70-70-70

**Thoroughbred Research Group**

Hopkinsville, KY  
Ph. 270-985-1110  
vic.walsh@torinc.net  
www.torinc.net  
Vic Walsh  
75-75-75-75

**Thoroughbred Research Group**

Mayfield, KY  
Ph. 270-650-2080  
info@torinc.net  
www.torinc.net  
Steve Alsbury, President  
75-75-75-75

**Thoroughbred Research Group**

Louisville, KY  
Ph. 502-753-5010  
info@torinc.net  
www.torinc.net  
Jim Lunger  
235-235-235-235

For over 35 years, Thoroughbred Research Group has delivered preemptive, proactive and projective business critical research to a wide range of public and private enterprises. National in scope, personal in delivery, Thoroughbred Research Group has expertise in all types of data collection, Web-enabled research, qualitative and quantitative methodologies, including mall intercepts, analysis and reporting. Visit us on the Web at www.torinc.net for more information.

**Thoroughbred Research Group**

Louisville, KY  
Ph. 502-753-5005  
info@torinc.net  
www.torinc.net  
Steve Alsbury, President  
20-20-20-20

**Thoroughbred Research Group**

Paducah, KY  
Ph. 270-450-1600  
info@torinc.net  
www.torinc.net  
Steve Alsbury, President  
75-75-75-75

## Louisiana

**Gulf View Research, LLC**

New Orleans, LA  
Ph. 504-454-1737  
Gvrla@aol.com  
www.gulfviewres.com  
Kellie Gussoni, VP  
12-6-12-0

**JKB & Associates, LLC**

Baton Rouge, LA  
Ph. 225-766-4065  
maggie@jkbassociates.com  
www.jkbassociates.com  
Maggie Starling, Owner  
10-0-10-0

**Percy & Company Research**

Baton Rouge, LA  
Ph. 225-346-0115  
info@percyandcompany.com  
www.percyandcompany.com  
12-0-12-0

**Public Policy Research Lab**

Baton Rouge, LA  
Ph. 225-578-7499  
mclimek@lsu.edu  
www.survey.lsu.edu  
Michael Climek, Operations Manager  
52-52-52-0

**Survey Communications, Inc.**

Baton Rouge, LA  
Ph. 800-695-0221  
rpf@sciresearch.com  
www.surveymcommunications.com  
70-70-70-70

## Maine

**Critical Insights, Inc.**

Portland, ME  
Ph. 207-772-4011  
insights@criticalinsights.com  
www.criticalinsights.com/  
MaryEllen FitzGerald  
30-30-30-30

**Market Decisions, LLC**

Portland, ME  
Ph. 207-767-6440 or 800-293-1538  
research@marketdecisions.com  
www.marketdecisions.com  
Curtis Mildner, President  
25-25-25-25

**Pan Atlantic SMS Group**

Portland, ME  
Ph. 207-871-8622  
pmurphy@panatlanticsmsgroup.com  
www.panatlanticsmsgroup.com  
Patrick O. Murphy, President  
20-10-20-0

**Seaport Surveys, Maine**

Portland, ME  
Ph. 207-756-7770 or 800-756-7710  
jkumnick@seaportsurveys.com  
www.seaportsurveys.com  
John Kumnick, President  
15-0-15-15

## Maryland

**Assistance In Marketing/Baltimore**

Towson, MD  
Ph. 410-337-5000  
kskopins@aimbalt.com  
www.aimresearchnetwork.com  
Kathy Skopinski, VP Client Services  
10-0-10-0

**Hollander Cohen & McBride**

Baltimore, MD  
Ph. 410-337-2121  
khofmeister@hcmresearch.com  
www.hcmresearch.com  
Linda Bliss, Focus Group Director  
20-15-20-20

**Marketing & Research Resources, Inc.**

Frederick, MD  
Ph. 240-575-7100  
john\_bekier@m-rr.com  
www.m-rr.com  
John Bekier, COO  
45-45-45-45

**Maryland Marketing Source, Inc.**

Bay Area Research LLC  
Randallstown, MD  
Ph. 410-922-6600  
cspara@mdmarketingsource.com  
www.mdmarketingsource.com  
Christopher Spara, Partner  
40-40-40-40

Maryland Marketing Source Inc., established in November 1986, is a full-service market research company specializing in qualitative and quantitative custom-designed research. We are a hands-on organization that believes in high-quality, actionable and reliable research results. We don't believe in cookie-cutter research and although our capabilities are multifaceted, we tailor all of our projects to meet the specific needs of our clients. We maintain a state-of-the-art CATI facility, have established interviewer training procedures and are certified as MBE by State of Maryland, Baltimore City and surrounding counties. Be it for assistance with part or your entire project, we are here to help.

**OMR**

Greenbelt, MD  
Ph. 301-441-4660  
info@OMRdc.com  
www.OMRdc.com  
Jill L. Siegel, President  
15-0-15-15

**WB&A Market Research**

Crofton, MD  
Ph. 410-721-0500  
info@WBandA.com  
www.WBandA.com  
Steven Markenson, President  
70-70-70-70

**Westat**

Rockville, MD  
Ph. 301-251-1500  
marketing@westat.com  
www.westat.com  
304-304-304-304

## Massachusetts

**Bernet Research Services, Inc.**

Boston, MA  
Ph. 617-746-2600  
info@bernett.com  
www.bernett.com  
Matt Hayes, President and CEO  
200-200-200-200

Bernet has the technology and the programming skills for you to monitor the progress of your project, listen to digitally-recorded interviews or run crosstabs through your own branded password-protected Web site. No other data collection company provides this level of service. Call centers are the core capability of Bernet Research. But, whether your market research project requires call centers, Web surveys, focus groups or data processing services, Bernet has made an art of the science of data collection since 1972.

**First Market Research Corp.**  
Newton, MA  
Ph. 617-734-7080 or 617-571-5231  
jmr10@firstmarket.com  
www.firstmarket.com  
Margi Priddy, Vice President  
50-50-50-50

**Kadence International**  
Framingham, MA  
Ph. 508-620-1222  
ojenkins@kadence.com  
www.kadence.com  
Owen Jenkins, CEO  
40-40-40-40

**Opinion Dynamics Corp.**  
Waltham, MA  
Ph. 617-492-1400 or 800-966-1254  
odcmail@opiniondynamics.com  
www.opiniondynamics.com  
Henry Kanter, V.P. Operations  
30-30-30-30

**Performance Plus / Boston Field & Focus, Inc.**  
Framingham, MA  
Ph. 508-872-1287  
info@performanceplusboston.com  
www.performanceplusboston.com  
David Varner, Director of Field Operations  
20-0-20-0

**Schlesinger Associates Boston, Inc.**  
Boston, MA  
Ph. 617-542-5500  
boston@schlesingerassociates.com  
www.schlesingerassociates.com  
Terri-Lyn Hawley, Vice-President  
20-0-20-20  
(See advertisement inside front cover)

## Michigan

**Advantage Research Services, Inc.**  
Canton, MI  
Ph. 734-979-0900  
davids@advantageresearch.net  
www.advantageresearch.net  
David Sokolowski, President  
70-20-70-0

**Advantage Western Michigan Research, Inc.**  
Grand Rapids, MI  
Ph. 616-949-8724 or 734-979-0900 (Hq.)  
davids@advantageresearch.net  
www.advantageresearch.net  
David Sokolowski, President  
70-20-70-0

**Barnes Research, Inc.**  
Grand Rapids, MI  
Ph. 616-363-7643  
toni@barnesresearch.com  
www.barnesresearch.com  
Sona Barnes, President  
50-50-50-50

**Capitol Research Services, Inc.**  
East Lansing, MI  
Ph. 517-333-3388  
crs@capitolresearchservices.com  
www.capitolresearchservices.com  
Rachelle Neal, President  
20-10-20-0

**Crimmins & Forman Market Research**  
Southfield, MI  
Ph. 248-569-7095  
mbrodsky@crimminsandforman.com  
www.crimminsandforman.com  
Melissa Brodsky, Partner  
15-8-15-0

www.quirks.com

**DataStat, Inc.**  
Ann Arbor, MI  
Ph. 734-994-0540  
mweindorf@datastat.com  
www.datastat.com  
Marielle S. Weindorf, Dir. Sales & Mktg.  
68-68-68-68

**Issues and Answers Network, Inc. (Br.)**  
Global Marketing Research  
Escanaba, MI  
Ph. 757-456-1100 or 800-23-ISSUE  
peterm@issans.com  
www.issans.net  
Peter McGuinness, President  
66-66-66-66

**Issues and Answers Network, Inc. (Br.)**  
Global Marketing Research  
Houghton, MI  
Ph. 757-456-1100 or 800-23-ISSUE  
peterm@issans.com  
www.issans.net  
Peter McGuinness, President  
60-60-60-60

**Issues and Answers Network, Inc. (Br.)**  
Global Marketing Research  
Iron Mountain, MI  
Ph. 757-456-1100 or 800-23-ISSUE  
peterm@issans.com  
www.issans.net  
Peter McGuinness, President  
60-60-60-60

**Opinion Search**  
Southfield, MI  
Ph. 248-358-9922 or 800-358-9919  
info@opinionsearchusa.com  
www.opinionsearchusa.com  
Joanne Levin, President  
10-0-10-10

**RDA Group**  
Bloomfield Hills, MI  
Ph. 248-332-5000  
fforkin@rdagroup.com  
www.rdagroup.com  
Frank Forkin, Partner, Exec. Vice President  
105-105-105-0

**Shifrin-Hayworth**  
Southfield, MI  
Ph. 248-223-0020 or 800-559-5954  
research@shifrin-hayworth.com  
www.shifrin-hayworth.com  
Arlene Hayworth-Speiser, V.P.  
Operations  
12-12-12-12

**Stander Research Associates, Inc.**  
St. Clair Shores, MI  
Ph. 586-778-8910  
Standerco@aol.com  
www.standerresearch.com  
David Stander, President  
25-10-25-10

**WJ Schroer Company**  
Battle Creek, MI  
Ph. 269-963-4874 or 269-963-4844  
bschroer@socialmarketing.org  
www.socialmarketing.org  
Bill Schroer, Principal  
8-8-8-0

## Minnesota

**Anderson, Niebuhr & Associates, Inc.**

Arden Hills, MN  
Ph. 651-486-8712 or 800-678-5577  
info@ana-inc.com  
www.ana-inc.com  
Marsha Niebuhr  
22-22-22-22

Full-service, custom-design research firm with 37+ years of experience in health care, education, B2B, B2C, industrial, association, government and more: satisfaction research, brand/image awareness and perceptions, needs assessment, market potential, member/nonmember surveys, etc. Conduct phone (CATI), mail, Web, focus groups and in-depth interviews, specializing in high response rates. Provide national and on-site research training workshops. Capabilities: study design, sampling, question writing, data collection, complete data processing/analysis and easy-to-understand, actionable reporting.  
(See advertisement p. 57)

**Ascendancy Research**  
St. Louis Park, MN  
Ph. 952-544-6334  
LWinninger@ascendresearch.com  
www.ascendresearch.com  
LynMarie Winninger, President  
14-0-14-14

**CJ Olson Market Research, Inc.**  
Minneapolis, MN  
Ph. 612-378-5040 or 800-788-0085  
tramaker@cjolson.com  
www.cjolson.com  
Tianna Ramaker, Executive Vice President  
14-0-14-0

**Comprehensive Research**  
St. Anthony, MN  
Ph. 612-781-3400  
craig@crginc.org  
www.crginc.org  
Craig Swager, President  
15-10-15-10

**Cook Research, Inc.**  
Minneapolis, MN  
Ph. 952-544-0449  
info@cookresearch.com  
www.cookresearch.com  
6-0-6-0

**Field Research Services**  
Roseville, MN  
Ph. 651-644-3150  
bonnie@fieldresearchservices.com  
www.fieldresearchservices.com  
Bonnie Sargent  
15-15-15-15

**FOCUS Market Research**

**Focus Market Research**  
Member of First Choice Facilities  
Minneapolis, MN  
Ph. 612-869-8181  
minneapolis@focusmarketresearch.com  
www.focusmarketresearch.com  
Judy Opstad, President  
20-0-20-0

Three spacious state-of-the-art qualitative suites, remodeled 2010. 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 recruitment of consumers, B2B and the medical profession. FocusVision, videoconferencing and videostreaming, ActiveGroup. 10 years "Top Rated" on the Impulse Survey Honor Roll.  
(See advertisement p. 55)

**Information Specialists Group, Inc.**  
Bloomington, MN  
Ph. 952-941-1600 or 800-279-5314  
rmcgarry@isgmn.com  
www.isgmn.com  
Bob McGarry, President  
40-40-40-40

**IRSI Research of Fargo/Dilworth**  
Dilworth, MN  
Ph. 866-600-2442  
drs01@earthlink.net  
www.IRSIResearch.com  
Chris Cage, Nat'l. Mktg. Mgr.  
12-12-12-12

**Market Resource Associates, Inc.**  
Minneapolis, MN  
Ph. 800-795-3056  
LWinninger@ascendresearch.com  
www.mraonline.com  
28-0-28-0

**Orman Guidance Research®, Inc.**  
Bloomington, MN  
Ph. 800-605-7313 or 952-831-4911  
rsundin@ormanguidance.com  
www.ormanguidance.com  
Rosemary Sundin, President  
20-5-20-5

**Power Systems Research**  
Eagan, MN  
Ph. 651-905-8400  
info@powersys.com  
www.powersys.com  
30-20-20-20

## Codes - (e.g. 25-10-25-10)

1. STATIONS - No. of interviewing stations at this location
2. CATI - No. of stations using computer-aided interviewing
3. ON-SITE - No. of stations which can be monitored on-site
4. OFF-PREMISES- No. of stations which can be monitored off-premises

**The Research Edge, LLC**

St. Paul, MN  
Ph. 651-644-6006  
info@theresearchedge.com  
www.theresearchedge.com  
28-28-28-28

With over 20 years of experience, we provide surveys, in-depth interviews and focus groups, including design, data collection and reporting. Our 28 interviewing stations are equipped with Sawtooth CATI software. With experienced interviewing staff, study-specific briefings, thorough monitoring and coaching, we deliver consistent, accurate data. We work hand-in-hand with you to create meaningful research designs. Our thorough analysis and professional reports turn data into the knowledge you need to make decisions.

**SNG Research Corporation**

Rochester, MN  
Ph. 507-285-1026  
hness@sngresearch.com  
www.sngresearch.com  
Holly Hess, Research Manager  
26-26-26-0

## Mississippi

**Southern Research Group**

Jackson, MS  
Ph. 601-977-0111 or 800-777-0736  
lloyd@southernresearchgroup.com  
www.southernresearchgroup.com  
Debbie Downer, Dir. of Business Development  
75-75-75-75

## Missouri

**Applied Marketing Research, Inc.**

Kansas City, MO  
Ph. 800-381-5599 or 816-442-1010  
d.phipps@appliedmr.com  
www.appliedmr.com  
Donald L. Phipps, Principal  
24-24-24-24



COMMUNICATIONS FOR RESEARCH

**Communications For Research**

Steelville, MO  
Ph. 573-775-4550 or 573-944-6330  
ngrowcock@cfrinc.net  
www.cfrinc.net  
Nathan Growcock  
130-130-130-130

Adaptive. Experienced. Valuable. Providing research solutions. CFR has been providing quality data collection since 1997. We are committed to providing clients with individualized service and solutions to meet their

needs. We use the latest technology for online and telephone surveys to stay at the front of market research trends and optimize completion rates for our clients. We also perform recruiting for all types of qualitative research. Our efficient business processes have led us to be able to offer superior quality research at a price that makes us extremely valuable.  
(See advertisement p. 45)

**Consumer Opinion**

St. Louis, MO  
Ph. 314-692-2699  
surveys4u@aol.com  
www.superiorsurveysstl.com  
Kathleen Dunn, Manager  
12-0-12-0

**Delve**

St. Louis, MO  
Ph. 800-325-3338  
helpinghand@delve.com  
www.delve.com  
Mary Lair, Managing Dir. Client Services  
60-60-60-0

**Horizon Research Services**

Columbia, MO  
Ph. 573-874-1333 or 800-529-6841  
jgriffin@wordmarketing.biz  
www.horizonresearch.com  
Kathleen Anger, Ph.D., President  
14-14-14-14

**Maritz Research**

Corporate Headquarters  
Fenton, MO  
Ph. 877-4-MARITZ or 636-827-8865  
info@maritz.com  
www.maritzresearch.com  
Tom Evans  
620-620-620-620

**Market Probe, Inc.**

St. Louis, MO  
Ph. 314-432-1957  
usa@marketprobe.com  
www.marketprobe.com  
Cathie Beem, Call Center Manager  
112-112-112-112

**Pragmatic Research, Inc.**

St. Louis, MO  
Ph. 314-863-2800  
cs@pragmatic-research.com  
www.pragmatic-research.com  
Doug Sinnard, President  
47-47-47-47

**Superior Surveys of St. Louis, Inc.**

St. Louis, MO  
Ph. 800-325-4982 or 314-692-2699  
surveys4u@aol.com  
www.superiorsurveysstl.com  
Carol McGill, Partner  
12-0-12-0

**Westgate Research, Inc.**

St. Louis, MO  
Ph. 314-567-3333  
geley@westgateresearch.com  
60-60-60-60

## Nebraska

**Customer Service Profiles (CSP)**

Omaha, NE  
Ph. 402-399-8790 x101  
skutilek@csprofiles.com  
www.csp.com  
John Berigan, Exec. Vice President  
115-115-115-115

**The Gallup Organization - Omaha**

Omaha, NE  
Ph. 402-951-2003  
Sarah\_van\_Allen@gallup.com  
www.gallup.com  
184-184-184-184

**The MSR Group**

Westroads Office Park  
Omaha, NE  
Ph. 402-392-0755  
info@themsr.com  
www.themsr.com  
Rob Noha, V.P. Public Opinion Polling  
100-100-100-100

**Service Research Corporation**

Lincoln, NE  
Ph. 402-434-5000  
mbritten@serviceresearch.com  
www.serviceresearch.com  
Mike Britten, President  
12-12-12-12

**Wiese Research Associates, Inc.**

Omaha, NE  
Ph. 402-391-7734  
mary\_arkfeld@wraresearch.com  
www.wraresearch.com  
Tom Wiese, President  
20-20-20-20

**Wiese Research Associates, Inc. (Br.)**

Lincoln, NE  
Ph. 402-483-5054  
gary\_lorenzen@wraresearch.com  
www.wraresearch.com  
Gary Lorenzen, Exec. Vice President  
67-67-67-67

**Wiese Research Associates, Inc. (Br.)**

Norfolk, NE  
Ph. 402-391-7734  
mary\_arkfeld@wraresearch.com  
www.wraresearch.com  
Tom Wiese, President  
63-63-63-63

## Nevada

**Consumer Opinion Services, Inc.**

Las Vegas, NV  
Ph. 702-644-9330  
Tom.Champion@  
ConsumerOpinionServices.com  
www.ConsumerOpinionServices.com  
12-0-12-0

**I/H/R Research Group**

Las Vegas, NV  
Ph. 702-734-0757 or 800-254-0076  
lynn.stalone@ihr-research.com  
www.ihr-research.com  
Lynn Stalone, Partner  
100-100-100-100

State-of-the-art data collection. 120 stations. Software: Ci3 CATI, Sawtooth WinCati, Query. Complete digital

recording, as well as playing of audio clips within surveys. Full audio and video monitoring. Five full-time CATI programmers on site. Plus, CATI-help interviewing/CATI management system, including computerized timekeeping and automated production/job status reports. Top-notch interviewers, including Spanish. National, international and 800-inbound, plus complete mixed-mode phone and online capabilities. Exceptional quality and outstanding performance on even the most challenging data collection projects.



THE MOST TRUSTED NAME IN MARKET RESEARCH.

**Precision Opinion**

Including Precision Focus+, Precision Phone™ and Precision Online™  
Las Vegas, NV  
Ph. 702-483-4000  
info@precisionopinion.com  
www.precisionopinion.com  
Jim Medick  
330-330-330-330

On the phone or online, Precision Opinion delivers uncompromising, cost-effective data collection services to the research industry. Precision Opinion has experience with a wide variety of CATI programs and currently utilizes the Voxco Command Center with Pronto 6 predictive dialers. The system provides fluid interaction for telephone, Internet, IVR and multimode inbound/outbound data collection. Precision Opinion includes cell phone interviews in our telephone surveys and can incorporate random-digit-dial sample, listed sample, client-provided sample and Web interviewing in the same project.  
(See advertisement p. 47)

**Survey Technology & Research Center (STR)**

Las Vegas, NV  
Ph. 800-482-3550  
info@strcenter.com  
www.strcenter.com  
Meg Ryan, Vice President  
40-40-40-40

## New Hampshire

**RKM Research and Communications, Inc.**

Portsmouth, NH  
Ph. 603-433-3982  
kmyers@rkm-research.com  
www.rkm-research.com  
R. Kelly Myers, Pres. and Chief Analyst  
40-40-40-40

## New Jersey

**Abt SRBI (Br.)**

West Long Branch, NJ  
Ph. 212-779-7700  
c.turakhia@srbicom  
www.srbicom.com  
Chintan Turakhia, Sr. Vice President  
120-120-120-120

**Focus World International, Inc.**

Holmdel, NJ  
Ph. 732-946-0100  
gary@focusworldint.com  
www.focusworldinternational.com  
Gary Eichenholtz, CEO/COO  
60-24-60-60



**Marketing Solutions Corporation**  
 Cedar Knolls, NJ  
 Ph. 973-540-9133 or 800-326-3565  
 marketingsolutions@attglobal.net  
 www.marketingsolutionscorp.com  
 Jean Kelly, V.P. Field Director  
 40-30-40-40



**MAXimum Research, Inc.**  
 Cherry Hill, NJ  
 Ph. 856-874-9000 or 888-212-7200  
 sales@maximumresearch.com  
 www.maximumresearch.com  
 Robert A. Malmud  
 100-100-100-100

MAXimum Research is proud to be providing over 10 years of high-quality research and the best customer service. We are a large research facility with a small-business, hands-on management approach. We can handle your whole project or be your invisible arm by providing you with the data you need to get the results you want, all in house. We offer 100 CATI stations with a CfMC interviewing and Internet package with hosting. We have the capacity for quick turnaround of large studies. (See advertisement p. 73)

**OpinionAmerica Group, LLC**  
 Cedar Knolls, NJ  
 Ph. 973-829-1030  
 JoeC@OpinionAmericaGroup.com  
 www.OpinionAmericaGroup.com  
 Joseph V. Calvanelli, Jr.  
 50-50-50-50

**Q Research Solutions, Inc.**  
 Old Bridge, NJ  
 Ph. 732-952-0000  
 clairep@whoisq.com  
 www.QResearchSolutions.com  
 50-50-50-50



**Schlesinger Associates**  
 A Marketing Research Corporation  
**Schlesinger Associates New Jersey**  
 Iselin, NJ  
 Ph. 732-906-1122  
 info@schlesingerassociates.com  
 www.schlesingerassociates.com  
 AJ Shaw  
 80-0-80-80

Schlesinger Associates and The Research House is a full-service data collection company providing qualitative and quantitative research services across the U.S., the U.K. and worldwide. Our expert teams specialize in recruitment for any methodology and telephone interviewing is in high demand from our clients in the health care, consumer and B2B markets. We also offer the flexibility of multi-methodology studies so that clients can combine an online survey and telephone interviews simultaneously through just one point of contact. (See advertisement inside front cover)

**TechnoMetrica Market Intelligence, Inc.**  
 Ramsey, NJ  
 Ph. 201-986-1288  
 mail@technometrica.com  
 www.technometrica.com  
 Raghavan Mayur, President  
 35-35-35-35

## New Mexico

**Southwest Planning & Marketing**  
 Santa Fe, NM  
 Ph. 505-989-8500 or 800-989-9275  
 info@southwestplanning.com  
 www.southwestplanning.com  
 Antoine Broustra  
 8-8-8-0

## New York

**Abt SRBI**  
 Subsidiary of Abt Associates, Inc.  
 New York, NY  
 Ph. 212-779-7700  
 c.turakhia@srbi.com  
 www.srbi.com  
 Chintan Turakhia, Sr. Vice President  
 380-380-380-380



**Adelman Research Group**  
 (A Survey Service Company)  
 Buffalo, NY  
 Ph. 800-507-7969 or 716-876-6450  
 sadelman@surveyservice.com  
 www.surveyservice.com  
 Susan Adelman, President  
 60-60-60-60

Adelman Research Group provides data acquisition, analytics and insights for telephone, Web and direct-mail methodologies and is regarded as a

source for obtaining data provided by experienced, quality-driven research professionals. ARG specializes in customer satisfaction, health care and wellness, market assessment and consumer goods research. Our telephone center features digital recording and dedicated inbound 800# capabilities. Experienced programmers and IT staff provide impeccable data, real-time reporting, data files and banners. Extensive experience and outstanding staff provide the elements required for an exceptional research partner.

**Buffalo Survey & Research, Inc.**  
 Buffalo, NY  
 Ph. 716-833-6639  
 buffalosur@aol.com  
 Jeanette Levin, President  
 8-0-8-0

**Buffalo Survey & Research, Inc. (Br.)**  
 Blasdell, NY  
 Ph. 716-833-6639  
 buffalosur@aol.com  
 David Levin, Vice President  
 6-0-6-0

**Central Marketing, Inc.**  
 New York, NY  
 Ph. 212-260-0070  
 CMcma9@aol.com  
 275-275-275-275

**Goldhaber Research Associates, LLC**  
 Williamsville, NY  
 Ph. 716-689-3311  
 geraldgoldhaber@yahoo.com  
 www.goldhaber.com  
 Arun Vishwanath, Research Consultant  
 20-20-20-20



**I.C. International**  
 Hicksville (Long Island), NY  
 Ph. 516-479-2200 x1002 or 800-631-0209  
 scottsycoff@icinternationalcorp.com  
 http://icinternationalcorp.com  
 Scott Sycoff, CEO  
 50-50-50-50

We offer a full suite of global qualitative and quantitative data collection services and deliver quality actionable data that allows our clients to meet their research goals. Our consultative approach coupled with our extensive experience, stringent quality controls and customer centric commitment is why clients work with us. Our team of professionals - dedicated, experienced researchers who recognize the importance of the decisions being made - make themselves available to our clients to discuss all facets of their project including: methodology, audience to be interviewed, budget and timelines.



We are ready to take on just your data collection or your whole project from beginning to end.

*All done under one roof.*

### SERVICES

- 100 CATI Stations
- Online Studies/Hosting
- IVR—Inbound and Outbound
- Consumer, Medical, Executive, IT and In-Depth Interviews
- Recruitment for Online or IDIs
- Continually updated Healthcare Professional Database of 3/4 million +
- On-site Programming, Questionnaire Development, Coding, Tabulations and Analysis
- Toll-free inbound lines for B2B and Pharma Studies
- Specially Trained Interviewers able to Handle All Respondents
- Digital Monitoring and Recording System
- Capacity for Quick Turnaround of Large Studies

Proudly Providing Quality  
 Market Research for Over 12 Years!

**MAXimum Research Inc.**  
**"Your Market Research Professionals"**

1860 Greentree Road, Cherry Hill, NJ 08003

Phone) 856-874-9000 Fax) 856-874-9002

Email) Sales@MAXimumResearch.com

For more information or to fill out an On-Line Bid Request:

**www.MAXimumResearch.com**



## Codes - (e.g. 25-10-25-10)

1. STATIONS - No. of interviewing stations at this location
2. CATI - No. of stations using computer-aided interviewing
3. ON-SITE - No. of stations which can be monitored on-site
4. OFF-PREMISES- No. of stations which can be monitored off-premises

**IBOPEZogby International**

Utica, NY  
Ph. 315-624-0200  
corry.schiermeyer@ibopezogby.com  
www.zogby.com  
163-163-163-0

**IPC (International Point of Contact)**

New York, NY  
Ph. 212-213-3303  
rbrooks@ipcgroup.us  
www.ipcgroup.us  
Rhoda Brooks, President  
65-60-60-60

**KS&R**

Syracuse, NY  
Ph. 888-8KSRINC or 315-470-1350  
HQ@ksrinc.com  
www.ksrinc.com  
110-110-110-110

**KS&R's INSITE**

Dewitt, NY  
Ph. 800-645-5469 or 315-446-3403  
insite@ksrinc.com  
www.ksrinc.com  
Joe Snyder, Dir. of Ops/Sr. Consultant  
110-110-110-110

**Market Strategies International**

Clifton Park, NY  
Ph. 518-373-4000  
info@marketstrategies.com  
www.marketstrategies.com  
Gregg Peterson  
40-40-40-40

**Mktg., Inc.**

East Islip, NY  
Ph. 631-277-7000  
bid@mktginc.com  
www.mktginc.com  
Howard Gershowitz, Senior Vice President  
160-160-160-160

Mktg., Inc., with 31 years of data collection expertise, has always had a reputation for quality data collection. Our staff has an average tenure of over 25 years in the market research industry. Our CATI facility has been in continuous operation since opening in 1979 and all of our 160 interviewing stations have predictive dialer capability. The Sample Source Auditors division provides unique online sample quality measures and solutions. We offer the quality control metrics needed to insure a consistent data output and give researchers a stable sampling frame.

**Opinion Access Corp.**

Long Island City, NY  
Ph. 718-729-2622 or 888-489-DATA  
info@opinionaccess.com  
www.opinionaccess.com  
Joe Rafael, Chairman  
250-250-250-250

**Research & Marketing Strategies, Inc.**

Baldwinsville, NY  
Ph. 315-635-9802  
info@RMSResults.com  
www.RMSResults.com  
Lauren Krell, QualiSight Supervisor  
18-18-18-0

**Research Management, Inc.**

Deer Park, NY  
Ph. 631-586-9337  
doctorg@resmanage.com  
www.resmanage.com  
Stewart Goldberg, Owner  
40-40-40-40

**Seaport Surveys**

New York, NY  
Ph. 212-608-3100 or 800-347-2662  
awaller@seaportsurveys.com  
www.seaportsurveys.com  
Andrea Waller, President  
25-0-25-25

**SIS International Research, Inc.**

Global Headquarters  
New York, NY  
Ph. 212-505-6805  
research@sisinternational.com  
www.sismarketresearch.com  
Ruth Stanat, President  
30-30-30-30

SIS International Research is a leading full-service global market research firm. Our consumer research is supported by multilingual regional call centers with interviewers trained to analyze nuances and elicit insight. Our B2B practice surveys many sectors such as B2B industrial, health care, energy, IT, chemicals and automotive. We coordinate our executive call centers with market assessment, market opportunity and market entry studies. Our executive interviewers focus on key opinion leaders, C-level interviews and other key influencers for strategic analysis of data.

**Universal Survey**

New York, NY  
Ph. 212-391-5243  
MLeffkowitz@universalsurvey.com  
www.universalsurvey.com  
500-500-500-500

**WorldOne**

New York, NY  
Ph. 212-358 0800  
info@worldone.com  
www.worldone.com  
Matt Campion, President of N.A.  
150-150-150-1000

WorldOne is the leading market research fieldwork agency in the health care industry. With European headquarters in London and regional offices throughout the world, WorldOne

provides a global one-stop shop for all qualitative and quantitative needs. Offering accurate, timely and cost-efficient data collection with access to millions of physicians, allied health professionals and health care consumers, WorldOne can tailor any project to meet a client's specific needs.

## North Carolina

**Bellomy Research, Inc.**

Winston-Salem, NC  
Ph. 800-443-7344 or 336-721-1140  
gkelley@bellomyresearch.com  
www.bellomyresearch.com  
Garrison Toliver  
300-300-300-300

**FGI Research**

Chapel Hill, NC  
Ph. 919-929-7759  
info@fgiresearch.com  
www.fgiresearch.com  
John Blunk, Client Services  
80-80-80-80

**Harker Research**

Raleigh, NC  
Ph. 919-954-8300  
info@harkerresearch.com  
www.harkerresearch.com  
120-0-120-120

**Leibowitz Market Research Associates, Inc.**

Charlotte, NC  
Ph. 704-357-1961  
info@leibowitz-research.com  
www.leibowitz-research.com/home.html  
Teri Leibowitz, President  
15-10-15-0

**MarketWise**

Charlotte, NC  
Ph. 704-817-6608  
jnash@marketwise-usa.com  
www.marketwise-usa.com  
Nancy Burnap  
22-22-22-22

**Medical Marketing Research, Inc.**

Raleigh, NC  
Ph. 919-612-8594 or 919-788-1625  
george@mmrx.com  
www.mmrx.com  
George Matijow, President  
10-10-10-0

**Survey Partners of America**

Winston-Salem, NC  
Ph. 800-348-8002  
relax@surveypartners.com  
www.surveypartners.com  
John Sessions  
300-300-300-300

**TTC Research Inc.**

Greensboro, NC  
Ph. 336-574-3000  
mrose@telectr.com  
www.ttresearch.com  
Maria Rose, Vice President Operations  
130-130-130-130

## North Dakota

**Dynamics Marketing, Inc.**

Cooperstown, ND  
Ph. 701-797-2852  
info@dynamicsmarketinginc.com  
www.dynamicsmarketinginc.com  
Teri Knutson, Research Director  
85-85-85-85

**Teleforce, Inc.**

Fargo, ND  
Ph. 800-323-0810 or 701-297-5600  
linda@teleforcerg.com  
www.teleforcerg.com  
Linda Finch  
192-24-192-192

## Ohio

**A Z G Research**

Bowling Green, OH  
Ph. 800-837-4300 or 419-352-8115  
sgries@azgresearch.com  
www.azgresearch.com  
25-25-25-25

**Assistance In Marketing, Inc.**

Cincinnati, OH  
Ph. 513-683-6600 or 888-4AIMFIRE  
barbara@AIM-Cincinnati.com  
www.aimresearchnetwork.com  
Irwin Weinberg, Vice President  
20-0-20-0

**Assistance In Marketing/Columbus**

Columbus, OH  
Ph. 614-583-2100  
lorne@aim-columbus.com  
www.aimresearchnetwork.com  
Lorne Dillabaugh, V.P., Client Services  
20-0-20-0

**Burke, Incorporated**

Cincinnati, OH  
Ph. 800-688-2674 or 513-241-5663  
info@burke.com  
www.burke.com  
Damon Jones, Telephone Operations  
95-95-95-95

As a full-service marketing research and decision support company, Burke capitalizes on its state-of-the-art research execution, advanced analytical techniques and leading-edge technology to provide decision support solutions to companies across all major industry sectors.  
(See advertisement p. 53)

**Business Research Services, Inc.**

Cleveland, OH  
Ph. 216-831-5200 or 888-831-5200  
BRS@MarketingResearch.com  
www.MarketingResearch.com  
Ron Mayher, Principal  
25-25-25-25

**Calo Research Services, Inc.**

Cincinnati, OH  
Ph. 513-984-9708  
info@caloresearch.com  
www.caloresearch.com  
Patricia A. Calo, Vice President  
14-0-14-14

**Center for Marketing and Opinion Research**  
Akron, OH  
Ph. 888-878-5875  
info@cmoresearch.com  
www.cmoresearch.com  
21-21-21-0

**Center for Urban and Public Affairs**  
Wright State University  
Dayton, OH  
Ph. 937-775-2941  
david.jones@wright.edu  
www.wright.edu/cupa  
T. David Jones, Dir. Survey Research  
21-21-21-0

**Convergys Customer Experience Applied Analytics**  
Cincinnati, OH  
Ph. 800-344-3000  
marketing@convergys.com  
www.convergys.com\solutions\analytics  
Ann Georgesen, Director  
60-60-60-60

**Fields Research, Inc.**  
Cincinnati, OH  
Ph. 513-821-6266  
Ken@fieldsresearch.com  
www.fieldsresearch.com  
Ken Fields, President  
27-27-27-27

**Focus Groups of Cleveland, Inc.**  
Independence, OH  
Ph. 216-901-8075  
research@focusgroupsofcleveland.com  
www.focusgroupsofcleveland.com  
April Morris  
12-3-10-0

**Great Lakes Marketing Associates**  
Toledo, OH  
Ph. 419-534-4700  
LDixon@GLM.com  
www.GLM.com  
Lori Dixon, Owner  
20-20-20-20

**L2 Marketing Research, Ltd.**  
Dayton, OH  
Ph. 937-435-5067  
info@L2MR.com  
www.L2MR.com  
Libby Webster or Lou Es Greene  
6-0-6-0

**Market Inquiry LLC**  
Cincinnati, OH  
Ph. 513-794-1088  
lee@marketinquiry.com  
www.marketinquiry.com  
Lee Ann Adams, Facility Director  
24-15-24-24

**MarketVision Research®**  
Cincinnati, OH  
Ph. 513-791-3100  
info@mv-research.com  
www.mv-research.com  
Dawn Hoskins, Research Dir., Field Serv.  
56-56-56-56

**MRSI (Marketing Research Services, Inc.)**  
Cincinnati, OH  
Ph. 513-579-1555 or 800-SAY-MRSI  
info@mrsi.com  
www.mrsi.com  
Todd Earhart, President  
93-93-93-93

**National Survey Research Center**  
Cleveland, OH  
Ph. 800-837-7894 or 216-518-2805  
laurens@nsrc.com  
www.nsrc.com  
Lauren Schmidt, Director, Business Development  
20-20-20-20

**OPINIONation**  
Cleveland, OH  
Ph. 216-351-4644  
ron@opinionation.com  
www.opinionation.com  
Ron Kornokovich, President  
35-35-35-35

**Paragon Research LLC**  
Dayton, OH  
Ph. 937-434-8557  
wlewis@paragonresearchllc.com  
www.paragonresearchllc.com  
20-0-20-0

**Pat Henry Market Research, Inc.**  
Independence, OH  
Ph. 216-447-0831  
jhominy@pathenry.com  
www.thepathenrygroup.com  
Judy Hominy  
25-25-25-25

**Saperstein Associates, Inc.**  
Columbus, OH  
Ph. 614-261-0065  
info@sapersteinassociates.com  
www.sapersteinassociates.com  
Deborah K. Wolfe, V.P. Corp. & Field Ops.  
27-25-27-27

**StrataMark Dynamic Solutions**  
Cincinnati, OH  
Ph. 513-338-1124  
jschimmel@stratamarkds.com  
www.stratamarkds.com  
Joan Schimmel, SVP Client Services  
60-60-60-60

## Oklahoma

**Consumer Logic, Inc.**  
Tulsa, OK  
Ph. 800-544-1494 or 918-665-3311  
info@consumerlogicresearch.com  
www.consumerlogicresearch.com  
Dan Jarrett, President  
30-30-25-0

**Oklahoma Market Research**  
Oklahoma City, OK  
Ph. 405-525-3412  
mail@datanet-research.com  
Judy Nitta, Vice President  
40-40-40-40

**OLC Global**  
formerly On-Line Communications, Inc.  
Bartlesville, OK  
Ph. 800-765-3200 or 918-338-2000  
askus@olcglobal.com  
www.olcglobal.com  
Peggy O'Connor  
225-225-225-225

## Oregon

**Consumer Opinion Services, Inc. (Br.)**  
Portland, OR  
Ph. 503-493-2870  
jim@consumeropinionservices.com  
www.consumeropinionservices.com  
Jim Weaver, Vice President  
18-14-18-0



**Market Decisions Corporation**  
Portland, OR  
Ph. 800-344-8725  
info@mdcresearch.com  
www.mdcresearch.com  
Lester Harman  
100-100-100-100

Market Decisions Corporation is a broad-based custom marketing research and data management firm. We are dedicated to providing our clients with the information and insights they need to make better business decisions. We routinely employ both traditional and contemporary methodologies. These include telephone surveys conducted with both business-to-business and consumers/general population audiences and international phone surveys either using MDC's own native-speaking interviewers or MDC's Web-based international CATI program Globe CATI.

**RDD Field Services**  
Portland, OR  
Ph. 503-223-7166  
info@rddfs.info  
www.rddfs.com  
Chris Creelman  
100-100-100-100

## Pennsylvania

**Campos Market Research, Inc.**  
D/B/A Campos Inc  
Pittsburgh, PA  
Ph. 412-471-8484 x309  
info@campos.com  
www.campos.com  
Kelli Best, Director Field and Fulfillment  
15-4-15-10

**Clark Market Research**  
Pittsburgh, PA  
Ph. 412-361-3200 or 800-426-8248  
john@clarkservices.net  
www.clarkservices.net  
John J. Clark, President  
40-20-40-40

**M. Davis & Company, Inc.**  
Philadelphia, PA  
Ph. 215-790-8900 or 800-842-4836  
marketing@mdavisco.com  
www.mdavisco.com  
Morris Davis, President  
40-40-40-100

**Direct Feedback, Inc.**  
Pittsburgh, PA  
Ph. 412-394-3676 or 800-519-2739  
kevin.edwards@dfresearch.com  
www.dfresearch.com  
Kevin Edwards, Project Manager  
15-15-15-15

**Eastern Research Services**  
Springfield, PA  
Ph. 610-543-0575 or 610-324-2829  
sales@easternresearch.com  
www.easternresearch.com  
400-400-400-400

**FCP Research**  
formerly Focus Center of Pittsburgh  
Pittsburgh, PA  
Ph. 412-279-5900  
fcp@fcpresearch.com  
www.fcpresearch.com  
Cynthia Thrasher  
10-10-10-50



**ICR**  
Media, PA  
Ph. 484-840-4300  
info@icrsurvey.com  
www.icrsurvey.com  
Robert Thomas, Executive Vice President  
200-200-200-200

ICR is a top-ranked market research organization that designs and executes custom research and solutions to complex business challenges on a wide range of consumer and B2B issues, including but not limited to: market sizing and segmentation, concept/product tests, pricing, brand positioning, messaging, strategy/motivational research, advertising effectiveness, usage tracking, customer loyalty/satisfaction, surveying low-incidence and multicultural populations. A leading provider of omnibus research services.

**IntelliQB2B**  
State College, PA  
Ph. 814-234-2344  
infoB2B@intelliQresearch.com  
www.intelliQresearch.com  
23-23-23-23

**Marketing Solutions Corporation**  
Hellertown, PA  
Ph. 800-326-3565  
MarketingSolutions@attglobal.net  
www.marketingsolutionscorp.com  
Greg Surovcik, President  
25-25-25-25



**Olson Research Group, Inc.**  
Yardley, PA  
Ph. 267-487-5500  
info@olsonresearchgroup.com  
www.olsonresearchgroup.com  
Miina Rafinski  
20-20-20-0

Olson Research Group provides both qualitative and quantitative marketing research services to the pharmaceutical and health care industries. We specialize in providing customized services from basic data collection to more full-service components to suit each client's specific needs and budget.

## Codes - (e.g. 25-10-25-10)

1. STATIONS - No. of interviewing stations at this location
2. CATI - No. of stations using computer-aided interviewing
3. ON-SITE - No. of stations which can be monitored on-site
4. OFF-PREMISES- No. of stations which can be monitored off-premises

**Reckner**

JRA Healthcare  
Montgomeryville, PA  
Ph. 215-822-6220  
borgizek@reckner.com  
www.reckner.com  
Susan Phillippe  
35-35-35-35

**Ricci Telephone Research, Inc.**

Broomall, PA  
Ph. 610-356-7575  
info@ricciresearch.com  
www.ricciresearch.com  
Chris Ricci, President  
50-50-50-50

Since 1975, our firm has specialized in market research data collection. We strive to maintain the highest ethical and quality standards in the industry. We are proficient in full probing and complex projects. We also offer focus group recruiting, phone-to-Web recruiting, questionnaire review and pretesting. Our philosophy of a hands-on approach by principals of the company has earned the firm a reputation of quality and integrity. Over 65 years of marketing/research experience. For more information, call or visit us at [www.ricciresearch.com](http://www.ricciresearch.com).

**Schlesinger Associates Philadelphia**

Philadelphia, PA  
Ph. 215-564-7300  
lindita@schlesingerassociates.com  
www.schlesingerassociates.com  
Lindita Mezani, Managing Director  
26-0-26-26  
(See advertisement inside front cover)

**Survey Technology & Research Center (STR)**

Sharon Hill, PA  
Ph. 800-482-3550  
info@strcenter.com  
www.strcenter.com  
Meg Ryan, Vice President  
30-30-30-30

**Survey Technology & Research Center (STR)**

Reading, PA  
Ph. 800-482-3550  
info@strcenter.com  
www.strcenter.com  
Meg Ryan, Vice President  
40-40-40-40

**Survey Technology & Research Center (STR)**

Allentown, PA  
Ph. 800-482-3550  
info@strcenter.com  
www.strcenter.com  
Meg Ryan, Vice President  
200-200-200-200

Survey Technology & Research (STR): STR provides a full range of data collection services, including inbound/outbound phone, Web, IVR, mailing/scanning, and digital interview recordings - from multiple centers nationwide. STR specializes in multimode data collection, reaching hard-to-reach respondents, cell/cell-only interviewing, address-based sample designs, high response rate requirements and executive level B2B projects. Our experienced project managers, programmers and executive interviewers as well as our cutting-edge technology provide our clients with an effortless data collection experience. STR partners with our clients to provide high-quality optimal data collection solutions while working within client's research budgets.

**Susquehanna Polling and Research, Inc.**

Harrisburg, PA  
Ph. 717-233-8850  
james@susquehannapolling.com  
www.susquehannapolling.com  
James Lee, President  
25-25-25-25

**TMR (OpinionMD)**

Broomall, PA  
Ph. 610-359-1190  
mac@tmrinfo.com  
www.tmrinfo.com  
Michelle Collins, V.P./G.M.  
50-50-50-50

**Visions Marketing Services**

Mountville, PA  
Ph. 800-222-1577  
allan@vmsmkt.com  
www.visionsmarketingservices.com  
Allan Geller, President  
35-35-35-35

## Rhode Island

**Advantage Marketing Information, Inc.**

Wickford, RI  
Ph. 800-732-6345  
nagele@advantage411.com  
www.advantage411.com  
Rick Nagele, President  
15-0-15-0

**CaptureISG (Br.)**

Warwick, RI  
Ph. 401-732-3269 or 866-463-8638  
teamcapture@captureisg.com  
www.captureisg.com  
Stuart H. Marion, Managing Partner  
15-15-15-15

## South Carolina

**ProGen Research, Inc.**

Greenville, SC  
Ph. 864-244-3435  
crawfordkp@yahoo.com  
Paige Crawford  
22-7-22-0

**Sparks Research**

Clemson, SC  
Ph. 864-654-7571  
more@sparksresearch.com  
www.sparksresearch.com  
Richard Groom, Sr. Vice-President  
48-48-48-48

## South Dakota

**American Public Opinion Survey & Market**

Market Research Corp.  
Sioux Falls, SD  
Ph. 605-338-3918  
ron@mtcnet.net  
www.mtcnet.net/~ron  
Ron Van Beek, President  
27-27-27-27

**L & S TeleServices, Inc.**

Sioux Falls, SD  
Ph. 800-894-7832 or 605-978-2000  
john.sievert@l-s.com  
www.mostresponsive.com  
John Sievert  
24-24-24-24

## Tennessee

**Market Strategies International**

Nashville, TN  
Ph. 615-886-4122  
info@marketstrategies.com  
www.marketstrategies.com  
Gregg Peterson  
213-213-213-213

**Renee' Enterprises**

Cordova, TN  
Ph. 901-230-8509  
creid@reneeenterprises.com  
www.reneeenterprises.com  
Charlotte R. Reid, Principal-CEO  
10-0-10-10

**Wilkins Research Services, LLC**

Chattanooga, TN  
Ph. 423-894-9478  
info@wilkinsresearch.net  
www.wilkinsresearch.net  
Lisa or Lynn Wilkins, Co-Owners  
100-100-100-100

## Texas

**A DialTek Company**

Dallas, TX  
Ph. 877-DIALTEK or 214-741-2635  
daniel@dialtek.com  
www.dialtek.com  
Daniel Lee  
75-75-75-75

**AIM Research**

El Paso, TX  
Ph. 915-591-4777  
aimres@aol.com  
www.aimresearch.com  
Linda Adams, Owner/Director  
15-15-15-0

**Ask Dallas/Pregunta Dallas**

Division of MMR Consumer Research  
Dallas, TX  
Ph. 800-315-8399  
tveliz@mmrx.com  
www.askdallas.com  
Tony Veliz, Director  
5-5-1-1

**Creative Consumer Research**

Stafford, TX  
Ph. 281-240-9646  
ppratt@ccrsurveys.com  
www.ccrsurveys.com  
Patricia Pratt, President  
75-75-75-75

Over 160 phone lines for interviewing including over 130 with CATI for data collection. Nationwide and international calling capabilities. Executive, in-home product placements, languages and more. Experienced in political polls, product placement, callback interviewing, advertising awareness, market share/penetration, bilingual interviewing.

**Customer Research International**

San Marcos, TX  
Ph. 512-757-8100 or 512-757-8102  
michelle@cri-research.com  
www.cri-research.com  
120-120-120-120

CRI is a full-service market research company with expertise in data collection and analysis. We employ a mix of powerful methodologies including telephone, online, mail and focus groups. We provide critical information for successful positioning, marketing, sales and profit generation. We've successfully completed thousands of projects across the spectrum of B2C, B2B, nonprofit, political, public issues and government entity. CRI - We'll do your project right, on time, every time.

**DSS Research**

Fort Worth, TX  
Ph. 800-989-5150 or 817-665-7000  
jdavidson@dssresearch.com  
www.dssresearch.com  
Jordan Davidson, Marketing Coordinator  
120-120-120-120



### Galloway Research Service

San Antonio, TX  
Ph. 210-734-4346  
southhillmall@gfk.com  
www.gallowayresearch.com  
David D. Galloway, VP of Client Services  
83-83-83-83

Galloway Research Services, the premier quantitative research firm in the Alamo City houses 83 networked CATI stations with access to the Internet, Sawtooth WinCATI Survey System. With over 40 years of experience, you can trust GRS to meet all your needs. Our project management team attitude works hand-in-hand with you to meet your demands. We produce quality data on time and in budget. We care. Galloway Research maintains staff with Professional Research Certification.

### InfoNet Research, Inc.

Dallas, TX  
Ph. 972-234-3600 x112 or 866-504-DATA  
rowen@infonetresearch.com  
www.infonetresearch.com  
Rick Owen, VP, Sales and Marketing  
125-125-125-125

### Information Unlimited, Inc.

Dallas, TX  
Ph. 972-386-4498  
ejackson@informationunlimited.com  
www.informationunlimited.com  
Erin Jackson, Vice President  
50-50-50-50

### PTV NuStats

Austin, TX  
Ph. 512-306-9065  
mkunzmann@PTVnustats.com  
www.nustats.com  
150-150-150-150

### Q&M Research, Inc.

Irving, TX  
Ph. 972-793-1700  
dtucker@qandm.com  
www.qandm.com  
Don Tucker, Vice President  
10-0-10-0



### Rincón & Associates

Dallas, TX  
Ph. 214-750-0102  
ed@rinconassoc.com  
www.rinconassoc.com  
Edward T. Rincón, Ph.D., President  
20-20-20-20

Over the past 30 years, Rincón & Associates has set the standard for multicultural survey research. The center is led by Dr. Edward T. Rincón, a recognized expert in multicultural research and instructor of survey research methods, statistics, marketing and mass communications. The center includes 20 CATI stations and an experienced interviewing team that provides support in English, Spanish, Chinese, Korean and Vietnamese. The Multi-Modal Multilingual Methodology™ is our proprietary survey method for maximizing response rates and enhancing response validity for multicultural audiences.

### Savitz Field and Focus - Dallas

Member of Focus Coast to Coast  
Dallas, TX  
Ph. 972-386-4050  
information@savitzfieldandfocus.com  
www.savitzfieldandfocus.com  
Lisa Wilkin, Vice President  
50-50-50-50

### Schlesinger Associates Dallas

Dallas, TX  
Ph. 972-503-3100  
dallas@schlesingerassociates.com  
www.schlesingerassociates.com  
Nancy Ashmore, Vice President  
18-0-18-0  
(See advertisement inside front cover)

### Tammadge Market Research

Austin, TX  
Ph. 800-879-9198 or 512-474-1005  
melissa@tammadge.com  
www.tammadge.com  
Melissa Pepper, CSO  
30-20-30-30

### Voter Consumer Research

Houston, TX  
Ph. 281-893-1010  
dan@vcrhouston.com  
www.vcrhouston.com  
Dan Kessler, President  
96-96-96-96

### Voter Consumer Research

College Station, TX  
Ph. 281-893-1010  
dan@vcrhouston.com  
www.vcrhouston.com  
Dan Kessler, President  
96-96-96-96

## Utah

### BRG Research Services

Provo, UT  
Ph. 801-705-5300  
alicia@brgresearchservices.com  
www.brgresearchservices.com  
Luis Carter, President  
140-140-140-140



### Discovery Research Group

Salt Lake City, UT  
Ph. 800-678-3748 or 801-569-0107  
info@discoveryresearchgroup.com  
www.discoveryresearchgroup.com  
450-450-450-450

With 25 years of experience, Discovery Research Group offers a wide range of market research solutions and telephone capabilities that are customized for each study. Our experience ranges from simple consumer to complicated B2B studies and recruits. Our clients report that they use us because we are solutions-oriented, innovative, flexible and have high-quality data that is consistently delivered on time. We offer a full range of research services that include significant telephone interviewing capabilities and a multilingual call center for international interviewing. To ensure quality data, we are ISO 20252 compliant.



### Lighthouse Research and Development

Salt Lake City, UT  
Ph. 801-446-4000 or 801-244-8987  
janderson@go-lighthouse.com  
www.go-lighthouse.com  
Joe Anderson, Dir. Business Dev.  
52-52-52-52

Utah's full-service research firm, providing high-quality research and actionable results. All quantitative and qualitative methodologies are available: design, data collection, analysis, moderation, reporting and more. Spanish services, consumer and business studies. Largest focus group facility in Utah. 52 CATI stations with Sawtooth Win CATI, C13 software and FocusVision. Experienced team of in-house moderators, analysts, programmers, writers, recruiters and interviewers. We maintain the strictest quality-control standards, guarantee accurate, timely results and promise reliable, reputable service at a reasonable cost.

### Venture Data

Salt Lake City, UT  
Ph. 801-685-8210  
jeffc@VentureData.com  
www.VentureData.com  
Jeff Call, General Manager  
314-314-314-314

## Virginia

### Continental Research Associates, Inc.

Norfolk, VA  
Ph. 757-489-4887  
NGlassman@continentalresearchus.com  
www.ContinentalResearchUS.com  
Nanci A. Glassman, President  
14-10-14-14



### Issues and Answers Network, Inc.

Global Marketing Research  
Virginia Beach, VA  
Ph. 757-456-1100 or 800-23-ISSUE  
clindemann@issans.com  
www.issans.net  
400-400-400-400

Issues and Answers Network Inc. is an independent global marketing research firm providing scalable research services - everything from survey and sampling design, in-house data collection and project management to data analysis and interpretation. Scalable research services include in-house data collection with 400 CATI stations across five call centers located in the U.S.

### Issues and Answers Network, Inc. (Br.)

Global Marketing Research  
Grundy, VA  
Ph. 757-456-1100 or 800-23-ISSUE  
peterm@issans.com  
www.issans.net  
Peter McGuinness, President  
85-85-85-85

### Woelfel Research, Inc.

Fairfax, VA  
Ph. 703-345-9640 or 800-753-0617  
info@woelfelresearch.com  
www.woelfelresearch.com  
80-80-80-80

## Vermont

### The Center For Research & Public Policy

Chester, VT  
Ph. 802-875-5003  
JCL@CRPP.com  
www.crrp.com  
Jerry C. Lindsley, President  
25-25-25-25

## Washington

### American Directions Group (Br.)

Spokane, WA  
Ph. 202-596-7966  
jerryk@americandirections.com  
www.americandirections.com  
Jerry Karson, Dir. New Bus. Dev.  
120-120-120-120

### Consumer Opinion Services, Inc.

Seattle, WA  
Ph. 206-241-6050  
info@cosvc.com  
www.cosvc.com  
Jerry Carter, President  
17-0-17-0

### Customer Research, Inc.

Seahurst, WA  
Ph. 206-242-9969 or 800-886-3472  
ddunkle@customerresearch.com  
www.customerresearch.com  
60-60-60-60

### Gilmore Research Group

Seattle, WA  
Ph. 206-219-1987  
info@gilmore-research.com  
www.gilmore-research.com  
Donna Glosser, Dir. Qual. Rsch. Serv.  
76-76-76-76

### GMA Research Corp.

Bellevue, WA  
Ph. 425-460-8800  
donmgma@aol.com  
www.gmaresearch.com  
Don Morgan  
34-28-24-24

### Hebert Research, Inc.

Bellevue, WA  
Ph. 425-643-1337 or 877-399-0720  
info@hebertresearch.com  
www.hebertresearch.com  
32-32-32-32

### InfoTek Research Group, Inc.

Yakima, WA  
Ph. 509-248-8219  
tregg@infotekresearch.com  
www.infotekresearch.com  
Tregg Farmer, President  
20-20-20-0

## Codes - (e.g. 25-10-25-10)

1. STATIONS - No. of interviewing stations at this location
2. CATI - No. of stations using computer-aided interviewing
3. ON-SITE - No. of stations which can be monitored on-site
4. OFF-PREMISES - No. of stations which can be monitored off-premises

**Pacific Market Research**

Renton, WA  
Ph. 425-271-2300  
info@pacificmarketresearch.com  
www.pacificmarketresearch.com  
Mark Rosenkranz, Managing Director  
150-150-150-150

Pacific has a national reputation for telephone and online data collection. Our phone center is among the largest on the West Coast, with CfMC software, remote monitoring and predictive dialing. 25% of our work is conducted in Spanish. We also handle national qualitative recruiting for focus groups and usability testing. For online data collection we use ConfirmIT, are experienced with multilanguage and international Web projects and maintain relationships with multiple panels. Our strengths: honest communication, competitive pricing and responsive project management.

**Robinson Research**

Spokane, WA  
Ph. 509-489-4361  
mail@robinson-research.com  
www.robinson-research.com  
William D. Robinson, President  
30-30-30-30

**Strategic Research Associates**

Spokane, WA  
Ph. 509-324-6960 or 888-554-6960  
info@strategicresearch.net  
www.strategicresearch.net  
Dean Moorehouse, President  
10-10-10-0

## West Virginia

**McMillion Research Service**

Mindfield Online - featuring IQD  
Charleston, WV  
Ph. 304-343-9650  
jmace@mcmillionresearch.com  
www.mcmillionresearch.com  
Gary or Sandy McMillion, Owners  
100-100-100-100

The McMillion Companies provide 30 years of experience across all phases of data collection and technology. McMillion Research provides 100 CATI stations for consumer- and business-side data collection. Our online panel, Mindfield Online, uses the latest proprietary software integration for the best panel and programming experience available. Breakthrough health care research combines a multimethod approach to physician and patient surveys. Our Web development team provides stunning data collection tools to give not only the respondent but your clientele the most advanced means of data collection.

(See advertisement p. 79, inside back cover)

## Wisconsin

**Advantage Research, Inc.**

Germantown, WI  
Ph. 262-502-7000 or 262-502-7008  
ccatanese@advantageresearchinc.com  
www.advantageresearchinc.com  
Scott Segrin, Vice President  
50-50-50-50

**Chamberlain Research Consultants, Inc.**

Madison, WI  
Ph. 608-246-3010  
Jpicard@crwis.com  
www.chamberlainresearch.com  
Jim Picard, Dir. of Strategic Dev.  
80-80-80-80

**The Dieringer Research Group, Inc.**

Brookfield, WI  
Ph. 262-432-5200 or 888-432-5220  
sales@thedrg.com  
www.thedrg.com/quirks  
Darrell Beneker, Sr. Dir. Research Services  
50-50-50-50

**Leede Research Group, Inc.**

Manitowoc, WI  
Ph. 920-482-1417  
Jim@Leede.com  
www.Leede.com  
Jim DeZeeuw, Vice President  
35-35-35-35

**Management Decisions, Inc.**

Milwaukee, WI  
Ph. 414-774-0623  
info@managementdecisionsinc.com  
www.managementdecisionsinc.com  
Lesla Bunce, President  
40-30-40-40

**Market Probe, Inc.**

Milwaukee, WI  
Ph. 414-778-6000 or 262-605-2962  
usa@marketprobe.com  
www.marketprobe.com  
Jamie Maciejewski, Call Center Manager  
65-65-65-50

**The Martec Group - Green Bay**

TMG Field Research  
Green Bay, WI  
Ph. 920-494-1812 or 888-811-5755  
linda.segersin@martecgroup.com  
www.martecgreenbay.com  
Linda Segersin, General Manager  
38-38-38-0

**Matousek & Associates, Inc.**

(formerly Wisconsin Research, Inc.)  
Green Bay, WI  
Ph. 920-436-4647  
tamatousek@aol.com  
www.matousekandassociates.com  
Terri Matousek  
15-15-15-0

**Mazur/Zachow, Inc.**

Brookfield, WI  
Ph. 262-938-9244  
michelec@mazurzachow.com  
www.mazurzachow.com  
Michele Conway, President  
15-0-0-0

## International

## Argentina

**Fine Research S.R.L.**

Buenos Aires  
Ph. 54-11-4896-4180  
field-la@fine-research.com  
www.fine-research.com  
Diego Casaravilla, Director  
12-12-12-12

**Rosenthal Research - Argentina Branch**

Buenos Aires  
Ph. 34-93-506-6006  
jan\_flechs@rosenthal-research.com  
www.rosenthal-research.com  
Jan Flechsig, Director  
20-20-20-0

## Australia

**DBM Consultants Pty Ltd**

Hawthorn, VIC  
Ph. 61-3-9819-1555  
dbm@dbmcons.com.au  
www.dbmcons.com.au  
90-90-90-90

**New Focus Research Pty - Adelaide**

Marden (Adelaide), SA  
Ph. 1-800-807-535  
admin@newfocus.com.au  
www.newfocus.com.au  
Jennie Folland, National Ops. Manager  
24-24-24-24

**Pulse Group**

Sydney, NSW  
Ph. 61-2-9006-1685  
sydney@pulse-group.com  
www.pulse-group.com  
Bob Chua, CEO  
65-65-65-65

**West Coast Field Services**

Applecross, WA  
Ph. 61-8-9316-3366  
sandra@wcfcs.com.au  
www.wcfcs.com.au  
Sandra Simpson, Field Operations  
Manager  
27-27-27-0

## Austria

**TRICONSULT Wirtschaftsanalytische  
Forschung**

Vienna  
Ph. 43-1-408-49-31-0  
office@triconsult.at  
www.triconsult.at  
28-28-28-28

**Significant GfK**

Heverlee  
Ph. 32-16-74-24-24  
info@significant.be  
www.significantgfk.be  
60-60-60-60

## Brazil

**ABACO Marketing Research, Ltd.**

Sao Paulo  
Ph. 55-11-3262-3300 or 775-320-7725 (U.S.)  
Abaco2@AbacoResearch.com  
www.AbacoResearch.com  
Alan Grabowsky, President  
35-35-35-35

**Fine Research S.R.L.**

Sao Paulo-SP  
Ph. 54-11-4896-4180  
field-la@fine-research.com  
www.fine-research.com  
Diego Casaravilla, Director  
20-20-20-5

## Canada

**Acrobat Research**

Mississauga, ON  
Ph. 416-503-4343  
info@acrobat-research.com  
www.acrobat-research.com  
Tim Sinke  
200-200-200-200

**Ad Hoc Research**

Montreal, QC  
Ph. 514-937-4040 x175 or 877-937-4040  
reservation@adhoc-research.com  
www.adhoc-research.com  
65-65-65-65

**BBM Analytics**

A subsidiary of BBM Canada  
Toronto, ON  
Ph. 416-445-8881  
dpeirce@bbm.ca  
www.bbmanalytics.ca  
Diane Peirce  
250-250-250-250

**Blue Ocean Contact Centers**

Halifax, NS  
Ph. 902-722-3300  
info@blueocean.ca  
www.blueocean.ca  
Andrew O'Brien, COO  
400-400-400-400

**Canadian Viewpoint, Inc.**

Richmond Hill, ON  
Ph. 905-770-1770 or 888-770-1770  
info@canview.com  
www.canview.com  
Alan Boucquey, V.P. Operations  
60-48-60-48

America  
**trusts**  
our telephone experience



It's a fact! Across America, **McMillion Research** is the trusted source for consumer research and data collection. For more than 30 years, America's top companies, associations and government agencies have counted on our experience and services to reach their most important decisions.

100 Web Capable CATI Stations

Digital Recording Capabilities

Online Real-Time Reporting

CfMC WebCATI and Sawtooth Online Programming

Online Interface for Enhanced Quota Control & Monitoring Capabilities

Employee and Customer Satisfaction Surveys

National Physician and Executive Interviewing

State of the Art Focus Group Facility

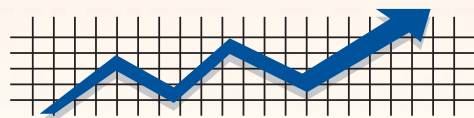
Mindfield™ Online - Complete Online Panel Services

Breakthrough™ Health Care Research Services

(800) 969-9235

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

[jmace@mcmillionresearch.com](mailto:jmace@mcmillionresearch.com)



## Codes - (e.g. 25-10-25-10)

1. STATIONS - No. of interviewing stations at this location
2. CATI - No. of stations using computer-aided interviewing
3. ON-SITE - No. of stations which can be monitored on-site
4. OFF-PREMISES- No. of stations which can be monitored off-premises

**Consumer Vision Ltd.**

Toronto, ON  
Ph. 416-967-1596 or 866-967-1596  
info@consumervision.ca  
www.consumervision.ca  
Kristi Turnbull, Vice-President  
62-0-62-0

Located in the heart of downtown Toronto, Consumer Vision has been providing qualitative and quantitative field management services for more than a decade to clients across Canada and the U.S. We operate seven state-of-the-art focus group facilities and our own in-house recruiting and quantitative telephone survey center. We have Canada's largest recruiting database for capturing those tough-to-reach consumers and professionals in sectors spanning packaged goods and financial services to more difficult-to-reach small business people, physicians and health care professionals.

**Corsential**

Toronto, ON  
Ph. 800-461-3924 or 416-493-6111  
info@consumercontact.com  
www.corsential.com  
Gord Ripley, Vice President Client Services  
600-600-600-600

**Dimark Research Inc.**

Winnipeg, MB  
Ph. 204-987-1950  
fabio@dimark.ca  
www.dimarkresearch.com  
Fabio Espsito, President  
55-55-50-0

**Elemental Data Collection, Inc.**

Ottawa, ON  
Ph. 613-667-9352  
info@elementaldci.com  
www.elementaldci.com  
Colin Kiviaho, Partner  
70-70-70-70

Elemental Data Collection provides a full range of field services including: CATI interviewing, online surveys, elite B2B, remote monitoring, multilingual capabilities, mail/data entry, coding and tabulation services. We are an independently-owned and -operated company. As your research partner, we ensure high-quality data and fast, responsive service at affordable prices. Working with you to ensure your success... it's in our nature!

**Forum Research, Inc.**

Access Research Inc.  
Toronto, ON  
Ph. 416-960-9600 or 877.60.FORUM  
lbozinoff@forumresearch.com  
www.forumresearch.com  
Lorne Bozinoff, President  
120-120-120-120

**Hay Research International**

Toronto, ON  
Ph. 416-422-2000  
ahay@hayresearch.com  
www.hayresearch.com  
50-50-50-50

**Insigtrix Research Services**

Saskatoon, SK  
Ph. 306-657-5640 or 866-888-5640  
info@insigtrix.com  
www.insigtrix.com  
Corrin Harper  
37-37-37-37

**Interviewing Service of America, Inc.**

- Halifax  
Halifax, NS  
Ph. 818-989-1044  
gstickeler@isacorp.com  
www.isacorp.com  
Gregg Stickeler, SVP, Client Services  
85-85-85-85

**Karom Group of Companies**

Toronto, ON  
Ph. 416-489-4146  
karom@karomgroup.com  
www.karomgroup.com  
10-10-10-10

**kisquared**

Winnipeg, MB  
Ph. 204-989-8002  
ki2@kisquared.com  
www.kisquared.com  
28-28-28-0

**Market Probe Canada**

Toronto, ON  
Ph. 416-487-4144  
canada@marketprobe.com  
www.marketprobe.com  
Gordon Kidd, Director of Operations  
135-135-135-135

**Market Strategies International**

London, ON  
Ph. 519-646-2969 or 888-227-9977  
info@marketstrategies.com  
www.marketstrategies.com  
Gregg Peterson  
108-108-108-108

**Matrix Research Limited**

Thornhill, ON  
Ph. 905-707-1300 or 647-990-5401  
anicolaides@matrixresearch.ca  
www.matrixresearch.ca  
Anton Nicolaides, VP, Sales/Client Service  
50-50-50-50

A leading data collection firm specializing in ethnic CATI (and online and group recruiting) in Canada and the U.S. and multilanguage surveys around the world. Our location in a suburb of ethnically-diverse Toronto gives us access to the richest pool of native speakers of most languages including Chinese (Cantonese and Mandarin), South Asian and European. All calling is done from our local call center by

our large team of experienced multilingual interviewers and supervisors, who are available to work on your surveys at any time of day or night to accommodate respondents anywhere in the world.

**Metroline Research Group, Inc.**

Kitchener, ON  
Ph. 800-827-0676 or 519-584-7700  
info@metroline.ca  
www.metroline.ca  
Dave Kains, CMRP, Partner  
20-10-10-0

**Millward Brown Canada**

Toronto, ON  
Ph. 416-250-3600  
scott.meggison@millwardbrown.com  
www.millwardbrown.com  
Todd Gillam  
250-250-250-250

**Mustel Group Market Research**

Vancouver, BC  
Ph. 604-733-4213 or 888-733-4213  
general@mustelgroup.com  
www.mustelgroup.com  
Phil Giborski, Operations Manager  
35-35-35-35

**National Response**

Toronto, ON  
Ph. 416-422-2204  
hugh@nationalresponse.ca  
www.nationalresponse.ca  
Hugh Olley, Manager Field Ops.  
50-50-50-50

**NRG Research Group**

Winnipeg, MB  
Ph. 800-301-7655 or 204-989-8999  
info@nrgresearchgroup.com  
www.nrgresearchgroup.com  
Llisa Morrow, Research Manager  
130-130-130-130

**NRG Research Group**

Vancouver, BC  
Ph. 604-681-0381 or 800-301-7655  
info@nrgresearchgroup.com  
www.nrgresearchgroup.com  
Adam Di Paula, Sr. Vice President  
10-10-10-10

**Opinion Search Inc.**

Ottawa, ON  
Ph. 800-363-4229 or 613-230-9109  
info@opinionsearch.com  
www.opinionsearch.com  
Janette Niwa, V.P., Client Services  
145-145-145-145

**Opinion Search Inc. (Br.)**

Montreal, QC  
Ph. 800-363-4229 or 514-288-0199  
info@opinionsearch.com  
www.opinionsearch.com  
Steve McDonald, Director, Field Operations  
130-130-130-130

**R.I.S. Christie - The Data Collection Company**

Toronto, ON  
Ph. 416-778-8890  
generalinfo@rischristie.com  
www.rischristie.com  
Olga Friedlander, President  
30-25-25-25

**Research House, Inc.**

Toronto, ON  
Ph. 416-488-2328 or 800-701-3137  
info@research-house.ca  
www.research-house.ca  
150-150-150-150

Research House was founded in 1976 and is one of the most diversified independent data collection and data processing companies in North America. Our 150-seat, centrally-located CATI facility proudly adheres to MRIA, MRA and ESOMAR quality standards. In addition to English and French surveys, we conduct thousands of telephone in-language interviews with multicultural consumers annually. Our data collection experience includes consumer, in-language ethnic, medical and B2B interviewing. We also offer coding, tabulations, PowerPoint report generation and dashboard creation services.

See advertisement p. 81)

**Synovate Canada (British Columbia)**

Vancouver, BC  
Ph. 604-664-2400  
rachel.hageli@synovate.com  
www.synovate.com  
Manpreet Guttman  
30-30-30-30

## Chile

**Fine Research The LatAm Field Company**

Santiago  
Ph. 54-11-4896-4180  
field-la@fine-research.com  
www.fine-research.com  
Diego Casaravilla, Director  
10-10-10-10

## China

(See also Hong Kong)

**Marcom-China.com Company Ltd.**

Shanghai  
Ph. 86-21-5100-3580  
info@marcom-china.com  
www.marcom-china.com  
Jenny Zhang  
60-60-60-60

**RNB Research**

Shanghai  
Ph. 86-21-6149 8547  
info@rnbresearch.com  
www.rnbresearch.com  
Mr. Radhey  
145-145-145-145

## Colombia

**YanHaas**

Bogota  
Ph. 57-1-650-1616 or 57-1-232-8666  
contacto@yanhaas.com  
www.yanhaas.com  
Mery Helen Arias  
70-47-70-70



# Everything under one roof

Research House has offered a full suite  
of solutions for over 30 years.

Our dedicated team can deliver your next project.  
Big or small, local or international,  
from start to finish!

Call Angela 1.800.701.3137 x224  
[www.research-house.ca](http://www.research-house.ca)

**Data Collection**  
Telephone | Online | Qualitative | Omnibus



research house

## Codes - (e.g. 25-10-25-10)

1. STATIONS - No. of interviewing stations at this location
2. CATI - No. of stations using computer-aided interviewing
3. ON-SITE - No. of stations which can be monitored on-site
4. OFF-PREMISES- No. of stations which can be monitored off-premises

## Denmark

**Berent Aps**  
Copenhagen S  
Ph. 45-32-64-12-00  
info@berent.dk  
www.berent.com  
40-40-40-40

## France

**Efficiency 3**  
Reims, Cedex  
Ph. 33(0)-3-26-79-75-89  
marie.l@efficiency3.com  
www.efficiency3.com  
Michael Jacquier, CATI Dept. Manager  
85-85-85-85



**EFG Worldwide**  
Paris  
Ph. 768-36-5158  
mike@efgresearch.com  
www.efgresearch.com  
Mike Wiesenfeld, Managing Director  
1000-1000-1000-175

Our call center in Paris covers Eastern/Western Europe. Loaded with the latest technology and staffed with highly-trained interviewers/supervisors, we can deliver the highest quality competitively. EFG is one of the world leaders in global fieldwork, dedicated to the management of quant and qual studies. EFG is a full-service, one-stop shop for fieldwork worldwide. We send quotes within 48 hours; coordinate fieldwork worldwide and constantly update you. EFG's global network counts 15,000 F2F interviewers (CAPI); 1,800 CATI; 125 focus group facilities. ISO 9001 since 1995. Units dedicated to medical/pharma, B2B, IT, finance and automotive.

**Focus World International, Inc. - Europe**  
Paris  
Ph. 732-946-0100 (U.S.)  
paulette@focusworldint.com  
www.focusworldinternational.com  
Paulette Eichenholtz, President  
50-18-50-50

**GMV Conseil**  
Paris  
Ph. 33-1-55-25-50-00  
gmv-conseil@gmv-conseil.fr  
www.gmv-conseil.fr  
Eric Fournier, Managing Director  
15-15-15-15

**La Maison du Test**  
Montreuil  
Ph. 33-1-7302-6969  
info@lamaisondutest.com  
www.lamaisondutest.com  
Malmanche Christophe, General Manager  
8-8-8-0

**MV2 Conseil**  
Montrouge, Paris  
Ph. 33-1-46-73-31-31  
or 33-1-46-73-31-86  
info@mv2group.com  
www.mv2group.com  
Christian de Balincourt, Director  
510-510-510-510

## Germany

**abs Marktforschung**  
Abele und Strohle OHG  
Ulm  
Ph. 49-731-4001-0  
hallo@abs-marktforschung.de  
www.abs-marktforschung.de  
Stefan Stroehle, Managing Director  
80-80-80-80

**Aski International Market Research**  
Hamburg  
Ph. 435-654-3639 (U.S.)  
or 49-40-3256710  
kd@aski.de  
www.aski.de  
Kirsten Dietrich  
100-100-100-0

**at random international**  
Schenefeld  
Ph. 49-40-839-3480  
er@atrandom.de  
www.atrandom.de  
Elfriede Meyer-Roennau  
80-80-80-80

**CSI International**  
Dortmund  
Ph. 49-231-54505-0  
henning.eichholz@csi-international.de  
www.csi-international.de  
85-85-85-85

**ENIGMA GmbH**  
Medien-und Marketingforschung GmbH  
Wiesbaden  
Ph. 49-611-999-600  
mail@enigma-gfk.de  
www.enigma-gfk.de  
Thomas Pauschert, Managing Director  
130-130-130-130

**FBInnovation GmbH**  
Neuss  
Ph. 49-2137-91788-0  
Fritz.Brandes@fbinnovation.de  
www.fbinnovation.de  
Fritz Brandes, Managing Director  
11-0-11-0

**forsa GmbH**  
Berlin  
Ph. 49-30-62882-0  
info@forsa.de  
www.forsa.de  
Corina Frahn  
180-180-180-180

**gdp Markt und Meinungsumfragen GmbH**  
Hamburg  
Ph. 49-40-2987-60  
kontakt@gdp-group.com  
www.gdp-group.com  
200-200-200-200

**IMR - Institute for Marketing Research**  
Frankfurt  
Ph. 49-69-297-207-14  
markus.schaub@imr-frankfurt.de  
www.imr-fielddservice.de  
70-70-70-0

**Kramer Marktforschung GmbH**  
Munster  
Ph. 49-2-51-20800-0  
M.Holtz@kraemer-germany.com  
www.kraemer-germany.com/en/  
Sebastian Lohmann, Managing Director  
140-140-140-0

**Link Institut für Markt- und Sozialforschung**  
Frankfurt/Main  
Ph. 49-69-94540-0 or 49-69-94540-122  
info@link-institut.de  
www.link-institut.de  
Thomas Gleissner  
150-150-150-0

**MR&S Market Research & Services GmbH**  
Oberusel  
Ph. 49-6171-20782-40  
info@mr-s.com  
www.mr-s.com  
Thomas Aragones, Managing Director  
30-30-5-5



**Schmiedl Marktforschung GmbH**  
A Schlesinger Associates Company  
Munich  
Ph. 49-89-231810-100  
info@schmiedl-munich.de  
www.schmiedl-marktforschung.de/  
munich/english/  
Stephan Schmid, Managing Director  
60-60-14-14

Schmiedl Marktforschung, A Schlesinger Associates Company. Schmiedl Marktforschung is Germany's leading market research services provider. We deliver a one-stop solution to all your research needs in Germany. Our Berlin, Munich and Frankfurt locations offer quantitative and qualitative methodologies including focus group and CATI facilities. We are conduct studies for general consumer, B2B and health care markets, including hard-to-reach target groups. We handle your entire project or simply support you behind the scenes. Our bilingual team understands international expectations, supports time-zone differences and has an uncompromising commitment to your success.  
(See advertisement inside front cover)

**Valid Research**  
Bielefeld  
Ph. 49-521-96591-0  
info@validresearch.com  
www.validresearch.com  
Harald Blacha, Managing Director  
60-60-60-60

## Greece

**GfK Hellas**  
Athens  
Ph. 30-2-10-757-2600  
grinfo@gfk.com  
www.gfk.gr  
Vassilis Fissentzides, CEO  
50-40-40-0

## Hong Kong

(See also China)

**Consumer Search Hong Kong Ltd.**  
North Point  
Ph. 852-2891-6687  
general@csg-worldwide.com  
www.csg-worldwide.com  
Paul Lee, Executive Director  
60-60-60-0

**Marcom-HongKong.com Company Ltd.**  
Causeway Bay  
Ph. 852-6723-1606  
info@marcom-hongkong.com  
www.marcom-hongkong.com  
KC Wong  
30-30-30-30

**Synovate Hong Kong**  
Causeway Bay  
Ph. 852-2881-5388  
rachel.hageli@synovate.com  
www.synovate.com  
53-53-0-0

## Hungary

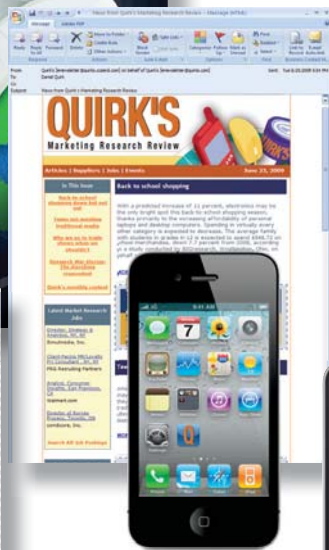
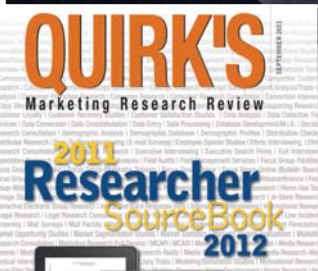
**InsightLab.hu Market Research Ltd.**  
H-1136 Budapest  
Ph. 36-1-785-3239  
info@insightlab.hu  
www.insightlab.hu  
Eszter Takacs, Senior Researcher  
30-30-30-30

# The Marketing Research Information You Need When You Want It and How You Want It



Quirk's Marketing Research Review is the only monthly print magazine, digital magazine, e-newsletter and online resource developed specifically for professionals responsible for conducting, coordinating and purchasing marketing research products and services.

Designed to promote the understanding, use and value of marketing research, Quirk's free resources include original articles on research techniques, case studies, news, survey findings, global listings for conferences and jobs, discussion forums and the most complete and up-to-date directories of market research product and service companies. More than 150,000 professionals access Quirk's resources every month.



To get your own FREE access  
visit [www.quirks.com](http://www.quirks.com)

## Codes - (e.g. 25-10-25-10)

1. STATIONS - No. of interviewing stations at this location
2. CATI - No. of stations using computer-aided interviewing
3. ON-SITE - No. of stations which can be monitored on-site
4. OFF-PREMISES- No. of stations which can be monitored off-premises

## India

**Cross-Tab Marketing Services**

Mumbai  
Ph. 91-22-40682822  
sales@cross-tab.com  
www.cross-tab.com  
Ashwin Mittal  
45-45-45-20

Our service offerings include research operations management (ROM) (end-to-end management of research projects from survey programming to fieldwork, analysis and reporting); global online and CATI data collection (conducting 1.5 million interviews across 65 countries worldwide in a year); market research process outsourcing (survey programming, open-end coding, data preparation and tabulation and reporting) and data analysis.

**Impetus Research Pvt. Ltd.**

New Delhi  
Ph. 91-11-4608-7975  
consult@impetus-research.com  
www.impetus-research.com  
Ankur Aggarwal, Director Client Svcs.  
20-15-20-0

**Kadence International**

New Delhi  
Ph. 91-11-4556-8400  
amakk@kadence.com  
www.kadence.com  
Aman Makkar, Managing Director  
50-50-50-50

**Majestic Market Research Support Services Ltd.**

Kurla (West), Mumbai, Maharashtra  
Ph. 91-22-2654-0719  
info@mrrss.com  
www.mrrss.com  
Raj Sharma  
40-30-30-10

**RNB Research**

RNB House  
Noida (U.P.)  
Ph. 91-11-2546-1415  
info@rnbresearch.com  
www.rnbresearch.com  
Mr. Radhey, Client Dev. Manager  
145-145-145-145

## Indonesia

**Kadence International**

Jakarta Selatan  
Ph. 62-21-3001-5990  
vthomas@kadence.com  
www.kadence.com  
Vivek Thomas, Managing Director  
10-10-10-10

## Ireland

**Millward Brown Lansdowne**

Dublin  
Ph. 353-1-297-4500  
richard.waring@millwardbrown.ie  
www.msml.ie  
Margaret Hoctor  
90-90-90-0

## Italy

**Demoskoepa S.p.A**

Milano  
Ph. 39-06-8537521  
mariotti@demoskoepa.it  
www.demoskoepa.it  
Clara Mariotti, International Research Dir.  
120-120-120-120

**Medi-Pragma S.r.l.**

Rome  
Ph. 39-06-84-55-51  
medipragma@medipragma.com  
www.medipragma.it  
Lucio Corsaro, General Manager  
60-60-60-60

## Malaysia

**Kadence International**

Kuala Lumpur  
Ph. 6-03-2267-7222  
akhoo@kadence.com  
www.kadence.com  
Ann Khoo, Managing Director  
25-25-25-25

**Pulse Group**

Kuala Lumpur  
Ph. 603-2167-6666  
kl@pulse-group.com  
www.pulse-group.com  
Bob Chua, CEO  
65-65-65-65

## Mexico

**EPI Marketing, S.A. de C.V.**

Mexico City, DF  
Ph. 52-55-1209-6606  
or 646-472-5030 (U.S.)  
info@epimarketing.net  
www.epimarketing.net  
Ricardo Escobedo, President  
25-25-25-0

**Fine Research The LatAm Field Company**

Mexico City, DF  
Ph. 54-11-4896-4180  
field-la@fine-research.com  
www.fine-research.com  
Diego Casaravilla, Director  
15-15-15-15

**Market Intelligence**

Mexico City, DF  
Ph. 52-55-2455-1500  
htavera@marketintelligence.com.mx  
www.marketintelligence.com.mx  
40-40-40-0

**Pearson, S.A. de C.V.**

Mexico, DF  
Ph. 52-55-5531-5560  
or 52-55-5531-5324  
pearson@pearson-research.com  
www.pearson-research.com  
Manuel Barberena, CEO  
80-80-80-80

## Morocco

**EFG Middle East**

Casablanca  
Ph. 786-369-5158  
mike@efgresearch.com  
www.efgresearch.com  
Michael Wiesenfeld, Managing Director  
325-300-300-100

Our call center in Casablanca covers the Middle East. Loaded with the latest technology and staffed with highly-trained interviewers/supervisors, we can deliver the highest quality competitively. EFG is one of the world leaders in global fieldwork, dedicated to the management of quant and qual studies. EFG is a full-service, one-stop shop for fieldwork worldwide. We send quotes within 48 hours; coordinate fieldwork worldwide and constantly update you. EFG's global network counts 15,000 F2F interviewers (CAPT); 1,800 CATI; 125 focus group facilities. ISO 9001 since 1995. Units dedicated to medical/pharma, B2B, IT, finance and automotive.

## The Netherlands

**Calls & More**

Leusden  
Ph. 31-85-201-00-00  
info@callsandmore.nl  
www.callsandmore.nl  
60-60-60-60

**Desan Research Solutions**

Amsterdam  
Ph. 31-20-620-15-89  
info@desan.nl  
www.desan.nl  
50-50-50-50

**Global Data Collection Company (GDCC)**

Rotterdam  
Ph. 31-10-300-30-03  
sanne.krom@gdcc.com  
www.gdcc.com  
170-170-170-170

**Team Vier b.v.**

Amstelveen  
Ph. 31-20-645-53-55  
info@teamvier.nl  
www.teamvier.nl  
Hans van Gool  
35-35-35-1

**TNS NIPO**

Amsterdam  
Ph. 31-20-522-54-44  
info@tns-nipo.com  
www.tns-nipo.com  
300-300-300-300

## Phillipines

**Convergys Customer Experience Applied Analytics**

Makati City, Manila  
Ph. 800-344-3000  
marketing@convergys.com  
www.convergys.com\solutions\analytics  
Kathy Renaker, Dir. Mkt. Rsch. Outsourcing  
150-150-150-150

## Portugal

**GfK Metris, SA**

Lisbon  
Ph. 351-21-000-02-00  
gfk.portugal@gfk.com  
www.gfk.pt  
Mafalda Brasil  
50-50-50-50

## Puerto Rico

**Custom Research Center, Inc.**

San Juan  
Ph. 787-764-6877  
parimal@customresearchpr.com  
www.customresearchpr.com  
20-20-20-20

## Romania

**Future Marketing**

Bucharest  
Ph. 40-21-231-7838  
office@futuremarketing.ro  
www.futuremarketing.ro  
20-0-0-0

## Russia

**Analytics - Russia**

Moscow  
Ph. 7-495-223-0040  
Sibirtsev@analytics.ru  
www.analytics.ru  
Sergei Sibirtsev, General Director  
120-120-120-120

**Bojole research**

Moscow  
Ph. 44-741-508-2656  
research@bojole.ru  
www.bojole.ru  
Olga Makarova  
72-72-72-72

**SOCIS MR Russia**

Yaroslavl  
Ph. 7-485-273-9237  
client-service@socismr.com  
www.english.socismr.com  
Daria Shibalnikina, Client Service Mgr.  
60-60-0-60

**WorkLine Research**

St. Petersburg  
Ph. 7-960-266-2113 or 7-812-600-3610  
workline@workline.ru  
www.workline.ru  
Maria Arestova  
35-35-35-35

## Singapore

**Joshua Research Consultants Pte Ltd**

Singapore  
Ph. 65-6876-7077  
info@joshuaresearch.com  
www.joshuaresearch.com  
Alan Tay, Executive Director  
36-36-36-0

**Kadence International**

Singapore  
Ph. 65-6372-8710  
gclayton@kadence.com  
www.kadence.com  
Greg Clayton, Managing Director  
30-30-30-30

## South Korea

**Synovate South Korea**

Seoul  
Ph. 82-2-741-3091  
rachel.hageli@synovate.com  
www.synovate.com  
20-20-0-0

## Spain

**Castello Veintitres, S.L.**

Madrid  
Ph. 34-91-435-99-85  
international@salascastello23.com  
www.salascastello23.com  
12-12-0-0

**Rosenthal Research**

Barcelona  
Ph. 34-93-506-60-06  
jan\_flechs@rosenthal-research.com  
www.rosenthal-research.com  
Jan Flechsig, Director  
70-70-70-0

**Synovate Spain**

Madrid  
Ph. 34-91-837-93-00  
rachel.hageli@synovate.com  
www.synovate.com  
Susanne Ball, Int'l. Unit Manager  
120-120-0-0

**TNS Spain (Madrid)**

Madrid  
Ph. 34-91-432-87-00  
info.es@tnsglobal.com  
www.tns-global.es  
Teresa de Ledesma, Comm. Manager  
250-250-250-250

**TNS Spain**

Barcelona  
Ph. 34-93-581-94-00  
info.es@tnsglobal.com  
www.tns-global.es  
Teresa de Ledesma, Comm. Manager  
250-250-250-250

## Sweden

**Furst Scandinavian Research AB**

Sollentuna  
Ph. 46-08-21-59-59  
info@fsr.se  
www.fsr.se  
40-40-40-0

**Intervjubilaget - IMRI AB**

Harnösand  
Ph. 46-611-34-97-20  
info@ibimri.se  
www.ibimri.se  
200-200-200-200

## United Kingdom

**B2B International**

Stockport, Manchester  
Ph. 44-16-1440-6000  
info@b2binternational.com  
www.b2binternational.com  
Brian Bogard  
60-55-60-0

**FDS International Ltd.**

London  
Ph. 44-20-7272-7766  
enquiries@fds.co.uk  
www.fds.co.uk  
80-80-80-80

**ICM Direct**

Camden  
Ph. 44-20-7428-7870  
james.turner@icmresearch.com  
www.icm-direct.com  
Patrick Diamond  
80-80-80-80

**Ipsos MORI Northern Ireland**

Belfast  
Ph. 44-28-9050-0800  
lesley.mcclure@ipsos.com  
www.ipsos-mori.com  
Eamonn Tracey  
25-25-25-0

**Ipsos MORI Scotland**

Edinburgh  
Ph. 44-20-7347-3000  
simon.braunholtz@ipsos.com  
www.ipsos-mori.com  
401-401-401-220

**Ipsos Observer**

(Ipsos UK)  
Harrow  
Ph. 44-20-8861-8009  
david.stradling@ipsos.com  
www.ipsos-mori.com/ipsosdirect  
Tony Harper, Research Director  
401-401-220-220

**JRA Research**

Nottingham  
Ph. 44-11-5955-1133  
info@jraresearch.com  
www.jraresearch.com  
Paul Summers, Director  
45-45-45-45

**Kadence International**

London  
Ph. 44-20-8246-5400  
severard@kadence.com  
www.kadence.com  
Simon Everard, Managing Director  
60-60-60-60

kudos  
research**Kudos Research**

London  
Ph. 44-20-7490-7888 or 44-20-3217-2850  
info@kudosresearch.com  
www.kudosresearch.com  
Efisio Mele or Chris Smith  
80-80-80-80

Kudos Research is your partner for high-quality international B2B and consumer telephone data collection. We provide qual and quant interviewing into 62+ countries using native-language speakers. Centralized project management ensures the highest levels of quality, consistency and harmonization across all markets. Our CATI software allows seamless integration of online and telephone interviewing and real-time access to results. All our calls are digitally recorded. We have IQCS and ISO 20252 accreditation and MRS membership and operate a 24/7 operation from 80 CATI stations in London. See www.kudosresearch.com.

**Millward Brown Ulster**

Belfast  
Ph. 44-28-9038-0250  
catherine.toner@uk.millwardbrown.com  
www.millwardbrownulster.com  
35-35-35-35

**ORC fieldandtab**

London  
Ph. 44-20-7675-1000  
Alun.Bytes@orcinternational.co.uk  
www.orcfieldandtab.com  
Alun Bytes  
100-100-100-30

**PCP Market Research Consultants**

York  
Ph. 44-19-0465-3008  
peter@pcpmarketresearch.com  
www.pcpmarketresearch.com  
Peter Pickersgill  
12-12-12-0

**Perspective Research Services**

London  
Ph. 44-20-8896-4400  
info@perspectivemr.co.uk  
www.perspectivemr.co.uk  
Richard Sheldrake, Managing Director  
90-80-80-0

**Perspective Research Services**

Including Holborn Focus  
London  
Ph. 44-20-8896-4400 or 44-20-7400-0370  
info@perspectivemr.co.uk  
www.perspectivemr.co.uk  
Richard Sheldrake, Managing Director  
55-55-55-0

**Plus Four Market Research Limited**

London  
Ph. 44-20-8254-4444  
info@plus4.co.uk  
www.plus4.co.uk  
Cara Allan  
20-12-12-0

**The Research House**

A Schlesinger Associates Company  
London  
Ph. 44-20-7935-4979  
bids@research-house.co.uk  
www.schlesingerassociates.com/  
Laura Haxton, Director  
14-0-14-0  
(See advertisement inside front cover)

**RONIN Corporation**

London  
Ph. 44-20-7091-1400  
info@ronin.com  
www.ronin.com/dc  
Volker Balk, General Manager  
85-85-85-85

**Ugam Research Solutions**

London  
Ph. 44-20-7803-1480  
sales@ugamresearch.com  
www.ugamresearch.com  
Jackie Mold, Director  
160-160-160-160

# CALENDAR OF EVENTS

●●● can't-miss activities

**The Merlien Institute** 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](http://www.mrmw.net).

**The Council of American Survey Research Organizations** will hold its annual global research conference on **April 18-19** at the Hyatt Regency in **Miami**. For more information visit [www.casro.org](http://www.casro.org).

**The Mobile Marketing Research Association** will hold its inaugural general assembly, themed "Shaping the Future of Mobile Marketing Research," on **April 20** at the Dorint Amsterdam-Airport Hotel in **Amsterdam, the Netherlands**. The assembly will be held alongside Market Research in the Mobile World Europe. For more information visit [http://www.mmra-global.org/events/event\\_details.asp?id=204364](http://www.mmra-global.org/events/event_details.asp?id=204364).

**The International Quality and Productivity Center** will hold a conference, themed "Shared Service Exchange Latin America," on **April 22-24** in **Miami**. For more information visit [www.shared-serviceslatamexchange.com](http://www.shared-serviceslatamexchange.com).

**Worldwide Business Research** will hold its spring mobile shopping conference on **April 23-25** at the Westin in **San Diego**. For more information visit [www.mobileshoppingspring.com](http://www.mobileshoppingspring.com).

**The Association for Qualitative Research and the Qualitative Research Consultants Association** will hold the Worldwide Conference on Qualitative Research, themed "Qualitative Renaissance: Challenge Your Thinking," on **April 25-27** at the Radisson Blu Hotel in **Rome**. For more information visit [www.aqr.qrca.org](http://www.aqr.qrca.org).

**Anderson, Niebuhr & Associates** will hold a workshop, titled "Analyzing & Reporting Questionnaire Data," on **April 26-27** at the Radisson Plaza Hotel Minneapolis (Downtown) in **Minneapolis**. For more information visit [www.ana-inc.com/workshops/data.html](http://www.ana-inc.com/workshops/data.html)

**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](http://www.aimri.net).

**IIR** will hold a conference focused on technology in market research on **April 30-May 2** at The Cosmopolitan in **Las Vegas**. For more information visit [www.iirusa.com/tdmr](http://www.iirusa.com/tdmr).

## featured

**The Yale School of Management's Center for Customer Insights** will hold its annual customer insights conference on **May 4-5** at the Yale School of Management campus in **New Haven, Conn.** For more information visit <http://cci.som.yale.edu/conferences/ci12>.

**The European Networking Group** will hold its annual consumer insights and marketing excellence conference, themed "Integrating consumer insights and marketing 3.0 into breakthrough business actions," on **May 9-10** at the Radisson Blue in **Rome**. For more information and to register visit [http://www.engspain.com/site\\_media/files/SP64/SP64\\_C.I.M.E.pdf](http://www.engspain.com/site_media/files/SP64/SP64_C.I.M.E.pdf).

**ESOMAR** will hold its annual Latin America conference on **May 13-15** in **Mexico City**. For more information visit [www.esomar.org/latam](http://www.esomar.org/latam).

## featured

**Allegiance** will hold an event, themed "VOCFusion: The World's Largest Voice of Customer Event," on **May 14-17** at The Cosmopolitan Hotel in **Las Vegas**. For more information and to register visit [www.vocfusion.com](http://www.vocfusion.com).

**IIR** will hold its audience measurement event on **May 21-23** at the Radisson Blu Aqua Hotel in **Chicago**. For more information visit [www.iirusa.com/audience](http://www.iirusa.com/audience).

**The Council of American Survey Research Organizations** will hold its annual technology conference on **May 30-31** at the Millennium Broadway Hotel in **New York**. For more information visit [www.casro.org](http://www.casro.org).

**The Marketing Research and Intelligence Association** will hold its annual conference on

**May 30-June 1** in **St. John's, Newfoundland**. For more information visit [www.mria-arim.ca](http://www.mria-arim.ca).

**The Marketing Research Association** will hold its 2012 annual conference and CEO summit symposium on **June 4-6** in **San Diego**. For more information visit [www.mra-net.org](http://www.mra-net.org).

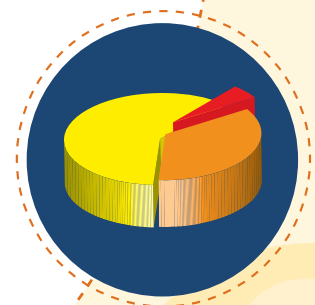
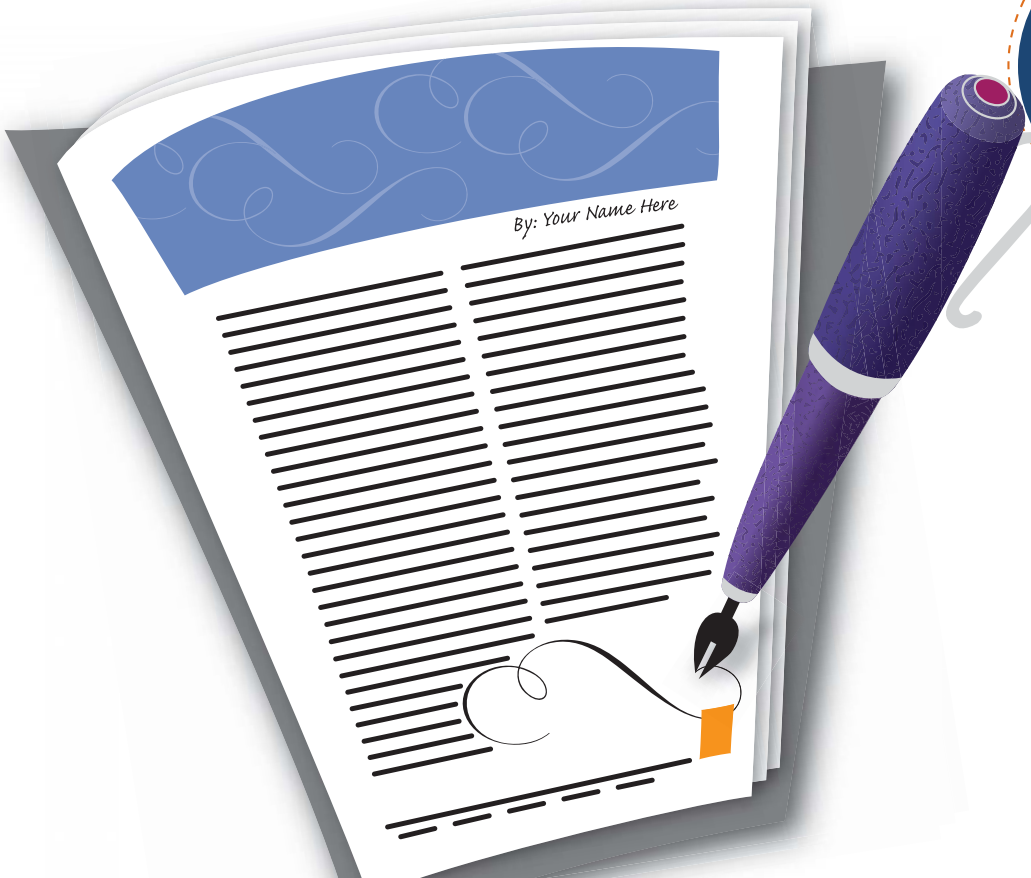
**The Council of American Survey Research Organizations** will hold a management conference on **June 13-14** at the Wyndham in **Chicago**. For more information visit [www.casro.org](http://www.casro.org).

**Marcus Evans** will host its life sciences market research conference on **June 19-21** in **Philadelphia**. For more information visit [http://www.marcusevansch.com/LSMR\\_QMR](http://www.marcusevansch.com/LSMR_QMR).

**The International Quality and Productivity Center** will hold its annual shared service exchange on **June 24-26** in **Pinehurst, N.C.** For more information visit [www.sharedserviceexchange.com](http://www.sharedserviceexchange.com).

**IIR** will hold a conference, themed "Shopper Insights in Action," on **July 18-20** at the Marriott Magnificent Mile in **Chicago**. For more information visit [www.shopperinsightseven.com](http://www.shopperinsightseven.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](mailto:emily@quirks.com). For a more complete list of upcoming events visit [www.quirks.com/events](http://www.quirks.com/events).



# Promoting the Use, Understanding and Value of Marketing Research

Since 1986 Quirk's Marketing Research Review has taken a practical, hands-on approach to covering marketing research. Each issue contains a range of articles, columns and monthly departments, all aimed at keeping you on the cutting edge. Our editorial content includes:

Case Studies

Research Techniques and Trends

Qualitatively Speaking

By the Numbers

Data Use

Events Calendar

Names of Note

Research Industry News

Survey Monitor

Product and Service Update

# QUIRK'S

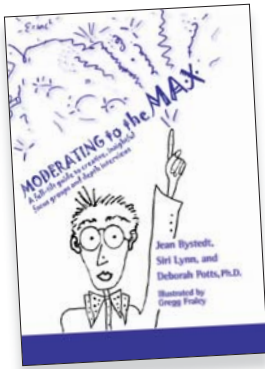
Marketing Research Review



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

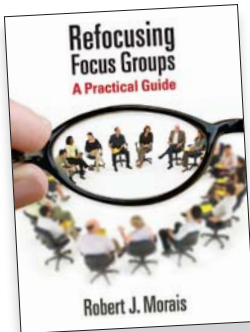
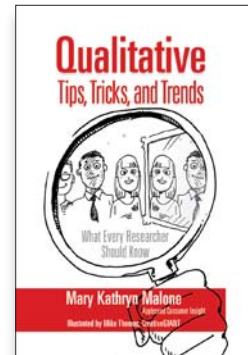
Marketing research  
tools and ideas in print  
and online

# MARKETING RESEARCH



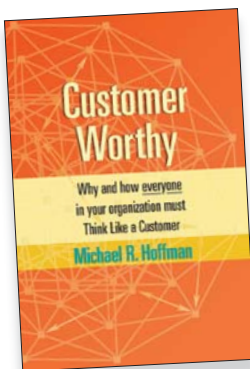
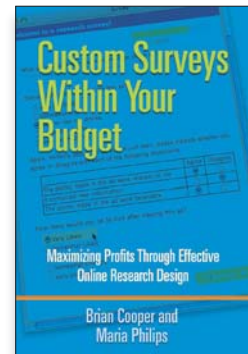
- ◀ **Moderating to the Max**  
A Full-Tilt Guide to Creative, Insightful Focus Groups and  
Depth Interviews  
**Jean Bystedt, Siri Lynn, and Deborah Potts, Ph.D.**  
978-0-9830436-2-1; paperback, list price \$34.95

▶ **Qualitative Tips, Tricks, and Trends**  
What Every Researcher Should Know  
**Mary Kathryn Malone**  
978-0-981869-9-9; paperback, list price \$24.95



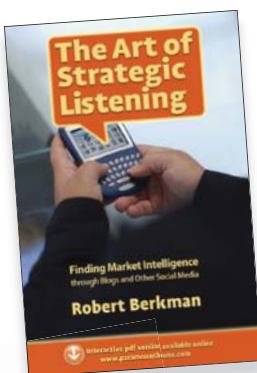
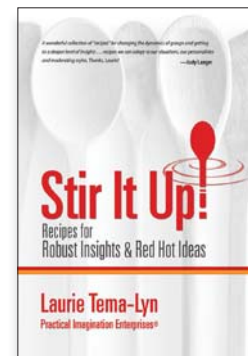
- ◀ **Refocusing Focus Groups**  
A Practical Guide  
**Robert J. Morais**  
978-0-9819869-7-5; paperback, list price \$19.95

▶ **Custom Surveys Within Your Budget**  
Maximizing Profits Through Effective Online Research Design  
**Brian Cooper and Maria Philips**  
978-0-9819869-3-7; paperback, list price \$34.95



- ◀ **Customer Worthy**  
How and Why Everyone in Your Organization Must Think  
Like a Customer  
**Michael R. Hoffman**  
978-0-9819869-1-3; paperback, list price \$49.95

▶ **Stir It Up!**  
Recipes for Robust Insights & Red Hot Ideas  
**Laurie Tema-Lyn**  
978-0-9830436-3-8; paperback, list price \$24.95



- ◀ **The Art of Strategic Listening**  
Finding Market Intelligence through Blogs and Other Social Media  
**Robert Berkman**  
978-0-9786602-7-7; paperback, list price \$39.95  
*Also available in an interactive download edition*

**ORDER DIRECT AND SAVE**

**FREE SHIPPING** with your PMP order,  
no minimum purchase!

Go to [paramountbooks.com](http://paramountbooks.com) and  
use promo code **QMRR12**

**Practical Books for Smart Professionals**

**PMP** Paramount Market Publishing, Inc.  
950 Danby Rd., Ithaca, NY 14850  
[www.paramountbooks.com](http://www.paramountbooks.com)  
toll-free: 888-787-8100



# INDEX OF ADVERTISERS

<b>Affordable Samples, Inc.</b> ..... p. 44 800-784-8016   <a href="http://www.affordablesamples.com">www.affordablesamples.com</a>	<b>First Choice Facilities</b> ..... p. 31 888-FCF-BIDS   <a href="http://www.FirstChoiceFacilities.net">www.FirstChoiceFacilities.net</a>	<b>Mobile Shopping Spring</b> ..... p. 59 646-200-7530   <a href="http://www.mobileshoppingspring.com">www.mobileshoppingspring.com</a>
<b>Analytical Group, Inc.</b> ..... p. 27 800-784-8016   <a href="http://www.analyticalgroup.com">www.analyticalgroup.com</a>	<b>Focus Market Research</b> ..... p. 55 480-874-2714   <a href="http://www.focusmarketresearch.com">www.focusmarketresearch.com</a>	<b>Paramount Market Publishing, Inc.</b> ..... p. 89 607-275-8100   <a href="http://www.paramountbooks.com">www.paramountbooks.com</a>
<b>Anderson Niebuhr &amp; Associates, Inc.</b> .... p. 57 800-678-5577   <a href="http://www.ana-inc.com">www.ana-inc.com</a>	<b>FocusVision Worldwide</b> ..... p. 41 203-961-1715 opt. 6   <a href="http://www.focusvision.com">www.focusvision.com</a>	<b>Precision Opinion</b> ..... Cover Wrap, p. 47 800-780-2790   <a href="http://www.precisionopinion.com">www.precisionopinion.com</a>
<b>Burke Institute</b> ..... p. 5 800-543-8635   <a href="http://www.BurkeInstitute.com">www.BurkeInstitute.com</a>	<b>GMI (Global Market Insite, Inc.)</b> ..... p. 35 866-5-ASK GMI   <a href="http://www.gmi-mr.com">www.gmi-mr.com</a>	<b>Radius Global</b> ..... p. 17 212-633-1100   <a href="http://www.radius-global.com">www.radius-global.com</a>
<b>Burke, Incorporated</b> ..... p. 53 800-688-2674   <a href="http://www.burke.com">www.burke.com</a>	<b>Group Dynamics in Focus, Inc.</b> ..... p. 19 866-221-2038   <a href="http://www.groupdynamics.com">www.groupdynamics.com</a>	<b>Research House, Inc.</b> ..... p. 81 800-701-3137   <a href="http://www.research-house.ca">www.research-house.ca</a>
<b>C &amp; C Market Research, Inc.</b> ..... p. 37 479-785-5637   <a href="http://www.ccmarketresearch.com">www.ccmarketresearch.com</a>	<b>Institute for International Research</b> ..... p. 51 888-670-8200   <a href="http://www.iirusa.com">www.iirusa.com</a>	<b>Research Now</b> ..... Front Cover 888-203-6245   <a href="http://www.researchnow.com">www.researchnow.com</a>
<b>Cint USA, Inc.</b> ..... p. 13 318-202-8004   <a href="http://www.cint.com">www.cint.com</a>	<b>Mail Survey Solutions</b> ..... p. 39 651-439-8547   <a href="http://www.mailsurveysolutions.com">www.mailsurveysolutions.com</a>	<b>Restaurant Research Associates</b> ..... p. 43 714-368-1890   <a href="http://www.RestaurantResearchAssociates.com">www.RestaurantResearchAssociates.com</a>
<b>Clear Seas Research</b> ..... p. 23 248-786-1683   <a href="http://www.clearseasresearch.com">www.clearseasresearch.com</a>	<b>Marketing Research Association, Inc.</b> ..... p. 60-61 860-682-1000   <a href="http://www.MarketingResearch.org">www.MarketingResearch.org</a>	<b>RIVA Training Institute</b> ..... p. 22 301-770-6456   <a href="http://www.RIVAinc.com">www.RIVAinc.com</a>
<b>Communications For Research, Inc.</b> ..... p. 45 573-775-4550   <a href="http://www.cfrinc.net">www.cfrinc.net</a>	<b>Marketing Systems Group</b> ..... p. 25 800-336-7674   <a href="http://www.m-s-g.com">www.m-s-g.com</a>	<b>Schlesinger Associates, Inc.</b> ...Inside Front Cover 866-549-3500   <a href="http://www.schlesingerassociates.com">www.schlesingerassociates.com</a>
<b>Decision Analyst, Inc.</b> ..... p. 9 817-640-6166   <a href="http://www.decisionanalyst.com">www.decisionanalyst.com</a>	<b>MAXimum Research, Inc.</b> ..... p. 73 888-212-7200   <a href="http://www.maximumresearch.com">www.maximumresearch.com</a>	<b>Scientific Telephone Samples</b> ..... p. 65 800-944-4STS   <a href="http://www.stssamples.com">www.stssamples.com</a>
<b>E-Tabs</b> ..... p. 15 888-823-8227   <a href="http://www.e-tabs.com">www.e-tabs.com</a>	<b>McMillion Research Service</b> ... p. 79, Inside Back Cover 800-969-9235   <a href="http://www.mcmillionresearch.com">www.mcmillionresearch.com</a>	<b>Toluna</b> ..... p. 11 800-710-9147   <a href="http://www.toluna-group.com">www.toluna-group.com</a>
<b>Esearch.com, Inc.</b> ..... p. 49 310-265-4608   <a href="http://www.eseach.com">www.eseach.com</a>	<b>Mindfield Online, Inc.</b> ..... Inside Back Cover 800-969-9235   <a href="http://www.mindfieldonline.com">www.mindfieldonline.com</a>	<b>Truth</b> ..... p. 3 212-796-1770   <a href="http://www.truth.ms">www.truth.ms</a>
<b>Fieldwork Network</b> ..... Back Cover 800-T0-FIELD   <a href="http://www.fieldwork.com">www.fieldwork.com</a>	<b>Millward Brown</b> ..... p. 33 212-548-7271   <a href="http://www.millwardbrown.com/Home.aspx">www.millwardbrown.com/Home.aspx</a>	<b>uSamp</b> ..... p. 7 888-282-5505   <a href="http://www.usamp.com">www.usamp.com</a>

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, St. Paul, MN 55122. Tel.: 651-379-6200; Fax: 651-379-6205; E-mail: [info@quirks.com](mailto:info@quirks.com); Web address: [www.quirks.com](http://www.quirks.com). Periodicals postage paid at St. Paul, MN and additional mailing offices.

Subscription Information: U.S. annual rate (12 issues) \$70; Canada and Mexico rate \$120 (U.S. funds); international rate \$120 (U.S. funds). U.S. single-copy price \$10. Change of address notices should be sent promptly; provide old mailing label as well as new address;

include ZIP code or postal code. Allow 4-6 weeks for change.

POSTMASTER: Please send change of address to QMRR, P.O. Box 22268, St. Paul, MN 55122.

Article Reprints: Contact Mallory Gonsler of Foster Printing at [malloryg@fosterprinting.com](mailto:malloryg@fosterprinting.com) or at 866-879-9144 x145.

Quirk's Marketing Research Review is not responsible for claims made in advertisements.

# BEFORE YOU GO

••• issue highlights  
and parting words

••• cover-to-cover

## Facts, figures and insights from this month's issue

page

14

Ninety-three percent said a reasonable amount of time to wait at a retail business is five-to-10 minutes or less.

page

29

People's level of interest stays the same; it just moves to a different channel.

page

50

Recruitment costs can be expensive but the cost of assembling the wrong group of people is even higher.

page

54

Have we perfected research's equivalent of the music album just as the medium is being replaced?

# QUIRK'S

Marketing Research Media

### Not just a magazine: Quirk's unveils new corporate identity!

In the past 25 years, Quirk's Marketing Research Review has expanded far beyond the original print magazine. We now produce a digital magazine; e-newsletters; blogs; directories; Webinars; a daily video news program; multiple iPad, Android and Kindle Fire apps; and the most comprehensive Web site devoted entirely to marketing research. We want our name to reflect this expansion, which is why we have changed our corporate identity to Quirk's Marketing Research Media. The title of the magazine will remain the same, as will our commitment to promoting the understanding, use and value of marketing research.



## Quirk's debuts its Research Careers Blog

As the economy picks up, we are seeing more job openings and more marketing researchers switching jobs. New technologies require updated skill sets for employees and also present new challenges for hiring managers. That's why Quirk's has launched the Research Careers Blog ([www.researchcareersblog.com](http://www.researchcareersblog.com)). With posts written by marketing research recruitment and HR experts as well as Quirk's staff, the Research Careers Blog is designed to provide advice and discussion regarding employment in the research community. We welcome your feedback and submissions!

WIN ••• WIN ••• WIN ••• WIN ••• WIN

## A \$3,000 project credit with Toluna QuickSurveys™

# Toluna

In touch with people

All entrants will be given the opportunity to beta test Toluna's relaunched QuickSurveys™ DIY Web-based survey tool with 150 completed interviews and one winner will receive a \$3,000 project credit!

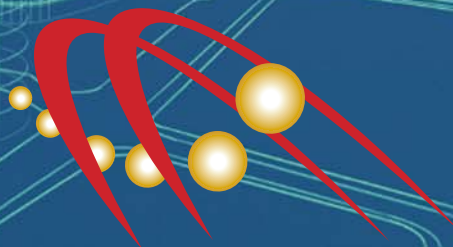
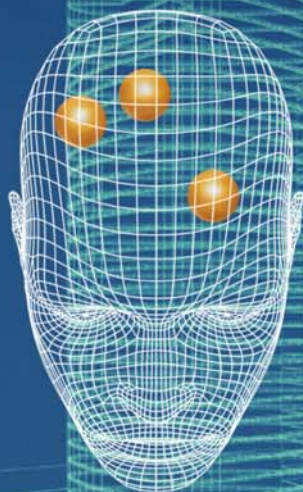
Toluna QuickSurveys™ features:

- > Question programming with a click of a button to receive answers immediately
- > Results received instantly and displayed in real-time - complete within 24 hours
- > "Ask the nation" option (nationally representative weighting)
- > Integration with [www.tolunapro.com](http://www.tolunapro.com) - a global respondent community

To register, send an e-mail to [contest@quirks.com](mailto:contest@quirks.com) with your complete contact information. Please include "Toluna Contest" in the subject line. Deadline to enter is April 30, 2012. The winner will be selected at random and announced in the June issue of Quirk's.

*Congratulations to February's winner, Joseph E. Herskovic of ConAgra Foods, Omaha, Neb. February's prize was free registration to the American Marketing Association's Applied Research Methods event and a customized tutorial portfolio.*

# The Premier Online Consumer Panel



**MindField**  
internet panels

[mindfieldonline.com/client](http://mindfieldonline.com/client)  
[jmace@mcmillionresearch.com](mailto:jmace@mcmillionresearch.com)  
800-969-9235



Data Quality  
Is Our Responsibility

A M C M I L L I O N C O M P A N Y



large.

Fieldwork has MORE focus group facilities in the U.S. than anyone else. After 30 years in the business, we are HEAVY on experience. With an owner/operator at every facility (19 in all) we have a MASSIVE commitment to on-site quality. And, five more owners at the corporate level, add GREAT WEIGHT to a cohesive brand. Over the years, we have constantly monitored and enhanced our local databases, making them VAST without the extra fat. Compared to any other facility chain, you have to admit, we've got GIRTH.



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

atlanta: 770.988.0330  
boston-waltham: 781.899.3660  
chicago-downtown: 312.565.1866  
chicago-north: 847.583.2911  
chicago-o'hare: 773.714.8700

chicago-schaumburg: 847.413.9040  
dallas: 972.866.5800  
denver: 303.825.7788  
east-fort lee, NJ: 201.585.8200

L.A - orange county: 949.252.8180  
minneapolis: 952.837.8300  
new york-westchester: 914.347.2145  
phoenix-scottsdale: 480.443.8883

phoenix-south mountain: 602.438.2800  
san francisco: 415.268.8686  
seattle 425.822.8900  
seattle-downtown: 206.943.3300  
multi-location projects: 1.800.TO.FIELD